

## ***Prof. Dr. Reto Hofstetter - Curriculum Vitae***

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

### **Academic Employment**

Sept 2021–today: Full Professor of Marketing, Faculty of Economics and Management, University of Lucerne

Aug 2020–today: Director/Co-Founder, Institute of Marketing and Analytics (IMA), University of Lucerne

Sept 2021–today: Director of the Data Science Minor, University of Lucerne

Oct 2020–today: President of the Swiss Academy of Marketing Science (SAMS)

June 2019–today: Lecturer, Global School of Empirical Research Methods University of St. Gallen & EMBA University of Bern

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 Employment**

06.06 – today Executive education, applied research, and consulting for/with different brands, e.g., SBB/CFF/FFS, Swisscom, Audi or BMW

04.06 – 06.06 Intern in Strategy Consulting, Roland Berger Strategy Consultants AG, Zürich

07.02 – 05.03 Software Developer (Business Solutions), GFT Technologies (Schweiz) AG, Zürich

01.0 – 02.02 Application Architect (Internet Applications), Red Cube International AG, Zürich

06.99– 12.99 Co-founder/CEO of Software Company (Internet Applications), Swissource GmbH, Bern - Exit/Acquired by Red Cube International AG (Internet-based Telecom, Zug), in 1999

08.98 – 05.99 Software Developer, Swisscom AG, Bern

08.94 – 07.98 Apprenticeship in Computer Science (Awarded for 3<sup>rd</sup> rank GPA), Swisscom AG, Bern

### **Visits**

Ongoing Short visits, e.g., to University of British Columbia (UBC), Stanford GSB, Duke University, Wharton School (less than one month)

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

Advisor: Harley Krohmer, Mentor: John Z. Zhang (Wharton School)

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), University of Applied Sciences Bern

08.94 – 07.98 Apprenticeship in Computer Science (Awarded for 3<sup>rd</sup> rank GPA), Swisscom AG

### **Journal Articles**

Hofstetter, R., Dahl, D. W., Aryobsei, S., & Herrmann, A. (2021). Constraining Ideas: How Seeing Ideas of Others Harms Creativity in Open Innovation. *Journal of Marketing Research*, 58(1), 95-114.

- Featured in: The Problem with Innovation Contests, *Harvard Business Review (Magazine Article)*, July-August Issue, 2021; *Harvard Business Review France*; *Harvard Business Manager Germany*.

Hofstetter, R., Miller, K. M., Krohmer, H., & Zhang, Z. J. (2021). A de-biased direct question approach to measuring consumers' willingness to pay. *International Journal of Research in Marketing*, 38(1), 70-84.

Seele, P., Dierksmeier, C., Hofstetter, R., Schultz, M. D. (2019), Mapping the Ethicality of Algorithmic Pricing: A Review of Dynamic and Personalized Pricing, *Journal of Business Ethics*, 1-23.

Kunath, G., Pico, M., Hofstetter, R. (2018), Erfolgreiches Influencer-Marketing-Management. *Marketing Review St. Gallen*.

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, 2011; *Harvard Business Review France*; *Harvard Business Manager Germany*.

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, e.g.: *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>

- Featured in: *National Geographic* (Available at: <https://www.nationalgeographic.com/environment/2019/02/plastic-innovation-challenge-prize-clean-ocean/>)

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.<sup>+</sup>, Miller, K.<sup>+</sup>, 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. (<sup>+</sup>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.<sup>+</sup>, Hofstetter, R.<sup>+</sup>, 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. (<sup>+</sup>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, Reto, Gabriela Kunath, and Leslie K. John (2020), From Sweetheart to Scapegoat: Brand Selfie-Taking Shapes Consumer Behavior. *Harvard Business School Working Paper*, No. 20-085, February 2020.

Hofstetter, R., Nair, H., Misra, S. (2020), Can Open Innovation Survive? Imitation and Return on Originality in Crowdsourcing Creative Work. *Stanford University Graduate School of Business Research Paper* No. 18-11. Available at SSRN: <https://ssrn.com/abstract=3133158> or <http://dx.doi.org/10.2139/ssrn.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

Hofstetter, R. (2021), A Step-by-Step Guide for Data Scraping, Einhorn, M., Löffler, M., de Bellis, E., Herrmann, A. and Burghartz, P. (Ed.) *The Machine Age of Customer Insight*, Emerald Publishing Limited, pp. 129-143. <https://doi.org/10.1108/978-1-83909-694-520211013>.

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

Bravin, Marc, Clegg, Melanie, Pouly, Marc, Hofstetter, Reto, Clegg (scheduled 2022). Does it help to be creative on Social Media? A Machine Learning Approach to examine Originality of user-generated Content from TikTok. In *AMA Educators Proceedings Volume 32* (Hrsg.), Las Vegas, Nevada, USA: AMA Winter Conference.

Finken, D., Hofstetter, R., Krishna, A., & v. Wangenheim, F. (2022). Owning a Hologram: When and Why Augmented Reality Harms or Benefits Ownership Perception. American Marketing Association Winter Conference 2022 in Las Vegas. Forthcoming, February 2022.

Finken, David, Hofstetter, Reto (2021). Too Close to Let Go: Psychological Distance and Consumers' Tendency to Perceive Ownership for Products Presented in Augmented Reality. *Proceedings of the European Marketing Academy*, 50th, (94732)

Finken, David, Hofstetter, Reto, Krishna, Aradhna, v. Wangenheim, Florian (2021). Context Even Matters in Virtuality: Perception of Object Proximity and Ownership in Augmented Reality. In *Proceedings of Association of Consumer Research Conference* (Hrsg.), Seattle, Washington (USA): Association of Consumer Research Conference. ACR North American Advances.

Clegg, Melanie, Hofstetter, Reto, de Bellis, Emanuel, Schmitt, Bernd (2021). Algorithm Transparency: How Unveiling Algorithms Influences Product Perception and Adoption. In *Proceedings of Association of Consumer Research Conference* (Hrsg.), Seattle, Washington (USA): Association of Consumer Research Conference. ACR North American Advances.

Bravin, Marc, Clegg, Melanie, Hofstetter, Reto, Pouly, Marc, Berger, Jonah (2021). Does it help to be creative on TikTok? In *Proceedings of Association of Consumer Research Conference* (Hrsg.), Seattle, Washington (USA): Association of Consumer Research Conference. ACR North American Advances.

Zimmermann, J., de Bellis, E., Hofstetter, R., and Stefano Puntoni (2021), "Cleaning with Dustin Bieber: Nicknaming Autonomous Products and the Effect of Coopetition," In *Proceedings of the American Psychological Association's Conference on Technology, Mind, & Society*.

Hofstetter, Reto, Clegg, Melanie, de Bellis, Emanuel, Schmitt, Bernd (2021). Unveiling the Mind of the Machine: How Disclosing Algorithm Types Affects Consumers' Adoption of Algorithm-Based Products. In

- Proceedings of the European Marketing Academy* (Hrsg.), 50th, (94559), Madrid, Spain: European Marketing Academy Conference.
- Clegg, Melanie, Hofstetter, Reto, Bravin, Marc, Pouly, Marc (2021). Should You Really be Creative on Social Media? An Empirical Investigation of User-Generated Content from TikTok. *Proceedings of the European Marketing Academy* (Hrsg.), 50th, (94524), Madrid, Spain. European Marketing Academy Conference.
- Clegg, Melanie, Hofstetter, Reto, de Bellis, Emanuel, Schmitt, Bernd (2020). Inner Values Also Count: Algorithm Types Drive Consumer Adoption of Robotic Technologies. In *Proceedings of Association of Consumer Research Conference* (Hrsg.), Paris, France: Association of Consumer Research Conference.
- Clegg, Melanie, Hofstetter, Reto, de Bellis, Emanuel, Schmitt, Bernd (2020). Into the Mind of the Machine: Perceptual and Behavioral Consequences of Pre-Programmed and Adaptive Algorithms. In *Proceedings of the Society of Consumer Psychology Conference* (Hrsg.), Huntington Beach, California, USA: Society of Consumer Psychology Annual Conference.
- Clegg, Melanie, Hofstetter, Reto, de Bellis, Emanuel, Schmitt, Bernd (2020). Unveiling the Mind of the Machine: How Algorithm Types Affect Consumers' Technology Adoption. SAMS Conference 2020. University of Lucerne.
- Hofstetter, Reto, Funk, Gabriela, Leslie, John (2020). From Sweetheart to Scapegoat: Brand Selfie-Taking Shapes Consumer Behavior. In *Advances in Consumer Research* (Hrsg.), Advances in Consumer Research. Virtual Conference: ACR North American Advances.
- Hofstetter, Reto, Funk, Gabriela, Leslie, John (2020). From Sweetheart to Scapegoat: Brand Selfie-Taking Shapes Consumer Behavior. SAMS Conference 2020. University of Lucerne.
- Hofstetter, Reto, Funk, Gabriela, Leslie, John (2020). Connected with a Snap: How Inducing Brand Selfie-Taking Helps and Harms Brand Connection and Preference. Theory + Practice in Marketing (TPM) Conference. Virtual Conference: The Wharton School.
- Hofstetter, R., Kunath, G., John, L. K. (2019), Brand Selfies: How Taking Self-Photos with Brands Shapes Consumer-Brand Relationships, *JCR Future of Brands Conference*, Columbia Business School, NY.
- Miller, K., Hofstetter, R., Krohmer, H., and Z. John Zhang (2019), A De-biased Direct Question Approach to Measuring Consumers' Willingness to Pay for New and Existing Products. *JPIM Research Forum*, Orlando, FL.
- Hofstetter, R., Kunath, G., John, L. K. (2019), Brand Selfies: Risks and Rewards of Consumers Taking Self-Photos with Brands, *AMA CBSIG 2019 Conference*, Bern.
- Hofstetter, R., Kunath, G., John, L. K. (2019), Brand Selfies: Risks and Rewards of Consumers Taking Self-Photos with Brands, *Marketing Science Conference*, Rome.
- Hofstetter, R., Kunath, G., John, L. K. (2019), Brand Selfies: Risks and Rewards of Consumers Taking Self-Photos with Brands, *EMAC*, Hamburg.
- Hofstetter, R., Clegg, M., Schiestel, L., Seele, P. (2019), Ethics of Personalized Pricing: A Habermasian Account of Transparency and Participation. *EMAC*, Hamburg.
- Nominated for overall best paper based on a doctoral thesis (Top 20 articles)
- Hofstetter, R., Kunath, G., John, L. K. (2019), Brand Selfies: Risks and Rewards of Consumers Taking Self-Photos with Brands, *Society of Consumer Psychology Conference (SCP)*, Savannah, GA.
- 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**

Hofstetter, R., Nair, H., Misra, S. (2020), Social Dynamics in Crowdsourcing: Imitation and Return on Originality in Online Design Contests, *INFORMS Marketing Science Conference*, Duke University (Digital).

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 Conference*, Cologne, Germany.

#### **Presentations at Conferences**

*Social Dynamics in Crowdsourcing: Imitation and Return on Originality in Online Design Contests*, INFORMS Marketing Science Conference 2020, Duke University (Digital)

*Brand Selfies: Risks and Rewards of Consumers Taking Self-Photos with Brands*: SCP Savannah 2019, AMA AMA CBSIG Bern 2019, JCR Future of Brands Conference 2019

*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**

HEC Paris, Scheduled for 2021

Sauder School of Business, University of British Columbia (UBC), 2019

KIT-Karlsruhe Institute of Technology, 2019

University of Bern, 2019

University of Hamburg, 2019

University of St. Gallen, 2018

University of Geneva, 2017

University of Lucerne, 2017

University of Zurich/ETH (joint seminar), 2017

University of Lucerne, 2016

INSEAD, 2014

Goethe-University Frankfurt, 2013

Mannheim University, 2012

University of Lausanne (HEC), 2012

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

University of Lugano, 2011

### **Significant Honors and Awards**

Nominated for SABRE PR Award with Voice First Barometer 2018, SABRE EMEA Awards 2020

Winner Crédit Suisse Best Teacher Award 2019, University of Lucerne

Nomination for overall best paper award based on a doctoral thesis (Top 20 articles), EMAC 2019

Nomination 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 “Hybrid Creativity” (AI and Creativity) (612k, Project Lead), starting 2022

SNSF Research Fund Project “Augmented Away” (AR in Marketing) (270k, Project Lead), 2021-ongoing

Hofstetter Stiftung Research education funding (Project Lead), 2019-ongoing

Swisscom Research Fund Project funding (Project Lead), 2019-ongoing

SNSF Research Fund Project “Digital Lives” funding (Project Lead), 2018-ongoing

SNSF Research Fund Project (Postdoc) funding (Project Lead), 2016-ongoing

SNSF Research Fund Project (PhD student) funding (Project Lead), 2015-ongoing

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 Marketing Research (JMR), Marketing Science, Journal of Consumer Research (JCR), Proceedings of the National Academy of Sciences (PNAS), Journal of Product Innovation Management (JPIM), Journal of

Retailing (JR), R&D Management, Journal of Interactive Marketing, Journal of Business Research (JBR), Journal of the Association for Consumer Research (JACR), Journal of Applied Social Psychology, PLOS One, Journal of Marketing Management, European Journal of Marketing, Journal of Open Innovation: Technology, Market, and Complexity, Schmalenbach Business Review (SBR), Zeitschrift für betriebswirtschaftliche Forschung (ZFBF), Electronic Markets, Studies in Communication Sciences (SCOMS), British Food Journal, SAGE Open, SCP Conference, EMAC, AMA, ICIS, HICSS, Marketing Review St. Gallen, Swiss National Science Foundation (SNF), Deutsche Forschungsgemeinschaft (DFG), European Research Council (ERC Grants).

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

External member of hiring commission of the UCD - Dublin (3 Assistant Professorships, 2021)  
External member of tenure commission of the University of Lausanne (Full Professor, 2021)  
External member of hiring commission of the University of St. Gallen (Assistant Professor, 2021 Fall)  
External member of hiring commission of the University of St. Gallen (Associate Professor, 2021 Spring)  
President of the Swiss Academy of Marketing Science (SAMS) (2020-ongoing)  
External comparative report for hiring commission of the Technical University of Munich (TUM) (2020)  
External member of hiring commission of the University of Lausanne (2020)  
External member of hiring commission of the University of St. Gallen (2020)  
Member of the board, Swiss Academy of Marketing Science (2014-Ongoing)  
Member of the advisory board, Global School in Empirical Research Methods (GSERM) (2014 - Ongoing)  
Expert for Foundation of Technology Assessment (TA-Swiss) – Artificial Intelligence (AI) Study (2019)  
External reviewer for hiring commission of the University of Zürich (2019)  
Member of Strategic Steering Committee, Redesigning Financial Services (RFS), University of St. Gallen (2018)  
Member of Scientific Committee / Review Board, AMA Consumer Behavior SIG 2019 Conference (2019)  
External member of hiring commissions at the University of Lausanne (2017)  
External member of hiring commissions at the University of Zürich (2016)  
Member of the jury of the Swiss Effie Award (2018)  
Member of the academic committee of UFSP “Social Networks”, University of Zurich (2014-2019)  
Attendance of SBB/FFS Research Committee, 2014 - 2017  
Member of Sounding Board SBB/FFS Project “Auslastung ÖV” in 2015

### **Current Teaching (Excerpt)**

Machine Learning in Marketing (with Prof. Dr. Marc Pouly), 6 ECTS Master  
Data Analytics and Decision Support (with Prof. Dr. Lukas Schmid), 6 ECTS Bachelor  
Data Scraping and Management, 3 ECTS Doctoral  
Price Management, 4.5 ECTS Master  
Marketing Management, 3 ECTS Bachelor  
Digital Marketing, 4.5 ECTS Bachelor

### **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, January 11, 2022