

CURRICULUM VITÆ

NINA HESEL

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Senior Researcher, Research group Marketing & Consumer Behavior
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POSITIONS IN RESEARCH

Since 2024	Senior Researcher Marketing & Consumer Behavior Nuremberg Institute for Market Decisions (NIM), Germany
2021-2023	Researcher Nuremberg Institute for Market Decisions (NIM), Germany

INDUSTRY POSITIONS

2020-2021	Manager Corporate Marketing NürnbergMesse GmbH, Nuremberg
2016-2019	Project Manager Marketing Insights & Business Intelligence Bertelsmann, rtv media group, Nuremberg

EDUCATION

2013-2015	Master of Arts , Business Administration Georg Simon Ohm University of Applied Sciences, Nuremberg, Germany <i>Majors in Market Research and Marketing</i>
2009-2013	Bachelor of Arts , International Business - Intercultural Studies Heilbronn University of Applied Sciences, Heilbronn, Germany

RESEARCH INTERESTS

Consumer Behavior
Sustainable Consumption
Marketing

PUBLICATIONS

CONFERENCE PRESENTATIONS

- 2026 Hempel, C., & Hesel, N. (2026). The Limits of Organic Consumption: Assortment Gaps and Purchase Barriers across Four European Countries, International Food Marketing Research Symposium 2026, June 2026, Aarhus.
- Brand, B. M., Hesel, N., Stoltenberg, B., & Dintner, L. K. (2026). Fostering the adoption of multi-dimensional multi-level sustainability labels for groceries: A cross-country investigation of drivers and barriers. International Food Marketing Research Symposium 2026, June 2026, Aarhus.
- 2024 Buder, F., & Hesel, N. (2024). Creating Marketing Value with Generative AI, Marketing Science Institute Summit, February 2024, Los Angeles, USA.
- Banovic, M., Hesel, N., & Buder, F. (2024). The affect heuristic in consumers' initial judgments of sustainable technology innovations. AMA Summer Academic Conference, August 2024, Boston.
- Hesel, N., Buder, F., Heimstaedt, A., & Dietrich, H. (2024). Looking beyond the hype: opportunities and challenges of generative artificial intelligence in B2C marketing. 12th International Conference on Contemporary Marketing Issues, Crete, Greece.
- 2023 Hesel, N., & Buder, F. (2023). AI as a strategic leader? On the role of intelligent machines in strategic marketing decisions. 11th International Conference on Contemporary Marketing Issues, Corfu, Greece.
- Buder, F., Hesel, N., & Dietrich, H. (2023). Marketing in the metaverse – opportunities and barriers for the creation of marketing value. 11th International Conference on Contemporary Marketing Issues (ICCMi), Corfu, Greece.
- 2022 Hesel, N., & Buder, F. (2022). The Role of AI in Strategic Marketing Decision-Making: How Will Managers Collaborate with Smart Machines - Today and Tomorrow? ISMS Marketing Science Conference, Chicago, USA.
- Hesel, N., & Buder, F. (2022). The Future of Strategic Decision-Making: What Will Human-Machine Collaboration Look Like on a Strategic Level? Advances in Decision Analysis Conference, Charlottesville, USA.

PUBLICATIONS FOR PRACTICE

- 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.
- 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/nimmir-2022-0017>
- Buder, F., & Hesel, N. (2022). So bleiben Unternehmen zukunftsfähig. Markenartikel 03/2022.

OTHERS

- 2024 Hesel, N., Buder, F., & Dietrich, H. (2024). Voices of the leaders of tomorrow: Confronting scarcity. Nuremberg Institute for Market Decisions & St. Gallen Symposium.
- 2023 Buder, F., Hesel, N., & Dietrich, H. (2023). Voices of the Leaders of Tomorrow: Toward Sustainable Transformation – Rethinking the Generational Contract for a Better Future. Nuremberg Institute for Market Decisions & St. Gallen Symposium.

PROFESSIONAL AFFILIATIONS

American Marketing Association, European Marketing Academy, Association of Consumer Research