



Prof. Dr. Martin Natter
Professor of Marketing
Department of Business Administration

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Curriculum Vitae

Martin Natter is Professor of Marketing at the University of Zurich at the Department of Business Administration since 2016.

Between 1986 and 1991 he studied MIS at University of Vienna. He started his academic career in 1990 as a research assistant at the Institute for Advanced Studies in Vienna. In 1993, he became research assistant at the Vienna University of Economics and Business Administration (VUEBA). He received a doctorate in business administration from VUEBA in 1994. In 1999, he received tenure and was Associate Professor at VUEBA until 2005.

From 2005 to 2016 he was at the Hans Strothoff Chair of Retail Marketing at Goethe University Frankfurt.

He gave guest lectures and seminars at University of St. Gallen (1996), University of Vienna (2002 - 2005), University of Regensburg (2001), University of Essen (2002), Goethe University Frankfurt (2004) and Universidad Autónoma de Madrid (2014, 2015). He was a visiting researcher at Erasmus University in Rotterdam (1997), Univ. Pompeiu Fabra in Barcelona (2000, 2001), University of Regensburg (2001), Univ. Autónoma de Madrid (2009) and University of Wollongong (2013).

His interest in research lies in the area of pricing, retailing, digitalization and positioning. His research has been published in leading academic journals such as *Management Science*, *Marketing Science*, *International Journal of Research in Marketing (IJRM)* or *Journal of Marketing*. Martin Natter is co-editor of Schmalenbach's *zfbf* and *sbr*. Martin is in the review board of *IJRM*. He has participated in numerous research projects including an SFB and a WWTF Project.

Martin Natter has received numerous awards such as the Senator Wilfling Research Award (1999), the VUEBA best paper award of the city of Vienna (2000) and the VHB best-paper award (2009). His research was nominated three times for the ISMS/MSI G. Lilien Practice Prize Final (2005, 2006, 2014) which he won in 2014. Several of his doctoral students received best dissertation prizes or were nominated for best dissertation prizes (Ju-Young Kim, Salome Nies, Jochen Reiner, Ana-Marija Ozimec, Andreas Mild).

Martin Natter is a participant of [The Piik](#), an initiative of René Algesheimer that brings together leading Swiss companies and an international group of researchers to advance knowledge in the area of Digital Marketing.

Research Interests

Pricing

Investigation of pricing mechanisms (pay-what-you want, penny auctions), price optimization; automation of pricing strategies; pricing of utilities; price increase strategies.

Positioning

Development of mapping techniques and studying managerial (visual) decision making based on market research outputs.

Retailing

Targeting, personalization and recommendation systems; Sales process optimization; mystery shopping

Education and Employment

2016 – today	Professor of Marketing, University of Zurich
2005 – 2016	Strothoff-Chair of Retailing, Goethe-University Frankfurt
1999 – 2005	Associate Prof. for business administration at Vienna University of Economics and Business Administration (VUEB)
1999	17.03.1999, Habilitation at VUEB (“Lehrbefugnis” für BWL)
1993 – 1999	Research assistant at the Vienna University of Economics and Business Administration (VUEB), Austria (Prof. Alfred Taudes)
1994	15.12.1994, Promotion Dr. rer. soc. oec. at VUEB
1990 – 1993	Research assistant at the Institute for Advanced Studies, Vienna, Austria (Prof. Harald Hruschka)
1991	02.07.1991 Magister rer. soc. oec.
1986 – 1991	Master studies in MIS at University of Vienna

Prizes and Nominations

2018	Emerald Literati Award for Excellence - Outstanding Paper (European Journal of Marketing)
2016	Finalist EHI Wissenschaftspreis (Cooperations Business & Science)
2014	Winner Gary Lilien ISMS-MSI Practice Prize
2011	Finalist best MSI paper
2009	VHB Best-Paper Award
2009	Finalist MSI H. Paul Root Award
2009	Best Paper Kommission Marketing (Germany)
2008	Best Paper Kommission Marketing (Germany)
2006	Finalist Lilien ISMS-MSI Practice Prize
2006	Semifinale Franz Edelman Award
2006	Finalist Houska Prize
2005	Finalist Lilien ISMS-MSI Practice Prize
2000	2 nd WU-Best Paper Award of the City of Vienna

Teaching (selection from more than 100 courses)

Martin Natter has held a broad variety of marketing classes covering topics such as:

- Marketing
- Marketing Engineering
- Retailing
- Pricing
- Brand Equity Management
- Advanced Research Methods

Reviewing Activities

Review board	International Journal of Research in Marketing
Editorial board	zfbf, sbr, jfb
Ad hoc reviewer	Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Marketing Letters, European Journal of Marketing, European Journal of Operational Research, Journal of Business Research, Journal of Product Innovation Management, Production and Operations Management, Electronic Commerce Research and Applications
Reviewer (projects)	ONB, SNF, DFG
Editor	In 2015, he has served as a guest editor for the Special Issue on Free Market Payments in Journal of Socio-Economics / Journal of Behavioral

Refereed Journal Publications (bold: VHB-Journal Classification A and A+)

1. Drechsler, Salome / Leeflang, Peter S.H. / Bijmolt, Tammo H.A. / Natter, Martin (2017): "Multi-unit price promotions and their impact on purchase decisions and sales", *European Journal of Marketing*, Vol. 51 (5/6), 1049-1074.
2. Kostyra, Daniel S. / Reiner, Jochen / Natter, Martin / Klapper, Daniel (2016): „Decomposing the Effects of Online Customer Reviews on Brand, Price and Product Attributes”, ***International Journal of Research in Marketing***, Special Issue: Branding in a Digitally Empowering World, Vol. 33 (1), 11-26.
3. Natter, Martin / Ozimec, Ana-Marija / Kim, Ju-Young (2015): "ECO: Entega's Profitable New Customer Acquisition on Online Price Comparison Sites", ***Marketing Science***, Vol. 34 (6), 789-803.
4. Natter, Martin / Kaufmann, Katharina (2015): "Voluntary Market Payments: Underlying Motives, Success Drivers and Success Potentials", *Journal of Behavioral and Experimental Economics*, Vol. 57 (C), 149-157.

5. Kim, Ju-Young / Br nner, Tobias / Skiera, Bernd / Natter, Martin (2014): "A Comparison of Different Pay-per-Bid Auction Formats", *International Journal of Research in Marketing*, Vol. 31 (4), 368-379.
6. Kim, Ju-Young / Natter, Martin / Spann, Martin (2014): "Sampling, Discounts or Pay-What-You-Want: Two Field Experiments", *International Journal of Research in Marketing*, Vol. 31 (3), 327-334.
7. Reiner, Jochen / Natter, Martin / Skiera, Bernd (2014): "The Impact of Buy-Now Features in Pay-per-Bid Auctions", *Journal of Management Information Systems*, Vol. 31 (2), 77-104.
8. Drechsler, Wenzel / Natter, Martin / Leeflang, Peter S.H. (2013): "Improving Marketing's Contribution to New Product Development", *Journal of Product Innovation Management*, Vol. 30 (2), 298-315.
9. Nies, Salome / Natter, Martin (2012): "Does Private Label Quality Influence Consumers' Decision on Where to Shop?", *Psychology & Marketing*, Vol. 29 (4), 279-292.
10. Drechsler, Wenzel / Natter, Martin (2012): "Understanding a Firm's Openness Decisions in Innovation", *Journal of Business Research*, Vol. 65 (3), 438-445.
11. Verhoef, Peter C. / Leeflang, Peter S.H. / Reiner, Jochen / Natter, Martin / Baker, William / Grinstein, Amir / Gustafsson, Anders / Morrison, Pamela / Saunders, John (2011): "A Cross-National Investigation into the Marketing Department's Influence within the Firm: Towards Initial Empirical Generalizations", *Journal of International Marketing*, Vol. 19 (3), 59-86.
12. Drechsler, Wenzel / Natter, Martin (2011): "Do Price Charts Provided by Online Shopbots Influence Price Expectations and Purchase Timing Decisions?", *Journal of Interactive Marketing*, Vol. 25 (2), 95-109.
13. Cornelius, Britta / Wagner, Udo / Natter, Martin (2010): "Managerial Applicability of Graphical Formats to Support Positioning Decisions", *Journal f r Betriebswirtschaft*, Vol. 60 (3), 167-201.
14. Ozimec, Ana-Marija / Natter, Martin / Reutterer, Thomas (2010): "GIS-Based Marketing Decisions: Effects of Alternative Visualizations on Decision Quality", *Journal of Marketing*, Vol. 74 (6), 94-110.
15. Nies, Salome / Natter, Martin (2010): "Are Private Label Users Attractive Targets for Retailer Coupons?", *International Journal of Research in Marketing*, Vol. 27 (3), 281-291.
16. Faure, Corinne / Natter, Martin (2010): "New Metrics for Evaluating Preference Maps", *International Journal of Research in Marketing*, Vol. 27 (3), 261-270.
17. Kim, Ju-Young / Natter, Martin / Spann, Martin (2010): "Kish - Where Customers Pay as THEY Wish", *Review of Marketing Science*, Vol. 8 (2), Article 3.

18. Cornelius, Britta / Natter, Martin / Faure, Corinne (2010): "How Storefront Displays Influence Retail Store Image", *Journal of Retailing and Consumer Services*, Vol. 17 (2), 143-151.
19. Kim, Ju-Young / Natter, Martin / Spann, Martin (2009): "Pay-What-You-Want - A New Participative Pricing Mechanism", *Journal of Marketing*, Vol. 73 (1), 44-58.
20. Mild, Andreas / Natter, Martin / Reutterer, Thomas / Taudes, Alfred / Wöckl, Jürgen (2009): "Retail Revenue Management", *European Retail Research*, Vol. 23 (2), 89-106.
21. Natter, Martin / Reutterer, Thomas / Mild, Andreas (2014): "Dynamic Pricing Support Systems for DIY Retailers - A Case Study from Austria", *GfK Marketing Intelligence Review*, Vol. 1 (1), 46-53.
22. Reiner, Gerald / Natter, Martin / Drechsler, Wenzel (2009): "Life Cycle Profit - Reducing Supply Risks by Integrated Demand Management", *Technology Analysis and Strategic Management*, Vol. 21 (5), 653-664.
23. Natter, Martin / Mild, Andreas / Wagner, Udo / Taudes, Alfred (2008): "Planning New Tariffs at tele.ring - the Application and Impact of an Integrated Segmentation, Targeting and Positioning Tool", *Marketing Science*, Vol. 27 (4), 600-609.
24. Natter, Martin / Reutterer, Thomas / Mild, Andreas / Taudes, Alfred (2007): "An Assortment-Wide Decision-Support System for Dynamic Pricing and Promotion Planning in DIY Retailing", *Marketing Science*, Vol. 26 (4), 576-583.
25. Reiner, Gerald / Natter, Martin (2007): "An Encompassing View on Markdown Pricing Strategies: An Analysis of the Austrian Mobile Phone Market", *OR Spectrum*, Special Issue Revenue Management, Vol. 29 (1), 173-192.
26. Reutterer, Thomas / Mild, Andreas / Natter, Martin / Taudes, Alfred (2006): "A Dynamic Segmentation Approach for Targeting and Customizing Direct Marketing Campaigns", *Journal of Interactive Marketing*, Vol. 20 (3/4), 43-57.
27. Natter, Martin / Mild, Andreas / Taudes, Alfred / Geberth, Christian (2004): "Web-Based Knowledge Management in Product Concept Development - The DELI Approach", *International Journal of Electronic Business*, Vol. 2 (5), 471-479.
28. Bach, Heinz / Mild, Andreas / Natter, Martin / Weber, Andreas (2004): "Combining Socio-Demographic and Logistic Factors to Explain the Generation and Collection of Waste Paper", *Resources, Conservation & Recycling*, Vol. 41 (1), 65-73.
29. Natter, Martin / Mild, Andreas (2003): "DELI: An Interactive New Product Development Tool for the Analysis and Evaluation of Market Research Data", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 12 (1), 43-52.
30. Mild, Andreas / Natter, Martin (2002): "Collaborative Filtering or Regression Models for Internet Recommendation Systems?", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 10 (4), 304-313.

31. Natter, Martin / Weber, Andreas / Bach, Heinz / Mild, Andreas (2002): "A Multivariate Regression Model for Waste Glass Prediction", *Forum Ware International*, Vol. 30.
32. Natter, Martin / Feurstein, Markus (2002): "Real World Performance of Choice-Based Conjoint Models", *European Journal of Operational Research*, Vol. 137 (2), 448-458.
33. Natter, Martin / Mild, Andreas / Feurstein, Markus / Dorffner, Georg / Taudes, Alfred (2001): "The Effect of Incentive Schemes and Organizational Arrangements on the New Product Development Process", *Management Science*, Vol. 47 (8), 1029-1045.
34. Natter, Martin / Feurstein, Markus (2001): "Correcting for CBC Model Bias: A Hybrid Scanner Data - Conjoint Model", *The International Review of Retail, Distribution and Consumer Research*, Vol. 1 (3), 1-8.
35. Pennings, Enrico / Natter, Martin (2001): "Strategic Diversification and Capacity Utilization", *International Journal of Production Economics*, Vol. 72 (3), 261-272.
36. Reutterer, Thomas / Natter, Martin (2000): "Segmentation Based Competitive Analysis with MULTICLUS and Topology Representing Networks", *Computers and Operations Research*, Special Issue on Neural Networks for Business Applications, Vol. 27 (11), 1227-1247.
37. Feurstein, Markus / Natter, Martin (2000): "Fast High Precision Decision Rules for Valuing Manufacturing Flexibility", *European Journal of Operational Research*, Vol. 120 (1), 108-117.
38. Hruschka, Harald / Natter, Martin (1999): "Comparing Performance of Feed-Forward Neural Nets and K-Means for Cluster-Based Market Segmentation", *European Journal of Operational Research*, Vol. 114 (2), 346-353.
39. Natter, Martin (1999): "Conditional Market Segmentation by Neural Networks: A Monte Carlo Study", *Journal of Retailing and Consumer Services*, Vol. 6 (4), 237-248.
40. Taudes, Alfred / Natter, Martin / Trcka, Michael (1998): "Real Option Valuation with Neural Networks", *International Journal of Intelligent Systems in Accounting, Finance and Management*, 7 (1), 43-52.
41. Natter, Martin / Hruschka, Harald (1998): "Evaluation of Aggressive Competitive Pricing Strategies", *Marketing Letters*, Vol. 9 (4), 337-347.
42. Haefke, Christian / Natter, Martin / Soni, Tarun / Otruba, Heinrich (1997): "Adaptive Methods in Macroeconomic Forecasting", *International Journal of Intelligent Systems in Accounting, Finance and Management*, Vol. 6 (1), 1-10.

Invited Talks (selection)

2016	University of Regensburg, Germany
2015	Universidad Autónoma de Madrid, Spain University of Regensburg, Germany
2014	University of Zürich, Switzerland
2013	University of Wollongong, Australia Vienna University of Economics and Business Administration, Austria
2012	University of Vienna, Austria London School of Business, England Universidad Autónoma de Madrid, Spain
2011	University of Vienna, Austria Koc University, Istanbul, Turkey
2010	ESSEC, Paris, France University of Göttingen, Germany Vienna University of Economics and Business Administration, Austria
2009	University of Hamburg, Germany
2008	Tilburg University, The Netherlands Erasmus University, Rotterdam, The Netherlands University of Mannheim, Germany

Visiting / Guest Professor / Guest Lectures

2013	Visiting Prof., University of Wollongong, Australia
2009	Visiting Prof., Universidad Autónoma de Madrid, Spain
2004	Guest Lecture Goethe University Frankfurt, Germany
2002	Guest Lecture University of Vienna, Austria
2002	Visiting Prof., University of Essen, Germany

Transfer Activities

2016	The Piik . Bringing together Swiss industry and researchers to discuss and advance the digital transformation.
2006 – 2015	Director of Goethe-Unibator , the incubator of Goethe University, Frankfurt, Germany

Coverage by Mass Media: Radio & TV Stations, Newspapers (selection)

TV Reports	3SAT, PRO7, ZDF, SAT1, NTV, N24, RTL, RTL2, SWR, Hessenschau, MTV (Finland), 1&1 (Ukrainerin TV)
Press Reports	The New York Times, Die Presse, Computerwelt, Cash, Frankfurter Allgemeine Zeitung, Frankfurter Neue Presse, Neue Zürcher Zeitung, Berliner Morgenpost, Der Standard, CIO-Online, Online Spiegel, China Today
Radio Interviews	Radio Brandenburg, SWR1, deltaradio.de