



Jun.-Prof. Dr. Jochen Reiner
Juniorprofessur Marketing



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Akademischer Lebenslauf

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|-------------------|---------------------|--|
| 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

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|------|--|
| 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 Doctorial Consortium 2012, Köln
- 2009
 - Research Master Graduate 2009 Award als bester Absolvent der SOM Research School, Universität Groningen, Niederlande

Ad hoc Gutachtertätigkeiten

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

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

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

- 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 40th INFORMS Marketing Science Conference 2018, Philadelphia, USA.
- 2017 Wamsler, J. / Reiner, J. / Natter, M. (2017) "Triple Role of Price", in Proceedings of the 39th INFORMS Marketing Science Conference 2017, Los Angeles, USA.
- 2016 Brünnner, 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 38th 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 45th 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 21st 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 34th 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 41st 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 25th 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 33rd 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 *40th 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 *32nd INFORMS Marketing Science Conference*, Cologne, Germany.