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### I. PERSONAL INFORMATION

Date of Birth: May 14<sup>th</sup>, 1971, at Bonn (Germany). Nationality: German  
Marital Status: Married to Kathrin Ann Zeitz-Germelmann (2015). Twin daughters Emilie *Marlen* Friederike & *Carlotta* Maria Katharina (born July 21<sup>st</sup>, 2020)

### II. EDUCATION

*Venia legendi für Betriebswirtschaftslehre* [Business Administration], Saarland University. Habilitation 2009  
topic: „Der Einfluss der Medienberichterstattung auf die Vermarktung von Produkten und Dienstleistungen“ [The Influence of Media Coverage on the Promotion of Products and Services].  
Supervisors: Prof. Dr. Andrea Gröppel-Klein and Prof. Dr. Christian Scholz (Saarland University)

*Doktor der Wirtschaftswissenschaften* [PhD in Business Administration] (summa cum laude), 2002  
European University Viadrina, Frankfurt (Oder). Dissertation topic: „Wahrnehmung und Erinnerung der Preis-Leistungs-Verhältnisse von Einkaufszentren“ [Perception of and Memory for Price-Performance-Relations of Shopping Centres].  
Supervisors: Prof. Dr. Andrea Gröppel-Klein (European University Viadrina) and Prof. Dr. Thorsten Tomczak (University of St. Gallen)

*Diplom-Kaufmann* [Graduate Diploma in Business Administration] (graduation with honors), 1996  
University of Cologne.

*Fachreferent für Marketing-Kommunikation* [Certified Specialist for Marketing Communication], 1995  
Westdeutsche Akademie für Kommunikation, Cologne (additional graduate qualification).

### III. PROFESSIONAL APPOINTMENTS

*Tenured Full Professor (W3) and Chair of Marketing* at the University of Bayreuth, Germany. May 2011 – present

*Visiting Scholar*, Indiana University, Kelley School of Business, at the invitation of Professor H. Shanker Krishnan, Ph.D. April 2016

*Visiting Professor*, Department of Marketing, Université de Lorraine – Campus Metz (Research) / IAE Metz and Campus Nancy (Teaching on the Graduate Level) 2012 – present

*Privatdozent and Akademischer Oberrat auf Zeit* [temporary academic senior councilor] at the Chair of Business Administration, esp. Marketing (Univ.-Prof. Dr. Andrea Gröppel-Klein), Saarland University. April 2009 – April 2011

Academic Assistant (C1; since Oct. 2008 TV-L) at the Chair of Business Administration, esp. Marketing (Univ.-Prof. Dr. Andrea Gröppel-Klein), Saarland University. March 2006 – April 2009

Academic Assistant (C1) at the Chair of Business Administration, esp. International Marketing, Consumer and Retailing Research (Univ.-Prof. Dr. Andrea Gröppel-Klein), European University Viadrina, Frankfurt (Oder). Oct. 2002 – March 2006

Academic Assistant (BAT IIa) at the Chair of Business Administration, esp.  
International Marketing, Consumer and Retailing Research (Univ.-Prof. Dr. Andrea  
Gröppel-Klein), European University Viadrina, Frankfurt (Oder).

May 1997 – Sept. 2002

#### IV. ACADEMIC AWARDS

1. Advertising Research Foundation 2021 Great Minds Award: Best Reviewer Journal of Advertising Research
2. Best Paper Award at the 2019 International Conference on “Challenges in Managing Smart Products and Services (CHIMSPAS)” for the paper “Alexa, who are you? Consumer trust in and mental representations of smart home technologies” by Jonas Föhr and Claas Christian Germelmann
3. Academy of Marketing Science Lamb-Hair-McDaniel Outstanding Marketing Teacher Award 2017
4. Best Paper Award at the 2017 ANZMAC Conference and Best Paper in the Track “Services Marketing” for the paper “Customer Connections Count: Investigating Engagement Beyond the Dyad” by Julia Fehrer, Herbert Woratschek, Claas Christian Germelmann and Roderick Brodie
5. Journal of Consumer Marketing Award for Excellence – 2016 and 2017: Outstanding Reviewer
6. M. Wayne DeLoizier Award for Best Conference Paper of the 2015 Academy of Marketing Science Annual Conference for the paper “Fan Experience in Spectator Sports and the Feeling of Social Connectedness” by Maximilian Stieler and Claas Christian Germelmann
7. European Microcredit Research Award (with A. Kritikos and C. Kneiding), 2009
8. Reviewer Award 2007 of the Journal „Die Unternehmung“, 2007
9. Best Proposal, Paper and Performance Award of the 12<sup>th</sup> EMAC Doctoral Colloquium (Berlin), 1999

#### V. RESEARCH INTERESTS

Consumers and Their Contexts:

- Technology, Advertising, and Media Context Effects
- Persuasion Tactics and Public Policy
- Behavioral Design
- *In vivo* Mixes Method Designs in Advertising, Media Effects Research, and Fan Behavior Research

#### VI. AREAS OF EXPERTISE IN UNIVERSITY MANAGEMENT

- Strategic Higher Education Management and Marketing
- Conception and Management of Interdisciplinary Study and Research Programs
- Networked University Administration in Interdisciplinary Contexts

#### VII. PUBLICATIONS (in Reverse Chronological Order)

##### Articles Published in Refereed Journals

1. Diekmann, Larissa; Germelmann, Claas Christian (2021): Leftover Consumption as a Means of Food Waste Reduction in Public Space? : Qualitative Insights from Online Discussions. In: Sustainability, 13, doi:10.3390/su132413564
2. Mann, David; Helten, Jessica; Hoffmann, Sascha W.; von Sommoggy, Julia; Rüter, Jana; Loss, Julika; Germelmann, Claas Christian; Tittlbach, Susanne (2021): Bewegungsfördernde Bibliotheksarbeitsplätze an Hochschulen : Eine Studie zu Wirkung und Akzeptanz bei Studierenden. In: Prävention und Gesundheitsförderung, 16, 290-295.
3. Madden, James D.; Germelmann, Claas Christian (2022): Unternehmensdiversifikation als Herausforderung für das Management. In: Wirtschaftswissenschaftliches Studium, 49, 16-21.
4. Föhr, Jonas; Germelmann, Claas Christian (2020): Alexa, Can I Trust You? : Exploring Consumer Paths to Trust in Smart Voice-Interaction Technologies, in: Journal of the Association for Consumer Research, 5 (2), 181-205.
5. Germelmann, Claas Christian; Herrmann, Jean-Luc; Kacha, Mathieu; Darke, Peter R. (2020): Congruence and Incongruence in Thematic Advertisement–Medium Combinations : Role of Awareness, Fluency, and Persuasion Knowledge, in: Journal of Advertising, 49 (2), 141-164.

6. Ströbel, Tim; Germelmann, Claas Christian (2020): Exploring new routes within brand research in sport management : directions and methodological approaches, in: *European Sport Management Quarterly*, 20 (1), 1-9.
7. Mann, David; Helten, Jessica; Hoffmann, Sascha W.; von Sommoggy, Julia; Rüter, Jana; Loss, Julika; Germelmann, Claas Christian; Tittlbach, Susanne (2020): Bewegungsfördernde Bibliotheksarbeitsplätze an Hochschulen : Eine Studie zu Wirkung und Akzeptanz bei Studierenden, in: *Prävention und Gesundheitsförderung*, DOI: <https://doi.org/10.1007/s11553-020-00806-9>
8. Stieler, Maximilian, Germelmann, Claas Christian, Walliser, Björn (2019): Rationality and Emotionality of Sponsorship Negotiations : Managerial Approaches to Sponsorship Decision-Making, in: *Marketing Review St. Gallen*, 36 (6), 44-51.
9. Held, Johanna, Germelmann, Claas Christian (2018): Deception in consumer behavior research: A literature review on objective and perceived deception, in: *Projectics = Proyética = Projectique*, 21 (3), 119-145.
10. Stieler, Maximilian, Germelmann, Claas Christian (2018): Actor Engagement Practices and Triadic Value Co-creation in the Team Sports Ecosystem, in: *Marketing : ZFP* 40 (4), 30-43.
11. Fehrer, Julia A., Woratschek, Herbert, Germelmann, Claas Christian, Brodie, Roderick J. (2018): Dynamics and drivers of customer engagement: within the dyad and beyond, *Journal of Service Management*, 29 (3), 443-467.
12. Popp, Bastian, Horbel, Chris, Germelmann, Claas Christian (2018): Social-Media-Based Antibrand Communities Opposing Sport-Team Sponsors: Insights From Two Prototypical Communities, in: *International Journal of Sport Communication*, 11 (3), 339-368
13. Wawrzinek, David, Ellert, Guido, Germelmann, Claas Christian (2017): What's the Purpose of Higher Education? : Proposing Meso-Level Operationalizable Superordinate Strategic Goals for Higher Education Developing the Higher Education Strategy Model and Metrics (HESM & M), *Journal of Education and Development*, 1 (1), 12-23.
14. Wawrzinek, David, Ellert, Guido, Germelmann, Claas Christian (2017): Value Configuration in Higher Education – Intermediate Tool Development for Teaching in Complex Uncertain Environments and Developing a Higher Education Value Framework, in: *Athens Journal of Education*, 3 (4), 271-290. Online: <http://www.athensjournals.gr/education/2017-4-3-5-Wawrzinek.pdf>
15. Held, Johanna, Stieler, Maximilian, Germelmann, Claas Christian, Ashworth, Laurence (2017): When Brand Representatives Act as Sales Associates: Mechanisms and Effects of Native Selling and its Disclosure, in: *Marketing ZFP – Journal of Research and Management*, 1 (39), 44-57.
16. Geiger, Alina, Horbel, Chris, Germelmann, Claas Christian (2017): "Give and Take:" How Notions of Sharing and Context Determine Free Peer-to-Peer Accommodation Decisions, in: *Journal of Travel & Tourism Marketing* 35 (1), 5-15.
17. Germelmann, Claas Christian, Herrmann, Jean-Luc, Kacha, Mathieu, Darke, Peter (2017): Congruence and Incongruence in Advertising-Medium Combinations: More Than Just Two Sides of the Same Coin, in: *NA - Advances in Consumer Research Volume 44*, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 452-453.
18. Geiger, Alina, Germelmann, Claas Christian (2017) How the Norm of Reciprocity Influences Sharing in Direct and Generalized Exchanges, in: *NA - Advances in Consumer Research Volume 44*, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 450-451.
19. Stieler, Maximilian, Germelmann, Claas Christian (2016): The ties that bind us: feelings of social connectedness in socio-emotional experiences, in: *Journal of Consumer Marketing*, 33 (6), 397-407.
20. Popp, Bastian, Germelmann, Claas Christian, Jung, Benjamin (2016): We love to hate them! Social media-based anti-brand communities in professional football, in: *International Journal of Sports Marketing and Sponsorship*, 17 (4), 349-367.
21. Germelmann, Claas Christian, Groeppel-Klein, Andrea (2015): Understanding the Mechanisms Behind Consumers' Appreciation of Editorial Support", in *NA - Advances in Consumer Research Volume 43*, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, 536-537.
22. Geiger, Alina, Germelmann, Claas Christian (2015): "Thank Me For Hosting:" the Role of Reciprocity in Sharing, in *NA - Advances in Consumer Research Volume 43*, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research, 534-535.

23. Held, Johanna, Germelmann, Claas Christian (2014): Deceived Or Not Deceived: How Food Consumers Perceive Deception", in NA - Advances in Consumer Research Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN : Association for Consumer Research, 313-317.
24. Buck, Christoph, Horbel, Chris, Kessler, Tim, Germelmann, Claas Christian (2014): Mobile Consumer Apps: Big Data Brother is Watching You, in: Marketing Review St. Gallen, 1 (2014).
25. Germelmann, Claas Christian, Ellert, Guido, Schafmeister, Guido, Wawrzinek, David (2014): Die Empiric Research Map als Navigationshilfe im Forschungsprozess, in: WiSt-Wirtschaftswissenschaftliches Studium, 43 (10), 516-521.
26. Stieler, Maximilian, Weismann, Friederike, Germelmann, Claas Christian (2014): Co-destruction of value by spectators: The case of silent protests, European Sport Management Quarterly, 14 (1), 72-86.
27. Groeppel-Klein, Andrea; Germelmann, Claas Christian; Glaum, Martin (2010): Intercultural interaction needs more than mere exposure: Searching for drivers of student interaction at border universities, in: International Journal of Intercultural Relations, 34 (3), 253-267.
28. Groeppel-Klein, Andrea; Germelmann, Claas Christian (2010): „Der Kunde ist König“ – Warum die subjektiv empfundene Dominanz des Kunden ein entscheidender Erfolgsfaktor für das Handelsmarketing ist, in: Marketing Review St. Gallen, Heft 3.2010, 32-37.
29. Germelmann, Claas Christian; Gröppel-Klein, Andrea (2009): Forciert Forced exposure Fehler bei der Datenerhebung? Zur Problematik des forcierten Werbekontakts in der experimentellen Werbewirkungsforschung, in: Die Betriebswirtschaft, 69 (2), 231-253.
30. Kritikos, Alexander; Kneiding, Christoph; Germelmann, Claas Christian (2009): Is there a Market for Microlending in Industrialized Countries?, in: Jahrbücher für Nationalökonomie und Statistik. Journal of Economics and Statistics, 225 (5), 523-543.
31. Germelmann, Claas Christian; Gröppel-Klein, Andrea (2007): Wenn doppelt (nicht) besser hält: Kann die Wirkung von positiven Medienberichten über eine Marke durch Werbung verstärkt werden?, in: Marketing – ZFP, 29 (4), 219-234.
32. Gröppel-Klein, Andrea; Bartmann, Benedikt; Germelmann, Claas Christian (2006): Die Bedeutung von Mental Maps für die Orientierung am Point-of-Sale, in: NeuroPsychoEconomics, 1 (1), 30-47.
33. Groeppel-Klein, Andrea; Germelmann, Claas Christian; Domke, Anja; Woratschek, Herbert (2005): Arousal as a Driving Force for Decision-Making – Empirical Results from Measuring Electrodermal Reactions at the Point-of-Sale, in: Advances in Consumer Research, Vol. 32, ed. Geeta Menon and Akshay R. Rao, Duluth, MN: Association for Consumer Research, 429-430.
34. Groeppel-Klein, Andrea; Germelmann, Claas Christian (2003): "Minding the Mall": Do We Remember What We See?, in: Advances in Consumer Research, Vol. 30, ed. Punam Anand Keller and Dennis W. Rook, Valdosta, GA: Association for Consumer Research, 56-67.

### Special Issues

1. Exploring new routes within brand research in sport management (2020), eds. Tim Ströbel and Claas Christian Germelmann, European Sport Management Quarterly (20 (1)).

### Monographs and Edited Volumes

1. Böhler, Heymo (†); Germelmann, Claas Christian; Baier, Daniel; Woratschek, Herbert (2022) Marktforschung. 4. Auflage. - Hermann Diller, Richard Köhler (Hrsg.). - Stuttgart : Kohlhammer.
2. Ströbel, Tim, Breitbarth, Tim, Kempf, Hippolyt, Germelmann, Claas Christian, Nagel, Siegfried (Eds.) (2017): The 25th EASM Conference, 5–8 September 2017, Bern and Magglingen, Switzerland: Challenges and Developments of Sport Organisations; Book of Abstracts. Bern: University of Bern.
3. Schmidt-Kessel, Martin, Germelmann, Claas Christian (Eds.) (2016), Verbraucherleitbild – Zwecke, Wirkweisen und Maßstäbe –, [Consumer Models: Reasons, Effects, and Measures], Schriften zu Verbraucherrecht und Verbraucherswissenschaften, Vol. 8, [Jena]: JWV, Jenaer Wiss. Verl.-Ges.

4. Schmidt-Kessel, Martin, Germelmann, Claas Christian, Herden, Hannah K. (Eds.) (2015), Die Regulierung des Datenschutzes und des Urheberrechts in der digitalen Welt. Eine vergleichende Untersuchung zu den USA, Großbritannien, Frankreich und Schweden [The Regulation of Data Protection and Copyright in the Digital World: A Comparative Analysis of the Situation in the US, Great Britain, France, and Sweden], Schriften zu Verbraucherrecht und Verbraucherwissenschaften, Vol. 3, [Jena]: JWV, Jenaer Wiss. Verl.-Ges.
5. Germelmann, Claas Christian (2009): Der Einfluss der Medienberichterstattung auf die Vermarktung von Produkten und Dienstleistungen [The Influence of Media Coverage on the Promotion of Products and Services], unpublished habilitation, Saarbrücken.
6. Gröppel-Klein, Andrea; Germelmann, Claas Christian (Eds.) (2008): Medien im Marketing: Optionen der Unternehmenskommunikation [Media in Marketing: Options for Marketing Communication], Wiesbaden: Gabler.  
Review of the edited volume: Walter, Verena (2009): Medien im Marketing. Buchbesprechung, in: Marketing Review St. Gallen, 26 (2), 61.
7. Germelmann, Claas Christian (2003): Kundenorientierte Einkaufszentregestaltung [Customer-Oriented Shopping Center Design], Doctoral Dissertation European University Viadrina 2002, Wiesbaden: Gabler.  
Review of the monograph: Trommsdorff, Volker (2005), in: Trommsdorff, Volker (Ed.): Handelsforschung 2005, Stuttgart et al.: Kohlhammer, 419.

### Book Chapters

1. Winter, Andreas; Esselmann, Frank; Brink, Alexander; Germelmann, Claas Christian (2022): Menschenzentrierung als Ziel des Verbraucherschutzes im digitalen Kontext : Mit einem Higher Purpose in die praktische Umsetzung. In: Roth, Stefan; Corsten, Hans (Hrsg.): Handbuch Digitalisierung. - München : Vahlen, 1233-1250.
2. Helten, Jessica; Hoffmann, Sascha W.; von Somogy, Julia; Loos, Julika; Germelmann, Claas Christian; Tittlbach, Susanne (2020): Smart Moving : Bewegungs- und Sitzverhalten von Studierenden, in: Wollesen, Bettina ; Meixner, Charlotte ; Gräf, Julia ; Pahmeier, Iris ; Vogt, Lutz ; Woll, Alexander (Hrsg.): Interdisziplinäre Forschung & Gesundheitsförderung in Lebenswelten : Bewegung fördern, vernetzen, nachhaltig gestalten - Hamburg: Feldhaus, Edition Czwalina, 80-85.
3. Schreder, Regina; Germelmann, Claas Christian (2020): "Stop till you shop" : Die Vor- und Nachteile von Unterbrechungen im Kaufprozess bei Services, in: Roth, Stefan ; Horbel, Chris ; Popp, Bastian (Hrsg.): Perspektiven des Dienstleistungsmanagements : Aus Sicht von Forschung und Praxis - Wiesbaden: Springer Gabler, 241-251.
4. Tittlbach, Susanne; Germelmann, Claas Christian (2020): Studierende in Bewegung bringen : Interdisziplinäre Impulse zur Bewegungsförderung aus Sicht der Gesundheitswissenschaften des Sports und der Konsumentenverhaltensforschung, in: Roth, Stefan ; Horbel, Chris ; Popp, Bastian (Hrsg.): Perspektiven des Dienstleistungsmanagements : Aus Sicht von Forschung und Praxis - Wiesbaden: Springer Gabler, 793-807.
5. Germelmann, Claas Christian, Neder, Pablo (2017): Die Kulturikone Richard Wagner als Testimonial der Marke Bayreuth : eine Marketingperspektive, in: Mungen, Anno, Vazsony, Nicholas, Hubbert, Julie, Rentsch, Ivana, Stollberg, Arne (Hrsg.): Music Theater as Global Culture : Wagner's Legacy Today - Würzburg: Königshausen & Neumann, 119-128 (Thurnauer Schriften zum Musiktheater; 25).
6. Diekmann, Larissa, Germelmann, Claas Christian (2017): Die Verbraucherinformation und der informierte Verbraucher zwischen Selbstüberschätzung und Informationsüberlastung, in: Möstl, Markus (Hrsg.): Europäisierung des Lebensmittelrechts: Verrechtlichung der Lebensmittelwirtschaft - Frankfurt am Main: Fachmedien Recht und Wirtschaft, dfv Mediengruppe, 63-82 (Schriften zum Lebensmittelrecht; 36).
7. Stieler, Maximilian, Germelmann, Claas Christian (2016): Bestimmungsfaktoren des Verbraucherleitbilds aus verhaltenswissenschaftlicher Sicht, in: Schmidt-Kessel, Martin, Germelmann, Claas Christian (Hrsg.): Verbraucherleitbilder – Zwecke, Wirkweisen und Maßstäbe - Jena: JWV Jenaer Wissenschaftliche Verlagsgesellschaft, 181-206 (Schriften zu Verbraucherrecht und Verbraucherwissenschaften; 8).
8. Buck, Christoph, Germelmann, Claas Christian, Eymann, Torsten (2016): Datenweitergabe als Bedrohung? Konsumentenwahrnehmung am Beispiel mobiler Applikationen, in: Schmidt-Kessel, Martin, Langhanke, Carmen (Hrsg.): Datenschutz als Verbraucherschutz - Jena: Jenaer Wissenschaftliche Verlagsgesellschaft, 49-68 (Schriften zu Verbraucherrecht und Verbraucherwissenschaften; 6).

9. Germelmann, Claas Christian, Stieler, Maximilian (2016): Folgen für die politische Kommunikation, *in*: Schmidt-Kessel, Martin ; Germelmann, Claas Christian (Hrsg.): Verbraucherleitbilder - Zwecke, Wirkweisen und Maßstäbe - Jena: JWV Jenaer Wissenschaftliche Verlagsgesellschaft, 207-211 (Schriften zu Verbraucherrecht und Verbraucherwissenschaften; 8).
10. Germelmann, Claas Christian; Held, Johanna (2014): Der Einfluss von Werbung auf unser Bild von Lebensmitteln, *in*: Leible, Stefan (Hrsg.): Lebensmittel zwischen Illusion und Wirklichkeit - Bayreuth: Verl. PCO, 53-65 (Schriften zum Lebensmittelrecht; 30).
11. Germelmann, Claas Christian, Neder, Pablo (2012): Einkaufszentren, *in*: Zentes, Joachim, Schramm-Klein, Hanna (eds.): Handbuch Handel, Wiesbaden: Gabler, 329-349.
12. Gröppel-Klein, Andrea, Germelmann, Claas Christian (2011), Globalizing the Idea that the „Customer is King“ *in*: Joachim Zentes, Bernhard Swoboda, Dirk Morschett (Hrsg.), Fallstudien zum Internationalen Marketing, Wiesbaden: Gabler, 611-628.
13. Germelmann, Claas Christian (2010): Encyclopedia entries
  - „Aktivierung“
  - „Attitude Survey“
  - „Behaviourally Anchored Rating Scales“
  - „Behavioral Observation Scales“
  - „Brand“
  - „Habitualisierung“
  - „Habituation“
  - „Medienpersönlichkeiten“*in*: Scholz, Christian (Ed.): Vahlens Großes Personalexikon, München: Vahlen.
14. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2009): Medienberichte und Vertrauensverlust von Spendern in Krisen von Spendenorganisationen, *in*: Gröppel-Klein, Andrea; Germelmann, Claas Christian (Eds.) Medien im Marketing. Optionen der Unternehmenskommunikation, Wiesbaden: Gabler, 343-368.
15. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2009): Vom „Mall-Walking“ bis zu „Blitzeinkäufen“ - wie verhalten sich Konsumenten in einem Shopping-Center?, *in*: Falk, Bernd; Bays, Wolfgang R. (Eds.): Shopping-Center-Handbuch – Development – Management – Marketing, 347-355
16. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2008): Internationales Marketing. Teil 1: Grundlagen und Marktbearbeitungsstrategien, *in*: Häberle, Siegfried Georg (Ed.): Das neue Lexikon der Betriebswirtschaftslehre, München und Wien: Oldenbourg, 814-816.
17. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2008): Internationales Marketing. Teil 2: Markteintrittsstrategien, Wettbewerbsstrategien und Marktaustrittsentscheidungen, *in*: Häberle, Siegfried Georg (Ed.): Das neue Lexikon der Betriebswirtschaftslehre, München und Wien: Oldenbourg, 817-819.
18. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2006): Vertrauen in Menschen, Medien, „Medienmenschen“ – eine verhaltenswissenschaftliche Analyse, *in*: Bauer, Hans H.; Neumann, Marcus M.; Schüle, Anja (Eds.) Konsumentenvertrauen: Konzepte und Anwendungen für ein nachhaltiges Kundenbindungsmanagement, München: Vahlen, 119-133.
19. Germelmann, Claas Christian; Gröppel-Klein, Andrea (2004): State of the Art der Imagery-Forschung und ihre Bedeutung für den Handel, *in*: Gröppel-Klein, Andrea (Ed.): Konsumentenverhaltensforschung im 21. Jahrhundert, Wiesbaden: Gabler, 99-126.
20. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2004): „Genügsamkeit“ oder „Hang zum Luxus“? Werte und ihre Bedeutung für das Konsumentenverhalten, *in*: Wiedmann, Klaus-Peter (Ed.): Fundierung des Marketing – Verhaltenswissenschaftliche Erkenntnisse als Grundlage einer angewandten Marketingforschung, Wiesbaden: Gabler, 177-203.
21. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2004): Markenorientierte Führung von Handelsunternehmen unter Berücksichtigung der Betriebsformendynamik, *in*: Bruhn, Manfred (Ed.): Handbuch Markenführung, 2<sup>nd</sup> ed., Wiesbaden: Gabler, 995-1022.
22. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2004): Einzelhändlermarken: Retail Brands, Storebrands, Category Stars und Category Killer, *in*: Bruhn, Manfred (Ed.): Handbuch Markenführung, 2<sup>nd</sup> ed., Wiesbaden: Gabler, 151-161.

23. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2002): Die Bedeutung von Wahrnehmungs- und Gedächtnisbildern von Einkaufszentren, in: Möhlenbruch, Dirk; Hartmann, Michaela (Eds.): Der Handel im Informationszeitalter: Konzepte – Instrumente – Umsetzung, Wiesbaden: Gabler, 511-534.

#### **Presentations at Professional Research Meetings (Refereed)**

1. Diekmann, Larissa, Germelmann, Claas Christian (2019: When Innovative Ways of Reducing Food Waste Meet Eating Culture in University Canteens, doi:10.1007/978-3-030-02568-7\_193, 2018 AMS 21st World Marketing Congress (WMC), Porto, Portugal
2. Diekmann, Larissa, Germelmann, Claas Christian; Jendsch, Stefanie (2018): Why Consumers Remain Ignorant of Nutrition Information : The Roles of Subjective and Objective Nutrition Knowledge, Macromarketing Conference 2018, Leipzig, Deutschland.
3. Fehrer, Julia, Woratschek, Herbert, Germelmann, Claas Christian, Brodie, Roderick J. (2017): Understanding the Social Context of Customer Engagement Behavior: Dynamics and Drivers, 46<sup>th</sup> Annual Conference of the European Marketing Academy(EMAC), Groningen, Netherlands 2017.
4. Germelmann, Claas Christian, Stieler, Maximilian (2017): Athletes As Entrepreneurs: How Can Individual Athletes Initiate Sponsorship Contracts? 25<sup>th</sup> Conference of the European Association for Sport Management (EASM), Bern, Switzerland 2017.
5. Stieler, Maximilian, Germelmann, Claas Christian (2017): Shared Identity in Sport Spectator Crowds Helps To Cope With Negative Game Outcomes, 25<sup>th</sup> Conference of the European Association for Sport Management (EASM), Bern, Switzerland 2017.
6. Fehrer, Julia, Woratschek, Herbert, Germelmann, Claas Christian, Brodie, Roderick J. (2016): Investing the Dynamics of Customer Engagement within a Sport Context using an Experimental Design, 22<sup>nd</sup> Sport Management Association of Australia and New Zealand (SMAANZ) Annual Conference, Auckland, Neuseeland (2016)
7. Stieler, Maximilian, Grasser, Niklas, Germelmann, Claas Christian (2016): Value Formation in Complex Sport Service Ecosystems: Moving from Dyads to Triads, 24<sup>th</sup> Conference of the European Association for Sport Management (EASM), Warsaw, Poland 2016.
8. Popp, Bastian, Horbel, Chris, Germelmann, Claas Christian (2016): Nature And Consequences Of Social Media-Based Anti-Brand Activism Against Sponsors And Investors Of Sport Teams, 2016 World Marketing Congress - Academy of Marketing Science, Paris, France 2016.
9. Held, Johanna, Stieler, Maximilian, Germelmann, Claas Christian (2016): Who Is To Blame? The Role Of Perceived Deception And Moral Emotions In Consumers' Attributional Search, 2016 Annual Conference - Academy of Marketing Science, Lake Buena Vista, FL, 2016.
10. Popp, Bastian, Germelmann, Claas Christian (2016): Structured Abstract: Nature And Multifaceted Consequences Of Facebook-Based Anti-Brand Communities In Sport, 2016 Annual Conference - Academy of Marketing Science, Lake Buena Vista, FL, 2016.
11. Neder, Pablo, Germelmann, Claas Christian (2016): Too Good To Be Told: Mediating Effects On The Retelling Of Extraordinary Corporate Narratives: An Abstract, 2016 Annual Conference - Academy of Marketing Science, Lake Buena Vista, FL, 2016.
12. Huber, Martin, Germelmann, Claas Christian (2016): The Concept Of Eigenzeit And The Art Of Storytelling In Advertising Spots: An Abstract, 2016 Annual Conference - Academy of Marketing Science, Lake Buena Vista, FL, 2016.
13. Nowlin, Edward L., Germelmann, Claas Christian (2016): Unveiling The Magic Of Storytelling In Marketing (Special Session), 2016 Annual Conference - Academy of Marketing Science, Lake Buena Vista, FL, 2016.
14. Geiger, Alina, Horbel, Chris, Germelmann, Claas Christian (2016): Context Factors in Choosing Free Peer-to-Peer Accommodation Sharing, 45th European Marketing Academy Conference (EMAC), Oslo, Norway 2016.
15. Held, Johanna, Stieler, Maximilian, Germelmann, Claas Christian (2015): Deceptive retail tactics : The interplay between attribution, perceived deception and moral emotions, French-Austrian-German Workshop on Consumer Behaviour, Bayreuth 2015.
16. Germelmann, Claas Christian, Herrmann, Jean-Luc, Kacha, Mathieu, Darke, Peter, Bauer, Johanna, Nowak, Magdalena Jolanta (2015): Does Thematic Advertising Congruence/Incongruence Matter? Insights from a Qualitative and an Experimental Study, 2015 North American Conference of the Association for Consumer Research, New Orleans, LA 2015.

17. Stieler, Maximilian, Germelmann, Claas Christian (2015): Beautiful strangers: psychological sense of community in sports crowds, North American Society for Sport Management Conference, Ottawa, Canada 2015.
18. Neder, Pablo, Stieler, Maximilian, Germelmann, Claas Christian (2015, forthcoming): Why boring brands profit from sport-induced excitation even before the actual event takes place, 23<sup>rd</sup> Conference of the European Association for Sport Management, Dublin, Ireland 2015.
19. Popp, Bastian, Horbel, Chris, Germelmann, Claas Christian (2015, forthcoming): Social network-based anti-brand communities opposing sponsors of sport teams, 23<sup>rd</sup> Conference of the European Association for Sport Management, Dublin, Ireland 2015.
20. Stieler, Maximilian, Germelmann, Claas Christian (2015, forthcoming): A mobile application to evaluate sporting events: measuring consumers self-reports continuously, 23<sup>rd</sup> Conference of the European Association for Sport Management, Dublin, Ireland 2015.
21. Ellert, Guido, Wawrzinek, David, Germelmann, Claas Christian (2015, forthcoming): Teaching psychological processes in sports management: helping students to cope with complexity by using the "experience map", 23<sup>rd</sup> Conference of the European Association for Sport Management, Dublin, Ireland 2015.
22. Geiger, Alina, Germelmann, Claas Christian (2015): Reciprocal Couchsurfing versus Sharing's Non-Reciprocity Principle, 44<sup>th</sup> European Marketing Academy Conference (EMAC), Leuven, Belgium 2015.
23. Stieler, Maximilian, Germelmann, Claas Christian (2015): Fan Experience in Spectator Sports and the Feeling Of Social Connectedness, 2015 Annual Conference - Academy of Marketing Science, Denver, CO 2015.
24. Germelmann, Claas Christian, Herrmann, Jean-Luc, Kacha, Mathieu, Darke, Peter (2015): Re-Examining Perceived Thematic Congruence/Incongruence Issues: First Insights from two Qualitative Studies, 2015 SCP Winter Conference, Phoenix, AZ 2015.
25. Held, Johanna, Germelmann, Claas Christian (2014): Deceived or not deceived: How food consumers perceive deception, North American Conference of the Association for Consumer Research, Baltimore, MD 2014.
26. Fehrer, Julia, Brodie, Rod, Woratschek, Herbert, Germelmann, Claas Christian (2014): Identifying Causal Customer Engagement Effects Using an Experimental Design, Australian and New Zealand Marketing Academy Conference (ANZMAC), Brisbane 2014.
27. Seufert, Markus, Stieler, Maximilian, Germelmann, Claas Christian (2014): Motives of Football Stadium Visitors and Consequences for Service Desires: A Laddering Approach, 22<sup>nd</sup> Conference of the European Association for Sport Management, Coventry, UK September 2014.
28. Stieler, Maximilian, Germelmann, Claas Christian, Laitila, Osmo, Rasku, Risto (2014): Personal Values as Predictors of Football and Rally Event Attendance (Claas Christian Germelmann, Maximilian Stieler), 22<sup>nd</sup> Conference of the European Association for Sport Management, Coventry, UK September 2014.
29. Germelmann, Claas Christian, Herrmann, Jean-Luc, Kacha, Mathieu, Hüttel, Björn (2014): Perceived Thematic Congruence between the Ad, Medium, and Program? First Insights from a Qualitative Study, 43<sup>rd</sup> European Marketing Academy Conference (EMAC), Valencia, Spain 2014.
30. Popp, Bastian, Germelmann, Claas Christian, Woratschek, Herbert (2014): Can Online Anti-Brand Communities Devalue Sponsorship Engagement? - Findings from a Mixed Methods Study from the Sports Context, 43<sup>rd</sup> European Marketing Academy Conference (EMAC), Valencia, Spain, June 2014.
31. Fehrer, Julia, Germelmann, Claas Christian, Woratschek, Herbert (2014): Conceptualizing the Dynamic and Iterative Nature of Customer Engagement, 43<sup>rd</sup> European Marketing Academy Conference (EMAC), Valencia, Spain, June 2014.
32. Buck, Christoph, Horbel, Chris, Germelmann, Claas Christian, Eymann, Torsten (2014): The Unconscious App Consumer: Discovering and Comparing the Information-Seeking Patterns among Mobile Application Consumers, Proceedings of the 22<sup>nd</sup> European Conference on Information Systems, Tel Aviv, 2014.
33. Held, Johanna, Germelmann, Claas Christian (2014): Making responsible and self-determined nutritional choices as a dimension of consumer's food literacy: A focus group-based investigation, French-Austrian-German Workshop on Consumer Behaviour, Paris 2014.
34. Held, Johanna, Germelmann, Claas Christian (2014): Digesting food information: a focus group-based typology on the ways in which consumers process food information, AMA Winter Conference 2014, Orlando, FL, February 2014.



35. Fehrer, Julia, Woratschek, Herbert, Germelmann, Claas Christian (2013): Antecedents and Consequences of Customer Engagement – A literature review, Australian and New Zealand Marketing Academy Conference (ANZMAC), Auckland, New Zealand, 2013.
36. Popp, Bastian, Jung, Benjamin, Germelmann, Claas Christian (2013): Online Anti-Brand Communities in Professional Sports and Their Relevance for Sponsors - The Case of FC Bayern Muenchen and Deutsche Telekom AG, 21<sup>st</sup> Conference of the European Association for Sport Management (EASM), Istanbul, Turkey, September 2013.
37. Germelmann, Claas Christian, Stieler, Maximilian, Weismann, Friederike (2013): Co-destruction of value by customers: The example of silent protests, 21<sup>st</sup> Conference of the European Association for Sport Management, Istanbul, Turkey, September 2013.
38. Germelmann, Claas Christian, Stieler, Maximilian, Röder, Thomas (2013): Why students identify with their university: a “students as active participants” paradigm perspective, Proceedings of the 42<sup>nd</sup> EMAC Conference Istanbul 2013.
39. Germelmann, Claas Christian, Held, Johanna (2013): Über den Einfluss der Werbung auf unser Bild von Lebensmitteln, Proceedings of the Symposium „Lebensmittel zwischen Illusion und Wirklichkeit“, Bayreuth.
40. Durchholz, Christian, Woratschek, Herbert, Germelmann, Claas Christian (2012): Measuring Co-Creation Of Value By Other Customers – Evidence In Sports, EASM 2012.
41. Ströbel, Tim, Woratschek, Herbert, Germelmann, Claas Christian (2012): Academic Sport Management Programmes As Brands?! – An Empirical Analysis Of The “Sport, Business & Law” Programme At The University Of Bayreuth, EASM 2012.
42. Groeppel-Klein, Andrea, Germelmann, Claas Christian (2012): Revealing an Advertising Myth - How Supportive is Editorial Support? Extended Abstract in: Advances in Consumer Research, Vol. 38, ed. Darren W. Dahl, Gita V. Johar, and Stijn M. J. van Osselaer, 669-670.
43. Groeppel-Klein, Andrea; Germelmann, Claas Christian (2011): Improving Attitude towards Compliance with Medication through a Public Health Campaign: A Field Study, in: European Advances in Consumer Research, Vol. 9, ed. Alan Bradshaw, Chris Hackley and Pauline Maclaran, 500-501.
44. Groeppel-Klein, Andrea, Germelmann, Claas Christian (2010): Targeted Ads and Embedded Ad Links in a Social Media Context - A Preliminary Experimental Investigation French-Austrian-German Workshop on Consumer Behaviour, French-Austrian-German Workshop on Consumer Behaviour, Saarbrücken 2010.
45. Germelmann, Claas Christian; Groeppel-Klein, Andrea (2010): Editorial Support for Ads: Synergy or “Unfortunate Alliance”? An Experimental Analysis, 5<sup>th</sup> International Research Days on Marketing Communications, Nancy 2010.
46. Germelmann, Claas Christian; Groeppel-Klein, Andrea (2009): Consumers’ reactions to editorial support for ads: an experimental test under two exposure conditions, Proceedings of the 38<sup>th</sup> EMAC Conference Nantes 2009.
47. Groeppel-Klein, Andrea; Germelmann, Claas Christian (2008): Intercultural Interaction as a Prerequisite for the Success of International Universities: How to Make it Work, and for Whom it Works, Proceedings of the 37<sup>th</sup> EMAC Conference Brighton 2008.
48. Germelmann, Claas Christian; Groeppel-Klein, Andrea (2007): When More Might Be Less: Can Advertisements Improve the Impact of Positive Media Content On A Brand?, Proceedings of the Conference of the International Media Management Academic Association, Saarbrücken 2007.
49. Gröppel-Klein, Andrea; Germelmann, Claas Christian; Woratschek, Herbert (2007): Arousal and Decision Making, Proceedings of the 36<sup>th</sup> EMAC Conference Reykjavik 2007.
50. Groeppel-Klein, Andrea; Germelmann, Claas Christian; Glaum, Martin (2006): Studying Across Borders: Insights into International Business Students’ Cultural Openness and Intercultural Interaction, Proceedings of the IFSAM VIII<sup>th</sup> World Congress Berlin 2006.
51. Groeppel-Klein, Andrea; Bartmann, Benedikt; Germelmann, Claas Christian (2006): Mental Maps of Retail Spaces and Their Relevance for Perceived Shopping Convenience and Retail Success, Proceedings of the 13<sup>th</sup> Conference of The European Institute of Retailing and Services Studies (EIRASS), Budapest 2006.
52. Groeppel-Klein, Andrea; Bartmann, Benedikt; Germelmann, Claas Christian (2006): The relevance of mental maps and the “turning bias” for the orientation, mental convenience, and approach behaviour at the point-of-sale, Proceedings of the 35<sup>th</sup> EMAC Conference Athens 2006, ed. George M. Avlonitis.

53. Groeppel-Klein, Andrea; Germelmann, Claas Christian (2004): Is Specific Consumer Behaviour Influenced by Terminal Values or Does Yellow Press Set the Tone? – An Empirical Study, in: Worldwide Marketing? Proceedings of the 33<sup>rd</sup> EMAC Conference Murcia 2004, ed. José Luis Munera-Alemán [extended version as discussion paper No. 208, European University Viadrina Frankfurt (Oder), Department of Business Administration and Economics].
54. Groeppel-Klein, Andrea; Germelmann, Claas Christian (2002): The relevance of memory images and word-of-mouth for the success of shopping centres, in: Marketing in a Changing World: Scope, Opportunities and Challenges. Proceedings of the 31<sup>st</sup> EMAC Conference Braga 2002, ed. Minoo Farhangmehr, Braga: Barbosa & Xavier.

#### **Non-Refereed Journal and Working Papers**

1. Germelmann, Claas Christian, Huber, Martin, Neder, Pablo (2019): Homo Digitalis und seine Rituale: von Digitalen Höhlen und Geschichten am E-Lagerfeuer, in: transfer : Zeitschrift für Kommunikation und Markenmanagement Bd. 65 (2019) Heft 2, 24-30.
2. Germelmann, Claas Christian, Neder, Pablo (2016): Lokale Markenbotschafter mit Zukunft, in: Markenartikel, 78 (9), 45-47
3. Buck, Christoph, Germelmann, Claas Christian, Eymann, Torsten (2014): Werte und Motive als Treiber der Smartphone-Nutzungsaktivitäten - Eine empirische Studie, Bayreuther Arbeitspapiere zur Wirtschaftsinformatik Nr. 59, Bayreuth 2014.
4. Deisenhofer, Anna, Germelmann, Claas Christian (2012): Der widerständige Konsument: Reaktanz gegen Marketingmaßnahmen, Wirtschaftswissenschaftliche Diskussionspapiere der Universität Bayreuth, Band 05-12, Bayreuth 2012.
5. Germelmann, Claas Christian (2010): Buchbesprechung zu „SENSORY MARKETING: Research on the Sensuality of Products“, in: transfer Werbeforschung & Praxis, 56 (2), 67.
6. Germelmann, Claas Christian (2010): Die Zeit der „passiven Kunden“ an den Unis ist vorbei: Warum aktive Studierende das Bild der Universität bei Unternehmen prägen, in: ZOOM 2010, MTP Saarbrücken.
7. Kritikos, Alexander; Kneiding, Christoph; Germelmann, Claas Christian (2009): Demand Side Analysis of Microlending Markets in Germany, Discussion Paper 903 of DIW Berlin, <http://www.diw.de/documents/publikationen/73/99783/dp903.pdf> [also listed as IZA Discussion Paper No. 4292, <http://ftp.iza.org/dp4292.pdf>].
8. Kritikos, Alexander; Kneiding, Christoph; Germelmann, Claas Christian (2006): Is there a Market for Microlending in Industrialized Countries?, Discussion Paper No. 251, European University Viadrina Frankfurt (Oder), Department of Business Administration and Economics, [http://www.econstor.eu/dspace/bitstream/10419/23821/1/251\\_Kritikos\\_Kneiding\\_Germelmann.pdf](http://www.econstor.eu/dspace/bitstream/10419/23821/1/251_Kritikos_Kneiding_Germelmann.pdf).
9. Gröppel-Klein, Andrea; Germelmann, Claas Christian; Glaum, Martin (2005): Polnische und deutsche Studierende an der Wirtschaftswissenschaftlichen Fakultät der Europa-Universität Viadrina: Ein Längsschnittvergleich 1998 - 2004, Discussion Paper No. 244, European University Viadrina Frankfurt (Oder), Department of Business Administration and Economics, [http://www.wiwi.eu-frankfurt-o.de/de/forschung/publikationen\\_projekte/discussionpaper/dp/244\\_Groeppel-Klein\\_Germelmann\\_Glaum.pdf](http://www.wiwi.eu-frankfurt-o.de/de/forschung/publikationen_projekte/discussionpaper/dp/244_Groeppel-Klein_Germelmann_Glaum.pdf).
10. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2005): The Impact of Terminal Values and Yellow Press on Consumer Behavior, Discussion Paper No. 224, European University Viadrina Frankfurt (Oder), Department of Business Administration and Economics. [http://econstor.eu/dspace/bitstream/10419/23797/1/224\\_Groeppel-Klein\\_Germelmann.pdf](http://econstor.eu/dspace/bitstream/10419/23797/1/224_Groeppel-Klein_Germelmann.pdf)
11. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2004): Magneten als Kompaß für die kognitiven Landkarten: Wie Ankermieter in Einkaufszentren die Konsumenten lenken, in: German Council Report, 2/2004, 56-57.
12. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2004): Ein Hauch von Luxus: Polnische Kunden in Deutschland suchen Marken und Qualität, in: German Council Report, 1/2004, 36-38.
13. Gröppel-Klein, Andrea; Germelmann, Claas Christian (2003): Wie werden Einkaufszentren im Kopf der Konsumenten zu unverwechselbaren Marken? 5 goldene Regeln für die Einkaufszentregestaltung, in: German Council Report, 2/2003, 32-34.
14. Germelmann, Claas Christian (2001): Der Einfluss von Einkaufsstättenschemata und inneren Bildern auf die Entstehung von Preisimages außerhalb des Point-of-Sale, Arbeitspapier Nr. 30 der Forschungsgruppe Konsum und Verhalten, eds. Gerold Behrens et al., Frankfurt (Oder).

## Keynotes and Presentations at Research Seminars, Executives' Conferences, and in the Media (Selection)

1. *Homo Digitalis und seine Rituale - von digitalen Höhlen und Geschichten am E-Lagerfeuer*, 12. Effizienztag, Berlin, 2019
2. *Trau, schau, wem – mit wachen Augen durch die Welt der Konsumentenbeeinflussung*, ARD Campus Talks, Erstausstrahlung 12.03.2019.
3. *Täuschung in der Marketingkommunikation: Eine verhaltenswissenschaftliche Perspektive*, Seminar der Studienstiftung der Deutschen Wirtschaft, Bayreuth 2015.
4. Popp, Bastian, Germelmann, Claas Christian, Jung, Benjamin (2015): *Social Media-basierte Anti-Brand Communities im Sport – Charakteristika und Relevanz für Sportmarken und Sponsoren*, 18. Workshop Dienstleistungsmarketing, Berlin, 2015.
5. *Konsumentenverhalten und Freiheit*, presentation at the seminar „Freiheit“ of the Festival Junger Künstler Bayreuth, Bayreuth 2014.
6. *Media Network Marketing and Consumers' Media Network Persuasion Knowledge*, presentation at the International Workshop Media Networks, Bayreuth 2014.
7. *Ignorance is Bliss - Wahrnehmung von Datenweitergabe als Bedrohung?* (Claas Christian Germelmann, Christoph Buck), keynote address at the research summit of the Forschungsstelle für Verbraucherrecht der Universität Bayreuth, Bayreuth 2013.
8. *Marketing-Mythen und ihr Wahrheitsgehalt - Marketingkommunikationsforschung an der Universität Bayreuth* (Claas Christian Germelmann, Pablo Neder), keynote for the Marketing-Club Oberfranken, Bayreuth 2013.
9. *Über den Einfluss der Werbung auf unser Bild von Lebensmitteln* (Claas Christian Germelmann, Johanna Held), Vortrag auf dem Symposium "Lebensmittel zwischen Illusion" und Wirklichkeit, keynote address at the research summit of the Forschungsstelle für Deutsches und Europäisches Lebensmittelrecht der Universität Bayreuth, Bayreuth 2013.
10. *Verbraucher unter Strom?* (Claas Christian Germelmann, Anna Deisenhofer), Verbraucherschutz nach der Energiewende aus Sicht der Konsumentenverhaltensforschung, keynote address at the 4. Bayreuther Energierechtstage der Forschungsstelle für deutsches und europäisches Energierecht der Universität Bayreuth, Bayreuth 2013.
11. *Beiträge der Konsumentenverhaltensforschung zum strategischen Universitätsmarketing*, inaugural lecture, Bayreuth 2012
12. *Zwischen Bumerang und Stoppschild: Die Offenlegung von Interessenskonflikten bei Empfehlungen von Konsumenten für Konsumenten*, Bayreuther Gespräche zum Verbraucherrecht, Bayreuth 2012.
13. *Informationsasymmetrien und Informationspflichten zwischen Anspruch und Wirklichkeit* (together with Martin Schmidt-Kessel), keynote address at opening of the new lecture hall, Bayreuth 2012.
14. *„Zwischen Identifikation und Entwicklungspotential: Die Universität des Saarlandes aus Sicht der Studierenden und der Unternehmen“*, keynote address at commencement of the Business Faculty of the Saarland University, Saarbrücken 2009.
15. *„Welches Umfeld brauchen Handel und Gastronomie für eine erfolgreiche Werbung?“*, presentation at the City Marketing Meeting of the IHK Saarbrücken 2009.
16. *„Die Bestimmungsfaktoren der Attraktivität einer Universität aus Sicht der Studierenden und der Unternehmen als Ansatzpunkte für das Universitätsmarketing“*, habilitation lecture, Saarbrücken 2009.
17. *„Können positive Medienberichte die Werbewirkung erhöhen? Eine experimentelle Studie“*, presentation at the 39. Jahrestagung der wissenschaftlichen Kommission Marketing im VHB, Mannheim 2009.
18. *„Der Einfluß der Medienberichterstattung auf die Vermarktung von Produkten und Dienstleistungen“*, guest lecture at the Lehrstuhl für Allg. BWL, insbes. Marketing und Int. Handel, TU Freiberg 2005.
19. *„Der Einfluß der Medienberichterstattung auf die Werbewirkung“*, presentation at the Forschungstagung Marketing, Universität Trier 2005.
20. *„Attraktive Zentregestaltung und Preisimage: Wissenschaftliche Erkenntnisse zur Kundenbindung“*, presentation at the 8<sup>th</sup> Forum Architektur of the German Council of Shopping Centers, Heiligendamm 2005.
21. *„Der Einfluß der Medienberichterstattung auf das Markenimage“*, guest lecture at the Interdisciplinary Research Seminar „Marketing und Innovationsmanagement“, Humboldt Universität zu Berlin 2004.
22. *„Medienmacht und Konsumentenverhalten“*, presentation at Jahrestagung der Forschungsgruppe Konsum & Verhalten, Lüneburg 2004.

23. „Der Einfluß von Mund-zu-Mund-Propaganda und Werbung auf die Entstehung von Preisimages außerhalb des Point-of-Sale“, presentation at Freie Universität Berlin (Forschungstagung Marketing), Berlin 2001.
24. „Mentale Repräsentation von Einkaufsstätten und die Entstehung von Preisimages außerhalb des Point-of-Sale“, presentation at Jahrestagung der Forschungsgruppe Konsum & Verhalten, Wuppertal, 2000.
25. “On the Formation of Price-Images Outside the Point-of-Sale”, Research Colloquium “Sønderborg meets Frankfurt an der Oder”, Frankfurt (Oder) 2000.
26. “Zur Entstehung von Preisimages außerhalb des Point-of-Sale”, Hochschule St. Gallen, (Forschungstagung Marketing), St. Gallen, Schweiz 2000

## VIII. TEACHING EXPERIENCE

<i>Undergraduate:</i>	Principles of Marketing (lecture) Strategic Marketing and Market Analysis (lecture, in German) Marketing Research (lecture, in German) Seminar in Marketing (seminar)
<i>Masters:</i>	Marketing A: Consumer Behavior (lecture, in German) Marketing B: Corporate Communication, Media and Marketing (lecture) Capstone Course Sports Marketing for <i>Kelley School of Business, Indiana University</i> Introduction to Media Management Strategic Litigation PR (lecture and seminar) Seminar in Marketing (seminar) Empirical Research Seminar (seminar)
<i>MBA / Executive Education:</i>	Consumer Behavior (lecture) Principles of Sport Marketing (lecture, in German) Business Administration for Marketing & Sales (lecture, in German) Consumer Behavior in the Digital Age (lecture, in German) Marketing for Cultural Institutions (lecture, in German)
<i>Ph.D.:</i>	Doctorial Seminar in Scientific Methods and Experimental Research Emotions, Motives, and Values in Service Environments

## IX. RESEARCH GRANTS

1. *Techniker Krankenkasse and Kompetenzzentrum für Ernährung (KErn)* [Center of Excellence for Nutrition]: *Smart Moving* [Principal Investigator; Project together with J. Curbach, S. Hoffmann, M. Leitzmann, S. Tittlbach]
2. *Kompetenzzentrum für Ernährung (KErn)* [Center of Excellence for Nutrition]: *Erstellung einer Landkarte der medialen Lebensmittelwelt für Kinder (6-12 Jahre)* [Mapping the Medial Food World of Children Aged 6-12]. [Principal Investigator; Project together with Susanne Eichner, Matthias Christen and Martin Huber]

## X. OTHER PROFESSIONAL ACTIVITIES

### Editorship

*transfer* – Werbeforschung und Praxis (*transfer* – Advertising Research and Practice), 2016-present

### Associate Editorship

- Journal of Business Research: Buyer Behavior, 2018-2021

### Member of the Editorial Board

- Marketing ZFP – Journal of Research and Management, 2017–present

### Member of the Editorial Review Board / Editorial Advisory Board

- Journal of Advertising Research, 2019–present
- International Journal of Sports Marketing and Sponsorship, 2019–present
- Journal of Business Research, 2016–2018
- Journal of Consumer Marketing, 2014–present

### Conference Editorial Boards and Program Committees

1. Co-Chair of the track "Sensory Marketing", *Academy of Marketing Science Annual Conference*, 2020
2. Co-Chair of the track "Consumer Behavior", *Academy of Marketing Science Annual Conference*, 2019
3. Co-Chair, *French-Austrian-German Workshop on Consumer Behaviour*, 2019
4. Co-Chair of the track "Social Media Marketing", *World Marketing Congress*, 2018
5. Member of the Scientific Committee of the *European Sport Management Association Conference*, 2017
6. Program Co-Chair, *Academy of Marketing Science Annual Conference*, 2016
7. Co-Chair of the track "Traditional Advertising", *World Marketing Congress*, 2016
8. Co-Chair of the track "Sport & Experiential Marketing", *Academy of Marketing Science Annual Conference*, 2015
9. Chair, *French-Austrian-German Workshop on Consumer Behaviour*, 2015
10. Chair, *Jahrestagung der Forschungsgruppe Konsum & Verhalten* [Annual Conference of the Research Group Consumption & Behavior], 2014
11. Member of the Scientific Committee, *French-Austrian-German Workshop on Consumer Behaviour*, 2014
12. Co-Chair, *Jahrestagung des Arbeitskreises Sportökonomie* [Annual Conference of the German Sport Economics Association], 2014
13. Co-Chair of Doctoral Symposium, *Jahrestagung des Arbeitskreises Sportökonomie* [Annual Conference of the German Sport Economics Association], 2012-present
14. Co-Editor, *Schriften Verbraucherrecht und Verbraucherwissenschaften* [Consumer Law and Consumer Science Writings], 2012-present
15. Board of Directors, *Forschungsgruppe Konsum & Verhalten* [Research Group Consumption & Behavior], 2011-present
16. Member of the Scientific Committee, *French-Austrian-German Workshop on Consumer Behaviour*, 2010

### Ad-hoc Reviewing for Journals

- Die Unternehmung
- European Sport Management Quarterly (ESMQ)
- European Retail Research
- International Journal of Intercultural Communication
- Journal of Advertising
- Journal of Advertising Research
- Journal of Consumer Policy
- Journal of Marketing Communication
- Journal of Public Policy & Marketing
- Marketing – Journal of Research and Management
- Marketing Review St. Gallen (formerly Thexis)
- Marketing ZFP
- Medien & Kommunikationswissenschaft
- Sport Management Review (SMR)

### Ad-hoc Reviewing for Conferences and Organizations

1. Academy of Marketing Science Conference
2. American Marketing Association Conference
3. Association for Consumer Research (National Conference and European Conference)
4. Deutsche Forschungsgemeinschaft (DFG)
5. European Advertising Academy Conference
6. European Association of Education and Research in Commercial Distribution Conference
7. European Marketing Academy Conference
8. French-Austrian-German Workshop on Consumer Behaviour
9. Österreichische Forschungsgemeinschaft (ÖFG)
10. Society for Consumer Psychology Conference

### Current Research Supervision

Ph.D. Supervisor: Larissa Diekmann (Marketing, University of Bayreuth)  
 Jannike Harnischmacher (Marketing, University of Bayreuth)  
 Jonas Föhr (Marketing, University of Bayreuth)\*

Johanna Held (Food Marketing, University of Bayreuth)\*  
Alina Jahn, geb. Geiger (Marketing, University of Bayreuth)\*  
Annett Klippel (Media Marketing, University of Bayreuth)\*  
Timo Koch (Marketing, University of Bayreuth)  
Ping Li (Media Marketing, University of Bayreuth)  
Lisa-Marie Merkl (Marketing, University of Bayreuth)  
Pablo Neder (Marketing, University of Bayreuth)\*  
Regina Schreder (Marketing, University of Bayreuth)  
Maximilian Stieler (Marketing, University of Bayreuth)\*  
Markus Seufert (Sport Marketing, University of Bayreuth)\*  
David Wawrzinek (HE Management, University of Bayreuth)\*  
Andreas Winter (Marketing, University of Bayreuth)

Ph.D. Supervisory Committee:

Marjorie Bertschy (Sport Marketing, International University of Monaco, DBA)  
Christoph Buck (Business Informatics, University of Bayreuth)\*  
Julia Fehrer (Service Management, University of Bayreuth and University of Auckland)\*  
Caroline Frisenberg (Marketing, International University of Monaco, DBA)  
Helle Haurum (Marketing, Copenhagen Business School)\*  
Elisabeth Wolfsteiner (Marketing, University of Vienna)\*

\* successfully completed as per the date of the CV

## **XI. ACADEMIC SERVICES**

### **International Level**

1. Vice President and Member of the Executive Board of the European Association for Sport Management (EASM), 2018–2022
2. Treasurer and Member of the Executive Board of the European Association for Sport Management (EASM), 2015–2018

### **National Level**

1. Member of the Board of the German Association for Advertising Science (Mitglied des Vorstands der Deutschen Werbewissenschaftlichen Gesellschaft), 2017–present

### **University Level**

1. Vice Director of the University of Bayreuth Graduate School, 2016–2019
2. Director of the Graduate Centre for Law, Ethics, Business Management and Economics – BayREW, 2015–2019
3. Spokesman of the Board for the Emerging Research Profile Field “Innovation and Consumer Protection” of the University of Bayreuth, 2013–2017
4. Member of the Presidential Committee for University Marketing of the University of Bayreuth, 2011–present
5. Member of the Commission for Awarding Dissertation Research Grants to Gifted Students of the European University Viadrina [Graduiertenförderungskommission], 1998–2006
6. Deputy Member of the Administrative Board of the Studentenwerk Frankfurt (Oder) [Stellv. Mitglied im Verwaltungsrat des Studentenwerks], 1999–2006)
7. Member of the Senate Committee for Teaching, Research, and the Language Center of the European University Viadrina (Mitglied der Senatskommission für Lehre, Forschung und das Sprachenzentrum 1998–2000)

### **Faculty Level**

1. Board of Directors, Marketing & Services Area at the University of Bayreuth, 2014–present.
2. Program Coordinator “MBA Marketing & Sales Management”, 2019–present
3. Program Coordinator “Master in Media Culture and Media Business”, 2015–present.
4. Doctoral Committee of the Faculty of Law, Business Administration and Economics, 2019–2022

5. Member of the Dissertation Awards Committee of the Faculty of Law, Business Administration and Economics, 2019–
6. Program Coordinator “Business Administration for Teachers and Non-Business Students”, 2013–2016.
7. Member of the Faculty Council of the Faculty for Law, Business Administration and Economics, 2013–present.
8. Head of the Appointment Committees for the following positions:
  - a. Chair of Marketing & Sports Management, 2017–2019
  - b. Chair of Innovation and Dialogue Marketing, 2014
  - c. Chair of Business Administration, 2013–2014
  - d. Associate Professor for Relationship Marketing, 2013
  - e. Assistant Professor for Media Management and Sports Media, 2011–2012
9. Member of the Appointment Committees for the following positions:
  - a. Chair of Artificial Intelligence, Product- and Process Innovation, 2022
  - b. Chair of Business Informatics and Data Science, 2021
  - c. Chair of Supply Chain Management in the Food Sector, 2019
  - d. Chair of Human Resources and Intrapreneurship, 2018
  - e. Chair of Taxation, 2013
  - f. Chair of Controlling, 2012–2013
  - g. Chair of Digital and Audiovisual Media, 2013–2014
10. Member of the Promotion Committee of the Faculty of Business and Economics of the European University Viadrina [Mitglied des Promotionsausschusses der Wirtschaftswissenschaftlichen Fakultät], 2004–2006

## **XII. MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

1. Academy of Marketing Science
2. Association for Consumer Research
3. Deutsche Werbewissenschaftliche Gesellschaft
4. European Association for Sport Management
5. European Marketing Academy
6. Hochschulverband
7. Schmalenbach-Gesellschaft für Betriebswirtschaftslehre e.V.
8. Society for Consumer Psychology
9. Verband der Hochschullehrer für Betriebswirtschaft e.V., Kommission Marketing.

## **XIII. Community Service**

1. Member (2014-present) and Sergeant-at-Arms (2016-2019) of the Rotary Club Bayreuth-Eremitage (District 1880)
2. Vice-Chairman of the Board of Directors of the Festival Young Artists Bayreuth e.V. (2013–present)

## **XIV. Entrepreneurship**

1. CEO and Co-Founder of The Ringsight GmbH (Strategic Management Consulting) (2018–present)