

# 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

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

Visiting Scholar (University of Technology Sydney, *February-April 2018*; Fuqua School of Business, Duke University, *January-February 2017*; University of Nebraska at Lincoln, *April-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-July 2012*  
Fuqua School of Business, Duke University

M.Sc., Finance and Marketing 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

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, Arvid O.I. Hoffmann, Jaakko Aspara, and Joost M.E. Pennings, "Can Advertising Investments Counter the Negative Impact of Shareholder Complaints on Firm Value?," forthcoming at *Journal of Marketing*

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.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

Strategic Innovation Management, B.Sc. program (Fall 2018)

Innovation Management, B.Sc. program (Fall 2017)

Innovation Management and Pricing, MBA program (Spring 2017, 2018)

Strategic Market Management, M.Sc. program (Fall 2014, 2015, 2016, 2017, 2018)

Return on Marketing, M.Sc. program (Spring 2015, Fall 2015, 2016, 2017)

Marketing Assets, B.Sc. program (Fall 2014, 2015, 2016, 2018)

Marketing Strategy, Teaching Assistant, MBA program (Spring 2014)

Behavioral Finance, M.Sc. program (Spring 2011, 2012)

Shareholder Value and Market-Based Assets, M.Sc. program (Fall 2009, 2010, 2011, 2012)

## SERVICE

Co-chair, "Young European Scholars | Marketing," 2018, 2019

VHB (German Academic Association for Business Research) committee "Promotion of Young Scholars", 2017-present

Co-organizer, "Wissenschaftskarriere von \*Innen", 2017-present

Equal opportunity commissioner, 2016-present, Goethe University Frankfurt

Ad-hoc reviewing, *Journal of Marketing Research*, *International Journal of Research in Marketing*, *Journal of Marketing*, AMA Winter Academic Conference, AMA Marketing and Public Policy Conference, 2015-present

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

SciMento PhD mentoring program Hessen, mentor, 2015-2018

Faculty recruitment committee, Fall 2014, Spring 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 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

AMA Winter Academic Conference, Austin (2019); VHB Kommissionstagung Marketing, Karlsruhe Institute of Technology KIT (2019); University of Mannheim (2018); Technical University Munich (2018); Eindhoven University of Technology (2018); University of Zurich (2018); INFORMS Marketing Science Conference, Philadelphia (2018); EMAC Conference Glasgow (2018); 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); University of Mannheim (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)