

PETER SEELE  
PROFESSOR OF CSR & BUSINESS ETHICS  
FACULTY OF COMMUNICATION, CULTURE AND SOCIETY  
UNIVERSITÀ DELLA SVIZZERA ITALIANA / USI LUGANO  
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CH-6900 LUGANO

## SHORT CURRICULUM VITAE (SEPTEMBER 2020)

\* 1974 in Georgsmarienhütte (Osnabrück), Germany

### Professional Experience

- Since 01/18: Full Professor with tenure for “Corporate Social Responsibility and Business Ethics”, USI Lugano (CH)
- Since 07/14: Associate Professor with tenure for “Corporate Social Responsibility and Business Ethics”, USI Lugano (CH)
- Since 01/11: Assistant Professor (TT) for Corporate Social Responsibility and Business Ethics. USI Lugano (CH)
- 08/08 - 12/10: Assistant Professor (“Assistenzprofessor”) at the University Basel (CH) at the Center for Religion, Economics and Politics. (ZRWP)
- 01/07: Post doctoral research fellow at the *Institute for Advanced Study of the Humanities* Essen (KWI). Project: *Corporate Culture and Regional Embeddedness*. Beginning with 09/07: Managing Director of the CRR (Center for Responsibility Research) responsible for funds, personnel and publications.
- 05/2004 – 01/2007: Business Consultant, Frankfurt (Main)
- 07 – 09/1998: Marketing Internship at CPHHSC, Los Angeles/USA
- Internship (4 weeks 1995) (4 weeks 1996) Commercial High School, Osnabrück, Germany.
- 01 – 7/1994: Internship at M&E, Publisher and Press; Osnabrück, Germany.

### Education, Degrees

- Dec. 2013: Habilitation at the department of economics and management of the university Witten/Herdecke.
- July 2006: PhD in philosophy at the Graduate School ‚Europäische Geschichtsdarstellung‘: *Philosophie der Epochenschwelle (The Epochal Threshold from Antiquity to Middle Ages. - St. Augustine as Key Figure of Cultural Change)*. At the Heinrich-Heine-Universität Düsseldorf. Supervisor: Prof. Dr. C. Kann and Prof. Dr. D. Birnbacher: *Summa cum laude*
- Nov. 2003: PhD in economics. *Transcendence Matters! Institutional Change in the Hindu-World Seen as Transitional Synthesis of Global Competition and Local Non-Competition (dharma)* at the Private University of Witten/Herdecke: Supervisor. Prof. B. Priddat: *Summa cum laude*
- Sept. 2002: M. A. Philosophy and Theology. C. v. O. University Oldenburg, Germany
- Sept. 1999 – Sept. 2000 Delhi School of Economics/India: Supervisor: Prof. J. P. S. Uberoi at the Department of Sociology
- Juli 1999: M.A. in Economics/Business Administration (Dipl. Hdl.). C. v. O. University of Oldenburg, Germany

### Fund-Raising for Research Projects as PI (sum: 1.067.997 CHF, 60.000€)

Projects as Single Main Applicant (PI)

- 2017-2021: Swiss National Science Foundation (SNF): NFP 73 “Sustainable Economy”: *Sustainable Public Procurement (SPP): Developing and Testing Sustainability Indicators for Public Procurement Tenders in Switzerland in line with the WTO Government Procurement Agreement - and their social*

*acceptability and legal feasibility*. Single main applicant (co-applicants: M. Stürmer, F. DeRossa; CHF 388'610. 2 PhDs)

- 2016-2019: Swiss National Science Foundation (SNF): *Greenwashing accusations and their effect on CSR trust in B2B settings. Does it pay not to engage in greenwashing?* Single main applicant (CHF 286'525.00, 2 PostDocs)
- 2015: ESKAS post-doctoral scholarship of Babitha Vishwanath. : *CSR in India: Researching the New Company Act*. Sponsor and Acting Supervisor of Project (42.000 CHF)
- 2015: Swiss National Science Foundation (SNF): Doc Mobility program: *Ego me absolvo: Reconciling the cognitive/emotional trade-off through sacrifice in the unethical gift exchange*. Sponsor and Acting Supervisor of Project (CHF 43'270)
- 2013-2017: Swiss National Science Foundation: research project: *"The "Credibility Gap" in CSR Reporting: Analyzing Contents and Stakeholders' Perceptions of CSR Reports from 11 European Countries"* PhD Position and assistants. Single main applicant: 185.882 CHF (12.210 CHF add on).
- 2013-2017: CRUS-funded research project: *„Studium Sustainale."* Swiss Academy of Science. PhD Position: Single main applicant: 96.000 CHF
- 2012-2013: Funded research project: *"Exploring the Link between CSR and Corporate Philanthropy"* Funded by CEPS Basel. Hosting Institution University of Lugano. Budget: Single main applicant: 12.500 CHF

#### Projects as Co-Applicant

- 2007: Funded research project: *Consumer Responsibility*. Funded by. ‚Wertevolle Zukunft Stiftung‘ (Hamburg). Hosting institution KWI Essen: As Co-Applicant: 60.000 Euro.