

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

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Center for Retailing  
Stockholm School of Economics  
Saltmätargatan 13-17, Room B 413  
SE-113 83 Stockholm

Email: alexander.mafael@hhs.se  
Married, two daughters

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**ACADEMIC POSITIONS**

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*Associate Professor of Marketing (with Tenure), July 2024 – today*  
STOCKHOLM SCHOOL OF ECONOMICS  
Department of Marketing and Strategy  
Center for Retailing

*Assistant Professor of Marketing (Tenure Track), September 2020 – June 2024*  
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

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**EDUCATION**

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*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

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**RESEARCH INTERESTS**

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Digital Marketing  
Marketing Strategy  
Advertising Effectiveness

## RESEARCH STAYS AND COOPERATIONS

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### 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, eComID

## JOURNAL PUBLICATIONS

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- Maier, Erik, and Alexander Mafael (2024), “Adbusting: How Advertising Altered by Activists Affects Brands,” *Psychology & Marketing*, 41 (4), 938-957, 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, Invited 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

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**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, Alexander Mafael, Charles R. Taylor, David W. Stewart, and Bastian Amberg, “Brand Differentiation Through Advertising,” Revise and Resubmit, *Journal of the Academy of Marketing Science*
- Möller, Jana, Sabrina A. Gottschalk, and Alexander Mafael, “Review Posting,” Conditional Accept, *International Journal of Research in Marketing*
- Kupfer, Ann-Kristin, Tobias Schäfers, Timo Mandler, and Alexander Mafael, “Content Teasers,” Under 2<sup>nd</sup> Round Review, *Psychology & Marketing*
- Bernritter, Stefan, Boermans, Sophie, and Alexander Mafael, “Creator Disclosure,” Revise and Resubmit, *Information Systems Journal*
- Rosengren, Sara, and Alexander Mafael, “Collaborating with Practitioners,” Revise and Resubmit, *Journal of Advertising Research*

## WORKING PAPERS

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- Baldauf, C., Alexander Mafael, and Jonas Colliander, “Buy Now, Pay Later”  
*Working paper available; target: Management Science*
- Hock, Stefan J., Alexander Mafael, 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*
- 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**

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

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

Von Schlieben-Troschke, Jan, Sascha Raithel, Alexander Mafael, and Stefan J. Hock, “Recall Compliance”

Trudel, Remi, Maja Fors, Alexander Mafael, and Aylin Çakanlar, ”Peers vs. Companies”

## **CONFERENCE PRESENTATIONS**

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Mafael, Alexander, Christoph Baldauf, and Jonas Colliander (2024), “Buy Now, Pay Later”, AMA Marketing Strategy Consortium, Cologne.

Mafael, Alexander, Ammara Mahmood, Oguz A. Acar, and Stefan Bernritter (2024), “Stories vs. Posts: The Effectiveness of Ephemeral and Permanent Branded Content”, *Proceedings of the 53<sup>rd</sup> EMAC-Conference*, Bucharest.

Edeling, Alexander, Alexander Mafael, Inêz Ferraz Teixeira, and Yves van Vaerenbergh (2024), “Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis”, Special Session on Meta-Analysis in Marketing, *Proceedings of the 53<sup>rd</sup> EMAC-Conference*, Bucharest.

Edeling, Alexander, Alexander Mafael, Inêz Ferraz Teixeira, and Yves van Vaerenbergh (2024), “Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis”, *La Londe Service Conference*, Marseilles.

Edeling, Alexander, Alexander Mafael, Inêz Ferraz Teixeira, and Yves van Vaerenbergh (2024), “Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis”, *Marketing Strategy Meets Wall Street Conference*, Cologne.

Edeling, Alexander, Alexander Mafael, Inêz Ferraz Teixeira, and Yves van Vaerenbergh (2024), “Which Marketing Event Has the Largest Firm Value Impact? A Meta-Analysis”, *SERVISIG*, Bordeaux.

Tang, Qiong, Sascha Raithel, Alexander Mafael, and Ashish Galande (2024), “The Impact of Brand-Related Information Disclosure on Financial Market Decision-Making”, *Marketing Strategy Meets Wall Street Conference*, Cologne.

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 52<sup>nd</sup> 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 52<sup>nd</sup> EMAC-Conference*, Odense.

Mafael, Alexander, Hock, Stefan, and Sascha Raithel (2022), “Increasing Recall Effectiveness for Consumer Products”, *Proceedings of the 51<sup>st</sup> 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 51<sup>st</sup> 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 50<sup>th</sup> EMAC-Conference*, Madrid (virtual)

- Maier, Erik, and Alexander Mafael (2021), “The Effect of Adbusting on Brands”, *Proceedings of the 50<sup>th</sup> 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 49<sup>th</sup> 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 *1<sup>st</sup> 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
- 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 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

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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

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### 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

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### 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

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### Ad Hoc Reviewer (Journals and Conferences)

Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Interactive Marketing, Journal of Advertising, Motivation & Emotion, Psychology & Marketing, Journal of Business Research, Journal of Advertising Research, International Journal of Advertising, Journal of Retailing & Consumer Services, Journal of Services Marketing, Internet Research, EMAC, ACR, SCP, AMS, AMA.

### Board Memberships

Editorial Board, *International Journal of Advertising*, *Journal of Advertising Research*  
Advisory Board, *Elsevier Publishing*

## SERVICE TO THE SCHOOL

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### Thesis Supervision (Undergraduate and Graduate)

*Bachelor Thesis Advisor* (70+ theses supervised)

*Master Thesis Advisor* (12 theses (co-)supervised)

*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, *37<sup>th</sup> 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 Visiting 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 Conference 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

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Consultant, *dk&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**

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European Marketing Academy (EMAC)  
Marketing Strategy Consortium Junior Faculty Fellow (AMA)  
Association for Consumer Research (ACR)  
Young European Scholars in Marketing (YES)  
Academy of Marketing Science (AMS)  
Verband der Hochschullehrer für Betriebswirtschaftslehre (VHB)

## **REFERENCES**

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### **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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Freie Universität Berlin

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### **Prof. Saurabh Mishra, PhD**

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George Mason University School of Business  
George Mason University

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### **Prof. David W. Stewart, PhD**

President's Professor of Marketing  
College of Business Administration  
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