

# Curriculum Vitae – Dr. Markus Meierer

## Contact Information

Chair for Marketing and Market Research

University of Zurich  
Department of Business Administration  
Andreasstrasse 15, 8050 Zurich, Switzerland  
Phone: +41 (0) 44 634 9202  
Email: [markus.meierer@business.uzh.ch](mailto:markus.meierer@business.uzh.ch)

Web1: <http://www.market-research.uzh.ch>  
Web2: <http://www.socialnetworks.uzh.ch/index.html>

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## Short Profile

Markus Meierer was born in 1981. He studied Business Administration with majors in Marketing, Psychology, and Business Law at the University of Trier and received his Diploma degree (Dipl.-Kfm.) in 2006. In 2007, Markus Meierer joined the Chair for Marketing and Retailing at the University of Trier, to enlarge his theoretical and analytical knowledge. In 2010 he finished his Ph.D. thesis "International Corporate Brand Management - Evaluating Standardized Corporate Branding Across Countries".

Currently, he is a senior research associate at the Chair for Marketing and Market Research at the University of Zurich. Besides international brand management, his research interests are centered around the use of latest econometric methods in marketing.

Markus likes number crunching and spending hours on statistical analyses as long as this leads to improving the generalizability of its results. While working on various research projects he seized the opportunity to visit many countries around the globe. Meeting people with various cultural backgrounds working in academia, he learnt to value teamwork within international research projects.

Markus likes travelling and is into the wine business (vintage, wine making and tasting).

## Education

present	UNIVERSITY OF ZURICH, SWITZERLAND Postdoctoral Studies, Department of Business Administration, Chair for Marketing and Market Research
11/2009 - 04/2010	UNIVERSITY OF TRIER, GERMANY Doctorate in Business Administration ("summa cum laude"), Department IV, Business Administration, Chair for Marketing and Retailing
10/2001 - 11/2006	UNIVERSITY OF TRIER, GERMANY Diploma in Business Administration (Grade 1.4) Main subjects: Marketing, psychology and business law Subject of diploma thesis: Market segmentation with unsupervised artificial neural networks - An analysis of German TV households (Grade 1.0)
08/1991 - 06/2000	NIKOLAUS-VON-KUES-GYMNASIUM, BERNKASTEL-KUES, GERMANY Degree: Abitur (Grade 1.6)

## Academic and Professional Experience

present	UNIVERSITY OF ZURICH, SWITZERLAND Senior Research Associate in Business Administration, Department of Business Administration, Chair for Marketing and Market Research
04/2007 - 02/2010	UNIVERSITY OF TRIER, GERMANY Managerial responsibility for the subject specific foreign language education for business students in English and French
01/2006 - 09/2006	SES ASTRA, CHATEAU DE BETZDORF, LUXEMBOURG

	Internship Sales and marketing department
04/2007 - 07/2004	BITBURGER BRAUEREI, BITBURG, GERMANY Internship Sales and marketing department
06/2003 - 11/2003	MUSS CORPORATE CLOTHING, COLOGNE AND TRIER, GERMANY Internship Sales and marketing department
09/2002 - 03/2007	UNIVERSITY OF TRIER, GERMANY Student Research Assistant, various chairs
07/2000 - 09/2001	EUROCORPS, STRASBOURG, FRANCE Military service in the linguistic services department

## Awards and Distinctions

08/2009	Track Best Paper Award for the paper "Endorsing Product Brands Through a Standardized Corporate Brand - Cross National Perceptions and Effects" at the Summer Marketing Educators' Conference 2009, Chicago, USA
12/2006	Award for outstanding engagement at the University of Trier
10/2005	Winner "Tchibo ThinkTank 2005"
06/2004 - 11/2006	Scholarship holder in the „Haniel Student Development Program“
02/2004 - 02/2011	Scholarship from „e-fellows.net“
08/1998 - 06/2000	Scholarship from the state government of Rhineland-Palatinate
06/1997	Winner "Economic Knowledge in Competition" (Young Entrepreneurs Germany)

## Research Grants

2010-2011	Research grant of the „Fonds zur Förderung des Akademischen Nachwuchses“ of the University of Zurich
2008-2009	7 travel grants from the University of Trier to attend international conferences
2007 & 2009	2 travel grants from the German Academic Exchange Service to attend international conferences

## Publications

### Peer-reviewed articles

- (2) Zhang, Zan; Liu, Lin; Wang, Hao; Li, Jiuyong; Hu, Daning; Yan, Jiaqi; Algesheimer, René; Meierer, Markus (2018): Collective behavior learning by differentiating personal preference from peer influence, in: Knowledge-Based Systems, 159, pp. 233-243.

- (1) Swoboda, Bernhard; Meierer, Markus; Foscht, Thomas; Morschett, Dirk (2011): International SME alliances: the impact of alliance building and configurational fit on success, in: *Long Range Planning*, 44(4), pp- 271-288.

## Books

- (1) Meierer, Markus (2011): *International Corporate Brand Management*, Wiesbaden.

## Invited articles

- (1) Swoboda, Bernhard; Jäger, Martin; Meierer, Markus (2008): Dekonstruktion von Wertschöpfungsketten, in: *Wirtschaftswissenschaftliches Studium (WiSt)*, 37 (10), pp. 532-539.

## Invited book chapters

- (4) Swoboda, Bernhard; Meierer, Markus; Giersch, Judith (2008): Worauf müssen Unternehmen bei der länder- und kulturübergreifenden Steuerung einer Corporate Brand achten? - Eine empirische Studie auf Mitarbeiterebene, in: *Impulse für die Markenforschung und Markenführung*, Wiesbaden, pp.129-159.
- (3) Swoboda, Bernhard; Meierer, Markus; Frank, Hälsig (2008): Aufbau einer multinationalen Corporate Identity als Bestandteil der Unternehmenspersönlichkeit - Das Beispiel der Henkel-Gruppe, in: Zentes, Joachim; Swoboda, Bernhard; Morschett, Dirk (Eds.): *Fallstudien zum Internationalen Management*, Wiesbaden, pp. 723-740.
- (2) Swoboda, Bernhard; Hälsig, Frank; Meierer, Markus (2007): Kooperationsstrategien in veränderten Wettbewerbsarenen - Dynamik klassischer Formen und Optionen für mittelständische Fashion-Händler, in: Zentes, Joachim (Eds.): *50 Jahre Saarbrücker Handelsforschung*, Frankfurt am Main, pp. 189-210.
- (1) Swoboda, Bernhard; Meierer, Markus (2007): Internationalisierung des Schuheinzelhandels - Eine neue Entwicklung?, in Gries, Andreas; Hämmerling, Anette (Eds.): *Kompodium der Schuhwirtschaft 2008*, Frankfurt am Main, pp. 62-67.

## Refereed conference participations

- (34) Individual Customer Lifetime Values with R: The CLVTools Package, Swiss Statistics Seminar, Bern, Switzerland, 2018. (together with: Patrick Bachmann, Jeffrey Näf, and René Algesheimer)
- (33) The Impact of Private Information and Social Influence on Consumer Behavior, In: IC2S2, Evanston, USA, 2018. (together with: Jeroen Van den Ochtend, René Algesheimer)
- (32) Estimating individual Customer Lifetime Values with R: The CLVTools Package, useR!, Brisbane, Australia, 2018. (together with: Patrick Bachmann)
- (31) The role of time-varying contextual factors in latent customer attrition models, INFORMS Marketing Science Conference, Philadelphia, USA, 2018. (together with: Patrick Bachmann)
- (30) Instant Customer Base Analysis: Re-assessing the performance of managerial heuristics, INFORMS Marketing Science Conference, Los Angeles, USA 2017. (together with: Patrick Bachmann, René Algesheimer)
- (29) Social influence on cross-buy decisions: the importance of private and social information, *European Marketing Academy Annual Conference*, Groningen, Netherlands, May 2017 (together with: Markus Meierer, René Algesheimer).

- (28) Zooming in on the international takeoff of new products, *INFORMS Marketing Science Conference*, USC Los Angeles, USA, 2017 (together with: Markus Meierer, René Algesheimer).
- (27) Social influence on cross-selling: the importance of private and social signals *European Marketing Academy Annual Conference*, Oslo, Norway, May 2016 (together with: Jeroen van den Ochtend, René Algesheimer).
- (26) The dynamic influence of relational and transactional marketing efforts on salesperson performance, *INFORMS Marketing Science Conference*, Shanghai, China, 2016 (together with: Markus Meierer, René Algesheimer).
- (25) The dynamic effects of relational and transactional marketing efforts on salesperson performance. *European Marketing Academy (EMAC) Annual Conference*, Oslo, Norway, 2016 (together with: Markus Meierer, René Algesheimer).
- (24) Drivers of salespersons' performance development, *INFORMS Marketing Science Conference*, Atlanta, USA, 2014 (together with: Markus Meierer, René Algesheimer).
- (23) Does salesperson prioritization pay off?, *INFORMS Marketing Science Conference*, Istanbul, Turkey, 2013 (together with: Markus Meierer, René Algesheimer).
- (22) The International Takeoff of New Services, *INFORMS Marketing Science Conference*, Boston, USA, 2012 (together with: Markus Meierer, René Algesheimer).
- (21) The Influence of Competition on the International Takeoff of New Services, *European Marketing Academy (EMAC) Annual Conference*, Lisbon, Portugal, 2012 (together with: Markus Meierer, René Algesheimer).
- (20) Applying conditional three-level nonlinear growth curve modeling to innovation diffusion, *INFORMS Marketing Science Conference*, Houston, USA, 2011 (together with: René Algesheimer, Markus Meierer).
- (19) Do consumers perceive a standardized corporate brand consistently across countries?, *AMA Summer Conference*, Boston, USA, 2010 (together with: Loewenberg, Margot; Swoboda, Bernhard).
- (18) Does standardization of corporate branding across countries work?, *EMAC Annual Conference*, Copenhagen, Denmark, 2010 (together with: Loewenberg, Margot; Swoboda, Bernhard).
- (17) Does endorsing product brands by corporate branding pay off? A multi-country study, *EMAC Annual Conference*, Copenhagen, Denmark, 2010 (together with: Loewenberg, Margot; Swoboda, Bernhard).
- (16) Standardizing corporate brand management internationally - Consumers' brand perceptions and product response across five countries, *AIB Annual Conference*, Rio de Janeiro, Brazil, 2010 (together with: Loewenberg, Margot; Swoboda, Bernhard).
- (15) The relevance of specific corporate associations against overall corporate image for consumer behavior, *AMS Annual Conference*, Portland, USA, May (together with: Swoboda, Bernhard; Loewenberg, Margot).
- (14) How do Country Specific Implementation Decisions Influence Internal Corporate Brand Management?, *AMA Summer Conference*, Chicago, USA, 2009 (together with: Swoboda, Bernhard; Löwenberg, Margot).
- (13) Endorsing Product Brands Through a Standardized Corporate Brand - Cross National Perceptions and Effects, *AMA Summer Conference*, Chicago, USA, 2009 (together with: Meierer, Markus; Löwenberg, Margot; Morschett, Dirk). [Best Paper Track Award "Global & Cross Cultural Marketing"]
- (12) The Impact of Retailers' Corporate Social Responsibility on Consumer Behavior, *AMA Summer Conference*, Chicago, USA, 2009 (together with: Schramm-Klein, Hanna; Zentes, Joachim; Morschett, Dirk; Swoboda, Bernhard).
- (11) Cross Cultural Effects of International Corporate Brand Management on Employee Loyalty: The Moderating Role of Market Entry and Implementation Decisions, *AIB*

*Annual Conference*, San Diego, USA, 2009 (together with: Swoboda, Bernhard; Löwenberg, Margot; Jager, Martin).

- (10) Does endorsing product brands through a standardized corporate brand pay off? A cross national study, *Informs Marketing Science Conference*, Ann Arbor, USA, 2009 (together with: Swoboda, Bernhard; Löwenberg, Margot).
- (9) Internal corporate brand management - Analyzing moderating effects across 30 countries, *Informs Marketing Science Conference*, Ann Arbor, USA, 2009 (together with: Swoboda, Bernhard; Löwenberg, Margot).
- (8) Does Corporate Branding in the FMCG Sector Really Influence Consumers' Product Loyalty? A Cross National Study, *EMAC Annual Conference*, Nantes, France, 2009 (together with: Swoboda, Bernhard; Morschett, Dirk).
- (7) The Influence of International Corporate Brand Management on Employee Loyalty, *EMAC Annual Conference*, Nantes, France, 2009 (together with: Löwenberg, Margot; Swoboda, Bernhard).
- (6) Relevance of Corporate Branding to Employee Loyalty - A Cross Country Study, *AMS Annual Conference*, Baltimore, USA, 2009 (together with: Löwenberg, Margot; Swee-Lim, Chia; Foscht, Thomas).
- (5) Effects of Standardised Corporate Branding on Employees - A Multi-country Study, *EIBA Annual Conference*, Tallinn, Estonia, 2008 (together with: Swoboda, Bernhard; Berg, Bettina; Foscht, Thomas).
- (4) Relevance of Corporate Branding in the FMCG Sector, *ANZMAC Annual Conference*, Sydney, Australia, 2008 (together with: Swoboda, Bernhard; Berg, Bettina; Schramm-Klein, Hanna).
- (3) Are the Effects of a Standardised Corporate Brand on Employees also Standardised Internationally?, *AIB Annual Conference*, Milan, Italy, 2008 (together with: Swoboda, Bernhard; Schramm-Klein, Hanna; Morschett, Dirk).
- (2) Managing an Internationally Standardised Corporate Brand - Country-specific Differences in Perception, of Effects and Control Factors, *EMAC Doctoral Colloquium*, Brighton, United Kingdom, 2008.
- (1) Internationales Corporate Brand Management am Beispiel Henkel - Konzeptionalisierung einer empirischen Studie, *II. Markentag*, Istanbul, Turkey, 2007 (together with: Swoboda, Bernhard; Giersch, Judith; Hälsig, Frank; Primosch, Ernst).

## Software

- (2) CLVTools: Estimating individual customer lifetime values and customer equity in non-contractual business settings, <https://github.com/mmeierer/CLVTools>, 2019. (with Patrick Bachmann, Jeffrey Näff, Patrik Schilter, and René Algesheimer)
- (1) REndo: Fitting Linear Models with Endogenous Regressors using Latent Instrumental Variables, <https://cran.r-project.org/web/packages/REndo>, 2018. (with Raluca Gui and René Algesheimer)

## Advanced training

- Dynamic Linear Models, Harald van Heerde (Massy University), University of Zurich/ Switzerland, 06/2017.
- Applications of Behavioral Economics in Marketing, Yuxin Chen (Kellogg), Zurich/ Switzerland, 12/2010.

- Choice and Demand Modeling: Latest Approaches, Asim Ansari (Columbia), University of Zurich/Switzerland, 10/2010.
- Introduction to Analytical Modeling, Oded Koenigsberg (Columbia), Zurich, Switzerland, 10/2010.
- Introduction to Dynamic Choice Modeling, Oded Netzer (Columbia), Zurich, Switzerland, 10/2010.
- Research Methods in the Behavioral and Social Sciences, Richard Bagozzi (University of Michigan), Zurich, Switzerland, 12/2009.
- Mplus Short Courses, Bengt Muthèn (UCLA), Linda Muthèn (Muthèn & Muthèn), Berlin, Germany, 07/2009.
- EDEN Doctoral Seminar on Research Methods in Marketing, Hans Baumgartner (Penn State), Adamantios Diamantopoulos (Vienna University), Tammo Bijmolt (Groningen), Brussels, Belgium 06/2009.
- Essex Summer School in Social Science Data Analysis and Collection, Peter Schmidt (University of Giessen), Eldad Davidov (University of Cologne), Oliver Christ (University of Marburg), Elmar Schlüter (University of Mannheim), Colchester, United Kingdom, 07-08/2008
- EDEN Doctoral Seminar on managerial issues on marketing, Peter C. Verhoef (University of Groningen), Stijn van Osselaer (RSM Erasmus University), Ajay Kohli (Emroy University), Groningen, Netherlands, 11/2007
- Multilevel Analysis, Anne C. Frenzel (University of Munich), Trier, Germany, 10/2007