

EVA K. PETERS

56 Eng Hoon Street • Singapore, 160056
Eva.k.peters@gmail.com • (+49) 15773740049

EDUCATION

Ph.D. – Business, Organizational Behavior and Human Resources (2020- Present)

SINGAPORE MANAGEMENT UNIVERSITY, SINGAPORE

Master's Degree (M.A.) – Organizational Psychology (2015-2017)

INTERNATIONAL SCHOOL OF MANAGEMENT, HAMBURG, GERMANY

Relevant Coursework: Psychology of HR and Health Management, Advanced Methods of Psychological Research, Applied Business Psychology, Coaching, Negotiations
Thesis: Decision simulation using Adaptive Choice Based Conjoint Analysis (ACBC)

UCSD Professional Studies Abroad Program (2016)

UNIVERSITY OF CALIFORNIA, SAN DIEGO, US

Relevant Coursework: Cognitive Psychology, Research Practicum, Policy-Making in the US

Bachelor's Degree (B.Sc.) – Business Administration & Economics (2011-2014)

UNIVERSITY OF COLOGNE, GERMANY

Relevant Coursework: Psychology (introduction & intercultural); Descriptive, economic, and inferential Statistics, Decision Theory, HR Management, Economics

RESEARCH INTERESTS

mindfulness, judgment & decision making, leadership, teams, management

RESEARCH & TEACHING EXPERIENCE

Research Assistant (2019-2020)

PROF. DR. ULRIKE WEBER (INTERNATIONAL SCHOOL OF MANAGEMENT), GERMANY

Tasks: Independently reviews and prepares academic research literature, manuscripts, and student theses for publication; assists in the development of lecture content & materials

Master's Thesis (2017)

INTERNATIONAL SCHOOL OF MANAGEMENT, HAMBURG, GERMANY

Title: Investigating the relative importance of selected job attributes on the job choice decision among members of Generation Z. A trade-off approach using conjoint analysis
Research methods: Quantitative online survey
Analysis methods: Adaptive Choice-Based Conjoint Analysis, Cluster Analysis, Variance Analyses, T-tests

ISM Research and Consulting Project | Project Lead (2016-2017)

INTERNATIONAL SCHOOL OF MANAGEMENT, HAMBURG, GERMANY

Topic: Digitization in the health care sector with a focus on diagnostics technologies for diabetes
Research methods: Qualitative interviews and quantitative questionnaires
Analysis methods: Univariate statistical analysis, content analysis, grounded theory

Research Practicum (2016)

UNIVERSITY OF CALIFORNIA, SAN DIEGO, DEPARTMENT OF PSYCHOLOGY (PROF. C. MCKENZIE)

Tasks: Ran and supervised experiments on risky choice behavior and framing effects with student subjects in university laboratories; participated in weekly lab meetings to assess project progress and discuss possible improvements and adjustments
Research methods: Computer administered quantitative surveys

Teaching Assistant | Department for Marketing and Customer Management (2013-2014)

UNIVERSITY OF COLOGNE IN COLOGNE, GERMANY

Tasks: Prepared and held weekly classes as part of the lecture on Marketing Channel Management; supported students in exam preparation phase

MANUSCRIPTS IN THE REVIEW PROCESS

Peters E.K., Weber U., (under review.). Investigating the relative importance of selected job attributes on the job choice decision among members of Generation Z. A trade-off approach using conjoint analysis. *Submitted to Journal of Personnel Psychology*

Masters-Waage T.C., Reb J., Peters E.K., & Bandara U. (under review), "A Meditation Toolkit for Managers", *Submitted to Harvard Business Review*

AWARDS & GRANTS

Best Thesis Award (2018)

International School of Management award for outstanding academic achievements (Master's Thesis ranked 2nd/395 theses submitted in the academic year 2017/2018)

Sawtooth Software Research Grant (2017)

Research grant to use professional conjoint analysis software and simulation tool for master's thesis

WORK EXPERIENCE

Certified Yoga Teacher (RYT-500) | Health & Wellbeing (2019- present)

EVAPETERSYOGA.COM

Co-Founder | E-Commerce & Manufacturing (2017-2019)

APPLESTRUDEL INC. (SLIMEFANTASIES.COM)

Sales & Marketing Coordinator | Automotive - Autonomous Driving (2017-2018)

AUTONOMOUSSTUFF LLC IN SAN JOSE, CALIFORNIA, USA

Project Manager Marketing & Digital Content (Internship)|Community Development (2016)

OPPORTUNITY FUND IN SAN JOSE, CALIFORNIA, USA

Program Coordinator (Internship) | TV Broadcasting (2014)

RTL MEDIA GROUP IN COLOGNE, GERMANY (BERTELSMANN-OWNED \$6.5 BILLION MASS MEDIA COMPANY)

Product Management Intern | Consumer Goods (2011)

HARIBO GROUP IN BONN, GERMANY (\$2.0 BILLION CONFECTIONARY COMPANY WITH 7K WORLDWIDE EMPLOYEES)

SKILLS

Statistical Analysis Methods

- Adaptive Choice Based Conjoint Analysis (ACBC)
- SPSS

Languages

- German (native speaker)
- English (fluent)
- French (advanced)
- Spanish (basic)

Other

- Website development (WordPress, Squarespace, Wix)
- Graphic design (Adobe Photoshop, InDesign, Illustrator, PremierePro, Lightroom)
- E-commerce (Shopify, Amazon)