

Ass.-Prof. Dr. Thomas P. Scholdra

CV – February 2024

IFH-Endowed Assistant Professorship
of Marketing and Retailing
University of Cologne
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SUMMARY

Thomas Scholdra is IFH-Endowed Assistant Professor of Marketing and Retailing at the University of Cologne since November 2022. Previously, he has been a post-doctoral researcher at the Chair of Retailing and Customer Management. Before joining the Marketing Area, he received his doctoral degree from the University of Bremen with a summa cum laude in 2019. For his dissertation titled “Business Cycles and Consumer Behavior”, he has received several research awards, including the Wolfgang-Ritter-Prize 2020, the dissertation award by the German Brand Association (third place), the Segnitz-Prize 2020 by the University of Bremen.

In his research, Thomas Scholdra relates to three core marketing domains: Marketing Strategy, Retailing, and Advertising. He focuses on managerially relevant research questions and conducts research projects in close collaboration with leading practice partners from various industries (e.g., FMCG, media, insurance). The theoretical and methodological approaches in his projects are often located at the intersection of marketing and economics, finance, as well as computer science. His research approach is quantitative in nature, regularly applying multi-equation econometric models of different forms on a combination of structured (e.g., consumer transactions, firm performance metrics) and unstructured data sources (e.g., written product reviews, speech transcripts). His work is regularly presented at academic marketing conferences and has been published in outlets such as *Journal of Marketing*, *Journal of Retailing*, and *Journal of International Marketing*. Also, he periodically contributes to the annual practice-oriented paper series “Selected Publications of the IFH Sponsors.”

Besides the practical relevance of his research, Thomas Scholdra also has a strong practical orientation in his teaching activities. Key courses of his current curriculum are “Customer Relationship Management”, “Retailing” and “Retailing Analytics.”

PRIMARY RESEARCH INTERESTS

Marketing strategy, retailing, advertising effectiveness, digital marketing

AFFILIATIONS

European Marketing Academy (EMAC)

American Marketing Association (AMA)

VHB (German Academic Association for Business Research) Marketing Section (KOMARK)

eDOCation.org – Bridging the gap between science and practice

ACADEMIC POSITIONS

Since 11/2022	IFH-Endowed Assistant Professor of Marketing and Retailing (W1 no tenure track) University of Cologne, Germany
11/2019 – 10/2022	Postdoctoral Researcher University of Cologne, Germany Department of Retailing and Customer Management (Prof. Dr. Werner Reinartz)
01/2015 – 09/2019	Research Assistant and Doctoral Candidate University of Bremen, Germany markstones Institute of Marketing, Branding & Technology (Prof. Dr. Maik Eisenbeiß)
08/2014 – 12/2014	Research Assistant and Doctoral Candidate University of Cologne, Germany OBI-Endowed Assistant Professorship of Marketing and Retailing (JProf. Dr. Maik Eisenbeiß)

VISITING ACADEMIC POSITIONS

05/2023 – 08/2023	Visiting Professor Rotman School of Management University of Toronto, Canada
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EDUCATION

01/2015 – 09/2019	Ph.D. (summa cum laude) University of Bremen, Germany Dissertation: "Business Cycles and Consumer Behavior" Committee: Maik Eisenbeiß (supervisor), Kristina Klein, Welf Weiger, Christian Cordes
10/2010 – 10/2013	M.Sc. in Marketing and Channel Management (Grade: 1.3) Georg-August-University Goettingen, Germany
08/2011 – 06/2012	M.Sc. Exchange Program Turku School of Economics, Finland
10/2006 – 02/2010	B.Sc. in Business Administration Westfaelische Wilhelms-University Muenster, Germany

BUSINESS EXPERIENCE

08/2012 – 01/2013	PepsiCo Deutschland GmbH, Neu-Isenburg, Germany Marketing/Brand Management
04/2010 – 08/2010	Dr. Oetker Nahrungsmittel KG, Bielefeld, Germany Logistics

STRUCTURED PROJECT EXPERIENCE

Working on the DFG third-party funded project " Der Weg aus der Rezession - Eine Analyse des (nachhaltigen) Einflusses eines wirtschaftlichen Abschwungs auf das Einkaufsverhalten von Konsumenten" (project number 244422352) as a research assistant and doctoral candidate (applicants: Prof. Dr. Maik Eisenbeiß and Prof. Dr. Werner J. Reinartz).

THIRD-PARTY FUNDS

2018 DAAD conference travel grant (€1649)
INFORMS Marketing Science Conference 2018, Philadelphia, USA

OTHER FUNDING

2019 University of Bremen conference travel grant (€1412)
AMA Winter Marketing Educators' Conference 2019, Austin, USA

HONORS AND (ENDOWED) AWARDS

2023 Faculty Fellow at Marketing Strategy Consortium, University of Georgia, USA.
2022 Faculty Fellow at Marketing Strategy Consortium, Texas A&M University, USA.
2020 Wolfgang-Ritter-Prize for outstanding business research (Grant: €5000).
Research Prize of the German Brand Association, 3rd place (Grant: €2000).
Finalist Young Researcher Award 2020 – BVM/VMÖ/vsms.
Doctoral Fellow at Marketing Strategy Consortium, University of Texas at Austin, USA.
2019 Segnitz-Prize for best dissertation at the Faculty of Business Studies and Economics,
University of Bremen, Germany (Grant: €5000).
Nomination for EMAC Best Paper based on doctoral work.
2016 Doctoral Consortium Fellow, INFORMS Marketing Science Conference, Shanghai, China.

ACADEMIC LISTINGS

08/2022 1st place IFH-Endowed Assistant Professor of Marketing and Retailing
University of Cologne, accepted

SERVICE TO THE SCIENTIFIC COMMUNITY AND THE INSTITUTION

Ad hoc reviewer for the *International Journal of Research in Marketing*, *Journal of Retailing*

Ad hoc reviewer for the *EMAC Annual Conference*

Editorial review board of *Information Systems Research* – Special Issue on Analytical Creativity

CEMS selection interviews 2023 (University of Cologne)

(INTERNATIONAL) RESEARCH COOPERATIONS

International research cooperations

Prof. Dr. Nitin Mehta, Rotman School of Management, University of Toronto, Canada.
Prof. Dr. Min Ding, Smeal College of Business, The Pennsylvania State University, USA.
Associate Prof. Dr. Ernst Osinga, Singapore Management University, Singapore.
Associate Prof. Dr. Alexander Edeling, KU Leuven, Belgium.
Assistant Prof. Dr. Welf Weiger, Alfaisal University, Kingdom of Saudi Arabia.

National research cooperations

Prof. Dr. Maik Eisenbeiß, University of Bremen, Germany.
Prof. Dr. Marc Fischer, University of Cologne, Germany.
Prof. Dr. Bernd Skiera, Goethe University Frankfurt, Germany
Prof. Dr. Werner Reinartz, University of Cologne, Germany.
Prof. Dr. Maik Hammerschmidt, University of Goettingen, Germany.
Assistant Prof. Dr. Maren Becker, ESCP Business School, Germany.

PUBLICATIONS

JOURNAL PUBLICATIONS (PEER REVIEWED)

Scholdra, Thomas P., Julian R.K. Wichmann, and Werner J. Reinartz (2023), "Reimagining Personalization in the Physical Store", *Journal of Retailing*, 99(4), 563-579.
<https://doi.org/10.1016/j.jretai.2023.11.001>

Becker Maren, Thomas P. Scholdra, Manuel Berkmann, and Werner J. Reinartz (2023), "The Effect of Content on Zapping in TV Advertising," *Journal of Marketing*, 87(2), 275-297.
<https://doi.org/10.1177/00222429221105818>

Wichmann, Julian R.K., Thomas P. Scholdra, and Werner J. Reinartz (2023), "Propelling International Marketing Research with Geospatial Data," *Journal of International Marketing*, 31(2), 82–102.
<https://doi.org/10.1177/1069031X221149951>

Scholdra, Thomas P., Julian R.K. Wichmann, Maik Eisenbeiß, and Werner J. Reinartz (2022), "Households under Economic Change: How Micro- and Macroeconomic Conditions Shape FMCG Shopping Behavior," *Journal of Marketing*, 86(4), 95-117.
<https://doi.org/10.1177/00222429211036882>

- Invited for presentation at the 09/2021 *JM Webinar for Marketing Professionals*
- Based on DFG-project "Der Weg aus der Rezession" (project number: 244422352)
Applicants: Prof. Dr. Maik Eisenbeiß, Prof. Dr. Werner Reinartz

DISSERTATION

Scholdra, Thomas P. (2019), "Business Cycles and Consumer Behavior," University of Bremen, Germany, available at: <http://nbn-resolving.de/urn:nbn:de:gbv:46-00107723-10>

BOOK CHAPTERS (REVIEW BY EDITORS)

Wichmann, Julian R.K., Thomas P. Scholdra, and Werner J. Reinartz (2021), "What drives Inner City Attractiveness for Society? The Role of Brick-and-Mortar Stores," *Review of Marketing Research*, 18, 279-317.
<https://doi.org/10.1108/S1548-643520210000018011>

Münster, Robert A., Thomas P. Scholdra, Julian R.K. Wichmann, and Werner J. Reinartz (2021), "Smart Services als Geschäftsmodellinnovation," in *Dienstleistungsforum 2022: Smart Services*, eds. Manfred Bruhn and Karsten Hadwich, Springer Gabler.
https://doi.org/10.1007/978-3-658-37346-7_2

Weiger, Welf H., Maik Hammerschmidt, and Thomas P. Scholdra (2019), "Giving or Receiving in Social Media: Can Content Marketing Simultaneously Drive Productive and Consumptive Engagement?," in *The Handbook of Research on Customer Engagement*, eds. Linda D. Hollebeek and David E. Sprott, Cheltenham, UK.
<https://doi.org/10.4337/9781788114899.00015>

CONFERENCE PROCEEDINGS (PEER REVIEW)

Han, Simeng, Werner J. Reinartz, Bernd Skiera, and Thomas P. Scholdra (2023), "Firms' Focus on Brand and Customer Management: Measurement, Development, and Financial Consequences," *Proceedings of the European Marketing Academy*, Odense, Denmark.

Münster, Robert A., Thomas P. Scholdra, and Werner J. Reinartz (2023), "Analyzing Successful Language Tactics in Sales Calls," *Proceedings of the European Marketing Academy*, Odense, Denmark.

Weidenbörner, Vincent, Julian R.K. Wichmann, Thomas P. Scholdra, and Werner J. Reinartz (2023), "What Drives German City Centers' Attractiveness? On the Role of Product Categories, Specialization, and Intercity Competition," *Proceedings of the European Marketing Academy*, Odense, Denmark.

Scholdra, Thomas P. (2022), "What Chatter Matters in Time of Economic Change? The Impact of Consumer Confidence on eWOM Effectiveness," *Proceedings of the European Marketing Academy*, Budapest, Hungary.

Scholdra, Thomas P. (2019), "Ratings, Reviews, and Recessions: How Business Cycles Shape Online Opinion," *Proceedings of the European Marketing Academy*, Hamburg, Germany.

- Nomination for EMAC Best Paper based on doctoral work

Scholdra, Thomas P. (2019), "Ratings, Reviews, and Recessions: How Business Cycles Shape Online Opinion," *Proceedings of the AMA Winter Educators' Conference*, Philadelphia, USA.

PRACTICE-ORIENTED PUBLICATIONS (NO PEER REVIEW)

Reinartz, Werner J, Thomas P. Scholdra, and Julian R.K. Wichmann (2023), "Retail Technology: Wie Automatisierung, Digitalisierung und KI den Handel verändern," *Selected Publications of the IFH Sponsors*, Vol. 13.

Scholdra, Thomas P., Julian R.K. Wichmann, Maik Eisenbeiß, and Werner J. Reinartz (2022), "Der Einfluss von Einkommen und Konjunktur auf das Einkaufsverhalten im Lebensmitteleinzelhandel," *Schmalenbach IMPULSE*, 2(3), 1-13.
<https://doi.org/10.54585/GWIU1707>

Reinartz, Werner J, Julian R.K. Wichmann, and Thomas P. Scholdra (2022), "Markeneffektivität messen und verstehen," *Selected Publications of the IFH Sponsors*, Vol. 12.

Reinartz, Werner J, Julian R.K. Wichmann, and Thomas P. Scholdra (2021), "Innenstadthandel in Zeiten der Digitalisierung," *Selected Publications of the IFH Sponsors*, Vol. 11.

Reinartz, Werner J, Julian R.K. Wichmann, and Thomas P. Scholdra (2020), "Geschäftsmodellinnovationen in der Konsumgüterbranche," *Selected Publications of the IFH Sponsors*, Vol. 10.

TALKS, CONFERENCE PRESENTATIONS, AND ONGOING RESEARCH PROJECTS

CONFERENCE PRESENTATIONS (AS PRESENTER)

2023 Junior Faculty Fellow at the *2023 Marketing Strategy Consortium*, Terry College of Business, University of Georgia, USA, June 5-7.

Presenter at the *Annual Meeting of the VHB Marketing Section*, "Firms' Focus on Brand and Customer Management: Measurement, Development, and Financial Consequences", Hamburg, March 23-24.

2022 Junior Faculty Fellow at the *2022 Marketing Strategy Consortium*, Mays Business School, Texas A&M University, USA, June 27-29.

Presenter at *EMAC Annual Conference*, Corvinus University of Budapest, "What Chatter Matters in Time of Economic Change? The Impact of Consumer Confidence on eWOM Effectiveness," Budapest, Hungary, May 24-27.

2021 Presenter at *Theory and Practice in Global Marketing Post-AMA Winter Academic Conference Event*, presented by the *Journal of International Marketing*, "City Patronage Around the Globe: Investigating Changes in Retailing Patterns," February 20-21, virtual.

2019 Presenter at *EMAC Annual Conference*, University of Hamburg, "Ratings, Reviews, and Recessions: How Business Cycles Shape Online Opinion," Hamburg, Germany, May 28-31.

Presenter at *AMA Winter Academic Conference*, "Ratings, Reviews, and Recessions: How Business Cycles Shape Online Opinion," Austin, USA, February 22-24.

2018 Presenter at *ISMS Marketing Science Conference*, Temple University, "Ratings, Reviews, and Recessions: How Business Cycles Shape Online Opinion," Philadelphia, USA, June 14-16.

2016 Presenter at *Marketing Dynamics Conference*, University of Hamburg, “Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior,” Hamburg, Germany, July 6-7.

Presenter at *ISMS Marketing Science Conference*, Fudan University, “Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior,” Shanghai, China, June 16-18.

INVITED TALKS

2024 6th Katia Campo Research Symposium, KU Leuven, FEB campus Antwerp, scheduled for March 14, 2024

2023 IFH Science Talks, “Innerstädtischer Einzelhandel im Wandel“, October 17.

Diginomics-Brownbag Seminar, “Trick or Treat? The Stock Market Impact of Fake Reviews,” April 26, 2023, University of Bremen.

2021 *Journal of Marketing Webinar for Marketing Professionals*, “Households under Economic Change: How Micro- and Macroeconomic Conditions Shape FMCG Shopping Behavior”, virtual.

Available at: <https://www.ama.org/jm-webinar-households-under-economic-change-how-micro-and-macroeconomic-conditions-shape-grocery-shopping-behavior/>

G·E·M Markendialog, “Business Cycles and Consumer Behavior,” February 24-25, virtual.

TEACHING

LECTURES, SEMINARS, EXERCISES

Winter 23/24

Customer Relationship Management (M.Sc., approx. 120 students)

Lecture (evaluation: 4.2/5)

Retailing (M.Sc., approx. 20 students)

Lecture (evaluation: 4.6/5) and Exercise (evaluation: 4.8/5)

Winter 22/23

Customer Relationship Management (M.Sc., 71 students)

Lecture (evaluation: 4.3/5) and Exercise (evaluation: 4.5/5)

Quantitative Applications in Marketing (M.Sc., 6 students)

Lecture (evaluation: 4.2/5) and Exercise (evaluation: 4.3/5)

Winter 21/22

Quantitative Applications in Marketing (M.Sc., 9 students)

Lecture (evaluation: 4.9/5) and Exercise (evaluation: 4.9/5)

Other courses

CEMS Case Studies in Marketing (CEMS M.Sc., 2020, 2021, 2022)

Business Project in Marketing (M.Sc., 2020, 2021, 2022)

Master Seminar (M.Sc., 2020)

PROFESSIONAL SKILLS

LANGUAGES

German (native language), English (full professional proficiency), Spanish and Polish (basic skills)

SOFTWARE

Proficient in R, Stata, Latent Gold, Some experience in Python