



Jun.-Prof. Dr. Jochen Reiner  
Juniorprofessur Marketing



[jreiner@wiwi.uni-frankfurt.de](mailto:jreiner@wiwi.uni-frankfurt.de)

Tel: +49 (0)69 798 346 30

Büro: RuW 1.219

Goethe-Universität Frankfurt,  
Theodor-W.-Adorno-Platz 4  
RuW Gebäude, 60629 Frankfurt am Main

## Akademischer Lebenslauf

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

- |      |  |
|------|--|
| 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“<br>• Finalist EHI Wissenschaftspreis 2014 – Kategorie „beste Kooperation“<br>• 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. (erscheint demnächst): Helping Merchants to Assess the Profitability of Deal-of-the-Day Promotions, *Interfaces*.

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. (erscheint demnächst) "Regression Analysis", Homburg, C. / Klarmann, M. / Vomberg, A. (Edt.): *Handbook of Market Research*.

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

## Konferenzbeiträge

- 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.