

## Alumni of the Chair of International Marketing

Name	Thesis	Year
Andreas Aigner	Factors Influencing Consumers' Price Evaluations: Price Changes, Product Characteristics, and Consumer Habits	2020
Christian Münnich	Towards the Value Growth Model of Social Commerce: Taxonomy, Determinants, and the Effect of Humor on Prosumer Engagement in Electronic Word-of-Mouth	2019
Elena Dinkevych	Essays on Joint Decision Making: Business Negotiations, Household Purchases, and Joint Shopping	2018
Hannah Martensen	Zum moderierenden Einfluss von Fremdsprache in internationalen Geschäftsverhandlungen	2018
Karina Isaak	The Influence of Psychological Distance on Consumers' Willingness to Pay. Further away = Higher Willingness to Pay?	2017
Tayfun Aykaç	Teams in Intercultural Business Negotiations. Prioritization of Negotiation Issues, Adaptation to Culture-Bound Negotiation Styles, and (Un-)Ethical Behavior	2015
Erik Maier	Situational Influences on Consumers' Willingness to Pay: Mood, Stress, and Certainty	2013
Florian Dost	Willingness to Pay as a Range: Theoretical Foundations, Measurement, and Implications for Marketing Mix Decisions	2012
Simone Kreyer	Multikulturelle Teams in interkulturellen B2B-Verhandlungen – Eine empirische Untersuchung am Beispiel der deutschen und französischen Kultur	2011

Name	Research project	Year
Dr. Véronique Slomski	CREATE-ET - Creativity of non-native speakers in English-language team settings	2019-2020