

CURRICULUM VITÆ

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Head of Marketing & Consumer Behavior
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POSITIONS IN RESEARCH AND MARKET INSIGHTS

since 10/2018	Head of Research, Marketing & Consumer Behavior (formerly Future & Trends Research) Nuremberg Institute for Market Decisions (NIM), Germany
2015-2018	Project Manager , Future & University Programs, GfK Verein e.V., Germany
2013-2015	Senior Consultant , Data Analytics and Research Methods, GfK Verein e.V., Germany
2011-2013	Marketing Specialist , Food Division, GfK SE Consumer Experiences, Germany
2007-2011	Doctoral Researcher , Agricultural and Food Marketing, University of Kassel, Germany

RESEARCH AFFILIATIONS

since 05/2026	Affiliate Researcher, D'Amore-McKim School of Business, Northeastern University, Boston, USA
2012 - 2026	Research Affiliate, IFTF Institute for the Future (ITF), Palo Alto, USA

EDUCATION

2007 - 2011	Dr. rer. pol. magna cum laude University of Kassel, Germany — Supervisors: Ulrich Hamm, Ulf Liebe
2001 - 2007	Diplom-Soziologe Otto-Friedrich-University Bamberg, Germany

RESEARCH INTERESTS

AI & Emerging Technologies in Marketing
Digital and Virtual Consumer Environments
Sustainable Consumption & Sustainability Communication
Consumer Decision-Making & Market Behavior

PUBLICATIONS

REFEREED RESEARCH ARTICLES

- 2025 Schwarz, J. O., Schropp, T. C., Wach, B. & Buder, F. (2025). Do internal foresight activities add value to decision-making? Insights from an empirical investigation. **Futures**, 166, 103548. <https://doi.org/10.1016/j.futures.2025.103548>
- Muntwiler, C., Eppler, M. J., Unfried, M. & Buder, F. (2025). Individual decision styles as predictors for bias susceptibility and bias blind spots in managerial decisions. **Management Research Review**, 48(2), 322-337. <https://doi.org/10.1108/MRR-11-2022-0793>
- 2024 Schropp, T. C., Schwarz, J. O. & Buder, F. (2024). Corporate foresight in light of the COVID-19 pandemic - The crisis as a driver?. **Futures & Foresight Science**, 6(2), e178. <https://doi.org/10.1002/ffo2.178>
- 2014 Buder, F., Feldmann, C. & Hamm, U. (2014). Why regular buyers of organic food still buy many conventional products: Product-specific purchase barriers for organic food consumers. **British Food Journal**, 116(3), 390-404. <https://doi.org/10.1108/BFJ-04-2012-0087>.
- 2010 Hamm, U., Janssen, M. & Buder, F. (2010). Große Einheiten im Biosektor auf dem Vormarsch [Large operators gaining ground in the organic sector]. **Ökologie & Landbau**, 153, 26-28.
- 2009 Buder, F., & Hamm, U. (2009). Verbrauchsstrukturen von Öko-Intensivkäufern im Fokus. **Ernährungs Umschau**, 56(9), 527-533.

CHAPTERS IN BOOKS, TEXT BOOKS, AND EDITED VOLUMNES

- 2024 Eppler, M. J., Muntwiler, C., Buder, F., & Unfried, M. (2024). *Debias by design: A leader's guide to thinking errors and better decision making*. Institute for Media and Communications Management, University of St. Gallen.
- 2020 Gaspar, C., Neus, A., & Buder, F. (2016). *Von Mauern und Windmühlen: Warum sich die Marktforschung neu erfinden muss: Die fünf Elemente der Veränderung und Ideen für die Zukunft*. In B. Keller, H.-W. Klein, & S. Tuschl (Eds.), **Marktforschung der Zukunft - Mensch oder Maschine? Bewährte Kompetenzen in neuem Kontext** (pp. 1-27). Springer Gabler. https://doi.org/10.1007/978-3-658-14539-2_1.
- 2011 Buder, F. (2011). *Das Kaufverhalten bei Öko-Lebensmitteln: Kausalanalytische Untersuchung der Determinanten der Nachfrage nach ökologisch erzeugten Lebensmitteln*. Verlag Dr. Kovač.
- Buder, F. (2011). *Was beeinflusst den Kauf ökologischer Produkte durch Verbraucher?* In C. Leitzmann, A. Beck, U. Hamm, & R. Hermanowski (Eds.), **Praxishandbuch Bio-Lebensmittel** (26th supplementary installment, Chapter VI.8). Behr's Verlag.
- Buder, F., & Hamm, U. (2011). *Was vermissen Öko-Käufer im Handel?* In C. Leitzmann, A. Beck, U. Hamm, & R. Hermanowski (Eds.), **Praxishandbuch Bio-Lebensmittel** (24th supplementary installment, Chapter VI.7.1). Behr's Verlag.

MANAGERIAL AND KNOWLEDGE-TRANSFER PUBLICATIONS

- 2025 Buder, F., Di Napoli, S., & Gasser, F. (2025). Marketing as a silo-breaker: How to turn organizational constraints into opportunities for strategic influence. **NIM Marketing Intelligence Review**, 17(2), 48-53. <https://doi.org/10.2478/nimmir-2025-0017>
- Buder, F., & Unfried, M. (2025). Der Köder muss nicht dem Angler schmecken. **Markenartikel**, 5, 12-14.
- 2024 Buder, F., Hesel, N., & Dietrich, H. (2024). Beyond the buzz: Creating marketing value with generative AI. **NIM Marketing Intelligence Review**, 16(1), 50-55. <https://doi.org/10.2478/nimmir-2024-0008>
- 2023 Buder, F., & Hesel, N. (2023). 'Metaverse-Winter' - Ist der Hype bereits vorbei?. **Markenartikel**, 11/2023.

- Zürn, M. K., Buder, F., & Unfried, M. (2023). Brand purpose and brand success. *NIM Marketing Intelligence Review*, 15(1), 54-59. <https://doi.org/10.2478/nimmar-2023-0008>
- 2022 Buder, F., & Hesel, N. (2022). So bleiben Unternehmen zukunftsfähig. **Markenartikel**, 4/2022.
- Hesel, N., Buder, F., & Unfried, M. (2022). The next frontier in intelligent augmentation: Human-machine collaboration in strategic marketing decision-making. **NIM Marketing Intelligence Review**, 14(2), 49-53. <https://doi.org/10.2478/nimmar-2022-0017>
- 2021 Buder, F., & Dieckmann, A. (2021). Wie junge Toptalente nach Sinn streben - Warum purpose beyond profit ein Wettbewerbsvorteil im Kampf um die besten Köpfe ist. **Controlling**, 33(S), 126-131. <https://doi.org/10.15358/0935-0381-2021-S-126>
- Buder, F., & Kittinger-Rosanelli, C. (2021). Purpose beyond profit: Things that matter when millennials go job hunting. **NIM Marketing Intelligence Review**, 13(2), 50-55. <https://doi.org/10.2478/nimmar-2021-0017>
- Buder, F., Pauwels, K., & Daikoku, K. (2021). The illusion of free choice in the age of augmented decisions. **NIM Marketing Intelligence Review**, 13(1), 46-51. <https://doi.org/10.2478/nimmar-2021-0008>
- 2019 Buder, F., Dieckmann, A., Dietrich, H., & Wieting, J. (2019). Technologies turning future brick-and-mortar stores into data-rich environments. **NIM Marketing Intelligence Review**, 11(1), 48-53. <https://doi.org/10.2478/nimmar-2019-0008>
- 2017 Neus, A., Buder, F., & Galdino, F. (2017). Are you too successful to digitalize? How to fight innovation blindness. **NIM Marketing Intelligence Review**, 9(1), 30-35. <https://doi.org/10.1515/gfkmir-2017-0005>
- 2009 Buder, F., & Hamm, U. (2009). Sortiment: Potenziale für die Optimierung. **Biohandel**, 5, 18-21.

RECENT CONFERENCE PRESENTATIONS

- 2026 Ebelt, J., Freisinger, E., & Buder, F. (2026, February 13-15). Driving green product innovation through digital engagement: An experimental analysis. 2026 AMA Winter Academic Conference, Madrid, Spain.
- Pauwels, K., & Buder, F. (2026, June 2-5). Drivers of AI trust: Beyond AI literacy. 55th Annual Conference of the European Marketing Academy, Bath, United Kingdom.
- Schögel, M., Grellmann, L.-E., Behringer, P., Herhausen, D., Schreiner, T., & Buder, F. (2026, June 2-5). Artificial intelligence in the customer journey from a holistic perspective: Sweet spots, hot spots, and white spots. 55th Annual Conference of the European Marketing Academy, Bath, United Kingdom.
- Schreiner, T., Bart, Y., Pauwels, K., & Buder, F. (2026, June 2-5). Toward more effective AI disclosure in advertising: The role of beneficiary framing and consumer characteristics. 55th Annual Conference of the European Marketing Academy, Bath, United Kingdom.
- Ebelt, J., Freisinger, E., & Buder, F. (2026, June 10-12). Mission irresistible? How digital technologies enhance the appeal of green product innovation. 33rd Innovation and Product Development Management Conference (IPDMC), Stockholm, Sweden and online.
- Hempel, C., Hesel, N., & Buder, F. (2026, June 16-18). The limits of organic consumption: Assortment gaps and purchase barriers across four European countries. International Food Marketing Research Symposium (IFMRS) 2026, Aarhus, Denmark.
- Schreiner, T., Bart, Y., Pauwels, K., & Buder, F. (2026, June 25-27). "Made with AI" but why? How beneficiary framing shapes consumer evaluation of AI-generated advertising. 24th International Conference on Research in Advertising (ICORIA), Barcelona, Spain.
- Hempel, C., & Buder, F. (2026, July 13-16). Examining food values and consumer behavior: Navigating sustainability amidst global crises. 32nd Recent Advances in Retailing and Consumer Science Conference (RARCS), Berlin, Germany.
- Hempel, C., & Buder, F. (2026, September 8-11). What drives consumers' food choices? A study on food values in four European countries. 12th European Conference on Sensory and

Consumer Research (EuroSense 2026), Oslo, Norway.

2025 Hempel, C., & Buder, F. (2025). Ein psychografischer Vergleich von Bio-Intensiv- und Nicht-Käufer*innen. NewFoodSystems Conference "Towards New Food Systems - Rethinking Food and Nutrition Systems", Berlin, Germany.

Frank, D.-A., DiPalma, J., Pfeuffer, K., & Buder, F. (2025). Exploring consumer decision-making at virtual points of sale: The impact of immersion. 54th Annual Conference of the European Marketing Academy, Madrid, Spain.

Ebelt, J., Freisinger, E., & Buder, F. (2025). Driving green product innovation through digital engagement: An experimental analysis. 32nd Innovation and Product Development Management Conference (IPDMC), Porto, Portugal.

TEACHING - COURSES TAUGHT AT FAU

Principles of Marketing III: Market research: Data analysis (Master)

Principles of Marketing III: Market research: Data collection (Master)

AWARDS

2026 Co-author, Best Paper and Presentation Award, International Food Marketing Research Symposium (IFMRS), Aarhus, Denmark: *The limits of organic consumption: Assortment gaps and purchase barriers across four European countries.*

2024 Co-author, Best Paper and Presentation Award, International Food Marketing Research Symposium (IFMRS), Aarhus, Denmark: *How the affect heuristic shapes consumers' attitudes towards sustainable technological innovations.*

EXPERT REVIEWS

External expert reviewer for Project Management Jülich (PtJ) in the Zukunftscluster-Initiative (Clusters4Future) of the German Federal Ministry of Education and Research (BMBF); assessment of a submitted cluster strategy.

MEDIA COVERAGE

My work has been covered by newspapers (Frankfurter Allgemeine Zeitung, Handelsblatt), magazines (WirtschaftsWoche), and radio stations (ARD).

PROFESSIONAL AFFILIATIONS

American Marketing Association, European Marketing Academy, BVM Berufsverband Deutscher Markt- und Sozialforscher e. V.