



Prof. Dr. Jochen Reiner
Juniorprofessur Marketing



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Akademischer Lebenslauf

von	Februar 2023	Associate Professor, Aalborg University Business School
	Februar 2022	Lehrauftrag an der Universität Zürich
April 2020	– März 2021	Vertretungsprofessur, Lehrstuhl für E-Commerce, Goethe-Universität Frankfurt
	November 2019	Forschungsaufenthalt an der Foster School of Business School, University of Washington
	Mai 2018	Positive Zwischenevaluierung der Juniorprofessur
Oktober 2017	– März 2018	Vertretungsprofessur, Lehrstuhl für Services Marketing, Karlsruher Institut für Technologie
Februar 2015	– Januar 2023	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 (Ein Semester an der Goethe-Universität Frankfurt) 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

- 2022 • 2022 ISMS Early-Career Scholars Camp
- 2021 • Finalist EHI Wissenschaftspreis 2021 – Kategorie „bestes Lehrstuhlprojekt“
- 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

Brünner, T. / Reiner, J. / Natter, M / Skiera, B. (2019) “Prospect Theory in a Dynamic Game: Theory and Evidence from Online Pay-Per-Bid Auctions”, *Journal of Economic Behavior & Organization*, Vol. 164, 215-234.

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 / eingeladene Präsentationen

2022 Reiner, J. (2022): Science on the Amazon Marketplace, Science Slam, 47. Deutscher Marketing Tag, Frankfurt am Main.

Mahlow, O., Reiner, J., Skiera, B. (2022): Managing ACoS on eCommerce Platforms – An application to Amazon Marketplace, 51st Conference of the European Marketing Academy (EMAC), Budapest, Hungary. Special Session "When, Where, What, and How much to Advertise", Session Chair: Jochen Reiner.

2021 Mahlow, O., Reiner, J., Skiera, B. (2021): Setting ACoS Targets for Sponsored Search Campaigns on Amazon Marketplace, Interactive Marketing Research Online-Conference.

Reiner, J., Rutz, O.J., Skiera, B. (2021): An Analysis of a Retail Platforms' Recommendation of a Seller, Online-Conference of the European Marketing Academy (EMAC), Madrid, Spain.

2019 Reiner, J. / Rutz, O.J. / Skiera, B. (2019) "The Winner Takes it All? - An Empirical Analysis of Amazon's Buy Box", Brown Bag Seminar, Ludwig Maximilian Universität München, Germany.

Reiner, J. / Wamsler, J. / Natter, M. (2019) "Feeling Worried, Not Safe: Insights Into the Insurance Price Risk Signal", YES Conference 2019, Frankfurt, Germany.

Reiner, J. / Skiera, B. (2019) "The Winner Takes it All? - An Empirical Analysis of Amazon's Buy Box", in Proceedings of the 41st INFORMS Marketing Science Conference 2018, Rome, Italy.

Reiner, J. / Wamsler, J. / Natter, M. (2019) "Feeling Worried, Not Safe: Insights Into the Insurance Price Risk Signal", in Proceedings of the 48th Conference of the European Marketing Academy (EMAC), Hamburg, Germany.

Special Session "New Insights from Behavioral Pricing: Implications for Marketing Strategy", Session Chairs: Jochen Reiner & Lucas Stich.

Reiner, J. / Skiera, B. (2019) "The Winner Takes it All? - An Empirical Analysis of Amazon's Buy Box", invited presentation at Universidad Autónoma de Madrid, Madrid, Spain.

Reiner, J. / Wamsler, J. / Natter, M. (2019) "Feeling Worried, Not Safe: Insights Into the Insurance Price Risk Signal", 49th 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 40th 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 39th 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 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.

Ad hoc Gutachtertätigkeiten

Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Interactive Marketing, Schmalenbach Business Review, Journal of Business Economics (ehemals ZfB), Business & Information Systems Engineering, Marketing Review St. Gallen, EMAC Conference, VHB Conference

Lehre

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