

Tom Joerß

Curriculum Vitae

Kiel University
Department of Marketing
Institute of Business Administration
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date of birth July 5, 1987 in Dresden.



Academic positions

since 04/2015

Christian-Albrechts-Universität zu Kiel
research assistant and doctoral candidate

Qualifications

09/2012 – 03/2015

University Hamburg
Studies (Master of Science)
Business Administration with focus on human resources, business management and marketing

10/2003 – 04/2007

Friedrich-Schiller-University Jena
Studies (Bachelor of Science)
Business Administration with focus on international management

Research projects

since 2015

Transkoll (BMBF), transparency and transformation in the regional food industry. Collaborative approach for more sustainability from raw material to consumer.

Main research

Consumer behavior

sustainability marketing