

Prof. Dr. Christian Schulze



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PERSONAL BACKGROUND

Contact Information

Address: Christian Schulze
Associate Professor of Marketing
Frankfurt School of Finance and Management
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Work Experience

Since 2015 Frankfurt School of Finance & Management
Associate Professor of Marketing (tenured)

06-08/2015 Boston University
Visiting Researcher

2012 - 2015 Frankfurt School of Finance & Management
Assistant Professor of Marketing (tenure track)

01-03/2012 University of Texas at Austin
Visiting Researcher

2004 - 2007 The Boston Consulting Group
Consultant

Education

2007 - 2011 Goethe University Frankfurt
• Ph.D. in Marketing (Dr. rer. pol.), summa cum laude

1999 - 2005 Technical University Carolo-Wilhelmina Braunschweig
• Undergraduate and Master's Degree in Information Systems, GPA 4.0

2003 - 2004 Babson College, F. W. Olin Graduate School of Business
• Visiting MBA Student

Honors

Research Paper Awards

2019 Winner American Marketing Association's Abdul Ali Most Promising Research Award

2019 Winner Leuphana Conference on Entrepreneurship Best Doctoral Paper Award

2015 Finalist for MSI/H. Paul Root Award by the American Marketing Association

2013 Finalist for MSI/H. Paul Root Award by the American Marketing Association

2013 Finalist for Harold H. Maynard Award by the American Marketing Association

Early Career Awards

- 2013 German Stock Institute's Finance research award (1st runner up)
- 2012 Erich Gutenberg Young Researcher Award
- 2012 Alfred Gerardi Commemoration Award by German Direct Marketing Association
- 2012 BÜROPA Young Researcher Award

Scholarships

- 1999 - 2005 Fellow of the German National Merit Foundation (Studienstiftung des dt. Volkes)
- 2003 - 2004 Fulbright Fellow

RESEARCH

Publications in Peer-Reviewed Journals

El Kihal, Siham / Nurullayev, Namig / Schulze, Christian / Skiera, Bernd (2021): “A Comparison of Return Rate Calculation Methods: Evidence from 16 Retailers”, *Journal of Retailing*, Vol. 97 (4), 676-696

Wolters, Heike M. / Schulze, Christian / Gedenk, Karen (2020): “Referral Reward Size and New Customer Profitability”, *Marketing Science*, Vol. 39 (6), 1033-1201

Blaseg, Daniel / Schulze, Christian / Skiera, Bernd (2020): “Consumer Protection on Kickstarter”, *Marketing Science*, Vol. 39 (1), 211-233

- Winner American Marketing Association’s Abdul Ali Most Promising Research Award
- Winner Leuphana Conference on Entrepreneurship Best Doctoral Paper Award

Schulze, Christian / Schöler, Lisa / Skiera, Bernd (2014): “Not All Fun and Games: Viral Marketing for Utilitarian Products”, *Journal of Marketing*, Vol. 78 (January), 1-19

- Finalist for MSI/H. Paul Root Award

Hinz, Oliver / Schulze, Christian / Takac, Carsten (2013), “New Product Adoption in Social Networks: Why Direction Matters”, *Journal of Business Research*, Vol. 67 (1), 2836–2844.

Schulze, Christian / Skiera, Bernd / Wiesel, Thorsten (2012), “Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation”, *Journal of Marketing*, Vol. 76 (March), 17-32.

- Finalist for MSI/H. Paul Root Award
- Finalist for Harold H. Maynard Award

Publications in Practitioner-Oriented Journals and Handbooks

Schulze, Christian / Blaseg, Daniel (2021): “The Road to Failure is Paved with Good Discounts: How Premature Discounts Hurt Entrepreneurs on Kickstarter”, *Management and Business Review*, forthcoming

Schulze, Christian / Schöler, Lisa / Skiera, Bernd (2015): “Customizing Social Media Marketing”, *MIT Sloan Management Review*, Vol. 56(2), 8-10.

Skiera, Bernd / Schulze, Christian (2014), “Customer-Based Valuation: Similarities and Differences to Traditional Discounted Cash Flow Models”, in: Rust, Roland T. / Huang, Ming-Hui (eds.), *Handbook of Service Marketing Research*, Cheltenham, U.K.: Edward Elgar.

Hinz, Oliver / Gottschlich, Jörg / Schulze, Christian (2011), “Wie aus Ratgebern Käufer werden”, *Harvard Business Manager* (December 2011), 10-11.

Current Projects and Working Papers

Blaseg, Daniel / Schulze, Christian: “The Ultimate, Most Revolutionary Paper Ever! How Superlatives Affect New Product Success”

Schulze, Christian / Elsässer, Florian / Kaiser, Maximilian: “Managing ROAS”

Kaiser, Maximilian / Elsässer, Florian / Schulze, Christian / Pauwels, Koen: “Teaching Old Dogs New Tricks: After Covid-lockdowns End, Older Consumers Purchase More Online”

El Kihal, Siham / Erdem, Tülin / Schulze, Christian / Zhang, Weiqing: “Customer Return Rate Evolution”

Edelmann, Max / Schulze, Christian / Lambrecht, Anja: “The Great Paywall or How Newspapers Can Convert Free Customers”

Dyshko, Irina / Schulze, Christian: “Winback, Winmore, Winover? How Price Promotions Affect the Value of Ex-, New and Current Customers”

Schulze, Christian / McAlister, Leigh: “Linking Extent of Competition at the Time of Acquisition to Acquired Customers’ Value”

El Kihal, Siham / Schulze, Christian / Skiera, Bernd: “To Fire, Nudge, or Do Nothing? Dealing with Customers’ Excessive Product Return Behavior in Online Retailing”

International Research Conference Presentations

- INFORMS Marketing Science (2009 to 2019, 2021)
- EMAC European Marketing Association Conference (2009 to 2011, 2013 to 2019, 2021)
- AMA Winter Conference (2017 to 2021)
- Marketing Dynamics (2016)
- TPM Theory and Practice in Marketing (2012, 2013, 2015)
- Marketing Meets Wall Street Conference (2011)
- DRUID (2022)

Research Conferences Organized

- **YES | MARKETING** 2022 (Advisory committee)
- **YES | MARKETING** 2021 (Advisory committee)
- **YES | MARKETING** 2019 (Co-organizer)
- **YES | MARKETING** 2018 (Co-founder and co-host together with Simone Wies; 2-day workshop bringing together promising young researchers working on quantitative / marketing strategy topics at European universities; more @ <https://yesmarketing.info>)
- Jahrestagung Quantitatives Marketing 2018 (largest German Marketing research conference)

Invited Research Talks

- Mannheim University (2019)
- Aalto University (2017)
- EM Lyon (2017)
- Boston College (2017)
- HSG St. Gallen (2016)
- University of Hamburg (2016)
- Boston University (2015)
- University of Texas in Austin (2012)

Invited Conferences

- Co-Chair EMAC Doctoral Colloquium (2021)
- Faculty Fellow at Marketing Strategy Consortium, University of Texas in Austin (2020)
- Keynote Speaker Digital Marketing Conference, University of Passau (2018)

TEACHING

At Frankfurt School, I teach the Marketing core courses for full- and part-time MBAs and for Executive MBAs. I also teach Digital Marketing as an MBA elective course and a Master in Management concentration course.

My courses are highly interactive and frequently feature presentations by guest speakers. All non-core courses include group consulting projects in cooperation with a corporate partner. I strongly believe in “learning by doing”. My goal is to get students to apply their knowledge in real-world projects to make sure that course content is well-understood and remembered long after the course has ended.

Teaching Evaluations

- Average evaluation: 1.6 across 50+ courses (1-6 scale, 1 = best)
- Teaching awards in 2012, 2013, 2014

Companies Involved in Student Consulting Projects

- acao (Beverage Startup, 2x)
- American Express (Financial Services, 2x)
- Corporate Benefits (Employee Services)
- Dr. Oetker (Food)
- FitReisen (Tourism)
- Frankly.Green (Crowdfunding, 2x)
- FS Blockchain Center (FinTech Startup)
- Gorilla Sports Group (SME for Fitness Equipment)
- Hailo (SME for Ladders and Wastebins)
- Hessenpark (Non-Profit, 2x)
- Hyundai (Automotive, 2x)
- Kaufland (Retail)
- Lidl (Retail, 2x)
- METRO Cash and Carry (B2B Retail)
- Merz Aesthetics (Pharma & Beauty)
- Oatsome (Food)
- Postbank (Financial Services, 2x)
- s.Oliver (Fashion, 2x)
- Thing-it (IoT, 2x)
- Vamoo (FinTech Startup, 2x)
- YogaEscapes (Tourism)

Teaching-Related Service at Frankfurt School

Since 2021	Teaching Excellence Strategy Committee
Since 2015	Curriculum committee MBA programs
2016-2021	Concentration head “Customer Insights & Analytics” in Master in Management
2013-2019	Curriculum committee Master in Management

BUSINESS IMPACT

Executive Education

- Frankfurt School open enrollment (2022)
- ELM, Saudi Arabia (2022)
- Almarai, Saudi Arabia (2022)
- s.Oliver (2021)
- Almarai, Saudi Arabia (2021)
- Modis, Bulgaria (2021)
- Frankfurt School open enrollment (2021)
- Almarai, Saudi Arabia (2020)
- CGM (2020)
- Frankfurt School open enrollment (2020)
- Almarai, Saudi Arabia (2019)
- Shenzhen Doiiz Technology, China (2019)
- Panasonic (2019)
- Vodafone / Unitymedia (2019)
- Frankfurt School open enrollment (2019)
- Frankfurt School open enrollment (2018)
- Wooboo, China (2017)
- Deutsche Börse Clearstream (2017)
- Jeppesen (2017)
- Bank of Qinghai, China (2016)
- Hessenpark (2016)
- Jiu Jiang Bank, China (2015)
- Merz Aesthetics (2014)
- Cocomore AG (2013)

Invited Practitioner Talks

- BVM Berufsverband Deutscher Markt- und Sozialforscher (2021)
- Frankfurter Volksbank (2019, 2020)
- Customer Experience Management Workshop by Cocomore (2018)
- Digital Payment Symposium (2017)
- CMO Executive Circle (2016)
- Digital Payment Symposium (2016)
- Schmalenbach Society for Business Administration (2016)
- Bearing Point (2015)
- The Boston Consulting Group (2015)
- Get.In Beverage Symposium (2015)
- Night of Science (2014)
- Next Generation Finance Symposium (2013)

Press Coverage

TV

- hr (2022): “Hessenschau: Galeria Karstadt Kaufhof ist insolvent”
- DW (2022): “Schutzrechte für Lebensmittel”
- hr fernsehen (2021): “Galeria Karstadt Kaufhof erfindet sich neu”
- hr fernsehen (2020): “Wie nachhaltig ist das Wachstum bei Lebensmittel-Lieferdiensten?”
- CGTN China (2020): “How Concerns about Climate Change affect Company Strategy”
- SAT1 (2018): “SAT1 Nachrichten: Zukunft der Warenhäuser”
- ntv (2018): “Fusion von Karstadt und Kaufhof: Bedrohung durch den Online Handel”
- SAT1 (2017): “SAT1 Nachrichten: Diesel-Kartell und E-Mobilität”
- ARD (2016): “PlusMinus: Zweitverwerter - Wer an den Retouren verdient”
- ARD (2014): “Tagesthemen: Zalando IPO”
- SAT1 (2013): “Frühstücksfernsehen: Rückschick-Wahn”
- hr fernsehen (2013): “Hessenschau: Wieder Streik bei Amazon”
- ZDF (2013): “WISO-Duell: Amazon gegen Otto”
- ARD (2012): “Rategeber Geld - Facebook-Börsengang: Lohnt sich der Kauf von Internet-Aktien?”

Radio

- hr info (2021): “Nicht nur zu Weihnachten: Pakete ohne Ende”
- SWR1 (2021): “Die Rückkehr der Kunden in die Innenstädte ist extrem unwahrscheinlich”
- hr info (2021): “Kaufhauskonzepte der Zukunft”
- hr2 (2021): “Der Tag: Welche Veränderungen bleiben auch nach Corona?”
- hr info (2020): “Kaufen wir auch Offline bald bei Amazon?”
- hr info (2019): “Black Friday”
- Bayern 2 (2019): “Verbraucherschutz in der EU”
- hr info (2019): “Neckermann”
- Deutschlandfunk (2018): “Wirtschaft am Mittag: Weihnachtsstreiks bei Amazon”
- hr info (2018): “Liegt die Zukunft im Online-Handel?”
- hr2 (2018): “Preispolitik bei Discountern: ALDI senkt Bananenpreise”
- hr1 (2018): “Das Ende von Dawanda und der Wechsel zu Etsy”
- ARD-Börsenstudio Radio (2018): “Fusionspläne von Kaufhof und Karstadt”
- hr info (2018): “Die Macht der Onlinebewertung”
- hr info (2018): “Internetgiganten unter Druck”
- SWR2 (2018): “Datenskandal um Cambridge Analytica”
- MDR aktuell (2017): “Insolvenz von Toys’R’Us”
- WDR (2017): “Zalandos Wachstum”
- WDR (2016): “Zukunftsperspektive Facebook”
- Deutschlandfunk (2015): “Internetriesen”
- SWR (2014): “Unternehmenswährungen”
- ARD-Börsenstudio Radio (2013): “Was vom Twitter-Hype übrigblieb”
- Deutschlandradio Kultur (2013): “Expansion bis zum Umfallen – die Unternehmensstrategie von Amazon und Co.”
- NDR Info (2012): “Facebook-Aktie: Ernüchterung statt Euphorie”
- Deutschlandfunk (2012): “Börsenspektakel um Facebook”
- Deutschlandfunk (2012): “Facebook ist sicherlich alles andere als eine sichere Investition”
- Deutschlandfunk (2012): “Aus dem Netz an die Börse”

Podcasts

- Orange by Handelsblatt (2021): “Wirtschaft einfach erklärt: Wie du beim Online-Shopping clever sparst”

Magazines

- FAZ Woche (2017): “Zusammen weniger zahlen”
- acquisa (2016): “Interview: Kanal bestimmt Kundenwert”
- Getränkezeitung (2015): “Viele Etablierte werden hier scheitern”
- Sonnemann (2014): “Lasst uns in Ruhe!”
- Marketing Insights (USA, 2014): “Vying for Viral”
- The Economist (International, 2013): “Return to Santa”

Newspapers

- Frankfurter Allgemeine Zeitung (FAZ) (2021): “Senioren shoppen doppelt so oft online wie vor Lockdown”
- Börsen-Zeitung (2021): “Senioren finden Gefallen am Online-Shopping”
- Frankfurter Allgemeine Sonntagszeitung (2017): “Siegeszug der Avocado”
- Jyllands-Postens (Denmark, 2015): “Idealbilledet af Tyskland krakelerer”
- Frankfurter Allgemeine Zeitung (FAZ) (2014): “Versuchsobjekt Rücksendekosten”
- Frankfurter Rundschau & Berliner Zeitung (2014): “Zalando sieht rot”
- Frankfurter Rundschau & Berliner Zeitung (2014): “Der Börse entgegen”
- Frankfurter Rundschau & Berliner Zeitung (2014): “Zurück an den Absender: Künftig können Online-Händler ihre Kunden an den Rücksendekosten beteiligen”
- People’s Daily (China, 2013): “虚拟银行，存钱新体验”
- Frankfurter Allgemeine Zeitung (2013): “Haarscharf am Verbraucher vorbei entwickelt: BlackBerry und Nokia scheiterten an Managementfehlern”
- Jyllands-Postens (Denmark, 2013): “Netgigant lægger Europa for sine fødder”

Online

- ZDF.de (2018): “Karstadt und Kaufhof steuern auf Fusion zu”
- Der Bank Blog (2014): “Lasst uns in Ruhe!”
- heute.de (2014): “EU-Richtlinie Onlineshopping: Neue Regeln gegen den Retouren-Rausch”
- Yahoo News (USA, 2014): “Why copying successful social media strategies does not work”
- PaulWallbank.com (USA, 2013): “Managing customer returns in e-commerce”
- heute.de (2013): “Online Shoppen: Zurückschicken kostet bald”
- WDR.de (2013): “E-Commerce-Trends 2014: Mittel gegen die Shopping-Bulimie”
- Express.be (Belgium, 2013): “1% van alle klanten roomt de helft van de winst van online retailers af”
- operationsroom.wordpress.com (USA, 2013): “Managing customer returns in e-commerce”
- Handelsblatt.de (2013): “Warum Zalando noch nicht reif für die Börse ist”
- WirtschaftsWoche (2013): “Online-Handel: Experte empfiehlt Sanktionen gegen Retouren-Sünder”
- Manager Magazin (2013): “Börsenhype um Facebook: Die 100-Milliarden-Dollar-Wette”
- Bloomberg (USA, 2013): “Billionaire Holch Povlsen Adds Zalando to Fashion Portfolio”
- Businessweek.com (USA, 2013): “Zalando Tech Team Plans for Boom as Banks Said to Pitch IPO”
- Manager Magazin (2012): “Die Mär von Mr. Zockerberg”