Prof. Dr. Martin Spann

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Academic Appointments

03/2010 – present	**Full Professor of Electronic Commerce and Digital Markets** Director, Institute of Electronic Commerce and Digital Markets Ludwig-Maximilians-Universität München, Munich, Germany
04/2005 – 02/2010	**Full Professor of Marketing and Innovation** Universität Passau, Passau, Germany
07/2002 – 03/2005	**Assistant Professor of Marketing and Electronic Commerce** Johann Wolfgang Goethe-Universität, Frankfurt/Main, Germany
04/1999 – 06/2002	**Research Associate and Doctoral Student** Johann Wolfgang Goethe-Universität, Frankfurt/Main, Germany

Academic Leadership

LMU Munich School of Management, LMU Munich

10/2025 – present	Vice Dean for Research
10/2025 – present	Deputy Chair of the Doctoral Committee
10/2025 – present	Director, LMU Center for Advanced Management Studies
10/2023 – 09/2025	Vice Dean for Digital Transformation and Resources
10/2021 – 09/2023	Dean
10/2021 – 09/2023	Chair of the Board, LMU Management Alumni e.V.
10/2011 – 09/2021	Vice Dean for Research
03/2013 – 09/2021	Director, LMU Center for Advanced Management Studies

Swiss National Science Foundation (SNSF)

04/2017 – 03/2025	Member of the National Research Council
04/2020 – 03/2025	President, SNSF Panel Economic Sciences

Center for Digital Technology and Management (CDTM)

04/2013 – present	Board Member
03/2015 – 03/2017	Scientific Director

Faculty of Business and Economics, University of Passau

10/2007 – 02/2010	Vice Dean
10/2007 – 02/2010	Chair of the Doctoral Committee
05/2006 – 02/2010	Director, CENTOURIS Institute for Market Research

Visiting Appointments

02/2020 – 06/2020	**Visiting Scholar** Haas School of Business, University of California, Berkeley (UCB), USA
02/2018 – 07/2018	**Visiting Scholar** Leonard N. Stern School of Business, New York University (NYU), USA
08/2013 – 01/2014	**Visiting Professor** UTS Business School, University of Technology Sydney (UTS), Australia
03/2009 – 07/2009	**Visiting Scholar** Anderson School of Management, University of California, Los Angeles (UCLA), USA
03/2006 & 10/2007	**Visiting Professor** Corvinus University, Budapest, Hungary
04/2005 – 05/2005	**Visiting Professor** Università Commerciale Luigi Bocconi, Milan, Italy
01/2003 – 07/2003	**Visiting Scholar** Marshall School of Business, University of Southern California (USC), Los Angeles, USA

Education

07/2002 – 06/2005	**Habilitation (Venia Legendi in Business Administration)** Johann Wolfgang Goethe-Universität, Frankfurt/Main, Germany
04/1999 – 06/2002	**Dissertation (Ph.D. in Marketing)** Johann Wolfgang Goethe-Universität, Frankfurt/Main, Germany
10/1993 – 12/1998	**Diplom-Volkswirt (M.Sc. in Economics)** Christian-Albrechts-Universität zu Kiel, Kiel, Germany

Honors and Distinctions

10/2021	Award for the Best Paper published in the *Journal of Interactive Marketing* (2020)
02/2019	Sheth Foundation Best Paper Award, *Journal of the Academy of Marketing Science* (2018)
10/2017	Award for the Best Paper published in the *Journal of Interactive Marketing* (2016)
05/2015	VHB Best Paper Award (Schmidt, Spann, & Zeithammer, *Management Science* (2015))
03/2012	Finalist, VHB Best Paper Award (Hinz, Hann, & Spann, *MIS Quarterly* (2011))
12/2009	Finalist, MSI/H. Paul Root Award, *Journal of Marketing*
02/2009	Distinguished Paper Award, Wirtschaftsinformatik 2009, Vienna
09/2007	Outstanding Paper Award, PDMA International Conference, Orlando, USA
12/2005	Best Teaching Award, Goethe-University Frankfurt/Main
12/2003	Award of the Erich-Gutenberg-Association, Cologne
11/2003	PhD Award, Chamber of Commerce Frankfurt/Main
05/2003	PhD Award (Third Prize), German Market Research Association
04/2000	Best Empirical Paper Award, INFORMS Marketing Science Conference, USC
01/1999	Erich-Schneider-Award for Best Diploma Exam in Economics, CAU Kiel
04/1997	Award for Best Diploma Thesis in Business Administration, GfB Kiel
02/1995 – 12/1998	Scholarship, Studienstiftung des Deutschen Volkes

Research Funding

Total acquired research funding (PI share): €3.0+ million.

Swiss National Science Foundation (SNSF)

1. "How Loyal Are Customers to Retailers? An Analysis of Customer and Market Dynamics of a Loyalty Program Introduction", funding of a research semester for outgoing members of the Research Council, 10/2026–03/2027, CHF 59,626 (Grant No. CRFS-1_238697).

German Research Foundation (DFG)

2. Collaborative Research Center ("Sonderforschungsbereich") on "Rationality and Competition" (LMU Munich and HU Berlin), part-project on "Transparency and Product Choice in Digital Environments" (with Daniel Guhl & Daniel Klapper, HU Berlin), 3rd funding period 2025–2028, PI share: €265,000 (TRR 190 – Grant No. 280092119).
3. "Context Effects of Mobile Consumer Behavior: Test of Affect and Regulatory Focus Theory in Shopping and Investment Decisions" (with Peter Pal Zubcsek, Tel Aviv University), Middle East Cooperation funding scheme, 2nd funding period 2022–2024, €200,000 (Grant No. 414986791).
4. Collaborative Research Center ("Sonderforschungsbereich") on "Rationality and Competition" (LMU Munich and HU Berlin), part-project on "Transparency and Product Choice" (with Daniel Klapper, HU Berlin), 2nd funding period 2021–2024, PI share: €232,000 (TRR 190 – Grant No. 280092119).
5. "The Impact of Environmental and Social Contagion on Mobile Consumer Behavior" (with Peter Pal Zubcsek, Tel Aviv University), Middle East Cooperation funding scheme, 2019–2022, €280,000 (Grant No. 414986791).
6. Collaborative Research Center ("Sonderforschungsbereich") on "Rationality and Competition" (LMU Munich and HU Berlin), part-project on "Consumer Decisions on Durable Products" (with Daniel Klapper, HU Berlin), 2017–2020, PI share: €210,000 (TRR 190 – Grant No. 280092119).
7. "Customer-Driven Pricing Mechanisms in Revenue Management" (with Klaus M. Schmidt), 2013–2015, PI share: €190,000 (Grant No. 219674449).
8. "Virtual Stock Markets for Market Research Purposes" (with Bernd Skiera), 2003–2005, €100,000 (Grant No. 5408374).

German Federal Ministry of Education and Research (BMBF)

9. "Reverse Pricing", part of the BMBF research program "Internetökonomie" (Frankfurt am Main & Darmstadt), 2003–2007, €400,000.
10. "An Integrated International Prediction Market" (with Bernd Skiera, Goethe University Frankfurt; Christof Weinhardt (lead) and Andreas Geyer-Schulz, University of Karlsruhe), 2005–2008, PI share: €191,000.

LMUexcellent (Investment Fund)

11. "Impact of the Mobile Internet and Location-Based Services on Consumer Search and Purchase Behavior", 2014–2016, €100,000.

IBC Consortium

12. "Blockchain Applications in Marketing", 2023–2025, €100,000.
13. "Price Differentiation on the Internet", 2019–2023, €200,000.
14. "Limits of Price Differentiation", 2017–2019, €100,000.
15. "Future of TV – Connecting TV Campaigns and Digital Advertising", 2014–2016, €150,000.
16. "Switching Costs and Customer Loyalty in Digital Channels", 2011–2013, €225,000.

Marketing Science Institute (MSI)

17. Research Funds Award (USD 16,724), "SmartSearch: The Impact of Smartphones, Barcode Scanning, and Location-Based Services on Customers' Online and Offline Search Behavior" (2013).

Wharton Customer Analytics Initiative

18. Research Funds Award (USD 7,500), "Modeling Mobile Customer Behavior" (2011).

German Academic Exchange Service (DAAD)

19. Grant for research stay at the University of Southern California, Los Angeles, USA, €20,000.

Carl Zeiss AG

20. Grant for research on information markets in innovation management, €10,000.

Research Areas

Behavioral Pricing • Dynamic Pricing and Auctions • Digital Markets and Platforms • Consumer Behavior in Digital Environments • Digital Marketing and Advertising • Recommender Systems and Personalization • Social Media and Networks • Crowdsourcing and Prediction Markets • Artificial Intelligence and Consumer Behavior

Scholarly Publications

Publications include 12 articles in UTD Top 100 journals (A+ VHB ranking) and 23 articles in A-ranked journals across Information Systems, Management, and Marketing.

Refereed Journal Articles (International)

1. Gu, W.K.M., Spann, M. (2026): The Impact of Generative Artificial Intelligence on Consumer Reviews: Insights from a Quasi-Experiment, *International Journal of Research in Marketing*, published online.

2. Stich, L., Zeithammer, R., Spann, M., Häubl, G. (2026): Profitability of Two-Part Tariffs in Name-Your-Own-Price Markets, *Journal of Retailing*, published online.

3. Pescher, C., Hinz, O., Kim, J.-Y., Spann, M. (2026): Digital New Products in Virtual Worlds - How Do Limited-Time Offers Influence Consumers' Adoption Behavior?, *Journal of Business Research*, 207, 115995.

4. Spann, M., Bertini, M., Koenigsberg, O., Zeithammer, R., Aparicio, D., Chen, Y., Fantini, F., Jin, G.Z., Morwitz, V.G., Popkowski Leszczyc, P., Vitorino, M.A., Williams, G.Y., Yoo, H. (2026): Algorithmic Pricing: Implications for Marketing Strategy and Regulation, *International Journal of Research in Marketing*, 43(2), 560-579.

5. Lill, M., Spann, M. (2025): The Impact of Position and Contrast Effects in Recommender Systems on Consumer Behavior: A Field Experiment, *ACM Transactions on Recommender Systems*, published online.

6. Pfaff, A., Spann, M. (2025): Augmented Reality and Spatial Fit Uncertainty in Online Retailing, *Journal of Retailing and Consumer Services*, 87, 104442.

7. Molitor, D., Zubcsek, P.P., Spann, M., Reichhart, P. (2025): Does Location Familiarity Increase Response to Mobile Ads?, *Journal of Interactive Marketing*, 60(2), 180-195.

8. Stich, L., Ungemach, C., Fuchs, C., Spann, M., Ziano, I., Schumpe, B.M. (2025): Transaction-Level Wage Transparency: How Fair Wage Disclosure Affects Consumer Preferences, *International Journal of Research in Marketing*, 42(3), 844-865.

9. Berghueser, S.M., Spann, M. (2025): The Value of Distinctiveness: Product Uniqueness in Crypto Marketing, *International Journal of Research in Marketing*, 42(3), 573-593.

10. Zeithammer, R., Stich, L., Spann, M., Häubl, G. (2025): Strange Case of Dr. Bidder and Mr. Entrant: Consumer Preference Inconsistencies in Costly Price Offers, *International Journal of Research in Marketing*, 42(2), 255-274.

11. Heusler, A., Foutz, N., Spann, M., Stich, L. (2025): The Idea Marketplace: Diversity, Social Capital, and Innovation, *Journal of the Academy of Marketing Science*, 53(1), 150-171.

12. Harter, A., Stich, L., Spann, M. (2025): The Effect of Delivery Time on Repurchase Behavior in Quick Commerce, *Journal of Service Research*, 28(2), 211-227.

13. Molitor, D., Spann, M., Ghose, A., Reichhart, P. (2025): Mobile Push versus Pull Targeting and Geo-Conquesting, *Information Systems Research*, 36(1), 184-201.

14. Gabel, S., Molitor, D., Spann, M. (2024): Frontiers: The Effect of an Ad Ban on Retailer Sales: Insights from a Natural Experiment, *Marketing Science*, 43(4), 723-733.

15. Schuster, E., Spann, M. (2024): Pay Today, or Delay the Pay: Consumer Preference for Double Flat-Rate Pricing Plans, *Journal of Business Research*, 182, 114804.

16. Darvasi, G., Spann, M., Zubcsek, P.P. (2024): How Observation of Other Shoppers Increases the In-Store Use of Mobile Technology, *Journal of Retailing and Consumer Services*, 77, 103694.

17. Wlömert, N., Papies, D., Clement, M., Spann, M. (2024): Frontiers: The Interplay of User-Generated Content, Content Industry Revenues, and Platform Regulation: Quasi-Experimental Evidence from YouTube, *Marketing Science*, 43(1), 1-12.

18. Wlömert, N., Papies, D., Clement, M., Spann, M. (2024): Rejoinder on "Frontiers: The Interplay of User-Generated Content, Content Industry Revenues, and Platform Regulation: Quasi-Experimental Evidence from YouTube", *Marketing Science*, 43(1), 16-19.

19. Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A.I., the Management Science Reproducibility Collaboration (2024): Reproducibility in Management Science, *Management Science*, 70(3), 1343-1356. Contributing author as part of the Management Science Reproducibility Collaboration (large-scale replication project).

20. Pfaff, A., Spann, M. (2023): When Reality Backfires: Product Evaluation Context and the Effectiveness of Augmented Reality in E-Commerce, *Psychology & Marketing*, 40(11), 2413-2427.

21. Völckner, F., Spann, M., Sattler, H., Schwerdtfeger, R., Hennig-Thurau, T., Hirche, M. (2023): Applying Option Thinking to Value Experiential Marketing Content, *Journal of Media Economics*, 35(1-2), 1-27.

22. Molitor, D., Daurer, S., Spann, M., Manchanda, P. (2023): Digitizing Local Search: An Empirical Analysis of Mobile Search Behavior in Offline Shopping, *Decision Support Systems*, 174, 114018.

23. Back, C., Morana, S., Spann, M. (2023): When Do Robo-Advisors Make Us Better Investors? The Impact of Social Design Elements on Investor Behavior, *Journal of Behavioral and Experimental Economics*, 103, 101984.

24. Prakash, D., Spann, M. (2022): Dynamic Pricing and Reference Price Effects, *Journal of Business Research*, 152, 300-314.

25. Stich, L., Spann, M., Schmidt, K.M. (2022): Paying for Open Access, *Journal of Economic Behavior & Organization*, 200, 273-286.

26. Mihale-Wilson, C., Felka, P., Hinz, O., Spann, M. (2022): The Impact of Strategic Core-Component Reuse on Product Life Cycles – The Case of Location-Based Games, *Business & Information Systems Engineering (BISE)*, 64(2), 223-237.

27. Mihale-Wilson, C., Felka, P., Hinz, O., Spann, M. (2021): The Influence of Location-Based Games on Traditional Entertainment Products, *Decision Support Systems*, 149, 113604.

28. Dowling, K., Stich, L., Spann, M. (2021): An Experimental Analysis of Overconfidence in Tariff Choice, *Review of Managerial Science*, 15(8), 2275-2297.

29. Dowling, K., Manchanda, P., Spann, M. (2021): The Existence and Persistence of the Pay-per-use Bias in Car Sharing Services, *International Journal of Research in Marketing*, 38(2), 329-342.

30. Hoeck, L., Spann, M. (2021): The Effects of First and Second Screen Marketing on TV Viewing Activity, *Journal of Media Economics*, 32(3-4), 82-98.

31. Molitor, D., Spann, M., Ghose, A., Reichhart, P. (2020): Effectiveness of Location-Based Advertising and the Impact of Interface Design, *Journal of Management Information Systems (JMIS)*, 37(2), 431-456.

32. Hoeck, L., Spann, M. (2020): An Experimental Analysis of the Effectiveness of Multi-Screen Advertising, *Journal of Interactive Marketing*, 50, 81-99.

33. Rußell, R., Berger, B., Stich, L., Hess, T., Spann, M. (2020): Monetizing Online Content: Digital Paywall Design and Configuration, *Business & Information Systems Engineering (BISE)*, 62(3), 253-260.

34. Becker, J. U., Spann, M., Barrot, C. (2020): Impact of Proactive Postsales Service and Cross-Selling Activities on Customer Churn and Service Calls, *Journal of Service Research*, 23(1), 53-69.

35. Dowling, K., Guhl, D., Klapper, D., Spann, M., Stich, L., Yegoryan, N. (2020): Behavioral Biases in Marketing, *Journal of the Academy of Marketing Science*, 48(3), 449-477.

36. Heusler, A., Molitor, D., Spann, M. (2019): How Knowledge Stock Exchanges Can Increase Student Success in Massive Open Online Courses, *PLOS ONE*, 14(9), e0223064.

37. Naegelein, P., Spann, M., Molitor, D. (2019): The Value of Product Presentation Technologies on Mobile vs. Non-Mobile Devices: A Randomized Field Experiment, *Decision Support Systems*, 121, 109-120.

38. Kakatkar, C., Spann, M. (2019): Marketing Analytics using Anonymized and Fragmented Tracking Data, *International Journal of Research in Marketing*, 36(1), 117-136.

39. Dechant, A., Spann, M., Becker, J.U. (2019): Positive Customer Churn: An Application to Online Dating, *Journal of Service Research*, 22(1), 90-100.

40. Baum, D., Spann, M., Füller, J., Thürridl, C. (2019): The Impact of Social Media Campaigns on the Success of New Product Introductions, *Journal of Retailing and Consumer Services*, 50, 289-297.

41. Houston, M.B., Kupfer, A.-K., Hennig-Thurau, T., Spann, M. (2018): Pre-Release Consumer Buzz, *Journal of the Academy of Marketing Science*, 46(2), 338-360.

42. Spann, M., Zeithammer, R., Bertini, M., Haruvy, E., Jap, S.D., Koenigsberg, O., Mak, V., Popkowski Leszczyc, P., Skiera, B., Thomas, M. (2018): Beyond Posted Prices: The Past, Present, and Future of Participative Pricing Mechanisms, *Customer Needs and Solutions*, 5(1-2), 121-136.

43. Krämer, F., Schmidt, K.M., Spann, M., Stich, L. (2017): Delegating Pricing Power to Customers: Pay What You Want or Name Your Own Price?, *Journal of Economic Behavior & Organization*, 136, 125-140.

44. Spann, M., Stich, L., Schmidt, K.M. (2017): Pay What You Want as a Pricing Model for Open Access Publishing?, *Communications of the ACM*, 60(11), 29-31.

45. Krämer, F., Schmidt, K.M., Spann, M., Stich, L. (2017): Buyer and Seller Data from Pay What You Want and Name Your Own Price Laboratory Markets, *Data in Brief*, 12, 513-517.

46. Grewal, D., Bart, Y., Spann, M., Zubcsek, P.P. (2016): Mobile Advertising: A Framework and Research Agenda, *Journal of Interactive Marketing*, 34, 3-14.

47. Hinz, O., Spann, M., Hann, I.-H. (2015): Can't Buy Me Love ... Or Can I? Social Capital Attainment Through Conspicuous Consumption in Virtual Environments, *Information Systems Research*, 26(4), 859-870.

48. Schmidt, K.M., Spann, M., Zeithammer, R. (2015): Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets, *Management Science*, 61(6), 1217-1236.

49. Spann, M., Fischer, M., Tellis, G.J. (2015): Skimming or Penetration? Strategic Dynamic Pricing for New Products, *Marketing Science*, 34(2), 235-249.

50. Skiera, B., Hinz, O., Spann, M. (2015): Social Media and Academic Performance: Does the Intensity of Facebook Activity Relate to Good Grades?, *Schmalenbach Business Review (sbr)*, 67(1), 54-72.

51. Spann, M., Zeithammer, R., Häubl, G. (2015): Erratum to "Optimal-Reverse Pricing Mechanisms", *Marketing Science*, 34(2), 297-299. (Note on a more natural assumption of knowledge about outside market price).

52. Becker, J.U., Spann, M., Schulze, T. (2015): Implications of Minimum Contract Durations on Customer Retention, *Marketing Letters*, 26(4), 579-592.

53. Kim, J.-Y., Natter, M., Spann, M. (2014): Sampling, Discounts or Pay-What-You-Want: Two Field Experiments, *International Journal of Research in Marketing*, 31(3), 327-334.

54. Baum, D., Spann, M. (2014): The Interplay between Online Consumer Reviews and Recommender Systems: An Experimental Analysis, *International Journal of Electronic Commerce*, 19(1), 129-162.

55. Veit, D., Clemons, E., Benlian, A., Buxmann, P., Hess, T., Kundisch, D., Leimeister, J.M., Loos, P., Spann, M. (2014): Business Models – An Information Systems Research Agenda, *Business & Information Systems Engineering*, 6(1), 45-53.

56. Pescher, C., Spann, M. (2014): Relevance of Actors in Bridging Positions for Product-Related Information Diffusion, *Journal of Business Research*, 67(8), 1630-1637.

57. Pescher, C., Reichhart, P., Spann, M. (2014): Consumer Decision-making Processes in Mobile Viral Marketing Campaigns, *Journal of Interactive Marketing*, 28(1), 43-54.

58. Pescher, C., Spann, M. (2014): Accounting for Word-of-Mouth Effects in Preference-Based Market Forecasts, *Journal of Forecasting*, 33(2), 95-107.

59. Yadav, M.S., De Valck, K., Hennig-Thurau, T., Hoffman, D.L., Spann, M. (2013): Social Commerce: A Contingency Framework for Assessing Marketing Potential, *Journal of Interactive Marketing*, 27(4), 311-323.

60. Reichhart, P., Pescher, C., Spann, M. (2013): A Comparison of the Effectiveness of E-Mail Coupons and Mobile Text Message Coupons for Digital Products, *Electronic Markets*, 23(3), 217-225.

61. Theysohn, S., Klein, K., Völckner, F., Spann, M. (2013): Dual Effect-Based Market Segmentation and Price Optimization, *Journal of Business Research*, 66(4), 480-488.

62. Slamka, C., Skiera, B., Spann, M. (2013): Prediction Market Performance and Market Liquidity: A Comparison of Automated Market Makers, *IEEE Transactions on Engineering Management*, 60(1), 169-185.

63. Mang, S., Post, D., Spann, M. (2012): Pricing of Flexible Products, *Review of Managerial Science*, 6(4), 361-374.

64. Post, D., Spann, M. (2012): Improving Airline Revenues with Variable Opaque Products: "Blind Booking" at Germanwings, *Interfaces*, 42(4), 329-338.

65. Völckner, F., Rühle, A., Spann, M. (2012): To Divide or Not to Divide? The Impact of Partitioned Pricing on the Informational and Sacrifice Effects of Price, *Marketing Letters*, 23(3), 719-730.

66. Spann, M., Häubl, G., Skiera, B., Bernhardt, M. (2012): Bid-Elicitation Interfaces and Bidding Behavior in Retail Interactive Pricing, *Journal of Retailing*, 88(1), 131-144.

67. Soukhoroukova, A., Spann, M., Skiera, B. (2012): Sourcing, Filtering, and Evaluating New Product Ideas: An Empirical Exploration of the Performance of Idea Markets, *Journal of Product Innovation Management*, 29(1), 100-112.

68. Dos Santos, R., Spann, M. (2011): Collective Entrepreneurship at Qualcomm: Combining Collective and Entrepreneurial Practices to Turn Employee Ideas into Action, *R&D Management*, 41(5), 443-456.

69. Takac, C., Hinz, O., Spann, M. (2011): The Social Embeddedness of Decision Making: Opportunities and Challenges, *Electronic Markets*, 21(3), 185-195.

70. Hinz, O., Hann, I.-H., Spann, M. (2011): Price Discrimination in E-Commerce? An Examination of Dynamic Pricing in Name-Your-Own-Price Markets, *MIS Quarterly*, 35(1), 81-98.

71. Spann, M., Zeithammer, R., Häubl, G. (2010): Optimal Reverse-Pricing Mechanisms, *Marketing Science*, 29(6), 1058-1070.

72. Bernhardt, M., Spann, M. (2010): An Empirical Analysis of Bidding Fees in Name-Your-Own-Price Auctions, *Journal of Interactive Marketing*, 24(4), 283-296.

73. van Bruggen, G.H., Spann, M., Lilien, G.L., Skiera, B. (2010): Prediction Markets as Institutional Forecasting Support Systems, *Decision Support Systems*, 49(4), 404-416.

74. Hinz, O., Spann, M. (2010): Managing Information Diffusion in Name-Your-Own-Price Auctions, *Decision Support Systems*, 49(4), 474-485.

75. Dahan, E., Soukhoroukova, A., Spann, M. (2010): New Product Development 2.0: Preference Markets, *Journal of Product Innovation Management*, 27(7), 937-954.

76. Kim, J.-Y., Natter, M., Spann, M. (2010): Kish – Where Customers Pay As THEY Wish, *Review of Marketing Science*, 8(2), Article 3.

77. Kim, J.-Y., Natter, M., Spann, M. (2009): Pay-What-You-Want – A New Participative Pricing Mechanism, *Journal of Marketing*, 73(1), 44-58.

78. Spann, M., Ernst, H., Skiera, B., Soll, J.H. (2009): Identification of Lead Users for Consumer Products via Virtual Stock Markets, *Journal of Product Innovation Management*, 26(3), 322–335.

79. Spann, M., Skiera, B. (2009): Sports Forecasting: A Comparison of the Forecast Accuracy of Prediction Markets, Betting Odds and Tipsters, *Journal of Forecasting*, 28(1), 55-72.

80. Hinz, O., Spann, M. (2008): The Impact of Information Diffusion on Bidding Behavior in Secret Reserve Price Auctions, *Information Systems Research*, 19(3), 351-368.

81. Wolk, A., Spann, M. (2008): The Effects of Reference Prices on Bidding Behavior in Interactive Pricing Mechanisms, *Journal of Interactive Marketing*, 22(4), 2-18.

82. Slamka, C., Soukhoroukova, A., Spann, M. (2008): Event Studies in Real- and Play-Money Prediction Markets, *Journal of Prediction Markets*, 2(2), 53-70.

83. Spann, M., Tellis, G.J. (2006): Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions, *Journal of Marketing*, 70(1), 65-78.

84. Spann, M., Skiera, B., Schäfers, B. (2004): Measuring Individual Frictional Costs and Willingness-to-Pay via Name-Your-Own-Price Mechanisms, *Journal of Interactive Marketing*, 18(4), 22-36.

85. Spann, M., Skiera, B. (2003): Internet-Based Virtual Stock Markets for Business Forecasting, *Management Science*, 49(10), 1310-1326.

86. Skiera, B., Spann, M. (1999): The Ability to Compensate for Suboptimal Capacity Decisions by Optimal Pricing Decisions, *European Journal of Operational Research*, 118(3), 450-463.

Refereed Journal Articles (German)

87. Spann, M. (2022): Digital Pricing: Wie digitale Technologien die Preisgestaltung verändern, *Controlling*, 34(Spezialausgabe Sommer), 22-25.

88. Spann, M., Skiera, B. (2020): Dynamische Preisgestaltung in der digitalisierten Welt, *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (zfbf)*, 72(3), 321-342.

89. Molitor, D., Spann, M. (2015): Location-Based Advertising, *Medienwirtschaft – Zeitschrift für Medienmanagement und Kommunikationsökonomie*, 12(4), 40-43.

90. Veit, D., Clemons, E., Benlian, A., Buxmann, P., Hess, T., Kundisch, D., Leimeister, J.M., Loos, P., Spann, M. (2014): Geschäftsmodelle – Eine Forschungsagenda für die Wirtschaftsinformatik, *WIRTSCHAFTSINFORMATIK (WI)*, 56(1), 55-64.

91. Daurer, S., Molitor, D., Spann, M. (2012): Digitalisierung und Konvergenz von Online- und Offline-Welt: Einfluss der mobilen Internetsuche auf das Kaufverhalten, *Zeitschrift für Betriebswirtschaft (ZfB)*, 82(EH4), 3-23.

92. Baum, D., Spann, M. (2011): Experimentelle Forschung im Marketing: Entwicklung und zukünftige Chancen, *Marketing – Zeitschrift für Forschung und Praxis*, 33(3), 179-191.

93. Kim, J.-Y., Natter, M., Spann, M. (2010): Pay-What-You-Want – Praxisrelevanz und Konsumentenverhalten, *Zeitschrift für Betriebswirtschaft (ZfB)*, 80(2), 147-169.

94. Mang, S., Spann, M. (2009): Flexible Produkte, *Die Betriebswirtschaft (DBW)*, 69(5), 640-644.

95. Spann, M., Soukhoroukova, A. (2007): Absatzprognosen in der Medienbranche, *Medienwirtschaft – Zeitschrift für Medienmanagement und Kommunikationsökonomie*, 4(3), 18-29.

96. Soukhoroukova, A., Spann, M. (2006): Informationsmärkte, *WIRTSCHAFTSINFORMATIK (WI)*, 48(1), 61-64.

97. Spann, M., Klein, J., Makhlouf, K., Bernhardt, M. (2005): Interaktive Preismaßnahmen bei Low-Cost-Fluglinien, *Zeitschrift für Betriebswirtschaft (ZfB)*, 75(EH1), 53-77.

98. Skiera, B., Spann, M., Walz, U. (2005): Erlösquellen und Preismodelle für den Business-to-Consumer-Bereich im Internet, *WIRTSCHAFTSINFORMATIK (WI)*, 47(4), 285-293.

99. Spann, M., Skiera, B., Schäfers, B. (2005): Reverse-Pricing-Verfahren und deren Möglichkeiten zur Messung von individuellen Suchkosten und Zahlungsbereitschaften, *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (zfbf)*, 57(2), 107-128.

100. Bernhardt, M., Spann, M., Skiera, B. (2005): Reverse Pricing, *Die Betriebswirtschaft (DBW)*, 65(1), 104-107.

101. Spann, M., Skiera, B. (2004): Einsatzmöglichkeiten virtueller Börsen in der Marktforschung, *Zeitschrift für Betriebswirtschaft (ZfB)*, 74(EH2), 25-48.

102. Spann, M., Zuber, M. (2003): Der Trade-Off zwischen dem Wunsch nach Anonymität und Vertrauen im Internet: Hemmnis für den Electronic Commerce?, *Jahrbuch der Absatz- und Verbrauchsforschung*, 49(2), 185-205.

103. Spann, M., Pfaff, D. (2001): Electronic Bill Presentment and Payment (EBPP), *Die Betriebswirtschaft (DBW)*, 61(4), 509-512.

104. Skiera, B., Spann, M. (2000): Werbeerfolgskontrolle im Internet, *Controlling*, 12(8/9), 417-424.

105. Skiera, B., Spann, M. (1998): Gewinnmaximale zeitliche Preisdifferenzierung für Dienstleistungen, *Zeitschrift für Betriebswirtschaft (ZfB)*, 68(7), 703-717.

Selected Refereed Conference Proceedings

106. Zwingmann, N., Pflanzer, E., Spann, M., Hess, T. (2026): Between the Spark and the System: On the Effects of AI on Ownership and Role Identity in Creative Work, *Proceedings of the 59th Hawaii International Conference on System Sciences (HICSS 2026)*, Maui, Hawaii, USA.

107. Pfaff, A., Spann, M. (2024): Man and Machine: AR-based Vocational Training for Tacit Knowledge Tasks, *Proceedings of the 32nd European Conference on Information Systems (ECIS 2024)*, Paphos, Cyprus.

108. Lill, M., Gallitz, N., Stich, L., Spann, M. (2024): Product Badges and Consumer Decision-Making on Digital Platforms, *Twentieth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2024)*, Lisbon, Portugal.

109. Engel, P., Spann, M., Zubcsek, P.P. (2024): Impact of Weather and Device Type on Retail Investor Trading Behavior, *Proceedings of the 52nd European Marketing Academy Conference (EMAC 2024)*, Bucharest, Romania.

110. Molitor, D., Spann, M. (2024): Customer Responses and Economic Consequences of Data Breach Announcements, *Proceedings of the 52nd European Marketing Academy Conference (EMAC 2024)*, Bucharest, Romania.

111. Molitor, D., Spann, M. (2023): Digital or Physical Neighbor? Peer Effects in Trial and Subscription of Innovative Online Products, *Nineteenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2023)*, Bogotá, Colombia.

112. Engel, P., Pundak, C., Spann, M., Zubcsek, P.P. (2023): The Impact of Environmental Context on Mobile Consumer Investment Decisions, *Proceedings of the 51st European Marketing Academy Conference (EMAC 2023)*, Odense, Denmark.

113. Verenkotte, J., Spann, M. (2023): Why am I seeing this? The Impact of Information-Use Transparency on the Effectiveness of Personalized Advertising, *Proceedings of the 51st European Marketing Academy Conference (EMAC 2023)*, Odense, Denmark.

114. Lill, M., Spann, M. (2022): Influence of Assimilation Effects on Recommender Systems, *Proceedings of the 43rd International Conference on Information Systems (ICIS 2022)*, Copenhagen, Denmark.

115. Molitor, D., Spann, M. (2022): IT Security Breaches, Customer Responses and Economic Consequences, *Eighteenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2022)*, Madrid, Spain.

116. Back, C., Spann, M. (2022): Transparency in Communication: Uncertainty in Expectations and Customer Satisfaction, *Proceedings of the 50th European Marketing Academy Conference (EMAC 2022)*, Budapest, Hungary.

117. Stich, L., Spann, M., Häubl, G. (2022): Product Transparency in Online Selling Mechanisms: Consumer Preference for Mystery Products, *Proceedings of the 50th European Marketing Academy Conference (EMAC 2022)*, Budapest, Hungary.

118. El-Gayar, A., Guhl, D., Stich, L., Spann, M. (2022): Lack of Transparency: Understanding How Consumers Handle Missing Information in Markets with Mystery Products, *Proceedings of the 50th European Marketing Academy Conference (EMAC 2022)*, Budapest, Hungary.

119. Pfaff, A., Spann, M. (2022): Tidy your room! The Impact of Product Evaluation Context on Augmented Reality's Effectiveness in E-Commerce, *Proceedings of the 50th European Marketing Academy Conference (EMAC 2022)*, Budapest, Hungary.

120. Schuster, E., Spann, M. (2022): Charged Less, Paid More - Non-optimal Tariff Choice Decisions in the Electric Vehicle Services Market, *Proceedings of the 30th European Conference on Information Systems (ECIS 2022)*, Timișoara, Romania.

121. Zeithammer, R., Stich, L., Spann, M., Häubl, G. (2021): Risky Consumer Decision Making in Costly Participative Pricing, *Proceedings of the 2021 Association for Consumer Research North American Conference*, Seattle, WA, USA.

122. Molitor, D., Spann, M., Ghose, A., Reichhart, P. (2021): Mobile Push versus Pull Targeting and Geo-Conquesting, *Seventeenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR 2021)*, online.

123. Rußell, R., Stich, L., Berger, B., Spann, M., Hess, T. (2020): Consumer Response to Digital Paywall Configurations: Choice vs. Quantity Restrictions, *Proceedings of the 41st International Conference on Information Systems (ICIS 2020)*.

124. Molitor, D., Spann, M., Ghose, A., Reichhart, P. (2019): Location-Based Mobile Targeting: Push or Pull?, *Workshop on Information Systems and Economics (WISE 2019)*, Munich, Germany.

125. Molitor, D., Zubcsek, P.P., Spann, M., Reichhart, P. (2019): The Interplay of Retargeting and Location Revisits in Location-Based Advertising, *Proceedings of the 40th International Conference on Information Systems (ICIS 2019)*, Munich, Germany.

126. Papies, D., Wlömert, N., Clement, M., Spann, M. (2019): How Access-Based Media Consumption Affects Marketing Elasticities, *Proceedings of the 48th European Marketing Academy Conference (EMAC 2019)*, Hamburg, Germany.

127. Stich, L., Ungemach, C., Fuchs, C., Spann, M. (2019): The Effect of Disclosing Labor Cost on Consumer Preference, *Proceedings of the 48th European Marketing Academy Conference (EMAC 2019)*, Hamburg, Germany.

128. Stich, L., Spann, M., Häubl, G. (2018): Product Transparency in Online Selling Mechanisms: Consumer Preference for Opaque Products, *Proceedings of the 2018 Association for Consumer Research North American Conference*, Dallas, TX, USA.

129. Molitor, D., Spann, M., Reichhart, P., Ghose, A. (2018): Measuring The Effectiveness of Location-Based Mobile Push vs. Pull Targeting, *Proceedings of the 39th International Conference on Information Systems (ICIS 2018)*, San Francisco, CA, USA.

130. Darvasi, G., Spann, M. (2018): The Effect of Joint Consumption on Mobile Coupon Redemptions: A Field Experiment, *Proceedings of the 26th European Conference on Information Systems (ECIS 2018)*, Portsmouth, UK.

131. Kakatkar, C., de Groote, J.K., Füller, J., Spann, M. (2018): The DNA of Winning Ideas: A Network Perspective of Success in New Product Development, *Academy of Management 2018 Annual Conference*, Chicago, IL, USA.

132. Zab, K., Skiera, B., Spann, M. (2018): Social Value of Bidders in Auctions, *Proceedings of the 47th European Marketing Academy Conference (EMAC 2018)*, Glasgow, UK.

133. Fölting, J., Daurer, S., Spann, M. (2017): Consumer Preferences for Product Information Apps, *Proceedings of the 13th International Conference on Wirtschaftsinformatik*, St. Gallen, Switzerland.

134. Molitor, D., Reichhart, P., Spann, M. (2016): Location-Based Advertising and Contextual Mobile Targeting, *Proceedings of the International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland.

135. Lachner, F., Naegelein, P., Kowalski, R., Butz, A., Spann, M. (2016): Quantified UX: Towards a Common Organizational Understanding of User Experience, *NordiCHI 2016*, Gothenburg, Sweden, Paper 181.

136. Zeithammer, R., Spann, M., Häubl, G., Stich, L. (2015): Paying for a Chance to Save Money: Participation Fees in Name-Your-Own-Price Selling, *Proceedings of the 2015 Association for Consumer Research North American Conference*, New Orleans, LA, USA.

137. Houston, M.B., Hennig-Thurau, T., Knapp, A.-K., Spann, M. (2014): Conceptualizing New Product Buzz, *Proceedings of the 2014 Association for Consumer Research North American Conference*, Baltimore, MD, USA.

138. Heusler, A., Spann, M. (2014): Knowledge Stock Exchanges: A Co-opetitive Crowdsourcing Mechanism for E-Learning, *Proceedings of the 22nd European Conference on Information Systems (ECIS 2014)*, Tel Aviv, Israel.

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140. Baum, D., Spann, M., Füller, J., Pedit, T. (2013): Social Media Campaigns for New Product Introductions, *Proceedings of the 21st European Conference on Information Systems (ECIS 2013)*, Utrecht, Netherlands.

141. Daurer, S., Molitor, D., Spann, M. (2012): Measuring Individual Search Costs on the Mobile Internet, *Proceedings of the 20th European Conference on Information Systems (ECIS 2012)*, Barcelona, Spain.

142. Hinz, O., Spann, M., Hann, I.-H. (2010): Prestige Goods and Social Status in Virtual Worlds, *Proceedings of the 31st International Conference on Information Systems (ICIS 2010)*, St. Louis, MO, USA.

143. Spann, M., Hinz, O., Hann, I.-H., Skiera, B. (2010): Decision Making in Virtual Worlds: An Experimental Test of Altruism, Fairness, and Presence, *Proceedings of the 18th European Conference on Information Systems (ECIS 2010)*, Pretoria, South Africa.

144. Hinz, O., Spann, M. (2010): Measuring Frictional Costs in E-Commerce – The Case of Name-Your-Own-Price Auctions, *Proceedings of the 18th European Conference on Information Systems (ECIS 2010)*, Pretoria, South Africa.

145. Mang, S., Spann, M., Post, D. (2009): Implementierung eines Interactive-Price-Response-Systems bei einer Low-Cost-Airline, *Proceedings of the 9th Internationale Tagung Wirtschaftsinformatik 2009*, Vienna, Austria.

Practitioner and Transfer Publications

146. Spann, M. (2021): Effektivität standortbezogener Werbung im digitalen Marketing, *Schmalenbach IMPULSE*, 1(1), 1-3.

147. Kretschmer, T., Spann, M., Neuburger, R. (2018): Künstliche Intelligenz — ein wichtiges Querschnittsthema in der betriebswirtschaftlichen Forschung und Lehre, *Handelsblatt*, Beilage Digitalgipfel 2018, 10.

148. Spann, M., Molitor, D., Daurer, S. (2016): Tell me where you are and I tell you what you want: Using location data to improve marketing decisions, *GfK Marketing Intelligence Review*, 8(2), 30-37.

149. Spann, M. (2015): Zahle, wer will, *Harvard Business Manager*, 10/2015, 14-15.

150. Spann, M., Daurer, S., Molitor, D. (2013): Einkauf durch mobile Suche im Internet, *WIRTSCHAFTSSTUDIUM*, 2/13, 220-226.

151. Spann, M. (2013): Interview mit Dr. Jörg Lübcke: Digitalisierung der Geschäftsmodelle in der Medienindustrie, *WIRTSCHAFTSINFORMATIK (WI)*, 55(3), 197-199.

152. Dahan, E., Soukhoroukova, A., Spann, M. (2011): Preference Markets in New Product Development, *GfK Marketing Intelligence Review*, 3(2), 16-25.

153. Reichhart, P., Spann, M. (2011): Mobile Couponing, *Mobile Kompass*, 2011/2012, 130-132.

154. Spann, M., Mang, S. (2008): Flexible Produkte – dem Kunden die Katze im Sack verkaufen?, *Niederbayerische Wirtschaft*, Juli 2008, 12-13.

155. Skiera, B., Spann, M., Soukhoroukova, A., Kepper, C. (2004): Virtuelle Börsen im Marketing: Wie Erkenntnisse aus der Finanzmarktforschung Marketingprobleme lösen können, *Forschung Frankfurt*, Nr. 3-4/2004, 53-55.

156. Spann, M., Bernhardt, M. (2004): Reverse Pricing als innovatives Preisinstrument im Online-Vertrieb: Chancen für hessische KMUs, *IT-News*, Hessisches Ministerium für Wirtschaft, Verkehr und Landesentwicklung, Nr. 3/2004, 9.

157. Spann, M., Skiera, B. (2003): Taking Stock of Virtual Markets: How can Internet-Based Virtual Stock Markets be Applied for Business Forecasting and Other Forecasting Issues?, *OR/MS Today*, 30(5), 20-24 (cover article).

158. Skiera, B., Spann, M. (2002): Preise werden aufgebohrt. Preisgestaltung im Internet, *Cybiz*, Nr. 10/2002, 26-28.

Books and Book Chapters

159. Spann, M. (2002): Virtuelle Börsen als Instrument zur Marktforschung, Deutscher Universitäts-Verlag, Wiesbaden (Doctoral Thesis).

160. Luckner, S., Schröder, J., Slamka, C., Franke, M., Geyer-Schulz, A., Skiera, B., Spann, M., Weinhardt, C. (2012): Prediction Markets - Fundamentals, Designs, and Applications, Gabler Verlag, Wiesbaden.

161. Spann, M., Stich, L. (2024): Name-Your-Own-Price, in: Hinterhuber, A. (Ed.), Edward Elgar Encyclopedia of Pricing, 138-139.

162. Spann, M., Stich, L. (2024): Pay-What-You-Want, in: Hinterhuber, A. (Ed.), Edward Elgar Encyclopedia of Pricing, 166-167.

163. Stich, L., Spann, M. (2024): Buyer Behavior in Pay-What-You-Want Pricing, in: Chezy Ofir (Ed.), New Directions in Behavioral Pricing, World Scientific Publishing Company, 117-141.

164. Skiera, B., Spann, M. (2011): Using Prediction Markets in New Product Development, in: Vaughan Williams, L. (Ed.), Prediction Markets: Theory and Applications, Routledge, London, 75-86.

165. Geyer-Schulz, A., Kratzer, F., Luckner, S., Schröder, J., Seifert, S., Skiera, B., Slamka, C., Spann, M., Weinhardt, C. (2010): Prognosemärkte als Managementinstrument beim Dienstleistungsexport, in: Krcmar, H., Böhmann, T., Sarkar, R. (Eds.), Export und Internationalisierung wissensintensiver Dienstleistungen, Josef Eul Verlag, 304-327.

166. Spann, M. (2007): Interactive Pricing, in: Bauer, H.H., Große-Leege, D., Rösger, J. (Eds.), Interactive Marketing im Web 2.0+, Vahlen, München, 151-164.

167. Spann, M., Mang, S. (2007): Versioning, in: Albers, S., Herrmann, A. (Eds.), Handbuch Produktmanagement (3rd Edition), Gabler, Wiesbaden, 681-698.

168. Spann, M., Soukhoroukova, A., Skiera, B. (2007): Prognose von Marktentwicklungen anhand virtueller Börsen, in: Herrmann, A., Homburg, C. (Eds.), Handbuch Marktforschung: Methoden – Anwendungen – Praxisbeispiele (3rd Edition), Gabler, Wiesbaden, 791-809.

169. Spann, M. (2005): Analyse des Gebotsverhaltens im Reverse Pricing, in: Diller, H. (Ed.), Pricing-Forschung in Deutschland, GIM-Verlag, Nürnberg, 199-212.

170. Skiera, B., Spann, M. (2004): Opportunities of Virtual Stock Markets to Support New Product Development, in: Albers, S. (Ed.), Cross-functional Innovation Management, Gabler, Wiesbaden, 227-242.

171. Skiera, B., Spann, M. (2004): Gestaltung von Auktionen, in: Backhaus, K., Voeth, M. (Eds.), Handbuch Industriegütermarketing, Gabler, Wiesbaden, 1039-1056.

172. Ernst, H., Soll, J.H., Spann, M. (2004): Möglichkeiten der Lead-User-Identifikation in Online-Medien in: Herstatt, C., Sander, J. (Eds.) Innovationen mit virtuellen Communities realisieren, Gabler, Wiesbaden, 121-140.

173. Skiera, B., Spann, M. (2003), Auktionen, in: Diller, H., Herrmann, A. (Eds.), Handbuch Preismanagement, Gabler, Wiesbaden, 623-641.

174. Skiera, B., Spann, M. (2002), Preisdifferenzierung im Internet, in: Schögel, M., Tomczak, T., Belz, C. (Eds.), Roadmap to E-Business - Wie Unternehmen das Internet erfolgreich nutzen, Thexis, St. Gallen, 270-284.

175. Skiera, B., Spann, M., Schultheiß, M. (2001): Messung der Werbewirkung im Internet, in: Albers, S. et al. (Eds.), Marketing mit Interaktiven Medien. Strategien zum Markterfolg, F.A.Z.-Institut, 223-236.

176. Skiera, B., Spann, M. (2000): Flexible Preisgestaltung im Electronic Business, in: Weiber, R. (Ed.): Handbuch Electronic Business, Gabler, Wiesbaden, 539-557.

Editorials and Commentaries

177. Gedenk, K., Spann, M. (2015): Special Section Editorial – New Developments in Measurable Marketing, *Schmalenbach Business Review (sbr)*, 67(1), 4-5.

178. Spann, M., Hinz, O., Ramachandran, V. (2013): Wirtschaftsinformatik und Marketing, *WIRTSCHAFTSINFORMATIK (WI)*, 55(3), 119-120.

179. Spann, M., Herrmann, A., Sprott, D. (2010): Pricing in Electronic Markets and Networks, Focus Theme Section of *Electronic Markets*, 20(2), 83-84.

180. Spann, M. (2010): Synergien zwischen gestaltungsorientierter und verhaltensorientierter Wirtschaftsinformatik, *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (zfbf)*, 62(6), 677-679.

Presentations and Invited Talks

Invited Presentations

2026	Goethe-University Frankfurt/Main
2025	Corvinus University of Budapest
2024	University of New South Wales
2023	Fordham University
2020	University of Bremen
2019	WU Wien; Karlsruhe Institute of Technology; Tel Aviv University; University of Zurich
2018	Fordham University; University of Tübingen; Goethe-University Frankfurt/Main
2017	University of Cologne
2016	Heinrich-Heine-University Düsseldorf; University of Hamburg; University of Vienna; University of Passau
2015	European Commission (Brussels); American Marketing Association (AMA, Chicago); Technical University of Munich; University of Hamburg
2014	Kühne Logistics University; University of Cologne; Erasmus University Rotterdam
2013	Massey University; University of New South Wales; University of Technology Sydney (UTS); University of St. Gallen (HSG); Kühne Logistics University
2012	University of Cambridge (Judge Business School); The Wharton School, University of Pennsylvania
2010	University of Michigan (Ross School of Business)
2009	Johannes Kepler University Linz; Goethe-University Frankfurt/Main; UCLA (Anderson School of Management); University of Alberta
2008	Grenoble Ecole de Management; University of Groningen
2007	WHU – Otto Beisheim School of Management; Technical University of Munich; University of Maryland; Penn State University; University of Cologne
2006	University of Passau; Strategic Pricing Conference (Barcelona); University of Maastricht
2005	University of Freiburg; Tilburg University; Erasmus University Rotterdam; Rutgers University
2004	Humboldt University Berlin; Bauhaus University Weimar; University of Würzburg
2003	Stanford Graduate School of Business; Erich Gutenberg Conference (Cologne)

Conference Presentations (Selected)

INFORMS Marketing Science Conference	1998, 1999, 2000, 2001, 2002 [2x], 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2018, 2019, 2023
European Marketing Academy Conference (EMAC)	2001, 2002, 2004, 2006, 2022, 2024
CRC Rationality and Competition Retreat	2018, 2019, 2021, 2023 [2x], 2024, 2025
Annual Meeting Scientific Committee on Marketing (VHB)	2005, 2011, 2013, 2016, 2025
Workshop on Information Systems and Economics (WISE)	2008, 2019
Committee on Business Theory and Policy (VfS)	2019, 2025
International Conference on Information Systems (ICIS)	2019
IS Design and Economic Behavior (ISDEB) Workshop	2017
LMU Open Access Days	2016
Winter and Summer AMA Educators' Conference	2004, 2015, 2016
Symposium Statistical Challenges in eCommerce Research	2013
International Conference on Operations Research (OR)	2014

Editorial Leadership and Professional Service

Associate Editor Roles

- International Journal of Research in Marketing (IJRM), 2021–present
- Journal of Product Innovation Management (JPIM), 2019–2021
- Schmalenbach Journal of Business Research (SBUR), 2012–2025

Editorial Board Memberships

- Marketing Science (MKSC), International Journal of Research in Marketing (IJRM), Journal of Interactive Marketing, Journal of the Association for Information Systems (JAIS), Journal of Prediction Markets, Electronic Markets (EM; including Guest Editor role)
- Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (zfbf), Schmalenbach Business Review (sbr), Business & Information Systems Engineering (BISE), Review of Managerial Science, Business Research (BuR)

Refereeing Activities

- Reviewer for National Science Foundation (NSF), Swiss National Science Foundation (SNSF), German Research Foundation (DFG), German Academic Exchange Service (DAAD), Austrian Science Fund (FWF), Israel Science Foundation (ISF), Economic & Social Research Council (ESRC)
- Ad hoc Reviewer for Journal of Marketing (JM), Journal of Marketing Research (JMR), Marketing Science, Management Science, Information Systems Research (ISR), MIS Quarterly, Journal of Consumer Research (JCR), Journal of Product Innovation Management (JPIM), International Journal of Research in Marketing (IJRM), American Economic Review (AER), Strategic Management Journal (SMJ), Journal of the Academy of Marketing Science (JAMS), Journal of Interactive Marketing, Journal of Retailing, Journal of Service Research (JSR), Marketing Letters, Decision Support Systems, Journal of Economic Behavior & Organization, Journal of the Association for Information Systems, Interfaces, ACM Transactions on the Web, Zeitschrift für Betriebswirtschaft (ZfB), Zeitschrift für betriebswirtschaftliche Forschung (zfbf), Schmalenbach Business Review (sbr), Business Research, Marketing ZFP, Die Betriebswirtschaft (DBW), R&D Management, Die Unternehmung, Review of Managerial Science, Journal für Betriebswirtschaft (JfB), Medienwirtschaft, IEEE Transactions on Engineering Management, International Journal on Media Management, Information Sciences, Journal of Electronic Commerce Research (JECR), Group Decision and Negotiation, Electronic Commerce Research and Applications (ECRA), Electronic Markets (EM), Southern Economic Journal, Applied Economics, Journal of Macromarketing, The DATA BASE for Advances in Information Systems, AMA Winter Educators' Conference, Economica, International Conference on Information Systems (ICIS), European Conference on Information Systems (ECIS), Konferenz Wirtschaftsinformatik (WI)

Conference Leadership

- Member of Program Committee/Track Chair: Track "Digital Marketing" at the European Marketing Academy Conference (EMAC) 2017, Track "E-Business and E-Government" at the International Conference on Information Systems (ICIS) 2015, Track "IS in Services" at the Conference "Wirtschaftsinformatik 2011" in Zürich, "Wirtschaftsinformatik 2009" in Vienna, VHB-Pfingsttagung 2010, Bremen; "Second Workshop on Prediction Markets", 2007, San Diego, California; Track Chair "Prediction Markets", WeB 2008, Seventh Workshop on E-Business, Paris; IEEE Conference on Commerce and Enterprise Computing (CEC'09), TU Vienna
- Co-Organization of the Invitational European Pricing Symposium (with Oded Koenigsberg and Marco Bertini): 1) London Business School, Oct 13th–14th, 2017; 2) LMU Munich, Sept 6th–7th, 2018; 3) ESADE Barcelona, Oct 11th–12th, 2019; 4) London Business School, Nov 10th–11th, 2023; 5) LMU Munich, Sep 12th–13th, 2024; 6) ESADE Barcelona, Sep 25th–26th, 2025; 7) London Business School, Sep 4th–5th, 2026

Teaching and Doctoral Supervision

Doctoral Supervision

Primary Supervision	26 completed doctoral dissertations (22 at Ludwig-Maximilians-Universität München; 4 at the University of Passau), 5 current doctoral students
Selected Academic Placements	University of Würzburg; Fordham University (NYC); DHBW Ravensburg

Ludwig-Maximilians-Universität München (Munich, Germany)

Bachelor-Level Lectures and Seminars

Electronic Commerce	Lecture (every Summer since 2010)
Business Information Systems	Lecture (Summer 2012, 2014; biennially in Winter since 2016)
Digital Firm	Lecture (Winter 2011, 2012, 2014, 2015; biennially in Summer since 2017)
Organizational Economics	Lecture (Summer 2011)
Bachelor Seminar	Every semester; topics include Mobile Commerce, Social Commerce, Artificial Intelligence, Privacy and Data Protection in E-Commerce

Master & PhD-Level Lectures and Seminars

Digital Markets	Lecture, MSc Business Administration & MSc Management and Digital Technologies (every Winter since 2010)
Data Analytics	Hands-on Empirical Master-Level Seminar (every Summer since 2015)
New Products	Lecture, MSc Business Administration (2011, 2014–2016, 2018, 2020)
Project Courses	MSc programs; industry-based scientific team projects in e-commerce and digital marketing (every Summer)
Innovation & Information Mgmt.	Lecture, MSc (Winter 2010)
E-Commerce	Lecture, European Triple Degree in Management (Winter 2010–2023)
Empirical Methods in Information Systems Research	PhD module (Winter 2011, 2014, 2016, 2018, 2020, 2021, 2024, 2025)
Funding & Projects	PhD module (Winter 2012, Summer 2014, Winter 2015)

University of Passau (Passau, Germany)

Bachelor-Level Courses	Introduction to Marketing; International Marketing; Marketing Management (incl. MARKSTRAT simulation)
Master-Level Courses	Product and Innovation Management; Price Management; Electronic Commerce; Market Research; Master Seminars (Behavioral Pricing, Product Management, Online Marketing, Social Network Analysis)
PhD-Level Courses	Empirical and Experimental Methods; Scientific Publishing
Executive Teaching	Product and Customer Management

Additional International Teaching

Bocconi University (Milan)	International Marketing Analysis & Research, Bachelor-Level
University of Hamburg	Impact of Social Networks on Consumer Behavior & Marketing, PhD-Level
Corvinus University (Budapest)	Marketing Research I; Marketing Research II
Academy of Economics (Svishtov)	Methods of Empirical Research, PhD-Level
Goethe-University (Frankfurt/M.)	Online Pricing (Master-Level); Reverse Pricing (PhD-Level); Master seminars on Prediction Markets, Dynamic Pricing, Econometric Methods, Personalization, B2B/B2C Marketplaces; MARKSTRAT simulation
Haniel Management School	Marketing in the Digital Age (Executive-Level module)

Media Coverage and Public Engagement (Selection)

ARD • Bayerischer Rundfunk (BR) • Hessischer Rundfunk (HR) • Norddeutscher Rundfunk (NDR) • n-tv • ProSieben • RTL • 3sat • SRF Schweizer Radio und Fernsehen • Südwestrundfunk (SWR) • Zweites Deutsches Fernsehen (ZDF) • Absatzwirtschaft • Associated Press (AP) • Business Insider • Capital • Der Spiegel • Deutsche Presse-Agentur (dpa) • Frankfurter Allgemeine Zeitung (FAZ) • Frankfurter Allgemeine Sonntagszeitung (FAS) • Frankfurter Rundschau • Lebensmittel Zeitung • Münchner Merkur • Neue Zürcher Zeitung (NZZ) • Passauer Neue Presse • Stern • Süddeutsche Zeitung • Welt am Sonntag • Die Welt • WirtschaftsWoche • The Atlantic • The New York Times • UCLA Anderson Review

Professional Leadership and Advisory Roles

05/2010 – 12/2021	**Member, Digital Advisory Board** TAKKT AG (B2B Omnichannel Retailer), Stuttgart, Germany
04/2011 – present	**Board Member** Internet Business Cluster (IBC) e.V., Munich, Germany
10/2016 – present	**Member, Expert Network** Consumer Research, German Federal Ministry of Justice and Consumer Protection
2005 – present	**Advisor and Expert Witness** Advisory work and expert testimony in digital markets, pricing, and consumer behavior