

Sebastian Uhrich
Professor
Section Sports Business Administration
Type of address: Visitor address.
IG2 301
Email: S.Uhrich@dshs-koeln.de
Phone: +49 221 4982-6120



Research profile

Education

2013	Post-doctoral qualification ("Habilitation") in Marketing, University of Rostock, Germany
2008	PhD in Marketing, University of Rostock, Germany
2004	Diploma in Sport Management, University of Bayreuth

Career

since 2013	Full Professor of Sport Business Administration, German Sport University Cologne
2008-2013	Post-doctoral researcher, Department of Marketing, University of Rostock, Germany
2011-2012	Visiting Academic Department of Marketing, University of Queensland Business School, Australia
2005-2008	Research fellow and PhD student, Department of Marketing, University of Rostock, Germany

Research Interests

Broadly:	sport marketing, sport management, sport consumer behavior, theory-building at the intersection of marketing and sport
Specifically:	innovation management in spectator sports (e.g., sport consumers' acceptance and resistance of technological innovations), customer-to-customer interactions in spectator sports, rivalry and brand rivalry in sport and marketing, internationalization of team sports, brand activism in sport and general marketing