

PROF. DR. GOETZ GREVE
ACADEMIC CV
SEPTEMBER 2019

Orcid: <http://orcid.org/0000-0002-5600-4356>
Publons: <https://publons.com/researcher/1210148/goetz-greve/>

ACADEMIC POSITIONS

- 2012 - today Vice President Research and International Affairs,
HSBA Hamburg School of Business Administration
- 2007 - today Professor of Marketing, Department of Marketing & Sales,
HSBA Hamburg School of Business Administration
- 2012 - 2013 Visiting Professor, Chair of Management & Digital Markets, Faculty of
Business, Economics and Social Sciences, University of Hamburg
- 2004 - 2006 Research Assistant, Chair of Innovation, New Media and Marketing, Prof. Dr.
Dr. h.c. Sönke Albers, Christian-Albrechts-University, Kiel

UNIVERSITY SERVICE

- 2012 - today Vice-President Research and International Affairs
- 2012 - today Member of the University Management Board
- 2011 - today Member University Senate
- 2013 - today Academic and Program Director for the Cooperative Doctoral Program
„Claussen-Simon Graduate Centre”
- 2016 - today Chair Scientific Advisory Council
- 2012 - today Member Committee for Selection of Stipendiates (Deutschlandstipendium)
- 2010 - 2012 Head of Department Marketing & Sales
- 2010 - 2012 Program Director Bachelor of Science in Business Administration
- 2009 Member Search Committee for Senior Position (Associate Professor) in
“Marketing”, 2 positions

PROFESSIONAL EXPERIENCE

- 2009 - 2012 Associate Partner, Benning & Company, Hamburg
- 2006 - 2007 Senior Consultant, OC&C Strategy Consultants, Düsseldorf
- 2001 - 2004 Consultant, Accenture, Kronberg

EDUCATION

- 2006 Ph.D in Marketing, Supervisor: Prof. Dr. Sönke Albers, Dissertation Thesis: Success Factors of Customer Relationship Implementations, Christian-Albrechts-University, Kiel
- 1995-2000 Graduate Studies in Business (Diploma Degree: Diplom-Kaufmann), Christian-Albrechts-University, Kiel and University of Birmingham
- 1994 - 1995 Military Service, 7th Fast Patrol Boat Squadron, Bundeswehr, Kiel
- 1992-1994 Vocational Training (Vocational Training Degree: Bankkaufmann) HSH Nordbank, Kiel
- 1992 University Entrance Qualification (Abitur), Herder-Gymnasium, Rendsburg

ACADEMIC AND PROFESSIONAL MEMBERSHIPS

VHB (Verband der Hochschullehrer für Betriebswirtschaftslehre e.V.)
EMAC (European Marketing Academy)
INFORMS (Institute for Operations Research and the Management Sciences)
Charta digitale Vernetzung e.V.
Marketing Club Hamburg e.V.

EDITORIAL BOARD MEMBERSHIPS AND REFEREEING

Memberships in Editorial Boards

Since 2012 International Journal of Internet Marketing and Advertising
Since 2011 International Journal of Marketing Studies

Ad-hoc Reviews

Cornell Hospitality Quarterly
European Journal of Marketing
Information Processing & Management
Journal of Advertising
Journal of Business and Industrial Marketing
Journal of Global Marketing

Journal of Hospitality Marketing & Management
Journal of Marketing Management
Journal of Marketing Theory and Practice
Production Planning and Control

VISITING SCHOLAR / VISITING PROFESSOR

- 2018 University of Strathclyde, Strathclyde Business School, Glasgow, UK
- 2017 University of Southern California, Marshall School of Business, Los Angeles, USA
University of Southern Denmark, Esbjerg, Denmark
University of Twente, Enschede, The Netherlands
- 2016 BI Norwegian Business School, Oslo, Norway
University of Twente, Enschede, The Netherlands
- 2015 Thakur Institute of Management Studies & Research, Mumbai, India
- 2014 University of East London, UK
Andrassy Universitat Budapest, Hungary
K. J. Somaiya Institute of Management Studies and Research, Mumbai, India
- 2013 University of East London, UK
Özyeđin University, Istanbul, Turkey
- 2012 InHolland University, Amsterdam, The Netherlands
Universita Cattolica del Sacro Cuore, Rom, Italy
ISCTE Business School, Lisboa, Portugal
Cornell University, College of Business, Ithaca, USA
- 2011 Budapest Business School, Hungary
- 2010 Universidad de Almerıa, Spain
Copenhagen Business School*, Denmark
- 2005 Universita Bocconi, School of Business, Milano, Italy
NYU Stern School of Business, New York City, USA

TEACHING RECORD

Bachelor (German and English)

Corporate Identity
E-Business
Digital Toolbox: Integrated Corporate Communications
Effective Communication
Grundlagen der Betriebswirtschaftslehre
Grundlagen des Vertriebs
Kundenmanagement
Marketing Management
Multichannel Marketing
Online Marketing
Project Management
Social Media Management
Strategic Management

Master (English)

Customer Engagement
Customer Relationship Management
Design Thinking
Innovation Marketing
Online Marketing
Marketing Performance
Social Media Marketing

Executive Education (German)

Grundlagen des Key Account Managements

Bachelor-/Masterarbeiten (German and English)

Betreuung von mehr als 100 Arbeiten seit 2010.

DOCTORAL STUDENTS

Member of PhD Assessment Committee

Lea Susanne Farber, University of Southern Denmark, Esbjerg, Denmark: "Visitor Satisfaction and Visitor Behaviour in Visitor Attractions", August 2019.
Christian-Dragin Jensen, University of Southern Denmark, Esbjerg, Denmark: "Events as a Strategic Imaging Tool for City Branding", April 2016.

Co-Supervisor (ongoing)

Andrea Schlüschen, Helmut-Schmidt-Universität, Hamburg, Germany
Felix Wasser, University of Southern Denmark, Esbjerg, Denmark
Patrick Weretecki, University of Twente, Enschede, The Netherlands

PUBLICATIONS

Refereed Journal Publications

- Greve, Goetz (2016): Kontrolle von Online-Marketing-Aktivitäten. Nutzung von Attributionsmodellen für das Marketing-Controlling, *WiSt - Wirtschaftswissenschaftliches Studium*, Heft 1, 733-738.
- Greve, Goetz (2014): The moderating effects of service and ambience on customer satisfaction in a fast-casual restaurant: a German case study, *International Journal of Hospitality and Event Management*, Vol. 1, No. 2, 147-163.
- Greve, Goetz (2014): Different or alike? Comparing computer-based and paper-based card sorting, *International Journal on Strategic Innovative Marketing*, Vol. 1, No. 1, 1-10.
- Greve, Goetz (2014): The moderating effect of customer engagement on the brand image – brand loyalty relationship, *Procedia - Social and Behavioral Sciences*, 148, 203-210.
- Greve, Goetz (2012): Momente der Wahrheit managen – Anwendung des Net Promoter Score, *Business + Innovation*, Nr. 3, 34-41.
- Goetz Greve (2011): Social CRM: Beziehungsmanagement mit Social Media, *Marketing Review St. Gallen*, Nr. 5, 16-21.
- Becker, Jan U., Goetz Greve und Sönke Albers (2010): Left behind expectations. How to prevent CRM implementations from failing, *GfK Marketing Intelligence Review*, Vol. 2, No. 2, 35-41.
- Becker, Jan U., Goetz Greve und Sönke Albers (2009): The Impact of Technological and Organizational Implementation of CRM on Customer Acquisition, Maintenance, and Retention, *International Journal of Research in Marketing*, Vol. 26, No. 3, 207-215.

Book Chapters

- Greve, Goetz and Mareike Scheibe (2020): Möglichkeiten und Grenzen des Programmatic Advertising bei Display Advertising am Beispiel hedonischer und utilitaristischer Produkte, in: Silvia Boßow-Thies, S., Hofmann-Stölting, C. und Jochims, T. (Hrsg.): *Data-driven Marketing*, Springer Gabler, Wiesbaden, forthcoming.
- Greve, Goetz (2020): Social Customer Relationship Management: CRM im Zeitalter sozialer Medien, in: Binckebanck, L., Hölter, A.-K. und Tiffert, A. (Hrsg.): *Führung von Vertriebsorganisationen: Strategie - Koordination – Umsetzung*, 2. Auflage, Springer Gabler, Wiesbaden, forthcoming.
- Greve, Goetz and Andrea Schlüschen (2018): From Customer Relationship Management to Influencer Relationship Management, in: Lee, In (ed.): *Diverse Methods in Customer Relationship Marketing and Management*, IGI Press, Hershey, Pennsylvania,

- Greve, Goetz (2017): Social media performance measurement, in: Information Resources Management Association (ed.): Decision Management: Concepts, Methodologies, Tools, and Applications, IGI Press, Hershey, Pennsylvania, 360-381.
- Greve, Goetz (2016): Social media brand management, in: Lee, In (ed.): Encyclopedia of E-Commerce Development, Implementation, and Management, IGI Press, Hershey, Pennsylvania, 2109-2120.
- Greve, Goetz (2015): Social media performance measurement, in: Tsiakis, T. (ed.): Trends and Innovations in Marketing Information Systems, IGI Press, Hershey, Pennsylvania, 214-235.
- Greve, Goetz (2013): Using social network data to identify key influencers for Social CRM activities, in: Li, E.Y., Loh, S. Evans, C., and Lorenzi, F. (eds.) Organizations and Social Networking: Utilizing Social CRM to Engage Consumers, IGI Press, Hershey, Pennsylvania, 256-272.
- Greve, Goetz (2011): Momente der Wahrheit managen, in: Keuper, F. und R. Mehl (Hrsg.): Customer Management. Vertriebs- und Servicekonzepte der Zukunft, Logos Verlag, Berlin, 315-332.
- Greve, Goetz und Oliver Klante (2011): Markenerosion – Implikationen für Markenführung und Kundenmanagement, erscheint in: Bald, T. und F. Keuper (Hrsg.): Innovative Markenführung und -implementierung, Logos Verlag, Berlin, 105-124.
- Greve, Goetz, Gregor Hopf und Christoph Bauer (2011): Einführung in das Online Targeting, in: Bauer, C., Greve, G. und G. Hopf (Hrsg.): Online Targeting und Controlling: Grundlagen – Anwendungsfelder – Praxisbeispiele, Gabler-Verlag, Wiesbaden, 3-21.
- Reisig, Dominik, Franziska Runge und Goetz Greve (2011): Targeting mit InVideo Advertising, in: Bauer, C., Greve, G. und G. Hopf (2011): Online Targeting und Controlling: Grundlagen – Anwendungsfelder – Praxisbeispiele, Gabler-Verlag, Wiesbaden, 243-260.
- Greve, Goetz (2011): Social CRM: Zielgruppenorientiertes Kundemanagement mit Social Media, in: Bauer, C., Greve, G. und G. Hopf (2011): Online Targeting und Controlling: Grundlagen – Anwendungsfelder – Praxisbeispiele, Gabler-Verlag, Wiesbaden, 261-285.
- Greve, Goetz (2010): Kundenorientierte Unternehmensführung als Managementherausforderung, in: Greve, G. und E. Benning-Rohnke (Hrsg.): Kundenorientierte Unternehmensführung. Konzept und Anwendung des Net Promoter® Score in der Praxis, Wiesbaden, 3-32.
- Greve, Goetz (2010): Die Anwendung des Net Promoter® Score in der Praxis: Ergebnisse einer empirischen Untersuchung, in: Greve, G. und E. Benning-Rohnke (Hrsg.): Kundenorientierte Unternehmensführung. Konzept und Anwendung des Net Promoter® Score in der Praxis, Wiesbaden, 197-218.

Albers, Sönke und Goetz Greve (2004): Kundenwertprognose, in: Mertens, P. und S. Rässler (Hrsg.): Prognoserechnung, Physica-Verlag, Heidelberg, 431-438.

Refereed Conference Proceedings

Weretecki, Patrick, Greve, Goetz and Jörg Henseler (2018): Salespersons' missing perspective on Customer participation behavior in value co-creation – an exploratory study, Proceedings of the 47th EMAC Conference, May, 29th - June 1st, University of Strathclyde, Glasgow, Scotland.

Schlüschen. Andrea, Greve, Goetz and Claudia Fantapié-Altobelli (2017): Effects of branded celebrity posts on customer engagement in social media. In 39th ISMS Marketing Science Conference, June, 7th - 10th, University of Southern California, Los Angeles, USA.

Schlüschen. Andrea, Greve, Goetz and Claudia Fantapié-Altobelli (2016): Effects of branded celebrity posts on customer engagement in social media. In „Marketing in the Age of Data“, Proceedings of the EMAC Conference, May, 24th - 27th, BI Business School, Oslo, Norway.

Greve, Goetz and Susanne Hensel-Börner (2014). Building brands with social media – analysis of a brand launch on Facebook. In Ailawadi, S., Khanna, M. and I. Jacob (eds.). "Ubiquitous Marketing. Unwired Consumers...Rewriting Rulebooks, Proceedings of the 9th SIMSR Global Marketing Conference, January, 6th - 8th, K. J. Somaiya Institute of Management Studies and Research, Mumbai, India.

Greve, Goetz (2013): The moderating effect of customer engagement on the brand image – brand loyalty relationship, 2nd International Conference on Innovative Strategic Marketing (IC-SIM), September, 13th - 17th, Prague, Czech Republic.

Greve, Goetz and Katrin Hinkelmann (2013): The moderating effect of customer engagement on the brand image – customer equity relationship. 35th ISMS Marketing Science Conference, July, 10th - 13th, Özyeğin University, Istanbul, Turkey.

Veres, Zoltan, Sajtos, Laszlo and Goetz Greve (2012): The role of presumed capabilities in influencing actors' risk perception in different project industries, 28th IMP Conference, September, 13th - 17th, Università Cattolica del Sacro Cuore, Rome, Italy.

Sajtos, Laszlo, Veres, Zoltan, Hack-Handa, Josef and Goetz Greve (2012): A Comparative Research on Expected Project Competencies in Hungary and in Germany, in: Seung-Hee Lee (ed.): Proceedings of the Global Marketing Conference, Seoul, Republic of Korea.

Greve, Goetz and Ann-Kathrin Harms (2012): Judging the book by its cover: mediation of the appearance effect on salesperson performance, in: Rita, Paulo (ed.): Proceedings of the 41th EMAC Conference, May, 22nd – 25th, ISCTE Business School, Lisbon, Portugal.

Greve, Goetz and Daniela Wahner (2011): A comparison of computer-based and physical card sorting techniques for testing intranet usability, 2011 IEEE World Congress on Engineering and Technology (CET), October, 28th - November, 2nd, Shanghai, China.

Greve, Goetz and Ken Nagayama (2011): Drivers of Customer Satisfaction in Quick Casual Restaurants, in: van der Rhee, B. und L. Victorino (Hrsg.): QUIS 12 - Advances in Service Quality, Innovation, and Excellence, Proceedings of QUIS 12 - The 12th International Research Symposium on Service Excellence in Management (QUIS 12), June, 2th - 5th, Cornell University, Ithaca, USA.

Greve, Goetz and Ken Nagayama (2010): Exploring Determinants of Customer Satisfaction in a Quick Casual Restaurant Setting, INFORMS Marketing Science Conference, June, 17th - 20th, Universität Köln, Cologne, Germany.

Greve, Goetz (2010): Exploring Determinants of Customer Satisfaction in a Quick Casual Restaurant Setting: An Empirical Investigation of Service Quality, Food Quality, and Ambience Quality, Proceedings of the 39th EMAC Conference, June, 1st - 4th, Copenhagen Business School, Copenhagen, Denmark.

Greve, Goetz and Sönke Albers (2006): Determinants of Performance in Customer Relationship Management - Assessing the Technology Usage - Performance Link, in: Proceedings of the 39th Annual Hawaii International Conference on System Sciences (HICSS-39), IEEE Computer Society, Hawaii, USA.

Greve, Goetz and Sönke Albers (2006): Performance Impacts of Customer Relationship Management - The Role of Technology Usage, Proceedings of the IFSAM VIIIth World Congress, Berlin, Germany.

Greve, Goetz and Sönke Albers (2005): Customer Relationship Management and the Customer Lifecycle - Measurement and Performance Outcomes, in: Gabriele Troilo (ed.): Rejuvenation marketing: contamination, innovation, integration, Proceedings of the 34 th EMAC Conference, 24th - 27th May 2005, Università Bocconi, Milan, Italy.

Greve, Goetz and Sönke Albers (2005): Technology Usage in Customer Relationship Management - An Examination of Performance Impacts, in: Proceedings of the 2005 International Workshop on Customer Relationship Management: Data Mining meets Marketing, NYU Stern School of Business, New York City, USA

Monographs

Greve, G. (2006): Erfolgsfaktoren von Customer-Relationship-Management-Implementierungen, Deutscher Universitäts-Verlag, Wiesbaden.

Edited Books

Bauer, Christoph, Greve, Goetz und Hopf, Gregor (2011): Online Targeting und Controlling: Grundlagen – Anwendungsfelder – Praxisbeispiele, Gabler-Verlag, Wiesbaden.

Greve, Goetz und Elke Benning-Rohnke (2010): Kundenorientierte Unternehmensführung. Konzept und Anwendung des Net Promoter® Score in der Praxis, Gabler-Verlag, Wiesbaden.

Guest Editorships

Greve, Goetz (2015): Special Issue on Social Media and Mobile Marketing Innovations, International Journal of Internet Marketing and Advertising, Vol. 9 No. 1.

Other Journal Publications

Greve, Goetz (2014): Die Nutzung von Big Data für das Social CRM. Voraussetzungen und Herausforderungen, in: ERP Management, 2, Juni, 23-25.

Greve, Goetz (2011): Implementierung von CRM bei Finanzdienstleistern, in: Digitale Fachbibliothek Vertrieb und Digitale Fachbibliothek Unternehmenskommunikation, Symposion Verlag, Düsseldorf.

Wilms, Jan (2011): Die Wüste lebt, in: BQB, 8, S. 9-12 (mit Beiträgen von Goetz Greve).

Pawlik, Joachim, Greve, Goetz, Harms, Ann-Kathrin und Klaus Utermöhle (2010): (Vor)Bild Verkäufer. Von Krawatten, Koffern und Klischees, in: Pawlik Sales Consultants AG (Hrsg.): Pawlik SC Journal, Hamburg, 18-21.

Greve, Goetz und Dinh, Thong (2009): Kundenrückgewinnung im Privatkundengeschäft von Banken, in: Albers, Sönke;Haßmann, Volker;Tomczak, Thorsten (Hrsg.): Digitale Fachbibliothek Vertrieb und Digitale Fachbibliothek Unternehmenskommunikation, Symposion Verlag, Düsseldorf.

Greve, G. (2007): Implementierung von CRM-Systemen bei Finanzdienstleistern, in: Muth, M., Weidner, L. und Zehetbauer, E. (Hrsg.): Digitale Fachbibliothek Unternehmenskommunikation, Symposion Verlag, Düsseldorf.

Greve, G. (2005): Implementierung von CRM-Systemen bei Finanzdienstleistern, in: Digitale Fachbibliothek Kundenorientierung, Symposium Verlag, Düsseldorf.

Greve, G. (2003): Probleme und Lösungsmöglichkeiten bei der Implementierung von CRM-Systemen in der Finanzdienstleistungsbranche, in: Loseblattsammlung und Online-Dienst www.verkauf-aktuell.de, 13. Folgeliieferung, 2003, Symposium Verlag, Düsseldorf.

Working Papers

Greve, Goetz und Mareike Scheibe (2019): Does context matter? Analysis of the effects of editorial content tonality and product type on consumer attitude in display advertising, HSBA Hamburg School of Business Administration, Hamburg.

Weretecki, Patrick, Greve, Goetz und Jörg Henseler (2018): Conceptualization and development of a multi-item experiential value measurement scale for experiential marketing, HSBA Hamburg School of Business Administration, Hamburg.

Meyer, Frederike und Goetz Greve (2018): Customer-salesperson interaction technologies: Are robo-advisors replacing personal selling? HSBA Hamburg School of Business Administration, Hamburg.

Schlüschen, Andrea und Goetz Greve (2017): Effects of Branded Celebrity Posts on Customer Engagement in Social Media, HSBA Hamburg School of Business Administration, Hamburg.

SELECTED PRESENTATIONS

Academic Presentations

“Building brands with social media – analysis of a brand launch on Facebook”, 9th SIMSR Global Marketing Conference, Mumbai, India, 7. January 2014.

“The moderating effect of customer engagement on the brand image – brand loyalty relationship”, 2nd International Conference on Innovative Strategic Marketing (IC-SIM), Prague, Czech Republic, 13. September 2013.

“The moderating effect of customer engagement on the brand awareness – brand loyalty relationship”, 35th ISMS Marketing Science Conference, Istanbul, Turkey, 12. June 2013.

“The role of presumed capabilities in influencing actors’ risk perception in different project industries”, 28th IMP Conference, Università Cattolica del Sacro Cuore, Rome, Italy, 14. September 2012.

“Judging the book by its cover: mediation of the appearance effect on salesperson performance”, 41th EMAC Conference, Lisbon, Portugal, 23. May 2012.

“A comparison of computer-based and physical card sorting techniques for testing intranet usability”, 2011 IEEE World Congress on Engineering and Technology (CET), Shanghai, China, 31. October 2011.

“Drivers of Customer Satisfaction in Quick Casual Restaurants”, 12th International International Research Symposium on Service Excellence in Management, Cornell University, Ithaca, USA, 2. June 2011.

“Exploring Determinants of Customer Satisfaction in a Quick Casual Restaurant Setting”, INFORMS Marketing Science Conference, Universität Köln, Cologne, Germany, 19. June 2010.

“Exploring Determinants of Customer Satisfaction in a Quick Casual Restaurant Setting: An Empirical Investigation of Service Quality, Food Quality, and Ambience Quality”, 39. EMAC Conference, Copenhagen Business School, Copenhagen, Denmark, 2. June 2010.

Management Talks

“Emerging Tech Trends in Global Customer Engagement”, Brand2Global Conference, London, UK, 1. October 2014.

“Global Marketing Trends and Research Insights”, Brand2Global Conference, London, UK, 1. October 2014.

„Social CRM – Kundenmanagement mit sozialen Medien“, Multichannel Service & Support Konferenz, Cologne, 20. June 2012.

„Steuerung im E-Commerce – Implikationen aus Sicht der Wissenschaft“, Otto, Hamburg, 19. April / 15. May 2012.

„Der Wert unserer Daten im Internet“, 3. Kieler E-Business Symposium, Fachhochschule Kiel, 30. June 2011.

„Customer Relationship Management – Erfolgssteuerung auf Basis des Kundenlebenszyklus“, Handelskammer Hamburg, Hamburg, 7. April 2008.

„Wirkungen von Word-of-Mouth und Netzeffekten zur Unterstützung des Vertriebs von Dienstleistungen in kleinen Beratungsunternehmen“, Hamburger Consulting Club, Hamburg, 2. July 2008.

Hamburg, 01/09/2019