

Curriculum Vitae – Andrea Bublitz

Status: January 2020

Contact Information

Research Associate
Chair of Marketing and Market Research

University of Zurich
Department of Business Administration
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Education

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|-----------------|---|
| 04/2017- | UNIVERSITY OF ZURICH, CH
Doctorate in Business Administration. |
| 02/2015-04/2017 | UNIVERSITY OF ZURICH, CH
Master of Arts in Economics (Grade: 5.4). |
| 09/2011-02/2015 | UNIVERSITY OF ZURICH, CH
Bachelor of Arts in Management & Economics (Grade: 5.0). |
| 08/2008-06/2011 | INTERNATSSCHULE SCHLOSS HANSENBERG, GEISENHEIM, GER
Secondary School Examination. Degree: Abitur (Grade: 1.7). |

Academic and Professional Experience

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| 04/2017- | UNIVERSITY OF ZURICH, CH
Research Associate at the Chair for Marketing and Market Research. |
| 02/2015-02/2017 | UNIVERSITY OF ZURICH, CH
Student Research Assistant at the Chair for Marketing and Market Research. |
| 11/2013-04/2014 | UNIVERSITY OF ZURICH, CH
Student Research Assistant in the research project KIDS-WIN, Department of Economics. |
| 10/2009 | LUFTHANSA TECHNIK AG, MLT
Student internship in the Finance department. |

Refereed conference presentations

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| 10/2019 | News Consumption on Social Media: Uninformed but unaware (together with Anne Scherer & René Algesheimer), APA Technology, Mind & Society 2019, Washington (US). |
| 05/2019 | News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 48 th EMAC Conference & 32 nd EMAC Doctoral Colloquium, Hamburg (GER). |

- 02/2019 News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 2019 SPSP Convention & Pre-Conference on Psychology of Media and Technology, Portland (US).
- 09/2018 News Consumption on Social Media: When do we actually read the news that we like? (together with Anne Scherer & René Algesheimer), 2nd EMAC Junior Faculty & Doctoral Research Camp, Vienna (AUT).
- 05/2018 News Consumption on Social Media: When do we actually read the news that we share? (together with Anne Scherer & René Algesheimer), 3rd EMAC Doctoral Colloquium, Glasgow (UK).

Research grants

- 09/2019 Travel grant (1000 CHF) from the Swiss Academy of Humanities and Social Sciences to attend the APA Technology, Mind and Society conference in Washington (US).
- 05/2019 Travel grant (500 CHF) from the Graduate School of Business, University of Zurich to attend the EMAC Conference & Doctoral Colloquium in Hamburg (GER).
- 09/2018 Travel grant (500 CHF) from the Graduate School of Business, University of Zurich to attend the EMAC Doctoral Research Camp in Vienna (AUT).

Advanced training

- 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), in December 2019.
- 06/2019 Mediation, Moderation, and Conditional Process Analysis I & II, Andrew Hayes (Ohio State University), GSERM St. Gallen.
- 06/2018 Experimental Methods for Behavioral Science, Gerald Häubl (University of Alberta), GSERM St. Gallen.
- 02-06/2018 Topics in Experimental and Behavioral Economics, Ernst Fehr (University of Zurich), University of Zurich.
- 02-06/2018 PhD Reading Course on Network Science & Marketing, Claudio Tessone (University of Zurich), University of Zurich.

Teaching

- HS19 Consumer Behavior in the Digital Age
- FS19 Marketing Experiments
- HS16-HS18 A non-technical Introduction to R
- FS16-FS17 Marketing Analytics I

Supervised Theses

Julia Hagenbuch (BA), Paride Iadonisi (BA), Michel Johner (BA), Ana Maria Krink (BA), Isabelle Muheim (BA), Michelle Müller (BA), Antonietta Navarra (BA), Lorenz Honegger (MA).