

Melanie Clegg – Curriculum Vitae

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Education

- 08.18 – 22 (exp.) **PhD in Digital Marketing / Business Administration** (Advisor: Prof. Dr. Reto Hofstetter), University of Lucerne
10.15 – 10.17 **Master of Science in Psychology, research-focused** (Grade A), University of Cologne
10.11 – 03.15 **Bachelor of Science in Psychology** (Grade A), University of Düsseldorf

Academic employment and research experience¹

- 03.18 – today Research Assistant and (SNSF) PhD Student, Chair of Digital Marketing, Faculty of Economics and Management, University of Lucerne
(Supervisor: Prof. Dr. Reto Hofstetter)
05.18 – 06.18 Research Assistance Internship at the Institute for Neurosciences and Medicine, Research Centre Jülich
(Supervisor: Prof. Dr. Simone Vossel)
03.18 – 05.18 Research Assistance Internship at the Department for Customer Management & Retailing, Faculty of Management, Economics and Social Sciences, University of Cologne
(Supervisor: Jun.-Prof. Dr. Monika Imschloss)
02.16 – 02.17 Junior Research Assistant, Department for Neuropsychology, Institute for Epileptology, University Hospital Bonn
(Supervisor: Prof. Dr. Christoph Helmstaedter)

Teaching experience (assistance at University of Lucerne)

Individual Mentoring: Supervision of Student's Theses (Term, Bachelor, Master)
Marketing Management (3 ECTS, Bachelor; 2018, 2019, 2020, 2021)
Empirical Data Analytics and Decision Making (6 ECTS, Bachelor; 2019, 2020, 2021)
Marketing Research Seminar (4.5 ECTS, Master; 2020)
Machine Learning in Marketing (4.5 ECTS, Master; 2020)
Marketing Field Trip: Innovation Tournament at the Netcomm Suisse (1.5 ECTS, Bachelor; 2019)
Innovation Management (3 ECTS, Bachelor; 2018)
Proseminar Marketing (4.5 ECTS, Bachelor; 2018)

Honors, awards, and achievements

SNSF Doc.Mobility Funding (ID: P1LUP1_191405; granted for 2020, not redeemed due to Covid restrictions)
Nomination for "Best Paper Award Based on a Doctoral Work" (Top 20 articles), EMAC 2019
Organization of First Symposium of Crypto-Marketing 2021 (www.crypto-marketing.org)
Organization of Swiss Academy of Marketing Science (SAMS) Conference 2020

¹ Non-academic employment upon request

Doctoral courses and continued education

06.21	GSERM Summer School in Empirical Research Methods, University of St. Gallen Regression Analysis II – Linear Modeling (Timothy McDaniels, not graded)
06.21	GSERM Summer School in Empirical Research Methods, University of St. Gallen Data Scraping and Management for Social Scientists with R (Reto Hofstetter, Grade A)
01.20	GSERM Winter School in Empirical Research Methods, University of St. Gallen Text Mining with R (Edward Kwartler, Grade A)
06.19	GSERM Summer School in Empirical Research Methods, University of St. Gallen Machine Learning with R – Introduction (Brett Lantz, Grade B)
06.18	GSERM Summer School in Empirical Research Methods, University of St. Gallen Categorical Data Analysis (Shawna Smith, Grade A) Mediation, Moderation and Conditional Process Analysis I (Andrew Hayes, Grade A) Mediation, Moderation and Conditional Process Analysis II (Andrew Hayes, Grade B)
03.19 – 06.19	Consumer Behavior, University of St. Gallen (Gerald Häubl, Grade A)
03.19 – 06.19	Workshop and Lecture Series in Experimental Research, University of St. Gallen (Emanuel de Bellis, Grade A)
11. 19	Workshop: Python, University of Lucerne (Peter Buechel, not graded)

List of peer-reviewed publications (conference proceedings)

Clegg, Melanie, Hofstetter, Reto, de Bellis, Emanuel, Schmitt, Bernd (scheduled 2021). Algorithm Transparency: How Unveiling Algorithms Influences Product Perception and Adoption. *Proceedings of Association of Consumer Research Conference* (ed.), Seattle, Washington: Association of Consumer Research Conference.

Bravin, Marc, Clegg, Melanie, Hofstetter, Reto, Pouly, Marc, & Berger, Jonah (scheduled 2021). Should You Really be Creative on Social Media? An Empirical Investigation of Video Content from TikTok. *Proceedings of Association of Consumer Research Conference* (ed.), Seattle, Washington: Association of Consumer Research Conference.

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. *Proceedings of the European Marketing Academy* (ed.), 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* (ed.), 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. *Proceedings of Association of Consumer Research Conference* (ed.), 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. *Proceedings of the Society of Consumer Psychology Conference* (ed.), Huntington Beach, California, USA: Society of Consumer Psychology Annual Conference.

Hofstetter, Reto, Clegg, Melanie, Schiestel, Lisa, & Seele, Peter (2019). Ethics of Personalized Pricing: A Habermasian Account of Transparency and Participation. *Proceedings of the European Marketing Academy* (ed.), 49th, Hamburg, Germany. European Marketing Academy Conference.

- Nominated for overall “Best Paper Award Based on Doctoral Work” (top 20 articles)

List of non-academic publications

Clegg, Melanie (2021). Ein Klick, ein Kauf? Lassen wir uns nicht ködern. *LUKB Wertpapier: Konsum – Verführung und Verantwortung, Frühling / 2021*.

Clegg, Melanie, Lanz, Andreas, & Hofstetter, Reto (2020). Generationenkonflikt im Influencer-Marketing. *Die Volkswirtschaft*.

Clegg, Melanie, Hofstetter, Reto, Schindler, Lea, Deubelbeiss, Olivia, Lanz, Andreas, Falzl, Martin, & Tomczak, Torsten (2020). Swiss Influencer Marketing Report 2020.

<https://doi.org/10.5281/zenodo.4282836>.

- Featured in *Statista* (<https://de.statista.com/statistik/daten/studie/1132472/umfrage/anteil-der-follower-von-influencern-bei-den-millennials-in-der-schweiz/>)

Zimmermann, Jenny L., Clegg, Melanie, de Bellis, Emanuel, & Hofstetter, Reto (2020). Wenn sich Produkte selbständig machen – Handlungsempfehlungen zur Adoption von smarten Produkten, *gfm-Forschungsreihe 3/20*.

Zimmermann, Jenny L., Clegg, Melanie, de Bellis, Emanuel, & Hofstetter, Reto (2020). Smart Products Report 2020. Available via <https://doi.org/10.5281/zenodo.4282816>.

Invited talks and conference presentations without conference proceedings

Does Transparency Pay? Influence of Moral Perceptions on the Adoption of Personalized Pricing in the Retailing Context, Research Seminar of Economics and Management, University of Lucerne, March 2021.

Unveiling the Mind of the Machine: How Algorithm Types Affect Consumers' Technology Adoption, Swiss Academy of Marketing Science (SAMS) Conference 2020, University of Lucerne, Switzerland, October 2020.

Inner values matter: Algorithm Types Drive Consumers' Product Adoption, PhD Research Seminar Institute for Customer Insight (ICI), University of St. Gallen, Switzerland, June 2020.

Perceptions of AI: How Disclosing Algorithm Type Can Shape Users' Adoption of New Technologies, Artificial Intelligence in Management (AIM) Conference 2020, University of Southern California (USC), California (scheduled March 2020, postponed due to Covid).

Into the Mind of the Machine: Perceptual and Behavioral Consequences of Pre-Programmed and Adaptive Algorithms, Research Seminar of Economics and Management, University of Lucerne, April 2020.

Academic service - reviewing

Society for Consumer Psychology (SCP) conference

American Marketing Association (AMA) conference

International Conference for Information Systems (ICIS) of the Association for Information Systems (AIS)

Professional memberships

American Marketing Association (AMA), Consumer Behavior Special Interest Group of the American Marketing Association (CBSIG), Society of Consumer Psychology (SCP), European Marketing Academy, (EMAC), Association of Consumer Research (ACR)