

Emanuel de Bellis

CONTACT INFORMATION

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EDUCATION

Ph.D. in Management with specialization in Marketing (09/2015)
University of St. Gallen
Supervisors: Prof. Dr. Andreas Herrmann & Prof. Dr. Torsten Tomczak

M.Sc. in Psychology with specialization in Cognitive and Decision Sciences (10/2011)
University of Basel
Supervisor: Prof. Dr. Ralph Hertwig

B.Sc. in Psychology with minor in Business Administration (10/2008)
University of Basel

Baccalaureate with specialization in Physics and Applied Mathematics (06/2004)
Gymnasium Kirschgarten, Basel

RESEARCH INTERESTS

Choice Architecture, Consumer Narcissism, Cross-Cultural Marketing, Environmental Cues, Food Choice

ACADEMIC EXPERIENCE

05/2015–date Post-Doctoral Researcher & Project Leader
Institute for Customer Insight, University of St. Gallen

04/2014–02/2015 Visiting Scholar
University of British Columbia, Vancouver
Supervisors: Prof. Dr. JoAndrea Hoegg & Prof. Dr. Darren W. Dahl

06/2013 Summer School in Empirical Research Methods
University of St. Gallen
Course: Modeling, Conceptualization, and Operationalization in Marketing

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| 09/2012 | Visiting Scholar Nanyang Technological University, Singapore Supervisor: Prof. Dr. Bernd Schmitt |
| 06/2012–07/2012 | Summer Program in Quantitative Methods of Social Research University of Michigan Courses: Advanced Regression Analysis & Maximum Likelihood Estimation |
| 10/2011–04/2015 | Doctoral Student & Research Assistant Institute for Customer Insight, University of St. Gallen |
| 07/2011 | Summer Institute on Bounded Rationality Max Planck Institute for Human Development, Berlin |

PEER-REVIEWED JOURNAL PUBLICATIONS

de Bellis, Emanuel, David E. Sprott, Andreas Herrmann, Hans-Werner Bierhoff, and Elke Rohmann (2016), „The Influence of Trait and State Narcissism on the Uniqueness of Mass-Customized Products,” *Journal of Retailing*, 92 (2), 162–72.

Media Coverage: *Automotive Industry Today*, *Big News Network*, *Chennai Online*, *Dividend Magazine*, *DNA India*, *HSG Focus*, *NRI Press*, *Phys.org*, *Science 2.0*, *Science Codex*, *Science Newline*, *swissinfo*, *The Business Standard*, *The Deccan Chronicle*, *The Deccan Herald*

de Bellis, Emanuel, Christian Hildebrand, Kenichi Ito, and Andreas Herrmann (2015), “Cross-National Differences in Uncertainty Avoidance Predict the Effectiveness of Mass Customization across East Asia: A Large-Scale Field Investigation,” *Marketing Letters*, 26 (3), 309–20.

Media Coverage: *Business Times (Singapore)*, *Economist Intelligence Unit*

de Bellis, Emanuel (2015), „Die 3-K-Erfolgsfaktoren von Mass Customization,” *Marketing Review St. Gallen*, 32 (2), 62–69.

Schulte-Mecklenbeck, Michael, Matthias Sohn, Emanuel de Bellis, Nathalie Martin, and Ralph Hertwig (2013), „A Lack of Appetite for Information and Computation: Simple Heuristics in Food Choice,” *Appetite*, 71, 242–51.

Media Coverage: *Ad-Hoc News*, *Aponet*, *CSR News*, *Govi-Verlag*, *Human Capital Care Magazin*, *Jura Forum*, *LifeStyleSite*, *Medizin Aspekte*, *Wirtschaftspsychologie aktuell*

BOOK CHAPTERS & TRANSFER PUBLICATIONS

Herrmann, Andreas, Frank Huber, Martin Wricke, and Emanuel de Bellis (2016), „Preisfairness als Schlüssel zur Kundenzufriedenheit,” in *Kundenzufriedenheit: Konzepte - Methoden - Erfahrungen*, Vol. 9, ed. Christian Homburg, Wiesbaden: Springer Gabler, p. 305–29.

de Bellis, Emanuel (2016), „In the Age of Narcissism, How Brands Can Make It All About 'Me, Me, Me',” *Marketing Magazine* (available at: www.campaignlive.co.uk/article/1385585/age-narcissism-brands-me-me-me).

de Bellis, Emanuel (2013), „Die asiatische DNA,” *Business Impact*, 2, 74.

de Bellis, Emanuel, Christian Hildebrand, Kenichi Ito, Andreas Herrmann, and Bernd Schmitt, „Boosting the Global Effectiveness of Mass Customization Through Processing-Congruent Interfaces and Habitual Priming,” under review.

Schlager, Tobias, Emanuel de Bellis, and JoAndrea Hoegg, „Seeing Products in a Different Light: How and When Sunshine Boosts Consumer Product Valuation,” under review.

de Bellis, Emanuel, Michael Schulte-Mecklenbeck, Wernher Brucks, Andreas Herrmann, and Ralph Hertwig, „Blind Haste: As Light Decreases, Speeding Increases,” under review.

de Bellis, Emanuel, Christian Hildebrand, Gerald Häubl, Andreas Herrmann, and Ralph Hertwig, „Fatal Attractiveness: How Mating Cues Affect Managerial Risk Taking,” targeted for *Psychological Science*.

de Bellis, Emanuel, JoAndrea Hoegg, and Darren W. Dahl, „The Boomerang Effect of Social Influence: How Product Feedback to Fellow Consumers Affects One’s Own Subsequent Choices,” targeted for *Journal of Consumer Research*.

CONFERENCE PRESENTATIONS (presenter highlighted in bold)

de Bellis, Emanuel, Christian Hildebrand, Kenichi Ito, Andreas Herrmann, and Bernd Schmitt (2016), „The Global Boundaries of Mass Customization,” paper presented at *Theory + Practice in Marketing (TPM)*, Houston, USA.

de Bellis, Emanuel, Christian Hildebrand, Kenichi Ito, Andreas Herrmann, and Bernd Schmitt (2015), „Examining the Global Boundaries of Mass Customization: Conventional Configuration Procedures Clash with Holistic Information Processing,” paper presented at *Association for Consumer Research (ACR)*, New Orleans, USA.

Kurki, Hanna, Emanuel de Bellis, and Kenichi Ito (2015), „Consumer Perception of Product Colour: A Cross-Cultural Study,” paper presented at *Eurasia Business and Economics Society (EBES)*, Venice, IT.

de Bellis, Emanuel, David E. Sprott, Andreas Herrmann, Hans-Werner Bierhoff, and Elke Rohmann (2015), „Exploring the “I” in Mass Customization Decisions: Narcissists’ Proclivity towards Configuring Unique Products,” paper presented at *European Marketing Association Conference (EMAC)*, Leuven, BE.

de Bellis, Emanuel, Michael Schulte-Mecklenbeck, Wernher Brucks, Andreas Herrmann, and Ralph Hertwig (2014), „Blind Haste: Restricted Visibility Increases Speeding,” poster presented at *Society for Judgment and Decision Making (SJDM)*, Long Beach, USA.

de Bellis, Emanuel, Kenichi Ito, Christian Hildebrand, Andreas Herrmann, and Bernd Schmitt (2014), „From Global Rollout to Local Failure: Product Customization Systems Clash with Holistic Information Processing,” paper presented at *Society for Consumer Psychology (SCP)*, Washington DC, USA.

de Bellis, Emanuel, Gerald Häubl, Christian Hildebrand, Ralph Hertwig, and Andreas Herrmann (2013), „Fatal Attractiveness: How Mating Cues Affect Managerial Decision Making,” poster presented at *Society for Judgment and Decision Making (SJDM)*, Toronto, CA.

de Bellis, Emanuel, Jill Griffin, Christian Hildebrand, Reto Hofstetter, and Andreas Herrmann (2013), „Can't See the Forest For the Trees: Increased Local Processing in Mass Customization Systems,” paper presented at *Association for Consumer Research (ACR)*, Chicago, USA.

Herrmann, Andreas, **Emanuel de Bellis**, Hans-Werner Bierhoff, Elke Rohmann, and David E. Sprott (2013), „Exploring the “I” in Mass Customization Decisions: Narcissists’ Proclivity towards Configuring Unique Products,” paper presented at *Association for Consumer Research (ACR)*, Chicago, USA.

de Bellis, Emanuel, Jill Griffin, Christian Hildebrand, Reto Hofstetter, and Andreas Herrmann (2013), „Accentuating the Forest Instead of the Trees: Induced Global Processing in Mass Customization Systems,” paper presented at *European Marketing Association Conference (EMAC)*, Istanbul, TR.

Hofstetter, Reto, Christian Hildebrand, Andreas Herrmann, Emanuel de Bellis, and Joel Huber (2013), „A Social Approach to Truth-Telling,” paper presented at *European Marketing Association Conference (EMAC)*, Istanbul, TR.

Schulte-Mecklenbeck, Michael, Matthias Sohn, Emanuel de Bellis, and Ralph Hertwig (2013), „A Lack of Appetite for Information and Computation: Simple Heuristics in Food Choice,” poster presented at *Subjective Probability, Utility, and Decision Making Conference (SPUDM)*, Barcelona, ES.

Schulte-Mecklenbeck, Michael, Matthias Sohn, Emanuel de Bellis, and Ralph Hertwig (2012), „Heuristic Food Choice Strategies,” paper presented at *Tagung experimentell arbeitender Psychologen (TEAP)*, Mannheim, DE.

TEACHING

Teaching Interests

Consumer Behavior, Cross-Cultural Marketing, Experimental Design, Introduction to Marketing, Judgment and Decision Making, Market Research, Research Methods

Teaching Experience

2015–2016 Forschungsmethoden (≈ 700 students), University of St. Gallen

2015–2016 Research Methods (≈ 120 students), University of St. Gallen

ACADEMIC SERVICE

Service to the Field

Co-Organizer of the *Swiss Consumer Research Summit* (2015, 2016)

Reviewer, *Marketing Letters* (since 2015)

Reviewer, *Association for Consumer Research Conference* (since 2015)

Reviewer, *Society for Consumer Psychology Conference* (since 2016)

Service to the University

Academic Plagiarism Advisor (since 2015)

Consultant for Quantitative Research Methods (since 2015)

Co-Editor of *Marketing Review St. Gallen (Marketing Inspiration & Transfer of Customer Insights, 2016)*

INDUSTRY EXPERIENCE

Employment

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| 10/2011–date | Institute for Customer Insight, University of St. Gallen |
| 2010 | Consumer Science Group, Nestlé Research Center, Lausanne |
| 2008–2009 | LP Marktforschung (market research), Basel |
| 2004–2005 | Military service at air base Payerne, Fribourg |

Consulting Projects

Audi AG, Boehmert & Boehmert, ricardo.ch AG, Sonova Holding AG, Traffic Department Zurich

Competence Center “Consumer Data Innovation”: Migros, Nestlé AG, Raiffeisen, Roche AG

FURTHER SKILLS

Software

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| Statistics | JMP, R, SPSS |
| Programming | HTML, JavaScript, PHP |

Language

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| German | native speaker |
| English | fluent |
| French | intermediate |
| Italian | intermediate |

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

European Marketing Academy (EMAC)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)