

# **Resume**

**Werner J. Reinartz**

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### BIOGRAPHICAL SKETCH

Werner Reinartz is a Professor of Marketing at the University of Cologne, Germany. Furthermore, he is the director of Center for Research in Retailing (IFH), one of the largest applied research centers in the Faculty of Management and Economics. Furthermore, he is the speaker of the research initiative “Digital Transformation and Value Creation” at the University of Cologne and the speaker of the Business Administration Faculty. Previously, he was the Cora Chaired Professor of Retailing and Management and Associate Professor of Marketing at INSEAD, France. Professor Reinartz holds a Ph.D. in Marketing from the University of Houston (1999).

His research interest and expertise focuses on the subjects of marketing strategy, retailing, customer management, advertising effectiveness, and channel management. In particular, he is interested in the questions of how firms can compete successfully in mature markets, marketing mix efficiency and effectiveness, and the successful management of lasting, profitable customer relationships. His research approach is empirical and quantitative, often involving large databases and advanced statistical analyses. In terms of research productivity, he has been ranked among the top 2.5% of scholars in the world (58 out of 2257; Journal of Marketing 2009) in terms of time-adjusted publication rate in the top four journals in the marketing discipline. Moreover, he has been ranked in all of business administration in German speaking countries in the top 2.6% of all researchers (79 out of 3016; Handelsblatt 2012). In a more recent survey (Elbeck and Vander Schee 2014), he has been ranked as the # 1 scholar outside the US in citations in the top marketing journals from 2003-2012. His total citation count is 12498 (Google Scholar, December 2017) and his research citation g-index is 109 (Harzing.com). Since 1999, he generated a total amount of research grants and awards of €1.2m.

His research work has been recognized with major academic awards, such as the 1999 AMA Doctoral Dissertation Competition, the 2001 Don Lehmann Award for the Best Dissertation-Based Research Paper to be published in Journal of Marketing Research or Journal of Marketing, the 2003 and 2005 MSI/Paul Root Award of the Journal of Marketing, Finalist for the 2009 O’Dell Award, and the 2011 Sheth Foundation/Journal of Marketing Award for long-term contribution to the marketing discipline. He has published extensively in the top journals of the field such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *International Journal of Research in Marketing*, and *Journal of Service Research*. In addition, his research was presented in five different feature articles in *Harvard Business Review*. Furthermore, he is currently area editor at the *Journal of Marketing* and the newly founded *Journal of Marketing Behavior*. He has been on the editorial board for many top journals incl. *Marketing Science*, *IJRM*, and *Journal of Retailing*. In June 2010, he was the host of the Marketing Science Conference, one of the premier conferences for academic research in the marketing discipline globally.

Professor Reinartz has worked with a large number of international companies such as for example IBM (Germany), Allianz (Germany), the Cora Group (France), GfK (Germany), ABN AMRO (Netherlands), Spiegel (USA), METRO (Germany), Henkel (Germany), AKBANK (Turkey), Comdirect Bank (Germany), CGG (France), The Nielsen Company (Germany) and ThyssenKrupp (Germany). In addition, he has conducted extensively executive training programs for many Fortune500 and EuroStoxx50 companies.

**CURRENT POSITION**

- Professor of Marketing, University of Cologne (2007 – ongoing)
- Director, Center for Research in Retailing (IFH) (2007-ongoing)
- Speaker, Research Initiative: 'Digital Transformation and Value Creation' University of Cologne, (2015-ongoing)

**PREVIOUS POSITIONS**

- Associate Professor of Marketing at INSEAD, part-time appointment (2007-2010)
- Associate Professor of Marketing (tenured) and Cora Chaired Professor of Retailing and Management at INSEAD (2005-2007)
- Associate Professor of Marketing (untenured) at INSEAD, 2003-2005
- Assistant Professor of Marketing at INSEAD, 1999-2003

**EDUCATION**

- Ph. D. Marketing, University of Houston, U.S.A., 1995-1999
- MBA Business Administration, Henley Management College, England, 1994-1997
- Dipl. Ing. (TU) Agricultural Economics, Munich University of Technology, Germany, 1990 (*Highest grade point average of graduating class*)

**ACHIEVEMENTS**

- Ranked 18<sup>th</sup> in terms of research impact by the German newspaper Frankfurter Allgemeine Zeitung (Sept. 1, 2017) in their yearly ranking of Germany's most influencing economists [Deutschlands einflussreichste Ökonomen].
- Ranked 15<sup>th</sup> in terms of research impact by the German newspaper Frankfurter Allgemeine Zeitung (Sept. 5, 2015) in their yearly ranking of Germany's most influencing economists [Deutschlands einflussreichste Ökonomen].
- Ranked 1<sup>st</sup> (among non-US scholars) in citations in the top Marketing-Journals worldwide from 2003-2012 in the area's of Consumer Behavior, Marketing Management and Strategy, and Modelling and Quantitative Analysis. From a world-wide perspective, ranked #3 in Modeling and Quantitative Analysis, #4 in Marketing Management and Strategy, and #4 in Consumer Behavior. (Elbeck and Vander Schee (2014) "Global Benchmarking of Marketing Doctoral Program Faculty and Institutions by Subarea, *Journal of Marketing Education*, Vol. 36(1) 45–61)
- Ranked among the top 2.6% of scholars in business administration in German speaking countries (79 out of 3016; Handelsblatt 2012).
- Chair of the INFORMS Marketing Science Conference 2010 at the University of Cologne
- Rated among the top 2.5% of scholars in the world (58 out of 2257) in terms of time-adjusted publication rate in the top four journals in the marketing discipline (*Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, and Marketing Science*).

[Source: Seggie, Steven and David A. Griffith (2009), "What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals." *Journal of Marketing*, 73(1), 122-132.]

- Selected into the program "Return of Excellent German Academics from Abroad" by Alfried Krupp von Bohlen und Halbach-Foundation (2007)

## RESEARCH AWARDS

### MAJOR

- The *Journal of Marketing* article „Creating Enduring Customer Value“ by V. Kumar and Werner Reinartz is one of the finalists for the 2017 Shelby D. Hunt / Harold H. Maynard Award. The award recognizes the best article in the *Journal of Marketing* for its significant contribution to marketing theory and thought.
- 2016 Outstanding Area Editor Award of the *Journal of Marketing*
- Winner of the 2011 Sheth Foundation / Journal of Marketing Award. Nominated by the editorial board of the *Journal of Marketing* and chosen by previous editors of the *Journal of Marketing* the award recognizes scholarship that has made long-term contributions to the discipline of marketing (The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration).
- Winner of the 2012 SYNTEC Prix Academic de la Recherche en Management (Academic Award for Research in Management) in category "Marketing and Decision Sciences" for the article "*Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully*", published in the *Journal of Marketing*, November 2011.
- Winner of the 2009 JIM Award for the Best Paper published in the *Journal of Interactive Marketing* during 2008, (*Investigating Cross-Buying and Customer Loyalty*).
- Winner of 2009 Varadarajan Award for Early Career Contributions to Marketing Strategy Research of the American Marketing Association, in recognition for research impact within 10 years after obtaining the Ph.D. degree.
- Finalist for the 2009 O'Dell Award of the Journal of Marketing Research - in recognition for his article published in 2004 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice (*The Customer Relationship Management Process: Its Measurement and Impact on Performance*).
- Outstanding Reviewer Award of the *Journal of Marketing* Editorial Board 2005/2006.
- Winner of the 2005 *Journal of Marketing* MSI/H. Paul Root Award. Chosen by the JM editorial review board for its significant contribution to the advancement of the practice of marketing (*Balancing Acquisition and Retention Resources to Maximize Customer Profitability*)
- Honorable Mention for the 2005 *Journal of Marketing* MSI/H. Paul Root Award. Chosen by the JM editorial review board for its significant contribution to the

advancement of the practice of marketing (*Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research*)

- Selected into the 3<sup>rd</sup> biennial MSI Young Scholars Program (2005), sponsored by the Marketing Science Institute, in recognition for early career impact.
- Winner of the 2003 Journal of Marketing MSI/H. Paul Root Award. Chosen by the JM editorial review board for its significant contribution to the advancement of the practice of marketing (*The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration*)
- Winner of the 2001 American Marketing Association Donald R. Lehmann Award for the Best Dissertation-Based Research Paper to be published in the Journal of Marketing or in Journal of Marketing Research in 1999-2000.
- Winner of the American Marketing Association John A. Howard Doctoral Dissertation Competition, 1999, recognizing the top dissertation on the basis of contribution to theory and practice, originality and appropriateness of the research method, technical competence in the execution of the research, and the value of the findings in contributing to knowledge in marketing.
- Fulbright Scholarship at the University of Illinois in Urbana-Champaign, 1989-90

#### **MINOR**

- Dean's Award for Academic Excellence, University of Houston, 1999
- Dean's Distinguished Dissertation Fellowship from the College of Business Administration, University of Houston, 1999
- Honors Award for being top ranked in the graduating class at Munich University of Technolog
- Scholarships from Munich University of Technology for 4 semesters

#### **DOCTORAL CONSORTIUM INVITATIONS**

- Faculty Fellow, AIM AMA Sheth Doctoral Consortium, 2012, 2014, 2015, 2016, 2017.
- Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, 2009, 2010.
- Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, 2005, 2006, 2007, 2009, 2010, 2015.
- Student Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Georgia, 1998.

#### **TEACHING AWARDS and ACHIEVEMENTS**

- Consistently ranked in the top 2 courses (teaching ranking) across all mass sections in the social sciences faculty at the University of Cologne (course "Channel Management"), Fall 2007- Fall 2013)

- Ranked 13<sup>th</sup> out 150 faculty members at INSEAD in terms of executive education teaching rating, 2005.
- Winner of the Case Writing competition (case: Independenr.com) of the European Foundation For Management Development EFMD, 2000.

**GRANTS AND AWARDS**

Total awarded grants and awards since 1999: €1.200.000,-

Acquisition of externally funded professorships

2014 **IFH Junior Professorship** in Marketing and Retailing

2009 **OBI Junior Professorship** in Marketing and Retailing

Research Grants Based on Refereed Proposals:

- 2015 **Grimme-Forschungsinstitut an der Universität zu Köln:** Research grant on "Consumer Communication in Digital Media."
- 2014 **DFG Einzelprojekt (German Science Foundation):** Research grant on "Advertising Content and Sales Response."
- 2013 **University of Cologne, Forum:** Research grant on "Value Creation in a Changing Customer and Media Environment"
- 2013 **DFG Einzelprojekt (German Science Foundation):** Research grant on "Changing Consumer Behavior Due to Economic Influences."
- 2012 **Förderverein des Institut für Handelsforschung e.V.:** Research grant on „Value Creation in Retailing“
- 2011 **Verein der Freunde und Förderer der Universität zu Köln:** Research grant on "What's in a story? Factors Influencing the Popularity of Online Content",
- 2011 **Company consortium (Henkel, Krafft Foods, Unilever, Coca Cola, SCA, Sara Lee):** Research grant on „Unplanned Buying“
- 2011 **GS1 Germany:** Research grant on „Unplanned Buying“
- 2010 **Verein der Freunde und Förderer der Universität zu Köln:** Conference grant "Marketing Science Conference"
- 2010 **DFG Einzelprojekt (German Science Foundation):** Conference grant on "Marketing Science Conference"
- 2009 **DFG Einzelprojekt (German Science Foundation):** Conference grant on "3rd Thought Leadership Conference on Customer Management"
- 2009 **Marketing Science Institute:** Research grant on "Drivers of Profitability in Industrial Services"

- 2008 **ECR Unilever:** Research grant on “Collaborative CRM: Delivering Enhanced Customer Value Through a Rationalized Channel Structure”
- 2006 **INSEAD:** Conference grant for “Go-to-Market Strategies: Brand Management vs. Customer Management”
- 2004 **INSEAD:** Research grant on “Maximizing ROI: Knowing When to Sell What to Whom”
- 2004 **INSEAD:** Case study grant “From Category Management to Customer Relationship Management”
- 2002 **INSEAD:** Book grant “Databased Marketing: Managing Profitable Customer Relationships”
- 2002 **Duke University, Teradata Center:** Research grant on “Adopting a Customer Relationship Management Orientation: Antecedents and Consequences”
- 2001 **INSEAD:** Conference grant for “Customer Relationship Management: Strategies and Company-wide Implementation”
- 2001 **INSEAD:** Case study grant for „Capital One“
- 2001 **INSEAD:** Research grant on “Customer Value as a Consequence of Attitudinal and Behavioral Loyalty”
- 2001 **INSEAD:** Research grant on “Understanding the Antecedents and Consequences of a customer relationship Orientation”
- 2001 **INSEAD:** Research grant on “Generating Non-normal Data for Simulation of Structural Equation Models”
- 2000 **INSEAD:** Research grant on “An Empirical Investigation into the Impact of Recency, Frequency, and Monetary Value on Cross Buying”
- 1999 **INSEAD:** Research grant on “Customer Lifetime Analysis”
- 1999 **INSEAD:** Case study grant “Independer”

## **RESEARCH**

### **RESEARCH INTERESTS**

- Marketing Strategy
- Retailing
- Customer Relationship Management
- Off/Online Advertising Effectiveness
- Digital Transformation

My research interest focuses on the dynamics of the consumer-firm interaction. This interest bridges the areas of customer relationship management, retailing, distribution channel management, and marketing strategy.

**RESEARCH IMPACT ANALYSIS**

(Sep 11, 2017)

	<b>Google Scholar</b>	<b>ISI</b>	<b>Scopus</b>
Citations	<b>12498</b>	<b>3102</b>	n/a
h-index	<b>34</b>	<b>20</b>	<b>23</b>
g-index	<b>109</b>	n/a	n/a

**JOURNAL PUBLICATIONS**

Worm, Stefan, Sundar G. Bharadwaj, Wolfgang Ulaga, and Werner Reinartz (2017), „When and Why do Customer Solutions Pay off in Business Markets?", *Journal of the Academy in Marketing Science*, 45(4), 490-512.

Lobschat, Lara, Ernst C. Osinga, Werner Reinartz (2017), „What Happens Online Stays Online? – Segment-Specific Online and Offline Effects of Banner Advertisements" *Journal of Marketing Research*, (forthcoming)

Srinivas Reddy and Werner Reinartz (2017), "Digital Transformation and Value Creation" *Marketing Intelligence Review*, Vol. 9(1) 11-17.

Reinartz, Werner and Monika Imschloß (2017), "From Point-of-Sale to Point-of-Need: How Digital Technology Transforms Retailing", *Marketing Intelligence Review*, Vol. 9(1), 43-47.

Kumar, V., and Werner Reinartz (2016), "Creating Enduring Customer Value", *Journal of Marketing*. 80(6), 36-68. [Google Scholar citations: **14**; ISI citations: **4**]

Kannan, P. K., Werner Reinartz, and Peter Verhoef (2016), "The Path to Purchase and Attribution Modeling", *International Journal of Research in Marketing*, 33 (3), 449-456. [Google Scholar citations: **9**; ISI citations: **3**]

Reinartz, Werner (2016), "Crafting a JMR Manuscript", *Journal of Marketing Research*, 53(1), 139-141. [Google Scholar citations: **1**; ISI citations: **0**]

Reinartz, Werner and Monika Käuferle (2015), "Value Creation in International Physical Retailing", *Journal of Creating Value*, 1(1) 72-78. [Google Scholar citations: **0**; ISI citations: **0**]

Käuferle, Monika and Werner Reinartz (2015), "Distributing through Multiple Channels in Industrial Wholesaling: How Many and How Much?", *Journal of the Academy of Marketing Science*, 43 (6), 746-767. [Google Scholar citations: **6**; ISI citations: **2**]

Reinartz, Werner and Peter Saffert (2013), "Creativity in Advertising: When it Works and When it Doesn't", *Harvard Business Review*, 91 (6), 106-111. [Google Scholar citations: **29**; ISI citations: **3**]

Ulaga, Wolfgang and Werner Reinartz (2011), "Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully", *Journal of Marketing*, 75 (6), 5-23. [lead article]. [ISI Impact Factor 2010: 3.770; Google Scholar citations: **473**; ISI citations: **176**]



- Ranked as the 4<sup>th</sup> most cited article on 'Shugan's Top 20 Marketing Meta Journal'. The ranking from October 2015 lists the Top 20 most cited articles across all major marketing journals published from October 2011 – October 2015.  
[\[http://bear.warrington.ufl.edu/centers/mks/\]](http://bear.warrington.ufl.edu/centers/mks/)
- Reinartz, Werner, Benedict Dellaert, Manfred Krafft, V. Kumar, and Rajan Varadarajan (2011), "Retailing Innovations in a Globalizing Retail Market Environment" *Journal of Retailing*, 87 (1), 53-66. [ISI Impact Factor 2011: 2.750; Google Scholar citations: **118**; ISI citations: **32**]
- Reinartz, Werner (2011), "Feeling Good or Feeling Right? A Discussion of Quantitative and Qualitative Rankings of Scholars", *Schmalenbach Business Review*, 63, 109-114. [SBR is not part of the ISI Impact Factor list]
- Verhoef, Peter, Werner Reinartz, and Manfred Krafft (2010), "Customer Engagement as a New Perspective in Customer Management", *Journal of Service Research*, 13, 13, (3), 247-252. [ISI Impact Factor 2010: 1.615; Google Scholar citations: **466**; ISI citations: **149**]
- van Bruggen, Gerrit H., Kersi Antia, Sandy Jap, Werner Reinartz, and Florian Pallas (2010), "Managing Marketing Channel Multiplicity", *Journal of Service Research*, 13, 13, (3), 331-340. [ISI Impact Factor 2010: 1.615; google scholar citations: **109**; ISI citations: **35**]
- Reinartz, Werner, Michael Haenlein, and Jörg Henseler (2009), „An Empirical Comparison of the Efficacy of Covariance-Based and Variance-Based SEM", *International Journal of Research in Marketing*, 26 (2009), 332-344. [ISI Impact Factor 2009: 1.873; google scholar citations: **1029**; ISI citations: **437**]
- Also: INSEAD Working paper 2009/44/MKT „An Empirical Comparison of the Efficacy of Covariance-Based and Variance-Based SEM".
  - Ranked as most cited IJRM article in the SCOPUS ([www.scopus.com](http://www.scopus.com)) database 2009-2014 (<http://www.journals.elsevier.com/international-journal-of-research-in-marketing/most-cited-articles/>)
  - Ranked as the most cited IJRM article in Google Scholar 2009-today: [http://scholar.google.com/citations?hl=en&vq=bus\\_marketing&view\\_op=list\\_hcore&venue=7luVY7WjGlgJ.2014](http://scholar.google.com/citations?hl=en&vq=bus_marketing&view_op=list_hcore&venue=7luVY7WjGlgJ.2014)
- Kumar, V., Rajkumar Venkatesan, and Werner Reinartz (2008), "Performance Implications of Adopting a Customer-Focused Sales Campaign", *Journal of Marketing*, 72 (5), 50-69. [ISI Impact Factor 2008: 3.598; google scholar citations: **120**; ISI citations: **47**]
- Reinartz, Werner and Wolfgang Ulaga (2008), "How to Sell Services Profitably", *Harvard Business Review*, 86 (5), 90-98. [ISI Impact Factor 2008: 1.793; google scholar citations: **264**; ISI citations: **81**]
- Part of the HBR Collection: "Growing your Business in a Downturn", Product#: 12130, Fall 2008.

Reinartz, Werner, Jacquelyn S. Thomas and Ganaël Bascoul (2008), "Investigating Cross-Buying and Customer Loyalty", *Journal of Interactive Marketing*, 22 (1), 5-20. [ISI Impact Factor 2008: 0.914; google scholar citations: **74**; ISI citations: **27**]

Jindal, Rupinder, Werner Reinartz, Manfred Krafft, and Wayne Hoyer (2007), "Determinants of the Variety of Routes to Market", *International Journal of Research in Marketing*, 24 (1), 17-30. [ISI Impact Factor 2007: 1.071; google scholar citations: **53**; ISI citations: **23**]

Echambadi, Raj, Inigo Arroniz, Werner Reinartz, and Junsoo Lee (2006), "Empirical Generalizations From Brand Extension Research: How Sure Are We?", *International Journal of Research in Marketing*, 23 (3), 253-261. [ISI Impact Factor 2006:1.280; google scholar citations: **80**; ISI citations: **37**]

- Also: INSEAD Working paper 2006/08/MKT " Empirical Generalizations From Brand Extension Research: How Sure Are We?"

Kumar, V., Rajkumar Venkatesan, and Werner Reinartz (2006), "Knowing What to Sell, When, and to Whom ", *Harvard Business Review*, 84 (3) March, 131-137. [ISI Impact Factor 2006: 1.505; google scholar citations: **110**; ISI citations: **24**]

Chandon, Pierre, Vicki Morwitz, and Werner Reinartz (2005), "Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research", *Journal of Marketing*, 69 (April), 1-14. [lead paper] [ISI Impact Factor 2005: 4.132; google scholar citations: **511**; ISI citations: **189**]

- Featured in:  
„Intentions Don't Always Predict Buying Behavior", *Marketing News* April 1, 2004, 33-34.

Reinartz, Werner, Jacquelyn Thomas, and V. Kumar (2005), "Balancing Acquisition and Retention Resources to Maximize Customer Profitability", *Journal of Marketing*, 69 (January), 63-79. [ISI Impact Factor 2005: 4.132; google scholar citations: **745**; ISI citations: **226**]

- Also: INSEAD Working paper 2004/28/MKT, "Balancing Acquisition and Retention Resources to Maximize Customer Profitability"

Chandon, Pierre, Vicki G. Morwitz, and Werner Reinartz (2004), "The Short- and Long-Term Effects of Measuring Intent to Repurchase", *Journal of Consumer Research*, 31 (3), 566-572. [ISI Impact Factor 2004: 2.463; google scholar citations: **110**; ISI citations: **49**]

Thomas, Jacquelyn, Werner Reinartz, and V. Kumar (2004), "Getting the Most out of All Your Customers", *Harvard Business Review*, 82 (July-August), 116-123. [ISI Impact Factor 2004: 1.148, google scholar citations: **141**; ISI citations: **33**]

- Featured in:  
„Selection Bias and the Perils of Benchmarking" by Jerker Denrell, *HBR* April 2004

Reinartz, Werner, Manfred Krafft, and Wayne Hoyer (2004), "The CRM Process: Its Measurement and Impact on Performance", *Journal of Marketing Research* 41 (August), 293-305. [ISI Impact Factor 2004: 2.222; google scholar citations: **1707**; ISI citations: **470**]

- 2nd most cited JMR paper in the period of 2003-2005
- Featured in:  
Schimmel-Schloo, Martina (2002) "Kundencontrolling noch unterentwickelt". *Acquisa* (January)  
„Customer Relationship Management: Strategies and Company-wide Implementation". Conference Summary MSI Institute Report 02-112

Zeng, Ming and Werner Reinartz (2003), "Beyond Online Search: The Road to Profitability", *California Management Review*, 45 Winter, 107-130. [ISI Impact Factor 2003: 1.241; google scholar citations: **106**; ISI citations: **30**]

- Also reprinted as: Ming Zeng and Werner Reinartz (2003) "De Stap Naar Winstgevendheid in B2C op Internet", *Holland Management Review*, 90 (July/August), 58-75.

Reinartz, Werner and V. Kumar (2003), "The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration", *Journal of Marketing*, 67 (January), 77-99. [ISI Impact Factor 2003: 2.611; google scholar citations: **1228**; ISI citations: **355**]

- Also: listed in *Essential Readings in Marketing* (2006) MSI, Cambridge, MA
- Also: INSEAD Working paper 2001/108/MKT "The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration"

Bell, David, John Deighton, Werner Reinartz, Roland Rust, and Gordon Swartz (2002), "Seven Barriers to Customer Equity Management", *Journal of Service Research*, 5 (1) August, 77-85. [google scholar citations: **235**; ISI citations: **0**]

Reinartz, Werner and V. Kumar (2002), "The Mismanagement of Customer Loyalty", *Harvard Business Review*, 80 (July), 86-94. [ISI Impact Factor 2002: 2.028; google scholar citations: **1126**; ISI citations: **196**]

- #1 selling publication at Amazon.com in late August 2002.
- Featured in Insead Alumni newsletter January/February 2003
- Part of the HBR OnPoint Collection: "Recalculating the Loyalty/Profitability Equation", Product#: 1431, July 1, 2002.
- Part of the HBR OnPoint Collection: "Customer Data--Use It or Lose 'Em", Product#: 9637, April 1, 2005.
- One the leading reprint titles of HBR

Reinartz, Werner, Raj Echambadi and Wynne W. Chin (2002), "Generating Non-normal Data for Simulation of Structural Equation Models (SEM)", *Multivariate Behavioral Research*, 37 (2), 227-244. [ISI Impact Factor 2002: 0.614; google scholar citations: **58**; ISI citations: **29**]

Reinartz, Werner and V. Kumar (2000), "On the Profitability of Long-Life Customers in a Noncontractual Setting: An Empirical Investigation and Implications for Marketing", *Journal of Marketing*, 64 (4), October, 17-35. [ISI Impact Factor 2000: 2.049, 2.028; google scholar citations: **1615**; ISI citations: **462**]

- 5th most cited JM paper in the period of 2000-2009.
- 2<sup>nd</sup> most cited JM paper in the period of 2000-2005.
- Featured in:

- David Shepard (2001) *Direct Magazine*, January.
- Partially reprinted in:
  - Mohammed, Fisher, Jaworski, and Cahill (2001), *Internet Marketing: Building Advantage in a Networked Economy*. McGraw Hill
- Also: INSEAD Working paper 2000/55/MKT "Customer Lifetime Duration: An Empirical Framework for Measurement and Explanation"

Reinartz, Werner and V. Kumar (1999), "Store-, Market-, and Consumer Characteristics: On the Drivers of Store Performance", *Marketing Letters*, 10 (1), 3-20. (lead article). [google scholar citations: **85**; ISI citations: **0**]

Kumar, V., Kiran Karande, and Werner Reinartz (1998), "The Impact of Internal and External Reference Prices on Brand Choice: The Moderating Role of Contextual Variables" *Journal of Retailing*, 74 (3), 401-426. [google scholar citations: **124**; ISI citations: **41**]

## PUBLICATIONS IN GERMAN LANGUAGE JOURNALS

Wiegand, Nico, Werner Reinartz and Jim Sprigg (2018), „Das Ende der Werbekampagne“, *Harvard Business Manager*, 40 (January), 67-73. [The end of the advertising campaign].

Werner Reinartz (2016), „Das Ende der Einkaufslisten“, *Harvard Business Manager*, 38 (Juli), 88-89. [The end of shopping lists].

Werner Reinartz (2013), „Gefährliche Ignoranz“, *Harvard Business Manager*, 35 (August), 106-107. [Dangerous Ignorance].

Werner Reinartz and Peter Saffert (2012), „Bitte nicht abseitig!“, *Harvard Business Manager*, 34 (October), 12-14. [Not Too Much Synthesis].

Kumar, V., Rajkumar Venkatesan, and Werner Reinartz (2006), „Der Gläserne Kunde“, *Harvard Business Manager*, 28 (October), 116-126. [The Transparent Customer].

Thomas, Jakki, Werner Reinartz and V. Kumar (2004), „Holen Sie Mehr Aus Ihren Kunden Heraus“, *Harvard Business Manager*, 26 (November), 79-89. [Getting the Most out of All Your Customers].

Reinartz, Werner and V. Kumar (2003), "Kundenpflege – aber richtig", *Harvard Business Manager*, 80 (January), 68-78. [Maintaining customers the right way].

Reinartz, Werner and Manfred Krafft (2001), „Überprüfung des Zusammenhangs von Kundenbindungsdauer und Kundenertragswert“, *ZfB - Zeitschrift für Betriebswirtschaft*, 11 (November), 1263-1281. [Testing the link between customer retention and customer value].

## WORKING PAPERS

Venkatesan Rajkumar, Werner Reinartz, Alex Bleier, and Nalini Ravishanker (2017), „The Role of Attitudinal Information in CLV Based Customer Management”

- Insights from MSI 2012 [12-insf4], Why Customer Attitudes Still Matter. [www.msi.org](http://www.msi.org)

- MSI Working paper [12-107], The Role of Attitudinal Information in CLV-based Customer Management. [www.msi.org](http://www.msi.org)

## BOOKS

- Kumar, V. and Werner Reinartz (2016) *Customer Relationship Management: Concept, Strategy, and Tools*. 2<sup>nd</sup> ed., Heidelberg: Springer Verlag / Yee Yee Book Gallery. CHINESE TRANSLATION
- Kumar, V. and Werner Reinartz (2015) *Customer Relationship Management: Concept, Strategy, and Tools*. 2<sup>nd</sup> ed., Heidelberg: Springer Verlag/ Hankyung Publishing. KOREAN TRANSLATION
- Reinartz, Werner and Monika Käuferle (2014), *Wertschöpfung im Handel*. Kohlhammer Verlag: Stuttgart.
- Kumar, V. and Werner Reinartz (2012) *Customer Relationship Management: Concept, Strategy, and Tools*. 2<sup>nd</sup> ed., Heidelberg: Springer Verlag.
- Kumar, V. and Werner Reinartz (2006) *Customer Relationship Management: A Databased Approach*. New York: John Wiley & Sons. CHINESE TRANSLATION
- Kumar, V. and Werner Reinartz (2006) *Customer Relationship Management: A Databased Approach*. New York: John Wiley & Sons.

## BOOK CHAPTERS

- Reinartz, Werner (2017), "Kundenansprache in Zeiten digitaler Transformation" in *Marketing Weiterdenken* eds. Manfred Bruhn and Manfred Kirchgeorg. Springer Gabler, 123-138.
- Reinartz, Werner and Manuel Berkmann (2017), "Customer Engagement in B-to-B" in *Customer Engagement Marketing* eds. Robert Palmatier, V. Kumar, and Colleen Harmeling, Palgrave Macmillan.
- Castèran, Herbert, Lars Meyer-Waarden, and Werner Reinartz, (2017), "Modeling Customer Lifetime Value, Retention, and Churn" in *Handbook of Market Research*, ed. Christian Homburg, Martin Klarmann and Arnd Vomberg, Springer Verlag.
- Reinartz, Werner and Manuel Berkmann (2016), "Customer Engagement" in *Handbuch Dienstleistungsmanagement*, ed. Hans Corsten and Stefan Roth, Vahlen Verlag, 659-680.
- Reinartz, Werner (2015), "The Great Debate: Managing Brands vs. Managing Customers" in *The Future of Branding*, ed. Rajendra Srivastava and Gregory M. Thomas, SAGE Publications India Pvt. Ltd.
- Reinartz, Werner and Wolfgang Ulaga (2014), "Hybrid Offerings: Research Avenues for Implementing Service Growth Strategies." in *Handbook on Research in Service Marketing*, ed. Roland T. Rust and Ming-Hui Huang, Edward Elgar Publishing Ltd. Cheltenham, UK. 370-392.

- Reinartz Werner and Monika Käuferle (2014), "Wertschöpfung aus betriebswirtschaftlicher Perspektive" in *Wertschöpfung im Handel*, ed. Werner Reinartz and Monika Käuferle, Kohlhammer Verlag, 36-61.
- Käuferle, Monika, Annette Ptok, and Werner Reinartz (2014), "Wertschöpfung durch Kundenintegration" in *Wertschöpfung im Handel*, ed. Werner Reinartz and Monika Käuferle, Kohlhammer Verlag, 140-168.
- Reinartz, Werner and Maik Eisenbeiß (2014), "Managing Customer Loyalty for Maximizing Customer Equity." in *Handbook of Customer Equity*, ed. V. Kumar and Denish Shah, Edward Elgar Publishing Ltd. Cheltenham, UK.
- Reinartz, Werner (2013) "Applications in Marketing Research: A Commentary on Dr Kumar's Contributions" in *Legends in Marketing*, Vol. 5, SAGE Publications Pvt. Ltd.
- Venkatesan, Rajkumar, V. Kumar and Werner Reinartz (2011), "Customer Relationship Management in Business Markets" in *Handbook of Business to Business Marketing*, ed. Gary L. Lilien and Rajdeep Grewal, Edward Elgar Publishing Ltd. Cheltenham, UK.
- Reinartz, Werner and Rajkumar Venkatesan (2008), "Models for Customer Relationship Management (CRM)" in *Handbook of Marketing Decision Models*, ed. Berend Wierenga, Springer Science and Business Media.
- Reinartz, Werner, Oliver Götz, Wayne D. Hoyer, and Manfred Krafft (2006), „Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit“ in *Kundenzufriedenheit: Konzepte - Methoden - Erfahrungen* 6th edition, ed. Christian Homburg, Gabler Verlag, p. 410-430. [CRM for Driving Customer Satisfaction]
- Reinartz, Werner (2005), "Understanding Customer Loyalty Programs" in *Retailing in the 21st Century. Current and Future Trends*, Murali Mantrala and Manfred Krafft eds, Springer Verlag.
- Reinartz, Werner, Oliver Götz, Wayne D. Hoyer, and Manfred Krafft (Nov. 2005), "Determinanten Einer Erfolgreichen CRM-Implementierung" in *Innovatives Marketing*, eds. Alexander Haas and Björn Sven Ivens, Gabler Verlag, Wiesbaden [Determinants of Successful CRM Implementation].
- Reinartz, Werner (1998), "Marketing Research on the Internet" in *Marketing Research* by David Aaker, V. Kumar, and George Day, 6<sup>th</sup> edition, New York: John Wiley.

## CONFERENCE CHAIRING

- Chair of the INFORMS Marketing Science Conference, June 16-19, 2010. Conference venue: Cologne, Germany.
- Co-chair of the joint University of Cologne – University of Münster – University of Groningen 3<sup>rd</sup> Thought Leadership Conference on Customer Management, "Managing the Interface between Firms and Customers", September 10-12, 2009. Conference venue: Montabaur Castle, Germany.

Co-chair of the joint INSEAD -- Marketing Science Institute (MSI) conference: "*Brand Management vs. Customer Management: Striking the Balance*", May 3/4, 2007. Conference venue: INSEAD, Fontainebleau.

Co-chair of the joint INSEAD -- Marketing Science Institute (MSI) conference: "*Customer Relationship Management: Strategies and Implementation*", July 11/12, 2002. Conference venue: INSEAD, Fontainebleau.

### CONFERENCE TRACK CHAIRING

Track Chair *Customer Relationship Management*, American Marketing Association Real Time: Reaching, Engaging and Delivering Value to B2B Customers Winter Marketing Educator's Conference, San Francisco, CA, Aug. 1-3, 2014.

Track Chair *Designing Products, Services and Solutions*, American Marketing Association Winter Marketing Educator's Conference, St. Petersburg, FL, Feb 17-19, 2012.

Track Chair *Relationship Marketing*, European Marketing Conference (EMAC), University of Brighton, United Kingdom, May 27-30, 2008.

### INVITATIONS TO CONFERENCES (By Invitation Only)

Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, WeSchool, Prin.L.N. Welingkar Institute of Management, Bangalore, January 5-7, 2018.

"The Impact of Digital Transformation on Retailing and Marketing", Key note speaker at the 10th anniversary meeting of the Customer Insight Center of the University of Groningen, November 30, 2017.

Dialogrunde II: Die Perspektive der Etablierten Player, 73. Führungsgespräch "Marketing Weiterdenken", Wissenschaftliche Gesellschaft für Unternehmensführung e.V., HHL Leipzig, November 9-10, 2017.

Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Prin.L.N. Welingkar Institute of Management, Mumbai, January 6-8, 2017.

"Telling it to the Customer. Ad Content and Ad Effectiveness", Deutscher Marketing Tag, Leipzig, November 24, 2016.

"Real Time: Reaching, Engaging and Delivering Value to B2B Customers", Discussion session moderator, MSI Fall Trustees Meeting, San Francisco, CA, November 10-11, 2016.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising", Marketing Research Camp, HEC, France, March 31<sup>st</sup>-April 1<sup>st</sup>, 2016.

Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Institute of Management Technology, Ghaziabad, New Delhi, January 7-9, 2016.

- „Digitale Transformation und Wertschöpfung im Handel“, Goldener Zuckerhut Verleihung, Berlin, November 6, 2015.
- “Wie sag ich's meinen Kunden? Werbeinhalte und Werbewirkung” GWA EFFIE Kongress, Frankfurt, November 5, 2015.
- “The Development of Inner Cities and the Consequences for Store Retailing“ fww Kongress, Essen, September 15 2015.
- “The Role of the Marketing Department in Business Schools” Presenter and Discussant at the Department Head Forum, European Marketing Academy Conference (EMAC), Leuven, May 27 2015.
- Faculty Fellow, American Marketing Association (AMA) Sheth Doctoral Consortium, , London Business School, UK, July 15-18, 2015.
- Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Institute of Management Technology, Dubai, UAE, January 18-20, 2015.
- “Retailing Developments and Implications for Inner Cities” Rektor-Abend, University of Cologne, January 12, 2015
- “Executorial Strategies in TV-Advertising: An Agency Perspective”, Winter Camp, Catholic University of Leuven, Belgium, December 12, 2014.
- “Developments in Retailing and Implications for Inner Cities”, Keynote Adress at the Deutscher Handelskongress, Berlin, November 19, 2014.
- “Retailing in the Context of the Digital Transformation” General Assembly of the Chamber of Commerce, Cologne, July 1, 2014.
- “Future Challenges for the Retailing Industry” Handelsverband Deutschland (HDE) Retreat of the Board, Berlin, June 27, 2014.
- „Verkauft Kreative Werbung Besser?“ Bundesverband Materialwirtschaft, Einkauf und Logistik e.V., Düsseldorf, March 18, 2014. [Does creative advertising sell better?]
- Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Indian Institute of Management, Ahmedabad, India, January 5-7, 2014.
- „Wertschöpfung im Handel“ German Chamber of Commerce (DIHK), Meeting of Retail Officers, Köln, September 11, 2013. [Value creation in retailing]
- „Ist Kreative Werbung Erfolgreicher?“ 10. TV Wirkungstag, Düsseldorf, April 18, 2013. [Is creative advertising more efficient?]
- “Consumer and Technology Impact on Value Creation in Retailing”, 15<sup>th</sup> OFW World Business Dialogue, University of Cologne, March 14-15, 2012.
- “Driving Growth through Services in B2B Markets: Key Success Factors Derived from Best Practices”, Research Impacting Practise – Bringing Technology to Market Conference, ESMT, Berlin Germany, April 27, 2012.



“Strategic Marketing and Marketing Strategy 3.0: Foundational Issues and Research Priorities” AMA 2011 Winter Conference Special Session, Austin, TX, February 18-21, 2011.

Keynote Speaker, “The Contribution of Marketing to the Economic Success of Organizations”, Alumni Symposium, University of Muenster, November 13, 2010.

Keynote Speaker, „Ertragsorientiertes Kundenmanagement im Einzelhandel“, 17. BIDT-Kongress 2010, Cologne, May 18, 2010.

Academic keynote speaker, “Transitioning to Services by Manufacturing Firms”, at the ISES Global Conference on Service Excellence, Singapore, July 21-23, 2010.

Keynote Speaker, “The Contribution of Marketing to the Economic Success of Organizations”, 58. Führungsgespräche, Wissenschaftliche Gesellschaft, Münster, April 23, 2010.

Keynote Speaker, “Beyond Products: Successful Transition to Services by Manufacturing Companies”, at the 9th International Conference on Relationship Marketing, Berlin, September 30, 2009.

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, Georgia State University, Atlanta, GA, June 11-14, 2009.

Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, University of Michigan, Ann Arbor, MI June 3, 2009.

“What is the Role of Attitudinal Data in Direct Customer Response Modeling and Customer Management?”, 3. Interdisciplinary Congress für Direct Response Marketing, University of Cologne, September 25, 2008.

Attitudes Towards Firm and Competition: How do they Matter for CRM Activities? Marketing Camp, University of Cologne, Germany, January 2008.

Using and Stewarding Customer Data, Center for Digital Strategies, Tuck School of Business, New Hampshire, Oct. 4, 2007.

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, Arizona State University, Tempe, AZ, May 16-19, 2007.

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, University of Maryland, Robert H. Smith School of Business, College Park, MD, July 12-16, 2006.

Direct Marketing Educational Foundation Research Conference, Williamsburg, VA, January 5-6, 2006.

CRM Symposium, University of Münster, Germany, September 22.-23, 2005.

American Marketing Association (AMA) Thought Leadership Conference: Managing Customers For Profits, University of Connecticut, Storrs, CT, Sept 15-17, 2005.

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, University of Connecticut, Storrs, CT, July 7-9, 2005.

3<sup>rd</sup> Biennial MSI Young Scholars Program in Park City, Utah. January 6-9, 2005.

Faculty Fellow, Research Opportunities in CRM. INFORMS Society of Marketing Science Doctoral Consortium at Erasmus University, Rotterdam. June 23-24 2004.

Teaching CRM. AMA Faculty Consortium, Dallas, TX, June 24-27 2004.

The CRM Process: Its Measurement and Impact on Performance. AMA Faculty Consortium, Dallas, TX, June 24-27 2004.

Allocating Resources to Maximize Customer Profitability. MSI Conference Marketing Metrics, London Business School, June 21 2004.

Improving Marketing Productivity: Knowing When to Sell what to Whom. MSI Conference on Measuring Marketing Productivity: Linking Marketing to Financial Returns, Dallas, Texas, October 3, 2002.

American Marketing Association (AMA) Thought Leadership Conference: Managing the Customer Asset: Charting Future Directions for Marketing. Wallace E. Carroll School of Management, Boston College, June 2001, Boston, USA.

### **SPECIAL SESSIONS**

Creating Effective Integrated Online and Offline Marketing, European Marketing Academy (EMAC), Leuven, Belgium, May, 26-29, 2015.

Modern Strategies in Retailing: Choice Architecture and Purchase Decisions, Association for Consumer Research (ACR) Conference, Baltimore, MD, USA, October 23-26, 2014.

Self-Generated Validity Effects in Consumer Research", Association for Consumer Research (ACR) Conference Portland, Oregon, USA, October 7-10, 2004.

### **CONFERENCE PROCEEDINGS**

Venkatesan, Rajkumar, Werner Reinartz, and Nalini Ravishanker (2008), Attitudes Towards Firm and Competition: How do they Matter for CRM Activities?, European Marketing Academy Conference (EMAC), Brighton, May.

Jindal, Rupinder, Werner Reinartz, Manfred Krafft, and Wayne Hoyer (2005), Antecedents of a Multiple Routes to Market Strategy, European Marketing Academy Conference (EMAC), Milan, May.

Chandon, Pierre, Vicki Morwitz, and Werner Reinartz (2005), The Self-Generated Validity of Measured Purchase Intentions, Advances in Consumer Research, Volume 32.

Reinartz, Werner and Manfred Krafft (2000), Measuring and Modeling Non-contractual Customer-Firm Relationships. Proceedings Paper presented at the 8<sup>th</sup> International Colloquium in Relationship Marketing, December: Stockholm University.

Reinartz, Werner (1996), The Internet as a Marketing Tool in Ornamental Horticulture: an Exploratory Investigation. *Acta Horticulturae*, August, p. 273-278 Paper presented at the 13th International Symposium on Horticulture Economics, August: Rutgers University, New Brunswick, NJ.

## CONFERENCE PRESENTATIONS

Becker, Maren, Norris Bruce and Werner Reinartz (2018), "Communicating Brands in Television Advertising", AMA Winter Academic Conference, New Orleans, LA, February 23-25.

Becker, Maren, Werner Reinartz, and Nico Wiegand (2018), "Does It Pay to Be Real? Understanding Authenticity in TV Advertising" AMA Winter Academic Conference, New Orleans, LA, February 23-25.

Reinartz, Werner (2017), „Preisdifferenzierung und –dispersion im Handel“, Faszination Handel, University of Cologne, September 21.

Becker, Maren, Norris Bruce and Werner Reinartz (2017), "Communicating Brands in Television Advertising", Marketing Science Conference, Los Angeles, CA, June 8-10.

Venkatesan, Rajkumar, Werner Reinartz, Alexander Bleier, and Nalini Ravishanker, (2017), „The Role of Attitudinal Information in Managing Customer Loyalty“, European Marketing Academy (EMAC), Groningen, Netherlands, May, 23-26, 2017.

Becker, Maren, Norris Bruce, and Werner Reinartz (2017), "Communicating Brands in Television Advertising", Theory & Practice in Marketing Conference, Charlottesville, VA, May 10-12.

Becker, Maren, Werner Reinartz, and Norris Bruce (2016), "Window-Dressing: The Effect of Brand Presence on TV Advertising Effectiveness", Marketing Dynamics Conference, Hamburg, July 7–8.

Eisenbeiß, Maik, Thomas Scholdra, Julian Wichmann, and Werner Reinartz (2016), "Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior", Marketing Dynamics Conference, Hamburg, July 7–8.

Eisenbeiß, Maik, Thomas Scholdra, Julian Wichmann, and Werner Reinartz (2016), "Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior", Marketing Science Conference, Shanghai, June 16–18.

Werner Reinartz (2016), "Building Effective TV Ads. The Role of Content", MSI Conference: Data, Disruption, and the Transforming Media, New York, NY, February 24-25.

Reinartz, Werner and Maren Becker (2016), „Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising“, Tagung der Kommission Marketing, University of Regensburg, January 29.

- Reinartz, Werner (2015), „Digitale Transformation und Wertschöpfung im Handel“, Faszination Handel, University of Cologne, September 24.
- V. Kumar and Werner Reinartz (2015), “Creating and Communicating Enduring Customer Value” MSI Conference: Frontiers in Marketing, Boston, MA, Juli 30-31.
- Elsner, Mark, Maik Eisenbeiß, and Werner Reinartz (2015), “The Impact of Online Review Content on Sales“, Marketing Science Conference, Baltimore, June 18 – 20.
- Eisenbeiß, Maik, Monika Käuferle, Werner Reinartz, and Peter Saffert (2015), “Understanding Cross-Channel Effects in a Dual-Distribution Channel Environment“, EMAC Conference, Leuven, Belgium, May 27-29.
- Gartmeier, Vanessa, Gunnar Mau and Werner Reinartz (2014), „More Than a Mental Barrier? The Effect of Perceived Product Distance on Consumers’ In-Store Purchase Decision Processes” Association for Consumer Research (ACR) Conference, Baltimore, October 23-26.
- Reinartz, Werner (2014), „Lohnt es sich, in gut gemachte Werbung zu investieren? Und was heisst eigentlich gut gemacht?, Faszination Handel, University of Cologne, September 25.
- Reinartz, Werner and Maren Becker (2014), “It's All About the "How?" - Executional Strategies in TV-Advertising”, 1<sup>st</sup> Symposium on Value Creation in a Changing Media and Consumer Environment, University of Cologne, September 24.
- Elsner, Mark, Maik Eisenbeiß, and Werner Reinartz (2014), “Beyond Star Ratings – the Influence of Review Sentiment on Product Sales“, Marketing Science Conference, Atlanta, June 12 – 14.
- Becker, Maren, Monika Käuferle, and Werner Reinartz (2014), „Content Factors in Advertising“ Marketing Science Conference, Atlanta, June 12 – 14.
- Gartmeier Vanessa, Gunnar Mau, and Werner Reinartz (2014), “More Than a Mental Barrier? The Effect of Perceived Product Distance on Consumers’ In-Store Purchase Decision Processes” Marketing Science Conference, Atlanta, June 12 – 14.
- Eisenbeiß Maik and Werner Reinartz (2014), “The Sales Effect of Creativity in Advertising”. Marketing & Innovation Symposium, Erasmus University, Rotterdam, May 28.
- Reinartz, Werner (2013), „Ist Kreative Werbung erfolgreicher?“, Faszination Handel, University of Cologne, September 26.
- Lara Lobschat, Ernst C. Osinga, and Werner Reinartz (2013), “The Effect of Online Banner Advertising on Offline Sales” Marketing Science Conference, Istanbul, July 11 – 13.
- Alexi, Katia, Monika Käuferle, and Werner Reinartz, and (2013), “The Effect of Reference Products on the Price Image of Retailers”, Marketing Science Conference, Istanbul, July 11 – 13.

- Worm, Stefan, Wolfgang Ulaga, Sundar Bharadwaj, and Werner Reinartz (2012), "Financial Performance Outcomes of B2B Customer Solution Offerings", ISBM Academic Conference, University of Chicago, Chicago, IL, August 15-16.
- Orbach, Dominik, Werner Reinartz, and Mark Elsner (2012), „Forward Integration into Retailing: Motives, Determinants of Channel Structure, and Performance Implications“, Marketing Science Conference, Boston, June 7 – 9.
- Elsner, Mark, Lara Lobschat, and Werner Reinartz (2012), "What's in a Story? Factors influencing the Popularity of Online Content in Social Media", Marketing Science Conference, Boston, June 7 – 9.
- Reinartz, Werner (2012), "Does it pay off to be original? The sales effect of creativity in advertising.", Annual meeting of the German Academic Marketing Commission (Wissenschaftliche Kommission Marketing im VHB), Ingolstadt, January 27.
- Reinartz, Werner (2011), "The Role of Trust in Marketing Exchange" Japanese-German Symposium, University of Cologne, September 8-10.
- Reinartz, Werner (2011), "Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully", ISES Global Conference on Service Excellence, Singapore, July 13-15.
- Eisenbeiß, Maik, Monika Käuferle, Werner Reinartz, and Peter Saffert (2011), "Return on Channel Investments for Customer Acquisition – A Cross-Channel Analysis," Marketing Science Conference, Houston, TX, June 9-11.
- Reinartz, Werner and Peter Saffert (2011), "Creativity in Advertising and Implications for Product Sales Performance," Marketing Science Conference, Houston, TX, June 9-11.
- Reinartz, Werner and Monika Käuferle (2010), "Managing Multiple Routes to Market: The Role of Channel Variety and Intensity of Channel Usage", Marketing Science Conference, Cologne, June 17-19.
- Reinartz, Werner and Peter Saffert (2009), Does Beauty Pay Off? On the Commercial Success of Award Winning Advertising, Marketing Science Conference, Ann Arbor, MI, June 4-6.
- Reinartz, Werner (2008), Handelsmarken: Produkt- oder Unternehmensstrategien, Faszination Handel, IFH Handelsforum, Cologne, 9. Dezember.
- Reinartz, Werner and Wolfgang Ulaga (2008) Drivers of Profitability in Industrial Services: A Framework and Research Propositions, Marketing Science Conference, Vancouver, June 12-15.
- Reinartz, Werner and Wolfgang Ulaga (2008), Drivers of Profitability in Industrial Services: A Framework and Research Propositions, ISBM Academic Conference, Rady School of Management, University of California, August 6-7.
- Reinartz, Werner and Rajkumar Venkatesan (2007) The Value of Attitudinal Information in CRM, Marketing Science Conference, Singapore, June 28-30.
- Reinartz, Werner (2007), Vom Kunden zum profitablen Kunden, Faszination Handel, IFH Handelsforum, Cologne, 22. Nov.

- Reinartz, Werner, Jacquelyn Thomas, and Ganael Bascoul (2006) Investigating Cross-Buying and Customer Loyalty. Marketing Science Conference, University of Pittsburgh, PA, June.
- Reinartz, Werner and Rajkumar Venkatesan (2006,) Models for Customer Relationship Management. MSI Workshop on Advances in Marketing Decision Models, Athens, Greece, May 27.
- Kumar, V., Rajkumar Venkatesan, and Werner Reinartz (2006), Targeting Customers Through Effective and Efficient Sales Campaign Management. Collaborative and Multi-Disciplinary Research Conference, Yale School of Management, New Haven, CT, May 4-6.
- Jindal, Rupinder, Werner Reinartz, Manfred Krafft, and Wayne Hoyer (2005), Antecedents of a Multiple Routes to Market Strategy. European Marketing Academy Conference (EMAC), Milan, May.
- Krafft, Manfred, Wayne Hoyer, and Werner Reinartz (2005), Determinants of Implementing Customer Relationship Management (CRM) in Business-to-Consumer Relationships. AMA Winter Marketing Educators Conference. San Antonio, TX. February 11.
- Kumar, V., Rajkumar Venkatesan, and Werner Reinartz (2004), Improving Marketing Productivity: Knowing When to Sell what to Who. ISBM Academic Workshop New Priorities and Challenges for Business-to-Business Marketers, Harvard University, August.
- Jindal, Rupinder, Werner Reinartz, Manfred Krafft, and Wayne Hoyer (2004), Determinants of Breadth and Depth in Distribution Channel Usage. Marketing Science Conference. Erasmus University Rotterdam, June.
- Reinartz, Werner, Jakki Thomas, and V. Kumar (2003), Allocating Resources to Maximize Customer Profitability. Marketing Science Conference. University of Maryland, June.
- Kumar, V., Rajkumar Venkatesan, and Werner Reinartz (2003), Improving Marketing Productivity: Knowing When to Sell what to Whom. Marketing Science Conference. University of Maryland, June.
- Chandon, Pierre Vicki Morwitz and Werner Reinartz (2003), Does Measuring Purchase Intentions Increase their Predictive Power? An Empirical Analysis of the Self-generated Validity Effect, Marketing Science Conference. University of Maryland, June.
- Reinartz, Werner, Manfred Krafft, and Wayne Hoyer (2003), Measuring the Customer Relationship Management Construct and Linking it to Performance Outcomes. Marketing Science Conference. University of Maryland, June.
- Reinartz, Werner, Manfred Krafft, and Wayne Hoyer (2002), Measuring the Customer Relationship Management Construct and Linking it to Performance Outcomes. 10<sup>th</sup> International Colloquium in Relationship Marketing, University of Kaiserslautern, Germany, 29.Sept. - 2.Oct.

- Reinartz, Werner, Manfred Krafft, and Wayne Hoyer (2002), Measuring the Customer Relationship Management Construct and Linking it to Performance Outcomes. MSI Conference on Customer Relationship Management: Strategies and Company-wide Implementation, INSEAD, France, July 11-12.
- Reinartz, Werner and Vincent Onyemah (2001), Customer Value as a Consequence of Behavioral and Attitudinal Loyalty. Workshop IRGREM (International Research Group for Relationship- and E-Marketing), University of Pau, France, September.
- Reinartz, Werner and Jacquelyn Thomas (2001), Managing Customer Value: Customer Acquisition, Retention and Cross-selling. Marketing Science Conference. Wiesbaden, Germany, July.
- Reinartz, Werner and Jacquelyn Thomas (2001), Managing Customer Value: Customer Acquisition, Retention and Cross-selling. INFORMS International Meeting. Hawaii, June.
- Thomas, Jacquelyn and Werner Reinartz (2000), An Empirical Investigation into the Impact of Cross-Buying on Customer Retention and Customer Lifetime Value. 5<sup>th</sup> Research Conference on Relationship Marketing. Emory University, Atlanta, October.
- In the same conference: Session chair of Techniques and Technology for Effective Relationship Marketing.
- Thomas, Jacquelyn and Werner Reinartz (2000), An Empirical Investigation into the Impact of Cross-Buying on Customer Retention and Customer Lifetime Value. AMA Summer Educators Conference. Chicago, August.
- Reinartz, Werner (1999), Customer Lifetime Value Analysis: On the Factors that Drive Customer Lifetime and on the Profitability of Long-life Customers. DISK '99 Data Warehouse Conference, Ulm, Germany, October.
- Reinartz, Werner and V. Kumar (1999), Customer Lifetime Value: An Intergrated Empirical Framework for Measurement, Antecedents and Consequences. American Marketing Association Summer Educators Conference, San Francisco, CA, August.
- Reinartz, Werner and V. Kumar (1999), Measuring Customer Value from the Firm's Perspective. An Integrated Framework. Marketing Science Conference, Syracuse University, Syracuse, NY, May.
- Reinartz, Werner and Bill MacElroy (1998), E-Commerce Activities: Should People Pay to Use Them? Marketing Science Conference, INSEAD, Fontainebleau, France, July.
- Reinartz, Werner and Bill MacElroy (1998), Is Content Really King on the Web? Doctoral Symposium, University of Houston, Houston, Texas, April.
- Reinartz, Werner and V. Kumar (1997), The Impact of Store Positioning on Store Performance. Second International Research Seminar: Marketing Communications and Consumer Behavior, La Londe les Maures, France, June.
- Reinartz, Werner and V. Kumar (1997), Antecedents of Store Performance. Doctoral Symposium, University of Houston, Houston, Texas, April.

Reinartz, Werner, Rajag Echambadi, and V. Kumar (1997), Structural Equation Modeling with Non-normal Variables: Implications for Marketing. Marketing Science Conference, Berkeley, CA, March.

**INVITED PRESENTATIONS (ACADEMIC)**

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising” (2017), Hebrew University, Jerusalem, Israel, November 22.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising” (2017), Dauphine University, Paris, France, April 27.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising” (2016), Georgetown University, Washington D.C., October 7.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising” (2016), University of Virginia, Charlottesville, VA, October 4.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising” (2016), Pennsylvania State University, State College, PA, February 22.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising” (2016), University of Illinois, Urbana-Champaign, IL, February 17.

Executorial Strategies in TV-Advertising: An Agency Perspective (2014), University of Texas in Dallas, October 27.

The Sales Effect of Creativity in Advertising (2013), University of Mannheim, Germany, March.

Ist kreative Werbung erfolgreicher? (2013), North Rhine-Westphalian Academy of Sciences, Humanities and the Arts, Düsseldorf, Germany, March 13.

The Sales Effect of Creativity in Advertising (2013), WHU Vallendar, Germany, January.

The Sales Effect of Creativity in Advertising (2012), Koç University, Istanbul, Turkey, February.

Advertising awards, creativity, and economic brand performance (2010), ESMT Berlin, Germany, September.

Drivers of Profitability in B-to-B Services (2009), IE Business School, Instituto Empresa, Madrid – Spain, September.

Drivers of Profitability in B-to-B Services (2009), National University of Singapore, Singapore, March.

Thoughts on Early Academic Career Management (2009), Singapore Management University, Singapore, March.

Attitudes Towards Firm and Competition: How do they Matter for CRM Activities?, (2008). Marketing Department I, University of Mannheim, Germany, March.



- Attitudes Towards Firm and Competition: How do they Matter for CRM Activities? (2008). Marketing Camp, University of Cologne, Germany, January.
- When to Manage Brands and When to Manage Customers? (2007). Tuck School of Business, Hanover, New Hampshire, USA, September.
- Allocating Resources to Customers (2006). Faculty of Economics and Business Administration, Tilburg University, Netherlands, September.
- Allocating Resources to Customers (2006). Wirtschafts- und Sozialwissenschaftliche Fakultät, University of Cologne, Germany, May.
- The CRM Process: Its Measurement, Link to Performance, and Its Antecedents (2005). London Business School, UK, May.
- The CRM Process: Its Measurement and Impact on Performance (2004). University of Houston, April.
- Modelling the Customer-Firm Relationship (2001). Technische Universität München, Germany, December.
- Modelling the Customer-Firm Relationship (2001). Westfälische Wilhelms-Universität, Münster, Germany, November.
- Customer Value as a Consequence of Behavioral and Attitudinal Loyalty (2001). Erasmus University, Rotterdam, Netherlands, October.
- Customer Profitability Analysis: Empirical Analyses and Marketing Implications (2001). Wirtschafts- und Sozialwissenschaftliche Fakultät, University of Cologne, Germany, May.
- Customer Profitability and Customer Management (2001). eLab@INSEAD Research Forum, INSEAD Fontainebleau, France, February.
- Analyzing Value Antecedents of Online Service Subscription Decisions (2000). Wissenschaftliche Hochschule für Unternehmensführung, WHU Koblenz, Germany, August.

#### COMMENTS ON RESEARCH and TEACHING AIDS

- Reinartz, Werner, Justus Haucap, Nico Wiegand, and Matthias Hunold (2017), "Preisdifferenzierung und –dispersion im Handel". White Paper, Institut für Handelsforschung (IFH).
- Reinartz, Werner and Manuel Berkmann (2016), "Customer Engagement", The AMA Journal Reader. [<https://www.ama.org/publications/E-publications/Pages/default.aspx>]
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- Also: INSEAD Working paper
  - 2000/28/MKT "Setting Prices in an Online World: When Price Customization Works (... And When it Doesn't). "
  - Featured in:  
Insead Alumni Newsletter, June 2002
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Reinartz, Werner; Nagler, Michael (1995): „Lohnende Ausgaben für kostbares Nass“, *Landschaftsarchitektur*, February/March, p. 28-30.  
(Rewarding expenditures for environmental measures)

**REVIEWING ACTIVITIES**Area Editor

- Journal of Marketing (2014-today)
- International Journal of Research in Marketing (2006-2015)
- Journal of Marketing Behavior (2013-today) [new EMAC Journal]

Editorial Board – Journals

- Journal of Marketing (2005-today)
  - Outstanding Area Editor Award 2016
  - Outstanding Reviewer Award 2005/2006
- Marketing Science (2005-2016)
  - Ranked 15<sup>th</sup> (out of 600 standing and ad-hoc reviewers) in terms of manuscript turnaround time
- Journal of Retailing (2015-2017)

Editor Special Issue

- International Journal of Research in Marketing, “The Path to Digital Conversion” (2016)
- Marketing Intelligence Review (MIR), “Digital Transformation” (May 2017)

Editorial Advisory Board

- RAM (Recherche et Applications en Marketing) (2015-today)

Guest Area Editor

- Marketing Science

Science Foundations

- DFG (German Science Foundation)
- ISF (Israel Science Foundation)
- NOW (Netherlands Organisation for Scientific Research)

Judging for Research Awards

- Member of award committee of the 2015 Varadarajan Award for Early Career Contributions to Marketing Strategy (American Marketing Association)
- EMAC McKinsey Marketing Dissertation Award (2012-today)
- Member of award committee of the 2012 Jan Benedict Steenkamp Award for long term impact (IJRM)

Judging for Research Grants

- 2007 ECR Unilever Research Grant € 250.000
- 2008 ECR Europe Student Awards Competition (<http://www.ecr-institute.org/>)
- 2008 ECR Unilever Research Grant € 250.000
- 2009 ECR Unilever Research Grant € 250.000

Editorial Board – Book Series

- INSEAD Business Press, Palgrave MacMillan (2005-2006)

Reviewer for Research Competitions

- MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016)

- Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing (2012, 2013)
- Wissenschaftspreis of the GS1 Akademische Partnerschaft (2012, 2013, 2014, 2015)

#### Ad-hoc Reviewer for International Journals

- Management Science
- Journal of Marketing Research
- Marketing Science (2002-2005)
- Review of Marketing Science (ROMS)
- Marketing Science Institute, Cambridge MA
- International Journal of Research in Marketing
- Journal of Interactive Marketing
- Marketing Letters
- Journal of Retailing
- Journal of the Academy of Marketing Science
- Journal of Service Research
- Industrial Marketing Management
- European Management Journal
- California Management Review
- Journal of Retailing and Consumer Services
- AMA Summer Marketing Educator's Conference
- European Marketing Academy Conference (EMAC)
- ECR Journal, International Commerce Review
- Business Research (BuR)

#### Ad-hoc Reviewer for German Language Journals/Publications

- Zeitschrift für betriebswirtschaftliche Forschung (ZfbF)
- Schmalenbach Preis der Schmalenbach Stiftung
- Marketing ZFP

#### Judging for Business Awards

- ECR Award DACH for Cooperations in the Consumer Goods Value Chain (2010-today)

## OWN DISSERTATION

### **Customer Lifetime Value Analysis: An Integrated Empirical Framework for Measurement and Explanation**

The dissertation focused on methodological and managerial aspects of customers' lifetime dynamics. The explicit research objectives were to empirically measure lifetime for a non-contractual relationship, to show the factors that impact on the length of a customer's lifetime, and to empirically investigate the association of customer lifetime duration and customer profitability.

The contribution of this research lies on two fronts. First, it suggests and implements a methodological procedure for measuring lifetime value. Second, given that lifetime value is measured reliably, it derives managerial insight into the antecedents and consequences of customer lifetime value. Thus, it contributes to a better understanding of the customer management process.

Dissertation advisor: Prof. V. Kumar (Richard and Susan Lenny Distinguished Chair Professor in Marketing, Georgia State University)

**CHAired DISSERTATIONS**

2009 Matthias Beenken (dissertation committee member)  
2010 Katia Alexi (dissertation advisor)  
2011 Bernhard Brühl (dissertation committee member)  
2011 Nils Wagner (dissertation committee member)  
2012 Peter Saffert (dissertation advisor)  
2012 Monika Käuferle (dissertation advisor)  
2012 Alexander Rühle (dissertation committee member)  
2012 Isabel Victoria Villeda (dissertation committee member)  
2012 Benedikt Berlemann (dissertation advisor)  
2012 Dominik Orbach (dissertation advisor)  
2013 Lara Lobschat (dissertation advisor)  
2014 Alexander Bleier (dissertation committee member)  
2014 Pascal Bruno (dissertation committee member)  
2015 Thorsten Karau (dissertation committee member)  
2015 Vanessa Junc (dissertation advisor)  
2016 Alexander Edeling (dissertation committee member)  
2017 Max Backhaus (dissertation committee member)  
2017 Maren Becker (dissertation advisor)  
2017 Annette Ptok (dissertation advisor)  
2017 Tobias Mandt (dissertation committee member)

**MEDIA and INTERVIEWS**

- Christiane Dühmann of the weekly *Lebensmittelzeitung* interviewed Werner Reinartz on the opportunities and challenges with respect to vertical integration in food retailing [Die Fabriken müssen laufen], December 8, (49-17)
- Gerd Hanke and Christiane Dühmann of the weekly *Lebensmittelzeitung* interviewed Werner Reinartz and Justus Haucap on the challenges of dynamic pricing [Gefährliches Spiel], October, (39-17).
- Tinka Koch from Deutschlandfunk Nova interviews Professor Reinartz on the German shoe manufacturer Birkenstock and its rapid brand evolution. (October 10, 2017)
- Heike Nelsen-MinkenberG interviews Werner Reinartz in her ZDF TV documentary for his perspective on 'Dr. Oetker', the branding strategy of the famous German household CPG brand (October 2016).
- Anette Gilles interviews Werner Reinartz for her article 'Power to the Customer' in the June 2016 issue of *Textilmitteilungen*, p. 24-28. [Kunden an die Macht]
- Interview from Julia Mönnich of *Sportswear International* (July/August 2016) on the subject of approaching consumers in the digital age. ('The consumer has Won', Issue 274, p. 106)
- Interview from Anke Pedersen of *Check-In* for her article 'You like?' in the issue 02/2016 [Sie Wünschen?]
- Interview from Victoria Przybyl of the *Kölner Hochschulradio* (25.05.2016) with Werner Reinartz on the subject of the new Digital Transformation initiative at the University of Cologne.
- Interview von Niels Walker von der Wissenschaftsredaktion des NDR Hörfunk (8.12.2015) über „Die Rückkehr des Einkaufserlebnisses“ im Supermarkt.
- Jörg Nowicki from the weekly *Textilwoche* (No. 49, December 3 2015) interviews Prof. Reinartz about the emerging *Black Friday* phenomenon in Germany and its consequences for retailers.

- Prof. Reinartz is interviewed for the *EHI Newsletter* (July 10, 2015) on the subject of employment recruiting in the retailing industry [Der Handel, die verkannte Braut] <http://www.wissenschaftspreis.org/home/interview-reinartz/index.html>
- Nina Kirst from *PAGE Magazine* interviews Prof. Reinartz on advertising and creative effectiveness [Werber müssen weg vom Künstler-Image und hin zum Kommunikationsberater der auch kreative Leistung anbietet] *PAGE* 07, 2015), p. 102-103.
- Claudia Friedrich interviews Werner Reinartz for the SWR 2 Matinee radio broadcast on the subject of customer bonus programs and loyalty schemes (March 8, 2015)
- "Online ist der Neue Showroom", Annette Gilles reports on the changes for the retailing industry that were presented in the keynote talk by Werner Reinartz at the German Retailing convention (Deutscher Handelskongress) (2015), p.40-41.
- "Vorsicht Streuverlust", Andreas Chwallek reports on the Werner Reinartz's research presentation on advertising effectiveness (2014), *Der Handel* (November), p. 12-15.
- "Online ist der neue Showroom" Werner Reinartz is interviewed by Eli Hamacher (2014) November, *IHK Plus Magazine*, Chamber of Commerce Cologne, p.32-33.
- Ava Seaves features the the research project „What Is 'Creativity' In Advertising, And When Does It Lead To Market Performance?" in *Forbes* (Nov. 30, 2013) <http://www.forbes.com/sites/avaseave/2013/11/30/what-is-creativity-in-advertising-and-when-does-it-lead-to-market-performance/>
- „Effizienz durch Kreativität“. Irmela Schwab writes in *W&V* on the research by Reinartz and Saffert on the subject of advertising creativity. (2013, April 15), p. 42
- „Cross-Channel beim Kauf von Markenartikeln – Wie Konsumenten Kanäle kombinieren“, Prof. Reinartz comments on the role of brands in an online environment. *ECC-Handel*, March 2013
- "Offline Shopping von Online Marken". Werner Reinartz is interviewed by Donya Farahani of *Deutschlandradio Wissen* (2013) March 6.
- "Why Customer Attitudes Still Matter" (2012), *MSI's insights newsletter* reports on a research project by Rajkumar Venkatesan, Werner Reinartz and Nalini Ravishanker, p. 7-8.
- *Forschung 365 – The University of Cologne's Journal of Science* (2012) "In Times of a Good Economic Climate Consumer Habits Largely Remain Stable" p 8-9.
- *W&V* (October 2012, No 45), "Kreativität bringt bis zu 42% Effekt". Professor Reinartz is interviewed on the subject of advertising effectiveness.
- Prof. Reinartz is interviewed by *The Economist* on the subject of online price customization to consumers. "How deep are your pockets? Personalizing online prices", June 30, 2012. *The Economist*, p 67.
- Prof. Reinartz is interviewed by the *German Lebensmittel Zeitung* on the latest study of the Center for Research in Retailing (IFH) on the subject of employer branding: "Beim Image ist noch Luft nach oben", *LZ2*, January 13, 2012.
- Prof. Reinartz participated at the 15. G-E-M Markendialog and is cited in: *Das Magazin für Markenführung "markenartikel"*, 4/2011, p43.
- *The Business Times* (Singapore) "More Than Offering Better Service", July 22, 2010
- Prof. Reinartz (along with colleagues Krafft and Skiera) is interviewed in the *Handelsblatt* article "Individuelle Kundenwünsche im Blick" about opportunities and challenges in measuring the value of a customer, 17. Dezember 2009.
- *Oscar.trends*, (2009), *Brain Drain - Deutschland im Wettbewerb um die klügsten Köpfe*, Interview with Prof. Reinartz by Friederike von Hegel and Sven Sester, October 2009.
- *The Economist*, (August 27, 2009), *Idea: Customer Relationship Management*. The results of Prof. Reinartz's research, drawn from the article "The Mismanagement of Customer Loyalty" (*HBR* 2002), are discussed.



- Kölner Universitätszeitung, (3-2009), *Auszeichnungen und Ehrenämter*, Prof. Reinartz has been selected as the winner of the 2009 Early Career Award to Marketing Strategy Research from the American Marketing Association.
- Lebensmittelzeitung (2009), *Poco Domäne stiftet Handelspreis*, 29. May 2009.
- Lebensmittelzeitung (2009), *Handelsmarkenanteil wird weiter steigen*, Interview with Prof. Reinartz, 29. May 2009.
- Radio Berlin/Brandenburg (rbb) (2009), Interview with Prof. Reinartz about the crisis of department stores, April 2009. Interview by Karsten Zummack
- Standard Financier (Financial Standard) (2009), *“Cum să vinzi, servicii într-un mod profitabil? (How to sell services more profitably?)”*, Interview with Prof. Reinartz, Standard Marketing, February 2009.
- Kölner Universitätszeitung (1-2009), *Auszeichnungen und Ehrenämter*, Prof. Reinartz is one of the finalists for the William F. O' Dell Award of the Journal of Marketing Research.
- dialog, Das Magazin für Direktmarketing (2008), *Dritte Runde erfolgreich gemeistert*, Prof. Reinartz hosted the Congress of Dialogmarketing at the University of Cologne, 25. September 2008.
- Service CRM Magazin, 2/2008, *Auf dem Weg zur Kundenprofitabilität*, Interview with Prof. Reinartz by Norbert Samhammer.
- Westdeutsches Fernsehen (WDR Aktuell) 29.9.2008, *“Konsumentenreaktion zur Bankenkrise”*, Interview with Prof. Reinartz.
- Westdeutsches Fernsehen (WDR aktuell) 22.09.2008, *Das Ende der Traditionskaufhäuser*, Interview with Prof. Reinartz about the decline of traditional department stores.
- Trendletter (Strategie & Management) 2008, *Wie Sie mit dem Prinzip Produkt plus Dienstleistung wirklich Geld verdienen*, September 2008.
- Handel im Fokus, August 2008, *Tue Gutes und rede darüber: Markenkommunikation und Markenbildung im Handel*, Geleitwort.
- Der Handel (Karriere & Personal) 2008, *Führungskräfte gesucht*, Interview with Prof. Reinartz about Careers in Retailing, May 2008, Interview by Steffen Gerth.
- Norddeutscher Rundfunk (NDR Info) 03.04.2008, Interview zum Thema *“Neuer Marktauftritt von Tchibo”*.
- Handelsjournal (2007), *Kundenprofitabilität im Mittelpunkt*, Interview with Prof. Reinartz about current issues of marketing and retailing, October 18, 2007, Interview by Udo Mett (chief editor).
- Universitätszeitung, University of Cologne (March 2007), *Neue Professoren*.
- Handelsblatt (2007), *Falsche Prioritäten*, February 5, Interview by Astrid Dörner
- Across the Board – The Conference Board Magazine (2006), *Why is Customer Service So Bad?*, January/February 38-43, Interview by James Krohe Jr.
- The SmartManager (2005), *Smart Insight*, June-July, Vol 4, p. 168 [Comment on CRM case Study: In Search of a Fine Balance by Kaushik Mukerjee]
- Al-Eqtisadiah (2005), *Taking a Fresh Look at Customer Relationship Management (CRM)*, June 6. [Al-Eqtisadiah is the premier business daily in Saudi Arabia].
- HTR Magazine (2004), *Fidélisation: Le Jeu en Vaut-il la Chandelle? [Loyalty development: Is It Worth It?]*, Interview by Arnaud Deltenre, December., No. 119, p. 46-50.
- Süddeutsche Zeitung (2003) *“Romanzen und Renditen”*, Commentary by Barbara Bierach, March 31.
- Thomson Marketing Resources (2003): Interview with Peggy Wyllie published in quarterly newsletter.
- Direct Marketing Review.com (2002) *“Data Mining and Modeling: A New Approach to Loyalty?”* commentary by David S. Coppock, November 21.
- Børsen (2002) *“Er investeringerne i kundeloyalitet spildte?”* October 9. (Denmark)

- Absatzwirtschaft Online (2002), “*Sind Loyale Kunden Wirklich Gleich Profitable Kunden?*“ Commentary by Christian Thunig, August 5. (<http://www.absatzwirtschaft.de>] (Germany)
- Horizont (2002), “*Hotels Vernachlässigen Upsell Potential*” July 25 (Germany)
- The Economist (2002), “*Caveat Vendor*” June 27.
- Wirtschaftswoche (2002), “*Kunden Verärgern*” May 23, p. 110-111. (Germany).
- Le Figaro (2002) “*L’Expresso Branché Rapporte Gros à Nestlé*”, February 25 (France).
- Interview with the “Sales Executive Council”, Washington, DC, April 2002 (USA).

## **TEACHING**

### **TEACHING PERFORMANCE**

INSEAD: ranked 13<sup>th</sup> out 150 faculty in executive education, 2005.

University of Cologne: Course “Distribution Channel Management” ranked consistently as one of the top 2 evaluated mass sections in entire School of Economics, Business Administration and Social Sciences (10.000 students), Fall 2007- Fall 2012.

### **TEACHING PORTFOLIO**

#### **Diploma and Master Courses** (University of Cologne)

- Distribution Channel Management (mass section)
- Customer Management (elective)
- Strategic Management in Retailing (elective)
- Retail Marketing (elective)

#### **MBA and Executive MBACourses** (INSEAD)

- Direct and Database Marketing (elective)
- Marketing Strategy (core course)
- Internet Marketing (elective)
- Customer Management (elective)
- Key Management Challenges in Services (elective)

#### **Ph.D. Courses** (INSEAD)

- Modeling the Behavior of Consumers

#### **Executive Programs**

Company-specific programs such as for ABN/Amro, IBM, Henkel, Akzo Nobel, Old Mutual, Kingfisher, Price Waterhouse Coopers, Bekaert, SC Johnson, Carrefour, Starwood, Xerox, SWIRE, Lafarge, Syngenta, Hansabank, Caixa Galicia, METRO...)

- E-business
- Customer Management (incl. key account management, satisfaction and loyalty management, customer valuation, retailing, marketing ROI)
- Marketing strategy

#### **General Management Programs**

- E-business
- Database Marketing

- Customer Management (incl. key account management, satisfaction and loyalty management, customer valuation, retailing)
- Marketing ROI
- Marketing strategy

#### Program Direction (INSEAD)

##### **Company-Specific Program: Franz Haniel & Cie. (Germany)**

- Managing Profitable Customer Relationships, 2003
- Managing for Over Par Results, 2006

##### **Company-Specific Program: Henkel (Germany)**

- Strategy for Senior Management, 2004, 2005, 2006, 2007, March & October 2009

##### **Company-Specific Program: ECR Consortium (Belgium)**

- Understanding Consumers Program, 2004, 2006

##### **Company-Specific Program: Xerox (Europe)**

- Strategic Management Program, 2006

##### **Company-Specific Program: Volkswagen Financial Services**

- Volkswagen Bank Marketing Program, 2006

##### **Company-Specific Program: METRO**

- METRO Academy (Marketing), 2006, 2007, 2008, 2009, 2010
- METRO Academy (Strategy), 2006, 2007, 2008, 2009, 2010

##### **Company-Specific Program: ORACLE (Asia)**

- Oracle CRM Program, 2006

#### Teaching Material Development

##### **Case studies**

*Independer.com* (2000) (Insead case study 08-2000-4908)

Independer is a financial services intermediary, providing independent information on all financial products (banking, insurance and investment products) from all suppliers and a tool to purchase these products on-line. The case focuses on the positioning of the company as a partner of consumers in their shopping for financial services, while still being a profit-oriented company. The challenges for Independer will be to build the consumer perception of independence and unbiasedness and to create loyalty in a price-comparison business model. The purpose of the case is to give students the opportunity to identify the various facets of the "Independer Model" and to understand how it can manage customer relationships and loyalty in an information-intensive and privacy-sensitive environment.

Also available: Teaching Note

The case has been reprinted in:

-Jaworski, Bernie, and Jeffrey Rayport (2001): E-commerce Cases. McGraw Hill

*Customer Relationship Management at Capital One UK* (2003) (Insead case study 2003-5016)

Capital One, a credit card company, has built its business on a strategy with a clear customer focus: The company systematically gathers and analyzes information on its

customers in order to correctly assess their individual credit risk and to offer products and services tailored to their needs. In doing so, the company was the first to reject the industry practice prevailing until then, to offer identical credit terms to all customers. The Capital One case is designed to illustrate how the concept of customer relationship management (CRM) can be translated into the strategy, organization, processes and infrastructure support of a company.

The case is also available in a CONDENSED version.

Also available: Teaching Note

*From Category Management to Customer Relationship Management. The Case of Henkel* (2006)

Manufacturers of fast moving consumer goods are struggling to identify how CRM practices should be applied to their industry. What makes their situation different from other firms and more difficult to manage is the fact that this industry is characterized by a detachment from the end consumer (retailers are intermediaries) and average per consumer expense in the individual categories is relatively low. However, manufacturers sense that existing category management practices are for the most part exhausted in terms of providing competitive advantage. Therefore, manufacturers like Henkel explore how to make the shift from CM to CRM and more specifically how to make CRM work to their advantage. The goal of the case study is to explore substantive questions such as:

- how a manufacturer of FMCG should approach CRM
- how to arrive at a customer segmentation that enables the best targeting strategy
- the role of segment level communication (for example, what is the right level of communication?)
- to investigate the economics of the proposed approach
- to explore whether a partnering strategy with the retailer is critical or not

*ISS - Driving Profits through Customer Satisfaction* (2006) (Insead Case study 01/2006-5335)

In the domain of customer management, one can observe that in the last years, that managers have shifted, relatively speaking, their attention away from satisfaction and loyalty issues and that they have directed their attention more and more towards customer profitability issues. The objective of this case is to investigate the chain from service quality, customer satisfaction, customer retention, to revenues and profits – the so-called Satisfaction-Profit Chain. In particular, the goal is to outline the critical managerial issues when trying to implement the chain, i.e. measuring and managing the various stages. The situation is illustrated with the example of ISS, a large Danish B-to-B services firm.

The teaching objective is to illustrate the mechanics of the Satisfaction-Profit chain. More specifically, how the individual components of the chain are measured, how these components are linked in practice and how the entire chain can be managed.

*Media-Saturn: You Never Change a Winning Go-to-Market Strategy—Do You?* (2011) ECCH case study, 511-032-1

Media-Saturn Holding (MSH), the largest and most successful store-based retailer of consumer electronics in Western Europe, has recounted a nearly impeccable success story since its founding in 1979. By the time it was operating 818 stores in 2009, its tremendous success derived from three key factors: its large assortment, its extremely well-known brand, and its strong pricing tactics (i.e. the creation of a very favorable price image and local differentiation of prices). However, its very ability to exploit regional price differentiation became the story spoiler in a transparent, competitive online environment. Thus the company has never actively pushed a

multichannel business model, even as new online protagonists such as Amazon achieved meteoric success in the German consumer electronics market, with no slowing or tipping point anywhere in sight. The challenge thus becomes how to expand a traditional store-based retail model into a competitive multichannel model.

The objective of this case is to provide a platform for discussing the implications of Internet and multichannel retailing for traditional retailers – in particular for those that depend on local execution through third parties such as intermediaries, associates, franchisees, or agents. The case is targeted to a master's-level or executive audience that has an interest in marketing strategy, distribution channel strategy, retailing, and Internet topics.

### **Distance Learning Modules**

#### *Customer Relationship Management: What CRM is and where CRM can be used?*

(2002) The objective of the online course is to enable managers to acquire a fundamental understanding of both the theory and the application of successful CRM, to evaluate how appropriate a CRM strategy is for their organization, to recognize how to meet the needs of different customer types, and to launch, assess or advise on CRM initiatives.

The course is distributed by *Insead Online (IOL)*.

### **Online Learning Tool**

Customer Value Calculator (2002) by Mihai Calciu and Werner Reinartz

<http://claree.univ-lille1.fr/%7Ecalciu/customerequity/>

The purpose of this online tool is to enable easy and fast calculation of the monetary value of a customer base to the firm. Based on the instructor's/manager's input, it allows

- to calculate the value of a firm's customer base,
- to simulate the customer value consequences of varying input parameters (what-if analysis),

## **S E R V I C E S**

### **COMMITTEES and TASK FORCES**

- Member of the university-wide committee for the nomination to the Gottfried-Wilhelm Leibniz Award (2016)
- Speaker of the Marketing Chapter of the German Academic Association for Business Research (VHB) („Wissenschaftliche Kommission Marketing" im Verband der Hochschullehrer für Betriebswirtschaft e.V.) (July 2016-July 2017)
- Speaker of the award committee for the Hans-Kelsen Prize, in recognition for outstanding research performance in Management, Economics, Social Sciences and Law at the University of Cologne (2016-2020)
- Member of the search committee for the W2-Professorship in Digital Transformation, University of Cologne, (2016)
- Member of the search committee for the W3-Professorship in Information Systems Research, University of Cologne, (2016)
- Member of the search committee for five professorships in Strategy, Organizational behavior and Leadership, University of Cologne, (2015-2016)

- Elected member of the **Faculty Evaluation Committee**, Faculty of Management, Economics, and Social Science, University of Cologne (2016 – today)
- Elected speaker of the business administration faculty (2015 – 2017)
- Leader of the task force ‘Transfer’ in the external evaluation process of the Faculty of Management, Economics, and Social Science, University of Cologne (2013)
- Authorized external observer of the rector’s office in the search committee for the W3 professorship in cell biology (2013)
- Faculty member of the WISO Corporate Advisory Board (April 2013 - today)
- Elected member of the Faculty Commission (‘engere Fakultät’), Faculty of Management, Economics, and Social Science, University of Cologne (February 2013 - 2017)
- Speaker of Marketing Area (2012 – 2017)
- Authorized external observer of the rector’s office in the search committee for the W2 professorship in zoology (2010)
- Member of the university-wide advisory council “Excellence Initiative”, University of Cologne, (2010)
- Member of the search committee for the W3-Professorship in quantitative economic research at the Institute of Energy Economics (EWI), University of Cologne, (2009)
- Member of the advisory committee for the International Center for Learning Innovation (ICLI) at INSEAD (March 2006 – August 2007)
- Member of INSEAD task force on Key Account Management (part of the IMPACT project related to Organizational Effectiveness) (Jan 2006 – August 2007)
- Chair of the INSEAD EDP task force “Recognition for Program Direction” in Preparation of Faculty Retreat (2004)
- Member of Executive Education Committee, INSEAD, 2002 - August 2007
- Member of MBA Diploma Committee, INSEAD, 2001 - 2002
- E-lab@Insead, Advisory board member, INSEAD, 2000 - 2002
- Member of INSEAD task force for review of Faculty Guidelines, INSEAD, 2000 - 2001
- Board member for Fulbright Alumni Hamburg from 1992-1993
- Member on the Board of Studies and Examination, Munich University, 1987 - 1988
- Member on the Board of Students, Munich University, 1988 - 1989

### INTERNAL ACTIVITIES

- Host of the graduation ceremony (Bachelor, Master) of the Faculty of Management, Economics, and Social Science, University of Cologne (June 22, 2013)
- Presentation to a group of visiting students from Texas Christian University (June 19, 2013) on the subject of Differences in Marketing between Europe and the US.

### EXTERNAL ACTIVITIES

- External committee member on dissertation thesis of Stephen Anderson MacDonald, London Business School, UK (2015).
- External committee member on dissertation thesis of Hannes Datta, Maastricht University, Netherlands (2014).
- External committee member on dissertation thesis of Yi-Chun Ou, Groningen University, Netherlands (2014).

- Member of the advisory board for the BrandLoyalty Retail Loyalty Congress 2011 in Bonn, Germany (Sept 22-23)
- Member of the academic advisory board of the Institute of Service Excellence (ISES) at Singapore Management University, (2009 - 2015).
- Director of the academic advisory board of the GS1/ECR D-A-CH Retailing Association (2007 – 2012)
- Member of the Programmbeirat EHI Marketing Forum (2010-2011).
- Member of the ECR Europe Academic Board (2004 - 2010). ECR Europe is a consortium of all major retailers and fast moving consumer goods manufacturers, based in Brussels.
- Member of the academic advisory board of GfK Academy GmbH, Germany (2004-2006).
- Member of the academic advisory board of FinScore SA, Switzerland, a professional service provider in the domain of CRM analytics, reporting, and data quality.
- External committee member on dissertation thesis of Tim Coltman, AGSM Sydney (2005).

## **AFFILIATIONS**

- American Marketing Association, Chicago, IL
- Institute for Operations Research and the Management Sciences (INFORMS)
- European Marketing Academy (EMAC)
- Schmalenbach-Society for Business Administration (Schmalenbach-Gesellschaft für Betriebswirtschaft e.V.)
- German Academic Association for Business Research (VHB)

## **PROFESSIONAL EXPERIENCE**

**1991-1995: Lorenz von Ehren GmbH, Plant Production and Distribution, Hamburg, Germany** (largest grower and wholesale distributor of ornamental plants in Europe)

- Sales manager in Sweden, Denmark, and Norway in 1991
- Marketing manager 1992-1993
- Marketing director 1994-1995