

Lei Zhou, PhD Candidate

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Education

- 2020 – **Ph.D., University of Stuttgart** ABWL & Marketing.
Thesis title: *The Effect of Internet of Things on Customer Experience.*
- 2015 – 2019 **M.Sc., Ludwig Maximilian University of Munich** Business Psychology
Thesis title: *How does average cultural intelligence within the team impact team performance?.*
- 2014 – 2015 **M.Sc., University of Bamberg** Intensive German & Business Engineering
Grade:DSH-3 (Highest Score)
- 2010 – 2014 **Bachelor, Nanjing Normal University** Applied Psychology
Thesis title: *Does arouse of empathy enhance prosocial behavior?.*

Employment History

- 2020 – **University of Stuttgart**, Research associate.
- Research and analysis of digital marketing through state of the art methods
- Collection of customer behavior data through questionnaires and experiments, and analyze the data through machine learning and deep learning methods to provide better customer experience
- Teaching assistance of courses for Bachelor and Master students with the focus on marketing, customer behavior, price and product management, digital marketing and internet of things.
- 2017 – 2018 **EXTEDO GmbH** Associate Specialist in Marketing & Alliance
- Through SWOT analysis of main competitors and their products, helped EXTEDO develop a solid market strategy and improve the market share from 2
- Helped EXTEDO explore Asian market, including establishing local network, building connection with National Drug Agencies, bidding for tenders from governments(China, Japan, Korea, etc.)
- Maintained the Customer Relationship Management(CRM) System, including categorising new leads, organising eRegulatory Affairs Conference in Mallorca(eRA Conference 2017), etc.
- 2016 – 2017 **Huawei Düsseldorf Technologie GmbH** HR Intern
- Enrolled in HR management processes,especially the recruitment process
- Delivered monthly personal report including return on investment, cost-per-hire, average time taken to fill and recruitment channel analysis
- Conducted employee satisfaction survey; collection, analysis and assessment of the data.
- Supported employee with job related problems through excellent social and analytical skills
- Entitled as monthly star of the HR Team
- 2015 – **Luxury Personal Consultant**
- Analysis of luxury markets and provide personalized consulting services to targeted customers
- Promotion and publicity of luxury items to attract potential customers

Employment History (continued)

- 2013 – 2015  **Roambee GmbH** Business Innovation & Marketing Consultant
- Marketing research of different products, target groups and competitive environment, analyzed market potential for the launch of new business ideas
 - Research of different suppliers and successfully built network with new suppliers from different cultures
 - Helped to develop the company's annual financial and business plan
 - Accomplished several local business investment projects

Projects

- 2021 – 2022 **Internet of things and seamless, connected customer experience**
- Explored the potential of new technologies in marketing with the focus of customer experience improvement
 - Identified the characteristics of internet of things and assessed its possible influence on customer experience and customer journey
 - Developed prototype to test and measure the new seamless experience generated by internet of things
- 2017 – 2017 **Diagnose and intervention of Allianz online advertisement** - Diagnose of online advertisement of work incapacity insurance of Allianz and provided an interdisciplinary and creative solution for Allianz based on the results
- Developed prototype of new online advertisement which fulfilled the psychological needs of customers
- 2016 – 2016 **Shopping with Virtual Reality**
- Analyzed the potential of Virtual Reality(VR) in consumption area, especially the psychological influence on user experience.
 - Developed prototype which simulated shopping process of supermarket through VR with focus on the fulfillment of psychological needs of users
 - Conducted experiments, user experience research, collection and data analysis, delivered reports and presentations

Skills

Languages	Strong reading, writing and speaking competencies for German, English and Mandarin Chinese.
Coding	Python, R, Sklearn, Tensorflow
Marketing	CRM, Data Analysis(Machine Learning), Marketing Strategy, Promotion, We-Media
Misc.	Academic research, teaching, training, consultation, typesetting and publishing.

Miscellaneous Experience

- 2013 **Prize for Outstanding Student Performance**, Nanjing Normal University.
- 2012 **Principle's scholarship for Outstanding Student**, Nanjing Normal University.

Research Publications

Georganta, E., **Zhou, L.** and Brodbeck, F. (2018). Cultural intelligence in teams: How does it impact team performance?. In: European Association of Work and Organizational Psychology.