

SIMONE WIES

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Goethe University Frankfurt
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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 Assistant Professor for Marketing and Finance), *2014-2020*

House of Finance, 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, innovation management, new ventures, creator economy, financing dynamics of marketing strategies, and management and valuation of marketing assets

PUBLICATIONS

Edeling, Alexander and Simone Wies (2024), "Embracing Entrepreneurship in the Creator Economy: The Rise of Creatpreneurs," *International Journal of Research in Marketing*, 41(3), 436-454.

Fischer, Marc and Simone Wies (2024), "Accessing the Untapped Brand Leverage Potential—A Strategic Framework from a Capital Market View," *Management Science*, forthcoming.

Wies, Simone, Alexander Bleier, and Alexander Edeling (2023), "Finding Goldilocks Influencers: How Follower Count Drives Social Media Engagement," *Journal of Marketing*, 87(3), 383-405.

- Winner AMA/MSI/H. Paul Root Award
- Best Paper Award, German Academic Association for Business Research | Marketing

Wies, Simone, Christine Moorman, and Rajesh K. Chandy (2023), "Innovation Imprinting: Why Some Firms Beat the Post-IPO Innovation Slump," *Journal of Marketing*, 87(2), 232-252.

- Finalist AMA/MSI/H. Paul Root Award

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
- Best Paper Award, MSMWS Conference

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.

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.

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.

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.

AWARDS, HONORS, AND GRANTS

MSI Scholar, 2024

Winner *Journal of Marketing*, “**AMA/MSI/H. Paul Root Award**,” 2024

Finalist *Journal of Marketing*, “**AMA/MSI/H. Paul Root Award**,” 2024

Winner **Best Paper Award**, German Academic Association for Business Research, Marketing Section, 2024

Finalist *Journal of Marketing Research*, “**Weitz-Winer-O’Dell Award**,” 2020

Winner **Best Research Award** “Sturm & Drang,” Faculty of Economics and Business, 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, 2018-2024

Best Teaching Recognition (Top Three), Faculty of Economics and Business, 2017- 2024

EDITORIAL SERVICE

Editorial Review Board, *International Journal of Research in Marketing*, 2024-present

Associate Editor, *Journal of Interactive Marketing*, 2024-present

Associate Editor, *Journal of Business Research*, 2024-present

Developmental Editor, *Journal of Marketing*, 2023-present

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

Ad-hoc reviewing, 2015-present

Journal of Marketing Research, *Journal of the Academy of Marketing Science*, *Marketing Science*

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

FURTHER SERVICE

Conference organization

- VHB (German Academic Association for Business Research) | **Technology, Innovation, and Entrepreneurship Annual Meeting**, Goethe University Frankfurt, 2023
- Founder and conference co-chair, “**Young European Scholars | Marketing**,” University of Basel, 2024, Maastricht University, 2023, 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**,” Goethe University Frankfurt, 2017-2022
- Conference co-chair, “**Marketing-Finance Symposium**,” Maastricht University, 2013

Service to Goethe University Frankfurt

- Director, **European Center for Communications**, 2023-2024
- **Tenure Track Advisory Council**, 2022-present
- **Academic director** Ph.D. program, Marketing Track, 2020-present
- **Early Career Researchers Council**, 2019-present
- **Equal opportunity commissioner**, 2016-2023
- **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,”** 2020-2023
- **“Young Economic Summit”** student competition, Leibniz Information Center for Economics, Mentor, 2019-2022
- VHB (German Academic Association for Business Research), committee member **“Promotion of Young Scholars,”** 2017-present
- **SciMento** Ph.D. female mentoring program, Mentor, 2015-2019

Service to International Community

- Faculty Fellow **“Marketing Strategy Doctoral Consortium,”** 2020, 2022, 2024
- Track Chair “Market Strategy and Dynamics,” **AMA Winter Academic Conference,** 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

TEACHING

Digital Marketing, MBA program, 2024

Applied Multivariate Statistics, Ph.D. program, 2024

Innovation Management, MBA program, 2023

Marketing Performance, M.Sc. program, 2022-present

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

Marketing Strategy Performance, Ph.D. course series, 2020-present

Innovation Management and Pricing, MBA program, 2017-present

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

Readings in Marketing Strategy, Ph.D. program, 2015-present

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