

# Curriculum Vitae - Prof. Dr. René Algesheimer

## Contact Information

Director of the University Research Priority Program (URPP) on Social Networks  
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## Short Profile

René Algesheimer has been the Chair of Marketing and Market Research (Ordinarius) at the University of Zurich since 2009, director of the University Research Priority Program on Social Networks since 2013, and founder of The PIK since 2016. His research interests lie in studying human values, consumer well-being and social (influence) processes for a sustainable living. He has conducted extensive basic and applied research on the consequences of (virtual) communities, social networks, social media and technology on companies and customers. His research focuses on the ways social structures shape individual's behavior and in reversal how individual's behavior reproduces social structures. More recently he has worked on social influence, identifying influencers in online communities and seeding processes, community detection methods, fraud detection in online communities, social network inference methods, and on human values. Algesheimer's work is characterized by the combination of empirical models, econometric methods with experimental settings and the use of insights from industrial economics, behavioral economics, consumer psychology and sociology.

René Algesheimer has published several articles on marketing-related issues in the discipline's leading international journals, including *PNAS*, *Scientific Reports*, *Marketing Science*, *Network Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Service Research*, *Public Opinion Quarterly* or *Harvard Business Review*. His articles have also appeared in top-ranked German business-administration journals such as *Zeitschrift für betriebswirtschaftliche Forschung (ZfbF)*, *Zeitschrift für Betriebswirtschaft (ZfB)* and *Journal für Betriebswirtschaft*. René Algesheimer was an editorial board member of the *Journal of Marketing* between 2011-2016 and regularly serves as reviewer for the discipline's top journals. Professor René Algesheimer has won several international awards for his research, such as the Outstanding Reviewer Award 2012 of the *Journal of Marketing*.

*Research focus:* social networks, social media, (online) communities, micro-macro phenomena, evolutionary dynamics, predictive analytics, internet marketing, human values

*Methodological focus:* empirical modeling, network analysis and models, multilevel models, growth models, large-scale field experiments

## Education

- 06/2000-08/2004 UNIVERSITY OF ST. GALLEN, SWITZERLAND  
Doctorate in Business Administration, top 1% of class (Grade: „summa cum laude“); subject of dissertation: Brand Communities. The thesis has been rewarded with the 2nd place at the “Best Dissertation Award” of the year 2004 by the German Marketing Association.
- 10/1993-05/2000 JOHANNES GUTENBERG-UNIVERSITY, MAINZ, GERMANY  
Diploma in Mathematics and Business Administration, top 3% of class (Grade: “sehr gut”). Focus: Statistics, Marketing and Market Research.
- 10/1995-06/1999 JOHANNES GUTENBERG-UNIVERSITY, MAINZ, GERMANY  
Study of Educational Science in Music (piano, saxophone) and Mathematics.
- 07/1992-06/1993 MILITARY SERVICE, HAMMELBURG and KOBLENZ, GERMANY  
Competence assessment: “sehr gut”.
- 08/1983-06/1992 STEFAN GEORGE-GYMNASIUM, BINGEN, GERMANY  
Secondary School Examination, top 5% of class, participated in student council. Degree: Abitur (Grade: 1.9).

## Academic and Professional Experience

08/2019-	UNIVERSITY OF ZURICH, SWITZERLAND Affiliate Scholar at the Jacobs Center of Youth Productivity.
01/2013-	UNIVERSITY OF ZURICH, SWITZERLAND Director of the University Research Program "Social Networks".
08/2009-	UNIVERSITY OF ZURICH, SWITZERLAND Full Professor (Ordinariat) of Marketing and Market Research.
06/2013-2018	ZHEJIANG UNIVERSITY, CHINA Advisory board member of the "Research Center for Market Design and e-Commerce" in collaboration with Alibaba, China's largest e-Commerce firm.
04/2008	UNIVERSITY OF ZURICH, SWITZERLAND Offer for a tenured position as Full Professor (Ordinariat) of Marketing, accepted.
04/2008	WHU - OTTO BEISHEIM SCHOOL OF MANAGEMENT, VALLENDAR, GERMANY Offer for a tenured position as Full Professor of Market Research and Consumer Behavior, not taken up.
10/2007-06/2009	ECOLE SUPERIEURE DE COMMERCE, MONTPELLIER, FRANCE Associate Professor of Marketing with tenure.
07/2007-09/2007	UNIVERSITY OF MICHIGAN, ANN ARBOR/USA Visiting research scholar, Ross school of Business.
06/2007	ECOLE SUPERIEURE DE COMMERCE, MONTPELLIER, FRANCE Offer for a tenured position as Associate Professor in Marketing, accepted.
04/2007	UNIVERSITY OF PASSAU, GERMANY Offer for a tenured position as Full Professor (W3) in Marketing & Services, not taken up.
03/2007	EUROMED - ECOLE DE MANAGEMENT, MARSEILLE, FRANCE Offer for a tenured position as Associate Professor in Marketing, not taken up.
08/2005-09/2005	RICE UNIVERSITY, HOUSTON/USA Visiting research scholar, Jesse H. Jones Graduate School of Management
09/2004-09/2007	UNIVERSITY OF ZURICH, SWITZERLAND Assistant Professor of Marketing
08/2004	UNIVERSITY OF ZURICH, SWITZERLAND Offer for a position as Assistant Professor in Marketing, accepted.
11/2003-12/2003	RICE UNIVERSITY, HOUSTON/USA Visiting research scholar, Jesse H. Jones Graduate School of Management.

## Awards

- 2019 René Algesheimer has been invited by the esteemed Jacobs Center for Productive Youth Development as Research Affiliate.
- 2018 C. Moorman, the EIC of the Journal of Marketing, invited René Algesheimer to enter the Editorial Review Board of the Journal of Marketing.
- 2017 Top 10% of Authors on SSRN worldwide by total new downloads within the last 12 months.
- 2016 V. Kumar, the chief editor of the Journal of Marketing, invited René Algesheimer to proceed his activity as member the Editorial Review Board of the Journal of Marketing.
- 2014 V. Kumar, the chief editor of the Journal of Marketing, invited René Algesheimer to proceed his activity as member the Editorial Review Board of the Journal of Marketing.
- 2014 The article "Does Online Community Participation Foster Risky Financial Behavior?", (together with Rui, J./Dholakia, U./Chen, J.) was listed on SSRN's TOP 10 download list for "MKTG: Group & Interpersonal Influence on Consumer Behavior (Topic)", March & April 2014.
- 2013 René Algesheimer has received one of the eight new research priority programs at the University of Zurich, which he guides as a director.
- 2012 Outstanding Reviewer Award 2012 by the Journal of Marketing.
- 2012 The article "Key Informant Models for Measuring Group-Level Variables in Small Groups", (together with Bagozzi, R./Dholakia, U.) was listed on SSRN's TOP 10 download list for "ORG: Emerging Research Methodologies in Organizational Behavior" (Topic), "ORG: Groups & Teams" (Topic), MKTG: Personality & Individual Differences (Topic) and MKTG: Sector-Specific Research (Topic).
- 2011 Gary Frazier, the chief editor of the Journal of Marketing, invited René Algesheimer to join the Editorial Review Board of the Journal of Marketing.
- 2011 The article "Does Online Community Participation Foster Risky Financial Behavior?", (together with Rui, J./Dholakia, U./Chen, J.) was listed on SSRN's TOP 10 download list for "MKTG: Consumer Decision Making & Search (Topic)", "MKTG: Consumer Information Processing (Topic)", "MKTG: Customer Relationship Management (Topic)", "MKTG: Group & Interpersonal Influence on Consumer Behavior (Topic)", "MKTG: Personality & Individual Differences (Topic)", "MKTG: Sector-Specific Research (Topic)", "Behavioral Marketing eJournal", "Managerial Marketing eJournal" and "Quantitative Marketing eJournal", September-October 2011.
- 2011 The article "The Impact of Customer Community Participation on Customer Behaviors: An Empirical Investigation", (together with Borle, S./Dholakia, U./Siddharth, S.) was listed on SSRN's TOP 10 download list for "MKTG: Consumer Decision Making & Search (Topic)", "MKTG: Internet Marketing & E-Commerce (Topic)", "MKTG: Marketing Other (Topic)" and "MKTG: Marketing Strategy (Topic)", January 2011.
- 2011 The article "Virtual Team Performance in a Highly-Competitive Environment", (together with Dholakia, U./Gurau, C.) was listed on SSRN's Top Ten download list for "Information Systems & Economics eJournal" and "Organizations & Markets: Personnel Management eJournal", January.
- 2010 The article "Virtual Team Performance in a Highly-Competitive Environment", (together with Dholakia, U./Gurau, C.) was listed on SSRN's Top Ten download list for "ERN: Team Theory", December.
- 2010 The article "Communal Service Delivery: How Customers Benefit from Participation in Firm-Hosted Virtual P3 Communities" has been selected as a finalist for the 2010 Journal of Service Research Best Article Award sponsored by IBM.
- 2010 René Algesheimer is the third most cited author among all Zurich's Business and Finance Professor's in 2009 based on actual ISI Web of Science data.
- 2009 Offer for an editorial advisory board membership at the Journal of Brand Management, refused.

- 2009 The article "The Impact of Customer Community Participation on Customer Behaviors: An Empirical Investigation", (together with Borle, S./Dholakia, U./Siddharth, S.) was listed on SSRN's TOP 10 download list for "MRN Marketing Network", December.
- 2009 The article "The Impact of Customer Community Participation on Customer Behaviors: An Empirical Investigation", (together with Borle, S./Dholakia, U./Siddharth, S.) was listed on SSRN's TOP 10 download list for "Marketing Other", December.
- 2009 The article "The Impact of Customer Community Participation on Customer Behaviors: An Empirical Investigation", (together with Borle, S./Dholakia, U./Siddharth, S.) was listed on SSRN's TOP 10 download list for "Quantitative Marketing", December.
- 2009 The article "The Impact of Customer Community Participation on Customer Behaviors: An Empirical Investigation", (together with Borle, S./Dholakia, U./Siddharth, S.) was listed on SSRN's TOP 10 download list for "Behavioral Marketing and Managerial Marketing", December.
- 2008 Offer for a tenured position as Full Professor (Ordinariat) of Marketing and Market Research, Institute for Strategy and Business Economics at the University of Zurich, Switzerland, accepted.
- 2008 Offer for a tenured position as full professor (W3) in marketing at the WHU - Otto Beisheim School of Management, Vallendar, Germany, refused.
- 2007 Emerald Best Paper of the Year Award in the International Journal of Quality and Reliability Management.
- 2007 Offer for a tenured position as associate professor in marketing at Montpellier Business School (GSCM Sup de Co), France, accepted.
- 2007 Offer for a tenured position as full professor (W3) in marketing & services at the University of Passau, refused.
- 2007 Offer for a tenured position as associate professor in marketing at Euromed Ecole de Commerce, Marseille, France, refused.
- 2006 Best paper of the year award of the Association of University Professors of Management, Germany.
- 2004 Offer for an assistant professor of marketing at the University of Zurich, accepted
- 2004 Invited as "Swiss National Science Foundation Expert".
- 2004 2nd rank of the Science Award by the Association of Marketing Professors in Germany, 2004.
- 2004 Article "Interplay Between Brand and Brand Community: Evidence from European Car Clubs", (together with: Dholakia, U./Herrmann, A.), was listed on SSRN's Top 10 download list for "Behavioral Marketing Recent Hits" April.
- 2004 Article "Interplay Between Brand and Brand Community: Evidence from European Car Clubs", (together with: Dholakia, U./Herrmann, A.), was listed on SSRN's Top 10 download list for "Behavioral Marketing Recent Hits" March.

## Research Grants, Scholarships and Third-Party Funding (since 2002)

2013-2024	University of Zurich Research Priority Program (URPP) “Social Networks”, interdisciplinary program including research, encouragement of young academics, and advanced education: Principal investigator, program director and coordinator. (11'191'000 CHF)
2019	University of Zurich, E-Learning project at Faculty of Economics “Initiative Interaktives Lernen”, “Open Games”, (12'000 CHF)
2018	Swiss National Science Foundation (SNSF) grant: “Consumer’s Inner Conflict: When Social Information and Norms Contradict Private Information”: Principal Investigator. (158'000 CHF)
2018	University of Zurich, E-Learning project at Faculty of Economics “Initiative Interaktives Lernen”, “Open Games”, (12'000 CHF)
2017	University of Zurich, E-Learning project at Faculty of Economics “Initiative Interaktives Lernen”, “Open Games”, (12'000 CHF)
2017	Swiss National Science Foundation (SNSF) grant: “Coevolution of prosociality and networks: A longitudinal, cross-country network survey in Swiss schools”: Co-Investigator. (495'000 CHF)
2017	Stiftung Wissenschaftliche Forschung grant: “Value in Schools Project”, research project: Principal Investigator. (30'000 CHF)
2016-2019	Sino Swiss Science and Technology Cooperation Program, empirical study of opinion dynamics: Co-investigator. (800'000 CHF)
2016-2018	Swiss National Science Foundation (SNSF) grant: “Will he stay or will he go? Getting probabilistic customer attrition modeling right”, research project: Principal investigator. (150'000 CHF)
2016	“The PIIK” Workshop on Digital Transformation sponsored by Lithium Inc., attended and supported by Ringier, Migros, Swisscom, Mobiliar, and UBS: Founder, principal investigator, organizer, and host. (150'000 CHF)
2015-2017	Polish National Science Foundation, Program Harmonia: “Value system in action. Looking for a dynamic model of relations between values and behavior in a social context”, international study of human values, social structure and consumer behavior: Co-investigator. (330'000 CHF)
2015	Bocconi Business School, “Cermes”, Opinion Dynamics on Online Forums: Co-investigator. (10'000)
2013-2016	Research cooperation with Hapimag Switzerland, “Inter- and Intra-generational Transformation of Consumption Practices: An Empirical Study on Vacation and Social Communities”: Principal investigator. (500'000 CHF)
2013-2014	Research cooperation with Lithium Switzerland, “Status Quo of Social Media”: Principal investigator. (38'500 CHF)
2011-2017	University of Zurich, Initiative Interaktives Lernen (IIL), project “Open Games”, development of e-learning game and integration of into teaching: Principal investigator. (95'000 CHF)
2012-2015	Swiss National Science Foundation (SNSF) grant: “Brand- and Product-Switching Behavior, research project: Co-investigator. (220'000 CHF)

- 2006 University of Zurich, Stiftung für wissenschaftliche Forschung, project „Quantitative Market Research online“, programming of online tools for market research that can be applied on the e-learning platform: Principal investigator. (40'000 CHF)
- 2002 Swiss National Science Foundation (SNSF) scholarship for summer school programs: participation in the ICPSR summer school program on quantitative methods. (5'000 CHF)



## Publications

(IF=impact factor, NCISI=number of citations based on ISI Web of Knowledge, NCGS=number of citations based on Google Scholar)

### Peer-reviewed articles (34)

- (34) Ehlert, A., Kindschi, M., Algesheimer, R., Rauhut, H. (2020), Human social preferences cluster and spread in the field, forthcoming in: *Proceedings of the National Academy of Sciences of the United States of America (PNAS)*.
- (33) Becker, C. C., Davidov, E., Ciecuch, J., Kindschi, M., Algesheimer, R. (2020), Measuring School Children's Attitudes Toward Immigrants in Switzerland and Poland, forthcoming in: *Measurement Instruments for the Social Sciences*.
- (32) Kindschi, M., Ciecuch, J., Davidov, E., Ehlert, A., Rauhut, H., Tessone, C., Algesheimer, R. (2019), Values in adolescent friendship networks, in: *Network Science*, 1-25, DOI: <https://doi.org/10.1017/nws.2019.16>.
- (31) Skimina, E., Ciecuch, J., Schwartz, S. H., Davidov, E., Algesheimer, R. (2019). Behavioral signatures of values in everyday behavior in retrospective and real-time self-reports, in: *Frontiers in Psychology*, vol. 10 Feb.. (IF=2.09/2018), DOI: 10.3389/fpsyg.2019.00281.
- (30) Ciecuch, J., Davidov, E., Schmidt, P. & Algesheimer, R. (2019): How to obtain comparable measures for cross-national comparisons, in: *Kölner Zeitschrift für Soziologie und Sozialpsychologie*, 71(Suppl 1), 157-186. (IF=0.74/2018).
- (29) Zhang, Z., Liu, L., Wang, Hao, Li, Jiuyong, Hu, D., Yan, J., Algesheimer, R. & Meierer, M. (2018), Collective behavior learning by differentiating personal preference from peer influence, in: *Knowledge-Based Systems*, 159, 233-243. (IF=4.39/2018).
- (28) Tanase, R., Tessone, C. & Algesheimer, R. (2018), Identification of Influencers Through the Wisdom of Crowds, forthcoming in: *PLOS ONE*, 13(7), 0-15. (IF=3.54/2018).
- (27) Ciecuch, J., Schwartz, Shalom H., Davidov, E. & Algesheimer, R. (2018): Testing the Circular Structure and Importance Hierarchy of Value States in Real-Time Behaviors, in: *Journal of Research in Personality*, 66, 70-95. (IF=2.85/2018).
- (26) Yang, Z., Dholakia, U. & Algesheimer, R. (2017): When Ethical Transgressions of Customers Have Beneficial Long-term Effects in Retailing: An Empirical Investigation, in: *Journal of Retailing*. 93(4), 420-439. (IF=5.48/ 2018).
- (25) Ciecuch, J., Davidov, E., Algesheimer, R. & Schmidt, P. (2017): Testing for Approximate Measurement Invariance of Human Values in the European Social Survey, *Sociological Methods and Research*, DOI: 10.1177/0049124117701478 (IF=3.62/ 2018).
- (24) Yang, Z., Algesheimer, R. & Tessone, C. (2016): A Comparative Analysis of Community Detection Algorithms on Artificial Networks, *Scientific Reports*, vol. 6 (2016) 30750, DOI: 10.1038/srep30750 (IF= 4.12/ 2018)
- (23) Ciecuch, J., Davidov, E. & Algesheimer, R. (2016): The Stability and Change of Value Structure and Priorities in Childhood: A Longitudinal Study, *Social Development*, 25(3), 503-527. DOI: 10.1111/sode.12147 (IF=2.042/ 2018)
- (22) Algesheimer, R., Bagozzi, R. & Dholakia, U. (2015): Key Informant Models for Measuring Group-Level Variables in Small Groups: Application to Plural Subject Theory, in: *Sociological Methods and Research*, DOI: 10.1177/0049124115613782 (IF=3.62 (2018)).
- (21) Ciecuch, J., E. Davidov, D. L. Oerski & Algesheimer (2015): Testing for Measurement Invariance by Detecting Local Misspecification and an Illustration on Value Measurements, *European Political Science*, vol. 14, 521-538. DOI: 10.1057/eps.2015.64 (IF= 1.292/ 2018)
- (20) Ciecuch, J., Davidov, E., Schmidt, P., Meuleman, B., Algesheimer, R. & Hausherr, M. (2015): The Comparability of Measurements of Attitudes toward Immigration in the European Social Survey: Exact Versus Approximate Measurement Equivalence, *Public Opinion Quarterly*, 79(S1), 244-266. DOI: 10.1093/poq/nfv008 (IF=2.033/ 2018)

- (19) Ciecuch, J., Davidov, E., Schmidt, P., Algesheimer, R. & Schwartz, S. H. (2014): Comparing results of an exact versus an approximate (Bayesian) measurement invariance test: A cross-country illustration with a scale to measure 19 human values, *Frontiers in Psychology*, 5 (982), 1-10. DOI: 10.3389/fpsyg.2014.00982 (IF=2.09; 2018)
- (18) Zhu, J. R., Dholakia, U., Chen, X. & Algesheimer, R. (2011): Does Online Community Participation Foster Risky Financial Behavior? *Journal of Marketing Research*, 49 (3), 394-407. (IF=3.85/2018; NCSI=0; NCGS=0).
- SSRN's TOP 10 download list for "MKTG: Consumer Decision Making & Search (Topic)", "MKTG: Consumer Information Processing (Topic)", "MKTG: Customer Relationship Management (Topic)", "MKTG: Group & Interpersonal Influence on Consumer Behavior (Topic)", "MKTG: Personality & Individual Differences (Topic)", "MKTG: Sector-Specific Research (Topic)", "Behavioral Marketing eJournal", "Managerial Marketing eJournal" and "Quantitative Marketing eJournal", September 2011 - August 2014.
- (17) Algesheimer, R.; Dholakia, U. & Gurău, C. (2011): Virtual Team Performance in a Highly-Competitive Environment, *Group and Organization Management*, 36 (2), 161-190. (IF=2.62/2018; NCSI=0; NCGS=0).
- SSRN's Top 10 download list for "ERN: Team Theory", December 2010, for "Information Systems & Economics eJournal" and "Organizations & Markets: Personnel Management eJournal", January 2011.
- (16) Algesheimer, R.; Borle, S.; Dholakia, U. M. & Singh, S. (2010): The Impact of Customer Community Participation on Customer Behaviors: An Empirical Investigation, *Marketing Science*, 29 (4), 756-769. (IF=2.79/2018; NCSI=1; NCGS=4).
- SSRN's Top 10 download list for "MKTG: Consumer Decision Making & Search (Topic)", "MKTG: Internet Marketing & E-Commerce (Topic)", "MKTG: Marketing Other (Topic)" and "MKTG: Marketing Strategy (Topic)", January 2011, "Quantitative Marketing", December 2009, for "MRN Marketing Network", December 2009, for "Marketing Other", December 2009 and for "Behavioral Marketing and Managerial Marketing", December 2009.
- (15) Dholakia, U.; Blazevic, V.; Wiertz, C. & Algesheimer, R. (2009): Communal Service Delivery: How Customers Benefit from Participation in Firm-Hosted Virtual P3 Communities, *Journal of Service Research*, 12 (2), 208-226. DOI: 10.1177/1094670509338618 (IF=6.84/2018; NCSI=2; NCGS=4)
- Finalist for the 2010 Journal of Service Research Best Article Award sponsored by IBM.
- (14) Algesheimer, R. & Gurău, C. (2008): Introducing Structuration Theory in Communal Consumption Behavior Research, *Qualitative Market Research - An International Journal*, 11 (2), 227-245. (IF=0.98/2018; NCSI=0; NCGS=8)
- (13) Algesheimer, R. & Dholakia, U. (2006): Do Customer Communities Pay Off? *Harvard Business Review*, November, 2006, 26-28. (IF=4.37/2018; NCSI= 6; NCGS=19)
- (12) Algesheimer, R.; Herrmann, A. & Dimpfel, M. (2006): Die Wirkung von Brand Communities auf die Markenloyalität, *Zeitschrift für Betriebswirtschaft*, 76 (9), 933-958. (IF= not listed; NCSI=0; NCGS=11)
- (11) Riesenbeck, H.; Herrmann, A.; Heitmann, M. & Algesheimer, R. (2006): An Approach to Profit-Maximizing Product Design on the Basis of the Platform Concept, *International Journal of Quality and Reliability Management*, 23 (7), 788-806. (IF=not listed; NCSI=0; NCGS=3)
- (10) Herrmann, A.; Huber, F.; Algesheimer, R. & Tomczak, T. (2006): An Empirical Study of Quality Function Deployment on Company Performance, *International Journal of Quality and Reliability Management*, 23 (4), 2006, 345-366. (H-Index 70, 2018; NCSI=0; NCGS=10)
- Winner of the "Best Paper of the Year Award 2006" among all publications in the International Journal of Quality and Reliability Management 2006.
- (9) Algesheimer, R. & von Wangenheim, F. (2006): A Network Based Approach to Customer Equity Management, *Journal of Relationship Marketing*, 5 (1), 39-57. (H-Index 20, 2018; NCSI=0; NCGS=11)
- (8) Algesheimer, R.; Dholakia, U. & Herrmann, A. (2005): The Social Influence of Brand Community: Evidence from European Car Clubs, *Journal of Marketing*, 69 (3), 19-34. DOI: 10.1509/jmkg.69.3.19.66363 (IF=7.33, 2018; NCSI= 79; NCGS=241)

- Winner of the “Best Paper of the Year Award” by the Association of University Professors of Management in Germany, 2006.
  - Nominated for the Prix Jubilé by the Académie Suisse des Sciences Humaines et Sociales 2006.
  - SSRN’s Top 10 download list for “Behavioral Marketing Recent Hits” March and April 2004.
- (7) Gutsche, J.; Herrmann, A.; Huber, F.; Kressmann, F. & Algesheimer, R. (2005): Die Wirkung funktionaler, emotionaler und relationaler Nutzendimensionen auf die Produktwahl – eine dynamische Analyse, *Zeitschrift für betriebswirtschaftliche Forschung*, 57 (8), 2005, 638-657. (IF=not listed; NCSI=0; NCGS=2)
  - (6) Mahajan, V.; Herrmann, A.; Algesheimer, R.; Schmid, B. & Huber, F.: Unternehmenserfolg durch E-Business. Grundmodell, empirische Befunde und Implikationen, *Journal für Betriebswirtschaft*, 2 (June), 2004, 140-157. (IF= not listed; NCSI=0; NCGS=1)
  - (5) Magin, S.; Herrmann, A.; Huber, F. & Algesheimer, R. (2003): Brand Personality and Loyalty. Theoretical Approach and Findings of a Causal Analytical Study of Internet Service Providers, *The Electronic Markets Journal*, November 13 (4), 294-308. (IF=3.818, 2018; NCSI=0; NCGS=18)
  - (4) Eppler, M.; Algesheimer, R. & Dimpfel, M. (2003): Quality Criteria of Content-Driven Websites and Their Influence on Customer Satisfaction and Loyalty: An Empirical Test of an Information Quality Framework, *Proceedings of the 8th MIT Information Quality Conference*, 108-120. (IF=not listed; NCSI=0; NCGS=15)
  - (3) Dimpfel, M.; Habann, F. & Algesheimer, R. (2002): Real Option Theory, Flexibility, and the Media Industry, *The International Journal on Media Management*, 4 (4), 261-272. (IF1.49, 2018; NCSI=0; NCGS=0)
  - (2) Dimpfel, M. & Algesheimer, R. (2002): Die Rolle von Realloptionen im Rahmen von M&A Aktivitäten in der Medienindustrie, *M&A Review*, 8/9, 439-445. (IF=not listed; NCSI=0; NCGS=0)
  - (1) Dimpfel, M. & Algesheimer, R. (2002): Real-Options Theory and Multi-Project Management, *Journal für Betriebswirtschaft*, 5-6, 243-250. (IF= not listed; NCSI=0; NCGS=0)

### Other articles (6)

- (6) Algesheimer, R. & Meierer, M. (2011): Communities als Marketing-Instrument, *UZH Business Insight*, Nr. 1 (September), 22-25.
- (5) Algesheimer, R. & Leitl, M. (2007): Unternehmen 2.0, *Harvard Business Manager*, June 2007, 89-98.
  - Reprint in: Manager Magazin online, June 20th, 2007, <http://www.manager-magazin.de/harvard/o,2828,483894,00.html>.
- (4) Herrmann, A.; Algesheimer, R. & Heitmann, M. (2005): Brand Community Management – Ansatz für eine netzwerkorientierte Perspektive im Marketing, *Thexis*, 3, 2005, 6-10.
- (3) Algesheimer, R. & Dimpfel, M.: Book Review to Floch, Jean-Marie: Semiotics, Marketing and Communication. Beneath the Signs, the Strategies, *The International Journal on Media Management*, 4 (3), 190-191.
- (2) Algesheimer, R. (2001): Manipulation trotz(t) CRM, *Kommunikation*, 5, 2001.
- (1) Kroll, E.; Algesheimer, R. et al. (1999): Projekte in der 1. Phase der Lehrerausbildung – eine nützliche (notwendige?) Voraussetzung für die Projektmethode im Mathematikunterricht, *Der Mathematikunterricht*, 6, 1999.

### Monographs (2)

- (2) Brand Communities – Begriff, Grundmodell, Implikationen, Wiesbaden: Gabler, 2004.
  - Rewarded with the 2nd rank of the “Science Award of the Year” by the Association of Marketing Professors in Germany, 2004.
- (1) Wizoo Guide Shareware Studio PC, Cologne: MM-Verlag, 1998.

## Edited Volumes (1)

- (1) Algesheimer, R., Fruth, N. & Tanase, R. (eds.): Giant Growth, [www.giantgrowth.ch](http://www.giantgrowth.ch), 2016.

## Book Chapters (7)

- (7) Ciecuch, J., Davidov, E., Schmidt, P., Algesheimer, R. (2016). The assessment of cross-cultural comparability, In Wolf, C., Joye D., Smith T. W. and Y.-C. Fu (eds.), The SAGE Handbook of Survey Methodology, Los Angeles London New Delhi: Sage, 628-646.
- (6) Dholakia, U. & Algesheimer, R. (2010): Brand Community, In Bagozzi, R. and A. Ruvio (eds.), Consumer Behavior - Wiley International Encyclopedia of Marketing Vol 3, New York: John Wiley, 9-18, DOI: 10.1002/9781444316568.wiem03050
- (5) Herrmann, A., Algesheimer, R., Landwehr, J. & Huber, F. (2010): Management von Kundenbeziehungen durch Brand Communities, In Georgi, D. und K. Hadwich (eds.): Management von Kundenbeziehungen. Perspektiven - Analysen - Strategien - Instrumente, Wiesbaden: Gabler, 469-484.
- (4) Algesheimer, R. & von Wangenheim, F. (2006): A Network Based Approach to Customer Equity Management, In Bejou, D. and G. R. Iyer (eds.): Capturing Customer Equity. Moving from Products to Customers, Haworth Press, 39-57.
- (3) Algesheimer, R. & Herrmann, A. (2005): Zur Bedeutung von Brand Communities für das Marketing, In Esch, F.-R. (eds.): Moderne Markenführung, 4. Aufl., Wiesbaden: Gabler, 747-763.
- (2) Algesheimer, R.; Herrmann, A. & Dimpfel, M. (2004): Exchange and Exchange Relationships, In Stanoevska, K. (ed.): Digital Economy - Anspruch und Wirklichkeit, Berlin et al.: Springer, 111-126.
- (1) Algesheimer, R.; Herrmann, A. & Dimpfel, M. (2004): Konsumenteninteraktionen - Relevanz und Implikationen, in: Bauer, H.H., Rösger, J. und M. M. Neumann, (eds.), Konsumentenverhalten im Internet, München: Vahlen, 173-188.

## Refereed conference presentations (80)

- (80) The Green Gap: Why We Would Like To, But We Do Not Behave Sustainable, Informs Marketing Science Conference, Durham, 2020 (together with Radu Tanase, Debora Costa).
- (79) The Effect Of Non-reciprocal Behavior On Community Participation: The Threat Of Inactive Members For Online Brand Communities, Informs Marketing Science Conference, Durham, 2020 (together with Jeroen Van den Ochtend, Jacob Goldenberg).
- (78) Will it Spread? The Role of Consumer Susceptibility in the Diffusion Process, Informs Marketing Science Conference, Durham, 2020 (together with Radu Tanase, Manuel Sebastien Mariani, Zhao Yang).
- (77) Social Influence for Customer Development: The Moderating Impact of Product Experience, 2020 EMAC Conference, Budapest, 2020 (together with Jeroen van Ochtend, Markus Meierer).
- (76) Searching for individuals whose early adoptions signal future success in a nationwide socio-economic system, European Conference in Social Networks, Zurich, Switzerland, 2019 (together with M. Mariani, C. Tessone).
- (75) Social Influence in the presence of homophily: Method-comparison across multiple scenarios, International Conference on Computational Social Science (IC2S2), Amsterdam, Netherlands, 2019 (together with J. Van den Ochtend, R. Gui, M. Meierer).
- (74) Birds of a feather flock together: Distinguishing social influence from shared personality traits, European Marketing Academy Annual Conference (EMAC), Hamburg, Germany, 2019 (together with J. Van den Ochtend, R. Gui, M. Meierer).
- (73) The differential effect of social and content related user generated content on customer acquisition, INFORMS Marketing Science Conference 2019, Rome, Italy, 2019 (together with Z. Yang, R. Tanase).
- (72) Discoverers of success in temporal networks: identification, socio-economic characterization, and predictive applications, NetSci 2019, Burlington, Vermont, USA, 2019 (together with M. Mariani, C. Tessone).
- (71) Employees' Pricing Power and its Impact on Customers' Acceptance of Dynamic Pricing, To be presented at the 2020 EMAC Conference, Budapest, 2020 (together with Julia Wamsler, Martin Natter).
- The influence of basic human values on attitudes towards immigrants among school children in Switzerland and Poland, 8th Conference of the European Survey Research Association, Zagreb, Croatia, 2019 (together with C. Becker, E. Davidov, J. Ciecuch, M. Kindschi, H. Rauhut, A. Ehlert).
- (70) Predicting Success in Socio-Economic Systems Through Selected Individuals, To be presented at the 2019 4<sup>th</sup> European Conference on Social Networks, Zurich, 2019 (together with Manuel Mariani, Claudio Tessone).
- (69) Predicting Success in Socio-Economic Systems Through Selected Individuals, Network Science Conference, Vermont USA, 2019 (together with Manuel Mariani, Claudio Tessone).
- (68) Social Influence in the Presence of Homophily: Method-Comparison Across Multiple Scenarios, To be presented at the 2019 International Conference on Computational Social Science (IC2S2 2019), Amsterdam, 2019 (together with Jeroen van Ochtend, Raluca Gui, Markus Meierer).
- (67) Switch or Repeat? The Hidden Effect of Social Influence on Purchase Behavior, To be presented at the 2019 ISMS Marketing Science Conference, Rome, 2019 (together with Radu Tanase (speaker)).
- (66) News Consumption on Social Media: When do we actually read the news that we like? To be presented at the 2019 EMAC Conference, Hamburg, 2019 (together with Andrea Bublitz (presenter), Anne Scherer).
- (65) REndo: An R package to address endogeneity without external instrumental variables, useR!, Toulouse, France, 2019 (together with: R. Gui, M. Meierer).

- (64) News consumption on social media: Uninformed but unaware, APA Technology, Mind & Society, Washington, USA, 2019 (together with: A. Bublitz, A. Scherer).
- (63) Belief updating bias in interactions with artificial agents, EMAC Doctoral Colloquium, Hamburg, Germany, 2019 (together with C. Candrian, A. Scherer)
- (62) News Consumption on Social Media: When do we actually read the news that we like? To be presented at the 2019 SPSP Convention, Portland, US, 2019 (together with Andrea Bublitz (presenter), Anne Scherer).
- (61) News Consumption on Social Media: When do we actually read the news that we like? Presented at the 2nd EMAC Junior Faculty & Doctoral Student Research Camp, Vienna, Austria, 2019, (together with Andrea Bublitz (presenter), Anne Scherer).
- (60) Consumption on Social Media: When do we actually read the news that we share? Presented at the EMAC 31st Doctoral Colloquium, Glasgow, United Kingdom, 2019 (together with Andrea Bublitz (presenter), Anne Scherer).
- (59) Individual Customer Lifetime Values with R: The CLVTools Package, In: Swiss Statistics Seminars. 2018 (together with Patrick Bachmann (presenter), Markus Meierer, Jeffrey Näf).
- (58) The Impact of Private Information and Social Influence on Consumer Behavior, In: IC2S2. 2018 (together with: Jeroen Van den Ochtend (presenter), Markus Meierer).
- (57) Human Values in the European Social Survey 2002-2015. How should we analyze country differences and what have we learned about them? Scientific conference of the Research Training SOCLIFE at the Institute of Sociology and Social Psychology, Cologne 2017. (together with Jan Ciecuch, Eldad Davidov, Peter Schmidt).
- (56) Idiosyncratic correlations and non-Gaussian distributions in network data, In: Conference on Complex Systems 2017 (together with Claudio Tessone (presenter))
- (55) Human values in the European Social Survey: 2002 - 2015., In: How should we analyze country differences and what have we learned about them? 2017 (together with: Jan Ciecuch, Eldad Davidov, Peter Schmidt).
- (54) The impact of customers' minor ethical transgression: an empirical analysis, SSSTC Workshop on Big Data Research, Zhejiang University, Hangzhou/China, 2017, (together with Zhao Yang and Utpal Dholakia).
- (53) Social Influence on cross-buying: The importance of private and social information, European Marketing Academy Conference (EMAC), Groningen, 2017, (together with Jeroen van den Ochtend and Markus Meierer).
- (52) Instant Customer Base Analysis: Re-assessing the performance of managerial heuristics, Marketing Science Conference, Los Angeles, 2017, (together with Patrick Bachmann and Markus Meierer).
- (51) Zooming in on the international take-off of new products, Marketing Science Conference, Los Angeles, 2017, (together with Margot Löwenberg and Markus Meierer).
- (50) Interpreting social network studies, 1<sup>st</sup> Symposium on Network Science, University of Zurich, 2016, (together with Claudio Tessone).
- (49) Social influence on Cross-selling: The importance of private and social signals, Lehrstuhltreffen Universität St. Gallen, 2016 (together with Jeroen Van den Ochtend, Markus Meierer).
- (48) Understanding Moderators of Peer Influence for Engineering Viral Marketing Seeding Simulations and Strategies, International Conference on Information Systems, Dublin, Ireland, 2016, (together with Daning Hu, Jiaqi Yan, and Markus Meierer).
- (47) A Comparative Analysis of Community Detection Algorithms on Artificial Networks, Network Science Conference, Seoul, 2016, (together with Zhao Yang and Claudio J. Tessone).
- (46) Time-varying covariates in the Pareto/NBD model, Marketing Science Conference, Shanghai, 2016, (together with Patrick Bachmann and Markus Meierer).

- (45) The dynamic influence of relational and transactional marketing efforts on salesperson performance, Marketing Science Conference, Shanghai, 2016, (together with Margot Löwenberg and Markus Meierer).
- (44) The Dynamic Effects of Relational and Transactional Marketing Efforts on Salesperson Performance, European Marketing Academy (EMAC) Annual Conference, Oslo, Norway, May 2016, (together with Loewenberg, Margot; Meierer, Markus).
- (43) Identifying influential individuals from time-varying social interactions, In: Network Science. 2016, (together with: Radu Petru Tanase, Claudio Tessone).
- (42) Product Adoption Within the Existing Customer Base: The Importance of Private and Social Signals, European Marketing Academy (EMAC) Annual Conference, Oslo, Norway, May 2016, (together with: Van den Ochtend, Jeroen; Meierer, Markus).
- (41) A generalization of exponential random graph models for multiple networks, Sunbelt, Newport Beach, 2016, (together with Abel Camacho Guardian, and Claudio Tessone).
- (40) The influence potential. A new approach to identify influential individuals from time-varying social interactions, Network Science-X, Warsaw, 2016, (together with Radu Tanase, and Claudio Tessone).
- (39) Be central. Stay central. A new approach to study time varying social interactions, European Conference on Computational Systems, Tempe, 2015, (together with Radu Tanase, and Claudio Tessone).
- (38) A generalization of exponential random graph models for multiple networks, International Conference on Computational Social Science, Helsinki, 2015, (together with Abel Camacho Guardian, Radu Tanase, and Claudio Tessone).
- (37) Fraud behaviour on an online shopping platform, International Conference on Computational Social Science, Helsinki, 2015, (together with Zhao Yang, Radu Tanase and Claudio Tessone).
- (36) The role of seasonality in CLV estimation, Marketing Science Conference, Baltimore, 2015, (together with Patrick Bachmann and Markus Meierer).
- (35) Exact versus approximate measurement invariance: Theoretical overview and empirical examples, 13th European Conference on Psychological Assessment, Zurich, 2015, (together with Jan Cieciuch and Eldad Davidov).
- (34) Testing for approximate measurement invariance of the human values scale in the European Social Survey: 2002 - 2012, Meeting of the Working Group Structural Equation Modeling, Berlin, 2015, (together with Jan Cieciuch, Eldad Davidov and Peter Schmidt).
- (33) Comparing results of measurement invariance testing: detecting local misspecification and approximate measurement invariance. An illustration with the value scale across eight countries, Meeting of the Working Group Structural Equation Modeling, Frankfurt, 2014, (together with Jan Cieciuch, Eldad Davidov and Peter Schmidt).
- (32) Testing for measurement invariance of the PVQ-RR scale with the alignment optimization, 6th European Congress of Methodology, Utrecht, 2014, (together with Jan Cieciuch, Eldad Davidov, Peter Schmidt, Constanze Beierlein and Shalom H. Schwarz).
- (31) Testing for cross-country measurement invariance of the PVQ-21 with the European Social Survey (ESS) data using the alignment optimization, 22nd International Congress of International Association for Cross-Cultural Psychology, Reims, 2014, (together with Jan Cieciuch, Eldad Davidov and Peter Schmidt).
- (30) How to predict customer value? A comparison of state-of-the art approaches for non-contractual business settings, Marketing Science Conference, Atlanta, 2014, (together with Patrick Bachmann and Markus Meierer).
- (29) Interdependence of Online Community Success Factors - Evidence from Panel VAR, Marketing Science Conference, Atlanta, 2014, (together with Christine Geser and Florian von Wangenheim).
- (28) The Differential Impact of Fraudsters on an Online Social Platform, Marketing Science Conference, Atlanta, 2014, (together with Zhao Yang).

- (27) Drivers of salespersons' performance development, Marketing Science Conference, Atlanta, 2014, (together with Margot Löwenberg and Markus Meierer).
- (26) Successfully Implementing Change in Market Driven Organizations, Marketing Science Conference, Istanbul, 2013, (together with Martin Kindschi and Markus Meierer).
- (25) Effect of New Product Introduction and Cannibalization for Multi-Brand Companies, INFORMS Marketing Science Conference, Istanbul, 2013 (together with Xin-Yu Zhou and Florian Stahl).
- (24) Does Salesperson Prioritization Pay Off?, INFORMS Marketing Science Conference, Istanbul, 2013 (together with Margot Löwenberg and Markus Meierer).
- (23) The Impact of Firm Strategy on Employee Performance, European Marketing Academy (EMAC), Lisbon, 2012, (together with Martin Kindschi and Markus Meierer).
- (22) New Product Introduction and Cannibalization for Multi-Brand Companies, INFORMS Marketing Science Conference, Boston, 2012 (together with Xin-Yu Zhou and Florian Stahl).
- (21) The International Takeoff of New Services, INFORMS Marketing Science Conference, Boston, 2012 (together with Margot Löwenberg and Markus Meierer).
- (20) The International Takeoff of New Services, European Marketing Academy (EMAC), Lisbon, 2012 (together with Margot Löwenberg and Markus Meierer).
- (19) Applying Conditional Three-Level Nonlinear Growth Curve Modeling to Innovation Diffusion, INFORMS Marketing Science Conference, Houston, 2011 (together with Margot Löwenberg and Markus Meierer).
- (18) An Empirical Model of Individual's Growth in Achievement Over Time Under Changing Group Affiliations, INFORMS Marketing Science Conference, Houston, 2011 (together with Leif Brandes, Markus Meierer, Egon Franck).
- (17) The Impact of Preannouncements on Customer Retention and Acquisition, European Marketing Academy (EMAC), Ljubljana, 2011 (together with Florian Stahl, Markus Meierer).
- (16) The Surprising Effects of Self-Selection in Customer Communities: Results from a Long-Term Field Investigation, European Marketing Academy (EMAC), Copenhagen, 2010 (together with Sharad Borle, Siddharth Singh, Utpal Dholakia).
- (15) The Long-Term Effects of Joining and Participating in Customer Communities, European Marketing Academy (EMAC), Brighton, 2008 (together with Utpal Dholakia).
- (14) Participation in Service Support Communities, Frontiers in Services Conference, San Francisco/US, 2007, (together with: Utpal Dholakia, Caroline Wiertz, Vera Blazevic).
- (13) The Determinants of Participation in Technical Support Customer Communities, European Marketing Academy (EMAC) Annual Conference, Reykjavik/Iceland, 2007, (together with: Utpal Dholakia, Caroline Wiertz, Vera Blazevic).
- (12) The Long-Term Effects of Joining and Participating in Customer Communities, Marketing Science Institute (MSI) Conference, Minneapolis, 2007 (together with Utpal Dholakia).
- (11) Linking Communal Consumption Theory to Methodology, The European Institute for Advanced Studies in Management (EIASM), Workshop on Interpretive Consumer Research, Marseilles/France, 2007.
- (10) The Long-Run Impact of Brand Community Participation on Customers, Academy of Consumer Research, North American Conference, Orlando/USA, 2006, (together with: Dholakia, U.).
- (9) The Impact of Customer Community Participation on Online Auction Outcomes: Evidence from a Large-Scale Field Experiment, INFORMS Marketing Science Conference, Pittsburgh/USA, 2006, (together with: Dholakia, U.).
- (8) The Impact of Brand Community Participation on Auction Behavior: Evidence from a Large-Scale Field Experiment, INFORMS Annual Meeting Conference, Pittsburgh/USA, 2006, (together with: Dholakia, U.).



- (7) Der Einfluss von Brand Communities auf die Markenloyalität - eine dynamische Analyse in der Automobilbranche, VHB Pfingsttagung 2005, Kiel, 2005.
- (6) Satisfaction, Trust, and Commitment as Antecedents of Customer Loyalty - a Dynamic Analysis, Academy of Marketing Science, (together with: Johnson, M. D./Herrmann, A./Schaffner, D.), Tampa/FL, USA, 2005.
- (5) Quality Criteria of Content-Driven Websites and Their Influence on Customer Satisfaction and Loyalty: An Empirical Test of an Information Quality Framework, in: Proceedings on the 8th MIT Information Quality, 2003, (together with: Eppler, M./Dimpfel, M.).
- (4) The Contribution of Real Options Theory to the Flexibility Management in Media Companies, in: 5th World Media Conference. Media Firms: Structures, Operations, and Performance, Turku School of Economics and Business Administration, Turku/Finland, 2002, (together with: Dimpfel, M./Habann, F.).
- (3) Real Options Theory and the Broadcasting Industry - A Conceptual Outline for Potential Application Areas, International Workshop on Real Options, Turku/Finland, 2002, (together with: Dimpfel, M.).
- (2) Action Flexibility or the Option to Use Real Options - A Neo-Institutional Economics Perspective, 6th Annual International Conference on Real Options, Cyprus, 2002, (together with: Dimpfel, M.).
- (1) HBCI - eine sichere Plattform nicht nur für Online-Banking, in: Horster, P. (eds.): Sicherheitsinfrastrukturen, Vieweg-Verlag, Hamburg, pp. 109-121, 1999, (together with: Hühnlein, D.).

## Keynote Presentations

- 2020 "Auf Spurensuche im Digitalen Datennetz", Vortrag in der Seniorenuniversität, University of Zurich.
- 2019 Workshop on Social Influencer, IDC Herzlyya Business School.
- 2018 Creation of the Marketing-Group-Zurich.com group and website.
- 2018 Interview with Marc Walder, CEO Ringier Group, THE PIIK Gipfelblick, University of Zurich, November 2018.
- 2017 "[Wissen Supermarkt-Regale mehr über uns als wir selbst?](#)", UZH Talks, University of Zurich, December 2017.
- 2017 "Managing Social Complexity. Addressing Grand Challenges under the Conditions of Digitalization", University of Zurich, December 2017.
- 2017 "URPP Social Networks", SwissNex Network, University of Zurich, December 2017.
- 2017 Interview with Herbert Bolliger, CEO Migros, THE PIIK Gipfelblick, University of Zurich, November 2017.
- 2017 "Digital Transformation - Challenges and Steps", Advisory Board Meeting, University of Zurich, January 2017.
- 2016 "Auf Digitaler Spurensuche", Vortrag in der Kinderuniversität, University of Zurich.
- 2016 "Looking Behind the Curve - How the Digital Transformation is Transforming the Swiss Landscape", THE PIIK, Lenzerheide, April 2016.
- 2014 "Key Informant Models for Measuring Group-Level Variables in Small Groups", Kolloquium Soziologie, ETH Zürich, April 2014.
- 2014 "Writing, reading and handling reviews", University of St. Gallen, Rorschach, August 2014.
- 2014 "Challenges and Opportunities of Social Media", University of Zurich, Zurich, April 2014.
- 2013 "Data is the oil of the 21st century", Social Executive's Lounge, co&co, Lithium, Zürich, Juni 2013.
- 2012 "[UZH Business Leaders Insight | Der Universitäre Forschungsschwerpunkt \(UFSP\) - Soziale Netzwerke](#)", University of Zurich, June 2012.
- 2010 "Wissenschaft für den Beruf. Hochschullehre zwischen wissenschaftlichem Anspruch und Arbeitsmarktbefähigung", Hochschuldidaktik über Mittag, University of Zurich, März 2010.
- 2009 "Irrationales, menschliches Konsumverhalten", SGG Lunch-Forum, SGG Bingen, August 2009.
- 2008 "A Framework for Assessing Construct Validity and Predictive Validity in Small Group Research".  
Cass School of Business, London City University, December 2008.  
Brunel Business School, Brunel University, December 2008.
- 2007/08 "Bowling Together: The Revitalization of Society in Marketing. A Multilevel Multi-Trait-Multi-Method Analysis".  
WHU Vallendar, March 2008.  
University of Zurich, December 2007.
- 2007 "Netzwerkorientierung in Kommunikation und Marketing", presentation to marketing and communication managers of selected DAX30-companies, organized by Virtual Identity AG, München, May 2007.
- 2006/07 "The Impact of Customer Community Participation on Online Auction Outcomes: Evidence from a Large-Scale Field Experiment".  
Montpellier Business School, March 2007.  
Euromed Marseille, February 2007.

University of Passau, December 2006.  
University of Wuppertal, July 2006.  
University of Frankfurt, May 2006.

- 2006 „Corporate Community Management“, Branding Institute Summer Academy, Bern, August 2006.
- 2006 „Market Research 2006“, HWZ Zürich, July 2006.
- 2006 “Network Customer Lifetime Value”, presentation at closed expert meeting with OpenBC managers, January 2006.
- 2005 “Der Einfluss physiologischer Merkmale auf das Kaufverhalten”, informal presentation with Jung von Matt and Manor managers, Zurich, December 2005.
- 2005 “The Return on Investments in Community”, Humboldt-University Berlin, November 2005.
- 2005 “The Social Influence of Communication between Community Members on Trading Behavior and Perceptions Regarding eBay”, ISU-Forschungsseminar, University of Zurich, November 2005.
- 2005 “The Impact of Communications with Community Members on Trading Behavior and Perceptions Regarding eBay”, eBay International Community Summit 2005, Berlin, October 2005.
- 2005 “Wertschöpfung im Wandel”, Rotary Club Zurich, Zurich/Switzerland, October 2005.
- 2005 “Customer Community Marketing Programs: Lessons from the Field”, Word of Mouth Conference, Hamburg, October 2005.
- 2005 „Die Welt zwischen Micro und Macro“, inaugural lecture, University of Zurich, Zurich, May 2005.
- 2005 „Social Influence“, IEW Forschungsseminar of Ernst Fehr, University of Zurich, Zurich, April 2005.
- 2005 “Lernen in Eigenregie - Vom Zuhörer zum Initiator“, eLearning-Forum, University of Zurich, April 2005.
- 2005 „Marktforschung 2005“, IbbF Alumni Club, University of Zurich, Zurich/Switzerland, January 2005.
- 2005 “Trends im Konsumentenverhalten”, Infobridge Executive Roundtable, Zurich, January 2005.
- 2005 “Return on Community Investments”, presentation and closed discussion with eBay executives, eBay Germany, February 2005.
- 2004 “Centripetal and Centrifugal Forces within a Brand Community”, Guest Speaker Series, University of Dortmund, Dortmund, November 2004.
- 2004 “Interplay of Brand and Brand Community”, ISU Research Seminar Series, University of Zurich, Zurich, November 2004.
- 2004 „Marktgerechte Leistungsgestaltung von Produkten mittels Conjoint Measurement“, ETH Fokusprojekt, ETH Zurich, Zurich, November 2004.
- 2004 „The Business Implications of Facilitating Customer Communities“, informal presentation at the eBay Live Conference to eBay executives, New Orleans/USA, 2004.
- 2003 “Conjoint Measurement als Methode zur marktgerechten Leistungsgestaltung von Produkten“, SCGA-Seminars on „Innovation - Digitales Produkt“, ETH, Zurich, 2003.
- 2001 „CRM. Anspruch und Wirklichkeit“, Internet Expo iEx 2001, Zurich.
- 2000 „Internet und persönliche Beziehungen“, SMC-Regionanlass, Arbon, 2000.

## Academic services

### I. Editorial board memberships:

- *Journal of Marketing*, 2011 – 2016

### II. Reviewer for:

- *Marketing Science*
- *Journal of Marketing*
- *International Journal of Research in Marketing*
- *Journal of Interactive Marketing*
- *Organizational Behavior and Human Decision Processes*
- *Journal of Consumer Psychology*
- *Group & Organization Management*
- *Journal of Brand Management*
- *Electronic Markets, The International Journal on Media Management*
- *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung*
- *AMA summer educator's conference*
- *AMA winter conference*
- *EMAC – European Marketing Academy Annual Conference*
- *Academy of Marketing Science Annual Conference*
- *Academy of Marketing Annual Conference*
- *HICSS Annual Conference*

### III. Served as reviewing expert for:

- *SNF – Swiss National Science Foundation*
- *Österreichische Akademie der Wissenschaften*
- *Israel Science Foundation*

### IV. Program committee member:

- The International Conference on Computational Social Science, Helsinki 2015.

### V. Frequently served as session chairs at:

- The *European Marketing Academy Conferences (EMAC)* and *INFORMS Marketing Science conferences*.

### VI. Committee member:

2019	Selection committee: Full Professor in Marketing, University of Geneva.
2019	Selection committee: Assistant Professor in Marketing, University of Zurich.
2015	Selection committee: Assistant Professor in Quantitative Marketing, University of Zurich.
2015	Selection committee: Professor ad personam in Economics, University of Zurich.
2015	Habilitation committee of Dr. Andreas Blöchlinger, University of Zurich.
2014	Selection committee: Professor in Marketing, University of Zurich.
2014	Chairman, selection committee: 1 x Assistant Professor in Network Science, University of Zurich.
2013	Chairman, selection committee: 2 x Assistant Professor in Quantitative Marketing, University of Zurich.
2013	Chairman, selection committee: Assistant Professor in Marketing Management, University of Zurich.

2013	Selection committee: Assistant Professor with Tenure Track in Marketing, University of Zurich.
2009-2013	“Forschungskommission” (Research Committee) at the University of Zurich.
2009-2013	“Nachwuchsförderungskommission” (Committee for Academic Career Development), at the University of Zurich.
2009-2013	Stiefel-Zangger-Stiftung, Aktuar.
2013	Tenure committee: Assistant Professor in Quantitative Marketing, University of Zurich.
2011	Selection committee: Professor for Technology Marketing, ETH Zurich, 2011.
2011	Selection committee: Ordinarius Marketing, University of St. Gallen, 2011.
2011	Selection committee: Tenure Track Assistant Professorship in Applied Statistical Methods in Management and Economics, HEC Lausanne, 2011.
2010 – 2011	Chairman, selection committee: Assistant Professor in Quantitative Marketing with Tenure Track, University of Zurich.
2010	Selection committee: Ordinarius Behavioral Economics, University of Zurich.
2007	Constituting commission for tenure-track assessments at the University of Zurich.

## Professional Affiliations

AMA	American Marketing Association
INFORMS	Institute for Operations Research and the Management Sciences
NetSci	Network Science
SAMS	Swiss Academy of Marketing Science
Oec@UZH	Alumni University of Zurich
VHB	Verband deutscher Hochschullehrer für Betriebswirtschaft