

Curriculum Vitae

Karl Akbari, M. Sc.
University of Vienna

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Academic Positions and Industry Experience

- 02/2015 - current University of Vienna (Austria)
Department of Marketing – Prof. Dr. Dr. h.c. Wagner
Research and Teaching Assistant
- 03/2016 – current University of Applied Sciences Burgenland (Austria)
Lecturer
- 10/2012-01/2015 Free University Berlin (Germany)
Department of Business Administration – Prof. Dr. Gersch
Teaching Assistant (E-Business)
- 09/2014-10/2014 International Summer School in Economics and Management
Universidad de La Habana, Havana, Cuba – Prof. Dr. Koroleva
Teaching Assistant (Management Simulation)
- 10/2011-12/2012 Deloitte & Touche (Berlin, Germany)
Working Student (Global Employer Services)

Education

- 03/2015 - current PhD in Management
University of Vienna
Thesis: *Pay What You Want for Multiple Products*
- 10/2012-01/2015 Master of Science in Business Administration
Humboldt-Universität zu Berlin (Germany)
Majors in Marketing, Entrepreneurship. Minor: Management
- 09/2013-03/2014 Exchange Semester
National Taiwan University (Taipei, R.O.C. (Taiwan))
- 10/2009 -10/2012 Bachelor of Science in Business Administration
Free University Berlin

01/2011-07/2011 Exchange Semester
Université Paris 1 Panthéon – Sorbonne (France)

Publications

Akbari, K., & Wagner, U. (2018). Pay-what-you-want-pricing: If it is of little use to me, I do not want to hurt you. 9th European Marketing Academy Regional Conference, Prague, Czech Republic.

Akbari, K., & Wagner, U. (2018): Multi-tier Pay What You Want: Combining Endogenous and Second-Degree Price Discrimination. 2018 GMC Conference, Tokyo, Japan.

Akbari, K., & Wagner, U. (2018). Pay-what-you-want-pricing for multiple goods. EMAC 47th Annual Conference, Glasgow, UK.

Akbari, K., Wolfsteiner, E. & Wagner, U. (2017). "I am excited, thus I pay more!" Emotions and Pay What You Want. EMAC 46th Annual Conference, Groningen, Nederland.

Akbari, K., & Wagner, U. (2017). Consequences of Probabilistic Price Promotions in Retailing. 2017 Annual Conference of Emerging Markets Conference Board, Noida, India.

Akbari, K., & Wagner, U. (2016). Customer Approval of Probabilistic Price Promotions. 7th European Marketing Academy Regional Conference, Sarajevo, Bosnien und Herzegovina.

Akbari, K. (2016). Multi-Tier Pay What you Want. 1st EMAC Junior Faculty & Doctoral Student Research Camp, Wien, Österreich.

Akbari, K. (2016). Die ÖBB AG – FIT 2015. Kundenorientiert zum Erfolg. In: Udo Wagner, Heribert Reisinger und Christopher Schwand (Hg.): Fallstudien aus der österreichischen Marketingpraxis 7. Ein Arbeitsbuch zu den Grundzügen des Marketing. 1. Aufl., neue Ausg. Wien: Facultas (Fallstudien aus der österreichischen Marketingpraxis, 7), S. 1–11.

Teaching experiences

Graduate	E-Business Market Research Marketing in the Wine Industry
Undergraduate	Introduction to Marketing Case Studies Marketing Management Simulation E-Business

Language skills

German	Native
English	Fluent
French	Advanced
Spanish	Basic
Mandarin	Basic