Resume

Werner J. Reinartz

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BIOGRAPHICAL SKETCH

Werner Reinartz is a Professor of Marketing at the University of Cologne, Germany, Distinguished Marketing Scholar of the European Marketing Academy, Distinguished Research Fellow of the Institute for the Study of Business Markets (ISBM), and Academic Fellow of the Marketing Science Institute (MSI). He is Vice-Rector of the University of Cologne responsible for the activities around 'Transfer to society' and Director of Center for Research in Retailing (IFH e.V.), one of the largest applied research centers in the Faculty of Management and Economics. Previously, he was the Cora Chaired Professor of Retailing and Management at INSEAD, France. Professor Reinartz holds a Ph.D. in Marketing from the University of Houston.

He is a leading academic voice on how firms interact with their customers. His research interest is at the intersection of CRM, digital marketing, retailing, sales, and advertising. In particular, he is interested in the questions of how firms can compete successfully in mature markets, marketing mix efficiency and effectiveness, and the successful management of lasting, profitable customer relationships. His work has left a keen footprint in an academic context: he is one of the highest-cited scholars in top marketing journals outside the US and in terms of research productivity among the very top ranked economists (Wirtschaftswoche, Handelsblatt, J. of Marketing). In the Stanford global citation ranking, he regularly lists among the top 2% globally in business & management research. The Frankfurter Allgemeine Zeitung (FAZ) lists him consistently as one of the top economists in German-speaking countries.

His research work has been recognized with the highest academic awards in the discipline (e.g. AMA Doctoral Dissertation Competition Award, Don Lehmann Award for the Best Dissertation-Based Research Paper, MSI/Paul Root Award twice, Finalist for the O'Dell Award, Hunt/Maynard Award, Varadarajan Award for Early Career Contributions, Sheth Foundation/Journal of Marketing Award for long-term contribution to the marketing discipline, ISBM-David Wilson-Sheth Foundation Award for Long Term Impact in B2B Marketing, IJRM J.B. Steenkamp Award, AMA Mahajan Award for long-term impact in marketing strategy). He has published extensively in the very top journals of the field such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *International Journal of Research in Marketing,* and *Journal of Retailing.* From 2018-2021, he has been co-editor at the *International Journal of Research in Marketing*, one of the discipline's top journals. Furthermore, he has been long-standing area editor at the *Journal of Marketing* and *Journal of Marketing Behavior* as well as long-standing editorial board member for many top journals such as *Journal of Marketing, Marketing Science, IJRM, and Journal of Retailing*. In June 2010, he was the host of the Marketing Science Conference, one of the premier conferences for academic research in the marketing discipline globally.
Professor Reinartz conscientiously focuses on solving problems that are meaningful in managerial practice. Accordingly, he is one of the highest published management researchers in the *Harvard Business Review*, the most impactful applied management journal globally – tallying a total of 25 contributions in all Harvard Business Press publications. He has worked with a large number of international top companies and he has conducted extensively executive training programs for many Fortune500 and EuroStoxx50 companies. Amongst his many current and past institutional leadership roles are the speaker of the business administration faculty at UoC, member of the Faculty Evaluation Committee, member of the Faculty Commission, speaker of the Marketing Chapter of the German Academic Association for Business Research (VHB) and speaker of the research initiative "Digital Transformation and Value Creation" at the University of Cologne.

CURRENT POSITION

- Vice-Rector for 'Transfer to society' (2023-ongoing)
- Professor of Marketing, University of Cologne (2007 – ongoing)
- Director, Center for Research in Retailing (IFH e.V.) (2007-ongoing)

PREVIOUS POSITIONS

- Speaker, Research Initiave: 'Digital Transformation and Value Creation' University of Cologne, (2015-2020)
- Associate Professor of Marketing at INSEAD, part-time appointment (2007-2010)
- Associate Professor of Marketing (tenured) and Cora Chaired Professor of Retailing and Management at INSEAD (2005-2007)
- Associate Professor of Marketing (untenured) at INSEAD, 2003-2005
- Assistant Professor of Marketing at INSEAD, 1999-2003

EDUCATION

- Ph. D. Marketing, University of Houston, U.S.A., 1995-1999
- MBA Business Administration, Henley Management College, England, 1994-1997
- Dipl. Ing. (TU) Agricultural Economics, Munich University of Technology, Germany, 1990 *(Highest grade point average of graduating class)*

ACHIEVEMENTS

- Selected as a "Top AI Leader in Retail 2026!" by ReThink Retail

- Ranked in Top 2% worldwide of the 2021 Elsevier-BV/Stanford study on career-long impact (1960-2020), drawing on a database of almost 7 million scientists worldwide. The subdiscipline of Marketing includes 11636 scholars worldwide.

- Ranked #32 amongst the top 100 most productive management researchers in German language speaking countries (total sample size 3390) [Das ist Deutschlands bester Betriebswirt, Wirtschaftswoche Dec 11. 2020]

- Ranked 29th in terms of research impact by the German newspaper Frankfurter Allgemeine Zeitung (Sept. 24, 2020) in their yearly ranking of Germany's most influencing economists [Deutschlands einflussreichste Ökonomen]. Highest ranked researcher from the University of Cologne.

- Included in the Makronom Twitter ranking (2020), 13 July.

- The textbook "Customer Relationship Management: Concepts, Strategy and Tools", published with Springer, achieved 25m chapter downloads between January and June 2020.

- Ranked 24th in terms of research impact by the German newspaper Frankfurter Allgemeine Zeitung (Sept.21, 2019) in their yearly ranking of Germany's most influencing economists [Deutschlands einflussreichste Ökonomen].

- Elected into the global advisory board of the Sales and Marketing Strategy Institute (SAMS) (2019-today), University of Washington

- Ranked # 24 amongst the top 100 most productive management researchers in German language speaking countries (total sample size 3390) [Die Überflieger der BWL, Wirtschaftswoche 2019]

- Named co-editor of the *International Journal of Research in Marketing* (2018-2021)

- Ranked 22nd in terms of research impact by the German newspaper Frankfurter Allgemeine Zeitung (Aug.31, 2018) in their yearly ranking of Germany's most influencing economists [Deutschlands einflussreichste Ökonomen].

- Ranked 18th in terms of research impact by the German newspaper Frankfurter Allgemeine Zeitung (Sept. 1, 2017) in their yearly ranking of Germany's most influencing economists [Deutschlands einflussreichste Ökonomen].

- Ranked 15th in terms of research impact by the German newspaper Frankfurter Allgemeine Zeitung (Sept. 5, 2015) in their yearly ranking of Germany's most influencing economists [Deutschlands einflussreichste Ökonomen].

- Ranked 1st (among non-US scholars) in citations in the top Marketing-Journals worldwide from 2003-2012 in the area's of Consumer Behavior, Marketing Management and Strategy, and Modelling and Quantitative Analysis. From a world-wide perspective, ranked #3 in Modeling and Quantitative Analysis, #4 in Marketing Management and Strategy, and #4 in Consumer Behavior.
  (Elbeck and Vander Schee (2014) "Global Benchmarking of Marketing Doctoral Program Faculty and Institutions by Subarea, *Journal of Marketing Education*, Vol. 36(1) 45–61)

- Ranked among the top 2.6% of scholars in business administration in German speaking countries (79 out of 3016; Handelsblatt 2012).

- Chair of the INFORMS Marketing Science Conference 2010 at the University of Cologne

- Rated among the top 2.5% of scholars in the world (58 out of 2257) in terms of time-adjusted publication rate in the top four journals in the marketing discipline (*Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Marketing Science*).
  [Source: Seggie, Steven and David A. Griffith (2009), "What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals." *Journal of Marketing*, 73(1), 122-132.]

- Selected into the program "Return of Excellent German Academics from Abroad" by Alfried Krupp von Bohlen und Halbach-Foundation (2007)

RESEARCH AWARDS

MAJOR

- Recipient of the 2026 IMTC (International Marketing Trends Conference) Managerial Impact Award, ESCP Berlin.

- Named the 2025 Haring-Sheth Distinguished Scholar at the Haring Symposium at Indiana University, Kelley School of Business.

- Appointment as a Distinguished Research Fellow of the Institute for the study of Business Markets (ISBM) at Pennsylvania State University. A Fellow is a recognized senior scholar and thought leader in one or more domains of B-to-B marketing, dedicated to the Institute's mission of advancing both the theory and the practice of the discipline, working with practitioners, and being deeply involved in B2B education (as of 2024).

- Recipient of the 2023 Mahajan Award for Lifetime Contributions to Marketing Strategy Research, given by the American Marketing Association Marketing Strategy SIG.

- Appointed as of Oct. 2023 as an Academic Fellow of the Marketing Science Institute (MSI).

- Winner of the American Marketing Association's Retail & Pricing SIG's Lifetime Achievement Award

- Appointment as a Fellow of the European Marketing Academy (EMAC), recognizing outstanding contributions to the scholarship and practice of marketing in general and to the European Marketing Academy (EMAC) in particular (as of 2023).

- Winner of the 2023 European Marketing Academy (EMAC) Distinguished Marketing Scholar Award

- Winner of the 2022 Shelby D. Hunt/Harold H. Maynard Award (for the 2022 *Journal of Marketing* paper „The Platformization of Brands") for making the most significant contribution to marketing theory in a given calendar year.

- Finalist for the 2022 AMA/Marketing Science Institute/H. Paul Root Award (for the 2022 *Journal of Marketing* paper „The Platformization of Brands") for making the most significant contribution to marketing practice in a given calendar year.

- Winner of the 2021 Jan Benedict E.M. Steenkamp Award for Long-Term Impact (for the 2009 *International Journal of Research in Marketing* paper „An Empirical Comparison of the Efficacy of Covariance-Based and Variance-Based SEM")

- Winner of the 2021 ISBM-David T. Wilson-Sheth Foundation Award for Long-Term Impact in B2B Marketing (for the 2011 *Journal of Marketing* paper, "Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully).

- Finalist for the 2018 JAMS Sheth Foundation Award (for the *Journal of Academy of Marketing Science* article „ When and why do customer solutions pay off in business markets?" by Stefan Worm, Sundar Bharadwaj, Wolfgang Ulaga, and Werner Reinartz).

- The *Journal of Marketing* article „Creating Enduring Customer Value" by V. Kumar and Werner Reinartz is one of the finalists for the 2017 Shelby D. Hunt / Harold H. Maynard Award. The award recognizes the best article in the Journal of Marketing for its significant contribution to marketing theory and thought.

- 2016 Outstanding Area Editor Award of the *Journal of Marketing*

- Winner of the 2011 Sheth Foundation / Journal of Marketing Award. Nominated by the editorial board of the *Journal of Marketing* and chosen by previous editors of the *Journal of Marketing* the award recognizes scholarship that has made long-term contributions to the discipline of marketing (The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration).

- Winner of the 2012 SYNTEC Prix Academic de la Recherche en Management (Academic Award for Research in Management) in category "Marketing and Decision Sciences" for the article *"Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Sucessfully"*, published in the Journal of Marketing, November 2011.

- Winner of the 2009 JIM Award for the Best Paper published in the Journal of Interactive Marketing during 2008, (*Investigating Cross-Buying and Customer Loyalty*).

- Winner of 2009 Varadarajan Award for Early Career Contributions to Marketing Strategy Research of the American Marketing Assocation, in recognition for research impact within 10 years after obtaining the Ph.D.degree.

- Finalist for the 2009 O'Dell Award of the Journal of Marketing Research - in recognition for his article published in 2004 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice *(The Customer Relationship Management Process: Its Measurement and Impact on Performance).*

- Outstanding Reviewer Award of the Journal of Marketing Editorial Board 2005/2006.

- Winner of the 2005 Journal of Marketing MSI/H. Paul Root Award. Chosen by the JM editorial review board for its significant contribution to the advancement of the practice of marketing (*Balancing Acquisition and Retention Resources to Maximize Customer Profitability)*

- Honorable Mention for the 2005 Journal of Marketing MSI/H. Paul Root Award. Chosen by the JM editorial review board for its significant contribution to the advancement of the practice of marketing (*Do Intentions Really Predict Behavior? Self-Generated Validity Effects in Survey Research)*

- Selected into the 3rd biennial MSI Young Scholars Program (2005), sponsored by the Marketing Science Institute, in recognition for early career impact.

- Winner of the 2003 Journal of Marketing MSI/H. Paul Root Award. Chosen by the JM editorial review board for its significant contribution to the advancement of the practice of marketing (*The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration)*

- Winner of the 2001 American Marketing Association Donald R. Lehmann Award for the Best Dissertation-Based Research Paper to be published in the Journal of Marketing or in Journal of Marketing Research in 1999-2000.

- Winner of the American Marketing Association John A. Howard Doctoral Dissertation Competition, 1999, recognizing the top dissertation on the basis of contribution to theory and practice, originality and appropriateness of the research method, technical competence in the execution of the research, and the value of the findings in contributing to knowledge in marketing.

- Fulbright Scholarship at the University of Illinois in Urbana-Champaign, 1989-90

MINOR

- Dean's Award for Academic Excellence, University of Houston, 1999

- Dean's Distinguished Dissertation Fellowship from the College of Business Administration, University of Houston, 1999

- Honors Award for being top ranked in the graduating class at Munich University of Technolog

- Scholarships from Munich University of Technology for 4 semesters

DOCTORAL CONSORTIUM INVITATIONS

- Faculty Fellow, EMAC Doctoral Colloquium 2023
- Faculty Fellow, AMA Global Marketing SIG Doctoral and Junior Faculty Consortium 2021
- Faculty Fellow, AMA Strategy Doctoral Consortium 2020, 2022; 2023, 2024, 2025
- Faculty Fellow, AIM AMA Sheth Doctoral Consortium, 2012, 2014, 2015, 2016, 2017,2018, 2020, 2021, 2022, 2023, 2024, 2025.
- Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, 2009, 2010.
- Faculty Fellow, AMA Sheth Foundation Doctoral Consortium, 2005, 2006, 2007, 2009, 2010, 2015, 2018, 2022, 2023.
- Student Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Georgia, 1998.

TEACHING AWARDS and ACHIEVEMENTS

- Consistently ranked in the top 2 courses (teaching ranking) across all mass sections in the social sciences faculty at the University of Cologne (course "Channel Management"), Fall 2007- Fall 2013)

- Ranked 13th out 150 faculty members at INSEAD in terms of executive education teaching rating, 2005.

- Winner of the Case Writing competition (case: Independer.com) of the European Foundation For Management Development EFMD, 2000.

GRANTS AND AWARDS

Total awarded grants and awards since 1999: €1.600.000,-

Acquisition of externally funded professorships

2022 **IFH Junior Professorship** in Marketing and Retailing

2014 **IFH Junior Professorship** in Marketing and Retailing

2009 **OBI Junior Professorship** in Marketing and Retailing

Research Grants Based on Refereed Proposals:

2015 **Grimme-Forschungsinstitut an der Universität zu Köln:** Research grant on "Consumer Communication in Digital Media."

2014 **DFG Einzelprojekt (German Science Foundation):** Research grant on "Advertising Content and Sales Response."

2013 **University of Cologne, Forum:** Research grant on "Value Creation in a Changing Customer and Media Environment"

2013 **DFG Einzelprojekt (German Science Foundation):** Research grant on "Changing Consumer Behavior Due to Economic Influences."

2012 **Förderverein des Institut für Handelsforschung e.V.:** Research grant on „Value Creation in Retailing"

2011 **Verein der Freunde und Förderer der Universität zu Köln:** Research grant on "What's in a story? Factors Influencing the Popularity of Online Content",

2011 **Company consortium (Henkel, Krafft Foods, Unilever, Coca Cola, SCA, Sara Lee):** Research grant on „Unplanned Buying"

2011 **GS1 Germany:** Research grant on „Unplanned Buying"

2010 **Verein der Freunde und Förderer der Universität zu Köln:** Conference grant "Marketing Science Conference"

2010 **DFG Einzelprojekt (German Science Foundation):** Conference grant on "Marketing Science Conference"

2009 **DFG Einzelprojekt (German Science Foundation):** Conference grant on "3rd Thought Leadership Conference on Customer Management"

2009 **Marketing Science Institute:** Research grant on "Drivers of Profitability in Industrial Services"

2008 **ECR Unilever:** Research grant on "Collaborative CRM: Delivering Enhanced Customer Value Through a Rationalized Channel Structure"

2006 **INSEAD:** Conference grant for "Go-to-Market Strategies: Brand Management vs. Customer Management"

2004 **INSEAD:** Research grant on "Maximizing ROI: Knowing When to Sell What to Whom"

2004 **INSEAD:** Case study grant “From Category Management to Customer Relationship Management”

2002 **INSEAD:** Book grant “Databased Marketing: Managing Profitable Customer Relationships”

2002 **Duke University, Teradata Center:** Research grant on “Adopting a Customer Relationship Management Orientation: Antecedents and Consequences”

2001 **INSEAD:** Conference grant for “Customer Relationship Management: Strategies and Company-wide Implementation”

2001 **INSEAD:** Case study grant for „Capital One“

2001 **INSEAD:** Research grant on “Customer Value as a Consequence of Attitudinal and Behavioral Loyalty”

2001 **INSEAD:** Research grant on “Understanding the Antecedents and Consequences of a customer relationship Orientation”

2001 **INSEAD:** Research grant on “Generating Non-normal Data for Simulation of Structural Equation Models”

2000 **INSEAD:** Research grant on “An Empirical Investigation into the Impact of Receny, Frequency, and Monetray Value on Cross Buying”

1999 **INSEAD:** Research grant on “Customer Lifetime Analysis“

1999 **INSEAD:** Case study grant “Independer“

R E S E A R C H

RESEARCH INTERESTS

- Marketing Strategy
- Retailing
- Customer Relationship Management
- Off/Online Advertising Effectiveness
- BtoB marketing

My research interest focuses on the dynamics of the consumer-firm interaction. This interest bridges the areas of customer relationship management, retailing, distribution channel management, and marketing strategy.

RESEARCH IMPACT ANALYSIS

(May 27, 2026)

	Google Scholar	**Web of Science**	**Scopus**
Citations	**33241**	**9752**	**12569**
h-index	**48**	**34**	**37**

JOURNAL PUBLICATIONS

Scholdra, Thomas, Simeng Han, Werner Reinartz, and Bernd Skiera, (2026), „ Firms' Focus on Brand and Customer Management: Measurement, Development, and Financial Consequences", *Journal of Marketing*. forthcoming

Reinartz, Werner (2026), "Customer Relationship Management: Past, Present, and Future", *International Journal of Research in Marketing*, 43 (1), 8-27. [Google Scholar citations:**5;** Web of Science citations: **1;** Scopus citations**: 1,** Scopus Citation Percentile: **94**] https://doi.org/10.1016/j.ijresmar.2025.12.001

Bamberger, Boas, Werner Reinartz, and Wolfgang Ulaga (2025), „Navigating the Future of B2B Marketing: The Transformative Impact of the Industrial Metaverse", *Journal of Business Research*, 188 (forthcoming). [Google Scholar citations: **43;** Web of Science citations**: 17;** Scopus citations: **23,** Scopus Citation Percentile: **99**] https://doi.org/10.1016/j.jbusres.2024.115057

Scholdra, Thomas, Julian R.K. Wichmann, and Werner Reinartz, (2023), "Reimaging Personalization in the Physical Store", *Journal of Retailing*, 99 (4), 563-79, [Google Scholar citations: **47;** Web of Science citations**: 18;** Scopus citations: **27**, Scopus Citation Percentile: **93**] https://doi.org/10.1016/j.jretai.2023.11.001.

Schauerte, Nico, Maren Becker, Monika Imschloß, Julian R.K. Wichmann, and Werner Reinartz, (2023) „The Managerial Relevance of Marketing Science: Properties and Genesis", *International Journal of Research in Marketing*, 40 (4), 801-22. [Google Scholar citations: **17;** Web of Science citations**: 11;** Scopus citations**: 12,** Scopus Citation Percentile: **80**] https://doi.org/10.1016/j.ijresmar.2023.08.001

- Finalist for IJRM Best Paper Award in 2023.

Berkmann, Manuel, Maik Eisenbeiss, Werner J. Reinartz, and Nico Schauerte (2023), "Leveraging B2B Field Service Technicians as a "Second" Sales Force: How Service Situations Affect Selling Activity and Success", *Journal of the Academy of Marketing Science*, 52 (3), 736-761. [Google Scholar citations: **14;** Web of Science citations**: 8;** Scopus citations: **8,** Scopus Citation Percentile: **81**] https://doi.org/10.1007/s11747-023-00964-0

Becker, Maren, Thomas Scholdra, Manuel Berkmann, and Werner J. Reinartz (2023), "The Effect of Content on Zapping in TV Advertising", *Journal of Marketing*. 87 (2), 275-297. [Google Scholar citations: **39;** Web of Science citations**: 16,** Scopus citations: **20,** Scopus Citation Percentile: **89]** https://doi.org/10.1177/00222429221105818

Wichmann Julian, Thomas Scholdra, and Werner Reinartz, (2023) "Propelling International Marketing Research with Geospatial Data" *Journal of International Marketing*, 31 (2), 82-102. [Google Scholar citations: **14**; Web of Science citations**: 2;** Scopus citations: **12,** Scopus Citation Percentile: **80**] https://doi.org/10.1177/1069031X221149951

Wichmann Julian, Werner Reinartz, and Rajkumar Venkatesan, (2022) "Conceptualizing Value Creation in the Platform Era". *Journal of Creating Value*, 8

(2), 184-203. [Google Scholar citations: **10;** Web of Science citations**: 4;** Scopus citations: **8,** Scopus Citation Percentile: **64]** https://doi.org/10.1177/23949643221121887

Reinartz Werner and Rajkumar Venkatesan (2022), "A Better Way to Calculate the ROI of your Marketing Investment", *Harvard Business Review* Special Issue, "Marketing in the Age of Connection" (Winter) 108-109.

Wichmann Julian, Nico Wiegand, and Werner J. Reinartz (2022), "Building Your Own Brand Platform", *Harvard Business Review*, 100 (5), 47-53. [Google Scholar citations: **11;** Web of Science citations**: 3**]

Kopalle, Praveen, Manish Gangwar, Andreas Kaplan, Divya Ramachandran, Werner Reinartz, and Aric Rindfleisch (2022), "Artificial Intelligence (AI) Technologies in Global Marketing: Current Trends and Future Research Opportunities", *International Journal of Research in Marketing*. 39 (2), 522-540. [Google Scholar citations: **473;** Web of Science citations**: 126;** Scopus citations: **232,** Scopus Citation Percentile:**99**] https://doi.org/10.1016/j.ijresmar.2021.11.002

Wichmann, Julian, Nico Wiegand, and Werner Reinartz (2022), „The Platformization of Brands", *Journal of Marketing*, 86 (1), 109–131. [Google Scholar citations: **194;** Web of Science citations**: 80;** Scopus citations: **103,** Scopus Citation Percentile:**98**] https://doi.org/10.1177/00222429211054073

Scholdra, Thomas, Julian Wichmann, Maik Eisenbeiß, and Werner Reinartz (2022), "Households under Economic Change: How Micro- and Macroeconomic Conditions Shape Grocery Shopping Behavior", *Journal of Marketing*. 86 (4), 95-117. [Google Scholar citations: **54;** Web of Science citations**: 20;** Scopus citations: **22,** Scopus Citation Percentile: **86**] https://doi.org/10.1177/00222429211036882

Wichmann, Julian, Nico Wiegand and Werner Reinartz (2021), "Towards Perpetual Brand-Consumer Relationships", *Marketing Review St. Gallen*, 2, 888-995. [Google Scholar citations: **4;** Web of Science citations**: 0**]

Han, Simeng, Werner Reinartz, and Bernd Skiera, (2021), „Capturing Retailers' Brand and Customer Focus", *Journal of Retailing*. 97 (4), 582-596 [Google Scholar citations: **39;** Web of Science citations**: 12,** Scopus citations: **16,** Scopus Citation Percentile:**73**] https://doi.org/10.1016/j.jretai.2021.01.001

Donthu, Naveen, Werner Reinartz, Satish Kumar, and Debidutta Pattnaik, (2021), „A Retrospective Review of the First 35 Years of the International Journal of Research in Marketing", *International Journal of Research in Marketing*, 38 (1), 232-269. [Google Scholar citations: **152;** Web of Science citations**: 68;** Scopus citations: **85**, Scopus Citation Percentile: **97**] https://doi.org/10.1016/j.ijresmar.2020.10.006

Bruce, Norris, Maren Becker, and Werner Reinartz (2020), "Communicating Brands in Television Advertising", *Journal of Marketing Research*, 57 (2), 236-256. [ISI Impact Factor 2020: 4.626; Google Scholar citations**: 85;** Web of Science citations**: 39;** Scopus citations: **46,** Scopus Citation Percentile: **90**]. https://doi.org/10.1177/0022243719892576

Kannan, P.K., Iris Hung, Werner Reinartz, and Andrew Stephen (2019), "Leading IJRM on the Path to Prominence", *International Journal of Research in Marketing*,

36 (1), 1-2. [ISI Impact factor 2019: 3.352; Google Scholar citations: **4;** Web of Science citations**: 4;** Scopus citations: **3**, Scopus Citation Percentile: **38**]. https://doi.org/10.1016/j.ijresmar.2019.02.002

Venkatesan Rajkumar, Werner Reinartz, Alexander Bleier, and Nalini Ravishanker (2019), "Improving Customer Profit Predictions with Customer Mindset Metrics Through Multiple Overimputation", *Journal of the Academy in Marketing Science*, 47 (5), 771-794. [lead article]. [ISI Impact factor 2019: 7.959].
[ISI Impact factor 2018: 9.36; Google Scholar citations: **24;** Web of Science citations**: 5;** Scopus citations**: 11,** Scopus Citation Percentile: **62**].
https://doi.org/10.1007/s11747-019-00658-6

- Insights from MSI 2012 [12-insf4], Why Customer Attitudes Still Matter. www.msi.org
- MSI Working paper [12-107], The Role of Attitudinal Information in CLV-based Customer Management. www.msi.org

Werner Reinartz (2019), "The Future of Retailing: Retaining Relevance and Customer Access", *NIM Marketing Intelligence Review*, 11 (1), 10-17. [NIM is not part of the ISI Impact Factor list; Google Scholar citations: **7;** Web of Science citations**: 0**]. https://doi.org/10.2478/nimmir-2019-0002

Werner Reinartz and Nico Wiegand (2019), "The Perils of Retail Price Differentiation: Why Nobody Wins When Customers Lose", *NIM Marketing Intelligence Review*, 11 (1), 30-35. [SBR is not part of the ISI Impact Factor list] [Google Scholar citations: **3;** Web of Science citations**: 0**]. https://doi.org/10.2478/nimmir-2019-0005

Reinartz, Werner, Nico Wiegand, and Monika Imschloß (2019), "The Impact of the Digital Transformation on the Retailing Value Chain", *International Journal of Research in Marketing*, 36 (3), 350-366. Open access [ISI Impact factor 2019: 3.352, Google Scholar citations: **1060;** Web of Science citations**: 292;** Scopus citations: **445,** Scopus Citation Percentile**: 99**].
https://doi.org/10.1016/j.ijresmar.2018.12.002

- Listed as "Most Cited Article" in the *International Journal of Research in Marketing*. The most cited articles published since 2017, extracted from Scopus (Dec 31, 2020).
- Most downloaded IJRM paper 2020-21

Becker, Maren, Nico Wiegand, and Werner Reinartz, (2019), "Does It Pay to Be Real? Understanding Authenticity in TV Advertising", *Journal of Marketing*, 83 (1), 24-50. [ISI Impact factor 2019: 5.266; Google Scholar citations: **361;** Web of Science citations**: 171;** Scopus citations: **199,** Scopus Citation Percentile**: 99**].
https://doi.org/10.1177/0022242918815880

Ptok, Annette, Rupinder Jindal, and Werner Reinartz (2018), "Selling, General, and Administrative Expense (SGA)-Based Metrics in Marketing: Conceptual and Measurement Challenges", *Journal of the Academy in Marketing Science*, 46 (6), 987-1011. [lead article] [ISI Impact factor 2018: 9.36; Google Scholar citations: **81;** Web of Science citations**: 55;** Scopus citations: **58,** Scopus Citation Percentile**: 92**].
https://doi.org/10.1007/s11747-018-0589-2

Worm, Stefan, Sundar G. Bharadwaj, Wolfgang Ulaga, and Werner Reinartz (2017), „When and Why do Customer Solutions Pay off in Business Markets?", *Journal of the Academy in Marketing Science*, 45 (4), 490-512. [ISI Impact factor 2017:

8.488; Google Scholar citations: **191;** Web of Science citations**: 86;** Scopus citations: **99,** Scopus Citation Percentile**: 96**]. https://doi.org/10.1007/s11747-017-0529-6

- Finalist for the 2018 JAMS Sheth Foundation Award.

Lobschat, Lara, Ernst C. Osinga, Werner Reinartz (2017), „What Happens Online Stays Online? – Segment-Specific Online and Offline Effects of Banner Advertisements" *Journal of Marketing Research*, 54 (6), 901-913. [ISI Impact Factor 2017: 3.854; 4.2; Google Scholar citations: **74;** Web of Science citations**: 27;** Scopus citations: **32,** Scopus Citation Percentile**: 82**]. https://doi.org/10.1509/jmr.14.0625

Srinivas Reddy and Werner Reinartz (2017), "Digital Transformation and Value Creation" *NIM Marketing Intelligence Review*, 9 (1) 11-17. [NIM is not part of the ISI Impact Factor list] [Google Scholar citations: **294;** Web of Science citations**: 0**]. https://doi.org/10.1515/gfkmir-2017-0002

Reinartz, Werner and Monika Imschloß (2017), "From Point-of-Sale to Point-of-Need: How Digital Technology Transforms Retailing", *NIM Marketing Intelligence Review*, 9 (1), 43-47. [NIM is not part of the ISI Impact Factor list] [Google Scholar citations: **40;** Web of Science citations**: 0**]. https://doi.org/10.1515/gfkmir-2017-0007

Kumar, V., and Werner Reinartz (2016), "Creating Enduring Customer Value", *Journal of Marketing,* 80 (6), 36-68. [ISI Impact factor 2016: 6.04; Google Scholar citations: **1898;** Web of Science citations**: 447;** Scopus citations: **613,** Scopus Citation Percentile**: 99**]. https://doi.org/10.1509/jm.15.0414

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CONFERENCE CHAIRING

Chair of the INFORMS Marketing Science Conference, June 16-19, 2010. Conference venue: Cologne, Germany.

Co-chair of the joint University of Cologne – University of Münster – University of Groningen 3rd Thought Leadership Conference on Customer Management, “Managing the Interface between Firms and Customers”, September 10-12, 2009. Conference venue: Montabaur Castle, Germany.

Co-chair of the joint INSEAD -- Marketing Science Institute (MSI) conference: *“Brand Management vs. Customer Management: Striking the Balance”*, May 3/4, 2007. Conference venue: INSEAD, Fontainebleau.

Co-chair of the joint INSEAD -- Marketing Science Institute (MSI) conference: *“Customer Relationship Management: Strategies and Implementation”*, July 11/12, 2002. Conference venue: INSEAD, Fontainebleau.

CONFERENCE TRACK CHAIRING

Track Chair *AI and Technology,* American Marketing Association Winter Marketing Educator's Conference, Madrid, Spain, Feb. 13-15, 2026.

Track Chair *Customer Relationship Management,* American Marketing Association Real Time: Reaching, Engaging and Delivering Value to B2B Customers Winter Marketing Educator's Conference, San Francisco, CA, Aug. 1-3, 2014.

Track Chair *Designing Products, Services and Solutions,* American Marketing Association Winter Marketing Educator's Conference, St. Petersburg, FL, Feb 17-19, 2012.

Track Chair *Relationship Marketing,* European Marketing Conference (EMAC), University of Brighton, United Kingdom, May 27-30, 2008.

INVITATIONS TO CONFERENCES (By Invitation Only)

"The evolution of CRM: where its coming from and where it is going", Marketing Strategy Doctoral Consortium, University of South Carolina, Columbia, SC, May 19-20 2025.

"The evolution of CRM: where its coming from and where it is going", Haring Symposium, Indiana University, Bloomington, IN, April 12 2025.

"How to become an impactful researcher?" AIM-AMA Sheth Doctoral Consortium, Jagdish Sheth School of Management (JAGSOM), Bangalore, December 20-23, 2023.

"Utilizing platforms as a new retail channel" Presentation at the annual congress of the German Do-It-Yourself Retailer Association (BHB), World Conference Center Bonn, November 24, 2022. [Plattformen als neuen Absatzkanal erfolgreich nutzen]

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, University of Texas, Austin, TX, Jun 29-July 2, 2022.

Faculty Fellow, Marketing Strategy Doctoral Consortium, Texas A&M University, College Station, TX, June 27-29, 2022.

"Crafting an Effective Manuscript" AIM-AMA Sheth Doctoral Consortium, Jagdish Sheth School of Management (JAGSOM), Bombay, June 18-23, 2022, digital format

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"Generating Impactful Research", Developmental Workshop at Doctoral and Junior Faculty Consortium, AMA Global Marketing Conference 2021, Taormina Congress Palace, October 1, 2021

"Managing the Interface to the Customer: Where Brands, Retailers, and Platforms Collide" at the MSI Conference on Remaining Connected in Times of Digital Disruption, June 23 2021, digital format

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, University of Texas, Austin, TX, December 4-5, 2020.

2020 Thought Leadership Conference on Global Marketing Strategy, August 10-17 2020, Indian School of Business ISB, digital format

„Pipeline vs. Plattform“, 24. G·E·M Markendialog, "Transformation und Marke. Die Marke ist tot – es lebe die Marke!", Berlin, 27. 2. 2020

Member of the podium discussion: „Going International – Sichtbarkeit und Erfolg der deutschen Marketingforschung von 1995 bis 2020“ (along with Sönke Albers and Henrik Sattler) at the 50th Jahrestagung der Kommission Marketing im VHB, Münster University January 23, 2020.

“Publishing in Top Marketing Journals” AIM-AMA Sheth Doctoral Consortium, BimTech, New Delhi, January 4-6, 2020

“Going to Market with Brand Management and Customer Management. Who Uses What, Why, and How Does it Change?” AIM-AMA Sheth Doctoral Consortium, BimTech, New Delhi, January 4-6, 2020 (coauthored with Simeng Han and Bernd Skiera).

Faculty Fellow, American Marketing Association AMA-AIM Sheth Doctoral Consortium, BimTech, New Delhi, January 4-6, 2020.

“Who Owns the Customer Relationship?” Presentation at the annual press conference of the German Do-It-Yourself Retailer Association (BHB) in the Presse-Club in Frankfurt on March 15, 2019. [Wem gehört der Kunde? Heute und Morgen!]

Key note address at the industry and public policy round table on "Strengthening stationary and multichannel retail through digitization" with Minister Prof. Dr. Andreas Pinkwart. Düsseldorf, Ministry of Economy, Innovation, Digitization and Energy, February 13 2019.

Key note address at the opening of of Markstones, the Institute of Marketing, Branding & Technology at the University of Bremen, November 29, 2018.

Key note address at the German national DIY Convention (BHB Kongress), “Who owns the customer?”, Bonn, December 5, 2018.

“Who Owns the Customer Relationship?” Plenary presentation at the German Retailing Convention (Deutscher Handelskongress) in Berlin on November 15, 2018. [Wem gehört der Kunde? Heute und Morgen!]

“Future Opportunities for Retailing in Cologne” Keynote presentation at the Cologne Chamber of Commerce and Industry at the panel discussion *Visions for the Future Retail Landscape in Cologne*. July 2, 2018.

“Telling it to the Customer. Ad Content and Ad Effectiveness”, Marketing Club Aachen, May 17, 2018.

„Dynamische und differenzierte Preise im Handel – künstliche Intelligenz und Algorithmen entfachen eine alte Debatte neu“, Presentation at the “Advisory Committee of Retailing and Consumer Protection” of the Gesellschaft zum

Studium Strukturpolitischer Fragen e. V. at the German Bundestag in Berlin, April 25, 2018.

Faculty Fellow, American Marketing Association AMA Sheth Foundation Doctoral Consortium, Leeds, UK, June 27-30, 2018.

"Preisdifferenzierung im Handel", ABIDA Workshop „Evolution der Preisgestaltung" Universität Münster, March 19, 2018.

"From Point-of-Sale to Point-of-Need The Digital Transformation of Retailing", Key note speaker at the Conference: Foodretail meets Foodservice, EFMI Business School, Utrecht, March 7, 2018.

Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, WeSchool, Prin.L.N. Welingkar Institute of Management, Bangalore, January 5-7, 2018.

"The Impact of Digital Transformation on Retailing and Marketing", Key note speaker at the 10th anniversary meeting of the Customer Insight Center of the University of Groningen, November 30, 2017.

Dialogrunde II: Die Perspektive der Etablierten Player, 73. Führungsgespräch "Marketing Weiterdenken", Wissenschaftliche Gesellschaft für Unternehmensführung e.V., HHL Leipzig, November 9-10, 2017.

Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Prin.L.N. Welingkar Institute of Management, Mumbai, January 6-8, 2017.

"Telling it to the Customer. Ad Content and Ad Effectiveness", Deutscher Marketing Tag, Leipzig, November 24, 2016.

"Real Time: Reaching, Engaging and Delivering Value to B2B Customers", Discussion session moderator, MSI Fall Trustees Meeting, San Francisco, CA, November 10-11, 2016.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising", Marketing Research Camp, HEC, France, March 31st-April 1st, 2016.

Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Institute of Management Technology, Ghaziabad, New Delhi, January 7-9, 2016.

„Digitale Transformation und Wertschöpfung im Handel", Goldener Zuckerhut Verleihung, Berlin, November 6, 2015.

"Wie sag ich's meinen Kunden? Werbeinhalte und Werbewirkung" GWA EFFIE Kongress, Frankfurt, November 5, 2015.

"The Development of Inner Cities and the Consequences for Store Retailing" fvw Kongress, Essen, September 15 2015.

"The Role of the Marketing Department in Business Schools" Presenter and Discussant at the Department Head Forum, European Marketing Academy Conference (EMAC), Leuven, May 27 2015.

Faculty Fellow, American Marketing Association (AMA) Sheth Doctoral Consortium, London Business School, UK, July 15-18, 2015.

Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Institute of Management Technology, Dubai, UAE, January 18-20, 2015.

"Retailing Developments and Implications for Inner Cities" Rektor-Abend, University of Cologne, January 12, 2015

"Executional Strategies in TV-Advertising: An Agency Perspective", Winter Camp, Catholic University of Leuven, Belgium, December 12, 2014.

"Developments in Retailing and Implications for Inner Cities", Keynote Adress at the Deutscher Handelskongress, Berlin, November 19, 2014.

"Retailing in the Context of the Digital Transformation" General Assembly of the Chamber of Commerce, Cologne, July 1, 2014.

"Future Challenges for the Retailing Industry" Handelsverband Deutschland (HDE) Retreat of the Board, Berlin, June 27, 2014.

„Verkauft Kreative Werbung Besser?" Bundesverband Materialwirtschaft, Einkauf und Logistik e.V., Düsseldorf, March 18, 2014. [Does creative advertising sell better?]

Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Indian Institute of Management, Ahmedabad, India, January 5-7, 2014.

„Wertschöpfung im Handel" German Chamber of Commerce (DIHK), Meeting of Retail Officers, Köln, September 11, 2013. [Value creation in retailing]

„Ist Kreative Werbung Erfolgreicher?" 10. TV Wirkungstag, Düsseldorf, April 18, 2013. [Is creative advertising more efficient?]

"Consumer and Technology Impact on Value Creation in Retailing", 15th OFW World Business Dialogue, University of Cologne, March 14-15, 2012.

"Driving Growth through Services in B2B Markets: Key Success Factors Derived from Best Practices", Research Impacting Practise – Bringing Technology to Market Conference, ESMT, Berlin Germany, April 27, 2012.

"Strategic Marketing and Marketing Strategy 3.0: Foundational Issues and Research Priorities" AMA 2011 Winter Conference Special Session, Austin, TX, February 18-21, 2011.

Keynote Speaker, "The Contribution of Marketing to the Economic Success of Organizations", Alumni Symposium, University of Muenster, November 13, 2010.

Keynote Speaker, „Ertragsorientiertes Kundenmanagement im Einzelhandel", 17. BIDT-Kongress 2010, Cologne, May 18, 2010.

Academic keynote speaker, "Transitioning to Services by Manufacturing Firms", at the ISES Global Conference on Service Excellence, Singapore, July 21-23, 2010.

Keynote Speaker, “The Contribution of Marketing to the Economic Success of Organizations”, 58. Führungsgespräche, Wissenschaftliche Gesellschaft, Münster, April 23, 2010.

Keynote Speaker, “Beyond Products: Successful Transition to Services by Manufacturing Companies”, at the 9th International Conference on Relationship Marketing, Berlin, September 30, 2009.

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, Georgia State University, Atlanta, GA, June 11-14, 2009.

Faculty Fellow, INFORMS Marketing Science Doctoral Consortium, University of Michigan, Ann Arbor, MI June 3, 2009.

“What is the Role of Attitudinal Data in Direct Customer Response Modeling and Customer Management?”, 3. Interdisciplinary Congress für Direct Response Marketing, University of Cologne, September 25, 2008.

Attitudes Towards Firm and Competition: How do they Matter for CRM Activities? Marketing Camp, University of Cologne, Germany, January 2008.

Using and Stewarding Customer Data, Center for Digital Strategies, Tuck School of Business, New Hampshire, Oct. 4, 2007.

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, Arizona State University, Tempe, AZ, May 16-19, 2007.

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, University of Maryland, Robert H. Smith School of Business, College Park, MD, July 12-16, 2006.

Direct Marketing Educational Foundation Research Conference, Williamsburg, VA, January 5-6, 2006.

CRM Symposium, University of Münster, Germany, September 22.-23, 2005.

American Marketing Association (AMA) Thought Leadership Conference: Managing Customers For Profits, University of Connecticut, Storrs, CT, Sept 15-17, 2005.

Faculty Fellow, American Marketing Association (AMA) Doctoral Consortium, University of Connecticut, Storrs, CT, July 7-9, 2005.

3rd Biennial MSI Young Scholars Program in Park City, Utah. January 6-9, 2005.

Faculty Fellow, Research Opportunities in CRM. INFORMS Society of Marketing Science Doctoral Consortium at Erasmus University, Rotterdam. June 23-24 2004.

Teaching CRM. AMA Faculty Consortium, Dallas, TX, June 24-27 2004.

The CRM Process: Its Measurement and Impact on Performance. AMA Faculty Consortium, Dallas, TX, June 24-27 2004.

Allocating Resources to Maximize Customer Profitability. MSI Conference Marketing Metrics, London Business School, June 21 2004.

Improving Marketing Productivity: Knowing When to Sell what to Whom. MSI Conference on Measuring Marketing Productivity: Linking Marketing to Financial Returns, Dallas, Texas, October 3, 2002.

American Marketing Association (AMA) Thought Leadership Conference: Managing the Customer Asset: Charting Future Directions for Marketing. Wallace E. Carroll School of Management, Boston College, June 2001, Boston, USA.

SPECIAL SESSIONS

Mehta, Gaurav, Rajesh Chandy, Werner Reinartz, and Om Narasimhan, "Pump Priming Markets at the Base of the Pyramid: A Randomized Controlled Trial of Push vs. Pull Strategies in Rural India" AMA Winter Educator Conference, Las Vegas, NA, February 18-20, 2022.

Berkmann, Manuel, Maik Eisenbeiss, Werner Reinartz, and Nico Wiegand, "Spotting and Exploiting Selling Opportunities During Service Visits: B2B Field Technicians as a "Second" Sales Force" AMA Winter Educator Conference, Las Vegas, NA, February 18-20, 2022.

Reinartz, Werner, "The Past and Future of CRM Research", European Marketing Academy Conference (EMAC), Madrid, May 26, 2021.

Wiegand, Nico, Maren Becker, Monika Imschloss, and Werner Reinartz, „The Managerial Relevance of Marketing Research", European Marketing Academy (EMAC), May 30, 2019.

New Insights into Customer Management, AMA Winter Educator Conference, Austin, TX, March 22, 2019.

Advances in Research on Frontline Employees' Ambidexterity, AMA Winter Educator Conference, Austin, TX, March 22, 2019.

Creating Effective Integrated Online and Offline Marketing, European Marketing Academy (EMAC), Leuven, Belgium, May, 26-29, 2015.

Modern Strategies in Retailing: Choice Architecture and Purchase Decisions, Association for Consumer Research (ACR) Conference, Baltimore, MD, USA, October 23-26, 2014.

Self-Generated Validity Effects in Consumer Research", Association for Consumer Research (ACR) Conference Portland, Oregon, USA, October 7-10, 2004.

CONFERENCE PROCEEDINGS

Venkatesan, Rajkumar, Werner Reinartz, and Nalini Ravishanker (2008), Attitudes Towards Firm and Competition: How do they Matter for CRM Activities?, European Marketing Academy Conference (EMAC), Brighton, May.

Jindal, Rupinder, Werner Reinartz, Manfred Krafft, and Wayne Hoyer (2005), Antecedents of a Multiple Routes to Market Strategy, European Marketing Academy Conference (EMAC), Milan, May.

Chandon, Pierre, Vicki Morwitz, and Werner Reinartz (2005), The Self-Generated Validity of Measured Purchase Intentions, Advances in Consumer Research, Volume 32.

Reinartz, Werner and Manfred Krafft (2000), Measuring and Modeling Non-contractual Customer-Firm Relationships. Proceedings Paper presented at the 8th International Colloquium in Relationship Marketing, December: Stockholm University.

Reinartz, Werner (1996), The Internet as a Marketing Tool in Ornamental Horticulture: an Exploratory Investigation. Acta Horticulturae, August, p. 273-278 Paper presented at the 13th International Symposium on Horticulture Economics, August: Rutgers University, New Brunswick, NJ.

CONFERENCE PRESENTATIONS

Münster, Robert, Thomas Scholdra, and Werner Reinartz, (2026), "Automated Pre-Selection of Sales Job Candidates", AMA Winter Academic Conference, Madrid, Spain, February 13-15.

Breytfus, Veronika; Wichmann, Julian; Reinartz, Werner (2024), „Does it pay to be active on social media? The antecedents and consequences of researchers' social media activities", VHB Tagung, University of Lüneburg March 5-8.

Reinartz, Werner (2023), „Smarter, better, faster? Chancen & Risiken der Automatisierung im Handel", Faszination Handel, University of Cologne, September 5.

Han, Simeng, Werner Reinartz, Bernd Skiera and Thomas Scholdra, (2023), "Firms' Focus on Brand and Customer Management: Measurement and Development, EMAC European Marketing Conference, Odense, May 24-26.

Han, Simeng, Werner Reinartz, Bernd Skiera and Thomas Scholdra, (2023), "Firms' Focus on Brand and Customer Management: Measurement and Development, Tagung der Kommission Marketing im VHB, Hamburg, March 23-24

Mehta, Gaurav, Rajesh Chandy, Werner Reinartz, and Om Narasimhan, (2023), "Pump Priming Markets At The Base Of The Pyramid: A Randomized Controlled Trial Of Push Vs. Pull Strategies In Rural India", 2023 AMA Winter Academic Conference, February 6-12

Reinartz, Werner (2022), „Marketingeffektivität Messen und Verstehen ", Faszination Handel, University of Cologne, September 6.

Mehta, Gaurav, Rajesh Chandy, Werner Reinartz, and Om Narasimhan, (2022) "Pump Priming Markets at the Base of the Pyramid: A Randomized Controlled Trial of Push vs. Pull Strategies in Rural India" Marketing Science Conference, Chicago, IL, June 16-18.

Reinartz, Werner (2021), “CRM: Where it has been and where its going”, AMA Summer Educator Conference, Boston, August 4-5

Reinartz, Werner (2021), “How to craft a great manuscript for publication?”, AMA Summer Conference, Boston, Aug 13-15.

Reinartz, Werner (2021), “CRM: Where it has been and where its going”, EMAC Conference, Madrid, May 26-29

Scholdra, Thomas, Julian Wichmann and Werner Reinartz (2021), “Households under Economic Change: How Micro- and Macroeconomic Conditions Shape FMCG Shopping Behavior”, EMAC Conference, Madrid, May 26-29

Han, Simeng, Werner Reinartz and Bernd Skiera, (2021), “Firms’ Focus on Brand and Customer Management: Measurement and Development, EMAC Conference, Madrid, May 26-29

Wichmann, Julian, Werner Reinartz, and Thomas Scholdra (2021), “City Patronage Around the Globe: Investigating Changes in Retailing Patterns”, AMA Winter Educator Conference, Feb 20-21.

Reinartz, Werner (2020), „Geschäftsmodellinnovationen in der Konsumgüterbranche”, Faszination Handel, University of Cologne, September 21 (digital format).

Han, Simeng, Reinartz, Werner, and Bernd Skiera (2019), “Going to Market with Brand Management and Customer Management. Who Uses What, Why, and How Does it Change?” Conference on Metrics and Analytics in Retailing, Georgia State University, November 15.

Wiegand, Nico, Maren Becker, Monika Imschloss, and Werner Reinartz (2019), „The Managerial Relevance of Marketing Research”, EMAC Conference, Hamburg May 29.

Reinartz, Werner, Nico Wiegand and Monika Imschloss (2019), “The Impact of Digital Transformation on the Retailing Value Chain” EMAC Conference, Hamburg, May 30.

Wiegand, Nico, Maren Becker, Monika Imschloss, and Werner Reinartz (2019), „The Managerial Relevance of Marketing Research”, TPM Conference, Columbia University, New York, May 17

Venkatesan, Rajkumar, Werner Reinartz, Alexander Bleier, and Nalini Ravishanker (2019), “Improving Customer Profit Predictions with Customer Mindset Metrics Through Multiple Overimputation”, AMA Winter Educator Conference, Austin, TX, March 22.

Berkmann, Manuel, Maik Eisenbeiß, Werner Reinartz (2019), “How to Leverage B2B Field Service Employees as ‘Second’ Sales Force”, AMA Winter Educator Conference, Austin, TX, March 22.

Wiegand, Nico, Maren Becker, Monika Imschloss, and Werner Reinartz (2019), „The Managerial Relevance of Marketing Research”, Tagung der Kommission Marketing im VHB, Karlsruhe Institute of Technology, January 25

Reinartz, Werner (2018), „Wem Gehört der Kunde? Heute und Morgen!", Faszination Handel, University of Cologne, September 20.

Reinartz, Werner, Imschloß Monika, and Nico Wiegand (2018), "The Managerial Relevance of Marketing Research", BI-JAMS Thought Leaders Conference on Generalizations in Marketing: Oslo, Norway, June 3-5.

Becker, Maren, Werner Reinartz, and Nico Wiegand (2018), "Does It Pay to Be Real? Understanding Authenticity in TV Advertising" EMAC Conference, Glasgow, Scotland, May 30 - June 1.

Berkmann, Manuel, Maik Eisenbeiß, Werner Reinartz (2018), "More Than Just a Service Technician: Determinants of Lead Generation and Lead Conversion in B2B Service Encounters" 6th Biennial Enhancing Sales Force Productivity Conference, University of Missouri, Columbia, MO, March 23,-24.

Becker, Maren, Norris Bruce and Werner Reinartz (2018), "Communicating Brands in Television Advertising", AMA Winter Academic Conference, New Orleans, LA, February 23-25.

Becker, Maren, Werner Reinartz, and Nico Wiegand (2018), "Does It Pay to Be Real? Understanding Authenticity in TV Advertising" AMA Winter Academic Conference, New Orleans, LA, February 23-25.

Reinartz, Werner (2017), „Preisdifferenzierung und –dispersion im Handel ", Faszination Handel, University of Cologne, September 21.

Becker, Maren, Norris Bruce and Werner Reinartz (2017), "Communicating Brands in Television Advertising", Marketing Science Conference, Los Angeles, CA, June 8-10.

Venkatesan, Rajkumar, Werner Reinartz, Alexander Bleier, and Nalini Ravishanker, (2017), „The Role of Attitudinal Information in Managing Customer Loyalty", European Marketing Academy (EMAC), Groningen, Netherlands, May, 23-26.

Becker, Maren, Norris Bruce, and Werner Reinartz (2017), "Communicating Brands in Television Advertising", Theory & Practice in Marketing Conference, Charlottesville, VA, May 10-12.

Becker, Maren, Werner Reinartz, and Norris Bruce (2016), "Window-Dressing: The Effect of Brand Presence on TV Adverting Effectiveness", Marketing Dynamics Conference, Hamburg, July 7–8.

Eisenbeiß, Maik, Thomas Scholdra, Julian Wichmann, and Werner Reinartz (2016), "Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior", Marketing Dynamics Conference, Hamburg, July 7–8.

Eisenbeiß, Maik, Thomas Scholdra, Julian Wichmann, and Werner Reinartz (2016), "Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior", Marketing Science Conference, Shanghai, June 16–18.

Werner Reinartz (2016), “Building Effective TV Ads. The Role of Content”, MSI Conference: Data, Disruption, and the Transforming Media, New York, NY, February 24-25.

Reinartz, Werner and Maren Becker (2016), „Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising”, Tagung der. Kommission Marketing, University of Regensburg, January 29

Reinartz, Werner (2015), „Digitale Transformation und Wertschöpfung im Handel”, Faszination Handel, University of Cologne, September 24.

V. Kumar and Werner Reinartz (2015), “Creating and Communicating Enduring Customer Value” MSI Conference: Frontiers in Marketing, Boston, MA, Juli 30-31.

Elsner, Mark, Maik Eisenbeiß, and Werner Reinartz (2015), “„The Impact of Online Review Content on Sales“, Marketing Science Conference, Baltimore, June 18 – 20.

Eisenbeiß, Maik, Monika Käuferle, Werner Reinartz, and Peter Saffert (2015), “Understanding Cross-Channel Effects in a Dual-Distribution Channel Environment“, EMAC Conference, Leuven, Belgium, May 27-29.

Gartmeier, Vanessa, Gunnar Mau and Werner Reinartz (2014), „More Than a Mental Barrier? The Effect of Perceived Product Distance on Consumers’ In-Store Purchase Decision Processes” Association for Consumer Research (ACR) Conference, Baltimore, October 23-26.

Reinartz, Werner (2014), „Lohnt es sich, in gut gemachte Werbung zu investieren? Und was heisst eigentlich gut gemacht?, Faszination Handel, University of Cologne, September 25.

Reinartz, Werner and Maren Becker (2014), “It's All About the "How?" - Executional Strategies in TV-Advertising”, 1st Symposium on Value Creation in a Changing Media and Consumer Environment, University of Cologne, September 24.

Elsner, Mark, Maik Eisenbeiß, and Werner Reinartz (2014), “„Beyond Star Ratings – the Influence of Review Sentiment on Product Sales“, Marketing Science Conference, Atlanta, June 12 – 14.

Becker, Maren, Monika Käuferle, and Werner Reinartz (2014), „Content Factors in Advertising“ Marketing Science Conference, Atlanta, June 12 – 14.

Gartmeier Vanessa, Gunnar Mau, and Werner Reinartz (2014), “More Than a Mental Barrier? The Effect of Perceived Product Distance on Consumers’ In-Store Purchase Decision Processes” Marketing Science Conference, Atlanta, June 12 – 14.

Eisenbeiß Maik and Werner Reinartz (2014), “The Sales Effect of Creativity in Advertising”. Marketing & Innovation Symposium, Erasmus University, Rotterdam, May 28.

Reinartz, Werner (2013), „Ist Kreative Werbung erfolgreicher?“, Faszination Handel, University of Cologne, September 26.

Lara Lobschat, Ernst C. Osinga, and Werner Reinartz (2013), “The Effect of Online Banner Advertising on Offline Sales” Marketing Science Conference, Istanbul, July 11 – 13.

Allexi, Katia, Monika Käuferle, and Werner Reinartz, and (2013), “The Effect of Reference Products on the Price Image of Retailers”, Marketing Science Conference, Istanbul, July 11 – 13.

Worm, Stefan, Wolfgang Ulaga, Sundar Bharadwaj, and Werner Reinartz (2012), “Financial Performance Outcomes of B2B Customer Solution Offerings”, ISBM Academic Conference, University of Chicago, Chicago, IL, August 15-16.

Orbach, Dominik, Werner Reinartz, and Mark Elsner (2012), „Forward Integration into Retailing: Motives, Determinants of Channel Structure, and Performance Implications“, Marketing Science Conference, Boston, June 7 – 9.

Elsner, Mark, Lara Lobschat, and Werner Reinartz (2012), “What’s in a Story? Factors influencing the Popularity of Online Content in Social Media”, Marketing Science Conference, Boston, June 7 – 9.

Reinartz, Werner (2012), “Does it pay off to be original? The sales effect of creativity in advertising.”, Annual meeting of the German Academic Marketing Commission (Wissenschaftliche Kommission Marketing im VHB), Ingolstadt, January 27.

Reinartz, Werner (2011), “The Role of Trust in Marketing Exchange” Japanese-German Symposium, University of Cologne, September 8-10.

Reinartz, Werner (2011), "Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully", ISES Global Conference on Service Excellence, Singapore, July 13-15.

Eisenbeiß, Maik, Monika Käuferle, Werner Reinartz, and Peter Saffert (2011), “Return on Channel Investments for Customer Acquisition – A Cross-Channel Analysis,“ Marketing Science Conference, Houston, TX, June 9-11.

Reinartz, Werner and Peter Saffert (2011), “Creativity in Advertising and Implications for Product Sales Performance,” Marketing Science Conference, Houston, TX, June 9-11.

Reinartz, Werner and Monika Käuferle (2010), “Managing Multiple Routes to Market: The Role of Channel Variety and Intensity of Channel Usage”, Marketing Science Conference, Cologne, June 17-19.

Reinartz, Werner and Peter Saffert (2009), Does Beauty Pay Off? On the Commercial Success of Award Winning Advertising, Marketing Science Conference, Ann Arbor, MI, June 4-6.

Reinartz, Werner (2008), Handelsmarken: Produkt- oder Unternehmensstrategien, Faszination Handel, IFH Handelsforum, Cologne, 9. Dezember.

Reinartz, Werner and Wolfgang Ulaga (2008) Drivers of Profitability in Industrial Services: A Framework and Research Propositions, Marketing Science Conference, Vancouver, June 12-15.

Reinartz, Werner and Wolfgang Ulaga (2008), Drivers of Profitability in Industrial Services: A Framework and Research Propositions, ISBM Academic Conference, Rady School of Management, University of California, August 6-7.

Reinartz, Werner and Rajkumar Venkatesan (2007) The Value of Attitudinal Information in CRM, Marketing Science Conference, Singapore, June 28-30.

Reinartz, Werner (2007), Vom Kunden zum profitablen Kunden, Faszination Handel, IFH Handelsforum, Cologne, 22. Nov.

Reinartz, Werner, Jacquelyn Thomas, and Ganael Bascoul (2006) Investigating Cross-Buying and Customer Loyalty. Marketing Science Conference, University of Pittsburgh, PA, June.

Reinartz, Werner and Rajkumar Venkatesan (2006,) Models for Customer Relationship Management. MSI Workshop on Advances in Marketing Decision Models, Athens, Greece, May 27.

Kumar, V., Rajkumar Venkatesan, and Werner Reinartz (2006), Targeting Customers Through Effective and Efficient Sales Campaign Management. Collaborative and Multi-Disciplinary Research Conference, Yale School of Management, New Haven, CT, May 4-6.

Jindal, Rupinder, Werner Reinartz, Manfred Krafft, and Wayne Hoyer (2005), Antecedents of a Multiple Routes to Market Strategy. European Marketing Academy Conference (EMAC), Milan, May.

Krafft, Manfred, Wayne Hoyer, and Werner Reinartz (2005), Determinants of Implementing Customer Relationship Management (CRM) in Business-to-Consumer Relationships. AMA Winter Marketing Educators Conference. San Antonio, TX. February 11.

Kumar, V., Rajkumar Venkatesan, and Werner Reinartz (2004), Improving Marketing Productivity: Knowing When to Sell what to Who. ISBM Academic Workshop New Priorities and Challenges for Business-to-Business Marketers, Harvard University, August.

Jindal, Rupinder, Werner Reinartz, Manfred Krafft, and Wayne Hoyer (2004), Determinants of Breadth and Depth in Distribution Channel Usage. Marketing Science Conference. Erasmus University Rotterdam, June.

Reinartz, Werner, Jakki Thomas, and V. Kumar (2003), Allocating Resources to Maximize Customer Profitability. Marketing Science Conference. University of Maryland, June.

Kumar, V., Rajkumar Venkatesan, and Werner Reinartz (2003), Improving Marketing Productivity: Knowing When to Sell what to Whom. Marketing Science Conference. University of Maryland, June.

Chandon, Pierre Vicki Morwitz and Werner Reinartz (2003), Does Measuring Purchase Intentions Increase their Predictive Power? An Empirical Analysis of the Self-generated Validity Effect, Marketing Science Conference. University of Maryland, June.

Reinartz, Werner, Manfred Krafft, and Wayne Hoyer (2003), Measuring the Customer Relationship Management Construct and Linking it to Performance Outcomes. Marketing Science Conference. University of Maryland, June.

Reinartz, Werner, Manfred Krafft, and Wayne Hoyer (2002), Measuring the Customer Relationship Management Construct and Linking it to Performance Outcomes. 10th International Colloquium in Relationship Marketing, University of Kaiserslautern, Germany, 29.Sept. - 2.Oct.

Reinartz, Werner, Manfred Krafft, and Wayne Hoyer (2002), Measuring the Customer Relationship Management Construct and Linking it to Performance Outcomes. MSI Conference on Customer Relationship Management: Strategies and Company-wide Implementation, INSEAD, France, July 11-12.

Reinartz, Werner and Vincent Onyemah (2001), Customer Value as a Consequence of Behavioral and Attitudinal Loyalty. Workshop IRGREM (International Research Group for Relationship- and E-Marketing), University of Pau, France, September.

Reinartz, Werner and Jacquelyn Thomas (2001), Managing Customer Value: Customer Acquisition, Retention and Cross-selling. Marketing Science Conference. Wiesbaden, Germany, July.

Reinartz, Werner and Jacquelyn Thomas (2001), Managing Customer Value: Customer Acquisition, Retention and Cross-selling. INFORMS International Meeting. Hawaii, June.

Thomas, Jacquelyn and Werner Reinartz (2000), An Empirical Investigation into the Impact of Cross-Buying on Customer Retention and Customer Lifetime Value. 5th Research Conference on Relationship Marketing. Emory University, Atlanta, October.

- In the same conference: Session chair of Techniques and Technology for Effective Relationship Marketing.

Thomas, Jacquelyn and Werner Reinartz (2000), An Empirical Investigation into the Impact of Cross-Buying on Customer Retention and Customer Lifetime Value. AMA Summer Educators Conference. Chicago, August.

Reinartz, Werner (1999), Customer Lifetime Value Analysis: On the Factors that Drive Customer Lifetime and on the Profitability of Long-life Customers. DISK '99 Data Warehouse Conference, Ulm, Germany, October.

Reinartz, Werner and V. Kumar (1999), Customer Lifetime Value: An Intergrated Empirical Framework for Measurement, Antecedents and Consequences. American Marketing Association Summer Educators Conference, San Francisco, CA, August.

Reinartz, Werner and V. Kumar (1999), Measuring Customer Value from the Firm's Perspective. An Integrated Framework. Marketing Science Conference, Syracuse University, Syracuse, NY, May.

Reinartz, Werner and Bill MacElroy (1998), E-Commerce Activities: Should People Pay to Use Them? Marketing Science Conference, INSEAD, Fontainebleau, France, July.

Reinartz, Werner and Bill MacElroy (1998), Is Content Really King on the Web? Doctoral Symposium, University of Houston, Houston, Texas, April.

Reinartz, Werner and V. Kumar (1997), The Impact of Store Positioning on Store Performance. Second International Research Seminar: Marketing Communications and Consumer Behavior, La Londe les Maures, France, June.

Reinartz, Werner and V. Kumar (1997), Antecedents of Store Performance. Doctoral Symposium, University of Houston, Houston, Texas, April.

Reinartz, Werner, Rajag Echambadi, and V. Kumar (1997), Structural Equation Modeling with Non-normal Variables: Implications for Marketing. Marketing Science Conference, Berkeley, CA, March.

INVITED PRESENTATIONS (ACADEMIC)

Firms' Focus on Brand and Customer Management: Measurement, Development, and Financial Consequences (2024), Notre Dame University, Mendoza College of Business, South Bend, IN, April 19

Firms' Focus on Brand and Customer Management: Measurement, Development, and Financial Consequences (2023), MSI, Boston, Oct.3

"How to craft a great manuscript for publication?", (2023), Kobe University, Kobe, September 25.

"How to craft a great manuscript for publication?", (2023), Waseda University, Tokyo, September 19.

"Customer Centricity and CRM: Two Sides of the Same Coin" (2023), MICA, Ahmedabad, June 10.

"How to craft a great manuscript for publication?", (2023), WeSchool Welingkar Institute of Management, Mumbai, February 8.

"Managing Hybrid Offerings", (2022), AIM-Parasuraman Center for Service Excellence, JAGSoM Business School, Bangalore, Aug. 24.

"How to craft a great manuscript for publication?", (2022), University of Leeds, UK, May 6.

"Households under Economic Change: How Micro- and Macroeconomic Conditions Shape Grocery Shopping Behavior", (2021) University of Leeds, UK, November 1.

Discussant at JCR/IJRM Author Development Workshop (2020) Zoom Workshop, June 29 (originally planned at EMAC Budapest).

„More Than Just a Service Technician: Determinants of Lead Generation and Lead Conversion in B2B Service Encounters" (2019), Université Paris Dauphine, France March 28.

"Publishing in Top-Journals" (2019), Toulouse School of Management, Toulouse, France, February 4.

„More Than Just a Service Technician: Determinants of Lead Generation and Lead Conversion in B2B Service Encounters" (2018), Georgia State University, Atlanta, October 17.

"The Only Constant is Change: The Impact of Macro- and Microeconomic Conditions of FMCG Shopping Behavior" (2018), Université Paris Dauphine, France April 12

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising" (2018), Korea University, Seoul, South Korea, February 20.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising" (2018), Hitotsubashi University, Tokyo, Japan, February 15.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising" (2017), Hebrew University, Jerusalem, Israel, November 22.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising" (2017), Dauphine University, Paris, France, April 27.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising" (2016), Georgetown University, Washington D.C., October 7.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising" (2016), University of Virgina, Charlottesville, VA, October 4.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising" (2016), Pennsylvania State University, State College, PA, February 22.

„Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising" (2016), University of Illinois, Urbana-Champaign, Il, February 17.

Executional Strategies in TV-Advertising: An Agency Perspective (2014), University of Texas in Dallas, October 27.

The Sales Effect of Ceativity in Advertising (2013), University of Mannheim, Germany, March.

Ist kreative Werbung erfolgreicher? (2013), North Rhine-Westphalian Academy of Sciences, Humanities and the Arts, Düsseldorf, Germany, March 13.

The Sales Effect of Ceativity in Advertising (2013), WHU Vallendar, Germany, January.

The Sales Effect of Ceativity in Advertising (2012), Koç University, Istanbul, Turkey, February.

Advertising awards, creativity, and economic brand performance (2010), ESMT Berlin, Germany, September.

Drivers of Profitability in B-to-B Services (2009), IE Business School, Instituto Empresa, Madrid – Spain, September.

Drivers of Profitability in B-to-B Services (2009), National University of Singapore, Singapore, March.

Thoughts on Early Academic Career Management (2009), Singapore Management University, Singapore, March.

Attitudes Towards Firm and Competition: How do they Matter for CRM Activities*?*, (2008). Marketing Department I, University of Mannheim, Germany, March.

Attitudes Towards Firm and Competition: How do they Matter for CRM Activities? (2008). Marketing Camp, University of Cologne, Germany, January.

When to Manage Brands and When to Manage Customers? (2007)*.* Tuck School of Business, Hanover, New Hamphsire, USA, September.

Allocating Resources to Customers (2006). Faculty of Economics and Business Administration, Tilburg University, Netherlands, September.

Allocating Resources to Customers (2006). Wirtschafts- und Sozialwissenschaftliche Fakultät, University of Cologne, Germany, May.

The CRM Process: Its Measurement, Link to Performance, and Its Antecedents (2005). London Business School, UK, May.

The CRM Process: Its Measurement and Impact on Performance (2004). University of Houston, April.

Modelling the Customer-Firm Relationship (2001). Technische Universität München, Germany, December.

Modelling the Customer-Firm Relationship (2001). Westfälische Wilhelms-Universität, Münster, Germany, November.

Customer Value as a Consequence of Behavioral and Attitudinal Loyalty (2001)*.* Erasmus University, Rotterdam, Netherlands, October.

Customer Profitability Analysis:Empirical Analyses and Marketing Implications (2001). Wirtschafts- und Sozialwissenschaftliche Fakultät, University of Cologne, Germany, May.

Customer Profitability and Customer Management (2001). eLab@INSEAD Research Forum, INSEAD Fontainebleau, France, February.

Analyzing Value Antecedents of Online Service Subscription Decisions (2000). Wissenschaftliche Hochschule für Unternehmensführung, WHU Koblenz, Germany, August.

COMMENTS ON RESEARCH / Practice Transfer

Reinartz, Werner (2022), “Marketingeffektivität Messen und Verstehen”. White Paper Institut für Handelsforschung e.V. (IFH) an der Universität zu Köln.

Wichmann Julian and Werner Reinartz (2022), „Die Plattformisierung der Marken“, Gesamtverband Kommunikationsagenturen Deutschland (GWA) Online Session, March 15, digital format.

Reinartz, Werner (2021), "Value creation in Online Retailing". Bundesverband E-Commerce und Versandhandel Deutschland e.V. (bevh). „Wohlstandstreiber, Disruptor oder Bedrohung? – Online-Symposium zur ökonomischen und ökologischen Bedeutung des E-Commerce in Deutschland", 17.6.2021, digital format.

Reinartz, Werner (2021), "Wertschöpfung im Onlinehandel". White Paper, Institut für Handelsforschung e.V. (IFH) an der Universität zu Köln.

Reinartz Werner (2021), „Retailing coming out of the crisis: proceeding digitally after the pandemic", Mittelstandsgipfel PEAK, ZGV e.V., May 12, [Digital aus der Krise: Eine Zwischenbilanz für Handel und Mittelstand], digital format

Reinartz Werner (2021), „How does the retailing trade proceed after the pandemic?", Bundesvereinigung der deutschen Arbeitgeberverbände BDA, March 1, [Wie geht es nach Corona für den Handel weiter?]

Reinartz, Werner, Julian Wichmann, and Thomas Scholdra (2020), "Geschäftsmodellinnovationen in der Konsumgüterbranche". White Paper, Institut für Handelsforschung e.V. (IFH) an der Universität zu Köln.

Reinartz, Werner (2020), "Platforms as Infrastructure of the Future". Institut für Handelsforschung, Webinar, April 16. [Plattformen als Infrastruktur der Zukunft]

Reinartz, Werner, Nico Wiegand, and Julian Wichmann (2019), "Der Aufstieg digitaler (Handels-)Plattformen". White Paper, Institut für Handelsforschung e.V. (IFH) an der Universität zu Köln.

Haucap Justus, Werner Reinartz, and Nico Wiegand (2018), "When Customers are – and Aren't – OK with Personalized Prices", *Harvard Business Review Blog Post* [https://hbr.org/2018/05/when-customers-are-and-arent-ok-with-personalized-prices], May 31.

Reinartz, Werner, Justus Haucap, Nico Wiegand, and Matthias Hunold (2017), "Preisdifferenzierung und –dispersion im Handel". White Paper, Institut für Handelsforschung e.V. (IFH) an der Universität zu Köln.

Reinartz, Werner and Manuel Berkmann (2016), "Customer Engagement", The AMA Journal Reader. [https://www.ama.org/publications/E-publications/Pages/default.aspx]

Reinartz Werner (2016), "In the Future of Retail, We're Never Not Shopping", *Harvard Business Review Blog Post* [https://hbr.org/2016/03/in-the-future-of-retail-were-never-not-shopping], March 10.

Reinartz Werner and Maren Becker (2015), "Can You Plan for Advertising Success?" Die ZEIT, November 12. [Ist Werbeerfolg planbar?]

Reinartz Werner and Rajkumar Venkatesan (2015), "A Better Way to Calculate the ROI of Your Marketing Investment", *Harvard Business Review Blog Post* [https://hbr.org/2015/11/a-better-way-to-calculate-the-roi-of-your-marketing-investment], November 11.

Reinartz, Werner (2014), „Wertschöpfung im Handel" IHK WirtschaftsForum, IHK Frankfurt. Issue 07/08, 6-7. [Value Creation in Retailing]

Reinartz Werner and Rajkumar Venkatesan (2014), "Track Customer Attitudes to Predict Their Behaviors", *Harvard Business Review Blog Post* [https://hbr.org/2014/09/track-customer-attitudes-to-predict-their-behaviors], September 11.

Gartmeier, Vanessa and Werner Reinartz (2014), „Maßgeschneiderte Lösungen Entwickeln." *Markenartikel*, (1-2) 42-44. [Developing Tailormade Solutions in Shoppermarketing]

Reinartz Werner (2013), „The Power of Creativity in TV Spot Advertising" Television International Key Facts, IP Networks, Paris, France; (September).

Reinartz Werner (2013), "How to Assess an Ad's Creativity", *Harvard Business Review Blog Post* [http://blogs.hbr.org/cs/2013/05/how_to_assess_an_ads_creativity.html], May 21.

Reinartz Werner and Monika Käuferle (2013), „Portugiesen Voraus", *Lebensmittelzeitung*. April 19. [Portuguese Ahead]

Reinartz Werner (2013), "Measuring Creativity: We Have the Technology", *Harvard Business Review Blog Post* [http://blogs.hbr.org/cs/2013/03/measuring_creativity_we_have_t.html], March 12.

Reinartz Werner and Peter Saffert (2013), "Say Goodbye to Creativity Awards", *Harvard Business Review Blog Post* [http://blogs.hbr.org/cs/2013/02/say_goodbye_to_creativity_awar.html], Feb 27.

Reinartz Werner (2012), „Customer Service der Zukunft", White Paper in collaboration with T-Systems Deutschland. [Customer Service of the Future]

Reinartz, Werner and Peter Saffert (2012), „Ist Kreative Werbung Erfolgreicher?", *Frankfurter Allgemeine Zeitung*, Nr. 243, October 18.

Reinartz Werner (2012), "Using Market Research Just for Marketing Is a Missed Opportunity", *Harvard Business Review Blog Post* [http://blogs.hbr.org/cs/2012/08/using_market_research_just_for_marketing.html], August 30.

Reinartz, Werner and Monika Käuferle (2012), „Channel Management 2.0", Managementkompass Channel Management, June, Steria Mummert Consulting/ F.A.Z. Institut.

Reinartz, Werner (2012), "Eine Symphonie der Kanäle" Harvard Business Manager, March, p. 54-61.

Reinartz, Werner and Andreas Zillgitt (2011), „Showdown am Point of Sale", Märkte & Trends, *Standards* 03/2011.

Reinartz, Werner (2011), „Markenstrategien aus Sicht des Handels," *Markendialog* (Februar), p.46-55.

Reinartz, Werner and Boris Hedde (2010), "Private Label – Herausforderung oder Chance für die Markenartikelindustrie" POSBranding. Handbuch Erfolreichen POS Marketings, II-2010, BrandLogistics.Net.

Reinartz, Werner (2010), "Der Beitrag des Marketing zum wirtschaftlichen Unternehmenserfolg", Wissenschaftliche Gesellschaft für Marketing und Unternehmenserfolg, Dokumentationspapier Nr. 206, 23. April.

Ulaga, Wolfgang and Werner Reinartz (2006): "Des produits aux services: l'enjeu des firmes B-to-B", *Les Echos,* L'Art de Croissance Series, November 30, p. 9-10.

Reinartz, Werner and Wolfgang Ulaga (2006): "Growth Beyond the Core", *Financial Times*, Mastering Uncertainty Series, March 31, p. 10-11.

Reinartz, Werner and Pankaj Chugh (2003): "Lessons of CRM", *Direct Response*. December/January, p. 57-59.

Reinartz, Werner and Pankaj Chugh (2002): "Learning from Experience: Making CRM a Success at Last", *International Journal of Call Center Management* Vol 4, No 3 (March/April) p. 207-219.

Reinartz, Werner (2001) "La Personnalisation des Prix Sur les Marchés en Ligne", *L'Expansion Management Review*. December, p. 64-71.

Reinartz, Werner (2001): "Customizing Prices in Online Markets", *European Business Forum,* Summer, Issue 6, p. 35-41.

- Also: INSEAD Working paper
- 2000/28/MKT "Setting Prices in an Online World: When Price Customization Works (... And When it Doesn't). "
- Featured in:
  Insead Alumni Newsletter, June 2002

Reinartz, Werner (2001): "The Pricing Revolution that Didn't Happen", *Strategies Europe,* 8 (May), p. 42.

Reinartz, Werner (1998): „Electronic-Commerce: Erfolg auf dem Internet Kultiviert", *Deutsche Baumschul,.* April, p. 20-23.
(Electronic Commerce: Cultivate Success on the Internet)

Reinartz, Werner (1996): „Go Online: Das Internet ebnet den Weg zum interaktiven Marketing", *Deutsche Baumschule,* August, p. 496-498.
(Go online: the Internet smoothes the way for interactive marketing)

Reinartz, Werrner, Krämer H.; von Holten, B. (1994): „Umweltschutz in einer Baumschule", *Bauwirtschaftliche Informationen,* Sonderheft Umweltschutz, May. p. 58-61.
(Environmental measures in the tree nursery industry)

Reinartz, Werner; Nagler, Michael (1995): „Lohnende Ausgaben für kostbares Nass", *Landschaftsarchitektur,* February/March, p. 28-30.
(Rewarding expenditures for environmental measures)

REVIEWING AND JUDGING ACTIVITIES

Co-Editor

- International Journal of Research in Marketing (2018-2021)

Area Editor
- Journal of Retailing (2022-today)
- Journal of Marketing (2014-2018)
- International Journal of Research in Marketing (2006-2015)
- Journal of Marketing Behavior (2013-2019)

Editorial Board – Journals
- Journal of Marketing (2005-2014, 2020-2022)
  - Outstanding Area Editor Award 2016
  - Outstanding Reviewer Award 2005/2006

- Marketing Science (2005-2016)
  - Ranked 15th (out of 600 standing and ad-hoc reviewers) in terms of manuscript turnaround time

- Journal of Retailing (2015-2022)

Editor Special Issue
- International Journal of Research in Marketing, "The Path to Digital Conversion" (2016)
- Marketing Intelligence Review (MIR), "Digital Transformation" (May 2017)
- Marketing Intelligence Review (MIR), "The Future of Retailing" (May 2019)

Editorial Advisory Board
- RAM (Recherche et Applications en Marketing) (2015-today)

Guest Area Editor
- Marketing Science

Science Foundations
- DFG (German Science Foundation)
- ISF (Israel Science Foundation)
- NOW (Netherlands Organisation for Scientific Research)

Judging for Research Awards
- Member of the AMA Strategy SIG Committee for the 2025 Mahajan Award for Lifetime Career Contributions to Marketing Strategy
- Member of award committee of the 2024 EMAC Distinguished Marketing Scholar Award
- Member of the AMA Strategy SIG Committee for the 2024 Varadarajan Award for Early Career Contributions to Marketing Strategy
- Chair of the award committee of the 2024 EMAC Jan-Benedict Steenkamp Award for Long-Term Impact (IJRM)
- Member of award committee of the 2015 Varadarajan Award for Early Career Contributions to Marketing Strategy (American Marketing Association)
- EMAC McKinsey Marketing Dissertation Award (2012-today)
- Member of award committee of the 2012 Jan Benedict Steenkamp Award for long term impact (IJRM)

Judging for Reseach Grants
- 2007 ECR Unilever Research Grant € 250.000
- 2008 ECR Europe Student Awards Competition (http://www.ecr-institute.org/)

- 2008 ECR Unilever Research Grant € 250.000
- 2009 ECR Unilever Research Grant € 250.000

Editorial Board – Book Series
- INSEAD Business Press, Palgrave MacMillan (2005-2006)

Reviewer for Research Competitions
- MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016)
- Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing (2012, 2013)
- Wissenschaftspreis of the GS1 Akademische Partnerschaft (2012, 2013, 2014, 2015)

Ad-hoc Reviewer for International Journals
- Management Science
- Journal of Marketing Research
- Marketing Science (2002-2005)
- Review of Marketing Science (ROMS)
- Marketing Science Institute, Cambridge MA
- International Journal of Research in Marketing
- Journal of Interactive Marketing
- Marketing Letters
- Journal of Retailing
- Journal of the Academy of Marketing Science
- Journal of Service Research
- Industrial Marketing Management
- European Management Journal
- California Management Review
- Journal of Retailing and Consumer Services
- AMA Summer Marketing Educator's Conference
- European Marketing Academy Conference (EMAC)
- ECR Journal, International Commerce Review
- Business Research (BuR)
- Sloan Management Review

Ad-hoc Reviewer for German Language Journals/Publications
- Zeitschrift für betriebswirtschaftliche Forschung (ZfbF)
- Schmalenbach Preis der Schmalenbach Stiftung
- Marketing ZFP

Judging for Business Awards
- ECR Award DACH for Cooperations in the Consumer Goods Value Chain (2010-today)

OWN DISSERTATION

Customer Lifetime Value Analysis: An Integrated Empirical Framework for Measurement and Explanation
The dissertation focused on methodological and managerial aspects of customers' lifetime dynamics. The explicit research objectives were to empirically measure lifetime for a non-contractual relationship, to show the factors that impact on the

length of a customer's lifetime, and to empirically investigate the association of customer lifetime duration and customer profitability.
The contribution of this research lies on two fronts. First, it suggests and implements a methodological procedure for measuring lifetime value. Second, given that lifetime value is measured reliably, it derives managerial insight into the antecedents and consequences of customer lifetime value. Thus, it contributes to a better understanding of the customer management process.

Dissertation advisor: Prof. V. Kumar (then University of Houston, today St. John's University New York)

CHAIRED DISSERTATIONS

2009 Matthias Beenken (dissertation committee member)
2010 Katia Allexi (dissertation advisor)
2011 Bernhard Brühl (dissertation committee member)
2011 Nils Wagner (dissertation committee member)
2012 Peter Saffert (dissertation advisor)
2012 Monika Käuferle (dissertation advisor)
2012 Alexander Rühle (dissertation committee member)
2012 Isabel Victoria Villeda (dissertation committee member)
2012 Benedikt Berlemann (dissertation advisor)
2012 Dominik Orbach (dissertation advisor)
2013 Lara Lobschat (dissertation advisor)
2014 Alexander Bleier (dissertation committee member)
2014 Pascal Bruno (dissertation committee member)
2015 Thorsten Karau (dissertation committee member)
2015 Vanessa Junc (dissertation advisor)
2016 Alexander Edeling (dissertation committee member)
2017 Max Backhaus (dissertation committee member)
2017 Maren Becker (dissertation advisor)
2017 Annette Ptok (dissertation advisor)
2017 Tobias Mandt (dissertation committee member)
2019 Oliver Wirths (dissertation committee member)
2020 Manuel Berkmann (dissertation advisor)
2020 Julian Wichmann (dissertation advisor)
2021 Jeffrey Salaris (dissertation committee member)
2025 Robert Münster (dissertation advisor)
2026 Veronika Breytfuß (dissertation advisor)
2026 Vincent Weidenbörner (dissertation advisor)
2026 Gaurav Mehta (dissertation advisor)
2026 Christina Fortmann (dissertation committee member)

MEDIA and INTERVIEWS

- Werner Reinartz comments in **Spiegel+** on consumers' risks and benefits of participating in retail loyalty programs. 14.1.2025 [Lohnt sich Payback im Jahr 2025 noch?]
- Hans Jürgen Schulz from the **Lebensmittel Zeitung** interviews Werner Reinartz on the prospects for the German Retail trade für 2025. January 3, 2025 [„Sinkende Gewinne"]

- Werner Reinartz comments in the **Süddeutsche Zeitung** on consumers' sentiment. 10.9.2024 („Verbraucher laut Studie wieder etwas optimistischer")
- Werner Reinartz weighs in **Financial Times (FT)** on the beauty retailer Douglas' going public. 10 March 2024 [How CVC struggled to makeover profits at beauty retailer Douglas]
- Werner Reinartz comments in the **Frankfurter Allgemeine Zeitung (FAZ)** on the role that private labels play in retailers' go-to-market strategy. 21.Nov. 2022, p.23 [Eigenmarken sind nicht nur Billig]
- Interview in **Shopping Places** on the values of the honorable mechant. Issue 4, 2022 p.4-6 [Werte des Ehrbaren Kaufmanns]
- Werner Reinartz is interviewed in **Immobilien Aktuell** on the subject of the inner city retailing situation. 2022, p. 110-11.[Bremsspuren in den Innenstädten unausweichlich]
- Werner Reinartz comments on Primark's Online strategy in **Express Online** 25.3.2022 [Primark-Frust Warum der Textil-Discounter Kundinnen und Kunden online im Stich lässt].
- Katharina Lindt from **Pforzheimer Zeitung** interviews Professor Reinartz on the way forward of inner city revival post Corona. 16.6.2021 [Die Zukunft für den Handel: Online vernetzen - Golden Sunday als Vorreiter]
- Werner Reinartz weighs in on **abcNews** on the personell strikes at Gorillas retailing start-up in Berlin. June 13 2021 [Gorilla tactics: Berlin delivery riders take on $1B startup]
- Jonas Jansen from the **Frankfurter Allgemeine Zeitung (FAZ)** provides details on the new IFH Associates study "Value creation in online retailing". June 2, 2021 [Der Onlinehandel ist besser als sein Ruf]
- Carsten Dierig from the daily ***Welt*** reports on the new IFH Associates study "Value creation in online retailing". May 31, 2021 [Böser Onlinehandel? Diese 46 Prozent enttarnen die Nörgler]
- Christoph Kapalschinski and Larissa Holzki cite Werner Reinartz on the subject of the latest financing round for grocery delivery service Gorillas in ***Handelsblatt*** March 26, 2021 [Lieferdienst Gorillas rast zur Milliarden-Bewertung]
- Werner Reinartz comments extensively on the new IFH study on stationary retailing developments in ***Handelsblatt*** March 24, 2021 [Eine Chance in der Stadt zu überleben]
- Joachim Hofer and Florian Kolf cite Werner Reinartz on the subject of Click&Collect Shopping during Corona times in ***Handelsblatt*** March 19, 2021 [Termin-Shopping, die teure Illusion]
- Werner Reinartz weighs in the ***Tagesspiegel*** article on the retailing store re-opening plans in Germany. February 28, 2021 [„Wie der Einzelhandel die sofortige Wiedereröffnung erwirken will"]
- Yvonne Schleinhege cites Werner Reinartz in the discussion of the advertising ban in Saarland. ***Tagesschau.de*** February 21. 2021 [Die Prospekte werden dünner]
- Stephan Karkowsky interviews Werner Reinartz on the subject the retail advertising ban in Saarland during the COVID lockdown. ***Deutschlandfunk***, February 16, 2021. [Was bringt das Lockdown-Werbeverbot im Saarland?].
- Uwe Bettendorf interviews Werner Reinartz on the reasonableness of the government loans for Galeria-Karstadt-Kaufhof in ***SWR2 radio***. January 28, 2021 [Fass ohne Boden? Galeria Karstadt Kaufhof braucht erneut Staatshilfe].
- Werner Reinartz reflects on the opportunities and risks of Galeria-Karstadt-Kaufhof post pandemic government support. ***Tagesspiegel*** January 27 2021 [Galeria Karstadt Kaufhof erhält hunderte Millionen Staatshilfe]
- Werner Reinartz weighs in on the strategies of stationary retailers during the lockdown stage. ***Handelsblatt*** January 23, 2021 [Mit diesen Strategien versuchen Händler, den Lockdown zu überleben]

- Werner Reinartz is interviewed by Florian Kolf of the German business daily ***Handelsblatt*** on the digitalization challenges of the German retailing trade. January 11, 2021 [Vorreiter und Abgehängte].
- Florian Kolf of the German business daily ***Handelsblatt*** quotes Werner Reinartz about the challenges of stationary retailers during the lock down stage. January 6, 2021 [Rekordumsatz trotz Lockdown]
- Uffe Jørgensen Odde interviewed Werner Reinartz for the Danish market research magazine ***MARKEDSFØRING***. In the article, "Creativity works", in the December 20, 2020 issue, Werner Reinartz discusses the role of Artificial Intelligence in the advertising creative process [Kreativitet virker].
- Werner Reinartz weighs in on the decision to open Douglas beauty stores as drug stores during the lockdown stage. ***Frankfurter Allgemeine Zeitung*** December 18, 2020 [Douglas-Chefin rudert nach harscher Kritik zurück]
- Thorsten Mumme of the ***Tagesspiegel*** interviews Werner Reinartz about the consequences of the Corona Lockdown for the retailing trade. December 16, 2020 [Lockdown im Handel „Der Strukturwandel hätte manche auch ohne Pandemie getroffen"]
- Christine Fleischer interviews Werner Reinartz about the history of loyalty programs for the special "Sammeln" in ***SWR2*** Matinee. May 24, 2020. [Die Geschichte der Rabattmarken].
- Lena Bujak interviews Werner Reinartz for the ***Wirtschaftswoche*** article „Diese sechs Dinge müssen Traditionsmarken beachten", October 31, 2019.
- Werner Reinartz is interviewed on the situation of the DIY trade in Germany. *Wirtschaft am Mittag*, ***Deutschlandfunk***, March 15, 2019
- Barbara Esser interviews Werner Reinartz for the cover story of ***Expedition2025*** [Alle Macht dem Kunden], the digital magazine of MHP, March 2019. https://www.expedition2025.com
- Werner Reinartz is interviewed on the subject of technology usage in retailing [Kalte Loyalität der Kunden], ***Der Handel***, by Andreas Chwallek, January, 2019
- Werner Reinartz is interviewed for his perspective on the online platform Wish [Wish - eine App für die Lust am Ramsch], ***Wirtschaftswoche***, by Jerome Busch and Lisa Oder, October 13, 2018
- Tassilo Zimmermann of the weekly ***Lebensmittelzeitung*** interviewed Werner Reinartz on the robust development of Non-food discounters in Germany [diese Konzepte punkten mit Preis und Warenvielfalt], September 7, 2018 p.3.
- Christiane Düthmann of the weekly ***Lebensmittelzeitung*** interviewed Werner Reinartz on the opportunies and challenges with respect to vertical integration in food retailing [Die Fabriken müssen laufen], December 8, 2017 (49-17)
- Gerd Hanke and Christiane Düthmann of the weekly ***Lebensmittelzeitung*** interviewed Werner Reinartz and Justus Haucap on the challenges of dynamic pricing [Gefährliches Spiel], October, 2017 (39-17).
- Tinka Koch from ***Deutschlandfunk*** Nova interviews Professor Reinartz on the German shoe manufacturer Birkenstock and its rapid brand evolution. (October 10, 2017)
- Heike Nelsen-Minkenberg interviews Werner Reinartz in her ***ZDF*** TV documentary for his perspective the on 'Dr. Oetker', the branding strategy of the famous German household CPG brand (October 2016).
- Anette Gilles interviews Werner Reinartz for her article ''Power to the Customer' in the June 2016 issue of ***Textilmitteilungen***, p. 24-28. [Kunden an die Macht]
- Interview from Julia Mönnich of ***Sportswear International*** (July/August 2016) on the subject of approaching consumers in the digital age. ('The consumer has Won', Issue 274, p. 106)
- Interview from Anke Pedersen of ***Check-In*** for her article 'You like?' in the issue 02/2016 [Sie Wünschen?]

- Interview from Victoria Przybyl of the ***Kölner Hochschulradio*** (25.05.2016) with Werner Reinartz on the subject of the new Digital Transformation initiative at the University of Cologne.
- Interview von Niels Walker von der Wissenschaftsredaktion des **NDR** Hörfunk (8.12.2015) über „Die Rückkehr des Einkauserlebnisses“ im Supermarkt.
- Jörg Nowicki from the weekly ***Textilwoche*** (No. 49, December 3 2015) interviews Prof. Reinartz about the emerging Black Friday phenomenon in Germany and its consequences for retailers.
- Prof. Reinartz is interviewed for the ***EHI Newsletter*** (July 10, 2015) on the subject of employment recruiting in the retailing industry [Der Handel, die verkannte Braut] http://www.wissenschaftspreis.org/home/interview-reinartz/index.html
- Nina Kirst from ***PAGE Magazine*** interviews Prof. Reinartz on advertising and creative effectiveness [Werber müssen weg vom Künstler-Image und hin zum Kommunikationsberater der auch kreative Leistung anbietet] PAGE 07, 2015), p. 102-103.
- Claudia Friedrich interviews Werner Reinartz for the ***SWR 2*** Matinee radio broadcast on the subject of customer bonus programs and loyalty schemes (March 8, 2015)
- “Online ist der Neue Showroom”, Annette Gilles reports on the changes for the retailing industry that were presented in the keynote talk by Werner Reinartz at the German Retailing convention (Deutscher Handelskongress) (2015), p.40-41.
- “Vorsicht Streuverlust”, Andreas Chwallek reports on the Werner Reinartz’s research presentation on advertsing effectiveness (2014), ***Der Handel*** (November), p. 12-15.
- “Online ist der neue Showroom” Werner Reinartz is interviewed by Eli Hamacher (2014) November, ***IHK Plus Magazine***, Chamber of Commerce Cologne, p.32-33.
- Ava Seaves features the the research project „What Is 'Creativity' In Advertising, And When Does It Lead To Market Performance?” in ***Forbes*** (Nov. 30, 2013) [http://www.forbes.com/sites/avaseave/2013/11/30/what-is-creativity-in-advertising-and-when-does-it-lead-to-market-performance/]
- „Effizienz durch Kreativität“. Irmela Schwab writes in ***W&V*** on the research by Reinartz and Saffert on the subject of advertising creativity. (2013, April 15), p. 42
- „Cross-Channel beim Kauf von Markenartikeln – Wie Konsumenten Kanäle kombinieren“, Prof. Reinartz comments on the role of brands in an online environment. ***ECC-Handel***, March 2013
- “Offline Shopping von Online Marken”. Werner Reinartz is interviewed by Donya Farahani of ***Deutschlandradio*** Wissen (2013) March 6.
- “Why Customer Attitudes Still Matter” (2012), ***MSI’s insights newsletter*** reports on a research project by Rajkumar Venkatesan, Werner Reinartz and Nalini Ravishanker, p. 7-8.
- ***Forschung 365*** – The University of Cologne’s Journal of Science (2012) “In Times of a Good Economic Climate Consumer Habits Largely Remain Stable” p 8-9.
- ***W&V*** (October 2012, No 45), “Kreativität bringt bis zu 42% Effekt”. Professor Reinartz is interviewed on the subject of advertising effectiveness.
- Prof. Reinartz is interviewed by The Economist on the subject of online price customization to consumers. “How deep are your pockets? Personalizing online prices”, June 30, 2012. ***The Economist***, p 67.
- Prof. Reinartz is interviewed by the German ***Lebensmittel Zeitung*** on the latest study of the Center for Research in Retailing (IFH) on the subject of employer branding: “Beim Image ist noch Luft nach oben“, LZ2, January 13, 2012.
- Prof. Reinartz participated at the 15. G·E·M Markendialog and is cited in: Das Magazin für Markenführung ***markenartikel***, 4/2011, p43.
- ***The Business Times*** (Singapore) “More Than Offering Better Service”, July 22, 2010
- Prof. Reinartz (along with colleagues Krafft and Skiera) is interviewed in the ***Handelsblatt*** article "Individuelle Kundenwünsche im Blick" about opportunities and challenges in measuring the value of a customer, 17. Dezember 2009.

- ***Oscar***.trends, (2009), *Brain Drain - Deutschland im Wettbewerb um die klügsten Köpfe,* Interview with Prof. Reianrtz by Friederike von Hegel and Sven Sester, October 2009.
- ***The Economist***, (August 27, 2009), *Idea: Customer Relationship Management.* The results of Prof. Reinartz's research, drawn from the article "The Mismanagement of Customer Loyalty" (HBR 2002), are discussed.
- ***Kölner Universitätszeitung***, (3-2009), *Auszeichnungen und Ehrenämter*, Prof. Reinartz has been selected as the winner of the 2009 Early Career Award to Marketing Strategy Research from the American Marketing Association.
- ***Lebensmittelzeitung*** (2009), *Poco Domäne stiftet Handelspreis*, 29. May 2009.
- ***Lebensmittelzeitung*** (2009), *Handelsmarkenanteil wird weiter steigen,* Interview with Prof. Reinartz, 29. May 2009.
- ***Radio Berlin/Brandenburg*** (rbb) (2009), Interview with Prof. Reinartz about the crisis of department stores, April 2009. Interview by Karsten Zummack
- ***Standard Financiar*** (Financial Standard) (2009), *"Cum să vinzi, servicii într-un mod profitabil? (How to sell services more profitably?)*", Interview with Prof. Reinartz, Standard Marketing, February 2009.
- ***Kölner Universitätszeitung*** (1-2009), *Auszeichnungen und Ehrenämter,* Prof. Reinartz is one of the finalists for the William F. O' Dell Award of the Journal of Marketing Research.
- ***dialog***, Das Magazin für Direktmarketing (2008), *Dritte Runde erfolgreich gemeistert,* Prof. Reinartz hosted the Congress of Dialogmarketing at the University of Cologne, 25. September 2008.
- ***Service CRM*** Magazin, 2/2008, *Auf dem Weg zur Kundenprofitabilität,* Interview with Prof. Reinartz by Norbert Samhammer.
- ***Westdeutsches Fernsehen*** (WDR Aktuell) 29.9.2008, *"Konsumentenreaktion zur Bankenkrise"*, Interview with Prof. Reinartz.
- ***Westdeutsches Fernsehen*** (WDR aktuell) 22.09.2008, *Das Ende der Traditionskaufhäuser,* Interview with Prof. Reinartz about the decline of traditional department stores.
- ***Trendletter*** (Strategie & Management) 2008, *Wie Sie mit dem Prinzip Produkt plus Dienstleistung wirklich Geld verdienen,* September 2008.
- ***Handel im Fokus***, August 2008, *Tue Gutes und rede darüber: Markenkommunikation und Markenbildung im Handel*, Geleitwort.
- ***Der Handel*** (Karriere & Personal) 2008, *Führungskräfte gesucht*, Interview with Prof. Reinartz about Careers in Retailing, May 2008, Interview by Steffen Gerth.
- ***Norddeutscher Rundfunk*** (NDR Info) 03.04.2008, Interview zum Thema *"Neuer Marktauftritt von Tchibo".*
- ***Handelsjournal*** (2007), *Kundenpofitabilität im Mittelpunkt,* Interview with Prof. Reinartz about current issues of marketing and retailing, October 18, 2007, Interview by Udo Mett (chief editor).
- Universitätszeitung, University of Cologne (March 2007), *Neue Professoren.*
- ***Handelsblatt*** (2007), *Falsche Prioritäten*, February 5, Interview by Astrid Dörner
- ***Across the Board*** – The Conference Board Magazine (2006), *Why is Customer Service So Bad?*, January/February 38-43, Interview by James Krohe Jr.
- ***The SmartManager*** (2005), *Smart Insight*, June-July, Vol 4, p. 168 [Comment on CRM case Study: In Search of a Fine Balance by Kaushik Mukerjee]
- ***Al-Eqtisadiah*** (2005), *Taking a Fresh Look at Customer Relationship Management (CRM)*, June 6. [Al-Eqtisadiah is the premier business daily in Saudi Arabia].
- ***HTR Magazine*** (2004), *Fidélisation: Le Jeu en Vaut-il la Chandelle?* [*Loyalty development: Is It Worth It?]*, Interview by Arnaud Deltenre, December., No. 119, p. 46-50.
- ***Süddeutsche Zeitung*** (2003) *"Romanzen und Renditen"*, Commentary by Barbara Bierach, March 31.

- ***Thomson Marketing Resources*** (2003): Interview with Peggy Wyllie published in quarterly newsletter.
- ***Direct Marketing Review***.com (2002) *"Data Mining and Modeling: A New Approach to Loyalty?"* commentary by David S. Coppock, November 21.
- Børsen (2002) *"Er investeringerne i kundeloyalitet spildte?"* October 9. (Denmark)
- ***Absatzwirtschaft Online*** (2002), *"Sind Loyale Kunden Wirklich Gleich Profitable Kunden?"* Commentary by Christian Thunig, August 5. (http://www.absatzwirtschaft.de] (Germany)
- ***Horizont*** (2002), *"Hotels Vernachlässigen Upsell Potential"* July 25 (Germany)
- ***The Economist*** (2002), *"Caveat Vendor"* June 27.
- ***Wirtschaftswoche*** (2002), *"Kunden Verärgern"* May 23, p. 110-111. (Germany).
- ***Le Figaro*** (2002) *"L'Expresso Branché Rapporte Gros à Nestlé"*, February 25 (France).
- Interview with the "***Sales Executive Council***", Washington, DC, April 2002 (USA).

T E A C H I N G

TEACHING PERFORMANCE

INSEAD: ranked 13th out 150 faculty in executive education, 2005.

University of Cologne: Course "Distribution Channel Management" ranked consistently as one of the top 2 evaluated mass sections in entire School of Economics, Business Administration and Social Sciences (10.000 students), Fall 2007- Fall 2012.

TEACHING PORTFOLIO

Bachelor Courses (University of Cologne)
- Marketing introduction (mass section)

Master Courses (University of Cologne)
- Distribution Channel Management (mass section)
- Customer Relationship Management (elective)
- Strategic Management in Retailing (elective)
- Retail Marketing (elective)

Ph.D. Courses (University of Cologne)
- Seminar in Marketing Strategy
- How to publish in top-journals

MBA and Executive MBACourses (INSEAD)
- Direct and Database Marketing (elective)
- Marketing Strategy (core course)
- Internet Marketing (elective)
- Customer Management (elective)
- Key Management Challenges in Services (elective)

Ph.D. Courses (INSEAD)
- Modeling the Behavior of Consumers

Executive Programs

Company-specific programs such as for ABN/Amro, IBM, Henkel, Akzo Nobel, Old Mutual, Kingfisher, Price Waterhouse Coopers, Bekaert, SC Johnson, Carrefour, Starwood, Xerox, SWIRE, Lafarge, Syngenta, Hansabank, Caixa Galicia, METRO…)

- E-business
- Customer Management (incl. key account management, satisfaction and loyalty management, customer valuation, retailing, marketing ROI)
- Marketing strategy

General Management Programs

- E-business
- Database Marketing
- Customer Management (incl. key account management, satisfaction and loyalty management, customer valuation, retailing)
- Marketing ROI
- Marketing strategy

Program Direction (INSEAD)

Company-Specific Program: Franz Haniel & Cie. (Germany)

- Managing Profitable Customer Relationships, 2003
- Managing for Over Par Results, 2006

Company-Specific Program: Henkel (Germany)

- Strategy for Senior Management, 2004, 2005, 2006, 2007, March & October 2009

Company-Specific Program: ECR Consortium (Belgium)

- Understanding Consumers Program, 2004, 2006

Company-Specific Program: Xerox (Europe)

- Strategic Management Program, 2006

Company-Specific Program: Volkswagen Financial Services

- Volkswagen Bank Marketing Program, 2006

Company-Specific Program: METRO

- METRO Academy (Marketing), 2006, 2007, 2008, 2009, 2010
- METRO Academy (Strategy), 2006, 2007, 2008, 2009, 2010

Company-Specific Program: ORACLE (Asia)

- Oracle CRM Program, 2006

Teaching Material Development

Case studies

Independer.com (2000) (Insead case study 08-2000-4908)
Independer is a financial services intermediary, providing independent information on all financial products (banking, insurance and investment products) from all suppliers and a tool to purchase these products on-line. The case focuses on the positioning of the company as a partner of consumers in their shopping for financial services, while still being a profit-oriented company. The challenges for Independer will be to build the consumer perception of independence and unbiasedness and to create loyalty in a price-comparison business model. The purpose of the case is to give students the opportunity to identify the various facets of the “Independer Model” and to understand

how it can manage customer relationships and loyalty in an information-intensive and privacy-sensitive environment.

Also available: Teaching Note

The case has been reprinted in:
-Jaworski, Bernie, and Jeffrey Rayport (2001): E-commerce Cases. McGraw Hill

Customer Relationship Management at hor UK (2003) (Insead case study 2003-5016)
Capital One, a credit card company, has built its business on a strategy with a clear customer focus: The company systematically gathers and analyzes information on its customers in order to correctly assess their individual credit risk and to offer products and services tailored to their needs. In doing so, the company was the first to reject the industry practice prevailing until then, to offer identical credit terms to all customers. The Capital One case is designed to illustrate how the concept of customer relationship management (CRM) can be translated into the strategy, organization, processes and infrastructure support of a company.

The case is also available in a CONDENSED version.
Also available: Teaching Note

From Category Management to Customer Relationship Management. The Case of Henkel (2006)
Manufacturers of fast moving consumer goods are struggling to identify how CRM practices should be applied to their industry. What makes their situation different from othe rfirms and more difficult to manage is the fact that this industry is characterized by a detachment from the end consumer (retailers are intermediaries) and average per consumer expense in the individual categories is relatively low. However, manufacturers sense that existing category management practices are for the most part exhausted in terms of providing competitive advantage. Therefore, manufacturers like Henkel explore how to make the shift from CM to CRM and more specifically how to make CRM work to their advantage. The goal of the case study is to explore substantive questions such as:

-how a manufacturer of FMCG should approach CRM
-how to arrive at a customer segmentation that enables the best targeting strategy
-the role of segment level communication (for example, what is the right level of communication?)
-to investigate the economics of the proposed approach
-to explore whether a partnering strategy with the retailer is critical or not

ISS - Driving Profits through Customer Satisfaction (2006) (Insead Case study 01/2006-5335)
In the domain of customer management, one can observe that in the last years, that managers have shifted, relatively speaking, their attention away from satisfaction and loyalty issues and that they have directed their attention more and more towards customer profitability issues. The objective of this case is to investigate the chain from service quality, customer satisfaction, customer retention, to revenues and profits – the so-called Satisfaction-Profit Chain. In particular, the goal is to outline the critical managerial issues when trying to implement the chain, i.e. measuring and managing the various stages. The situation is illustrated with the example of ISS, a large Danish B-to-B services firm.
The teaching objective is to illustrate the mechanics of the Satisfaction-Profit chain. More specifically, how the individual components of the chain are measured, how these components are linked in practice and how the entire chain can be managed.

Media-Saturn: You Never Change a Winning Go-to-Market Strategy—Do You? (2011) ECCH case study, 511-032-1
Media-Saturn Holding (MSH), the largest and most successful store-based retailer of consumer electronics in Western Europe, has recounted a nearly impeccable success story since its founding in 1979. By the time it was operating 818 stores in 2009, its tremendous success derived from three key factors: its large assortment, its extremely well-known brand, and its strong pricing tactics (i.e. the creation of a very favorable price image and local differentiation of prices). However, its very ability to exploit regional price differentiation became the story spoiler in a transparent, competitive online environment. Thus the company has never actively pushed a multichannel business model, even as new online protagonists such as Amazon achieved meteoric success in the German consumer electronics market, with no slowing or tipping point anywhere in sight. The challenge thus becomes how to expand atraditional store-based retail model into a competitive multichannel model.

The objective of this case is to provide a platform for discussing the implications of Internet and multichannel retailing for traditional retailers – in particular for those that depend on local execution through third parties such as intermediaries, associates, franchisees, or agents. The case is targeted to a master's-level or executive audience that has an interest in marketing strategy, distribution channel strategy, retailing, and Internet topics.

Expanding the Traditional Retail Model: Douglas' Path Towards a Multichannel Beauty Platform (2020) ECCH case 520-0102-1
Douglas, the leading European beauty retailer, was highly successful with stationary retail of premium beauty products until the 2000s. However, since the rise of digital channels, it has been struggling with major disruptions in the beauty products industry. Tina Müller's goal as a CEO has been to make Douglas the number 1 destination for beauty. In 2019, Douglas has launched a platform for online beauty appointment booking (Douglas Beauty Booking) and has opened its online shop to selected third-party sellers. Not only does the launch of DBB represent a step into a new market, the beauty service market, but these platforms also operate under a fundamentally different business model. It becomes obvious that the new business model requires different organizational capabilities and a strategy to attract enough users on the supply and the demand side and to make the platforms fit to Douglas' positioning as a premium beauty company. Now, Tina Müller is facing pressure from Douglas' financial investor to go public, which adds the challenge of transforming the new business model into a sustainable new revenue stream. Furthermore, the question arises whether the platforms need to be developed further, how they should be positioned in relation to Douglas' existing business model, and if the establishment of these two platforms is enough to reach Douglas' ultimate goal of becoming the number 1 beauty destination.

Also available: Teaching Note ECCH 520-0102-8

Distance Learning Modules

Customer Relationship Management: What CRM is and where CRM can be used? (2002)The objective of the online course is to enable managers to acquire a fundamental understanding of both the theory and the application of successful CRM, to evaluate how appropriate a CRM strategy is for their organization, to recognize how

to meet the needs of different customer types, and to launch, assess or advise on CRM initiatives.
The courses is distributed by *Insead Online (IOL)*.

Online Learning Tool

Customer Value Calculator (2002) by Mihai Calciu and Werner Reinartz
http://claree.univ-lille1.fr/%7Ecalciu/customerequity/

The purpose of this online tool is to enable easy and fast calculation of the monetary value of a customer base to the firm. Based on the instructor's/manager's input, it allows

- to calculate the value of a firm's customer base,
- to simulate the customer value consequences of varying input parameters (what-if analysis),

S E R V I C E S

COMMITTEES and TASK FORCES

- Elected member of the University of Cologne Gateway Steering Committees (2025-today)
- Elected member of the University of Cologne Gateway Startup Center Advisory Board (2024-today)
- Elected Member and chair of the supervisory board of the UoC Cologne Business School (CBS) gGmbh (2024-today)
- Member of the Studienbeirat (student advisory board) of the WiSo Faculty (2020-today)
- Member of the search committee for the W3-Professorship in Organizational Behavior, University of Cologne, (2021)
- Member of the task force "Digitization of Teaching at the WISO Faculty". (2021-2022)
- Speaker of Marketing Area (2020 – 2021)
- Authorized external observer of the rector's office in the search committee for the W1 professorship in Roman literature (2020)
- Member of the university-wide committee for the nomination to the Gottfried-Wilhelm Leibniz Award (2016-2023)
- Member Examination committee Business Information Systems (Wirtschaftsinformatik) (2019-2021)
- Academic Director for study program Marketing Master at the WISO Faculty of the University of Cologne (2019-today)
- Coordinator of the research initiative "Digital Transformation and Value Creation" at the WISO Faculty of the University of Cologne (2017-2021)
- Speaker of the Marketing Chapter of the German Academic Association for Business Research (VHB) („Wissenschaftliche Kommission Marketing" im Verband der Hochschullehrer für Betriebswirtschaft e.V.) (July 2016-July 2017)
- Speaker of the award committee for the Hans-Kelsen Prize, in recognition for outstanding research performance in Management, Economics, Social Sciences and Law at the University of Cologne (2016-2019)
- Member of the search committee for the W2-Professorship in Digital Transformation, University of Cologne, (2016)
- Member of the search committee for the W3-Professorship in Infomation Systems Research, University of Cologne, (2016)

- Member of the search committee for five professorships in Strategy, Organizational behavior and Leadership, University of Cologne, (2015-2016)
- Elected member of the Faculty Evalution Committee, Faculty of Management, Economics, and Social Science, University of Cologne (2016 – 2023)
- Elected speaker of the business administration faculty (2015 – 2017)
- Leader of the task force 'Transfer' in the external evaluation process of the Faculty of Management, Economics, and Social Science, University of Cologne (2013)
- Authorized external observer of the rector's office in the search committee for the W3 professorship in cell biology (2013)
- Faculty member of the WISO Corporate Advisory Board (April 2013 - 2020)
- Elected member of the Faculty Commission ('engere Fakultät'), Faculty of Management, Economics, and Social Science, University of Cologne (February 2013 - 2017)
- Speaker of Marketing Area (2012 – 2017)
- Authorized external observer of the rector's office in the search committee for the W2 professorship in zoology (2010)
- Member of the university-wide advisory council "Excellence Initiative", University of Cologne, (2010)
- Member of the search committee for the W3-Professorship in quantitative economic research at the Institute of Energy Economics (EWI), University of Cologne, (2009)
- Member of the advisory committee for the International Center for Learning Innovation (ICLI) at INSEAD (March 2006 – August 2007)
- Member of INSEAD task force on Key Account Mangement (part of the IMPACT project related to Organizational Effectiveness) (Jan 2006 – August 2007)
- Chair of the INSEAD EDP task force "Recognition for Program Direction" in Preparation of Faculty Retreat (2004)
- Member of Executive Education Committee, INSEAD, 2002 - August 2007
- Member of MBA Diploma Committee, INSEAD, 2001 - 2002
- E-lab@Insead, Advisory board member, INSEAD, 2000 - 2002
- Member of INSEAD task force for review of Faculty Guidelines, INSEAD, 2000 -2001
- Board member for Fulbright Alumni Hamburg from 1992-1993
- Member on the Board of Studies and Examination, Munich University, 1987 - 1988
- Member on the Board of Students, Munich University, 1988 - 1989

INTERNAL ACTIVITIES

- Mentor für Exist-Gründerstipendium des Startups "Schmaus" (www.schmaus.community)

- Host of the graduation ceremony (Bachelor, Master) of the Faculty of Management, Economics, and Social Science, University of Cologne (June 22, 2013)

- Presentation to a group of visiting students from Texas Christian University (June 19, 2013) on the subject of Differences in Marketing between Europe and the US.

EXTERNAL ACTIVITIES

- Steering committee of the global Marketing Strategy Consortium Ph.D. course (MSI) (2023-today)

- Member of the board of trustees (Stiftungsrat) of the Fritz G. CONZEN-Stiftung (2021-today)

- Member of the Grand Jury of the Effie Germany Award 2021 to be awarded at the Effie Gala 2021 on November 25, 2021 in Leipzig.

- Member of the Advisory Board, Centre for Research Excellence in Marketing (CREM), MICA, Ahmedabad (2021-2024)

- Member of the advisory board *Management and Business Review* (2019-today)

- Member of the global advisory board of the Sales and Marketing Strategy Institute (SAMS) (2019-today)

- Member of the advisory board for the 2019 Marketing Dynamics Conference, University of Maryland June 5-8.

- External committee member on dissertation thesis of Stephen Anderson MacDonald, London Business School, UK (2015).

- External committee member on dissertation thesis of Hannes Datta, Maastricht University, Netherlands (2014).

- External committee member on dissertation thesis of Yi-Chun Ou, Groningen University, Netherlands (2014).

- Member of the advisory board for the BrandLoyalty Retail Loyalty Congress 2011 in Bonn, Germany (Sept 22-23)

- Member of the academic advisory board of the Institute of Service Excellence (ISES) at Singapore Management University, (2009 - 2015).

- Director of the academic advisory board of the GS1/ECR D-A-CH Retailing Association (2007 – 2012)

- Member of the Programmbeirat EHI Marketing Forum (2010-2011).

- Member of the ECR Europe Academic Board (2004 - 2010). ECR Europe is a consortium of all major retailers and fast moving consumer goods manufacturers, based in Brussels.

- Member of the academic advisory board of GfK Academy GmbH, Germany (2004-2006).

- Member of the academic advisory board of FinScore SA, Switzerland, a professional service provider in the domain of CRM analytics, reporting, and data quality.

- External committee member on dissertation thesis of Tim Coltman, AGSM Sydney (2005).

AFFILIATIONS

- American Marketing Association, Chicago, IL

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

PROFESSIONAL EXPERIENCE

1991-1995: Lorenz von Ehren GmbH, Plant Production and Distribution, Hamburg, Germany (largest grower and wholesale distributor of ornamental plants in Europe)

* Sales manager in Sweden, Denmark, and Norway in 1991
* Marketing manager 1992-1993
* Marketing director 1994-1995