

Dr. Adnan Zogaj

Department of Marketing and Health Care Management
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CURRENT POSITION

PostDoc since 2021
Department of Marketing and Health Care Management, Prof. Dr. Dieter K. Tscheulin,
University of Freiburg, Freiburg, Germany

EDUCATION

Dr. rer. pol., Consumer behavior (*summa cum laude*) 2016-2021
University of Freiburg, Freiburg, Germany
Dissertation: Benefits of matching individuals' self-concept: Developing novel models
that examine how self-congruence between individuals and entities affects individuals'
perceptions and behaviors
Advisor: Prof. Dr. Dieter K. Tscheulin

Diploma, Economics 2008-2013
University of Freiburg, Freiburg, Germany
Thesis: Discussion of the economic consequences of the cold progression in income
taxation
Advisor: Prof. Dr. Wolfgang Eggert

EUCOR Courses, Business Administration, Winter 2011
University of Rome *Tor Vergata*, Rome, Italy

EUCOR Courses, Economics Winter 2010 and Summer 2012
University of Basel, Basel, Switzerland

RESEARCH EXPERIENCE

PostDoc, Department of Marketing and Healthcare Management, University of Freiburg, Freiburg, Germany since 2021

Research and Teaching Assistant, Department of Marketing and Healthcare Management, University of Freiburg, Freiburg, Germany 2016-2021

JOURNAL ARTICLES

Zogaj, A., Tscheulin, D. K., & Olk, S. (2021). Benefits of matching consumers' personality: Creating perceived trustworthiness via actual self-congruence and perceived competence via ideal self-congruence. *Psychology & Marketing*, 38(3), 416-430.

Lindenmeier, J., Arnold, C., Zogaj, A., & Tscheulin, D. K. (2021). Congruence constructs as mediators of stereotypic image perceptions' effect on student volunteering intention. *International Review on Public and Nonprofit Marketing*, forthcoming.

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 Social Welfare*, forthcoming.

Zogaj, A., Tscheulin, D. K., Lindenmeier, J., & Olk, S. (2021). Linking actual self-congruence, ideal self-congruence, and functional congruence to donor loyalty: The moderating role of issue involvement. *Journal of Business Economics*, forthcoming.

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*, 58, 102316.

Olk, S., Tscheulin, D. K., & Zogaj, A. (2020). Crisis communication via COVID-19 chatbots – Effects of communication style on public management objectives. *Journal for Public and Nonprofit Services* 43(4), 419-434.

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*, 50, 111-121.

PEER-REVIEWED CHAPTERS

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 RESEARCH IN PROGRESS

Zogaj, A. Nonprofit organizations, social media, and trust: How self-congruence can help organizations choose the right social media endorsers. *Submitted*.

Zogaj, A. & Tscheulin, D. K. Brands, consumption, and authenticity: The role of ideal self-congruence. *Close to submission*.

Zogaj, A., Mähner, P. M., Yang, L., Tscheulin, D. K., & Olk, S. Consumers and chatbots: Anthropomorphism and the effects of self-congruence on consumer behavior. *Close to submission*.

PEER-REVIEWED PRESENTATIONS AND CONFERENCES

Zogaj, A., Olk S., Tscheulin, D. K. & Lindenmeier, J. (2019, November). Linking actual self-congruence, ideal self-congruence, and functional congruence to donor loyalty: The moderating role of empathy. Presented at the 48th Annual ARNOVA Conference, San Diego, USA.

Zogaj, A., Lindenmeier, J., & Tscheulin, D. K. (2019, July). The effect of self- and functional congruence on donation behavior: A moderation analysis considering affective empathy and issue involvement. Presented at the 9th International ERNOP Conference, Basel, Switzerland.

OTHER PRESENTATIONS

Zogaj, A. & Tscheulin, D.K. (2020, November). Consumers and chatbots. Presented at the UADE Business School - Universidad Argentina de la Empresa, Buenos Aires, Argentina.

Zogaj, A. (2016-2018). Health Economics. Presented at the Collage of Education, Freiburg, Germany.

TEACHING EXPERIENCE

Teaching Assistant, M.Sc. Tutorial, Marketing Management, University of Freiburg, Germany since 2020

Instructor: Prof. Dr. Dieter K. Tscheulin

Supervisor, 17 Master Theses, Marketing & Health Care Management, University of Freiburg, Germany since 2017

Assessor: Prof. Dr. Dieter K. Tscheulin

Supervisor, M.Sc. Seminar, Marketing Management & Health Care Management, University of Freiburg, Germany since 2016

Assessor: Prof. Dr. Dieter K. Tscheulin

<u>Supervisor</u> , M.Sc. Seminar, Marketing Case Studies, University of Freiburg, Germany Assessor: Prof. Dr. Dieter K. Tscheulin	since 2016
<u>Instructor</u> , M.Sc. Tutorial, Scientific Work, University of Freiburg, Germany Supervisor: Prof. Dr. Dieter K. Tscheulin	since 2016
<u>Supervisor</u> , 18 Bachelor Theses, Marketing & Health Care Management, University of Freiburg, Germany Assessor: Prof. Dr. Dieter K. Tscheulin	since 2016
<u>Teaching Assistant</u> , B.Sc. Tutorial, Health Care Management , University of Freiburg, Germany Instructor: Prof. Dr. Dieter K. Tscheulin	2017-2019
<u>Instructor</u> , State Examination Lecture, Basic Knowledge Business Administration, Center for Key Qualifications, Freiburg, Germany	2017-2019
<u>Teaching Assistant</u> , B.Sc. Tutorial, Production and Sales Management , University of Freiburg, Germany Instructor: Prof. Dr. Dieter K. Tscheulin	2016-2019
SELECTED THIRD-PARTY FUNDS PROJECTS / CONSULTING PROJECTS	
Market research study (Kano-Analysis) on product optimization and pricing for a cancer diagnostic equipment manufacturer, Freiburg, Germany	Winter 2020/2021
Market research study on strategic alignment for a mail-order house and retailer for music equipment, project co-leader, Cologne, Germany	Spring 2019
Market research study on strategic alignment for a federal association, project co-leader, Berlin, Germany	Spring 2018
Market research study on strategic alignment and pricing for a public transport company, project co-leader, Freiburg, Germany	Summer 2017
Market research study (conjoint analysis) on product optimization and pricing for a German fashion company in the luxury segment, project co-leader, Cologne, Germany	Winter 2016/2017
RELATED PROFESSIONAL EXPERIENCE	
Full-time employee, Department of Partnerships and Subsidiaries, University Hospital Freiburg, Freiburg, Germany	2015-2016
Full-time employee, Controlling, Pearl GmbH, Buggingen, Germany	2014-2015
Trainee, Department of Corporates and Markets, Commerzbank AG, Frankfurt a.M., Germany	Winter 2013
Trainee, Tax Advice, Wirtschaftsprüfungs- und Steuerberatungskanzlei Wassmer, Freiburg, Germany	2012-2013
SERVICE	
Board member, Freiburger Wirtschaftswissenschaftler e.V., Freiburg i. Br., Germany	since 2016