

Tillmann Wagner
Curriculum Vitae (abridged)
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WHU – Otto Beisheim School of Management
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ACADEMIC POSITIONS

Professor of Marketing
WHU – Otto Beisheim School of Management (2010 – present)

Assistant Professor of Marketing (tenure track)
Texas Tech University, Rawls College of Business (2005 – 2010)

EDUCATION

Dr. oec., Marketing
University of St. Gallen, Switzerland, 2005

Visiting Doctoral Student
University of Florida, Warrington College of Business, Marketing Department, USA
April – September 2004

Master of Business Administration
University of Texas Rio Grande Valley, USA, 1999

Bachelor of Business Administration, Major: Marketing
Leuphana University Lüneburg, Germany, 1998

Diploma in Languages and International Trade
University of Portsmouth, England, 1996

RESEARCH INTERESTS

Social cognitive processes underlying first, interactions among customers, service professionals, and technologies in contemporary service environments (i.e., service delivery) and second, (in)effective stakeholder–firm relationships (e.g., corporate hypocrisy, loyalty toward firms)

SELECTED PUBLICATIONS

Troebs, Cord-Christian, Tillmann Wagner, and Walter Herzog (2021), “Do Customer Discounts Affect Frontline Employees?,” *Journal of Service Research*, 24 (3), 390–404.

Wagner, Tillmann, Daniel Korschun, and Cord-Christian Troebs (2020), “Deconstructing Corporate Hypocrisy: A Delineation of Its Behavioral, Moral, and Attributional Facets,” *Journal of Business Research*, 114 (June), 385–394.

Linzmajer, Marc, Simon Brach, Gianfranco Walsh, and Tillmann Wagner (2020), “Customer Ethnic Bias in Service Encounters,” *Journal of Service Research*, 23 (2), 194–210.

Wagner, Tillmann, Richard J. Lutz, and Barton A. Weitz (2009), “Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions,” *Journal of Marketing*, 73 (6), 77–91.

Wagner, Tillmann, Thorsten Hennig-Thurau, and Thomas Rudolph (2009), “Does Customer Demotion Jeopardize Loyalty?,” *Journal of Marketing*, 73 (3), 69–85.

HONORS AND AWARDS

- Best Reviewer Award, *Journal of Services Marketing*, 2018
- *Who's Who in America*, 2011 (65th edition)
- Best Published Paper Award 2009, *Oxford University Centre for Corporate Reputation, Saïd Business School, University of Oxford*
- New Faculty Award, *Texas Tech University*, 2007
- Best Paper Award (Track: Products and Services), *2007 AMA Winter Educators' Conference*
- Best Paper Award (Track: Global Marketing), *2007 AMA Winter Educators' Conference*

CURRENT SERVICE TO INSTITUTION

- Member, Supervisory Board, *WHU Real Estate Club*
- Member, Commission for Safeguarding Good Scientific Practice
- Director, Assurance of Learning

CURRENT EDITORIAL BOARD MEMBERSHIPS

- *Journal of the Academy of Marketing Science*
- *Journal of Service Research*
- *Journal of Business Ethics*

PROFESSIONAL MEMBERSHIPS

Academy of Management (AOM)
American Marketing Association (AMA)

PERSONAL DATA

Birthday: August 8, 1971
Nationality: German
Marital Status: Married