



Heiko FISCHER

Assistant Professor, Marketing

h.fischer@ieseg.fr

PROFESSIONAL EXPERIENCE

ACADEMIC:

2026 - Present Assistant Professor, IESEG School of Management, France

2020 - 2025 Research Assistant, Baden-Württemberg Cooperative State University, Mosbach, Germany

PROFESSIONAL:

2018 - 2020 Working Student, authentic.network, Chemnitz, Germany

2014 - 2017 Cooperative Student, Wittenstein SE, Igelsheim-Harthausen, Germany

COURSES TAUGHT

- Business development
- E-business (guest lecture)
- Management and methods of service engineering
- Sales conceptualization (guest lecture)
- It of services
- Innovative management methods
- Technical scientific working
- Marketing and sales
- Innovation and service management
- Digitalization of services

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Fischer H., Seidenstricker S., Poeppelbuss J., (2023), The triggers and consequences of digital sales: a systematic literature review, *Journal of Personal Selling and Sales Management*, 43(1), pp. 5-23

Refereed proceedings

Published

Seidenstricker S., Kriebel S., Fischer H., Bank M., (2026), Customer Success Management as a Driver for Sustainability: Insights from a Case Study in the Steel Manufacturing Industry, in: Dominik T. Matt, Erwin Rauch, Patrick Dallasega, Luca Gualtieri, Matteo De Marchi(Eds.) in *Manufacturing 2030 - A Perspective to Future Challenges in Industrial Production*, Springer, Cham, chapter 1, pp. 3-14