

# Curriculum Vitae

Univ.-Ass. Dr. MMag. Robert Schorn  
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## Personal Information

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Place of birth: Salzburg  
Nationality: Austria  
Personal status: unmarried, no children

## Academic Degrees

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| 1999 | Master's degree (Mag.rer.soc.oec)<br>Studies of Business Administration, University of Innsbruck, Austria   |
| 2003 | Doctoral degree (Dr.rer.soc.oec)<br>Department of Strategic Management, Marketing and Tourism, University of Innsbruck, Austria<br><br>Title of the dissertation: Kollektive unbewusste Markenkenntnis<br>(English title: Collective Unconscious Brand Knowledge) |
| 2012 | Master's degree (Mag.rer.nat)<br>Studies of Psychology, University of Innsbruck, Austria  |
| 2012 | Propaedeutic Studies in Psychotherapy<br>Department of Psychosocial Intervention and Communication Research,<br>University of Innsbruck, Austria  |

## Academic Career

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| 2012- | Assistant Professor at the Institute of Psychology, Department for Psychology and Medical Sciences, UMIT – University for Health Sciences, Medical Informatics and Technology, Hall in Tirol, Austria |
| 2012- | Lecturer at the Department of Psychology, University of Innsbruck, Austria  |
| 2014- | Lecturer at the Department of Strategic Management, Marketing and Tourism, University of Innsbruck, Austria   |

2002-2012	Research Assistant and Assistant Professor at the Department of Strategic Management, Marketing and Tourism, University of Innsbruck, Austria
2011-2012	Lecturer at Management Center Innsbruck – University of Applied Sciences, Department of Management, Communication & IT, Innsbruck, Austria

### Major Areas of Research

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- Nonconscious effects in people's thinking, feeling and behavior
- Market and consumer psychology
- Potentials, risks, and prevention of manipulation of people
- Consumerism

### Teaching Experience

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- Consumer psychology
- Research methods of psychology
- Quantitative research methods
- Qualitative research methods
- Market research
- Multicultural brand research
- Statistics and data analysis
- Decision making
- Business administration
- Human resource management
- Scientific work

### Awards and Grants

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2004	Dr.-Otto-Seibert-Award for the dissertation "Collective Unconscious Brand Knowledge"
2006	Grant from University of Innsbruck and Tiroler Wirtschaftskammer for research in the field of "Nonconscious Effects" (€ 4.000,--)
2007	Jubiläumsfonds of the National Bank of Austria (together with Prof. Hans Mühlbacher) for the project: "Potential Non-conscious Influences on Consumers" (€ 66.000,--)
2008	Theodor-Körner-Award for the research project "Danger of Manipulating Consumers" (€ 1.500,--)
2009	Tiroler Wissenschafts Fonds for the research project "Feasibility and Danger of Non-conscious Influences on Consumers" (€ 8.900,--)
2011	Research project "Multisensory Priming" financed by the company Hirsch Armbänder GmbH (€ 18.000,--)