



Dr. Sarah Kühl



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Dr. Sarah Kühl



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About me

I am particular interested in the collection and evaluation of quantitative and qualitative data in order to derive recommendations for action. My interdisciplinary and intersectoral experiences in science and practice enable me to take a comprehensive view. My research focuses in specific on the development of new (digital) marketing structures (e.g. local marketing of food products) and the online shopping behavior of consumers.

QUALIFICATIONS

9 / 10

Analytical thinking

9 / 10

Collaboration

8 / 10

Problem solving

9 / 10

Microsoft Office (esp. Excel)

4 / 10

Python

EDUCATION

Dr. sc. agr.

Georg-August-University Göttingen

2013-2016

M.Sc. Equine Science

Georg-August-University Göttingen

2011-2013

Diploma in Business Administration

Leuphana University Lüneburg

2004-2009

WORK EXPERIENCES

Postdoctoral Researcher

Georg-August-Universität, Göttingen, since 01.2021

Responsible for projects involving alternative marketing concepts, trust in organic production, and online shopping behavior.

- Management of projects in coordination with partners
- Data analysis and (scientific) publication
- Support for teaching in the area of digital markets and marketing

Business Consultant

mm customer strategy, Bremen, 12.2019-12.2020

Strategic consulting for the automotive and telecommunications industries, including Big Data processing.

- Development of conceptual design, implementation and presentation of data-based strategies
- Quantitative and qualitative analysis
- Explorative development of analyzing methods for Big Data from sensor data (e.g. sentiment analysis)

Postdoctoral Researcher

Free University of Bolzano, Bolzano, 06.2017-11.2019

Economic evaluation of small-scale mountain farms and consumer studies on purchasing behavior.

- Economic analyses and comparison of livestock farms
- Development of a character test for the Haflinger horse
- Support for teaching in the area of agricultural business management