

Prof. Dr. Bernd Skiera

Professor for Electronic Commerce
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P E R S O N A L D A T A

Marital status:	married, three children (Vincent 1995, Maibritt 1997, Malou 1999)
Citizenship:	German
Date of Birth:	March 26 th 1966
Birth Place:	Düsseldorf, Germany

P R O F E S S I O N A L E X P E R I E N C E

- Chaired Professor** *since 03/1999*
Frankfurt am Main
Full Professor (tenure) at the Department of Marketing at the Faculty of Business and Economics, Head of the Department from 2002 until 2008 (with a one year break)
- Visiting Scholar** *09/2013-12/2013*
New York University, USA
Visiting Scholar at Stern School of Business at New York University, New York, USA
- Visiting Professor** *02/2009-06/2009*
University of Technology at Sydney, Australia
Visiting Professor at the School of Marketing and the Centre for the Study of Choice at the University of Technology, Sydney, Australia
- Visiting Scholar** *10/2006-05/2007*
Duke University, USA
Visiting Scholar at the Fuqua School of Business at Duke University, Durham, USA
- Visiting Professor** *03/2005-03/2005*
Vienna University of Economics & Business Administration, Austria
Visiting Professor at the Vienna University of Economics & Business Administration, Austria
- Visiting Scholar** *02/2004-04/2004*
Stanford University, USA
Visiting Scholar at the Graduate School of Business, Palo Alto, Stanford University, USA
- eBRC Distinguished Researcher** *09-10/2002*

Penn State University, USA
Visiting Scholar at the eBusiness Research Centre (eBRC) at Penn State University, University Park, USA

Visiting Scholar *03-07/2001*
UCLA, USA
Visiting Scholar at the Anderson School at UCLA, Los Angeles, USA

E D U C A T I O N

Habilitation *11/1995-02/1999*
Kiel

Assistant Professor at the department of marketing at the Christian-Albrechts-Universität, Kiel. Title of habilitation: "Quantity Discounts for Services", Award of the "venia legendi" for business administration on January 13th 1999

Dissertation *11/1991-11/1995*
Kiel

Doctoral student at department of marketing at Christian-Albrechts-University, Kiel, Supervisor: Prof. Dr. Sönke Albers, dissertation thesis: "Contribution Optimizing Sales Territory Alignment" (rated summa cum laude)

University *10/1988 - 10/1991*
Lüneburg

University of Lüneburg, studies in Business Administration, diploma, with studies in the USA and Spain (awarded with a prize for second-best graduate)

University of Cooperative Education *10/1985 - 09/1988*
("Berufsakademie")
Mannheim/ Walldorf

Training at the University of Cooperative Education in Mannheim in cooperation with SAP AG/Walldorf, diploma in information systems (awarded with a prize for best graduate)

Primary-, middle and high school *1972 - 1985*
Walldorf

University Entrance Qualification

A C A D E M I C H O N O R S A N D A W A R D S

2013: Finalist for the Journal of Marketing's 2012 MSI/H. Paul Root Award with the paper: Schulze, Christian / Skiera, Bernd / Wiesel, Thorsten (2012), "Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation", Journal of Marketing, Vol. 76 (March), 17-32

2013: Winner of the Best Paper Award of the International Journal of Research in Marketing with the paper: Abou Nabout, Nadia / Skiera, Bernd / Stepanchuk, Tanja / Gerstmeier, Eva (2012), "An Analysis of the Profitability of Fee-Based Compensation Plans for Search Engine Marketing", International Journal of Research in Marketing, Vol. 29, Issue 1, 68-80

2012: Winner for the Journal of Marketing's 2011 MSI/H. Paul Root Award with the paper: Schmitt, Philipp / Skiera, Bernd / Van den Bulte, Christophe (2011), "Referral Programs and Customer Value", Journal of Marketing, Vol. 75, Issue 1, 46-59

2012: Finalist for the Journal of Marketing's 2011 MSI/H. Paul Root Award with the paper: Hinz, Oliver / Skiera, Bernd / Barrot, Christian / Becker, Jan (2011), "An Empirical Comparison of Seeding Strategies for Viral Marketing", Journal of Marketing, 75 (November), 55-71

2010, Goethe Teaching Award of Duke Goethe EMBA Program (Class of 2011)

2008, Finalist for the Journal of Marketing's 2008 MSI/H. Paul Root Award with the paper: Wiesel, Thorsten / Skiera, Bernd / Villanueva, Julian (2008), "Customer Equity – An Integral Part of Financial Reporting", Journal of Marketing, Vol. 72(March), 1-14

2007, "Best Paper Award" of German Association of Business Research for Best International Paper in 2006: Lambrecht, Anja and Bernd Skiera (2006), "Paying Too Much and Being Happy About it: Existence, Causes and Consequences of Tariff-Choice Biases," Journal of Marketing Research, 18 (2), 212-23.

2006, "Best Paper of the Conference based on a Doctoral Dissertation" of the EMAC Conference 2006 in Athens (Greece), awarded to Thorsten Wiesel, Bernd Skiera and Julian Villanueva for their paper "Decomposition of Changes in Customer Equity Over Time"

2001, "eBusiness Germany Award", from the European Ecommerce Association"

2000, "Second INFORMS 'Marketing Science and the Internet' Conference exploring Understanding Consumer Behaviour on the Internet", Los Angeles, USA: Best Empirical Paper Award for the paper with Martin Spann and Jörg Bochow: "Application of Internet Based Virtual Stock Markets for Market Research Purposes"

1999, Association of German Professors for Business Administration ("Verband der Hochschullehrer für Betriebswirtschaft"): Best Paper Award 1999 for the paper with Sönke Albers: "COSTA: Contribution Optimizing Sales Territory Alignment", 1998, Marketing Science, Vol. 18, pp. 196-213

1996, Universität Kiel: honoured with a state price of the Christian-Albrechts-University (for Ph.-D. thesis)

1991, Universität Lüneburg: honoured for excellent student achievements with the "Preis der Universitätsgesellschaft"

1988, Berufsakademie Mannheim: honoured as best graduate with specialization in information systems

A C A D E M I C C A R R I E R S O F F O R M E R D O C T O R A L S T U D E N T S

Prof. Dr. Martin Spann: since 2010 Full Professor at LMU Munich (Germany), from 2005-2009: Full Professor at University of Passau (Germany)

Prof. Dr. Martin Böhm: since 2006: Assistant Professor at Instituto de Empresa (Madrid, Spain)

Prof. Dr. Thorsten Wiesel: Full Professor at University of Münster (Germany), from 2008-2012: Associate Professor at University of Groningen (Netherlands), from 2006-2007: Tenure Track Assistant Professor at Vrije Universiteit Amsterdam (Netherlands)

Dr. Sonja Gensler, since 2008: Tenure Track Assistant Professor at University of Groningen (Netherlands), 2007: Tenure Track Assistant Professor at Vrije Universiteit Amsterdam (Netherlands)

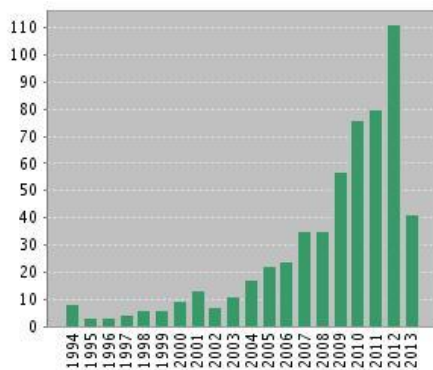
Prof. Dr. Anja Lambrecht, since 2007: Tenure Track Assistant Professor at London Business School (United Kingdom), from 2005-2006: Visiting Professor at University of California Los Angeles (USA), member of Marketing Science Institute's 2013 Young Scholars

Prof. Dr. Oliver Hinz, since 2011: Full Professor at Technical University Darmstadt, from 2009-2010: Assistant Professor ("Juniorprofessor") at Goethe-University Frankfurt (Germany)

Prof. Dr. Christian Schlereth, since 2011: Assistant Professor ("Juniorprofessor") at Goethe-University Frankfurt (Germany)

C I T A T I O N S

Social Science Citation Index (SSCI, Web of Science) : Report on May 18th, 2013: 440 citation, h-index: 11



Google Scholar: 3349, h-index 32, Report on August 28th, 2013:
http://scholar.google.de/citations?hl=de&user=nNCLgiIAAAAJ&view_op=list_works&gmla=AJsN-F4uATZrMFxldvbfot-CcXExiAH-VySSk_YHq21C74sBqFi01aort7dR0lg9aTMRrK3Qd4n0Nwat74wLqgJT1mF1S07jd3qbEFplniuofSjPr6S8pzBKymHj46f0hCoAl37wBvNp2

P U B L I C A T I O N S

E V A L U A T I O N O F R E S E A R C H P E R F O R M A N C E A C C O R D I N G T O " H A N D E L S B L A T T - R A N K I N G 2 0 1 2 "

Handelsblatt is the major German weekly business journal and regularly evaluates the research performance of all (approximately 3000) professors in business in Germany, Austria and Switzerland. They weight all journals and the weights reflect criterias that are used at most american business school. My ranks are:

Rank 4: Research Performance of past five years

Rank14: "Lifetime Ranking", includes all publications (second youngest professor among "Top 15 professors").

I N T E R N A T I O N A L J O U R N A L S

Schulze, Christian / Schöler, Lisa / Skiera, Bernd (2014), "Not All Fun and Games: Viral Marketing for Utilitarian Products", Journal of Marketing, forthcoming

- Malthouse, Edward / Haenlein, Michael / Skiera, Bernd / Wege, Egbert / Zhang, Michael (2014), "Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House", *Journal of Interactive Marketing*, forthcoming
- Reiner, Jochen / Natter, Martin / Skiera, Bernd (2013), "Buy-Now Features in Pay-Per-Bid Auctions", *Journal of Management of Information Systems*, forthcoming
- Schlereth, Christian / Barrot, Christian / Skiera, Bernd / Takac, Carsten (2013), "Optimal Sampling Strategies in Social Networks: How Many and Whom to Target?", *International Journal of Electronic Commerce*, forthcoming
- Schöler, Lisa / Skiera, Bernd / Tellis, Gerald (2013), "Financial Innovations", *Journal of Product Innovation Management*, forthcoming
- Skiera, Bernd About Nabout, Nadia (2013), "PROSAD: A Bidding Decision Support System for Profitable Search Engine Marketing", *Marketing Science*, *Marketing Science*, Vol. 32, Issue 2, 213-220 (also finalist of "The Gary L. Lilien ISMS-MSI Practice Prize")
- Kumar, V. / Chattaraman, Veena / Neghina, Carmen / Skiera, Bernd / Aksoy, Lerzan / Buoye, Alexander / Henseler, Joerg (2013), "Data-Driven Services Marketing in a Connected World", *Journal of Service Management*, Vol. 24, Issue 3, 330-352
- Gensler, Sonja / Leeflang, Peter S.H. / Skiera, Bernd (2013), "A Comparison of Methods to Separate Treatment from Self-Selection Effects in an Online Banking Setting", *Journal of Business Research*, Vol. 66, Issue 9, 1272–1278
- Slamka, Christian / Skiera, Bernd / Spann, Martin (2013), "Prediction Market Performance and Market Liquidity: A Comparison of Automated Market Makers", *IEEE Transactions on Engineering Management*, Vol. 60, Issue 1, 169-185
- Schmitt, Philipp / Skiera, Bernd / Van den Bulte, Christoph (2013), "Do Referral Programs Increase Profits?", *Marketing Intelligence Review*, Vol. 5, Issue 1, 8-11
- Slamka, Christian / Jank, Wolfgang / Skiera, Bernd (2012), "Second-Generation Prediction Markets for Information Aggregation: A Comparison of Payoff Mechanisms", *Journal of Forecasting*, Vol. 31, Issue 6, 469-489
- Schulze, Christian / Skiera, Bernd / Wiesel, Thorsten (2012), "Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation", *Journal of Marketing*, Vol. 76 (March), 17-32 (finalist of the Journal of Marketing's 2012 MSI/H. Paul Root Award)
- Schlereth, Christian / Eckert, Christine / Skiera, Bernd (2012), "Using Discrete Choice Experiments to Estimate Willingness-to-Pay Intervals", *Marketing Letters*, Vol. 23, 761-776
- About Nabout, Nadia / Skiera, Bernd (2012), "Return on Quality Improvements in Search Engine Marketing", *Journal of Interactive Marketing*, Vol. 26, Issue 3, 141–154
- Gensler, Sonja / Leeflang, Peter S.H. / Skiera, Bernd (2012), "Influence of Online Use on Product Usage Behavior and Consequences for Customer Channel Migration Strategies", *International Journal of Research in Marketing*, Vol. 29, Issue 2, 192-201
- Frischmann, Tanja / Hinz, Oliver / Skiera, Bernd (2012), "How Retailers Exploit Consumers' Biased Perceptions of Shipping Costs", *International Journal of Electronic Commerce*, Vol. 16, Issue 3, 65-87
- Abou Nabout, Nadia / Skiera, Bernd / Stepanchuk, Tanja / Gerstmeier, Eva (2012), "An Analysis of the Profitability of Fee-Based Compensation Plans for Search Engine Marketing", *International Journal of Research of Marketing*, Vol. 29, 68-80

- Spann, Martin / Häubl, Gerald / Skiera, Bernd Bernhardt, Martin (2012), "Bid-Elicitation Interfaces and Bidding Behavior in Retail Interactive Pricing", *Journal of Retailing*, Vol. 88, Issue 1, 131-144
- Gensler, Sonja / Hinz, Oliver / Skiera, Bernd / Theysohn, Sven (2012), "Willingness-to-Pay Estimation with Choice-Based Conjoint Analysis: Addressing Extreme Response Behavior with Individually Adapted Designs", *European Journal of Operational Research*, Vol. 219, 368-378
- Soukhoroukova, Arina / Spann, Martin / Skiera, Bernd (2012), "Generating and Evaluating New Product Ideas with Idea Markets", *Journal of Product Innovation Management*, Vol. 29, Issue 1, 100-112
- Schlereth, Christian / Skiera, Bernd (2012), "Measurement of Consumer Preferences for Bucket Pricing Plans with Different Service Attributes", *International Journal of Research in Marketing*, Vol. 29, Issue 2, 167-180
- Skiera, Bernd / Bermes, Manuel / Horn, Lutz (2011), "Customer Equity Sustainability Ratio: A New Metric for Assessing a Firm's Future Orientation", *Journal of Marketing*, Vol. 75 (May), 118-131
- Schmitt, Philipp / Skiera, Bernd / Van den Bulte, Christophe (2011), "Referral Programs and Customer Value", *Journal of Marketing*, Vol. 75, Issue 1, 46-59 (winner of the *Journal of Marketing's* 2011 MSI/H. Paul Root Award)
- Hinz, Oliver / Skiera, Bernd / Barrot, Christian / Becker, Jan (2011), "An Empirical Comparison of Seeding Strategies for Viral Marketing", *Journal of Marketing*, 75 (November), 55-71 (finalist of the *Journal of Marketing's* 2011 MSI/H. Paul Root Award)
- Schlereth, Christian / Skiera, Bernd / Wolk, Agnieszka (2011), "Measurement of Consumers' Preferences for Metered Pricing of Services", *Journal of Service Research*, Vol. 14, Issue 4, 443-459
- Hinz, Oliver / Eckert, Jochen / Skiera, Bernd (2011), "Drivers of the Long Tail Phenomenon: An Empirical Analysis", *Journal of Management Information Systems*, Vol. 27, Issue 4, 43-69 (also selected for "Virtual Issue: Celebrating 30 Years of the *Journal of Management Information Systems*", that includes 12 articles from 30 years of *Journal of Management Information Systems*)
- Wiesel, Thorsten / Skiera, Bernd / Villanueva, Julian (2011), "Customer Lifetime and Customer Equity Models for External Using Company-Reported Summary Data", *Journal of Interactive Marketing*, Vol. 25, Issue 1, 20-22
- Schmitt, Philipp / Skiera, Bernd / Van den Bulte, Christophe (2011), "Why Customer Referrals Can Drive Stunning Profits", *Harvard Business Review*, June, 30
- Heubrandner, Florian / Skiera, Bernd (2010), "Time Preference and the Welfare Effects of Tie-in Sales", *Economics Letters*, Vol. 108, Issue 3, 314-317
- Schlereth, Christian / Stepanchuk, Tanja / Skiera, Bernd (2010), "Optimization and Analysis of the Profitability of Tariff Structures with Two-Part Tariffs", *European Journal of Operational Research*, Vol. 206 (3), 691-701.
- Hennig-Thurau, Thorsten / Malthouse, Ed / Friege, Christian / Gensler, Sonja / Lobschat, Lara / Rangaswamy, Arvind / Skiera, Bernd (2010), "The Impact of New Media on Customer Relationships: From Bowling to Pinball", *Journal of Service Research*, Vol. 13, Issue 3, 311-330 (Award Finalist for the "Best Article" in *Journal of Service Research* 2010)
- van Bruggen, Gerrit H. / Spann, Martin / Lilien, Gary L. / Skiera, Bernd (2010), "Prediction Markets as Institutional Forecasting Support Systems", *Decision Support Systems*, Vol. 49, 404-416

- Barrott, Christian / Albers, Sönke / Skiera, Bernd / Schäfers, Björn (2010), "Vickrey vs. eBay: Why Second-price Sealed-bid Auctions Lead to More Realistic Price-demand Functions", *International Journal of Electronic Commerce*, Vol. 14, No. 4, 7–38
- Skiera, Bernd (2010), "Differences in the Ability of Structural and Reduced-Form Models to Improve Pricing Decisions", *Marketing – Journal of Research and Management*, Vol. 6, Issue 1, 91-99
- Skiera, Bernd / Eckert, Jochen / Hinz, Oliver (2010), "An Analysis of the Importance of the Long Tail in Search Engine Marketing", *Electronic Commerce Research and Applications*, Vol. 9, 488-494, also selected for "Tenth Anniversary Virtual Special Issue" of *Electronic Commerce Research and Applications*
- Wiesel, Thorsten / Skiera, Bernd / Villanueva, Julian (2010), "My Customers are Better than Yours! On Customer Equity Reporting", *Marketing Intelligence Review*, Vol.2, Issue 1, 43-53
- Wolk, Agnieszka / Skiera, Bernd (2010), "The Influence of Tariff-Specific Preferences on Tariff Choice and Usage", *Business Research*, Vol. 3, Issue 1, 70-80
- Hinz, Oliver / Spann, Martin / Hann, Il-Horn / Skiera, Bernd (2010), "Decision Making in Virtual Worlds: An Experimental Test of Altruism, Fairness and Presence", accepted at ECIS2010 Conference, Pretoria, South Africa
- Pauwels, Koen / Ambler, Tim / Clark, Bruce / LaPointe, Pat / Reibstein, David / Skiera, Bernd / Wierenga, Berend / Wiesel, Thorsten (2009), "Dashboards & Marketing: Why, What, How and Which Research is Needed?", *Journal of Service Research*, Vol. 12, Issue 2, 175-189
- Spann, Martin / Ernst, Holger / Skiera, Bernd / Soll, Jan Henrik (2009), "Identification of Lead Users for Consumer Products via Virtual Stock Markets", *Journal of Product Innovation Management*, Vol. 26, 322-335
- Spann, Martin / Skiera, Bernd (2009), "Sports Forecasting: A Comparison of the Forecast Accuracy of Prediction Markets, Betting Odds and Tipsters", *Journal of Forecasting*, Vol. 28, Issue 1, 55-72
- Lambrecht, Anja / Skiera, Bernd (2009), "Managing Your Customer's Tariff Choice: What to Do When Your Customers Pay too Much", *Marketing Intelligence Review*, Vol.1., Issue 1, 17-23
- Wolk, Agnieszka / Skiera, Bernd (2009), "Antecedents and Consequences of the Online Channel Performance", *Journal of Retailing and Consumer Services*, Vol. 16, Issue 3, 163-173
- Wiesel, Thorsten / Skiera, Bernd / Villanueva, Julian (2008), "Customer Equity – An Integral Part of Financial Reporting", *Journal of Marketing*, Vol. 72(March), 1-14 (finalist for the *Journal of Marketing's* 2008 MSI/H. Paul Root Award)
- Skiera, Bernd / Albers, Sönke (2008), "Prioritizing Salesforce Decision Areas for Productivity Improvements Using a Core Sales Response Function", *Journal of Personal Selling and Sales Management*, Vol. 28, Issue 2, 145-154
- Pauwels, Koen / Ambler, Tim / Clark, Bruce / LaPointe, Pat / Reibstein, David / Skiera, Bernd / Wierenga, Berend / Wiesel, Thorsten (2008), "Dashboards & Marketing: Why, What, How and Which Research is Needed?", *MSI Working Paper*
- Lambrecht, Anja / Seim, Katja / Skiera, Bernd (2007), "Does Uncertainty Matter? Consumer Behavior under Three-Part Tariffs", *Marketing Science*, Vol. 26, 698-710

Gensler, Sonja / Dekimpe, Marnik G. / Skiera, Bernd (2007), "Evaluating Channel Performance in Multi-Channel Environments", Journal of Retailing and Consumer Services, Vol. 14, Issue 1, 17-23.

Lambrecht, Anja / Skiera, Bernd (2006), "Paying Too Much and Being Happy About It: Existence, Causes and Consequences of Tariff-Choice Biases", Journal of Marketing Research, Vol. 43, 212-223: "Best Paper Award" of German Association of Business Research for Best International Paper in 2006

Lambrecht, A. / Seim, K. / Skiera, B. (2005), "Modeling Consumer Choice among Three-Part Tariffs", Finanza Marketing Produktion, Vol. 3, 131-137

Spann, Martin / Skiera, Bernd / Schäfers, Björn (2004), "Measuring Individual Frictional Costs and Willingness-to-Pay via Name-Your-Own-Price Mechanisms", Journal of Interactive Marketing, Vol. 18, Issue 4, 22-36.

Spann, Martin / Skiera, Bernd (2003), "Internet-Based Virtual Stock Markets for Business Forecasting", Management Science, Vol. 49, 1310-1326

Spann, Martin / Skiera, Bernd (2003), "Taking Stock of Virtual Markets. How can Internet-Based Virtual Stock Markets be Applied for Business Forecasting and Other Forecasting Issues", Operations Research and the Management Sciences Today, Vol. 30, Issue 5, 20-24 (cover article).

Wertenbroch, Klaus / Skiera, Bernd (2002), "Measuring Consumer Willingness to Pay at the Point of Purchase", Journal of Marketing Research, Vol. 38, 228-241

Olderog, Torsten / Skiera, Bernd (2000), "The Benefits of Bundling Strategies", Schmalenbach Business Review, Vol. 1, 137-159

Skiera, Bernd / Spann, Martin (1999): "The Ability to Compensate for Suboptimal Capacity Decisions by Optimal Pricing Decisions", European Journal of Operational Research, Vol. 118, 450-463

Skiera, Bernd / Albers, Sönke (1998), "COSTA: Contribution Optimizing Sales Territory Alignment", Marketing Science, Vol. 18, 196-213

WORKING PAPER UNDER " HIGHER ROUND " REVIEW

Schlereth, Christian / Skiera, Bernd (2013), "SFFC: A New Method for Measuring Consumer Preferences and Willingness-to-Pay by Separating Forced and Free Choice Questions", Working Paper, currently under revision for second review at Management Science

Kim, Ju-Young / Skiera, Bernd / Natter, Martin / Brunner, Tobias (2013), "An Analysis of Pay-per-Bid Auctions", currently under revision for third round review at International Journal of Research in Marketing

Schaaf, Rene / Schlereth, Christian / Eckert, Jochen / Skiera, Bernd (2013), "Which Self-Explicated-Approach should I use? – A Comparison of six Approaches", Working Paper, currently under second round review at European Journal of Operational Research

Reiner, Jochen / Brünner, Tobias / Natter, Martin / Skiera, Bernd (2013), "Entertainment Shopping Auctions: Smart-Shopping Opportunities or Lotteries?", Working Paper, currently under revision for second round review at Management Science

Skiera, Bernd / Abou Nabout, Nadia / Stepanchuk, Tanja / Gerstmeier, Eva (2013), "An Analysis of the Profitability of Different Bidding Heuristics in Search Engine Marketing", Working Paper, currently under second round review at European Journal of Operational Research

Wilken, Robert / Dost, Florian / Eisenbeiß, Maik / Skiera, Bernd (2012), "On the Edge of Buying: A Targeting Approach for Indecisive Buyers Based on Willingness-to-Pay Ranges", currently under revision for second round review Journal of Retailing

Skiera, Bernd / Spann, Martin / Kepper, Christoph / Soukhoroukova, Arina (2013), "Augmenting Prediction Markets to Capture an Unknown Set of Alternatives: The Nobel Prize Market", Working Paper, currently under second round review at Technological Forecasting & Social Change

About Nabout, Nadia / Lilienthal, Markus / Skiera, Bernd (2013), "Empirical Generalizations about Prices and Search Engine Advertising Effectiveness across Countries and Industries", Working Paper, currently under second round review at Journal of Retailing

WORKING PAPER UNDER REVIEW

El Kihal, Siham / Schulze, Christian / Skiera, Bernd (2013), "Active Return Management for Online Retailers", Arbeitspapier, under review at Journal of Marketing Research

Kraemer, Tim / Hinz, Oliver / Skiera, Bernd (2013), "Antecedents of Consequences of IT Department's Power", Working Paper, currently under revision for resubmission to MIS Quarterly

Bayer, Emanuel / Skiera, Bernd (2013), "Decomposition of Price-to-Earnings Ratios of High-Growth Firms from a Marketing Perspective", Working Paper, currently under review at Journal of Marketing Research

Kraemer, Tim / Hinz, Oliver / Otter, Thomas / Skiera, Bernd (2013), "Measuring the Economic Success of IT-Investment in Two Sided-Markets with Asymmetric Network Effects", Working Paper, currently under review at MIS Quarterly

Reiner, Jochen / Skiera, Bernd (2013), "An Analysis of the Profitability of Deal-of-the-Day Promotions", Working Paper, currently under revision for resubmission at Journal of Marketing Research

BOOKS (PARTLY IN GERMAN)

Luckner, Stefan / Schröder, Jan / Slamka, Christian / Franke, Markus / Geyer-Schulz, Andreas / Skiera, Bernd / Spann, Martin / Weinhardt, Christof (2012), "Prediction Markets - Fundamentals, Designs, and Applications", Gabler Verlag, Wiesbaden.

Messerschmidt, Christian / Berger, Sven Christian / Skiera, Bernd (2010), "Web 2.0 im Retail Banking", Gabler Verlag, Wiesbaden ("Web 2.0 in Retail Banking")

Skiera, Bernd / König, Wolfgang / Gensler, Sonja / Weitzel, Tim / Beimborn, Daniel / Blumenberg, Stefan / Franke, Jochen / Pfaff, Donovan (2004), "Financial Chain Management. Prozessanalyse, Effizienzpotentiale und Outsourcing", Norderstedt, Books on Demand: <http://dnb.ddb.de> ("Financial Chain Management: An Analysis of Processes, Efficiency Gains and Outsourcing Opportunities")

Pfaff, Donovan / Skiera, Bernd / Weiss, Jürgen (2003), "Financial Supply Chain Management", Bonn. ("Financial Supply Chain Management")

Skiera, Bernd (1999), "Mengenbezogene Preisdifferenzierung bei Dienstleistungen", Habilitationsschrift an der Universität Kiel, DUV-Verlag, Beiträge zur betriebswirtschaftlichen Forschung 90 ("Nonlinear Pricing for Services")

Skiera, Bernd (1996), "Verkaufsgebietseinteilung zur Maximierung des Deckungsbeitrags", Gabler Verlag, Beiträge zur betriebswirtschaftlichen Forschung 81 ("Contribution Optimizing Sales Territory Alignment")

E D I T E D B O O K S (I N G E R M A N)

Hinz, Oliver / Beck, Roman / Skiera, Bernd / König, Wolfgang (2009), "Grid Computing in der Finanzindustrie", Norderstedt, Books on Demand: <http://dnb.ddb.de> ("Grid Computing in the Finance Industry").

Verein für Credit Management e.V. / Schneider-Maessen, Jan / Schumann, Matthias / Skiera, Bernd / Weiß, Bernd (2005), "Die Optimierung der Performance im Credit Management", Heidelberg ("Optimizing the Performance in Credit Management").

Hummel, Sebastian / Koch, Wolfram / Skiera, Bernd (2003), "E-Business Konzepte für den Mittelstand", Wiesbaden ("E-Business Concepts for Small and Medium-Sized Enterprises")

Albers, Sönke / Clement, Michel / Peters, Kay / Skiera, Bernd (2001), "Marketing mit Interaktiven Medien", F.A.Z.-Institut, Frankfurt am Main, Third Edition ("Marketing with Interactive Media")

Albers, Sönke / Clement, Michel / Peters, Kay / Skiera, Bernd (2000), "eCommerce", F.A.Z.-Institut, Frankfurt am Main, Second Edition

N A T I O N A L J O U R N A L S (I N G E R M A N)

The journals "Zeitschrift für Betriebswirtschaft", "Schmalenbach Zeitschrift für betriebswirtschaftliche Forschung" and "Die Betriebswirtschaft" are comparable to international "B-journals"

Schmitt, Philipp / Meyer, Steffen / Skiera, Bernd (2010), "Überprüfung des Zusammenhangs zwischen Weiterempfehlungsbereitschaft und Kundenwert", ("An Analysis of the Relationship between Retention Intention and Customer Value", Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, Vol. 62, 30-59

Eckert, Jochen / Hinz, Oliver / Skiera, Bernd (2009), "Long Tail", Die Betriebswirtschaft, Vol. 69, 761-765

Schlereth, Christian / Skiera, Bernd (2009), "Auswirkungen unterschiedlicher Varianten der Choice-Based Conjoint-Analyse auf die Berechnung von Zahlungsbereitschaften", ("A Comparison of Different Models for Calculating Willingness-to-Pay in Choice-Based Conjoint Analysis"), Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, forthcoming

Skiera, Bernd / Gerstmeier, Eva / Stepanchuk, Tetyana (2008), "Suchmaschinenmarketing" ("Search Engine Marketing"), Die Betriebswirtschaft, Vol. 68, 113-118

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About 20 articles in edited books on topics such as "Revenue Models in the Internet", "Pricing in the Internet", "Distribution in the Internet", "Market Research Techniques", "Sales Quotas", "Sales Force Management", "Auctions in the Internet". Another 10 articles are published in management-oriented journals such as "Harvard Manager", the German edition of the Harvard Business Review. All articles in proceedings of conferences are not listed here.

I N V I T E D P R E S E N T A T I O N S

Columbia University, USA (2013, scheduled)
Texas A&M University, USA (2013, scheduled)
University of Maryland, USA (2013, scheduled)
Boston University, USA (2013, scheduled)
New York University, USA (2013, scheduled)
McGill University, Montreal, USA (2013)
University of Marburg, Germany (2013)
University of Cambridge, England (2013)
University of Mainz, Germany (2012)
Technical University Darmstadt (2012)
University of South California, Los Angeles, USA (2012)
Ludwig-Maximilians University, Munich, Germany (2012)
University of Groningen, Netherlands (2012)
University of Braunschweig, Germany (2012)
ESSEC, Paris, France (2011)
Singapore Management University, Singapore (2011)
Australia National University, Canberra, Australia (2010)
University of Maastricht, Netherlands (2010)
University of Zürich, Switzerland (2010)
University of Passau, Germany (2010)
Bocconi University, Milan, Italy (2009)
Monash University, Melbourne, Australia (2009)
University of New South Wales, Sydney, Australia (2009)
University of Technology, Sydney, Australia (2009)
Melbourne Business School, Melbourne, Australia (2009)
Nordrhein-Westfälische Akademie der Wissenschaften, Bonn, Germany (2008)
Seoul National University, Seoul, Korea (2008)
University of Sydney, Australia (2008)
University of New South Wales, Sydney, Australia (2008)
University of Technology, Sydney, Australia (2008)
London Business School, United Kingdom (2008)
University of Iowa, USA (2007)
Wharton School University of Pennsylvania, USA (2007)
University of Texas at Austin, USA (2007)
University of Maryland, USA (2007)
Penn State University, USA (2002, 2007)

MSI Conference (2006, 2008)
Fuqua School of Business at Duke University, USA (2005, 2006)
University of North Carolina at Chapel Hill, USA (2006)
Virginia Tech University, USA (2006)
University of Stuttgart-Hohenheim (2006)
University of Kiel, Germany (2005)
University of Groningen, Netherlands (2005)
Tilburg University, Netherlands (2005)
University of Vienna, Austria (2005)
IESE, Spain (2004)
University of Mannheim, Germany (2004)
Stanford University, USA (2004)
UC Davis, USA (2004)
University of München, Germany (2004)
University of Freiburg, Germany (2004)
Erasmus University Rotterdam, Netherlands (2003)
University of Leuven, Belgium (2003)
Humboldt-Universität Berlin, Germany (2003)
University of Fribourg, Switzerland (2003)
University of Innsbruck, Austria (2003)
University of Regensburg, Germany (2001)
University of Southern California, USA (2001)
UCLA, USA (2001)
Katholische Universität Eichstätt, Germany (1999)
Technical University of Karlsruhe, Germany (1999)
University of Jena, Germany (1997)

R E V I E W E R

Area Editor of International Journal of Research in Marketing

Member of the Editorial Board of Journal of Marketing, Customer Needs and Solutions, Journal of Marketing Behavior, Journal of Interactive Marketing, International Journal of Electronic Commerce, DBW ("Die Betriebswirtschaft"), "Marketing ZFP" and BuR ("Business Research")

Ad-hoc Reviewer of "Journal of Marketing Research", "Management Science", "Marketing Science", "Journal of the American Statistical Society", "European Journal of Operational Research", "Journal of Retailing", "Journal of Retailing and Consumer Services", "Electronic Markets", "Journal of Interactive Marketing", "European Journal of Marketing", "OMEGA", "Zeitschrift für Betriebswirtschaft", "Wirtschaftsinformatik", "Operations Spektrum", "Tourismus Journal", "Marketing ZFP", "Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung", "Die Betriebswirtschaft", "Die Unternehmung", "Perspektiven der Wirtschaftspolitik", "Zeitschrift für Führung und Organisation", California Management Review

Ad-hoc Reviewer of German Science Foundation ("Deutsche Forschungsgemeinschaft (DFG)"), Swiss National Science Foundation ("Schweizer Nationalfond (SNF)"), Alexander von Humboldt Foundation, Austrian Academy of Sciences ("Österreichische Akademie der Wissenschaft"), Royal Swedish Academy of Sciences, Marketing Science Institute

A D D I T I O N A L A C T I V I T I E S

Founder and Member of the Board of the E-Finance-Lab (www.efinancelab.com) (since 2003)

Founder and Member of the Board of the Retail Banking Competence Centre (since 2008)

Leader of the Project "Internet Economics" (2003-2007)

Head of the Marketing Department (2002-2008 with a one year break in 2006/2007)

Founder and Leader of Incubator ("unibator") at Goethe-University (www.unibator.de, 2001–2006)

Research Grant for Project of Federal Ministry of Education and Research on "PREMIUM Services" (since 09/2008)

Research Grant for Project of Federal Ministry of Education and Research on "FinGrid" (since 03/2007)