

Leif Brandes

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Academic Positions

Faculty of Economics and Management, University of Lucerne, Switzerland

04/2018 – today: Full Professor of Marketing & Strategy

Warwick Business School, University of Warwick, United Kingdom

11/2017 – 03/2018: Associate Professor of Marketing and Behavioral Science (with tenure)

04/2015 – 10/2017: Assistant Professor of Marketing and Behavioral Science

09/2013 – 04/2015: Assistant Professor of Marketing

University College Dublin, Ireland

06/2017 – 09/2017: Part-Time Modular Lecturer

06/2016 – 09/2016: Part-Time Modular Lecturer

06/2015 – 09/2015: Part-Time Modular Lecturer

Yale School of Management, Yale University

01/2012 – 06/2012: Postdoctoral Fellow

Institute for Business Administration, University of Zurich

02/2022 – 06/2022: Visiting Lecturer

02/2021 – 06/2021: Visiting Lecturer

02/2008 – 10/2013: Senior Research Assistant

11/2004 – 01/2008: Research Assistant

Non-Academic Employment

10/2002 – 03/2003: Intern in Interest Rate Derivatives, Société Générale, London

Education

11/2004 – 03/2007 Ph.D., Business Administration (summa cum laude), University of Zurich

10/1999 – 11/2004 M.A. (Diploma), Mathematical Finance, University of Konstanz

Additional Qualifications and Continued Education

- 06/2022 *GSERM Global School in Empirical Research Methods (online)*: Experimental Methods for Behavioral Science, Text Mining, Deep Learning: Fundamentals and Applications.
- 06/2020 *GSERM Global School in Empirical Research Methods (online)*: Mediation, Moderation and Conditional Process Analysis II; Basic and Advanced Multilevel Modeling with R and Stan
- 06/2019 *GSERM Global School in Empirical Research Methods*, St. Gallen: Data Scraping and Management for Social Scientists with R, Bayesian Data Analysis, Mediation, Moderation and Conditional Process Analysis I
- 03/2014 - 06/2015 Postgraduate Certificate in Academic and Professional Practice, University of Warwick
- 01/2007 – 02/2008 Studycenter Gerzensee, Switzerland, Doctoral Program for Beginning Doctoral Students in Economics (Microeconomics and Econometrics)

Research Interests

Customer Word of Mouth and Business Strategy, Digital Technologies (AR, Blockchain) and Value Creation, Managerial Judgment and Decision-Making, Differentiation Strategies

Computational and Programming Skills

R, Stata, Python, HTML, CSS, JavaScript, PHP, SQL, ztree

Awards and Honors

- 2022: Nomination for Rigor and Relevance Prize of the Swiss Academy of Marketing Science
- 2020: Runner up for Credit Swiss Teaching Excellence Prize at the University of Lucerne
- 2017: WBS Award for Outstanding Contribution to Teaching 2016-2017

Research Funding and Applications:

Approved Funding:

- 2022: CHF 25,761 from Forschungskommission, University of Lucerne
- 2021: CHF 35,667 from Forschungskommission, University of Lucerne
- 2015: GBP 2,000 from Behavioral Science GRP, University of Warwick
- 2014: CHF 7,000 from Richard-Büchner-Stiftung, Zurich
- 2011: CHF 7,500 from Forschungskredit, University of Zurich

Ad-Hoc Referee (Selected):

Management Science, Marketing Science, Journal of Economic Behavior and Organization, Journal of Business Research, Journal of Marketing, Journal of Marketing Research, RAND Journal of Economics, European Economic Review, Journal of Economic Psychology.

Administrative Responsibilities

- Since 12/2022: Program Director/ Initiator (CAS in AI Management for Business Value), University of Lucerne and University of Applied Sciences of Lucerne
- Since 12/2022: Program Director/ Initiator (CAS in Behavioral and Neuroscience for Business), University of Lucerne
- 08/2020 – today: Co-Director/Co-Founder, Institute of Marketing and Analytics (IMA), University of Lucerne
- 09/2021: Elected Member of the Equal Opportunity Committee, University of Lucerne
- 09/2019 – today: Program Coordinator (MA in Market-Oriented Management), University of Lucerne
- 10/2015 – 03/2018: Organizer of the Research Seminar of the Marketing Group at WBS, University of Warwick
- 08/2016 – 07/2017: Selected Member of the Future Leaders Board at WBS, University of Warwick

Conference Participation and Invited Talks

- 2022 2nd International Conference on Crypto-Marketing, Columbia University, New York
Swiss Academy of Marketing Science, Lucerne
University of Geneva (online)
- 2021 Swiss Academy of Marketing Science, Lucerne
1st International Conference on Crypto-Marketing, University of Lucerne
IBW Club, University of Zurich
- 2020 Swiss Academy of Marketing Science, Lucerne (online)
University of Zurich (online)
Marketing Science Conference (online)
- 2019 Marketing Research Seminar UZH and ETHZ
CBSIG Conference, University of Bern
Marketing Science Conference, Rome.
- 2018 ZEW Conference on the Economics of Information and Communication Technologies,
ZEW Mannheim

- 2017 Annual Meeting of the Wissenschaftliche Kommission Organisation, University of Hamburg.
- 2016 American Marketing Association (AMA), Winter Meeting, Las Vegas (invited)
Triennial Invitational Choice Symposium, Lake Louise (invited)
ZEW Conference on the Economics of Information and Communication Technologies, ZEW Mannheim (invited)
University of Lucerne
Association for Consumer Research (ACR), Berlin
University of Lausanne
- 2015 Annual Meeting of the Wissenschaftliche Kommission Organisation, University of Zurich
University of Trier
University of Konstanz
- 2013 Annual Meeting of the Wissenschaftliche Kommission Organisation, University of Jena.
Annual Meeting of the Verein der Hochschullehrer für Betriebswirtschaft, University of Würzburg
ESA World Meetings, Zurich
Thurgau Experimental Economics Meeting, Thurgau
- 2012 Marketing Science Conference, Boston
4 Schools Conference (Yale, NYU, Columbia, Wharton), New York.
- 2011 Marketing Science Conference, Houston
Annual Conference of the Royal Economic Society, Royal Holloway, University of London.
Colloquium on Personnel Economics, University of Zurich
International Meeting on Experimental and Behavioral Economics, Barcelona.
Annual Meeting of the Verein der Hochschullehrer für Betriebswirtschaft, TU Kaiserslautern.
Annual Meeting of the Wissenschaftliche Kommission Organisation, Berlin.
- 2010 Economics and Psychology of Football, London.
Conference on European Sports Economics, Cologne.
- 2009 International Meeting of the Western Economic Association, Vancouver.
- 2008 Annual Meeting of the Wissenschaftliche Kommission Organisation, LMU University, 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.

Teaching Experience

University of Lucerne

On-going:

Strategic Management (BA)
Introduction to Business Administration (BA)
Markets & Strategies (MA)
Judgment in Managerial Decision-Making (BA/MA)
Management and Marketing in the Entertainment Industry (BA/MA)
WF Business Challenge Series (BA/MA)
Advanced Marketing Management (MA)
Marketing Science Seminar (MA)

University of Zurich

Management and Marketing in the Entertainment Industry (MA)
Firm Boundaries and Competitive Analysis (MA)
Corporate Governance (BA)
Judgment in Strategic Management (MA, Seminar)
Behavioral Sports Economics (PhD)
Behavioral Sports Economics (MA)
European Sports Economics: Theory and Practice (MA)
Behavioral Consumer Behavior (MA, Seminar)
Behavioral Consumer Behavior (BA, Seminar)
Introduction to Business Administration II (BA, Tutorial)

University of Warwick

Foundations of Business (Foundation Year Program)
Marketing Analytics (MA)
Marketing (EMBA)
International Marketing (BA)
Services Marketing (MA)

University College Dublin

Global Marketing Strategy (MA)

University of Konstanz

Calculus III (BA, Tutorial)
Stochastics I (BA, Tutorial)

Date prepared: January 9, 2023