Doctoral Supervisors at
Brand University of Applied Sciences

The main research focus of Brand University of Applied Sciences is the topic “brand”, divided into the research clusters „brands and brand culture“ as well as „brands in the digital age“.

The university supervises dissertations that emphasize application-oriented research in the areas of brand management, communication or design. A business-related reference must always be given.

Candidates for a doctoral thesis are asked to select their supervisor based on the research areas listed below.

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Prof. Dr. Sven Christiansen
Professor of Business Administration and Economic Basics

- Company and brand valuation
- Customer life value
- Dynamic pricing
  General prognosis methods and simulations for marketing relevant questions

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Dr. Jörg Igelbrink
Deputy Professor

- Country-of-Origin/Brand of Origin Forschung
- Konsumentenverhalten, insbes. Einstellungsforschung
- Social Media Analytics und IBM Watson/ Cognos
- Lifestyle Markenmanagement: Luxus/Sport/Fashion/Beauty
- Methodisch: Mixed-Method Design

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Prof. Michael Jonas
Professor of Brand Communication
- Spatial immersive interfaces/experiences
- Machine learning/artificial intelligence

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Prof. Dr. Yonca Limon-Calisan
Professor of Communication Studies
- Influence of loyalty programmes on consumer brand engagement
- Cross-cultural Consumer Research
  - Packaging Design
  - Endorsement
  - Emotions and social context
  - Mood induction and reactions to product design
  - Priming and brand choices
  - „Made in“ label

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Prof. Dr. Thomas Suwelack
Professor of Digital Customer Experience
- Data based A/B/n-tests in marketing
- Effects of marketing stimuli on buyer behavior
  - Money-back guarantee
  - Cost transparency
- Brand management
  - Private label brands
  - Brand extension
- AI in customer management

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Prof. Dr. Stefan Waller
Professor for Intercultural Brand and Innovation Culture

- Fundamental research
  - Cultural philosophy and anthropology of brands
  - Brand aesthetics
  - Ethics and brand culture
- Based on this, research with a focus on German-Chinese exchange
  - Brands a part of certain cultures
  - Brands in intercultural exchange
  - Brands as transcultural phenomena

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