

Thomas P. Scholdra

March 2022

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ACADEMIC POSITIONS

Since 11/2019 **Postdoctoral researcher**
University of Cologne, Germany
Department of Retailing and Customer Management
(Prof. Dr. Werner Reinartz)

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**
Georg-August-University Goettingen, Germany

08/2011 – 06/2012 **Exchange program**
Turku School of Economics, Finland

10/2006 – 02/2010 **B.Sc. in Business Administration**
Westfälische Wilhelms-University Muenster, Germany

PREVIOUS ACADEMIC WORK EXPERIENCE

01/2015 – 06/2019 **Research Assistant**
markstones Institute of Marketing, Branding & Technology,
University of Bremen, Germany (Prof. Dr. Maik Eisenbeiß)

08/2014 – 12/2014 **Research Assistant**
OBI Assistant Professorship in Marketing and Retailing
University of Cologne (Prof. Dr. Maik Eisenbeiß)

PREVIOUS BUSINESS WORK EXPERIENCE

08/2012 – 01/2013 **PepsiCo Deutschland GmbH, Neu-Isenburg, Germany**
Intern in Marketing/Brand Management

04/2010 – 08/2010 **Dr. Oetker Nahrungsmittel KG, Bielefeld, Germany**
Intern in Logistics

PRIMARY RESEARCH INTERESTS

Retailing, advertising effectiveness, digital marketing, direct marketing, econometric modeling

ACADEMIC PUBLICATIONS

Scholdra T.P., Wichmann J.R.K., Eisenbeiss M., and Reinartz W.J. (2022), "Households under Economic Change: How Micro- and Macroeconomic Conditions Shape FMCG Shopping Behavior", *Journal of Marketing*, forthcoming.

Münster, R. A., Scholdra T.P., Wichmann J.R.K., and Reinartz W.J. (2022), „Smart Services als Geschäftsmodellinnovation“ in Dienstleistungsforum 2022: Smart Services, eds. Manfred Bruhn and Karsten Hadwich, Springer Gabler.

Wichmann J.R.K., Scholdra T.P., and Reinartz W.J. (2021), "What drives inner city attractiveness for society? The role of brick and mortar stores", *Review of Marketing Research*, Vol. 18.

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

Weiger, W.H., Hammerschmidt, M. and Scholdra, T.P. (2019): Giving or Receiving in Social Media: Can Content Marketing Simultaneously Drive Productive and Consumptive Engagement?, in: Sprott, D. / Hollebeek, L. (Eds.): The Handbook of Research on Customer Engagement, Cheltenham, UK.

PRACTICE-ORIENTED PUBLICATIONS

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

Reinartz W.J., Wichmann J.R.K., and Scholdra T.P. (2020), "Geschäftsmodellinnovation in der Konsumgüterbranche", Selected Publications of the IFH Sponsors, Vol. 10.

WORKING PAPERS

Becker M., Berkmann M., Scholdra T.P., and Reinartz W.J. (2022), "How Engaging Content Leads to Less Zapping in TV Advertising", at 3rd round review in the *Journal of Marketing*.

Wichmann J.R.K., Scholdra T.P., and Reinartz W.J. (2022), "Using Open Source Geospatial Data to Propel International Marketing Research", invited for 2nd round revision in the *Journal of International Marketing*.

CONFERENCE PRESENTATIONS AND INVITED TALKS

2014 - 2022 EMAC Conference, AMA Winter Conference, Theory and Practice in Global Marketing Post-AMA Winter Academic Conference Event, INFORMS Marketing Science Conference, EMAC Conference, EMAC Conference Doctoral Colloquium, Marketing Dynamics Conference, Backhaus & Partner

HONORS AND AWARDS

2020 Wolfgang-Ritter-Prize for outstanding business research
Research Prize of the German Brand Association, 3rd place
Finalist Nachwuchsforscher/in 2020 – BVM/VMÖ/vsms
Marketing Strategy Consortium Fellow, University of Texas at Austin

2019 Segnitz-Prize for best dissertation at the Faculty of Business Studies and Economics, University of Bremen, Germany
Nomination for EMAC Best Paper based on Doctoral Work

2016 INFORMS Marketing Science Doctoral Consortium Fellow

GRANTS

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

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

TEACHING (as Teaching Assistant and Lecturer)

Quantitative Applications in Marketing, various Business Projects, CEMS Case Studies in Marketing, Marketing Analytics & Big Data, Digital Marketing Management I: Strategy and Instruments, Digital Marketing management II

Supervision of bachelor's and master's theses

Further Skills

Languages German (mother tongue), English (fluent), Spanish, French, Polish (basic)

Software R, Stata, Latent Gold