

Moritz Jörling

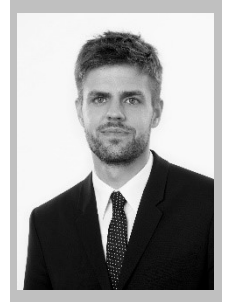
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**Personal Dates**

Date of birth	03.09.1987
Place of birth	Neuss
Family status	unmarried
Nationality	German

Education

10/2012 - 10/2014	Master studies Business Sciences at Technical University Dortmund (final degree: 1,4)
08/2013 - 12/2013	Study of Management at Mihaylo College of Business and Economics Fullerton
10/2008 - 09/2011	Bachelor studies of Business Administration at University of Applied Sciences Paderborn (final degree: 1,7)
07/1998 - 06/2007	Secondary School in Paderborn with general qualification for university entrance (final degree: 2,4)

Professional Experience

Since 10/2015	Doctoral candidate research associate at Service and Technology Marketing Group at RWTH Aachen
11/2014 - 09/2015	Consultant in Competence Center Automotive at Horváth & Partners
09/2011 - 09/2012	Junior Consultant in Competence Center Automotive at Horváth & Partners
04/2011 - 08/2011	Intern and Bachelor Graduant in Competence Center Automotive at Horváth & Partners
04/2010 - 06/2010	Intern in Accounting & Finance department at VZnet Netzwerke Ltd.
07/2009 - 12/2009	Intern in Marketing department at UNITY AG
01/2009 - 03/2009	Intern in Purchase department at Artega Automobil GmbH & Co. KG

Research and Project Experience

- Perceived ownership in access-based consumption context
- Perceived ownership of autonomous products
- The relevance of sensory feedback in context of autonomous products
- „Connected Car Technology – an empirical research of future development and selected concepts“
- Implementation of an ERP system at a big car workshop chain
- Conception of a value enhancement program at a global automotive supplier
- Conception and subsequent analysis of a franchise system for optimization of car retail in context of current requirements
- Conceptual support and conduction of the study „Automotive Retail Performance“ of Horváth & Partners

Publications & Conference Presentations

Joerling, M.; Paluch, S. (2016), “Connected Car Technologies hit the Road?! – an empirical Study on Future Developments and Selected Concepts”, 2016 AMS Annual Conference; Orland, FL, May 2016

Joerling, M.; Paluch, S. (2016), “Connected Car Technologies hit the Road?! – an empirical Study on Future Developments and Selected Concepts”, 19th AMS World Marketing Congress; Paris, France, July 2016

Language Skills

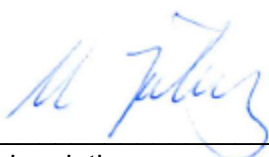
English fluent, French basic skills, Latin basic skills

Miscellaneous

Voluntary Activities Cath. Church St. Margaretha Paderborn- Dahl

Hobbies Football, Jogging, Sailing, Skiing, Surfing, Tennis

Aachen, the 3rd of August 2016



Subscription