

CURRICULUM VITAE

Professor Dr. André Marchand



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CONTACT

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RESEARCH INTEREST

Strategic Marketing, Consumer Behavior, Digital Innovations, New Media & Entertainment Science

MAIN ACADEMIC POSITIONS

- 2020 – today Professor of Management Science/ Marketing and Director of the Institute of Service and Relationship Management, Leipzig University
- 2017 – 2020 Professor of Marketing & Digital Environment, University of Cologne
- 2011 – 2017 Assistant Professor of Marketing, University of Muenster
- 2007 – 2011 Lecturer and Research Assistant, Bauhaus-Universität Weimar

OTHER POSITIONS

- 2018 – today Adjunct Professor, University of Cologne Business School
- 2024 Visiting Professor, University of South Wales (UNSW), Australia (2 months Feb-Mar)
- 2020 Visiting Professor, University of Sydney, Australia (2 months Feb-Mar)
- 2016 Visiting Professor, Aston Business School Birmingham & Cass Business School London, UK (1 month Nov-Dec)
- 2006 – today Independent management consultant

EDUCATION

- 2016 Habilitation in Business Administration, University of Muenster
- 2011 Ph.D. in Marketing, Bauhaus-University of Weimar
- 2006 Graduate Studies in Business Administration (Diploma degree), University of Cologne
- 2002 Undergraduate Studies in Electrical Engineering, RWTH Aachen University

SELECTED PUBLICATIONS IN REFEREED JOURNALS

- Kupfer, Ann-Kristin, André Marchand, and Thorsten Hennig-Thurau (2024), “Explaining Physical Retail Store Closures in Digital Times,” *Journal of Retailing*, forthcoming. (A) <https://doi.org/10.1016/j.jretai.2024.07.001>
- Marchand, André and Nicolas R. Weber (2024), “How Star Power Drives Video Game Success,” *Journal of Interactive Marketing*, forthcoming. (B) <https://doi.org/10.1177/10949968241274693>
- Marchand, André, Andrea Holler, and Theresa Dünschede (2024), “Consumer Perceptions of Influencer Gifting,” *Psychology & Marketing*, forthcoming. (B) <https://doi.org/10.1002/mar.22058>
- Weber, Nicolas R., André Marchand, and Reinhard Kunz (2024), “Price and Delay Decisions for Sequentially Released Products: The Case of Transactional Streaming Services,” *International Journal of Research in Marketing*, 41, forthcoming. (A) <https://doi.org/10.1016/j.ijresmar.2024.04.003>
- Liu, Yeyi, Tobias Mayerhofer, André Marchand, Thomas Foscht, Martin P. Fritze, and Andreas B. Eisingerich (2024), “Is there a danger of making customers feel too empowered? Exploring the double-edged sword of a firm’s customer orientation and creative benefits,” *European Journal of Marketing*, forthcoming. (B) <https://doi.org/10.1108/EJM-12-2021-0925>
- Weber, Nicolas R., André Marchand, and Reinhard Kunz (2024), “The Impact of Public and Private Funding on Cultural and Economic Success of Movies,” *Journal of Cultural Economics*, 48, 259-283. (B) <https://doi.org/10.1007/s10824-023-09486-7>
- Schöndeling, Andrea, Alexander Edeling, Alexa B. Burmester, André Marchand, and Michel Clement (2023), “Marvelous Advertising Returns? A Meta-Analysis on Advertising Elasticities in the Entertainment Industry,” *Journal of the Academy of Marketing Science*, 51 (5), 1019-1045. (A) <https://doi.org/10.1007/s11747-022-00916-0>
- Gobrecht, Friederike and André Marchand (2023), “The Finitude of Life – How Mortality Salience Affects Consumer Behavior: A Review,” *Journal of Consumer Behaviour*, 22 (1), 199-216. (B) <https://doi.org/10.1002/cb.2117>
- Marchand, André, Thorsten Hennig-Thurau, and Jan Flemming (2021) “Social Media Resources and Capabilities as Strategic Determinants of Social Media Performance,” *International Journal of Research in Marketing*, 38 (3), 549-571. (A) <https://doi.org/10.1016/j.ijresmar.2020.09.011>
- Marchand, André and Paul Marx (2020), “Automated Product Recommendations with Preference-Based Explanations,” *Journal of Retailing*, 96 (3), 328-343. (A) <https://doi.org/10.1016/j.jretai.2020.01.001>
- Fritze, Martin P., André Marchand, Andreas B. Eisingerich, and Martin Benkenstein (2020), “Access-Based Services as Substitutes for Material Possessions: The Role of Psychological Ownership,” *Journal of Service Research*, 23 (3), 368-385. (A) <https://doi.org/10.1177/1094670520907691>
- Marchand, André, Andrea Schöndeling, Elena Gros, David Schaeffer, and Sascha D. Kirsch (2020), “Revisiting the Phenomenon of ‘Going Green to Be Seen’ with Actual Consumption,” *Social Business*, 10 (1), 35-46. <https://doi.org/10.1362/204440820X15813359568237>
- Eisingerich, Andreas B., André Marchand, Martin P. Fritze, and Lin Dong (2019), “Hook vs. Hope: How to Enhance Customer Engagement Through Gamification,” *International Journal of Research in Marketing*, 36 (2), 200-215. (A) <https://doi.org/10.1016/j.ijresmar.2019.02.003>

- Marchand, André, Thorsten Hennig-Thurau, and Caroline Wiertz (2017), “Not all digital word of mouth is created equal: Understanding the respective impact of consumer reviews and microblogs on new product success,” *International Journal of Research in Marketing*, 34 (2), 336-354. (A) <https://doi.org/10.1016/j.ijresmar.2016.09.003>
- Marchand, André, Michael Paul, Thorsten Hennig-Thurau, and Georg Puchner (2017), “How Gifts Influence Relationships with Service Customers and Financial Outcomes for Firms,” *Journal of Service Research*, 20 (2), 105-119. (A) <https://doi.org/10.1177/1094670516682091>
- Marchand, André (2016), “The Power of an Installed Base to Combat Lifecycle Decline: The Case of Video Games,” *International Journal of Research in Marketing*, 33 (1), 140-154. (A) <https://doi.org/10.1016/j.ijresmar.2015.06.006>
- Marchand, André, Thorsten Hennig-Thurau, and Sabine Best (2015), “When James Bond Shows off His Omega: Does Product Placement Affect Its Media Host?” *European Journal of Marketing*, 49 (9/10), 1666-1685. (B) <https://doi.org/10.1108/EJM-09-2013-0474>
- Marchand, André (2014), “Joint Consumption Challenges in Groups,” *Journal of Consumer Marketing*, 31 (6/7), 483-493. (C) <https://doi.org/10.1108/JCM-06-2014-1001>
- Marchand, André and Thorsten Hennig-Thurau (2013), “Value Creation in the Video Game Industry: Industry Economics, Consumer Benefits, and Research Opportunities,” *Journal of Interactive Marketing*, 27 (3), 141-157 (JIM Best Paper Award). (B) <https://doi.org/10.1016/j.intmar.2013.05.001>
- Hennig-Thurau, Thorsten, André Marchand, and Barbara Hiller (2012), “The relationship between reviewer judgments and motion picture success: re-analysis and extension,” *Journal of Cultural Economics*, 36 (3), 249-283. (B) <https://doi.org/10.1007/s10824-012-9172-8>
- Hennig-Thurau, Thorsten, André Marchand, and Paul Marx (2012), “Can Automated Group Recommender Systems Help Consumers Make Better Choices?” *Journal of Marketing*, 76 (5), 89-109. (Journal VHB Rating: A+) <https://doi.org/10.1509/jm.10.0537>

For more and current information, please see:

<https://www.uni-leipzig.de/en/profile/mitarbeiter/prof-dr-andre-marchand>