

Prof. Dr. Christian Schulze



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PERSONAL BACKGROUND

Contact Information

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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
- Supervisor: Bernd Skiera

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

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

As an empirical researcher, I investigate topics in the area of customer management using real-world experimental and archival data. In many cases, convincing analyses require extensive datasets. I therefore often cooperate with companies to run field experiments or to secure access to their archival data. However, I also rely on publicly available data and use surveys to supplement transactional data.

In selecting my research topics, I seek to address relevant real-world problems. Working in an applied field, I believe that translating my research findings into actionable recommendations for practitioners is highly valuable.

Research projects often require expertise in very different areas. I therefore am delighted to be working with many experienced and distinguished colleagues at some of the best universities in Germany (Goethe University Frankfurt, University of Hamburg, University of Münster) and abroad (Stanford, New York University, University of Texas in Austin).

In line with common practice at the best business schools, I focus my efforts on research projects that I believe have the potential for publication in the field's top journals. I am particularly proud that my articles have been finalists for the American Marketing Association's MSI/H. Paul Root Award and the Harold H. Maynard Award.

Publications in Peer-Reviewed Journals

Blaseg, Daniel / Schulze, Christian / Skiera, Bernd (2019): "Consumer Protection on Kickstarter", *forthcoming in Marketing Science*

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 / 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.

Working Papers

Wolters, Heike / Schulze, Christian / Gedenk, Karen (2019): “Referral Reward Size and New Customer Profitability”, *preparing for re-submission to Marketing Science: Special Issue on Field Experiments*

Schulze, Christian / McAlister, Leigh (2019): “Linking Extent of Competition at the Time of Acquisition to Acquired Customers’ Value”, *preparing for re-submission to Journal of Marketing*

El Kihal, Siham / Schulze, Christian / Skiera, Bernd (2019): “To Fire, Nudge, or Do Nothing? Dealing with Customers’ Excessive Product Return Behavior in Online Retailing”, *preparing for re-submission to International Journal of Research in Marketing (IJRM)*

El Kihal, Siham / Erdem, Tulin / Schulze, Christian (2019): “Is How You Start How You Finish? Customer Return Rate Evolution over Time”, *preparing for submission to Journal of Marketing*

Dyshko, Irina / Schulze, Christian (2019): “Winback, Winmore, Winover? How Price Promotions Affect the Value of Ex-, New and Current Customers”, *preparing for submission to Journal of Marketing*

Work in Progress

Schulze, Christian / Ngwe, Donald / Teixeira, Thales / Di Stefano, Sandra (2019): “Adapting Online Shops to ‘Window Shoppers’”

Schulze, Christian / Huang, Szu-chi (2019): “Right here waiting for you? How Online Retailers can Reduce Uncertainty While the Customer Awaits the Product”

International Research Conference Presentations

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

Research Conferences Organized

- **YES | MARKETING** 2018 (Co-founder and co-organizer 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>)
- **YES | MARKETING** 2019 (Co-founder and co-organizer together with Simone Wies)
- Jahrestagung Quantitatives Marketing 2018 (largest German Marketing research conference)

Invited Research Talks

- 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)

TEACHING

At Frankfurt School, I teach variations of Marketing Strategy, Customer Management, and Digital Marketing to Bachelor, pre-experience Master, MBA and EMBA students.

- Marketing Strategy (Bachelor of Science elective)
- Marketing (full-time MBA, part-time MBA, EMBA core courses)
- Digital Marketing (MBA elective, Master in Management concentration course)

All of my courses are highly interactive, frequently feature presentations by guest speakers, and typically 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 (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)
- Dr. Oetker (Food Manufacturer)
- FitReisen (Tourism)
- FS Blockchain Center (FinTech Startup)
- Hessenpark (Non-Profit, 2x)
- Hyundai (Automotive, 2x)
- Kaufland (Retail)
- Lidl (Retail, 2x)

- METRO Cash and Carry (B2B Retail)
- Merz Aesthetics (Pharma & Beauty)
- Postbank (Financial Services, 2x)
- Vamoo (FinTech Startup, 2x)
- YogaEscapes (Tourism)

Teaching-Related Service at Frankfurt School

Since 2016 Concentration head “Marketing” in Master in Management
 Since 2015 Curriculum committee Master Business Administration
 Since 2013 Curriculum committee (pre-experience) Master programs

BUSINESS IMPACT

Marketing is an applied discipline and I enjoy sharing my insights with audiences outside the business school. I also present my findings to journalists and comment on current events as they relate to my research, which has led to “The Economist” covering my research on product returns and to appearances in prime-time news (“Tagesthemen”) on national TV.

Executive Education

- Almarai, Saudi Arabia (2019)
- Shenzhen Doiiz Technology, China (2019)
- Panasonic (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

- Customer Experience Management Workshop (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

- 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 (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

- 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”

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 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”

REFERENCES

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 Arison School of Business
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