



**Lina ANGGRAINI**

**Ph.D. Student**

**Teaching and Research Assistant, Marketing**

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## **EDUCATION**

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- 2021**    Ph.D. Student, University of Lille, France
- 2019**    Master of Science, Marketing Management, University of Groningen, Netherlands
- 2017**    Bachelor of Science, Business Administration, Management, Universitas Gadjah Mada, Indonesia
- 2017**    Bachelor of Science, International Marketing, Pforzheim University, Germany

## **RESEARCH INTERESTS**

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Retail, technology in retail, digital transformation and customer experience, consumer psychology, brand management

## **INTELLECTUAL CONTRIBUTIONS**

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