

Personal Information

A.o. Univ.-Prof. PD Dr. Ursula Scholl-Grissemann

Institution UMIT TIROL –Private University for health Sciences, Medical Informatics and Technology, Division for Management in Sports- and Health Tourism, 6500 Landeck, Austria

Web https://www.umat-tirol.at/page.cfm?vpath=departments/public_health/division-fuer-management/team

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Education

2018 Habilitation at University of Innsbruck School of Management

2008 - 2012 Doctoral Thesis, University of Innsbruck School of Management

2003 – 2008 Diploma Studies of Business Administration, University of Innsbruck School of Management

Professional employment

Since Nov2022 A.o. Univ.-Prof. at UMIT TIROL –Private University for health Sciences, Medical Informatics and Technology, Division for Management in Sports- and Health Tourism

2020-2022 Associate Professor at UMIT TIROL –Private University for health Sciences, Medical Informatics and Technology, Division for Management in Sports- and Health Tourism,

2019-2020 Associate Professor for Service Management and Consumer Behavior, Seeburg Castle University

2012 - 2018 Post-Doc Research Assistant at Department of Strategic Management, Marketing and Tourism, University of Innsbruck School of Management

2008 – 2012 Pre-Doc Research Assistant at Department of Strategic Management, Marketing and Tourism, University of Innsbruck School of Management

Research areas

Service Management, Service Marketing, Consumer Behavior, Tourism Destination Management and - Marketing

Professional activities and awards

2023 Chair of the study and examination board of the study program "Economy, health and sports tourism"

2022 Emerald Literati Outstanding Paper Award for the paper "Insights into customer experience in sports retail stores" published in International Journal of Sports Marketing and Sponsorship

2020 Appointment as Full Professor for Tourism at Seeburg Castle University, Austria – Refused by the applicant

2020 *Best Conference Presentation Award* at the Travel and Tourism Research Academy Conference, Innsbruck Sep. 28-30

2019 Nominated for the *Ars Docendi* (Teaching Award), Seeburg Castle University

2016 *Journal of Service Management: Robert Johnston Award* - Outstanding Paper of the Year Award

2013AMA Winter Marketing Educators Conference *Best in Track Paper Award* in Track „Innovation and New Product Development"

2012 *Rudolf Sallinger Award* for Dissertation from the Austrian Chamber of Commerce

2012 *Recognition Award of the Best Student Paper of the Year*, University of Innsbruck

Since 2021 Member of the Tourism and Leisure Research Center, University of Innsbruck

2019 Member of Dissertation Committee, University of Stavanger (Norway)

2019-2020 Examination board member at Seeburg Castle University

2019-2020 Member of dissertation committee at Seeburg Castle University

Regular review activities (e.g. *European Journal of Marketing*, *Tourism Management*, *Intern. Journal of Hospitality Management*)

Session chair at international academic research conferences (e.g., Travel and Tourism Research Association, American Marketing Association).

Google Scholar Publication Profile: <https://scholar.google.at/citations?user=My5hqB8AAAAJ&hl=en>