

# **PUBLICATION LIST**

**(AS OF September 2016)**

by

Prof. Dr. Marc Fischer

## INTERNATIONAL PUBLICATIONS

### *Articles in refereed journals*

- Fischer, Marc and Alexander Himme (2017), "The Financial Brand Value Chain: How Brand Investments Contribute to the Financial Health of Firms," *International Journal of Research in Marketing*, forthcoming.
- Edeling, Alexander and Marc Fischer (2016), "Marketing's Impact on Firm Value – Generalizations from a Meta-analysis," *Journal of Marketing Research*, 53 (August), 515-534.
- Fischer, Marc, Hyun Shin, and Dominique M. Hanssens (2016), "Brand Performance Volatility from Marketing Spending," *Management Science*, 62 (1), 197-215.
- Spann, Martin, Marc Fischer, and Gerard J. Tellis (2015), "Skimming or Penetration? Strategic Dynamic Pricing for New Products," *Marketing Science*, 34 (2), 235-249 [featured in INFORMS/ISMS press releases, *Sydney Morning Herald*, and *Brink*].
- Lennartz, Eric M., Marc Fischer, Manfred Krafft, and Kay Peters (2015), "Drivers of B2B Brand Strength - Insights from an International Study across Industries," *Schmalenbach Business Review*, 67 (1), 114-137.
- Himme, Alexander and Marc Fischer (2014), "Drivers of the Cost of Capital: The Joint Role of Non-financial Metrics," *International Journal of Research in Marketing*, 31 (2), 224-238.
- Clement, Michel, Steven Wu, and Marc Fischer (2014), "Empirical Generalizations of Demand and Supply Dynamics for Movies," *International Journal of Research in Marketing*, 31 (2), 207-223.
- Hornig, Tobias, Marc Fischer, and Thomas Schollmeyer (2013), "The Role of Culture for Pricing Luxury Fashion Brands," *Marketing ZFP - Journal of Research and Management*, 35 (2), 123-135.
- Fischer, Marc, Sönke Albers, Nils Wagner, and Monika Frie (2011), "Dynamic Marketing Budget Allocation across Countries, Products, and Marketing Activities," *Marketing Science*, 30 (4), 568-585 [Winner of the 2009-2010 ISMS-MSI Practice Prize competition].
- Fischer, Marc, Wolfgang Giehl, and Tjark Freundt (2011), "Managing Global Brand Investments at DHL," *Interfaces*, 41 (January-February), 35-50 [Finalist for the 2010 INFORMS Franz Edelman Award competition for Achievement in Operations Research].
- Fischer, Marc, Peter S. H. Leeflang, and Peter C. Verhoef (2010), "Drivers of Peak Sales for Pharmaceutical Brands," *Quantitative Marketing and Economics*, 8 (4), 429-460 [Among Top 5 Downloads in 2011].

Fischer, Marc, Franziska Völckner, and Henrik Sattler (2010), "How Important Are Brands? A Cross-category, Cross-country Study," *Journal of Marketing Research*, 47 (October), 823-839 [Winner of the VHB Best Paper Award 2011, finalist for the Robert D. Buzzell MSI Best Paper Award 2011].

Fischer, Marc and Sönke Albers (2010), "Patient- or Physician-Oriented Marketing: What Drives Primary Demand for Prescription Drugs?," *Journal of Marketing Research*, 47 (February), 103-121 [Finalist for the VHB Best Paper Award 2010].

Bauer, Hans H. and Marc Fischer (2000), "Product Life Cycle Patterns for Pharmaceuticals and Their Impact on R&D Profitability of Late Mover Products," *International Business Review*, 9, 703-725 [Winner of the Association for Health Care Research Best PhD Student Paper Award].

Fischer, Marc and Marcel Crisand (1999), "Predicting and Using Product Life Cycles in Global Pharmaceutical and Biotechnology Industries," *Journal of Bioware and Business*, 2 (4), 55-62.

### ***Invited, refereed book chapters***

Fischer, Marc (2014), „Marketing Spending Models,“ Ding, Min, Jehoshua Eliashberg, and Stefan Stremersch (eds.), *Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research, and Policies*, International Series in Quantitative Marketing, Springer: New York, 557-589.

### ***Refereed MSI Research Reports***

Edeling, Alexander and Marc Fischer (2014), “Marketing’s Impact on Firm Value – Generalizations from a Meta-analysis,“ *MSI Report Series No. 14-107*, Marketing Science Institute, Cambridge: MA.

Fischer, Marc, Nils Wagner, and Sönke Albers (2013), “Investigating the Performance of Budget Allocation Rules: A Monte Carlo Study,“ *MSI Report Series No. 13-114*, Marketing Science Institute, Cambridge: MA.

Fischer, Marc, Franziska Völckner, and Henrik Sattler (2009), "Measuring and Examining Category Brand Relevance: A Multi-Country Study," *MSI Report Series No. 09-102*, Marketing Science Institute, Cambridge: MA. [Featured article in *Insights from MSI Summer 2009* and among Top 5 Downloads in 2009].

Fischer, Marc and Sönke Albers (2007), "Patient- or Physician-Oriented Marketing: What Drives Primary Demand for Prescription Drugs?," *MSI Report No. 07-112*, Marketing Science Institute, Cambridge: MA.

Fischer, Marc (2007), "Valuing Brand Assets: A Cost-Effective and Easy-to-Implement Measurement Approach," *MSI Report No. 07-107*, Marketing Science Institute, Cambridge: MA. [Featured article in *Insights from MSI* and among Top 5 downloads in 2007]

Fischer, Marc, Venkatesh Shankar, and Michel Clement (2005), "Can a Late Mover Use International Market Entry Strategy to Challenge the Pioneer?" *MSI Report No. 05-118*, Marketing Science Institute, Cambridge: MA.

***Refereed conference proceedings (full papers)***

Kaya, Maria, Paul Steffens, Sönke Albers, and Marc Fischer (2007), "Drivers of Replacement and Additional Purchases Timing for Durables: The Overlooked Role of Consumer Innovativeness," Engilbertsson, Halldór Örn (eds.), *Flexible Marketing in an Unpredictable World*, Proceedings of the 36th EMAC Conference, Reykjavik University, published on CD-Rom.

Fischer, Marc and Ralf Mäder (2002), "Sponsorship as a Moderator of Self-Congruity Effectiveness," *Proceedings 31st EMAC Conference*, Braga.

Huber, Frank, Marc Fischer, and Andreas Herrmann (2000), "Supermatrix-Analysis as a Method of Measuring Interdependent Relative Importance Weights in Customer Satisfaction Research," *Advances in Consumer Research*, 27, 92-99.

Fischer, Marc and Hans H. Bauer (2000), "Valuing Late Mover Products: An Empirical Analysis of the Global Market for ACE Inhibitors," Hair, Jr., John F., Michael J. Weber, and R. Hoverstad (eds.), *Advances in Health Care Research*, Madison, 50-61.

Huber, Frank, Marc Fischer, and Andreas Herrmann (2000), "Satisfaction and Loyalty in Secondary Markets for Buyers Using the Internet as Information Source: Results of an Internet Based Study," Workman Jr., John P. and William D. Perreault (eds.), *Marketing Theory and Applications*, AMA Winter Educators' Conference Proceedings, Vol. 11, Chicago, 157-165.

Fischer, Marc and Frank Huber (1999), "The Picture Communication Effect: A Meta-Analysis," Manrai, A. K. and H. L. Meadow (eds.), *World Marketing Congress*, Vol. 9, Malta, 65-68.

Huber, Frank, Marc Fischer, and Andreas Herrmann (1999), "Preference Oriented Measurement of Advertising Response," Manrai, A. K. and H. L. Meadow (eds.), *World Marketing Congress*, Vol. 9, Malta, 33-36.

Fischer, Marc and Frank Huber (1999), "A Simple Method of Decomposing Line Extension Sales," *Proceedings 28th EMAC Conference*, Berlin.

Fischer, Marc (1998), "Product Life Cycles as a Basis for Valuing R&D Projects: Results of a Global Empirical Study in the Pharmaceutical Industry," *Proceedings 5th International Product Development Management Conference*, Como, 385-401.

***Invited book chapters***

Fischer, Marc (2016), "Brand Valuation in Accordance with GAAP and Legal Requirements,"  
Stewart, David W. and Craig T. Gugel (eds.), *Accountable Marketing, Linking Marketing  
Actions to Financial Performance*, Rutledge: New York and London, 182-200.

## NATIONAL PUBLICATIONS (ALL IN GERMAN)

### *Articles in refereed journals*\*

Fischer, Marc and Thomas Schollmeyer (2010), "A Method to Measure the Financial Value of Dormant Brands," *Zeitschrift für betriebswirtschaftliche Forschung*, 62, 598-624.

Fischer, Marc and Michel Clement (2007) "Dimensions of International Market Entry With a New Product," *Zeitschrift für betriebswirtschaftliche Forschung*, 59, 847-881.

Fischer, Marc, Alexander Himme, and Sönke Albers (2007), "Pioneer, Early Mover, or Late Mover: Which Strategy is Most Successful?," *Zeitschrift für Betriebswirtschaft*, 77, 539-573.

Clement, Michel, Marc Fischer, and Björn Görke (2007), "Introduction of a New Movie: How Do Investors React?," *Die Betriebswirtschaft*, 67, 418-444.

Fischer, Marc, Heribert Meffert, and Jesko Perrey (2004), "Brand Management: Is it Really Relevant for Every Company? An Empirical Investigation of the Importance of Brands in Consumer Goods Markets," *Die Betriebswirtschaft*, 64, 333-356.

Fischer, Marc, Andreas Herrmann, and Frank Huber (2001), "Return on Customer Satisfaction: How Profitable are Actions to Increase Customer Satisfaction?," *Zeitschrift für Betriebswirtschaft*, 71, 1161-1190.

Fischer, Marc (2001), "The Importance of Competitive Dynamics for the Life Cycle of Brands," *Die Betriebswirtschaft*, 61, 443-461.

Bauer, Hans H., Marc Fischer, and Volker Pfahlert (2001), "Does it Pay Off to Enter Pharmaceutical Markets as a Late Mover? Results of a Profitability Analysis," *Zeitschrift für betriebswirtschaftliche Forschung*, 53, 632-648.

Bauer, Hans H. and Marc Fischer (2001), "Simultaneous Measurement of Cannibalization: Competitive Substitution and Primary Demand Effects for Line Extensions," *Zeitschrift für betriebswirtschaftliche Forschung*, 53, 455-477 [Lead article].

Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2000), "Barriers of E-Commerce – A Cross-National Empirical Study of Internet Buying Behavior," *Zeitschrift für Betriebswirtschaft*, 70, 1133-1156.

Bauer, Hans H. and Marc Fischer (2000), "Empirical Classification of Product Life Cycles," *Zeitschrift für Betriebswirtschaft*, 70, 937-958 [Lead article].

Bauer, Hans H., Marc Fischer, and Yvonne McInturff (1999), "The Picture Communication Effect – A Meta-analysis," *Zeitschrift für betriebswirtschaftliche Forschung*, 51, 805-831.

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\* My refereed publications are all in the three top-ranked national general business journals. The review process in these journals is double-blind with reported rejection rates of 60% to 80%.

Bauer, Hans H. and Marc Fischer (1998), "Sales Deviation Analysis: Review of Methods and Recommendations," *Zeitschrift für Betriebswirtschaft*, 68, 1341-1366.

### ***Invited, refereed book chapters***

Fischer, Marc and Alexander Himme (2011), „Entry Timing for Innovations,“ Albers, Sönke and Oliver Gassmann (eds.), *Handbook on Technology and Innovation Management*, 2nd ed., Gabler: Wiesbaden., 419-436.

Fischer, Marc (2005), "Entry Timing for Innovations," Albers, Sönke and Oliver Gassmann (eds.), *Handbook on Technology and Innovation Management*, 1<sup>st</sup> ed., Gabler: Wiesbaden, 397-414.

### ***Monographs***

Fischer, Marc (2006), "*Essays on Marketing Performance Management*," Cumulative Habilitation Christian-Albrechts-University at Kiel.

Fischer, Marc (2001), *Product Life Cycle and Competitive Dynamics: Principles of Economic Evaluation of Market Entry Strategies*. Dissertation University of Mannheim, Gabler Edition Wissenschaft, Deutscher Universitäts-Verlag: Wiesbaden [Winner of the 2001 Klaus O. Fleck Best Dissertation Award by the German Chamber of Industry and Commerce].

### ***Invited journal articles***

Backhaus, Max and Marc Fischer (2015), “Why it Pays to Take the Drama out of a Crisis,” *Response Magazine*, 20, 11–12.

Fischer, Marc, Jesko Perry, Tjark Freundt, and Eric Lennartz (2015), “The Relevance of Brands,” *Markenartikel*, Issue 3, 50-52.

Fischer, Marc and Thomas Schollmeyer (2012), “Valuing Dormant Brands,” *Markenartikel*, Issue 10, 100-102.

Fischer, Marc (2012), “Choosing the Right Testimonial,” *Markenartikel*, Issue 7, 51-53.

Fischer, Marc, Sönke Albers, Nils Wagner, and Monika Frie (2012), "Dynamically Allocating the Marketing Budget: How to Leverage Profits across Markets, Products and Marketing Activities,“ *Marketing Intelligence Review*, 4 (1), 50-59.

Riesenbeck, Hajo, Jesko Perrey, and Marc Fischer (2005), "What is the True Value of Brands?," *Markenartikel*, Issue 12, 58-61.

Fischer, Marc (2004), "Instruments for the Measurement of Marketing Performance," *Thesis*, 21, Issue 3, 8-12.

Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2001), "The Internet as a Place to Shop: Typical Acceptance Barriers of an Innovation," *Marketing Journal*, Issue 3, 132-137.

Marc Fischer, Andreas Herrmann, and Frank Huber (2000), "Are Satisfied Customers Worth the Money? Solutions for a Value-based Management," *absatzwirtschaft*, 43 (October), 88-91. [The paper was reprinted in *Touristik Report*, Special issue December 2000, 54-56].

Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2000), "Net-shopping: The Risks are not a Barrier" *absatzwirtschaft*, 43 (December), 79.

Herrmann, Andreas, Marc Fischer, and Frank Huber (2000) "Customer Satisfaction, Customer Retention and Company Success: How strong is this Chain?," *Kostenrechnungspraxis*, Special issue 3, 15-21.

Herrmann, Andreas, Frank Huber, and Marc Fischer "A Fuzzy Set Approach to Product Elimination," *Thexis*, 17, Issue 2, 28-33.

Bauer, Hans H., Marc Fischer, and Robert Verspagen (1999), "Determinants of Line Extension Success: Results of an Empirical Study," *Die Pharmazeutische Industrie*, 61, 796-803.

Fischer, Marc and Marcel Crisand (1996), "International Product Life Cycles: An Empirical Investigation of the Cardio-Vascular Segment (I)," *Die Pharmazeutische Industrie*, 58, 980-985.

Fischer, Marc and Marcel Crisand (1996), " International Product Life Cycles: An Empirical Investigation of the Cardio-Vascular Segment (II)," *Die Pharmazeutische Industrie*, 58, 1085-1092.

Thiel, Michael H., Friedrich Förster, and Marc Fischer (1996), "Price Management for Generics," *Pharma-Marketing Journal*, 21, 48-53.

### ***Invited book chapters***

Fischer, Marc and Sönke Albers (2007), "Current Trends in Customer Equity Management," Báyón, Thomas, Andreas Herrmann, and Frank Huber (eds.), *Diversity and Conformity in Marketing Research: A Field of Tension*, Festschrift for Hans H. Bauer at his 60th anniversary, Gabler: Wiesbaden, 167-186.

Fischer, Marc (2001) "The Product Life Cycle," Diller, Hermann (ed.), *Vahlens Großes Marketing Lexikon*, 2. ed., Vahlen: Munich, 1407-1409.