

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)