

DR. JOHANN N. GIERTZ

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Born: 20.02.1991

ACADEMIC EXPERIENCE

ALFAISAL UNIVERSITY, Riyadh, Saudi Arabia

August 2024 - Present

Senior Lecturer at the College of Business

UNIVERSITY OF GOETTINGEN, Goettingen, Germany

September 2021 - June 2022

Research Associate at the Chair of Marketing and Innovation Management

UNIVERSITY OF GOETTINGEN, Goettingen, Germany

February 2019 - August 2021

Research Associate at the Chair of Digital Marketing

EDUCATION

Ph.D. in Marketing (summa cum laude)

UNIVERSITY OF GOETTINGEN, Goettingen, Germany

February 2019 - May 2022

Dissertation: "My Friend, the Content Creator: Consequences of Parasocial Relationships for Engagement in Emerging Social Media"

Committee: Welf H. Weiger, Simon Trang, Yasemin Boztuğ,

Master of Science (M.Sc.) in Marketing and E-Business

UNIVERSITY OF GOETTINGEN, Goettingen, Germany

March 2016 - January 2019

Thesis: "A Streamer`s Stream: An Empirical Study on the Success Factors of Stream on Twitch"

Exchange Program

IÉSEG SCHOOL OF MANAGEMENT, Lille, France

August 2013 - January 2014

Specialization: Marketing & Customer Relationship Management

Bachelor of Science (B.Sc.) in Business Administration (Marketing Track)

October 2011 - August 2015

Thesis: "The Influence of Mobile Services on Purchase Behaviour in Retailing: An Analysis of Application Fields and Success Factors"



LANGUAGES

German - First Language

English - Fluently spoken and written

Latin - Latin proficiency certificate ("Großes Latinum")

French - Basic level

SOFTWARE

MS Office - Advanced

Stata - Expert

SPSS - Advanced

Python - Basic

R - Basic

Adobe Premiere Pro - Advanced

Adobe After Effects - Basic

PRIMARY RESEARCH INTERESTS

Immersive technologies such as social live-streaming, influencer marketing, ephemeral content, innovative media, synchronous customer engagement

JOURNAL PUBLICATIONS

The Invisible Leash: When Human Brands Hijack Corporate

Brands' Consumer Relationships, in: Journal of Service Management, Vol. 33 No. 3, 2022 (with L.D. Hollebeek, W.H. Weiger, and M. Hammerschmidt), own role: first author, Impact Factor: 11.77, VHB B, ABS 2

Content- Versus Community-Focus in Live Streaming Services:

How to Drive Engagement in Synchronous Social Media, in: Journal of Service Management, Vol. 33, No. 1, 2022 (with W.H. Weiger, M. Törhönen, and J. Hamari), own role: first author, Impact Factor: 11.77, VHB B, ABS 2

Video Content Streamers: The New Wave of Digital

Entrepreneurship? A Review of Extant Corpus and Research

Agenda, in: Electronic Commerce Research and Applications, Vol. 46, 2021 (with M. Törhönen, W.H. Weiger, and J. Hamari), own role: second author, Impact Factor: 3.82, VHB C, ABS 2

WORK IN PROGRESS

Blurred Lines? Disentangling the Roles of Consumers'

Influencer and Brand Engagement for Enhancing Brand

Outcomes (with W.H. Weiger, M. Hammerschmidt, and L.D. Hollebeek), Status: under 2nd round review in Journal of Business Research, Impact Factor: 11.06, VHB B, ABS 3

Content vs. Brand Focus in Influencer Marketing

(with W.H. Weiger, M. Hammerschmidt), Status: data analysis. Target journal: Journal of the Academy of Marketing Science, Impact Factor: 18.2, VHB A, ABS 4*

CONFERENCE POCEEDINGS

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 (with W. H. Weiger, M. Törhönen, J. Hamari).

PERSONAL INTERESTS

Professional Music - Bass player, Production, Marketing, Management

Podcasting and Twitch

Streaming - Content Creation, Production, Marketing, Management

Understanding the What and How of Successful Social Live

Streaming, in: 2020 GAMIFIN Conference Proceedings, Levi, Finland, 2020 (with W. H. Weiger, M. Törhönen, J. Hamari).

TEACHING AND MENTORING

Postgraduate Level

Coordinator and Lecturer for "Digital Marketing" (English course) (2019 – 2022, most recent evaluation: 6.3/7, n = 6).

Supervisor and committee member for 10 master's theses (2019 – 2022, not evaluated).

Administrator/coordinator/supervisor, Marketing Project

Seminar (small group master's level course where 5-10 students do a scientific consulting project for a firm), (2019 – 2022, most recent evaluation: 6.6/7, n = 5).

Undergraduate Level

Supervisor and committee member for 2 bachelor's theses (2019 – 2022, not evaluated).

SERVICES TO THE UNIVERSITY OF GOETTINGEN

Committee member for incoming students in the „Marketing und E-Business“ Master's program (2020 – 2022)

Creation of "Stata Guide" for postgraduate students to better understand and work with statistics software "Stata" to analyze data sets (2021 – 2022)

PRACTICAL EXPERIENCE

LE GOLD, Flensburg & Bremen, Germany
December 2022 – August 2024

Co-Founder of LE GOLD, Sustainable Fashion & Apparel
Tasks: Management, Marketing, Finance, Procurement

EPROFESSIONAL, Hamburg, Germany

August 2015 - March 2016

Intern at Key Account Management

Tasks: Campaign Analysis, Reporting, Channel Management

AIRBUS, Bremen, Germany

January 2014 - April 2014

Intern at Plant Program Management

Tasks: Reporting, Process Management

ARDEEN CHESHIRE HOME, Shillelagh, Ireland

September 2010 - August 2011

Voluntary social year at Ardeen Cheshire Home

Tasks: Supporting handicapped residents in everyday life

CONSULTING PROJECTS

LOOKFAMED, Goettingen, Germany

Project: "Content Characteristics"

Tasks: Management & Coordination, Design & Analysis of Empirical Studies

October 2020 - April 2021

Project Lead in the scientific consulting project for LOOKFAMED with the University of Goettingen for analyzing and identifying content characteristics to predict influencers' success

EDEKA GROUP, Hamburg, Germany

Project: "Genuss+"

Tasks: Management & Coordination, Design & Analysis of Empirical Studies

March 2019 - November 2019

Project Co-Lead in the cooperation of EDEKA Group and University of Goettingen for developing gamified features for and enhancing the app for EDEKA's Loyalty Program "Genuss+ App"