

# Curriculum Vitae - Martin Kindschi

## Contact Information

Research Associate  
University Research Priority Program  
(URPP) on Social Networks  
Chair for Marketing and Market  
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## Short Profile:

Martin is a Research Associate at the Chair for Marketing and Market Research and Operational Project Leader at the University Research Priority Program on Social Networks. He has a Business Administration background and received his Diploma from the University of Zurich. Martin joined the University Research Priority Program on Social Networks in 2012. In December 2018 he completed his Dissertation entitled „Basic Human Values, Social Support and Financial Decision-Making - Dynamics in Friendship and Advice Networks“.

His research interests lie in studying social network dynamics, the emergence and evolution of values from childhood to adulthood, the developmental perspective as well as the heterogeneity in the selection of friends and advisors across the stages in the evolution of these relationships, and the diffusion and adoption of financial decision-making in the context of value based segregation. As part of his PhD thesis, he was given the responsibility of operational leader for a joint research project with local- and regional education administrations and schools in Switzerland.

Martin enjoys teaching and passing on his knowledge and enthusiasm for scientific theories, research methods and software programming skills while working with students, especially by supervising student's bachelor- and master theses.

Research Focus: Dynamics in social networks, evolution of values, dynamics in financial decision-making

Methodological Focus: Multilevel Models, Spatio-Temporal Autoregressive Models, Exponential Random Graph Models and Stochastic Actor Oriented Network Models

### Programming skills:

R	Proficient level in R programming Proficient level in R Shiny applications programming
Python	Basic Level in Python programming
STATA	Proficient level
SPSS	Proficient level
Mplus	Proficient level

Teaching Focus: Marketing Analytics, Supervision of Bachelor- and Master theses

### Spoken Languages:

German	Native Language
English	Fluent
French	Basic level B1 (CEFR)
Swedish	Basic level B2 (CEFR)

Hobbies: Reading and Watching Science Fiction- and Fantasy, Sports (Skiing, Inline Skating, Cross Country Skiing, Hiking)

## Education:

- 10/2011 – 12/2018 UNIVERSITY OF ZURICH, SWITZERLAND  
PhD in Business Administration, Department of Business Administration, Chair for Marketing and Market Research  
PhD thesis: Basic Human Values, Social Support and Financial Decision-Making - Dynamics in Friendship and Advice Networks (Grade 5.5)
- 10/2005 – 10/2011 UNIVERSITY OF ZURICH, SWITZERLAND  
Diploma in Business Administration (Grade 5.5)  
Main subjects: Asset pricing, advanced econometrics, advanced corporate finance, personnel economics, advanced financial statement analysis, accounting and economics, linear- and parametric optimization  
Diploma thesis: Individual Performance in Groups - Evidence from the German „Bundesliga“ (Grade 5.5)
- 08/2010 – 02/2011 UMEA UNIVERSITY, UMEA, SWEDEN  
Erasmus exchange program as part of studies at the University of Zurich;  
Main subjects: Consumer behavior, marketing research, advanced market analysis and executive decision making
- 08/2000 – 06/2004 STIFTUNG SPORT GYMNASIUM DAVOS, SWITZERLAND  
Degree: Matura (Grade 5.0)

## Professional Career:

- 02/2015 – 03/2019 UNIVERSITY OF ZURICH, SWITZERLAND  
Research Associate and Operational Project Leader, Department of Business Administration, Chair for Marketing and Market Research and URPP Social Networks
- 10/2011 – 02/2015 UNIVERSITY OF ZURICH, SWITZERLAND  
Research Associate in Business Administration, Department of Business Administration, Chair for Marketing and Market Research
- 07/2008 – 07/2009 HELVETIA INSURANCE COMPANY, ST.GALLEN, SWITZERLAND  
Internship in Reinsurance Department

## Research Grants:

- 2013 SNF Grant for participation at the ICPSR Summer Program in Quantitative Methods in Social Science, University of Michigan, Ann Arbor, USA
- 2012 SNF Grant for participation at the Essex Summer School in Social Science Data Analysis and Collection, University of Essex, Essex, UK

### **Working papers**

Kindschi, M., Mariani, M.S., Tessone, C.T., Gurau, C., Algesheimer, R. To what extent are successful scientific articles ignoring relevant knowledge? (In preparation to be submitted to Science).

Kindschi, M., Ciecuch, J., Davidov, E., Ehlert, A., Rauhut, H., Tessone, C.T., Algesheimer, R., Values in Adolescent Friendship Networks. (In preparation to be resubmitted to Network Science).

Kindschi, M., Rauhut, H., Ehlert, A., Davidov, E., Ciecuch, J., Tessone, C.T., Algesheimer, R., Financial Decision-Making in Adolescent Friendship Networks. (In preparation to be submitted to Journal of Marketing Research).

Kindschi, M., Rauhut, H., Ehlert, A., Davidov, E., Ciecuch, J., Tessone, C.T., Algesheimer, R., Finding Social Support in Adolescent Friendship Networks. (In preparation to be submitted to Social Networks).

### **Refereed conference participations**

Kindschi, M., Meierer, M., Algesheimer, R. (2013, July). Successfully implementing change in market driven organizations. Paper at INFORMS, Marketing Science Conference, Istanbul, Turkey

Kindschi, M., Meierer, M., Algesheimer, R. (2012, July). Individual Performance in Groups. Paper at EMAC Conference, Lisbon, Portugal

### **Professional Affiliations:**

- EMAC                                      European Marketing Academy
- INFORMS                                 Institute for Operations Research and the Management Sciences

### Advanced Trainings:

11/2016	Advanced Social Network Analysis	Thomas Grund (University College Dublin).
05/2014	Introduction to Exponential Random Graph Models (ERGM)	Skyler Cranmer (Ohio State University).
11/2013	Network Dynamics	Santo Fortunato (Aalto University).
06-08/2013	ICPSR Summer Program in Quantitative Methods of Social Research	University of Michigan/Ann Arbor/USA.
10/2012	Statistical Analysis of Complete Social Networks	Christian Steglich (University of Groningen).
07-08/2012	Essex Summer School in Social Science Data Analysis and Collection	University of Essex/Great Britain.
05/2012	Modeling Marketing Dynamics - An Overview of State-of-the-Art Approaches	Gerard Tellis (USC Marshall School of Business).
12/2011	Quantitative Marketing Research	Raghuram Iyengar (The Wharton School, Philadelphia).
11/2011	Advanced Topics in Empirical Modeling	Yuxin Chen (Kellogg School of Management, Northwestern University).
09/2011	Modern Consumer Behavior	Robert Kozinets (Schulich School of Business, York University, Toronto).

### Teaching Experience:

Spring Semester 2015	Teaching Assistant for the course "Marketing Analytics I"	Bachelor-level, University of Zurich, Switzerland.
Spring Semester 2014	Teaching Assistant for the course "Introduction to Data-Driven Marketing"	Bachelor-level, University of Zurich, Switzerland.
Fall Semester 2012	Teaching Assistant for the seminar "Marketing Tools and Techniques"	Bachelor-level, University of Zurich, Switzerland.
Spring Semester 2012	Teaching Assistant for the course "Quantitative Market Research II"	Master-level, University of Zurich, Switzerland.
Fall Semester 2011	Teaching Assistant for the course "Quantitative Market Research I"	Bachelor-level, University of Zurich, Switzerland.