

Samuel Staebler
Chair for Marketing and Market Research
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Biography

Samuel Staebler (M.Sc.) has been a research assistant and a PhD student in the Marketing and Market Research department at University of Cologne since October 2013. Mr. Staebler successfully completed his studies at the University of Giessen with a Bachelor degree and at University of Cologne with a Master degree in Business Administration – Marketing. His final grade was the best of all students in his graduating class.

His research interest and expertise focus on brand management and business ethics. In particular, he is interested in the questions of how unethical firm behaviour affects customer brand perception, customer online behaviour, and financial measures in different cultures. His research approach is empirical and quantitative, involving large databases and advanced statistical analyses. For recent research results, he won the 2014 Young Researchers' Award from the Federal Association of German Marketing and Social Researchers (BVM), and the Max Weber prize for Business Ethics from the Institute of German Economy (IVW Cologne).

Samuel Staebler has given presentations to companies (e.g. YouGov Cologne), and attended academic conferences (e.g. Excellence in Ethics Conference at the University of Notre Dame). Furthermore, he teaches marketing specific courses, and supervises academic seminars at Bachelor and Master degree level.

Through studies abroad (e.g. Indian Institute of Management in Ahmedabad, India, University of Valencia, Spain, and Signature High School, USA), he developed intercultural skills and competences. Through several internships and university projects, he has acted as consultant to many firms, in diverse fields such as non-profit (e.g. Care), tourism (e.g. Tui), media (e.g. TownTalker), and health care (e.g. Fitness Company). Alongside his studies, he worked as a flight attendant for XL Airways.

Samuel Staebler is currently a member of the marketing club MTP e.V., and alumnus of the Circle of Excellence in Marketing, an exclusive talent programme for outstanding students from top German universities.