

Professor Norbert Meiners

*Professor of Business Administration, in particular Marketing, Innovation Management and Entrepreneurship
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Short professional bio

I have been Professor of Business Administration at PHWT University in Vechta, Germany, since 2002. I am an expert in the field of "The Economics of Population Ageing", with particular focus on "Demand and Consumption of Elderly People". I am Affiliate Research Fellow at the Oxford Institute of Population Ageing (OIPA) at University of Oxford. I have made many notable publications in the domain of "The Economics of Population Ageing", being the (co-)author of 80 book chapters, books and papers published in international peer-reviewed journals. I have presented my research results widely at various international conferences, colloquia and scientific meetings. I am an expert on various media (television, radio, print) and serve on several expert committees (e.g., two German ministries). I have (co-)organized numerous academic events, such as the International Gerontology Colloquium (Spain, Brazil, Great Britain, Austria, Turkey). As well as having a strong international network of contacts, I have been a Visiting Research Fellow at several leading universities, for example, Oxford (2017, 2013, and 2012) and Stanford (2015), and I am a Fulbright Scholar, as well as an RSA Fellow. I hold a Diploma Degree in Business Administration, as well as a PhD in Economics and Social Sciences from German Universities. Furthermore, I hold a second doctorate (Habilitation) in Business Administration from a University in Austria.



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EDUCATION

2nd Doctorate (Habilitation) in Business Administration, UMIT - The Health and Life Sciences University, Hall/Tyrol, Austria (2016), Habilitation Thesis: Economics of Population Ageing
Ph.D. in Economics and Social Sciences, University of Osnabrück, Osnabrück, Germany (2001), Ph.D. Thesis: Quality Management for Nursing Homes - Necessity, Progress and Critical Evaluation of a random sample of Communication Modes whilst applying Socio-Empirical Analysis Methods
Diploma Degree in Business Administration / equivalent to M.Sc. in Business Administration, Hochschule Osnabrück - University of Applied Sciences, Osnabrück, Germany (1996), Diploma Thesis: Development of a Marketing Concept for the Hospital in Ammerland

ACADEMIC EXPERIENCE

Full Professorship in Business Administration, in particular Marketing, Innovation Management and Entrepreneurship, PHWT University, Vechta, Germany (2002-present)
Affiliate Research Fellow, University of Oxford, Oxford Institute of Population Ageing (OIPA), Oxford, Great Britain (2021-present)
Associate Professor (Priv.-Doz.) in Business Administration [after my 2nd Doctorate (Habilitation) was successfully completed], UMIT - The Health and Life Sciences University, Hall/Tyrol, Austria (2016-present)
Associate Researcher (Habilitation candidate), UMIT - The Health and Life Sciences University, Hall/Tyrol, Austria (2010-2015)
Lecturer, University of Bialystok, Poland (2011)
Lecturer, Berufsakademie für Bankwirtschaft - University of Cooperative Education, Hannover, Germany (2004-2008)
Lecturer, Jade Hochschule - University of Applied Sciences, Wilhelmshaven, Germany (1999-2002)
Lecturer, Hochschule Osnabrück - University of Applied Sciences, Osnabrück, Germany (1998-2002)

RESEARCH INTERESTS

Economics of population ageing
Marketing for senior citizens
Consumer buying behaviour of senior citizens
Consumer (non-)complaining behaviour of senior citizens
Advertising, communication and word-of-mouth

RESEARCH VISITS ABROAD

University of Oxford, Oxford Institute of Population Ageing (OIPA), Oxford, Great Britain, Supervisor: Professor George W Leeson (Visiting Period: 1 month in 2017)
Stanford University, Stanford Center on Longevity, Stanford, USA, Supervisor: Professor Laura Carstensen (Visiting Period: 4 months in 2015) (endowed with a Fulbright Scholarship)
University of Oxford, Oxford Institute of Population Ageing (OIPA), Oxford, Great Britain, Supervisor: Professor George W Leeson (Visiting Period: 1 month in 2013)
University of Oxford, Oxford Institute of Population Ageing (OIPA), Oxford, Great Britain, Supervisor: Professor George W Leeson (Visiting Period: 4 months in 2012)
UMIT - The Health and Life Sciences University, Hall/Tyrol, Austria, Institute for Gerontology and Demographic Development, Hall in Tyrol, Austria, Supervisor: Professor Bernd Seeberger (Visiting Period: 4 months in 2010)

SELECTED AWARDS

Affiliate Research Fellow, University of Oxford, Oxford Institute of Population Ageing (OIPA) (2021-present)
Fellow of the “Royal Society for the Encouragement of Arts, Manufactures and Commerce (FRSA)”

(2020-present)

Elected to the Working Group on institutional reaccreditation of the “German Science Council (WR)” (2020)

Elected to the Referee Board of the “National Research Foundation (NRF)” (2019-present)

Elected to the Referee Board of the “Fulbright Germany Ph.D. Program” (2018-present)

International Exchange Alumni (U.S. government) (2016-present)

Fulbright Scholarship (Lecture and Research) (2015)

Elected to the Referee Board of the “Foundation of German Business (sdw)” (2014-present)

Elected to the Expert Group of the “Ministry of Labour, Social Affairs, Health and Family (MASGF)” (2007)

Elected to the Expert Group of the “Ministry of Economic Affairs, Traffic, Agriculture and Winery (MWVLW)” (2007)

Endowed Chair for “Business Administration & Marketing” financed by the Economic Association Oldenburg (Wirtschaftliche Vereinigung Oldenburg - DER KLEINE KREIS)” (2002-2007)

TEACHING AND ADVISING EXPERIENCE (SELECTION)

Economics of Population Ageing

Marketing for the Elderly Consumers

Healthcare Marketing

General Business Administration

Economics

Change Management

Retail Management

Supervisor of more than 250 Bachelor, Master, Diploma, and PhD theses at various universities (2002-present):

PHWT University, Vechta, Germany

University of Osnabrück, Osnabrück, Germany

UMIT - The Health and Life Sciences University, Hall/Tyrol, Austria

Hochschule Kaiserslautern - University of Applied Sciences, Kaiserslautern, Germany

Hochschule Karlsruhe Technik und Wirtschaft - University of Applied Sciences, Karlsruhe, Germany

SERVICE TO THE UNIVERSITY

Head of the Department of Business Administration & IT with two Bachelor degrees and one Diploma degree at four locations in Germany at this time: Vechta, Hannover, Bremen, and Kiel (2007-2012)

Member of the University board (2007-2012)

Member of the Finding Commission “University President” (2019-2020)

Member of the Academic Senate (2018-2020, 2005-2010)

Member and Chairman of the Examinations Board (2018-2020, 2005-2010)

Member and Chairman of several Appointment Committees (2002-present)

Member of “Working Group Universities of Cooperative Education Lower Saxony” (2007-2012)

Member of Committee of Experts “Nicolai-Thiel-Award” (2007-2010)

Member of “Working Group Basic Order” (2003)

SELECTED MEMBERSHIPS

Member of Committee of Experts “Ministry of Labour, Social Affairs, Health and Family (MASGF)”, Mainz, Germany (2007)

Member of Committee of Experts “Ministry of Economic Affairs, Traffic, Agriculture and Winery (MWVLW)”, Mainz, Germany (2007)

Member of Advisory Board of University of Vechta “Regional Youth Report in the Administrative District of Vechta”, Vechta, Germany (2013)

Member of Scientific Advisory Board of “OPTIMUM - Economic Studies”, Bialystok, Poland (2012-present)

Member of “ISAS - The International Society of Aging Sciences”, Germany (2010-present)

Member of “German Society of Gerontology and Geriatrics (DGGG)”, Berlin, Germany (2011-2016)

Member of Committee of Experts “Marketing Award for the Medicine and Healthcare Industry (ZeMark)”, Zierenberg, Germany (2008)

Member of “State Initiative Age-appropriate Everyday Life Lower Saxony (LINGA)”, Braunschweig, Germany (2007-present)

PUBLICATIONS

Journal Articles (peer-reviewed)

1. **Meiners, N.**, Langlets, D., Einhaus, L. & Hellmann, J. (2021): The socio-economic impact of a German Bundesliga basketball club on the regional economy. In: *Journal of Sports Economics & Management*. Valencia, Spain: JSEM Publishing House. (accepted for print)
2. **Meiners, N.**, Reucher, E., Khan, T.A. H. & Spille, L. (2021): Consumer (Non) Complaint Behaviour – An Empirical Analysis of Senior Consumers in Germany. In: *Journal of Consumer Satisfaction, Dissatisfaction and Complaint Behavior*. Las Vegas, USA: JCSDCB Inc. (accepted for print)
3. Kleine, T., Robbenmenke, L. **Meiners, N.** & Reucher, E. (2021): Efficiency Analysis of Employment Agencies of the Regional Directorate Lower Saxony-Bremen using Data Envelopment Analysis (DEA). In: *Sozialer Fortschritt – German Review of Social Policy*. Berlin, Germany: Duncker & Humblot. (accepted for print)
4. Verma, V.C., Gupta, D.D. & **Meiners, N.** (2021): The effect of aging consumers' characteristics on store selection and food shopping in India: A review. In: *Asia-Pacific Social Science Review*. Manila, Philippines: DLSU Publishing House. (accepted for print)
5. **Meiners, N.**, Freese, H. & Brandt, M. (2021): Basketball as an Economic Factor. In: *Sciamus - Sport und Management*, Vol. 11, No. 2, Döhlau, Germany: Sciamus Verlag, pp. 1-23.
6. Gupta, D.D., Verma, V.C., Leeson, G. & **Meiners, N.** (2020): Changing Consumer Values and Shopping Behavior in India. In: *Academy of Marketing Studies Journal (AMSJ)*, Vol. 24, No. 1, London, Great Britain: Allied Business Academies, pp. 1-24.
7. **Meiners, N.**, Reucher, E. & Leeson, G. (2017): Age Discriminating Advertising In Germany: Is This An Issue? Basic Statistical Analysis Of Complaints To The "Deutsche Werberat"«. In: *OPTIMUM – Economic Studies (Foreign-language Edition)*, Vol. 86, No. 2, Bialystok, Poland: UWB, pp. 11-27.
8. **Meiners, N.** (2014): Economics of ageing: research area and perspectives. In: *Quality in Ageing and Older Adults*, Vol. 15, No. 2, Bingley, Great Britain: Emerald, pp. 63-75.
9. **Meiners, N.** & da Silva Santana, C. (2014): A Study on the Theoretical Position of 'Economics of Aging' in Science. In: *The Journal of Social, Political and Economic Studies (JSPES)*, Vol. 39, No. 3 (Fall), Washington D.C., USA, pp. 315-341.
10. Reidl, A., **Meiners, N.**, Pallauf, M. & Seeberger, B. (2013): The centenary birthday. In: *HeilberufeSCIENCE*, Vol. 4, No. 2, Heidelberg, Germany: Springer Verlag, pp. 73-80.
11. **Meiners, N.** & Glazik, M. (2013): Equity release as an instrument of old-age protection. In: *HeilberufeSCIENCE*, Vol. 4, No. 1, Heidelberg, Germany: Springer Verlag, pp. 2-6.
12. **Meiners, N.**, Helmich, M., Hupe, C., Them, C. & Seeberger, B. (2012): Reading at 50-plus - A study on periodicals and newspapers for senior citizens in Germany. In: *OPTIMUM - Studia Ekonomiczne (Foreign-language Edition)*, Bialystok, Poland: UWB, pp. 89-101.
13. Reidl, A., **Meiners, N.**, Pallauf, M. & Seeberger, B. (2012): Gerontological aspects related to tourism research. In: *HeilberufeSCIENCE*, Vol. 3, No. 4, Heidelberg, Germany: Springer Verlag, pp. 164-171.
14. **Meiners, N.**, Walter, M., Rester, D. & Seeberger, B. (2012): Christian profile as a brand of denominational nursing homes in Austria. In: *HeilberufeSCIENCE*, Vol. 3, No. 3, Heidelberg, Germany: Springer Verlag, pp. 108-112.
15. **Meiners, N.** & Seeberger, B. (2012): Beyond the Advertisers Target Groups. In: *Sozialer Fortschritt - German Review of Social Policy*, Vol. 61, No. 4, Berlin, Germany: Verlag Duncker & Humblot, pp. 69-76.
16. Türkis, I., **Meiners, N.** & Seeberger, B. (2012): Islamic mourning rituals in a foreign country. *HeilberufeSCIENCE*, Vol. 3, No. 3, Heidelberg, Germany: Springer Verlag, pp. 119-125.
17. **Meiners, N.**, Böer, S., Reidl, A. & Seeberger, B. (2012): Age appropriate design of printed advertisements among Germany's largest discount supermarket Aldi. In: *HeilberufeSCIENCE*, Vol. 3, No. 1, Heidelberg, Germany: Springer Verlag, pp. 25-32.
18. Pallauf, M., **Meiners, N.** & Seeberger, B. (2012): Skiing in the old age. In: *HeilberufeSCIENCE*, Vol. 3, No. 2, Heidelberg, Germany: Springer Verlag 79-85.
19. Stellwag, C., Schulc, E., **Meiners, N.** & Seeberger, B. (2012): Golf and Age. In: *HeilberufeSCIENCE*, Vol. 3, No. 1, Heidelberg, Germany: Springer Verlag, pp. 43-49.
20. **Meiners, N.**, Rester, D., Reidl, A. & Seeberger, B. (2011): The Significance of the Retirement Market. In: *Interdisciplinary Journal of Contemporary Research in Business (IJCRB)*, Vol. 3, No. 3, Canterbury/Kent, Great Britain: Institute of Interdisciplinary Business Research (IIBR), pp. 29-49.
21. **Meiners, N.**, Reidl, A. & Seeberger, B. (2011): Successful Marketing for the Elderly Consumer. In: *HeilberufeSCIENCE*, Vol. 2, No. 3, Heidelberg, Germany: Springer Verlag, pp. 72-81.
22. **Meiners, N.**, Reidl, A., Stellwag, C. & Seeberger, B. (2011): Aging - Anti Aging - Pro Aging. In: *Zeitschrift für Gerontologie und Ethik*, Vol. 3, No. 1, Nürnberg, Deutschland: Institut für Gerontologie und Ethik (I-GE), pp. 77-88.
23. **Meiners, N.**, Rester, D., Them, C. & Seeberger, B. (2011): Age Appropriate Design of Advertisements: An economic-gerontological Approach. In: *International Journal of Economics and Research (IJER)*, Vol. 2, No. 2, Chennai, India: Sanben, pp. 26-34.

24. **Meiners, N.**, Reidl, A. & Seeberger, B. (2011): A Major Trend - The Elderly. In: HeilberufeSCIENCE, Vol. 2, No. 2, Heidelberg, Germany: Springer Verlag, pp. 57-66.
25. Pallauf, M., **Meiners, N.** & Seeberger, B. (2011): The Tourism Regions: The Turkish Reveira and Tyrol: A Gerontologica Comparative Study. In: Gerontologica - Interdisciplinary Journal of Aging Sciences, Vol. 1, No. 1, Frankfurt, Germany: Ontos Verlag, pp. 39-59.
26. Stellwag, C., Schulc, E., **Meiners, N.** & Seeberger, B. (2011): Golf and Age in Tyrol . A Gerontological Analysis from a Demographic Perspective. In: Gerontologica - Interdisciplinary Journal of Aging Sciences, Vol. 1, No. 1, Frankfurt, Germany: Ontos Verlag, pp. 89-104.
27. Pallauf, M., **Meiners, N.** & Seeberger, B. (2011): Gerontological Approaches in Tourism Research – Demonstrated in the comparison between two European regions. In: International Journal of Economics and Research (IJER), Vol. 2, No. 5, Chennai, India: Sanben, pp. 230-241.
28. **Meiners, N.**, Schwarting, U. & Seeberger, B. (2010): The Renaissance of Word-of-Mouth Marketing - A 'new' Standard in Twenty-First Century Marketing Management?! In: International Journal of Economic Sciences and Applied Research (IJESAR), Vol. 3, No. 2, Kavala, Greece: Kavala Institute of Technology, pp. 79-97.
29. **Meiners, N.**, Them, C. & Seeberger, B. (2010): Marketing to Senior Citizens - Challenges and Opportunities. In: The Journal of Social, Political and Economic Studies (JSPES), Vol. 35, No. 3, (Fall 2010), Washington D.C., United States of America: Council for Social and Economic Studies, pp. 293-328.
30. **Meiners, N.**, Pallauf, M. & Seeberger, B. (2010): Referral Marketing in Residential Care for the Elderly. In: Lebenswelt Heim, Heft 48, Wien, Austria: Bundesverband der Alten- und Pflegeheime Österreichs, pp. 21-30.
31. Wittschier, M., **Meiners, N.**, Them, C., Rester, R. & Seeberger, B. (2010): Transfer of Assets in Seniority. In: HeilberufeSCIENCE, Vol. 1, No. 3, Heidelberg, Germany: Springer Verlag, pp. 92-96.

Supplementary Volumes (peer-reviewed)

1. **Meiners, N.** (2017): Economics of Population Ageing and Marketing for Elderly Consumers. In: Medicina (Ribeirão Preto) Vol. 50, Supplement 3, Sao Paulo, Ribeirão Preto (BR): ECEU - Espaço Cultural de Extensão Universitária - USP, pp. 15-19.
2. **Meiners, N.** (2013): Implications of Population Ageing for Economic Growth. In: Medicina (Ribeirão Preto), Vol. 46, Supplement 4, Sao Paulo, Ribeirão Preto, Brazil: ECEU - Espaço Cultural de Extensão Universitária - USP, pp. 4-5.
3. Glazik, M. & **Meiners, N.** (2012): Reverse Mortgage – No market for Reverse Mortgage Offers in Germany?!. In: HeilberufeSCIENCE, Vol. 3, Supplement 2, Heidelberg, Germany: Springer Verlag, p. 29.
4. **Meiners, N.** (2012): Demography and Marketing: Identifying, Targeting and Reaching the Booming Senior Markets. In: EBES 2012 Conference Antalya Program and Abstract Book, Istanbul, Turkey: Sazak, p. 17.
5. **Meiners, N.** (2011): Advertising50plus [Werbung50plus - Altersgerechte Gestaltung von Anzeigen in Printmedien]. In: HeilberufeSCIENCE, Vol. 2, Supplement 2, Heidelberg, Germany: Springer Verlag, p. 34.

Work under review (peer-reviewed)

Working papers (peer-reviewed)

1. Kaur, S., Verma, V.C. & **Meiners, N.** (Planned submission in III/2021: Destination selection by aging travelers - A literature review.

Books and Monographs

1. Stührenberg, L., **Meiners, N.** & Behrens, J. (2008): Customer Relationship Management (CRM) and B to B Market Concepts, Renningen, Germany: Expert-Verlag, 158 pages.
2. Haubrock, M., **Meiners, N.** & Albers, F. (1998): Hospital Marketing: Analyses, Concepts and Methods, Stuttgart, Germany: Verlag W. Kohlhammer, 216 pages.

Book Chapters

1. **Meiners, N.** (2016): Global Ageing - Challenges For Society, Public Policy, And The Economy. In: Social Aspects of Economic Management, Poznan (PL): WSB Press, pp. 199-216.
2. Reidl, A. & **Meiners, N.** (2011): Males surf the web - Femals check emails. In: Kampmann, B., Keller, B., Knippelmeyer, M. and Wagner, F. (Eds.): Die Alten und das Netz - Angebote und Nutzung jenseits des Jugendkultes [The Elderly and the Internet], Wiesbaden, Germany: Gabler Verlag, pp. 226-236.

Other Journal Articles (Editorial Review)

1. Koldehoff-Hayashi, M. & **Meiners, N.** (2015): International assignments of Employees in larger medium-sized companies. In: Arbeit und Arbeitsrecht (AuA), Vol. 70, No. 5, Berlin: Huss-Medien Verlag, pp. 296-299.
2. **Meiners N.** & Seeberger, B. (2012): The effect and significant of the portrayal of old people in our society. Oxford Institute of Population Ageing Visitors Papers. Oxford, Great Britain: University of Oxford (online).
3. **Meiners, N.** (2006): Think outside the box - act straight ahead! New occupancy management concept reveals weaknesses in just one day. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 37, No. 4, München, Germany: Urban & Fischer Verlag, pp. 108-110.
4. **Meiners, N.** (2006): This is what matters: Professional practice PR for podiatrists. In: Podologie – Unabhängige Fachzeitschrift für Podologie und angrenzende Medizin-assozierte Berufe, Vol. 57, No. 3, München, Germany: Verlag Neuer Merkur, pp. 20-23.
5. **Meiners, N.** (2005): The first impression counts - The design of foyers and corridors from a marketing point of view. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 36, No. 11, München, Germany: Urban & Fischer Verlag, pp. 326-327.
6. **Meiners, N.** (2005): Strengths and weaknesses analysis for strategic corporate management. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 36, No. 7-8, München, Germany: Urban & Fischer, pp. 212-214.
7. **Meiners, N.** (2005): Successful with your own practice? The visual impression also counts! In: Podologie – Unabhängige Fachzeitschrift für Podologie und angrenzende Medizin-assozierte Berufe, Vol. 56, No. 5, München, Germany: Verlag Neuer Merkur, p. 3.
8. **Meiners, N.** (2005): Confidence-building measures. In: kma Klinik Management Aktuell - Das Magazin für die Gesundheitswirtschaft, Heft 107, Wegscheid, Germany: Georg Thieme Verlag (WIKOM), pp. 58-61.
9. **Meiners, N.** & Strack, I. (2005): Using alternative financing models in hospitals. In: f&w - Führen und Wirtschaften im Krankenhaus, Vol. 22, No. 3, Melsungen, Germany: Bibliomed Medizinische Verlagsgesellschaft, pp. 321-322.
10. **Meiners, N.** (2005): Care transition that works - New outsourcing concepts prevent the dreaded revolving door effect in hospitals through professional case management. In: Clinical Voice - Interdisziplinäres Forum für Medizin, Klinikmanagement, Recht und Ökonomie, Vol. 2, No. 2, Bochum, Germany: Clinical Voice D.-R. Gieselmann, p. 18.
11. **Meiners, N.** (2005): PR and public work as success factor - modern hospital management does not get along without professional medium communication outward and inward. In: Clinical Voice - Interdisziplinäres Forum für Medizin, Klinikmanagement, Recht und Ökonomie, Vol. 2, No. 1, Bochum, Germany: Clinical Voice D.-R. Gieselmann, p. 5.
12. **Meiners, N.** (2004): Active complaint management for dental laboratories: increase customer satisfaction – improve market position - minimize costs. In: ZT - Zahntechnik Zeitung, Vol. 3, No. 11, Köln/Leipzig, Germany: Oemus Media, pp. 11-12.
13. **Meiners, N.** (2004): Public Relations for the orthodontic practice - On the relationship between the medical and writing guilds. In: KN - Kieferorthopädische Nachrichten, Vol. 2, No. 7-8, Köln/Leipzig, Germany: Oemus Media, pp. 12-13.
14. **Meiners, N.** (2004): Just do not lose the overview. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 35, No. 4, München, Germany: Urban & Fischer Verlag, pp. 123-125.
15. **Meiners, N.** (2004): Winning over the media. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 35, No. 3, München, Germany: Urban & Fischer Verlag, pp. 94-95.
16. **Meiners, N.** (2004): Making a mark - The logo as a signpost to success. In: ZT - Zahntechnik Zeitung, Vol. 3, No. 3, Köln/Leipzig, Germany: Oemus Media, p.11.
17. **Meiners, N.** (2004): The practice logo - the 'fingerprint' of a practice. In: Podologie - Unabhängige Fachzeitschrift für Podologie und angrenzende Medizin-assozierte Berufe, Vol. 55, No. 3, München, Germany: Verlag Neuer Merkur, pp. 22-23.
18. **Meiners, N.** (2004): What 'winning practices' do differently! The individual practice identity. In: Podologie – Unabhängige Fachzeitschrift für Podologie und angrenzende Medizin-assozierte Berufe, Vol. 55, No. 2, München, Germany: Verlag Neuer Merkur, pp. 18-20.
19. **Meiners, N.** (2004): Trapeze act of leadership - The executive as tightrope walker. In: KN – Kieferorthopädische Nachrichten, Vol. 2, No. 1-2, Köln/Leipzig, Germany: Oemus Media AG, pp. 12-13.
20. **Meiners, N.** (2003): The balancing act of leadership - What makes a modern leader? In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 34, No. 12, München, Germany: Urban & Fischer Verlag, pp. 366-367.
21. **Meiners, N.** (2003): Strategically well equipped - ensuring success by choosing the right strategy. In: ZT - Zahntechnik Zeitung, Vol. 2, No. 10, Köln/Leipzig, Germany: Oemus Media, pp. 11-12.
22. **Meiners, N.** (2003): In the long run - With the right strategy to the goal. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 34, No. 9, München, Germany: Urban & Fischer Verlag, pp. 266-267.

23. **Meiners, N.** (2003): Success can be planned: marketing strategies for podiatry practices. In: Podologie – Unabhängige Fachzeitschrift für Podologie und angrenzende Medizin-assoziierte Berufe, Vol. 54, No. 9, München, Germany: Verlag Neuer Merkur, pp. 18-22.
24. **Meiners, N.** (2003): Full on trend. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 34, No. 6, München, Germany: Urban & Fischer Verlag, pp. 172-175.
25. **Meiners, N.** (2003): Brand power: The power of the brand. In: KN - Kieferorthopädische Nachrichten, Vol. 1, No. 2, Köln/Leipzig, Germany: Oemus Media, p. 24.
26. **Meiners, N.** (2003): Reaching for the stars: conceptual marketing as the basis for future success. In: ZT – Zahntechnik Zeitung, Vol. 2, No. 4, Köln/Leipzig, Germany: Oemus Media, pp. 11-12.
27. **Meiners, N.** (2003): How to become a brand. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 34, No. 3, Verlag: München, Germany: Urban & Fischer Verlag, pp. 94-95.
28. **Meiners, N.** (2003): Corporate Identity - Making the practice identity tangible. In: KN – Kieferorthopädische Nachrichten, Vol. 1, No. 3, Köln/Leipzig, Germany: Oemus Media, pp. 14-15.
29. Stühnberg, L. & **Meiners, N.** (2003): Self- and time management: The way to the essentials. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 34, No. 1, München, Germany: Urban & Fischer Verlag, pp. 18-19.
30. **Meiners, N.** (2002): Secret Knowledge - Uncanny Power: On the State of Knowledge Management in Nursing Homes and Homes for the Elderly - A Current Survey. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 33, No. 11, München, Germany: Urban & Fischer Verlag, pp. 336-339.
31. **Meiners, N.** (2002): This is how you 'fish' for management trainees. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 33, No. 5, München, Germany: Urban & Fischer Verlag, pp. 149-151.
32. **Meiners, N.** & Haubrock, M. (2002): Communication as a strategy: Internal communication as a quality feature. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 33, No. 3, München, Germany: Urban & Fischer Verlag, pp. 86-89.
33. **Meiners, N.** (2002): Do good and talk about it: Professional press and public relations work. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 33, No. 2, München, Germany: Urban & Fischer Verlag, pp. 57-58.
34. **Meiners, N.** (2002): Communication = a matter for the boss! The necessity, development and implementation of a comprehensive communication concept. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 33, No. 1, München, Germany: Urban & Fischer Verlag, pp. 22-25.
35. Niketta, R., Haubrock, M., Albers, F. & **Meiners, N.** (2000): Highlighting strengths - uncovering weaknesses: Home residents' survey as a quality management tool. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 31, No. 4, München, Germany: Verlag Neuer Merkur, pp. 140-142.
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PRESENTATIONS

1. **Meiners, N.** (2020): Basketball as an economic factor: Economic and social significance of the Bundesliga basketball club EWE Baskets for the city and the region. Basketball Business Club season reception 2020, Oldenburg, Germany.
2. **Meiners, N.** (2020): How to get your research published in an academic journal. International Webinar. School of Management, BBDU - Babu Banarasi Das University, Lucknow, Uttar Pradesh, Indien.
3. **Meiners, N.** (2017): Economics of Population Ageing and Marketing for Elderly Consumers. II Congresso Brasileiro de Gerontologia, Sao Paulo, Ribeirão Preto, Brazil.
4. **Meiners, N.** (2015): Marketing to the elderly consumer - Age is more than just a number. Stanford Center on Longevity Meeting 2015, Stanford, USA.

5. **Meiners, N.** (2014): Family celebrations from a socio-economic perspective. 5th International Gerontology Colloquium 2014, Málaga, Spain.
6. **Meiners, N.** (2013): Implications of Population Ageing for Economic Growth. 4. International Gerontology Colloquium 2013, Sao Paulo, Ribeirão Preto, Brazil.
7. **Meiners N.** (2013): German Print Media targeting the Elderly - A Market Study. British Society of Gerontology's 42nd Annual Conference 2013, Oxford, Great Britain.
8. **Meiners, N.** (2012): The Economics of Ageing - Marketing in the Ageing Society. Oxford Institute of Population Ageing Seminars Michaelmas 2012. Oxford, Great Britain.
9. **Meiners N.** (2012): Population Aging and Economic Development. 3. International Gerontology Colloquium 2012, Oxford, Great Britain.
10. Glazik, M. & **Meiners, N.** (2012): Reverse Mortgage – A market for real estate consumption products in Germany? (Poster) 10. Gesundheitspflegekongress, Hamburg, Germany.
11. **Meiners, N.** (2012): Demography and Marketing: Identifying, Targeting and Reaching the Booming Senior Markets. EBES 2012 Conference, Antalya, Turkey.
12. **Meiners, N.** (2011): Advertising50plus. 9. Gesundheitspflege-Kongress, Hamburg, Germany.
13. **Meiners, N.** (2011): Periodical publications for seniors in Germany. 1. Wirtschaftswissenschaftliche Forum Essen, Essen, Germany.
14. **Meiners, N.** (2011): Advertising impact of print ads among seniors. 1. Wirtschaftswissenschaftliche Forum Essen, Essen, Germany.
15. **Meiners, N.** (2011): The Economics of an Aging Society - Age appropriate design of advertisements. 2. International Gerontology Colloquium 2011, Hall in Tyrol, Austria.
16. **Meiners, N.** (2010): Systematically acquire and retain referrers and thus save costs. 17. Deutscher Krankenhaus-Controller-Tag des Deutschen Vereins für Krankenhaus-Controlling (DVKC), Berlin, Germany.
17. **Meiners, N.** (2010): A Major Trend - The Elderly: A scorned upon consumer group alters the economy. 1. International Gerontology Colloquium 2010, Antalya, Turkey.
18. **Meiners, N.** (2010): Demographic change and its consequences for marketing. Summer School Pflegewissenschaft und Gerontologie (UMIT), Volders, Austria.
19. **Meiners, N.** (2009): The myth of customer loyalty - desire and reality in the hospital market. 5. Zentrale Marketing-Tagung der Gesundheitswirtschaft (ZeMark), Marburg, Germany.
20. **Meiners, N.** (2009): Marketing concepts for non-profit institutions in the German health care market. Leitungsklausur der Blindeninstitutsstiftung, Würzburg, Germany.
21. **Meiners, N.** (2008): Brand orthodontic practice: How the practice can successfully differentiate itself. 9. Internationales KFO-Praxisforum, Zermatt, Zwitterland.
22. **Meiners, N.** (2007): Brands go mobile: brands from the perspective of the health care market. Zukunftssymposium 2007: Symposium für Entscheider in der Gesundheitswirtschaft, Hannover, Germany.
23. **Meiners, N.** (2007): Customer Relationship Management for Referrers. 4. Zentrale Marketing-Tagung der Gesundheitswirtschaft (ZeMark), Marburg, Germany.
24. **Meiners, N.** (2007): Active marketing for orthodontic practices. Fachtagung des Berufsverbandes Deutscher Kieferorthopäden (BDK), Bad Dürkheim, Germany.
25. **Meiners, N.** (2007): Providing services in a global market. 2. International Technicians Forum des European and International Federation of Dental Technician Laboratory Owners (FEPPD), Köln, Germany.
26. **Meiners, N.** (2007): Prospects in the dental sector with marketing. 4. dentechnica-forum des Verbandes Deutscher Zahntechniker-Innungen (VDZI), Köln, Germany.
27. **Meiners, N.** (2007): The professional practice PR. 8. Internationales KFO-Praxisforum, Zermatt, Zwitterland.
28. **Meiners, N.** (2007): The German health care market - a future market with high innovation, growth and sales potential. Leitungsklausur der Volksfürsorge Deutsche Lebensversicherung, Hamburg, Germany.
29. **Meiners, N.** (2007): The healthcare trade: status quo and quo vadis. Fachkongress Gesundheitswirtschaft des Ministeriums für Soziales + Gesundheit (MASGF) sowie des Ministeriums für Wirtschaft (MWVLW) Rheinland-Pfalz, Bad Kreuznach, Germany.
30. **Meiners, N.** (2006): Recipes for success in modern catering management. 3. S&F-Symposium, Fürstenfeldbruck, Germany.
31. **Meiners, N.** (2006): Occupancy Management. Fachtagung des Deutschen Verbandes der Leitungskräfte von Alten- und Behinderteneinrichtungen (DVLAB), Berlin, Germany.
32. **Meiners, N.** (2006): Sustainable strengthening of the diaconal profile in the elderly care market. Fachtagung des Deutschen Evangelischen Verbandes für Altenarbeit und Pflege (DEVAP), Berlin, Germany.
33. **Meiners, N.** (2006): Dental marketing in times of crisis: The path to an effective marketing and sales concept. Vortragsreihe für den Verband Deutscher Zahntechniker-Innungen (VDZI), Berlin, München, Köln, Hannover, Stuttgart, Germany.
34. **Meiners, N.** (2005): Nursing home marketing from practice for practice. 2. Norddeutscher Pflegekongress des Deutschen Bundesverbandes für Pflegeberufe (DBfK), Lübeck, Germany.

35. **Meiners, N.** (2005): Marketing & Advertising for Speech Therapists. 34. Jahreskongress des Deutschen Bundesverbandes für Logopädie (dbl), Kassel, Germany.
36. **Meiners, N.** (2005): Prospects in the dental sector with marketing. 3. dentehnica-forum des Verbandes Deutscher Zahntechniker-Innungen (VDZI), Köln, Germany.
37. **Meiners, N.** (2005): Marketing as a success factor in the geriatric care sector. Altenpflege+ProPflege 2005, Nürnberg, Germany.
38. **Meiners, N.** (2004): Marketing concepts in health care and social services. 3. Forum Personalwesen in Krankenanstalten - HOSBIT 2004, Wien, Austria.
39. **Meiners, N.** (2004): Marketing for medium-sized businesses - even in difficult times. Entrepreneur forum: Ideas for medium-sized businesses, Vechta, Germany.
40. **Meiners, N.** (2004): The art of hugging a cactus: Marketing concepts for inpatient care facilities. 6. Kongress für den Sozialmarkt in Deutschland des Bayerischen Sozialministeriums - ConSOZIAL 2004, Nürnberg, Germany.
41. **Meiners, N.** (2004): The power of the brand: positioning the retirement home as a brand. 1. Heim und Pflege Marketing-Tag, München, Germany.
42. **Meiners, N.** (2004): The professional practice PR. 6. Internationales Fusstherapeutisches Symposium, Aschaffenburg, Germany.
43. **Meiners, N.** (2004): Corporate crises in medium-sized businesses - development, symptoms, management. Vortragsreihe für KMU des Landkreises Emsland, Meppen, Germany.
44. **Meiners, N.** (2003): Success can be planned - Innovative marketing concepts and instruments for social service enterprises. 9. Bundeskongress des Deutschen Verbandes der Führungskräfte von Alten- und Behinderteneinrichtungen (DVLAB), Berlin, Germany.
45. **Meiners, N.** (2003): Effective marketing for the dental practice. 3. Kock Dental Symposium, Osnabrück/Wallenhorst, Germany.
46. **Meiners, N.** (2003): Active marketing strategies for podiatrists. 5. Internationales Fusstherapeutisches Symposium, Aschaffenburg, Germany.
47. **Meiners, N.** (2003): Against the Current - Countercyclical Marketing in Small and Medium-Sized Businesses. Business Talks of the Commerzbank AG, Vechta, Germany.
48. **Meiners, N.** (2003): The key to success - a conceptual and directional marketing. 9. DeguDent Marketing Kongress, Frankfurt a.M., Germany.

ORGANIZATION OF CONGRESSES, WORKSHOPS, AND EVENTS

6. North German Business Congress [6. Norddeutscher Wirtschaftskongress (NDWK)], 2018, Vechta, Germany (main organizer)
5. North German Business Congress [5. Norddeutscher Wirtschaftskongress (NDWK)], 2014, Vechta, Germany (main organizer)
4. North German Business Congress [4. Norddeutscher Wirtschaftskongress (NDWK)], 2012, Vechta, Germany (main organizer)
3. North German Business Congress [3. Norddeutscher Wirtschaftskongress (NDWK)], 2010, Oldenburg, Germany (main organizer)
2. North German Business Congress [2. Norddeutscher Wirtschaftskongress (NDWK)], 2008, Cloppenburg, Germany (main organizer)
1. North German Business Congress [1. Norddeutscher Wirtschaftskongress (NDWK)], 2006, Cloppenburg, Germany (main organizer)
5. International Gerontology Colloquium (IGC), 2014, Malaga, Spain (co-organizer)
4. International Gerontology Colloquium (IGC), 2013, Ribeirão Preto/Sao Paulo, Brazil (co-organizer)
3. International Gerontology Colloquium (IGC), 2012, Oxford, Great Britain (co-organizer)
2. International Gerontology Colloquium (IGC), 2011, Hall/Tyrol., Austria (co-organizer)
1. International Gerontology Colloquium (IGC), 2010, Antalya, Turkey (co-organizer)
- Business Forum - Ideas for SMEs [Unternehmerforum - Ideen für den Mittelstand], 2004-present, 3-5 seminars per year, Vechta, Germany (co-organizer)
2. Business Forum SPECIAL [2. Unternehmerforum SPEZIAL: Auswirkungen der globalen Finanzkrise auf den Europaum und die Schweiz], 2009, Vechta, Germany (main organizer)
1. Business Forum SPECIAL [1. Unternehmerforum SPEZIAL: Energie und Wirtschaft - Ausblicke für den Energiemarkt], 2009, Vechta, Germany (main organizer)

INTERVIEWS

Interviews in Television

1. **Meiners, N.** (2015): New image study on the Oldenburger Münsterland region. Interview on the occasion of my expertise on the topic of regional marketing. In: Hallo Niedersachsen. In: North Gemany Broadcasting Corporation [Norddeutscher Rundfunk (NDR)] (January 28, 2015, 7.30pm-8pm).

Radio Interviews

1. **Meiners, N.** & Reidl, A. (2020): PHWT Germany Study: The Silent Generation 60plus? In: Funkbilder - Der Tag. Wissen, was das Land bewegt. In: North Gemany Broadcasting Corporation 1 [Norddeutscher Rundfunk 1 (NDR 1)] (March 06, 2020, 4pm-6pm).
2. **Meiners, N.** & Breyer, O. (2014): NDWK 2014. Interview on the occasion of the 5th North German Economic congress. In: Mahlzeit. In: Radio Osnabrück (June 17, 2014, 1pm-2pm).
3. **Meiners, N.** (2012): Much more than just paper to wrap - Dedicated newspaper makers and competent readers. In: In unserem Alter. In: West German Broadcasting Corporation 4 [Westdeutscher Rundfunk 4 (WDR 4)] (Jan 14, 2012, 8am-9am).

Interviews in Journals

1. **Meiners, N.** (2019): University project "Trucks" - students look for new business fields. In: Der Möbelspediteur, Vol. 73, No. 1, Flörsheim, Germany: Brandeis Verlag, pp. 18-19.
2. **Meiners, N.** (2008): Good relationships increase case numbers. In: f&w - Führen und Wirtschaften im Krankenhaus, Vol. 25, No. 5, Melsungen, Germany: Bibliomed Medizinische Verlagsgesellschaft, pp. 490-496.
3. **Meiners, N.** (2006): It is not the beginning that is rewarded, but perseverance. In: Zahntechnik Teleskop – Magazin für das deutsche Zahntechniker-Handwerk, Vol. 4, No. 1, Frankfurt, Germany: Wirtschaftsgesellschaft des VDZI, pp. 16-18.
4. **Meiners, N.** (2004): The key to success. In: Heim+Pflege: Magazin für das Management in Alten- und Pflegeheimen, Vol. 35, No. 1, München, Germany: Urban & Fischer Verlag, pp. 18-19.
5. **Meiners, N.** (2003): With a clear strategy to a five-star laboratory. In: das dental labor: Internationales Fachblatt für die gesamte Zahntechnik, Vol. 51, No. 9, München, Germany: Verlag Neuer Merkur, pp. 1472-1473.

Interviews in international Newspapers

1. **Meiners, N.** (2013): Advertisers turn silver into gold. In: FINANCIAL TIMES (Jan 16, 2013).

LANGUAGES

German (Native)
English (Fluent)
Dutch (Basic knowledge)

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