

# Dr. Thorsten Hennig-Thurau

*Curriculum Vita*  
(April 2010)

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*Professor of Marketing*

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## RESEARCH INTERESTS

- Relationship marketing and management, especially for service firms
- Marketing media products, especially motion picture research
- Electronic commerce, especially consumer behavior on the internet

## TEACHING INTERESTS

- Marketing management
- Marketing media products
- Services marketing and management
- Relationship marketing and management
- Consumer behavior
- Brand management and integrated communications

## EDUCATION

- Post-Doctorate (i.e., “Habilitation”) in Business Administration (2002), University of Hannover, Lower Saxony, Germany. Post-doctoral theses entitled “Toward a Concept of Market-oriented Organizational Learning for Higher Education Institutions”
- Doctorate (*summa cum laude*) in Business Administration (1998), University of Hannover, Lower Saxony, Germany. Dissertation entitled “Teaching Consumer Competence: A New Tool for Relationship Management” (committee chaired by Ursula Hansen)
- Diplom-Kaufmann (*magna cum laude*) in Business Administration (1994), University of Lüneburg, Lower Saxony, Germany.

## **ACADEMIC EXPERIENCE**

- Research Professor in Marketing, Cass Business School, City University London (April 2007-present)
- Honorary Visiting Professor of Marketing, Cass Business School, City University London (June 2005-March 2007)
- Professor of Marketing and Media Research (W3/tenure), Bauhaus-University of Weimar (October 2003-present)
- Visiting Professor of Marketing and Media Research, Bauhaus-University of Weimar (April 2003-September 2003)
- Visiting Professor of Business Administration, University of Münster (September 2002-March 2003)
- Assistant Professor of Marketing (Privatdozent), University of Hanover (May 2002-August 2002)
- Assistant Professor of Marketing (Wissenschaftlicher Assistent), University of Hanover (1998- April 2002)
- Lecturer and Doctoral Student, University of Hanover (1995-1998)

## **OTHER PROFESSIONAL EXPERIENCE**

- *Marketing consultant*, imug Consulting Group, Hannover, Germany (1994-1996). Areas of responsibility included the execution of customer satisfaction measurement and management studies for different companies, image analysis for a large utility company
- *Industrial manager* (Industriekaufmann), Stulz Air Conditioning GmbH, Hamburg, Germany (1993-1994).
- *Training for an occupation, Industrial Manager*, Stulz Air Conditioning GmbH, Hamburg, Germany (1989-1992).

## **SERVICES TO THE COMMUNITY**

- Member of the Editorial Review Board of the *Journal of Service Research* (2003-present)
- Member of the Editorial Review Board of the *International Journal of Electronic Commerce* (2006-present)
- Member of the Editorial Board of the *International Journal of Internet Marketing and Advertising (IJIMA)* (20002-present)
- Member of the Advisory Board of the *Journal of Relationship Marketing* (2000-present)
- Member of the Editorial Review Board of the *Journal of Service Management* (formerly *International Journal of Service Industry Management*) (2004-2009)
- Editor of a Special Issue on “Relationship Marketing and the Internet” of the *International Journal of Internet Marketing and Advertising* (December 2004)
  
- Regular ad hoc reviewer for the *Journal of Marketing*
- Regular ad hoc reviewer for *Marketing Science*
- Regular ad hoc reviewer for *Journal of Interactive Marketing*

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- Initiator and lead researcher of VHB-JOURQUAL, the official journal ranking of the German Academic Association for Business Research (see also <http://de.wikipedia.org/wiki/VHB-JOURQUAL>), which is also listed in the Journal Quality List edited by Anne-Wil Harzing (<http://www.harzing.com/resources.htm#/jql.htm>). The first edition of the ranking was published in 2003, the second in 2008.
- Regular reviewer for all leading German academic marketing and management journals, including *Zeitschrift für betriebswirtschaftliche Forschung*, *Zeitschrift für Betriebswirtschaft*, *Die Betriebswirtschaft (DBW)*, and *Marketing ZFP*
- Reviewer for several international conferences, including AMA Summer Educators' Conferences, SERVSIG Conferences, and EMAC European Marketing Academy Conferences.

### PROFESSIONAL MEMBERSHIPS

- American Marketing Association (AMA)
- European Academy of Marketing (EMAC)
- Verband der Hochschullehrer für Betriebswirtschaftslehre (VHB)

### RESEARCH AWARDS

#### 2009:

*Best Paper Award* of the 17<sup>th</sup> International Colloquium in Relationship Marketing for the paper "Post Relationship States: Are Brands Still Friends? A Mixed Method Study on Premium Car Drivers" (co-authored by Anne Knaevelsrud and Gaby Odekerken-Schröder).

#### 2008:

*BEST PAPER AWARD* of the 1st Rostock Conference on Service Research for the paper "How to Allocate Marketing Resources across Multiple Service Channels? A Customer Value Approach" (co-authored by Michael Paul and Thomas Rudolph).

#### 2007:

*BEST PAPER AWARD* of the Service Marketing Track of the American Marketing Association's 2007 Winter Educators' Conference for a paper titled "The Dark Side of Hierarchical Loyalty Programs: Testing Customer Reactions to Relationship Status Reductions" (co-authored by Tillmann Wagner)

*INTERNATIONAL FELLOW* of the DeSantis Center for Motion Picture Industry Studies of Florida Atlantic University for contributions to motion picture industry studies, November 2007.

#### 2006:

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*BEST PAPER PRESENTATION AWARD* of the 14<sup>th</sup> International Colloquium in Relationship Marketing for the paper "Jeopardizing Customer Loyalty through Economic Bonus Programs? A Cognitive-Evaluation Theory Perspective of Service Relationships" (co-authored by Michael Paul).

**2005:**

*BEST PAPER AWARD* of the E-Commerce and Technology Track of the American Marketing Association's 2005 Summer Educators' Conference for a paper titled "Consumer File Sharing of Motion Pictures: Consequences and Antecedents" (co-authored by Victor Henning)

*OVERALL BEST PAPER AWARD* of the American Marketing Association's 2005 Summer Educators' Conference for a paper titled "Consumer File Sharing of Motion Pictures: Consequences and Antecedents" (co-authored by Victor Henning)

**2004:**

*2004 RESEARCH AWARD* of the British Academy of Marketing for research on "How Employees' Emotional Labour Strategies Affect Customer Retention" (co-authored by Markus Groth and Gianfranco Walsh)

*LITERATI CLUB AWARD FOR EXCELLENCE – OUTSTANDING PAPER* for the article "Customer Orientation of Service Employees: Its Impact on Customer Satisfaction, Commitment, and Retention" as best article of the 2004 volume of the International Journal of Service Industry Management

**2002:**

*JSR Excellence in Service Research Award* as best article of the year published in the Journal of Service Research for the article „Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality“ (co-authored by Kevin Gwinner and Dwayne Gremler)

*Best Paper Award* of the Consumer Behavior Track at the 2001 AMA Summer Educators' Conference for the paper "Conceptualizing Consumer Confusion" (co-authored by Gianfranco Walsh und Vincent-Wayne Mitchell)

**2001:**

*Best Paper Award* of the Global Marketing Track at the 2001 AMA Summer Educators' Conference for the paper "Consumers' Decision-Making Style as a Basis for Market Segmentation", co-authored by Klaus-Peter Wiedmann, Gianfranco Walsh and Vincent-Wayne Mitchell

**2000:**

*Best Paper Award* of the conference at the 3<sup>rd</sup> workshop on "Management of Higher Education", Bommerholz/Witten, Germany, for the paper "Hochschulbindung als Zielgröße für das Hochschulmarketing" [Student Retention Once More: Empirical Results from a Large Sample Study], co-authored by Markus F. Langer and Frank Ziegele.

## PUBLICATIONS

### Monographs

- Hennig-Thurau, Thorsten and Victor Henning (eds.) (2009): *Guru Talk: Die deutsche Filmindustrie im 21. Jahrhundert* [Guru Talk: A Reader on the German Film Business], Marburg: Schüren Verlag, 207 pages.
- Hennig-Thurau, Thorsten (2004): *Marktbezogenes Organisationales Lernen als Aufgabe des Hochschulmanagement - Bestandsaufnahme und Entwicklung eines Erfolgskonzeptes für Universitäten* [Market-based Organizational Learning for Higher Education Institutions], Berlin: Duncker und Humblot, 400 pages.
- Hansen, Ursula, Thorsten Hennig-Thurau, and Ulf Schrader (2001): *Produktpolitik – Ein kunden- und gesellschaftsorientierter Ansatz* [Product Policy: An Integration of Customer-oriented and Societal Perspectives], 3<sup>rd</sup> Ed., Stuttgart: Schäffer-Poeschel, 320 pages.
- Hennig-Thurau, Thorsten and Ursula Hansen (Eds.) (2000): *Relationship Marketing: Competitive Advantage Through Customer Satisfaction and Customer Retention*, Berlin, New York: Springer, 459 pages. A Chinese-language edition of the book was published in 2002.
- Hennig-Thurau, Thorsten (1998): *Konsum-Kompetenz: Eine neue Zielgröße für das Management von Geschäftsbeziehungen* [Introducing Consumer Skills as a New Target Variable in Relationship Marketing], Frankfurt/M.: Peter Lang, 450 pages.
- Hennig, Thorsten (1995): *Die Abgrenzung und Strukturierung von Produktmärkten* [Structuring Product Markets], Marburg: Tectum Verlag, 165 pages.

### Journal Articles (refereed) – English-language Journals

- Walsh, Gianfranco, Thorsten Hennig-Thurau, Kai Sassenberg, and Daniel Bornemann (2010): Does Relationship Quality Matter in E-Services? A Comparison of Online and Offline Retailing, *Journal of Retailing and Consumer Services*, forthcoming.
- Schrader, Ulf and Thorsten Hennig-Thurau (2009): VHB-JOURQUAL2: Method, Results, and Implications of the German Academic Association for Business Research's Journal Ranking, *BuR – Business Research*, Vol. 2 (2), pp. 180-204.
- Hennig-Thurau, Thorsten, Mark B. Houston and Torsten Heitjans (2009): Conceptualizing and Measuring the Monetary Value of Brand Extensions: The Case of Motion Pictures, *Journal of Marketing*, Vol. 73 (November), Special Issue on “Marketing Strategy and Wall Street,” pp. 167-183.

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- Groth, Markus, Thorsten Hennig-Thurau, and Gianfranco Walsh (2009): Customer Reactions to Emotional Labor: The Roles of Employee Acting Strategies and Customer Detection Accuracy, *Academy of Management Journal*, Vol. 52 (October), pp. 958-974.
- Wagner, Tillmann, Thorsten Hennig-Thurau, and Thomas Rudolph (2009): Does Customer Demotion Jeopardize Loyalty?, *Journal of Marketing*, Vol. 73 (May), pp. 69-85.
- Michael Paul, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, and Caroline Wiertz (2009): Toward a Theory of Repeat Purchase Drivers for Consumer Services, *Journal of the Academy of Marketing Science*, Vol. 37 (June), pp. 215-237.
- Buckler, Frank and Thorsten Hennig-Thurau (2008): Identifying Hidden Structures in Marketing's Structural Models Through Universal Structure Modeling: An Explorative Bayesian Neural Network Complement to LISREL and PLS, *Marketing -- Journal of Research and Management*, Vol. 4 (2), pp. 47-66.
- Hennig-Thurau, Thorsten, Victor Henning, and Henrik Sattler (2007): Consumer File Sharing of Motion Pictures, in: *Journal of Marketing*, Vol. 71 (October), pp. 1-18 (LEAD ARTICLE IN ISSUE).
- Hennig-Thurau, Thorsten, Victor Henning, Henrik Sattler, Felix Eggers, and Mark B. Houston (2007): The Last Picture Show? Timing and Order of Movie Distribution Channels, in: *Journal of Marketing*, Vol. 71 (October), pp. 63-83.
- Hennig-Thurau, Thorsten and Michael Paul (2007): Can Economic Bonus Programs Jeopardize Service Relationships?, in: *Service Business: An International Journal*, Vol. 1, pp. 159-175.
- Hennig-Thurau, Thorsten, Mark B. Houston, and Gianfranco Walsh (2007): Determinants of Motion Picture Box Office and Profitability: An Interrelationship Approach, in: *Review of Managerial Science*, Vol. 1 (1), pp. 65-92.
- Walsh, Gianfranco, Thorsten Hennig-Thurau, and Vincent-Wayne Mitchell (2007): Consumer Confusion Proneness: Scale Development, Validation, and Application, in: *Journal of Marketing Management*, Vol. 23 (7-8), pp. 697-721.
- Hennig-Thurau, Thorsten, Mark B. Houston, and Gianfranco Walsh (2006): The Differing Roles of Success Drivers Across Sequential Channels: An Application to the Motion Picture Industry, in: *Journal of the Academy of Marketing Science*, Vol. 34 (4), 559-575.
- Hennig-Thurau, Thorsten, Mark B. Houston, and Shrihari Sridhar (2006): Can Good Marketing Carry a Bad Product? Evidence from the Motion Picture Industry, in: *Marketing Letters*, Vol. 17 (July), pp. 205-219.
- Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2006): Are

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All Smiles Created Equal? How Employee-Customer Emotional Contagion and Emotional Labor Affect Service Relationships, in: *Journal of Marketing*, Vol. 70 (July), pp. 58-73.

Markus Groth, Thorsten Hennig-Thurau, and Gianfranco Walsh (2006): Examining Customer-related Outcomes and Antecedents of Service Employees' Emotional Labor Strategies for Interactive and Individualized Services, in: *Research on Emotions in Organizations*, Vol. 2, pp. 219-236.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, Dwayne D. Gremler, and Michael Paul (2005): Managing Service Relationships in a Global Economy: Exploring the Impact of National Culture on the Relevance of Customer Relational Benefits for Gaining Loyal Customers, in: *Advances in International Marketing*, Vol. 15, Special Issue on State of the Art in Research on International Services Marketing, pp. 15-31.

Hennig-Thurau, Thorsten (2004): Customer Orientation of Service Employees: Its Impact on Customer Satisfaction, Commitment and Retention, in: *International Journal of Service Industry Management*, Vol. 16 (No. 5), pp. 460-478 (WINNER OF THE 2004 LITERATI CLUB AWARD FOR EXCELLENCE).

Hennig-Thurau, Thorsten, Gianfranco Walsh, and Matthias Bode (2004): Exporting Media Products: Understanding the Success and Failure of Hollywood Movies in Germany, in: *Advances in Consumer Research*, Vol. 31, Ann Arbor: Association for Consumer Research, pp. 199-205.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, and Dwayne D. Gremler (2004): Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?, in: *Journal of Interactive Marketing*, Vol. 18 (No. 1/Winter), pp. 38-52.

Hennig-Thurau, Thorsten and Gianfranco Walsh (2004): Electronic Word-of-Mouth: Consequences of and Motives for Reading Customer Articulations on the Internet, in: *International Journal of Electronic Commerce*, Vol. 8 (No. 2/Winter), pp. 51-74.

Hennig-Thurau, Thorsten and Claudia Thurau (2003): Customer Orientation of Service Employees – Toward a Conceptual Framework of a Key Relationship Marketing Construct, in: *Journal of Relationship Marketing*, Vol. 2 (No. 1/2), pp. 23-41.

Walsh, Gianfranco, Thorsten Hennig-Thurau, Vincent-Wayne Mitchell, and Klaus-Peter Wiedmann (2002): Segmenting Markets Using Consumers' Decision Making Style, in: *Journal of Targeting, Measurement and Analysis in Marketing*, Vol. 10, pp. 117-131.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2002): Understanding Relationship Marketing Outcomes: An Integration of Relational Benefits and Relationship Quality, in: *Journal of Service Research*, Vol. 5 (February), pp. 230-247 (WINNER OF THE 2002 JSR EXCELLENCE IN SERVICE RESEARCH AWARD).

Hennig-Thurau, Thorsten, Gianfranco Walsh, and Oliver Wruck (2001): An Investigation into the Factors Determining the Success of Service Innovations - The Case of Motion Pictures, in: *Academy of Marketing Science Review*, 01 (06), [available: <http://www.amsreview.org/articles/hennig06-2001.pdf>].

Hennig-Thurau, Thorsten (2001): A Relationship Marketing Perspective of Complaint Satisfaction in Services Settings: Empirical Findings, in: *Enhancing Knowledge Development in Marketing: Annual AMA Summer Marketing Educators' Conference Proceedings*, Vol. 12, pp. 206-213.

Hennig-Thurau, Thorsten, Markus Langer, and Ursula Hansen (2001): Modeling and Managing Student Loyalty: An Approach Based on Relationship Quality, in: *Journal of Service Research*, Vol. 4, May, pp. 331-344.

Walsh, Gianfranco, Vincent-Wayne Mitchell, and Thorsten Hennig-Thurau (2001): German Consumer Decision-Making Styles, in: *Journal of Consumer Affairs*, Vol. 35, No. 1, pp. 73-95.

Hennig-Thurau, Thorsten (2000): Relationship Quality and Customer Retention Through Strategic Communication of Customer Skills, in: *Journal of Marketing Management*, Vol. 16, No. 1-3 (Jan-April), pp. 55-80.

Hennig-Thurau, Thorsten and Alexander Klee (1997): The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development, in: *Psychology & Marketing*, Vol. 14 (No. 8/December), pp. 737-765.

### **Journal Articles (refereed) – German-language Journals**

Hennig-Thurau, Thorsten and Dominik Dallwitz-Wegner (2004): Zum Einfluss von Filmstars auf den Erfolg von Spielfilmen [On the Impact of Stars on the Success of Motion Pictures], in: *MedienWirtschaft – Zeitschrift für Medienmanagement und Kommunikationsökonomie*, Vol. 1 (No. 4), pp. 157-170.

Hennig-Thurau, Thorsten, Gianfranco Walsh, and Ulf Schrader (2004): VHB-JOURQUAL: Ein Ranking von betriebswirtschaftlich-relevanten Zeitschriften auf der Grundlage von Expertenurteilen [A Ranking of Business Journals based on Expert Judgements], in: *Zeitschrift für betriebswirtschaftliche Forschung*, Vol. 56 (September), pp. 520-545.

Hennig-Thurau, Thorsten (2004): Spielfilme als Anlageobjekte: Die Höhe des Filmbudgets als Grundlage der Investitionsentscheidung [Investing in Motion Pictures: The Role of the Movie Budget for Box Office and Profitability], in: *Zeitschrift für betriebswirtschaftliche Forschung*, Vol. 56 (March), pp. 171-188.

Walsh, Gianfranco and Thorsten Hennig-Thurau (2002): Wenn Konsumenten verwirrt sind – Empirische Analyse der Wirkungen eines vernachlässigten Konstruktes [When Consumers

are Confused – An Empirical Test of the Consequences of a Neglected Concept], in: *Marketing ZFP*, Vol. 24 (No. 2), pp. 95-109.

Hennig-Thurau, Thorsten, Ursula Hansen and Daniel Bornemann (2001): Zur Akzeptanz sozial-ökologischer Geldanlagen bei privaten Investoren [On Consumers' Acceptance of Social-Ecological Investments], in: *Zeitschrift für angewandte Umweltforschung*, Vol. 14 (No. 1-4), pp. 198-216.

Walsh, Gianfranco and Thorsten Hennig-Thurau (2001): Der Kaufentscheidungsstil von Konsumenten als Grundlage der Marktsegmentierung [The Decision Making Style of Consumers as a Market Segmentation Tool], in: *Marketing ZFP*, Vol. 23 (No. 4), pp. 223-235.

Hennig-Thurau, Thorsten and Ursula Hansen (2001): Kundenartikulationen im Internet – Virtuelle Meinungsplattformen als Herausforderung für das Marketing [Customers' Articulations on the Internet – A Challenge for Marketing], in: *Die Betriebswirtschaft*, Vol. 60 (No. 5), pp. 560-580.

Hennig-Thurau, Thorsten (2001): Die Bedeutung von transaktionalen und relationalen Leistungsmerkmalen für den Beziehungserfolg: Theoretische und empirische Analyse für verschiedene Dienstleistungstypen [The Importance of Transaction-related and Relationship-related Attributes for Relationship Success: Theoretical and Empirical Analysis for Different Services Types], in: *Die Unternehmung*, Vol. 55 (No. 2), pp. 127-146.

Hennig-Thurau, Thorsten and Oliver Wruck (2000): Warum wir ins Kino gehen: Erfolgsfaktoren von Kinofilmen [Why We Go to the Movies], in: *Marketing ZFP*, Vol. 22 (No. 3), pp. 241-258.

Hansen, Ursula, Thorsten Hennig-Thurau, and Markus F. Langer (2000): Qualitätsmanagement von Hochschulen: FACULTY-Q als Erweiterung von TEACH-Q [Quality Management of Higher Educational Institutions: Faculty-Q as an Extension of Tech-Q], in: *Die Betriebswirtschaft*, Vol. 59 (No. 1), pp. 23-38.

Hennig-Thurau, Thorsten and Claudia Thurau (1999): Sozialkompetenz als vernachlässigter Untersuchungsgegenstand des (Dienstleistungs-) Marketing: Einsatzmöglichkeiten und Konzeptualisierung [Social Skills as a Relevant, but Neglected Variable in Services Marketing], in: *Marketing ZFP*, Vol. 21 (No. 4), pp. 297-311.

Hennig-Thurau, Thorsten, Alexander Klee, and Markus F. Langer (1999): Das Relationship Quality-Modell zur Erklärung von Kundenbindung: Einordnung und empirische Überprüfung [An Empirical Test of the Relationship-Quality Model], in: *Zeitschrift für Betriebswirtschaft*, Vol. 69, special issue on "Innovation and Marketing" 2/99, pp. 111-132.

Hennig-Thurau, Thorsten (1999): Steigert die Vermittlung von Konsum-Kompetenz den

Erfolg des Beziehungsmarketing? Das Beispiel Consumer Electronics [Does Teaching of Customer Skills Improve Relationship Marketing Success?], in: *Die Unternehmung*, Vol. 53 (No. 1), pp. 21-38.

Hansen, Ursula, Thorsten Hennig-Thurau, and Holger Wochnowski (1997): TEACH-Q: Ein valides und handhabbares Instrument zur Bewertung von Vorlesungsleistungen [Teach-Q: A Valid and Applicable Instrument for Evaluating Educational Services], in: *Die Betriebswirtschaft*, Vol. 57 (No. 3), pp. 376-396

### **Other Refereed Publications (abstracts)**

Walsh, Gianfranco, Thorsten Hennig-Thurau, and Kai Sassenberg (2009): Does Relationship Quality Matter in E-Services? A Comparative Study of Online and Offline Service Firms, in: *QUIS 11: Moving Forward with Service Quality*, Bernd Stauss, Stephen W. Brown, Bo Edvardsson, and Robert Johnson, eds., Catholic University Eichstaett-Ingolstadt, p. 709.

Paul, Michael, Thorsten Hennig-Thurau, and Georg Puchner (2009): Modeling the Chain of Effects of Relationship Marketing Instruments on Customer Perceptions and Behaviours, in: *QUIS 11: Moving Forward with Service Quality*, Bernd Stauss, Stephen W. Brown, Bo Edvardsson, and Robert Johnson, eds., Catholic University Eichstaett-Ingolstadt, p. 504.

Wiertz, Caroline, Thorsten Hennig-Thurau, Björn Bohnenkamp, and Michael Paul (2009): Demystifying YouTube: An Analysis of the Drivers of User-Generated Online Video Consumption, in: *informs Marketing Science Conference*, Vol. 31, Ann Arbor: informs, p. 81.

Paul, Michael, Thorsten Hennig-Thurau, and Thomas Rudolph (2008): Using Customer Equity to Determine Optimal Multichannel Strategies, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2008 AMA Summer Educators' Conference*, Vol. 19, Chicago: American Marketing Association, pp. 443-444.

Hennig-Thurau, Thorsten, Mark B. Houston, and Torsten Heitjans (2008): Conceptualizing and Measuring the Monetary Value of Brand Extensions: The Case of Motion Pictures, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2008 AMA Summer Educators' Conference*, Vol. 19, Chicago: American Marketing Association, p. 430.

Henning, Victor and Thorsten Hennig-Thurau (2008): The Theory of Reasoned Action: Does It Lack Emotion?, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2008 AMA Summer Educators' Conference*, Vol. 19, Chicago: American Marketing Association, pp. 78-79.

Houston, Mark B., Thorsten Hennig-Thurau, Martin Spann, and Bernd Skiera (2008): Consumer Anticipation of New Products: Conceptualization and Empirical Evidence Regarding Pre-Release Buzz, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2008 AMA Summer Educators' Conference*, Vol. 19, Chicago:

American Marketing Association, pp. 52-53.

Hennig-Thurau, Thorsten and Michael Paul (2007): Standardizing the Human Component of Services: The Impact of Service Rules on Customer-Perceived Service Quality and Trust, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2007 AMA Summer Educators' Conference*, Vol. 18, Chicago: American Marketing Association, pp. 20-21.

Hennig-Thurau, Thorsten, Gianfranco Walsh, and Matthias Bode (2006): Enhancing Cultural Positioning: Understanding the Success and Failure of Hollywood Movies in Germany, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2006 AMA Summer Educators' Conference*, Vol. 17, Chicago: American Marketing Association, pp. 252-253.

Hennig-Thurau, Thorsten, Victor Henning, Henrik Sattler, Felix Eggers, and Mark B. Houston (2006): Optimizing the Sequential Distribution Model for Motion Pictures, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2006 AMA Summer Educators' Conference*, Vol. 17, Chicago: American Marketing Association, pp. 127-128.

Paul, Michael, Thorsten Hennig-Thurau, Dwayne Gremler and Kevin Gwinner (2006): Toward a Means-End Theory of Service Relationships, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2006 AMA Summer Educators' Conference*, Vol. 17, Chicago: American Marketing Association, pp. 39-40.

Henning, Victor and Thorsten Hennig-Thurau (2005): Consumer File Sharing of Motion Pictures: Consequences and Antecedents, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2005 AMA Summer Educators' Conference*, Vol. 16, Chicago: American Marketing Association, pp. 361-362.

Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2005): Not all Smiles are Created Equal: How Employee-Customer Emotional Contagion Impacts Service Relationships, in: *Developments in Marketing Science: Proceedings of the 2005 Annual Conference of the Academy of Marketing Science*, Coral Gables: Academy of Marketing Science.

Hennig-Thurau, Thorsten, Peter C. Honebein, and Benoit Aubert (2005): Unlocking Product Value Through Customer Education, in: *Marketing Theory and Applications: Annual AMA Winter Marketing Educators' Conference Proceedings*, Vol. 16, Chicago: American Marketing Association, pp. 136-137.

Hennig-Thurau, Thorsten and Mark B. Houston (2004): The Good, the Bad, and the Studio-Manufactured Buzz: Can Good Marketing Carry A Bad Motion Picture, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2004 AMA Summer Educators' Conference*, Vol. 15, Chicago: American Marketing Association.

Hennig-Thurau, Thorsten, Markus Groth, and Gianfranco Walsh (2004): Examining Customer Related Outcomes and Antecedents of Service Employees' Emotional Labor Strategies for

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Interactive and Individualized Services, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2004 AMA Summer Educators' Conference*, Vol. 15, Chicago: American Marketing Association.

Hennig-Thurau, Thorsten, Daniel Bornemann, and Gianfranco Walsh (2004): Is there Anything Different about Relationships in Cyberspace?, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2004 AMA Summer Educators' Conference*, Vol. 15, Chicago: American Marketing Association.

Hennig-Thurau, Thorsten, Kevin P. Gwinner, and Dwayne D. Gremler (2003): Managing Service Relationships in a Global Economy: Refining and Extending the Concept of Customer Relational Benefits, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2003 AMA Summer Educators' Conference*, Vol. 14, Chicago: American Marketing Association, pp. 152-153.

Hennig-Thurau, Thorsten, Mark B. Houston, and Gianfranco Walsh (2003): Unveiling the Mysteries of Motion Picture Success: An Interrelationship Approach of the Determinants of Motion Picture Box Office, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2003 AMA Summer Educators' Conference*, Vol. 14, Chicago: American Marketing Association, pp. 270-271.

Hennig-Thurau, Thorsten and Gianfranco Walsh (2002): Conceptualizing Consumer Confusion, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2002 AMA Summer Educators' Conference*, Vol. 13, Chicago: American Marketing Association, pp. 172-173.

Hennig-Thurau, Thorsten, Gianfranco Walsh, Klaus-Peter Wiedmann, and Mark B. Houston (2002): Going to the Movies - or Renting Them, in: *Enhancing Knowledge Development in Marketing: Proceedings of the 2002 AMA Summer Educators' Conference*, Vol. 13, Chicago: American Marketing Association, pp. 322-323.

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## **PRESENTATIONS AT SCHOLARLY CONFERENCES**

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August 12, 2009: Modeling the Chain of Effects of Relationship Marketing Instruments on Customer Perceptions and Behaviors, 11<sup>th</sup> Quality in Services Symposium (QUIS) (with Michael Paul and Georg Puchner)

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- October 4, 2008: The Impact of Relationship Marketing Actions on Customer Attitudes and Behavior: Insights from a Large-Scale Field Experiment, Frontiers in Services Conference, Washington D.C. (with Michael Paul and Georg Puchner)
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- January 19, 2001: Kundenartikulationen im Internet - Virtuelle Meinungsplattformen als Herausforderung für das Marketing [Customers' Articulations on the Internet], Annual Conference of German Marketing Academics, Bad Homburg, Germany.
- February 24, 2000: Hochschulbindung als Zielgröße für das Hochschulmarketing [Student Retention Once More: Empirical Results from a Large Sample Study], third workshop "Management of Higher Education", commission of Management of Higher Education, Association of Business Administration, Bommerholz/Witten, Germany (with Markus F. Langer and Frank Ziegele). *This presentation received the overall Best Paper Award of the conference*
- February 7, 2000: The Rationales of Service Relationships: Integrating Company-oriented and Customer-oriented Relational Benefits, 2000 AMA Winter Educators' Conference, San Antonio: Texas (with Kevin P. Gwinner and Dwayne D. Gremler).
- February 18, 1999: Studierendenbindung: Relevanz, Modellierung, Managementimplikationen [Student Retention: Some Words on the Relevance and Measurement of a New Strategic Tool for Higher Educational Institutions], second workshop "Management of Higher Education", commission of Management of Higher Education, Association of Business Administration, Bommerholz/Witten, Germany (with Markus F. Langer).
- November 26, 1998: Does it Pay to Invest in Customers?, Sixth Conference of the European Section of the Society of Consumer Affairs Professional in Business (SOCAP), Bremen, Germany.

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April 21, 1998: National Consumer Satisfaction Indices: Critically Investigating and Generating Proposals for Improvement from an Application Perspective, Workshop on Quality Management in Services, EIASM, Ingolstadt, Germany (with Ursula Hansen).

February 19, 1998: Qualitätsmanagement von Hochschulen: Faculty-Q als Erweiterungskonzept von Teach-Q [Quality Management of Higher Educational Institutions], first workshop "Management of Higher Education", commission of Management of Higher Education, Association of Business Administration, Bommerholz/Witten, Germany (with Ursula Hansen and Markus F. Langer).