

**PROFESSOR DR.
MARC FISCHER**



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ACADEMIC POSITIONS

2016-2020 Full Professor of Marketing, UTS Business School, University of Technology Sydney (international faculty on a part-time basis)

2014-2016 Associate Professor of Marketing, UTS Business School, University of Technology Sydney (international faculty on a part-time basis)

2011-current Full Professor of Marketing Science and Analytics, University of Cologne

2015-current Morrison Faculty Fellow, The Anderson Graduate School of Management at UCLA, Los Angeles

2012 (May-October) Visiting Research Professor, The Anderson Graduate School of Management at UCLA, Los Angeles

2012 (March-April) Visiting Research Professor, UTS Business School, University of Technology Sydney

2007-2010 Full Professor of Marketing and Services, University of Passau

2004-2007 Assistant Professor, Marketing, Christian-Albrechts-University at Kiel

2003-2004	Visiting Scholar, The Anderson Graduate School of Management at UCLA, Los Angeles
2002-2003	Assistant Professor, Marketing, Christian-Albrechts-University at Kiel
1996-2001	Research Assistant, Marketing, University of Mannheim

EDUCATION

2006	Habilitation in Business Administration ("Venia Legendi" in Business Administration) Christian-Albrechts-University at Kiel
1996-2001	Ph.D in Marketing ("summa cum laude") University of Mannheim
1993-1996	Graduate Studies in Business (Diploma degree): Majors in Marketing, Operations, Controlling, English and American Studies University of Mannheim
1991-1993	Undergraduate Studies: Majors in Business, Law, and Economics University of Mannheim

INDUSTRY EXPERIENCE

2001-2002	Associate Consultant, McKinsey&Company, Berlin
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RESEARCH INTERESTS

My research focuses on solving managerial problems by using quantitative methods and data analytics, so that decisions are based on rigor and evidence. Publications often start with the implemented solution to a specific problem of a company. Areas of expertise:

- ◇ Marketing performance management: conceptual and empirical research that demonstrates the marketing impact on bottom-line results and firm value
- ◇ Brand management
- ◇ Marketing-mix optimization
- ◇ Market response models/econometric modeling

RESEARCH AWARDS AND HONORS

2019	2019 Outstanding Reviewer Award, <i>Journal of Marketing</i>
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2017	Finalist for the 2017 Paul E. Green Award, <i>Journal of Marketing Research</i>
2016	Finalist in the 2016 Gary. L. Lilien ISMS-MSI Practice Prize competition for outstanding implementation of marketing science concepts and methods
2011	Winner of the VHB Best Paper Award 2011 (Highest research honor from German Academic Association for Business Research)
2011	Finalist for the Robert D. Buzzell MSI Best Paper Award 2011
2010	Winner of the 2009-2010 Gary. L. Lilien ISMS-MSI Practice Prize competition for outstanding implementation of marketing science concepts and methods
2010	Finalist in the 2010 INFORMS Franz Edelman Award competition on achievements in operations research
2010	Finalist for the VHB Best Paper Award 2010 (Highest research honor from German Academic Association for Business Research)
2004	Erich Gutenberg Prize, Award for Leading Emerging Researcher in Business Administration in Germany
2001	Klaus O. Fleck Best Dissertation Award, German Chamber of Industry and Commerce
2000	Best Student Paper Award, Association for Health Care Research, 19th Annual Conference 2000

SELECTED RESEARCH GRANTS

Partly based on competitive refereed proposals, I have attracted grants of approximately €900,000 from several organizations and private institutions, e.g., German Research Foundation (DFG), German Academic Exchange Service (DAAD), Marketing Science Institute (MSI), Morrison Center for Marketing and Data Analytics (UCLA) since 2002.

2015	Morrison Faculty Fellow Research Grant, The Anderson Graduate School of Management at UCLA, Los Angeles
2013	2-year Research Grant for UoC Forum “Value Creation in a Changing Customer and Media Environment”, supported with funds by the German Excellence Initiative
2007	Research Grant Marketing Science Institute, Cambridge/USA

2003-2004	12-months DFG Research Grant by the German Research Foundation and DAAD Research Grant by the German Academic Exchange Service
2002-current	Amongst others, McKinsey&Company, Roche Diagnostics, Bayer, TNS Infratest

HONORARY SERVICES/BOARD MEMBERSHIPS

2019-current	Member of the Advisory Board of Analyx GmbH, Berlin
2012-2016	Member of the Advisory Board of YouGov Deutschland AG, Cologne
2011-current	Member of the Advisory Board of cpi consultancy, Berlin
2011-current	Founding member of the Advisory Council of the Marketing Accountability Standards Board (MASB), Chicago
2005-current	Member of the scientific Advisory Board of Zentrum für Markenmanagement und Marketing e.V. (ZMM), Hamburg
2008-2010	Executive director of a German-speaking business study program at the State University of Management at Moscow
2007-2010	Director of the Center for Market Research at the Institute for Market and Economic Research, Passau

INTERNATIONAL PUBLICATIONS

Articles in refereed journals

- Stäbler, Samuel and Marc Fischer (2020), “When Does Corporate Social Irresponsibility Become News? Evidence from More than 1,000 Brand Transgressions Across Five Countries,” *Journal of Marketing*, 84 (3), 46-67.
- Fischer, Marc (2019), “Managing Advertising Campaigns for New Product Launches: An Application at Mercedes-Benz,” *Marketing Science*, 38 (2), 343-359 [Finalist in the 2016 Gary. L. Lilien ISMS-MSI Practice Prize competition].
- Fischer, Marc and Alexander Himme (2017), "The Financial Brand Value Chain: How Brand Investments Contribute to the Financial Health of Firms," *International Journal of Research in Marketing*, 34 (1), 137-153.
- Edeling, Alexander and Marc Fischer (2016), “Marketing’s Impact on Firm Value – Generalizations from a Meta-analysis,” *Journal of Marketing Research*, 53 (August), 515-534 [Finalist for the 2017 Paul E. Green Award].

- Fischer, Marc, Hyun Shin, and Dominique M. Hanssens (2016), "Brand Performance Volatility from Marketing Spending," *Management Science*, 62 (1), 197-215.
- Spann, Martin, Marc Fischer, and Gerard J. Tellis (2015), "Skimming or Penetration? Strategic Dynamic Pricing for New Products," *Marketing Science*, 34 (2), 235-249 [featured in INFORMS/ISMS press releases, *Sydney Morning Herald*, and *Brink*].
- Lennartz, Eric M., Marc Fischer, Manfred Krafft, and Kay Peters (2015), "Drivers of B2B Brand Strength - Insights from an International Study across Industries," *Schmalenbach Business Review*, 67 (1), 114-137.
- Himme, Alexander and Marc Fischer (2014), "Drivers of the Cost of Capital: The Joint Role of Non-financial Metrics," *International Journal of Research in Marketing*, 31 (2), 224-238.
- Clement, Michel, Steven Wu, and Marc Fischer (2014), "Empirical Generalizations of Demand and Supply Dynamics for Movies," *International Journal of Research in Marketing*, 31 (2), 207-223.
- Hornig, Tobias, Marc Fischer, and Thomas Schollmeyer (2013), "The Role of Culture for Pricing Luxury Fashion Brands," *Marketing ZFP - Journal of Research and Management*, 35 (2), 123-135.
- Fischer, Marc, Sönke Albers, Nils Wagner, and Monika Frie (2011), "Dynamic Marketing Budget Allocation across Countries, Products, and Marketing Activities," *Marketing Science*, 30 (4), 568-585 [Winner of the 2009-2010 ISMS-MSI Practice Prize competition].
- Fischer, Marc, Wolfgang Giehl, and Tjark Freundt (2011), "Managing Global Brand Investments at DHL," *Interfaces*, 41 (January-February), 35-50 [Finalist for the 2010 INFORMS Franz Edelman Award competition for Achievement in Operations Research].
- Fischer, Marc, Peter S. H. Leeflang, and Peter C. Verhoef (2010), "Drivers of Peak Sales for Pharmaceutical Brands," *Quantitative Marketing and Economics*, 8 (4), 429-460 [Among Top 5 Downloads in 2011].
- Fischer, Marc, Franziska Völckner, and Henrik Sattler (2010), "How Important Are Brands? A Cross-category, Cross-country Study," *Journal of Marketing Research*, 47 (October), 823-839 [Winner of the VHB Best Paper Award 2011, finalist for the Robert D. Buzzell MSI Best Paper Award 2011].
- Fischer, Marc and Sönke Albers (2010), "Patient- or Physician-Oriented Marketing: What Drives Primary Demand for Prescription Drugs?," *Journal of Marketing Research*, 47 (February), 103-121 [Finalist for the VHB Best Paper Award 2010].
- Bauer, Hans H. and Marc Fischer (2000), "Product Life Cycle Patterns for Pharmaceuticals and Their Impact on R&D Profitability of Late Mover Products," *International Business Review*, 9, 703-725 [Winner of the Association for Health Care Research Best PhD Student Paper Award].

Fischer, Marc and Marcel Crisand (1999), "Predicting and Using Product Life Cycles in Global Pharmaceutical and Biotechnology Industries," *Journal of Biolaw and Business*, 2 (4), 55-62.

Invited, refereed book chapters

Fischer, Marc (2014), „Marketing Spending Models,“ Ding, Min, Jehoshua Eliashberg, and Stefan Stremersch (eds.), *Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research, and Policies*, International Series in Quantitative Marketing, Springer: New York, 557-589.

Invited journal articles and book chapters

Fischer, Marc, Huyn Shin, and Dominique M. Hanssens (2018), “Marketing Spending and Brand Performance Volatility,” *Marketing Intelligence Review*, Special Issue on Brand Risk, 10 (1), 47-51.

Fischer, Marc and Sönke Albers (2018), “Dynamic Optimization for Marketing Budget Allocation at Bayer,” Mizik, Natalie and Dominique M. Hanssens (eds.), *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*, Edward Elgar: Cheltenham and Northampton, 458-470.

Fischer, Marc (2016), "Brand Valuation in Accordance with GAAP and Legal Requirements,“ Stewart, David W. and Craig T. Gugel (eds.), *Accountable Marketing, Linking Marketing Actions to Financial Performance*, Rutledge: New York and London, 182-200.

Fischer, Marc, Joachim Gassen, Thomas Gehrig, Thomas Hutzschenreuter, and Stefan Minner (2015), „Editorial,“ *Business Research*, 8(1), 1-2.

Fischer, Marc, Sönke Albers, Nils Wagner, and Monika Frie (2012), "Dynamically Allocating the Marketing Budget: How to Leverage Profits across Markets, Products and Marketing Activities,“ *Marketing Intelligence Review*, 4 (1), 50-59.

Refereed MSI Research Reports

Fischer, Marc, Max Backhaus, and Tobias Hornig (2018), “Value-Based Brand Exploitation Strategy to Grow Firm Value,“ *MSI Report Series No. 18-127*, Marketing Science Institute, Cambridge: MA.

Backhaus, Max and Marc Fischer (2016), “Brand Damage from Product Harm and Corporate Social Irresponsibility: How Deep and How Long?,“ *MSI Report Series No. 16-133*, Marketing Science Institute, Cambridge: MA.

Edeling, Alexander and Marc Fischer (2014), “Marketing’s Impact on Firm Value – Generalizations from a Meta-analysis,“ *MSI Report Series No. 14-107*, Marketing Science Institute, Cambridge: MA.

Fischer, Marc, Nils Wagner, and Sönke Albers (2013), "Investigating the Performance of Budget Allocation Rules: A Monte Carlo Study," *MSI Report Series No. 13-114*, Marketing Science Institute, Cambridge: MA.

Fischer, Marc, Franziska Völckner, and Henrik Sattler (2009), "Measuring and Examining Category Brand Relevance: A Multi-Country Study," *MSI Report Series No. 09-102*, Marketing Science Institute, Cambridge: MA. [Featured article in *Insights from MSI Summer 2009* and among Top 5 Downloads in 2009].

Fischer, Marc and Sönke Albers (2007), "Patient- or Physician-Oriented Marketing: What Drives Primary Demand for Prescription Drugs?," *MSI Report No. 07-112*, Marketing Science Institute, Cambridge: MA.

Fischer, Marc (2007), "Valuing Brand Assets: A Cost-Effective and Easy-to-Implement Measurement Approach," *MSI Report No. 07-107*, Marketing Science Institute, Cambridge: MA. [Featured article in *Insights from MSI* and among Top 5 downloads in 2007]

Fischer, Marc, Venkatesh Shankar, and Michel Clement (2005), "Can a Late Mover Use International Market Entry Strategy to Challenge the Pioneer?" *MSI Report No. 05-118*, Marketing Science Institute, Cambridge: MA.

Refereed conference proceedings (full papers)

Kaya, Maria, Paul Steffens, Sönke Albers, and Marc Fischer (2007), "Drivers of Replacement and Additional Purchases Timing for Durables: The Overlooked Role of Consumer Innovativeness," Engilbertsson, Halldór Örn (eds.), *Flexible Marketing in an Unpredictable World*, Proceedings of the 36th EMAC Conference, Reykjavik University, published on CD-Rom.

Fischer, Marc and Ralf Mäder (2002), "Sponsorship as a Moderator of Self-Congruity Effectiveness," *Proceedings 31st EMAC Conference*, Braga.

Huber, Frank, Marc Fischer, and Andreas Herrmann (2000), "Supermatrix-Analysis as a Method of Measuring Interdependent Relative Importance Weights in Customer Satisfaction Research," *Advances in Consumer Research*, 27, 92-99.

Fischer, Marc and Hans H. Bauer (2000), "Valuing Late Mover Products: An Empirical Analysis of the Global Market for ACE Inhibitors," Hair, Jr., John F., Michael J. Weber, and R. Hoverstad (eds.), *Advances in Health Care Research*, Madison, 50-61.

Huber, Frank, Marc Fischer, and Andreas Herrmann (2000), "Satisfaction and Loyalty in Secondary Markets for Buyers Using the Internet as Information Source: Results of an Internet Based Study," Workman Jr., John P. and William D. Perreault (eds.), *Marketing*

Theory and Applications, AMA Winter Educators' Conference Proceedings, Vol. 11, Chicago, 157-165.

Fischer, Marc and Frank Huber (1999), "The Picture Communication Effect: A Meta-Analysis," Manrai, A. K. and H. L. Meadow (eds.), *World Marketing Congress*, Vol. 9, Malta, 65-68.

Huber, Frank, Marc Fischer, and Andreas Herrmann (1999), "Preference Oriented Measurement of Advertising Response," Manrai, A. K. and H. L. Meadow (eds.), *World Marketing Congress*, Vol. 9, Malta, 33-36.

Fischer, Marc and Frank Huber (1999), "A Simple Method of Decomposing Line Extension Sales," *Proceedings 28th EMAC Conference*, Berlin.

Fischer, Marc (1998), "Product Life Cycles as a Basis for Valuing R&D Projects: Results of a Global Empirical Study in the Pharmaceutical Industry," *Proceedings 5th International Product Development Management Conference*, Como, 385-401.

NATIONAL PUBLICATIONS (ALL IN GERMAN)

*Articles in refereed journals**

Fischer, Marc and Thomas Schollmeyer (2010), "A Method to Measure the Financial Value of Dormant Brands," *Zeitschrift für betriebswirtschaftliche Forschung*, 62, 598-624.

Fischer, Marc and Michel Clement (2007) "Dimensions of International Market Entry With a New Product," *Zeitschrift für betriebswirtschaftliche Forschung*, 59, 847-881.

Fischer, Marc, Alexander Himme, and Sönke Albers (2007), "Pioneer, Early Mover, or Late Mover: Which Strategy is Most Successful?," *Zeitschrift für Betriebswirtschaft*, 77, 539-573.

Clement, Michel, Marc Fischer, and Björn Görke (2007), "Introduction of a New Movie: How Do Investors React?," *Die Betriebswirtschaft*, 67, 418-444.

Fischer, Marc, Heribert Meffert, and Jesko Perrey (2004), "Brand Management: Is it Really Relevant for Every Company? An Empirical Investigation of the Importance of Brands in Consumer Goods Markets," *Die Betriebswirtschaft*, 64, 333-356.

Fischer, Marc, Andreas Herrmann, and Frank Huber (2001), "Return on Customer Satisfaction: How Profitable are Actions to Increase Customer Satisfaction?," *Zeitschrift für Betriebswirtschaft*, 71, 1161-1190.

Fischer, Marc (2001), "The Importance of Competitive Dynamics for the Life Cycle of Brands," *Die Betriebswirtschaft*, 61, 443-461.

* My refereed publications are all in the three top-ranked national general business journals. The review process in these journals is double-blind with reported rejection rates of 60% to 80%.

- Bauer, Hans H., Marc Fischer, and Volker Pfahlert (2001), "Does it Pay Off to Enter Pharmaceutical Markets as a Late Mover? Results of a Profitability Analysis," *Zeitschrift für betriebswirtschaftliche Forschung*, 53, 632-648.
- Bauer, Hans H. and Marc Fischer (2001), "Simultaneous Measurement of Cannibalization: Competitive Substitution and Primary Demand Effects for Line Extensions," *Zeitschrift für betriebswirtschaftliche Forschung*, 53, 455-477 [Lead article].
- Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2000), "Barriers of E-Commerce – A Cross-National Empirical Study of Internet Buying Behavior," *Zeitschrift für Betriebswirtschaft*, 70, 1133-1156.
- Bauer, Hans H. and Marc Fischer (2000), "Empirical Classification of Product Life Cycles," *Zeitschrift für Betriebswirtschaft*, 70, 937-958 [Lead article].
- Bauer, Hans H., Marc Fischer, and Yvonne McInturff (1999), "The Picture Communication Effect – A Meta-analysis," *Zeitschrift für betriebswirtschaftliche Forschung*, 51, 805-831.
- Bauer, Hans H. and Marc Fischer (1998), "Sales Deviation Analysis: Review of Methods and Recommendations," *Zeitschrift für Betriebswirtschaft*, 68, 1341-1366.

Invited, refereed book chapters

- Lennartz, Eric M., Marc Fischer, and Manfred Krafft (2018), "Drivers of B2B Brands - Insights from an International Study across Industries," Baumgarth, Carsten (ed.), *B-To-B Brand Management*, 2nd ed., Springer Gabler: Wiesbaden, 89-107.
- Fischer, Marc and Alexander Himme (2011), „Entry Timing for Innovations,“ Albers, Sönke and Oliver Gassmann (eds.), *Handbook on Technology and Innovation Management*, 2nd ed., Gabler: Wiesbaden., 419-436.
- Fischer, Marc (2005), "Entry Timing for Innovations," Albers, Sönke and Oliver Gassmann (eds.), *Handbook on Technology and Innovation Management*, 1st ed., Gabler: Wiesbaden, 397-414.

Monographs

- Fischer, Marc (2006), *Essays on Marketing Performance Management*, Cumulative Habilitation Christian-Albrechts-University at Kiel.
- Fischer, Marc (2001), *Product Life Cycle and Competitive Dynamics: Principles of Economic Evaluation of Market Entry Strategies*. Dissertation University of Mannheim, Gabler Edition Wissenschaft, Deutscher Universitäts-Verlag: Wiesbaden [Winner of the 2001 Klaus O. Fleck Best Dissertation Award by the German Chamber of Industry and Commerce].

Invited journal articles

- Edeling, Alexander und Marc Fischer (2017), „The Impact of Marketing on Enterprise Value,“ *transfer Werbeforschung & Praxis*, 63 (3), 18-24.
- Backhaus, Max and Marc Fischer (2015), “Why it Pays to Take the Drama out of a Crisis,” *Response Magazine*, 20, 11–12.
- Fischer, Marc, Jesko Perry, Tjark Freundt, and Eric Lennartz (2015), “The Relevance of Brands,” *Markenartikel*, Issue 3, 50-52.
- Fischer, Marc and Thomas Schollmeyer (2012), “Valuing Dormant Brands,” *Markenartikel*, Issue 10, 100-102.
- Fischer, Marc (2012), “Choosing the Right Testimonial,” *Markenartikel*, Issue 7, 51-53.
- Riesenbeck, Hajo, Jesko Perrey, and Marc Fischer (2005), "What is the True Value of Brands?," *Markenartikel*, Issue 12, 58-61.
- Fischer, Marc (2004), "Instruments for the Measurement of Marketing Performance," *Thexis*, 21, Issue 3, 8-12.
- Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2001), "The Internet as a Place to Shop: Typical Acceptance Barriers of an Innovation," *Marketing Journal*, Issue 3, 132-137.
- Marc Fischer, Andreas Herrmann, and Frank Huber (2000), "Are Satisfied Customers Worth the Money? Solutions for a Value-based Management," *absatzwirtschaft*, 43 (October), 88-91. [The paper was reprinted in *Touristik Report*, Special issue December 2000, 54-56].
- Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2000), "Net-shopping: The Risks are not a Barrier" *absatzwirtschaft*, 43 (December), 79.
- Herrmann, Andreas, Marc Fischer, and Frank Huber (2000) "Customer Satisfaction, Customer Retention and Company Success: How strong is this Chain?," *Kostenrechnungspraxis*, Special issue 3, 15-21.
- Herrmann, Andreas, Frank Huber, and Marc Fischer "A Fuzzy Set Approach to Product Elimination," *Thexis*, 17, Issue 2, 28-33.
- Bauer, Hans H., Marc Fischer, and Robert Verspagen (1999), "Determinants of Line Extension Success: Results of an Empirical Study," *Die Pharmazeutische Industrie*, 61, 796-803.
- Fischer, Marc and Marcel Crisand (1996), "International Product Life Cycles: An Empirical Investigation of the Cardio-Vascular Segment (I)," *Die Pharmazeutische Industrie*, 58, 980-985.

Fischer, Marc and Marcel Crisand (1996), " International Product Life Cycles: An Empirical Investigation of the Cardio-Vascular Segment (II)," *Die Pharmazeutische Industrie*, 58, 1085-1092.

Thiel, Michael H., Friedrich Förster, and Marc Fischer (1996), "Price Management for Generics," *Pharma-Marketing Journal*, 21, 48-53.

Invited book chapters

Fischer, Marc and Sönke Albers (2007), "Current Trends in Customer Equity Management," Báyón, Thomas, Andreas Herrmann, and Frank Huber (eds.), *Diversity and Conformity in Marketing Research: A Field of Tension*, Festschrift for Hans H. Bauer at his 60th anniversary, Gabler: Wiesbaden, 167-186.

Fischer, Marc (2001) "The Product Life Cycle," Diller, Hermann (ed.), *Vahlens Großes Marketing Lexikon*, 2. ed., Vahlen: Munich, 1407-1409.

EDITORIAL BOARDS/REVIEWING ACTIVITY

Membership in editorial boards

2020-current	Associate Editor <i>Journal of Marketing (JM)</i>
2019	Guest Associate Editor <i>Journal of Marketing (JM)</i>
2019-current	Editorial Review Board <i>Journal of Consumer Research (JCR)</i>
2018-2020	Editorial Review Board <i>Journal of Marketing (JM)</i>
2017-current	Editorial Review Board <i>Marketing ZFP – Journal of Research and Management</i>
2015-current	Editorial Review Board <i>International Journal of Research in Marketing (IJRM)</i>
2015-current	Department editor <i>Marketing Business Research (BUR)</i>
2013-2016	Co-editor of <i>Business Administration Review (DBW)</i>

International journals (reviewing)

Journal of Marketing Research
Marketing Science
Management Science
Journal of Marketing
Journal of Consumer Research
International Journal of Research in Marketing
Management International Review
Marketing Letters
Journal of Business Research
Schmalenbach Business Review
Electronic Markets
Omega
Business Research

Research foundations, competitions & conferences (reviewing)

DFG (German Research Foundation)
SNF (Swiss National Science Foundation)
SSHRC (Social Sciences and Humanities Research Council of Canada)
MSI Clayton Dissertation Proposal Competition
Co-chair communications track at EMAC
EMAC conference
VHB conference

National journals (reviewing)

Zeitschrift für betriebswirtschaftliche Forschung
Zeitschrift für Betriebswirtschaft
Die Betriebswirtschaft
Marketing ZFP
Die Unternehmung

PROFESSIONAL AFFILIATIONS

INFORMS (The Institute For Operations Research and The Management Sciences)
AMA (American Marketing Association)
EMAC (European Marketing Academy)
DHV (German Association of University Professors)
VHB (German Academic Association for Business Research)

PRESENTATIONS

More than 60 presentations at international companies, academic institutions, and conferences, among them

Key Note Speaker at Symposium on Marketing Retailing, “Service Failures: Modeling its Impact on Sales,” KU Leuven, Antwerp, February 15, 2019.

Distinguished Speaker at Inaugural 2018 UNSW/U Sydney/UTS Joint Marketing Research Camp, “Machine Learning/AI – Are Econometric/Economic Models Dead?,” Sydney, November 29-30, 2018.

Distinguished Speaker at AxCon conference on Marketing ROI Best Practice, “Managing Advertising Campaigns for New Product Launches of a Premium Car Manufacturer: A Data Analytics Approach”, Berlin, May 10-11, 2017.

Distinguished Speaker at NYU Stern School conference on Measuring and Managing Brands in a Digital World, “20 Years of Brand Valuation”, New York, May 29, 2013.

Distinguished Speaker at MSI conference on Marketing Resource Allocation, “Multimarket and Multiproduct Resource Allocation”, Charlottesville, May 21-22, 2013.

Member of Plenary Panel on “Financial Brand Valuation”, UNC Conference on Brands and Branding in Law, Accounting, and Marketing, Chapel Hill, April 12-13, 2012.

Distinguished Speaker at 2011 Retailing Private Label Congress, “Building and Managing Private Labels,” Mainz, November 29-30, 2011.

Distinguished Speaker at the Presidential Council on Nation Branding Conference, “From National to Global Brands: The Case of DHL”, Seoul, August 25-26, 2011.

Distinguished Speaker at ‘50 Years MSI’ Anniversary Special Session, “Research on Brands: Latest Findings and Future Opportunities,” Marketing Science Conference, Houston, June 9-11, 2011.

Distinguished Speaker at 2010 MSI Board of Trustees Meeting, “Dynamic Marketing Budget Allocation across Countries, Products, and Marketing Activities,” Boston, April 8-9, 2010.

Invited presentations at other schools’ seminar series and research camps

Deakin University Melbourne, University of Adelaide, University of Hawai’i, Imperial College London, Macquarie University North Ridge, KU Leuven, Lancaster University, University of Mannheim, Otto-von-Guericke University Magdeburg, Verein für Socialpolitik, Singapore Management University, European School of Management and Technology Berlin, University of New South Wales, University of Queensland, University of Zurich, Massey University Auckland, Fudan University Shanghai, Kühne Logistics University Hamburg, Monash University Melbourne, University of Technology Sydney, Koc University Istanbul, Maastricht University, Instituto de Empresa Madrid, Vrije Universiteit Amsterdam, Humboldt Universität zu Berlin, Johann Wolfgang Goethe-Universität Frankfurt am Main, Stanford University, Tilburg University, University of California at Los Angeles (UCLA), University of Groningen, University of Southern California Los Angeles, Erasmus University Rotterdam.

IN THE MEDIA 2014-2020

Biased Media Coverage of Corporate Social Irresponsibility featured in De Waard, Peter, “Laten kranten hun oren naar adverteerders hangen?,” deVolkskrant, April 8, 2020

Launch Advertising Campaign Model for Mercedes-Benz featured in Clegg, Brian, “The Ad Man’s Dilemma,” *Impact*, Autumn 2019, 33-37.

“Online sind starke Marken noch wichtiger als im Laden“, Frankfurter Allgemeine Zeitung, July 1, Vol. 149, 2019, p. 16 [co-authors Sascha Lehmann and Nils Liedtke].

Interview on the Impact of Valentine’s Day on the Economy, “CampusRadio”, February 14, 2019.

Interview on Future Business Models of Messenger Apps, dpa, February 1, 2019.

Interview on Trade War between US and EU, WDR, “Markt”, 20:15-21:00 pm, July 25, 2018.

Interview on the Use of FIFA Worldcup Elements to Boost Sales in Retail, WDR, “Service Zeit”, 6:15-7:15 pm, June 13, 2018.

Interview on the Use of Digital Technologies in Retail Stores, RTL West Evening News, 6-6:30 pm, April 20, 2018.

“Die Masse macht’s“, *Handelsblatt*, August 25-27, Issue 164, 2017, pp. 62-63.

“Man zeigt wieder Logo,“ *Die Zeit*, May 24, 2017, Issue 22, p. 22.

“Mathematik, Daten und Fakten waren nie die Freunde des klassischen Marketings,“ Interview mit Michael Reidel, *Horizont.Net*, April 28, 2017, [available at <http://www.horizont.net/marketing/nachrichten/Marketing-Analytics-Mathematik-Daten-und-Fakten-waren-noch-nie-die-Freunde-des-klassischen-Marketings-157673>].

“Die Marke feiert ein Comeback als Statussymbol,“ *Horizont*, October 7, 2016, p. 3.

“An Australian-developed campaign tool is saving Mercedes-Benz millions,“ *Marketing Magazine*, Sydney, August 17, 2016.

“Risky Use of Testimonials in Advertising,“ *Horizont*, Issue 17, April 23, 2015, p. 16.

“Science behind the Price of Camera,“ *Sydney Morning Herald*, April 21, 2015.

“It’s a Question of Trust,“ *Welt am Sonntag*, March 15, 2015, p. 95.

“Growth Without Consumption? – A Success Story on Trial,“ Radio debate, *WDR 5*, November 26, 2014.

CONSULTING

I have consulted with various multinational companies from diverse industries in more than 40 projects since 2002. Industries include retail, automotive, pharmaceutical, transportation, media/entertainment, financial services, market research services, consumer-packaged goods, logistics services, and business services.

I have also served as expert witness for international law firms, especially in matters of branding.

SERVICE ON HABILITATION AND DOCTORAL COMMITTEES

Chair (habilitation committee)

Alexander Edeling (University of Cologne), “tbd”, ongoing.

Dr. Alexander Himme (University of Cologne), “Essays on the Management of Intangibles, Costs, and Innovation” (Venia legendi in business administration granted in July 2014). Placement: Assistant Professor of Marketing, Vlerick Business School, Leuven.

Chair (doctoral committee)

Nils Wagner (University of Cologne), “A Descriptive and Normative Analysis of Marketing Budgeting” (graduated December 2011, „summa cum laude“). Output student at graduation: 1 dissertation-based article in *Marketing Science*. 3rd place 2012 EMAC-McKinsey Dissertation Award competition. Placement: Industry (Simon, Kucher&Partners: Management Consultants).

Thomas Schollmeyer (University of Cologne), “Entertainment products and network effects.” (graduated January 2013). Output student at graduation: 1 dissertation-based article in *ZfbF – Zeitschrift für betriebswirtschaftliche Forschung*, 1 in *Marketing ZFP – Journal of Research and Management*. Placement: Industry (Simon, Kucher&Partners: Management Consultants).

Tobias Hornig (University of Cologne), “Measurement and validation of value added from global brands.” (graduated January 2014). Output student at graduation: 1 dissertation-based article in *Marketing ZFP – Journal of Research and Management*. Placement: Industry (Siemens AG).

Alexander Edeling (University of Cologne), “Essays on Strategic Marketing Behavior and its Financial Performance.” (graduated April 2016, „summa cum laude“). Output student at graduation: 1 dissertation-based article in *Journal of Marketing Research*. Placement: Assistant Professor of Marketing, University of Cologne, Cologne.

Max Backhaus (University of Cologne), “Econometric Essays on Protecting, Growing, and Benefiting From Customer-Based Brand Equity.” (graduated January 2017, „summa cum laude“). Placement: Industry (Obi next, Retail).

Eric Lennartz (University of Cologne), “Essays on Consumer Perception: Applications to Inflation, Business-to-Business Brands, and Response Styles.” (graduated February 2017). Placement: Industry (Ergo, Insurances).

Samuel Stäbler (University of Cologne), “Essays on the Effects of Unethical Firm Behavior”, Placement: Assistant Professor of Marketing, Tilburg University, 2019.

Dirk Buttke (University of Cologne), “Media vehicle selection”, (on-going).

Lars Gemmer (University of Cologne), “Predicting corporate crises”, (on-going).

Zeynep Karagür (University of Cologne), “tbd”, (on-going).

Philip Pollmann-Schweckhorst (University of Cologne), “tbd”, (on-going).

Co-chair

Annette Ptok (marketing; University of Cologne), 2017.

Katrin Reber (marketing; University of Groningen), 2013.

Julian Hofmann (marketing; University of Cologne), 2012.

Kristina Klein (marketing; University of Cologne), 2012.

Peter Saffert (marketing; University of Cologne), 2011.

Jan-Michael Becker (marketing; University of Cologne), 2011.

TEACHING STATEMENT (COURSES TAUGHT)

Institutions

University of Adelaide, Alliance Manchester Business School, University of California at Los Angeles, University of Technology Sydney, Business School, University of Cologne, University of Passau, State University of Management Moscow, Corvinus University Budapest, Christian-Albrechts-University at Kiel, University of Mannheim
Cooperative State University Karlsruhe, Mannheim University of Applied Sciences
Industry: e.g., Roche Diagnostics, Bayer, General Electric, Universal, Deutsche Post DHL, TNS Infratest

Executive Education (English and German)

Effective communication
Methods and concepts for market intelligence
Use of new media
B2B branding
Marketing-mix effectiveness: Tools and best practices
Market Response models

Doctoral program (English)

Research on Resource Allocation
Empirical Methods in Marketing Research
How to Publish in A-Journals
Positioning and Review
Market Response Modeling

Graduate (English and German)

Brand and Communication Management
Marketing Performance Management
Services Management
Management of Media Products
Tactical Marketing Decisions
Decision and Judgment
Several seminars (literature and case study based)
Workshop on management communication

Undergraduate (English and German)

Fundamentals in Marketing
International Marketing
Concepts of Marketing Mix Management
Market Research/Methods of Marketing Mix Management

Consumer Behavior

Bachelor/Master/Diploma theses

Supervision of more than 500 theses since 1996

SCHOOL/UNIVERSITY SERVICE

University of Cologne, Faculty of Management, Economics, and Social Sciences

2017-current	CEMS Academic Director and program director, Master in International Management: CEMS network is a global alliance of 33 leading business schools in 32 countries, 74 multinational corporations, and 7 social partners, which together offer the CEMS Master's in International Management (consistently ranked among Top 3 of international masters programs by Financial Times)
2017-2019	Elected member of the Faculty Commission ('Engere Fakultät'), Faculty of Management, Economics, and Social Sciences
2017-2019	Member of the Dean's advisory council, Faculty of Management, Economics, and Social Sciences
2017-2019	Area speaker, Marketing Area
2016	Chair, 4th Cologne Symposium on Value Creation in a Changing Customer and Media Environment (ca. 70 attendants)
2014	Chair, 1 st Cologne Symposium on Value Creation in a Changing Customer and Media Environment (ca. 50 attendants)
2013-2016	Speaker of UoC Forum Research Initiative "Value Creation in a Changing Customer and Media Environment", funded by the German Excellence Initiative, Funding period: 2014-2016
2013	Member of task force "Research", Strategic Plan for Faculty of Management, Economics, and Social Sciences
2013	Chair, 15 th Annual Symposium on "Quantitative Marketing" (ca. 90 attendants)
2012	Chair, 2012 Cologne-Hamburg Marketing Research Camp (ca. 50 attendants)
2012	Committee member for Equis accreditation process of the Faculty of Management, Economics and Social Sciences
2012	Committee member for University proposal to German academic excellence initiative (competitive multi-billion funding program)
2012-current	Co-head with Werner Reinartz, Circle of Excellence in Marketing (student talent program)
2012-current	Member of the Board of Cologne Graduate School in Management, Economics, and Social Sciences (Doctoral program)
2011-2016	School representative for marketing at CEMS, Global Alliance in Management Education
2011-2019	PhD examination board member
2011-current	Trustee for MTP, student organization
2011-2012	Area speaker, Marketing Area

2011-current	Search committee for senior positions (W3 full professor) in “methods of empirical social research and statistics2, “statistics and econometrics”, “economic history”, and “information systems”
2011-current	Search committee for senior positions (W2 associate professor) in “media and technology management”, “marketing and digital environment”, and “digital transformation and analytics”
2011-current	Search committee for junior positions (W1 junior professor) in “trade fair management and marketing”, “marketing and retailing”, “consumer psychology and behavior”, and “applied econometrics”

University of Technology Sydney, Business School

2017-current	Reviewer for research grant proposals
2016-current	Member of the Centre for Business Intelligence and Data Analytics (BIDA)
2015-2018	Member of Marketing Discipline Group Research Committee
2015-current	Search committee for 1 senior position: 1 full professor
2015-current	Search committee for 6 junior positions: 5 senior lecturers, 1 lecturer

University of Passau, Faculty of Management and Economics

2008-2010	Executive director of a German-speaking business study program at the State University of Management at Moscow
2009-2010	Development and negotiation of double Bachelor program with Vice Rector of the State University of Management at Moscow
2007-2010	Director of the Center for Market Research at the Institute for Market and Economic Research, Passau
2008-2010	German-speaking business study program at the Corvinus University Budapest
2008-2010	Trustee for Instead, student organization
2009-2010	Steering committee, President’s marketing initiative for the university
2009-2010	Board of the Faculty of Management and Economics
2009-2010	PhD examination board
2009-2010	Head of student exchange programs: Russia and North America
2010	Chair, 2010 University of Passau Marketing Research Camp (ca. 30 attendants)
2010	Chair of Search Committee for senior position (full professor) in marketing
2008-2010	6 Search Committees for senior positions (full professor) in accounting, finance, taxation, organization, and management
2008	Development of marketing concept for faculty’s master programs

LANGUAGE SKILLS

German	Native
English	Fluent
French	Advanced

Russian	Advanced
Italian	Basic
Latin	Basic

Bergisch Gladbach, April 2020