

Curriculum Vitae

Prof. Dr. Oliver B. Büttner

Professor of Economic Psychology

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Research Interests

Consumer Psychology: visual attention and eye tracking, impulsive buying and self-control, motivation and goals, retail environments and in-store marketing

Professional Experience

since 2016	Professor (W2) of Economic Psychology, Department of Computer Science and Applied Cognitive Science, University of Duisburg-Essen, Germany
2014 – 2015	Visiting professor, Chair of Marketing and Consumer Behavior, Zeppelin University, Friedrichshafen, Germany
2010 – 2016	Assistant professor, Applied Social Psychology and Consumer Research, Department of Psychology, University of Vienna, Austria
2008 – 2010	Assistant professor, Strategic Communication, Zeppelin University, Friedrichshafen, Germany
since 2004	Various lectureships in consumer behavior and marketing at Donau University Krems, Steinbeis Hochschule, and VWA Göttingen
2002 – 2008	Research and teaching associate, Institute of Marketing and Retailing, University of Göttingen, Germany
1998 – 2002	Student trainee at Siemens Medical Solutions, Usability Engineering, Erlangen, Germany
1999	Internship at the Institute of Work Psychology, ETH Zürich, Switzerland
1998	Internship at Siemens AG, User Interface Design, Munich, Germany

Education

2003 – 2008	PhD in marketing/economic sciences (Dr. rer. pol.), University of Göttingen, Germany. Dissertation „Die Erhebung einkaufsbegleitender kognitiver Prozesse am Point of Sale“ (supervisor: Prof. Dr. Günter Silberer) „summa cum laude“
1995 – 2002	<i>Diplom</i> (M.Sc. equivalent) in psychology (minor: computer science) at the University of Erlangen-Nürnberg, Germany; final mark: 1.0 (A+)
1999 – 2000	ERASMUS semester at the University of Sevilla, Spain
1994	Abitur, Pirckheimer-Gymnasium Nürnberg

Research Grants

2017 – 2020 *Social Media, Distraction, and Self-Regulation*; German Research Foundation (DFG), additionally funded project within the research training group User-Centered Social Media (GRK 2167/1); role: principal investigator

2016 *University Award of the Chamber of Commerce Vienna* (Wirtschaftskammer Wien). Project “Influence of Retail Crowding on Consumer Decision Making” role: co-applicant (with J. Palcu)

2011 – 2014 *Marie Curie Career Integration Grant*, European Union. Project “IPOROSOCIP: Impulse Purchases and Overspending: The Role of Shopping Orientations and Consumer Information Processing” (FP7-PEOPLE-2011-CIG-293577). role: applicant and Marie Curie Fellow
>> ranked #1 in evaluation panel Social Sciences (proposal score: 97%)

Awards and Honors

2009 *Preis der Deutschen Marktforschung “Nachwuchsforscher 2009” (2. Preis)* [German Market Research Award “Young Scientist 2009”] awarded for the dissertation by Berufsverband Deutscher Markt- und Sozialforscher e.V. (BVM) and Verband der Marktforscher Österreich (VMÖ)

2007 *Bursary for top 10 best paper submission based on a doctoral thesis*; 36th EMAC Conference, May 22 – 25, Reykjavik, Iceland (paper: Research spoilt the shopping trip: Comparing the reactivity of thinking aloud and video-cued thought protocols at the point of purchase)

2001 *Best Student Paper*; Psychology and the Internet: A European Perspective, British Psychological Society, November 9 – 11, Farnborough, UK (paper: Consumer trust in online shops).

Membership in Expert Boards

2011 – 2015 Member of the coordination committee of the *Netzwerk Verbraucherforschung* [network consumer research], appointed by the German Federal Ministry of Justice and Consumer Protection (BMJV)

Membership in Professional Associations

Association for Consumer Research (ACR); Association for Psychological Science (APS); Deutsche Gesellschaft für Psychologie (DGPs); Society for Consumer Psychology (SCP); Verband der Hochschullehrer für Betriebswirtschaft (VHB)

Duisburg

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