

EDUCATION

APR 2011 - JUL 2014 Freie Universität Berlin, Germany
PhD (Dr. rer. pol.) in Business Studies focused on Consumer Behavior
Magna Cum Laude

SEP 2008 - MAR 2011 M.Sc. Marketing and Management

SEP 2005 - AUG 2008 Goethe Universität Frankfurt am Main, Germany
B.Sc. in Business Administration

WORK EXPERIENCE

OCT 2020 - TODAY IU University of Applied Sciences GmbH, part of IU Group NV
POSITION Professor of Marketing Management at Berlin Campus
Teaching on master's and bachelor's level, research

JAN 2015 - SEPT 2020 quo connect management consulting GmbH Berlin, Germany
POSITION Senior Consultant in Management Consulting
Change Management projects, B2B sales processes, and data analysis

RESEARCH PUBLICATIONS

Schulte, B. K. & G. Schuster (Work in progress), Consumer Sales Innovation. Springer. (Planned release 2024/2025).

Schulte, B. K. (2023). E-Commerce-Strategien. In C. Lucas & G. Schuster (Hrsg.), Innovatives und digitales Marketing in der Praxis (Kap. 21). Springer. https://doi.org/10.1007/978-3-658-38210-0_21

Schulte, B. K. (2015). Staying the consumption course. Springer. <https://doi.org/10.1007/978-3-658-08788-3>

EXPERIENCE ABROAD

JUN 2014 43rd EMAC, Valencia, Spain

AUG 2013 Doctoral Colloquium at CFP Annual Meeting, Las Vegas, NV, USA

JUL 2012 - AUG 2012 ICPSR Summer School in Ann Arbor, MI, USA

MAY 2012 41st EMAC Doctoral Colloquium, Lisbon, Portugal

JUL 2011 - AUG 2011 Summer School at University of Copenhagen, Denmark

AUG 2009 - DEC 2009 Semester abroad at University of Illinois, Champaign-Urbana, IL, USA

SKILLS AND COMPETENCES

LANGUAGES German C2, English C2

AWARDS / SCHOLARSHIPS 3-year DFG PhD Scholarship
DAAD PROMOS Scholarship to study abroad

TEACHING EXPERIENCE

SUMMARY

Since Winter Semester 20/21 I taught 3-4 courses per semester, on both bachelor's and master's level in subjects such as Communication and Brand Policy, Sales and Channel Strategy, International Consumer Behavior and Psychology, Applied Marketing Research, Introduction to Scientific Writing, Marketing Introduction, Online Marketing, and International Marketing

COURSES AND EVALUATIONS

WINTER SEMESTER 20/21

Communication and Brand Policy

Satisfaction 5.6 out of 6 (=highest), n=13

Strategic Sales Management

Satisfaction 6 out of 6, n=4

Applied Marketing Research

Satisfaction 5.2 out of 6, n=9

SUMMER SEMESTER 21

International Marketing Management

Satisfaction 4.5 out of 6, n=5

Marketing Trends and Digital Marketing

Satisfaction 5 out of 6, n=4

Consumer Behavior

Satisfaction 5.6 out of 6, n=16

WINTER SEMESTER 21/22

International Consumer Behavior and Psychology

Satisfaction 5.8 out of 6, n=4

Applied Marketing Research

Satisfaction 5.7 out of 6, n=3

SUMMER SEMESTER 22

Consumer Behavior

Satisfaction 9.5 out of 10 (=highest), n=8

Consumer Behavior

Satisfaction 8 out of 10, n=7

WINTER SEMESTER 22/23

Sales & Channel Strategy

Satisfaction 7.8 out of 10, n=8

Consumer Behavior

Satisfaction 8.7 out of 10, n=9

Consumer Behavior

Satisfaction 9.4 out of 10, n=8

THESIS SUPERVISION

I have had the privilege of supervising and evaluating academic work at various levels, particularly serving as the supervisor or second reviewer for over 30 bachelor's theses and more than 15 master's theses in MBA and Marketing programs at IU International university. The topics I have advised on extend across digital marketing, consumer behavior, tourism, and HR management.