



30 Years
Excellence in
Management
Education

1984–2014

Chair of Services Marketing
Activity Report 2013/2014

Content

	Page
Preface	3
Team	4
Academic Programs	6
Research	12
Activities at WHU	13

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 tasks. The chair has been able to secure a new doctoral assistant, Christian Troebs, who maintains a specific interest in the Chair's new research direction concentrating on the topic of frontline marketing. Efforts continue to push this new research interest and first research results on frontline marketing were already presented at this year's competitive Frontiers in Service conference. To grow focused expertise in relevant research methodologies for this line of work, an in-depths seminar on hierarchical linear modeling by the Society for Research on Educational Effectiveness (SREE) was attended by the chair holder. Since frontline marketing and the particular issue of emotional labor are also subject to organizational theory, the Chair is also expanding an expertise in the respective contemporary management literature, which will serve as an additional type of publication outlet for the current work.

The chair provided effective teaching experiences in the Part-Time MBA, Full-Time MBA, MSc, MLB and BSc programs. The underlying teaching philosophy centers on the issues of interactivity and 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, chairing the examination board for the MSc program, and membership in the school's senate.



Prof. Tillmann Wagner

September 2014

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.

Team



Dipl.-Psych. Alexander G. Stich
External Ph.D. candidate

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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.



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. At the bachelor's level, he studied Business Administration and Tourism at Heilbronn University of Applied Sciences, Germany and spent one semester abroad at Finnmark University College, Norway. At the master's level, he studied Service Management at Lund University, Sweden and spent a semester abroad at Guelph University, Canada. In his dissertation, Mr. Troebs investigates the impact of customer discounts on frontlines employees.

Academic Programs

Teaching – BSc Program

Marketing Communication [2 SWS]

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.

Teaching – MSc 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 analytical perspective on the topic.

Academic Programs

Teaching – FT-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.

Marketing Communication [2 SWS]

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 adopted an applied perspective on how the elements of contemporary marketing communication can be deployed in an effective and ethically responsible manner.

Academic Programs

Teaching – PT-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.

Teaching – MLB Program

Foundations of Marketing [2 SWS]

This course revolved around the recognition that successful marketing is based on creating and conveying a distinct value proposition that is appealing to the respective target customers. The class elaborated on this idea, introducing fundamental concepts, tools, and frameworks of contemporary marketing in combination with industry examples. A broad range of marketing issues in varying industry contexts and service environments were covered. Key topics included consumer behavior and decision making, market segmentation, product positioning, customer touchpoints, and elements of marketing communication.

Academic Programs

Academic Advising

Bachelor Thesis (completed)

- Luca Scheuer
Title: *Celebrity Endorsement – An Overview of Determinants Impacting Consumer Perception*
- Pia Ehlig
Title: *Forms, Antecedents and Outcomes of Emotional Labor*

Master Theses, MSc Program (completed)

- Alexander Hoffmann
Title: *Consumer Persuasion in Online Marketing: An Empirical Study*
- Alexander Koerfer
Title: *CSR Communication Instruments*
- Louisa Schindler
Title: *New Avenues for Customer Data Usage: The Case of Vodafone*
- Simon Bromig
Title: *Antecedents and Consequences of Customers' Authenticity Perceptions in Service Encounters: A Theoretical Framework*

Academic Programs

Academic Advising

Master Theses, Full-time MBA Program (completed)

- Hanna Niemeyer: *Customer acquisition at Schüco International: The case of the UK market*
- Christopher Hana: *“Shut up and take my money”*

Master Theses, Part-time MBA Program (completed)

- Danilo Don Ranashinghe : *The Power of Employees in an Award Winning Bar: An Application of the Service Profit Chain*
- Vincent Fourmi : *Service Profit Chain and Ownership Quotient in Professional Service Firms*
- Fidelius Kuehn : *Customer Loyalty for Intangible Products: The Cases of Banking and Insurance*
- Marc Linstädter : *Interest Made in Germany – Webanalytics as a Success Factor of Entering the Deposit Business for Private Customers on the Verge of the Financial Crisis*
- Adam Lisewski: *Promising Customer Segments in the Recommerce Market: A Practical Application of the Mean-End-Chain with verkausuns.de*

Master Theses, MLB Program (completed)

- Lindsay Turner: *Health and Diet Industry Marketing: An Analysis of its Impact on Professional Women*

Academic Programs

Academic Advising

Doctoral Thesis Advising

- Alexander Stich
Working Title: Consumer Responsibility for Unsustainable Company Actions
- Cord-Christian Troebs
Working Title: The Impact of Customer Discounts on Frontline Employees

Doctoral Thesis Co-Advising

- Bettina Bielesch (Main advisor: Walter Herzog)
- Jerome Alexander Königfeld (Main advisor: Martin Fassnacht)
Title: Essays on the Effectiveness of Advertising and Promotion
- Stefan Piel (Main advisor: Manfred Krafft, University Muenster)
Title: Wirkungen unterschiedlicher Inzentivierungsformen bei der Ausgestaltung von Direktmarketingmaßnahmen im Rahmen der Kommunikationsfunktion von Kundkartenprogrammen

Invited guest speakers

- Patrick Gottesleben, GOTTESLEBEN Werbeagentur, Full-Time MBA Program
- Antoine Philippe, Marketing Director, Henkel Adhesive Technologies, FT-MBA Program
- Dr. habil. Ralf Elsner, Vice President, Rhenania Buchversand, MSc Program
- Hans-J. Agnischock, Head of Enterprise Customer Performance, CSC Deutschland Consulting GmbH, MSc Program
- Dr. Phoebe Kebbel, Partner HERING SCHUPPENER Consulting, Strategieberatung für Kommunikation GmbH, BSc Program

Research

Conference Presentations

Brach, S., Walsh, G., and Wagner T. (2014): "She Works Hard for the Money: Frontline Employees and Consumers' Vicarious Depletion of Self-Control", 23rd Annual Frontiers in Service Conference (June 2014, Miami, FL).

Reviewing Activities

Society for Marketing Advances, Dissertation Award
Journal of Business Ethics

Support of Research Community

- Reviewer, Tenure process, Dr. Ravi Jillapalli, Texas State University, McCoy College of Business Administration
- Member, research advisory board, Institute of Retail Management, University of St. Gallen

Membership in Professional Organizations

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

Activities at WHU

- Member, research ethics committee
- Chair, examination board, Master of Science program
- Member, senate
- Member, search committee, marketing professorship
- Interviewer, application process, MSc program
- Participant, EFMD, Masters Conference, Düsseldorf, December 2.-4, 2013.
- Participant, graduation ceremony, part-time MBA program, Düsseldorf, November 23, 2013
- Participant, graduation ceremony, BSc program, September 28, 2013
- Participant, graduation ceremony, MSc, MBA, Doctoral program, September 28, 2013
- Presentation, Marketing and Sales classes overview, Master in Management program
- Chair, doctoral defenses (i.e., Disputationen)
 - Thomas Weiber, July 24, 2014

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