

# Philipp M. Mähner

Marketing and Health Care Management  
Institute of Economics  
University of Freiburg  
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## Current Position

since 2017

### Research and Teaching Assistant

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

## Education

since 2020

### Doctoral candidate, Consumer behavior

University of Freiburg, Germany

- Supervisor: Prof. Dr. Dieter K. Tscheulin

2017 - 2020

### M.Sc., Business Administration

University of Freiburg, Germany

- Supervisor: Prof. Dr. Dieter K. Tscheulin

Summer 2019

### Business Administration, Semester abroad

Royal Melbourne Institute of Technology, Australia

2014 - 2017

### B.Sc., Business Administration

University of Freiburg, Germany

- Supervisor: Prof. Dr. Dieter K. Tscheulin

## Publications

- Tscheulin, D. K., Mähner, P. M., & Gelantia A. (2024). Smart City Initiatives and the Common Welfare in Modern Societies. *Journal of Social Economy and Common Welfare*, ahead-of-print.
- Mähner, P. M., Riede, C., & Tscheulin, D. K. (2024). Die Dualität des Neids im Kontext des Influencer-Marketings. In Zerres, C. (eds.) *Handbuch Social-Media-Marketing*. Springer Gabler, Wiesbaden, ahead-of-print.
- Zander, D. B., Mähner, P. M., Reinhard, T., Tscheulin, D. K., & Wacker, K. (2023). Bedarfs- und Zufriedenheitsanalyse von Patienten und Zuweisenden eines ambulanten Katarakt-Angebots. *Klinische Monatsblätter für Augenheilkunde*.
- Zogaj, A., Mähner P. M., Tscheulin, D. K., & Yang, L. (2023). It's a Match! The Effects of Chatbot Anthropomorphization and Chatbot Gender on Consumer Behavior. *Journal of Business Research*, 155.
- Mähner, P. M., Zogaj, A., & Tscheulin, D. K. (2023). Linking self-congruence and functional congruence to mobile health apps. *Journal of Services Marketing*, 37(3), 287-299.
- 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.
- Tscheulin, D. K., Olk, S., Zogaj, A., & Mähner, P. M. (2021). Marketing in social economy and common welfare – Advantages and challenges. *Journal of Social Economy and Common Welfare*, 44(1), 146-161.

## Selected Work in Progress

- Mähner, P. M., Zogaj, A., & Tscheulin, D. K. The Pursuit of the Ideal Self: An Investigation of the Relationship of Authenticity and Ideal Self-Congruence. *Under review*.
- Mähner, P. M., Zogaj, A., Pelgrim, S., Deng, K., & Tscheulin, D. K. Exploring the effects of social comparison on fitness app usage intentions: The duality of envy and the moderating role of general self-efficacy. *Under Review*.

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## Other Publications

- Mähner P. M., Tscheulin, D. K. (2022). Healthcare liegt im Trend. *Markenartikel: Das Magazin für Markenführung*. 7/2022.

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## Expert Congresses

Summer 2022

### Speaker

- DOG (Deutsche Ophthalmologische Gesellschaft e.V.) in Berlin
- Results of the needs analysis of patients and referring physicians in outpatient cataract surgery

Summer 2022

### Publication

- Katarakt-Angebote an Anspruchsgruppen ausrichten: Bedürfnisanalyse von Patienten und Zuweisern bei ambulanten Grauer-Star-Operationen, *Ophthalmologische Nachrichten*. 11/2022.

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## Teaching Experience

since 2022

### Co-Instructor

- Marketing of Health Care, University of Freiburg, Germany
- Supervisor: Prof. Dr. Dieter K. Tscheulin, Freiburg Academy of Continuing Education, Germany

since 2020

### Supervisor

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

since 2020

### Supervisor

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

since 2020

### Instructor

- M.Sc. Colloquium, Techniques of Scientific Work, University of Freiburg, Germany
- Supervisor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

since 2020

### Teaching Assistant

- B.Sc. Tutorial, Health Care Management, University of Freiburg, Germany
- Instructor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

since 2018

### Co-Instructor

- M.Sc. Tutorial, International Marketing, University of Freiburg, Germany
- Supervisor: Prof. Dr. Dieter K. Tscheulin, Frankreich-Zentrum, International Students Program at the University of Freiburg, Germany

since 2017

### Instructor

- B.Sc. Colloquium, Techniques of Scientific Work, University of Freiburg, Germany
- Supervisor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

since 2017

### Teaching Assistant

- B.Sc. Tutorial, Production and Sales Management, University of Freiburg, Germany
- Instructor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

since 2017

### Supervisor

- 30 Bachelor Theses, 9 Master Theses, Marketing & Health Care Management, University of Freiburg, Germany
- Assessor: Prof. Dr. Dieter K. Tscheulin, University of Freiburg, Germany

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## Selected Consulting Experience

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| Summer 2022 | <b>Project Leader</b> <ul style="list-style-type: none"><li>Market research study on strategic alignment and pricing for a public transport company, Freiburg im Breisgau, Germany</li></ul>           |
| Summer 2022 | <b>Project Leader</b> <ul style="list-style-type: none"><li>Market research study on evaluation of a social housing project for young trainees, Waldkirch, Germany</li></ul>                           |
| Summer 2020 | <b>Project Co-Leader</b> <ul style="list-style-type: none"><li>Market potential estimation for an innovative product in the field of early cancer detection, Villingen-Schwenningen, Germany</li></ul> |
| Spring 2019 | <b>Project Co-Leader</b> <ul style="list-style-type: none"><li>Market research study on strategic alignment for a mail-order house and retailer for music equipment, Köln, Germany</li></ul>           |
| Summer 2016 | <b>Trainee</b> <ul style="list-style-type: none"><li>Tax Advice, tax consultancy firm Huber-Greiwe-Schmid, Freiburg im Breisgau, Germany</li></ul>   |

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## Related Professional Experience

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| since 2023  | <b>Member</b> <ul style="list-style-type: none"><li>Appointment Commission Microeconomics, University of Freiburg, Germany</li></ul>                          |
| since 2021  | <b>Member</b> <ul style="list-style-type: none"><li>Audit Committee B.Sc Business Administration Faculty, University of Freiburg, Germany</li></ul>           |
| 2022 - 2023 | <b>Member</b> <ul style="list-style-type: none"><li>Tenure Evaluation Commission Financial Accounting and Auditing, University of Freiburg, Germany</li></ul> |

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## Service

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| since 2022 | <b>President</b> <ul style="list-style-type: none"><li>Freiburger Wirtschaftswissenschaftler e.V., Freiburg, Germany</li></ul>    |
| since 2017 | <b>Board Member</b> <ul style="list-style-type: none"><li>Freiburger Wirtschaftswissenschaftler e.V., Freiburg, Germany</li></ul> |