

# CURRICULUM VITAE

## CONTACT INFORMATION

---

Name: Prof. Dr. Welf Hermann Weiger  
Email: welf@weiger.info  
Website: <http://www.weiger.info>  
Citizenship: German

## EDUCATION

---

**October 2010 – December 2016**      **University of Goettingen, GER**  
*Doctorate in Business Administration (Dr. rer. Pol.; equivalent to PhD;  
Grade: summa cum laude)*  
*Dissertation: User Engagement in Social Media: An Individual-Level Analysis*

**September 2003 – May 2010**      **University of Mannheim, GER**  
*Diploma in Business Administration (equivalent to MBA)*  
*Majors: Marketing; E-Business; Econometrics*  
*Diploma Thesis: "Performance effects of salaries in sports: An empirical analysis of the impact of payment structures on athletic and corporate success"*

**June 2009 – August 2009**      **Boston University, USA**  
*Graduate studies*

**January 2008 – June 2008**      **University of the West of Scotland, UK**  
*Graduate studies*

## ACADEMIC EXPERIENCE

---

**January 2020 – present**      **Alfaisal University, KSA**  
**College of Business**  
*Assistant Professor*  
*Chair of Marketing Department*

**September 2020 – present**

**January 2020 – present**      **University of Goettingen, GER**  
**Chair of Marketing and Innovation Management**  
*Guest Lecturer*

**December 2017 – January 2020**      **University of Goettingen, GER**  
**Chair of Digital Marketing**  
*Assistant Professor*

**December 2016 – December 2017**      **University of Goettingen, GER**  
**Chair of Marketing and Innovation Management**  
*Post-Doctoral Researcher / Assistant Professor*

**October 2010 – December 2016**      **University of Goettingen, GER**  
**Chair of Marketing and Innovation Management**  
*Research Assistant and Instructor*

**March and August 2016**      **University of Maryland, USA**  
**October 2015**  
*Guest Researcher*

**May 2009 – July 2010**      **University of Mannheim, Germany**  
**Chair of Marketing**  
*Student Assistant*

## PROFESSIONAL EXPERIENCE

---

October 2010 – present	<p><b>Consulting Projects (e.g., for Deutsche Bahn, LookFamed, EDEKA, Vodafone)</b>  <i>Project Lead, Coordination, and Execution; Workshops</i></p>
October 2007 – September 2010	<p><b>SAP AG, Germany</b>  <b>Online Marketing Services</b>  <i>Part-time Online Marketing Manager</i>  <i>Responsibilities: Online Marketing Analytics; Search Engine Optimization; Technical Online Marketing Campaign Management; Marketing-Information Services-Interface Management; Online Content Management SAP EMEA</i></p>
March 2007 – August 2007	<p><b>SAP Deutschland AG &amp; Co KG, Germany</b>  <b>Integrated Marketing Communications EMEA Central</b>  <i>Part-time Online Marketing Manager</i>  <i>Responsibilities: Redesign of German SAP-Website; Technical Online Marketing Campaign Management; Marketing-Information Services-Interface Management; Online Content Management SAP Germany</i></p>
March 2007 – December 2007	<p><b>Movilitas AG (Now: Movalizer by Honeywell), Germany</b>  <i>Freelancer</i>  <i>Responsibilities: Search Engine Optimization; Online Content Management; Implementation of a Content Management System</i></p>
August 2006 – February 2007	<p><b>SAP Deutschland AG &amp; Co KG, Germany</b>  <b>Integrated Marketing Communications EMEA Central</b>  <i>Intern</i>  <i>Responsibilities: Technical Online Marketing Campaign Management; Marketing-Information Services-Interface Management; Online Content Management SAP Germany; Search Engine Optimization</i></p>
June 2003 – June 2010	<p><b>Weiger Design GmbH, Germany</b>  <i>Freelancer</i>  <i>Responsibilities: Project Management Production Management; Management of Online Marketing and Social Media Campaigns</i></p>

## HONORS AND AWARDS

---

October 2023	<p><b>Winner of the „Faculty Award for Research Excellence 23“ by Alfaisal University</b>  <i>Research Excellence Award granted by Alfaisal University, KSA</i></p>
September 2023	<p><b>Winner of the “Highly Commended Paper Award” in the 2023 Emerald Literati Awards</b>  <i>Award granted for the paper for the paper “Trust me, I’m a bot – repercussions of chatbot disclosure in different service frontline settings” in Journal of Service Management.</i></p>
June 2023	<p><b>Winner of the Robert Johnson Award 2022 for „Highly Commended Paper“ by the Journal of Service Management</b>  <i>Winner of the award, which recognizes researchers with outstanding work in the service discipline at the Frontiers in Service Conference, Groningen, NL, 2023.</i>  <i>Award granted for the paper for the paper “Trust me, I’m a bot – repercussions of chatbot disclosure in different service frontline settings” in Journal of Service Management.</i></p>
January 2022	<p><b>Finalist, Best Paper Award of the Hawaii International Conference on System Science</b>  <i>Best Paper Award in the track “Internet and the Digital Economy,” Hawaii International Conference on System Science 2022 in Hawaii, USA (online conference).</i></p>

<b>December 2021</b>	<b>Outstanding Research Award of Alfaisal University</b> <i>Outstanding Research Award granted by Shell Saudi Arabia, College of Business, Alfaisal University, KSA.</i>
<b>December 2019</b>	<b>Best Reviewer Award of the Association for Information Systems</b> <i>Best Reviewer in the track "Crowds, Social Media and Digital Collaborations" at the International Conference on Information Systems 2019 in Munich, GER.</i>
<b>February 2017</b>	<b>Best Paper Award of the American Marketing Association</b> <i>American Marketing Association Best Paper by Theme in the track "Metrics for Making Marketing Matter" at the Winter AMA Conference 2017 in Orlando, USA.</i>
<b>June 2011</b>	<b>Sponsorship Award of the Marketing Foundation of the University of Mannheim</b> <i>Award for the Diploma thesis, University of Mannheim, GER.</i>

## PUBLICATIONS

---

### *Publications in Peer-Reviewed Journals*

- Drivers of Electric Vehicle Adoption: The Moderating Role of Technological Innovativeness** (M.B. AlYousef, W.H. Weiger, A. Shaltoni), in: *Management & Sustainability: An Arab Review*, forthcoming (2023).
- The Technology-Behavioral Compensation Effect: Unintended Consequences of Health Technology Adoption** (T. Wolf, S. Trang, W.H. Weiger, M. Trenz), in: *Journal of Information Technology*, forthcoming (2023).
- Engaging Business Customers Through Online Experiences in Different Cultures** (W.H. Weiger), in: *Journal of International Marketing*, Vol. 31, No. 3 (2023).
- Deflected by the Tin Foil Hat? Word of Mouth, Conspiracy Beliefs, and the Adoption of Innovative Public Health Apps** (T. Krämer, W.H. Weiger, S. Trang, M. Trenz), in: *Journal of Product Innovation Management*, Vol. 40, No. 2, 2023.
- Users Taking the Blame? How Service Failure, Recovery, and Robot Design Affect User Attributions and Retention** (N. Mozafari, M. Schwede, M. Hammerschmidt, W.H. Weiger), in: *Electronic Markets*, Vol. 32 No. 4, 2022.
- The Invisible Leash: When Human Brands Hijack Corporate Brands' Consumer Relationships** (J.N. Giertz, L.D. Hollebeek, W.H. Weiger, M. Hammerschmidt), in: *Journal of Service Management*, Vol. 33 No. 3, 2022.
- Trust Me, I'm a Bot – Repercussions of Chatbot Disclosure in Different Service Frontline Settings** (N. Mozafari, W.H. Weiger, M. Hammerschmidt), in: *Journal of Service Management*, Vol. 33, No. 2, 2022.
- Content- Versus Community-Focus in Live Streaming Services: How to Drive Engagement in Synchronous Social Media** (J.N. Giertz, W.H. Weiger, M. Törhönen, and J. Hamari), in: *Journal of Service Management*, Vol. 33, No. 1, 2022.
- Video Content Streamers: The New Wave of Digital Entrepreneurship? A Review of Extant Corpus and Research Agenda** (M. Törhönen, J. Giertz, W.H. Weiger, J. Hamari), in: *Electronic Commerce Research and Applications*, Vol. 46, 2021.
- The Perils of Engaging with Gamified Apps: How Does Gamified Service Use Trigger Information Disclosure?** (S. Trang, W.H. Weiger), in: *Computers in Human Behavior*, Vol. 116, 2021.
- One App to Trace Them All? Examining App Specifications for Mass Acceptance of Contact-Tracing Apps** (S. Trang, M. Trenz, W.H. Weiger, M. Tarafdar, C. Cheung), in: *European Journal of Information Systems*, Vol. 29, No. 4, 2020, 415–428.
- Competition versus cooperation: How technology-facilitated social interdependence initiates the self-improvement chain** (T. Wolf, S. Jahn, M. Hammerschmidt, W.H. Weiger), in: *International Journal of Research in Marketing*, Vol. 38, No. 2, 2021, p. 472-491.
- Toward a Theory of Spirals: The Dynamic Relationship Between Organizational Pride and Customer-Oriented Behavior**, (T. Kraemer, W.H. Weiger, M. Gouthier, M. Hammerschmidt), in: *Journal of the Academy of Marketing Science*, Vol. 48, No. 3, 2020.
- Experiences that Matter? The Motivational Experiences and Business Outcomes of Gamified Services**, (T. Wolf, W.H. Weiger, M. Hammerschmidt), in: *Journal of Business Research*, Vol. 106, No. 1, 2020.

**Who's Pulling the Strings? The Motivational Paths from Marketer Actions to User Engagement in Social Media** (W.H. Weiger, H.A. Wetzel and M. Hammerschmidt), in: *European Journal of Marketing*, Vol. 53. No. 9, 2019.

**Don't You Dare Push Me: How Persuasive Social Media Tactics Shape Customer Engagement** (W.H. Weiger, M. Hammerschmidt and H.A. Wetzel), in: *Journal of the Association for Consumer Research*, Vol. 3, No. 3, 2018.

**Leveraging Marketer-Generated Appeals in Online Brand Communities: An Individual User-Level Analysis** (W.H. Weiger, H.A. Wetzel and M. Hammerschmidt), in: *Journal of Service Management*, Vol. 28, No. 1, 2017.

#### **Book Chapters**

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

#### **Conference Proceedings**

**When Does Brand Buzz Safeguard Firm Value? The Role of Brand Buzz Dispersion for Brand Equity and Risk**, in: Proceedings of the 52nd EMAC Conference, Odense, Denmark, 2023 (W.H. Weiger, A. Colicev, Stefan Fischer, M. Hammerschmidt).

**Resolving the Chatbot Disclosure Dilemma: Leveraging Selective Self-Presentation to Mitigate the Negative Effect of Chatbot Disclosure**, in: Proceedings of the Hawaii International Conference on System Sciences, Vol. 54, 2021 (N. Mozafari, W.H. Weiger, M. Hammerschmidt).

**The Chatbot Disclosure Dilemma: Desirable and Undesirable Effects of Disclosing the Non-Human Identity of Chatbots**, in: Proceedings of the International Conference on Information Systems (ICIS), Vol. 41, 2020 (N. Mozafari, W.H. Weiger, M. Hammerschmidt).

**A Streamer's Stream: The What and How of Successful Social Live Streaming**, in: 2020 AMA Winter Academic Conference Proceedings, San Diego, CA, USA, 2020 (J. Giertz, W.H. Weiger, M. Törhönen, and J. Hamari).

**Same Same but Different? The Predictive Power of Association Types in Brand Buzz for Investor Returns**, in: *Proceedings of the Fortieth International Conference on Information Systems*, Munich, Germany, 2019 (S.F. Fischer, W.H. Weiger, M. Hammerschmidt).

**How Marketer-generated Content in Social Networking Services Impacts Sales Along the Sentiment Cycle**, in: Proceedings of the 10<sup>th</sup> International Research Symposium in Service Management, Dubai, United Emirates, 2019 (W.H. Weiger, O. Elshiewy and S. Jahn).

**How Marketer-generated Content in Social Media Impacts Sales Along the Sentiment Cycle**, in: Proceedings of the 41<sup>st</sup> ISMS Marketing Science Conference, Rome, Italy, 2019 (W.H. Weiger, O. Elshiewy, S. Jahn).

**Quantifying Investor Returns from Brand Buzz: The Interplay of Brand Buzz Aggregation and Dispersion Metrics**, in: Marketing Strategy meets Wall Street VI Conference Proceedings, 2019 Fontainebleau, France, 2019 (S.F. Fischer, W.H. Weiger, M. Hammerschmidt).

**Another Dark Side of Gamification? How and When Gamified Service Use Triggers Information Disclosure**, in: GamiFIN 2019 Conference Proceedings, Levi, Finland, 2019 (W.H. Weiger, S. Trang).

**Stand by me: Escaping the webrooming dilemma through integrating product presentation technologies and product reviews**, in: AMA Summer Academic Conference Proceedings, Boston, MA, USA, 2018 (N. Ahrend, W.H. Weiger, M. Hammerschmidt, W. Toporowski).

**Gamified Services: How Gameful Experiences Drive Customer Commitment**, in: GamiFIN 2018 Conference Proceedings, Pori, Finland, 2018 (T. Wolf, W.H. Weiger, M. Hammerschmidt).

**Gamified Digital Services: How Gameful Experiences Drive Continued Service Usage**, in: Proceedings of the Hawaii International Conference on System Sciences, Vol. 51, p. 1187-1196, 2018 (T. Wolf, W.H. Weiger, M. Hammerschmidt).

**Antecedents and Outcomes of Sustainable Innovation: A Meta-Analytic Path Model**, in: Proceedings of the 77th Annual Meeting of the Academy of Management, Atlanta, USA, 2017 (T. Jaskolka, M. Hammerschmidt, W.H. Weiger).

**Should Marketers Pull the Strings? How to Shape the Impact of Persuasion on Consumer Engagement in Social Media**, in: Baker Retailing Center Conference Proceedings, Philadelphia, USA, The Wharton School, 2017 (W.H. Weiger, M. Hammerschmidt, H.A. Wetzel).

**Behavioral Engagement in Social Media: Measurement, Antecedents, and Purchase Consequences**, in: Proceedings of the ISMS Marketing Science Conference, Los Angeles, USA, 2017 (W.H. Weiger, W.W. Moe, H.A. Wetzel, and M. Hammerschmidt).

**Who is Pulling the Strings? The Role of Self-Determination in Shaping User Engagement Through Marketer-Generated Content**, in: Proceedings of the 24th Recent Advances in Retailing and Consumer Science Conference, European Institute of Retailing and Services Studies (EIRASS), Burnaby/Vancouver, BC, Canada, 2017 (**W.H. Weiger**, M. Hammerschmidt, H.A. Wetzel).

**Signals from the Echoverse – The Informational Value of Brand Buzz Dispersion**, in: AMA Winter Marketing Academic Conference Proceedings, Orlando, FL, USA, 2017 (S.F. Fischer, **W.H. Weiger**, M. Hammerschmidt).

**Behavioral Engagement in Social Media: Measurement, Drivers and Impact on Purchase Behavior**, in: Proceedings of the INFORMS Annual Meeting 2016, Nashville, TN, USA, 2016 (**W.H. Weiger**, W.W. Moe, H.A. Wetzel, M. Hammerschmidt).

**Any Chatter Matters: The Effects of Appeals on User Engagement and Brand Equity**, in: AMA Winter Marketing Academic Conference Proceedings, Las Vegas, NV, USA, 2016 (**W.H. Weiger**, M. Hammerschmidt, H.A. Wetzel).

**The Rules of Regulation: Shaping User Engagement Through Marketer Generated Content**, in: Thought Leaders in Customer Engagement and Customer Relationship Management Conference, HEC, Paris, France, 2015 (**W.H. Weiger**, H.A. Wetzel, M. Hammerschmidt).

**The Role of Self-Determination in Social Media: Assessing its Drivers and its Impact on Content Generation**, in: Proceedings of the 42<sup>nd</sup> EMAC Conference, Istanbul, Turkey, 2013 (**W.H. Weiger**, H.A. Wetzel, M. Hammerschmidt).

**Self-Determination in Social Media Channels: Antecedents & Impact on Content Generation**, in: AMA Winter Educators Conference Proceedings, Las Vegas, NV, USA, 2013 (**W.H. Weiger**, H.A. Wetzel, M. Hammerschmidt).

**Integration vs. Regulation: What Really Drives User-generated Content in Social Media Channels?**, in: AMA Summer Educators Conference Proceedings, Chicago, IL, USA, 2012 (**W.H. Weiger**, H.A. Wetzel, M. Hammerschmidt).

**Are We All Brand Managers? Understanding the Facets and Drivers of Brand Democratization**, in: Proceedings of the 41<sup>st</sup> EMAC Conference, Lisbon, Portugal, 2012 (**W.H. Weiger**, M. Hammerschmidt, H.A. Wetzel).

## PRESENTATIONS

---

### *Invited Presentations*

**Should Marketers Pull the Strings? How to Shape the Impact of Persuasion on Consumer Engagement in Social Media**, *Consumer Response to the Evolving Retailing Landscape Conference*, Philadelphia, PA, USA, June 22<sup>th</sup>, 2017.

**Behavioral Engagement in Social Media: Measurement and Purchase Consequences**, *39<sup>th</sup> Annual ISMS Marketing Science Conference, Special Session on Social Media and Negative Information*, Los Angeles, CA, USA, June 8<sup>th</sup>, 2017.

**Behavioral Engagement in Social Media: Measurement, Drivers and Impact on Purchase Behavior**, *INFORMS Annual Meeting 2016, Special Session on Social Media Analytics*, Nashville, TN, USA, November 14<sup>th</sup>, 2016.

**Understanding Behavioral Engagement in Social Media: Measurement, Antecedents and Purchase Consequences**, *2. Passauer Digital-Marketing-Konferenz*, Passau, Germany, March 11<sup>th</sup>, 2016.

**The Role of Self-determination in Social Media: Assessing its Drivers and its Impact on Content Generation**, *42nd EMAC Conference, Special Interest Group on Online Opinion Dynamics*, Istanbul, Turkey, June 7<sup>th</sup>, 2013.

**Digitale Mundpropaganda in sozialen Medien**, *Marketing-Club Goettingen e.V.*, Goettingen, Germany, November 20<sup>th</sup>, 2012.

### *Presentations at Academic Conferences*

**When Does Brand Buzz Safeguard Firm Value? The Role of Brand Buzz Dispersion for Brand Equity and Risk**, *52<sup>nd</sup> EMAC Conference*, May 14<sup>th</sup>, Odense, Denmark, 2023.

**How Marketer-generated Content in Social Networking Services Impacts Sales Along the Sentiment Cycle**, *10th International Research Symposium In Service Management 2019*, Dubai, United Arab Emirates, October 8<sup>th</sup>, 2019.

**How Marketer-generated Content in Social Media Impacts Sales Along the Sentiment Cycle**, *INFORMS Marketing Science 2019*, Rome, Italy, June 20<sup>th</sup>, 2019.

**Another Dark Side of Gamification? How and When Gamified Service Use Triggers Information**

**Disclosure**, *GamiFIN Conference 2019*, Levi, Finland, April 10<sup>th</sup>, 2019.

**Who is Pulling the Strings? The Role of Self-Determination in Shaping User Engagement through Marketer-**

**Generated Content**, *24th Recent Advances in Retailing and Consumer Science Conference (EIRASS) 2017*,

Vancouver, BC, Canada, June 27<sup>th</sup>, 2017.

**Any Chatter Matters: The Effects of Appeals on User Engagement and Brand Equity**, *AMA Winter Educators*

*Conference 2016*, Las Vegas, NV, USA, February 26<sup>th</sup>, 2016.

**The Rules of Regulation: Shaping User Engagement through Marketer-Generated Content**, *Thought Leaders in*

*Customer Engagement and Customer Relationship Management Conference*, Paris, France, June 4<sup>th</sup>, 2015.

**Self-Determination in Social Media Channels: Antecedents & Impact on Content Generation**, *AMA Winter*

*Educators Conference 2013*, Las Vegas, NV, USA, February 16<sup>th</sup>, 2013.

**Integration vs. Regulation: What Really Drives User-generated Content in Social Media Channels?**, *AMA*

*Summer Educators Conference 2012*, Chicago, IL, USA, August 19<sup>th</sup>, 2012.

**Are we all Brand Managers? Understanding the Facets and Drivers of Brand Democratization**, *41st EMAC*

*Conference*, Lisbon, Portugal, May 24<sup>th</sup>, 2012.

## CONTRIBUTIONS TO THE COMMUNITY

---

### **Ad-Hoc Reviewer**

American Marketing Association (AMA), Association for Information Systems (AIS), European Journal of Information Systems, European Journal of Marketing, European Marketing Academy (EMAC), German Research Foundation (DFG), International Journal of Human-Computer Studies, Internet Research, Journal of Business Research, Journal of Interactive Marketing, Journal of Marketing, Journal of Product Innovation Management, Journal of Service Management, Journal of Service Research, Journal of the Association for Consumer Research

### **Memberships**

American Marketing Association (AMA), Association for Information Systems (AIS), Association for Consumer Research (ACR), European Marketing Academy (EMAC), German Academic Association for Business Research (VHB)

### **Academic Conference Organization**

Program Committee of the GamiFIN Conference 2018 – 22, Associate Editor for the track “Digital Customer Experiences and Interactions” of the European Conference on Information Systems 2020

---

Riyadh, February 28<sup>th</sup>, 2024



Prof. Dr. Welf H. Weiger