

SIMONE WIES

March 2021

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ACADEMIC POSITIONS

Professor of Marketing Strategy and Performance, *2020-present*
Department of Marketing, Goethe University Frankfurt

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

Assistant Professor (SAFE Junior Professor for Marketing and Finance), *2014-2020*
Department of Marketing and House of Finance, Research Center SAFE, 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, 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

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: “Combating the Wall Street Curse on Firm Product Innovation,” 2019
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, Faculty of Business and Economics, 2017, 2018, 2019
Best Paper Award, Marketing Strategy Meets Wall Street III Conference, 2013

SERVICE

Conference organization

Conference co-chair, “Young European Scholars | Marketing,”
Virtual, 2021
Goethe University Frankfurt, 2019
Frankfurt School of Finance & Management, 2018
Event series co-chair, “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,” 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
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
Ad-hoc reviewing, 2015-present
Journal of Marketing Research, *International Journal of Research in Marketing*, *Journal of Marketing*,
AMA Winter Academic Conference, AMA Marketing and Public Policy Conference