

CV

Academic Positions

- 04/2018 - Professor of Marketing and Strategy, University of Lucerne, Switzerland
- 11/2017 – 03/2018 Associate Professor of Marketing and Behavioural Science (tenured)
Warwick Business School, University of Warwick, Coventry, United Kingdom.
- 04/2015 – 10/2017 Assistant Professor of Marketing and Behavioural Science (on probation),
Warwick Business School, University of Warwick, Coventry, United Kingdom.
- 06/2017 – 09/2017 Part-Time Modular Lecturer, UCD Business School, University College Dublin,
Dublin, Ireland.
- 06/2016 – 09/2016 Part-Time Modular Lecturer, UCD Business School, University College Dublin,
Dublin, Ireland.
- 06/2015 – 09/2015 Part-Time Modular Lecturer, UCD Business School, University College Dublin,
Dublin, Ireland.
- 11/2013 – 04/2015 Assistant Professor of Marketing (on probation), Warwick Business School,
University of Warwick, Coventry, United Kingdom.
- 02/2008 – 10/2013 Post-Doctoral Researcher, Strategic Management and Marketing, Institute for
Business Administration, University of Zurich, Zurich, Switzerland.
- 01/2012 – 06/2012 Post-Doctoral Fellow, Yale School of Management, Yale University, New
Haven, CT, USA (Host: Dina Mayzlin)
- 11/2004 – 1/2008 Research Assistant, Chair for Strategic Management and Business Policy,
Institute for Business Administration, University of Zurich, Zurich, Switzerland.

Education

- 03/2014 – 06/2015 Postgraduate Certificate in Academic and Professional Practice (PCAPP)
(Mandatory Teaching Quality Program as part of probation at the University of
Warwick)
- 01/2007 – 02/2008 Studycenter Gerzensee, Gerzensee, Switzerland
Doctoral Program for Beginning Doctoral Students in Economics
(Faculty: B.E. Honoré, M.W. Watson (both Princeton University),
K.M. Schmidt (University of Munich), J.-C. Rochet (University of Zurich),
M.Dewatripont (University of Brussels and MIT), J.Moore (University of Edinburgh))
- 12/2004 – 03/2007 University of Zurich, Zurich, Switzerland.
PhD in Business Administration (Dr.oec.publ.)

10/1999 – 11/2004 University of Konstanz, Konstanz, Germany.
Master of Mathematical Finance

Research Interests

Customer Social Interactions, Word of Mouth, Information Transparency, Individual Judgment and Decision Making, Behavioural Economics.

Awards and Honors

Teaching Awards:

2017 WBS Award for Outstanding Contribution to Teaching 2016-2017

Funding Awards:

2015 **GBP 2.000** from the Behavioural Science GRP, University of Warwick.

2014 **CHF 7.000** from Richard-Büchner-Stiftung, Zurich

2011 **CHF 7.500** from the Forschungskredit of the University of Zurich

Ad-Hoc Referee for

Journal of Marketing Research, Management Science, RAND Journal of Economics, Business Ethics, Journal of Business Research, German Economic Review, Journal of Economic Psychology, Journal of Socio-Economics, Journal of Sports Economics, International Journal of Sports Finance, Applied Economics, Contemporary Economic Policy, Eastern Economic Journal, Manchester School.

Administrative Responsibilities

10/2015 – 03/2018 Organizer of the Research Seminar of the Marketing Group at Warwick Business School

02/2016 – 03/2018 Editorial Manager at *European Journal of Marketing*

08/2016 – 07/2017 Selected Member of the Future Leaders Board at Warwick Business School

Conference participation (peer-reviewed) and invited talks

- 2019** University of Zurich
Consumer Behavior Special Interest Group (CBSIG) Meeting, Berne
Marketing Science Conference, Rome
- 2018** 16th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim.
- 2017** Annual Meeting of the Wissenschaftliche Kommission Organisation, Hamburg.
- 2016** American Marketing Association (AMA) Winter Meeting, Las Vegas (invited).
10th Triennial Invitational Choice Symposium, Lake Louise (invited)
14th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim (invited).
University of Lucerne
Association for Consumer Research (ACR) Meeting, Berlin
University of Lausanne
- 2015** Annual Meeting of the Wissenschaftliche Kommission Organisation, Zurich.
University of Trier.
University of Konstanz.
- 2013** Annual Meeting of the Wissenschaftlichen Kommission Organisation, Jena.
Annual Meeting of the Verein der Hochschullehrer für Betriebswirtschaft, Würzburg.
ESA World Meetings, Zurich.
Thurgau Experimental Economics Meeting, Thurgau.
- 2012** Marketing Science Conference, Boston.
- 2011** Marketing Science Conference, Houston.
Annual Conference of the Royal Economic Society, London.
Colloquium on Personnel Economics, Zurich.
International Meeting on Experimental and Behavioral Economics, Barcelona.
Annual Meeting of the Verein der Hochschullehrer für Betriebswirtschaft, Kaiserslautern.
Annual Meeting of the Wissenschaftliche Kommission Organisation, Berlin.
- 2010** Economics and Psychology of Football, London.
Conference on European Sports Economics, Köln.
- 2009** International Meeting of the Western Economic Association, Vancouver.
- 2008** Annual Meeting of the Wissenschaftliche Kommission Organisation, Munich.
- 2007** International Meeting of the Western Economic Association, Seattle.

2006 International Meeting of the Western Economic Association, San Diego.
Meeting of the Eastern Economic Association, Philadelphia.

List of Publications

Peer-Reviewed Articles

1. Lee, Nick; Chamberlain, Laura, and Leif Brandes (2018). Welcome to the Jungle! The Neuromarketing Literature Through the Eyes of a Newcomer. **European Journal of Marketing, Special Issue on Neuromarketing** (Guest Editors: Terry Daugherty and Andrew Thomas), 52, 4 – 38.

Google Scholar Citations: 7

2. Brandes, Leif and Donja Darai (2017). The Value and Motivating Mechanism of Transparency in Organizations. **European Economic Review**, 98, 189 – 198.

Google Scholar Citations: 1

3. Lee, Nick; Brandes, Leif; Chamberlain, Laura, and Carl Senior (2017). This is Your Brain on Neuromarketing: Reflections on a Decade of Research. **Journal of Marketing Management** (*invited commentary*), 33, 878 – 892.

Google Scholar Citations: 9

4. Brandes, Leif; Stephan Nüesch and Egon Franck (2016). Death-related Publicity as Informational Advertising: Evidence from the Music Industry. **Marketing Letters**, 27, 143-157.

Google Scholar Citations: 4

Media Coverage: *Washington Post*, *Yahoo!*, *The Irish Independent*, *BBC Radio*
WBS Core Video available at: <https://www.youtube.com/watch?v=LNhbF7Jagkg>

5. Bartling, Björn; Brandes, Leif und Daniel Schunk (2015). Expectations as Reference Points: Field Evidence from Professional Soccer. **Management Science**, 61, 2646-2661.

Google Scholar Citations: 31

Press Coverage: *The Independent*, *The Sun*, *Yorkshire Post*, *Liverpool Echo*, *Coventry Telegraph*

6. Brandes, Leif; Brechot, Marc und Egon Franck (2015). Managers' External Social Ties at Work: Blessing or Curse for the Firm? **Journal of Economic Behavior and Organization**, 109, 203-216.

Google Scholar Citations: 3

Press Coverage: *Wall Street Journal*, *Ivey Business Journal*, *Real Business*

WBS Video available at: <https://www.youtube.com/watch?v=qHXFAozJyIM>

7. Brandes, Leif, Egon Franck, and Philipp Theiler (2013). The Group Size and Loyalty of Football Fans: A Two-Stage Estimation Procedure to Compare Customer Potential Across Teams. **Journal of the Royal Statistical Society: Series A**, 176, 347 – 369.

Google Scholar Citations: 6

8. Brandes, Leif and Egon Franck (2012). Social Preferences or Personal Career Concerns? Field Evidence on Positive and Negative Reciprocity in the Workplace. **Journal of Economic Psychology**, 33, 925 – 939 (*Lead article*).

Google Scholar Citations: 10

9. Brandes, Leif, Egon Franck, and Philipp Theiler (2009). The Effect from National Diversity on Team Production – Empirical Evidence from the Sports Industry. **Schmalenbach Business Review**, 61, 225 – 246.

Google Scholar Citations: 39

10. Benz, Men-Andri, Leif Brandes, and Egon Franck (2009). Do Soccer Associations Spend on a Good Thing? Empirical Evidence on Heterogeneity in the Consumer Response to Match Uncertainty of Outcome. **Contemporary Economic Policy**, 27, 216 – 235.

Google Scholar Citations: 57

11. Brandes, Leif, Egon Franck, and Stephan Nüesch (2008). Local Heroes and Superstars – An Empirical Analysis of Star Attraction in German Soccer. **Journal of Sports Economics**, 9, 266 – 286.

Google Scholar Citations: 112

12. Brandes, Leif and Egon Franck (2007). Who Made Who? An Empirical Analysis of Competitive Balance in European Soccer Leagues. **Eastern Economic Journal**, 33, 379 – 403.

Google Scholar Citations: 56

Working Papers and Work in Progress:

17. After-Consumption Susceptibility of Online Reviewers to Random Weather-Related Events (with Yaniv Dover (Hebrew University of Jerusalem)): invited for revision at: Journal of Consumer Research.
18. What Drives Extremity Bias in Online Reviews? Theory and Experimental Evidence (with David Godes (University of Maryland) and Dina Mayzlin (University of Southern California)): invited for revision at: Journal of Marketing Research.
19. Social Influence and the Information Content of Online Reviews (with Rosa Cacabelos and Egon Franck (both University of Zurich)). Working Paper.
20. The Wolves Among the Sheep: How CSR Attracts Dishonest and Honest Job Seekers Through Different Signal-Based Mechanisms (with Paolo Antonetti (Neoma Business School) and Egon Franck (University of Zurich)). Working Paper.
21. Incentive Transparency (with Sascha Alavi (University of Bochum) and Itir Bozkurt Umur (University of Lucerne)). Work in progress.
22. The Effect of Attitude Uncertainty on the Information Content of Online Reviews (with Egon Franck (University of Zurich)). Work in progress.
23. Pictures and Online Reviews (with Yaniv Dover (Hebrew University of Jerusalem) and Mareike Möhlmann (University of Warwick)). Work in progress.

Books

1. Brandes, Leif (2007). Heterogeneity and Heuristics in the Consumer Demand for Sport: Empirical Evidence from European Soccer Leagues, Shaker Verlag, Aachen.

Other Publications

1. Benz, Men-Andri, Leif Brandes, and Egon Franck (2007). Improving Product Quality in the German Bundesliga – Evidence from a Representative Consumer Approach, in: Horch et al. (eds.) *Qualitätsmanagement im Sport*, Edition Sportökonomie / Sportmanagement, Köln.
2. Brandes, Leif, Egon Franck and Stephan Nüesch (2007). Lokalmatadore und Superstars – Eine empirische Analyse des Stareffekts in der deutschen Bundesliga, in: Horch et al. (eds.) *Qualitätsmanagement im Sport*, Edition Sportökonomie / Sportmanagement, Köln.

3. Brandes, Leif, Egon Franck, and Stephan Nüesch (2012). Im Musikgeschäft ist der Tod nicht das Ende. *UZH Business Insight*, 2, 18 – 21.

Teaching Experience

Teaching Interests:

Management of Customer Social Interactions (Social Media and beyond), Service Marketing, Marketing Analytics, International Marketing

University of Lucerne:

- 2018 **Strategisches Management**, e.g., firm boundaries, PESTLE, Porter's 5 Forces
(Bachelor: 150 students)
- Global Marketing**, e.g. culture and consumer behavior, product adaptation
(Bachelor: 25 students)
- Consumer Behavior**, e.g. motivation, judgment and decision-making, attitude formation
(Bachelor: 25 students)
- Strategic Brand Management**, e.g., brand equity, CBBE pyramid, brand auditing
(Bachelor: 35 students)
- 2019 **Services Marketing**, e.g., consumer expectations and experiences, servicescape
(Bachelor: 40 students)
- Topics in Behavioral Sciences**, e.g., stereotyping, behavioral decision theory,
evolutionary psychology, emotions
(Bachelor: 40 students)
- Seminar in Marketing (WOM marketing)**
(Bachelor: 20 students)
- Seminar in Behavioral and Experimental Economics**, e.g., loss aversion, hyperbolic
discounting
(Bachelor: 20 students)
- Fallstudienseminar** teaching collaboration with several leading corporations from
Lucerne and Central Switzerland
(Bachelor: 26 students)
- Strategisches Management**, e.g., firm boundaries, PESTLE, Porter's 5 Forces
(Bachelor: 150 students)

Advanced Marketing Management, e.g. strategic marketing and marketing analytics techniques in R
(Master: 40 students)

Consumer Behavior, e.g. motivation, judgment and decision-making, attitude formation
(Bachelor: 30 students)

Eichhof Marketing Challenge, teaching collaboration with the Eichhof brewery in Lucerne
(Bachelor/ Master: 30 students)

University College Dublin:

Summer 2017 **Global Marketing Strategy**, e.g. culture and consumer behavior, product adaptation
(Master: 9 students)

Summer 2016 **Global Marketing Strategy**, e.g. culture and consumer behavior, product adaptation
(Master: >40 students)

Summer 2015 **Global Marketing Strategy**, e.g. culture and consumer behavior, product adaptation
(Master: >50 students)

University of Warwick:

2018 **Marketing Analytics**, working in the software R, group comparisons, linear models, segmentation and modeling customer choice
(Master: 66 students)

International Marketing, e.g. culture and consumer behavior, product adaptation
(Bachelor: 90 students)

Services Marketing, e.g., consumer expectations and experiences, servicescape
(Master: 140 students)

2017 **Services Marketing**, e.g., consumer expectations and experiences, servicescape
(Master: 160 students)

International Marketing, e.g. culture and consumer behavior, product adaptation
(Bachelor: 80 students)

Marketing, e.g., marketing mix, creating competitive advantage
(Distance Learning MBA: >160 students)

Foundations of Business, e.g. marketing mix, branding
(Foundation Year program: 25 students)

- 2016 **Marketing**, e.g., consumer behavior, STPD, pricing, marketing communication
(Executive MBA: May: 30 students)
- International Marketing**, e.g. culture and consumer behavior, product adaptation
(Bachelor: 80 students)
- Foundations of Business**, e.g. marketing mix, branding
(Foundation Year program: 28 students)
- 2015 **Marketing**, e.g., consumer behavior, STPD, pricing, marketing communication
(Executive MBA: October: 20 students)
- International Marketing**, e.g. culture and consumer behavior, product adaptation
(Bachelor: >100 students)
- 2014 **Marketing**, e.g., consumer behavior, STPD, pricing, marketing communication
(Executive MBA: October: >30 students)
- Marketing**, e.g., consumer behavior, STPD, pricing, marketing communication
(Executive MBA: March: >40 students)
- International Marketing**, e.g. culture and consumer behavior, product adaptation
(Bachelor: >90 students)

University of Zurich:

- 2012 **Corporate Governance**, e.g., principal-agent models, organizational designs
(Bachelor: >200 students)
- 2011 **Behavioral Sports Economics**, e.g., performance under social pressure
(PhD: >5 students)
- Firm Boundaries and Competitive Analysis**, e.g. Bertrand and Cournot competition
(Master: >50 students)
- 2010 **Firm Boundaries and Competitive Analysis**, e.g. Bertrand and Cournot competition
(Master: >60 students)
- 2009 **Seminar: Judgment in Strategic Management**, e.g., decision-making in groups
(Master: >20 students)
- European Sports Economics: Theory and Practice**, e.g., theories of stardom
(Master: >80 students)
- Firm Boundaries and Competitive Analysis**, e.g. Bertrand and Cournot competition
(Master: >60 students)

- Seminar: Behavioral Sports Economics**, e.g., empirical tests of game-theoretic models
(Master: >15 students)
- 2008 **European Sports Economics: Theory and Practice**, e.g. incentives in tournaments
(Master: >60 students)
- Seminar: Behavioral Consumer Demand**, e.g. consumer inertia, hyperbolic discounting
(Master: >25 students)
- Seminar: Corporate Governance**, e.g., principal-agent models
(Bachelor: >20 students)
- Tutorial: Introduction to Business Administration II**, e.g., firm boundaries
(Bachelor: >100 students)
- 2007 **Seminar: Corporate Governance**, e.g., principal-agent models
(Bachelor: >20 students)
- Tutorial: Introduction to Business Administration II**, e.g., firm boundaries
(Bachelor: >150 students)
- 2006 **Seminar: Corporate Governance**, e.g., principal-agent models
(Bachelor: >20 students)
- Tutorial: Introduction to Business Administration II**, e.g., firm boundaries
(Bachelor: >150 students)

University of Konstanz:

- 2002 **Tutorial: Calculus III**, e.g., ordinary differential equations
(Grundstudium: >10 students)
- 2001 **Tutorial: Stochastics I**, e.g. probability theory
(Grundstudium: >10 students)