



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 Ad-
option 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 Empi-
rical Analysis of Bundling and Splitting of News and Magazine
Articles, International Journal on Media Management, Vol. 6 (3).