

Curriculum Vitae

Prof. Dr. Dobbelstein

29.09.1971

Birkenweiler 4, 88699 Frickingen, Germany

Dobbelstein@cr42.de



For detailed information and references see www.cr42.com

since 02 **professor for market research and retailing at Baden-Württemberg Cooperative State University in Ravensburg**

04-08 vice-president of the Baden-Württemberg Cooperative State University in Ravensburg

since 03 **managing director Customer Research 42**

00-02 member of the managing board (marketing/sales and development) with Friedrich J. Keppel GmbH & Co. KG, Krefeld

98-02 doctorate from the department of economics, retail and distribution at the University of Cologne, Prof. Dr. Lothar Müller-Hagedorn

97-00 academic staff member at the Institut für Handelsforschung (institute for retail research), University of Cologne (IfH)

91-96 study of economics at the Universities of Marburg and Cologne

honorary professor at Durban University of Technology, South Africa

best Paper Award Nordic Wholesale and Retail Association

Elsevier Most innovative Research paper award

Science-Transfer-Award City of Ravensburg

109 publications (see appendix list of publications)

145 presentations (see appendix list of presentations)

47 university projects with companies (see appendix list of cooperative projects)

201 supervisions of Bachelor-, Master- and PhD-theses (see cr42.com for a list)

Memberships / additional activities

Supervisory boards / advisory councils

- member of the advisory board Durban university of technology business school
- supervisory board Privalor AG
- advisory board Johanniter Bodensee-Oberschwaben
- advisory council, 9 Levels Institute for Value Systems
- various boards for the Bodensee-Oberschwaben chamber of commerce

Currently teaching in MBA and executive programs at the following universities:

- Kempten Business School
- Vorarlberg University of Applied Sciences
- Center of Advanced Studies, Baden-Württemberg Cooperative State University
- Baden-Württemberg Cooperative State University

Additional teaching experience:

- Dresden International University
- Chamber of Industry and Commerce Bodensee-Oberschwaben
- Executive Management Training, German-Iranian Chamber of Industry and Commerce Teheran
- Durban University of Technology
- University of Johannesburg
- University of Pretoria
- University of Kwazulu-Natal
- Cape Peninsula University of Technology
- Vaal University of Technology

Currently serving as an external PhD- / Master Examiner at the following universities:

- Durban University of Technology
- Cape Peninsula University of Technology
- Leeds Metropolitan University - external PhD-Examiner
- University of Pretoria - external PhD-Examiner
- University of KwaZulu-Natal, external PhD-Examiner
- University of Cape Town, external Master examiner

community engagement

(non job related)

Rotary Club Ravensburg

Active member since 2004

From 2004 to 2019 responsible for the international youth exchange of the Ravensburg club. This included many programs, the most important being a one-year international school exchange year. Personal responsibility for more than 50 exchanges of young people around the world, including African countries. This engagement was awarded with the Paul Harris fellow in sapphire.

Additional active on-going hands on project support, e.g. supporting a stroke unity, baking Christmas cookies with little children, Christmas visits to old people's homes.

Rotary is a humanitarian, non-political and non-religious service organization bringing together business, professional, and community leaders in order to provide service to others, promote integrity, and advance goodwill, peace, and understanding in the world.

Opportunities through education in Uganda

(original German name: Chancen durch Lernen in Uganda e.V.)

Founding and active member since 2010

Personal contribution to the management of the organization as well as several visits to Uganda to support the local team.

Opportunities through education in Uganda is a non-profit organization currently providing about 35 Ugandan children with a good education. Some of our children didn't have a home before. So we built a dormitory in Manyangwa near Kampala for them. At the moment 15 children can grow up there in a sheltered environment. Fruit and vegetables are grown on the property and farm animals are also kept. This contributes to the supply of food. In addition, the children learn for life through the experience and the care of the garden and the animals. When living together in the shared flat, they learn how to live peacefully together and how to help each other.

Engagement rewarding biplane flights

(original German name: Dobbeldecker.de)

Private charity biplane flights since 2010

Within Dobbeldecker.de I reward people showing a high community engagement with a flight around their region in an open biplane. The passengers are either nominated or can apply

themselves. It is important that the candidates show community engagement. The more than 60 flights range from a 16-year-old girl who volunteers to read to people in old people's homes, to a woman who has been working in children's hospices for 20 years, to the company owner who actively cooks for the homeless himself.

Similar activities are conducted, but not actively marketed at Virginia airport in Durban.

St. John Accident Assistance

(original German name: Johanniter Unfallhilfe e.V.)

Board member since 2019

Johanniter Unfallhilfe is a registered charity association. It provides care for children and youths, for disabled and elderly persons. They operate social centres, kindergartens, stationary institutions for the elderly, medical alarms and provide meals on wheels and run stationary and ambulatory hospices. Moreover, it engages in caring for dementia patients and the support of relatives. International activities are medical relief in response to disasters, support in restoring civilian everyday life in crisis areas, establishing health care, medical training and skill enhancement, fighting infectious diseases and epidemics, and orthopedic treatment for disabled persons and war casualties.

Animal sanctuary Birkenweiler

(original German name: Lebenshof Birkenweiler)

Founding member and deputy director since 2020

The purpose of the non-profit organization is the ideal, active protection of animals, in particular help with the care and nursing of animals in need. Animals in need, injured, sick or threatened with death are helped. The farm is currently home to over 70 horses, 5 lambs, 20 goats and sheep, cats, dogs, rabbits and chickens. Respect for nature and life is of central importance. Young people learn this in educational holiday camps through their active work on the farm.

Support of local voluntary local firefighters

After being a voluntary fire fighter for more than 20 years I have become a passive member and support the voluntary local fire fighters with facilities for training as well as financially.

List of publications

Dobbelstein, T. / Lochner, C.: **Factors influencing purchase intention for recycled products: A comparative analysis of Germany and South Africa**, sustainable development, 1 – 23. Wiley, 27.01.23 online published, next issue in print.

Boitumelo, Poee / Dobbelstein, T.: **Insight into biases when measuring socioeconomics and demographics of consumers patronizing retailing fashion design entrepreneurs: Germany's perspective vs. South African requirements**, in: Marketing Science & Inspirations, vol. 17 (2022) no. 4, p. 2 – 13.

Tshikovhi, N. / Dobbelstein, T. / Moyo, S.: **Millennial's consumer behavior during the COVID-19 pandemic: perspectives from an emerging and a developed economy**, in African Journal of Business and Economic Research (AJBER), vol 17 (2022), no. 4, p. 283 – 309.

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Mason, R. / Corbishley, K. / Dobbelstein, T.: **Social norm compliance and involvement with Covid-19: Demographic differences in developing and developed countries**, in: International Journal of Research in Business and Social Science, vol. 11 (2022) n. 5, p. 406-422

Poee, B. / Dobbelstein, T.: **Insight into the biases when measuring socioeconomics and demographics of consumers patronizing retail fashion design entrepreneurs: Germany's perspective versus South African requirements**, in: Überwimmer, M. / Füreder, R. / Kwiatek, P. (ed.): Proceeding cross cultural business conference 2022, p. 189 - 200.

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Corbishley, K. / Mason, R. / Dobbelstein, T.: **COVID-19 involvement, shopping motives and buying behaviour: A German/South African comparison**, in: Expert Journal of Marketing, vol. 10 (2022), iss. 1, p. 43 - 61.

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Dobbelstein, T. / Heidig, W.: **Reduziertes Flop Risiko**, in: return – Magazin für Transformation und Turnaround, vol. 8 (2021), no. 6, p. 54 - 56

Meintjes, C./ Heidig, W. / Dobbelstein, T.: **Whether to adopt or not? A cross-country comparison of consumer resistance towards smart household appliances**, Retail and Marketing Review, iss. 2, p. 30 - 51.

Dobbelstein, T. / Corbishley, K. / Mason, R.: **Factors encouraging and discouraging attendance at farmers' markets: An application of the Kano model**, Retail and Marketing Review, vol. 17 (2021), p. 56 – 78.

Heidig, W. / Dobbelstein, T.: **Quick Guide Marktforschung im Mittelstand**, Wiesbaden 2021.

Dobbelstein, T. / Walz, N.: **TikTok und Instagram – Erfolgsfaktoren zur Markenführung für Konsumgüter in der Generation Z**, Göttingen 2021.

Dobbelstein, T. / Naidoo, V.: **German and South African millennials' reactions to fear and stress when purchasing products during COVID-19**, Retail and Marketing Review, vol. 16 (2020), iss 3, p. 66 - 82.

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Dobbelstein, Thomas: **Prognoseverfahren**, in: Universität zu Köln, Seminar für Allgemeine Betriebswirtschaftslehre, Handel und Distribution (ed.): Instrumente der Handelswissenschaft, part 2, Cologne, 1998, p. 11-1 to 11-11.

Dobbelstein, Thomas: **Årsager til og behandling af møbelreklamationer**, in: Foreningen Dansk Møbelindustri (Hrsg.): Medlemsarrangement, En reklamation er en gave, proceedings of the conference 08.10.98, Kopenhagen 1998, p. 2 - 22.

Dobbelstein, Thomas: **Die Umsatzentwicklung im westdeutschen Elektrogroßhandel, eine quantitative Prognose bis zum Jahr 2000**, in: Elektrowirtschaft, no 10, 1997, p. 6 - 15.

Müller-Hagedorn, Lothar/Dobbelstein, Thomas: **Kunden-Zufriedenheit gemeinsam managen**, in: möbelkultur, no. 6, 1997, p. 52 - 57.

List of presentations

Dobbelstein, T. / Heidig, W. / Meintjes, C.: **Whether to adopt or not? A South African / German comparison of consumer's resistance against and adoption of Smart Household Appliance (IoT)**, W&R SETA Inaugural Research Conference, 5th October 2022, Cape-Town, South Africa.

Dobbelstein, T. / Heidig, W. / Meintjes, C.: **Whether to adopt or not? A South African / German comparison of consumer's resistance against and adoption of Smart Household Appliance (IoT)**, W&R SETA Inaugural Research Conference, 5th October 2022, Cape-Town, South Africa.

Dobbelstein, T. / Heidig, W. / Meintjes, C.: **Resistance against and adoption of Smart Household Appliance**, ENVISION 2030, Durban University of Technology, 18th August 2022, Durban, South Afrika.

Dobbelstein, T. / Mason, R. / Kamwendo, R.: **Attitudes and Behaviour Towards Small Local FMCG Brands: A Comparative Study between South Africa and Germany**, 27th Recent Advances in Retailing and Service Science Conference, 23. - 26.07.2022, Baveno, Italy.

Dobbelstein, T. / Heidig, W. / Meintjes, C.: **Smart Household Appliances-Criteria Influencing Resistance and Adoption**, International Conference on Economics and Business Management (ICEBM), 18th - 19th June, 2022, London, United Kingdom.

Dobbelstein, T / Corbishley, K / Mason, R.: **Measurements to support farmers' markets - a South African German comparison**, International Congress on Economy, Finance, and Business (ICEFB 22), 25th May 2022, Lusaka Zambia.

Pooe, B. / Dobbelstein, T.: **Insight into biases when measuring socioeconomics and demographics of consumers patronising retailing fashion design entrepreneurs: Germany's perspective vs South African requirements**, 11th Cross-Cultural Business Conference, May 12th - 13th, 2022, University of Applied Sciences Upper Austria, Steyr, Austria.

Corbishley, K. / Dobbelstein, T. / Mason, R.: **Creating enthusiasm about farmers' markets in a post pandemic world – a South African-German comparison**, Conversation on sustainable development on the African continent, 07. - 09.12. 2021, Durban, South Africa.

Sinemus, K. / Zielke, S. / Dobbelstein, T.: **Shopping App Features: Their impact on customer satisfaction and loyalty**, The 7th Nordic Retail and Wholesale Conference (NRWC), 9th – 11th November 2021, Umeå, Sweden.

Dobbelstein, T / Corbishley, K / Mason, R.: **Creating enthusiasm about farmers' markets in a post pandemic world – a South African-German comparison**, 12th Annual Global Business Conference 2021 "Doing Business in Post Pandemic World" 22. – 25.09.2021, Zagreb, Croatia.

Pooe, B. / Dobbelstein, T.: **Consumer Patronage of Retailing Fashion Design Entrepreneurs: Germany's Perspective vs South African Requirements**, Envision 2030, public lecture Durban University of Technology, 02.09.2021, Durban South Africa.

Dobbelstein, T.: **German and South African millennials' reactions to fear and stress when purchasing products during COVID-19**, Department of Marketing and Retail Management, Durban university of technology, Envision 2030 symposium "The Marketing and Retail Landscape since the emergence of COVID-19", 26.08.21, Durban, South Africa.

Dobbelstein, T. / Naido, V.: **The influence of personality traits of millennials on the buying behaviour during the Covid 19 pandemic – a comparative study between South Africa and Germany**, 19th Annual International Conference on Marketing 28. June - 1. July 2021, Athens, Greece.

Dobbelstein, T.: **Success factors of small local FMCG brands – a South African - German comparison**, public lecture Durban University of Technology, 8.6.2021 Durban, South Africa.

Dobbelstein, T.: **Covid 19 and Shopping Behaviour**, 15.04.21, Rotary Club Ravensburg, Ravensburg, Germany.

Dobbelstein, T.: **The Impact of COVID-19 on Generation Y's Shopping Behaviour during different stages of the pandemic in South Africa and Germany**, 22. January 2021, Durban University of Technology, Durban, South Africa.

Dobbelstein, T.: **Innovative Curricula and Engaged University - Eyetracking as an example of Applied Cooperative Research**, public lecture at Durban University of Technology, 22.09.20, Durban, South Africa.

Dobbelstein, T.: **Adaptive graduates and distinctive education - the benefit of consequent cooperative education for students, companies and society**, public guest lecture Durban University of Technology, 12.03.2020, Durban, South Africa.

Dobbelstein, T.: **Quantitative Research Methodologies - Theoretical Process and Current Practical Challenges**, public guest lecture Cape Peninsula University of Technology, 13.02.2020, Cape Town, South Africa.

Dobbelstein, T. / Mason, R. / Corbishley, K.: **Shopping malls in South Africa and Germany – changing use and customer concerns**, 10th Annual Global Business Conference, 25. - 28. September, 2019, Sibenik, Croatia.

Dobbelstein, T. / Ortlinghaus, A. / Zielke, S.: **The impact of risk dimensions on the attitude toward multi-channel technologies**, 26th International Conference on Recent Advances in Retailing and Service Science, July 8-10, 2019, Talinn, Estonia.

Dobbelstein, T. / Ortlinghaus, A. / Zielke, S.: **Risk Perceptions in Multi Channel Retailing**, Posterpresentation DHBW conference digital transformation, 07.02.2019, Heilbronn, Germany.

Dobbelstein, T.: **Was wir über Sie wissen – Einblicke in die Marktforschung - über Eyetracking, Mikrogeographie und Big Data**, 18. Kube-Form, 20.11.18, Kempten, Germany.

Blomberg, A. / Zielke, S./ Dobbstein, T.: **The Impact of Risk Perceptions on the Attitude toward Multi-Channel Technologies**, NRWC - Nordic retail and wholesale conference, 8.-9.11. 2018, Reykjavík, Iceland.

Erasmus, A. C. / Donoghue, S./ Dobbstein, T.: **A Cross-Cultural Comparison of Consumers' Use of Online versus Brick-and-Mortar Shopping and the Perceived Risk Associated with Diverse Product Categories**, European Institute for Retail and Service Studies (EIRASS), 25nd international conference on recent advances in retailing and service science, 16. - 29.07.2018, Madeira, Portugal.

Dobbstein, T: **Analyzing market potential for innovative products**, Durban University of Technology, conference on: Creating local and regional innovation & entrepreneurial ecosystems, 14.03.2018, Durban, South Africa.

Dobbstein, T.: **Digitization in the County of Ravensburg, empirical results and advice for action**, 27.11.17, Ravensburg, Germany.

Dobbstein, T.: **Shopping trends in Germany - propensity to shop online versus at brick-and-mortar stores and implications for marketing of retailers and cities**, University of Pretoria, 29.03.17, Pretoria, South Africa.

Dobbstein, T.: **Baden-Württemberg Cooperative State University, a model of connecting industry and university**, Durban University of Technology, Research, Innovation and Engagement (RIE) Forum, 14.02.2017, Durban, South Africa.

Dobbstein, T.: **Denn WIR wissen, was SIE tun - Einblicke in die Welt der Kundenanalyse**, New Year's reception Trade and Business association, 08.01.2017, Ummendorf-Fischbach, Germany.

Zielke, S. / Dobbstein, T.: **Insights in the Usage of Online Price Search Strategies**, 5th Nordic Retail and Wholesale Conference, 9. - 10.11.2016, Aarhus, Denmark.

Dobbstein, T. / Heidig, W. / Jooste, W. / Mason, R.: **The Retail Industry in South Africa as Employer of first Choice for young Talents**, International Conference on Business Management Dynamics, 07. - 08.09.2016, Cape Town, South Africa.

Dobbstein, T. / Zielke, S.: **Insights in the Usage of Price Comparison Websites**, European Institute for Retailing and Service Studies (EIRASS), 23. international conference on recent advances in retailing and service science, 11. - 14.07.2016, Edinburgh, Scotland.

Dobbstein, T.: **Kundengewinnung - Zielgruppen finden, begeistern, binden**, Wirtschaftsförderung Bodenseekreis, 29.06.2016, Eriskirch, Germany.

Dobbstein, T. / Zielke, S.: **Drivers of Price Information Search in Brick-and-Mortar and Online Channels**, 7th International Conference on Business and Finance, 09.-10.09.2015, Cape Town, South Africa.

Dobbelstein, T. / Heidig, W.: **Motivation to visit a City - a retail perspective**, European Institute for Retail and Service Studies (EIRASS), 22nd international conference on recent advances in retailing and service science, 18. - 21.07.2015, Montreal, Canada.

Zielke, S. / Dobbelstein, T.: **Price Information in Online and offline Channels**, 18th international Conference on Research in the Distribution Trades, European Association of Education and Research in Commercial Distribution (EAERCD), 01.03.07.2015, Rennes, France.

Dobbelstein, T.: **Mystery Shopping - German Insights**, University of Cape Town, 11.02.2015, Cape Town, South Africa.

Dobbelstein, T.: **Informationen als Basis eines fundierten B2B-Marketings - über Kunden, Marktpotentiale, Bedarfe und Entscheidungen**, presentation at Maybach-Seminar, 18.11.2014, Friedrichshafen, Germany.

Dobbelstein, T.: **International Market Analysis in India**, Goa University, 23.10.2014, Taleigao, Goa, India.

Zielke, S / Dobbelstein, T.: **Einflussfaktoren des Preissuchverhaltens in unterschiedlichen Kanälen und Warengruppen**, Handelsforschung 2014, 6th (bi-annual) conference, 16.10. - 18.10.14, Trier University, Germany.

Dobbelstein, T. / Zielke, S.: **Customers' Price Search Behaviour in Different Channels and Product Categories**, European Institute of Retail and Service Studies (EIRASS), 21st international conference on recent advances in retail and service science, 07.07. - 10.07.14, Bucharest, Romania

Zielke, S. / Dobbelstein, T.: **Drivers of Price Information Search in Brick-and-Mortar and Online Channels**, Shopper Marketing & Pricing Conference, 08.05. - 10.05.14, Stockholm, Sweden

Dobbelstein, T.: **Kundenzufriedenheitsanalyse und Mystery Shopping als Instrumente zur Kontrolle der Dienstleistungsqualität**, 28.04.14, SRH Hochschule, Berlin, Germany

Dobbelstein, T.: **Life-style based market segmentation in Europe, theoretical foundation and practical application**, 18.02.14, Durban University of Technology, Durban, South Africa

Dobbelstein, T.: **New developments in selected steps of the research planning process: sampling and data collection**, 11.02.14, University of Pretoria, Pretoria, South Africa

Dobbelstein, T.: **Relevance and Trustworthiness as Success Factors of Weblog Marketing**, European Institute of Retailing and Services Studies (EIRASS), 20th international conference on recent advances in retail and service science, 07.07. - 10.07.2013, Philadelphia, USA

Erasmus, A. C. / Donoghue, S./ Dobbelstein, T.: **Consumers' perception of the complexity of selected household purchase decisions**, European Institute of Retailing and Services Studies (EIRASS), 20th international conference on recent advances in retail and service science, 07.07. - 10.07.2013, Philadelphia, USA

Dobbelstein, T: **Marktforschung - ein systematisches Instrument zur Analyse der Kundenbedürfnisse als Basis nachhaltiger Kundenzufriedenheit**, Agricultural Center Baden-Württemberg, 06.07.2013, Wangen, Germany

Dobbelstein, T: **Kundenwünsche richtig verstehen**, biz Netzwerkmesse, 11.06.2013, Ravensburg, Germany

Dobbelstein, T.: **Erfolgsfaktor Kundenzufriedenheit**, 11.06.2013, Altusried, Germany

Dobbelstein, T: **Wünsche erkennen, Zufriedenheit erreichen, Menschen begeistern, Die Kunst Kunden wie Bürgern das Richtige zu bieten**, opening ceremony Z&M 3D-Welt, 28.03.2013, Friedrichshafen, Germany

The Influence of Complexity and Vitality of Markets on Marketing Instruments, research stay 05.11. - 21.12.12, Durban University of Technology, Durban South Africa.

Market Potential of Community produced Textiles on Regional German Retail Markets - an Educational Student Project to Support Communities, Community Engagement Symposium: Embracing Diversity, Expanding Engagement, Utilizing Technology, 26. - 27.11.2012, North-West University, Vanderbijlpark, South Africa.

Changing Perception and Target Groups of Private Labels - Advice for Retailers, Institutional Research Day 15.11.12, Durban University of Technology, Durban, South Africa.

Zielgruppenanalyse für Ulm - Ergebnisse einer Zielgruppenanalyse für den Ulmer Handel, Tagung IHK Ulm: Marktforschung im Stadt und Citymarketing, 10.11.12, Ulm Germany.

Begeisternde Inhalte richtig kommuniziert - Marktforschung als Entscheidungshilfe für die Auswahl und Darstellung von Werbebotschaften - opening ceremony inallermunde, 27.09.12, Leutkirch, Germany.

The Importance of Human Resource and Cost Management as Critical Success Factors in Hotels; an Empirical Analysis, European Institute of Retailing and Services Studies (EIRASS), 19th international conference on recent advances in retail and service science, 09.07. - 12.07.2012, Vienna, Austria.

Systematische Impulse zur Spendenakquisition, Lions Club Tettngang, 12.09.2011, Tettngang.

Marktchancen für Invention - Marktforschung als Entscheidungshilfe für Erfinder, 12. Bodensee-Seminar für InnovationsberaterInnen, IHK Ulm und IHK Bodensee-Oberschwaben, 09.09.2011, Lindau.

The regional anchoring of a compulsory health insurance, European Institute of Retailing and Services Studies (EIRASS), 18th international conference on recent advances in retail and service science, 15.07. - 18.07.2011, San Diego, USA.

Analysis of Customer Behaviour, presentation at the Durban University of Technology, 07.03. - 18.03.2011, Durban, South Africa.

Marktforschung - die unterschätzte Marketingdisziplin, Mittelstandsforum Marketing, IHK Ulm und Marketingclub Ulm/Neu-Ulm, 24.02.2011, Ulm.

Auf den Augenblick kommt es an! Eyetracking als Instrument des Werbecontrollings, Vortrag zusammen mit Simon Ottler, Marketingclub Bodensee, 23.02.2011, Ravensburg.

Mystery Shopping als Instrument zur Kontrolle der Dienstleistungsqualität, Gastvorlesung an der Universität Bayreuth, Lehrstuhl für Betriebswirtschaftslehre VIII - Dienstleistungsmanagement, Prof. Dr. Herbert Woratschek, 30.11.2010, Bayreuth.

Wer sind meine Kunden und welche Wünsche haben sie? Die Kundenanalyse als Basis des strategischen Verkaufens, Vortrag IHK Jungunternehmerstag, 17.11.2010, Ravensburg.

Kundenzufriedenheit maßnahmeorientiert messen, Impulsreferat Handwerk pro Ravensburg, 15.11.2010, Ravensburg.

Kundengewinnung konzeptionell angehen, Vortrag IHK Unternehmerfrühstück der IHK Bodensee-Oberschwaben, 13.07.2010, Isny-Neutrauchburg.

An examination of antecedents of customer satisfaction in e-tailing environment, Dobbstein, T./Dheeraj, S., European Institute of Retailing and Services Studies (EIRASS), 17th international conference on recent advances in retail and service science, 02.07. - 05.07.2010, Istanbul, Turkey.

Research Innovation and Technology Transfer between private enterprises and Baden-Württemberg Cooperative State University, presentation at the Southern African Society of Co-Operative Education (SASCE) 2010 International Conference on Human Capital and Partnership in Work integrated learning, 28.03. - 31.03.2010, Kempton Park, Gauteng, South Africa.

The use of lifestyle based micro-geographic market segmentation and eye tracking for market research, Durban University of Technology, 24.03.2010, Durban, South Africa.

Mystery Shopping als Instrument der Dienstleistungsqualität, Gastvorlesung an der Universität Bayreuth, Lehrstuhl für Betriebswirtschaftslehre VIII - Dienstleistungsmanagement, Prof. Dr. Herbert Woratschek, 19.01.2010, Bayreuth.

Kundenzufriedenheit und Kundenbindung - besondere Bedeutung in Krisenzeiten, Rotary Youth Leadership Award, 07.11.2009, Friedrichshafen.

Research, Innovation and Technology Transfer between private enterprise and Baden-Württemberg Cooperative State University, South African Technology Network (SATN), Annual Conference on Technological Innovation at Universities in South Africa towards industrial and socio-economic development, 15.07. - 17.07.2009, Cape Town, South Africa.

Criteria that influence a patient's opinion about the medical quality of physicians in private practices, Dobbstein, T./Renzing, O., European Institute of Retailing and Services Studies (EIRASS), 16th international conference on recent advances in retail and service science, 06.07. - 09.07.2009, Niagara Falls, Canada.

Psychographic customer features as determinants of attitudes towards private labels – an empirical analysis in Russia and Germany, Dobbstein, T./Kuskova, E., European Institute of Retailing and Services Studies (EIRASS), 16th international conference on recent advances in retail and service science, 06.07. - 09.07.2009, Niagara Falls, Canada.

Marktforschung für Unternehmen im Landkreis Ravensburg - Kunden in der Krise begeistern und binden, Mittelstandsinitiative der Kreissparkasse Ravensburg und der Schwäbischen Zeitung, 01.07.2009, Isny.

Zielgruppen finden, begeistern, binden, Vortrag Wirtschaftsförderung Bodenseekreis, Blick hinter die Kulissen, 24.04.2009, Tettnang.

Kundenzufriedenheit gezielt analysieren und verbessern, Vortrag Deutsche Post AG, Direkt Marketing, 20.04.2009, Bad Waldsee.

Kooperation zwischen klassischer Wirtschaft und Gesundheitswesen - ausgewählte Best Practise Beispiele -, Vortrag vor dem Gesundheitsausschuss der IHK Wiesbaden, 02.04.2009, Wiesbaden.

Geiz wird ungeil - zur Bedeutung der Corporate Social Responsibility für den Deutschen Handel, presentation Handelsausschuss der IHK Bodensee-Oberschwaben, 08.10.2008, Ravensburg.

The influence of spirituality on the consumer decision making process - especially information behavior and retail store selection, Dobbstein, T., Dos Santos, M., European Institute of Retailing and Services Studies (EIRASS), 15th international conference on recent advances in retail and service science, 14.07. - 17.07.2008, Zagreb, Croatia.

Erfolgsfaktor Kundenzufriedenheit, presentation Thementag der IHK Ulm: Marketing - ein Muss für Gründer, 25.06.2008, Ulm.

Generation 50+ - Wie werthaltig und homogen ist diese Zielgruppe wirklich? panel discussion, 6. Europäische Strategietage Baden-Baden 2008, 05.06. - 06.06.2008, Baden-Baden.

Dogmatism and online consumption: Examining the moderating role of trust and value of exchange outcome, Sharma, D., Dobbstein, T., Uludag, B., Borna, S., The Academy of Marketing Science, Annual Conference 2008: Creating Value in a Global Marketplace, 28.05. - 31.05.2008, Vancouver, Canada.

Market Research and Communication, seminar at the German-Iranian Chamber of Commerce, 09.05. - 11.05.08, Teheran, Islamic Republic of Iran.

Mystery Shopping als Instrument zur Messung der Dienstleistungsqualität, guest lecture University Bayreuth, 2008, January 8th, Bayreuth.

Spirituality versus Self-Actualization, a Retail Perspective, Dos Santos, M.A.O. (presenter), Dobbstein, T., Herbst, F.J., The European Institute of Retailing and Service Studies (EIRASS), 14th international conference on recent advances in retail and service science, 2007, June 29th - July 2nd, San Francisco, USA.

Beyond international academic student exchange: Adding an international world of work experience, Dobbelstein, T., Taylor, S., World Association of Cooperative Education (WACE), 15th world conference on cooperative education, 2007, June 26th - June 29th, Singapore.

Evaluation of Accreditation - changes, opportunities and risks for universities of cooperative education, Dobbelstein, T., World Association of Cooperative Education (WACE), 15th world conference on cooperative education, 2007, June 26th - June 29th, Singapore.

Exploring consumer's spiritual development in adulthood: Possible implications for marketing organisations, Dobbelstein, T., Dos Santos, M.A.O., Herbst, F.J., Academy of Marketing Science Annual Conference: Making Marketing Accountable in a Turbulent World, 2007, May 23rd - May 26, Coral Gables, Florida, USA.

Der Wirtschaftsfaktor Gesundheit im Landkreis Ravensburg, economic advisory council - city of Ravensburg, 20.03.07, Ravensburg.

Marketingresearch, lectureship at the Europa Fachhochschule Fresenius, summer term 2007, Cologne.

Customer Satisfaction Management, lectureship at Cape Peninsula University of Technology, 2007, February 26th - March 9th, Cape Town, South Africa.

Current Development in European retailing, lectureship at the University of Johannesburg, 2007, February 19th - February 23rd, Johannesburg, South Africa.

Improving Guest Satisfaction in Hotels and Restaurants with the help of Mystery Guest Analysis and Guest Satisfaction surveys, presentation business breakfast, University of Johannesburg, 2007, February 20th, Johannesburg, South Africa.

Bedeutung des Wirtschaftsfaktors Gesundheit im Landkreis Ravensburg - Ergebnisse einer repräsentativen Studie, presentation Forum of the IHK Bodensee - Oberschwaben and the Netzwerk Gesundheit im Landkreis Ravensburg: Gesundheitsmarkt Oberschwaben - Zukunftsperspektiven einer Gesundheitsregion, 31.01.2007, Ravensburg.

Der Wirtschaftsfaktors Gesundheit im Landkreis Ravensburg, Bezirksrat AOK Allgäu-Oberschwaben, 29.11.06, Ravensburg.

Erfolgsfaktor Kundenzufriedenheit - Möglichkeiten der Messung und Optimierung von Kundenzufriedenheit und Kundenbindung, presentation Thementag IHK Ulm und IHK Bodensee-Oberschwaben: Marketing - ein Muss für den Mittelstand, 21.09.2006, Bad Schussenried.

Customer Satisfaction Management: Mystery Shopping and Customer Surveys as Instruments to improve Customer Satisfaction, presentation at Shanghai Jiao Tong University, 23.06.06, Shanghai, China.

The Executive MBA with a Double Degree - possibilities for Asian-German Joint Ventures in Cooperative Education, presentation together with Oliver Burscher at the WACE Asia Pacific Conference, 24. - 28.06.06, Shanghai, China.

Customer Research, Trends, Chances, and Risks of a Modern Research Design and its Application in Marketing, presentation at Southern African Marketing Research Association (SAMRA), 24.04.06, Johannesburg, South Africa.

Strategic Management for UCE – Analysing and Fulfilling the customers needs, presentation at the Southern African Society of Co-Operative Education (SASCE) 2006 International Conference, 17. – 20.04.06, Vanderbijlpark, South Africa.

Theories of Consumer Behaviour as a Basis for Market Segmentation, presentation at Cape Peninsula University of Technology, 13.04.06, Cape Town, South Africa and at Vaal University of Technology, 18.04.06, Vanderbijlpark, South Africa.

Life-Style-Research as an Approach of Explaining Consumer Behaviour in the Service Industry, lectureship at The Danish Business Academy and Business Academy West, 7. - 11.11.2005, Randers and Esbjerg, Denmark.

Stärkung des Gesundheitsstandortes Landkreis Ravensburg, Situationsanalyse und Maßnahmen, Bezirksrat AOK Allgäu-Oberschwaben, Ravensburg, 10.05.05

New Instruments of Market Research and their Use for Retail Marketing, Lehrauftrag and der Fontys Internationale Hogeschool Economie, 27.09 - 01.10.04, Venlo/Niederlande.

Consumer Behaviour in Multi-Channel-Retailing, Lehrauftrag and der Fontys Internationale Hogeschool Economie, 27.09 - 01.10.04, Venlo/Niederlande.

Exploring the Motivation to study at a German University of Cooperative Education as the Basis of improved University Marketing, Vortrag zusammen mit Nerine Bresler, Sate University of Johannesburg, auf der 5th Asia Pacific Conference on Cooperative Education, 01.12.04, Auckland, New Zealand.

European Life-Styles, Applications in Market-Research and Marketing, lectureship at Alan Shawn Feinstein Graduate School, Johnson & Wales University, 10. - 22.6.2004, Providence, Rhode Island (USA).

Higher Education as a Service Industry as a globalized World, presentation at the Fourth annual Conference of the Educational Network (EdNet) on behalf of the US Agency for International Development (USAID), 05.04.04, Almaty, Kasachstan.

The Impact of E-commerce on Retailing, presentation at Vaal University of Technology, 23.02.2004, Vanderbijlpark, South Africa.

Current Developments in Distribution Management and Retailing, lectureship at Technikon Witwatersrand (becoming the University of Johannesburg on 1 January 2005), 03.02. - 16.03.04, Johannesburg, South Africa.

Theories and Instruments of Analyzing a Company's Position in a Competitive Environment, lectureship at Technikon Witwatersrand (becoming the University of Johannesburg on 1 January 2005), 03.02. - 16.03.04, Johannesburg, South Africa.

Balanced Scorecard als Instrument der Unternehmenssteuerung im Großhandel, Großhandelsausschuss der IHK Bodensee-Oberschwaben, Ravensburg, 15.12.03.

Higher Education in the Federal Republic of Germany – Description and Evaluation, presentation at the Educational Network funded by the United States Agency for International Development (EDNET / USAID), 28.11.03, Bishkek, Kyrgyz Republic.

New International Instruments of Customer Research, lectureship at the Academy of Management under the President of the Kyrgyz Republic, 19. - 28.11.03, Bishkek, Kyrgyz Republic.

Die BA und Ihre Kunden – ein Konzept zur Analyse von Zufriedenheit und Begeisterung, 1. BA-Kongress, 04.11.03, Stuttgart.

Life-Style-Research as an Instrument of Market Segmentation, lectureship at Fontys Internationale Hogeschool Economie, 08. - 12. 09.2003, Venlo, The Netherlands.

The Use of Couponing in Marketing, lectureship at Fontys Internationale Hogeschool Economie, 08. - 12. 09.2003, Venlo, The Netherlands.

Customer Satisfaction - An Overview Applied to Universities -, lectureship at the State University of Jakarta, 02.09.2003, Jakarta, Indonesia.

Methodology of Teaching and Supervising in Cooperative Education, Seminar at the Vocational Education Development Centre (VEDC), 01. - 05.09.2003, Jakarta, Indonesia.

Analysing the World of Works' Requirements as a Foundation to fill Companies with Enthusiasm about Cooperative Education, World Association of Cooperative Education: 13th World Conference on Cooperative Education, 29.08.2003, Rotterdam, The Netherlands.

Kundenzufriedenheit - Anspruchsveränderungen in wirtschaftlichen Krisen - Südwestmetall, Verband der Metall und Elektroindustrie Baden-Württemberg e. V., Seeschloss Monfort, 17.07.2003, Langenargen.

Kundenzentren - Pro und Contra, Bundesverband der deutschen Gas- und Wasserwirtschaft e. V., Landesgruppe Ost, 26.06.03, Oberwiesenthal.

E-Marketing – A Tool of Gaining and Keeping Customers, lectureship at Hogeschool Zeeland, 17. - 21.03.03, Vlissingen/The Netherlands.

The Use of E-Marketing in Customer Relationship Management, Lehraufträge an Tashkent State Economic University, Namangan Engineering Economic Institute, Andijan State University, Bukhara State University, 31.01. - 01.03.03, Tashkent, Namangan, Andijan, Bukhara/Usbekistan

Kundenzufriedenheit bei Krankenversicherungen – Impulse und ausgewählte Aspekte, Bezirksrat der AOK Allgäu-Oberschwaben, 21.11.02, Ravensburg.

Measurement and Improvement of Customer Satisfaction in Service Industry, lectureship at Hogeschool Zeeland, 14. - 18.10.02, Vlissingen/The Netherlands.

Delegate Satisfaction – Evaluation and Market Research on the Border between public and private Interest, European Master of Congress Management (EMCM), Universidad de Deusto, Institute of Leisure Studies, 18.07.02, Bilbao/Spain.

Vom zufriedenen zum begeisterten Kunden, Erfordernisse der Kundenbindung im Handel: Öffentliche Antrittsvorlesung an der Berufsakademie – staatlichen Studienakademie Ravensburg – University of cooperative education, 18.04.02, Ravensburg.

Marktanalyse und Sortimentsgestaltung für Presseerzeugnisse: Jahrestagung Bundesverband Deutscher Buch-, Zeitungs- und Zeitschriftengrossisten e.V., Köln 06.03.2002, Baden-Baden.

Konzepte eines interaktiven POS-Marketing für Presse, Fachhochschule Koblenz, 14.11.2001, Koblenz.

POS-Marketing, Lehrauftrag an der Berufsakademie - Staatlichen Studienakademie - Heidenheim, Wintersemester 2001/2002, Heidenheim.

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Benchmarking als Controllinginstrument und Innovationsmotor in Dienstleistungsunternehmen, Universität Bayreuth, Lehrstuhl für Betriebswirtschaftslehre VIII - Dienstleistungsmanagement - Prof. Dr. Herbert Woratschek, 15.07.1999, Bayreuth.

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