

# Curriculum Vitae

Updated February 2024



<b>Name:</b>	Manfred SCHWAIGER
<b>Date of Birth:</b>	February 16, 1963
<b>Citizenship:</b>	German married, 2 kids
<b>Current Position (since 08/1998):</b>	University Professor of Business Administration and Dean of Studies at the Munich School of Management, Ludwig-Maximilians-University of Munich, and Head of the Institute of Market-based Management
<b>Education:</b>	University of Augsburg <ul style="list-style-type: none"><li>▪ Graduation (Dipl.-oec., "first class honours") November 1988</li><li>▪ Doctorate (Dr. rer. pol.) December 1992, summa cum laude</li><li>▪ Post-doctorate qualification (Habilitation) February 1997</li></ul>
<b>Professional Activities</b>	<b>Academic:</b> <ul style="list-style-type: none"><li>▪ Dean of the Munich School of Management (2003-2005)</li><li>▪ Dean of Studies of the Munich School of Management (1999-2003 and since 2006)</li><li>▪ University Professor of Business Administration, University of Munich (since 1998)</li><li>▪ Lecturer (1989-93) and Assistant Professor of Statistics &amp; Mathematical Economic Theory, University of Augsburg (1993-1998)</li><li>▪ Academic Head of the Master of Science in Management - European Triple Degree (ETD) and International Triple Degree (ITD)</li><li>▪ Member of the Executive Board of Directors of the Korean Scholars of Marketing Science (KSMS)</li><li>▪ Member of the International Advisory Board, EMLYON Business School</li><li>▪ Member of the Board of the European Centre for Reputation Studies (ECRS e.V., 2006-2012)</li><li>▪ Member of the Board of the German Academic Association for Business Research (VHB e.V., 2008-2013)</li><li>▪ Former ERB member of the Journal of Public Policy &amp; Marketing, Journal of Advertising, International Journal of Advertising and Journal of Global Scholars of Marketing Science</li><li>▪ Former Member of the Publications Committee of the American Academy of Advertising (AAA)</li></ul> <b>Non Academic:</b> <ul style="list-style-type: none"><li>▪ Consultant, several company advisory boards</li></ul>

**Honors & Awards**

1993	Research Award for Outstanding Dissertations (granted by the Chamber of Commerce)
2004	Best Paper Awards in the Simulation Track, Association of Business Simulation and Experiential Learning (ABSEL), annual conference 2004 and 2006
2006	
2009	Best Paper Award of the EIASM (European Institute for Advanced Studies in Management ) conference on Visualising, Measuring and Managing Intangibles and Intellectual Capital
2011, 2012, 2016, 2019	Best Paper Awards, Association for Marketing & Health Care Research, Annual Conferences 2011, 2012 and 2019 Best Paper Award, Global Marketing Conference 2016
2022	Best Paper Award Marketing ZFP – Journal of Research and Management

**Memberships:**

- American Marketing Association (AMA)
- Academy of Marketing Science (AMS)
- American Academy of Advertising (AAA)
- Academy of Marketing and Health Care Research (AMHCR)
- German Academic Association for Business Research
- Deutscher Hochschulverband

**Service:**

Reviewer for Academy of Management Journal, Journal of Business Research, Journal of Public Policy & Marketing, Journal of Advertising, Business Research, Business Ethics Quarterly, European Management Journal, Management International Review, Journal of World Business, Psychology and Marketing, International Marketing Review, Advances in International Marketing, Journal of International Advertising, Journal of Interactive Advertising, Journal of Electronic Commerce Research, and some 10 national reviewed journals

**Research Interests:**

- Return on Marketing / Marketing Metrics
- Corporate Reputation
- Corporate Communications
- Consumer Insights
- Market Research

**Publications:**

- 5 Books
- ~ 40 papers in refereed national and international journals
- ~ 190 books articles and conference proceedings
- ~ 25 edited volumes, working papers and other publications

## **10 Selected Publications**

1. **Morath, T.; Schwaiger, M.; Mahler, K.** (2022): „Not One and The Same: Published Opinion as a Poor Predictor of Public Opinion“, *Marketing ZFP – Journal of Research and Management* 44(2), 3-23 (ausgezeichnet mit dem Best Paper Award der Zeitschrift für das Jahr 2022).
2. **Hufnagel, G.; Schwaiger, M.; Weritz, L.** (2022): Seeking the Perfect Price: Consumer Responses to Personalized Price Discrimination in E-Commerce, in: *Journal of Business Research* 143, 346-365
3. **Pfister, B.; Schwaiger, M.; Morath, T.** (2019): Corporate Reputation and the Future Cost of Equity, in: *Business Research* 13, 343-384, <https://doi.org/10.1007/s40685-019-0092-8>
4. **Raithel, S.; Schwaiger, M.** (2015): The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value, in: *Strategic Management Journal* 36 (6), 945-956
5. **Raithel, S.; Sarstedt, M. Scharf, S.; Schwaiger, M.** (2012): On the Value Relevance of Customer Satisfaction. Multiple Drivers and Multiple Markets, in: *Journal of the Academy of Marketing Science (JAMS)* 40(4), 509-525
6. **Raithel, S.; Wilczynski, P.; Schloderer, M.; Schwaiger, M.** (2010): The Value-Relevance of Corporate Reputation During Financial Crisis, in: *Journal of Product and Brand Management* 19(6), 389-400
7. **Schwaiger, M.; Sarstedt, M.; Taylor, R.** (2010): Art for the Sake of the Corporation. in: *Journal of Advertising Research* 50(1), 77-90
8. **Schwaiger, M.; Rennhak, C.; Taylor, C.R.; Cannon, H.M.** (2007): Can Comparative Advertising be Effective in Germany? A Tale of Two Campaigns, in: *Journal of Advertising Research* 47(1), 2-13
9. **Eberl, M.; Schwaiger, M.** (2005): Corporate Reputation: Disentangling the Effects on Financial Performance, in: *European Journal of Marketing* 39(7/8), 838-854
10. **Schwaiger, M.** (2004): Components and Parameters of Corporate Reputation – an Empirical Study, in: *Schmalenbach Business Review* 56(1), 46-71.