

**Prof. Dr. Christian Schlereth**

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Married to Lena, three children: Moritz, Felix, and Kilian

**Employment**

- From 03/2021** **Member of the Board of Trustees;** Deutsche Welthungerhilfe e. V. [[Link](#)]
- From 10/2014** **Professor, Chair of Digital Marketing;** WHU – Otto Beisheim School of Management. [[Link](#)]  
- Academic director of the Master in Management program (since 2023)  
- Member of the Senate (since 2021, deputy member since 2015)
- 02/2011 – 06/2012** **Visiting fellow;** University of Technology, Sydney, Centre for the Study of Choice.
- 02/2009 – 05/2009** **Visiting research scholar;** University of Technology, Sydney, Centre for the Study of Choice.
- 04/2006 – 09/2014** **Research assistant, post-doc, and assistant professor;** Goethe University Frankfurt.
- 10/2004 – 03/2006** **European rollout leader of Rational Portfolio Manager at Account DB;** IBM Deutschland GmbH.
- 05/2000 – 05/2005** **Freelancer and software developer in the area off-set printing;** MAN Roland AG.

**Education**

- 03/2010** **Doktor rer. pol. (PhD);** Goethe University Frankfurt; Topic: "Optimal pricing of Internet-based services" (summa cum laude, supervised by Prof. Dr. Bernd Skiera).
- 03/2006** **Graduated in business information technology;** Technische Universität Darmstadt (passed with distinction, i.e.,  $\leq 1.3$ , Diplom Wirtschaftsinformatik).

**Research Interests**

- Data Science (in particular, choice modelling, dynamic linear modelling, supervised and unsupervised learning).
- Digital services (e.g., cloud computing services, freemium business models).
- Social Media P2P Fundraisers for NGOs.
- Survey-based stated preference methods such as discrete choice experiments and estimation of willingness-to-pay.
- Online survey platform DISE, which a special focus on advanced stated preference methods ([Demonstration](#)).

**Scholarly Honors and Awards**

- **2023** Amazon Research Award for proposal "The power of climate friendly badge: Quantifying the effectiveness of sustainability endorsements in advertising" (together with Christina Reh and Beatrice Martin).
- **2016** Runner-up for best presentation award at ART Forum with project on SADR–Separated Adaptive Dual Response
- **2016** Top-3 finalist: IJRM Best Paper of the year 2015.
- **2015** Best Paper Award of IJRM's Special Issue on Marketing and Innovation.
- **2014** Dies Academicus Award for 2nd place in teaching evaluations with bachelor course "Price Management".
- **2014** Dies Academicus Award for 1st place in teaching evaluations with bachelor seminar "Run & Gun! Strategien und Maßnahmen zur Stärkung des Frankfurter Basketballsports" in cooperation with major league basketball team and former German championship winner: Fraport Skyliners.
- **2012** Dies Academicus Award for 1st place in teaching evaluations with bachelor seminar: "Geschäftsmodelle in der Cloud".
- **2011** Emerald/EFMD Outstanding Doctoral Research Award in marketing research.

- **2011** Schmalenbach prize for research excellence in business economics.
- **2011** HORIZONT dissertation award in marketing research.
- **2011** Finalist and 3<sup>rd</sup> place winner of DMV (Deutscher Marketing Verband)'s dissertation award.

### **Awards for Thesis Supervised by the Chair**

- **2022** In Praxi Outstanding Thesis Award for Hannah Erlebach's master thesis: Ethical Desired Fundraising Communication of a Non-Profit: A Randomized Field Experiment and Survey Study on the Business Implications (1,000€).
- **2020** 2nd place at the Goldmedia-Award for Marie Walter's master thesis: Elections 2019: Lessons Learned? (500€).
- **2019** In Praxi Outstanding Thesis Award for Hendrik Schülzchen's bachelor thesis: Digitalization to Foster Climate Protection – an Analysis of the Boundaries (1,000€).
- **2019** In Praxi Outstanding Thesis Award for Marie Walter's master thesis: Elections 2019: Lessons Learned? (1,000€).
- **2019** BME's best dissertation award (Bundesverband Materialwirtschaft, Einkauf und Logistik) for Dr. Jörg Rottenburger's dissertation (7,000€). Here, Prof. Dr. Lutz Kaufmann was the main supervisor and Prof. Schlereth supported as co-supervisor and co-author of the main paper Bluffs, Lies, and Consequences (2018, JSCM).
- **2014** GEE-Award of the energy forum Berlin for Joséphine Süptitz's master thesis on the acceptance of fracking (750€). Here, Prof. Schlereth supported in the employed method and as a co-author of the ZFbF article (2017).
- **2013** QuestBack-Scientific Research Award für die Bachelorarbeit von Benjamin Clapham: "Unternehmensbewertung von Facebook" (1,000 €).

### **Research Grants**

- **2023** Grant provided through **Amazon** Research Award for proposal "The power of the climate friendly badge" (together with Christina Reh and Beatrice Martin; 28,000\$)
- **2022** Financial sponsoring by **McKinsey** to support the organization of the SALT conference with 117 participants.
- **2020** Financial support for the purchase of the software Grammarly for all WHU students and faculty members by **I2X**.
- **2018** Financial support for the purchase of the software JMP for all WHU students and faculty members by **Vodafone Germany** (4,000€)
- **2012** Financial support for the organisation of the 12th Juniorprofessor- and Post-Doc-Workshop in information systems; **Freunde und Förderer** (Goethe University Frankfurt); together with Dr. Christoph Rosenkranz and Dr. Andreas Eckhardt (about 1,200€).
- **2011** Research project grants for project on billing systems for cloud computing, sponsored by Frankfurt Cloud/E-finance lab Goethe University Frankfurt (26,000€, together with Bernd Skiera).
- **2010** DFG (Deutsche Forschungsgemeinschaft) research grant and scholarship for visiting academic (12 months) at the University of Technology, Sydney, Australia in 2011 (about 50,000€).
- **2008** Support in application of research grant for BMBF-sponsored project "Premium Services – pricing services out-of-the-box" (9 million € in total, together with cooperating universities and companies like SAP and Telekom); operational lead in two of its sub projects from 2008-2011.
- **Travel Grants** Travel grants from DAAD and Freunde und Förderer (Goethe University Frankfurt), in sum about 15,000€.

### **Videos**

- **Research:** Are Premium Memberships Worth it? (Summary of the MISQ publication): <http://youtu.be/Lep93LIMhTk>.
- **Research:** Separated (Adaptive) Dual Response explained (Part I of III): [http://youtu.be/\\_etkmhZnL-c](http://youtu.be/_etkmhZnL-c).
- **Research:** Separated (Adaptive) Dual Response explained (Part II of III): <http://youtu.be/XxGwjassYY0>.
- **Research:** Separated (Adaptive) Dual Response explained (Part III of III): [http://youtu.be/MQJxIP9\\_xY0](http://youtu.be/MQJxIP9_xY0).
- **WHU Inside Business** with Achim Berg (ex CEO Microsoft Germany) on Digitalization: <http://youtu.be/Rezull2t8Bs>.
- **WHU Inside Business** with Ingo Chu (CFO XING) on Social Business Networks: <http://youtu.be/P6vFMklvKvA>.
- **WHU Inside Business** with Dr. Michael Jungbluth (SAS) on data analytics: <http://youtu.be/Mts6qrf1GsU&t>.
- **WHU Inside Business** with Carsten Kratz (head BCG Germany) on Advanced Analytics: <http://youtu.be/jv2sNTXqJfG>.

- **WHU Inside Business** with Kai Herzberger (Director; Facebook) on Video First Strategy: <http://youtu.be/VKdaemi87pc>.
- **WHU Inside Business** with Dr. Christina Knackfuß und Dr. Jan Ising (Accenture) on Digital Transformation: <http://youtu.be/tGx8X924V9Q>.
- **WHU Inside Business** with Jens Rode (CEO; Tellja) on Online Referral Management: <http://youtu.be/BGAzv3UYjqM>.
- **WHU Inside Business** with Christian Vögle (DB Fernverkehr) on Digitalization @Deutsche Bahn: <https://youtu.be/Dt3a8Of1pMQ>.
- **WHU Inside Business** with Alexandra Chirilov (Senior Scientist, GfK); Virtual Reality in Market Research: <https://youtu.be/xn30rk3r8HY>.
- **WHU Inside Business** with Alexander Hoffmann (Industry Manager & Data Strategy Lead, Google); Changing role of digital systems in decision making: <http://youtu.be/wOwclwispXE>.
- **Teaching:** Impressions from WHU Capstone Course in Tel Aviv, Israel: <http://youtu.be/B1zOt4NUB94>
- **Teaching:** Corona and human's underestimation of exponential growth: <https://youtu.be/DfBpAuUBeQc>.
- **Teaching:** Impressions from WHU business field study to XING, Hamburg: <http://youtu.be/W8O2c5Bc4us>

## **Books**

- Schlereth, Christian (2010): "Optimale Preisgestaltung von internetbasierten Diensten", Verlag Dr. Kovač, Hamburg.
  - Emerald/EFMD Outstanding Doctoral Research Award for research excellence in Marketing
  - Schmalenbach Award for research excellence in Business Economics
  - HORIZONT Dissertation Award for research excellence in Marketing

## **Refereed Marketing-Related Articles**

1. Beisecker, Sven / Schlereth, Christian (2024): "Offering Prosocial Incentives On-Top – Do They Sweeten the Deal or Poison the Well?", *Psychology & Marketing*, forthcoming [VHB: B; ERIM: S; ABS: 3].
2. Martin, Beatrice / Schlereth, Christian (2024): "When a Crisis Has a Silver Lining – Social Media P2p Fundraising at the Start of COVID-19", *Nonprofit and Voluntary Sector Quarterly*, forthcoming [VHB: B; ERIM: S; ABS: 3].
3. Hanneke, Björn / Baum, Lorenz / Schlereth, Christian / Hinz, Oliver (2023): "Consumer Preferences for Privacy Management Systems", Proceedings of the *International Conference on Information Systems*, Hyderabad, India [VHB: A; ERIM: -; ABS: -].
4. Fischer, Mareike / Heinz, Matthias / Schlereth, Christian / Rosenkranz, Christoph (2023): "'You Can't Always Get What You Want': Examining Employees' Preferences and Job Satisfaction in Agile Transformations", Proceedings of the 31st *European Conference on Information Systems*, Kristiansand, Norway [VHB: B; ERIM: -; ABS: -].
5. Beisecker, Sven / Schlereth, Christian / Hein, Sebastian (2023): "Shades of Fake News: How Fallacies Influence Consumers' Perception", *European Journal of Information Systems*, forthcoming [VHB: A; ERIM: P; ABS: 4].
6. Weiler, Michael / Stolz, Simon / Lanz, Andreas / Schlereth, Christian / Hinz, Oliver (2022): "Social Capital Accumulation through Social Media Networks: Evidence from a Randomized Online Field Experiment and Individual-Level Panel Data", *Management Information Systems Quarterly*, 46(2):771-812 [VHB: A+; ERIM: STAR; ABS: 4\*].
  - Youtube: <http://youtu.be/Lep93UMhTk>
  - In press: Capital [\[LINK\]](#)
  - In press: Business Insider [\[LINK\]](#)
7. Keller, Katharina / Schlereth, Christian / Hinz, Oliver (2021): "Sample-based Longitudinal Discrete Choice Experiments: Preferences for Electric Vehicles over time", *Journal of the Academy of Marketing Science*, 49(3), 482-501 [VHB: A; ERIM: STAR; ABS 4\*].
  - In press: <https://www.derstandard.de/story/2000121983845/mobilitaet-steiler-weg-zur-wende>.
8. Stolz, Simon / Schlereth, Christian (2021): "Predicting Tie Strength with Ego Network Structures", *Journal of Interactive Marketing*, 54(May), 40-52 [VHB: B; ERIM: P; ABS: 3].
  - Mendeley Data: Stolz, Simon / Schlereth, Christian (2020): "Predicting Tie Strength with Ego Network Structures", *Mendeley Data*, <https://data.mendeley.com/datasets/hr9tjzj72v/2>.
  - Feature article of the May issue, selected by the editors Wendy Moe and Arvind Rangaswamy based on the insights and theoretical contributions.
9. Skiera, Bernd / Schlereth, Christian / Oetzel, Sebastian (2020): "Pricing Metrics and the Impact of Minimum and Billing Increments", *Journal of Service Research*, 23(3), 321-336 [VHB: A; ERIM: P; ABS: 4].
10. Schlereth, Christian / Skiera, Bernd / Schulz, Fabian (2018): "Why do Consumers prefer Static instead of Dynamic Pricing Plans? An Empirical Study for a better Understanding of the Low Preferences for Time-Variant Pricing Plans", *European Journal of Operational Research*, 269(3), 1165-1179 [VHB: A; ERIM: P; ABS: 4].

11. Kaufmann, Lutz / Rottenburger, Jörg / Carter, Craig / Schlereth, Christian (2018): "Bluffs, Lies, and Consequences: A Reconceptualization of Bluffing in Buyer-Supplier Negotiations", *Journal of Supply Chain Management*, 54 (2), 49-70 [VHB: B; ERIM: P; ABS: 4].
12. Süptitz, Joséphine / Schlereth, Christian (2017): "Fracking: Messung der gesellschaftlichen Akzeptanz und der Wirkung akzeptanzsteigernder Maßnahmen", *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung*, 69(4), 405-439 [VHB: B; ERIM: -; ABS: 2].
13. Schlereth, Christian / Skiera, Bernd (2017), "Two New Features in Discrete Choice Experiments to Improve Willingness to Pay Estimation that Result in SDR and SADR: Separated (Adaptive) Dual Response", *Management Science*, 63(3), 829-842 [VHB: A+; ERIM: STAR; ABS: 4\*].  
- On Youtube: <https://youtube.com/playlist?list=PLLX34hyWfyDD1zvz7G7z6DduVD-Z6ctTS>.
14. Schulz, Fabian / Schlereth, Christian / Mazar, Nina / Skiera, Bernd (2015): "Advanced Payment Systems: Paying too much today and being Satisfied Tomorrow", *International Journal of Research in Marketing*, 32(3), 238-250 [VHB: A; ERIM: STAR; ABS: 4].  
- Best Paper Award of IJRM's Special Issue on Marketing and Innovation,  
- Top-3 finalist: IJRM Best Paper of the year 2015,  
- Lead article.
15. Hinz, Oliver / Schlereth, Christian / Zhou, Wenyan (2015): "Fostering the adoption of electric vehicles: an application of best worst scaling and dual response on the role of complementary mobility services", *Journal of Business Economics*, 85(8), 921-951 [VHB: B; ERIM: -; ABS: 2].  
- In press, e.g., [http://www.focus.de/finanzen/boerse/elektroauto-praemie-nuetzt-wenig\\_id\\_5520175.html](http://www.focus.de/finanzen/boerse/elektroauto-praemie-nuetzt-wenig_id_5520175.html).
16. Schlereth, Christian / Schulz, Fabian (2014): "Schnelle und einfache Messung von Bedeutungsgewichten mit der Restricted-Click-Stream Analyse: Ein Vergleich mit etablierten Präferenzmessmethoden", *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung*, 66(8), 630-657 [VHB: B; ERIM: -; ABS: 2].  
- Lead article.
17. Schlereth, Christian (2014): "Pricing Plans for a Financial Advisory Service", *European Journal of Marketing*, 48(3/4), 595 - 616 [VHB: C; ERIM: S; ABS: 3].
18. Schlereth, Christian / Eckert, Christine / Schaaf, René / Skiera, Bernd (2014): "Measurement of Preferences with Self-Explicated Approaches: A Classification and Merge of Trade-off- and Non-trade-off-based Evaluation Types", *European Journal of Operational Research*, 238(1), 185-198 [VHB: A; ERIM: P; ABS: 4].
19. Schlereth, Christian / Barrot, Christian / Skiera, Bernd / Takac, Carsten (2013): "Optimal Product Sampling Strategies in Social Networks: How Many and Whom to Target?", *International Journal of Electronic Commerce*, 18(1), 45-72 [VHB: B; ERIM: P; ABS: 3].
20. Schlereth, Christian (2013): "A Comparison of Nonlinear Pricing Preference Models for Digital Services", Proceedings of the *International Conference on Information Systems*, Milano, Italy [VHB: A; ERIM: -; ABS: -].
21. Schlereth, Christian / El Kihal, Siham (2013): "Profit Maximizing Contract Plans for Cloud Computing", Proceedings of the 21st *European Conference on Information Systems*, Utrecht, Netherlands [VHB: B; ERIM: -; ABS: -].
22. El Kihal, Siham / Schlereth, Christian / Skiera, Bernd (2012): "Price Comparison for Infrastructure-as-a-Service", in: Proceedings of the 20th *European Conference on Information Systems*, Barcelona, Spain [VHB: B; ERIM: -; ABS: -].
23. Schlereth, Christian / Eckert, Christine / Skiera, Bernd (2012): "Using Discrete Choice Experiments to Estimate Willingness-to-Pay Intervals", *Marketing Letters*, 23(3), 761-776 [VHB: B; ERIM: P; ABS: 3].
24. Schlereth, Christian / Skiera, Bernd (2012): "Measurement of Consumer Preferences for Bucket Pricing Plans with Different Service Attributes", *International Journal of Research in Marketing*, 29(2), 167-180 [VHB: A; ERIM: STAR].
25. Schlereth, Christian / Skiera, Bernd / Wolk, Agnieszka (2011): "Measuring Consumer Preferences for Metered Pricing of Services", *Journal of Service Research*, 14 (4), 443-459 [VHB: A; ERIM: P; ABS: 4].
26. Fritz, Marcel / Schlereth, Christian / Figge, Stefan (2011): "Empirical Evaluation of Fair Use Flat Rate Strategies for Mobile Internet", *Business & Information Systems Engineering*, 3(5), 269-277 (English translation of the German WI-article) [Lead article, VHB: B; ERIM: S; ABS: 2].
27. Fritz, Marcel / Schlereth, Christian / Figge, Stefan (2011): "Empirische Evaluation von Fair-Use-Flatrate-Strategien für das mobile Internet", *Wirtschaftsinformatik*, 2011(5), 257-266 [VHB: B; ERIM: S; ABS: 2].  
- Lead article.
28. Schlereth, Christian / Stepanchuk, Tanja / Skiera, Bernd (2010): "Optimization and Analysis of Profitability of Tariff Structures with Different Number of Two-Part Tariffs", *European Journal of Operational Research*, 206(3), 691-701 [VHB: A; ERIM: P; ABS: 4].

29. Schlereth, Christian / Skiera, Bernd (2009): "Schätzung von Zahlungsbereitschaftsintervallen mit der Choice-Based Conjoint-Analyse", *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung*, 61(8), 838-856 [VHB: B; ERIM: -; ABS: 2].  
- Lead article.

### **Practitioner-Oriented Articles, Book Sections, or Non-Marketing-Related Articles**

1. Schlereth, Christian / Skiera, Bernd (2024): "Price Metrics", *Encyclopedia of Pricing*, eds: Andreas Hinterhuber, Edward Elgar Publishing, forthcoming.
2. Jungbluth, Michael / Ulrichshofer, Anna / Schlereth, Christian (2023): "In-Store Customer Analytics - Messansätze zum besseren Verständnis des ungenutzten Konversionspotenzials", *Marketing Review St. Gallen*, Special Issue on Sustainable Consumption, 2023(2), 54-62.
3. Reh, Christina / Fichtner, Konstanze / Schlereth, Christian / Müller-Klockmann, Torsten / Weber, Manuel (2022): "Integrating Brand Equity in MMM for a Long-term Ad Effectiveness Measurement", *SSRN Working Paper + Jupyter Notebook*. ([https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4103941](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4103941); <https://gist.github.com/WHU-Chair-of-Digital-Marketing/ee05482d39317561ac610a8f6ce72026>).
4. Weiler, Michael / Stolz, Simon / Lanz, Andreas / Schlereth, Christian / Hinz, Oliver (2022): "Premiummitgliedschaften als Booster in Karrierenetzwerken?", *Schmalenbach IMPULSE*, 2(1), 1-4.
5. Rheindorf, Jessica / Hagist, Christian / Schlereth, Christian (2021): Call (and Pay) the Midwife: A Discrete Choice Experiment on Mothers' Preferences and their Willingness to Pay for Midwifery Care, *International Journal of Nursing Studies*, 124(December), Article 104096.
6. Oetzel, Sebastian / Schlereth, Christian / Skiera, Bernd (2021): Taktungen als zentraler Bestandteil der Preismetrik bei digitalen Diensten, *Schmalenbach IMPULSE*, 1(1), 183-195.
7. Stolz, Simon / Wisskirchen, Kilian / Schlereth, Christian / Hoffmann, Alexander (2021): Online Lead Generation: Learnings from an Emerging Industry, *Marketing Review St. Gallen*, Special issue on Conversational Commerce, 2021(4), 32-39 [Transfer paper between science and business practice in cooperation with Google].
8. Heidel, Alexandra / Hagist, Christian / Schlereth, Christian (2021): Pricing through Health Apps Generated Data - Digital Dividend as a Game Changer, *PLOS One*, 16(7), 1-14.
9. Martin, Beatrice / Schlereth, Christian (2021): Fundraising über soziale Medien – Spendengewinnung mit Facebook P2P Spendenaktionen, *Fundraising Magazin*, 2/2021, 76-78. [Joint survey with Fundraiser Magazin].
10. Hein, Sebastian / Schlereth, Christian / Müller-Klockmann, Torsten (2019): "Long-Term Brand Equity Measurement – Status Quo and Challenges", *Transfer – Zeitschrift für Kommunikation und Markenmanagement*, 65(3), 6-11 [Transferbeitrag between Research and Business Practice in Cooperation with Facebook].  
- Lead article.
11. Schlereth, Christian / Skiera, Bernd (2012), "DISE: Dynamic Intelligent Survey Engine", in: Quantitative Marketing and Marketing Management. *Marketing Models and Methods in Theory and Practice*, eds: A. Diamantopoulos, W. Fritz and L. Hildebrandt, Wiesbaden: Gabler Verlag, 225-243.

### **Invited Presentations**

- **2022** Brown Bag Seminar, University of Passau, Germany.
- **2019** Research Seminar Series, Chair of Integrated Information Systems, University of Cologne, Germany.
- **2018** Business Club Hamburg, Hamburg, Germany.
- **2017** GfK's IMSM Conference, Frankfurt, Germany.
- **2017** Research Seminar Series, German Graduate School of Management & Law, Germany.
- **2016** Research Seminar Series, University of Groningen, Netherlands.
- **2016** Chair of Retailing and Customer Management, Cologne, Germany.
- **2015** VHB Marketing Kommissionstagung, WU Wien, Austria.
- **2014** Chair of Electronic Markets, Technische Universität Darmstadt, Germany.
- **2013** Chair of Services Management, University of Braunschweig, Germany.
- **2013** Institute for Marketing and Media, University of Hamburg, Germany.
- **2012** Center for Customer Insight, University of St. Gallen, Switzerland.

- **2011** Department of Marketing and Econometrics, MONASH University of Business and Economics, Melbourne, Australia.
- **2011** Department of Marketing, University of New South Wales, Sydney, Australia.
- **2010** Institute of Computer Science and Social Studies, Department of Telematics, University of Freiburg, Germany.
- **2009** School of Marketing, University of Technology, Sydney, Australia.
- **2009** Centre for the Study of Choice (CenSoC), University of Technology, Sydney, Australia.

### **Miscellaneous**

- Member of the PhD committee board (since 2015).
- Deputy chairman of the BSc and MSc examination board (since 2021).
- Academic director of the center for non-profit management and digital social impact (since 2017).
- Liaison Lecturer of the Konrad Adenaur Group, Region Koblenz (since 2017).
- Jury member of Computerwoche's and IDG's Digital Leader Award (since 2016): <https://www.digital-leader-award.de/>.
- Organization of the "SALTY Conference" at WHU in September 2022 (about 120 participants).
- Organization of the 12<sup>th</sup> Assistant Professor and Post-Doc Workshop of the Information Systems Community in 2012 (together with Prof. Dr. Christoph Rosenkranz und Prof. Dr. Andreas Eckhardt).

### **Ad-hoc Reviewing Function**

- International Journal of Research in Marketing, Journal of Retailing, Productions and Operations Management, European Journal of Operational Research, International Journal of Electronic Commerce, Journal of Service Research, Journal of Interactive Marketing, Wirtschaftsinformatik, Business Information Systems Engineering, Electronic Markets, European Conference on Information Systems, International Conference on Information Systems, International Choice Modeling Conference, Marketing ZfP, and many more.

### **Personal Interests**

- Travelling, Hiking, Skiing, and Music (especially Bananafishbones, Nick Cave, and Die Ärzte).

November 2023