

Leif Brandes

Faculty of Economics and Management, University of Lucerne
Frohburgstrasse 3, P.O. Box 4466, 6002 Lucerne, Switzerland

Phone: + 41 (0)41 229 58 90

Email: leif.brandes@unilu.ch

ORCID ID: <https://orcid.org/0000-0002-5843-363X>

Web: <https://www.unilu.ch/fakultaeten/wf/professuren/prof-dr-leif-brandes>

Academic Positions

<i>Faculty of Economics and Management, University of Lucerne, Switzerland</i> Full Professor of Marketing & Strategy	04/2018 – today
<i>Warwick Business School, University of Warwick, United Kingdom</i> Associate Professor of Marketing and Behavioral Science (with tenure) Assistant Professor of Marketing and Behavioral Science Assistant Professor of Marketing	11/2017 – 03/2018 04/2015 – 10/2017 09/2013 – 04/2015
<i>University College Dublin, Ireland</i> Part-Time Modular Lecturer	06/2017 – 09/2017 06/2016 – 09/2016 06/2015 – 09/2015
<i>Yale School of Management, Yale University</i> Postdoctoral Fellow	01/2012 – 06/2012
<i>Institute for Business Administration, University of Zurich</i> Part-Time Modular Lecturer Senior Research Assistant Research Assistant	02/2022 – 06/2022 02/2021 – 06/2021 02/2008 – 10/2013 11/2004 – 01/2008

Education

Ph.D., Business Administration (summa cum laude), University of Zurich	03/2007
M.A. (Diploma), Mathematical Finance, University of Konstanz	11/2004

Additional Qualifications

Postgraduate Certificate in Academic and Professional Practice, University of Warwick	03/2014 - 06/2015
Studycenter Gerzensee, Switzerland, Doctoral Program for Beginning Doctoral Students in Economics (Microeconomics and Econometrics)	01/2007 – 02/2008

Research Interests

Customer Word of Mouth, Biases in Individual Judgment and Decision-Making, Information Transparency, Augmented Reality, Blockchain Technology

Selected Publications

Brandes*, Leif and Yaniv Dover* (2022). Offline Context Affects Online Reviews: The Effect of Past-Consumption Weather. **Journal of Consumer Research** (ABS: 4*/ VHB: A+). Forthcoming.

Brandes*, Leif; Godes*, David and Dina Mayzlin* (2021). Extremity Bias in Online Reviews: The Role of Attrition. **Journal of Marketing Research** (ABS: 4*/ VHB: A+). Forthcoming.

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. (ABS: 3/ VHB: C)

Brandes*, Leif and Donja Darai* (2017). The Value and Motivating Mechanism of Transparency in Organizations. **European Economic Review**, 98, 189 – 198. (ABS: 3/ VHB: not rated)

Brandes*, Leif; Nüesch*, Stephan and Egon Franck (2016). Death-Related Publicity as Informational Advertising: Evidence from the Music Industry. **Marketing Letters**, 27, 143 – 157. (ABS: 3/VHB: B)

Bartling*, Björn; Brandes*, Leif and Daniel Schunk* (2015). Expectations as Reference Points: Field Evidence from Professional Soccer. **Management Science**, 61, 2646 – 2661. (ABS: 4*/ VHB: A+)

Brandes*, Leif; Brechot*, Marc and Egon Franck (2015). Managers' External Social Ties at Work: Blessing or Curse for the Firm? **Journal of Economic Behavior and Organization**, 109, 203 – 216. (ABS: 3/VHB: A)

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. (ABS: 3/VHB: not rated)

Selected Media Coverage of these papers: Wall Street Journal, The Independent, Washington Post, Harvard Business Manager, BBC Radio, The Sun, Ivey Business Journal.

*: authors contributed equally.

Working Papers and Work under Review

Reto Hofstetter, Emanuel de Bellis, Leif Brandes, Melanie Clegg, Cait Lamberton, David Reibstein, Felicitas Rohlfen, Bernd Schmitt and John Z. Zhang (2021). Cryptomarketing. **Conditionally accepted at Marketing Letters** (ABS: 3/VHB: B).

Brandes, Leif; Franck, Egon and Rosa Cacabelos (2019). Product Modifications and the Information Content of Online Reviews.

Ad-Hoc Referee for

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

Professional Memberships

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

Institutional Responsibilities

Elected Member of the Equal Opportunity Committee University of Lucerne	09/2021 -
Program Coordinator (MA in Market Oriented Management) University of Lucerne	09/2019 –
Organizer of the Research Seminar of the Marketing Group at WBS University of Warwick	10/2015 – 03/2018
Selected Member of the Future Leaders Board at WBS University of Warwick	08/2016 – 07/2017

Research Funding

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

Teaching Activities

University of Lucerne

Strategic Management, Advanced Marketing Management, Markets & Strategies, Consumer Behavior, Services Marketing, Brand Management, Marketing Challenge Series, Topics in Behavioral Sciences, Marketing Research Seminar, Global Marketing

University of Zurich

Marketing and Management in the Entertainment Industries, Firm Boundaries and Competitive Analysis, Judgment in Strategic Management Seminar, European Sports Economics: Theory and Practice

University of Warwick

Marketing Analytics, International Marketing, Services Marketing, Marketing

University College Dublin

Global Marketing Strategy

Awards and Honors

2017: WBS Award for Outstanding Contribution to Teaching 2016-2017
2020: Runner up for Credit Swiss Teaching Excellence Prize at the University of Lucerne

Date prepared: January 05, 2022