

Rene Laub

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Address

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Contact Information

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Research Interests

Digital Marketing, Customer Journeys Analysis, Consumer Privacy, Marketing Automation & Processes

Education

Since April 2018	Doctoral Candidate in Marketing, Goethe University Frankfurt (Germany) Chair of Electronic Commerce Advisor: Prof. Dr. Bernd Skiera
2016	M.Sc. Economics, Heidelberg University (Germany) Exchange Semester at Warsaw School of Economics (Poland)
2012	B.Sc. Economics, Heidelberg University (Germany)

Professional Experience

2016-2018	Senior Consultant, Commerzbank AG, Frankfurt (Germany) Development and Implementation of Digital Business Models
2014-2015	Academic Program Coordinator, Alfred-Weber Institute for Economics, Heidelberg University (Germany) Coordination of the B.Sc. and M.Sc. Economics Program
2012 - 2015	Intern, KfW IPEX Bank GmbH, Frankfurt (Germany) Intern, Ramboll Management Consulting, Hamburg (Germany) Research Assistant, Centre for European Economic Research (ZEW), Mannheim (Germany) Intern, German Parliament (Bundestag), Berlin (Germany)

Working Papers

Laub, Rene, Evert de Haan, and Bernd Skiera (2019), "Identifying Customers Close to the Moment of Purchase Based on Individual Search Patterns"

Conference Presentations

2019

INFORMS Marketing Science Conference, Rome
EMAC Conference, Hamburg
Theory and Practice in Marketing Conference, New York

Teaching Experience

Goethe University Frankfurt (Undergraduate)

Empirical Customer Data Analysis (Fall 2018, 2019), Co-Lecturer
Marketing Analytics (Spring 2018), Teaching Assistant

Heidelberg University (Undergraduate)

Introduction to Academic Research & Writing (Fall 2015), Lecturer
Empirical Economics (Spring 2015), Teaching Assistant
Introduction to Economics (Fall 2013, 2014), Teaching Assistant

Grants and Scholarships

Travel Grant, Faculty of Economics and Business Administration, Goethe University Frankfurt: 2000 EUR

Travel Grants, Association of Friends & Sponsors of Goethe University Frankfurt: 700 EUR

PROMOS-Scholarship, German Academic Exchange Service (DAAD): 2000 EUR

"Deutschlandstipendium", Heidelberg University: 3600 EUR