

## Prof. Dr. Stefan Hoffmann

### Curriculum Vitae

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



### Academic positions

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

### Qualifications

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10/2008 – 07/2012	<b>Technical University of Dresden</b> <i>Habilitation (Dr. rer. pol. habil.)</i> Business administration
10/2003 – 10/2008	<b>Technical University of Dresden</b> <i>Ph.D. (Dr. rer. pol.)</i> Business administration with focus on marketing Summa cum laude; awarded with Feldbausch-Preis
10/1997 – 10/2003	<b>University of Mannheim</b> and <b>Catholic University of Eichstätt</b> <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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since 01/2004	<b>University of Göttingen</b> Lecturer in the distance learning program Winfoline
since 10/2003	<b>Marketingverein e.V., Dresden</b> , consulting and presentations, since 2012 managing board
10/2003 - 12/2005	<b>MfM Marktforschungs- und Marktanalyse GmbH, Dresden</b> Consultant in market research projects
08/2002 – 10/2003	<b>Institut für angewandte Verkehrs- und Tourismusforschung, Mannheim</b> , German driving performance study (working student)
09/2001 – 05/2002	<b>DaimlerChrysler AG, Frankfurt a.M.</b> Department of research and development (diplomate)
11/2000 – 02/2002	<b>University of Mannheim</b> Department of social psychology (student research assistant)
08/2000 – 10/2000	<b>Audi AG, Ingolstadt</b> Department of human resources (internship)
09/1999 – 12/1999	<b>Wiley-VCH Verlag GmbH, Weinheim</b> Department of human resources (internship)
11/1998 – 07/1999	<b>Catholic University of Eichstätt</b> 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 10/2016	<b>Kiel Centre of Globalization (Leibniz-Gemeinschaft, Institut für Weltwirtschaft, CAU Kiel, Land Schleswig-Holstein)</b> , subproject „Cross-cultural differences in the perception of corporate social responsibility and consumer social responsibility along global supply chains”
Since 2015	<b>Transkoll (BMBF)</b> , Transparenz und Transformation in der regionalen Ernährungswirtschaft. Kollaborative Ansätze für mehr Nachhaltigkeit vom Rohstoff bis zum Endkonsumenten
2013-2017	<b>DEDIPAC - The JPI HDHL Knowledge Hub (BMBF)</b> , member of the network „DEterminants of DIet and Physical ACTivity“
2010-2013	<b>Nutrition Research-Funding program of the Bundesministeriums für Bildung und Forschung (BMBF)</b> : Innovative strategies to overcome implicit product-based and personality-based obstacles to consume healthy food
2008	<b>ForMaT-Funding program of the Bundesministeriums für Bildung und Forschung (BMBF)</b> : Potenzial-Screening zur Identifikation und Bewertung von Lösungen für die wirtschaftliche und reproduzierbare Fertigung von endkonturnahen Bauteilen aus Faserverbundwerkstoffen
2006-2007	<b>Xenos-Program of the European Social Fonds (ESF) and the Bundesministeriums für Arbeit und Soziales (BMAS)</b> : Implementierung eines Informationsportals zur Sensibilisierung für interkulturelle Zusammenarbeit in KMU

## Main research

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

## Selected Publications

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- Journals
- Krautz, C.; Hoffmann, S. (2017). The Tenure-Based Customer Retention Model. A Cross-Cultural Validation. *Journal of International Marketing*. (forthcoming).
- 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.; Akbar, P. (2016). Konsumentenverhalten. Konsumenten verstehen – Marketingmaßnahmen gestalten. 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 International 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, Food Quality and Preference, Frontiers in Psychology, Marketing ZFP – Journal of Research and Management, International Journal of 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, Swiss Journal of Business Research and Practice, Zeitschrift für Wirtschafts- und Unternehmensethik
- 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) Alexander von Humboldt-Stiftung BMWFW (Österreich)

## **Professorship offering (“Ruf”)**

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2012	Universität Rostock, Lehrstuhl für Marketing (W3)
2012	Christian-Albrechts-Universität zu Kiel, Professur für Marketing (W3)

## **Awards and Funding**

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2016	Funding of the project „Vorlesung 2.0 – Hybride Vorlesungseinheiten im Marketing“ by the BMBF, together with PerLe (CAU Kiel).
2015	Funding of the project „Von Studierenden für Studierende – Das Marketing-Wiki als kollaborative Arbeits- und Lernplattform“ by the BMBF, together with PerLe (CAU Kiel).
2014	Ranked #52 in the December 2014 in the Handelsblatt-ranking of the Top100 German-speaking business-researcher under 40 years ( <a href="http://tool.handelsblatt.com/tabelle/index.php?id=142">http://tool.handelsblatt.com/tabelle/index.php?id=142</a> )
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)