

Dr. Jonas Heller
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Dr. Jonas Heller is a tenured Assistant Professor in Marketing at Maastricht University, where he also serves as Scientific Director and Co-Founder of the Digital Experience Lab and Co-Founder of the Limburg Immersive Technologies Network. His research focuses on data driven marketing decision making, combining experimental and econometric methods with digital and immersive technologies such as artificial intelligence, augmented reality, and virtual reality. He has published over 30 peer reviewed articles in leading international journals and secured more than €2 million in competitive research funding. Through DEXLab and the LIT network, he has built research and innovation infrastructures that connect academia, industry, and small and medium sized enterprises.

Professional Experience

15/10/2020 – Today

Assistant Professor (tenured) at Department of Marketing & Supply Chain Management, School of Business and Economics, Maastricht University, The Netherlands

Co-Founder & Scientific Director at DEXLab (www.sbe-dexlab.com)
Conceptualization, launch, management and scale-up of the first innovation laboratory at the School of Business and Economics with a focus on emerging technologies such as AR, VR, AI, service robots and neuroscientific tools (e.g. EEG, GSR, eye-tracking)

Co-Founder Limburg Immersive Technology Network (www.litnetwork.nl)

15/07/2022 – 01/02/2023

Scientific Researcher at Jimdo (remote)
Leading research collaborations with academic institutes & quantitative data collection & analysis for thought leadership (surveys, panel data, experiments, interviews)

01/10/2019 – 15/10/2020

Post-doctoral Researcher at Brightlands Institute for a Smart Society (BISS) of Maastricht University, The Netherlands

01/03/2016 – 15/09/2019

Academic Tutor & Research Assistant at School of Marketing of the University of New South Wales (UNSW), Australia

01/04/2014 – 30/01/2016

Academic Tutor & Lecturer at Marketing & Supply Chain Management Department at Maastricht University (UM), The Netherlands

01/06/2014 – 31/08/2014

Project Manager Logistics Services at Zalando HQ, Berlin, Germany

01/02/2014 – 30/04/2014

Process Manager at Zalando, Mönchengladbach, Germany

01/02/2013 – 30/01/2014

Project Manager Logistics Services at Zalando HQ, Berlin, Germany

Education

- 01/03/2016 – 15/09/2019 **Ph.D. in Marketing, University of New South Wales (UNSW)**, Thesis: “Augmented reality’s impact on consumer decision making in frontline services” (Top 10% dissertation, Dean’s Award for Outstanding Dissertation)
Supervisors: Associate Prof. Mathew Chylinski & Prof. Ko de Ruyter
- 01/02/2014 – 31/08/2015 **M.Sc. in International Business: Supply Chain Management** (Cum laude, Top 5% Master thesis), School of Business and Economics, Maastricht University (UM), Netherlands
- 01/09/2009 – 31/08/2012 **B.Sc. in International Business** (Major SCM, Minor: Finance), School of Business and Economics, Maastricht University (UM), The Netherlands

Awards

- 12/2024 **SBE Junior Researcher Award** – Best junior researcher (up to 5 years post-PhD) at the faculty
- 12/2022 **SBE Team Science Award** – Outstanding team science for research group ‘AugmentedReseARch’
- 08/2020 **Dean’s Award for Outstanding Dissertations at UNSW** (Dissertation that required non to minimal revisions and was in the best 10% of dissertations according to all reviewers)
- 05/2020 **Service Special Interest Group (SERVSIG) 2020 Dissertation Award** Finalist (Conference in July 2020 cancelled due to COVID19)
- 12/2018 **Australian and New Zealand Marketing Academy Conference (ANZMAC) 2018** - Best Paper Award
- 11/2018 **Winner UNSW Postgraduate Council Outstanding Research Student Award** (1 of 4 winners amongst all research students across all faculties at UNSW)
- 10/2018 **Winner UNSW Business School Research Fair** – Ph.D. Research presentation competition (1st of 40 UNSW Business school PhD students)
- 06/2017 **Winner Australian and New Zealand Marketing Academy Conference (ANZMAC) Strategy Challenge Award** – International Ph.D. competition (1st of all Australian & New Zealand Business Schools)
- 06/2017 **Competitive Advantage in a Digital Economy (CADE) 2017** - Best Paper Award
- 01/2016 **Excellence in Teaching Award, Maastricht University** (Teaching evaluation average above 8.5 / 10 for all courses taught between 2014 – 2016)

Funding & Scholarships (total competitive funding acquired: > €2.1 million)

Date	Grant / Project	Amount (EUR)
2025	ERASMUS+ “ATLAS.TI Assisting Teaching and Learning with AI-based Solutions” overall 400.000 EUR (Maastricht University as co-applicant for WP2)	35.000
2025	UM–Zuyd Strategic Investment Budget: “Growing Limburg Immersive Technologies Network” (Year 2)	100.000
2025	GSBE PhD Co-funding – PhD Maarten Ramaekers “Preparing Procurement for an AI driven future”	50.000
2025	GSBE PhD Co-funding – PhD Joana Fernandes Duhamel “Emerging Technologies & Future Self”	72.637
2025	SWOL Scientific Event Grant “10th International XR Metaverse Conference”	2.500
2025	GSBE Conference Funding “10th International XR Metaverse Conference”	2.500
2024	NETSPAR Theme Grant (via Institute GAK): “See4YourFutureSelf”	350.000
2024	UM–Zuyd Strategic Investment Budget: “Limburg Immersive Technologies Network” (Year 1)	164.000
2023	Saudi Arabian Cultural Mission (SACM) PhD Project Funding: “Immersive Horizons: VR’s Impact on Customer Engagement, Localization & Strategic Marketing”	405.000
2023	Research Incentive Fund, Zayed University UAE: “Exploring how XR Technologies Support Value Co-creation in Service”	80.000
2023	SBE Education Innovation Voucher: “Realistic research settings with AR and VR”	10.000
2022	Maastricht University EDLAB Project: “VR Enhanced PBL”	50.000
2022	China Scholarship Council (CSC) PhD Grant: “Digital Realities for Healthy and Sustainable Consumption”	220.000
2022	Comenius Teaching Fellowship: “Technology-enhanced Personalized Feedback”	50.000
2022	SBE Education Innovation Voucher: “Reality Check: Automated Student Feedback at SBE”	10.000
2022	GSBE PhD Co-funding – PhD Roberta di Palma “VR in Education”	82.126
2021	Marie Curie Individual Fellowship “AugmentPension”	190.000
2021	GSBE PhD Co-funding – PhD Silke Herold “Digital Procurement”	46.649
2020	GSBE Small Scale Research Grant MSCM	4.000
2019	UNSW Placement Scholarship for Research Excellence	1.900
2016	4 x UNSW BizLab Higher Degree Research Grants	7.500
2016	International Postgraduate Research Scholarship	180.000
2016	UNSW Business School Supplementary Scholarship	22.000
2022–today	Ongoing: Industry funding for DEXLab workshops	50.000

Teaching experience

at Maastricht University / Course coordination & tutor:

15/10/2020 – Today

B. Sc. Marketing Management (2024, 2025) (8.2)

B. Sc. Marketing Research and Supply Chain Management (2024) (8.2)

B. Sc. Customer-Centric Supply Chain Management (2021) (7.7)

M.Sc. Supply Chain Relationships (2020, 2021) (course evaluation 8.7)

Executive education: MBA Digital Strategy, Executive workshops and in-company trainings on emerging technologies via the DEXLab.

Clients include (selected):

- Allianz Insurance, APG, ANWR, CBS, Dutch Ministry of I&W, MSM, UM, UMIO

at Maastricht University / Tutor:

01/04/2014 – 30/01/2016

Fundamentals of Supply Chain Management (2014, 2015)

Avg 8.5 / 10 (10 is best)

Management of Organizations & Marketing (2014, 2015)

Marketing Management (2014, 2015)

Marketing & Supply Chain Management Tutorial (2015)

at University of New South Wales / Lecturer:

01/03/2016 – 15/09/2019 Laboratory Staff Training on Emerging Technologies at UNSW (2018)
Avg 5.4 / 6 (6 is best) Consumer Behavior seminar (2016, 2017, 2018) at UNSW (5.3 / 6)
Marketing Research seminar (2016, S1 2018, S2 2018) at UNSW (5.5 / 6)

Supervision experience

01/12/2020 – today

Current:

- Ph.D. candidate Maarten Ramaekers on “Preparing Procurement for an AI driven future” (with Prof. D. Mahr and Prof. F. Rozemeijer)
- Ph.D. candidate Joana Duhamel on “Emerging Technologies for future-self connectedness” (with Dr. Tim Hilken & Prof. Max Louwerse)
- Ph.D. candidate Imbrahim Humdi on “VR in hedonic service settings” (with Prof. Dominik Mahr and Dr. Tim Hilken)
- Ph.D. candidate Stefan Bos on “Immersive Technologies to combat poverty” (with Prof. E. Bruggen and Dr. Minou Werf)
- Ph.D. candidate Roberta di Palma on “VR in Education & Service Marketing” (with Prof. D. Mahr, Dr. Tim Hilken, and Prof. Simon Beausseart)
- In addition, I am involved in international co-supervision and project-level doctoral collaboration beyond Maastricht University.

Completed:

- Ph.D. candidate Silke Herold on Digital Procurement (with Prof. D. Mahr and Prof. F. Rozemeijer) (Graduated 2025)

01/12/2020 – today

Supervised + 50 Master thesis students on marketing, service, and SCM topics

01/03/2018 – 01/02/2019

Co-supervised UNSW honors student (A. Carrozzi: Thesis resulted in a publication in the Journal of Interactive Marketing)

Academic citizenship:

- Member of the Maastricht Young Academy (2026 – today)
- Columnist for Maastricht University Newspaper “Observant” (2025 – today)
- Member of Assessment Committee of Learning of the School of Business and Economics, Maastricht University (2024 – today)
- Junior group representative of the Marketing & Supply Chain Management department at the School of Business and Economics, Maastricht University (2023/2024)

Peer-reviewing for the following journals

- *Journal of Academy of Marketing Science, Journal of Consumer Psychology, Journal of Service Research, Journal of Retailing, Journal of Service Marketing, Journal of Business Research, Journal of Service Management, Journal of Service Marketing, European Journal of Marketing, Technology, Mind, and Behavior, Australian Journal of Management, International Journal of Human-Computer-Studies, Virtual Reality, Computers in Human Behavior, Journal of Wine Research*

Keynotes

Di Palma, R., Fung, S., **Heller, J.**, Hilken, T., & Mahr, D. (2023, June 15–18). *The next frontier of digital experiences* [Academic keynote]. Frontiers in Services Conference, Maastricht, The Netherlands.

Rauschnabel, P., Felix, R., **Heller, J.**, & Hinsch, C. (2022, June 27–29). *Towards a framework for augmented reality engagement* [Academic keynote]. 7th International AR/VR Conference, Lisbon, Portugal.