

Thomas P. Scholdra

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University of Cologne
IFH-Endowed Professorship of Marketing and Retailing
Department of Retailing and Customer Management
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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 Segnitz-Prize 2020 by the University of Bremen, and the dissertation award by the German Brand Association (third place).

In his research, Thomas Scholdra focuses on (the future of) retailing, (digital) advertising, and the impact of marketing strategy on firm performance. His research approach is quantitative in nature, using large structured (e.g., consumer transactions, firm performance metrics) and unstructured (e.g., written product reviews, speech transcripts) data sets as well as advanced empirical modelling techniques. His research projects often are located at the intersection of marketing and economics, finance, or computer science and are conducted in close collaboration with leading practice partners from various industries. His work is regularly presented at academic marketing conferences and has been published in the *Journal of 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 and future curriculum are “Quantitative Applications in Marketing” and “Retailing.”

ACADEMIC POSITIONS

Since 11/2022	IFH-Endowed Assistant Professor of Marketing and Retailing University of Cologne, Germany
11/2019 – 10/2022	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

PRIMARY RESEARCH INTERESTS

Retailing, marketing strategy, advertising effectiveness, digital marketing

JOURNAL PUBLICATIONS

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*

Becker Maren, Thomas P. Scholdra, Manuel Berkmann, and Werner J. Reinartz (2022), "The Effect of Content on Zapping in TV Advertising," *Journal of Marketing*, forthcoming.
<https://doi.org/10.1177/00222429221105818>

BOOK CHAPTERS

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>

PRACTICE-ORIENTED PUBLICATIONS

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 (2021), "Geschäftsmodellinnovationen in der Konsumgüterbranche," *Selected Publications of the IFH Sponsors*, Vol. 10.

WORKING PAPERS

Wichmann, Julian R.K., Thomas P. Scholdra, and Werner J. Reinartz, "Propelling International Marketing Research with Geospatial Data," *Journal of International Marketing*, conditionally accepted.

Han, Simeng, Werner J. Reinartz, Bernd Skiera, and Thomas P. Scholdra, "Firms' Focus on Brand and Customer Management: Measurement, Development, and Financial Consequences," *Journal of Marketing Research*, under 1st round review.

CONFERENCE PRESENTATIONS AND INVITED TALKS

2022 *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.

JM Webinar for Marketing Professionals, "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/>

2021 *G·E·M Markendialog*, "Business Cycles and Consumer Behavior," February 24-25, virtual.

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

- Nomination for EMAC Best Paper based on doctoral work

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

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

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

INFORMS Marketing Science Conference, Fudan University, "Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior," Shanghai, China, June 16-18.

HONORS AND AWARDS

- 2022 Faculty Fellow at Marketing Strategy Consortium, Mays Business School, Texas A&M University, USA
- 2020 Wolfgang-Ritter-Prize for outstanding business research
Research Prize of the German Brand Association, 3rd place
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
Nomination for EMAC Best Paper based on doctoral work
- 2016 Doctoral Consortium Fellow, INFORMS Marketing Science Conference, Shanghai, China.

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

University of Cologne – all Master's level

- Customer Relationship Management (2022)
- Quantitative Applications in Marketing (2021, 2022)
- CEMS Case Studies in Marketing (2020, 2021, 2022)
- Business Project in Marketing (2020, 2021, 2022)
- Marketing Seminar (2019, 2020)

University of Bremen (as Teaching Assistant) – all Master's level

- Marketing Analytics & Big Data (2015, 2016, 2017, 2019)
- Digital Marketing Management I: Strategy and Instruments (2015, 2016, 2017, 2018)
- Digital Marketing Management II: Applications (2015, 2017)

Service

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

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