

The **Consumer Research Cluster** (Asst. Prof. Lichters) welcomes

Prof. Nina Krey

for a research talk in the series Friends of Consumer Research
(FoCoRe)

July 23th 2018 at 14:00 o'clock Faculty center (Building 22A).

The Impact of Different Environments on the Touch-Value Relationship



Rowan University

WILLIAM G. ROHRER
COLLEGE OF BUSINESS

Nina earned her Ph.D. in Marketing from the Louisiana Tech University. Her research interests include value-added consumption experiences, consumers perceptual and cognitive responses to sensory stimulation across different environments, and contemporary issues related to new media (e.g., wearable technologies).

Currently Nina works in the position of an Asst. Prof. of Marketing. Her research has been published in *Journal of Business Research*, *Journal of Advertising*, *Computers in Human Behavior*, and *The Journal of Education for Business*, among others.

All interested are welcome.

The **Consumer Research Cluster** (www.core.ovgu.de)