

Prof. Dr. Robert Wilken



Professor of International Marketing
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Current positions

2012-today Professor of International Marketing at ESCP Business School Berlin
Vice-Rector of Research and Faculty, ESCP Business School Berlin
Co-Director of the Doctoral Program at ESCP Business School Berlin

Previous position(s)

2007-2012 Assistant professor (“Juniorprofessor”) at ESCP Business School Berlin
2003-2007 Scientific assistant at the Institute of Business-to-Business Marketing, Marketing Center Muenster, University of Muenster/Germany

Education

2003-2007 Doctoral studies in Business administration, supervised by Prof. Dr. Dr. h.c. Klaus Backhaus, director of the Institute of Business-to-Business Marketing, Marketing Center Muenster, University of Muenster/Germany
Degree (2007): Dr. rer. pol. – “PhD” equivalent (January 29th, 2007)
1997-2003 Graduate studies in Mathematics (major fields: Probability Theory, Statistics) at the University of Muenster/Germany
Degree (2003): “Diplom-Mathematiker” (Dipl.-Math.) – “Master in Mathematics” equivalent (March 9th, 2003)

List of publications

Articles in refereed journals (# 37)

- Muehlfeld, K., Loderer, A., Semrau, T., & Wilken, R. (2025). Foreign Language Use, Virtuality, and the Creative Performance of Dyadic Teams. *Management International Review*, 1-29.
- Wilken, R., Schmitt, J., Dost, F., Bürgin, D. (2024). Does the presentation of true costs at the point of purchase nudge consumers toward sustainable product options? *Marketing Letters*, available at <https://link.springer.com/content/pdf/10.1007/s11002-023-09713-3.pdf>.
- Loderer, A., Muehlfeld-Kerstan, K., Wilken, R., Moritz, A., Slomski, V. (2024). The language barrier as a springboard towards (team) creativity: an exploratory study of foreign language use in teams. *International Business Review*, 33(2), 102247.
- Rabaa, S., Wilken, R., Geisendorf, S. (2024). Does recalling energy efficiency measures reduce subsequent climate-friendly behavior? An experimental study of moral licensing rebound effects. *Ecological Economics*, 217, 108051.
- Loderer, A., Muehlfeld-Kerstan, K., Wilken, R. (2023). Implications of Foreign Language Use for Creative Self-Evaluation Bias and Creative Performance. *Management Revue*, 34(3), pp. 219-248.
- Wilken, R., Stimmer, E., Bürgin, D. (2022). Should retailers encourage couples to shop together? *Journal of Retailing and Consumer Services*, 69, 103115. Available at <https://doi.org/10.1016/j.jretconser.2022.103115>.
- Rabaa, S., Geisendorf, S., Wilken, R. (2022). Why change does (not) happen: Understanding and overcoming status quo biases in climate change mitigation. *ZfU – Zeitschrift für Umweltpolitik & Umweltrecht*, 45(1), pp. 100-134.
- Bürgin, D., Wilken, R. (2022). Increasing Consumers' Purchase Intentions Toward Fair-Trade Products Through Partitioned Pricing. *Journal of Business Ethics*, 181, pp. 1015-1040. Available at <https://link.springer.com/content/pdf/10.1007/s10551-021-04938-6.pdf> (open access).
- Aichner, T., Wilken, R., Coletti, P. (2021). Country Image at Risk: Spillover Effects of Product-Harm Crises and the Role of Trust. *Journal of Global Marketing*, 34(2), pp. 73-89.
- Aichner, T., Coletti, P., Jacob, F., Wilken, R. (2020). Did the Volkswagen Emissions Scandal Harm the “Made in Germany” Image? A Cross-Cultural, Cross-Products, Cross-Time Study. *Corporate Reputation Review*, 24(4), pp. 179-190.
- Isaak, K., Wilken, R., Dost, F., Bürgin, D. (2020). Improving pricing scope through consumers' construal level – evidence based on consumers' willingness-to-pay ranges. *Marketing Review St. Gallen*, 74(4), pp. 365-383.
- Boden, J., Maier, E., Wilken, R. (2020). The effect of credit card versus mobile payment on convenience and consumers' willingness to pay. *Journal of Retailing and Consumer Services*, 52, 101910.
- Aigner, A., Wilken, R., Geisendorf, S. (2019). The Effectiveness of Promotional Cues for Organic Products in the German Retail Market. *Sustainability*, 11(24), 6986.
- Caussat, P. Prime, N., Wilken, R. (2019): How Multinational Banks in India Gain Legitimacy: Organisational Practices and Resources Required for Implementation. *Management International Review (MIR)*, 59(4), pp. 561-591.
- Aigner, A., Wilken, R., Geisendorf, S. (2019): Using Consumer Empowerment to Increase the Effectiveness of Price Discounts. *Marketing ZFP – Journal of Research and Management*, 41(2), pp. 48–63.
- Nagler, H., Wilken, R., de Jong, A., Schmitz, C. (2018): A multilevel approach to the process of concession-making in price negotiations. *Die Unternehmung – Swiss Journal of Business Research and Practice*, 72(1), pp. 37–50.
- Dinkevych, E., Wilken, R. (2017): What do You Think, Darling? Revisiting Knowledge on Purchase Decisions of Couples within Households. *Marketing ZFP – Journal of Research and Management*, 39(4), pp. 47–58.
- Maier, E., Wilken, R. (2017): Broad and Narrow Country-of-Origin Effects and the Domestic Country Bias. *Journal of Global Marketing*, 30(4), pp. 256–274.
- Aykaç, T., Wilken, R., Jacob, F., Prime, N. (2017): Why teams achieve higher negotiation profits than individuals: The mediating role of deceptive tactics. *Journal of Business and Industrial Marketing*, 32(4), pp. 567–579.
- Dinkevych, E., Wilken, R., Aykac, T., Jacob, F., Prime, N. (2017): Can outnumbered negotiators succeed? The case of intercultural business negotiations. *International Business Review*, 26(3), pp. 592–603.
- Balakrishnan, P.V., Patton, C., Wilken, R. (2016): Conceptualizing and Measuring the Efficiency of Negotiated Exchanges: A Data Envelopment Analysis Approach. *The DEA Journal*, 2(2), pp. 1–34.

- Eisenbeiss, M., Wilken, R., Skiera, B., Cornelissen, M. (2015): What Makes Deal-of-the-Day Promotions Really Effective? The Interplay of Discount and Time Constraint with Product Type. *International Journal of Research in Marketing*, 32(4), pp. 387–397.
- Maier, E., Wilken, R., Dost, F. (2015): The Double Benefits of Consumer Certainty: Combining Risk and Range Effects. *Marketing Letters*, 26(4), pp. 473–488.
- Dost, F., Wilken, R., Eisenbeiss, M., Skiera, B. (2014): On the Edge of Buying: A Targeting Approach for Indecisive Buyers Based on Willingness-to-Pay Ranges. *Journal of Retailing*, 90(3), 2014, pp. 393-407.
- Maier, E., Wilken, R. (2014): The Impact of Stress on Consumers' Willingness to Pay. *Psychology & Marketing*, 31(9), pp. 774-785.
- Wilken, R., Jacob, F., Prime, N. (2013): The ambiguous role of cultural moderators in intercultural business negotiations. *International Business Review*, 22(4), pp. 736-753.
- Schmid, S., Wilken, R., Dammer-Henselmann, M. (2013): Was bedeutet Internationalität in der Managementausbildung? Eine nachfrageorientierte Studie auf Basis von Latent-Class-Conjoint-Analysen. *Zeitschrift für betriebswirtschaftliche Forschung*, 65(May), pp. 249-273.
- Maier, E., Wilken, R., Schneider, H., Kelemçi-Schneider, G. (2012): In the Mood to Buy? Understanding the Interplay of Mood Regulation and Congruence in an International Context. *Marketing Letters*, 23(4), pp. 1005-1018.
- Dost, F., Wilken, R. (2012): Measuring Willingness to Pay as a Range, Revisited: When Should We Care? *International Journal of Research in Marketing*, 29(2), pp. 148-166.
- Sichtmann, C., Wilken, R., Diamantopoulos, A. (2011): Estimating Willingness-to-Pay with Choice-Based Conjoint Analysis – Can Consumer Characteristics Explain Variations in Accuracy? *British Journal of Management*, 22(4), pp. 628-645.
- Schneider, H., Wilken, R. (2011): Der Einfluss von Stimmungen auf die Zahlungsbereitschaft. *Marketing ZFP*, 33(1), pp. 32-45.
- Wilken, R., Cornelissen, M., Backhaus, K., Schmitz, C. (2010): Steering sales reps through cost information: An investigation into the black box of cognitive references and negotiation behavior. *International Journal of Research in Marketing*, 27(1), pp. 69-82.
- Hammerschmidt, M., Wilken, R., Staat, M. (2009): Methoden zur Lösung grundlegender Probleme der Datenqualität in DEA-basierten Effizienzanalysen. *Die Betriebswirtschaft*, 69(2), pp. 291-312.
- Backhaus, K., van Doorn, J., Wilken, R. (2008): The Impact of Team Characteristics on the Course and Outcome of Intergroup Price Negotiations. *Journal of Business-to-Business Marketing*, 15(4), pp. 365-396.
- Backhaus, K., Hillig, T., Wilken, R. (2007): Predicting purchase decisions with different conjoint analysis methods: A Monte Carlo simulation. *International Journal of Market Research*, 49(3), pp. 341-364.
- Backhaus, K., Voeth, M., Sichtmann, C., Wilken, R. (2005): Conjoint-Analyse versus Direkte Preisabfrage zur Erhebung von Zahlungsbereitschaften. *Die Betriebswirtschaft*, 65(5), pp. 439-457.
- Backhaus, K., Wilken, R., Voeth, M., Sichtmann, C. (2005): An empirical comparison of methods to measure willingness to pay by examining the hypothetical bias. *International Journal of Market Research*, 47(5), pp. 543-562.

Monographs (# 2)

- Backhaus, K., Herbst, U., Voeth, M., Wilken, R. (2010): *Allgemeine Betriebswirtschaftslehre – Koordination betrieblicher Entscheidungen*. Springer-Verlag.
- Wilken, R. (2007): *Dynamisches Benchmarking. Ein Verfahren auf Basis der Data Envelopment Analysis*. Deutscher Universitätsverlag.

Articles in edited volumes (# 13)

- Wilken, R., & Prime, N. (2023). Reflections on Frank Jacob's Contributions to the Literature on Intercultural Business Negotiations, in Aichner, T. (Ed.): *Serving the Customer: The Role of Selling and Sales*, Springer Fachmedien Wiesbaden, pp. 109-141.
- Dost, F., Wilken, R. (2022): A Behavioral Approach to Pricing in Commodity Markets: Dual Processing of Prices within and around Willingness-to-Pay Ranges, in: Enke, M., Geigenmüller, A., & Leischning, A. (Eds.): *Commodity Marketing. Strategies, Concepts, and Cases*, Springer, pp. 105-117.
- Wilken, R., Jacob, F. (2015): Vom Produkt- zum Lösungsanbieter, in: Backhaus, K., Voeth, M. (Eds.): *Handbuch Business-to-Business Marketing*, 2nd edition, SpringerGabler, pp. 147-164.
- Geiger, I., Wilken, R., Backhaus, K. (2015): How Ongoing Relationships Facilitate Buyer-Seller Negotiation Processes and Outcomes, in: Fließ, S., Haase, M., Jacob, F., Ehret, M. (Eds.): *Kundenintegration und Leistungslehre. Integrative Wertschöpfung in Dienstleistungen, Solutions und Entrepreneurship*, SpringerGabler, pp. 369-390.

- Backhaus, K., Becker, J., Beverungen, D., Breuker, D., Bröker, O., Brüne, P. A., Dietrich, H.-A., Knackstedt, R., Rauer, H. P., Reichle, F., Wilken, R. (2014): Effizienzmessung industrieller Dienstleistungen mittels Data Envelopment Analysis (ServDEA), in: Möller, K., Schultze, W. (Eds.): Produktivität von Dienstleistungen, SpringerGabler, pp. 53-134.
- Dost, F., Wilken, R. (2014): Verhaltensorientierter Ansatz zur Erklärung von Preisreaktionen bei Commodities und Empfehlungen für die Preissetzung auf Commodity-Märkten, in: Enke, M., Geigenmüller, A., Leischnig, A. (Eds.): Commodity Marketing, 3rd edition, SpringerGabler, pp. 119-134.
- Backhaus, K., Bröker, O., Wilken, R. (2011): Produktivitätsmessung von Dienstleistungen mit Hilfe von Varianten der DEA, in: Bruhn, M., Hadwich, K., Georgi, D. (Eds.): Dienstleistungsproduktivität, Reihe „Forum Dienstleistungsmanagement“, Gabler Verlag, 2011, pp. 225-245.
- Dost, F., Wilken, R. (2010): Verhaltensorientierter Ansatz zur Erklärung von Preisreaktionen bei Commodities und Empfehlungen für die Preissetzung auf Commodity-Märkten, in: Enke, M., Geigenmüller, A. (Eds.): Commodity Marketing, 2nd edition, Gabler Verlag, pp. 133-147.
- Backhaus, K., Wilken, R. (2009): Internationale Preiskoordination: Auswirkungen der Parametrisierung von Arbitrageneigungsfunktionen, in: Schmid, S. (Ed.): Management der Internationalisierung, Gabler Verlag, pp. 289-306.
- Backhaus, K., Wilken, R. (2006): Dynamische Effizienzmessung im Vertrieb: Eine empirische Anwendung der Window Analysis, in: Bauer, H.H., Staat, M., Hammerschmidt, M. (Eds.): Marketingeffizienz, Vahlen Verlag, pp. 139-155.
- Backhaus, K., Wilken, R., van Doorn, J., Voeth, M., Herbst, U. (2006): Preisverhandlungen im B2B-Marketing, in: Diller, H. (Ed.): Pricing-Forschung in Deutschland, Bd. 8 der Buchreihe Marketingforschung aktuell, Wissenschaftliche Gesellschaft für Innovatives Marketing, pp. 1-15.
- Backhaus, K., Geiger, I., Wilken, R. (2005): Effizienzorientierte Technologiebewertung mit Data Envelopment Analysis (DEA), in: Amelingmeyer, J., Harland, P. E. (Eds.): Technologiemanagement & Marketing – Herausforderungen eines integrierten Innovationsmanagements, Dt. Univ.-Verlag/Gabler Edition Wissenschaft, pp. 289-306.
- Backhaus, K., Wilken, R. (2004): Measuring Weight Flexibility in Data Envelopment Analysis Using Cluster Analysis Results, in: Emrouznejad, A., Podinovski, V. (Eds.): Data Envelopment Analysis And Performance Management, pp. 254-260.

Working papers (# 11)

- Eisenbeiss, M., Wilken, R., Skiera, B., Cornelissen, M. (2015): What Makes Deal-of-the-Day Promotions Really Effective? The Interplay of Discount and Time Constraint with Product Type. SSRN Working Paper, available at <http://papers.ssrn.com/abstract=2608404>, 2015.
- Wilken, R., Fucks, S., Jacob, F., Prime, N.: In How Far Does the Cultural Context Explain Behavior in and Outcomes of Intercultural Business Negotiations? SSRN Working Paper, available at <http://ssrn.com/abstract=1615216>, 2010.
- Alexander, J., Wilken, R.: Consumer-related determinants in product bundling – an empirical study. ESCP Europe Working Paper No. 49, Berlin/Germany, 2009.
- Wilken, R., Cornelissen, M., Backhaus, K., Schmitz, C.: Steering sales reps through cost information: An investigation into the black box of cognitive references and negotiation behavior. SSRN Working Paper, available at <http://ssrn.com/abstract=1501722>, 2009.
- Wilken, R., Krol, L.: Standardisierung von Werbung in Printanzeigen – Der Vergleich von Studenten und Nicht-Studenten am Beispiel von Norwegen. ESCP-EAP Working Paper No. 37, Berlin/Germany, 2008.
- Sichtmann, C., Wilken, R.: Estimating Willingness-to-pay With Different Utility Functions – A Comparison of Individual and Cluster Solutions. ESCP-EAP Working Paper No. 33, Berlin/Germany, 2007.
- Backhaus, K., Ruthemann, S., Wilken, R.: Effizienzorientierte Rankings wirtschaftswissenschaftlicher Fakultäten – eine dynamische Analyse. Working Paper No. 42 of the Institute of Business-to-Business Marketing, Muenster/Germany, 2006.
- Backhaus, K., Hummelsberger, M., Wilken, R.: Erfolgsdeterminanten in der Verhandlungsanalyse – eine systematisierende und kritische Übersicht. Working Paper No. 41 of the Institute of Business-to-Business Marketing, Muenster/Germany, 2005.
- Backhaus, K., Streffer, T., Wilken, R.: The Dynamic Perspective of Salesperson Performance – A DEA-based Window Analysis Approach. MCM Scientific Discussion Paper Series No. 4, Muenster/Germany, 2005.
- Backhaus, K., Streffer, T., Wilken, R.: Dynamische Effizienzmessung als Instrument im Rahmen des Marketing-Controlling – eine empirische Anwendung der Window Analyse. Working Paper No. 40 of the Institute of Business-to-Business Marketing, Muenster/Germany, 2005.

- Backhaus, K., Wilken, R.: Effizienzmessung im Marketing mit Data Envelopment Analysis – Eine methodische Bestandsaufnahme. Working Paper No. 34 of the Institute of Business-to-Business Marketing, Muenster/Germany, 2003.

Conference proceedings (# 16)

- Maier, E., Wilken, R.: The interaction between consumer ethnocentrism and product category in explaining the domestic country bias. Proceedings of the 45th EMAC Conference, May 2016, Oslo/Norway.
- Isaak, K., Wilken, R., Dost, F.: The influence of psychological distance on consumer's willingness to pay. Proceedings of the 45th EMAC Conference, May 2016, Oslo/Norway.
- Nagler, H., Wilken, R., de Jong, A.: The first offer as a powerful anchor, revisited: a multilevel approach to concession-making in price negotiations. Proceedings of the 44th EMAC Conference, May 2015, Leuven/Belgium.
- Backhaus, M., Lügger, K., Wilken, R.: Accelerating Innovations: When do they pay off? Proceedings of the 43rd EMAC Conference, June 2014, Valencia/Spain.
- Aykaç, T., Wilken, R.: The influence of negotiators' individualism on disaggregated outcomes in multi-issue business negotiations. Proceedings of the 43rd EMAC Conference, June 2014, Valencia/Spain.
- Dost, F., Wilken, R.: Target "the Uncertain" – An Approach Based on Willingness to Pay as a Range. Proceedings of the 41st EMAC Conference, May 2012, Lisbon/Portugal.
- Eisenbeiß, M., Wilken, R., Skiera, B., Cornelißen, M.: The Deal is On: Understanding and Managing Deal-of-the-day Promotions. Proceedings of the 41st EMAC Conference, May 2012, Lisbon/Portugal.
- Wilken, R., Jacob, F., Aykaç, T.: Power asymmetry in intercultural business negotiations and its impact on negotiation strategies. Proceedings of the 41st EMAC Conference, May 2012, Lisbon/Portugal.
- Eisenbeiß, M., Cornelißen, M., Wilken, R.: Exciting the customer: Whether and how "Deal-of-the-day" promotions increase consumers' willingness to buy. Proceedings of the 40th EMAC Conference, May 2011, Ljubljana/Slovenia.
- Backhaus, K., Becker, J., Beverungen, D., Knackstedt, R., Nikula, A., Wilken, R.: Produktivitätsbenchmarking als Bestandteil eines integrierten Ansatzes zur Vermarktung hybrider Leistungsbündel. 40. Jahrestagung der Gesellschaft für Informatik e.V. (GI), September/October 2010, Leipzig/Germany.
- Geiger, I., Wilken, R., Backhaus, K.: Enhancing negotiation success through a good BATNA and buyer-seller relationships – An investigation into the "black box" of negotiations. Proceedings of the 39th EMAC Conference, June 2010, Copenhagen/Denmark.
- Dost, F., Wilken, R.: "BDM-Range" – A Coherent Alternative to Measure Willingness to Pay as a Range. Proceedings of the 39th EMAC Conference, June 2010, Copenhagen/Denmark.
- Sichtmann, C., Wilken, R.: Estimating Willingness-to-pay by Different Utility Functions: A Comparison of Individual and Cluster Solutions, in: Spotts, H. E. (Ed.): Proceedings of the Annual Conference of the Academy of Marketing Science, May 2006, San Antonio, TX/USA.
- Sichtmann, C., Wilken, R.: Customer-oriented Selection and Pricing of Supplementary Services in Business Markets, in: Spotts, H. E. (Ed.): Proceedings of the Annual Conference of the Academy of Marketing Science, May 2006, San Antonio, TX/USA.
- Backhaus, K., Geiger, I., Wilken, R.: Success Factors in B-to-B Marketing Negotiations: Empirical Evidence and a Comprehensive Framework. Proceedings of the 1st International Conference on Business Market Management, March 2006, ESMT, Berlin/Germany.
- Backhaus, K., van Doorn, J., Wilken, R.: Determinants of Intergroup Price Negotiations in a Business-to-Business-Context, in: Troilo, G. (Ed.): Proceedings of the 34th EMAC Conference, May 2005, Università Commerciale Luigi Bocconi, Milan/Italy.

Teaching

Current teaching portfolio (ESCP, in alphabetical order)

- Data-driven Marketing (“Master in Management”, compulsory)
- Human Behaviour (“Bachelor in Management”, “MSc in Marketing and Digital Media”, elective)
- Issues in International Business (“Bachelor in Management”, elective [sessions on International Marketing Decisions and Intercultural Business Negotiations])
- Marketing (“Executive Master in Business Administration”, compulsory)
- Pricing (“Master in International Sales Management”, compulsory; “Master in Management”, elective)
- Selling and Negotiations (“Master in International Sales Management”, compulsory)
- The Art of Selling (“Bachelor in Management”, elective)

Past teaching portfolio (ESCP, in alphabetical order)

- Creativity in Managing Business Relationships (“Master in Marketing/MMK”, London campus, compulsory)
- Fundamentals of Mathematics (“Master in European Business”, pre-semester)
- International Marketing (“Executive MBA”, elective)
- International Marketing / Internationales Marketing (“Master in Management”, elective)
- International Marketing Decisions (“Master in Management”, compulsory; coordinator of this core course, together with Nathalie Prime, across five ESC Europe campuses)
- Marketing and Sustainability: Solving Dilemmas (“Master in Management”, elective)
- Marketing for Sustainability Transition (“Master in Management”, elective)
- Principles of Marketing (“Master in European Business”, compulsory)
- Publication Seminar (“Doctoral studies in International Business Administration”, compulsory)
- Quantitative Methods (“Doctoral studies in International Business Administration”, compulsory)
- Quantitative Methods (“Master in European Business”, compulsory)
- Research Methods (“Master in European Business / MSc track”, compulsory)
- Research Methods (“Master in Management”, compulsory)
- Schreibwerkstatt (“Doctoral studies in International Business Administration”, optional)

Executive teaching experiences beyond ESCP’s Executive MBA

- Executive teaching on “Verhandlungsmanagement” at Freie Universität Berlin (2022)
- Executive customized teaching on “Return on Marketing Investment” at ESCP Europe (2015)
- Specialized Master courses on “pricing” at CFVG (Centre Franco-Vietnamien de formation à la Gestion), Hanoi and Ho Chi Minh City/Vietnam (2014 to 2023)
- General Management Week at ESCP Europe (2011, 2012)
- Executive MBA lecture at St. Gallen University (2012)
- Executive MBA lecture at Steinbeis School of Management, Berlin/Germany (2008, 2009)
- Executive MBA lecture for the Kaliningrad International Business School at ESCP Europe, Berlin/Germany (2009)
- Marketing Executive Program (MEP), Marketing Center Muenster, University of Muenster/Germany (2005)

Further university teaching experiences, among others

- PhD lecture on “pricing” at CFVG (Centre Franco-Vietnamien de formation à la Gestion), Ho Chi Minh City/Vietnam (2014)
- Guest lecture and PhD seminar at Aston Business School, Birmingham/England (2011, 2012, 2013)
- PhD seminar at Zeppelin University, Friedrichshafen/Germany (2012)
- PhD seminar at University of Strathclyde, Glasgow/Scotland (2009, 2010)
- Joint PhD seminar of University of Muenster/Germany and University of Groningen/The Netherlands (2008)
- PhD seminar at University of Dortmund/Germany (2008)

Awards & nominations

- ESCP Faculty Award (Teaching), 2024
- Best Paper Award, category “Contribution with high practical relevance under the participation of young researchers”, Herbstworkshop 2022 of ‘WK Personal’, Berlin/Germany, September 2022.
- Outstanding Contribution in Reviewing, Journal of Retailing, May 2018.
- Best Reviewer Award, Group Decision & Negotiation, 2018.
- Outstanding Leadership Award, International Association for Conflict Management, 30th IACM Annual Conference, Berlin/Germany, 2017.
- The ACR Film Festival People’s Choice Award, Association for Consumer Research Conference, Berlin/Germany, 2016.
- Best Reviewer Award 2015, “Journal of Personal Selling and Sales Management”
- Reviewer of the Years 2009/2010, “Business Research”
- Best Paper in the track “Marketing Research Methods”, Academy of Marketing Science Annual Conference, Vancouver, BC/Canada, 2008.
- Nomination for the IJMR Collaborative Research Award of the Market Research Society, London/UK, 2008.
- Summa award for outstanding doctoral dissertation, Westfälische Wilhelms-Universität Münster, 2007
- Nomination for the Silver Medal of the Market Research Society, London/UK, 2007.
- Best PhD Discussion Paper, 4th International Symposium of DEA, Birmingham/UK, 2004.

Memberships, among others

- German Association of University Professors and Lecturers (Deutscher Hochschulverband, DHV)
- European Marketing Academy (EMAC)
- German Academic Association for Business Research (Verband der Hochschullehrer für Betriebswirtschaft, VHB; Kommission Marketing and Kommission Internationales Management)

Language skills

- German: mother tongue
- English: fluent
- French: proficient
- Italian: basic