

## Wassili Lasarov

### Curriculum Vitae

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date of birth: January, 1<sup>st</sup> 1987 in Dresden.



### Work Experience

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since 04/2014	<b>Christian-Albrechts-Universität zu Kiel</b> Research assistant and doctoral candidate
08/2012 – 03/2014	<b>GfK Retail and Technology GmbH, Nürnberg</b> Marketing Consultant
01/2012 – 06/2012	<b>Ost-West-Europa Zentrum für Kultur, Bildung und Wissenschaft e.V., Dresden</b> Public Relations

### Qualifications

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09/2006 – 01/2012	<b>Dresden University of Technology, Dresden</b> <i>Studies (Dipl.-Kfm.)</i> Business Administration with focus on Marketing and Behavioral Economics
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### Further work experience

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06/2010 – 01/2011	<b>Pludoni GmbH, Dresden</b> Student assistant (member of management board)
10/2008 – 03/2009	<b>KPMG AG Wirtschaftsprüfungsgesellschaft, Frankfurt am Main</b> Student assistant (IT Advisory, Governance and Compliance)

### Research Focus

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Intercultural Marketing  
Consumer Behavior