

Philipp M. Mähner

Department of Business Administration
Marketing and Health Care Management
University of Freiburg
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CURRENT POSITION

Research and Teaching Assistant since 2017
Supervisor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

EDUCATION

Doctoral candidate, Consumer behavior since 2020
University of Freiburg, Germany
Dissertation subject: Consumer psychology and digital healthcare interventions
Advisor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

M.Sc., Business Administration 2017 – 2020
University of Freiburg, Germany
Thesis advisor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

Semester abroad, Business Administration Summer 2019
Royal Melbourne Institute of Technology, Australia

B.Sc., Business Administration 2014 – 2017
University of Freiburg, Germany
Thesis advisor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

PUBLICATIONS

Zogaj, A., Mähner, P. M., & Tscheulin, D. K. (2021). Similarity between human beings and chatbots: The effect of self-congruence on consumer satisfaction while considering the mediating role of authenticity. In Bruhn, M. & Hadwich, K. (eds.) *Forum Dienstleistungsmanagement 2021 – Künstliche Intelligenz im Dienstleistungsmanagement*. Springer Gabler, Wiesbaden.

SELECTED WORK IN PROCESS

Zogaj, A., Mähner P. M., Tscheulin, D. K., & Olk, S. Consumers and chatbots: Anthropomorphization and the effects of self-congruence on consumer behavior. *In preparation*.

Mähner P. M., Zogaj, A., & Tscheulin, D. K. Linking Congruence Theory to Mobile Health Apps – Investigating the Influence of Self-Congruence and Functional Congruence on the Continuous Usage Intention of Mobile Health Apps. *In preparation*.

TEACHING EXPERIENCE

Supervisor, M.Sc. Seminar, Marketing Management & Health Care Management, since 2020
University of Freiburg, Germany
Assessor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

Supervisor, M.Sc. Seminar, Marketing Case Studies, University of Freiburg, Germany since 2020
Assessor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

Instructor, M.Sc. Tutorial, Techniques of Scientific Work, University of Freiburg, since 2020
Germany

Supervisor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

Supervisor, 13 Bachelor Theses, Marketing & Health Care Management, University of Freiburg, Germany since 2017

Assessor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

Teaching Assistant, B.Sc. Tutorial, Health Care Management, University of Freiburg, Germany since 2020

Instructor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

Teaching Assistant, B.Sc. Tutorial, Production and Sales Management, University of Freiburg, Germany since 2017

Instructor, B.Sc. Tutorial, Techniques of Scientific Work, University of Freiburg, Germany since 2017

Supervisor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

SELECTED CONSULTING EXPERIENCE

Market research study on strategic alignment for a mail-order house and retailer for music equipment, project co-leader, Cologne, Germany Spring 2019

RELATED PROFESSIONAL EXPERIENCE

Trainee, Tax Advice, Steuerberaterkanzlei Huber-Greiwe-Schmid, Freiburg i. Br., Germany Summer 2016

SERVICE

Board member, Freiburger Wirtschaftswissenschaftler e.V., Freiburg i. Br., Germany since 2017