



HHL

LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT

Dr. Anja Buerke

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ACADEMIC EDUCATION

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|------------|---|
| since 2016 | Postdoctoral Candidate, SVI-Endowed Chair of Marketing
HHL Leipzig Graduate School of Management |
| 2016 | Dr. rer. oec., SVI-Endowed Chair of Marketing
HHL Leipzig Graduate School of Management |
| 2011 | Graduate Degree in Psychology (Dipl.-Psych.)
University of Mannheim |
| 2007 | Undergraduate Studies in Psychology
Philipps University of Marburg |

PROFESSIONAL EXPERIENCE

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| since 2016 | Senior Research Fellow, SVI-Endowed Chair of Marketing
HHL Leipzig Graduate School of Management |
| 2011-2016 | Research Associate, SVI-Endowed Chair of Marketing
HHL Leipzig Graduate School of Management |
| 2007-2008 | Intern, Marketing Consultancy/ Marketing Research
Added Value, New York, USA
Icon Added Value, Nuremberg, Germany |

HONORS AND AWARDS

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| 2017 | Best Young Researcher 2017, BVM (Berufsverband Deutscher Markt- und Sozialforscher e.V./German Association of Market and Social Researchers) (best doctoral thesis) |
| 2017 | Shortlisted for BUND Research Award 2017 for Sustainable Development (Award for best doctoral theses in the field) |
| 2015 | WiWi Talents |
| 2013 | Plansecur Science Award 2013 (best student thesis) |

MEMBERSHIPS AND AFFILIATIONS

- Akademische Marketinggesellschaft e.V. (Academic Marketing Association)
- HHL Alumni Association e.V.
- Beta Gamma Sigma Honor Society

RESEARCH INTERESTS

- Sustainability Marketing, Retail Marketing, Consumer Behavior, Consumer Confusion