

Curriculum Vitae – Dr. Anne Scherer

Contact Information

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Short Profile

Anne Scherer is an Assistant Professor of Quantitative Marketing at the University Research Priority Program on Social Networks. Her primary research interests are the psychological, behavioral and societal consequences of an increasing digitization, automation and dehumanization of human interactions. To address her research questions, Anne mainly relies on large-scale secondary data from customer databases as well as laboratory and online experiments. Her research has been published in the *MIS Quarterly*, *the Journal of the Academy of Marketing Science* and the *Journal of Business Research*.

Prior to joining the University of Zurich, Anne has worked as a post-doctoral researcher at the Chair of Technology Marketing at the ETH Zürich and as a doctoral researcher at the Technische Universität München, where she received her PhD with distinction.

Research focus: marketing automation, human-machine interaction, machine influence, digital marketing, affective computing, consumer behavior

Methodological focus: laboratory and large-scale field experiments, quasi-experimental designs

Fun fact: Anne is an avid hiker and world explorer. After submitting her dissertation, she travelled around the world, spending half a year scuba diving in the Red Sea, climbing 5200 stairs to Adam's Peak in Sri Lanka, cooking with a local chef in Ho Chi Minh City, swimming with sharks and stingrays in French Polynesia, cycling around the Easter Island, and tubing down a river in the Amazon Basin in Bolivia.

Education

- 08/2008–10/2013 TECHNISCHE UNIVERSITÄT MÜNCHEN, GERMANY
Doctorate in Business Administration (Grade: „summa cum laude“); subject of dissertation: Self-Service Technology – Friend or Foe? The thesis has received an honorable mention in the EMAC McKinsey Marketing Dissertation Award 2014.
- 08/2010–12/2010 ARIZONA STATE UNIVERSITY, USA
Visiting PhD scholar at Marketing Department at the W.P. Carey School of Business.
- 10/2003–07/2008 TECHNISCHE UNIVERSITÄT MÜNCHEN, GERMANY
Master in Management and Technology (TUM-BWL) from the TUM School of Management (Grade: 1.3); Business major: marketing & management; Technical major: mechanical & human factors engineering.
- 08/2005–05/2006 OKLAHOMA STATE UNIVERSITY, USA
Visiting student at the Spears School of Business and the College of Engineering, Architecture and Technology. This stay has been founded through a scholarship by the German Academic Exchange Service (DAAD).
- 09/1993–06/2003 GYMNASIUM WALDKRAIBURG, GERMANY
Secondary School Examination. Degree: Abitur (Grade: 1.7).
- 08/2000–07/2001 BORGER HIGH SCHOOL, TEXAS, USA
Honorary high school diploma.

Academic and Professional Experience

- 11/2017–present UNIVERSITY OF ZURICH, SWITZERLAND
Assistant Professor of Quantitative Marketing, Department of Business Administration, URPP Social Networks.
- 09/2017–10/2017 UNIVERSITY OF ZURICH, SWITZERLAND
Senior Research Associate, Department of Business

Administration, Chair for Marketing and Market Research and URPP Social Networks.

- 08/2017 UNIVERSITY OF ZURICH, SWITZERLAND
Offer for a position as Assistant Professor in Quantitative Marketing, accepted.
- 10/2013–01/2017 ETH ZURICH, SWITZERLAND
Post-Doctoral Researcher and Lecturer at the Technology Marketing Group, Department of Management, Technology, and Economics.
- 04/2008–03/2013 TECHNISCHE UNIVERSITÄT MÜNCHEN, GERMANY
Research Assistant at the Chair for Service and Technology Marketing, TUM School of Management.
- 11/2006–03/2008 TECHNISCHE UNIVERSITÄT MÜNCHEN, GERMANY
Student Research Assistant at the Chair for Service and Technology Marketing, TUM School of Management.

Awards & Honors

- 2016 The article “The Value of Self-Service” (together with Nancy V. Wunderlich and Florian v. Wangenheim) has been awarded the runner-up for the European Research Paper of the Year 2016 by CIONET.
- 2016 The article “Branding Access Offers” (together with Christoph Baumeister and Florian v. Wangenheim) has been nominated for the Rigor & Relevance Award 2016 of the Swiss Academy of Marketing Science.
- 2016 Anne Scherer was listed as a runner-up for the position as an Assistant Professor for Technology Marketing at the Technische Universität München.
- 2014 Anne Scherer’s dissertation on “Self-Service Technology – Friend or Foe?” has received an honorable mention at the 2014 EMAC McKinsey Marketing Dissertation Award.
- 2014 Nominated for the Best Reviewer Award of the 12th international conference on Wirtschaftsinformatik (WI2015 conference).
- 2011 Anne Scherer was awarded to be a 2011 American Marketing Association (AMA) Sheth Doctoral Consortium Fellow.

2008 Anne Scherer's master's thesis on "customer integration" has received the Süd-Chemie Award for an outstanding Diploma Thesis at the TUM School of Management.

Research Grants, Scholarships and Third Party Funding

- 2018 Foundation for Technology Assessment (TA Swiss) funding for the interdisciplinary project on the effects of "AI - when algorithms decide". Principal investigator of subproject "consumption" (15'000CHF)
- 2018 Foundation for Research in Science and the Humanities at the University of Zurich. Funding for a laboratory experiment on consumers' differential evaluations of human vs. machine encounters (10'800CHF)
- 2012-2015 German Research Foundation (DFG) funding for the collaborative research center 768 (SFB 768) on managing cycles in innovation processes; Subproject C3: Principal Investigator; funding raised for Prof. Dr. Florian v. Wangenheim. (292'000 EUR)
- 2015 Travel grant by the Swiss Academy of Humanities and Social Sciences. (1'000 CHF)
- 2010, 2012 Travel grants by the "Frauenförderfonds der WI Fakultät". (1'000 EUR)
- 2011 Individual research funding by the "Leonard Lorenz Stiftung". (3'000 EUR)
- 2011 Individual research funding by the "Bund der Freunde der TUM e.V." (1'100 EUR)

Publications (IF=impact factor)

Peer-reviewed articles (3)

- (3) Rosenbaum, M., Friman, M., Kelleher, C., Kristensson, P. & Scherer, A. (2017): Re-Placing Place in Marketing: From Utilitarian Exchange to Enhanced Well-Being, in: *Journal of Business Research*, In Press, DOI: 10.1016/j.jbusres.2017.01.009 (IF: 3.354/ 2016).
- (2) Baumeister, C., Scherer, A., & v. Wangenheim, F. (2015): Branding Access Offers: The Importance of Product Brands, Ownership Status, and Spillover

Effects to Parent Brands, in: *Journal of the Academy of Marketing Science*, 43(5), 574–588. DOI: 10.1007/s11747-015-0440-y (IF= 5.888/ 2016).

- (1) Scherer, A., Wunderlich, N., & v. Wangenheim, F. (2015): The Value of Self-Service: Long-Term Effects of Technology-Based Self-Service Usage on Customer Retention. *MIS Quarterly*, 39(1), 177–200. (IF=7.268/ 2016).

Book & book chapters (4)

- (4) Scherer, A. (2013): *Self-Service Technology – Friend or Foe? The Impact of Technology-Based Self-Services on Customer Satisfaction and Retention*. Doctoral Dissertation, Technische Universität München.
- (3) Ingwald, J., Wiedemann, K., Holzmüller, H. H., Holtbrügge, D., Scherer, A., & v. Wangenheim, F. (2009): Das 3K Projekt – Empirische Analysen der Konfiguration, Koordination und Kundenintegration von internationalen Dienstleistungsunternehmen: Darstellung des Forschungsplans und erster Forschungsergebnisse, in: Moser, R. (Hrsg.): *Internationale Unternehmensführung – Entscheidungsfelder und politische Aspekte*, Wiesbaden.
- (2) Scherer, A., Zimmer, M., & v. Wangenheim, F. (2009). Kundenintegration bei internationalen Dienstleistungen. Theoretische Einordnung, Motive und Herausforderungen. In D. Holtbrügge, H. H. Holzmüller & F. v. Wangenheim (Eds.), *Management internationaler Dienstleistungen mit 3K* (pp. 57– 78), Wiesbaden: Gabler.
- (1) Zimmer, M., Scherer, A., & v. Wangenheim, F. (2009): Kundenintegration und Konfiguration in der Marktforschungsbranche. Data-Information-Knowledge. In D. Holtbrügge, H. H. Holzmüller & F. v. Wangenheim (Eds.): *Management internationaler Dienstleistungen mit 3K* (pp. 233– 253), Wiesbaden: Gabler.

Refereed Conference Presentations (17) (*denotes presenting author)

- (17) *Bublitz, A., Scherer, A., Algesheimer R. (2019, May). News Consumption on Social Media: When do we actually read the news that we like? To be presented at the 2019 EMAC Conference, Hamburg, Germany.
- (16) *Bublitz, A., Scherer, A., Algesheimer R. (2019, February). News Consumption on Social Media: When do we actually read the news that we like? Presented at the 2019 SPSP Convention, Portland, US.

- (15) *Rosenbaum, M., Kelleher, C., Friman, M., Kristensson, P. & Scherer, A. (2017, June): *Re-Placing Place in Marketing: A Formal Theory of Place*. Presented at the *QUIS15 conference*, Porto, Portugal.
- (14) Engström, J., Brannon, D. & *A. Scherer (2016, June). *Customer and non-customer involvement in service development: a mixed method investigation*. Presented at the *Frontiers in Service Conference*, Bergen, Norway.
- (13) *Scherer, A. & F. Wangenheim (2016, May). *High-tech vs. High-touch: How customers respond differently to man and machine encounters*. Presented at the *European Marketing Academy EMAC Conference*, Oslo, Norway.
- (12) *Arnold, A. & *A. Scherer (2016, May). *The effect of strong vs. weak ties in online word-of-mouth: How closeness to the service provider affects customers' online reviews*. Presented at the *European Marketing Academy EMAC Conference*, Oslo, Norway.
- (11) *Scherer, A. & F. Wangenheim (2016, February). *Man vs. Machine - How the Service Channel Affects Customers' Responses to Service Encounters*. Presented at the *American Marketing Association Marketing Educators' Conference*, Las Vegas, NV, USA.
- (10) *Scherer, A. & * N. Brüggemann (2015, July). *The impact of self-threat on customers' responses to technology-based self-service vs. personal-assisted service encounters*. Presented at the *Frontiers in Service Conference*, San Jose, USA.
- (9) *Scherer, A. & v. Wangenheim, F. (2014, October). *Service with a Smile or Screen? How Replacing Personnel with Machines Affects Customers' Satisfaction with a Service*. Presented at the *Association for Consumer Research Annual Conference*, Baltimore, USA.
- (8) *Scherer, A. & v. Wangenheim, F. (2014, June). *Who is to Blame? Customer Satisfaction with Technology-Based Self-Services*. Presented at the *Frontiers in Service Conference*, Miami, FL, USA.
- (7) *Scherer, A., Wunderlich, N., & v. Wangenheim, F. (2012, June). *Understanding the Impact of Technology-Based Self-Services on Customer Relationships*. Presented at the *Frontiers in Service Conference*, Maryland.
- (6) *Scherer, A., Wunderlich, N., & v. Wangenheim, F. (2011, February). *Keep it Personal! - New Service Developments and their Impact on Customer*

Relationships. Presented at the *American Marketing Association Educator's Conference*, Austin, USA.

- (5) *Wunderlich, N. & *Scherer, A. (2010, August). *Let the Right One In – Spill-Over Effects of New Members in Strategic Service Alliances*. Presented at the *ISBM Academic Conference*, Boston, USA.
- (4) v. Wangenheim, F., *Scherer, A., & Wunderlich, N. V. (2010, June). *Do Self-Services Really Pay Off? A Longitudinal Analysis of Consequences of Self-Service Usage on Customer Relationships*. Presented at the *Frontiers in Service Conference*, Karlstad, Sweden.
- (3) *Hepperle, C., Langer, S., Scherer, A., Schwetz, P., & Lindemann, U. (2010, May). *Consideration of factors influencing the time of launching new products*. Presented at the *11th International Design Conference*, Dubrovnik, Croatia.
- (2) *Scherer, A. (2010, May–June). *Do Self-Services really pay off? An Examination of Behavioral Consequences of Self-Service Usage Compared to Personal Service Usage*. Presented at the *European Marketing Association Doctoral Colloquium*, Copenhagen, Denmark.
- (1) *Scherer, A., *Wunderlich, N. V., Fähling, J., v. Wangenheim, F., Leimeister, M., & Krcmar H. (2010, June). *Listening to Customers for Solution Innovations: The Case of the Printing Industry*. Presented at the *Frontiers in Service Pre-Conference on Solution Innovations*, Karlstad, Sweden.

Invited Talks and Participations

28/03/2019

28/02/2019 Wie verändern Technologien das Kundenverhalten – Keynote presentation, Shift2019.

26/09/2018 Man vs. Machine – Keynote presentation, REATCH – AI connecting the dots, 100 Ways of Thinking, Kunsthalle Zürich.

16/11/2017 Kundennähe durch Technologie? – Keynote presentation, Swiss IT Intelligence Communities (SITIC).

26/09/2017 Digitalisierung, Automatisierung und Dehumanisierung von Kundenkontaktpunkten – Keynote presentation, Swiss IT Intelligence Communities (SITIC).

2016,17,18	Psychology of Technology – Invitation-only Conference, USC & UC Berkeley.
03/10/2016	Wie verändert die Digitalisierung die (Beziehung zum) Kunden? – Keynote presentation, Marketing Natives.
06/27/2016	The Value of Self-Service – Award presentation, CIO City 2016 Amsterdam, CIONET.
04/06/2016	Digitalisierung im Kundenzeitalter – Keynote presentation, AVAYA Engages Tour, Gottlieb Duttweiler Institute.
3-5/12/2015	beyond 2015: Customer Proximity Enabled by Technology – Event invitation, CIO Magazine.
11/20/2015	Moral licensing – Project presentation, University of Paderborn, Conference on Service & Technology Marketing.
11/09/2015	The Value of Self-Service – Paper presentation, University of Passau, Research Meeting.
10/28/2015	Digitalisierung im Kundenzeitalter – Keynote presentation, Swiss IT Intelligence Communities (SITIC), Roundtable.
08/27/2015	Social influences in online reviews – Project presentation, University of St. Gallen, Rorschach.
09/30/2014	Man vs. Machine – Project presentation, University of Zurich, Cross-Chair Seminar Series.
08/20/2014	Man vs. Machine – Project presentation, University of St. Gallen, Rorschach.

Academic Service

Member of Doctoral Committee:

- Radu Tanase (University of Zurich, 2018)

Reviewer for:

- *Journal of Interactive Marketing*
- *Journal of Business Research*
- *Schmalenbachs Zeitschrift für Betriebswirtschaftslehre*
- *Marketing Review St. Gallen*
- *American Marketing Association's Winter Educators Conference*

- *American Psychological Association's Technology, Mind, and Society Conference*
- *EMAC - European Marketing Academy Annual Conference*

Scientific Council for:

- BDO's digitization initiative "Hello Nina".
- Symsala.ch

Frequently served as session chairs at:

- The *Frontiers in Service conferences*.

Advanced Trainings

- 2011 Econometrics, Prof. Dr. Henkel, Technische Universität München, Germany.
- 2010 Marketing Research Methods, Prof. Dr. Mandel, Arizona State University, USA.
- 2009 Quantitative Research Methods, Prof. Dr. Herrmann, University St. Gallen, Switzerland.
- 2009 Structural Equation Modeling, Dr. Lentz, Technische Universität München, Germany.

Teaching

- Spring 2018-19 **Marketing Experiments** (Graduate level, N=20-25), Instructor, University of Zurich, Switzerland. Course rated with a 5.4 (scale from 1 - *fully dissatisfied* to 6 - *fully satisfied*, n=14), Instructor with a 5.3 (scale from 1 - *fully dissatisfied* to 6 - *fully satisfied*, n=13)
- Fall 2018 **Consumer Behavior in the Digital Age** (Undergraduate level, N=132) Instructor, University of Zurich, Switzerland. Course rated with a 4.4 (scale from 1 - *fully dissatisfied* to 6 - *fully satisfied*, n=21), Instructor with a 5.1 (scale from 1 - *fully dissatisfied* to 6 - *fully satisfied*, n=22)

- Fall 2015–16 **Empirical Methods in Management** (Graduate level, $N=84-136$), Instructor, ETH Zürich, Switzerland. Course rated with a 4.43 (scale from 1–*fully dissatisfied* to 5–*fully satisfied*, $n=33$), Instructor with a 4.72 (scale from 1–*fully dissatisfied* to 5–*fully satisfied*, $n=39$)
- Fall 2014 **Empirical Methods in Management** (Graduate level), Teaching Assistant, ETH Zürich, Switzerland.
- Spring 2014 **Survival Analysis Using Stata** (PhD Course, $N=7$), Instructor, ETH Zürich, Switzerland. Course & instructor rated with a 5.0 (scale from 1–*dissatisfied* to 5–*satisfied*, $n=4$)
- Fall 2008–12 **Services & Technology Marketing** ($N=10-60$), Instructor, Technische Universität München, Germany.
- Spring 2011 **Consumer Behavior in Services** ($N=10$), Instructor, Technische Universität München, Germany.
- Spring 2008–09 **Strategic Marketing** ($N=20$), Instructor, Technische Universität München, Germany.

Mentoring and Supervision

- **University of Zurich:** Mentoring of 3 PhDs (Andrea Bublitz, Cindy Candrian, UZH; Sandro Arnet, ETHZ); Supervision of 8 Master's Theses (D. Candreia, C. Candrian, P. Sutter, A. Hofer, F. Rexha, N. Lang, N. Spörri, M. Timm), 2 Bachelor's Theses (T. Fischer, M. Weber)
- **ETH Zürich:** Supervision of 7 Master's Theses (Sandro Arnet, Michael Stieger, Semi Curcio, Adrian Mettler, Dingding Wang, Tulika Agrawal, John Vuong)
- **Technische Universität München:** Supervision of 2 Bachelor's, 1 Master's and 10 Diploma Theses.