

## Meike Kakas

### Research interests:

- Decision-making
- Consumer behavior
- Motivation and pleasure

### CURRENT POSITION

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04/2022 – present      **PhD Candidate and Teaching Assistant** of Prof. C. Miguel Brendl  
Marketing, University of Basel, Switzerland

### ACADEMIC EDUCATION

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09/2015 – 07/2018      **M.Sc. in Business and Economics**, University of Basel, Switzerland  
Thesis: “Desire for money: how power and status needs influence financial behavior”  
Semester abroad: National Chengchi University, Taipei, Taiwan

09/2011 – 01/2015      **B.Sc. in Economics**, University of Heidelberg, Germany  
Thesis: “The economic implication of Fair Trade branding on coffee sales in Germany”  
Year abroad: Heidelberg University, Tiffin, United States of America

### WORK EXPERIENCE

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09/2018 – 01/2022      **Credit Suisse AG**, Zurich, Switzerland  
*Market Officer Asia Pacific CH / Business Manager Change Delivery*

05/2017 – 06/2018      **Basel Behavioral Research Center**, Basel, Switzerland  
*Research Assistant Marketing*

02/2017 – 04/2017      **HPP Strategy and Marketing Consulting**, Frankfurt, Germany  
*Intern Consulting*

04/2015 – 09/2015      **Deutsche SiSi-Werke Betriebs GmbH**, Eppelheim, Germany  
*Intern Product Management / Trade Marketing Capri-Sun*

12/2014 – 03/2015      **Siemens AG**, Mannheim, Germany  
*Intern Global Marketing Services*

09/2012 – 07/2013      **Alfred-Weber Institute for Economics**, Heidelberg, Germany  
*Student Assistant examination office*

07/2011                      **Evonik Industries AG**, Hanau, Germany  
*Intern Supply Network & Production Management*

## LANGUAGES & IT

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Language skills	German (native), English (business fluent), Mandarin (good command), French (good command)
IT skills	Microsoft Office, SPSS, Stata, R Studio

## ACHIEVEMENTS

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08/2013 – 05/2014	<b>Honor Student of Tau Pi Phi - National Honorary Society in Business</b> Heidelberg University, Tiffin, United States of America
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Last update: 06/2022