Dr Heiner Evanschitzky
Professor of Marketing
Aston Business School
Marketing Group
Aston Triangle
Birmingham, B4 7ET, UK
+44-(0)121-204-3113 (tel)
+44-(0)121 204 4917 (fax)
h.evanschitzky@aston.ac.uk

AUGUST
2012

EDUCATION & POSITIONS

10/2010 onwards	Professor and Chair in Marketing, University of Aston, United Kingdom
11/2011 onwards	Visiting Professor of Marketing, University St. Gallen, Switzerland
10/2007-onwards	Professor of Marketing (PT), University of Strathclyde, United Kingdom
11/2010-04/2011	Visiting Professor of Marketing, Curtin Business School, Australia
2007	Associate Professor and Habilitation (*Venia Legendi*) for Business Administration and Marketing, University of Muenster, Germany. Title: *Managing the Service Profit Chain: The Concept of Network Relationship Management*
09/2005-04/2006	Visiting Professor of Marketing, Florida Atlantic University, USA
2003-2007	Assistant Professor at the Marketing Centrum Muenster (MCM), Germany, Lehrstuhl für Betriebswirtschaftslehre, insbes. Distribution und Handel

2003	PhD-thesis accepted from the University of Muenster, Marketing Centrum Muenster (MCM), Germany Title: *Success Factors of Service Networks*
2003-2005	Lecturer at the Westfälische Verwaltungs- und Wirtschaftsakademie (VWA), Muenster, Germany
2001-2003	Lecturer at the Industrie und Handelskammer (IHK), Muenster, Germany
1999	Master-thesis accepted ("Diplom-Kaufmann") from the University of Saarland, Germany
1996	Study of Economics and Business Administration, University of Texas at Austin, USA
1995	Study of Philosophy, Université de Lausanne, Switzerland
1993-1999	Study of Business Administration, Philosophy, and Political Science at the University of Saarland, Germany
1992	Graduation ("Abitur") at Willi Graf Gymnasium, Saarbruecken, Germany
1990	U.S. Graduation at Judson High School, San Antonio, USA

PUBLICATION RECORD

PAPERS IN REVEWED JOURNALS

Evanschitzky, H., Armstrong, J.S.: “Research with Built-In Replication: Comment and Further Suggestions for Replication Research,” *Journal of Business Research* (forthcoming).

Evanschitzky, H., Eisend, M., Jiang, Y., Calantone, R.: “Success Factors of Product Innovation: An Updated Meta-Analysis,” *Journal of Product Innovation Management* (forthcoming).

Evanschitzky, H., Wangenheim, F., Wünderlich, N.: “Perils of Managing the Service Profit Chain: The Role of Time Lags and Feedback Loops,” *Journal of Retailing* (forthcoming: doi:10.1016/j.jretai.2012.01.003).

Evanschitzky, H., Ramaseshan, B., Woisetschläger, D., Richelsen, V., Blut, M., Backhaus, C. (2012): “Consequences of Customer Loyalty to the Program and to the Company,” *Journal of the Academy of Marketing Science*, Vol. 40, No. 5, 625-638. (Lead article of this issue)

Evanschitzky, H., Sharma, A., Prykop, C. (2012): “The Role of the Sales Employee in Securing Business Customers Satisfaction: A Multilevel Study,” *European Journal of Marketing*, Vol. 46 No. 3, 489-508.

Evanschitzky, H., Brock, C., Blut, M. (2011): “Will You Tolerate this? The Impact of Affective Commitment on Complaint Intention and Post-Recovery Behavior,” *Journal of Service Research*, Vol. 14, No. 4, 410-425.

Blut, M., Backhaus, C., Heussler, T., Woisetschläger, D., Evanschitzky, H., Ahlert, D. (2011): “What to Expect after the Honeymoon: Testing a Life Cycle Theory of Franchise Relationships,” *Journal of Retailing*, Vol. 87, No. 3, 306-319.

Evanschitzky, H., v. Wangenheim, F., Woisetschläger, D. (2011): “Service & Solution Innovation: Overview and Research Agenda,” *Industrial Marketing Management*, Vol. 40, No. 5, 657-660.

Woisetschläger, D., Lentz, P., Evanschitzky, H. (2011): “How Habits, Social Ties, and Economic Switching Barriers affect Customer Loyalty in Contractual Service Settings,” *Journal of Business Research*, Vol. 64, No. 8, 800-808.

Evanschitzky, H., Groening, C., Mittal, V., Wunderlich, M. (2011): “Customer, Employee, and Employee Satisfaction in Franchise Networks: A Generalized Exchange Perspective,” *Journal of Service Research*, Vol. 14, No. 2, 136-148.

Brock, C., Blut, M., Evanschitzky, H., Ahlert, D., Kenning, P. (2011): “Kundenbindung von Non-Complainern: Neue Aspekte des Beschwerdemanagement,” *Zeitschrift für Betriebswirtschaft*, Vol. 81, Supplement 2, 57-76.

Woisetschläger, D., Evanschitzky, H., Backhaus, C. (2011): “Zur Wirkung von Neukunden-Promotions auf Bestandskunden: Eine empirische Analyse in der Mobilfunkbranche,” *Zeitschrift für Betriebswirtschaft*, Vol. 81, No. 2, 183-204.

Woisetschläger, D., Backhaus, C., Evanschitzky, H., Michaelis, M. (2010): “Determinants of Sponsorship Fit: A Multilevel Analysis,” *Advances in Consumer Research*, 37.

Jaakkola, M, Möller, K., Parvinen, P., Evanschitzky, H., Mühlbacher, H. (2010): “Strategic Marketing and Business Performance: A Study in Three European Engineering Countries,” *Industrial Marketing Management*, Vol. 39, No. 8, 1300-1310.

Brock, C., Evanschitzky, H., Blut, M., Kenning, P., Ahlert, M. (2010): “Beschwerdemanagement im B2B-Sektor: Replikation und Erweiterung,” *Die Betriebswitschaft*, Vol. 70, No. 1, 25-40.

Evanschitzky, H., Armstrong, J.S. (2010): “Replications of Forecasting Research,” *International Journal of Forecasting*, Vol. 26, No. 1, 4-8.

Punjaisri, K., Wilson, A., Evanschitzky, H. (2009): “Internal Branding to Influence Employees’ Brand Promise Delivery: A Case Study in Thailand,” *Journal of Service Management,* Vol. 20, No. 5, 561-579.

Backhaus, C., Blut, M., Evanschitzky, H., Woisetschläger, D. (2009): “Autonomie und Partnerbindung in strategischen Unternehmensnetzwerken: Eine Mehrebenenbetrachtung,” *Managementforschung*, Vol. 19, 143-180.

Punjaisri, K., Wilson, A., Evanschitzky, H. (2009): “Internal Branding: An Enabler of Employees’ Brand-Supporting Behaviours,” *Journal of Service Management,* Vol. 20, No. 2, 209-226.

Vogel, V., Evanschitzky, H., Ramaseshan, R. (2008): “Customer Equity Drivers and Future Sales” *Journal of Marketing*, Vol. 72, No. 6, 98-108.

Punjaisri, K., Wilson, A., Evanschitzky, H. (2008): “Exploring the Influences of Internal Branding on Employees' Brand Promise Delivery," *Journal of Relationship Marketing*, Vol. 7, No. 4, 407-424.

Woisetschläger, D., Evanschitzky, H., Holzmüller, H.H. (2008): “Putting Service Relations to the Test: How Can Negative Consumer Reactions of Price Increases be Reduced," *Journal of Relationship Marketing*, Vol. 7, No. 4, 377-390.

Evanschitzky, H., Iyer, G.R., Caemmerer, B. (2008): “Dimensions of Satisfaction in Retail Settings: A Research Note,” *Journal of Relationship Marketing*, Vol. 7, No. 3, 275-285.

Sharma, A., Iyer, G.R., Evanschitzky, H. (2008): “Personal Selling of High Technology Products: The Solutions Selling Imperative,” *Journal of Relationship Marketing*, Vol. 7, No. 3, 287-308.

Evanschitzky, H., Woisetschläger, D. (2008): “Too Old to Choose? The Effects of Age and Age Related Constructs on Consumer Decision Making,” *Advances in Consumer Research*, Vol. 35, 630-636.

Walsh, G., Evanschitzky, H., Wunderlich, M. (2008): “Identification and Analysis of Moderator Variables: Investigating the Customer Satisfaction-Loyalty Link,” *European Journal of Marketing*, Vol. 42, No. 9/10, 977-1004.

Evanschitzky, H., Backhaus, C., Woisetschläger, D., Ahlert, D. (2008): “Der Einfluss der Organisationsstruktur auf Teamperformance: Eine gruppenexperimentelle Studie,” *Managementforschung*, Vol. 18, 1-34.

Evanschitzky, H., v. Wangenheim, F., Woisetschläger, D., Blut, M. (2008): “Consumer Ethnocentrism in the German Market,” *International Marketing Review*, Vol. 25, No. 1, 7-32.

Sharma, A., Levy, M., Evanschitzky, H. (2007): “The Variance in Sales Performance Explained by the Knowledge Structures of Salespeople,” *Journal of Personal Selling and Sales Management*, Vol. 27, No. 2, 169-181. (Winner of the ‘James M. Comer Award’ for Best Contribution to Selling and Sales Management Theory/Methodology in *Journal of Personal Selling and Sales Management* for the year 2007)

Eschweiler, M., Evanschitzky, H., Woisetschläger, D. (2007): “Laborexperimente in der Marketingwissenschaft: Bestandsaufnahme und Leitfaden bei varianzanalytischen Auswertungen,” *Wirtschaftswissenschaftliches Studium WiSt*, Vol. 36, No. 12, 546-554.

Evanschitzky, H. (2007): “Market Orientation of Service Networks: Direct and Indirect Effects on Sustained Competitive Advantage,” *Journal of Strategic Marketing*, Vol.15, No. 4, 349-368.

Evanschitzky, H., Tönnis, S., Woisetschläger, D., Ahlert, D. (2007): “Der Einfluss von Preiserhöhungen auf Konsumenteneinstellungen: Eine experimentelle Studie ,” *Thexis*, Vol. 4/2007, 7-11.

v. Wangenheim, F., Evanschitzky, H., Wunderlich, M. (2007): “The Employee-Customer Satisfaction Link: Does It Hold For All Employee Groups?” *Journal of Business Research*, Vol. 60, No. 7, 690-697.

Blut, M., Evanschitzky, H., Vogel, V., Ahlert, D. (2007): “Switching Barriers in the Four-Stage Loyalty Model,“ *Advances in Consumer Research*, Vol. 34, 726-734.

Evanschitzky, H., Baumgarth, C., Hubbard, R., Armstrong, J.S. (2007): “Replication Research’s Disturbing Trend,” *Journal of Business Research*, Vol. 60, No. 4, 411-415.

Evanschitzky, H., Ahlert, D., Blaich, G., Kenning, P. (2007): “Knowledge Management in Knowledge Intensive Service Networks: A Strategic Management Approach,” *Management Decision*, Vol. 45, No. 2, 265-283.

Kenning, P., Evanschitzky, H., Vogel, V., Ahlert, D. (2007): “Consumer Price Knowledge in the Market for Apparels,” *International Journal of Retail and Distribution Management*, Vol. 35, No. 2, 97-119.

Evanschitzky, H., Iyer, G.R., Plaßmann, H., Nießing, J., Meffert, H. (2006): “The Relative Strength of Affective Commitment in Securing Loyalty in Service Relationships,” *Journal of Business Research*, Vol. 59, No. 12, 1207-1213.

Ahlert, D., Evanschitzky, H. (2006): “Multi-Channel-Management im Spannungsfeld von Kundenzufriedenheit und Organisation,” *Thexis*, Vol. 4/2006, 21-25.

Aalto-Setälä, V., Evanschitzky, H., Kenning, P., Vogel, V. (2006): “Differences in Consumer Price Knowledge between Germany and Finland: A Cross-Cultural Study,” *International Review of Retail, Distribution and Consumer Research*, Vol. 16, No. 5, 591-599.

Iyer, G.R., Sharma, A., Evanschitzky, H. (2006): “Global Marketing of Industrial Products: Are Interpersonal Relationships Always Critical?” *Industrial Marketing Management*, Vol. 35, No. 5, 611-620.

Evanschitzky, H., Wunderlich, M. (2006): “An Examination of Moderator Effects in the Four-Stage Loyalty Model,” *Journal of Service Research*, Vol. 8, No. 4, 330-345.

Evanschitzky, H., v. Wangenheim, F. (2006): “Customer Value Based Entry Decision in International Markets,” *Journal of Relationship Marketing*, Vol. 5, No. 1 (Special Issue on Customer Value Management), 79-91.

Baumgarth, C., Evanschitzky, H. (2005): “Die Rolle von Replikationen in der Marketingwissenschaft,” *Marketing ZFP*, Vol. 27, No. 4, 253-262.

Ahlert, D., Evanschitzky, H., Hesse, J. (2005): "Zwischen Relevance und Rigor: Der erfolgreiche Einsatz der Erfolgsforschung in Wissenschaft und Praxis“, *Wirtschaftwissenschaftliches Studium WiSt*, Vol. 34, No. 7, 362-367.

Evanschitzky, H., Iyer, G.R., Hesse, J., Ahlert, D. (2004): “E-Satisfaction: A Re-Examination,” *Journal of Retailing*, Vol. 80, No. 3, 239-247.

Evanschitzky; H., Kenning, P., Vogel, V. (2004): “Consumer Price Knowledge in the German Retail Market,” *Journal of Product and Brand Management*, Vol. 13, No. 6 (Special Issue on Pricing), 390-405.

REVIEWED CONFERENCE PROCEEDINGS

Nagengast, L., Evanschitzky, H., Rudolph, T., Blut, M. (2012): “New Insights in the Moderating Effect of Switching Costs on the Satisfaction-Loyalty Link,” *Advances in Consumer Research,* October 2012.

Nagengast, L., Evanschitzky, H., Rudolph, T., Blut, M. (2012): “The Moderating Effect of Switching Costs on the Satisfaction-Loyalty Link,” AMA Summer Educators Conference, August 2012, Chicago, USA.

Brodbeck, H., Wilson, A., Evanschitzky, H. (2012): “Living the Brand in Socio-Ecological Banks,” AMA SERVSIG Conference, June 2012, Helsinki, Finland.

Evanschitzky, H., Ramaseshan, B., Rabbanee, F., Brock, C. (2012): “Road to Perdition? The Phenomenon of Consumer Relationship Fading,” AMA Winter Educators Conference, February 2012, St. Petersburg, USA.

Woisetschläger, D., Backhaus, C., Evanschitzky, H. (2012): “Why Shareholders are Better Customers: Four Experimental Studies,” AMA Winter Educators Conference, February 2012, St. Petersburg, USA.

Evanschitzky, H., Caemmerer, B., Brock, C. (2011): “A Multi-Level Study on Franchisee- and System-Level Antecedents of Opportunism and Satisfaction,” Proceedings of the Academy of Marketing Science – World Marketing Congress, July 2011, Reims, France.

Evanschitzky, H., Woisetschläger, D., Eiting, A. (2011): “How Customer Equity Drivers Affect Behavioral Intentions and Behavior Over Time: An Empirical Assessment,” Proceedings of the Academy of Marketing Science – World Marketing Congress, July 2011, Reims, France.

Evanschitzky, H., Caemmerer, B.: “The Franchise Dilemma: Agent Motivations, Contracting, and Opportunism in Hybrid Governance,” Proceedings of the Academy of Marketing Science Annual Conference, Mai 2011, Coral Gables, USA.

Blut, M., Brock, C., Evanschitzky, H.: “The Forgetful Customer: Regeneration of Sales after Service Failure,” Proceedings of the Academy of Marketing Science Annual Conference, Mai 2011, Coral Gables, USA.

Brock, C., Blut, M., Evanschitzky, H., Kenning, P. (2010): “Don’t Care about Service Recovery: Inertia Effects Buffer the Impact of Complaint Satisfaction,” Proceedings of ANZMAC, December 2010, Christchurch, New Zealand *(Best Paper Award)*

Eiting, A., Evanschitzky, H., Woisetschläger, D. (2010): “Hedging Customer Risks: A Portfolio Dynamics Perspective,” Proceedings of AMA Summer Educators Conference, August 2010, Boston, USA.

Blut, M., Brock, C., Evanschitzky, H., Kenning, P. (2010): “Service Failure and Customer Recovery: Differences between B2B- and B2C-Industries,” Proceedings of AMA Summer Educators Conference, August 2010, Boston, USA.

Evanschitzky, H., Backhaus, C., Blut, M., Woisetschläger, D. (2010): “When Does Autonomy Matter to Franchisee Performance?” Proceedings of the Academy of Management Annual Meeting, August 2010, Montréal, Canada.

Eiting, A., Evanschitzky, H., Woisetschläger, D. (2010): “A Portfolio Dynamics Perspective on Hedging Customer Risks,” Proceedings of the INFORMS Marketing Science Conference, June 2010, Cologne, Germany.

Evanschitzky, H., Caemerer, B. (2010): “Roads to Customer Performance: Investing Wisely in the Service-Profit Chain,” Proceedings of the AMA Winter Educators Conference, February 2010, New Orleans, USA.

Brock, C., Evanschitzky, H., Blut, M., Voorhees, C. (2010): “Service Recovery Paradox: Myth or Reality?” Proceedings of the AMA Winter Educators Conference, February 2010, New Orleans, USA.

Hartleb, V., Evanschitzky, Woisetschläger, D., Ramaseshan B. (2009): "Brand Communities and the Role of Local Dealers," Proceedings of ANZMAC, December 2009, Melbourne, Australia.

Evanschitzky, H., Backhaus, C., Woisetschläger, D., Hartleb, V. (2009): "Conceptualizing Relationship Quality in Franchise Systems: Dimensions and Measures," Proceedings of ANZMAC, December 2009, Melbourne, Australia.

Evanschitzky, H., Ramaseshan, B., Vogel, V. (2009): “Consequences of Program Loyalty and Brand Loyalty,” Proceedings of the AMA Summer Educators Conference, August 2009, Chicago, USA.

Woisetschläger, D., Evanschitzky, H. (2009): “The Swings and Roundabouts of Promotions in Contractual Service Relationships,” Proceedings of the AMA Summer Educators Conference, August 2009, Chicago, USA.

Evanschitzky, H., Brock, C. (2009): “The Forgiving Customer: Commitment, Intentions, and Behavior after Critical Incidents,” Proceedings of the Academy of Marketing Science – World Marketing Congress, 2009, Oslo, Norway.

Evanschitzky, H., Woisetschläger, D., Eiting, A. (2009): “Is There More to Sales than Inertia? Marketing Activities, Purchase Intentions, and Sales,” Proceedings of the Academy of Marketing Science – World Marketing Congress, 2009, Oslo, Norway.

Backhaus, C., Evanschitzky, H., Michaelis, M., Schneider, G. (2009): “Trust Me – I know what I'm Doing! The Impact of Salesperson Competence and Country Competence on Initial Trust in International Service Settings,” Proceedings of the Academy of Marketing Science – World Marketing Congress, 2009, Oslo, Norway.

Evanschitzky, H., Woisetschläger, D. (2009): “Marketing Mix Efforts and Brand Equity,” Proceedings of the AMA Winter Educators Conference, February 2009, Tampa, USA.

Ramaseshan, B, Evanschitzky, H., Johnston, M. (2008): “Mediating Effect of Program Loyalty on the Relationships between Value Perception and Relationship Investment on Customer Loyalty,” Proceedings of ANZMAC, December 2008, Sydney, Australia.

Eiting, A., Blut, M., Evanschitzky, H., Woisetschläger, D. (2008): “Modeling Complex Interactions of Switching Barriers – A Latent Profile Approach,” Proceedings of the AMA Summer Educators Conference, August 2008, San Diego, USA.

Brock, C., Evanschitzky, H., Ahlert, D. (2008): "Complaint and Switching Intention After Service Failures – The Role of Affective Commitment and Complaint Barriers," AMA SERVSIG International Research Conference, June 2008, Liverpool, UK.

Evanschitzky, H., Brock, C., Ahlert, D. (2008): “Complaint Intention of Dissatisfied Customers – The Moderating Role of Affective Commitment,” Proceedings of the Academy of Marketing Science Annual Conference, Mai 2008, Vancouver, Canada.

Evanschitzky, H., Prykop, C. (2008): “The Role of the Sales Employee in Securing Business Customers Satisfaction: A Multilevel Study,” Proceedings of the Academy of Marketing Science Annual Conference, Mai 2008, Vancouver, Canada. *(Best Paper Award)*

Jockisch, M., Woisetschläger, D., Evanschitzky H. (2008): “Do You Think I’m Blind? Effects of New Customer Acquisition Promotion on Existing Customers,” Proceedings of the European Marketing Conference (37), May 2008, Brighton, UK.

Woisetschläger, D., Evanschitzky H., Jockisch, M. (2008): “Incentives for New Customer Acquisition and Their Impact on Existing Customers,” Proceedings of the 2008 Global Marketing Conference, Shanghai, China.

Evanschitzky, H., Backhaus, C., Woisetschläger, D., Ahlert, M. (2008): Relationship Quality in Franchise Systems: An empirical Assessment,” Proceedings of the 2008 Global Marketing Conference, Shanghai, China.

Evanschitzky, H., Brock, C., Kenning, P., Blut, M. (2008): “Complaint Handling in the B2B Sector,” Proceedings of the AMA Winter Educators Conference, February 2008, Austin, TX.

Woisetschläger, D., Evanschitzky, H. (2008): “Communication of Price Increases: How Can Negative Consumer Reactions be Reduced?” Proceedings of the AMA Winter Educators Conference, February 2008, Austin, TX.

Lentz, P., Woisetschläger, D., Evanschitzky, H. (2008): “Are Newspaper Subscribers Closely Connected or just Bound by Contract? Moderating Effects in the Four-Stage-Loyalty Model,” Proceedings of the AMA Winter Educators Conference, February 2008, Austin, TX.

Sangtani, V., Evanschitzky, H., Reynolds, K.E., Arnold, M.J. (2008): “Hedonic Shopping Motivations across Cultures,” Proceedings of the Academy of Marketing Science Cultural Perspectives in Marketing Conference, January 2008, New Orleans, LA.

Evanschitzky, H., Prykop, C. (2007): “The Relationship between Employee and Customer Satisfaction in Business Service Settings,” Proceedings of the INFORMS Marketing Science Conference, October 2007, Singapore.

Evanschitzky, H., Wunderlich, M., Prykop, C. (2007): “The Role of Employee Satisfaction in Managing Customer Satisfaction in Franchise Networks,” Proceedings of the Academy of Marketing Science – World Marketing Congress, July 2007, Verona, Italy.

Woisetschläger, D., Evanschitzky, H., Lentz, P (2007): “A Longitudinal Analysis of Sponsorship Effects on Brand Perception,” Proceedings of the Academy of Marketing Science – World Marketing Congress, July 2007, Verona, Italy.

Evanschitzky, H., Woisetschläger, D. (2007): “The Effects of Corporate Efforts on Brand Equity: A Multilevel Analysis,” Conference Marketing Communications and Consumer Behavior, June 2007, La Londe, France.

Evanschitzky, H. Blut, M., Ahlert, D. (2007): “The Impact of Marketing Resources on Firm Performance: Findings from Germany,” Proceedings of the European Marketing Conference (36), May 2007, Reykjavik, Island.

Blut, M., Evanschitzky, H., Backhaus, C., Ahlert, D. (2007): “Customer Value, Customer Satisfaction, and Customer Loyalty: An Examination of the Impact and the Multidimensional Nature of Switching Costs,” Proceedings of the European Marketing Conference (36), May 2007, Reykjavik, Island.

Woisetschläger, D., Evanschitzky, H. (2007): “Sponsorship Effects on Brand Perception: A Longitudinal Analysis,” Proceedings of the European Marketing Conference (36), May 2007, Reykjavik, Island.

Evanschitzky, H., v. Wangenheim, F., Wunderlich, M. (2007): “An Examination of the Links between Employee Satisfaction, Customer Satisfaction and Profitability: A Time-Series Analysis,” Proceedings of the AMA Winter Educators Conference, February 2007, San Diego, CA.

Wübben, M., v. Wangenheim, F., Evanschitzky, H., Vogel, V., Lemon, K.N. (2007): “We will do it for you!” Leveraging your Customers’ Cross-Buying Potential by Complementing Cross-Category Purchases Through Value Added Services,” Proceedings of the AMA Winter Educators Conference, February 2007, San Diego, CA.

Blut, M., Evanschitzky, H., Vogel, V., Ahlert, D. (2007): “Investigating the Interrelationships among Switching Costs and the Four-Stages of Loyalty,“ Proceedings of the AMA Winter Educators Conference, February 2007, San Diego, CA.

Iyer, G.R., Evanschitzky, H. (2006): “Multi-Attribute Measure of Satisfaction in Retail Settings,” Proceedings of the Eighth Triennial AMS/ACRA Conference, November 2006, Orlando, USA.

Woisetschläger, D., Evanschitzky, H. (2006): “The Role of Psychological Distance for Export Market Selection of Small and Medium-Sized Enterprise,” Second International Conference on Cross-National Research in Marketing, September 2006, Dortmund.

Evanschitzky, H., Sangtani, V., Arnold, M.J, Reynolds, K.E. (2006): “Hedonic Shopping Motivations: A Study in Germany and India,” Proceedings of the European Marketing Conference (35), May 2006, Athens, Greece.

Blut, M., Vogel, V., Evanschitzky, H., Ahlert, D. (2006): “An Examination of Switching Barriers as Moderators in the Four-Stage Loyalty Model,” Proceedings of the European Marketing Conference (35), May 2006, Athens, Greece.

Evanschitzky, H., Iyer, G.R. (2006): “Dimensions of Satisfaction in Retail Settings,” Proceedings of the European Marketing Conference (35), May 2006, Athens, Greece.

Evanschitzky, H., v. Wangenheim, F., Wunderlich, M. (2006): “There Is More to Service Than Meets the Eye: The Impact of Employee Satisfaction on Customer Satisfaction and the Role of Contact Intensity,” Proceedings of the European Marketing Conference (35), May 2006, Athens, Greece.

Iyer, G.R., Evanschitzky, H. (2006): “Dimensions of Retail Satisfaction,” 2006 Academy of Marketing Science Annual Conference, May 2006, San Antonio, Texas.

Evanschitzky, H., Plaßmann, H. (2006): “Affective and Calculative Commitment as Antecedents of Customer Loyalty,” Proceedings of the AMA Winter Educators Conference, February 2006, St. Petersburg, Florida.

Evanschitzky, H., v. Wangenheim, F., Wunderlich, M. (2006): “Making Customers Happy without Seeing Them: The Employee-Customer Satisfaction Link at Varying Customer Contact Levels,” Proceedings of the AMA Winter Educators Conference, February 2006, St. Petersburg, Florida.

Vogel, V., Evanschitzky, H., Kenning, P. (2005): "Consumer Price Knowledge in the German Apparel Retail Market", Proceedings of the Academy of Marketing Science – World Marketing Congress, July 2005, Münster.

Woisetschläger, D., Evanschitzky, H. (2005): "Entry Predictors and Export Market Selection of German SMEs," Proceedings of the Academy of Marketing Science – World Marketing Congress, July 2005, Münster.

Wunderlich, M., Evanschitzky, H. (2005): "Moderators of the Four-Stage Loyalty Model," Proceedings of the Academy of Marketing Science – World Marketing Congress, July 2005, Münster.

Evanschitzky, H., v. Wangenheim, F. (2005): “Consumer Ethnocentrism in the German Market,” Seiders, K., Voss, G.B. (Eds.) Proceedings of the AMA Winter Educators Conference, February 2005, San Antonio, Texas.

Evanschitzky, H., Walsh, G. (2005): “Investigating the Moderators of the Customer Satisfaction-Loyalty Link: Evidence from Retailing,” Seiders, K., Voss, G.B. (Eds.) Proceedings of the AMA Winter Educators Conference, February 2005, San Antonio, Texas.

Evanschitzky, H. (2004): “Success in Service Networks: A Network Marketing Approach,” Munuera-Aleman, J.L. (Ed.) Proceedings of the European Marketing Academy (EMAC) 33. Conference, May 2004, Murcia.

Evanschitzky, H., Kenning, P., Ahlert, D. (2003): “Ways out of the Management Dilemma in F&C Networks: A New Paradigm for Cooperative Network Management,” Proceedings of the International Conference on Economics and Management of Networks (EMNET), July 2003, Vienna.

Evanschitzky, H., Wunderlich, M. (2003): “Integrated Satisfaction-Management in Service Networks,” Proceedings of the Academy of Marketing Science – World Marketing Congress, June 2003, Perth.

EDITORSHIP (Book Series)

Applied Marketing Science, DUV – Springer/Gabler Academic Press, Wiesbaden, New York. Editors: Ahlert, D., Evanschitzky, H., Hesse, J., Holzmüller, H.H., Iyer, G.R., Möller-Hergt, G., Pelton, L., Sharma, A., v. Wangenheim, F., Woisetschläger, D.

VOLUMES IN "APPLIED MARKETING SCIENCE" (selected)

Woisetschläger, D., Michaelis, M., Evanschitzky, H., Eiting, H., Backhaus, C. (2010): *Marketing von Solutions - Innovative Ansätze und Best Practices*.

Ahlert, D., Backhaus, C., Blut, M. (2009): *Handbuch internationale Markenführung – Case Studies und Best Practices*.

Garnefeld, I. (2008): *Kundenbindung durch Weiterempfehlung.*

Wübben, M. (2008): *Analytic CRM: Developing and Maintaining Profitable Customer Relationships in Non-Contractual Settings.*

Stolper, M. (2008): *Market Driving-Konzept: Modellierung und empirische Prüfung von Erfolg und Erfolgsfaktoren*.

Lentz, P. (2007): *Der Einfluss des Marktklimas auf das Beschwerdeverhalten von Konsumenten*.

Ahlert, D., Vogel, V., Woisetschläger, D. (2007): *Exzellentes Sponsoring – Innovative Ansätze und Best Practices für das Markenmanagement*, 2nd Ed.

Evanschitzky, H., Iyer, G. R. (2007): *E-Services: Current Trends and Future Challenges*.

Binckebanck, L. (2006): *Interaktive Markenführung: Der persönlich Verkauf als Instrument des Markenmanagements im B-to-B Geschäft.*

Ahlert, D., Vogel, V., Woisetschläger, D. (2006): *Exzellentes Sponsoring – Innovative Ansätze und Best Practices für das Markenmanagement.*

Ahlert, D., Becker, B., Evanschitzky, H., Hesse, J., Salfeld, A. (2005): *Exzellenz in Markenmanagement und Vertrieb – Grundlagen und Erfahrungen*, 2nd Ed.

OTHER EDITED BOOKS

Baumgarth, C., Eisend, M., Evanschitzky, H. (Eds.): *Empirische Mastertechniken: Eine anwendungsorientierte Einführung für die Marketing- und Management*, Wiesbaden 2009.

Schröder, H., Olbrich, R., Kenning, P., Evanschitzky, H. (Eds.): *Distribution und Handel in Theorie und Praxis*, Wiesbaden 2009.

Evanschitzky, H., Reihlen, M. (Eds.): *Allgemeine Verfahren und Tools für neue Gestaltungskonzepte – Dokumentation der Forschungsgruppe Wissen2100*, Bonn 2004.

Ahlert, D., Evanschitzky, H., Hesse, J., Salfeld, A. (Eds.): *Exzellenz in Markenmanagement und Vertrieb – Grundlagen und Erfahrungen*, Wiesbaden 2004.

Ahlert, D., Evanschitzky, H., Hesse, J. (Eds.): *Exzellenz in Dienstleistung und Vertrieb – Konzeptionelle Grundlagen und empirische Ergebnisse*, Wiesbaden 2002.

MONOGRAPS

Boulay, J., Caemmerer, B., Duniach-Smith, K., Evanschitzky, H. (2011): *L'option multi-franchise dans la stratégie de développement des réseaux de franchise*, Contrat de recherche 2010-2011 commandité par la Fédération Française de la Franchise, Paris.

Evanschitzky, H. (2003): *Erfolg von Dienstleistungsnetzwerken – Ein Netzwerkmarketingansatz*, Wiesbaden.

Ahlert, D., Evanschitzky, H. (2003): *Dienstleistungsnetzwerke*, Berlin.

BOOK CHAPTERS

Evanschitzky, H. Woisetschläger, D., Backhaus, C., Michaelis, M. (2012): "Kundenbindung in Dienstleistungsnetzwerken," in Bruhn, M., Homburg, C. (Ed.): Handbuch Kundenbindungsmanagement (forthcoming).

Kawohl, J, Evanschitzky, H., Woisetschläger, D., Ahlert, D. (2009): "Towards a Measurement of Solution Orientation: Construct and Research Directions," in Alt, R., Fähnrich, K.P., Franczyk, B. (Eds.): ISSS 2009.

Woisetschläger, D., Michaelis, M., Backhaus, C., Evanschitzky, H. (2009): "The Customer Comes Second! Warum Mitarbeiterbindung in Dienstleistungsnetzwerken wichtig für die Kundenbindung ist," in Spath, D. (Ed.): Arbeits- und Dienstleistungsforschung als Innovationstreiber: Bilanzen, Herausforderungen, Zukünfte, Stuttgart, 173-180.

Evanschitzky, H., Tönnis, S., Woisetschläger, D. (2009): “Retail Pricing: Können Produktveränderungen negative Kundenreaktionen auf Preiserhöhungen verhindern?” in Schröder, H., Olbrich, R., Kenning, P., Evanschitzky, H. (Eds.): Distribution und Handel in Theorie und Praxis, Wiesbaden 2009, 265-293.

Evanschitzky, H., Ahlert, D. (2007): “Managing Service Networks’ Success,” in Späth, D., Fähnrich, K.P. (Eds.): Advances in Service Innovation, New York 2007, 151-165.

Evanschitzky, H., Iyer, G.R. (2007): “E-Services: Opportunities and Challenges – An Overview,” in Evanschitzky, H., Iyer, G.R. (Eds.): E-Services: Opportunities and Threads, Wiesbaden 2007, S. 1-5.

Evanschitzky, H., v. Wangenheim, F. (2006): “Customer Value Based Entry Decision in International Markets,” in Bejou, D., Iyer, G.R. (Eds.): Capturing Customer Equity: Moving from Products to Customers, Binghampton/Haworth, 79-91.

Evanschitzky, H., Ahlert, D. (2006): “Der hybride Konsument,“ in Grob, H.L., v. Brocke, J. (Eds.): Internetökonomie, München 2006, S. 23-44.

Ahlert, D., Blut, M., Evanschitzky, H. (2006): “Current Status and Future Evolution of Retail Formats,” in Krafft, M., Mantrala, M. (Eds.): Retailing in the 21st Century – Current and Future Trends, New York 2006, 289-308.

Evanschitzky, H., Goutier, M. (2005): “Network Relationship Management bei Dienstleistungen,” in Ahlert, D., Olbrich, R., Schröder, H. (Eds.): Jahrbuch Handelsmanagement 2005, Frankfurt a. M. 2004, 107-123.

Ahlert, D., Evanschitzky, H., Woisetschläger, D. (2005): “Markenmanagement in internationalen Märkten,” in Bruhn, M., Stauss, B. (Eds.): Internationalisierung von Dienstleistungen, Wiesbaden 2005, 229-252.

Ahlert, D., Evanschitzky, H., Kenning, P., Vogel, V. (2005): “Das Preiswissen deutscher Kunden: Eine international vergleichende Status Quo-Analyse,” in Trommsdorff, V. (Ed.) Handelsforschung 2005, 259-277.

Evanschitzky, H., Wunderlich, M. (2004): “Integriertes Zufriedenheitsmanagement in Dienstleistungsnetzwerken,” in Kreiblich, R., Oertel, B. (Eds.), *Erfolg mit Dienstleistungen*, Stuttgart 2004, 353-363.

Ahlert, D., Evanschitzky, H., Hesse, J. (2004): “Konsumentenverhalten im Internet: Die E-Zufriedenheit,” in Wiedmann, K.P., Buxel, H., Frenzel, T., Walsh, G. (Eds.), *Konsumentenverhalten im Internet*, Wiesbaden 2004, 119-143.

Ahlert, D., Evanschitzky, H., Woistschläger, D. (2004): “Internationalisierung von Franchisesystemen”, in Ahlert, D., Olbrich, R., Schröder, H. (Eds.), *Jahrbuch Handelsmanagement* 2004, Frankfurt a. M. 2004, 303-321.

Evanschitzky, H., Woisetschläger, D. (2004): “Internationalisierung einer Marke”, in Ahlert, D., Evanschitzky, H., Hesse, J., Salfeld, A. (Eds.), *Exzellenz in Markenmanagement und Vertrieb - Grundlagen und Erfahrungen*, Wiesbaden 2004, 49-62.

Evanschitzky, H., Hesse, J. (2004): “Vertrieb in der Konsumgüterindustrie,” in Ahlert, D., Evanschitzky, H., Hesse, J., Salfeld, A. (Eds.), *Exzellenz in Markenmanagement und Vertrieb – Grundlagen und Erfahrungen*, Wiesbaden 2004, 75-87.

Ahlert, D., Evanschitzky, H., Wunderlich, M. (2003): “Kooperative Unternehmensnetzwerke: Nationale und internationale Entwicklungs- und Wachstumsperspektiven des Franchising,” in Zentes, J., Swoboda, B., Morschett, D. (Eds.), *Kooperationen, Allianzen und Netzwerke*, Wiesbaden, 2003, 564-586.

Evanschitzky, H., Gawlik, H. (2003): “Banking im Aufbruch: Kundenbindung durch Multikanal-Management,” in Ahlert, D., Hesse, J., Jullens, J., Smend, P. (Eds.), *Multikanalstrategien*, Wiesbaden, 2003, 197-222.

Ahlert, D., Blaich, G., Evanschitzky, H. (2003): “Systematisierung von Dienstleistungsnetzwerken,” in Bruhn, M., Stauss, B. (Eds.), *Dienstleistungsnetzwerke. Jahrbuch Dienstleistungsmanagement* 2003, Wiesbaden, 2003, 31-59.

Ahlert, D., Evanschitzky, H., Hesse, J. (2002): “Die Erfüllung von Kundenbedürfnissen als Determinante der Kundenzufriedenheit”, in Ahlert, D., Olbrich, R., Schröder, H. (Eds.), *Jahrbuch Handelsmanagement* 2002, Frankfurt a. M. 2002, 163-190.

Evanschitzky, H., Mörsdorf, T. (2002): “Erfolgsfaktoren der New Economy,” in Ahlert, D., Evanschitzky, H., Hesse, J. (Eds.), *Exzellenz in Dienstleistung und Vertrieb – konzeptionelle Grundlagen und empirische Ergebnisse*, Wiesbaden 2002, 31-66.

Evanschitzky, H., Steiff, J. (2002): “NetworkExcellence – Positionierungsmodell und erfolgsfaktorenorientierte Balanced Scorecard,” in Ahlert, D., Evanschitzky, H., Hesse, J. (Eds.), *Exzellenz in Dienstleistung und Vertrieb – konzeptionelle Grundlagen und empirische Ergebnisse*, Wiesbaden 2002, 205-231.

Ahlert, D., Evanschitzky, H. (2002): “Erfolgsfaktoren von Dienstleistungsnetzwerken: Theoretische Grundlagen und empirische Ergebnisse,” in Bruhn, M., Stauss, B. (Eds.), *Electronic Services. Jahrbuch Dienstleistungsmanagement* 2002, Wiesbaden 2002, 121-147.

Ahlert, D., Blaich, G., Evanschitzky, H., Hesse, J. (2002): “Erfolgsforschung in Dienstleistungsnetzwerken,” in Ahlert, D., Evanschitzky, H., Hesse, J. (Eds.), *Exzellenz in Dienstleistung und Vertrieb – konzeptionelle Grundlagen und empirische Ergebnisse,* Wiesbaden 2002, 1-30.

Evanschitzky, H. (2001): “Auswirkungen des E-Commerce auf Franchisesysteme,” in Ahlert, D. (Eds.), *Handbuch Franchising & Cooperation*, Neuwied und Kriftel 2001, 297-310.

Evanschitzky, H. (2001): “Das Verhältnis neuer zu traditionellen Absatzkanälen im Rahmen des Channel Management,” in Conrady, R., Jaspersen, T., Pepels, W. (Eds.), *Handbuch Online Marketing*, Neuwied und Kriftel 2001, 222-240.

Evanschitzky, H. (2000): “Business Models for the New Economy and their Implications for Benchmarking Activities,” in Ahlert, D. (Eds.), *Diskussionsforum für Handel*, *Distribution und Netzwerkmanagement* 2000, 71-82.

WORKING PAPERS

Backhaus, C., Evanschitzky, H., Manuelis, M., Woisetschläger, D. (2009): "Trikotsponsoring 2008/09 – Was die Fans der 1. Fußball-Bundesliga über die Sponsoren ihrer Vereine denken, " Dortmund.

Ruppelt, L, Backhaus, C., Evanschitzky, H., Ahlert, D. (2008): "Der Einfluss von Netzwerkstrukturen auf Task-Performance,“ Forschungsbericht IMADI.NET, Münster.

Eschweiler, M., Evanschitzky, H., Woisetschläger, M. (2007): "Laborexperimente in der Marketingwissenschaft: Bestansaufnahme und Leitfaden bei varianzanalytischen Auswertungen," MCM-AP Nr. 46, Münster.

Ahlert, D., Evanschitzky, H., Thesing, M. (2006): “Kundentypologie in der Multikanalwelt – Ergebnisse einer Online- und Offline-Befragung,” Forschungsbericht 44, Internetökonomie und Hybridität, Münster.

Ahlert, D., Evanschitzky, H., Thesing, M. (2006): “Zahlungsbereitschaft im online Handel – Eine empirische Untersuchung mittels der Conjoint Analyse,” Forschungsbericht 34, Internetökonomie und Hybridität, Münster.

Gaur, S. S., Evanschitzky, H., Ahlert, D., Kolhatkar, A.A. (2005): “Marketing innovative Service Solutions with Interorganizational Service Networks: Opportunities and Threats,” Forschungsbericht Nr. 26, Internetökonomie und Hybridität, Münster 2005.

Ahlert, D., Evanschitzky, H., v. Wangenheim, F., Woisetschläger, D. (2005): “Ethnocentric Buying Behavior and Country-of-Origin Effects,” Scientific Discussion Paper Series, No. 5, Münster 2005. (2nd ed.)

Ahlert, D., Evanschitzky, H. (2004): “Erfolgsfaktoren des Multi-Kanal-Managements,” Forschungsbericht Nr. 5, Internetökonomie und Hybridität, Münster 2004.

Ahlert, D., Blaich, G., Evanschitzky, H., Kenning, P. (2004): “Knowledge Management in Knowledge Intensive Service Networks,” Münster 2004.

Ahlert, D., Evanschitzky, H., Hesse, J. (2003): “E-Satisfaction: Replication and Extension,” Scientific Discussion Paper Series, No. 3, Münster 2003 (2nd Ed.).

Ahlert, D., Evanschitzky, H., Wunderlich, M. (2003): “Franchisenehmerakquisition und -bindung 2003,” Münster 2003.

Ahlert, D., Evanschitzky, H., Hesse, J. (2002): “E-Satisfaction: Replication and Extension,” Münster 2002.

Ahlert, D., Evanschitzky, H. (2002): “Success Factors for Service Networks: A Network Marketing Approach”, Münster 2002.

Evanschitzky, H., Heinrich, D. (2002): “Chancen und Risiken des Internet für das Bankgewerbe”, Münster 2002.

Ahlert, D, Evanschitzky, H. (2002): “Erfolgsfaktoren von Franchisesystemen,” Münster 2002.

Ahlert, D., Evanschitzky, H., Hesse, J. (2001): “E-Commerce zwischen Anspruch und Wirklichkeit,” Frankfurt 2001.

Ahlert, D., Evanschitzky, H., Multhaupt, P. (2000): “Internationales Benchmarking internetbasierter Geschäftsmodelle in Netzwerken der Automobilbranche,” Münster 2000.

Ahlert, D., Evanschitzky, H., Jüßen, T. (2000): “Zielrichtung des universitären Personalmarketing,” Münster 2000.

OTHER PUBLICATIONS

Woisetschläger, D., Backhaus, C, Evanschitzky, H. (2009): “Wie Fußballfans Sponsoren beurteilen,” *Transfer – Werbeforschung und Praxis*, 4/2999, 51-57.

Eiting, A., Woisetschläger, D., Blut, M., Evanschitzky, H., Köster, L. (2008): “Gezielte Kundenbindung durch Segmentierung: Anwendung der Latent-Profile-Analyse bei Kundenheterogenität,” *Planung & Analyse*, 6/2008, 2-6.

Evanschitzky, H., Woisetschläger, D. (2005): “Made in Germany bei Automarken Trumpf?” *Markenartikel* 7/2005, 36-41.

Evanschitzky, H., Heinrich, D. (2002): “Chancen und Risiken des Internet für das Bankgewerbe,” *Banken & Sparkassen* Januar 2002, 8-14.

Evanschitzky, H. (2001): “Gläserner Kunde,” in *Einzelhandelsberater (EHB)* December 2001, 16-18.

Ahlert, D., Evanschitzky, H., Hesse, J. (2001): “Zwischen Anspruch und Wirklichkeit,” *CYBiz* Juni 2001, 74-78.

Evanschitzky, H., Multhaupt, P. (2001): “Nur die Besten – Gebrauchtwagen Internet-Börsen,” *Autohaus* Juni 2001, 48-49.

Evanschitzky, H., Westerfeld, J. (2000): “Unternehmensnetzwerke: Partnerauswahl erfolgsentscheidend,” *Dynamik im Handel (DIH)* November 2000, 20-22.

RESEARCH GRANTS

RESEARCH METHODS

Project acquisition and coordination. The project is sponsored by the Roberts Fund and aims at developing methods skills for staff and PhD students.

- October 2009 – October 2010
- Continuous support for maintaining online library
- Grant: £57,953

DIGITAL MARKETING* Knowledge Exchange Network (DMKEN)

Project acquisition. The project is sponsored by the Knowledge Exchange Enhancement Fund (KEEF) and Scottish Enterprise.

- August 2008 (open ended)
- Grant: £5,000 (kick-off support), £17,000 (follow-up)

TRANSOLVE – Solution Selling

Project acquisiion and coordinator for *TRANSOLVE – Vom Produzenten zum Solution Seller*, Bundesministerium für Bildung und Forschung (BMBF).

- March 2007 – December 2010
- Grant: 1065,000 Euros

IMADI.NET – International Brand Management

Project acquisition and coordination for *IMADI.net – Internationale Markenführung in Dienstleistungsnetzwerken*, Bundesministerium für Bildung und Forschung (BMBF).

- November 2005 – May 2009
- Grant: 700,000 Euros

Internetökonomie – Hybride Angebotssysteme

Project acquisition and coordination for *Internetökonomie – Hybride Angebotssysteme*, Bundesministerium für Bildung und Forschung (BMBF).

- July 2003 – December 2006
- Grant: 215,000 Euros

BENCH.NET – Internationales Benchmarking von Dienstleistungsnetzwerken

Project coordinator for *Bench.net – Internationales Benchmarking von Dienstleistungsnetzwerken*, Bundesministerium für Bildung und Forschung (BMBF).

- January 2000 – May 2003
- Grant: 450,000 Euros

SERVICES

ACTIVITIES AT ASTON UNIVERSITY

Research Convener, Marketing Group

Co-developer of the Ph.D. program, Marketing Group

Co-developer of the MSc Research & Consultancy, Marketing Group

EDITOR/EDITORIAL REVIEW BOARD MEMBERSHIPS

Founder-Editor of the book series *Applied Marketing Science*

Member of the review board of the *Journal of Business Research* (JBR)

Member of the review board of *Industrial Marketing Management* (IMM)

SERVICE AS REVIEWER (selected)

Reviewer for the *Journal of the Academy of Marketing Science* (JAMS)

Reviewer for the *Journal of Retailing* (JR)

Reviewer for the *Journal of Service Research* (JSR)

Reviewer for the *Journal of Product Innovation Management* (JPIM)

Reviewer for the *Journal of Business Research* (JBR)

SERVICE TO THE SCIENTIFIC COMMUNITY

Presenter, "AMA SERVSIG 17th annual Services Doctoral Consortium," *Frontiers in Service*, June 2010 (Karlstad, Sweden).

Co-Chair of the workshop "Solution Selling and Innovation," *Frontiers in Services*, June 2010 (Karlstad, Sweden)

Panelists, "AMA SERVSIG Dissertation Proposal Award," *American Marketing Association Winter Educators' Conference*, February 2010 (New Orleans, USA)

Panel Member of the 1st AMS-Doctoral Consortium, *Academy of Marketing Science World Marketing Congress* 2009 (Oslo, Norway)

Chair (with Prof. Dr. Barry J. Babin and Prof. Dr. Mitch Griffin) of the Special Session "Further Exploration in Wine Business Research," *Academy of Marketing Science Annual Conference* 2008 (Vancouver, Canada)

Co-Chair of the Special Session "Bundles, Solutions, and Other Holistic Value Propositions," *American Marketing Association Winter Educators' Conference*, February 2008 (Austin, USA)

Conference Regional Liaisons Chair for Europe, Academy of Marketing Science *Cultural Perspectives in Marketing Conference,* January 2008 (New Orleans, USA)

Chair (with Prof. Dr. Brendan Gray) of the Doctoral Colloquium during the *Australian New Zealand Marketing Conference* (ANZMAC) 2007 (University of Otago, Dunedin, New Zealand)

Chair of the Special Session "Multichanneling / Solution Selling," *13th Academy of Marketing Science World Marketing Congress* (WMC) 2007 (Verona, Italy)

Session Chair of the *35s European Marketing Academy Conference* (EMAC) 2006 (Athens, Greece)

Session Chair and Discussant of the *Royal Bank International Research Seminar – Concordia University* 2005 (Montreal, Canada)

Program Chair and Organizer of the *12th Academy of Marketing Science World Marketing Congress* (WMC) 2005 (Muenster, Germany)

Chair (with Prof. Dr. Barry J. Babin) of the Special Session "Wine Marketing and Tasting," *12th Academy of Marketing Science World Marketing Congress* (WMC) 2005 (Muenster, Germany)

Chair (with Prof. Dr. von Wangenheim) of the Special Session "Customer Lifetime Value in Retailing and Fashion Merchandizing," *12th Academy of Marketing Science World Marketing Congress* (WMC) 2005 (Muenster, Germany)

Discussant at the *12th Academy of Marketing Science World Marketing Congress* (WMC) 2005 (Muenster, Germany)

Session Chair at the "Dienstleistungsmarketing und -management", *4. Dienstleistungstagung of the BMBF*, Berlin, 2003

Session Chair and Discussant of the "International Conference on Economics and Management of Networks" (EMNet) in Vienna, Austria, 2003

Co-Organizer and Session Chair of the „Handelsinformationssysteme" (HIS), Muenster, 2001-2006