



## Professor Dr. Florian Stahl

### Chair of Quantitative Marketing and Consumer Analytics

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### Main Fields of Research:

Branding and Brand Management

Consumer Behavior and Consumer Choice Models

Digital Marketing (esp. Social Media and Social Networks)

Pricing and Price Strategies

### Curriculum Vitae:

- 2001 Licentiatus oeconomiae publicae (lic. oec. publ.), University of Zurich, Zurich, Switzerland
- 2001–2005 Research Assistant at the Institute for Media and Communication Management (Prof. Dr. Andreas Herrmann, Prof. Dr. Beat Schmid), University of St. Gallen, Switzerland
- 2005 Dr. oec HSG, University of St. Gallen, St. Gallen, Switzerland
- 2005–2008 Postdoctoral Research Fellow, Columbia Business School, New York, U.S.
- 2008–2013 Assistant Professor of Marketing, Department of Business Administration, University of Zurich, Switzerland
- Since 2013 Professor of Marketing, Department of Business Administration, University of Mannheim, Germany

### Selected Memberships:

- American Marketing Association (AMA)
- American Economic Association (AEA)
- European Marketing Academy (EMA)
- Institute for Operations Research and Management Sciences (INFORMS)
- Institute of Electrical and Electronics Engineers (IEEE)

### Prizes, Awards, Honors:

- Winner Robert D. Buzzell MSI Best Paper Award 2012
- Winner H. Paul Root Award, 2012
- Finalist Harold H. Maynard Award, 2012

### Selected Editorial Activities:

Ad hoc reviewer of about 8 international scientific journals

### Significant Publications:

Halbheer, D. / Stahl, F. / Koenigsberg, O. / Lehmann D. R. (2014): Choosing a Digital Content Strategy: How Much Should be Free?, *International Journal of Research in Marketing*, Vol. 31 (2).

Stahl, F. / Heitmann, M. / Lehmann D. R. / Neslin, S. (2012): The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin, *Journal of Marketing*, Vol. 76 (4).

Ansari, A. / Koenigsberg, O. / Stahl, F. (2011): Modeling Multiple Relationships in Social Networks, *Journal of Marketing Research*, Vol. 48 (4).

Stahl, F. / Maass, W. (2006): Adoption and Diffusion in Electronic Markets: An Empirical Analysis of Attributes Influencing the Adoption of Paid Content, *Electronic Markets*, Vol. 16 (3).

Stahl, F. / Schäfer, M.-F. / Maass, W. (2004): Strategies for Selling Paid Content on Newspaper and Magazine Web Sites: An Empirical Analysis of Bundling and Splitting of News and Magazine Articles, *International Journal on Media Management*, Vol. 6 (3).