

CURRICULUM VITAE

Professor Dr. André Marchand

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CONTACT

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RESEARCH INTEREST

Marketing, Digital Innovations, New Media & Entertainment Science

ACADEMIC EXPERIENCE

- 2020 – today Professor of Management Science/ Marketing and Director of the Institute of Service and Relationship Management, Leipzig University
- 2018 – today Adjunct Professor, University of Cologne Business School
- 2017 – 2020 Professor of Marketing & Digital Environment, University of Cologne
- 2020 Visiting Professor, University of Sydney, Australia
- 2016 Visiting Professor, Aston Business School Birmingham & Cass Business School London, UK
- 2011 – 2017 Assistant Professor of Marketing, University of Muenster
- 2007 – 2011 Lecturer and Research Assistant, Bauhaus-Universität Weimar

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

- 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), forthcoming.
- Marchand, André and Paul Marx (2020), “Automated Product Recommendations with Preference-Based Explanations,” *Journal of Retailing*, 96 (3), 328-343.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- Marchand, André (2014), “Joint Consumption Challenges in Groups,” *Journal of Consumer Marketing*, 31 (6/7), 483-493.
- 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.
- 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.
- 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.