CURRICULUM VITAE OF DR. ALEXANDER EDELING

Status: April 2019

PERSONAL INFORMATION

Birthday	May 6, 1984 in Erlangen	Telephone	+49-221-470-8682
Office address	Albertus-Magnus-Platz 50923 Cologne, Germany	Email URL	edeling@wiso.uni-koeln.de www.marketing.uni-koeln.de

ACADEMIC POSITIONS

2016 – current	Postdoctoral researcher ("Habilitand" as "Akademischer Rat") Chair for Marketing and Market Research (Prof. Dr. Marc Fischer) University of Cologne
2011 – 2016	Research assistant Chair for Marketing and Market Research (Prof. Dr. Marc Fischer) University of Cologne
2010	Student Assistant Institute of Sport Economics and Sport Management (Prof. Dr. Christoph Breuer) German Sport University, Cologne Participation in a project for the German Federal Ministry of Finance on the financial effects of sport in Germany

EDUCATION

2011 – 2016	Ph.D. in Marketing (summa cum laude) University of Cologne, Committee: Marc Fischer (supervisor), Werner Reinartz, Hernan Bruno
2004 – 2010	Diploma Studies in Business Administration University of Mannheim, · Degree: Diplom-Kaufmann (equivalent to Master; grade: 1.5) · Majors: Marketing, Accounting, Intercultural Studies
2007 – 2008	Grenoble Ecole de Management, France Erasmus exchange program
1994 – 2003	Gymnasium Essen-Werden, Abitur (equivalent to A level; grade: 1.2)
2000 – 2001	High school year in Melbourne, Australia

WORK EXPERIENCE OUTSIDE ACADEMIA

2010 – 2011	Vodafone GmbH, Düsseldorf Trainee in the customer operations division
2009	BMW Financial Services GmbH, München Intern in the regional staff Europe
2009	komm.passion GmbH, Berlin Student consultant

2008	Homburg und Partner GmbH, Mannheim Intern and working student in the chemicals and automotive teams
2006 – 2007	Engelhorn Sports GmbH, Mannheim Sales assistant
2005	RAG AG (today: Evonik Industries), Essen Intern in the group controlling
2003 – 2004	Military Service (Fernmeldebataillon 820), Düsseldorf

RESEARCH INTERESTS

My research focuses on solving managerially relevant strategic problems by applying quantitative marketing analytics methods. Areas of expertise:

- Marketing performance management
- Digitization
- Pricing
- Sponsorship
- Econometric modeling, empirical generalizations (meta-analysis)

HONORS AND AWARDS

2019	Finalist for the VHB Best Paper Award (Winner of the Marketing Section)
2017	Finalist for the 2017 EMAC / Sheth Doctoral Dissertation Competition
	Finalist for the 2017 Paul E. Green Award, *Journal of Marketing Research*
	Winner of the 2017 University of Mannheim's Institute for Market-Oriented Management Dissertation Award
2016	Winner of the 2016 Horizont Foundation Dissertation Award
	Finalist for the 2016 DMV (Deutscher Marketing Verband) Science Award

THIRD-PARTY RESEARCH FUNDING

2019	DAAD scholarship for a research visit at Boston University in the fall semester 2019/2020
2018	Third-party funding by a multinational pharmaceutical company
2014	Third-party funding by a multinational health-care company

PUBLICATIONS

Articles in refereed journals

Edeling, Alexander and Alexander Himme (2018), "When Does Market Share Matter? New Empirical Generalizations from a Meta-Analysis of the Market Share-Performance Relationship," *Journal of Marketing*, 82 (May), 1-24. [Winner of the 2019 Best Paper Award of the Marketing Section of the VHB].

Featured in: *Journal of Marketing* Scholarly Insights
Twitter tweet by @HermannSimon (April 22, 2018)
Impulse.de (September 5, 2018)
WirtschaftsWoche (September 14, 2018)
The European (September issue, 2018)
Horizont (October 4, 2018)
NZZ am Sonntag (October 7, 2018)

Edeling, Alexander, Stefan Hattula, and Torsten Bornemann (2017), "Over, Out, But Present: Recalling Former Sponsorships," *European Journal of Marketing*, 51 (7/8), 1286-1307.

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 [Finalist for the 2017 Paul E. Green Award; featured in *forbes.com* (April 25, 2018)].

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.

Monographs

Edeling, Alexander (2016), *Essays on Strategic Marketing Behavior and Its Financial Performance Implications*, Dissertation, University of Cologne.

Invited articles in transfer journals

Edeling, Alexander and Alexander Himme (2019), "The Market Share is not a central KPI Any More," *Changement*, January/February, 28-31.

Edeling, Alexander and Marc Fischer (2017), "The Impact of Marketing on Enterprise Value," *transfer Werbeforschung & Praxis*, 63 (3), 18-24.

PRESENTATIONS AT SCIENTIFIC CONFERENCES AND SYMPOSIA

Fischer, Marc and Alexander Edeling (2019), "Service Failure in the Public Transportation Industry: Modeling its Impact on Sales," Research Seminar Series at the Kühne Logistics University Hamburg, March 13.

Backhaus, Max, Alexander Himme, and Alexander Edeling (2018), "Do Layoffs Hurt a Firm's Brand? An Event Study with Consumer Mindset Metrics," Research Seminar Series at the University of Münster, October 9.

Fischer, Marc and Alexander Edeling (2018), "Service Failure in the Transportation Industry: Modeling its Impact on Sales," 20th Annual Meeting Quantitative Marketing, Cologne, September 16 – 18.

Edeling, Alexander, Benedict Fälker, and Alexander Himme (2018), "Disclosures of Pricing Information in Earnings Calls – An Empirical Investigation," 40th Marketing Science Conference, Philadelphia, June 13 – 16.

Edeling, Alexander and Anna Menge (2018), "Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis," JAMS Thought Leaders' Conference on Generalizations in Marketing: Systematic Reviews and Meta-Analyses, Oslo, June 3 – 5.

Fischer, Marc and Alexander Edeling (2018), "Service Failure in the Transportation Industry: Modeling its Impact on Sales," 8th Theory and Practice in Marketing (TPM) Conference, Los Angeles, May 16 – 18.

Edeling, Alexander and Alexander Mafael (2018), "Curated Shopping – A New Trend in E-Commerce," Research Workshop at FU Berlin, February 6.

Fischer, Marc, Alexander Edeling, and Sönke Albers (2017), "Decision Methods For Marketing Budget Allocation Across Products: Insights from Actual Firm Behavior," 47th yearly Conference of the Marketing Section of the German Academic Association for Business Research, Cologne, January 26 – 27.

Fischer, Marc, Alexander Edeling, and Sönke Albers (2016), "Budget Allocation Decision Methods: Inferences from Actual Firm Behavior," 1st EMAC Junior Faculty & Doctoral Student Research Camp, Vienna, September 1 – 2.

Fischer, Marc, Alexander Edeling, and Sönke Albers (2016), "Budget Allocation Decision Methods: Inferences from Actual Firm Behavior," 38th Marketing Science Conference, Shanghai, June 16 – 18.

Edeling, Alexander (2016), "Does Market Share Matter? Insights from 40 Years of Empirical Research," 45th EMAC Conference, Oslo, May 24 – 27.

Fischer, Marc, Alexander Edeling, and Sönke Albers (2015), "Budget Allocation Decision Rules: Insights from Actual Firm Behavior," 18th World Marketing Congress, Bari, July 15 – 18.

Edeling, Alexander, Stefan Hattula, and Torsten Bornemann (2014), "Memory Effects of Past Sponsorships," 43th EMAC Conference, Valencia, June 3 – 6.

Edeling, Alexander and Marc Fischer (2013), "Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis," 15th Annual Meeting Quantitative Marketing, Cologne, September 22 – 24.

Edeling, Alexander and Marc Fischer (2013), "Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis," 35th Marketing Science Conference, Istanbul, June 11 – 13.

Edeling, Alexander and Marc Fischer (2013), "Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis," 3rd Marketing Strategy Meets Wall Street Conference, Frankfurt, June 7 – 9.

Edeling, Alexander, Stefan Hattula, and Hans H. Bauer (2010), „How former sponsorship engagements still affect today's purchase decisions," 7th German Sport Economics Congress, Cologne, November 19.

COMPANY PRESENTATIONS AND WORKSHOPS

"Allocation of Scarce Resources is About the Evaluation of Trade-Offs: A Decision Support Model for Product Budget Allocation Across a Product Portfolio," Boehringer-Ingelheim, Ingelheim, January 23, 2018.

"Customer vs. Brand: Why Customer-Oriented Firms Are More Successful in the Long-Run," ServiceRating Workshop on customer orientation, Cologne, September 20, 2017.

"Business Intelligence for Business-to-Business Firms," Siemens FEP Conference 2017, Munich, May 23, 2017.

„Empirical Generalizations on the Marketing-Finance Interface," 19th Doctoral Colloquium at Simon-Kucher & Partners, Bonn, June 25 – 26.

REVIEWING ACTIVITY

Journal of Marketing
International Journal of Research in Marketing
Journal of Business Research
Die Betriebswirtschaft
Marketing ZFP
OR Spectrum
EMAC Conference 2015 – 2018

PROFESSIONAL AFFILIATIONS

Institute for Operations Research and the Management Sciences (INFORMS), European Marketing Academy (EMAC), German Academic Association for Business Research (VHB), Marketing Club Köln Bonn

TEACHING STATEMENT (COURSES TAUGHT)

Executive Education (German) (via seminars, workshops in companies)

Accounting principles
Principles of business administration
Marketing resource allocation
Business Intelligence

Graduate (English and German)

Marketing performance management
Marketing theory
Multi-channel retailing
Sponsorship and influencer marketing
Self-marketing in a digitized world

Undergraduate (English and German)

Concepts of marketing mix management
Methods of marketing mix management (market research)
Brand management
Price management

Bachelor/Master/Diploma theses

Supervision of about 90 theses since 2011

SERVICES AT THE UNIVERSITY OF COLOGNE

2016 – current	Presentation of the Master of Science Major Marketing in front of the freshmen of each year
2016 – current	Member of the "Consilium Mittelbau" (committee that represents postdoctoral researchers and assistant professors at the University of Cologne)
2014 – 2015	Member of search committees for W1 and W2 marketing professorships at the WiSo faculty of the University of Cologne
2013	Organization of an annual summer event for PhDs and PostDocs at the WiSo faculty of the University of Cologne
2013	Editor of the first Marketing Area Report
2012 – 2016	Responsible research assistant for the Circle of Excellence in Marketing (student talent program)
2011	Participation in the project „From School to Uni" of the Cologne Graduate School

LANGUAGES AND SOFTWARE SKILLS

Language	German (native), English (fluent), French (advanced), Spanish (basic)
Software	Microsoft Office, SPSS, STATA, R, LIMDEP, Latent Gold, LISREL