

# ALEXANDER KIES

RESEARCH ASSOCIATE  
AND PHD CANDIDATE  
RWTH Aachen University

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DATE OF BIRTH: 25.04.1992

## 0.1 ACADEMIC

### - PHD CANDIDATE & RESEARCH ASSOCIATE 01/18 RWTH Aachen University

#### Advisor: Prof. Dr. Stefanie Paluch

As a research associate at RWTH Aachen University I am heavily engaged with **academic teaching**, planning and coordinating my personal **dissertation research projects** as well as supervising and managing **third-party funded research** projects.

My **research interest** is to understand customers responses through the introduction of novel **service innovations**, such as facial recognition technology. In order to capture insights about customers I specialize in **qualitative and quantitative** data collection methods.

### 12/19 INVITED GUEST LECTURER 05/18 Rhine-Waal University of Applied Sciences & Technische Hochschule Ostwestfalen-Lippe

#### Chair for Marketing

I was invited as a guest lecturer at these two institutions to teach about insights in the fields of Marketing, PR, IMC and service marketing.

### 11/19 ERASMUS+ TEACHING EXCHANGE 11/19 Kozminski University Warsaw

#### Chair for Management & Marketing

As a self-funded visiting scholar at Kozminski University in Warsaw I was responsible for the class "Integrated Marketing Communication" and talked about international research cooperation.

## 0.2 RESEARCH & TEACHING

### PUBLICATIONS

Paluch et al. (2021). "My Colleague is a Robot" – Exploring Frontline Employees' Willingness to work with Collaborative Service Robots. In Journal of Service Management 2021 (forthcoming)

Kies, A.; Paluch, S. (2020). #SPONSORED – ENGAGEMENT PERFORMANCE OF BRANDS VS INFLUENCERS. In Proceedings Summer AMA 2020, San Francisco

Bönsch, A.; Kies, A. (2019). An Empirical Lab Study Investigating If Higher Levels of Immersion Increase the Willingness to donate. In Proceedings IEEE Virtual Reality 2019 (pp. 89-96)

### TEACHING

**ExAct Certificate Program:** Advanced certificate in progress, estimated completion 2022 (Netzwerk Hochschuldidaktik)

**Quantitative Marketing Methods:** Lecture; Winter term 2018/2019, Winter term 2019/2020

**Projectmodule Service and Technology Marketing:** Research Seminar; Summer term 2020 & 2021, Winter term 2020 & 2021

**Service Simulation Game:** Research Seminar; Summer term 2018, 2019, 2020, 2021

**Integrated Marketing Communication:** Lecture; Winter term 2019/2020

## 0.3 WORK EXPERIENCE

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### **12/17 BUSINESS DEVELOPMENT CONSULTANT**

**05/17** TÜV Rheinland Consulting

**Change Project:** Implementation of group-wide customer-orientation change project at board level

**Developing business models:** Developing group-wide predictive maintenance and smart city business models

### **04/16 STRATEGY & PROJECTS**

**07/15** REWE Group / Working Student

**Excel VBA:** Development and programming of an extensive group-wide VBA-tool for an internal control system.

**SAP:** Implementation of a SAP Web User-Interface

### **05/13 HEAD OF SPONSORING DEPARTMENT**

**04/12** World Business Dialogue

**Sponsoring:** Successful acquisition and support of internationally known companies (KPMG, Bayer, Tchibo etc.) with a sponsoring volume of 260.000€

**Career Fair:** Setup and organizational planning of a career fair with 1000 students from 65 countries

### **05/17 RTL INTERACTIVE CONTROLLING**

**04/16** Mediengruppe RTL / Working Student

**Reportings:** Creation and development of monthly standard reportings for different business streams (KPI, Apps, Licenses etc.)

**SAP:** Input of monthly statement into SAP systems

### **03/15 BUSINESS INTELLIGENCE**

**09/14** L'Oréal Germany / Working Student

**Reportings:** Creation and development of monthly standard reportings for Cosmetique Active

**Standard rebate:** Concept development and implementation of standard rebate agreements for 8.000 pharmacies

## 0.4 EDUCATION

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### **2017 MASTER OF SCIENCE IN BUSINESS ADMINISTRATION**

**2015** RWTH Aachen University

**Grade:** German Grading System 1,5 / GPA: 3.7

**Focus:** Technology, Innovation, Marketing and Entrepreneurship

**Thesis:** Perception of Artificial Intelligence in Service Industries - A Qualitative Empirical Investigation (1,0)

### **2014 STUDY OF MANAGEMENT AT DAVID NAZARIAN COLLEGE OF BUSINESS**

**2013** CSU Northridge, Los Angeles

Exchange Semester at CSUN as a Free-Mover

**Focus:** Integrated Marketing Communications & Industrial and Organizational Psychology

### **2015 BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**

**2011** University of Cologne

**Grade:** German Grading System 2,3 / GPA: 3.0

**Focus:** International Management and Business Psychology

**Thesis:** Methods of Measuring Shitstorms

### **2011 GENERAL QUALIFICATION FOR UNIVERSITY ENTRANCE**

**2002** BvA Gymnasium, Dormagen

**Grade:** German Grading System 1,8 / GPA: 3.7

## 0.5 QUALIFICATIONS

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**Languages:** German native, English fluent, Polish fluent, French basic skills

**Software:** Microsoft Office Suite proficient (VBA programming skills), Adobe Creative Cloud Tools, Reference Management Software, Basic Programming for R

**Summer School:** GSERM St. Gallen Switzerland 2018