

Prof. Dr. Stefan Hoffmann

Curriculum Vitae

Kiel University
Department of Marketing
Institute of Business Administration
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date of birth: April, 2nd 1977 in Schwäbisch Hall.
married, three children.



Academic positions

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| since 11/2012 | Kiel University Full professor of marketing |
| 04/2012 – 10/2012 | University of Rostock Interim professor of marketing |
| 04/2011 – 03/2012 | Technical University of Dresden Interim professor of marketing |
| 10/2003 – 03/2011 | Technical University of Dresden Research assistant |

Qualifications

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| 10/2008 – 07/2012 | Technical University of Dresden <i>Habilitation (Dr. rer. pol. habil.)</i> Business administration |
| 10/2003 – 10/2008 | Technical University of Dresden <i>Ph.D. (Dr. rer. pol.)</i> Business administration with focus on marketing Summa cum laude; awarded with Feldbausch-Preis |
| 10/1997 – 10/2003 | University of Mannheim and Catholic University of Eichstätt <i>Diploma in psychology (Dipl.-Psych.)</i> Focus on business psychology and research methods Studies abroad at the University of Oulu, Finland |

Further work experience

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| 04/2017-09/2017 | Institute for the World Economy (IfW), Kiel Professor exchange program with the CAU Kiel |
| since 01/2004 | University of Göttingen Lecturer in the distance learning program Winfoline |
| since 10/2003 | Marketingverein e.V., Dresden , consulting and presentations, since 2012 managing board |
| 10/2003 - 12/2005 | MfM Marktforschungs- und Marktanalyse GmbH, Dresden Consultant in market research projects |
| 08/2002 – 10/2003 | Institut für angewandte Verkehrs- und Tourismusforschung, Mannheim , German driving performance study (working student) |
| 09/2001 – 05/2002 | DaimlerChrysler AG, Frankfurt a.M. Department of research and development (diplomate) |
| 11/2000 – 02/2002 | University of Mannheim Department of social psychology (student research assistant) |
| 08/2000 – 10/2000 | Audi AG, Ingolstadt Department of human resources (internship) |
| 09/1999 – 12/1999 | Wiley-VCH Verlag GmbH, Weinheim Department of human resources (internship) |
| 11/1998 – 07/1999 | Catholic University of Eichstätt Department of general psychology and research methods (student research assistant) |

Teaching

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| Lectures | Marketing, Consumer behavior Marketing-research Marketing communications Cross-cultural marketing Theories of internationalization Organisation and human resources |
| Guest lectures | Cross-cultural marketing and marketing research (State University of St. Petersburg, Russia) Principles of marketing (Academy of Economics, Ternopil, Ukraine) |
| Seminars | SPSS Consumer psychology Scientific working Organisation and human development Principles of marketing Seminar marketing International and cross-cultural marketing Marketing communications Research seminar on diverse topics (e.g., health marketing, ambient marketing, guerrilla marketing, website-complexity) Project marketing research on diverse topics |
| Distance learning | Marketing (Winfoline, Göttingen) |

Research projects

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| From 2018/07 | iReliefs. Indirect Rebound Effects. Lifestyle-segmentation and Interventions with Efficiency-Feedback and Sufficiency (BMBF) |
| From 2018/06 | IFkE – Instrumente zur Förderung klimafreundlicher Ernährung (EKSH Schleswig-Holstein) |
| From 2018/05 | Rokoko – Verbraucherrollen im kollaborativen Konsum (BMJV) |
| From 10/2016 | Kiel Centre of Globalization (Leibniz-Gemeinschaft, Institut für Weltwirtschaft, CAU Kiel, Land Schleswig-Holstein), subproject „Cross-cultural differences in the perception of corporate social responsibility and consumer social responsibility along global supply chains“ |
| 2015-2018 | Transkoll (BMBF) , Transparenz und Transformation in der regionalen Ernährungswirtschaft. Kollaborative Ansätze für mehr Nachhaltigkeit vom Rohstoff bis zum Endkonsumenten |
| 2013-2017 | DEDIPAC - The JPI HDHL Knowledge Hub (BMBF) , member of the network „DEterminants of DIet and Physical ACtivity“ |
| 2010-2013 | Nutrition Research-Funding program of the Bundesministeriums für Bildung und Forschung (BMBF) : Innovative strategies to overcome implicit product-based and personality-based obstacles to consume healthy food |
| 2008 | ForMaT-Funding program of the Bundesministeriums für Bildung und Forschung (BMBF) : Potenzial-Screening zur Identifikation und Bewertung von Lösungen für die wirtschaftliche und reproduzierbare Fertigung von endkonturnahen Bauteilen aus Faserverbundwerkstoffen |
| 2006-2007 | Xenos-Program of the European Social Fonds (ESF) and the Bundesministeriums für Arbeit und Soziales (BMAS) : Implementierung eines Informationsportals zur Sensibilisierung für interkulturelle Zusammenarbeit in KMU |

Main research

Consumer behavior (e.g., transformative, health conscious)
Sustainable and ethical consumer behavior
Communication
Cross-cultural marketing

Selected Publications

Journals

- Lasarov, W., Mai, R., García de Frutos, N., Ortega Egea, J. M. & Hoffmann, S. (2019). Counter-arguing as Barriers to Environmentally Motivated Consumption Reduction: A Multi-Country Study, *International Journal of Research in Marketing*, 36(2) (forthcoming).
- Krautz, C.; Hoffmann, S. (2017). The Tenure-Based Customer Retention Model. A Cross-Cultural Validation. *Journal of International Marketing*. 25(3), 83-106
- Hutter, K.; Hoffmann, S.. Surprise, Surprise. Ambient Media as Promotion Tool for Retailers. *Journal of Retailing*, 90 (1), 93-110.
- Mai, R.; Hoffmann, S.; Schwarz, U.; Niemand, T.; Seidel, J. (2014). The Shifting Range of Optimal Web Site Complexity. *Journal of Interactive Marketing*, 28 (2), 101-116.
- Mai, R.; Hoffmann, S. (2014). Accents in Business Communication: An Integrative Model and Propositions for Future Research. *Journal of Consumer Psychology*, 24 (1), 137-158.
- Mai, R.; Hoffmann, S. (2011). Four Positive Effects of a Salesperson's Regional Dialect in Personal Selling, *Journal of Service Research*, 14 (4), 423-437.

Books

- Hoffmann, S.; Franck, A.; Schwarz, U.; Soyey, K.; Wünschmann, S. (2018). *Marketing-Forschung. Grundlagen der Datenerhebung und Datenauswertung*. München: Vahlen.
- Hoffmann, S.; Akbar, P. (2018). *Konsumentenverhalten. Konsumenten verstehen – Marketingmaßnahmen gestalten*, 2nd ed.. Wiesbaden: SpringerGabler.
- Hutter, K.; Hoffmann, S. (2014). *Professionelles Guerilla-Marketing. Grundlagen – Instrumente – Controlling*. Wiesbaden: Springer Gabler.
- Hoffmann, S.; Schwarz, U.; Mai, R. (2012). *Angewandtes Gesundheitsmarketing*, Wiesbaden: Springer Gabler.
- Hoffmann, S.; Müller, S. (2010). *Gesundheitsmarketing: Gesundheitspsychologie und Prävention*, Bern: Hans Huber.

Reviewing

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| Ad-hoc (Journals) | Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Retailing, Journal of International Marketing, International Marketing Review, Journal of Interactive Marketing, Journal of Business Research, Journal of Macromarketing, Journal of Consumer Affairs, Journal of Marketing Theory and Practice, Journal of Promotion Management, Journal of Marketing Communications, Psychology & Marketing, European Journal of Marketing, Journal of Global Marketing, Management International Review, Food Quality and Preference, Frontiers in Psychology, PLOS One, Marketing ZFP – Journal of Research and Management, International Journal of Marketing, Journal of International Consumer Marketing, Advances in International Marketing, Business Research, Organization & Environment, Die Betriebswirtschaft, Marketing Review St. Gallen, Marketing Theory, International Journal of Training and Development, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, Journal of Business Economics, Swiss Journal of Business Research and Practice, Zeitschrift für Wirtschafts- und Unternehmensethik, Journal of Business Ethics, British Food Journal, Food Research International, Journal of Management Control, Journal of Non-Profit and Public Sector Marketing, Sustainability |
| Ad-hoc (conferences) | AMA (American Marketing Association) Winter Educators' Conference AMS (Academy of Marketing Science) ANZMAC (Australian and New Zealand Marketing Academy) Marketing Trends Conference |
| Guest editorship | International Journal of Marketing, Special Issue on Health Marketing Journal of Consumer Affairs, Special Issue on Anti-Consumption and Consumer Well-being |
| Editorial board | Marketing ZFP - Journal of Research and Management Journal of Promotion Management |
| Funding | Deutsche Forschungsgemeinschaft (DFG) German Academic Exchange Service (DAAD) Alexander von Humboldt-Stiftung BMFWF (Österreich) |

Awards, Ranking and Funding

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| 2015-2019 | Funding of Teaching Projects by BMBF (together with PerLe of CAU Kiel). 2019: „Class of Marketing – Eine intra- und transdisziplinäre Zusammenführung des Marketing“ 2018: „WebQuests im Marketing“, 2017: „Partizipatives Lehren und Lernen durch Classroom Experiments“, 2016: „Vorlesung 2.0 – Hybride Vorlesungseinheiten im Marketing“, 2015: „Von Studierenden für Studierende – Das Marketing-Wiki als kollaborative Arbeits- und Lernplattform“ |
| 2019 | Ranked #171 (Top 10%) in the Forschungsmonitoring-Ranking of German speaking business-researchers (publications 2014-2018) |
| 2018 | Publons Peer Review Awards 2018 (for placing in the top 1% reviewers in Economics & Business based on Publons' global reviewer database, during 2017-2018, rank #26) |
| 2016 | Publons' Certified Sentinel of Science 2016, Top 10 per cent of researcher contributing to the peer review of the field of Business, Management and Accounting. |
| 2015/16 | Outstanding Teaching Award, BMBF PerLe-Fonds |
| 2014 | Ranked #52 in the December 2014 in the Handelsblatt-ranking of the Top100 German-speaking business-researcher under 40 years (http://tool.handelsblatt.com/tabelle/index.php?id=142) |
| 2013 | Best Paper, ANZMAC 2013, Track Digital and Social Media |
| 2012 | Highly Commended Award Winner at the Literati Network Awards for Excellence 2012 with the paper “Anti-Consumption as a Means of Saving Job” published in the European Journal of Marketing |
| 2010, 2011 | DAAD funding for presentations at international conferences |
| 2006, 2009, 2011 | Dr. Händel-Award for the enhancement of the contacts abroad of the faculty of economics and business administration at the TU Dresden |
| 2009 | Dr. Feldbausch-Förderpreis for outstanding final thesis (dissertation) in economic and business administration |

Membership

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| International | American Marketing Association (AMA) European Marketing Academy (EMAC) International Centre for Anti-Consumption Research (ICAR) |
| National | Verband der Deutschen Hochschullehrer für Betriebswirtschaft e.V. (VHB). Kommissionen: Marketing, Internationales Management Marketing-Club, Schleswig Holstein (since 2015 advisory board) Gesellschaft für Betriebswirtschaft, Kiel (since 2013 advisory board) Marketingverein e.V., Dresden (since 2012 managing board) Netzwerk Verbraucherforschung |