

CURRICULUM VITAE

Dr. Julian R.K. Wichmann

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Summary

Julian is an Assistant Professor at the University of Cologne, Germany, who focuses on strategic marketing issues revolving around digital platforms and the future of retailing. In his research projects, Julian often closely collaborates with practitioners and applies a variety of empirical methods on topics of high managerial relevance. Julian's research has been published in top-tier journals such as the *Journal of Marketing* and the *International Journal of Research in Marketing* as well as practitioner journals like the *Harvard Business Review*. Julian's paper "The Platformization of Brands" has been nominated for the *AMA/MSI H. Paul Root Award* and the *Shelby D. Hunt/Harold H. Maynard Award*.

Julian studied at universities in the Netherlands, Italy, and Germany gaining degrees in Economics and Business Administration. For his award-winning master thesis on data-driven predictive targeting in online advertising, he collaborated with a major international ad agency. In 2020, Julian received his doctoral degree from the University of Cologne under the advisory of Prof. Werner Reinartz with his dissertation on "The Evolving Brand-Consumer Relationship—The Impact of Business Cycles, Digital Platforms, and New Advertising Technologies".

Besides his experience in academia, Julian has gained valuable practical experience in various marketing departments and different industries, ranging from fashion to telecommunications and digital advertising.

Academic career

Since 02/2020 <i>Assistant Professor</i>	Department of Retailing and Customer Management (Prof. Dr. Werner Reinartz), University of Cologne; Cologne, Germany
Research areas	Digital platforms, online advertising, the future of retailing.
Teaching	Seminars and theses (bachelor/master), business projects (CEMS/master), introduction to marketing (large bachelor course with >500 students).
12/2014 – 02/2020 <i>Research Assistant, PhD Candidate</i>	Department of Retailing and Customer Management (Prof. Dr. Werner Reinartz), University of Cologne; Cologne, Germany
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
10/2012 – 11/2014 <i>Master of Science</i>	University of Cologne; Cologne, Germany 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” (Grade: A, German Grade: 1.0; awarded with best master thesis at <i>Wissenschaftspreis 2016</i>)
03/2010 – 02/2011 <i>Studies abroad</i>	Libera Università Internazionale degli Studi Sociali Guido Carli (LUISS); Rome, Italy
09/2008 – 08/2011 <i>Bachelor of Science</i>	Utrecht School of Economics (USE), Universiteit Utrecht; Utrecht, Netherlands 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)
2002 – 2008 <i>Secondary school</i>	Ratsgymnasium Osnabrück; Osnabrück, Germany

Publications

Academic publications

Wichmann, Julian R.K., Nico Wiegand, and Werner Reinartz (2022), “The Platformization of Brands,” *Journal of Marketing*, 86(1), 109-131.

- Finalist for the *AMA/Marketing Science Institute/H. Paul Root Award*
- Finalist for the *Shelby D. Hunt/Harold H. Maynard Award*

Scholdra, Thomas, Julian R.K. Wichmann, Maik Eisenbeiss, and Werner Reinartz (2022), “Households under Economic Change: How Micro- and Macroeconomic Conditions Shape FMCG Shopping Behavior,” *Journal of Marketing*, 86(4), 95-117.

- Invited presentation at the 09/21 *JM Webinar for Marketing Professionals*

Wichmann, Julian R.K., Abhinav Uppal, Amalesh Sharma, and Marnik Dekimpe (2022), “A Global Perspective on the Marketing Mix across Time and Space,” *International Journal of Research in Marketing*, 39(2), 502-521.

- Ranked the **second most downloaded article at the IJRM** over the past 90 days:
<https://www.journals.elsevier.com/international-journal-of-research-in-marketing/most-downloaded-articles>

Wichmann, Julian R.K., Thomas Scholdra, and Werner Reinartz, “Using Open Source Geospatial Data to Propel International Marketing Research,” *Journal of International Marketing*, forthcoming.

Wichmann, Julian R.K., Thomas Scholdra, and Werner Reinartz (2021), “What drives inner city attractiveness for society? The role of brick and mortar stores,” *Review of Marketing Research*, 18, 279-317.

Wichmann, Julian R.K., Werner Reinartz, and Rajkumar Venkatesan (2022), “Conceptualizing Value Creation in the Platform Era,” *Journal of Creating Value*, 8(2), 184–203.

Münster, Robert, Thomas Scholdra, Julian R.K. Wichmann, and Werner Reinartz (2022), “Smart Services als Geschäftsmodellinnovation” in *Dienstleistungsforum 2022: Smart Services*, eds. Manfred Bruhn and Karsten Hadwich, Springer Gabler.

Academic publications under review

Wiegand, Nico, Maren Becker, Monika Imschloss, Julian R.K. Wichmann, and Werner Reinartz, “The Managerial Relevance of Marketing Science: Properties and Genesis,” *International Journal of Research in Marketing*, under review (2nd round).

Sklenarz, Felix Anton, Alexander Edeling, Alexander Himme, and Julian R.K. Wichmann, “Does Bigger Still Mean Better? How Digitization and New Business Models Change the Market Share–Profitability Relationship,” *International Journal of Research in Marketing*, under review (2nd round).

Practice-oriented publications

Wichmann, Julian R.K., Nico Schauerte, and Werner Reinartz (2023), “Eine eigene Plattform für Ihre Marke,” *Harvard Business Manager*, 45(1), 34-43.

Wichmann, Julian R.K., Nico Wiegand, and Werner Reinartz (2022), “Platformizing the Brand-Consumer Relationship,” *Harvard Business Review*, 100(5), 46-53.

Wichmann, Julian R.K. and Werner Reinartz (2022), „Wie Marken Plattformen bauen können,“ *Markenartikel – Das Magazin für Markenführung*, 8/2022.

Wichmann, Julian R.K., 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 (2022), “Marketingenerfolg messbar machen,” *Selected Publications of the IFH Sponsors*, Vol. 12.

Reinartz, Werner, Julian R.K. Wichmann, and Thomas Scholdra (2021), “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.

Reviewing activities

Editorial Review Board at the *Journal of Retailing*.

Ad-hoc reviewing for *The Journal of Product Innovation Management*.

Presentations and awards

Academic conferences, presentations, and awards

Invited presentation at the *joint marketing seminar of ETH Zurich and UZH University of Zurich* (10/25/2022); “Skippable and Non-Skippable Ads—The Yin and Yang of Online Video Advertising;” Zurich, Switzerland.

Participant at *2022 Informs ISMS Early Career Scholars Camp*; Fuqua School of Business, Duke University; Durham, U.S.

Presentation at *Relationship Marketing SIG Special Session of the 2022 AMA Summer Educators Conference*; “The Monetary Value Platform-Based Customer Interactions and Relationships;” Virtual.

Awarded one of three research grants of \$1,000 by the *AMA Relationship Marketing Special Interest Group* (2022).

Faculty Fellow at **2022 Marketing Strategy Consortium**; Mays Business School Texas A&M University, College Station, U.S.

Presentation at **2022 ISMS Marketing Science Conference**; University of Chicago Booth School of Business; “Skippable and Non-Skippable Ads—The Yin and Yang of Online Video Advertising;” Virtual.

Participant at **XI. Internationaler Förder-Kongress Junge Wissenschaft und Wirtschaft**; Hanns Martin Schleyer-Stiftung; Munich, Germany.

Presentation at **2022 EMAC Annual Conference**; Corvinus University of Budapest; “Skippable and Non-Skippable Ads—The Yin and Yang of Online Video Advertising;” Budapest, Hungary.

Invited presentation at the September 2021 **JM Webinar for Marketing Professionals** with the paper “Households under Economic Change: How Micro- and Macroeconomic Conditions Shape FMCG Shopping Behavior”: <https://www.ama.org/jm-webinar-households-under-economic-change-how-micro-and-macroeconomic-conditions-shape-grocery-shopping-behavior/>

Participant at **2021 EMAC Annual Conference**; Corvinus University of Budapest; Virtual.

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.

Participant 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.

Participant at **2017 EMAC Annual Conference**; University of Groningen, Groningen, Netherlands.

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

Participant at **2016 ISMS Marketing Science Conference**; Fudan University; “Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior;” Shanghai, China.

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

Awarded **DAAD IPaK Travel Grant** for conferences and research stays abroad (2016).

Practice-oriented conferences, presentations, and awards

Finalist for ***Wissenschaftspreis 2023*** (science award 2023), best dissertation; sponsored by the EHI Foundation and GS1 Germany.

Invited presentation at ***LINK a YouGov company*** (11/30/2022); “Wie Studien und Analysen mit Kontextinformationen angereichert werden können;” Virtual.

Interview for ***IJRM Newsletter*** Nr. 1 (09/01/2022); “The Next Generation of Marketing-Mix in the Evolving World;” available at <https://www.ijrm-newsletter.com/post/a-future-of-marketing-mix-in-the-evolving-world>

Invited presentation at ***GWA Online Session*** (03/15/2022); “Die Plattformisierung der Marken;” presented by GWA, the German association of communication agencies; Virtual.

Interview with ***Canvas8*** (02/04/2022) published as “Forget Amazon! The science of flagship platforms;” available at <https://www.canvas8.com/library/reports/2022/02/04/forget-amazon-the-science-of-flagship-platforms#>

Invited presentation at the ***14th annual meeting for academic partnerships*** 2016; ECR GS1 Germany; “Big Data – der Datenmenge Herr werden;” Cologne, Germany.

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

Upcoming conferences and presentations

Invited presentation at the ***research seminar of HEC Paris*** (04/21/2023); “Does it pay to be active on social media? The antecedents and consequences of researchers’ social media activities;” Paris, France.

Faculty Fellow at ***2023 Marketing Strategy Consortium***; Terry College of Business, University of Georgia; Athens, U.S.

2023 EMAC Annual Conference; University of Southern Denmark; “Does it pay to be active on social media? The antecedents and consequences of researchers’ social media activities;” Odense, Denmark.

2023 EMAC Annual Conference; University of Southern Denmark; “What Drives German City Centers’ Attractiveness? On the Role of Product Categories, Specialization, and Intercity Competition;” Odense, Denmark.

Presentation at ***2023 ISMS Marketing Science Conference***; Miami Herbert Business School; “Emotion Detection And Congruence In Online Video Content;” Miami, U.S.

Practical experience

Since 11/2021 <i>eDOC</i>	eDOCation.org Offering research-related workshops and talks to companies.
04/2014 – 10/2014 <i>Working student & master thesis project</i>	Xaxis (GroupM, WPP); Düsseldorf, Germany Product management, predictive targeting solutions for online ads, researching the key quality drivers for predictive audience targeting.
04/2014 – 11/2014 <i>Student assistant</i>	Department of Retailing and Customer Management (Prof. Dr. Werner Reinartz); Cologne, Germany.
12/2012 – 05/2014 <i>Student assistant</i>	DFG Research Unit „Design & Behavior – Economic Engineering of Firms and Markets” (Prof. Dr. Axel Ockenfels); Cologne, Germany.
04/2012 – 07/2012 <i>Internship</i>	Vodafone GmbH; Düsseldorf, Germany. Product marketing at a major global telecommunications provider.
12/2011 – 03/2012 <i>Internship</i>	Peek & Cloppenburg KG Düsseldorf; Düsseldorf, Germany. Advertising and direct marketing at a major European fashion retailer.
09/2011 – 11/2011 <i>Internship</i>	Peek & Cloppenburg KG Düsseldorf, Düsseldorf, Germany Marketing analytics and CRM at a major European fashion retailer.

Skills and socials

Languages

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

IT

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

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

Technology and outdoor sports enthusiast, amateur pizza baker and wood worker.

Dr. Julian R.K. Wichmann
Cologne, 04/02/2023