

Activity Report 2015/2016

Chair of Services Marketing

Excellence in
Management
Education

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PREFACE



The past academic year has been a successful one for the Chair of Services Marketing, advancing in scholarly research, contributing towards several academic programs, and serving the institution by assuming relevant administrative roles. The Chair of Services Marketing continues its strategic repositioning toward research excellence in frontline marketing as a new research emphasis. Relevant research findings were presented at this year's competitive SERVSIG International Research Conference as well as on the closed-group 2nd annual Organizational Frontlines Research (OFR) Symposium. Empirical work is being prepared for invited re-submission to a premier journal in the field. The chair provided effective teaching experiences in the Part-Time MBA, Full-Time MBA, as well as BSc programs. The underlying teaching philosophy

centers on the issues of interactivity and academic depth. Lectures are characterized by engaging classroom discussions. Not the quantity of content conveyed is maximized but a thorough understanding of the material including its underlying theoretical dispositions, potential boundary conditions, and applicability is attempted to be facilitated. This approach tends to be well perceived by the students. Acknowledging its role as part of an intertwined social community, the chair continues to assume substantial responsibilities that advance the institution. Such engagements include serving on the ethics committee, supporting Assurance of Learning as a director, and being an active part in the efforts leading toward WHU's AACSB re-accreditation in 2016.

A handwritten signature in blue ink, which appears to read 'Tillmann Wagner'.

Prof. Tillmann Wagner
September 2016



1. TEAM



Prof. Tillmann Wagner
Chairholder

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Tillmann Wagner is Professor of Marketing and holds the Chair of Services Marketing at WHU – Otto Beisheim School of Management. He was previously on the faculty of Texas Tech University as an Assistant Professor (tenure track), where he received the New Faculty Award. Professor Wagner holds a doctoral degree in marketing from the University of St. Gallen in Switzerland and has been a visiting doctoral scholar at the University of Florida's marketing department. His current research interests lie in the areas of frontline marketing, relationship marketing, as well as corporate social responsibility (CSR) in services. Professor Wagner's work has appeared in outlets such as the Journal of Marketing and received the Best Published Paper Award by the Oxford University Centre for Corporate Reputation, Saïd Business School, University of Oxford.



Katharina Weiss
Personal Assistant

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Katharina Weiss has been working for the chair since September 2010.

1. TEAM



MSc & DIC Jasper Rollmann
Research Assistant

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Jasper Rollmann joined the Chair of Services Marketing as a research assistant in February 2015. Mr. Rollmann holds a BSc in Business and Management from the University of Buckingham and a MSc in Economics and Strategy for Business from Imperial College London. In his dissertation, he investigates consumer effects in on-site and online service environments.



MSc Cord-Christian Troebs
Research Assistant

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Cord-Christian Troebs joined the Chair of Services Marketing as a research assistant in January 2014. Mr. Troebs holds a BA in Business Administration from Heilbronn University of Applied Sciences and a MSc in Service Management from Lund University. In his dissertation, Mr. Troebs investigates the impact of customer discounts on frontlines employees.

1. TEAM



Dipl.-Psych. Alexander Stich
External Doctoral Student

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Alexander Stich worked for the Chair of Services Marketing from September 2010 to December 2013. Mr. Stich studied Psychology (Diploma) at the University of Mannheim with a major in Industrial and Organizational Psychology and a minor in Business Administration specializing in Marketing and Consumer Psychology. He was a visiting student at the University of Glasgow (UK) for one semester on a scholarship by the state of Baden-Württemberg. In his dissertation Mr. Stich is investigating sustainability and corporate social responsibility issues, using in-depth interviews as well as experimental research designs. His research has been published in various outlets and was as well presented on international academic conferences. Since the beginning of 2014, Mr. Stich is as an external doctoral student working on several research projects.

2. TEACHING

2.1 BSc PROGRAM

Marketing Communication [2 SWS]

Fall term 2015: External Lecturer Dr. Simon Brach
(Friedrich Schiller University, Jena)
Spring term 2016: Prof. Tillmann Wagner

This class aimed at creating an understanding of the relevant psychological mechanisms underlying consumer behavior and to establish students' ability to shape such behaviors by means of contemporary marketing communications while maintaining high standards of corporate social responsibility. In so doing, the class elaborated on the foundations of consumer psychology, contemporary market segmentation, principles of consumer persuasion, the formulation of communication objectives, integrated marketing communications, media planning, as well as capturing communication effectiveness. Interactive lectures, invited guest speakers, and case study activities provided an overview of the elements of contemporary marketing communication and the underlying guiding principles shaping its deployment.

2.2 FULL-TIME MBA PROGRAM

Relationship and Services Marketing [2 SWS]

This class revolved around enabling students to comprehend and apply key marketing management paradigms and tools in order to establish profitable and lasting customer relationships by means of designing and delivering effective services to customers. The key notion of this class lies in acknowledging the critical roles of perceived service quality, experienced customer satisfaction, and customer loyalty in determining firm profitability. Based on

such an understanding, class lectures, guest speakers and case study work concentrated on the issues of estimating the economic value of a customer, analyzing the processes, structures, and mechanisms that shape perceived service outcomes, designing effective customer services, implementing responses to service failures, and measuring the service quality provided by a firm. The class emphasized an applied perspective on the topic.

2.3 PART-TIME MBA PROGRAM

Relationship and Services Marketing [3 days]

This class revolved around enabling students to comprehend and apply key marketing management paradigms and tools in order to establish profitable and lasting customer relationships by means of designing and delivering effective services to customers. The key notion of this class lies in acknowledging the critical roles of perceived service quality, experienced customer satisfaction, and customer loyalty in determining firm profitability. Based on such an understanding, class lectures, guest speakers and case study work concentrated on the issues of estimating the economic value of a customer, analyzing the processes, structures, and mechanisms that shape perceived service outcomes, designing effective customer services, implementing responses to service failures, and measuring the service quality provided by a firm. The class emphasized an applied perspective on the topic.

2. TEACHING

2.4 DOCTORAL PROGRAM

Publishing Scholarly Research [2 SWS]
External Lecturer Prof. Dwayne Gremler
(Bowling Green State University, USA)

A common mantra of business academics is “publish or perish.” Indeed, at a large number of business schools promotion and tenure decisions are based heavily on one’s ability to publish (regularly) in academic business journals. The intent of this course/seminar is to have all interested academics (particularly Ph.D. students and new assistant professors) consider issues relating to the publishing of relevant and rigorous scholarly research in business journals.

Topics addressed/discussed:

- What makes for significant research?
- What is interesting research?
- Crafting a scholarly manuscript
- Reasons manuscripts are rejected
- Navigating the publication process
- Managing a research project from conceptualization through publication

2.5 INVITED GUEST SPEAKERS

Dr. Martin Einhorn
Head of Market Research
Dr. Ing. h.c. F. Porsche AG

Alexander Hoffmann
Account Manager Media & Entertainment
Google



3. THESES

3.1 BSc PROGRAM

Christina Mersch

How Online Environments Shape Brand
Positioning Perceptions: The Case of Brabus

Alexandra Victoria Pley

A Neurophysiological Perspective on
Kahneman's Dual-Process Theory and its Role
for Marketing Communications

Caroline Pollklaesener

An Evolutionary Psychological Perspective on
Kahneman's Psychological Systems

3.2 MSc PROGRAM

Luca Scheuer

Effective Strategy Communication Anticipating
the Communicability of Corporate Strategies

Katharina Hannemann

The Effect of Short Term Subscription in
Contractual Service Settings on Customer
Loyalty

Syed Hasan

Best Practices in the Industry of Simon Sinek's
Why-How-What Circle (Consumer Goods and
Automotive Industry)

3.3 FULL-TIME MBA PROGRAM

Mahdis Salehi

How to Implement a Payback Card System in
Iran by Considering Current Infrastructures

3.4 PART-TIME MBA PROGRAM

Mauritz Faenger

Motivation by purpose: Improving Currenta's
competence scheme with Simon Sinek's "Golden
Circle"

3.5 DOCTORAL PROGRAM

Doctoral Theses Advising

Alexander Stich

Essays on Marketing Ethics and (Corporate)
Social Irresponsibility

Cord-Christian Troebs

Working Title: The Impact of Customer Discounts
on Frontline Employees

Jasper Rollmann

Working Title: Awareness About a Remote
Secondary Audience: Effects on Customers'
Service Performance Evaluations

Doctoral Theses Co-Advising

Bettina Bielesch (Main advisor: Walter Herzog)

The Interactive Effect of Corporate Social
Responsibility and Innovation Strategies on
Brand Attitude

*Dr. Jerome Alexander Königfeld (Main advisor:
Martin Fassnacht)*

Dissertation completed September 2015
Essays on the Effectiveness of Advertising and
Promotion

*Jonas Lechermeier (Main advisor: Martin
Fassnacht)*

Essays on the effects of customer feedback on
employees in an online services context

*Annabelle Scharwey (Main advisor: Martin
Fassnacht)*

Luxury Retail Experience: The Importance of
Salespersons and Personal Relationships
for a Luxury Service Experience

Marion Stadler (Main advisor: Walter Herzog)

Intuitive Thinking Eliminates Egocentric
Processing of Data

*Stefan Piel (Main advisor: Manfred Krafft,
University Muenster)*

Wirkungen unterschiedlicher Inzentivierungsfor-
men bei der Ausgestaltung von Direktmarketing-
maßnahmen im Rahmen der Kommunikations-
funktion von Kundenkartenprogrammen

4. RESEARCH

4.1 CONFERENCE CONTRIBUTIONS

Wagner, Tillmann and Cord-Christian Troebs (2016), " The Impact of Customer Discounts on Frontline Employees: Initial Experimental Findings", 2nd Annual Organizational Frontlines Research (OFR) Symposium, Tallahassee, FL (USA), March 3-5, 2016.

Troebs, Cord-Christian and Tillmann Wagner (2016), "Do Customer Discounts Affect Frontline Employees?," SERVSIG International Research Conference 2016, Maastricht, The Netherlands, June 17-19, 2016.

4.2 REVIEW ACTIVITIES

- Editorial Board Member, Journal of Services Marketing
- AMA Educators' conference
- Business Research
- EMAC annual conference
- International Journal of Research in Marketing
- Journal of Business Ethics
- Journal of Retailing
- Journal of Services Marketing
- Journal of Service Research
- SMA doctoral dissertation award

4.3 SUPPORT OF RESEARCH

COMMUNITY

- Reviewer, Assessment, Juniorprofessorship Paul Marx, Siegen University
- Member, Research Advisory Board, Institute of Retail Management, University of St. Gallen

4.4 MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

- Academy of Management (AOM)
- American Marketing Association (AMA)
- German Association of University Professors and Lecturers (DHV)

5. CORPORATE CONNECTIONS

Market Research Project on Mobile Marketing,
Dr. Ing. h.c. F. Porsche AG

6. SERVICES PROVIDED TO THE SCHOOL

- Member, Research Ethics Committee - New Guidelines for Academic Conduct; internal case, pre-investigation
- Director, Assurance of Learning
 - AACSB Accreditation 2015/2016
 - AACSB's Europe, Middle East, and Africa Annual Conference, Frankfurt am Main, October 2015
- Member, WHU Board of Directors
- Member, Faculty Senate
- Member, Recruitment Committee Strategic Management
- Member, Recruitment Committee Financial Accounting
- Graduation BSc, September 26, 2015
- Graduation, PT-MBA, October 21, 2015
- Disputation, Marlon Braumann, December 18, 2015
- Disputation, Benjamin Klitzke, April 11, 2016
- Hosted U.S.-American guest professor, Dwayne Gremler, to teach a class in WHU's doctoral program





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