

NICOLE J. HESS

Assistant Professor of Marketing | ESCP Business School | European Marketing Department
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ACADEMIC POSITION

| | |
|----------------|---|
| 2025 – present | ESCP Business School, Turin, Italy Assistant Professor of Marketing |
| 2021 – 2025 | Muma College of Business, University of South Florida, USA Assistant Professor of Marketing (<i>received positive mid-tenure review</i>) |

EDUCATION

| | |
|--------------------------------|---|
| Postdoctoral Researcher | Ludwig-Maximilians-Universität, Germany, 2018 – 2021 |
| Ph.D. | Ph.D. in Business Administration (Focus: Marketing), summa cum laude University of Passau, Germany, 2013 – 2018 Advisor: Prof. Dr. Jan H. Schumann Florida State University, USA (funded), 06/2015 – 10/2015 Visiting Scholar, Department of Marketing, College of Business |
| M.Sc. | Master of Science in Business Administration, University of Passau, Germany, 2010 – 2012 California State University, Fresno, USA, 08/2011 – 12/2011, Exchange Student (funded) |
| B. Sc. | Bachelor of Science in Business Administration and Economics, University of Passau, Germany, 2006 – 2010 Helsinki School of Economics, Finland, 05/2009 – 08/2009, Exchange Student (funded) |

RESEARCH INTERESTS

Consumer Response to Innovative Technologies in Retail and Service Contexts (E.g., Human-enhancement Technologies, Service Robots, Technology-Enhanced Service Encounters, Retail Technologies, Artificial Intelligence)
Transformative Consumer Research, Transformative Service Research
Sensory Marketing

PUBLICATIONS

Shanks, Ilana, Martin Mende, Jenny van Doorn, **Nicole J. Hess**, Maura L. Scott, Dhruv Grewal (*forthcoming*), “Automate to Elevate!? Cost-Benefit Analysis of Robots and Future Directions in Services Marketing Research”, *Journal of Service Management*. [ABDC A Journal Ranking]

Hess, Nicole J., Martin Mende, Maura L. Scott, Anne Roggeveen, Dhruv Grewal, (2024), “Served by a Cyborg: Understanding Consumer Responses to Human Enhancement Technologies,” *Marketing Science Institute Working Paper Series*, Report 24-149.

Hess, Nicole J., Corinne Kelley, Maura L. Scott, Martin Mende, and Jan H. Schumann, (2020) “Getting Personal in Public!? How Consumers Respond to Public Personalized Advertising in Retail Stores”, *Journal of Retailing*, 96(3), 344-361. [ABDC A* Journal Ranking]

Niemann, Antje, Manfred Schwaiger, and **Nicole J. Hess** (2018). Einflussfaktoren auf die Weitergabe persönlicher Daten im Versicherungskontext – Eine Untersuchung am Beispiel von Pay-how-you-drive-Tarifen. In Beenken, Matthias, Dieter Knörrer, Jürgen Moormann, and Dieter Schmidt (Hg.): *Digital Insurance - Strategien, Geschäftsmodelle, Daten*, (pp. 595-624). Frankfurt am Main: Frankfurt School Verlag.

MANUSCRIPTS UNDER REVIEW/REVISING

Hassler, Corinne M. K., **Nicole J. Hess**, Poja Shams, Anders Gustafsson, Maura L. Scott, and Martin Mende, “From the Nose to the Wallet: How Feminine Ambient Scents Affect Male Consumers’ Spending on Status-Signaling Products.”
Status: Revising for third review (R&R) at the *Journal of the Academy of Marketing Science*. [FT 50 Journal, ABDC A* Journal Ranking]

Hess, Nicole J., Martin Mende, Maura L. Scott, Anne Roggeveen, and Dhruv Grewal, “Served by a Cyborg: Understanding Consumer Responses to Human Enhancement Technologies.”
Status: Under third review (R&R) at the *Journal of Retailing*. [ABDC A* Journal Ranking]

ACADEMIC HONORS AND COMPETITIVE GRANTS

- University of South Florida *Outstanding Undergraduate Teaching Award (2024)* – awarded by the USF Office of the Provost
- Cohort member for the inaugural 2025 AMA-Sheth Foundation Early Career Consortium
- USF Faculty Professional Development Fund, 2025. Funded Amount: \$ 1,500.
- USF Faculty Professional Development Fund, 2023. Funded Amount: \$ 1,485.
- USF Muma Research Investment Program, 2023. Funded Amount: \$6,000. With Dipayan Biswas.
- USF Research Grant, 2023. Funded Amount: \$5,500. With Dipayan Biswas.
- USF Research Grant, 2023. Funded Amount: \$2,560.

- University of Passau, Chair of Marketing and Innovation (Prof. Dr. Jan H. Schumann), Research Affiliate (2018 – present).
- Visiting Scholar, Department of Marketing, College of Business, Florida State University, *USA* (Funded), 06/2015 – 10/2015.
- Travel grant of the Graduate Centre of the University of Passau. *Frontiers in Service Conference, San Jose, CA, USA, 07/08/2015 – 07/12/2015.*
- Research grant of the Women's Office of the University of Passau. Research Fellow at Florida State University, *Tallahassee, FL, USA, 06/2015 – 10/2015.*
- Travel grant of the Graduate Centre of the University of Passau. *ACR North American Conference - Doctoral Consortium, New Orleans, LA, USA, 10/01/2015 – 10/04/2015.*

CONFERENCE PRESENTATIONS (*denotes presenting author)

Hassler, Corinne M. K. *, Poja Shams, Anders Gustafsson, Maura L. Scott, Martin Mende, and Nicole J. Hess, "From the Nose to the Wallet: How Feminine Ambient Scents Affect Male Consumers' Spending on Status-Signaling Products." *Frontiers in Service Conference*, Amelia Island, USA, June 2024.

*Hess, Nicole J., Martin Mende, Maura L. Scott, Dhruv Grewal, and Anne Roggeveen "Served by a Cyborg – Beneficial and Detrimental Effects of Human Enhancement Technology in Service Interactions". *Winter AMA*, Nashville, February 2023.

*Hess, Nicole J., Martin Mende, Maura L. Scott, Dhruv Grewal, and Anne Roggeveen "Served by a Cyborg: How Consumers Respond to Human Enhancement Technologies in Service Interaction". *Frontiers in Service Conference*, Boston, USA, June 2022.

*Hess, Nicole J., Martin Mende, Maura L. Scott, Dhruv Grewal, and Anne Roggeveen "Service Cyborgs – Beneficial and Detrimental Effects of Human Enhancement Technologies on Consumer Experiences and Well-Being". *EMAC*, Budapest, Hungary, May 2022.

*Schubach, Sebastian A., Nicole J. Hess, Jan H. Schumann, Eva Anderl, and Armin März, "Born Free?! How Prior Strategic Commitments Influence Customer Orientation Behaviors and Their Outcomes in Free E-Services", *Winter AMA*, Las Vegas, USA, February 2022.

*Hess, Nicole J., Martin Mende, Maura L. Scott, Dhruv Grewal, and Anne Roggeveen "Service Cyborgs – Beneficial and Detrimental Effects of Human Enhancement Technologies on Customer Journey and Welfare". *EMAC*, Virtual Conference, May 2021.

*Hess, Nicole J., *Corinne M. Kelly, Maura L. Scott, Martin Mende, and Jan H. Schumann, "Getting Personal in Public!? How Consumers Respond to Public Personalized Advertising in Retail Stores". *Organizational Frontlines Research Symposium*, San Diego, CA, February 2020.

*Hess, Nicole J., *Corinne M. Kelly, Maura L. Scott, Martin Mende, and Jan H. Schumann, "Getting Personal in Public!? How Consumers Respond to Public Personalized Advertising in Retail Stores". *Association for Consumer Research Conference (ACR)*, Atlanta, USA, October 2019.

*Hess, Nicole J., Verena Rapp, Manfred Schwaiger, and Antje Niemann, "Track Me If You Can – A Nuanced Perspective on Consumers' Assessment and Data Disclosure Behavior for Personalized Insurance Tariffs". *Annual Frontiers in Service Conference*, Singapore, July 2019.

- *Hess, Nicole J., Verena Rapp, Manfred Schwaiger, and Antje Niemann, “Track Me If You Can – A Nuanced Perspective on Consumers’ Assessment and Data Disclosure Behavior for Personalized Insurance Tariffs”. *Winter AMA*, Austin, TX, USA, February 2019.
- Niemann, Antje, Manfred Schwaiger, and *Nicole J. Hess (2018). Customers’ Expectations of Fair Data Collection and Usage – A Mixed Method Approach. *Global Marketing Conference*, Tokyo, Japan, July 2018.
- *Schubach, Sebastian A., Nicole J. Hess, and Jan H. Schumann (2017). Customer Orientation in Free Online Services and the Commitment to the Free Business Logic. *Annual Frontiers in Service Conference*, New York City, NY, USA, June 2017.
- *Hess, Nicole J., Maura L. Scott, Martin Mende, and Jan H. Schumann (2017). Personalized Advertising in Public Environments: Perceptions and Consequences. *EMAC*, Groningen, Netherlands, May 2017.
- *Hess, Nicole J., Maura L. Scott, Martin Mende, and Jan H. Schumann (2016). Personalized Advertising in Public Environments: Perceptions and Consequences. *Association for Consumer Research Conference (ACR)*, Berlin, Germany, October 2016.
- *Hess, Nicole J., Maura L. Scott, Martin Mende, and Jan H. Schumann (2016). Personalized Advertising in Public Environments: Perceptions and Consequences. *ISMS Marketing Science*, Shanghai, China, June 2016.
- *Hess, Nicole J., Maura L. Scott, Martin Mende, and Jan H. Schumann (2016). Personalized Advertising in Public Environments: Perceptions and Consequences. *EMAC*, Oslo, Norway, May 2016.
- *Schubach, Sebastian A., *Nicole J. Hess, Jan H. Schumann, and David Reynolds (2016). Is a Paying Customer Always Better? The Importance of Customer Orientation Towards the “Free” Customer in Two- or Multi-Sided Markets. *EMAC*, Oslo, Norway, May 2016.
- Hess, Nicole J., Maura L. Scott, Martin Mende, and Jan H. Schumann (2015). Minority Report at the Point of Sale? Analyzing the Perceptions and Consequences of Personalized Advertising in Public Environments. Invited presentation at Florida State University, College of Business, Tallahassee, FL, USA, 10/23/2015.
- *Hess, Nicole J., Maura L. Scott, Martin Mende, and Jan H. Schumann (2015). Minority Report at the Point of Sale? Analyzing the Perceptions and Consequences of Personalized Advertising in Public Environments. *Conference on Service and Technology Marketing*, Paderborn, Germany, November 2015.
- *Hess, Nicole J. (2015). Analyzing the Perceptions and Consequences of Personalized Advertising in Public Environments. *Association for Consumer Research Conference (ACR)* - Doctoral Consortium, New Orleans, LA, USA, October 2015.
- *Schubach, Sebastian A., *Nicole J. Hess, and Jan H. Schumann (2015). Is a Paying Customer Always Better? The Importance of Customer Orientation Towards the “Free” Customer in Two- or Multi-Sided Markets. *Frontiers in Service Conference*, San Jose, CA, USA, July 2015.
- *Schubach, Sebastian A., and *Nicole J. Hess (2015). Understanding Your Network Effects – Customer Orientation Structure and Consequences in Markets for Free Digital Services. *Frontiers in Service Conference - Doctoral Consortium*, San Jose, CA, USA, July 2015.

- *Schubach, Sebastian A., *Nicole J. Hess, and Jan H. Schumann (2015). Customer Orientation in Multi-Sided Markets. *Workshop Dienstleistungsmarketing 2015*, Berlin, Germany, February 2015.
- *Schubach, Sebastian A., *Nicole J. Hess, and Jan H. Schumann (2014). He Who Pays the Piper Calls the Tune? - The Importance of Customer Orientation Towards “Free” Customers in Two- or Multi-Sided Markets. *Conference on Service and Technology Marketing*, Passau, Germany, November 2014.
- *Schubach, Sebastian A., *Nicole J. Hess, and Jan H. Schumann (2014). Stakeholder Theory as a Mean to Understand Customer Orientation if There is More Than One Customer Population. *EMAC 2014*, Valencia, Spain, June 2014.
- *Hess, Nicole J., *Sebastian A. Schubach, and Jan H. Schumann (2013). Stakeholder Theory as a Mean to Understand Customer Orientation in Two-sided Markets. *Conference on Service and Technology Marketing*, Zurich, Switzerland, November 2013.

SERVICE TO THE DISCIPLINE

Member of the Editorial Review Board

- *Journal of Business Research*, since 2023
- *Journal of Public Policy and Marketing*, since 2020

Ad Hoc Reviewing

- Reviewer, *Journal of Service Research*, 2024
- Reviewer, *Journal of Retailing*, 2021
- Trainee Reviewer, *Journal of Consumer Research*, 2020
- Reviewer, *Psychology & Marketing*, 2020
- Reviewer, *California Management Review*, 2020
- Reviewer, *Journal of Service Management*, 2019
- Reviewer, *Journal of Consumer Affairs*, 2019
- Reviewer, *Schmalenbach Business Review*, 2019, 2020

Conference Reviewing

European Marketing Academy (EMAC) Conference

- Competitive Paper Reviewer, *Hamburg, Germany*, 2019
- Competitive Paper Reviewer, *Glasgow, UK*, 2018
- Competitive Paper Reviewer, *Groningen, Netherlands*, 2017
- Competitive Paper Reviewer, *Oslo, Norway*, 2016
- Competitive Paper Reviewer, *Leuven, Belgium*, 2015
- Competitive Paper Reviewer, *Valencia, Spain*, 2014

American Marketing Association (AMA)

- Summer AMA, Session Chair, *Virtual*, 2021
- Winter AMA, Competitive Paper Reviewer, *San Diego, CA, USA*, 2020
- Winter AMA, Competitive Paper Reviewer, *Austin, TX, USA*, 2019
- Winter AMA, Competitive Paper Reviewer, *New Orleans, LA, USA*, 2018
- Winter AMA, Competitive Paper Reviewer, *Orlando, FL, USA*, 2017
- Winter AMA, Competitive Paper Reviewer, *Las Vegas, NV, USA*, 2016

Society for Consumer Psychology Conference (SCP)

- Competitive Paper and Working Paper Reviewer, *Huntington Beach, CA*, 2020

AMA Marketing and Public Policy Conference

- Competitive Paper Reviewer, *Arlington, VA*, 2023
- Competitive Paper Reviewer, *Austin, TX*, 2022

Global Marketing Conference (GMC)

- Competitive Paper Reviewer, *Seoul, South Korea*, 2020
- Competitive Paper Reviewer, *Tokyo, Japan*, 2018

Academy of Marketing Science (AMS) Conference

- Track Chair and Competitive Paper Reviewer, *New York, USA*, 2021
- Competitive Paper Reviewer, *Lake Buena Vista, FL, USA*, 2016
- Competitive Paper Reviewer, *Coral Gables, FL, USA*, 2024

Service to the Department & Institution

University of South Florida, USA

- Undergraduate Curriculum Committee Member, Spring 2022 – present
- School of Marketing and Innovation, Search and Hiring Committee for two Instructor Positions, Spring 2023 to Fall 2023
- School of Marketing and Innovation, Search and Hiring Committee for Assistant Professor Position, Spring 2022 to Fall 2022
- Evaluator of First-year PhD Student Paper, Fall 2022

Ludwig-Maximilians-Universität, Germany

- 2nd Chairman of IMM Network e.V., 2018 – 2021
The activities of IMM Network e.V. consist among others of the following:
 - Support students and PhD candidates for the participation in academic conferences
 - Assists student to advance career development
- Master Student Search Committee Member, 2018 – 2021

University of Passau, Germany

- Co-Organization of the conference “2. Passauer Digital-Marketing-Konferenz”, 2014
- Responsibility for the hiring and supervision of student assistants at the Chair of Marketing and Innovation, 2013 – 2017

TEACHING

University of South Florida, USA

| Course | Level | Semester, Year | Evaluation* |
|--------------------|---------------|----------------|-------------|
| Services Marketing | Undergraduate | Fall 2024 | 5.00 |
| Digital Marketing | Undergraduate | Fall 2024 | 5.00 |
| Digital Marketing | Undergraduate | Spring 2024 | 5.00 |
| Digital Marketing | Graduate | Fall 2023 | 4.60 |
| Digital Marketing | Undergraduate | Fall 2023 | 4.75 |
| Basic Marketing | Undergraduate | Spring 2023 | 4.88 |
| Digital Marketing | Graduate | Fall 2022 | 4.88 |
| Digital Marketing | Undergraduate | Fall 2022 | 4.88 |
| Digital Marketing | Undergraduate | Spring 2022 | 4.73 |
| Services Marketing | Undergraduate | Spring 2022 | 5.00 |

*1 = poor, 5 = excellent

Ludwig-Maximilians-Universität, Munich, Germany

| Course | Level | Semester, Year | Evaluation |
|-------------------------------|-----------------|------------------|------------------|
| Seminar in Empirical Research | Graduate | Summer 2021 | 4.70* |
| Consumer Insights | Undergraduate | Winter 2019/2020 | 4.70* |
| Seminar in Empirical Research | Graduate | Summer 2020 | 1.30** |
| Project Course | Graduate | Summer 2019 | N/A [†] |
| Seminar in Empirical Research | Graduate, Ph.D. | Summer 2019 | 1.30** |
| Consumer Insights | Undergraduate | Winter 2018/19 | 2.00** |
| Market Research | Graduate | Summer 2018 | 1.30** |
| Project Course | Graduate | Summer 2018 | N/A [†] |

* New evaluation system instituted, 1 = poor, 5 = excellent; **1 = excellent, 5 = inadequate; [†] co-instructor, no individual evaluation available

University of Passau, Germany

| Course | Level | Semester, Year | Evaluation** |
|------------------------------|---------------|----------------|--------------|
| Seminar in Marketing | Undergraduate | Winter 2016/17 | 1.70 |
| Seminar in Consumer Behavior | Undergraduate | Summer 2016 | 1.40 |
| Seminar in Marketing | Undergraduate | Winter 2015/16 | 1.79 |
| Seminar in Marketing | Undergraduate | Summer 2015 | 2.00 |
| Marketing Research | Undergraduate | Summer 2015 | 2.04 |
| Seminar in Marketing | Undergraduate | Winter 2014/15 | 1.94 |
| Seminar in Marketing | Undergraduate | Summer 2014 | 1.20 |
| Marketing Research | Undergraduate | Summer 2014 | 1.64 |
| Seminar in Marketing | Undergraduate | Winter 2013/14 | 1.67 |
| Marketing Research | Undergraduate | Summer 2013 | 1.94 |

**1 = excellent, 5 = inadequate

Thesis Supervision

| University | Level | Theses Supervised |
|---|---------------|-------------------|
| Ludwig-Maximilians-Universität, Munich, Germany | Graduate | 7 |
| Ludwig-Maximilians-Universität, Munich, Germany | Undergraduate | 4 |
| University of Passau, Germany | Graduate | 9 |
| University of Passau, Germany | Undergraduate | 17 |

Guest Lecturing

| University | Course | Level | Semester, Year |
|--|-----------------------|---------------|-----------------------------|
| EM Lyon Business School, France | Operations Management | Graduate | Winter 2021 |
| EM Lyon Business School, France | Marketing Research | Graduate | Winter 2020, Winter 2019 |
| Corvinus University Budapest, Hungary | Marketing Research | Undergraduate | Winter 2015 |

PROFESSIONAL DEVELOPMENT

- ***Artificial Intelligence in Education Explorer Badge*** (earned March 2024, issued by Auburn University; [Link to badge](#))
- ***Online Instructor Certification Badge*** (earned April 2024, issued by USF Office of Corporate Training and Professional Education; [Link to badge](#))
- ***USF High-Quality Review Gold Badge for Online Course Development*** (earned May 2024, issued by USF Office of Microcredentials; [Link to badge](#))

ACADEMIC AFFILIATIONS

- University of Passau, Chair of Marketing and Innovation (Prof. Dr. Jan H. Schumann), Research Affiliate (2018 – present)
- American Marketing Association
- Association for Consumer Research
- European Marketing Academy

REFERENCES

Dr. Maura L. Scott

Professor of Marketing, and
Edward Carson Chair in Services Marketing
W.P. Carey School of Business
Arizona State University
Tempe, AZ, USA
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Dr. Martin Mende

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J. Willard and Alice S. Marriott Foundation Professor
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Dr. Jan H. Schumann

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Professor and Chair of Marketing and
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