

Univ.-Prof. Dr. oec. publ. habil. Sascha Raithel
Curriculum Vitae



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1. Professional Career and Education

Professional career

since 10/2019	Full Professor (W3) of Marketing at School of Business and Economics, Freie Universität Berlin, Germany (tenure)
10/2018	Rejection of the tenured appointment as Full Professor of Marketing at University College Dublin (Ireland)
since 10/2017	Program Coordinator and Head of the Executive Committee of the Doctoral Program of Business Research at School of Business and Economics, Freie Universität Berlin, Germany
06/2015 – 09/2019	Associate Professor (W2) of Marketing at School of Business and Economics, Freie Universität Berlin, Germany (tenure)
04/2015 – 05/2015	Guest Professor of Marketing at School of Business and Economics, Freie Universität Berlin, Germany
10/2013 – 04/2015	Assistant Professor (W1) of Financial Performance-based Marketing and Management at Munich School of Management, Ludwig-Maximilians-Universität München, Germany
04/2011 – 09/2013	Post-doctoral researcher (“Akademischer Rat auf Zeit”) at the Munich School of Management, Ludwig-Maximilians-Universität München, Germany
02/2007 – 03/2011	Research and teaching assistant at the Munich School of Management, Ludwig-Maximilians-Universität München, Germany
10/2004 – 07/2009	Consultant at Pepper GmbH in Munich

Education

- 06/2015 Venia Legendi (Habilitation) at Munich School of Management, Ludwig-Maximilians-Universität München, Germany
[Habilitation Thesis Award of the Association of Friends of Ludwig-Maximilians-Universität Munich, Germany; first awardee from the Munich School of Management in the over 30-years history of this award]
 - 08/2011 PhD (“Doktor der Staatswissenschaften”, doctor oeconomiae publicae) at Munich School of Management, Ludwig-Maximilians-Universität München, Germany
[Dissertation award of the Forum Münchener Betriebswirte e.V.]
 - 01/2009 Master of Business Research at Munich School of Management, Ludwig-Maximilians-Universität München, Germany
 - 02/2007 – 08/2011 Doctoral studies at the Munich School of Management, Ludwig-Maximilians-Universität München, Germany
 - 09/2003 “Diplom-Kaufmann Univ.” at the University of Augsburg, Germany
 - 11/1998 – 09/2003 Studies of business administration at the University of Augsburg with majors in marketing, information management, market research, data analysis and statistics as well as information systems
 - 11/1996 – 03/1997 Studies of chemistry at the Technische Universität München
 - 06/1996 Granting of matriculation standard
 - 09/1987 – 06/1996 Secondary school (Holbein-Gymnasium in Augsburg)
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2. Research Agenda

The majority of my research lies at the intersection of marketing and sustainability. Within this domain, my primary focus is on how firms manage product safety risks and product recalls, and how these practices affect consumer health, brand trust, corporate reputation, and long-term organizational performance.

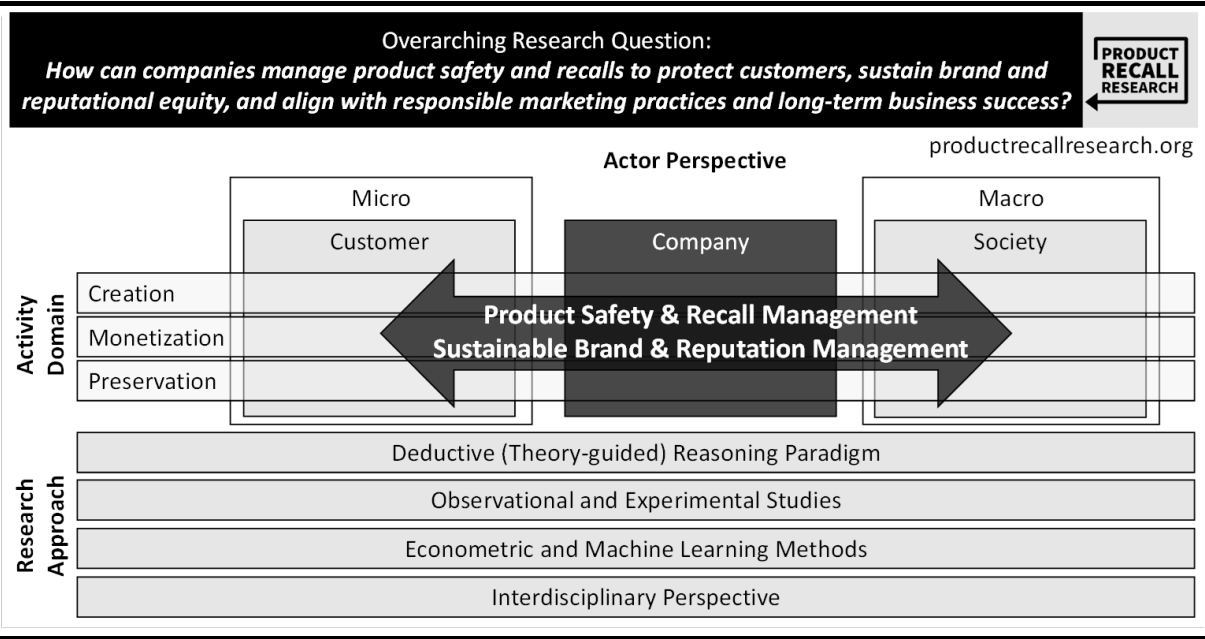
Overarching Research Question

Each year, companies recall tens of thousands of products, involving billions of units globally, due to safety concerns that pose serious risks to customers. Managing these recalls effectively presents significant strategic and operational challenges. When a product-harm crisis occurs, firms must act swiftly, balancing the imperative to protect consumers with the pressures to control costs and preserve brand integrity.

My research investigates how companies manage product safety risks and product recalls, and how these actions shape consumer trust, brand and reputational equity, and corporate sustainability. Bridging the fields of marketing strategy, crisis communication, and stakeholder responsibility, my work examines how effective recall management not only mitigates immediate reputational damage but also contributes to long-term sustainable business practices.

By advancing knowledge at the intersection of responsible marketing and risk management, I aim to deepen our understanding of how product governance can serve as a strategic lever for building resilient, trusted brands in an increasingly accountability-driven market environment. To further advance this field, I founded the first dedicated research center specializing exclusively in this domain: productrecallresearch.org.

Overview of Research Agenda



Research Framework

To structure my research, I examine product safety, recall management, and brand sustainability through two lenses: **activities** and **actors**.

Activity Level. At the activity level, I focus on three domains: the *creation*, *monetization*, and *preservation* of brand and reputation assets, alongside *product recall effectiveness*.

- *Creation:* I investigate (1) how marketing investments, such as advertising, build brands and reputational equity, and (2) how pre-crisis activities prepare companies for effective and responsible recall management.
- *Monetization:* My research examines how (1) brands and reputations and (2) product recall effectiveness contribute to companies' financial performance, supporting sustainable business success.
- *Preservation:* I analyze how negative events, such as product-harm crises, affect brands and reputations, and how firms can protect these critical assets through proactive prevention and effective recovery strategies—including strategic product recall management that balances corporate interests with the needs of customers and society at large.

Actor Level. At the actor level, I adopt two perspectives: a *micro-level* focus on firm–customer interactions and a *macro-level* focus on firm–society relationships.

- *Micro Perspective:* I study how (1) brands and reputations as well as (2) product safety concerns and product recalls influence the behavior of customers. I also examine how companies can leverage strong brand equity and effective product recall management to sustain competitive advantage and foster customer trust.
- *Macro Perspective:* Over time, companies risk losing legitimacy and their license to operate when their actions generate externalities that compromise societal welfare and moral integrity. Thus, my research explores how companies' responses to product-harm crises—and broader responsible marketing practices—affect their societal accountability and standing.

Research Approach

My research approach is built on four interrelated building blocks that guide how I investigate product safety, recall management, and sustainable marketing:

Deductive, Theory-Guided Reasoning. I adopt a deductive reasoning paradigm rooted in established and emerging theories from marketing, strategic management, organizational behavior, and health research. This approach allows me to develop conceptually grounded hypotheses and position my work within broader academic conversations about corporate responsibility, brand strategy, and product-harm crisis management.

Observational and Experimental Studies. To explore real-world phenomena and validate theoretical insights, I conduct both observational studies (usually using archival, panel data) and controlled experiments. This combination enables me to balance external validity with causal inference, producing robust and practically relevant findings.

Econometric and Machine Learning Methods. I employ a diverse set of empirical methods—including advanced econometric techniques and machine learning tools—to analyze complex, high-dimensional datasets. These methods help uncover patterns in customer behavior, predict recall outcomes, and evaluate the financial and reputational impact of product-harm crises.

Interdisciplinary Perspective. Grounded in marketing, my research also draws on insights from economics, operations management, health research, public policy, and business ethics. This interdisciplinary lens strengthens the relevance of my work for both scholarly audiences and practitioners addressing real-world challenges at the intersection of product safety, reputation management, and corporate sustainability.

3. Publications

Articles in top tier journals with double-blind review system (VHB JOURQUAL, Section Marketing: A+/A)

1. Raithel, S.; Hock, S. J.; Mafael, A. (2024): Product recall effectiveness and consumers' participation in corrective actions. *Journal of the Academy of Marketing Science*, 52(3), 716-735.
2. Mafael, A.; Raithel, S.; Hock, S. J. (2022): Managing customer satisfaction after a product recall: the joint role of remedy, brand equity, and severity. *Journal of the Academy of Marketing Science*, 2022, 50(1): 174-194.
3. Raithel, S.; Hock, S. J. (2021): The Crisis-Response Match: An Empirical Investigation, *Strategic Management Journal*, 42(1): 170-184.

Conference Best Paper Award of the European Institute for Advanced Studies in Management (EIASM), Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital, 2018, Munich.

4. Hock, S. J.; Raithel, S. (2020): Managing Negative Celebrity Endorser Publicity: How Announcements of Firm (Non)Responses Impact Stock Returns, *Management Science*, 66(3), 1473-1495.

Harvard Business Review featured this article: When Scandal Engulfs a Celebrity Endorser, *Harvard Business Review*, 2019, 97(3), 21-24.

5. Raithel, S.; Schwaiger, S. (2015): The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value, *Strategic Management Journal*, 2015, 36(6), 945-956.
6. Luo, X.; Wang, H.; Raithel, S.; Zheng, Q. (2015): Corporate Social Responsibility, Analyst Stock Recommendations, and Firm Future Returns, *Strategic Management Journal*, 36(1), 123-136.
7. Luo, X.; Raithel, S.; Wiles, M. (2013): The Impact of Brand Rating Dispersion on Firm Value, *Journal of Marketing Research*, 50(3): 399-415.

Harvard Business Review featured this article: Making the Most of a Polarizing Brand, *Harvard Business Review*, 2013, 91(11): 29-31.

8. Raithel, S.; Sarstedt, M.; Scharf, S.; Schwaiger, M. (2012): On the Value Relevance of Customer Satisfaction. Multiple Drivers and Multiple Markets, *Journal of the Academy of Marketing Science*, 40(4): 509-525.

Conference Best Paper Award of the European Institute for Advanced Studies in Management (EIASM), Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital, 2009, Dresden.

Articles in second-tier journals with double-blind review system (VHB JOURQUAL, Section Marketing: B)

9. Vlieger de Oliveira, S. E.; Wache, C.; Raithel, S. (2024): The role of possessions for the extended self of sustainability-concerned anti-consumers. *AMS Review*, 1-19, Online First, <https://doi.org/10.1007/s13162-024-00286-6>.

2024 Shelby D. Hunt AMSR Best Article of the Year Award.

10. Bigus J.; Hua, K. P. M.; Raithel S. (2023): Definitions and measures of corporate reputation in

- accounting and management: commonalities, differences, and future research, *Accounting and Business Research*, Online First, <https://doi.org/10.1080/00014788.2022.2149458>.¹
11. Mafael, A.; Raithel, S.; Taylor, C. R.; Stewart, D. W. (2021): Measuring the Role of Uniqueness and Consistency to Develop Effective Advertising. *Journal of Advertising*, 50(4): 494-504.
 12. Lorena Blasco-Arcas, L.; Alexander, M.; Sörhammar, D.; Jonas, J. M.; Raithel, S.; Chen, T. (2020): Organizing Actor Engagement: A Platform Perspective, *Journal of Business Research*, 118, 74-85.
 13. Schreck, P.; Raithel, S. (2018): Corporate Social Performance, Firm Size, and Organizational Visibility: Distinct and Joint Effects on Voluntary Sustainability Reporting, *Business & Society*, 57(4): 742-778.²
 14. Raithel, S.; Taylor, C. R.; Hock, S. (2016): Are Super Bowl Ads a Super Waste of Money? The Intermediary Role of Brand Equity on Stock Price, *Journal of Business Research*, 69(9): 3788-3794.
The management magazine *Strategy+Business* featured this article on its website: Doing the Super Bowl Ad Math, Feb 1st 2017, <https://www.strategy-business.com/blog/Doing-the-Super-Bowl-Ad-Math>
 15. Chang, H. L.; Ko, E.; Tikkanen, H.; Phan, M. C. T.; Aiello, G.; Donvito, R.; Raithel, S. (2014): Marketing mix and customer equity of SPA brands: Cross-cultural perspectives, *Journal of Business Research*, 67(10): 2155-2163.
 16. Panico, M.; Raithel, S.; Michel, E. (2014): The Effect of Communication on Employer Reputation, *Journal of Media Economics*, 27(4): 181-198.
 17. Schwaiger, M.; Raithel, S. (2014): Reputation und Unternehmenserfolg, *Management Review Quarterly (Journal für Betriebswirtschaft)*, 64(4): 225-259.

Articles in other journals with double-blind review system

18. Raithel, S.; Mafael, A.; Hock, S. J. (2021): The effects of brand equity and failure severity on remedy choice after a product recall, *Journal of Product & Brand Management*, 30(8): 1247-1261.
19. Kleinaltenkamp, M.; Nenonen, S.; Raithel, S.; Storbacka, K. (2020): Solution business fitness: measuring and managing across business logics. *Journal of Business & Industrial Marketing*, 36(7): 1116-1129.
20. Raithel, S.; Jacob, F.; Benkenstein, M. (2020): Tuning the Sounds of Service: Essays in Honour of Michael Kleinaltenkamp, Editorial of the Special Issue, *Journal of Service Management Research*, 4(2), 70-74.
21. Taylor, C. R.; Mafael, A.; Raithel, S.; Anthony, C. M.; Stewart, D. W. (2019): Portrayals of Minorities and Women in Super Bowl Advertising, *Journal of Consumer Affairs*, 53(4), 1535-1572.
22. Köhler, I.; Raithel, S. (2018): Understanding Stakeholder's Cognitive Information Processing during Transgression-Based Corporate Crises, *Corporate Communication: An International Journal*, 23 (4), 512-527.

¹ VHB JOURQUAL, Section Accounting: B

² VHB JOURQUAL, Section Accounting: B

23. Kleinaltenkamp, M.; Minculescu, I.; Raithel, S. (2017): Customization of B2B Services: Measurement and Impact on Firm Performance, *Journal of Service Management Research*, 1(1), 39-56.
24. Sarstedt, M.; Gudergan, S.; Ringle, C.; Raithel, S. (2014): In Pursuit of Understanding What Drives Fan Satisfaction, *Journal of Leisure Research*, 46(4), 419-447.
25. Raithel, S.; Scharf, S.; Taylor, C. R.; Schwaiger, M.; Zimmermann, L. (2011): Marketing Accountability: Applying Data Envelopment Analysis to Assess the Impact of Advertising Efficiency on Shareholder Value, *Advances in International Marketing*, 22: 115-139.
26. Raithel, S.; Scharf, S. (2011): Market-based Assets – Die Trumpfkarte für das Reporting, *Marketing Review St. Gallen*, 3(2011): 54-59.
27. Raithel, S.; Wilczynski, P.; Schloderer, M. P.; Schwaiger, M. (2010): The Value-relevance of Corporate Reputation during the Financial Crisis, *Journal of Product & Brand Management*, 19(6), 389-400.
28. Raithel, S.; Scharf, S.; Schwaiger, M. (2008): Marketingerfolg richtig messen: Optimale Kennzahlensysteme, *Marketing Review St. Gallen*, 2(2008), 8-13.

Books

29. Raithel, S.; Heidari, S.; von Schlieben-Troschke, J. (2025): Produktrückrufmanagement: Vorbereitung, Durchführung, and Erholung, Wiesbaden: Springer Nature, in print.
30. Raithel, S.; Taylor, C. R.; Stewart, D. W.; Mafael, A. (2025): Winning the Advertising Game: Lessons from the Super Bowl Ad Champions, Wiesbaden: Springer Nature.
31. Eggert, A.; Kleinaltenkamp, M.; Kuß, A.; Raithel, S. (2025): Marketing-Einführung: Grundlagen – Überblick - Beispiele, 9th edition, Wiesbaden: Springer Nature.
32. Raithel, S.; Heidari, S.; von Schlieben-Troschke, J. (2024): Product Recall Management: Preparation, Execution, and Recovery, Wiesbaden: Springer Nature.
33. Sarstedt, M.; Schütz, T.; Raithel, S. (2018): IBM SPSS Syntax, 3rd edition, München: Vahlen.
34. Raithel, S. (2011): Market-based Assets and Financial Performance, Dissertation, München.

Articles in books and journals without peer review system

35. Liu, S.; Raithel, S. (2025): Marketing's Vital Role in Product Recall Management: Innovating Solutions Amidst Risks, Bruhn, M; Kirchgeorg, M.; Burmann, C. [Eds.]: *Marketing.Neu.Denken: Neue Impulse für die Marketingdisziplin*, Wiesbaden: Springer Nature, in print.
36. Raithel, S. (2020): Risikomanagement im Marketing, Bruhn, M; Kirchgeorg, M.; Burmann, C. [Eds.]: *Marketing weiterdenken*, 2nd edition, Wiesbaden: Springer Nature, 307-320.
37. Sarstedt, M.; Schütz, T.; Raithel, S. (2019): Effizientes Datenmanagement mit der SPSS Syntax: Eine Einführung, *Wissenschaftliches Studium*, 48, 57-62.

38. Luo, X.; Wiles, M.; Raithel, S. (2013): Making the Most of a Polarizing Brand, *Harvard Business Review*, 91(11), 29-31.
39. Schwaiger, M.; Raithel, S. (2012): Evaluating Corporate Reputation: The Link with Corporate Financial Performance, Gambetti, R.; Quigley, S. [Eds.]: *Managing Corporate Communication: A Cross-Cultural Approach*, London: Palgrave Macmillan, 457-480.
40. Schwaiger, M.; Raithel, S.; Rinkenburg, R.; Schloderer, M. P. (2011): Measuring the Impact of Corporate Reputations on Stakeholder Behavior, Burke, R.; Martin, G.; Cooper, C. [Eds.]: *Corporate Reputation: Managing Threats and Opportunities*, Burlington: Ashgate Publishing Limited, 61-88.
41. Schwaiger, M.; Raithel, S.; Scharf, S.; Rinkenburg, R. (2010): Erfolgsfaktor Reputation: Steuerung eines immateriellen Werttreibers, *Controlling: Zeitschrift für erfolgsorientierte Unternehmenssteuerung*, 22(2), 89-95.
42. Ebert, T. A. E.; Raithel, S. (2009a): Operationalisierung latenter Variablen, *Wirtschaftswissenschaftliches Studium*, 38, 125-130.
43. Ebert, T. A. E.; Raithel, S. (2009b): Leitfaden zur Messung von Konstrukten, Schwaiger, M.; Meyer, A. [Eds.]: *Theorien und Methoden der Betriebswirtschaft*, München: Vahlen, 511-540
44. Raithel, S. (2009): Einführung in die kovarianzbasierte Analyse von Strukturgleichungsmodellen mit latenten Variablen am Beispiel der LISREL-Software, Schwaiger, M.; Meyer, A. [Eds.]: *Theorien und Methoden der Betriebswirtschaft*, München: Vahlen, 541-572.
45. Schwaiger, M.; Raithel, S.; Schloderer, M. (2009): Recognition or Rejection – How a Company's Reputation Influences Stakeholder Behavior, Klewes, J.; Wreschniok, R. [Eds.]: *Reputation Capital – Building and Maintaining Trust in the 21st century*, Berlin: Springer, 39-55.
46. Schwaiger, M.; Wilczynski, P.; Raithel, S. (2009): Unternehmensreputation und finanzieller Erfolg, Burghof, H.-P.; Johanning, L.; Schäfer, K.; Wagner, H.; Rodt, S. [Eds.]: *Risikomanagement und kapitalmarktorientierte Finanzierung, Festschrift zum 65. Geburtstag von Bernd Rudolph*, Frankfurt am Main: Knapp, 229-250.
47. Hamori-Satzinger, M.; Wagner, A.; Thierauf, M.; Raithel, S. (2006): Kundenbewertung, Bauer, H.H.; Stokburger, G.; Hammerschmidt, M. (Eds.): *Marketing Performance*, Wiesbaden: Gabler, 329-341.

50+ abstracts in proceedings of conferences

Transfer publications

48. Raithel, S. (2022): Eine kurze Geschichte der Marke: Das Gestern, Heute und Morgen des Markenmanagements, *100 Schlaglichter der BWL im Jubiläumskalender*.
49. Raithel, S. (2015): Der gute Ruf einer Hochschule: Über die Reputation von Organisationen, *Forschung & Lehre*, 10(2015): 818-819.

50. Raithel, S.; Ebert, T. A. E. (2008): Sinkendes Vertrauen der Bankkunden, *Banken und Partner*, 2(2008): 7.
51. Stahl, S.; Raithel, S. (2008): Two in One – Channel und Customer Relationship Management im indirekten Vertriebskanal, *Jahrbuch Dialogmarketing*, 2009: 64-65.

Other publications

52. Raithel, S. (2009b): *The Value of Corporate Reputation for Shareholders: Evidence from Germany for DAX Companies*, Discussion Paper, Münchener Wirtschaftswissenschaftliche Beiträge (BWL) 2009-5.
53. Hilbert, A.; Raithel S. (2004a): *Entwicklung eines Erklärungsmodells der Kundenbindung am Beispiel des High-Involvement-Produktes Automobil*, Arbeitspapier 45/04, Technische Universität Dresden.
54. Hilbert A.; Raithel S. (2004b): *Empirische Evaluation eines Kausalmodells zur Erklärung der Kundenbindung am Beispiel des High-Involvement-Produktes Automobil*, Arbeitspapier 46/04, Technische Universität Dresden.

Appearance in the media

8th February 2025: Bio-Lebensmittel auf Wachstumskurs, Interview with *Rundfunk Berlin-Brandenburg Inforadio*.

8th November 2024: Die Wahrheit hinter Influencer-Produkten von @Knossi und Co., documentary on *ARD Online*.

10th September 2024: Der Film könnte auch Werbung für die Agrarsparte von Bayer sein, Interview with *Süddeutsche Zeitung* (leading newspaper in Germany).

4th July 2024: Das Trikot von Check24 und Puma als Werbecoup, Interview with *Frankfurter Allgemeine Zeitung* (leading newspaper in Germany).

1st July 2024: Euro 2024: Das EM-Trikot ist Adidas und Nike Millionen wert, Interview with *Deutsche Welle*.

13th May 2024: App statt Karte, TV interview with *Rundfunk Berlin-Brandenburg*.

19th March 2024: Die Tricks der Supermärkte, Prime time TV documentary on *ZDF* (major TV channel in Germany).

22th February 2024: Weshalb Lebensmittel teurer werden obwohl die Inflation zurückgeht, TV interview with *Rundfunk Berlin-Brandenburg*.

8th June 2023: Who really owns your football club?, interview with *Bloomberg.com* (worldwide leading business news website).

11th February 2022: Wie sich die Zuschauerzahlen im Hallensport seit der Pandemie entwickeln, interview with *Rundfunk Berlin-Brandenburg Online*.

- 4th July 2020: Der Fall Tönnies – Lehrstück vom verspielten Image, interview with *Die Glocke*.
- 6th November 2019: Für den Klimaschutz: Anstatt zu verzichten, wird in jungen Generationen eine andere Praxis zum Trend, interview with *Business Insider*.
- 2nd September 2019: Retro-Produkte im Trend: Warum Kassetten, Vinyl und Polaroid wieder beliebt sind, interview with *Deutsche Presse Agentur* (featured by media channels including WirtschaftsWoche).
- 7th June 2019: Nestlé ist ein PR-Coup gelungen, interview with *faz.net* (leading news website in Germany).
- 21st January 2019: Verbraucher: mächtig oder doch eher ohnmächtig? TV interview with *Rundfunk Berlin-Brandenburg*.
- 24th October 2018: 60 Jahre IKEA, radio interview with *Deutsche Presse Agentur*.
- 24th October 2018: Ich bin Promi, ihr könnt Zeitschrift, interview with *Tagesspiegel*.
- 16th September 2018: Wie Ikea die Kunden immer wieder anlockt, interview with *n-tv.de* (leading news channel in Germany).
- 4th February 2018: Werbefreies Berlin, TV interview with *Rundfunk Berlin-Brandenburg*.
- 28th August 2017: Tattoos and Chocolates: How PR Failed to Avert Air Berlin's Crash Landing, interview with *Handelsblatt Global* (leading business news channel in Germany).
- 3rd August 2017: Mit diesen Plakaten wollen die Parteien um Ihre Stimme werben, interview with *Abendzeitung*.
- 6th August 2016: Sponsoring bei Olympia, TV interview with *n-tv* (leading news channel in Germany).
- 6th August 2016: Sportlern droht der Rauswurf durch das IOC: Diese Tweets sind bei Olympia verboten, interview with *Bild Online* (leading news channel in Germany).
- 22th July 2016: OLYMPIA: Turnier hat geringeres Marketingpotenzial für Firmen, interview with *Deutsche Presse Agentur* (featured by leading media channels including *Spiegel Online*, *Focus Online*, *Bild Online*).
- 15th June 2015: Das Stadion als Werbeträger, interview with *Haller Kreisblatt*.
- 27th November 2015: Volkswagens Skandal-Aufarbeitung: Scheibchenweise aus der Krise, interview with *Automobilwoche*.
- 12th November 2015: VW Skandal – “Niemand will einen Flächenbrand”, interview with *Cicero – Magazin für politische Kultur*.
- 27th October 2015: Volkswagen scandal, TV interview with *Al Jazeera English*.
- 13th October 2015: Gimmicks an Zeitschriften als Kaufanreiz, radio interview with *Bayerischer Rundfunk*.
- 11th July 2015: Lebensart: Alltagsbedarf im Abonnement, radio interview with *Bayerischer Rundfunk*.

23th December 2013: Deutsche Weihnachtsbaumkönigin: Das Gesicht zur Tanne, interview with *Deutsche Presse Agentur* (featured by Märkische Online Zeitung, Westfälische Nachrichten)

9th September 2013: SPD-Fliegenklatsche und CDU-Flip-Flops: Locken Wahlgeschenke an die Urne?, interview with *Deutsche Presse Agentur* (featured by n-tv.de)

4. Third-party Funding

Acquired funds (Own role: Project lead)

2022 – 2025	247,000 EUR	Deutsche Forschungsgemeinschaft (DFG) Research Grant for <i>PRE-CLIPS: Product Recall Classification and Impact Prediction System to Optimize Recall Procedures & Notifications</i> (project number 511835854, https://gepris.dfg.de/gepris/projekt/511835854)
2007 – 2009	70,879 EUR	Acquisition of third-party fund from Pepper GmbH in Munich: equivalent of 50% of the position of a teaching and research assistant (“Wissenschaftlicher Mitarbeiter”) for 2.5 years

5. Teaching

Teaching philosophy

For successful careers, whether in industry or academia, students need four skills: (1) conceptual competence, (2) analytical thinking, (3) a good command of empirical methodologies, and (4) creativity. My teaching philosophy implies that my teaching intends to convey these skills not as an end in itself but as a necessary tool to solve relevant and difficult problems. To accomplish this goal and maximize students' engagement and motivation, my teaching consists of seven elements:

1. Transferring basic concepts, methods, and theories to students through traditional lecturing.
2. Demonstrating the relevance of course content by embedding theoretical concepts and empirical methods in scenarios related to typical practical or research problems and by offering guest lectures and workshops.
3. Consolidating knowledge and supporting self-study phases through online tutorials, web-based trainings, and homework assignments.
4. Controlling learning success through interaction and feedback between teachers and students using in-class live response systems, student presentations, and discussions.
5. Establishing basic practical skills through the application of methods and empirical techniques during tutorials and computer lab sessions.
6. Advancing practical skills through case study seminars and research/project seminars.

Further, it is a central concern of mine to effectively integrate research into teaching – among other things, through the use of textbooks I have co-authored in both German and English:

Raithel, S.; Taylor, C. R.; Stewart, D. W.; Mafael, A. (2025): *Winning the Advertising Game: Lessons from the Super Bowl Ad Champions*, Wiesbaden: Springer Nature.

Eggert, A.; Kleinaltenkamp, M.; Kuß, A.; Raithel, S. (2025): *Marketing-Einführung: Grundlagen – Überblick - Beispiele*, 9th edition, Wiesbaden: Springer Nature.

Raithel, S.; Heidari, S.; von Schlieben-Troschke, J. (2024): *Product Recall Management: Preparation, Execution, and Recovery*, Wiesbaden: Springer Nature.

Teaching evaluation

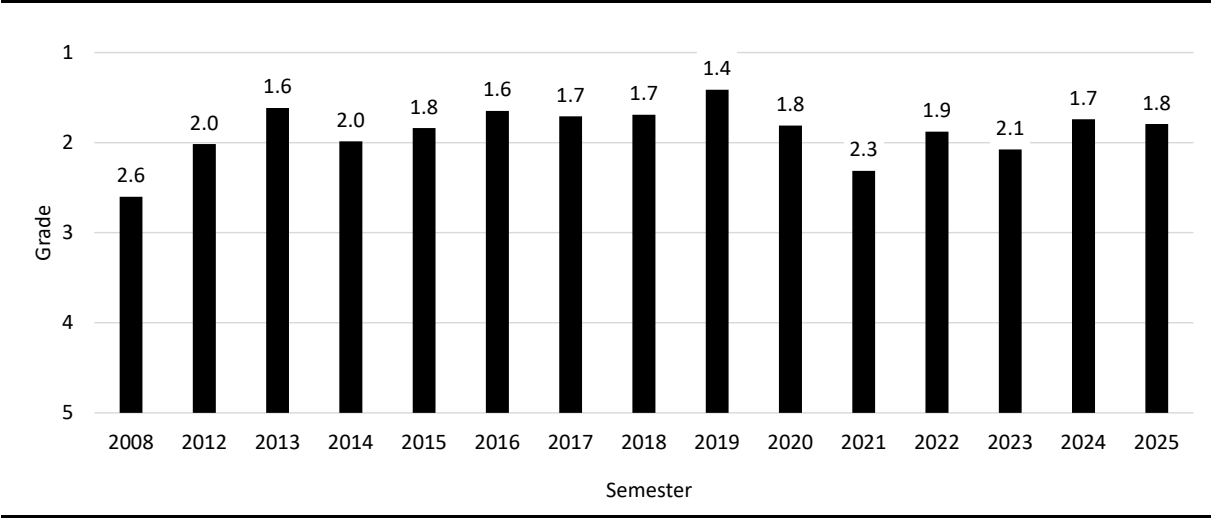


Chart shows the average grade for all evaluated courses (1 – best possible grade, 5 – worst possible grade). Questionnaires were not identical for all courses. If there was no overall performance item available, the performance of the lecturer was measured by the mean score of all performance indicators referring to lecturer features. Detailed evaluation documents are available upon request.

List of evaluated courses*

Semester	Level	Course	Type	Location	Language	N	Grade
SuSe 08	Bachelor	Management & Marketing	Tutorial	LMU München	German	5	2.6
WiSe 11/12	Bachelor	Market Analysis	Tutorial	LMU München	German	6	2.3
WiSe 11/12	Master	Convincing Stakeholders	Lecture	LMU München	English	38	2.6
WiSe 11/12	Doctoral	Quantitative Methods / Basics in Econometrics	Lecture	LMU München	German	19	2.3
SuSe 12	Bachelor	Management & Marketing (group 1)	Tutorial	LMU München	German	7	2.3
SuSe 12	Bachelor	Management & Marketing (group 2)	Tutorial	LMU München	German	8	1.9
SuSe 12	Master	Empirical Social Research Methods	Seminar	LMU München	German	11	1.6
SuSe 12	Doctoral	Quantitative Methods / Basics in Econometrics	Lecture	Universität Passau	German	16	1.2
WiSe 12/13	Bachelor	Market Analysis	Tutorial	LMU München	English	9	1.5
WiSe 12/13	Master	Market Research	Lecture	EM Lyon, France	English	60	2.6
WiSe 12/13	Doctoral	Selected Issues in Quantitative Modeling	Lecture	Universität Passau	German	17	1.1
SuSe 13	Master	Empirical Social Research Methods	Seminar	LMU München	German	13	1.3
WiSe 13/14	Bachelor	Market Analysis	Tutorial	LMU München	English	25	2.9
WiSe 13/14	Master	Market Research	Lecture	EM Lyon, France	English	38	2.0
WiSe 13/14	Doctoral	Quantitative Methods / Variance-based SEM	Lecture	LMU München	German	9	2.0
SuSe 14	Bachelor	Management & Marketing	Tutorial	LMU München	German	15	1.4
SuSe 14	Master	Empirical Social Research Methods	Seminar	LMU München	German	7	1.6
WiSe 14/15	Bachelor	Market Analysis	Lecture	LMU München	English	31	2.1
WiSe 14/15	Master	Market Research	Lecture	EM Lyon, France	English	62	2.1
WiSe 14/15	Doctoral	Quantitative Methods / Basics in Econometrics	Lecture	Universität Passau	German	11	1.2
SuSe 15	Master	Multivariate and Quantitative Analysis Methods	Lecture	FU Berlin	German	47	2.6
SuSe 15	Doctoral	Experimental Research in Marketing Management	Lecture	LMU München	English	13	1.2
WiSe 15/16	Bachelor	Fundamentals in Marketing	Lecture	FU Berlin	German	196	2.2
WiSe 15/16	Master	Basics in Empirical Research Methods	Lecture	FU Berlin	German	31	1.6
WiSe 15/16	Doctoral	Quantitative Methods	Lecture	FU Berlin	English	16	1.4
SuSe 16	Master	Multivariate and Quantitative Analysis Methods	Lecture	FU Berlin	German	30	1.7
SuSe 16	Master	Selected Issues in Marketing Research	Seminar	FU Berlin	German	18	1.7
SuSe 16	Doctoral	Quantitative Methods: Selected Issues	Lecture	FU Berlin	English	11	1.6
SuSe 16	Doctoral	Experimental Research in Marketing Management	Lecture	FU Berlin	English	13	1.4
WiSe 16/17	Master	Basics in Empirical Research Methods	Lecture	FU Berlin	German	26	1.9
WiSe 16/17	Master	International Brand Management	Seminar	FU Berlin	English	34	1.7
WiSe 16/17	Doctoral	Quantitative Methods	Lecture	FU Berlin	English	6	1.6
SuSe 17	Master	Multivariate and Quantitative Analysis Methods	Lecture	FU Berlin	German	31	1.9
SuSe 17	Master	Selected Issues in Marketing Research	Seminar	FU Berlin	German	11	1.8
SuSe 17	Doctoral	Quantitative Methods: Selected Issues	Lecture	FU Berlin	English	4	1.4
WiSe 17/18	Master	International Brand Management	Seminar	FU Berlin	English	21	1.5
WiSe 17/18	Master	Basics in Empirical Research Methods	Lecture	FU Berlin	German	27	1.8
SuSe 18	Doctoral	Quantitative Methods: Selected Issues	Lecture	FU Berlin	English	5	1.2
SuSe 18	Bachelor	Marketing Planning	Lecture	FU Berlin	German	46	2.0
SuSe 18	Master	Multivariate and Quantitative Analysis Methods	Lecture	FU Berlin	German	36	1.9
WiSe 18/19	Master	International Brand Management	Seminar	FU Berlin	English	16	1.2
WiSe 18/19	Doctoral	Quantitative Methods	Lecture	FU Berlin	English	8	1.3
SuSe 19	Bachelor	Marketing Planning	Lecture	FU Berlin	German	34	1.9
SuSe 19	Doctoral	Quantitative Methods: Selected Issues	Lecture	FU Berlin	English	6	1.2
WiSe 19/20	Master	International Brand Management	Seminar	FU Berlin	English	22	1.9
WiSe 19/20	Master	Basics in Empirical Research Methods	Lecture	FU Berlin	German	32	2.2
WiSe 19/20	Doctoral	Quantitative Methods	Lecture	FU Berlin	English	6	1.4
WiSe 20/21	Bachelor	Fundamentals in Marketing	Lecture	FU Berlin	German	105	2.2
WiSe 20/21	Master	Basics in Empirical Research Methods	Lecture	FU Berlin	German	41	2.3
SuSe 21	Bachelor	Marketing Planning	Lecture	FU Berlin	German	17	1.9
SuSe 21	Master	Multivariate and Quantitative Analysis Methods	Lecture	FU Berlin	German	33	2.9
WiSe 21/22	Doctoral	Quantitative Methods	Lecture	FU Berlin	English	6	1.4
WiSe 21/22	Master	International Brand Management	Seminar	FU Berlin	English	23	2.1
WiSe 21/22	Master	Basics in Empirical Research Methods	Lecture	FU Berlin	German	20	2.5
WiSe 21/22	Bachelor	Fundamentals in Marketing	Lecture	FU Berlin	German	18	2.0
SuSe 22	Master	Multivariate and Quantitative Analysis Methods	Lecture	FU Berlin	German	13	1.4
SuSe 22	Bachelor	Marketing Planning	Lecture	FU Berlin	German	37	1.9
SuSe 22	Bachelor	Seminar Product Recall Management	Seminar	FU Berlin	German	19	1.9
SuSe 23	Bachelor	Marketing Planning	Lecture	FU Berlin	German	22	1.8
SuSe 23	Master	Multivariate and Quantitative Analysis Methods	Lecture	FU Berlin	German	35	2.4
WiSe 23/24	Master	Basics in Empirical Research Methods	Lecture	FU Berlin	German	31	2.0
WiSe 23/24	Master	International Brand Management	Seminar	FU Berlin	English	16	1.3
SuSe 24	Bachelor	Marketing Planning	Lecture	FU Berlin	German	14	1.8
SuSe 24	Master	Multivariate and Quantitative Analysis Methods	Lecture	FU Berlin	German	29	1.9
WiSe 24/25	Master	Winning the Advertising Game	Seminar	FU Berlin	English	14	2.1
WiSe 24/25	Master	Quantitative Forschungsmethoden I	Lecture	FU Berlin	German	19	1.7
WiSe 24/25	Bachelor	Basics in Marketing	Lecture	FU Berlin	German	53	1.6

* Detailed evaluation documents are available upon request.

6. Honors and Awards

- 05/2025 2024 Shelby D. Hunt AMSR Best Article of the Year Award for the study *The role of possessions for the extended self of sustainability-concerned anti-consumers* (together with Sophia Vlieger de Oliveira and Catalina Wache)
- 06/2021 William R. Darden Best Research Methodology Paper Award at 2021 AMS Virtual Annual Conference for the study *Applying Phrase-level Text Analysis to Measure Brand-related Information Disclosure* (together with Qiong Tang, Alexander Mafael, Ashish Galande)
- 12/2018 Teaching Award, School of Business & Economics, Freie Universität Berlin, for the course *Marketing Case Studies: International Brand Management* as best Master course according to student evaluations
- 09/2018 Conference Best Paper Award of the European Institute for Advanced Studies in Management (EIASM) at the Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital in Munich for the study "The Impact of Product Recall Strategies on Customers and Investors" (together with Stefan J. Hock)
- 03/2017 Visiting Scholar at Newcastle University, Australia
- 07/2016 Habilitation Thesis Award of the Association of Friends of Ludwig-Maximilians-Universität Munich, Germany [First awardee from the Munich School of Management in the over 30-years history of this award]
- 12/2014 Best Reviewer Award of the International Journal of Advertising
- 10/2013 Eminent Research Fellow at the Global Center on Big Data and Mobile Analytics, Fox School of Business, Temple University, Philadelphia, PA, USA
- 12/2011 Distinguished Fellowship at the Fudan University in Shanghai, China
- 06/2011 Dissertation award of the Forum Münchener Betriebswirte e.V.
- 04/2011 Visiting Scholar and distinguished speaker at the Villanova School of Business in Philadelphia, PA, USA
- 09/2010 Best Reviewer Award in the "Corporate Branding"-Track at the Global Marketing Conference in Tokyo, Japan
- 10/2009 Conference Best Paper Award of the European Institute for Advanced Studies in Management (EIASM) at the Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital in Dresden for the study "Value-relevance of Customer Satisfaction: Empirical Evidence for Global Automobile Industry" (together with Manfred Schwaiger and Sebastian M. Scharf)
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7. Invited Speeches

03/2025	Research Seminar, University of Groningen, Netherlands	<i>The Effect of Product Recall Compliance on Firm's Non-financial and Financial Performance</i>
11/2024	50 Years Anniversary Munich School of Management, Ludwig-Maximilians-University Munich, Germany	<i>Balancing Act? Navigating Effective Product Recall Management Amid Customer Safety Concerns</i>
10/2024	Research Seminar, Stockholm School of Economics, Sweden	<i>Product Recall Effectiveness: Conceptualization and Future Research Agenda</i>
05/2023	Research Seminar, Ludwig-Maximilians-University Munich, Germany	<i>What Makes Super Bowl Ads Effective? An Empirical Investigation</i>
03/2023	IMU Frühjahrstagung, University of Mannheim, Germany	<i>Marktorientierte Unternehmensführung in unsicheren Zeiten: Faktoren für langfristigen Erfolg und Krisenresistenz (Key Note Speech)</i>
03/2023	Research Seminar, City University London, UK	<i>Managing Product Recall Effectiveness</i>
11/2019	Research Seminar, Salzburg University, Austria	<i>Brand Risk</i>
03/2019	Research Seminar, Villanova School of Business, Philadelphia, PA, USA	<i>Brand Risk</i>
02/2019	Research Seminar, George-Mason University, Fairfax, USA	<i>Brand Risk</i>
02/2018	Research Seminar, University College Dublin, Ireland	<i>Stock Market Effects of Firm Reactions to Negative Celebrity Endorser Publicity</i>
12/2017	Co-creation in Service and Customer Engagement Symposium, Landsmore Hill, Australia	<i>Understanding How Firm-Generated Content Creates Consumer Engagement: The Moderating Role of Consumer-Brand Relationship Strength</i>
03/2017	Research Seminar, University of Newcastle, Australia	<i>Product Recalls: The Impact of Timing and Remedy on Customer and Investor Response</i>
03/2017	Research Seminar, The University of Adelaide, Australia	<i>Product Recalls: The Impact of Timing and Remedy on Customer and Investor Response</i>
02/2017	Research Seminar, Wittenberg Centre for Global Ethics, Lutherstadt Wittenberg, Germany	<i>Negative Celebrity Endorser Publicity and Stock Returns: How Critical are Firm Reactions?</i>
08/2016	Presentation for Chinese C-level business delegation, Berlin, Germany	<i>Markenmanagement in Deutschland</i>
08/2016	Presentation for Chinese C-level business delegation, Berlin, Germany	<i>Marktorientiertes Management in Deutschland</i>
03/2016	19. Social Media Excellence Summit, Berlin, Germany	<i>Der Zusammenhang zwischen Consumer Engagement und Markenwahrnehmung</i>
03/2016	Research seminar, Kuehne Logistics University, Hamburg, Germany	<i>Negative Celebrity Endorser Publicity and Stock Returns: How Critical are Firm Reactions?</i>
03/2016	Research seminar, George-Mason-University, Fairfax, VA, USA	<i>The impact of Super Bowl advertising on financial and brand performance</i>

10/2014	Sino-German Workshop on Corporate Social Responsibility and Corporate Reputation, Dalian, China	<i>Information Bridge between Corporate Social Performance and Financial Performance: The Mediating Role of Stock Analysts</i>
11/2013	Research seminar and guest lecture (undergraduates), Villanova School of Business Philadelphia, PA, USA	<i>Do Super Bowl Ads Build Brands?</i>
11/2013	Guest lecture (undergraduates), Villanova School of Business, Philadelphia, PA, USA	<i>Crisis Management</i>
09/2013	Employee Forum at Allianz, Munich, Germany	<i>Definition Marktmanagement und Elemente des marktorientierten Managements</i>
01/2013	Research seminar, Otto-von-Guericke-Universität Magdeburg, Germany	<i>The Impact of Brand Rating Dispersion on Firm Value</i>
11/2012	Research update meeting, KEYLENS Management Consultants, Munich, Germany	<i>Market-based Assets and Financial Performance</i>
12/2011	Research seminar, University of Maastricht, Netherlands	<i>The Value of Corporate Reputation for Shareholders</i>
12/2011	Research seminar, University of Fudan, Shanghai, China	<i>Brand Impressions, Customer Recommendations, and Investor Interests</i>
11/2011	Korean Scholars of Marketing Science Fall International Conference, Seoul, South Korea	<i>On the Value Relevance of Customer Satisfaction as Key Antecedent of Customer Equity: Understanding the Roles of Multiple Drivers and Multiple Markets</i>
04/2011	Research seminar, Villanova School of Business Philadelphia, PA, USA	<i>A Tale of Two Studies: The Value of Corporate Reputation for Shareholders and the "Wisdom of Crowds" Effect</i>
04/2011	Guest lecture (graduates and MBA), Villanova School of Business, Philadelphia, PA, USA	<i>Corporate Reputation Management</i>
09/2010	Fachsymposium 2010, YouGovPsychonomics AG, Cologne, Germany	<i>BrandIndex Meets Wall Street: Wenn Bullen und Bären zu Markenfans werden</i>

8. Editorial Board Memberships and Reviewing

Department Editor

- *Junior Management Science [Department Editor for Marketing & Innovation]*

Editorial Review and Advisory Board

- *International Journal of Advertising*

Ad-hoc reviews

- *BFuP - Betriebswirtschaftliche Forschung und Praxis*
- *Business Research*
- Deutsche Forschungsgemeinschaft (DFG)
- *European Journal of Marketing*
- *European Management Journal*
- *Industrial Marketing Management*
- *Journal of Brand Management*
- *Journal of Business Economics*
- *Journal of Business Research*
- *Journal of Business Ethics*
- *Journal of Management*
- *Journal of Marketing*
- *Journal of Marketing Communications*
- *Journal of Product & Brand Management*
- *Journal of Service Management*
- *Journal of the Academy of Marketing Science*
- *Management and Organization Review*
- *Organizational Behavior and Human Decision Processes*
- *Schmalenbachs Zeitschrift f. betriebswirt. Forschung (Schmalenbach's Business Review)*
- *Sport, Business, Management: An International Journal*
- *Strategic Management Journal*
- Suisse National Fund

9. Service

since 10/2017 Program Coordinator and Head of the Executive Committee of the Doctoral Program of Business Research at School of Business & Economics, Freie Universität Berlin

04/2020 – 09/2022 Program Coordinator of the Executive Master in Business Marketing (EMBM) and China-Europa EMBM teaching programs, Freie Universität Berlin

01/2017 – 05/2017 Chair of a search committee for a W1-professorship at School of Business & Economics, Freie Universität Berlin

04/2015 – 08/2015 Chair of a search committee for a W1-professorship at School of Business & Economics, Freie Universität Berlin
