

Curriculum Vitae

Dr. Roland Kassemeier

Sales & Marketing Department
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Aktuelle Position

Seit 05/2015 **Wissenschaftlicher Mitarbeiter**
Sales & Marketing Department, Ruhr-Universität Bochum
(Prof. Dr. Sascha Alavi, Prof. Dr. Christian Schmitz,
Prof. Dr. Jan Wieseke)

Ausbildung

07/2019 **Promotion am Sales & Marketing Department**
Ruhr-Universität Bochum
Betreuer: Prof. Dr. Jan Wieseke

04/2015 **Master of Science in Management**
Ruhr-Universität Bochum

09/2014 – 01/2015 **Auslandssemester**
Universität Göteborg, Sweden

04/2013 **Bachelor of Science in Management and Economics**
Ruhr-Universität Bochum

06/2007 **Abitur**
Immanuel-Kant-Gymnasium Dortmund

Frühere Positionen

01/2013 – 03/2013 **Praktikant: Planning and Purchasing**
Puma SE, Herzogenaurach

08/2011 – 10/2011 **Praktikant: Brand Strategy and Insights**
Vodafone D2 GmbH, Düsseldorf

08/2007 – 01/2010 **Ausbildung zum Kaufmann im Groß- und Außenhandel**
Händler für Industrieausrüstung, Dortmund

Publikationen in international referierten Zeitschriften

Johannes Habel, Roland Kassemeyer, Sascha Alavi, Philipp Haaf, Christian Schmitz & Jan Wieseke (2019): When do customers perceive customer centricity? The role of a firm's and salespeople's customer orientation, *Journal of Personal Selling & Sales Management*, first published online: 15. July 2019.

Konferenzbeiträge

Kassemeyer, Roland, Sascha Alavi, Johannes Habel, and Christian Schmitz (2019): Salespeople's Customer Orientation and Price Negotiations, EMAC 2019, Hamburg [*Selected as one of the best 20 Papers based on doctoral work*].

Kassemeyer, Roland, Sascha Alavi, Johannes Habel, and Christian Schmitz (2019): The Role of Salespeople's Customer Orientation in Price Negotiations, 2019 AMA Winter Conference, Austin.

Kassemeyer, Roland, Till Haumann, and Pascal Güntürkün (2019): Understanding the Complexity of Customer-Company Relationships: Differences in the Drivers and Consequences of Customer Satisfaction and Customer-Company Identification, 2019 AMA Winter Conference, Austin.

Kassemeyer, Roland, Sascha Alavi, Johannes Habel, and Christian Schmitz (2018): The Role of Salespeople's Customer Orientation in Business-to-Business Price Negotiations, 2018 ISBM Academic Conference, Boston.

Kassemeyer, Roland, Till Haumann, Pascal Güntürkün, and Jan Wieseke (2018): A Comparative View on Drivers and Consequences of Customer Satisfaction and Customer-Company Identification, EMAC 2018, Glasgow [*Selected as one of the best 20 Papers based on doctoral work*].

Gutachtertätigkeiten

Ad hoc Reviewer: 2018 AMA Winter Academic Conference, 2019 AMA Winter Academic Conference

Stand: 22.07.2019