

Curriculum Vitae

Joseph Riley

Contact Information

European University Viadrina
Chair of Marketing, Room 050
Große Scharrnstraße 59
15230 Frankfurt (Oder)
Germany



Academic Background

January 2021 - present	European University Viadrina, Frankfurt (Oder), Germany Research Assistant and PhD Candidate at the Chair of Marketing
October 2017 – October 2020	European University Viadrina, Frankfurt (Oder), Germany International Business Administration (M.Sc.)
September 2008 – June 2012	Drexel University, Philadelphia, USA Business Administration (B.Sc.) Concentration in Entrepreneurship Graduate of the Drexel Pennoni Honors College

Professional Experience

December 2018 – November 2019	Sparda Bank Berlin eG , Berlin, Germany Working student in the Markt Service/Interner Service Department
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Volunteer Experience

October 2017 - March 2020	UNICEF Hochschulgruppe Viadrina, Frankfurt (Oder), Germany Member from October 2017 to March 2020 Club President from April 2018 to September 2019
June 2016 – November 2016	Maui Nui Botanical Garden, Kahului, Hawaii, USA AmeriCorps Environmental Program Volunteer

Research Interests

- Consumer behavior
- Humor in advertising
- Psychology in advertising
- Nudge theory and its applications