

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., Zogaj, A., & Tscheulin, D. K. (2023). Linking self-congruence and functional congruence to mobile health apps. *Journal of Services Marketing*, 37(3), 287-299.
- 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.
- 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. Brands, Consumption, and Authenticity: The Role of Ideal Self-Congruence. *In preparation*.
- Mähner, P. M., Zogaj, A., & Tscheulin, D. K. Social Comparison on Fitness Apps: The Duality of Envy. *In preparation*.
- Mähner, P. M., Riede, C., & Tscheulin, D. K. Envy on Social Media: The Influence of Perceived Deservingness. *In preparation*.

Other Publications

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

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.

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

Selected Consulting Experience

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

Related Professional Experience

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

Service

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