

Curriculum Vitae – Claudia Wenzel

Contact Information

Research Associate
Chair of Marketing and Market Research

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Short Profile

The best way to predict the future is to invent it.
- Alan Kay -

Claudia is a research associate & PhD candidate at the Chair of Marketing and Market Research. She has completed both her undergraduate and graduate studies in Management & Economics at the University of Zurich. After her bachelor's thesis on product success in a cross-national context, she already joined our chair as a teaching and research assistant. During her master studies she focused on courses in econometrics and data science and wrote her master's thesis on the performance of matching methods under endogeneity. In her dissertation, Claudia analyzes how consumers value their personal information and under which circumstances they are willing to share this information for a societal benefit. Specifically, she is interested in what drives consumers' pro-social behavior and how they can be nudged to do better. To translate research findings into practice, Claudia is collaborating on societal projects with *Stiftung Mercator Schweiz* and *Stiftung Risikodialog* in Switzerland.

In her free time, Claudia enjoys doing sports, especially running, and roaming the Swiss Alps. She has already completed the Zurich Marathon and is always looking for the next (athletic) challenge.

Research focus: experimental designs, privacy paradox, internet marketing, human behavior.

Education

09/2020-	UNIVERSITY OF ZURICH, SWITZERLAND Digital Society Initiative PhD Excellence Program Participant.
09/2018-	UNIVERSITY OF ZURICH, SWITZERLAND Doctorate in Business Administration.
09/2015-02/2018	UNIVERSITY OF ZURICH, SWITZERLAND Master of Arts in Management & Economics (Grade: 5.4, magna cum laude).
09/2011-08/2015	UNIVERSITY OF ZURICH, SWITZERLAND Bachelor of Arts in Management & Economics (Grade: 5.4, magna cum laude).
08/2008-02/2011	BRILLAT-SAVARIN-SCHOOL, BERLIN, GERMANY Apprenticeship in Hotel Management (Grade: 1.0, excellent).
09/2000-06/2008	JOHANN-WALTER-GYMNASIUM, TORGAU, GERMANY Secondary School Examination. Degree: Abitur (Grade: 1.9, good).

Academic and Professional Experience

08/2018-	EPIPHANY AG, SCHAAN, LICHTENSTEIN Junior data science consultant.
02/2018-11/2018	SWISS INTERNATIONAL AIR LINES, KLOTEN, SWITZERLAND Customer data intelligence support.
09/2015-02/2018	UNIVERSITY OF ZURICH, SWITZERLAND Student Research Assistant at the Chair of Marketing and Market Research.
10/2014-03/2018	BAIN & COMPANY, ZURICH, SWITZERLAND Working student in administration, back office and reception.

Refereed Conference Presentations (*denotes presenting author)

- *Wenzel, C. and Scherer, A. (2021, May). Sharing Data for Social Good: From Uninformed Consent to Misinformed Dissent. Under consideration at the *European Marketing Academy EMAC Conference*. Madrid (ESP).
- *Wenzel, C. and Scherer, A. (2021, May). The value of personal data: How the monetarization of personal information can increase the willingness to pay for digital services and offer consumers a true choice. Accepted at 34th *European Marketing Academy EMAC Doctoral Colloquium*. Madrid (ESP).
- *Wenzel, C. and Algesheimer, R. (2020, October). The Value of Personal Information - Consumers' Valuations And Preferences For Personal Data And Privacy. Presented at the *Association for Consumer Research ACR Conference*. Paris (FRA).
- *Wenzel, C. and Algesheimer, R. (2020, May). The value of personal data: How the monetarization of personal information can increase the willingness to pay for digital services and offer consumers a true choice. Accepted at the 33rd *European Marketing Academy EMAC Doctoral Colloquium*. Budapest (HUN). (cancelled due to coronavirus pandemic).

Invited talks and presentations

02/2020 Consumers and their data, Workshop, Shift Conference on Digital Responsibility, Zurich (CH).

Invited chapters

Scherer, A. & Wenzel, C. (2020): Geteilte Verantwortung. Reihe «Digitalisierung und Gesellschaft». Stiftung Mercator Schweiz. 55-57.

Received grants

10/2021 Project funding Stiftung Mercator Schweiz. Datenspende für Gemeinnützigkeit.

10/2021 Travel grant from the Graduate School of Business, University of Zurich to attend the EMAC Conference 2021.

06/2020 Project funding Stiftung Mercator Schweiz. Vorstudie Datenkooperation CH - COVID-19.

09/2020 Travel grant from the Graduate School of Business, University of Zurich to attend the ACR Conference 2020.

Teaching

HS21 Python - A non-technical Introduction with applications to Marketing

FS21 R - A non-technical introduction to big data, team work and interactive visualization

FS19 - HS20 R - A non-technical Introduction with applications to Marketing

FS16-FS17 Marketing Analytics I

Advanced training

09/2021 Introduction to Data Regulation, Kerstin Noelle Vokinger and Viktor von Wyl (University of Zurich), University of Zurich (CH).

10/2021 PhD Seminar in Quantitative Marketing, Ren Algesheimer, Martin Natter (University of Zurich) and Florian von Wangenheim (ETH Zurich), University of Zurich (CH).

09/2021 Introduction to Data Regulation, Kerstin Noelle Vokinger and Viktor von Wyl (University of Zurich), University of Zurich (CH).

01/2021 Mediation, Moderation, and Conditional Process Analysis I, Prof. Dr. Amanda Montoya (University of California, Los Angeles), GSERM Ljubljana (SVN).

11/2020 Data Management & Integration, Michael Krauthammer and Sven Helmer (University of Zurich), University of Zurich (CH).

- 03/2020 PhD Seminar on Consumer Behavior, Andrea Giuffredi-K hr (University of Zurich) and Wayne Hoyer (University of Texas), University of Zurich (CH).
- 12/2019 EDEN Doctoral Seminar on Consumer Research, Luk Warlop (BI Norwegian Business School), Stefano Puntoni (Rotterdam School of Management), Simona Botti (London Business School), Ozlem Sandikci (University of Glasgow), European Institute for Advanced Studies in Management, Brussels (BEL).
- 06/2019 Experimental Methods for Behavioral Science, Prof. Dr. Gerald Häubl (University of Alberta), GSERM St. Gallen (CH).
- 06/2019 PhD Seminar on Probability Models and Customer Lifetime Value Analysis, Prof. Dr. Peter S. Fader (The Wharton School of the University of Pennsylvania) and Prof. Dr. Bruce G.S. Hardie (London Business School), University of Zurich (CH).

Professional services

- 2019 Volunteer Reviewer, APA, Technology, Mind & Society Conference Washington, DC (US).

Professional affiliations

- since 2019 European Marketing Academy (EMAC)
- since 2020 Digital Society Initiative Network

Supervised theses

Mina Gadzo (MA), Dario Mastelic (BA), Alexander Gasser (BA), Silvan Hinterberger (MA), Seraina Stoffel (BA), Eric Hitz (BA), Tammitage Shehani Perera (BA), Severin Venetz (BA).