

Personal Information

A.o. Univ.-Prof. PD Dr. Ursula Scholl-Grissemann

Institution UMIT TIROL –Private University for health Sciences, Medical Informatics and Technology, Division for Management in Sports- and Health Tourism, 6500 Landeck, Austria
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Education

2018 Habilitation at University of Innsbruck School of Management
2008 - 2012 Doctoral Thesis, University of Innsbruck School of Management
2003 – 2008 Diploma Studies of Business Administration, University of Innsbruck School of Management

Professional employment

Since Oct 2020 Associate Professor at UMIT TIROL –Private University for health Sciences, Medical Informatics and Technology, Division for Management in Sports- and Health Tourism,
2019-2020 Associate Professor for Service Management and Consumer Behavior, Seeburg Castle University
2012 - 2018 Post-Doc Research Assistant at Department of Strategic Management, Marketing and Tourism, University of Innsbruck School of Management
2008 – 2012 Pre-Doc Research Assistant at Department of Strategic Management, Marketing and Tourism, University of Innsbruck School of Management

Research areas

Service Management, Service Marketing, Consumer Behavior, Tourism Destination Management and - Marketing

Professional activities and awards

2022 Emerald Literati Outstanding Paper Award for the paper “Insights into customer experience in sports retail stores” published in International Journal of Sports Marketing and Sponsorship
2020 Appointment as Full Professor for Tourism at Seeburg Castle University, Austria – Refused by the applicant
2020 *Best Conference Presentation Award* at the Travel and Tourism Research Academy Conference, Innsbruck Sep. 28-30
2019 Nominated for the *Ars Docendi* (Teaching Award), Seeburg Castle University
2016 *Journal of Service Management: Robert Johnston Award* - Outstanding Paper of the Year Award
2013AMA Winter Marketing Educators Conference *Best in Track Paper Award* in Track „Innovation and New Product Development“
2012 *Rudolf Sallinger Award* for Dissertation from the Austrian Chamber of Commerce
2012 *Recognition Award of the Best Student Paper of the Year*, University of Innsbruck
Since 2021 Member of the Tourism and Leisure Research Center, University of Innsbruck
2019 Member of Dissertation Committee, University of Stavanger (Norway)
2019-2020 Examination board member at Seeburg Castle University
2019-2020 Member of dissertation committee at Seeburg Castle University
Regular review activities (e.g. *European Journal of Marketing*, *Tourism Management*, *Intern. Journal of Hospitality Management*)
Session chair at international academic research conferences (e.g., Travel and Tourism Research Association, American Marketing Association).

Google Scholar Publication Profile: <https://scholar.google.at/citations?user=My5hqB8AAAAJ&hl=en>