

## CURRICULUM VITAE

**Dr. Julian Raphael Klaus Wichmann**

\*24. 10. 1990

Marienstraße 1  
50825 Cologne, Germany

Phone: +49 221 4701496

wichmann@wiso.uni-koeln.de

<https://marketing.uni-koeln.de/en/team/julian-wichmann>

<https://www.linkedin.com/in/julianwichmann/>



### Academic career

<b>Since 02/2020</b> Postdoctoral research fellow	<b>Department of Retailing and Customer Management (Prof. Dr. Werner Reinartz), University of Cologne; Cologne, Germany</b>
Research areas	Online platforms, online advertising technologies, consumer behavior in economic crises, retailing.
Teaching	Seminars and theses (bachelor/master), business projects (CEMS/master), quantitative applications in marketing (master), introduction to marketing (bachelor).
<b>12/2014 – 02/2020</b> Research assistant, PhD candidate	<b>Department of Retailing and Customer Management (Prof. Dr. Werner Reinartz), University of Cologne; Cologne, Germany</b>
Dissertation	“The Evolving Brand-Consumer Relationship – The Impact of Business Cycles, Digital Platforms, and New Advertising Technologies”, Grade: Magna cum laude Supervisors: Prof. Dr. Werner Reinartz Prof. Dr. Hernán Bruno
<b>10/2012 – 11/2014</b> Master of science	<b>University of Cologne; Cologne, Germany</b> Business Administration and Marketing, Economic Psychology; GPA: 4.0 (German Grade: 1.7)
Master’s thesis	“Data driven audience targeting in online advertising – key drivers of quality” (German Grade: 1.0; awarded with best master thesis at <i>Wissenschaftspreis 2016</i> )
<b>03/2010 – 02/2011</b> Studies abroad	<b>Libera Università Internazionale degli Studi Sociali Guido Carli (LUISS); Rome, Italy</b>
<b>09/2008 – 08/2011</b> Bachelor of science	<b>Utrecht School of Economics (USE), Universiteit Utrecht; Utrecht, Netherlands</b> Economics and Business Economics, Strategic Management; GPA: 4.0 (German Grade: 1.0)
Bachelor’s thesis	“Bonus schemes and their effect on firm and market performance compared in a delegation game experiment. A duopoly and quadropoly Cournot delegation game experiment.” (German Grade: 1.0)

## **Publications**

### ***Academic publications***

Thomas Scholdra, Julian R. K. Wichmann, Maik Eisenbeiss, and Werner Reinartz (forthcoming, available online), “Households under Economic Change: How Micro- and Macroeconomic Conditions Shape FMCG Shopping Behavior”, *Journal of Marketing*.

Julian R. K. Wichmann, Nico Wiegand, and Werner Reinartz (forthcoming, available online), “The Platformization of Brands”, *Journal of Marketing*.

Julian R. K. Wichmann, Abhinav Uppal, Amalesh Sharma, and Marnik Dekimpe (forthcoming, available online), “A Global Perspective on the Marketing Mix across Time and Space”, *International Journal of Research in Marketing*.

Julian R. K. Wichmann, Thomas Scholdra, and Werner Reinartz (2021), “What drives inner city attractiveness for society? The role of brick and mortar stores”, *Review of Marketing Research*, Vol. 18.

### ***Practice-oriented publications***

Julian R. K. Wichmann, Nico Wiegand, and Werner Reinartz (2021), “Towards Perpetual Brand-Consumer Relationships”, *Marketing Review St. Gallen*, 2.2021.

Reinartz, Werner, Julian R. K. Wichmann, and Thomas Scholdra (2020), “Innenstadthandel in Zeiten der Digitalisierung”, *Selected Publications of the IFH Sponsors*, Vol. 11.

Reinartz, Werner, Julian R. K. Wichmann, and Thomas Scholdra (2020), “Geschäftsmodellinnovation in der Konsumgüterbranche”, *Selected Publications of the IFH Sponsors*, Vol. 10.

Reinartz, Werner, Nico Wiegand and Julian R. K. Wichmann (2019), “The Rise of Digital (Retail) Platforms”, *Selected Publications of the IFH Sponsors*, Vol. 9.

## **Presentations and awards**

Presentation at *2021 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”; Virtual.

Presentation at *2020 Thought Leadership Conference on Global Marketing Strategy*; “The Marketing Mix across Time and Space: A global perspective on the Four Ps’ Past, Present and Future”; Virtual.

Student Fellow at *2019 AMA Sheth Foundation Doctoral Consortium*; New York University, New York, USA.

Presentation at *2017 EMAC Doctoral Colloquium*; “Coming Out of a Recession – Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior”; University of Groningen, Groningen, Netherlands.

Student Fellow at *2016 ISMS Doctoral Consortium*; Fudan University, Shanghai, China.

Winner of *Wissenschaftspreis 2016*; category best master’s thesis, sponsored by the EHI Foundation and GS1 Germany.

Presentation at the 14<sup>th</sup> annual meeting for academic partnerships 2016; “Big Data – der Datenmenge Herr werden”; ECR GS1 Germany; Cologne, Germany.

### Practical experience

<b>04/2014 – 10/2014</b> Working student & master thesis project	<b>Xaxis (GroupM, WPP);</b> Düsseldorf, Germany Product management, predictive targeting solutions for online ads, researching the key quality drivers for predictive audience targeting.
<b>04/2014 – 11/2014</b> Student assistant	<b>Department of Retailing and Customer Management</b> (Prof. Dr. Werner Reinartz); Köln, Deutschland
<b>12/2012 – 05/2014</b> Student assistant	<b>DFG Research Unit „Design &amp; Behavior – Economic Engineering of Firms and Markets”</b> (Prof. Dr. Axel Ockenfels); Köln, Deutschland
<b>04/2012 – 07/2012</b> Internship	<b>Vodafone GmbH;</b> Düsseldorf, Germany Product marketing
<b>12/2011 – 03/2012</b> Internship	<b>Peek &amp; Cloppenburg KG Düsseldorf;</b> Düsseldorf, Germany Advertising and direct marketing
<b>09/2011 – 11/2011</b> Internship	<b>Peek &amp; Cloppenburg KG Düsseldorf;</b> Düsseldorf, Germany Marketing analytics and CRM operations

### Skills

#### **Languages**

German:	Native speaker
English:	Proficient speaker
French:	Good skills
Italian:	Basic skills

#### **IT**

Proficient in R and MS Office  
Experience in STATA, SAS, z-Tree,  
Nielsen AdAlert, HTML, CSS, Typo3

### Other commitments

<b>2018</b>	<b>Trainer for Australian Rules Football at Unisport, University of Cologne</b>
<b>2017 – 2020</b>	<b>(Vice) President at Rheinland Lions Australian Rules Football e.V.</b>
<b>Since 2014</b>	<b>University advisor for Enactus</b> Student initiative for social entrepreneurship

### Other passions

Technologies, pizza and bread baking, wood working and outdoor sports.

Julian Raphael Klaus Wichmann  
Köln, 10.11.2021