

SIMONE WIES

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ACADEMIC POSITION

Assistant Professor (SAFE Junior Professor for Marketing and Finance), *July 2014-present*
Department of Marketing and House of Finance, Research Center SAFE, Goethe University
Frankfurt

Visiting Scholar (University of Technology Sydney, *February 2018-April 2018*; Fuqua School of
Business, Duke University, *January 2017-February 2017*; University of Nebraska at Lincoln, *April*
2016-May 2016)

EDUCATION

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

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

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

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

B.S., 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

Marketing effectiveness, firm product innovation, stock market dynamics of marketing strategies,
management and valuation of marketing assets, financing dynamics of innovation strategies

PUBLICATIONS

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

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.

M.S. 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

Innovation Management, B.S. program (Fall 2017)
Innovation Management and Pricing, MBA program (Spring 2017)
Strategic Market Management, M.S. program (Fall 2014, 2015, 2016, 2017)
Return on Marketing, M.S. program (Spring 2015, Fall 2015, 2016, 2017)
Marketing Assets, B.S. program (Fall 2014, 2015, 2016)
Marketing Strategy, Teaching Assistant, MBA program (Spring 2014)
Behavioral Finance, M.S. program (Spring 2011, 2012)
Shareholder Value and Market-Based Assets, M.S. program (Fall 2009, 2010, 2011, 2012)

SERVICE

VHB committee "Promotion of Young Scholars", 2017-present
Ad-hoc reviewing, *Journal of Marketing Research*, *International Journal of Research in Marketing*,
AMA Winter Academic Conference, 2015-present
Equal opportunity commissioner, 2016-present, Goethe University Frankfurt
Academic director B.S. program Marketing Track, 2015-present, Goethe University Frankfurt
Faculty recruitment committee, Fall 2014, Spring 2015, Spring 2016, Fall 2016, Spring 2017, Fall
2017, Spring 2018, Goethe University Frankfurt
Co-chair, "Marketing-Finance Symposium: The Whole is Greater Than the Sum of Its Parts," 2013,
Maastricht University
Excellence in Teaching and Academic Service Award, 2010, Maastricht University

CONFERENCE PRESENTATIONS AND INVITED TALKS

University of Technology Sydney (2018); RMIT University (2018); University of Melbourne (2018);
University of Adelaide (2018); AMA Winter Academic Conference, New Orleans (2018); Marketing
Strategy Meets Wall Street Conference V, San Francisco (2017); INFORMS Marketing Science
Conference, Los Angeles (2017); EMAC Conference, Groningen (2017); Mannheim University
(2017); AMA Winter Educators' Conference, Orlando (2017); INFORMS Marketing Science
Conference, Shanghai (2016); University of Nebraska at Lincoln (2016); EMAC Conference, Oslo
(2016); AMA Winter Educators' Conference, Las Vegas (2016); Tilburg University (2016);
Marketing Strategy Meets Wall Street Conference IV, Singapore (2015); Union Investment Science
Dialogue on Innovation, Frankfurt (2015); Theory + Practice in Marketing, Northwestern University
(2014); AMA Winter Educators' Conference, Orlando (2014); Financial Management Association,
Maastricht (2014); Marketing-Finance Symposium, Maastricht University (2013); INFORMS
Marketing Science Conference, Istanbul (2013); Rotterdam School of Management, Erasmus
University (2013); Robert H. Smith School of Business, Maryland University (2013); AMA Winter
Educators' Conference, Las Vegas (2013); Frankfurt School of Finance & Management (2013);
Munich School of Management, Ludwig-Maximilians University (2013); European Center for

Corporate Engagement, Maastricht (2013); Marketing Strategy Meets Wall Street Conference III, Frankfurt (2013)—*Best Paper Award*; GSBE Colloquium, Maastricht University (2012); INFORMS Marketing Science Conference, Boston (2012); EMAC Conference, Lisbon (2012); Marketing in NY, Columbia Business School (2012); University of Cologne (2012); Vrije Universiteit Amsterdam (2012); INFORMS Marketing Science Conference, Houston (2011); Marketing Strategy Meets Wall Street Conference II, Boston (2011)