

SIMONE WIES
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ACADEMIC POSITIONS

Professor of Marketing, *2020-present*
Chair of Marketing Strategy & Performance
Faculty of Economics and Business, Goethe University Frankfurt

Research Fellow, *2020-present*
Leibniz Institute for Financial Research SAFE

Assistant Professor (SAFE Junior Professor for Marketing and Finance), *2014-2020*
House of Finance, Research Center SAFE, Faculty of Economics and Business, Goethe University
Frankfurt

Affiliated Researcher, *2018-present*
Center for Sales and Marketing Strategy, University of Washington

Visiting Scholar
Fuqua School of Business, Duke University, *2019*
University of Technology Sydney, *2018*
Fuqua School of Business, Duke University, *2017*
University of Nebraska at Lincoln, *2016*

EDUCATION

Post-Doctoral Researcher, Marketing Area, *2013-2014*
Fuqua School of Business, Duke University

Ph.D., Department of Finance, *2013*
School of Business and Economics, Maastricht University

Visiting Scholar, Marketing Area, *2012*
Fuqua School of Business, Duke University

M.Sc., Marketing and Finance, with highest distinction, *2009*
School of Business and Economics, Maastricht University

B.Sc., Finance, with highest distinction, *2008*
School of Business and Economics, Maastricht University
School of Law and Social Sciences, Universidad Carlos III. de Madrid

RESEARCH INTERESTS

Empirical modeling of marketing effectiveness, firm product innovation, financing dynamics of innovation and marketing strategies, and management and valuation of marketing assets

PUBLICATIONS

Wies, Simone, Alexander Bleier, and Alexander Edeling, "Finding Goldilocks Influencers: How Follower Count Drives Social Media Engagement," forthcoming at the *Journal of Marketing*

Wies, Simone, Christine Moorman, and Rajesh K. Chandy, "Innovation Imprinting: Why Some Firms Beat the Post-IPO Innovation Slump," forthcoming at the *Journal of Marketing*

Wies, Simone, Arvid O. I. Hoffmann, Jaakko Aspara, and Joost M. E. Pennings (2019), "Can Advertising Investments Counter the Negative Impact of Shareholder Complaints on Firm Value?," *Journal of Marketing*, 83(4), 58-80.

Wies, Simone and Christine Moorman (2015), "Going Public: How the Stock Market Changes Firm Innovation Behavior," *Journal of Marketing Research*, 52(5), 694-709. (Finalist "Weitz-Winer-O'Dell Award")

Moorman, Christine, Simone Wies, Natalie Mizik, and Fredrika J. Spencer (2012), "Firm Innovation and the Ratchet Effect among Consumer-Packaged Goods Firms," *Marketing Science*, 31(6), 934-951.

Book Chapter: Wies, Simone and Christine Moorman (2018), "Firm Innovation and the Stock Market," in Peter N. Golder and Debanjan Mitra (Eds), *Handbook of Research on New Product Development*, Cheltenham, UK: Edward Elgar Publishing.

Book Chapter: Vomberg, Arnd E. and Simone Wies (2021), "A Non-Technical Introduction to Panel Data Models in Marketing," in Christian Homburg, Martin Klarmann, and Arnd E. Vomberg (Eds), *Handbook of Market Research*, Basel, Switzerland: Springer International Publishing.

M.Sc. Thesis: Hoffmann, Arvid O. I., Joost M. E. Pennings, and Simone Wies (2011), "The Role of Relationship Marketing in Managing the Firm-Investor Dyad," *Journal of Business Research*, 64(8), 896-903.

TEACHING

Marketing Performance, M.Sc. program, 2022

Mathematics for Business and Economics, B.Sc. program, 2020-present

Innovation Management and Pricing, MBA program, 2017-present

Return on Marketing, M.Sc. program, 2015-2017, 2021

Strategic Market Management, M.Sc. program, 2014-present

Strategic Innovation Management, B.Sc. program, 2018

Marketing Assets, B.Sc. program, 2014-present

Marketing Strategy, Teaching Assistant, MBA program, 2014

Behavioral Finance, M.Sc. program, 2011-2012

Shareholder Value and Market-Based Assets, M.Sc. program, 2009-2012

HONORS AND AWARDS

Finalist “Weitz-Winer-O’Dell Award”, 2020

“Sturm und Drang” Best Research Award, Goethe University Frankfurt, 2019

DFG (German Research Foundation) Research Grant: “Combatting the Wall Street Curse on Firm Product Innovation,” 2019

University nomination “Heinz-Maier-Leibnitz Award”, 2019

DFG (German Research Foundation) International Scientific Grant, 2019

Excellence in Teaching Award, Goethe Business School, 2018, 2019, 2020, 2021

Best Teaching Recognition (Top Three), Faculty of Economics and Business, 2017, 2018, 2019, 2020, 2021

SERVICE

Conference organization

Founder and Conference co-chair, “Young European Scholars | Marketing,”

University of Groningen, 2022

Virtual, 2021

Goethe University Frankfurt, 2019

Frankfurt School of Finance & Management, 2018

Event series co-chair, “Women & Academia: Inside and Insights” (“Wissenschaftliche Karriere von *Innen”), Goethe University Frankfurt, 2017-present

Conference co-chair, “Marketing-Finance Symposium,” Maastricht University, 2013

Service to Goethe University Frankfurt

Academic director Ph.D. program, Marketing Track, 2020-present

Early Career Researchers (ECR) council, 2019-present

Equal opportunity commissioner, 2016-present

Academic director B.Sc. program, Marketing Track, 2015-present

Faculty recruitment committee, 2014-present

Service to national community

VHB (German Academic Association for Business Research) Marketing Section, committee chair

“Young Researchers” (“KOMARK Obfrau für den wissenschaftlichen Nachwuchs”), 2020-present

“Young Economic Summit” student competition, Leibniz Information Center for Economics, Mentor, 2019-present

Ad-hoc reviewing DFG (German Research Foundation), 2018-present

VHB (German Academic Association for Business Research), committee member “Promotion of Young Scholars” (“AG Nachwuchsförderung”), 2017-present

SciMento Ph.D. mentoring program Hessen, Mentor, 2015-2019

Service to international community

Track Chair “Market Strategy and Dynamics,” AMA Winter Academic Conference, 2022

Editorial Review Board, *Journal of Marketing*, 2021-present

Faculty Fellow “Marketing Strategy Doctoral Consortium”, 2020, 2022

EMAC Doctoral Colloquium Fellow, 2019

Program committee member “Marketing Strategy Meets Wall Street VI” conference, 2019

EMAC Special Interest Group “Marketing Strategy” co-chair, 2017-present