

CURRICULUM VITAE

MALI POHLMANN

ACADEMIC DATA

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| August 1982 – July 1985 | Primary school Bismarck-Schule, Burgsteinfurt, Germany |
| August 1985 – July 1986 | Primary school Wiehagen-Schule, Werne, Germany |
| August 1986 – June 1995 | Highschool Gymnasium St. Christophorus, Werne, Germany |
| Grade: | Abitur – German equivalent of A-levels |
| September 1995 – January 1998 | Apprenticeship in furniture retail, Ostermann GmbH & Co. KG, Haan-Düsseldorf, Germany |
| February 1998 – June 1998 | Language studies, Don Quijote, Barcelona, Spain |
| Since October 1998 | studies of economics and business administration at the Private Witten/Herdecke University, Germany |
| November 2002 – December 2002 | visiting scholar at the University of Utah, David Eccles School of Business, UT, USA |
| January 2003 – June 2003 | semester at Stockholm University, School of Business, Sweden |
| Spring/Sommer 2003 | Diploma (B.A. Economics and M.B.A. Business Administration) |

RESEARCH INTEREST

qualitative research methods (ethnographic research methods), culture and marketing
new methods for the study of consumer behavior from sociology, anthropology and philosophy

ACADEMIC CONFERENCES

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| European ACR Conference, Berlin, Germany | June 2001 |
| ACR Conference, Austin, TX | October 2001 |
| Video Ethnography Workshop at the David Eccles School of Business, University of Utah | June 2002 |
| ACR Conference, Atlanta, GA | October 2002 |

PAPERS AND PROCEEDINGS

Giesler, Markus and Mali Pohlmann (2002), "The Anthropology of File Sharing: Consuming Napster as a Gift," in *Advances in Consumer Research*, ed, Punam Anand Keller and Dennis W. Rook, Provo, UT: Association for Consumer Research, Vol. 30, 2003.

Giesler, Markus and Mali Pohlmann (2002), "The Social Form of Napster: Cultivating the Paradox of Consumer Emancipation," in *Advances in Consumer Research*, ed, Punam Anand Keller and Dennis W. Rook, Provo, UT: Association for Consumer Research, Vol. 30, 2003.

Giesler, Markus, Claudia Mennicken and Mali Pohlmann (2001), "The Song Behind the Screen: Musical Cyberconsumption in a Global World," *Cross-Cultural Research*, ed, Scott M. Smith, Oahu: Brigham Young University.

VIDEOGRAPHY AND VIDEO MATERIALS

Giesler, Markus and Mali Pohlmann (2002), "The Elizabeth Smart Case: Enactment of a Suburban Nightmare," 1st Annual ACR Film Festival, Association for Consumer Research Conference, Atlanta, GA.

PRACTICAL JOB EXPERIENCE

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| Permanent work at Sporthaus Werne, sports store, Werne, Germany | July 1992 – February 1995 |
| Marketing Projects at Poco GmbH, furniture store, Bergkamen and Dorsten, Germany | July 1991 – August 1991 July 1998 – September 1998 |
| Apprenticeship in furniture retail at Ostermann GmbH & Co. KG, furniture store, Düsseldorf-Haan, Germany | September 1995 – January 1998 |
| Permanent project work for Deutsche Steinzeug Market Systems, stoneware productions, Herne, Germany | January 1999 – Juli 2000 |
| Project work for Noheto! Consulting, Witten, Germany | since October 2001 |