

**Prof. Dr. Bernd Skiera**

Professor for Electronic Commerce  
Department of Marketing

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URL: <http://www.ecommerce.wiwi.uni-frankfurt.de/>



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**P E R S O N A L   D A T A**

Marital status:                    married, three children  
Citizenship:                        German  
Date of Birth:                        March 26<sup>th</sup> 1966  
Birth Place:                         Düsseldorf, Germany  
ORCID:                                <https://orcid.org/0000-0001-9285-2013>  
ResearcherID:                        B-6978-2013  
Google Scholar: <http://scholar.google.co/citations?user=nNCLgiIAAAAJ&hl>

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

**Chaired Professor** *since 03/1999*  
Frankfurt am Main

Full Professor (tenured) at the Department of Marketing at the Faculty of Business and Economics, Head of the Department since 2017, previously from 2002 until 2008 (with a one year break)

**Professorial Research Fellow (part-time)** *Since 02/2017 (part-time)*  
Deakin University, Melbourne, Australia  
Professorial Research Fellow

**Guest Professorship** *10/2014-10/2014*  
Paris West University Nanterre La Défense, Paris, France  
Guest Professor at Université Paris Ouest Nanterre La Défense

**Sandra Dawson Visiting Professorship in Marketing, Strategy and Innovation** *02/2014-03/2014*  
University of Cambridge, UK  
Cambridge Judge Business School and Sidney Sussex College

**Visiting Scholar** *09/2013-12/2013*  
New York University, USA  
Stern School of Business

**Visiting Professor** *02/2009-06/2009*  
University of Technology at Sydney, Australia  
School of Marketing and the Centre for the Study of Choice

*10/2006-05/2007*

**Visiting Scholar**

Duke University, USA  
Fuqua School of Business

**Visiting Professor**

Vienna, Austria  
Vienna University of Economics &  
Business Administration, Austria

03/2005-03/2005

**Visiting Scholar**

Stanford University, USA  
Graduate School of Business

02/2004-04/2004

**eBRC Distinguished Researcher**

Penn State University, USA  
eBusiness Research Centre (eBRC)

09-10/2002

**Visiting Scholar**

UCLA, USA  
Anderson School at UCLA

03-07/2001

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**E D U C A T I O N****Habilitation**

Kiel (Germany)

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<sup>th</sup> 1999

11/1995-02/1999

**Dissertation**

Kiel (Germany)

Doctoral student at department of marketing at Christian-Albrechts-University, Kiel, Supervisor: Prof. Dr. Sönke Albers, dissertation thesis: "Contribution Optimizing Sales Territory Alignment" (rated summa cum laude)

11/1991-11/1995

**University**

Lüneburg (Germany)

University of Lüneburg, studies in Business Administration, diploma, with studies in the USA and Spain (awarded with a prize for second-best graduate)

10/1988 - 10/1991

**University of Cooperative Education ("Berufsakademie")**

Mannheim/ Walldorf (Germany)

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)

10/1985 - 09/1988

**Primary-, middle and high school**

Walldorf (Germany)

University Entrance Qualification

1972 - 1985

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

2019: Recipient of Advanced Grant of European Research Council ("ERC Advanced Grant") for Project "Economic Consequences of Restrictions on the Usage of (digital) Cookies" (€1,998,250 for five years)

2018: Winner of Sheth Foundation/Journal of Marketing Award for the long-term contribution of the paper: Hinz, Oliver / Skiera, Bernd / Barrot, Christian / Becker, Jan (2011), "Seeding Strategies for Viral Marketing: An Empirical Comparison", Journal of Marketing, 75 (November), 55-71

2018: Fellow of the European Marketing Academy ("EMAC Fellow")

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), "Seeding Strategies for Viral Marketing: An Empirical Comparison", 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

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**ACADEMIC CAREERS OF FORMER  
DOCTORAL STUDENTS FOR WHOM I  
WAS MAIN SUPERVISOR**

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 Goethe-University, previously 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 (since 2018)

Daniel Blaseg, Assistant Professor at ESADE, Spanien (starting Summer 2019)

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## **ORGANIZATION OF MAJOR SCIENTIFIC MEETINGS**

Co-Organizer of EMAC Regional Conference (September 26-27, 2019: Sankt Petersburg, Russia)

Co-Organizer of Conference "Marketing Strategy meets Wall Street": (June 16-18, 2019: Fontainebleu, France)

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

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)

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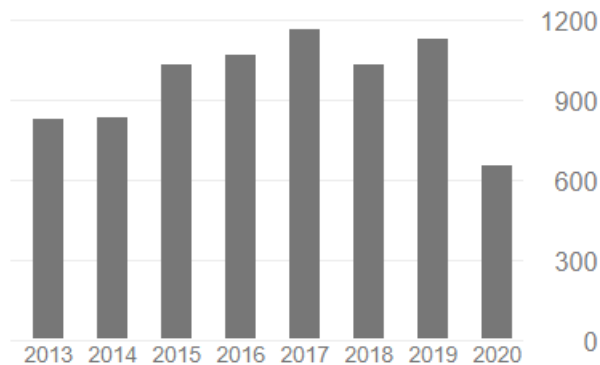
## CITATIONS

Google Scholar: 11311, h-index: 46, Report on September 2<sup>nd</sup>, 2020:  
<http://scholar.google.de/citations?user=nNCLgilAAAAJ&hl=en>

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	All	Since 2015
Citations	11311	6081
h-index	46	31
i10-index	123	81



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## EVALUATION OF RESEARCH PERFORMANCE

### " H A N D E L S B L A T T - R A N K I N G 2 0 1 4 "

Handelsblatt is the major German business newspaper 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 their most recent rankings are (but a ranking by another German newspaper was published since then):

Rank 1: Research Performance of past five years

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

### " A U T H O R P R O D U C T I V I T Y I N P R E M I E R A M A J O U R N A L S "

The American Marketing Association (AMA) conducts every year a worldwide ranking of authors according to the number of publications in Journal of Marketing and Journal of Marketing Research, which are the two top tier marketing journals with the highest impact factor. My results in their most recent rankings:

Rank 23: 2019 (covering articles from 2009-2018)

Rank 13: 2016 (covering articles from 2011-2015)

Rank 26: 2014 (covering articles from 2009-2013) (first ranking that was conducted)

## " W I R T S C H A F T S W O C H E - R A N K I N G 2 0 1 9 "

The magazine ("Wirtschaftswoche") published a ranking in 2019 of the research performance of all (more than 2000) professors in business in Germany, Austria and Switzerland. In contrast to ranking of Handelsblatt, it puts less focus on top journal publications and I have doubts about its validity. My results:

Rank 6: "Lifetime Ranking"

Rank 29: "Research Performance of past five years"

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### P U B L I C A T I O N S

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

Bayer, Emanuel / Srinivasan, Shuba / Riedl, Eddie / Skiera, Bernd (2020), "The Impact of Online Display Advertising and Paid Search Advertising Relative to Offline Advertising on Firm Performance and Firm Value", International Journal of Research in Marketing, forthcoming

Hinz, Oliver / Otter, Thomas / Skiera, Bernd (2020), "Estimating Network Effects in Two-Sided Markets", Arbeitspapier, Journal of Management Information Systems, Vol. 37, Issue 1, 12–38

Skiera, Bernd / Schlereth, Christian / Oetzel, Sebastian (2020), "Pricing Metrics and the Importance of Minimum and Billing Increments", Journal of Service Research, Vol. 23, Issue 3, 321-336

Blaseg, Daniel / Schulze, Christian / Skiera, Bernd (2020), "Consumer Protection on Kickstarter", Marketing Science, Vol. 39, Issue 1, 211-233

Brünner, Tobias / Reiner, Jochen / Natter, Martin / Skiera, Bernd (2019), "Prospect Theory in Dynamic Games: Theory and Evidence from Online Pay-Per-Bid Auctions", Journal of Economic Behavior & Organization, Vol. 164, 215–234

Wieringa, Jaap E. / Kannan, P.K. / Ma, Xiao / Reutterer, Thomas / Risselada, Hans / Skiera, Bernd (2020), "Data Analytics in a Privacy-Concerned World", Journal of Business Research, forthcoming

Schlereth, Christian / Skiera, Bernd / Schulz, Fabian (2018), "Why do Consumers Prefer Static instead of Dynamic Pricing Plans? An Empirical Study for a better Understanding of the Low Preferences for Time-Variant Pricing Plans", European Journal of Operational Research, Vol. 269, 1165-1179

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 (also published as MSI Report No. 15-102; Harvard Business Review also in issue of September–October 2018, p. 32; Keller Center for Research at Baylor University: <https://www.baylor.edu/business/kellercenter/news.php?action=story&story=214061>, American Marketing Association: <https://www.ama.org/2019/11/20/maximizing-the-benefits-of-customer-referrals/>)

Reiner, Jochen / Skiera, Bernd (2018), "Helping Merchants to Assess the Profitability of Deal-of-the-Day Promotions", Interfaces, 48(3), 247-259

- 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*, Vol. 5, 121-136
- 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), "What Makes Deal-of-the-Day Promotions Really Effective? The Interplay of Discount and Time Constraint with Product Type", *International Journal of Research in Marketing*, Vol. 32, Issue 4, 387-397
- Schulze, Christian / Schöler, Lisa / Skiera, Bernd (2015), "Customizing Social Media 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)
- Abou Nabouh, 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
- Schlereth, Christian / Eckert, Christine / Schaaf, René / Skiera, Bernd (2014), "Measurement of Preferences with Self-Explicated Approaches: A Classification and Merge of Trade-off- and Non-Trade-off-based Evaluation Types", *European Journal of Operational Research*, Vol. 238, Issue 1, 185-198
- Schaaf, René / Skiera, Bernd (2014), "Effect of Time Preferences on Optimal Prices and Profitability of Advance Selling", *Customer Needs and Solutions*, Vol. 1, Issue 2, 131-142.
- Skiera, Bernd / Abou 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")
- Schöler, Lisa / Skiera, Bernd / Tellis, Gerard (2013), "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 / 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
- Abou 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), "Seeding Strategies for Viral Marketing: An Empirical Comparison", *Journal of Marketing*, 75 (November), 55-71 (winner of Sheth Foundation/Journal of Marketing Award for its long-term contribution; 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
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- 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)
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## **N A T I O N A L   J O U R N A L S   ( I N   G E R M A N )**

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Eckert, Jochen / Hinz, Oliver / Skiera, Bernd (2009), "Long Tail", Die Betriebswirtschaft, Vol. 69, 761-765

Schlereth, Christian / Skiera, Bernd (2009), "Auswirkungen unterschiedlicher Varianten der Choice-Based Conjoint-Analyse auf die Berechnung von Zahlungsbereitschaften", ("A Comparison of Different Models for Calculating Willingness-to-Pay in Choice-Based Conjoint Analysis"), Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, forthcoming

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Gensler, Sonja / Skiera, Bernd / Böhm, Martin (2005), "Einsatzmöglichkeit der Matching-Methode zur Berücksichtigung von Selbstselektion", Journal für Betriebswirtschaft, Vol. 55, 37-62 ("Consideration of Self-Selection Effects via the Use of Matching Methods").

Schulze, Timo / Gedenk, Karen / Skiera, Bernd (2005), "Segmentspezifische Schätzung von Zahlungsbereitschaftsfunktionen", Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung ("Estimating Segment-specific Willingness-to-Pay Functions"), Vol. 57, 401-422

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Spann, Martin / Skiera, Bernd (2004), "Einsatzmöglichkeiten virtueller Börsen in der Marktforschung", Zeitschrift für Betriebswirtschaft, Vol. 74, 25-48 ("Using Virtual Stock Markets for Marketing Research")

Albers, Sönke / Skiera, Bernd (2002), "Einsatzplanung eines Verkaufsaußendienstes auf der Basis einer Umsatzreaktionsfunktion", Zeitschrift für Betriebswirtschaft, Vol. 72, November, 1105-1131 ("Using Sales Response Functions for the Management of a Sales Force").

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Skiera, Bernd / Revenstorff, Inken (1999): "Auktionen als Marktforschungsinstrument zur Erhebung von Zahlungsbereitschaften", Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, Vol. 51, Issue 3, 224-242 ("Auctions as a Market Research Instrument to Measure Reservation Prices")

Haase, Knut / Salewski, Frank / Skiera, Bernd (1998), "Preisdifferenzierung bei Dienstleistungen am Beispiel von "Call-by-Call"-Tarifen", Zeitschrift für Betriebswirtschaft, Vol. 68, Issue 10, 1053-1072 ("A Model for Price Discrimination with Telecommunication Tariffs")

Skiera, Bernd (1998), "TACO: Eine neue Möglichkeit zum Vergleich von Mobilfunktarifen", Zeitschrift für betriebswirtschaftliche Forschung, Vol. 50, Issue 11, 1029-1047 ("A New Method to Compare Mobile Cellular Phone Tariffs")

Skiera, Bernd / Spann, Martin (1998): "Gewinnmaximale zeitliche Preisdifferenzierung für Dienstleistungen", Zeitschrift für Betriebswirtschaft, Vol. 68, Issue 7, 703-717 ("Peak-Load Pricing for Services")

Skiera, Bernd (1997), "Das Prinzip des flachen Maximums", Die Betriebswirtschaft (DBW), Vol. 57, Issue 6, 864-867 ("Flat Maximum Principles")

Skiera, Bernd (1997), "Wieviel Deckungsbeitrag verschenkt eine gleichartige Einteilung der Verkaufsgebiete?", Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, Vol. 49, Issue 9, 723-746 ("How strongly deviate almost balanced sales territories from optimal territory alignments")

Skiera, Bernd (1996), "Implikationen des allgemeinen Probit-Modells für die Marketingplanung", Zeitschrift für Betriebswirtschaft, Vol. 66, Issue 2, 191-198 ("Implications of the general probit model for marketing decision making")

Skiera, Bernd / Albers, Sönke (1994), "COSTA: Ein Entscheidungs-Unterstützungssystem zur deckungsbeitragsmaximalen Einteilung von Verkaufsgebieten", Zeitschrift für Betriebswirtschaft, Vol. 64, Issue 10, 1261-1283 ("COSTA: A decision model for profit maximizing territory alignment")

## **S P E C I A L I S S U E**

Special Issue „Marketing and Data Science“ of journal “GfK Marketing Intelligence Review” (2016, Vol. 8, Issue 2) (available as open access at [www.degruyter.com/view/j/gfkmir.2016.8.issue-2/issue-files/gfkmir.2016.8.issue-2.xml](http://www.degruyter.com/view/j/gfkmir.2016.8.issue-2/issue-files/gfkmir.2016.8.issue-2.xml))

## **B O O K S E C T I O N S A N D M A N A G E M E N T - O R I E N T E D J O U R N A L S ( I N G E R M A N )**

About 20 articles in edited books on topics such as "Revenue Models in the Internet", "Pricing in the Internet", "Distribution in the Internet", "Market Research Techniques", "Sales Quotas", "Sales Force Management", "Auctions in the Internet". Another 10 articles are published in management-oriented journals such as "Harvard Manager", the German edition of the Harvard Business Review. All articles in proceedings of conferences are not listed here.



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## INVITED PRESENTATIONS

ESADE, Barcelona, Spain (2020, virtual)  
University of Vienna, Austria (2019)  
Tel Aviv University, Israel (2019)  
Hebrew University of Jerusalem, Israel (2019)  
National Taiwan University, Taipeh, Taiwan (2019)  
National Central University, Taoyuan, Taiwan (2019)  
National Tsing Hua University, Hsinchu, Taiwan (2019)  
Chinese University of Hong Kong, Hong Kong (2019)  
University of Technology at Sydney, Australia (2019)  
University of New South Wales, Sydney, Australia (2019)  
University of Queensland, Brisbane, Australia (2019)  
Queensland University of Technology, Brisbane, Australia (2019)  
HEC Paris, France (2019)  
Singapore Management University, Singapore (2018)  
Melbourne Business School, Australia (2018)  
Monash University, Melbourne, Australia (2018)  
Interdisciplinary Center (IDC), Herzliya, Israel (2017)  
Washington University in St. Louis, USA (2017)  
Deakin University, Melbourne, 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, Paris, France (2016)  
Grenoble School of Management, France (2015)  
Penn State University, State College, USA (2015)  
Emory University, Atlanta, USA (2015)  
University of New South Wales, Sydney, 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, New York, 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)

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## **R E V I E W E R**

Area Editor (previously Senior Editor) of International Journal of Research in Marketing

Member of the Editorial Board of Journal of Marketing, Journal of Marketing Research, 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 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

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## **A D D I T I O N A L M A J O R 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 („Deutschen Marketingverbands“) (2015-2017)

Advisory Council of the INFORMS Society of Marketing Science (ISMS) (2014-2017)

Member of the Board of Schmalenbach Association (since 2014)

Founder and Member of the Board of the E-Finance-Lab ([www.efinancelab.com](http://www.efinancelab.com)) (since 2003)

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

Head of the Marketing Department (2017-2019, 2001-2008 with a one year break in 2006/2007)

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

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

Research Grant for Project of Federal Ministry of Education and Research on "Fin-Grid" (03/2007-02/2010)