

Curriculum Vitae of Dr. Alexander Edeling

Status: January 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

- 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, LIMDEP, STATA, Latent Gold, LISREL**

Hobbies

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