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## EDUCATION & POSITIONS

2016 onwards	Director of the Aston Centre for Retail Insights (ACRI)
2010 onwards	Professor and Chair in Marketing, Aston University, United Kingdom
2007-2013	Professor of Marketing (FT, from 2010 onwards PT), University of Strathclyde, United Kingdom
2011-2012	Visiting Professor of Marketing, University St. Gallen, Switzerland
2010-2011	Visiting Professor of Marketing, Curtin Business School, Australia
2007	Associate Professor and Habilitation ( <i>Venia Legendi</i> ) for Business Administration and Marketing, University of Muenster, Germany.
2005-2006	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

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- 2003                      PhD-thesis accepted from the University of Muenster, Marketing Centrum Muenster (MCM), Germany
- 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 REVIEWED JOURNALS (66)

Schaarschmidt, M.; Walsh, G., Evanschitzky, H. (2018): "Customer Interaction and Innovation in Hybrid Offerings: Investigating Moderation and Mediation Effects for Goods and Services Innovation," *Journal of Service Research* (forthcoming).

Taheri, B., Coelho, F., Sousa, C., Evanschitzky, H. (2017): "Mood Regulation, Customer Participation, and Customer Value Creation in Hospitality Services," *International Journal of Contemporary Hospitality Management*, 29 (12), 3063-3081.

Böttger, T., Rudolph, T., Evanschitzky, H., Pfrang, T. (2017): "Customer Inspiration: Conceptualization, Scale Development, and Validation," *Journal of Marketing*, 81 (6), 116-131.

Evanschitzky, H., Malhotra, N., v. Wangenheim, F., Lemmon, K. (2017): "Antecedents of Peripheral Services Cross-buying Behavior," *Journal of Retailing and Consumer Services*, 36 (May), 218-224.

Boulay, J., Caemmerer, B., Evanschitzky, Duniach, K. (2016): "Growth, Uniformity, Local Responsiveness, and System-Wide Adaptation in Multi-Unit Franchising," *Journal of Small Business Management*, 54 (4), 1193-1205.

Eisend, M. Evanschitzky, H., Gilliland, D. (2016): "The Influence of Organizational and National Culture on New Product Performance," *Journal of Product Innovation Management*, 33 (3), 260-276.

Sharma, A., Evanschitzky, H.: "Returns on Key Accounts (2016): Do the Results Justify the Expenditures?" *Journal of Business and Industrial Marketing*, 31 (2), 174-182.

Eisend, M., Evanschitzky, H., Calantone, R. (2016): "The Relative Advantage of Marketing over Technological Capabilities in Influencing New Product Performance: The Moderating Role of Country Institutions," *Journal of International Marketing*, 24 (1), 41-56.

Walsh, G., Walgenbach, P., Evanschitzky, H., Schaarschmidt, M. (2016): Service Productivity: What Stops Service Firms from Measuring It? *Journal of Organisational Transformation & Social Change*, 13 (1), 5-25 (Lead article).

Evanschitzky, H., Caemmerer, B., Backhaus, C. (2016): "The Franchise Dilemma: Entrepreneurial Orientation, Relational Contracting and Opportunism in Hybrid Governance," *Journal of Small Business Management*, (54 (1), 279-298.

Blut, M., Evanschitzky, H., Marck, M., Backhaus, C., Rudd, J. (2016): "Securing Business-to-Business Relationships: The Impact of Switching Costs," *Industrial Marketing Management*, 52 (January), 82-90. (Lead article).

Evanschitzky, H., Iyer, G.R., Pillai, K.G., Kenning, P., Schütte, R. (2015): "Consumer Trial, Continuous Use, and Economic Benefits of a Retail Service Innovation: The Case of the Personal Shopping Assistant," *Journal of Product Innovation Management*, 32 (3), 459-475.

Evanschitzky, H., Emrich, O., Sangtani, V., Ackfeld, A., Reynolds, K., Arnold, M. (2014): "Hedonic Shopping Motivations in Collectivistic and Individualistic Consumer Cultures," *International Journal of Research in Marketing*, 31 (3), 335-338.

Nagengast, L., Evanschitzky, H., Blut, M., Rudolph, T. (2014): "New Insights in the Moderating Effect of Switching Costs on the Satisfaction-Loyalty Link," *Journal of Retailing*, 90 (3), 408-427.

Blut, M., Beatty, S., Evanschitzky, H., Brock, C. (2014): "The Impact of Service Characteristics on the Switching Costs-Customer Loyalty Link," *Journal of Retailing*, 90 (2), 275-290.

Schumann, J., Wunderlich, N., Evanschitzky, H. (2014): "Spillover Effects of Service Failures in Coalition Loyalty Programs: The Buffering Effect of Perceived Program Benefits," *Journal of Retailing*, 90 (1), 111-118.

Punjaisri, K., Evanschitzky, H., Rudd, J. (2013): "Aligning Employee Service Recovery Performance with Brand Values: The Role of Brand-specific Leadership," *Journal of Marketing Management*, 29 (9/10), 981-1006 (Lead article).

Brock, C., Blut, M., Evanschitzky, H., Kenning, P. (2013): "Satisfaction with Complaint Handling: A Replication Study on its Determinants in a Business-to-Business Context," *International Journal of Research in Marketing*, 30 (3), 319-322.

Evanschitzky, H., Armstrong, J.S. (2013): "Research with In-Built Replication: Comment and Further Suggestions for Replication Research," *Journal of Business Research*, 66 (9), 1406-1408.

Evanschitzky, H., Eisend, M., Jiang, Y., Calantone, R. (2012): "Success Factors of Product Innovation: An Updated Meta-Analysis," *Journal of Product Innovation Management*, 29 (S1), 21-37. (Top-10 cited article in the journal)

Evanschitzky, H., Wangenheim, F., Wunderlich, N. (2012): "Perils of Managing the Service Profit Chain: The Role of Time Lags and Feedback Loops," *Journal of Retailing*, 88 (3), 356-366.

Evanschitzky, H., Ramaseshan, B., Woisetschlager, 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*, 40 (5), 625-638. (Lead article)

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*, 46 (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*, 14 (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*, 87 (3), 306-319.

Evanschitzky, H., v. Wangenheim, F., Woisetschläger, D. (2011): "Service & Solution Innovation: Overview and Research Agenda," *Industrial Marketing Management*, 40 (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*, 64 (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*, 14 (2), 136-148. (Lead article of this issue)

Brock, C., Blut, M., Evanschitzky, H., Ahlert, D., Kenning, P. (2011): "Kundenbindung von Non-Complainern: Neue Aspekte des Beschwerdemanagement," *Zeitschrift für Betriebswirtschaft*, 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*, 81 (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*, 39 (8), 1300-1310.

Brock, C., Evanschitzky, H., Blut, M., Kenning, P., Ahlert, M. (2010): "Beschwerdemanagement im B2B-Sektor: Replikation und Erweiterung," *Die Betriebswirtschaft*, 70 (1), 25-40.

Evanschitzky, H., Armstrong, J.S. (2010): "Replications of Forecasting Research," *International Journal of Forecasting*, 26 (1), 4-8. (Lead article)

Punjaisri, K., Wilson, A., Evanschitzky, H. (2009): "Internal Branding to Influence Employees' Brand Promise Delivery: A Case Study in Thailand," *Journal of Service Management*, 20 (5), 561-579.

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

Walsh, G., Kilian, T., Buxel, H., Evanschitzky, H. (2009): "Die Messung des wahrgenommenen Kundennutzens: Replikation und Anwendung einer Skala," *Die Unternehmung: Swiss Journal of Business Research and Practice*, 63 (2), 158-177.

Punjaisri, K., Wilson, A., Evanschitzky, H. (2009): "Internal Branding: An Enabler of Employees' Brand-Supporting Behaviours," *Journal of Service Management*, 20 (2), 209-226.

Vogel, V., Evanschitzky, H., Ramaseshan, R. (2008): "Customer Equity Drivers and Future Sales" *Journal of Marketing*, 72 (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*, 7, (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*, 7 (4), 377-390.

Evanschitzky, H., Iyer, G.R., Caemmerer, B. (2008): "Dimensions of Satisfaction in Retail Settings: A Research Note," *Journal of Relationship Marketing*, 7 (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*, 7 (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*, 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*, 42 (9/10), 977-1004.

Evanschitzky, H., Backhaus, C., Woisetschläger, D., Ahlert, D. (2008): "Der Einfluss der Organisationsstruktur auf Teampformance: Eine gruppenexperimentelle Studie," *Managementforschung*, 18, 1-34. (Lead article)

Evanschitzky, H., v. Wangenheim, F., Woisetschläger, D., Blut, M. (2008): "Consumer Ethnocentrism in the German Market," *International Marketing Review*, 25 (1), 7-32. (Lead article)

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*, 27 (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*, 36 (12), 546-554.

Evanschitzky, H. (2007): "Market Orientation of Service Networks: Direct and Indirect Effects on Sustained Competitive Advantage," *Journal of Strategic Marketing*, 15 (4), 349-368.

Evanschitzky, H., Tönnis, S., Woisetschläger, D., Ahlert, D. (2007): "Der Einfluss von Preiserhöhungen auf Konsumenteneinstellungen: Eine experimentelle Studie," *Thexis*, 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*, 60 (7), 690-697.
- Blut, M., Evanschitzky, H., Vogel, V., Ahlert, D. (2007): "Switching Barriers in the Four-Stage Loyalty Model," *Advances in Consumer Research*, 34, 726-734.
- Evanschitzky, H., Baumgarth, C., Hubbard, R., Armstrong, J.S. (2007): "Replication Research's Disturbing Trend," *Journal of Business Research*, 60 (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*, 45 (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*, 35 (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*, 59 (12), 1207-1213.
- Ahlert, D., Evanschitzky, H. (2006): "Multi-Channel-Management im Spannungsfeld von Kundenzufriedenheit und Organisation," *Thexis*, 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*, 16 (5), 591-599.
- Iyer, G.R., Sharma, A., Evanschitzky, H. (2006): "Global Marketing of Industrial Products: Are Interpersonal Relationships Always Critical?" *Industrial Marketing Management*, 35 (5), 611-620.
- Evanschitzky, H., Wunderlich, M. (2006): "An Examination of Moderator Effects in the Four-Stage Loyalty Model," *Journal of Service Research*, 8 (4), 330-345.
- Evanschitzky, H., v. Wangenheim, F. (2006): "Customer Value Based Entry Decision in International Markets," *Journal of Relationship Marketing*, 5 (1) (Special Issue on Customer Value Management), 79-91.
- Baumgarth, C., Evanschitzky, H. (2005): "Die Rolle von Replikationen in der Marketingwissenschaft," *Marketing ZFP*, 27 (4), 253-262.
- Ahlert, D., Evanschitzky, H., Hesse, J. (2005): "Zwischen Relevance und Rigor: Der erfolgreiche Einsatz der Erfolgsforschung in Wissenschaft und Praxis", *Wirtschaftswissenschaftliches Studium WiSt*, 34 (7), 362-367.
- Evanschitzky, H., Iyer, G.R., Hesse, J., Ahlert, D. (2004): "E-Satisfaction: A Re-Examination," *Journal of Retailing*, 80 (3), 239-247.

Evanschitzky, H., Kenning, P., Vogel, V. (2004): "Consumer Price Knowledge in the German Retail Market," *Journal of Product and Brand Management*, 13 (6) (Special Issue on Pricing), 390-405.

## **REVIEWED CONFERENCE PROCEEDINGS (87)**

Backhaus, C., Evanschitzky, H., Jaakkola, M., Pitsis, T.S. (2017): "Exploring Antecedents of Impact in Business and Management Research," Academy of Management Conference, Atlanta, USA.

Brock, C., Blut, M., Evanschitzky, H., Voorhees, C. (2017): "Service Failure and Customer Loyalty – Testing the Boundary Conditions of the Service Recovery Paradox," AMA Winter Educators Conference, Orlando, USA.

Bartikowski, B., Evanschitzky, H., Beatty, S. (2017): "Perceived Brand Age: Item Generation and Initial Validation," AMA Winter Educators Conference, Orlando, USA.

Backhaus, C., Evanschitzky, H., Blut, M., Woisetschläger, D. (2016): "Identifying Contingencies for the Autonomy-Performance Relationship," British Academy of Management, Newcastle, UK.

Caemmerer, B., Brock, C., Evanschitzky, H., Alexander, M. (2016): "Public Service Satisfaction, Citizen Trust and Participation," Academy of Marketing Science – World Marketing Congress, Paris, France.

Alexander, M., Wunderlich, N., Evanschitzky, H. (2016): "When Engagement Leads to Intensity: An Exploratory Study on the Nature of Cocreation Intensity," SERVSIG Conference, Maastricht, Netherlands.

Rudolph, T., Boettger, T., Pfrang, T., Evanschitzky, H. (2016): "Customer Inspiration: Conceptualization, Scale Development, and Validation," Society for Consumer Psychology Conference, St. Pete Beach, USA.

Blut, M., Backhaus, C., Woisetschläger, D., Evanschitzky, H. (2016): "Overcoming Franchisee Disillusionment: The Role of Individual and System-level Factors," AMA Winter Educators Conference, Las Vegas, USA.

Backhaus, C., Blut, M., Woisetschläger, D., Evanschitzky, H. (2015): "What Comes after the Honeymoon? How Franchisor Support Helps New Franchisees Adjustment," British Academy of Management, Portsmouth, UK.

Evanschitzky, H., Blut, M., Backhaus, C., Woisetschläger, D. (2015): "What Comes after the Honeymoon: Assessing the Process of Franchisee Adjustment," Academy of Marketing Science – World Marketing Congress, Bari, Italy.

Evanschitzky, H., Malhotra, N., v. Wangenheim, F., Lemon, K. (2015): "Antecedents of Peripheral Services Cross-Buying Behavior," Academy of Marketing Science – World Marketing Congress, Bari, Italy.



Evanschitzky, H., Linzmajer, M., Woisetschläger, D., Basuroy, S. (2015): "Retail Website Interactivity and Firm Performance: Sometimes Less is More," AMA Winter Educators Conference, February 2015, San Antonio, USA.

Rudolph, T., Boettger, T., Pfrang, T., Evanschitzky, H. (2015): "Customer Inspiration: Conceptualization, Scale Development, and Validation," AMA Winter Educators Conference, February 2015, San Antonio, USA.

Süß, J., Weller, I., Evanschitzky, H., V. Wangenheim, F. (2014): "Level and Consensus of High Performance Work System Perceptions: Effects on Customer Satisfaction," Academy of Management, August 2014, Philadelphia, USA.

Eisend, M., Evanschitzky, H., Calantone, R. (2014): "The Influence of Marketing and Technological Capabilities on New Product Performance: The Moderating Role of Institutions," AMA Winter Educators Conference, February 2014, Orlando, USA.

Boulay, J., Caemmerer, B., Evanschitzky, H., Duniach, K. (2014): "Antecedents and Consequences of Multi-unit Franchising," AMA Winter Educators Conference, February 2014, Orlando, USA.

Blut, M., Backhaus, C., Woisetschläger, D., Evanschitzky, H., Heussler, T. (2013): "How to Impact Franchisee Adjustment: An Empirical Examination of Franchisor Support," Academy of Marketing Science – World Marketing Congress, Melbourne, Australia.

Brock, C., Evanschitzky, H., Caemmerer, B., Meik, J. (2013): "Public Sector Complaint Management – A Missing Perspective in Service Research?" Frontiers in Service Conference, Taipei, Taiwan.

Pokorska, J, Evanschitzky, H. Farrell, A., Pillai, K. (2013): "Relationship Fading in Business-to-Consumer Context, European Marketing Conference, Istanbul, Turkey.

Brock, C., Evanschitzky, H., Caemmerer, B., (2013), "Encouraging Citizen Participation – Complaint Stimulation and Complaint Handling in the Public Sector, European Marketing Conference," Istanbul, Turkey.

Evanschitzky, H., Woisetschläger, D.; Shiu, E. (2013): "Assessing Brand Equity: A Multilevel Mediation Analysis," AMA Winter Educators Conference, February 2013, Las Vegas, USA.

Eisend, M. Evanschitzky, H., Gilliland, D. (2013): "The Influence of Organizational and National Culture on New Product Performance," AMA Winter Educators Conference, February 2013, Las Vegas, USA.

Brock, C., Blut, M, Evanschitzky, H., Kenning, P., Hubert, M. (2012): "Don't Care about Service Recovery – Inertia Effects Buffer the Impact of Complaint Satisfaction," *Advances in Consumer Research*, Vol. 40.

Haji, I., Evanschitzky, H., Combe, I., Farrell, A. (2012): "The Forgotten Brand Personality Dimension," *Advances in Consumer Research*, Vol. 40.

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*, Vol. 40.

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," 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," 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," 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," 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," ANZMAC, December 2010, Christchurch, New Zealand (*Best Paper Award*)

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

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

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

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

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

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

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

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

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

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

Evanschitzky, H., Woisetschläger, D. (2009): "Marketing Mix Efforts and Brand Equity," 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," ANZMAC, December 2008, Sydney, Australia.

Eiting, A., Blut, M., Evanschitzky, H., Woisetschläger, D. (2008): "Modeling Complex Interactions of Switching Barriers – A Latent Profile Approach," 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," 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," 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," 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," 2008 Global Marketing Conference, Shanghai, China.

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

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

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

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