

## Tobias Franz Schlager

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## Training

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- 07/2013 – 08/2013**    **University of Essex**  
Summer School in Quantitative Research Methods: Multilevel Analysis with Applications, and Modeling Heterogeneity
- 02/2010 – 02/2013**    **University of St. Gallen**  
Doctoral Dissertation: A Global Perspective on Emerging Interaction Patterns between Customers and Companies
- 07/2012 – 08/2012**    **University of Michigan, Ann Arbor**  
Summer School in Quantitative Research Methods: Advanced Network Analysis, Advanced Bayesian Topics, Latent Class Analysis, and Multilevel Analysis
- 07/2011 – 08/2011**    **University of Michigan, Ann Arbor**  
Summer School in Quantitative Research Methods: Categorical Data Analysis and Advanced Regression Analysis
- 10/2003 – 01/2009**    **University of Innsbruck**  
MA in International Business Administration: Marketing / Strategy / Banking
- 07/2008 – 08/2008**    **Harvard University, Cambridge**  
Summer School: International Marketing
- 09/2006 – 05/2007**    **Wilfrid Laurier University, Waterloo**  
Business Studies: Marketing / Strategy

## Technical Knowledge

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**Packages**                    JMP, R, SPSS  
**Methods**                     Bayesian Methods, Machine Learning Methods, Markov Models, Multilevel Models, Network Models, Time Series Models  
**Programming**                HTML, JavaScript, SQL

## Published Articles & Conference Contributions

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- forthcoming**                **Journal of the Academy of Marketing Science**  
Gamified Interactions: Whether, When and How Games Facilitate Self-Brand Connections
- forthcoming**                **Journal of Marketing**  
Gamified Information Presentation and Consumer Adoption of Product Innovations
- 10/2016**                      **Association for Consumer Research conference, Berlin**  
- Paying Up for Fair Pay: Consumers Prefer Firms with Lower CEO-to-Worker Pay Ratios  
- Tell Me What You Wish: How Pre-Configurations Based on Preference Articulation Affect Consumer Product Configuration Processes
- 05/2016**                      **Academy of Marketing Science conference, Orlando**  
- Wear the Old Coat and Buy the New Book or Deciding Without Reflecting is Like Thinking Without Concluding – The Impact of Contextual Experiences on Consumer Decision Making  
- A Friend Saved is a Penny Earned or I Need a Dollar ... A Friend is What I Need - The Impact of Social Linkage on Monetary Return
- 05/2016**                      **European Marketing Association conference, Oslo**  
- Deciding Without Reflecting is Like Thinking Without Concluding - The Impact of Contextual Experiences on Consumer Decision Making  
- A Friend Saved is a Penny Earned or I Need a Dollar ... A Friend is What I Need - The Impact of Social Linkage on Monetary Return

- 05/2016** **Theory & Practice in Marketing conference, Houston**  
 - Pick Me Up – Lead Me Through: The Impact of Contextual Experiences on Consumer Decision Making  
 - Gamified Shopping: How Challenging Tasks Create a Desire to Acquire
- 02/2016** **Society for Consumer Psychology Conference, St. Pete Beach**  
 - Are You Making a Play for Me? Effects of Gamification on the Formation of Consumer Brand Relationships  
 - Tell Me What You Wish: How Pre-Configurations Based on Preference Articulation Affect Consumer Product Configuration Processes
- 10/2015** **Association for Consumer Research conference, New Orleans**  
 - Now I'm curious! Boosting Innovation Adoption Through Gamified Information Release  
 - The Facebook Mindset
- 08/2015** **Total Quality Management & Business Excellence**  
 What Drives Leapfrogging? Empirical Assessment of Consumer Determinants of Leapfrogging
- 08/2015** **International Journal of Bank Marketing 33(7)**  
 Drivers of Long-Term Savings Reported by Consumers
- 06/2015** **Association for Consumer Research conference Asia, Hong Kong**  
 - Social Media Usage Results in Purchasing Online  
 - Boosting Innovation Adoption Through Gamified Information Release  
 - The Facebook Mindset Effect: Incidental Exposure to Facebook Reduces Consumers' Self-focus and Promotes Conservative Product Choices  
 - Product gamification
- 06/2015** **Theory & Practice in Marketing conference, Atlanta**  
 Now I'm curious! Boosting Innovation Adoption Through Gamified Information Release
- 04/2015** **Marketing Review St. Gallen 32(2)**  
 Die Bedeutung von „leapfrogging“ für die Innovationspolitik von Unternehmen
- 03/2015** **Wirtschaftswissenschaftliches Studium 44(7)**  
 Gamification: Ein Ansatz für das Marketing von Produktinnovationen.
- 05/2015** **European Marketing Association conference, Leuven**  
 - The Facebook Mindset Effect: Incidental Exposure to Facebook Reduces Consumers' Self-focus and Promotes Conservative Product Choices  
 - Customer Value Anticipation, Loyalty and Word-of-mouth – A Cross-cultural Study  
 - Product gamification
- 03/2015** **Society of Consumer Psychology conference, Phoenix**  
 - The Facebook Mindset Effect: Incidental Exposure to Facebook Reduces Consumers' Self-focus and Promotes Conservative Product Choices  
 - Product Gamification
- 10/2014** **Association for Consumer Research conference, Baltimore**  
 Product Gamification
- 08/2014** **Academy of Marketing Science World Marketing Congress, Lima**  
 Drivers of Saving Decisions from a Consumers' Behavioral Perspective: A Large-Scale Empirical Investigation
- 06/2014** **Thought Leaders in Marketing Channels conference, Paris**  
 Channel Priming: Salient Facebook Cues Impede Self-Awareness and Reduce the Feature-Richness of Self-Designable Products (*invited talk*)
- 06/2014** **European Marketing Association conference, Valencia**  
 - Playing Isolation Doesn't Pay Off! A Network Approach to Intermediary Performance  
 - Customer Value Anticipation, Loyalty and Word-of-Mouth: A Cross-Cultural Study
- 06/2014** **American Marketing Association SERVSIG conference, Thessaloniki**  
 Customer Value Anticipation, Loyalty and Word-of-Mouth
- 05/2014** **Shopper Marketing conference, Stockholm**  
 - The Influence of Search Channels and Variety Seeking on Channel Willingness to Pay  
 - Social Media and their Influence on the Selection of the Purchase Channel  
 - How the Number of Search Channels Influences Consumer Purchase Channel Choice
- 12/2013** **International Conference on Information Systems, Innovation, Milan**  
 Cognitive Biases in New Technology Appropriation: An Experiment on the Impact of Judgmental and Presentational Priming

<b>06/2013</b>	<b>Babson College Entrepreneurship Research Conference, Écully</b> Overcoming Path-Dependency with Entrepreneurial Self-Efficacy
<b>08/2013</b>	<b>Academy of Management conference, Orlando</b> Why do some Managers Foresee More than Others? Psychological Foundations of Managerial Myopia
<b>08/2013</b>	<b>European Marketing Association conference, Istanbul</b> Playing Isolation Doesn't Pay Off! A Network Approach to Intermediary Performance
<b>06/2013</b>	<b>Journal of International Marketing 21(2)</b> Fitting International Segmentation for Emerging Markets: Conceptual Development and Empirical Illustration
<b>10/2012</b>	<b>Strategic Management Society conference, Prague</b> Mitigating Inertia Toward Megatrends: An Experimental Investigation of Emotional Activation
<b>08/2012</b>	<b>Academy of Management conference, Boston</b> The Process of Outstripping Myopia: Cognitive-Emotional Framework on Long-Term Trends
<b>05/2012</b>	<b>European Marketing Association conference, Lisbon</b> Do Emerging Markets Consumers Interact Equally, Similarly or Completely Different with Companies? A Finite Mixture Model
<b>08/2012</b>	<b>Der Markt: International Journal of Marketing 51(2-3)</b> Reframing Customer Value from a Dominant Logics Perspective
<b>12/2011</b>	<b>Journal of Services Marketing 27(5)</b> The Influence of the Employer Brand on Employee Attitudes Relevant for Service Branding: An Empirical Investigation
<b>09/2011</b>	<b>Strategic Management Society conference, Miami</b> - Dynamic Learning Capabilities for M&As - Customer Desired Value Change: A Dynamic Capabilities Framework
<b>09/2010</b>	<b>Strategic Management Society conference, Rome</b> The Strategic Role of Employer Branding
<b>05/2010</b>	<b>La Londe conference for Service Management, La Londe</b> An Empirical Investigation of Employer Branding

## Teaching

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<b>2017</b>	- Business & Market Research (undergraduate level, sponsored by Porsche AG) - Digital & Social Media Marketing (graduate level) - Quantitative Research Methods (PhD level) - Cross Disciplinary Course in Experimental Research (PhD level)
<b>2016</b>	- Business & Market Research (undergraduate level, sponsored by Porsche AG) - Quantitative Research Methods (PhD level) - Consumer Behavior and Market Research (graduate level)
<b>2015</b>	- Guest Lecture: Experimental Design for Behavioral Science: Dynamic Web-Based Experiments with JavaScript (PhD level) - Guest Lecture: Judgment and Decision Making, Data Analytics (PhD level) - Design of Empirical Studies (PhD level) - Consumer Behavior and Market Research (graduate level)
<b>2014</b>	- Business & Market Research (undergraduate level, sponsored by Porsche AG) - Design of Empirical Studies (PhD level) - Consumer Behavior and Market Research (graduate level)
<b>2013</b>	- Business & Market Research (undergraduate level, sponsored by Porsche AG) - Design of Empirical Studies (PhD level) - Consumer Behavior and Market Research (graduate level) - Business & Market Research (undergraduate level)

## Awards

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<b>2014</b>	Winner Dr. Hans-Kessler Best Dissertation Award 2013
<b>2013</b>	Dissertation with highest distinction (~top 5%)
<b>2012</b>	Adventure X Finalist with the start-up UIBk

<b>2011/2012</b>	Scholarship of the Swiss National Fund: Quantitative Methods Summer Schools
<b>2012</b>	Nominee for the best PhD paper, division "Strategy As Practice", Academy of Management conference, Boston
<b>2012</b>	Nominee for the best paper based on a doctoral dissertation, European Marketing Association conference, Lisbon
<b>2009</b>	4th place, Postbank Finance Award (highest endowed student contest in German-speaking area)

## Job Experience

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<b>01/2014 – 07/2017</b>	<b>Behavioral Lab (Mixed-Reality Lab for Behavioral Research)</b> Head of the University of St. Gallen Experimental Labs (CHF 200k yearly funds)
<b>01/2013 – 08/2017</b>	<b>University of St. Gallen, Center for Customer Insight (FCI)</b> Project Leader, Post-Doctoral Researcher, and Lecturer (PhD, graduates, undergraduates)
<b>02/2010 – 12/2012</b>	<b>University of St. Gallen, Institute of Insurance Economics (IVW)</b> Project Leader and Lecturer (executives and undergraduates)
<b>05/2009 – 01/2010</b>	<b>LICETUS GmbH &amp; Co. KG / Munich</b> Business Consultant: Project leader of Europe-wide projects for the Deutsche Telekom AG and the Deutsche Post DHL
<b>10/2008 – 05/2009</b>	<b>University of Innsbruck, Institute for Strategic Management</b> Research Assistant: Location-based Selling
<b>10/2007 – 06/2008</b>	<b>Austria PUMA Dassler GmbH / Salzburg</b> Marketing Manager Trainee: Coordination PUMA retail system / key account management / Establishment of a retail strategy in Austria
<b>05/2007 – 10/2007</b>	<b>PUMA AG / Herzogenaurach</b> Internship International Product Marketing: Project Management of the eCatalogue

## Projects

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<b>02/2017 – now</b>	<b>Audi AG</b> Digital pricing
<b>02/2016 – 10/2016</b>	<b>Audi AG</b> Social benchmarking: Rating firm websites by their contribution to firm success Car configuration using mobile devices
<b>06/2015 – 12/2016</b>	<b>ricardo.ch</b> Project leader for data science department: - The effect of environmental influences on consumer auction behavior - Modeling the effect of losing one auction on winning the next
<b>12/2012 – 10/2016</b>	<b>Audi AG</b> Project leader for Audi digital - Design analytics: Quantifying design and its influence on revenue - Increasing positive valence of innovation perception - Forecasting purchases: Targeting the right customers - Needs-based configuration entry: Customizing the customization process
<b>02/2015 – 06/2015</b>	<b>Porsche AG</b> Supervisor: Trading-off innovations and tradition
<b>09/2013 – 06/2015</b>	<b>Skoda AG</b> Project leader: The use of Gamification for driving feature and brand evaluation
<b>01/2011 – 05/2013</b>	<b>Universal Information Broking (UIBk)</b> Co-founder and project leader of the Internet-start-up "UIBk", www.uibk.com
<b>01/2012 – 12/2012</b>	<b>IBM: Insurers, Intermediaries, Interactions: From Channels to Networks</b> Project leader of a global consumer and intermediary study (17 countries) with IBM on the role of intermediaries in the insurers' interaction point strategy, project volume: € 205k
<b>01/2012 – 09/2012</b>	<b>An International Study on the Power of Social Media</b> Project leader of an international consumer study (4 countries) on the role of social media during the search- and purchasing-process, project volume: € 10k
<b>03/2010 – 04/2012</b>	<b>CosmosDirekt: Long-term Saving in Germany</b>

Project leader of a study on consumer saving attitudes and behavior, development of a long-term saving index, project volume: € 140k

**03/2010 – 12/2010** **IBM: Powerful Interaction Points: Saying Goodbye to the Channel**

Project leader of a global study (20 countries) with IBM on the consumers' online and offline preferences and behavior, project volume: € 175k

**04/2009 – 06/2009** **voestalpine Polynorm Grau**

Project leader of a market analysis concerning the opportunities of car suppliers in the renewable energy sector, project volume: € 18k

**12/2008**

**BCG / Consulting ProBono**

Consulting of the start-up SmartInfoSystems, outcome: Alignment of industry focus

## Honorary Positions & Memberships

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**2014 – today**

Member: *Association of Consumer Research*

**2013 – today**

Assistant to the Editor-in-Chief of the *Zeitschrift für Betriebswirtschaftliche Forschung (zfbf) / Kontaktstudium*

**2012 – today**

Reviewer for the *European Journal of Marketing*

**2012 – today**

Reviewer for the *Journal of International Marketing*

**2012 – today**

Reviewer for the *Review of Managerial Science*

**2012 – today**

Member: *European Marketing Academy*

**2012 – today**

Member: *Academy of Management*

**2010 – today**

Member: *Strategic Management Society*