

Dr. Alexander Mafael
(born 19.09.1988 in Bonn, Germany)

Center for Retailing
Stockholm School of Economics
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Email: alexander.mafael@hhs.se
Married, two daughters

ACADEMIC POSITIONS

Assistant Professor of Marketing (Tenure Track), September 2020 - present

STOCKHOLM SCHOOL OF ECONOMICS
Department of Marketing and Strategy
Center for Retailing

Postdoctoral Researcher, October 2016 - August 2020

FREIE UNIVERSITÄT BERLIN
School of Business and Economics
Marketing Department

EDUCATION

Dr. rer. pol., Marketing (summa cum laude), 2015

FREIE UNIVERSITÄT BERLIN
School of Business and Economics, Marketing Department

Dissertation: *Information Processing in Customer Relationship Management – Investigating the Role of Electronic Word-of-Mouth and Loyalty Programs*

M.Sc., Management and Marketing, 2011

FREIE UNIVERSITÄT BERLIN
COPENHAGEN BUSINESS SCHOOL

B.Sc., Business Administration, 2009

FREIE UNIVERSITÄT BERLIN
STOCKHOLMS UNIVERSITET
School of Business and Economics
Majors: Marketing, Organization, and Strategy

Abitur (German University Entry Degree), 2006

HUMBOLDT OBERSCHULE BERLIN
GERMAN SCHOOL TOKYO-YOKOHAMA

RESEARCH INTERESTS

Digital Marketing
Marketing Strategy
Advertising Effectiveness

RESEARCH STAYS AND COOPERATIONS

Research Stays and Cooperations

07/2019 *Bayes Business School*, City University of London, United Kingdom

03/2018 *Bayes Business School*, City University of London, United Kingdom

09/2017 *McGill University*, Montréal, Canada

Charles R. Taylor (*Villanova*), David W. Stewart (*Loyola Marymount*), Stefan Hock (*U Connecticut*), Saurabh Mishra (*George Mason U*), Girish Mallapragada (*Indiana*), Thomas Dotzel (*U Nebraska*), Sascha Raithel, Jana Möller (all *FU Berlin*), Alexander Edeling, Yves van Vaerenbergh (all *KU Leuven*), Sabrina Gottschalk, (*Bayes Business School*), Erik Maier (*HHL Leipzig*), Maximilian Gerrath, Aulona Ulqinaku, Alessandro Biraglia (all *U Leeds*), Stefan Bernritter, Oguz Acar (all *King's College London*), Ammara Mahmood (*Wilfried Laurier University*), Timo Mandler (*Toulouse Business School*), Ann-Kristin Kupfer (*Karlsruhe Institute of Technology*), Tobias Schäfers (*Copenhagen Business School*)

Industry and Data Cooperations

YouGov, Kjero.com, KPMG, SKY Deutschland, H&M Group, ICA Group, Unruly, Socialbakers, Pulsar, Filipa K, Influeri, Changing the Flow

JOURNAL PUBLICATIONS

Maier, Erik, and Alexander Mafael (2024), “Adbusting: How Advertising Altered by Activists Affects Brands,” *Psychology & Marketing*, forthcoming, IF: 6.70, AJG 3.

Raithel, Sascha, Stefan Hock, and Alexander Mafael, (2023), “Product Recall Effectiveness and Consumers’ Participation in Corrective Actions,” *Journal of the Academy of Marketing Science*, forthcoming, IF: 18.20, AJG 4*, FT50, Selected for submission to the *European Union Product Safety Award*

Gerrath, Maximilian, Alexander Mafael, Aulona Ulqinaku, and Alessandro Biraglia, (2023), “Service Failures in Times of Crisis: An Analysis of eWOM Emotionality,” *Journal of Business Research*, 154, IF: 11.30, AJG 3.

Delios, A., Elena Giulia Clemente, Tao Wu, Hongbin Tan, Yong Wang, Michael Gordon, Domenico Viganola, Zhaowei Chen, Anna Dreber, Magnus Johannesson, Thomas Pfeiffer, Alexander Mafael (as part of the Generalizability Tests Forecasting Collaboration), and Eric Luis Uhlmann, (2022), “Examining the Generalizability of Research Findings from Archival Data,” *Proceedings of the National Academy of Sciences*, 119 (30), IF: 12.78.

Mafael, Alexander, Sascha Raithel, and Stefan J. Hock, (2022), “Managing Customer Satisfaction After a Product Recall: The Joint Role of Remedy, Brand Equity, and Severity,” *Journal of the Academy of Marketing Science*, 50, 174-194, IF: 18.20, AJG 4*, FT50.

Mafael, Alexander, Sascha Raithel, Charles R. Taylor, and David W. Stewart, (2021), “Measuring the Role of Uniqueness and Consistency to Develop Effective Advertising,” *Journal of Advertising*, 50 (4), 494-504, IF: 5.70, AJG 3, Finalist, *Journal of Advertising Best Article Award*

Raithel, Sascha, Mafael, Alexander, and Stefan J. Hock, (2021), “The Effects of Brand Equity and Failure Severity on Remedy Choice After a Product Recall,” *Journal of Product and Brand Management*, 30 (8), IF: 5.60, AJG 2.

Mafael, Alexander, and Sabrina A. Gottschalk (2020), “Tales from the Land of Consumer Reviews,” *NIM Marketing Intelligence Review*, 12 (2). 41-45.

Mafael, Alexander (2019), “How Regulatory Orientation and Feelings of Gratitude Shape Online Review Helpfulness,” *Journal of Consumer Psychology*, 29 (4), 601-622. Five-year IF: 5.99, AJG 4*, FT50.

- Taylor, Charles R., Mafael, Alexander, Raithel, Sascha, Anthony, Carissa M., and Stewart, David W. (2019), “Portrayals of Minorities and Women in Super Bowl Advertising,” *Journal of Consumer Affairs*, 53 (4), IF: 2.80, AJG 2.
- Gottschalk, Sabrina A. and Alexander Mafael (2017), “Cutting Through the Online Review Jungle. Investigating Selective eWOM Processing,” *Journal of Interactive Marketing*, 37, 89-104. IF: 11.80, AJG 3.
- Mafael, Alexander, Sabrina A. Gottschalk, and Henning Kreis (2016), “Examining Biased Assimilation of Brand-related Online Reviews,” *Journal of Interactive Marketing*, 36, 91-106. IF: 11.80, AJG 3.
- Kreis, Henning and Alexander Mafael (2014), “The Influence of Customer Loyalty Program Design on the Relationship between Customer Motives and Value Perception”, *Journal of Retailing and Consumer Services*, 21 (4), 590-600. IF: 10.40, AJG 2

RESEARCH UNDER REVIEW

Note. Manuscript titles are shortened to protect the review process.

- Qiong, Tang, Sascha Raithel, Alexander Mafael, and Ashish Galande, “Brand-related Information,” Revise and Resubmit, *Journal of Marketing*
- Raithel, Sascha, Charles R. Taylor, David W. Stewart, and Alexander Mafael, “Competitive Advertising,” Reject and Resubmit, *Journal of Marketing Research*
- Möller, Jana, Sabrina A. Gottschalk, and Alexander Mafael, “Review Posting,” Revising for 4th Round R&R, *International Journal of Research in Marketing*
- Kupfer, Ann-Kristin, Tobias Schäfers, Timo Mandler, and Alexander Mafael, “Content Teasers,” Revising for 3rd Round R&R, *International Journal of Research in Marketing*
- Rosengren, Sara, and Alexander Mafael, “Collaborating with Practitioners,” Revise and Resubmit, *Journal of Advertising Research*
- Bernritter, Stefan, Boermans, Sophie, and Alexander Mafael, “Creator Disclosure,” Under Review, *Information Systems Journal*

WORKING PAPERS

- Hock, Stefan J., Mafael, Alexander, and Sascha Raithel, “Product Recall Effectiveness: A Review”
Working paper available; target: Journal of the Academy of Marketing Science
- Mahmood, Ammara, Stefan Bernritter, Oguz A. Acar, and Alexander Mafael, “Ephemeral Content”
Working paper available; target: Journal of Marketing Research
- Edeling, Alexander, Alexander Mafael, Yves van Vaerenberg, and Inês Ferraz Teixeira, “Which Marketing Event Has the Largest Impact on Firm Value? A Meta-Analysis”
Working paper available; target: Journal of Marketing
- Hausmann, Maximilian, Antje Niemann, Alexander Mafael, Sascha Raithel, and Manfred Schwaiger, “The Influence of Online Complaints on Third Party Consumers”
Working paper available; target: Journal of the Academy of Marketing Science
- Kolesova, Svetlana, Sara Rosengren, Alexander Mafael, Rickard Sandberg, and Emelie Fröberg, “Demand for Private Labels,” *Working paper available; target: Journal of Retailing*

RESEARCH IN PROGRESS

Gerrath, Maximilian, Alexander Mafael, and Sabrina Gottschalk, “Image Quality”

Mishra, Saurabh, Sascha Raithel, Thomas Dotzel, Alexander Mafael, and Girish Mallapragada, “New Products”

Taylor, Charles R., Sascha Raithel, Alexander Mafael, and David W. Stewart, “Brand Differentiation”

Mafael, Alexander, Colliander, Jonas, and Christoph Baldauf, “Buy Now, Pay Later”

CONFERENCE PRESENTATIONS

Mafael, Alexander, Jana Möller, and Sabrina A. Gottschalk (2023), ” To Post or Not to Post: The Impact of Posting Frequency, Minority Opinion Perception, and Social Risk on Online Review Posting”, Special Session on Electronic Word-of-Mouth, *Proceedings of the 52nd EMAC-Conference*, Odense.

Tang, Qiong, Sascha Raithel, Alexander Mafael, and Ashish Galande (2023), ” The Impact of Brand-Related Information Disclosure on Financial Market Actors During Times of Increasing Economic Policy Uncertainty”, Special Session on Text Analytics, *Proceedings of the 52nd EMAC-Conference*, Odense.

Mafael, Alexander, Hock, Stefan, and Sascha Raithel (2022), “Increasing Recall Effectiveness for Consumer Products”, *Proceedings of the 51st EMAC-Conference*, Budapest.

Wache, Catalina, Fors, Maja, and Alexander Mafael (2022), “Brand Attitudes Versus Pro-Environmental Intentions: The Tension Brought by Financial Rewards and Penalties”, *Proceedings of the 51st EMAC-Conference*, Budapest.

Tang, Qiong, Raithel, Sascha, Mafael, Alexander, and Ashish Galande, (2021), ”Applying Phrase-Level Text Analysis to Measure Brand-Related Information Disclosure”, *Proceedings of the 2021 AMS Conference* (virtual).

William R. Darden Award for the Best Research Methodology Paper.

Wache, Catalina, Möller, Jana, Mafael, Alexander, Daumke, Victoria, Fetahi, Brenda, and Nora Melcher (2021), ”Green Demarketing Advertising”, *Proceedings of the 50th EMAC-Conference*, Madrid (virtual)

Maier, Erik, and Alexander Mafael (2021), “The Effect of Adbusting on Brands”, *Proceedings of the 50th EMAC-Conference*, Madrid (virtual).

Möller, Jana, Mafael, Alexander, & Sabrina A. Gottschalk (2020), “Examining Online Review Posting Preferences,” *Advances in Consumer Research*, 48.

Maier, Erik, and Alexander Mafael (2020). The effect of adbusting on busted brands. *Proceedings of the 49th EMAC-Conference*, Budapest (postponed).

Möller, Jana, Mafael, Alexander, & Sabrina A. Gottschalk (2020), “Examining Online Review Posting Preferences,” *Interactive Marketing Research Conference*, London (virtual).

Mafael, Alexander, Raithel, Sascha, Hausmann, Maximilian, Niemann, Antje, and Manfred Schwaiger (2020). The influence of online complaints on third party consumers. *Interactive Marketing Research Conference*, London (virtual).

Mafael, Alexander, Raithel, Sascha, Hausmann, Maximilian, Niemann, Antje, and Manfred Schwaiger (2019). The influence of online complaints on third party consumers. *Proceedings of the 48th EMAC-Conference*, Hamburg.

Mafael, Alexander, Raithel, Sascha, Taylor, Charles R., Stewart, David W. (2019). Scoring touchdowns with super bowl advertising – The impact of uniqueness and consistency on buzz. *Proceedings of the 48th EMAC-Conference*, Hamburg.

- Gottschalk, Sabrina A., Mafael, Alexander, and Möller, Jana (2019). To post or not to post? Understanding differences in online review posting behavior. *Proceedings of the 48th EMAC-Conference*, Hamburg.
- Mafael, Alexander, Raithel, Sascha, and Stefan J. Hock (2018). Exploring actual and ideal product recall strategies: The moderating role of brand equity. *Proceedings of the 47th EMAC-Conference*, Glasgow.
- Gottschalk, Sabrina A., Möller, Jana, and Alexander Mafael (2018). The impact of online review dispersion on the intention to post. *Proceedings of the 47th EMAC-Conference*, Glasgow.
- Mafael, Alexander, Sascha Raithel, and Stefan J. Hock (2017), “The Impact of Firm Response to Product-harm Crises on Customer Satisfaction: The Mediating Role of Moral Judgment,” *Proceedings of the 46th EMAC-Conference*, Groningen
- Mafael, Alexander (2016), “Regulatory Focus and Valence Determine Helpfulness Voting Behavior,” Short Paper presented at the *1st EMAC Junior Research Camp*, Vienna
- Gottschalk, Sabrina Alexandra, Alexander Mafael, and Henning Kreis (2016), “Cross-referencing in Online Reviews,” *Proceedings of the 45th EMAC-Conference*, Oslo
- Mafael, Alexander, and Henning Kreis (2016), “The Interactive Effect of Regulatory Focus and Review Valence on Helpfulness Ratings,” *Proceedings of the 45th EMAC-Conference*, Oslo
- Mafael, Alexander, Sabrina A. Gottschalk, and Henning Kreis (2015), “Turning a Blind Eye to Opposing Information - Examining Biased Assimilation of Brand-Related Online Consumer Reviews,” *Proceedings of the 44th EMAC-Conference*, Leuven
- Mafael, Alexander (2014), “Exploring Consumer’s Online Information Processing Strategies,” Presented at the 18th Doctoral Colloquium at Simon-Kucher & Partners GmbH
- Gottschalk, Sabrina A. and Alexander Mafael (2014), “Wie schlagen sich Konsumenten durch den Bewertungs-Dschungel? Eine Analyse von Strategien zum Umgang mit Electronic Word-of-Mouth,” Beitrag im Best Paper Award Wettbewerb 2014. *BVM inbrief* 2 (2014), 20
- Mafael, Alexander, Sabrina A. Gottschalk, Henning Kreis, and Alexandra Deckert (2014), “The Impact of Brand Strength on Consumers' Reactions Towards eWOM,” *Proceedings of the 43rd EMAC-Conference*, Valencia
- Gottschalk, Sabrina A. and Alexander Mafael (2014), “Cutting Through the Online Review Jungle - Exploring Strategic Patterns of eWOM Handling,” *Proceedings of the 43rd EMAC-Conference*, Valencia
- Mafael, Alexander and Sabrina A. Gottschalk (2013), “Exploring eWOM Handling Strategies,” *Proceedings of the 42nd EMAC-Conference*, Istanbul
- Mafael, Alexander and Kreis, Henning (2012), “How Loyalty Program Design Influences Customers’ Value Perception – Investigating the Relationship between Motive and Value,” *Proceedings of the 41st EMAC-Conference*, Lisbon

INVITED SEMINAR PRESENTATIONS

2016 University of Magdeburg
2018 University of Liverpool
2018 Humboldt Universität Berlin
2019 City, University of London
2019 LUISS Guido Carli, Rome
2020 Stockholm School of Economics
2021 University of Cologne
2021 University of Hamburg
2023 Freie Universität Berlin
2023 Montpellier Business School
2023 University of Leeds

HONORS, GRANTS, AND FUNDS AWARDED

Honors

Faculty Teaching Award for Teaching Excellence in the Graduate Program; *Freie Universität Berlin*

E-Learning Teaching Award; *Freie Universität Berlin*; 3,000 €

Outstanding Reviewer Award; *Journal of Interactive Marketing & Journal of Retailing and Consumer Services*

Finalist; *Journal of Advertising Best Paper Award*

Winner, *William R. Darden Award* for the Best Research Methodology Paper

Funding received while at Freie Universität Berlin (Total: 130,000 SEK / 12,000 €)

Freie Universität Berlin; *Conference Travel Grants* (2015 – 2020): 2,400 €

DAAD; *Conference Travel Grant Recipient* (2012, 2014, and 2018): 3,235 €

CIC; *Joint Bilateral Research Fund with McGill University*, 2017: 10,000 CAD (approx. 6,350 €)

Funding received while at Stockholm School of Economics (Total: 8,54 MSEK / 784,000 €)

Hakon Swenson Stiftelsen; *Visiting Researcher Program*, 2020-2023: 1,560 MSEK (approx. 152,000 €)

Main applicants: Alexander Mafael, Emelie Fröberg, Wiley Wakeman

Stockholm School of Economics; *Conference Travel Grants*, 2020-2022: 24,000 SEK (approx. 2,100 €)

Handelsbanken Stiftelsen; *Direct shopping through digital media*, 2021-2024: 2,000 MSEK (approx. 190,000 €)

Main applicant: Jonas Colliander (SSE)

DFG (Federal German Research Council); *PRE-CLIPS: Classifying, predicting, and optimizing product recall management*, 2023-2026; 2,450 MSEK (approx. 260,000 €)

Main applicant: Sascha Raithel (FU Berlin)

Hakon Swenson Stiftelsen; *Investigating the influence of pre-purchase information on product returns*, 2023-2025: 1,956 MSEK (approx. 180,000 €)

Main applicant: Alexander Mafael

Handelsbanken Stiftelsen; *Funding to host the 3rd Northern European Consumer Research Symposium*, 2024: 200,000 SEK

Main applicants: Alexander Mafael, Aylin Cakanlar

TEACHING EXPERIENCE

Master, PhD Level, and Executive Teaching

Empirical Research Methods, 2017-2020 (Master)

Multivariate Statistical Analysis I and II, 2016 and 2019 (Master)

Quantitative Research Methods I, 2021, Course Director (PhD)

Customer Journey Management, 2022, 2023 (Executive)

Publishing in Peer-Reviewed Journals, 2024, Course Director (PhD)

Bachelor Level Teaching

Retail Management Control, 2020-today, Course Director

Applied Retail Track, 2020-today

Marketing Strategy, 2013-2018

Principles of Marketing, 2011-2020

Project- and Event-management 2012-2013

Consumer Behavior, 2015

Business Psychology, 2017

Research Seminars (Bachelor and Master Level)

Research Seminar on Brand Management, 2019, 2020

Research Seminar on Corporate Reputation Crises, 2018

Research Seminar on Consumer Behavior, 2017, 2020

SERVICE TO THE FIELD

Ad Hoc Reviewer (Journals and Conferences)

Journal of the Academy of Marketing Science (>5 reviews), Journal of Consumer Psychology, Journal of Interactive Marketing (>20 reviews), Journal of Advertising (>5 reviews), Journal of Advertising Research, International Journal of Advertising (>15 reviews), Psychology & Marketing, Journal of Business Research (>5 reviews), Journal of Retailing & Consumer Services (>10 reviews), Journal of Services Marketing, Internet Research (>5 reviews), EMAC (>30 reviews), ACR, SCP, AMS, AMA.

Board Memberships

Editorial Board, *International Journal of Advertising*, *Journal of Advertising Research*

Advisory Board, *Elsevier Publishing*

SERVICE TO THE SCHOOL

Thesis Supervision (Undergraduate and Graduate)

Bachelor Thesis Advisor (65+ theses supervised)

Master Thesis Advisor (10 theses (co-)supervised, cooperations with KPMG, SKY Germany, BIG Social Media Group, MyToys Group)

Doctoral Thesis Advisor, Catalina Wache (co-supervisor, FU Berlin, 2019-2024), Qiong Tang (co-supervisor, FU Berlin, 2018-2022, placement: University of Groningen), Svetlana Kolesova (committee, SSE, 2017-2021, placement: NEPA), Maja Fors (co-supervisor, SSE, 2020-2025), Fateme Sohrabi (co-supervisor, Stockholm, 2020-2025), Jan von Schlieben-Troschke (committee, FU Berlin, 2021-2025), Nurit Nobel (committee, SSE, 2019-2023, placement: Harvard Business School)

Departmental Exchange Program Coordinator

ERASMUS Program, Management of Exchange Relationships with 17 Partner Universities across Europe, 2011-2020, *Freie Universität Berlin*

School Committees and Service

Organizing Committee, *37th Macromarketing Conference*, 2012, *Freie Universität Berlin*

Elected Member of the Faculty Council, 2017-2019, *Freie Universität Berlin*

Member of Faculty Recruitment Committees, *Freie Universität Berlin & Stockholm School of Economics*

Faculty Mentor, Marketing PhD Brown Bag, *Freie Universität Berlin*

Member of the Pedagogy Reference Group, *Stockholm School of Economics*

Bachelor Program Candidate Assessment, *Stockholm School of Economics*

Seminar Series, Conferences, and Public Speaking

Retailing and Consumer Research Seminar Series, Organizer, *Stockholm School of Economics*

Beyond the PhD Seminar Series, Co-Organizer (with Kaisa Koskela-Huotari), *Stockholm School of Economics*

Center for Retailing Visting Researcher Program, Co-Organizer (with Wiley Wakeman and Emelie Fröberg), *Stockholm School of Economics*

Northern European Consumer Research Symposium 2022–today, Co-Organizer and Founding faculty, *Stockholm School of Economics*

AMA 2022 Conference, Special Session on Firm Crises, Co-Chair (with Stefan J. Hock and Sascha Raithel)

CIVICA PhD Convergence 2022, Panel Moderator (with Kaisa Koskela-Huotari), *Stockholm School of Economics*

Mastercard Innovation Forum 2023 “Step Into the Next Economy”, Panel Speaker, *Stockholm School of Economics*

INDUSTRY EXPERIENCE

Consultant, *dke&company GmbH*, Frankfurt (Main), 2013-present

Data-focused analytical consulting projects for MNEs and SMEs in the retailing, automotive, insurance, media, and pharmaceutical industries. Both as project lead and as data analyst.

Internship, *Federal Foreign Ministry of Germany*, Berlin, January 2011

Student Research Assistant, *Freie Universität Berlin*, 2008-2011

Internship, *PlanB Consulting GmbH*, Berlin, August 2008

AFFILIATIONS

Affiliations

European Marketing Academy (EMAC)

Association for Consumer Research (ACR)

Young European Scholars in Marketing (YES)

Academy of Marketing Science (AMS)

Verband der Hochschullehrer für Betriebswirtschaftslehre (VHB)

REFERENCES

Prof. Charles R. Taylor, PhD

John A. Murphy Professor of Marketing
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Villanova University

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Prof. Dr. Sascha Raithel

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Prof. David W. Stewart, PhD

President's Professor of Marketing
College of Business Administration
Loyola Marymount University

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