

Prof. Dr. Bernd Skiera

Professor for Electronic Commerce
Department of Marketing

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P E R S O N A L D A T A

Marital status:	married, three children (Vincent 1995, Maibritt 1997, Malou 1999)
Citizenship:	German
Date of Birth:	March 26 th 1966
Birth Place:	Düsseldorf, Germany

P R O F E S S I O N A L E X P E R I E N C E

Chaired Professor Frankfurt am Main	<i>since 03/1999</i>
Full Professor (tenure) at the Department of Marketing at the Faculty of Business and Economics, Head of the Department from 2002 until 2008 (with a one year break)	
Professorial Research Fellow (part-time) Deakin University, Melbourne, Australia Professorial Research Fellow	<i>Since 02/2017 (part-time)</i>
Guest Professorship Paris West University Nanterre La Défense, Paris, France	<i>10/2014-10/2014</i>
Guest Professor at Université Paris Ouest Nanterre La Défense	
Sandra Dawson Visiting Professorship in Marketing, Strategy and Innovation University of Cambridge, UK	<i>02/2014-03/2014</i>
Cambridge Judge Business School and Sidney Sussex College	
Visiting Scholar New York University, USA	<i>09/2013-12/2013</i>
Stern School of Business	
Visiting Professor University of Technology at Sydney, Australia	<i>02/2009-06/2009</i>
School of Marketing and the Centre for the Study of Choice	
Visiting Scholar Duke University, USA	<i>10/2006-05/2007</i>
Fuqua School of Business	

Visiting Professor Vienna, Austria	<i>03/2005-03/2005</i>
Vienna University of Economics & Business Administration, Austria	
Visiting Scholar Stanford University, USA Graduate School of Business	<i>02/2004-04/2004</i>
eBRC Distinguished Researcher Penn State University, USA eBusiness Research Centre (eBRC)	<i>09-10/2002</i>
Visiting Scholar UCLA, USA Anderson School at UCLA	<i>03-07/2001</i>

E D U C A T I O N

Habilitation Kiel (Germany)	<i>11/1995-02/1999</i>
Assistant Professor at the department of marketing at the Christian-Albrechts-Universität, Kiel. Title of habilitation: "Quantity Discounts for Services", Award of the "venia legendi" for business administration on January 13 th 1999	
Dissertation Kiel (Germany)	<i>11/1991-11/1995</i>
Doctoral student at department of marketing at Christian-Albrechts-Universität, Kiel, Supervisor: Prof. Dr. Sönke Albers, dissertation thesis: "Contribution Optimizing Sales Territory Alignment" (rated summa cum laude)	
University Lüneburg (Germany)	<i>10/1988 - 10/1991</i>
University of Lüneburg, studies in Business Administration, diploma, with studies in the USA and Spain (awarded with a prize for second-best graduate)	
University of Cooperative Education ("Berufsakademie") Mannheim/ Walldorf (Germany)	<i>10/1985 - 09/1988</i>
Training at the University of Cooperative Education in Mannheim in cooperation with SAP AG/Walldorf, diploma in information systems (awarded with a prize for best graduate)	
Primary-, middle and high school Walldorf (Germany)	<i>1972 - 1985</i>
University Entrance Qualification	

A C A D E M I C H O N O R S A N D A W A R D S

- 2017: Best Teaching Award at Graduate School of Economics, Finance and Management (GSEFM)
- 2016: Finalist for the Award of Goethe-University for Best Dissertation Supervision
- 2016: Best Teaching Award at Graduate School of Economics, Finance and Management (GSEFM)

2016: Recipient of IBM Faculty Award

2015: Outstanding Reviewer Award of Journal of Marketing

2015: Finalist for the 2014 MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association with the paper: Schulze, Christian / Schöler, Lisa / Skiera, Bernd (2014), "Not All Fun and Games: Viral Marketing for Utilitarian Products", Journal of Marketing, Vol. 78, Issue 1, 1-19

2015: Winner of the Best Paper Award of IJRM's Special Issue on "Marketing and Innovation" with the paper: Schulz, Fabian / Schlereth, Christian / Mazar, Nina / Skiera, Bernd (2015), "Advance Payment Systems: Paying Too Much Today and Being Satisfied Tomorrow", International Journal of Research in Marketing, Vol. 32, Issue 3, 238-250

2014: Reviewer of the Year of Journal "Business Research"

2013: Finalist for the 2012 MSI/H. Paul Root Award MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association with the paper: Schulze, Christian / Skiera, Bernd / Wiesel, Thorsten (2012), "Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation", Journal of Marketing, Vol. 76 (March), 17-32

2013: Winner of the Best Paper Award of the International Journal of Research in Marketing with the paper: Abou Nabout, Nadia / Skiera, Bernd / Stepanchuk, Tanja / Gerstmeier, Eva (2012), "An Analysis of the Profitability of Fee-Based Compensation Plans for Search Engine Marketing", International Journal of Research in Marketing, Vol. 29, Issue 1, 68-80

2012: Winner of the 2011 MSI/H. Paul Root Award MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association with the paper: Schmitt, Philipp / Skiera, Bernd / Van den Bulte, Christophe (2011), "Referral Programs and Customer Value", Journal of Marketing, Vol. 75, Issue 1, 46-59

2012: Finalist for the 2011 MSI/H. Paul Root Award MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association with the paper: Hinz, Oliver / Skiera, Bernd / Barrot, Christian / Becker, Jan (2011), "An Empirical Comparison of Seeding Strategies for Viral Marketing", Journal of Marketing, 75 (November), 55-71

2010, Goethe Teaching Award of Duke Goethe EMBA Program (Class of 2011)

2008: Finalist for the 2008 MSI/H. Paul Root Award MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association with the paper: Wiesel, Thorsten / Skiera, Bernd / Villanueva, Julian (2008), "Customer Equity – An Integral Part of Financial Reporting", Journal of Marketing, Vol. 72(March), 1-14

2007, "Best Paper Award 2007" of German Association of Business Research for Best International Paper in 2006: Lambrecht, Anja and Bernd Skiera (2006), "Paying Too Much and Being Happy About it: Existence, Causes and Consequences of Tariff-Choice Biases," Journal of Marketing Research, 18 (2), 212-23.

2006, "Best Paper of the Conference based on a Doctoral Dissertation" of the EMAC Conference 2006 in Athens (Greece), awarded to Thorsten Wiesel, Bernd Skiera and Julian Villanueva for their paper "Decomposition of Changes in Customer Equity Over Time"

2001, "eBusiness Germany Award", from the European Ecommerce Association"

2000, "Second INFORMS 'Marketing Science and the Internet' Conference exploring Understanding Consumer Behaviour on the Internet", Los Angeles, USA: Best Empirical Paper Award for the paper with Martin Spann and Jörg Bochow: "Application of Internet Based Virtual Stock Markets for Market Research Purposes"

1999, Association of German Professors for Business Administration ("Verband der Hochschullehrer für Betriebswirtschaft"): Best Paper Award 1999 for the paper with Sönke Albers: "COSTA: Contribution Optimizing Sales Territory Alignment", 1998, Marketing Science, Vol. 18, pp. 196-213

1996, Universität Kiel: honoured with a state price of the Christian-Albrechts-University (for Ph.-D. thesis)

1991, Universität Lüneburg: honoured for excellent student achievements with the "Preis der Universitätsgesellschaft"

1988, Berufsakademie Mannheim: honoured as best graduate with specialization in information systems

A C A D E M I C C A R R I E R S O F F O R M E R D O C T O R A L S T U D E N T S

Martin Spann: Full Professor at LMU Munich (Germany), from 2005-2009: Full Professor at University of Passau (Germany)

Martin Böhm: Dean and Tenured Professor at Instituto de Empresa (Madrid, Spain) (since 2006)

Thorsten Wiesel: Full Professor at University of Münster (Germany), from 2008-2012: Associate Professor at University of Groningen (Netherlands), from 2006-2007: Tenure Track Assistant Professor at Vrije Universiteit Amsterdam (Netherlands)

Sonja Gensler, Lecturer at University of Münster (Germany), from 2008-2012: Tenure Track Assistant Professor at University of Groningen (Netherlands), 2007: Tenure Track Assistant Professor at Vrije Universiteit Amsterdam (Netherlands)

Anja Lambrecht, Associate Professor at London Business School (United Kingdom), from 2005-2006: Visiting Professor at University of California Los Angeles (USA), member of Marketing Science Institute's 2013 Young Scholars

Oliver Hinz, Full Professor at Technical University Darmstadt, from 2009-2010: before: Assistant Professor ("Juniorprofessor") at Goethe-University Frankfurt (Germany)

Christian Schlereth, Full Professor at WHU Koblenz (Germany), from 2011-2014: Assistant Professor ("Juniorprofessor") at Goethe-University Frankfurt (Germany)

Christian Schulze, Associate Professor at Frankfurt School of Management and Finance (at Frankfurt School since 2012)

Nadia Abou Nabout, Full Professor, Vienna University of Economics & Business Administration, before Tenure Track Assistant Professor at Technical University of Munich (2014)

Siham El Kihal, Assistant Professor at Frankfurt School of Management and Finance (since 2016)

Daniel Ringel, Assistant Professor at University of North Carolina at Chapel Hill (since 2017)

Iman Ahmadi, Assistant Professor at Warwick Business School, UK (starting Sommer 2018)

ORGANIZATION OF MAJOR SCIENTIFIC MEETINGS

Co-Organizer of Conference "Marketing Strategy meets Wall Street": (August 3-4, 2017: San Francisco)

Organizer of Conference "Marketing Strategy meets Wall Street": More than 100 participants from four continents (July 7-9, 2013: Frankfurt University)

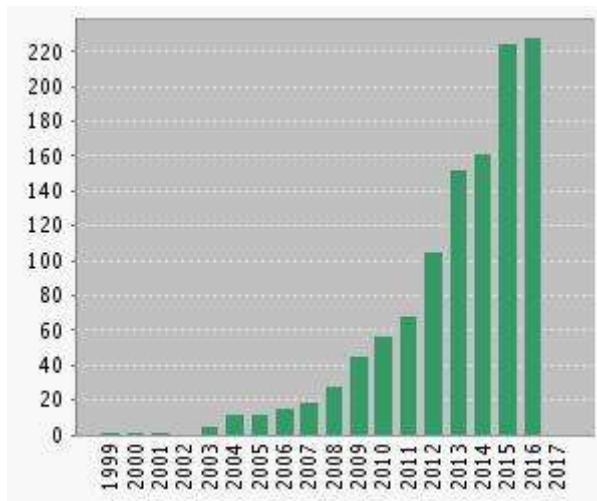
Organizer of Workshop "Study of Choice: Modeling Consumer Decision Making and Discrete Choice Behavior" (with Jordan Louviere and Terry Flynn, University of Technology at Sydney, Australia): 67 participants from three continents (June 7-9, 2010: Frankfurt University)

Organizer of Workshop "Customer Base Analysis" (with Pete Fader (University of Pennsylvania) and Bruce Hardie (London Business School)): 38 participants from three continents (March 8-9, 2006)

Organizer of Workshop "Bayesian Methods in Marketing" (with Greg Allenby (Ohio State University) and Oded Netzer (Columbia University)): About 45 participants from three continents (September 8-9, 2004)

CITATIONS

Social Science Citation Index (SSCI, Web of Science): Status on January 4th, 2017: 1143 citations, h-index: 17



Google Scholar: 8248, h-index: 41, Report on February 12th, 2018:
<http://scholar.google.de/citations?user=nNCLgilAAAAJ&hl=de>

PUBLICATIONS

EVALUATION OF RESEARCH PERFORMANCE ACCORDING TO "HANDELSBLATT - RANKING 2014"

Handelsblatt is the major German weekly business journal and regularly evaluates the research performance of all (more than 2000) professors in business in Germany, Austria and Switzerland. They weight all journals and the weights reflect criteria that are used at most American business schools. My results in the ranking are:

Rank 1: Research Performance of past five years

Rank 9: "Lifetime Ranking", includes all publications (youngest professor among "Top 9 professors").

I N T E R N A T I O N A L J O U R N A L S

Van den Bulte, Christophe / Bayer, Emanuel / Skiera, Bernd / Schmitt, Philipp (2018), "How Customer Referral Programs Turn Social Capital into Economic Capital", *Journal of Marketing Research*, Vol. 55, Issue 1, 132-146

Reiner, Jochen / Skiera, Bernd (2018), "How to Set Up Profitable Deal-of-the-Day Promotions", *Interfaces*, forthcoming

Spann, Martin / Zeithammer, Robert / Bertini, Marco / Haruvy, Ernan / Jap, Sandy D. / Koenigsberg, Oded / Mak, Vincent / Popkowski Leszczyc, Peter / Skiera, Bernd / Thomas, Manoj (2018), "Beyond Posted Prices: The Past, Present, and Future of Participative Pricing Mechanisms", *Customer Needs and Solutions*, forthcoming

Ahmadi, Iman / Skiera, Bernd / Lambrecht, Anja / Heubrandner, Florian (2017), "Time Preferences and the Pricing of Complementary Durables and Consumables", *International Journal of Research in Marketing*, Vol. 34, Issue 3, 813–828

Skiera, Bernd / Bayer, Emanuel / Schöler, Lisa (2017), "What Should Be the Dependent Variable in Marketing-Related Event Studies?", *International Journal of Research in Marketing*, Vol. 34, Issue 3, 641-659

Bayer, Emanuel / Tuli, Kapil / Skiera, Bernd (2017), "Do Disclosures of Customer Metrics Lower Investors' and Analysts' Uncertainty, But Hurt Firm Performance?", *Journal of Marketing Research*, 54 (2), 239-259

Schlereth, Christian / Skiera, Bernd (2017), "Two New Features in Discrete Choice Experiments to Improve Willingness to Pay Estimation that Result in New Methods: Separated (Adaptive) Dual Response", *Management Science*, Vol. 63, Issue 3, 829-842

Ringel, Daniel / Skiera, Bernd (2016), "Visualizing Asymmetric Competition among More than 1,000 Products Using Big Search Data", *Marketing Science*, Special Issue on "Big Data: Integrating Marketing, Statistics, and Computer Science", Vol. 35, Issue 3, 511-534

Skiera, Bernd (2016), "Data, Data and even more Data: Harvesting Insights from the Data Jungle", *Marketing Intelligence Review*, Vol. 6, Issue 2, 10-17

Schulz, Fabian / Schlereth, Christian / Mazar, Nina / Skiera, Bernd (2015), "Advance Payment Systems: Paying Too Much Today and Being Satisfied Tomorrow", *International Journal of Research in Marketing*, Vol. 32, Issue 3, 238-250 (Winner of the Best Paper Award of IJRM's Special Issue on "Marketing and Innovation")

Eisenbeiß, Maik / Wilken, Robert / Skiera, Bernd / Cornelissen, Markus (2015), "Understanding and Investigating the Effectiveness of Deal-of-the-Day Promotions", *International Journal of Research in Marketing*, Vol. 32, Issue 4, 387-397

Schulze, Christian / Schöler, Lisa / Skiera, Bernd (2015), "Customizing Social Media Marketing", *Sloan Management Review*, Vol. 56, Issue 2, 8-10

Skiera, Bernd / Hinz, Oliver / Spann, Martin (2015), "Social Media and Academic Performance: Does Facebook Activity Relate to Good Grades?", *Schmalenbach Business Review*, Vol. 67, Issue 1, 54-72

- Schulze, Christian / Schöler, Lisa / Skiera, Bernd (2014), "Not All Fun and Games: Viral Marketing for Utilitarian Products", *Journal of Marketing*, Vol. 78, Issue 1, 1-19 (finalist for the MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association)
- About Nabout, Nadia / Lilienthal, Markus / Skiera, Bernd (2014), "Empirical Generalizations in Search Engine Advertising", *Journal of Retailing*, Vol. 90, Issue 2, 206–216
- Kim, Ju-Young / Brünner, Tobias / Skiera, Bernd / Natter, Martin (2014), "A Comparison of Different Pay-per-Bid Auction Formats", *International Journal of Research in Marketing*, Vol. 31, Issue 4, 368-379
- Reiner, Jochen / Natter, Martin / Skiera, Bernd (2014), "The Impact of Buy-Now Features in Pay-Per-Bid Auctions", *Journal of Management Information Systems*, Vol. 31, Issue 2, 77-104
- Wilken, Robert / Dost, Florian / Eisenbeiß, Maik / Skiera, Bernd (2014), "On the Edge of Buying: A Targeting Approach for Indecisive Buyers Based on Willingness-to-Pay Ranges", *Journal of Retailing*, Vol. 90, Issue 3, 393–407
- Schöler, Lisa / Skiera, Bernd / Tellis, Gerard (2014), "Stock Market Returns to Financial Innovations Before and During the Financial Crisis in the United States and Europe", *Journal of Product Innovation Management*, Vol. 31, Issue 5, 973-986
- Schlereth, Christian / Eckert, Christine / Schaaf, René / Skiera, Bernd (2014), "A Comparison of Six Self-Explicated Approaches", *European Journal of Operational Research*, Vol. 238, Issue 1, 185-198
- Schaaf, René / Skiera, Bernd (2014), "The Effect of Time Preferences on the Profitability of Advance Selling", *Customer Needs and Solutions*, Vol. 1, Issue 2, 131-142.
- Skiera, Bernd / About Nabout, Nadia (2013), "PROSAD: A Bidding Decision Support System for Profitable Search Engine Advertising", *Marketing Science*, *Marketing Science*, Vol. 32, Issue 2, 213-220 (also finalist of "The Gary L. Lilien ISMS-MSI Practice Prize")
- Schlereth, Christian / Barrot, Christian / Skiera, Bernd / Takac, Carsten (2013), "Optimal Sampling Strategies in Social Networks: How Many and Whom to Target?", *International Journal of Electronic Commerce*, Vol. 18, Issue 1, 45–72.
- Kumar, V. / Chattaraman, Veena / Neghina, Carmen / Skiera, Bernd / Aksoy, Lerzan / Buoye, Alexander / Henseler, Joerg (2013), "Data-Driven Services Marketing in a Connected World", *Journal of Service Management*, Vol. 24, Issue 3, 330-352
- Gensler, Sonja / Leeflang, Peter S.H. / Skiera, Bernd (2013), "A Comparison of Methods to Separate Treatment from Self-Selection Effects in an Online Banking Setting", *Journal of Business Research*, Vol. 66, Issue 9, 1272–1278
- Malthouse, Edward / Haenlein, Michael / Skiera, Bernd / Wege, Egbert / Zhang, Michael (2013), "Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House", *Journal of Interactive Marketing*, Vol. 27, Issue 4, 270-280
- Slamka, Christian / Skiera, Bernd / Spann, Martin (2013), "Prediction Market Performance and Market Liquidity: A Comparison of Automated Market Makers", *IEEE Transactions on Engineering Management*, Vol. 60, Issue 1, 169-185
- Schmitt, Philipp / Skiera, Bernd / Van den Bulte, Christoph (2013), "Do Referral Programs Increase Profits?", *Marketing Intelligence Review*, Vol. 5, Issue 1, 8-11

Schulze, Christian / Skiera, Bernd / Wiesel, Thorsten (2012), "Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation", *Journal of Marketing*, Vol. 76 (March), 17-32 (finalist for the 2012 MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association)

Slamka, Christian / Jank, Wolfgang / Skiera, Bernd (2012), "Second-Generation Prediction Markets for Information Aggregation: A Comparison of Payoff Mechanisms", *Journal of Forecasting*, Vol. 31, Issue 6, 469-489

Schlereth, Christian / Eckert, Christine / Skiera, Bernd (2012), "Using Discrete Choice Experiments to Estimate Willingness-to-Pay Intervals", *Marketing Letters*, Vol. 23, Issue 3, 761-776

About Nabout, Nadia / Skiera, Bernd (2012), "Return on Quality Improvements in Search Engine Marketing", *Journal of Interactive Marketing*, Vol. 26, Issue 3, 141-154

Gensler, Sonja / Leeflang, Peter S.H. / Skiera, Bernd (2012), "Influence of Online Use on Product Usage Behavior and Consequences for Customer Channel Migration Strategies", *International Journal of Research in Marketing*, Vol. 29, Issue 2, 192-201

Frischmann, Tanja / Hinz, Oliver / Skiera, Bernd (2012), "Retailers' Use of Shipping Cost Strategies: Free Shipping or Partitioned Prices?", *International Journal of Electronic Commerce*, Vol. 16, Issue 3, 65-87

Abou Nabout, Nadia / Skiera, Bernd / Stepanchuk, Tanja / Gerstmeier, Eva (2012), "An Analysis of the Profitability of Fee-Based Compensation Plans for Search Engine Marketing", *International Journal of Research of Marketing*, Vol. 29, 68-80 (Winner of the 2012 Best Paper Award of the International Journal of Research in Marketing)

Spann, Martin / Häubl, Gerald / Skiera, Bernd Bernhardt, Martin (2012), "Bid-Elicitation Interfaces and Bidding Behavior in Retail Interactive Pricing", *Journal of Retailing*, Vol. 88, Issue 1, 131-144

Gensler, Sonja / Hinz, Oliver / Skiera, Bernd / Theysohn, Sven (2012), "Willingness-to-Pay Estimation with Choice-Based Conjoint Analysis: Addressing Extreme Response Behavior with Individually Adapted Designs", *European Journal of Operational Research*, Vol. 219, 368-378

Soukhoroukova, Arina / Spann, Martin / Skiera, Bernd (2012), "Sourcing, Filtering, and Evaluating New Product Ideas: An Empirical Exploration of the Performance of Idea Markets", *Journal of Product Innovation Management*, Vol. 29, Issue 1, 100-112

Schlereth, Christian / Skiera, Bernd (2012), "Measurement of Consumer Preferences for Bucket Pricing Plans with Different Service Attributes", *International Journal of Research in Marketing*, Vol. 29, Issue 2, 167-180

Skiera, Bernd / Bermes, Manuel / Horn, Lutz (2011), "Customer Equity Sustainability Ratio: A New Metric for Assessing a Firm's Future Orientation", *Journal of Marketing*, Vol. 75 (May), 118-131

Schmitt, Philipp / Skiera, Bernd / Van den Bulte, Christophe (2011), "Referral Programs and Customer Value", *Journal of Marketing*, Vol. 75, Issue 1, 46-59 (winner of the MSI/H. Paul Root Award MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association)

Hinz, Oliver / Skiera, Bernd / Barrot, Christian / Becker, Jan (2011), "An Empirical Comparison of Seeding Strategies for Viral Marketing", *Journal of Marketing*, 75 (November), 55-71 (finalist for the 2011 MSI/H. Paul Root Award MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association)

Schlereth, Christian / Skiera, Bernd / Wolk, Agnieszka (2011), "Measurement of Consumers' Preferences for Metered Pricing of Services", *Journal of Service Research*, Vol. 14, Issue 4, 443-459

Hinz, Oliver / Eckert, Jochen / Skiera, Bernd (2011), "Drivers of the Long Tail Phenomenon: An Empirical Analysis", *Journal of Management Information Systems*, Vol. 27, Issue 4, 43-69 (also selected for "Virtual Issue: Celebrating 30 Years of the Journal of Management Information Systems", that includes 12 articles from 30 years of *Journal of Management Information Systems*)

Wiesel, Thorsten / Skiera, Bernd / Villanueva, Julian (2011), "Customer Lifetime and Customer Equity Models for External Using Company-Reported Summary Data", *Journal of Interactive Marketing*, Vol. 25, Issue 1, 20-22

Schmitt, Philipp / Skiera, Bernd / Van den Bulte, Christophe (2011), "Why Customer Referrals Can Drive Stunning Profits", *Harvard Business Review*, June, 30

Heubrandner, Florian / Skiera, Bernd (2010), "Time Preference and the Welfare Effects of Tie-in Sales", *Economics Letters*, Vol. 108, Issue 3, 314-317

Schlereth, Christian / Stepanchuk, Tanja / Skiera, Bernd (2010), "Optimization and Analysis of the Profitability of Tariff Structures with Two-Part Tariffs", *European Journal of Operational Research*, Vol. 206 (3), 691-701.

Hennig-Thurau, Thorsten / Malthouse, Ed / Friege, Christian / Gensler, Sonja / Lobschat, Lara / Rangaswamy, Arvind / Skiera, Bernd (2010), "The Impact of New Media on Customer Relationships: From Bowling to Pinball", *Journal of Service Research*, Vol. 13, Issue 3, 311-330 (Award Finalist for the "Best Article" in *Journal of Service Research* 2010)

van Bruggen, Gerrit H. / Spann, Martin / Lilien, Gary L. / Skiera, Bernd (2010), "Prediction Markets as Institutional Forecasting Support Systems", *Decision Support Systems*, Vol. 49, 404-416

Barrott, Christian / Albers, Sönke / Skiera, Bernd / Schäfers, Björn (2010), "Vickrey vs. eBay: Why Second-price Sealed-bid Auctions Lead to More Realistic Price-demand Functions", *International Journal of Electronic Commerce*, Vol. 14, No. 4, 7-38

Skiera, Bernd (2010), "Differences in the Ability of Structural and Reduced-Form Models to Improve Pricing Decisions", *Marketing – Journal of Research and Management*, Vol. 6, Issue 1, 91-99

Skiera, Bernd / Eckert, Jochen / Hinz, Oliver (2010), "An Analysis of the Importance of the Long Tail in Search Engine Marketing", *Electronic Commerce Research and Applications*, Vol. 9, 488-494, also selected for "Tenth Anniversary Virtual Special Issue" of *Electronic Commerce Research and Applications*

Wiesel, Thorsten / Skiera, Bernd / Villanueva, Julian (2010), "My Customers are Better than Yours! On Customer Equity Reporting", *Marketing Intelligence Review*, Vol.2, Issue 1, 43-53

Wolk, Agnieszka / Skiera, Bernd (2010), "The Influence of Tariff-Specific Preferences on Tariff Choice and Usage", *Business Research*, Vol. 3, Issue 1, 70-80

- Hinz, Oliver / Spann, Martin / Hann, Il-Horn / Skiera, Bernd (2010), "Decision Making in Virtual Worlds: An Experimental Test of Altruism, Fairness and Presence", accepted at ECIS2010 Conference, Pretoria, South Africa
- Pauwels, Koen / Ambler, Tim / Clark, Bruce / LaPointe, Pat / Reibstein, David / Skiera, Bernd / Wierenga, Berend / Wiesel, Thorsten (2009), "Dashboards & Marketing: Why, What, How and Which Research is Needed?", *Journal of Service Research*, Vol. 12, Issue 2, 175-189
- Spann, Martin / Ernst, Holger / Skiera, Bernd / Soll, Jan Henrik (2009), "Identification of Lead Users for Consumer Products via Virtual Stock Markets", *Journal of Product Innovation Management*, Vol. 26, 322-335
- Spann, Martin / Skiera, Bernd (2009), "Sports Forecasting: A Comparison of the Forecast Accuracy of Prediction Markets, Betting Odds and Tipsters", *Journal of Forecasting*, Vol. 28, Issue 1, 55-72
- Lambrecht, Anja / Skiera, Bernd (2009), "Managing Your Customer's Tariff Choice: What to Do When Your Customers Pay too Much", *Marketing Intelligence Review*, Vol.1., Issue 1, 17-23
- Wolk, Agnieszka / Skiera, Bernd (2009), "Antecedents and Consequences of the Online Channel Performance", *Journal of Retailing and Consumer Services*, Vol. 16, Issue 3, 163-173
- Wiesel, Thorsten / Skiera, Bernd / Villanueva, Julian (2008), "Customer Equity – An Integral Part of Financial Reporting", *Journal of Marketing*, Vol. 72(March), 1-14 (finalist for the 2008 MSI/H. Paul Root Award MSI/H. Paul Root Award of the Marketing Science Institute and the American Marketing Association)
- Skiera, Bernd / Albers, Sönke (2008), "Prioritizing Salesforce Decision Areas for Productivity Improvements Using a Core Sales Response Function", *Journal of Personal Selling and Sales Management*, Vol. 28, Issue 2, 145-154
- Pauwels, Koen / Ambler, Tim / Clark, Bruce / LaPointe, Pat / Reibstein, David / Skiera, Bernd / Wierenga, Berend / Wiesel, Thorsten (2008), "Dashboards & Marketing: Why, What, How and Which Research is Needed?", *MSI Working Paper*
- Lambrecht, Anja / Seim, Katja / Skiera, Bernd (2007), "Does Uncertainty Matter? Consumer Behavior under Three-Part Tariffs", *Marketing Science*, Vol. 26, Issue 5, 698-710 (Finalist for Long-Term Impact Award in 2016)
- Gensler, Sonja / Dekimpe, Marnik G. / Skiera, Bernd (2007), "Evaluating Channel Performance in Multi-Channel Environments", *Journal of Retailing and Consumer Services*, Vol. 14, Issue 1, 17-23.
- Lambrecht, Anja / Skiera, Bernd (2006), "Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases", *Journal of Marketing Research*, Vol. 43, Issue 2, 212-223: "Best Paper Award" of German Association of Business Research for Best International Paper in 2006
- Lambrecht, A. / Seim, K. / Skiera, B. (2005), "Modeling Consumer Choice among Three-Part Tariffs", *Finanza Marketing Produzione*, Vol. 3, 131-137
- Spann, Martin / Skiera, Bernd / Schäfers, Björn (2004), "Measuring Individual Frictional Costs and Willingness-to-Pay via Name-Your-Own-Price Mechanisms", *Journal of Interactive Marketing*, Vol. 18, Issue 4, 22-36.
- Spann, Martin / Skiera, Bernd (2003), "Internet-Based Virtual Stock Markets for Business Forecasting", *Management Science*, Vol. 49, Issue 10, 1310-1326

Spann, Martin / Skiera, Bernd (2003), "Taking Stock of Virtual Markets. How can Internet-Based Virtual Stock Markets be Applied for Business Forecasting and Other Forecasting Issues", *Operations Research and the Management Sciences Today*, Vol. 30, Issue 5, 20-24 (cover article).

Wertenbroch, Klaus / Skiera, Bernd (2002), "Measuring Consumer Willingness to Pay at the Point of Purchase", *Journal of Marketing Research*, Vol. 38, 228-241

Olderog, Torsten / Skiera, Bernd (2000), "The Benefits of Bundling Strategies", *Schmalenbach Business Review*, Vol. 1, 137-159

Skiera, Bernd / Spann, Martin (1999): "The Ability to Compensate for Suboptimal Capacity Decisions by Optimal Pricing Decisions", *European Journal of Operational Research*, Vol. 118, 450-463

Skiera, Bernd / Albers, Sönke (1998), "COSTA: Contribution Optimizing Sales Territory Alignment", *Marketing Science*, Vol. 18, 196-213

B O O K S (P A R T L Y I N G E R M A N)

Luckner, Stefan / Schröder, Jan / Slamka, Christian / Franke, Markus / Geyer-Schulz, Andreas / Skiera, Bernd / Spann, Martin / Weinhardt, Christof (2012), "Prediction Markets - Fundamentals, Designs, and Applications", Gabler Verlag, Wiesbaden.

Messerschmidt, Christian / Berger, Sven Christian / Skiera, Bernd (2010), "Web 2.0 im Retail Banking", Gabler Verlag, Wiesbaden ("Web 2.0 in Retail Banking")

Skiera, Bernd / König, Wolfgang / Gensler, Sonja / Weitzel, Tim / Beimborn, Daniel / Blumenberg, Stefan / Franke, Jochen / Pfaff, Donovan (2004), "Financial Chain Management. Prozessanalyse, Effizienzpotentiale und Outsourcing", Norderstedt, Books on Demand: <http://dnb.ddb.de> ("Financial Chain Management: An Analysis of Processes, Efficiency Gains and Outsourcing Opportunities")

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I N V I T E D P R E S E N T A T I O N S

Warwick Business School, UK (2018, scheduled)
Singapore Management University (2018, scheduled)
Melbourne Business School, Australia (2018, scheduled)
Monash University, Australia (2018, scheduled)
IDC Herzliya, Israel (2017)
Washington University in St. Louis (Olin Business School), USA (2017)
Deakin University, Australia (2017)
University of California at Davis, USA (2016)
University of Cologne, Germany (2016)
University of Tübingen, Germany (2016)
University of Nürnberg, Germany (2016)
ESSEC, France (2016)
Grenoble School of Management, France (2015)
Penn State University USA (2015)
Emory University, USA (2015)
University of New South Wales, Australia (2015)
University of Technology at Sydney, Australia (2015)
Nanterre University, Paris, France (2014)
Fudan University, Shanghai, China (2014)
BI Norwegian Business School, Norway (2014)
Cambridge University, England (2014)
Kuehne Logistics University, Germany (2014)
Tilburg University, Netherlands (2014)
Columbia University, USA (2013)
Texas A&M University, USA (2013)
University of Maryland, USA (2013)
Boston University, USA (2013)
New York University, USA (2013)
McGill University, Montreal, Canada (2013)
University of Marburg, Germany (2013)
University of Cambridge, England (2013)
University of Mainz, Germany (2012)
Technical University Darmstadt (2012)
University of South California, Los Angeles, USA (2012)
Ludwig-Maximilians University, Munich, Germany (2012)
University of Groningen, Netherlands (2012)

University of Braunschweig, Germany (2012)
ESSEC, Paris, France (2011)
Singapore Management University, Singapore (2011)
Australia National University, Canberra, Australia (2010)
University of Maastricht, Netherlands (2010)
University of Zürich, Switzerland (2010)
University of Passau, Germany (2010)
Bocconi University, Milan, Italy (2009)
Monash University, Melbourne, Australia (2009)
University of New South Wales, Sydney, Australia (2009)
University of Technology, Sydney, Australia (2009)
Melbourne Business School, Melbourne, Australia (2009)
Nordrhein-Westfälische Akademie der Wissenschaften, Bonn, Germany (2008)
Seoul National University, Seoul, Korea (2008)
University of Sydney, Australia (2008)
University of New South Wales, Sydney, Australia (2008)
University of Technology, Sydney, Australia (2008)
London Business School, United Kingdom (2008)
University of Iowa, USA (2007)
Wharton School University of Pennsylvania, USA (2007)
University of Texas at Austin, USA (2007)
University of Maryland, USA (2007)
Penn State University, USA (2002, 2007)
MSI Conference (2006, 2008)
Fuqua School of Business at Duke University, USA (2005, 2006)
University of North Carolina at Chapel Hill, USA (2006)
Virginia Tech University, USA (2006)
University of Stuttgart-Hohenheim (2006)
University of Kiel, Germany (2005)
University of Groningen, Netherlands (2005)
Tilburg University, Netherlands (2005)
Vienna University of Economics & Business Administration, Austria (2005)
IESE, Spain (2004)
University of Mannheim, Germany (2004)
Stanford University, USA (2004)
UC Davis, USA (2004)
University of München, Germany (2004)
University of Freiburg, Germany (2004)

Erasmus University Rotterdam, Netherlands (2003)
University of Leuven, Belgium (2003)
Humboldt-Universität Berlin, Germany (2003)
University of Fribourgh, Switzerland (2003)
University of Innsbruck, Austria (2003)
University of Regensburg, Germany (2001)
University of Southern California, USA (2001)
UCLA, USA (2001)
Katholische Universität Eichstätt, Germany (1999)
Technical University of Karlsruhe, Germany (1999)
University of Jena, Germany (1997)

R E V I E W E R

Senior Editor of International Journal of Research in Marketing

Member of the Editorial Board of Journal of Marketing, Journal of Retailing, Journal of Product Innovation Management, Customer Needs and Solutions, Journal of Marketing Behavior, Journal of Interactive Marketing, International Journal of Electronic Commerce, and BuR ("Business Research")

Ad-hoc Reviewer of "Journal of Marketing Research", "Management Science", "Marketing Science", "Journal of the American Statistical Society", "European Journal of Operational Research", "Journal of Retailing", "Journal of Retailing and Consumer Services", "Electronic Markets", "Journal of Interactive Marketing", "European Journal of Marketing", "OMEGA", "Zeitschrift für Betriebswirtschaft", "Wirtschaftsinformatik", "Operations Spektrum", "Tourismus Journal", "Marketing ZFP", "Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung", "Die Betriebswirtschaft", "Die Unternehmung", "Perspektiven der Wirtschaftspolitik", "Zeitschrift für Führung und Organisation", California Management Review

Ad-hoc Reviewer of German Science Foundation ("Deutsche Forschungsgemeinschaft (DFG)"), Swiss National Science Foundation ("Schweizer Nationalfond (SNF)"), Alexander von Humboldt Foundation, Austrian Academy of Sciences ("Österreichische Akademie der Wissenschaft"), Royal Swedish Academy of Sciences, Marketing Science Institute, Danish Council for Independent Research

A D D I T I O N A L A C T I V I T I E S O U T S I D E O F M Y U N I V E R S I T Y

National Representative of Germany in European Marketing Academy (EMAC) (since 2017)

Member of the Board of German Marketing Association („Deutscher Marketingverbands“) (since 2015)

Member of the Jury of the Dissertation Award of Schmalenbach Association (since 2015)

Advisory Council of the INFORMS Society of Marketing Science (ISMS) (since 2014)

Member of the Board of Schmalenbach Association (since 2014)

Founder and Member of the Board of the E-Finance-Lab (www.efinancelab.com) (since 2003)

Founder and Member of the Board of the Retail Banking Competence Centre (since 2008)

Leader of the Project "Internet Economics" (2003-2007)

Head of the Marketing Department (2001-2008 with a one year break in 2006/2007)

Founder and Leader of Incubator ("unibator") at Goethe-University (www.unibator.de, 2001–2006)

Research Grant for Project of Federal Ministry of Education and Research on "PREMIUM Services" (09/2008 until 08/2011)

Research Grant for Project of Federal Ministry of Education and Research on "FinGrid" (03/2007 until 02/2010)