

# CURRICULUM VITAE OF DR. ALEXANDER EDELING

Status: April 2023

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## PERSONAL INFORMATION

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## ACADEMIC POSITIONS

Since October 2021	Associate Professor of Marketing KU Leuven
2016 – current	Postdoctoral researcher (“Habilitation” as “Akademischer Rat”, comparable to Assistant Professor in the Anglo-American system), Chair in Marketing Science and Analytics (Prof. Dr. Marc Fischer) University of Cologne
2019	Visiting researcher at Boston University from September – December (supported by research grant from the German Academic Exchange Service) (host: Professor Dr. Shuba Srinivasan)
2011 – 2016	Research assistant Chair in Marketing Science and Analytics (Prof. Dr. Marc Fischer) University of Cologne
2010	Student Assistant Institute of Sport Economics and Sport Management (Prof. Dr. Christoph Breuer) German Sport University, Cologne Participation in a project for the German Federal Ministry of Finance on the financial effects of sport in Germany

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## EDUCATION

2011 – 2016	Ph.D. in Marketing (summa cum laude) University of Cologne, Committee: Marc Fischer (supervisor), Werner Reinartz, Hernan Bruno
2004 – 2010	Diploma Studies in Business Administration University of Mannheim, • Degree: Diplom-Kaufmann (equivalent to Master; grade: 1.5) • Majors: Marketing, Accounting, Intercultural Studies
2007 – 2008	Grenoble Ecole de Management, France Erasmus exchange program
1994 – 2003	Gymnasium Essen-Werden, Abitur
2000 – 2001	High school year in Melbourne, Australia

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## WORK EXPERIENCE OUTSIDE ACADEMIA

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2010 – 2011	Vodafone GmbH, Düsseldorf Trainee in the customer operations division
2009	BMW Financial Services GmbH, München Intern in the regional staff Europe
2009	komm.passion GmbH, Berlin Student consultant
2008	Homburg und Partner GmbH, Mannheim Intern and working student in the chemicals and automotive teams
2006 – 2007	Engelhorn Sports GmbH, Mannheim Sales assistant
2005	RAG AG (today: Evonik Industries), Essen Intern in the group controlling
2003 – 2004	Military Service (Fernmeldebataillon 820), Düsseldorf

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### **RESEARCH INTERESTS**

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My research focuses on solving managerially relevant strategic problems by applying quantitative marketing analytics methods. Areas of expertise:

- Marketing performance management
- Digitization
- Influencer Marketing and Sponsorship
- Pricing
- Econometric modeling, empirical generalizations (meta-analysis)

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### **RESEARCH AWARDS**

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2023	Finalist for the 2023 Sheth Foundation / <i>Journal of Marketing</i> Award Finalist for the 2022 IJRM Best Paper Award, <i>International Journal of Research in Marketing</i> Winner of the 2023 AMA Winter Conference Best in Consumer Behavior Track Award
2022	Finalist for the 2021 IJRM Best Paper Award, <i>International Journal of Research in Marketing</i>
2019	Finalist for the VHB Best Paper Award (Winner of the Marketing Section)
2017	Finalist for the 2017 EMAC / Sheth Doctoral Dissertation Competition Finalist for the 2017 Paul E. Green Award, <i>Journal of Marketing Research</i> Winner of the 2017 University of Mannheim's Institute for Market-Oriented Management Dissertation Award
2016	Winner of the 2016 Horizont Foundation Dissertation Award Finalist for the 2016 DMV (Deutscher Marketing Verband) Science Award

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### **TEACHING AWARDS**

2022	Best Teacher Recognition of the Faculty of Economics and Business of KU Leuven
2019	Junior Teaching Award of the WiSo Faculty of the University of Cologne

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### **THIRD-PARTY RESEARCH FUNDING**

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2020	Incubator grant for the third-mission project <i>eDOcation</i> by the <i>Stifterverband</i> within the initiative <i>Wirkung hoch 100</i> ( <a href="http://www.stifterverband.org/wirkunghoch100/projekte">www.stifterverband.org/wirkunghoch100/projekte</a> )
2019	DAAD scholarship for a research visit at Boston University in the fall semester 2019/2020
2018	Third-party funding by a multinational pharmaceutical company
2014	Third-party funding by a multinational health-care company

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## **PUBLICATIONS**

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### *Articles in refereed journals*

- Schöndeling, Andrea, Alexa Burmester, Alexander Edeling, André Marchand, and Michel Clement, (2023), “Marvelous Advertising Returns? A Meta-Analysis of Advertising Elasticities in the Entertainment Industry”, *Journal of the Academy of Marketing Science*, forthcoming.
- Wies, Simone, Alexander Bleier, and Alexander Edeling (2023), “Finding Goldilocks Influencers: How Follower Count Drives Social Media Engagement”, *Journal of Marketing*, 87 (3), 383-405..  
 Featured in: *Horizont* (November 30, 2022)  
*UpNext Podcast* (December 29, 2022)
- Karagür, Zeynep, Jan-Michael Becker, Kristina Klein, and Alexander Edeling (2021), “How, Why, and When Disclosure Matters for Influencer Marketing”, *International Journal of Research in Marketing*, 39 (2), 313-335 [featured in the *UpNext Podcast* (November 3, 2022)].
- Edeling, Alexander, Shuba Srinivasan, and Dominique Hanssens (2021), “The Marketing-Finance Interface: A New Integrative Review of Metrics, Methods, and Findings and an Agenda for Future Research”, *International Journal of Research in Marketing*, 38 (4), 857-876 (Finalist of the 2022 *International Journal of Research in Marketing* Best Paper Award].
- Edeling, Alexander and Alexander Himme (2018), “When Does Market Share Matter? New Empirical Generalizations from a Meta-Analysis of the Market Share-Performance Relationship,” *Journal of Marketing*, 82 (3), 1-24. [Winner of the 2019 Best Paper Award of the Marketing Section of the VHB].  
 Featured in: *Journal of Marketing* Scholarly Insights  
 Twitter tweet by @HermannSimon (April 22, 2018)  
*Impulse.de* (September 5, 2018)  
*WirtschaftsWoche* (September 14, 2018)  
*The European* (September issue, 2018)  
*Horizont* (October 4, 2018)  
*NZZ am Sonntag* (October 7, 2018)
- Edeling, Alexander, Stefan Hattula, and Torsten Bornemann (2017), “Over, Out, But Present: Recalling Former Sponsorships,” *European Journal of Marketing*, 51 (7/8), 1286-1307.
- Edeling, Alexander and Marc Fischer (2016), “Marketing’s Impact on Firm Value – Generalizations from a Meta-Analysis,” *Journal of Marketing Research*, 53 (4), 515-534 [Finalist for the 2017 Paul E. Green Award; featured in *forbes.com* (April 25, 2018)].

### *Refereed MSI Research Reports*

Edeling, Alexander and Marc Fischer (2014), "Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis," *MSI Report Series No. 14-107*, Marketing Science Institute, Cambridge: MA.

### ***Monographs***

Edeling, Alexander (2016), *Essays on Strategic Marketing Behavior and Its Financial Performance Implications*, Dissertation, University of Cologne.

### ***Invited articles in transfer journals***

Edeling, Alexander and Alexander Himme (2019), "The Market Share is not a central KPI Any More," *Changement*, January/February, 28-31.

Edeling, Alexander and Marc Fischer (2017), "The Impact of Marketing on Enterprise Value," *transfer Werbeforschung & Praxis*, 63 (3), 18-24.

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## **SCIENTIFIC PRESENTATIONS**

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2022

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"When Is Competition Really Healthy? Analyzing the Impact of the Firm's Competitive Position on Unethical Firm Behavior," 4<sup>th</sup> YES Conference, Groningen, August 29-30.

"The Echo of Medical Communication: Drivers and Stock Market Implications of Coverage of Scientific Articles in Social and News Media," 7<sup>th</sup> Marketing Strategy Meets Wall Street Conference, Chicago, August 11-12.

"How Indegree Drives Social Media Engagement," 5<sup>th</sup> Brand Camp by the University of Innsbruck, Obergurgl, March 31-April 2.

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2021

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"How Indegree Drives Social Media Engagement," Research Seminar at TUM (digital), December 20.

"How Indegree Drives Social Media Engagement," Research Seminar at WU Wien, November 11.

"Influencer Follower Count and Social Media Engagement," 50<sup>th</sup> EMAC Conference (digital), May 25-28.

"Service Failure in the Public Transportation Industry: Modeling its Impact on Sales," AMA Winter Conference (digital), February 17-19.

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2020

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"Evolution of Research on the Marketing-Finance Interface", New Ideas in Marketing Online Seminar Series, October 16.

"Market Share and Financial Firm Performance: New Empirical Generalizations and the Impact of Digitization," Digital Research Seminar at KU Leuven, October 5.

"Market Share and Financial Firm Performance: New Empirical Generalizations and the Impact of Digitization," Digital Research Seminar at Mannheim University, September 2.

"Conceptualizing, Measuring, and Explaining Consumers' Perceptions of Price Inflation," Research Seminar at Ruhr University Bochum, March 4.

"Evolution of the Marketing-Finance Interface: New Metrics, Methods, Findings, and Research Directions," AMA Winter Conference, San Diego, February 14-16.

"Digital Transformation and Marketing Performance Measurement – How the “Old” Market Share-Performance Relationship Does Not Hold Any More,” AMA Winter Conference, San Diego, February 14–16.

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2019

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“Disclosure of Pricing Information in Earnings Calls: A Text Mining Approach,” Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, December 12-13.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar at Northeastern University, October 31.

“Disclosure of Pricing Information in Earnings Calls: Frequency of Occurrence and Impact on Firm Value,” Research Seminar at Boston University, October 2.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar at Tilburg University, August 28.

“Marketing and Firm Value 2.0: New Metrics, Methods, Findings, and Future Research Directions,” 6<sup>th</sup> Marketing Strategy Meets Wall Street Conference, INSEAD, Fontainebleau, June 17 – 18.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar Series at the Kühne Logistics University Hamburg, March 13.

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2018

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“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar at Mannheim University, November 15.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” Research Seminar at Technical University Munich, September 25.

“Service Failure in the Public Transportation Industry: Modeling its Impact on Sales,” 49<sup>th</sup> yearly Conference of the Marketing Section of the German Academic Association for Business Research, Karlsruhe, January 24 – 25.

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2017

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“Do Layoffs Hurt a Firm’s Brand? An Event Study with Consumer Mindset Metrics,” Research Seminar Series at the University of Münster, October 9.

“Service Failure in the Transportation Industry: Modeling its Impact on Sales,” 20<sup>th</sup> Annual Meeting Quantitative Marketing, Cologne, September 16 – 18.

“Disclosures of Pricing Information in Earnings Calls – An Empirical Investigation,” 40<sup>th</sup> Marketing Science Conference, Philadelphia, June 13 – 16.

“Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis,” JAMS Thought Leaders’ Conference on Generalizations in Marketing: Systematic Reviews and Meta-Analyses, Oslo, June 3 – 5.

“Service Failure in the Transportation Industry: Modeling its Impact on Sales,” 8<sup>th</sup> Theory and Practice in Marketing (TPM) Conference, Los Angeles, May 16 – 18.

“Curated Shopping – A New Trend in E-Commerce,” Research Workshop at FU Berlin, February 6.

„Essays on Strategic Marketing Behavior and Its Financial Performance Implications,” EMAC / Sheth Foundation Doctoral Dissertation Competition, 46<sup>th</sup> EMAC Conference, Groningen, May 25.

“Decision Methods For Marketing Budget Allocation Across Products: Insights from Actual Firm Behavior,” 47<sup>th</sup> yearly Conference of the Marketing Section of the German Academic Association for Business Research, Cologne, January 26 – 27.

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2016

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“Budget Allocation Decision Methods: Inferences from Actual Firm Behavior,” 1<sup>st</sup> EMAC Junior Faculty & Doctoral Student Research Camp, Vienna, September 1 – 2.

“Budget Allocation Decision Methods: Inferences from Actual Firm Behavior,” Marketing Science Conference, Shanghai, June 16– 18.

“Does Market Share Matter? Insights from 40 Years of Empirical Research,” 45<sup>th</sup> EMAC Conference, Oslo, May 24 – 27.

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2015

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“Budget Allocation Decision Rules: Insights from Actual Firm Behavior,” 18<sup>th</sup> World Marketing Congress, Bari, July 15 – 18.

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2014

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“Memory Effects of Past Sponsorships,” 43<sup>th</sup> EMAC Conference, Valencia, June 3 – 6.

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2013

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“Marketing’s Impact on Firm Value – Generalizations from a Meta-Analysis,” 15<sup>th</sup> Annual Meeting Quantitative Marketing, Cologne, September 22 – 24.

“Marketing’s Impact on Firm Value – Generalizations from a Meta-Analysis,” 35<sup>th</sup> Marketing Science Conference, Istanbul, June 11 – 13.

“Marketing’s Impact on Firm Value – Generalizations from a Meta-Analysis,” Marketing Strategy Meets Wall Street Conference, Frankfurt, June 7 – 9.

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2010

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“How former sponsorship engagements still affect today’s purchase decisions,” 7<sup>th</sup> German Sport Economics Congress, Cologne, November 19.

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## **COMPANY PRESENTATIONS AND WORKSHOPS**

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“Mega oder Nano? Der Influencer Marketing Sweetspot liegt dazwischen,” influenceME, Virtual Presentation, March 9, 2023.

“Market Leadership and Financial Firm Performance: Does It Make Sense to Focus on Market Share in the Age of Digitization?” Siemens Summer School, Virtual Presentation, August 13, 2020.

“Allocation of Scarce Resources is About the Evaluation of Trade-Offs: A Decision Support Model for Product Budget Allocation Across a Product Portfolio,” Boehringer-Ingelheim, Ingelheim, January 23, 2018.

“Customer vs. Brand: Why Customer-Oriented Firms Are More Successful in the Long-Run,” ServiceRating Workshop on customer orientation, Cologne, September 20, 2017.

“Business Intelligence for Business-to-Business Firms,” Siemens FEP Conference 2017, Munich, May 23, 2017.

„Empirical Generalizations on the Marketing-Finance Interface,” 19<sup>th</sup> Doctoral Colloquium at Simon-Kucher & Partners, Bonn, June 25 – 26.

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## **AD HOC REVIEWING ACTIVITY**

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*Journal of Marketing*  
*Journal of Marketing Research*  
*Journal of Consumer Research*  
*International Journal of Research in Marketing*  
*Journal of the Academy of Marketing Science*  
*Journal of Business Research*  
*European Journal of Marketing*  
*Die Betriebswirtschaft*  
*Marketing ZFP*  
EMAC Conference 2015 – 2022

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### **PROFESSIONAL AFFILIATIONS**

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Institute for Operations Research and the Management Sciences (INFORMS), European Marketing Academy (EMAC), German Academic Association for Business Research (VHB), Marketing Club Köln Bonn

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### **TEACHING (COURSES TAUGHT)**

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#### ***Executive Education (German) (via seminars, workshops in companies)***

- Accounting principles
- Principles of business administration
- Marketing resource allocation
- Business Intelligence

#### ***PhD (English)***

- Marketing Strategy Performance: Theory, Models, and Empirical Applications (VHB Prodok Course)
- A Guide to a Successful PhD in Marketing and Its Subdisciplines Consumer Behavior, Marketing Strategy and Marketing Modeling (KU Leuven)

#### ***Master (English and German)***

- Brand Management
- Global, B2B and Service Marketing
- Marketing performance management
- Marketing theory
- Multi-channel retailing
- Sponsorship and influencer marketing
- Self-marketing in a digitized world

#### ***Bachelor (English and German)***

- Concepts of marketing mix management
- Methods of marketing mix management (market research)
- Brand management
- Price management

#### ***Bachelor/Master/Diploma theses***

Supervision of about 100 theses since 2011

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### **ACADEMIC SERVICES**

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From Oct 2023	Ombudsperson for young researchers within VHB Kommission Marketing
2022 – current	Coordinator of the Department of Marketing, Campus Leuven

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2019 – current	Founder of the third third-mission project <i>eDOCation</i> , a platform that connects young researchers with companies for seminars and trainings
2016 – current	Member of the “Consilium Mittelbau” (committee that represents postdoctoral researchers and assistant professors at the University of Cologne)
2016 – 2018	Presentation of the Master of Science Major Marketing in front of the freshmen of each year
2014 – 2015	Member of search committees for W1 and W2 marketing professorships at the WiSo Faculty of the University of Cologne
2013	Organization of an annual summer event for PhDs and PostDocs at the WiSo Faculty of the University of Cologne
2013	Editor of the first Marketing Area Report
2012 – 2016	Responsible research assistant for the Circle of Excellence in Marketing (student talent program)
2011	Project „From School to Uni“ of the Cologne Graduate School

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#### **LANGUAGES AND SOFTWARE SKILLS**

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Language	German (native), English (fluent), French (advanced), Dutch (advanced), Spanish (basic)
Software	Microsoft Office, SPSS, STATA, R, LIMDEP, Latent Gold, LISREL, Labvanced (Eye-Tracking)

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