

Curriculum Vitae of Dr. Alexander Edeling

Status: April 2018

Current Position

05/2016 – ongoing **Postdoctoral Researcher**
Chair for Marketing and Market Research (Prof. Dr. Marc Fischer)
University of Cologne, Germany

Education

05/2011 – 04/2016 **Ph.D., summa cum laude**
University of Cologne, Germany
Dissertation on the topic “Essays on Strategic Marketing Behavior and Its Financial Performance Implications”
Committee: Marc Fischer (supervisor), Werner Reinartz, Hernan Bruno

10/2004 – 06/2010 **Diploma Studies in Business Administration**
University of Mannheim, Germany
· Degree: Diplom-Kaufmann (equivalent to Master)
· Majors: Marketing, Accounting, Intercultural Studies

09/2007 – 03/2008 **Grenoble Ecole de Management, France**
Erasmus Exchange Program

08/1994 – 06/2003 **Gymnasium Essen-Werden, Germany**
Abitur (equivalent to A level)

07/2000 – 05/2001 **Exchange Year in Melbourne, Australia**

Previous Academic Work Experience

05/2011 – 04/2016 **Research Assistant**
Chair for Marketing and Market Research (Prof. Dr. Marc Fischer)
University of Cologne, Germany
· Tutor for the courses “Marketing Performance Management” (Master level) and “Methods of Marketing Mix Management” (Bachelor level)
· Advisor for numerous seminar, bachelor and master theses
· Supervisor of the student talent program “Circle of Excellence in Marketing”

09/2010 – 10/2010 **Research Assistant**
Institute of Sport Economics and Sport Management
German Sport University, Cologne, Germany
Participation in a project for the German Federal Ministry of Finance on the financial effects of sport in Germany

Honors and Awards

2017 Paul E. Green Award Finalist

2017 EMAC / Sheth Foundation Doctoral Dissertation Competition, 3rd place

2017 University of Mannheim’s Institute for Market-Oriented Management Dissertation Award Winner

2016 Horizont Foundation Dissertation Award Winner

2016 DMV (Deutscher Marketing Verband) Dissertation Award Finalist

Primary Research Interests

Marketing-finance interface
Marketing budget allocation
Digital marketing
Sponsorship
Econometric modeling, empirical generalizations (meta-analyses)

Publications

2018 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*, forthcoming.

2017 Edeling, Alexander and Marc Fischer (2017), **Der Einfluss des Marketing auf**

- den Unternehmenswert**, *transfer Werbeforschung & Praxis*, 63 (3), 20-26.
Edeling, Alexander, Stefan Hattula, and Torsten Bornemann (2017), **Over, Out, But Present: Recalling Former Sponsorships**, *European Journal of Marketing*, 51 (7/8), 1286-1307.
- 2016 Edeling, Alexander and Marc Fischer (2017), **Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis**, *Journal of Marketing Research*, (August), 515–534.
- 2014 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.
- 2010 Edeling, Alexander, Stefan Hattula, and Hans H. Bauer (2014), **How Past Sponsorships Still Influence Today's Purchase Behavior**, *Proceedings of the 7th German Sport Economics Conference*.

Conference and Symposium Presentations and Invited Talks

- 2018 **Disclosures of Pricing Information in Earnings Calls – An Empirical Investigation**,
40th Marketing Science Conference, Philadelphia, USA, June 13 – 16 (accepted)
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, Norway, June 3 – 5 (accepted)
Service Failure in the Transportation Industry: Modeling its Impact on Sales,
8th Theory and Practice in Marketing (TPM) Conference, Los Angeles, USA, May 16 – 18 (accepted)
Curated Shopping – A New Trend in E-Commerce,
Research Workshop at FU Berlin, Germany, February 6
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, Germany, January 23
- 2017 **Customer vs. Brand: Why Customer-Oriented Firms Are More Successful in the Long-Run**,
ServiceRating Workshop on Customer Orientation, Cologne, Germany, September 20
Business Intelligence for Business-to-Business Firms,
Siemens FEP Conference 2017, Munich, Germany, May 23
Decision Methods For Marketing Budget Allocation Across Products: Insights from Actual Firm Behavior,
47th yearly Conference of the Marketing Section of the German Academic Association for Business Research, Cologne, Germany, January 26 – 27
- 2016 **Budget Allocation Decision Methods: Inferences from Actual Firm Behavior**,
1st EMAC Junior Faculty & Doctoral Student Research Camp, Vienna, Austria, September 1 – 2
38th Marketing Science Conference, Shanghai, China, June 16 – 18
Does Market Share Matter? Insights from 40 Years of Empirical Research,
45th EMAC Conference, Oslo, Norway, May 24 – 27
- 2015 **Budget Allocation Decision Rules: Insights from Actual Firm Behavior**,
World Marketing Congress, Bari, Italy, July 15 – 18
Empirical Generalizations on the Marketing-Finance Interface,
19th Doctoral Colloquium at Simon-Kucher & Partners, Bonn, Germany, June 25 – 26
- 2014 **Memory Effects of Past Sponsorships**,
43rd EMAC Conference, Valencia, Spain, June 3 – 6
- 2013 **Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis**
· 15th Annual Meeting Quantitative Marketing, Cologne, Germany, September

22 – 24

- 35th Marketing Science Conference, Istanbul, Turkey, June 11 – 13
- 3rd Marketing Strategy Meets Wall Street Conference, Frankfurt, Germany, June 7 – 9

University and Academic Services

University of Cologne	Member of search committees for W1 and W2 marketing professorships at the WiSo Faculty (2014 – present) Member of the “ Consilium Mittelbau ” (committee that represents postdoctoral researchers and assistant professors at the University of Cologne) (2016 – present) Organizer of the “ Assi Drinkout ” (annual summer event for PhDs and PostDocs at the WiSo faculty) (2013)
Reviewing	Ad-hoc reviewer for Journal of Marketing, Business Research, Marketing ZFP, Die Betriebswirtschaft, OR Spectrum, EMAC Conferences

Business Experience

11/2010 – 04/2011	Vodafone GmbH, Düsseldorf, Germany Trainee
06/2009 – 10/2009	BMW Financial Services GmbH, Munich, Germany Intern
02/2009 – 07/2009	komm.passion GmbH, Berlin, Germany Student Consultant
04/2008 – 10/2008	Homburg and Partner GmbH, Mannheim, Germany Intern and Working Student
04/2006 – 08/2007	Engelhorn Sports GmbH, Mannheim, Germany Sales Assistant
08/2005 – 09/2005	RAG AG (today: Evonik Industries), Essen, Germany Intern
10/2003 – 06/2004	Fernmeldebataillon 820, Düsseldorf, Germany Military Service

Language and Software Skills

Languages	German (native), English (business fluent), French (fluent), Spanish (basic)
IT	Microsoft Office, SPSS, STATA, R, Latent Gold, LIMDEP, LISREL

Hobbies

Sport (tennis, ski, running, soccer), history, travelling, reading, stock market
