

## ***Reto Hofstetter - Curriculum Vitae***

Faculty of Economics and Management, University of Lucerne  
Frohburgstrasse 3, P.O. Box 4466, 6002 Lucerne, Switzerland  
Phone: +41 (0)41 229 58 80

Email: reto.hofstetter -AT- unilu.ch

<https://www.unilu.ch/fakultaeten/wf/professuren/prof-dr-reto-hofstetter>

### **Academic Employment**

9.17 – today Full Professor of Marketing, Faculty of Economics and Management, University of Lucerne  
01.13 – 08.17 Associate Professor of Marketing (with tenure) and Co-Head of Consumer Behavior Lab, Institute of Marketing and Communication Management, Università della Svizzera italiana  
01.10 – 12.12 Assistant Professor of Marketing, Center for Customer Insight and Institute of Information Management, University of St. Gallen  
11.08 – 12.09 Senior Research Assistant, IMU-Marketing, University of Bern  
07.06 – 11.08 Research Assistant and PhD Student, IMU-Marketing, University of Bern

Non-academic employments as business consultant, entrepreneur, software engineer, and software architect excluded from academic CV but available upon request.

### **Visits**

08.14 – 09.14 Visiting Scholar (SNF funded international Short Visit), Stanford University (GSB)  
08.09 – 09.09 Visiting Scholar (SNF funded international Short Visit), Stanford University (GSB)  
08.08 – 09.08 Visiting Scholar, Wharton School, University of Pennsylvania

### **Education & Continued Education**

2010 & 2012 ICPSR Summer Program in Quantitative Methods (GPA: A/A), University of Michigan  
07.06 – 10.08 Research Assistance and PhD in Marketing, (Summa cum laude), University of Bern  
10.06 – 02.08 Master of Science in Business Administration (Summa cum laude), University of Bern  
10.03 – 03.06 Bachelor of Science in Business Administration (Magna cum laude), University of Bern  
09.98 – 02.03 Bachelor of Science in Computer Science (Awarded for highest GPA and best thesis), FH Bern  
08.94 – 07.98 Apprenticeship in Computer Science (Awarded for 3<sup>rd</sup> rank GPA), Swisscom AG

### **Journal Articles**

Hofstetter, R., Aryobsei, S., Herrmann, A. (2018), Should You Really Produce What Consumers Like Online? Empirical Evidence from an Online Innovation Community, *Journal of Product Innovation Management*, 35(2), 209-229.

- Featured in: Rethinking Crowdsourcing: Social ties can skew results, *Harvard Business Review (Magazine Article)*, November-December Issue, 2017.

Hofstetter, R., Rueppell, R., John, L. K. (2017), Temporary sharing prompts unrestrained disclosures that leave lasting negative impressions, *Proceedings of the National Academy of Sciences (PNAS)*, 114(45), 11902-11907. (2016 Impact factor: 9.7)

- Featured in: *Forbes, Harvard Gazette*

Hofstetter, R., Zhang, J. Z., Herrmann, A. (2017), Successive Open Innovation Contests and Incentives: Winner-Take-All or Multiple Prizes? *Journal of Product Innovation Management*, doi:10.1111/jpim.12424.

Hofstetter, R., Zhang, J. Z., Herrmann, A. (2017), The Hidden Pitfall of Innovation Prizes—Why winner-take-all prize structures increase churn among crowdsourcers. *Harvard Business Review (Digital)*, November 27, 2017. Available at: <https://hbr.org/2017/11/the-hidden-pitfall-of-innovation-prizes>

Ott, T., Christen, M., Niederberger, T., Aebersold, R., Aryobsei, S., Hofstetter, R. (2015), A Semi-Supervised Learning System for Micro-Text Classification, *Non-Linear Theory and its Applications (NOLTA)*, 6(4), 556-569.

Shriver, S. K., Nair, H. S. Hofstetter, R. (2013), Social ties and user-generated content: Evidence from an online social network. *Management Science*, 59 (6), 1425-1443. (Reverse alphabetical order of authors)

- Featured in: *Forbes India, Science Daily, Stanford News, Columbia News*
- Winner: Swiss Academy of Marketing Science Rigour & Relevance Research Award

Hofstetter, R. +, Miller, K. +, Krohmer, H., Zhang, J. Z. (2013), How Do Consumer Characteristics Affect the Bias in Measuring Willingness to Pay for Innovative Products?, *Journal of Product Innovation Management*, 30 (5), 1042-53. (+ Equal contribution)

Stadler, R., Kopitzki, D., Herrmann, A., Beck, L., Hofstetter, R. (2012), Defaults als Navigationshilfen in Produktkonfiguratoren – ein Beispiel aus der Automobilindustrie, *Marketing Review St. Gallen*, 2/12.

Herrmann, A., Goldstein, D., Stadler, R., Landwehr, J.R., Heitmann, M., Hofstetter, R. (2011), The Effect of Default Options on Choice - Evidence from Online Product Configurators, *Journal of Retailing and Consumer Services*.

Miller, K. +, Hofstetter, R. +, Krohmer, H., Zhang, J. Z. (2011), How Should We Measure Consumers' Willingness to Pay? An Empirical Comparison of State-of-the-Art Approaches, *Journal of Marketing Research*, 48(1), 172-184. (+ Equal contribution)

- Write up: Miller, K., Hofstetter, R., Krohmer, H., Zhang, J. (2012), Measuring Consumers' Willingness to Pay: Which Method Fits Best?, *GfK Marketing Intelligence Review*, 4, 42-49.

Hofstetter, R., Miller, K. (2009), Bessere Preisentscheidungen durch valide Messung der Zahlungsbereitschaft von Konsumenten, *Marketing Review St. Gallen*, 5, 32-37.

### **Public Working Papers**

Hofstetter, R., Nair, H. S., Misra, S. (2018), A Copycat Penalty: Micro Evidence From an Online Crowdsourcing Platform, Available on SSRN, [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3133158](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3133158).

Hofstetter, R., Shriver, S., Nair, H., Miller, K. (2009), Network Effects, User-Generated Content, and Social Ties: Evidence from an Online Social Network, *NET Institute Working Paper*, 09-28.

### **Books and Book Chapters / Articles in Books**

Herrmann, A., Hofstetter, R., Beck, L. (2014), Big Data aus dem Produktkonfigurator: Entscheidungsunterstützung für Kunden und Basis für Customer Insights. In: Brenner, W., und Hess, T. (Eds.). (2014). *Wirtschaftsinformatik in Wissenschaft und Praxis: Festschrift für Hubert Österle*. Springer-Verlag.

Krohmer, H., Hofstetter, R., Miller, K. (2013), Exakte Messung der Zahlungsbereitschaft von Kunden als Erfolgsfaktor des Preismanagements. In: Kisgen, S., Dresen, A., Faix, W., International Management, *Steinbeis-Edition*, Stuttgart.

Hofstetter, R., Miller, K. (2009), Precision Pricing: Measuring Consumers' Willingness to Pay Accurately, *Books on Demand*, Norderstedt.

Klarmann, M., Miller, K., Hofstetter, R. (2011), Methoden zur Preisfindung auf B2B Märkten. In: Homburg, C., Totzek, D., *Preismanagement auf Business-to-Business Märkten*, Gabler.

### **Articles in Peer-Reviewed Conference Proceedings**

Schiestel, L. M., Hofstetter, R., and Vogt, D. (2017), Setting the stage for the product: How visually embedding products into context can make you spend more, *EMAC*, Groningen.

Rueppell, R., Hofstetter, R., John, L. K. (2017), Temporary Sharing, Enduring Impressions. *Advances in Consumer Research*, San Diego, USA.

Hofstetter, R., Dahl, D., Aryobsei, S., Herrmann, A. (2016), Creativity in Open Innovation Contests: How Seeing Others' Ideas Can Harm or Help Your Creative Performance. *Advances in Consumer Research*, Berlin, Germany.

Morhart, F., Hofstetter, R., Ramanathan, S. (2016), Sinful Consumers, Sainly Brands: Why Decadently Wasteful Consumption Makes Luxury Brands Seem More Precious, *2016 Monaco Symposium on Luxury*, Monaco.

Morhart, F., Hofstetter, R., Ramanathan, S. (2016), Sinful Consumers, Sainly Brands: Why Decadently Wasteful Consumption Makes Luxury Brands Seem More Precious, *EMAC*, Oslo.

Schiestel, L. M., Hofstetter, R., and Vogt, D., (2016), Designed to exceed: How attribute presentation influences mental accounting in online product configurators, *EMAC*, Oslo.

- Nominated for overall best paper based on a doctoral thesis (Top 20 articles)

Hofstetter, R., Aryobsei, S., Herrmann, A. (2016), Should You Really Produce What Consumers Like Online? Empirical Evidence from an Online Innovation Community. *EMAC*, Oslo.

- Rüppell, R., Hofstetter, R. and Häubl, G. (2015), Intuition and Deliberation in Consumer Preference Measurement. *EMAC*, KU Leuven.
- Aryobsei, S., Hofstetter, R., Dahl, D., Herrmann, A. (2014), The Dual Role of Prior Ideas in Driving Creative Performance in Open Ideation Contests, *EMAC*, Valencia.
- Nominated for overall best paper based on a doctoral thesis (Top 20 articles)
- De Bellis, E., Griffin, J., Hildebrand, C., Hofstetter, R., Herrmann, A. (2013): Can't See the Forest For the Trees: Increased Local Processing in Mass Customization Systems, *Advances in Consumer Research*, Chicago (IL), USA.
- De Bellis, E., Griffin, J., Hildebrand, C., Herrmann, A., Hofstetter, R. (2013), Accentuating the Forest Instead of the Trees: Induced Global Processing in Mass Customization Systems, *EMAC*, Istanbul.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): Revealing Painful Truths: The impact of Friends on Self-Reports of Health-Related Behavior, *Advances in Consumer Research*, Chicago (IL), USA.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J., (2013), Revealing Painful Truths: The Impact of Friends on Self-Reported Health Behavior, *EMAC*, Istanbul.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J., (2013), Revealing Painful Truths: The Impact of Friends on Self-Reported Health Behavior, *ACP*, San Diego.
- Aryobsei, S., Hofstetter, R., Herrmann, A. (2012), On the Impact of Prior Ideas on Ideation Performance in Ideation Contests, *Advances in Consumer Research*, 2012(40), p1031.
- Aryobsei, S., Hofstetter, R., Herrman, A. (2012), No Man Was Ever Wise by Chance/ Innovation by Example – Design-Related Levers of Ideas' Quality and Diversity in Ideation Contests, *EMAC Conference*, Lisbon.
- Hofstetter, R., Blatter, D., Miller, K. M. (2012), You Might Not Get What You Ask For: Evidence For and Impact of Non-Wtp Reporting in Willingness-To-Pay Surveys", *Advances in Consumer Research*, 2012(40), 887-888.
- Hildebrand, C., Hofstetter, R., Herrmann, A. (2012), Modeling Viral Marketing Dynamics in Social Networks – Findings From Computational Experiments with Agent-Based Simulation Models, *ICIS*, Conference.
- Hofstetter, R., Herrman, A., Zhang, J. (2012), Consecutive Open Innovation Contests, *EMAC Conference*, Lisbon.
- Blatter, D., Hofstetter, R., Krohmer, H., Miller, K., Zhang, J. (2011), Price Raise or Quantity Decrease: Choosing the Optimal Price Increase Strategy for Consumer Goods, *AMA Winter Conference*.
- Malär, L., Hofstetter, R., Brenner, W. (2011), Effectiveness and ROI of In-Game Brand Placements, *EMAC Conference*.
- Blatter, D., Hofstetter, R., Krohmer, H., Miller, K., Zhang, J. (2011), Downsizing the Product versus Increasing the Price: Consumers' Reactions to Price Increase Strategies, *EMAC Conference*.
- Hofstetter, R., Shriver, Scott K., Nair, Harikesh S. (2011), Inducing User-Generated Content: Empirical Evidence on the Effect of Social Ties on Content Generation, *EMAC Conference*.
- Blatter, D., Hofstetter, R., Miller, K. (2010), Improving the Direct Estimation of Demand by Adjusting for Incorrect Price-Statements, *Proceedings of the AMA Winter Educators' Conference 2010*, 19. – 22. February 2010, New Orleans, Louisiana, USA.
- Miller, K., Hofstetter, R., Krohmer, H., Zhang, J. (2009), How Should We Measure Consumers' Willingness to Pay? An Empirical Comparison of State-of-the-Art Approaches, *Proceedings of the AMA 2009 Summer Educators' Conference*, 7. - 10. August 2009, Chicago, USA.
- Miller, K., Hofstetter, R., Krohmer, H., Zhang, J. (2009), How Should We Measure Consumers' Willingness to Pay? An Empirical Comparison of State-of-the-Art Approaches, *Proceedings of the 38th EMAC Conference*, 26. - 29. Mai 2009, Nantes, France.
- Hofstetter, R., Miller, K., Krohmer, H., Zhang, J. (2009), Who Should We Ask When Measuring Consumers' Willingness to Pay for Product Innovations?, *Proceedings of the AMA 2009 Summer Educators' Conference*, 7. - 10. August 2009, Chicago, USA.

Hofstetter, R., Miller, K., Krohmer, H., Zhang, J. (2009), Who Should We Ask When Measuring Consumers' Willingness to Pay for Product Innovations?, Proceedings of the 38th EMAC Conference, 26. - 29. Mai 2009, Nantes, France.

Blatter, D., Hofstetter, R., Miller, K., Krohmer, H. (2009), Improving the Direct Estimation of Demand by Adjusting for Incorrect Price-Statements, Proceedings of the 38th EMAC Conference, 26. - 29. Mai 2009, Nantes, France.

Miller, K., Krohmer, H., Hofstetter, R. (2008), When Can We Measure Willingness to Pay Directly? An Empirical Study on the Role of Consumers' Involvement in the Direct Elicitation of Reservation Prices, Proceedings of the AMA 2008 Winter Educators' Conference, 15. - 18. February, Austin, USA.

Krohmer, H., Leschnikowski, K., Hofstetter, R. (2007), The Importance of Consumer Ethnocentrism for International Marketing: Conceptual Discussion and Results of a Cross-Cultural Study, Proceedings of the 36th EMAC Conference, 22. - 25. May 2007, Reykjavik, Iceland.

Krohmer, H., Miller, K., Hofstetter, R. (2006), Measuring Consumers' Willingness to Pay with the Contingent Valuation Approach, Proceedings of the AMA 2006 Summer Marketing Educators' Conference, 4. - 7. August 2006, Chicago, USA.

Miller, K., Krohmer, H., Hofstetter, R. (2006), Eliciting Consumers' Willingness to Pay with Self-Explicated Approaches: Conceptual Discussion and Empirical Study, Proceedings of the 35th EMAC Conference, 23. - 26. May 2006, Athens, Greece.

#### **Articles or Abstracts at Conferences without Proceedings**

Morhart, F., Hofstetter, R., Ramanathan, S. (2017), The Janus Face of Decadence: How Transgressive Luxury Consumption Triggers Contradictory Impulses in Observers, SCP Boutique Conference on Motivation, Emotion, and How They Interact, New York, NY.

Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013), Revealing Painful Truths: The Impact of Friends on Self-Reported Health Behavior, *Theory and Practice in Marketing (TPM)*, London Business School.

Hofstetter, R., Shriver, S., Nair, H. (2011), Social Ties and User-Generated Content: Evidence from an Online Social Network, 9th Annual *Quantitative Marketing and Economics (QME)* Conference.

Shriver, S., Hofstetter, R., Nair, H. (2010), Social Ties and User Generated Content: Evidence from an Online Social Network, *INFORMS Marketing Science*, Cologne, Germany.

#### **Presentations at Conferences**

*Should You Really Produce What Consumers Like Online? Empirical Evidence from an Online Innovation Community:* EMAC 2016

*Creativity in Open Innovation Contests: How Seeing Others' Ideas Can Harm or Help Your Creative Performance:* ACR 2016

*Revealing Painful Truths: The Impact of Friends on Self-Reported Health Behavior:* TPM Conference, London Business School, 2013; EMAC 2013; ACR 2013

*Measuring Consumers' Willingness to Pay: Do Direct Approaches Really Work?* 8<sup>th</sup> Product and Service Innovation (PSI) Conference 2011, Park City, Utah

*Inducing User-Generated Content: Empirical Evidence on the Effect of Social Ties on Content Generation:* EMAC 2011

*Who Should We Ask When Measuring Consumers' Willingness to Pay for Product Innovations?* AMA 2009; EMAC 2009

*When Can We Measure Willingness to Pay Directly? An Empirical Study on the Role of Consumers' Involvement in the Direct Elicitation of Reservation Prices:* AMA 2008

*Measuring Consumers' Willingness to Pay with the Contingent Valuation Approach:* AMA 2006

*Consumers' Willingness to Pay with Self-Explicated Approaches: Conceptual Discussion and Empirical Study:* EMAC 2006

#### **Invited Presentations**

*On the Returns to Originality: Micro Evidence From an Online Crowdsourcing Platform*

University of Geneva, 2017  
University of Lucerne, 2017  
University of Zurich/ETH (joint seminar), 2017

*Creativity in Open Innovation Contests: How Seeing Others' Ideas Can Harm or Help Your Creative Performance*

University of St. Gallen, 2018  
University of Lucerne, 2016

*Revealing Painful Truths: The Impact of Friends on Self-Reported Health Behavior*

INSEAD, 2014  
Goethe-University Frankfurt, 2013

*Inducing User-Generated Content: Empirical Evidence on the Effect of Social Ties on Content Generation.*

Mannheim University, 2012  
University of Lausanne (HEC), 2012

*How Should We Measure Consumers' Willingness to Pay? An Empirical Comparison of State-of-the-Art Approaches*

Institute for Economy and the Environment, University of St. Gallen, 2010

*Repeated Crowdsourcing Contests*

University of Lugano, 2011

### **Significant Honors and Awards**

Nominations for overall best paper award based on a doctoral thesis (Top 20 articles), EMAC 2016  
Rigor & Relevance Award or Swiss Academy of Marketing Science, 2014  
Two nominations for overall best paper award based on a doctoral thesis (Top 20 articles), EMAC 2014  
Awarded a Post-Doc Scholarship of the University of St. Gallen (GFF), 2010  
Sponsorship Award of the Confederation of Swiss Market Researchers (VSMS), 1<sup>st</sup> Rank, 2010  
Summa Cum Laude for both PhD and MSc, 2008, University of Bern  
Sponsorship Award of the Confederation of Swiss Market Researchers (VSMS), 2<sup>nd</sup> Rank, 2006  
Best Theoretical Diploma Thesis (prize sponsored by APP Unternehmensberatung AG), 2003  
Swiss Engineering Award (sponsored by „Schweizerischer Technischer Verband, STV“), 2001  
Awarded apprenticeship graduation, 3<sup>rd</sup> Rank, GIB Bern, 1998

### **Funding and Grants**

SNSF Research Fund Project “Digital Lives” funding (Project Lead), 2018  
SNSF Research Fund Project (Postdoc) funding (Project Lead), 2016  
SNSF Research Fund Project (PhD student) funding (Project Lead), 2015  
SBB/FFS Research Fund Project funding (Project Lead), 2014  
BMW Research Fund Project funding (Project Lead), 2013  
Mack Center for Technological Innovation, The Wharton School, 2013  
KTI/CTI Research Project funding (Project Lead), 2011  
GFF Post-Doc Scholarship of the University of St. Gallen, 2010  
NET Institute (NY, USA), 2009  
SNF International Short Visit, 2009, 2014  
Sawtooth Software Grant for PhD Thesis, 2007

### **Academic Service - Reviewing**

Journal of Consumer Research, Journal of Marketing Research, Journal of Retailing, Journal of Applied Social Psychology, SCP, European Journal of Marketing, Schmalenbach Business Review (SBR), Zeitschrift für betriebswirtschaftliche Forschung (ZFBF), Electronic Markets, Studies in Communication Sciences (SCOMS), British Food Journal, SAGE Open; EMAC, AMA, ICIS, HICSS; Marketing Review St. Gallen; Swiss National Science Foundation (SNF); Deutsche Forschungsgemeinschaft (DFG)

### **Academic Service - Boards and Committees**

Member of Scientific Committee / Review Board, AMA Consumer Behavior SIG 2019 Conference (2019)  
External member of hiring commissions at the Universities of Lausanne (2017) and Zürich (2016)  
Member of the jury of the Swiss Effie Award (2018)  
Member of the academic committee of UFSP “Social Networks”, University of Zurich  
Member of the board, Swiss Academy of Marketing Science

Member of the advisory board, Global School in Empirical Research Methods (GSERM)  
Attendance of SBB/FFS Research Committee, 2014 - 2017  
Member of Sounding Board SBB/FFS Project “Auslastung ÖV” in 2015

**Professional Memberships**

Association for Consumer Research (ACR), European Marketing Academy (EMAC), INFORMS Marketing Science, American Marketing Association (AMA).

**Languages**

German, English, limited French, Spanish and Italian

**Personal**

Citizen of Switzerland

Lucerne, September 13, 2018