



**Prof. Dr. Martin Natter**  
**Professor of Marketing**  
**Department of Business Administration**

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## Curriculum Vitae

Martin Natter is Professor of Marketing at the University of Zurich at the Department of Business Administration since 2016.

Between 1986 and 1991 he studied MIS at University of Vienna. He started his academic career in 1990 as a research assistant at the Institute for Advanced Studies in Vienna. In 1993, he became research assistant at the Vienna University of Economics and Business Administration (VUEBA). He received a doctorate in business administration from VUEBA in 1994. In 1999, he received tenure from VUEBA and became Associate Professor at VUEBA until 2005.

From 2005 to 2016 he was at the Hans Strothoff Chair of Retail Marketing at Goethe University Frankfurt.

He gave guest lectures and seminars at University of St. Gallen (1996), University of Vienna (2002 - 2005), University of Regensburg (2001), University of Essen (2002), Goethe University Frankfurt (2004) and Universidad Autónoma de Madrid (2014, 2015).

He was a visiting researcher at Erasmus University in Rotterdam (1997), Univ. Pompeu Fabra in Barcelona (2000, 2001), University of Regensburg (2001), Univ. Autónoma de Madrid (2009) and University of Wollongong (2013).

His favorite marketing instruments are pricing and promotion. In his research, he investigates how Marketing can help to motivate firms (especially retailers) and consumers to act more sustainable.

His research has been published in *Management Science*, *Marketing Science*, *Journal of Retailing*, *International Journal of Research in Marketing (IJRM)*, *Journal of Marketing* and many others.

Martin Natter is part of the review board of IJRM and acted as co-editor of Schmalenbach's *zfbf* and *sbr* from 2006 until 2019.

He has participated in numerous research projects. Most recently (2020) he gained an SNF project on Sustainability and Food Waste. In July 2018, he joined the [University Research Priority Program \(URPP\) on Social Networks](#), one of the University of Zurich's current excellent research priority programs, as Co-Director. This interdisciplinary program examines relationships between social structures and marketing interventions.

He is furthermore a member of the [Marketing Group Zurich](#) as well as a participant of [The Piik](#), an initiative of René Algesheimer that brings together leading Swiss companies and an international group of researchers to advance knowledge in the area of Digital Marketing

Martin Natter has received numerous awards such as the Senator Wilfling Research Award (1999), the VUEBA best paper award of the city of Vienna (2000) and the VHB best-paper award (2009). His research was nominated three times for the ISMS/MSI G. Lilien Practice Prize Final (2005, 2006, 2014) which he won in 2014. In 2018 he won the Emerald Literati Award for the best paper in the *European Journal of Marketing*. Several of his doctoral students received best dissertation prizes or were nominated for best dissertation prizes (Ju-Young Kim, Salome Nies, Jochen Reiner, Ana-Marija Ozimec, Andreas Mild).

## Research Interests

### Pricing and Promotion

Investigation of the design of participative pricing mechanisms (PPM) like pay-what-you want and others. Dynamic pricing and promotion strategies.

### Sustainability and Behavioral Change

How can consumers and retailers be motivated to reduce their food waste or to reduce their CO2 footprint?

### Social Influence and Values

Better understanding the interactions between social influence, values, choice architectures and consumers' decisions.

## Education and Employment

2016 – today	Professor of Marketing, University of Zurich
2005 – 2016	Strothoff-Chair of Retailing, Goethe-University Frankfurt
1999 – 2005	Associate Prof. for business administration at Vienna University of Economics and Business Administration (VUEB)
1999	17.03.1999, Habilitation at VUEB (“Lehrbefugnis” für BWL)
1993 – 1999	Research assistant at the Vienna University of Economics and Business Administration (VUEB), Austria (Prof. Alfred Taudes)
1994	15.12.1994, Promotion Dr. rer. soc. oec. at VUEB
1990 – 1993	Research assistant at the Institute for Advanced Studies, Vienna, Austria (Prof. Harald Hruschka)
1991	02.07.1991 Magister rer. soc. oec.
1986 – 1991	Master studies in MIS at University of Vienna

## Prizes and Nominations

2018	Emerald Literati Award for Excellence - Outstanding Paper (European Journal of Marketing)
2016	Finalist EHI Wissenschaftspreis (Cooperations Business & Science)
2014	Winner Gary Lilien ISMS-MSI Practice Prize
2011	Finalist best MSI paper
2009	VHB Best-Paper Award
2009	Finalist MSI H. Paul Root Award
2009	Best Paper Kommission Marketing (Germany)
2008	Best Paper Kommission Marketing (Germany)
2006	Finalist Lilien ISMS-MSI Practice Prize
2006	Semifinale Franz Edelman Award
2006	Finalist Houska Prize
2005	Finalist Lilien ISMS-MSI Practice Prize
2000	2 <sup>nd</sup> WU-Best Paper Award of the City of Vienna

## Teaching (selection from more than 100 courses)

Martin Natter has held a broad variety of marketing classes covering topics such as:

- Marketing
- Marketing Engineering
- Retailing
- Pricing
- Brand Equity Management
- Advanced Research Methods

## Reviewing Activities

Review board	International Journal of Research in Marketing
Ad hoc reviewer	Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Marketing Letters, European Journal of Marketing, European Journal of Operational Research, Journal of Business Research, Journal of Product Innovation Management, Production and Operations Management, Electronic Commerce Research and Applications
Reviewer (projects)	ONB, SNF, DFG
Editor	In 2015, he has served as a guest editor for the Special Issue on Free Market Payments in Journal of Socio-Economics / Journal of Behavioral

## Refereed Journal Publications (bold: VHB-Journal Classification A and A+)

1. Wamsler, Julia / Vuckovac, Denis / Natter, Martin / Ilic, Alexander (2022): "Live shopping promotions: which categories should a retailer discount to shoppers already in the store?", *OR Spectrum*, [Science Direct Weblink to Article](#)
2. Tipaldi, Petra / Natter, Martin (2022): "Older adults' decisions on smart home systems: Better put an age tag on it!", *Psychology & Marketing*, (June 2022), 1-15, [Science Direct Weblink to Article](#)
3. Wamsler, Julia / Natter, Martin / Algesheimer, René (2022): "Transitioning to Dynamic Prices: Should Pricing Authority Remain with the Company or be Delegated to the Service Employees Instead?", *Journal of Business Research*, Vol. 139 (February 2022), 1476-1488, [Science Direct Weblink to Article](#)
4. Br nner, Tobias / Reiner, Jochen / Natter, Martin / Skiera, Bernd (2019): "Prospect theory in a dynamic game: Theory and evidence from online pay-per-bid Auctions", ***Journal of Economic Behavior and Organization***, Vol. 164 (August 2019), 215-234, [Science Direct Weblink to Article](#)

5. Blessing, Gerald / Natter, Martin (2019): "Do Mystery Shoppers Really Predict Customer Satisfaction and Sales Performance?", *Journal of Retailing*, Vol. 95 (3), 47-62, [Science Direct Weblink to Article](#).
6. Drechsler, Salome / Leeflang, Peter S.H. / Bijmolt, Tammo H.A. / Natter, Martin (2017): "Multi-unit price promotions and their impact on purchase decisions and sales", *European Journal of Marketing*, Vol. 51 (5/6), 1049-1074.
7. Kostyra, Daniel S. / Reiner, Jochen / Natter, Martin / Klapper, Daniel (2016): „Decomposing the Effects of Online Customer Reviews on Brand, Price and Product Attributes”, *International Journal of Research in Marketing*, Special Issue: Branding in a Digitally Empowering World, Vol. 33 (1), 11-26.
8. Natter, Martin / Ozimec, Ana-Marija / Kim, Ju-Young (2015): "ECO: Entega's Profitable New Customer Acquisition on Online Price Comparison Sites", *Marketing Science*, Vol. 34 (6), 789-803.
9. Natter, Martin / Kaufmann, Katharina (2015): "Voluntary Market Payments: Underlying Motives, Success Drivers and Success Potentials", *Journal of Behavioral and Experimental Economics*, Vol. 57 (C), 149-157.
10. Kim, Ju-Young / Br nner, Tobias / Skiera, Bernd / Natter, Martin (2014): "A Comparison of Different Pay-per-Bid Auction Formats", *International Journal of Research in Marketing*, Vol. 31 (4), 368-379.
11. Kim, Ju-Young / Natter, Martin / Spann, Martin (2014): "Sampling, Discounts or Pay-What-You-Want: Two Field Experiments", *International Journal of Research in Marketing*, Vol. 31 (3), 327-334.
12. Reiner, Jochen / Natter, Martin / Skiera, Bernd (2014): "The Impact of Buy-Now Features in Pay-per-Bid Auctions", *Journal of Management Information Systems*, Vol. 31 (2), 77-104.
13. Drechsler, Wenzel / Natter, Martin / Leeflang, Peter S.H. (2013): "Improving Marketing's Contribution to New Product Development", *Journal of Product Innovation Management*, Vol. 30 (2), 298-315.
14. Nies, Salome / Natter, Martin (2012): "Does Private Label Quality Influence Consumers' Decision on Where to Shop?", *Psychology & Marketing*, Vol. 29 (4), 279-292.
15. Drechsler, Wenzel / Natter, Martin (2012): "Understanding a Firm's Openness Decisions in Innovation", *Journal of Business Research*, Vol. 65 (3), 438-445.
16. Verhoef, Peter C. / Leeflang, Peter S.H. / Reiner, Jochen / Natter, Martin / Baker, William / Grinstein, Amir / Gustafsson, Anders / Morrison, Pamela / Saunders, John (2011): "A Cross-National Investigation into the Marketing Department's Influence within the Firm: Towards Initial Empirical Generalizations", *Journal of International Marketing*, Vol. 19 (3), 59-86.
17. Drechsler, Wenzel / Natter, Martin (2011): "Do Price Charts Provided by Online Shopbots Influence Price Expectations and Purchase Timing Decisions?", *Journal of Interactive Marketing*, Vol. 25 (2), 95-109.

18. Cornelius, Britta / Wagner, Udo / Natter, Martin (2010): "Managerial Applicability of Graphical Formats to Support Positioning Decisions", *Journal für Betriebswirtschaft*, Vol. 60 (3), 167-201.
19. Ozimec, Ana-Marija / Natter, Martin / Reutterer, Thomas (2010): "GIS-Based Marketing Decisions: Effects of Alternative Visualizations on Decision Quality", *Journal of Marketing*, Vol. 74 (6), 94-110.
20. Nies, Salome / Natter, Martin (2010): "Are Private Label Users Attractive Targets for Retailer Coupons?", *International Journal of Research in Marketing*, Vol. 27 (3), 281-291.
21. Faure, Corinne / Natter, Martin (2010): "New Metrics for Evaluating Preference Maps", *International Journal of Research in Marketing*, Vol. 27 (3), 261-270.
22. Kim, Ju-Young / Natter, Martin / Spann, Martin (2010): "Kish - Where Customers Pay as THEY Wish", *Review of Marketing Science*, Vol. 8 (2), Article 3.
23. Cornelius, Britta / Natter, Martin / Faure, Corinne (2010): "How Storefront Displays Influence Retail Store Image", *Journal of Retailing and Consumer Services*, Vol. 17 (2), 143-151.
24. Kim, Ju-Young / Natter, Martin / Spann, Martin (2009): "Pay-What-You-Want - A New Participative Pricing Mechanism", *Journal of Marketing*, Vol. 73 (1), 44-58.
25. Mild, Andreas / Natter, Martin / Reutterer, Thomas / Taudes, Alfred / Wöckl, Jürgen (2009): "Retail Revenue Management", *European Retail Research*, Vol. 23 (2), 89-106.
26. Natter, Martin / Reutterer, Thomas / Mild, Andreas (2014): "Dynamic Pricing Support Systems for DIY Retailers - A Case Study from Austria", *GfK Marketing Intelligence Review*, Vol. 1 (1), 46-53.
27. Reiner, Gerald / Natter, Martin / Drechsler, Wenzel (2009): "Life Cycle Profit - Reducing Supply Risks by Integrated Demand Management", *Technology Analysis and Strategic Management*, Vol. 21 (5), 653-664.
28. Natter, Martin / Mild, Andreas / Wagner, Udo / Taudes, Alfred (2008): "Planning New Tariffs at tele.ring - the Application and Impact of an Integrated Segmentation, Targeting and Positioning Tool", *Marketing Science*, Vol. 27 (4), 600-609.
29. Natter, Martin / Reutterer, Thomas / Mild, Andreas / Taudes, Alfred (2007): "An Assortment-Wide Decision-Support System for Dynamic Pricing and Promotion Planning in DIY Retailing", *Marketing Science*, Vol. 26 (4), 576-583.
30. Reiner, Gerald / Natter, Martin (2007): "An Encompassing View on Markdown Pricing Strategies: An Analysis of the Austrian Mobile Phone Market", *OR Spectrum*, Special Issue Revenue Management, Vol. 29 (1), 173-192.

31. Reutterer, Thomas / Mild, Andreas / Natter, Martin / Taudes, Alfred (2006): "A Dynamic Segmentation Approach for Targeting and Customizing Direct Marketing Campaigns", *Journal of Interactive Marketing*, Vol. 20 (3/4), 43-57.
32. Natter, Martin / Mild, Andreas / Taudes, Alfred / Geberth, Christian (2004): "Web-Based Knowledge Management in Product Concept Development - The DELI Approach", *International Journal of Electronic Business*, Vol. 2 (5), 471-479.
33. Bach, Heinz / Mild, Andreas / Natter, Martin / Weber, Andreas (2004): "Combining Socio-Demographic and Logistic Factors to Explain the Generation and Collection of Waste Paper", *Resources, Conservation & Recycling*, Vol. 41 (1), 65-73.
34. Natter, Martin / Mild, Andreas (2003): "DELI: An Interactive New Product Development Tool for the Analysis and Evaluation of Market Research Data", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 12 (1), 43-52.
35. Mild, Andreas / Natter, Martin (2002): "Collaborative Filtering or Regression Models for Internet Recommendation Systems?", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 10 (4), 304-313.
36. Natter, Martin / Weber, Andreas / Bach, Heinz / Mild, Andreas (2002): "A Multivariate Regression Model for Waste Glass Prediction", *Forum Ware International*, Vol. 30.
37. Natter, Martin / Feurstein, Markus (2002): "Real World Performance of Choice-Based Conjoint Models", *European Journal of Operational Research*, Vol. 137 (2), 448-458.
38. Natter, Martin / Mild, Andreas / Feurstein, Markus / Dorffner, Georg / Taudes, Alfred (2001): "The Effect of Incentive Schemes and Organizational Arrangements on the New Product Development Process", *Management Science*, Vol. 47 (8), 1029-1045.
39. Natter, Martin / Feurstein, Markus (2001): "Correcting for CBC Model Bias: A Hybrid Scanner Data - Conjoint Model", *The International Review of Retail, Distribution and Consumer Research*, Vol. 1 (3), 1-8.
40. Pennings, Enrico / Natter, Martin (2001): "Strategic Diversification and Capacity Utilization", *International Journal of Production Economics*, Vol. 72 (3), 261-272.
41. Reutterer, Thomas / Natter, Martin (2000): "Segmentation Based Competitive Analysis with MULTICLUS and Topology Representing Networks", *Computers and Operations Research*, Special Issue on Neural Networks for Business Applications, Vol. 27 (11), 1227-1247.
42. Feurstein, Markus / Natter, Martin (2000): "Fast High Precision Decision Rules for Valuing Manufacturing Flexibility", *European Journal of Operational Research*, Vol. 120 (1), 108-117.
43. Hruschka, Harald / Natter, Martin (1999): "Comparing Performance of Feed-Forward Neural Nets and K-Means for Cluster-Based Market Segmentation", *European Journal of Operational Research*, Vol. 114 (2), 346-353.

44. Natter, Martin (1999): "Conditional Market Segmentation by Neural Networks: A Monte Carlo Study", *Journal of Retailing and Consumer Services*, Vol. 6 (4), 237-248.
45. Taudes, Alfred / Natter, Martin / Trcka, Michael (1998): "Real Option Valuation with Neural Networks", *International Journal of Intelligent Systems in Accounting, Finance and Management*, 7 (1), 43-52.
46. Natter, Martin / Hruschka, Harald (1998): "Evaluation of Aggressive Competitive Pricing Strategies", *Marketing Letters*, Vol. 9 (4), 337-347.
47. Haefke, Christian / Natter, Martin / Soni, Tarun / Otruba, Heinrich (1997): "Adaptive Methods in Macroeconomic Forecasting", *International Journal of Intelligent Systems in Accounting, Finance and Management*, Vol. 6 (1), 1-10.

### Invited Talks (selection)

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|------|---|
| 2016 | University of Regensburg, Germany   |
| 2015 | Universidad Autónoma de Madrid, Spain<br>University of Regensburg, Germany  |
| 2014 | University of Zürich, Switzerland   |
| 2013 | University of Wollongong, Australia<br>Vienna University of Economics and Business Administration, Austria                      |
| 2012 | University of Vienna, Austria<br>London School of Business, England<br>Universidad Autónoma de Madrid, Spain                    |
| 2011 | University of Vienna, Austria<br>Koc University, Istanbul, Turkey   |
| 2010 | ESSEC, Paris, France<br>University of Göttingen, Germany<br>Vienna University of Economics and Business Administration, Austria |
| 2009 | University of Hamburg, Germany  |
| 2008 | Tilburg University, The Netherlands<br>Erasmus University, Rotterdam, The Netherlands<br>University of Mannheim, Germany        |

### Visiting / Guest Professor / Guest Lectures

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|------|---|
| 2013 | Visiting Prof., University of Wollongong, Australia   |
| 2009 | Visiting Prof., Universidad Autónoma de Madrid, Spain |
| 2004 | Guest Lecture Goethe University Frankfurt, Germany    |
| 2002 | Guest Lecture University of Vienna, Austria           |
| 2002 | Visiting Prof., University of Essen, Germany          |

### Transfer Activities

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| 2016        | <a href="#">The Piik</a> . Bringing together Swiss industry and researchers to discuss and advance the digital transformation. |
| 2006 – 2015 | Director of <a href="#">Goethe-Unibator</a> , the incubator of Goethe University, Frankfurt,                                   |



## Germany

### Coverage by Mass Media: Radio & TV Stations, Newspapers (selection)

TV Reports	3SAT, PRO7, ZDF, SAT1, NTV, N24, RTL, RTL2, SWR, Hessenschau, MTV (Finland), 1&1 (Ukrainerin TV)
Press Reports	The New York Times, Die Presse, Computerwelt, Cash, Frankfurter Allgemeine Zeitung, Frankfurter Neue Presse, Neue Zürcher Zeitung, Berliner Morgenpost, Der Standard, CIO-Online, Online Spiegel, China Today
Radio Interviews	Radio Brandenburg, SWR1, deltaradio.de