



Asst.-Prof. Dr. Jochen Reiner

Assistant Professor

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Education and Employment

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| April 2020 | March 2021 | Visiting Professorship (“Vertretungsprofessur”), Chair of Electronic Commerce, Goethe University Frankfurt |
| | November 2019 | Research stay at Foster Scholl of Business, University of Washington |
| | May 2018 | Positive midterm evaluation of Assistant Professor position |
| October 2017 | March 2018 | Visiting Professorship (“Vertretungsprofessur”), Chair of Services Marketing, Karlsruhe Institute of Technology |
| since | February 2015 | Assistant Professor of Marketing, Goethe University Frankfurt |
| August 2013 | February 2015 | Post-Doc, Strothoff-Chair of Retailing, Goethe University Frankfurt (from March 2014: Akademischer Rat) |
| | July 2013 | Ph.D. (Doktor rer. Pol.), Goethe University Frankfurt Topic: “Innovative Pricing and Promotion Mechanisms in Retailing” (summa cum laude) |
| October 2009 | – July 2013 | Ph.D. Student in Business Administration and Economics, Goethe University Frankfurt, Strothoff-Chair of Retailing, Supervisor: Prof. Dr. Martin Natter |
| September 2007 | – September 2009 | Master in Economics and Business, Focus Marketing (M.Sc.) University of Groningen, the Netherlands (Semester at: Goethe University Frankfurt, Germany) Supervisors of Master Thesis: Peter. C. Verhoef and Peter S.H. Leeflang |
| September 2005 | – February 2007 | Master in Sales & Service Engineering (MBA+E) Furtwangen University of Applied Sciences (Semester at: Galway-Mayo Institute of Technology, Ireland) |
| October 2001 | – July 2005 | Product Engineering / Industrial Engineering Focus: Marketing & Sales (Dipl. –Wirtsch. –Ing. (FH)) Furtwangen University of Applied Sciences |

Awards / Nominations / Invitations

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| 2018 | <ul style="list-style-type: none">• 2nd place in teaching evaluations for the summer term 2018 with the bachelor course „Retailing “ |
| 2016 | <ul style="list-style-type: none">• 1st place in teaching evaluations for the summer term 2016 with the bachelor course „Marketing 2“ (Marketing Engineering) |
| 2015 | <ul style="list-style-type: none">• 2nd place in teaching evaluations for the summer term 2015 with the bachelor course „Introduction to Marketing“ |
| 2014 | <ul style="list-style-type: none">• Winner of EHI research price 2014 – category „best dissertation“• Finalist EHI research price 2014 – category „best industry cooperation“• Finalist Deutscher Marketing-Verband research price 2014 |
| 2012 | <ul style="list-style-type: none">• AMA/Sheth Doctoral Consortium 2012, Seattle• EMAC Doctoral Colloquium 2012, Lisbon• Nominated for EMAC Best Paper Award 2012 (based on a doctoral dissertation, as co-author) |
| 2010 | <ul style="list-style-type: none">• ISMS Doctorial Consortium 2012, Cologne |
| 2009 | <ul style="list-style-type: none">• Research Master Graduate 2009 Award for the best graduate of the SOM Research School, University of Groningen, the Netherlands |

Journal Publications

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.

Book Chapters

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.

Conferences / Invited Presentations

- 2021 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.
- 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.

Review Activity (ad hoc)

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

Teaching

Advanced Marketing Analytics with R (Seminar), Master
Applied Marketing Research Methods, Master
Introduction to Marketing (Marketing 1), Bachelor
Marketing Analytics with R (Seminar), Bachelor
Marketing Engineering (Marketing 2), Bachelor
Online Marketing, Master
Pricing, Bachelor/Master
Retailing, Bachelor
Retailing (Seminar), Master
Services Marketing, Bachelor
Services Marketing (Seminar), Bachelor