

Prof. Dr. Monika Imschloß

Dr. Monika Imschloß has been IFH Junior-Professor of Marketing and Retailing at the University of Cologne since April 2015. She graduated from the University of Würzburg in 2010 with a diploma in psychology. Thereafter, she joined the Chair of Business-to-Business Marketing, Sales & Pricing at the University of Mannheim as a doctoral student. Dr. Imschloß completed her doctoral studies with her dissertation on multi-sensory marketing and received her Ph.D in Marketing from the University of Mannheim in 2014. Prior to joining the Department of Retailing and Customer Management at the University of Cologne, she was a visiting scholar at Professor Norbert Schwarz at the Dornsife Mind & Society Center of the University of Southern California (USC) in Los Angeles. In her research, she investigates the impact of sensory stimuli on consumer behavior as it is relevant for strategic retail atmospherics and sensorial in-store design. Further, she investigates aspects of digitalization and their implications for consumers as well as companies. She published her work in renowned scientific journals such as the *International Journal of Research Marketing and Psychology & Marketing*. Regarding practical experiences, she gathered work experience as management intern for Merck in Thailand, BASF in Indonesia, and has worked as assistant to the CEO/CFO for Siemens Ltd. in Nigeria.

Kontaktdaten

Prof. Dr. Monika Imschloß
Expertin für sensorisches Marketing
Universität zu Köln



Veranstaltung

[ITB New Luxury Panel: Sensorik, Glück und Luxus](#)

Donnerstag, 7. März 2019, 16.00 - 16.45 Uhr

CityCube Berlin, Saal A4/A5

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



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Kurzfristige Änderungen vorbehalten.



ITB Berlin Convention / ITB Berlin Kongress

CityCube

Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

6.1 – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
 - ITB MICE Forum
 - ITB MICE Hub

7.1b – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

Palais – ITB Convention Awards

Kontakt

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