

# Curriculum Vitae - Prof. Dr. René Algesheimer

## Contact Information

Chair of Marketing for Social Impact  
Director of the University Research Priority Program (URPP) on Social Networks (2013-2024)

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Google Scholar: <http://scholar.google.com/citations?user=3vljppUAAAAJ>  
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Hirsch-Index: 28  
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## Short Profile

René Algesheimer has been the Chair of Marketing for Social Impact (Ordinarius) at the University of Zurich since 2009, director of the University Research Priority Program on Social Networks from 2013-2024, and founder of The PIK since 2016. His research interests lie in studying human values, consumer well-being and social (influence) processes for 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 an individual's behavior and in reverse how an 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 human values. René 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 *Nature Human Behavior*, *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 (M.Sc.), 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 (B.Ed.).
- 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

05/2025-	UNIVERSITY OF ZURICH, SWITZERLAND Executive MBA, Executive Board Member
08/2019-	UNIVERSITY OF ZURICH, SWITZERLAND Affiliate Scholar at the Jacobs Center of Productive Youth Development.
2013-2024	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, since 2024: Marketing for Social Impact.
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

- 2025 2025 EMAC-Sheth Foundation Sustainability Research Competition for the paper “The Hidden Costs of Social Media Advertising: Backfire Effects on Product Returns and Environmental Impact in e-Commerce”, together with (Katherine Rother, Radu Tanase, and Isabelle Engeler).
- 2025 Impact Award, by the University of Zurich, for the master thesis of our student Hui Zhang “Seeding interventions to increase participation in voluntary environmental programs».
- 2024 Impact Award, by the Swiss Academy of Marketing Science Conference (SAMS), for the paper “The Price of Guilt: How cost influences the purchase of voluntary carbon offsets and their emotional outcomes”, Lucerne/CH, (together with Katherine Rother, Martin Natter, Radu Tanase and Luxi Shen).
- 2022 Stanley C. Hollander Best Retailing Paper Award, by the Academy of Marketing Science, for the paper “Shopping with Voice Assistants: How Empathy Affects Decision-Making Outcomes”, Monterey/CA (together with Alex Mari and Andreina Mandelli).
- 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 (CHF 15'596'937)

2025	Swiss National Science Foundation (SNSF) grant: "Advancing social sensing to trigger the large-scale diffusion of environmental action": Principal Investigator (CHF 376'782)
2024	University of Zurich, ULF Funding line open_innovation, Evidence-Based Framework for Responsible Generative AI Usage in Higher Education (CHF 41'000)
2023	University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games" (CHF 7'600)
2022	University of Zurich, ULF Funding line open_innovation, E-Learning for Business Analytics Made Simple (CHF 40'000)
2022	Competitive Teaching Grant 2022, University of Zurich (CHF 40'000)
2022	Swiss National Science Foundation (SNSF) grant: How individual-level choices drive collective consumer behavior in social networks, Co-Investigator (CHF 596'983)
2022	University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games", (13'000 CHF)
2021	University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games", (12'000 CHF)
2020	University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games", (12'000 CHF)
2020-2022	Swiss National Science Foundation (SNSF) grant: "Identifying Social Influence in the Presence of Latent Homophily": Principal Investigator (CHF 137'072)
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	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)

- 2017 University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games". (12'000 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 PIK" 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)
- 2016 University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games". (12'000 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)
- 2015 University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games". (12'000 CHF)
- 2014 University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games". (12'000 CHF)
- 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)
- 2013 University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games". (12'000 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)
- 2012 University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games". (12'000 CHF)
- 2011 University of Zurich, E-Learning project at Faculty of Economics "Initiative Interaktives Lernen", "Open Games". (12'000 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 (47)

- (47) Raabe, I., Ehlert, A., Algesheimer, R. & Rauhut, H. (2026): Prosocial environments promote individual success: evidence from a school network panel study, *European Sociological Review*, 18/12/2025, <https://doi.org/10.1093/esr/jcaf056>.
- (46) Tanase, R., Algesheimer, R. & Mariani M. (2025): Integrating behavioral experimental findings into dynamical models to inform social change interventions, forthcoming: *Nature Human Behaviour*.
- (45) Mari, A., Algesheimer, R. & Mandelli, A. (2025): AI-Assisted Shopping on Voice Assistants: The Efficiency-Autonomy Consumer Decision Trade-Off, forthcoming: *Journal of Interactive Marketing*.
- (44) Meierer, M., Bachmann, P., Näf, J., Schilter, P. & Algesheimer, R. (2025), Estimating Individual Customer Lifetime Values with R: The CLVTools Package, forthcoming: *Journal of Statistical Software*.
- (43) Mari, A., Mandelli, A. & Algesheimer, R. (2025), Harnessing AI Voice Assistants For Digital Corporate Communication, *Corporate Communication Review*, 1 (1), April, 43-49.
- (42) Daniel, E., Bardi, A., Lee, L., Scholz-Kuhn, R., Elizarov, E., Benish-Weisman, M., Sneddon, J., Ciecuch, J., Knafo-Noam, A., Ramos, A., Vecchione, M., Algesheimer, R., Murcia Alvarez, E., Ben Dror Lankry, A., Rodrigues, R. B., Chomsky, A., Collins, P., Davidov, E., Döring, A., Habermann, S., Katsoty, D., Kindschi, M., Makarova, E., Marsicano, G., Oeschager, T., da Costa, L. P., Tendais, I., Twito-Weingarten, L. (2024). Value incoherence precedes value change: Evidence from value development in childhood and adolescence across cultures. *European Journal of Personality*. Online first. <https://doi.org/10.1177/08902070241289969>.
- (41) Ciecuch, J., Kindschi, M., Davidov, E. & Algesheimer, R. (2024), Peers and Value Preferences Among Adolescents in School Classes: A Social Network and Longitudinal Approach, forthcoming in: *European Journal of Psychology of Education*.
- (40) Hossli, N., Natter, M., & Algesheimer, R. (2024). On the importance of congruence between personal and work values – How value incongruence affects job satisfaction: A multiple mediation model. *International Journal of Wellbeing*, 14(3), 2905. <https://doi.org/10.5502/ijw.v14i3.2905>.
- (39) Mari, A., Mandelli, A. & Algesheimer, R. (2024), Empathic Voice Assistants: Enhancing Consumer Responses in Voice Commerce, in: *Journal of Business Research*, 175, 114566. <https://doi.org/10.1016/j.jbusres.2024.114566>.
- (38) Tanase, R., Algesheimer, R., & Mariani, M. S. (2024). Integrating behavioral experimental findings into dynamical models to inform social change interventions. *SSRN*. <https://doi.org/10.2139/ssrn.4837583>
- (37) Gui, R., Meierer, M., Schilter, P., & Algesheimer, R. (2023), REndo: An R Package to Address Endogeneity Without External Instrumental Variables, in: *Journal of Statistical Software*, vol. 107, Issue 3, 1-43, <https://doi.org/10.18637/jss.v107.i03>.

- (36) Becker, C. C., Davidov, E., Ciecuch, J., Algesheimer, R., & Kindschi, M. (2022), Values and Attitudes Towards Immigrants Among School Children in Switzerland And Poland, in: *Race and Social Problems*, 14(4), 308–325. DOI: 10.1007/s12552-022-09357-4
- (35) Wamsler, J., Natter, M., & Algesheimer, R. (2022), Transitioning to Dynamic Prices: Should Pricing Authority Remain with the Company or be Delegated to the Service Employees Instead?, in: *Journal of Business Research*, 139 (Feb 2022), 1476–1488, DOI: 10.1016/j.jbusres.2021.10.067.
- (34) Ehlert, A., Kindschi, M., Algesheimer, R., & Rauhut, H. (2020), Human social preferences cluster and spread in the field, in: *Proceedings of the National Academy of Sciences PNAS*, 117(37), 22787–22792, DOI: 10.1073/pnas.2000824117.
- (33) Becker, C. C., Davidov, E., Ciecuch, J., Algesheimer, R., & Kindschi, M. (2020), Measuring School Children’s Attitudes Toward Immigrants in Switzerland and Poland, in: *Measurement Instruments for the Social Sciences*, 2(9), 1-14, DOI: 10.1186/s42409-020-00017-0.
- (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: 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*, 10(281), 1–23, DOI: 10.3389/fpsyg.2019.00281. (IF=2.09/2018).
- (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, DOI: 10.1007/s11577-019-00598-7. (IF=0.74/2018).
- (29) Algesheimer, R., Bagozzi, R., & Dholakia, U. (2018): Key Informant Models for Measuring Group-Level Variables in Small Groups: Application to Plural Subject Theory, in: *Sociological Methods and Research*, 47(2), 277-313, DOI: 10.1177/0049124115613782. (IF=3.62/2018).
- (28) Zhang, Z., Liu, L., Wang, H., Li, J., 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, DOI: 10.1016/j.knosys.2018.06.027. (IF=4.39/2018).
- (27) Tanase, R., Tessone, C., & Algesheimer, R. (2018), Identification of Influencers Through the Wisdom of Crowds, in: *PLOS ONE*, 13(7), 1–15, DOI: 10.1371/journal.pone.0200109. (IF=3.54/2018).
- (26) Skimina, E., Ciecuch, J., Schwartz, S. 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*, 74, 42-49, DOI: 10.1016/j.jrp.2018.02.001. (IF=2.85/2018).
- (25) Ciecuch, J., Davidov, E., Algesheimer, R., & Schmidt, P. (2018): Testing for Approximate Measurement Invariance of Human Values in the European Social Survey, *Sociological Methods and Research*, 47(4), 665–686, DOI: 10.1177/0049124117701478. (IF=3.62/ 2018).
- (24) Yang, Z., Algesheimer, R., & Dholakia, U. (2017): When Ethical Transgressions of Customers Have Beneficial Long-term Effects in Retailing: An Empirical Investigation, in: *Journal of Retailing*. 93(4), 420–439, DOI: 10.1016/j.jretai.2017.09.005. (IF=5.48/ 2018).
- (23) 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)

- (22) Cieciuch, 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)
- (21) Cieciuch, J., Davidov, E., Oberski, D. L., & Algesheimer, R. (2015): Testing for Measurement Invariance by Detecting Local Misspecification and an Illustration across Online and Paper-and-Pencil Samples. *European Political Science*, 14(4), 521–538, DOI: 10.1057/eps.2015.64. (IF= 1.292/ 2018)
- (20) Davidov, E., Cieciuch, J., Meuleman, B., Schmidt, P., 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) Cieciuch, 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, DOI: 10.1509/jmr.08.0499. (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, DOI: 10.2139/ssrn.1700185. (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.
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## Refereed conference presentations (106)

- (106) Causal effects of targeting susceptible individuals on participation in a voluntary environmental program, ISMS Marketing Science Coinference, Carcavelos/Portugal, 2026, (together with Hui Zhang, Luca Lazzaro, Norina Anna Furrer, Federico Cammelli, Manuel Sebastian Mariani, Thomas Addoah, Rachael D. Garrett, Radu Tanase).
- (105) Identifying central individuals without social network information, ISMS Marketing Science Coinference, Carcavelos/Portugal, 2026, (together with Luca Lazzaro, Mingmin Feng, Norina Furrer, Manon Delvaux, Federico Cammelli, Manuel Sebastian Mariani, Radu Tanase).
- (104) Design of product discovery systems for digital retail platforms: A systematic review and research agenda, ISMS Marketing Science Coinference, Carcavelos/Portugal, 2026, (together with Maria Poiaganova, Manuel Sebastian Mariani,).
- (103) From hubs to natural early adopters: Understanding the homophily transition behind the effectiveness of social change interventions, The International Conference for Computational Social Science IC2S2, Norrköping/Sweden (together with Mingmin Feng, Manuel S. Mariani, Radu Tanase).
- (102) Experimental decision-making under uncertainty reveals boundaries to the strength of long ties, The International Conference for Computational Social Science IC2S2, Norrköping/Sweden (together with Luca Lazzaro, Manuel S. Mariani, Radu Tanase).
- (101) Advancing social sensing to enable network interventions in the field, The International Conference for Computational Social Science IC2S2, Norrköping/Sweden (together with Luca Lazzaro, Mingmin Feng, Norina Anna Furrer, Manon Delvaux, Federico Cammelli, Manuel S. Mariani, Radu Tanase).
- (100) Pricing Guilt: How consumers purchase voluntary carbon offsets in online retail, EMAC Conference, Madrid, 2025 (together with Katherine Rother, Martin Natter and Luxi Shen).
- (99) AI with Empathy: Re-defining Decision-making in the Age of Generative Intelligence, KosICT Technology Festival, Pristina, Kosovo, 2024 (together with Alex Mari, E. Uysal, and J. Brooks)
- (98) Unlocking the micro-macro link: Integrating behavioral experimental findings into dynamical models to inform social change interventions, INSNA Sunbelt Conference 2024, Heriot-Watt University, Edinburgh, UK, 2024 (together with Manuel Sebastian Mariani and Radu Tanase)
- (97) Voluntary Carbon Offsetting in Online Retailing: A Revealed-Preferences Perspective, Alliance for Research on Corporate Sustainability (ARCS) Annual Conference, University of California UCLA, Los Angeles, USA, 2024 (together with Katherine Rother, Radu Tanase, Martin Natter, and Luxi Shen)
- (96) Voluntary Carbon Offsetting in Online Retailing, Swiss Academy of Marketing Science (SAMS) Annual Conference, University of Lucerne, Lucerne, Switzerland, 2024 (together with Katherine Rother, Radu Tanase, Martin Natter, and Luxi Shen)
- (95) Seeding interventions to increase participation in voluntary environmental programs. Evidence from a randomised controlled trial, INSNA Sunbelt Conference 2024, Heriot-Watt University, Edinburgh, UK, 2024 (together with Radu Tanase, H. Zhang, Luca Lazzaro, N. A. Furrer, F. Cammelli, Manuel Sebastian Mariani, T. Addoah, and R. D. Garrett)
- (94) Present and future of AI-based voice assistants, 2023 World Internet Project Annual Conference, University of Zurich, Switzerland, 2023 (together with Alex Mari and Andreina Mandelli)

- (93) When and how individual behavioral models benefit seeding policies, 45th Annual ISMS Marketing Science Conference, Miami Herbert Business School, USA, 2023 (together with Manuel Sebastian Mariani and Radu Tanase)
- (92) When and how individual behavioral models benefit seeding policies, EMAC Annual Conference 2023, University of Southern Denmark, Odense, Denmark, 2023 (together with Manuel Sebastian Mariani and Radu Tanase)
- (91) Optimising Seeding Strategies by Incorporating Empirical Evidence into Influence Maximisation Models, NetSci conference, Thanghai University, China, online, 2022 (together with Manuel Sebastian Mariani and Radu Tanase)
- (88) Optimising Seeding Strategies by Incorporating Empirical Evidence into Influence Maximisation Models, ISMS Marketing Science Conference 2022, University of Chicago Booth School of Business, online, 2022 (together with Manuel Sebastian Mariani and Radu Tanase)
- (87) Opimising Seeding Strategies by Incorporating Empirical Evidence into Influence Maximisation Methods, DFG Conference on innovative Marketing and social media, University of Hamburg, Germany, 2022 (together with Manuel Sebastian Mariani and Radu Tanase)
- (86) Shopping with Voice Assistants: How Empathy Affects Decision-Making Outcomes”, AMS Annual Conference, Monterey Bay, CA, USA, 2022 (together with Alex Mari and Andreina Mandelli).
- (85) AI-Driven Platform Ecosystems: How Emotions Affect Strategic Adoption Decisions, 2<sup>nd</sup> AIM Conference, University of Southern California, Marshall School of Business, USA, online, 2022 (together with Alex Mari and Andreina Mandelli)
- (84) The Habitual Self: Counter-Intentional Habits as Main Barrier for Sustainable Food Choices, EMAC 2021, Madrid, (together with Debora Costa and Radu Tanase).
- (83) Who is good at discovering hits? Mechanisms behind predictive users in online communities, Informs Marketing Science Conference, Miami, 2021 (together with Manuel Sebastian Mariani).
- (82) The Role of Trusting Beliefs in Voice Assistants During Voice Shopping, HICSS-54 Hawaii International Conference on System Sciences, Hawaii, 2021 (together with Alex Mari).
- (81) The Influence of Friends on Children's Attitudes Towards Immigrants, The 6<sup>th</sup> Ruppin International Conference on Immigration Diasporas, Ruppin Academic Center, Israel, 2020, (together with Charlotte Clara Becker, Eldad Davidov, Jan Ciecuch, Martin Kindschi).
- (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 Sebastian Mariani, Zhao Yang).
- (77) Social Influence for Customer Development: The Moderating Impact of Product Experience, 2020 EMAC Conference, Budapest, 2020 (together with Jeroen van den 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 Manuel Sebastian Mariani, Claudio J. 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 Jeroen van den Ochtend, Raluca Gui, Markus 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 Jeroen van den Ochtend, Raluca Gui, Markus 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 Zhao Yang, Radu Tanase).
- (72) Discoverers of success in temporal networks: identification, socio-economic characterization, and predictive applications, NetSci 2019, Burlington, Vermont, USA, 2019 (together with Manuel Sebastian Mariani, Claudio J. 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 Charlotte Clara Becker, Eldad Davidov, Jan Ciecich, Martin Kindschi, Heiko Rauhut, Alexander 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 Sebastian Mariani, Claudio J. Tessone).
- (69) Predicting Success in Socio-Economic Systems Through Selected Individuals, Network Science Conference, Vermont USA, 2019 (together with Manuel Sebastian Mariani, Claudio J. 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 den 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: Raluca Gui, Markus Meierer).
- (64) News consumption on social media: Uninformed but unaware, APA Technology, Mind & Society, Washington, USA, 2019 (together with: Andrea Bublitz, Anne Scherer).
- (63) Belief updating bias in interactions with artificial agents, EMAC Doctoral Colloquium, Hamburg, Germany, 2019 (together with Cindy Candrian, Anne 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 Cieciuch, Eldad Davidov, Peter Schmidt).
- (56) Idiosyncratic correlations and non-Gaussian distributions in network data, In: Conference on Complex Systems 2017 (together with Claudio J. 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 Cieciuch, 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 J. 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 Margot Löwenberg and Markus Meierer).
- (43) Identifying influential individuals from time-varying social interactions, In: Network Science. 2016, (together with: Radu Tanase, Claudio J. 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: Jeroen van den Ochtend and Markus Meierer).
- (41) A generalization of exponential random graph models for multiple networks, Sunbelt, Newport Beach, 2016, (together with Abel Camacho Guardian, and Claudio J. Tessone).
- (40) The influence potential. A new approach to identify influential individuals from time-varying social interactions, Network Science-X, Warshaw, 2016, (together with Radu Tanase, and Claudio J. 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 J. 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 J. 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 J. 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, Rykjavik/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.
- 2020 "How Communities Influence Customer's Behavior", CMX Connect Firesite Chat, Zurich, September 2020.
- 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“, Ibf 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.

## Media Coverage and Interviews

- 2020 G. da Silva: Black Friday: Mit welchen psychologischen Tricks Onlinehändler ihre Kundschaft in einen Kaufrausch versetzen, NZZ, 27/11/2020.
- 2018 Interview with Marc Walder, CEO Ringier Group, THE PIIK Gipfelblick, University of Zurich, November 2018.
- 2017 Fuchs, Martina: „Wenn das Profil zum Problem wird“, Unikommunikation, University of Zurich.
- 2017 N.N.: „Wenn Supermarktregale mehr über uns wissen als wir selbst“, Digital Society Initiative, <http://www.dsi.uzh.ch/de/digitaltag/videos.html?v=algesheimer>, 18.11.2017.
- 2015 Zumstein, Aileen: “Auf Spurensuche mit ‘Kommissar’ Stefan Gubser, Oec. Magazin der Wirtschaftswissenschaftlichen Fakultät der UZH und deren Alumni, 4, 2015, 13-17. [http://www.oec.uzh.ch/static/epaper-04\\_20151130/#/0](http://www.oec.uzh.ch/static/epaper-04_20151130/#/0)
- 2015 Löscher, Stefan: “Social Life. Hilflös Big Data ausgeliefert”, Bilanz, 05, 2015, 36.
- 2014 Mettler, Lukas: “Studie über Social Media Solutions: Social Media ja – aber wie?”, <http://www.netzwoche.ch/de-CH/News/2014/09/16/Social-Media-in-Unternehmen.aspx?pa=2>”, Netzwoche, 17.9.2014.
- 2014 Felser, Rudolf: “Social-Media-Aktivitäten: Unternehmen engagiert, aber planlos, Computerwelt.at, <http://www.computerwelt.at/news/detail/artikel/105770-social-media-aktivitaeten-unternehmen-engagiert-aber-planlos/>, 2.9.2014.
- 2014 N.N.: “Uni Zürich sieht Social Media nicht ausreichend genutzt”, GFM Nachrichten, <http://www.gfm-nachrichten.de/news/aktuelles/article/uni-zuerich-sieht-social-media-nicht-ausreichend-genutzt.html>, 2.9.2014.
- 2014 N.N.: “Social-Media-Potenzial nicht ausgenutzt“, Funkschau, <http://www.funkschau.de/telekommunikation/artikel/112431/>, 2.9.2014.
- 2014 N.N.: “Social Business wird noch zuwenig genutzt“, Werbewoche, <http://www.werbewoche.ch/social-business-wird-noch-zuwenig-genutzt>, 2.9.2014.
- 2014 Sellin, Heiko: “Unternehmen schöpfen das volle Potential von Social Media noch längst nicht aus“, Online-Marketing.de, 2.9.2014. <https://onlinemarketing.de/news/unternehmen-schoepfen-das-volle-potential-von-social-media-noch-laengst-nicht-aus>
- 2014 N.N.: “Drei Social-Media-Ziele, die Sie nicht außer Acht lassen sollten“, Acquisa, [https://www.haufe.de/marketing-vertrieb/online-marketing/drei-social-media-ziele-die-sie-nicht-ausser-acht-lassen-sollten\\_132\\_270510.html](https://www.haufe.de/marketing-vertrieb/online-marketing/drei-social-media-ziele-die-sie-nicht-ausser-acht-lassen-sollten_132_270510.html)” title=“press release, 1.9.2014.
- 2014 Simonian, Haig: “Big Battles with Big Data”, Oec. Magazin der Wirtschaftswissenschaftlichen Fakultät der UZH und deren Alumni, 2, 2014, 13-15.
- 2014 N.N.: “Statement und Tweets der führenden Social Media Manager zur Studie”, 7.4.2014. <http://coundco.ch/de/post/items/statements-und-tweets-fuehrender-social-media-manager-zur-studie>
- 2014 N.N.: “Rückblick der Studienpräsentation “Social Business Solutions”, 5.4.2014. <http://coundco.ch/de/post/items/rueckblick-der-studienpraesentation-social-business-solutions>

- 2013 Werner, A.: "Acht neue Mannschaften für die Zukunft", Journal – Die Zeitung der Universität Zürich, Nr. 3 (Mai), 2013, p. 10-11.
- 2012 Meissner, U.: Bildstrecke "Leuchttürme des Wissens", Jahresbericht 2012 Universität Zürich, p.105.
- 2012 Nietzel, V.: "Der neue Universitäre Forschungsschwerpunkt 'Soziale Netzwerke'", UZH Business Insight, Nr. 3, 2012, 33-35.
- 2012 N.N.: "Acht neue Universitäre Forschungsschwerpunkte", July 4th, 2012, <http://www.mediadesk.uzh.ch/articles/2012/acht-neue-universitaere-forschungsschwerpunkte.html>.
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- 2011 Fuchs, Julian: "Was Firmen von Internet-Sportlern lernen können", UZH-News, 27.7.2011, <http://www.uzh.ch/news/articles/2011/game-wettkaempfe-im-visier-der-forschung.html>.
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- 2010 Huffman, Sarah: "Community Forums make eBay users savvier shoppers", IT-BHU Chronicle, <http://www.itbhuglobal.org/chronicle/archives/2011/01/index-alumni-world.php#005426>, 18.12.2010.
- 2010 Ruth, David: "Study: Customers who participate in eBay's 'community' become better buyers and sellers", Jones Graduate School of Business Online Journal, <http://business.rice.edu/Newsroom3Tier.aspx?id=2147484626>, 16.12.2010.
- 2010 Eugster, Florian & Grüter, Nicolai: Neulinge, oecnews, 115 (FS 2010), 26-27.
- 2010 N.N.: Wissenschaft für den Beruf - Hochschullehre zwischen wissenschaftlichem Anspruch und Arbeitsmarktbefähigung, Hochschuldidaktik über Mittag, University of Zurich, <https://collection.switch.ch/objects/LOR:2354/>, 22.03.2010.
- 2008 N.N.: „Berufungen“, [www.unipublic.uzh.ch](http://www.unipublic.uzh.ch), 28.08.2008.
- 2008 N.N. „Universitätsrat beruft René Algesheimer.“, <http://www.gfm.ch/de/news/?newsid=77468>, 27.08.2008.
- 2008 N.N.: „Neuer Professor für Marketing“, [www.persoendlich.com](http://www.persoendlich.com), 27.08.2008.
- 2005 N.N.: „Wie Hormone das Kaufverhalten steuern“, 10vor10, Zurich, 19.12.2005.
- 2005 N.N.: For Ever Young: SPSS since 30 Jahren an der Uni Zurich erfolgreich, SPSS Customer Case Studies/Forschung & Lehre, Zurich, 08/2005, p. 1.
- 2005 N.N.: SPSS@Work, SPSS Newsletter, Zurich, 1/2005, p. 4.

- 2005 D. Thomas: Marketers build brand loyalty by welcoming customers to join the club, Research @ Rice, Houston/TX, USA, 15.6.2005.
- 2005 David Spring: Jeux Vidéo. Tout le Monde Aux Commandes, L'Hebdo, 2.6.2005, pp.48-50.
- 2005 Andreas Klähn, Trend: Brand Communities, Acquisa. Das Magazin für Marketing und Vertrieb, 04, 2005, p. 30.
- 2004 N.N.: Personal-Dozierende, University of Zurich Jahresbericht 2004, p. 78.
- 2005 N.N.: Professuren, Unijournal, 35 (2), 2005, p. 16.
- 2005 N.N.: Neu an der Universität Zurich, Online-Journal der Universität Zurich, University of Zurich, March 2005  
<http://www.unipublic.unizh.ch/campus/berufungen/index.php>.
- 2005 Wassermann, K.: Multitalent, Unimagazin, Universität Zurich, February 2005, p. 7.
- 2004 N.N.: „Online-Gaming“, Beitrag auf NordWest5 TV, 04. October 2004.
- 2004 NN.: „Analyse von Online-Gaming Verhalten“, Interview mit Radio Sunshine, 04. October 2004.
- 2004 N.N.: „Uni Zurich sucht Online-Gamer“, 20 Minuten, 04. Oktober 2004, p. 20.
- 2004 N.N.: „Generationswechsel an der Universität Zurich“, NZZ, Nr. 209, 08. September 2004, Zurich, p. 55.
- 2001 Kusitzky, A.: „Hagelstorm à la Bill Gates“, Die Telebörse, 32/2001, Frankfurt, 2001, pp. 76f.
- 2001 Kusitzky, A.: „Musik hat ihren Preis: Nulltarif nach Noten“, Die Telebörse, 16/2001, Frankfurt, 2001, p. 101.
- 2000 Hillenbrand, T./Müller, V.: „Napster: Klappe zu, Börse tot?“, Die Telebörse, 46/2000, Frankfurt, 2000, pp. 116f.

## Academic services

### I. Editorial board memberships:

- *Journal of Marketing*, 2011 – 2016

### II. Reviewer for:

- *Marketing Science*
- *Journal of Marketing*
- *Journal of Marketing Research*
- *Marketing Science*
- *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*
- *ISMS Informs Marketing Science Conference*
- *HICSS Annual Conference*

### III. Frequently serves as reviewing expert for:

- *European Research Council (ERC)*
- *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:

2025-2026	Selection committee: Emil Frey Professorship in Personal Mobility, University of Zurich.
2019-2021	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

## Supervision

### ***Current Senior Scientists and PostDocs (2)***

- Dr. Radu Tanase, since 2018
- Dr. Manuel Sebastian Mariani, since 2017

### ***Past Senior Team Members (13)***

- Prof. Dr. Anne Scherer, 2017-2024
- Dr. Markus Meierer, 2010-2022 (University of Geneva)
- Prof. Dr. Selin Akca, 2014-2020 (ABB)
- Prof. Dr. Claudio J. Tessone, 2015-2020 (University of Zurich)
- Dr. Patrick Bachmann, 2020 (ETH Zurich)
- Dr. Jeroen van den Ochtend, 2021 (Cembra)
- Dr. Raluca Ioana Gui, 2020 (European Central Bank, Frankfurt)
- Dr. Martin Kindschi, 2019, (Jacobs Center, University of Zurich)
- Dr. Zhao Yang, 2018, (Roche)
- Dr. Margot Löwenberg, 2018, (Swiss)
- Dr. Abel Camacho Guardian, 2018, (Digitec)
- Dr. Xin-Yu Zu, 2016, (King)
- Prof. Dr. Sebastiano Alessio Delre, 2016, (Montpellier Business School)

### ***Current Doctoral students (4)***

- Maria Poiaganova, since 2023
- Fei Wang, since 2023
- Luca Lazzaro, since 2022
- Mingmin Feng, since 2022

### ***Completed Doctoral theses (24)***

- |      |   |
|------|---|
| 2026 | Malin Pimper (committee): The Role of Consumers in Corporate Communication: Strategies to Mitigate Environmental and Misinformation Risks |
| 2025 | Katherine Rother: Empirical and Conceptual Insights on the Role of Costs in Pro-Environmental Behaviors                                   |
| 2025 | Debora Costa: From Individual Choices to Social Good - Understanding Consumer Sustainable Behavior Change                                 |

- 2024 Alexander Mari: The Emergence of AI Voice Platforms: Decision-Making Biases in Consumers and Managers
- 2023 Giulia Crestini (committee) : The Influence of Different Market Actors on Consumer Decision Making in the Digital Age
- 2022 Alex Ehlert: The Evolution, Ontogeny, and Consequences of Human Social Preferences in the Field
- 2022 Cindy Candrian: Competing in the Age of AI: Understanding and Leveraging the Human Factor
- 2022 Claudia Wenzel: The social dilemma of personal data – Understanding people’s inconsistency in sharing data for social versus personal good and how to overcome it.
- 2022 Andrea Bublitz: The miscalibration of online knowledge: Why consumers feel better informed than they objectively are
- 2021 Elena Golofast, Einfluss von sozialen Präferenzen auf die Profitabilität einer Social Shopping Community.
- 2021 Jeroen van Ochtend, The Impact of Social Influence on Consumer Behavior.
- 2020 Raluca Gui, Endogeneity in Marketing Research.
- 2020 Patrick Bachmann, Customer Lifetime Value: Relevance, Improvement and Implementation of Existing Models in Non-Contractual Settings.
- 2018 Martin Kindschi, Basic Human Values, Social Support and Financial Decision Making.
- 2018 Radu Tanase, Social Influence Identification, Effect and Extensions.
- 2017 Abel Camacho Guardian, Three essays on social network theory.
- 2017 Zhao Yang, Unethical Customer Behavior – Causes, Consequences, Detection and Managerial Implications.
- 2016 Xin-Yu Zou, Selected Topics in Product and Internet Marketing.
- 2016 Ingo Becker (committee), Three Essays based on Clickstream Data: Analyzing, Understanding and Managing Online Customer Behavior.
- 2014 Margot Löwenberg, Dynamic Processes in Marketing – An Application of Multilevel Models to Assess Firm and Salesperson Performance Development.
- 2014 Christine Igl (committee), Dynamics of Online Communities.
- 2012 Patrick Rohrmeier (co-mentoring), Social Networks and Online Communities – Managing User Acquisition, Activation and Retention.
- 2008 Martina Kühne (committee), Die Marke im Kontext des Stadtmarketing.
- 2007 Tiia Tuisku (committee), Brand Aesthetics: The Concept, Usage and Effectiveness.

### ***Academic Placements (6)***

Prof. Dr. Markus Meierer – Universität Genf

Prof. Dr. Patrick Bachmann – WU Wien

Prof. Dr. Manuel M. Mariani – Corvinus University of Budapest

Prof. Dr. Sebastiano Delre – MBS Montpellier Business School

Prof. Dr. Claudio J. Tessone – University of Zurich

Dr. Radu Tanase – University of Zurich