

CURRICULUM VITAE

Laura Schärker

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Research Profile

Current position Research and Teaching Associate, Centre for Human Resource Management, University of Lucerne

Research interests Employer branding, employee value proposition, future of work, migration and integration

Research project Project member of the infrastructure project "Swiss Human-Relations-Barometer" funded by the SNFS (Grant No. 140377, with ETH Zurich and University of Zurich)

Languages German (native), English (fluent), French (basic)

Education

Since 2017 PhD candidate in Economics and Management, University of Lucerne, Switzerland
Supervisor: Prof. Dr. Bruno Staffelbach

2015 – 2017 MA in Business Administration, University of Zurich

2011 – 2015 BA in Business Administration, University of Zurich

Publications and Presentations

Publications Schärker, L. (2017). Schöne neue flexible Arbeitswelt? *HR-Today*, 6, 57.

Presentations Schärker, L., Vyrstyuk, A., Marquillas Prat, R., & Gloor, J. L. (2017). Perceived professorship probability: Individual and contextual effects of

gender and academic discipline. Paper to present at the Workshop on Strategic Human Resource Management (EIASM), Lucerne, Switzerland.

Professional Experience

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| Since 2015 | Freelancer, Sportal Media GmbH (Editorial contributions for different online media products) |
| Since 2014 | Assistant at the Chair of Marketing (Prof. Hans Peter Wehrli), Department of Business Administration, University of Zurich, Switzerland |
| 2010 – 2011 | Trainee, Schaffhauser Kantonalbank (SHKB), Switzerland |

Teaching Experience

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| Since 2017 | Teaching Assistant, Human Resource Management Principles (Bachelor level) |
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Affiliations

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| Since 2017 | Member of OEC Alumni UZH (Zurich University Club for Alumni) |
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