UNIVERSITÄT DES SAARLANDES

TIM Lehrstuhl für Betriebswirtschaftslehre, insbesondere Technologie- und Innovationsmanagement

# CURRICULUM VITAE

## Celine Vogt, M. Sc.

Celine Vogt completed her bachelor's degree in Business Administration at RPTU University Kaiserslautern-Landau in 2021. She subsequently obtained her master's degree in Business Administration at RPTU in Kaiserslautern, specialising in Marketing, Sustainability and Human Resource Management. Her master's thesis examined the influence of additional quantitative and qualitative information on product choice and consumers' feelings of being manipulated.

During her studies, she gained a range of practical experience, initially as a student employee in marketing and communications at a non-profit organisation and later in global sustainability communications in the chemical industry.

Since June 2025, she has been a research associate at the Chair of Technology and Innovation Management at Saarland University.

Her research interests focus on technology and innovation management, particularly artificial intelligence in new product development and advertising.