

Dr. Maximilian Frieß

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RESEARCH INTERESTS

- Digitalization in Marketing and Sales
- Financial Return on Marketing
- Service Marketing and Servitization
- Dynamic Relationship Marketing
- New Venture Marketing

ACADEMIC APPOINTMENTS

- **Ludwig Maximilian University of Munich (LMU)**, Munich School of Management, Assistant Professor (Akad. Rat), Institute for Market-Based Management, Chair: Prof. M. Schwaiger, 2021-
- **Ruhr-University Bochum**, Faculty of Management and Economics, Postdoctoral Researcher, Sales Management Department, Chair: Prof. J. Wieseke, Prof. C. Schmitz, Prof. S. Alavi, 2019-2021
- **Imperial College London**, Imperial College Business School, Visiting Researcher, Marketing Department, invited by Prof. S. Mikolon, 2015
- **Ruhr-University Bochum**, Faculty of Management and Economics, Research Assistant and Doctoral Student, Sales & Marketing Department, Chair: Prof. J. Wieseke, Prof. C. Schmitz, 2014-2019
- **RWTH Aachen University**, RWTH Business School, Student Assistant, Chair: Prof. T.O. Salge, 2013-2014

EDUCATION

- **Doctor rer. oec.** (Summa cum laude), Ruhr-University Bochum, Faculty of Management and Economics, 2019
- **Master of Science in Management** (with distinction, best in class), Ruhr-University Bochum, Faculty of Management and Economics, 2014
- **Bachelor of Science in Management and Economics**, Ruhr-University Bochum, Faculty of Management and Economics, 2012

PROFESSIONAL EXPERIENCE (NON-ACADEMIC)

- (Freelance) management consultant, e.g., DIV, 2015-2021
- Business development, pso Vertriebsprogramme GmbH, Köln, Germany, 2012-2014
- Consulting project acquisition and planning, OSCAR GmbH, Köln, Germany, 2010-2011

HONORS, AWARDS, AND GRANTS

- Job Market Fellowship of the Munich School of Management (LMU Munich)
- Best Paper Award in Track, AMA Winter Academic Conference 2022
- Scholarship of the Global Young Faculty, Mercator Foundation
- Scholarship of the German Academic Exchange Service (DAAD),
- Scholarship of the RUB Research School
- Award of the rectorate for the best master thesis at faculty, Ruhr-University Bochum
- IFU Award for being best in class in Master program, Ruhr-University Bochum

PUBLICATIONS AT PEER-REVIEWED JOURNALS

(A+, A, B ~ VHB-JOURQUAL Ranking 3)

- Schmitz, C., Friess, M., Alavi, S.; Habel, J. (2020): Understanding the Impact of Relationship Disruptions, in *Journal of Marketing*, 84(1), 66-87.
<https://doi.org/10.1177/0022242919882630> (A+)
- Friess, M., Haumann, T., Alavi, S., Oproiescu, A. I., Schmitz, C., Wieseke, J. (2024): The Contingent Effects of Innovative Digital Sales Technologies on B2B Firms' Financial Performance, in *International Journal of Research in Marketing*, (online first)
<https://doi.org/10.1016/j.ijresmar.2024.05.004> (A)
- Friess, M., Alavi, S., Habel, J.; Richter, B. (2023): When Sales Leaders Induce Competition among Sales Employees: A Source of Motivation or Exhaustion? in *Journal of Personal Selling & Sales Management*, 1-19.
<https://doi.org/10.1080/08853134.2023.2227385> (B)
- Friess, M.; Kassemeier, R. (2023): Price Increases and Their Financial Consequences in International Business-to-business Selling. *Journal of International Marketing*.
<https://doi.org/10.1177/1069031X231214160> (B)

RESEARCH MANUSCRIPTS UNDER REVIEW

(*Titles adjusted to ensure blind review processes, abstracts upon request.)

- Balancing Digital Marketing and Personal Sales Resources to Leverage High-tech Start-Ups' Early Growth (with A. Vomberg, S. Alavi, V. Maag, and J. Wieseke), under Review at *Journal of Marketing Research*, 5th round revision, (A+)
- Gamified Digital Sales Training. Field Experimental Evidence from the Telecommunication Industry (single author), under Review at *Journal of Personal Selling & Sales Management*, 2nd round revision, (B)
- Early Warning Signs for Salespeople's Turnover Cognitions (with J. Altenscheidt and C. Schmitz), under Review at *Journal of the Academy of Marketing Science*, 1st round, (A)
- Test-Retest Reliability of Single vs. Multi-item Scales in Marketing Research (with S. Baringhorst, M. Niederberger-Kern, and M. Schwaiger), under Review at *Journal of the Academy of Marketing Science*, 1st round, (A)

RESEARCH MANUSCRIPTS IN PREPARATION (Selection)

(*Titles adjusted to ensure future blind review processes, abstracts upon request.)

- The Role of Perceived Control After Service Failure – Implications for Recovery and Prevention (with M. Schwaiger, M. Niederberger-Kern), *in progress*
- When Service Costs Threaten the Profitability of SME Accounts (with S. Mikolon) *in progress*
- Predicting Salespeople's Fraud using Big Data and Machine Learning (with N. Pöpping, S. Alavi, and C. Schmitz), *in progress*
- Disaster Experiences and Leaders' Aspiration and Performance (with S. Mikolon, E. Piening, T.O. Salge), *in progress*
- Ambivalent Effects of Luxury Brand's Engagement in Second-hand Selling (with S. Traut, K. Mahler, M. Schwaiger), *in progress*

CONFERENCE PRESENTATIONS

- Price Increases and Their Financial Consequences in International Business-to-Business Selling, *AMA Winter Academic Conference*, St. Pete's Beach, USA, 2024
- Red Flags in Sales: Using Big Data and Predictive Analytics to Identify Salespeople's Uncompliant Behavior, *AMA Winter Academic Conference*, St. Pete's Beach, USA, 2024, paper won OFR young scholar award 2024
- Are We More Willing to Forgive an Underdog? An Investigation of the Consequences of Second-Hand Product Failures, *AMA Winter Academic Conference*, St. Pete's Beach, USA, 2024
- Second-hand Luxury between Exclusivity and Sustainability, Global Fashion Management Conference, Milan, Italy, 2024
- The Impact of Cost-to-Sell and Cost-to-Serve in Customer Company Relationships on Return on Sales, *The Thought Leadership on the Sales Profession Conference*, Arlington, USA, 2023.
- Red Flags in Sales: Using Big Data and Machine Learning to Predict Salespeople's Fraud, *EMAC Annual Conference*, Odense, Denmark, 2023.
- The Role of Perceived Control After Service Failure, *EMAC Annual Conference*, Odense, Denmark, 2023.
- When Do Sales Representatives Truly Resign? Unveiling and Understanding Performance Dips Before Departure, *AMA Winter Academic Conference*; Best paper in track: Sales Management and Personal Selling, Las Vegas, USA, 2022
- Price Increases and their Financial Consequences in International B2B Markets, 2022 *ISBM Conference*, Chicago, USA, 2022.
- Is There a Good Side of Divorce? The Effect of Customer Relationship Disruptions on New Business Development, *AMA Winter Marketing Educators' Conference*, New Orleans, USA, 2018.

TEACHING EXPERIENCE

- LMU Munich, Lecture (3x) Market Research (Master level), Consumer Insights (Bachelor Level), Research Seminars (7x) in Customer Relationship Management, Selling in B2B Markets, Advanced Empirical Marketing Research, Master and Bachelor level, 2021-2024
- Ruhr-University Bochum, Research Seminars (14x) in Empirical Marketing Research, Sales in B2B Markets, and Marketing Theory, Master and Bachelor level, 2014-2021

REVIEWER ACTIVITIES

Ad-hoc reviewer for Journal of Personal Selling and Sales Management, European Journal of Marketing, American Marketing Association (AMA) Conference, RUB Research School

REFERENCES

Manfred Schwaiger
Prof. in Management
LMU Munich

Sven Mikolon
Assoc. Prof. in Marketing
Imperial College London

Sascha Alavi
Prof. in Marketing
University of Oldenburg