

Dr. Sarah Köcher (née Küsgen)

Date and Place of Birth August 7, 1988, Mülheim an der Ruhr

Education

- 09/2018 – today **TU Dortmund University**
Postdoctoral Researcher at the Department of Marketing
(Chair: Prof. Dr. Hartmut H. Holzmüller)
- 09/2015 – 08/2018 **TU Dortmund University**
Doctoral Student at the Department of Marketing
Academic Degree: Dr. rer. pol. (summa cum laude)
Thesis: *Reaching for the Stars: Consumers' Interpretations of Online Rating Distributions and Their Validity as an Indicator of Product Quality*
Dissertation Committee:
Prof. Dr. Hartmut H. Holzmüller (TU Dortmund University)
Prof. Dr. Jenny van Doorn (University of Groningen)
Prof. Dr. Jan Wieseke (Ruhr-University Bochum)
- 10/2012 – 04/2014 **TU Dortmund University**
Graduate Studies in Economics and Social Sciences
Majors: Services and Technology Marketing, International Marketing and Management
Academic Degree: Master of Science
Thesis: *Good Idea, Bad Idea? An Empirical Study of Positive and Negative Side Effects of Idea Competitions*
- 10/2008 – 06/2012 **TU Dortmund University**
Graduate Studies in Economics and Social Sciences
Academic Degree: Bachelor of Science
Thesis: *Social Media Marketing in the B2B Sector – an Empirical Study*
- 09/2010 – 07/2011 **University of Oviedo, Spain**
Faculty of Economics and Business
Semester abroad, ERASMUS grant
- 07/1999 – 06/2008 **Gymnasium Heißen in Mülheim an der Ruhr**
Majors: German, Geography, English, and Chemistry
Degree: Abitur

Working Experience

- 10/2015 – today **TU Dortmund University**
Research Assistant at the Department of Marketing
(Chair: Prof. Dr. Hartmut H. Holzmüller)
- 10/2016 – today **Hochschule für angewandtes Management, Unna**
Lecturer for Empirical Research Methods and Applied Statistics

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| 11/2014 – 08/2015 | RWTH Aachen University Research Assistant and Lecturer at the Department of Service and Technology Marketing (Chair: Prof. Dr. Stefanie Paluch) |
| 08/2013 – 10/2014 | TU Dortmund University Research Assistant at the Junior Professorship of Services- and Technology Management (Chair: Prof. Dr. Stefanie Paluch) |
| 10/2012 – 07/2013 | Bosch Rexroth AG, Witten, Germany Marketing of Renewable Energies – Wind Energy Working Student |
| 10/2012 – 07/2013 | TU Dortmund University Tutor in Marketing Research and Student Assistant at the Department of Marketing (Chair: Prof. Dr. Hartmut H. Holzmüller) |
| 02/2012 – 10/2012 | Robert Bosch GmbH, Madrid, Spain Internship at the Department of Automotive Aftermarket |

Awards and Grants

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| 06/2018 | AMA Sheth Foundation Doctoral Consortium Nominee, University of Leeds, UK, June 2018 |
| 02/2018 | De Keyser, A., Köcher, S., and Nasr, L. (2018): “Frontline Technology Infusion: Conceptual Archetypes and a Future Research Agenda”, awarded as one of two winners for Young Scholar submission to the 2018 Organizational Frontline Symposium , New Orleans, USA, February 2018 |
| 04/2016 | Doctoral Student Scholarship Award of the American Collegiate Retailing Association (ACRA) Conference, New Jersey, NJ, April 2016 |
| 05/2015 | Nomination for the Best Paper Award based on a Doctoral Work of the EMAC 2015 Conference, Leuven, Belgium, May 2015 |

Research Focus

- Online Reviews
- Influencer Marketing
- Online Shopping Behavior, E-Commerce
- Frontline Service Technologies
- Experimental Research