

# Curriculum Vitae of Dr. Alexander Edeling

Status: June 2017

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## Current Position

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

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## Education

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

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

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

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

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

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## Previous Academic Work Experience

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

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

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## Honors and Awards

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2017 Paul E. Green Award Finalist

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

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

2016 Horizont Foundation Dissertation Award Winner

2016 DMV (Deutscher Marketing Verband) Dissertation Award Finalist

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## Primary Research Interests

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

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## Publications

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2017 **Over, Out, But Present: Recalling Former Sponsorships**, *European Journal of Marketing*, forthcoming (together with Stefan Hattula and Torsten Bornemann)

2016 **Marketing’s Impact on Firm Value – Generalizations from a Meta-Analysis**, *Journal of Marketing Research*, Vol. 53 (August), 515–534 (together with Marc

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|      | Fischer)   |
| 2014 | <b>Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis</b> ,<br><i>MSI Report Series No 14-107</i> , Marketing Science Institute (together with Marc Fischer)            |
| 2010 | <b>How Past Sponsorships Still Influence Today's Purchase Behavior</b> ,<br><i>Proceedings of the 7th German Sport Economics Conference</i> (together with Stefan Hattula and Hans H. Bauer) |

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### *Conference and Symposium Presentations and Invited Talks*

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| 2017 | <b>Business Intelligence for Business-to-Business Firms</b> ,<br>Siemens FEP Conference 2017, Munich, Germany, May 23  |
| 2017 | <b>Decision Methods For Marketing Budget Allocation Across Products: Insights from Actual Firm Behavior</b> ,<br>47 <sup>th</sup> yearly Conference of the Marketing Section of the German Academic Association for Business Research, Cologne, Germany, January 26 – 27   |
| 2016 | <b>Budget Allocation Decision Methods: Inferences from Actual Firm Behavior</b> ,<br>1 <sup>st</sup> EMAC Junior Faculty & Doctoral Student Research Camp, Vienna, Austria, September 1 – 2<br>38 <sup>th</sup> Marketing Science Conference, Shanghai, China, June 16 – 18<br><b>Does Market Share Matter? Insights from 40 Years of Empirical Research</b> ,<br>45 <sup>th</sup> EMAC Conference, Oslo, Norway, May 24 – 27      |
| 2015 | <b>Budget Allocation Decision Rules: Insights from Actual Firm Behavior</b> ,<br>World Marketing Congress, Bari, Italy, July 15 – 18<br><b>Empirical Generalizations on the Marketing-Finance Interface</b> ,<br>19 <sup>th</sup> Doctoral Colloquium at Simon-Kucher & Partners, Bonn, Germany, June 25 – 26  |
| 2014 | <b>Memory Effects of Past Sponsorships</b> ,<br>43 <sup>rd</sup> EMAC Conference, Valencia, Spain, June 3 – 6  |
| 2013 | <b>Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis</b><br><ul style="list-style-type: none"> <li>· 15<sup>th</sup> Annual Meeting Quantitative Marketing, Cologne, Germany, September 22 – 24</li> <li>· 35<sup>th</sup> Marketing Science Conference, Istanbul, Turkey, June 11 – 13</li> <li>· 3<sup>rd</sup> Marketing Strategy Meets Wall Street Conference, Frankfurt, Germany, June 7 – 9</li> </ul> |

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### *Business Experience*

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

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### *Language and Software Skills*

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| Languages | <b>German</b> (native), <b>English</b> (business fluent), <b>French</b> (fluent), <b>Spanish</b> (basic) |
| IT        | <b>Microsoft Office, SPSS, LIMDEP, STATA, Latent Gold, LISREL</b>  |

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### *Hobbies*

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

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