

Curriculum Vitae of Assoc.Prof. Dr. Oliver Meixner

Date and place of birth: 23.7.1967 Wels/Upper Austria

Citizenship: Austria; Married, 3 children

Office

Institute of Marketing & Innovation, University of Natural Resources and Applied Life Sciences Vienna, Feistmantelstr. 4, A-1180 Vienna

Tel.: +43 1 47654-3563, Fax: +43 1 47654-3562

E-mail: oliver.meixner@boku.ac.at, <http://www.boku.ac.at/mi>

Academic Education

1988 – 1994 University of Economics, Business Administration (University diploma)

1994 – 1998 PhD, Doctorate (Cum Laude), University of Economics, Vienna

Postdoctoral Lecture Qualification ("Habilitation") (2004) in innovation management / business administration; awarded with the "Agrana research price"

Professional Occupation

University of Natural Resources and Applied Life Sciences Vienna

Junior researcher, Institute of Agricultural Economics (Agricultural Marketing) 1994 – 1997

Assistant Professor, Institute of Agricultural Economics (Agricultural Marketing) 1997 – 2004

Associate Professor, Institute of Marketing & Innovation, since 2004

Guest Professorships

University Bolzano (Italy): University teaching position, course: business administration, since 2006 (teaching contract)

College of higher education, Vienna: Teaching position, "Strategic Marketing Simulation" (study program „Marketing & Sales“), since 2004 (teaching contract)

Purdue University, Lafayette/USA (Department of Agricultural Economics), 2003

Università degli Studi di Bologna (Italy): "Marketing Management in Dynamic Consumer Markets", Dipartimento di Economia e Ingegneria Agrarie, since 2001 (Erasmus mobility)

Research Focus

Decision support systems, AHP, fuzziness in decision making

New product development and Innovation management

Agricultural and food marketing, business administration in the agricultural and food sector

Consumer behaviour, Customer satisfaction, choice based analysis

Vienna, 3 July, 2009