



Jun.-Prof. Dr. Jochen Reiner  
Juniorprofessur Marketing



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## Akademischer Lebenslauf

	Mai 2018	Positive Zwischenevaluierung der Juniorprofessur
Oktober 2017	März 2018	Vertretungsprofessur, Lehrstuhl für Services Marketing, Karlsruher Institut für Technologie
seit	Februar 2015	Juniorprofessor für Marketing, Goethe-Universität Frankfurt
August 2013	Februar 2015	Habilitand an der Strothoff-Stiftungsprofessur für BWL insb. Handel, Goethe-Universität Frankfurt (ab März 2014 Akademischer Rat)
	Juli 2013	Doktor rer. Pol. (Ph.D.), Goethe-Universität Frankfurt Thema: "Innovative Pricing and Promotion Mechanisms in Retailing" (summa cum laude)
Oktober 2009	– Juli 2013	Promotion an der Goethe-Universität Frankfurt, Strothoff-Stiftungsprofessur für BWL insb. Handel, Betreuer: Prof. Dr. Martin Natter
September 2007	– September 2009	Master in Economics and Business, Fokus Marketing (M.Sc.) Universität Groningen, Niederlande Master Thesis wurde von Peter. C. Verhoef und Peter S.H. Leeflang betreut
September 2005	– Februar 2007	Master in Sales & Service Engineering (MBA+E) Hochschule Furtwangen (Ein Semester am Galway-Mayo Institute of Technology, Irland)
Oktober 2001	– Juli 2005	Product Engineering / Wirtschaftsingenieurwesen Fokus: Marketing & Vertrieb (Dipl. –Wirtsch. –Ing. (FH)) Hochschule Furtwangen

## Preise / Nominierungen / Einladungen

- |      |  |
|------|--|
| 2018 | • 2. Platz bei der Lehrevaluation im Sommersemester 2018 mit dem Bachelorkurs „Handelsmarketing“                   |
| 2016 | • 1. Platz bei der Lehrevaluation im Sommersemester 2016 mit dem Bachelorkurs „Marketing2“ (Marketing Engineering) |
| 2015 | • 2. Platz bei der Lehrevaluation im Sommersemester 2015 mit dem Bachelorkurs „Einführung in das Marketing“        |

- 2014
  - EHI Wissenschaftspreis 2014 – Kategorie „beste Dissertation“
  - Finalist EHI Wissenschaftspreis 2014 – Kategorie „beste Kooperation“
  - Finalist Wissenschaftspreis 2014 des Deutschen Marketing-Verbandes
- 2012
  - AMA/Sheth Doctoral Consortium 2012, Seattle
  - EMAC Doctoral Colloquium 2012, Lissabon
  - Nominiert für den EMAC Best Paper Award 2012 (basierend auf einer Dissertation, als Koautor)
- 2010
  - ISMS Doctoral Consortium 2012, Köln
- 2009
  - Research Master Graduate 2009 Award als bester Absolvent der SOM Research School, Universität Groningen, Niederlande

### Publikationen in Zeitschriften

Reiner, J., Skiera, B. (2018): Helping Merchants to Assess the Profitability of Deal-of-the-Day Promotions, *Interfaces*, Vol. 48 (3), 247-259.

Kostyra, D. / Reiner, J. / Natter, M. / Klapper, D. (2016) “Decomposing the Effects of Online Customer Reviews on Brand, Price, and Product Attributes”, *International Journal of Research in Marketing*, Vol. 33 (1), 11-26.

Reiner, J. / Natter, M. / Skiera, B. (2014) “The Impact of Buy-Now Features in Pay-per-Bid Auctions”, *Journal of Management Information Systems*, Vol. 31 (2), 77-104.

Verhoef, P. C. / Leeflang, P.S.H. / Reiner, J. / Natter, M. / Baker, W. / Grinstein, A. / Gustafsson, A. / Morrison, P. / Saunders, J. (2011) “A Cross-National Investigation into the Marketing Department’s Influence within the Firm: Towards Initial Empirical Generalizations”, *Journal of International Marketing*, Vol. 19 (3), 59-86.

### Beiträge in Sammelwerken

Skiera, B. / Reiner, J. / Albers, S. (2018) “Regression Analysis”, in Homburg, C. / Klarmann, M. / Vomberg, A. (Edt.): *Handbook of Market Research*.

Reiner, J. / Natter, M. / Skiera, B. (2011) “Exciting Commerce”, in Wieringa, J.E. / Verhoef, P.C. / Hoekstra, J.C. (Edt.): *Liber Amicorum in honor of Peter S. H. Leeflang*, Groningen, 339-349.

### Konferenzbeiträge / Präsentationen

- 2019 Reiner, J. / Wamsler, J. / Natter, M. (2019) “Feeling Worried, Not Safe: Insights Into the Insurance Price Risk Signal”, 49<sup>th</sup> Annual Meeting of the Marketing Section within the VHB, Karlsruhe, Germany.

- 2018 Reiner, J. / Wamsler, J. / Natter, M. (2018) "The Risk Signal Of Price Among Complementary Products: Evidence From Innovative Short-term Insurances", in Proceedings of the 40<sup>th</sup> INFORMS Marketing Science Conference 2018, Philadelphia, USA.
- Reiner, J. / Wamsler, J. / Natter, M. (2018) "The Risk Signal Of Price Among Complementary Products: Evidence From Innovative Short-term Insurances", invited presentation at Universidad Autónoma de Madrid, Madrid, Spain.
- 2017 Wamsler, J. / Reiner, J. / Natter, M. (2017) "Triple Role of Price", in Proceedings of the 39<sup>th</sup> INFORMS Marketing Science Conference 2017, Los Angeles, USA.
- 2016 Brünner, T. / Reiner, J. / Natter, M. / Skiera, B. (2016) "Prospect Theory in Dynamic Games: Theory and Evidence from Online Pay-Per-Bid Auction", Foundations of Utility and Risk Conference 2016, Warwick, UK.
- Reiner, J. / Romero, J. / Natter, M. / Klapper, D. (2016) "Category Comparability: The Missing Link between Retailer's Assortment and Pricing Strategy", in Proceedings of the 38<sup>th</sup> INFORMS Marketing Science Conference 2016, Shanghai, China.
- Reiner, J. / Romero, J. / Natter, M. / Klapper, D. (2016) "Category Comparability: The Missing Link between Retailer's Assortment and Pricing Strategy", in Proceedings of the 45<sup>th</sup> Conference of the European Marketing Academy (EMAC), Oslo, Norway.
- 2014 Kostyra, D. / Reiner, J. / Natter, M. / Klapper, D. (2014) "Decomposing the Effects of Online Customer Reviews on Brand, Price, and Product", in Proceedings of the 21<sup>st</sup> Recent Advances in Retailing & Service Science Conference, Bucharest, Romania.
- 2012 Reiner, J. / Skiera, B. / Natter, M. (2012) "An Analysis of the Profitability of Deal-of-the-Day Promotions", in Proceedings of the 34<sup>th</sup> INFORMS Marketing Science Conference 2012, Boston, MA, USA.
- Kostyra, D. / Reiner, J. (2012) "Does Design Matter? An Empirical Investigation into the Design-Impact of Online Review Systems", in Proceedings of the 41<sup>st</sup> Conference of the European Marketing Academy (EMAC), Lisbon, Portugal. (nominated for the Best Paper Award based on a Doctoral Dissertation)
- Reiner, J. / Skiera, B. / Natter, M. (2012) "An Analysis of the Profitability of Deal-of-the-Day Promotions", in Proceedings of the 25<sup>th</sup> Doctoral Colloquium of the European Marketing Academy (EMAC), Lisbon, Portugal.
- 2011 Reiner, J. / Natter, M. / Skiera, B. (2011) "Buy-Now Prices at Entertainment Shopping Auctions", in Proceedings of the 33<sup>rd</sup> INFORMS Marketing Science Conference 2011, Houston, TX, USA.
- Reiner, J. / Natter, M. / Skiera, B. (2011) "Buy-Now Prices at Entertainment Shopping Auctions", in Proceedings of the 40<sup>th</sup> Conference of the European Marketing Academy (EMAC), Ljubljana, Slovenia.
- 2010 Reiner, J. / Natter, M. / Skiera, B. (2010) "Entertainment Shopping Auctions: Smart-Shopping Opportunity or Lottery", in Proceedings of the 2010 Marketing Dynamics Conference, Istanbul, Turkey.

Reiner, J. / Natter, M. / Skiera, B. (2010) "Entertainment Shopping Auctions: Smart-Shopping Opportunity or Lottery", in Proceedings of the 32<sup>nd</sup> *INFORMS Marketing Science Conference*, Cologne, Germany.

## Ad hoc Gutachtertätigkeiten

Journal of Retailing, Schmalenbach Business Review, Journal of Business Economics (ehemals ZfB), Marketing Review St. Gallen, EMAC Conference, VHB Conference

## Lehre

Einführung in das Marketing (Marketing 1), Bachelor  
Marketing Engineering (Marketing 2), Bachelor  
Dienstleistungsmarketing, Bachelor  
Handelsmarketing, Bachelor  
Seminar Marketing Analytics mit R, Bachelor  
Seminar Services Marketing, Bachelor  
Pricing, Master  
Online Marketing, Master  
Applied Marketing Research Methods, Master  
Seminar Handelsmarketing, Master