

## CURRICULUM VITAE

# Dr. Robin Schnider

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🌐 <https://www.business.uzh.ch/de/research/professorships/as/team/staff/schnider.html>

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ResearchGate: <https://www.researchgate.net/profile/Robin-Schnider>

## Personal Information

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Date of birth: 17 August 1988

Nationality: Swiss

Marital status: single

## Academic Positions

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since July 2019: **Postdoctoral researcher** at the Chair of Prof. Andreas G. Scherer,  
University of Zurich, Switzerland

July 2014 – June 2019: **Research and teaching assistant** at the Chair of Prof. Andreas G. Scherer,  
University of Zurich, Switzerland

## Education

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Aug 2014 – July 2019: **University of Zurich**, Switzerland  
PhD in Management & Economics [ GPA: 5.6 of 6.00 ]  
PhD thesis: *Macro-, Meso-, and Micro-Level Perspectives on Corporate Social Responsibility and Pro-Social Behavior* [ *summa cum laude* ]  
Committee: Prof. Andreas G. Scherer (supervisor) & Prof. Roberto A. Weber

Aug 2011 – Sep 2014: **University of Zurich**, Switzerland  
Master of Arts in Economics [ GPA: 5.41 of 6.00 ]  
Master's thesis: *Can Willingness to Pay Be Manipulated Outside of Awareness Using Subliminal Priming Methods?* [ grade: 5.75 of 6.00 ]  
Supervision: Prof. Ernst Fehr

July 2012 – Aug 2012: **London School of Economics and Political Sciences**, England  
Summer School  
Courses: Development Economics [ A- ], Advanced Econometrics [ A ]

Aug 2008 – Oct 2011: **University of Zurich**, Switzerland  
Bachelor of Arts in Economics [ GPA: 5.16 of 6.00, first-year GPA: 5.54 ]  
Bachelor's thesis: *The Legitimacy of Corporations as Political Actors: A Theoretical Analysis of the Justification and Efficacy of the Deliberative Democracy Model\** [ grade: 5.50 of 6.00 ] \* title translated from German  
Supervision: Prof. Andreas G. Scherer

## Teaching Experience

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- Fall 2014 – 18, 20 – 22: **Business Administration I** (Bachelor, in German), University of Zurich  
**TA:** teaching an introductory course on entrepreneurship, preparation of exam, grading. [ evaluation by students: Ø5.1 of 6.0 ]
- Spring 2015 – 22: **Globalization and Multinational Enterprises** (Bachelor, in German), University of Zurich  
**TA:** step-in lecturer, administration, preparation of course material and exam, grading. [ evaluation by students: Ø5.5 of 6.0 ]  
**Lecturer in 2019:** representing Prof. Scherer during his sabbatical.
- Fall 2019: **Seminar on Theories of Multinational Corporation** (Bachelor, in German), University of Zurich  
**TA:** co-teaching, administration, preparation of course material, preparing feedback on student presentations and seminar papers, grading.
- Spring/Fall 2017 – 22: **Research Seminar** (BA/MA/PhD, in German/English), University of Zurich  
**TA:** course administration, introducing students to writing scientific papers at the chair, providing feedback to presentations of student projects.

## Awards

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- Apr 2020: **Annual Dissertation Award** of the University of Zurich
- Aug 2018: **Academy of Management**, 78<sup>th</sup> Annual Meeting, Chicago, USA:  
 Finalist, Best Student Paper Award, SIM Division & Selected for the AOM Best Paper Proceedings [ ~top 10% of submissions ] with the paper “Legitimacy Judgments about Corporate Tax Avoidance: A Deliberation Experiment”
- Apr 2009: **Swiss Youth in Science**, 43<sup>rd</sup> National Competition:  
 Award for Matura Paper (“False Money & Counterfeiters in Switzerland”\*)  
*\* title translated from German*

## Research Interests

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- behavioral and experimental economics
- CSR, sustainability, and governance
- decision making and consumer behavior
- deliberation and stakeholder management
- globalization, digitalization, and social media
- legitimacy and legitimation strategies

## Research Grants

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- Sep 2020 – Aug 2023: Foundation for Research in Science and the Humanities at the University of Zurich [ CHF 20'000 ]  
 Successful application and principal investigator of the research project: “The Role of Feedback for Giving under Risk” (together with Prof. Andreas Scherer).

## Professional Service

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SELECTED REVIEWING ACTIVITIES FOR ACADEMIC JOURNALS:

Journal of Management Studies (JMS), Business & Society (BAS), Journal of Business Ethics (JOB), Management International Review (MIR)

## SELECTED REVIEWING ACTIVITIES FOR ACADEMIC CONFERENCES:

Academy of Management Annual Meeting (AOM), Society for Business Ethics Annual Conference (SBE), Annual Workshop of the “Wissenschaftliche Kommission Organisation” (WK ORG), German Acad. Association for Business Research (VHB), GRONEN Research Conference

## ORGANIZATION OF ACADEMIC CONFERENCES:

- WK ORG 2016: managing the submission and reviewing process
- WK ORG 2015: managing the submission and reviewing process

## CURRENT MEMBERSHIP IN ACADEMIC ASSOCIATIONS:

- Academy of Management (AOM)
- European Group of Organization Studies (EGOS)
- Swiss working group on Organizations, Management and Theories of the Firm (OMTF)

**Supervision of Bachelor & Master Theses** (titles translated from German; \*original in English)

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|------|-------------|--------|---|
| [1]  | Spring 2022 | [ BA ] | Tanja Forster: “The impact of CSR on customers in the airline industry: An analysis of customer behavior using a quantitative survey”   |
| [2]  | Spring 2022 | [ BA ] | Yannick Krebs: “Encourage healthy eating with unconscious stimuli: Insights of a field experiment using priming in cafeterias”  |
| [3]  | Fall 2020   | [ BA ] | Sandro Bislin: “Low CO2 compensation quotas for air travel: An empirical investigation of the impact of collective tax instruments on the voluntary compensation by flight passengers.”       |
| [4]  | Fall 2020   | [ BA ] | Timon Bless: “CSR in the Swiss watchmaking industry: A survey experiment about the impact of CSR activities on the purchase intention of customers of Swiss watches.”                         |
| [5]  | Fall 2020   | [ BA ] | Kim Dusi: “The power of social networks: The impact of Swiss influencers on the consumption of sustainable fashion.”  |
| [6]  | Fall 2020   | [ BA ] | Tamara Häusler: “Towards Circular Economy: Investigating customers’ willingness to pay for recycled goods.”   |
| [7]  | Fall 2020   | [ MA ] | Sarah Schwarz: “Data protection and Big Tech: A survey experiment about the influence of advertisement on the reputation for protection of privacy at the example of Apple.”                  |
| [8]  | Spring 2019 | [ BA ] | Lena Gubser: “The limits of social consumerism: An experiment about the behavior of voters vs. consumers.”  |
| [9]  | Spring 2019 | [ BA ] | Nayara Imgrüth: “Data protection in B2C E-commerce: An empirical analysis of the impact of the EU General Data Protection Regulation on consumer trust.”                                      |
| [10] | Fall 2018   | [ BA ] | Lorenzo Scarfi: “Impact of proactive vs. reactive CSR strategies on consumer behavior: A survey experiment about the perceived motivation behind CSR and its impact on purchasing decisions.” |
| [11] | Fall 2018   | [ MA ] | Carmen Sprus: “Can nudging increase customers willingness to offset their CO2 emissions? A behavioral experiment on individual CO2-offsetting for air transport.”*                            |
| [12] | Spring 2018 | [ BA ] | Nadine Gasser: “Perception of responsibility in the context of tax avoidance of corporations.”  |
| [13] | Spring 2018 | [ MA ] | Stanislava Jovanovic: “Prevention of food waste through retailers: A survey experiment on the customer perspective.”  |
| [14] | Fall 2017   | [ BA ] | Vanessa da Cruz: “Ethics in the fashion industry: A survey experiment about the demand for socially acceptable and ecological sustainable luxury clothing.”                                   |

- [15] Fall 2017 [ BA ] Arif Hodzic: “Key factors for relative persuasiveness of experts in stakeholder dialogues aimed at maintaining legitimacy.”
- [16] Spring 2017 [ BA ] Norina Furrer: “Privacy policies and online shopping: An experiment about the willingness to pay for data protection when shopping online.”
- [17] Spring 2017 [ BA ] Cécile Meier: “Structures of global value chains and CSR: An extended model for ethical organization of global value creation.”
- [18] Fall 2016 [ BA ] Marlies Edlinger: “Legitimation through cooperation? Success and risk factors of partnerships between corporations and NGOs.”
- [19] Spring 2016 [ BA ] Fabian Schwärmer: “Exchange of personal data for the use of online services: A fair deal?”
- [20] Spring 2016 [ BA ] Larissa Wyss: “Data philanthropy vs. egoism: An empirical investigation of the context dependency of privacy preferences.”
- [21] Fall 2015 [ BA ] Daniel Miletic: “Analyzing the rationality of ethic oaths for bankers at the example of the Dutch ‘Banker’s Oath’.”
- [22] Fall 2015 [ BA ] Maya Valeria Rollinger: “Social responsibility of new economy enterprises in the age of mass surveillance.”

## Languages

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German:	native
English:	fluent (C2)
French:	basic (B1)

## IT Skills

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*[ 1=expert, 2=proficient, 3=competent ]*

Software for productivity: MS Office<sup>1</sup>, Adobe (Photoshop<sup>2</sup>, Premiere<sup>2</sup>, After Effects<sup>3</sup>), L<sup>A</sup>T<sub>E</sub>X<sup>2</sup>

Software for surveys: Qualtrics<sup>1</sup>

Software for statistics: Stata<sup>1</sup>, MATLAB<sup>2</sup>, R<sup>2</sup>

Software for experiments: oTree<sup>2</sup>, z-Tree<sup>2</sup>, Cogent 2000<sup>2</sup>

Programming languages: Python<sup>2</sup>, Javascript<sup>2</sup>, HTML<sup>2</sup>, CSS<sup>2</sup>

## Personal Interests

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- fitness
- tech & movies
- stock market & global economy
- learn, improve & create

## References

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Available upon request.