

# **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, innovation management, financing dynamics of innovation and marketing strategies, and management and valuation of marketing assets

## PUBLICATIONS

### Journal articles:

Fischer, Marc und Simone Wies (2023), "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.

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.

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.

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. (Master's Thesis)

### Book Chapters:

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.

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.

## HONORS AND AWARDS

Finalist *Journal of Marketing Research*, "Weitz-Winer-O'Dell Award," 2020  
Best Research Award at 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, 2019, 2020, 2021, 2022, 2023  
Best Teaching Recognition (Top Three), Faculty of Economics and Business, 2017, 2018, 2019, 2020, 2021, 2022

## EDITORIAL SERVICE

Developmental Editor, *Journal of Marketing*, 2023-present  
Editorial Review Board, *Journal of Marketing*, 2021-present  
Ad-hoc reviewing, 2015-present  
*Journal of Marketing Research*, *International Journal of Research in Marketing*, *Journal of Marketing*,  
*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," 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-present  
Tenure Track advisory council, 2022-present  
Academic director Ph.D. program, Marketing Track, 2020-present  
Early Career Researchers (ECR) 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, 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. mentoring program, Mentor, *2015-2019*

**Service to International Community:**

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

**TEACHING**

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*  
Topics 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*