

Dr. Stephan Olk

Department of Business Administration
Marketing and Health Care Management
University of Freiburg
79098 Freiburg i. Br., Germany
stephan.olk@vwl.uni-freiburg.de

CURRENT POSITION

PostDoc

since 2020

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

EDUCATION

Dr. rer. pol., Customer behavior

2017 – 2020

University of Freiburg, Germany

Dissertation: Customer intrapersonal reactions to the perception of information sources within classical and modern interactions with special consideration of perceived authenticity

Graduated summa cum laude

Advisor: Prof. Dr. Dieter K. Tscheulin

M.Sc., Business Administration

2015 – 2018

University of Freiburg, Germany

Major: Marketing & Public Management

Thesis: An empirical study on the effects of distinctiveness and interpersonal unfairness on perceived employee authenticity

With distinction: Eugen Keidel Award 2019

Advisor: Prof. Dr. Jörg Lindenmeier

M.Sc., Economics

2014 – 2017

University of Freiburg, Germany

Major: Behavioral Economics & Public Choice

Thesis: Surface acting – expectation confirmation as a mediator between crocodile smile and loyalty intention

Advisor: Prof. Dr. Dieter K. Tscheulin

B.Sc., Economics

2010 – 2013

University of Freiburg, Germany

Major: Economic Theory, Economic, & Financial Policies

Thesis: The comparison of evolutionary and revolutionary process optimisation methods

Advisor: Prof. Dr. Dieter K. Tscheulin

RESEARCH EXPERIENCE

Visiting Scholar; Department of Marketing, Copenhagen Business School

2019

Research Project: Consumer behavior in travel and tourism

Joint with: Prof. Dr. Torben Hansen and Prof. Dr. Thyra U. Thomsen

Research and Teaching Assistant

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

2014 – 2020

PUBLICATIONS

Olk, S., Tscheulin, D. K., & Zogaj, A. (in press). Crisis communication via COVID-19 chatbots – Effects of communication style on public management objectives. *Journal for Public and Nonprofit Services*.

Olk, S., Lindenmeier, J., Tscheulin, D. K., & Zogaj, A. (2021). Emotional labor in a non-isolated service encounter – The impact of customer observation on perceived authenticity and perceived fairness. *Journal of Retailing and Consumer Services*.

Zogaj, A., Tscheulin, D. K., Lindenmeier, J., & Olk, S. (2020). Linking actual self-congruence, ideal self-congruence, and functional congruence to donor loyalty: The moderating role of issue involvement. *Journal of Business Economics*.

Olk, S., (2020). The effect of self-congruence on perceived green claims' authenticity and perceived greenwashing: The case of EasyJet's CO2 promise. *Journal of Nonprofit & Public Sector Marketing*.

Olk, S. & Tscheulin, D. K., (2020). The relevance of authenticity in the world of automated service encounters. In: Bruhn M., Hadwich K. (eds) *Automatisierung und Personalisierung von Dienstleistungen*. Springer Gabler, Wiesbaden.

Zogaj, A., Olk, S., & Tscheulin, D. K. (2019). Go pop-up: Effects of temporary retail on product-and brand-related consumer reactions. *Journal of Retailing and Consumer Services*.

SELECTED WORK IN PROCESS

Olk, S., Tscheulin, D. K., & Lindenmeier, J. Does it pay off to smile even it is not authentic? Customers' involvement and the effectiveness of authentic emotional displays. *Marketing Letters*. *Minor Revision*.

Zogaj, A., Tscheulin, D. K., & Olk, S. Benefits of matching consumers' personality: Creating perceived trustworthiness via actual self-congruence and perceived competence via ideal self-congruence. *Psychology & Marketing*. *Minor Revision*.

Olk, S. Is this Chatbot for real? Authentic artificial intelligence in service encounters. *In preparation*.

Olk, S., Thomsen, T., & Hansen, T. A meta-analysis of sustainable tourism behavior. *In preparation*.

Olk, S., Tscheulin, D. K., Zogaj, A., & Lindenmeier, J. Designing volunteering appeals based on the functional-motives theory: A choice-based conjoint approach. *In preparation*.

PEER-REVIEWED PRESENTATIONS

Olk S., Tscheulin, D. K., Zogaj, A., & Lindenmeier, J. (2019, November). Designing Volunteering Appeals Based on the Functional-Motives Theory: A Choice-Based Conjoint Approach. Presented at the Annual ARNOVA Conference, San Diego, US.

Olk S., Tscheulin, D. K., Zogaj, A., & Lindenmeier, J. (2019, May). Designing Volunteering Appeals Based on the Functional-Motives Theory: A Choice-Based Conjoint Approach. Presented at the AMS World Marketing Congress, Edinburgh, UK.

TEACHING EXPERIENCE

Supervision of 16 M.Sc. Students (Marketing & Health Care Management)
Assessor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

since 2017

<u>Instructor</u> , Techniques of Scientific Work Supervisor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany	since 2017
<u>Tutor</u> , Case Studies in Marketing Instructor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany	since 2017
<u>Co-Instructor</u> , Marketing of Health Care Supervisor: Prof. Dr. Dieter K. Tscheulin, Freiburg Academy of Continuing Education, Germany	since 2016
<u>Supervision</u> of 28 B.Sc. Students (Marketing & Health Care Management) Assessor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany	since 2014
<u>Tutor</u> , Marketing Management Instructor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany	2017 – 2019
<u>Teaching Assistant</u> , Marketing Management Instructor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany	2017 – 2019
<u>Teaching Assistant</u> , Turnaround Management Instructor: Prof. Peter Faulhaber, University of Freiburg, Germany	2016 – 2018
<u>Tutor</u> , Production and Sales Management Instructor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany	2014 – 2017
<u>Co-Instructor</u> , Market Research of Health Care Supervisor: Prof. Dr. Dieter K. Tscheulin, Freiburg Academy of Continuing Education, Germany	2015
<u>Co-Instructor</u> , International Marketing Supervisor: Prof. Dr. Dieter K. Tscheulin, Frankreich-Zentrum, International Students Program at the University of Freiburg, Germany	2014
SELECTED CONSULTING EXPERIENCE	
Market research study on strategic alignment for a mail-order house and retailer for music equipment, project leader, Cologne, Germany	Spring 2019
Market research study on strategic alignment for a federal association, project leader, Berlin, Germany	Spring 2018
Market research study on strategic alignment and pricing for a public transport company, project leader, Freiburg, Germany	Summer 2017
Certifying market research techniques of a private market research company, project member, Frankfurt, Germany	Spring 2017
Market research study (conjoint analysis) on product optimization and pricing for a German fashion company in the luxury segment, project leader, Cologne, Germany	Winter 2016
Market research study on strategic alignment of communication media for a university, project member, Freiburg, Germany	Autumn 2014

Market research study on strategic alignment and pricing for a public transport company, project member, Freiburg, Germany	Summer 2014
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RELATED PROFESSIONAL EXPERIENCE

President, Freiburger Wirtschaftswissenschaftler e.V., Freiburg, Germany	since 2017
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Board member, Freiburger Wirtschaftswissenschaftler e.V., Freiburg, Germany	2014 – 2016
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Trainee, Struktur Management Partner GmbH, Cologne, Germany	Autumn 2013
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Trainee, bws Trewitax GmbH, Endingen, Germany	Spring 2013
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Trainee, Graf Kanitz Steuerberatungsgesellschaft mbH, Freiburg, Germany	Spring 2012
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SERVICE

Faculty Council Member, Faculty of Economic and Behavioural Sciences, University of Freiburg, Germany	2012-2013
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Committee Member, Student Council of Economics and Business Administration, University of Freiburg, Germany	2011-2013
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