7Prof. Dr. Bernd Skiera

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R E S E A R C H I N F O R M A T I O N

ORCID: https://orcid.org/0000-0001-9285-2013

ResearcherID: B-6978-2013

Google Scholar:
http://scholar.google.com/citations?user=nNCLgilAAAAJ&hl

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 Economics and Business of
Goethe University Frankfurt, Germany

Professorial Research Fellow (part-time) *02/2017 – 08/2025 (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,Sydney, Australia
School of Marketing and the Centre
for the Study of Choice

Visiting Scholar *10/2006-05/2007*
Duke University, USA
Fuqua School of Business

Visiting Professor *03/2005-03/2005*
Vienna, Austria
Vienna University of Economics & Business Administration, Austria

Visiting Scholar *02/2004-04/2004*
Stanford University, USA
Graduate School of Business

eBRC Distinguished Researcher *09-10/2002*
Penn State University, USA
eBusiness Research Centre (eBRC)

Visiting Scholar *03-07/2001*
UCLA, USA
Anderson School at the University of California, Los Angeles (UCLA)

E D U C A T I O N

Habilitation *11/1995-02/1999*
Kiel (Germany)
Assistant Professor at the department of marketing at the Christian-Albrechts-Universität, Kiel. Title of habilitation: "Nonlinear Pricing for Services", Award of the "venia legendi" for business administration on January 13th, 1999

Dissertation (Ph.D.) *11/1991-11/1995*
Kiel (Germany)
Doctoral student at the Department of Marketing at Christian-Albrechts-University, Kiel, Supervisor: Prof. Dr. Sönke Albers, dissertation thesis: "Profit Contribution Optimizing Sales Territory Alignment" (rated summa cum laude)

University (MBA) *10/1988 - 10/1991*
Lüneburg (Germany)
University of Lueneburg, 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") (Bachelor) *10/1985 - 09/1988*
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)

Primary-, middle and high school *1972 - 1985*
Walldorf (Germany)
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

2025: EMAC Distinguished Marketing Scholar Award 2025

2025: Hebrew University Distinguished Fellow, Jerusalem, Israel

2025: Winner of the Best Paper Award of the International Journal of Research in Marketing with the article: Miller, Klaus / Skiera, Bernd (2024), “Economic Consequences of Online Tracking Restrictions”, International Journal of Research in Marketing, Vol. 41, Issue 2, 241-264, https://www.sciencedirect.com/science/article/pii/S0167811623000708 (Best Paper Award)

2025: Finalist for the Best Paper Award of the International Journal of Research in Marketing with the articles Jürgensmeier, Lukas / Skiera, Bernd (2024), ”Generative AI for Scalable Feedback to Multimodal Exercises in Marketing Analytics”, International Journal of Research in Marketing, Vol. 41, Issue 3, 468-488, https://doi.org/10.1016/j.ijresmar.2024.05.005 and Ahmadi, Iman / Abou Nabout, Nadia / Skiera, Bernd / Maleki, Elham / Fladenhofer, Johannes (2024), “Overwhelming Targeting Options: Selecting Audience Segments for Online Advertising”, International Journal of Research in Marketing, Vol. 41, Issue 1, 24-40, https://doi.org/10.1016/j.ijresmar.2023.08.004.

2023: Member of „Deutsche Akademie der Naturforscher Leopoldina“ (German National Academy of Sciences) (one of only two researchers in business)

2023: Best Dissertation Supervisor of Goethe University Frankfurt

2023: Academic Fellow of Marketing Science Institute (MSI), MSI’s highest honor

2023: Science Award („Wissenschaftspreis“) 2023 of the EHI Foundation and GS1 Germany (20,000€)

2022: Outstanding Area Editor of the International Journal of Research in Marketing (IJRM)

2022: Outstanding Reviewer Award from the Journal of Marketing

2022: Reviewer of the Year Award from the Journal of Marketing Analytics

2020:”VHB Best Practice Paper Award” of 82. Annual Conference of the German Academic Association of Business Research (”VHB”) for the Paper „Do Ads Harm News Consumption?“by Shunyao Yan, Klaus Miller and Bernd Skiera

2019: Recipient of Advanced Grant from European Research Council (“ERC Advanced Grant”) for Project “Economic Consequences of Restrictions on the Usage of (digital) Cookies” (€1,998,250 for six 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 from the 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 Award of the 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: honored with a state price of the Christian-Albrechts-University (for Ph.-D. thesis)

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

1988, Berufsakademie Mannheim: honored as the best graduate with a specialization in information systems

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

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

Martin Böhm: Dean at European Business School (ebs, Oestrich-Winkel, Germany), previously Dean and Tenured Professor at Instituto de Empresa (Madrid, Spain) (2006-2021)

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

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

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

Oliver Hinz, Full Professor at Goethe University, previously Technical University Darmstadt (2011-2017), and Assistant Professor ("Juniorprofessor") at Goethe University Frankfurt (2008-2011)

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

Christian Schulze, Associate Professor at Frankfurt School of Management and Finance (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, Full Professor, Vienna University of Economics & Business Administration, before Assistant Professor at Frankfurt School of Management and Finance (2016-2023)

Daniel Ringel, Assistant Professor at Kenan-Flagler Business School at University of North Carlina at Chapel Hill (since 2017)

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

Daniel Blaseg, Associate Professor at ESADE, Spain (since Summer 2019)

Jochen Eckert, Tenured Professor at RhineMain University, University of Applied Sciences (since Summer 2020)

Gabriela Alves Werb, Tenured Professor at Frankfurt University of Applied Sciences (since Summer 2021)

Jinping Hu, Lecturer at Shenzhen Technology University, China (since September 2021)

Emanuel Bayer, Tenured Professor, DHBW Mannheim (Baden-Württemberg Cooperative State University) (since April 2022)

Shunyao Yan, Assistant Professor at Leavey School of Business, Santa Clara University, USA (since September 2022)

Maximillian Matthe, Assistant Professor at Kelley School of Business, Indiana University, USA (since July 2023)

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: Fontainebleau, 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)

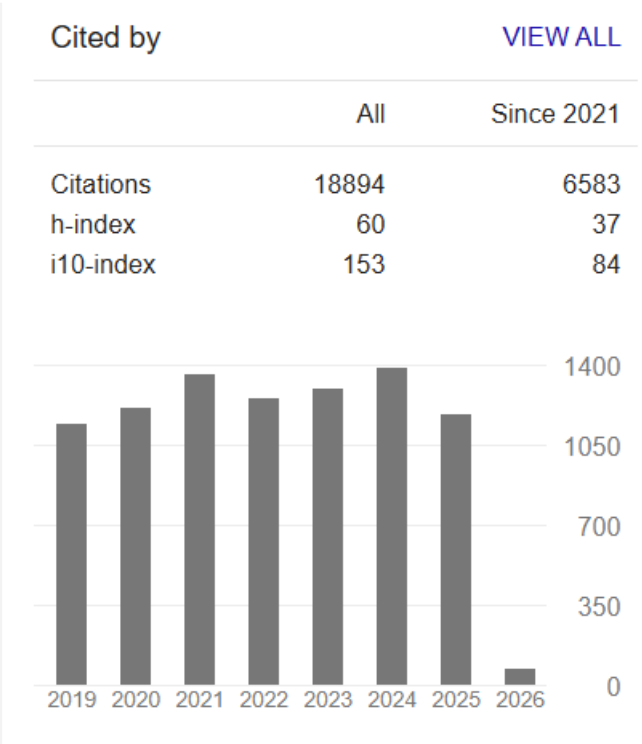
Organizer of Workshop “Study of Choice: Modeling Consumer Decision Making and Discrete Choice Behavior” (with Jordan Louviere and Terry Flynn, University of Technology at Sydney, Australia): 67 participants from three continents (June 7-9, 2010: Frankfurt University)

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)

C I T A T I O N S

Google Scholar: Report on January 22nd, 2026:
http://scholar.google.de/citations?user=nNCLgilAAAAJ&hl=en



E V A L U A T I O N O F R E S E A R C H P E R F O R M A N C E

" 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 " 2 0 2 1

My results in worldwide rankings of the American Marketing Association (AMA)

AMA journals (i.e., Journal of Marketing and Journal of Marketing Research)

- Rank 20: 2020 (covering articles from 2011-2020)
- 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)

Premier Marketing Journals (Marketing Science, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research)

- Rank 42: 2020 (covering articles from 2011-2020)

" W I R T S C H A F T S W O C H E - R A N K I N G "

The magazine ("Wirtschaftswoche") published a ranking in 2018, 2020 and 2022 of the research performance of all (more than 2000) professors in business in Germany, Austria and Switzerland. In contrast to the Handelsblatt ranking, it focuses less on top journal publications. My results:

Rank 7: “Lifetime Ranking” (2024)

Rank 5: “Lifetime Ranking” (2022)

Rank 5: “Lifetime Ranking” (2020)

Rank 6: “Lifetime Ranking” (2018)

“ 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 weigh all journals, and the weights reflect the criteria used at most American business schools. My results in their most recent rankings are as follows (but another German newspaper published another ranking since then):

Rank 1: Research Performance of the past five years

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

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

Han, Simeng / Bayer, Emanuel / Skiera, Bernd / Ghatak, Agnish (2025), ”Forward-Looking Disclosure of Customer Metrics in IPO Prospectuses: Stock Market Reactions and Long-Term Profitability”, International Journal of Research in Marketing, forthcoming

Dündar, Uğurcan / Abou Nabout, Nadia / Skiera, Bernd (2025), “Getting the Pace Right: Performance of Budget Allocation Heuristics in Online Advertising”, International Journal of Research in Marketing, forthcoming, https://doi.org/10.1016/j.ijresmar.2025.09.006

Jürgensmeier, Lukas / Skiera, Bernd (2025), ”Measuring Self-Preferencing on Digital Platforms”, Journal of Marketing, forthcoming, https://journals.sagepub.com/doi/10.1177/00222429251360772 or https://ssrn.com/abstract=4393726

Miller, Klaus / Lukic, Karlo / Skiera, Bernd (2025), “Impact of the General Data Protection Regulation (GDPR) on Online Tracking”, International Journal of Research in Marketing, online first, https://doi.org/10.1016/j.ijresmar.2025.03.002

Hanneke, Björn / Skiera, Bernd / Kraft, Thilo Gerwien / Hinz, Oliver (2025), ”Decoding Blockchain Data for Research in Marketing: New Insights Through an Analysis of Share of Wallet”, International Journal of Research in Marketing, Vol. 42, Issue 3, 711-727, https://doi.org/10.1016/j.ijresmar.2024.12.002

Jürgensmeier, Lukas / Bischoff, Jan / Skiera, Bernd (2024), ”Opportunities for Self-Preferencing on International Online Marketplaces”, International Marketing Review, Vol. 41, Issue 5, 1118-1132, https://doi.org/10.1108/IMR-03-2024-0094

Jürgensmeier, Lukas / Skiera, Bernd (2024), ”Generative AI for Scalable Feedback to Multimodal Exercises in Marketing Analytics”, International Journal of Research in Marketing, Vol. 41, Issue 3, 468-488, https://doi.org/10.1016/j.ijresmar.2024.05.005, finalist for the Best Paper Award of the International Journal of Research in Marketing.

Miller, Klaus / Skiera, Bernd (2024), “Economic Consequences of Online Tracking Restrictions”, International Journal of Research in Marketing, Vol. 41, Issue 2, 241-264, https://www.sciencedirect.com/science/article/pii/S0167811623000708 (winner of the Best Paper Award of the International Journal of Research in Marketing)

Ahmadi, Iman / Abou Nabout, Nadia / Skiera, Bernd / Maleki, Elham / Fladenhofer, Johannes (2024), “Overwhelming Targeting Options: Selecting Audience Segments for Online Advertising”, International Journal of Research in Marketing, Vol. 41, Issue 1, 24-40, https://doi.org/10.1016/j.ijresmar.2023.08.004.

Hu, Jinping / De Haan, Evert / Skiera, Bernd (2024), “Uplift Modeling with Quasi-Loss-Functions”, Data Mining and Knowledge Discovery, Volume 38, 2495-2519, https://doi.org/10.1007/s10618-024-01042-x

Skiera, Bernd / Jürgensmeier, Lukas (2024), ”Teaching Marketing Analytics: A Pricing Case Study for Quantitative and Substantive Marketing Skills”, Journal of Marketing Analytics, Vol. 12, 209–226, https://doi.org/10.1057/s41270-024-00313-2

Matthe, Maximillian / Ringel, Daniel / Skiera, Bernd (2023), “Mapping Market Structure Evolution”, Marketing Science, Vol. 42, Issue 3, 589–613, https://doi.org/10.1287/mksc.2022.1385

Tamaddoni, Ali / Seenivasan, Satheesh / Pallant, Jason / Skiera, Bernd (2023), “Investigating the Effect of Status Changes in Review Platforms”, International Journal of Research in Marketing, Vol. 40, Issue 1, 189-209, https://doi.org/10.1016/j.ijresmar.2022.07.001

Skiera, Bernd / Yan, Shunyao / Daxenberger, Johannes / Dombois, Marcus / Gurevych, Iryna (2022), “Information-Seeking Argument Mining: A Step Towards Identifying Reasons in Textual Analysis to Improve Services”, Journal of Service Research, Vol. 25, Issue 4, 537-548, https://doi.org/10.1177/10946705221110845

Jin, Yuxi / Skiera, Bernd (2022), “How do Privacy Laws Impact the Value for Actors in the Online Advertising Market? A Comparison of the EU, US, and China”, Journal of Creating Value, Special Issue “Defining and Measuring Value”, Vol. 8, Issue 2, 306-327, https://doi.org/10.1177/23949643221117676

Yan, Shunyao / Miller, Klaus / Skiera, Bernd (2022), “How Does the Adoption of Ad Blockers Impact News Consumption”, Journal of Marketing Research, Vol. 59, Issue 5, 1002-1018, https://doi.org/10.1177/00222437221076160

Skiera, Bernd (2022), ”Challenges of Marketing Automation: Linking MarTech & SalesTech”, NIM Marketing Intelligence Review, Vol. 14, Issue 2, 11-17

El Kihal, Siham / Nurullayev, Namig / Schulze, Christian / Skiera, Bernd (2021), “A Comparison of Product Return Rate Calculation Methods: Evidence from 16 Retailers”, Journal of Retailing, Vol. 97, Issue 4, 676-696, https://doi.org/10.1016/j.jretai.2021.04.001

Han, Simeng / Reinartz, Werner / Skiera, Bernd (2021), “Capturing Retailers’ Brand and Customer Focus”, Journal of Retailing, Vol. 97, Issue 4, 582-596, https://doi.org/10.1016/j.jretai.2021.01.001

Borah, Abhishek / Skiera, Bernd (2021), “Marketing and Investor Behavior: Insights, Introspections, and Indications”, International Journal of Research in Marketing, Vol. 38, Issue 4, 811-816, https://doi.org/10.1016/j.ijresmar.2021.09.011

Wieringa, Jaap E. / Kannan, P.K. / Ma, Xiao / Reutterer, Thomas / Risselada, Hans / Skiera, Bernd (2021), “Data Analytics in a Privacy-Concerned World”, Journal of Business Research, Vol. 122 (January), 915-925, https://doi.org/10.1016/j.jbusres.2019.05.005

Moozhipurath, Rahul Kalippurayil / Kraft, Lennart / Skiera, Bernd (2020), “Evidence of Protective Role of Ultraviolet-B (UVB) Radiation in Reducing COVID-19 Deaths”, Scientific Reports, 10:17705, https://doi.org/10.1038/s41598-020-74825-z

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, Vol. 37, Issue 4, 789-804 (featured in Strategist’s Digest: Online vs offline advertising | Contagious: https://www.contagious.com/news-and-views/strategists-digest-online-vs-offline-advertising), https://doi.org/10.1016/j.ijresmar.2020.02.002

Hinz, Oliver / Otter, Thomas / Skiera, Bernd (2020), “Estimating Network Effects in Two-Sided Markets”, Journal of Management Information Systems, Vol. 37, Issue 1, 12–38, https://doi.org/10.1080/07421222.2019.1705509

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, https://doi.org/10.1177/1094670519895581

Blaseg, Daniel / Schulze, Christian / Skiera, Bernd (2020), “Consumer Protection on Kickstarter”, Marketing Science, Vol. 39, Issue 1, 211-233, https://doi.org/10.1287/mksc.2019.1203

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, https://doi.org/10.1016/j.jebo.2019.05.032

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, https://doi.org/10.1016/j.ejor.2018.03.033

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 the issue of September–Oktober 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/), c

Reiner, Jochen / Skiera, Bernd (2018), “Helping Merchants to Assess the Profitability of Deal-of-the-Day Promotions”, Interfaces (nowadays: Informs Journal on Applied Analytics), 48(3), 247-259, https://doi.org/10.1287/inte.2017.0937

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, https://doi.org/10.1007/s40547-017-0082-y

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, https://doi.org/10.1016/j.ijresmar.2017.08.005

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, https://doi.org/10.1016/j.ijresmar.2017.01.002

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, https://doi.org/10.1509/jmr.14.0028

Schlereth, Christian / Skiera, Bernd (2017), “Two New Features in Discrete Choice Experiments to Improve Willingness-to-Pay Estimation That Result in SDR and SADR: Separated (Adaptive) Dual Response”, Management Science, Vol. 63, Issue 3, 829-842, https://doi.org/10.1287/mnsc.2015.2367

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, https://doi.org/10.1287/mksc.2015.0950

Skiera, Bernd (2016), “Data, Data and even more Data: Harvesting Insights from the Data Jungle”, Marketing Intelligence Review, Vol. 6, Issue 2, 10-17, https://doi.org/10.1515/gfkmir-2016-0010

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”), https://doi.org/10.1016/j.ijresmar.2015.03.003

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, https://doi.org/10.1016/j.ijresmar.2015.05.007

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, https://link.springer.com/article/10.1007/BF03396923

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Deakin University, Australia (2023)

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European Association for Data Science (EuADS) Summer School, Kirchberg, Luxemburg (2022)

Customer Insight Center at the University of Groningen (2022)

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ESADE, Barcelona, Spain (2020, online)

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Melbourne Business School, Melbourne, Australia (2009)
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Area Editor of the Journal of Marketing

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

Member of the Editorial Board of the Journal of Retailing, Customer Needs and Solutions, Journal of Interactive Marketing, International Journal of Electronic Commerce, Marketing Intelligence 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 M A J O R A C T I V I T I E S

Treasurer of EMAC (European Marketing Academy) and Member of the Steering Committee (since 05/2022)

National Representative of Germany in European Marketing Academy (EMAC) (2017-2022)

Member of the Board of the 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 EFL – The Data Science Institute (previously E-Finance-Lab) (www.eflab.de) (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, 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 "FinGrid" (03/2007-02/2010)