

## Publications of Univ.-Prof. Dr. Sascha Raithel

### Selected articles published in Financial Times Top 50 journals

- Managing Negative Celebrity Endorser Publicity: How Announcements of Firm (Non)Responses Impact Stock Returns, *Management Science*, forthcoming [together with Stefan J. Hock]  
[*Harvard Business Review* features this article in the Idea Watch-section of the April 2019 issue]
- The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value, *Strategic Management Journal*, 2015, 36(6): 945-956 [together with Manfred Schwaiger]
- Corporate Social Responsibility, Analyst Stock Recommendations, and Firm Future Returns, *Strategic Management Journal*, 2015, 36(1), 123-136 [together with Xueming Luo, Heli Wang, & Qinqin Zheng]
- The Impact of Brand Rating Dispersion on Firm Value, *Journal of Marketing Research*, 2013, 50(3): 399-415 [together with Xueming Luo & Michael A. Wiles]
- On the Value Relevance of Customer Satisfaction. Multiple Drivers and Multiple Markets, *Journal of the Academy of Marketing Science*, 2012, 40(4): 509-525 [together with Marko Sarstedt, Manfred Schwaiger, & Sebastian Scharf]

### Articles published in international journals with double-blind review system

- Hock, S.; Raithel, S.: Managing Negative Celebrity Endorser Publicity: How Announcements of Firm (Non)Responses Impact Stock Returns, *Management Science*, forthcoming.
- 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.
- 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.
- 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.
- 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.
- 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.
- Raithel, S.; Schwaiger, M. (2015): The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value, *Strategic Management Journal*, 36(6): 945-956.
- 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.

Panico, M.; Raithel, S.; Michel, E. (2014): The Effect of Communication on Employer Reputation, in: *Journal of Media Economics*, 27(4): 181-198.

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.

Luo, X.; Raithel, S.; Wiles, M. (2013): The Impact of Brand Rating Dispersion on Firm Value, *Journal of Marketing Research*, 50(3): 399-415.

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.

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.

Raithel, S.; Wilczynski, P.; Schloderer, M. P.; Schwaiger, M. (2010): The Value-relevance of Corporate Reputation during the Financial Crisis, *Journal of Product and Brand Management*, 19(6): 389-400.

### **Books**

Sarstedt, M.; Schütz, T.; Raithel, S. (2018): *IBM SPSS Syntax*, 3. Ed., München: Vahlen.

Raithel, S. (2011): *Market-based Assets and Financial Performance*, Dissertation, München.

### **Articles in German language journals with double-blind review system**

Schwaiger, M.; Raithel, S. (2014): Reputation und Unternehmenserfolg, *Management Review Quarterly (Journal für Betriebswirtschaft)*, 64(4): 225-259.

Raithel, S.; Scharf, S. (2011): Market-based Assets – Die Trumpfkarte für das Reporting, *Marketing Review St. Gallen*, 3(2011): 54-59.

Raithel, S.; Scharf, S.; Schwaiger, M. (2008): Marketingerfolg richtig messen: Optimale Kennzahlensysteme, *Marketing Review St. Gallen*, 2(2008): 8-13.

### **Articles in international books and journals without peer review system**

Luo, X.; Wiles, M.; Raithel, S. (2013): Making the Most of a Polarizing Brand, *Harvard Business Review*, 91(11): 29-31.

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.

Schwaiger, M.; Raithel, S.; Rinkenburger, 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.

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 21<sup>st</sup> century*, Berlin: Springer, 39-55.

#### **Articles in German language books and journals without peer review system**

Schwaiger, M.; Raithel, S.; Scharf, S.; Rinkenburger, R. (2010): Erfolgsfaktor Reputation: Steuerung eines immateriellen Werttreibers, *Controlling: Zeitschrift für erfolgsorientierte Unternehmenssteuerung* 22(2): 89-95.

[JOURQUAL 3.0: D]

Ebert, T. A. E.; Raithel, S. (2009a): Operationalisierung latenter Variablen, *Wirtschaftswissenschaftliches Studium (WiSt)*, 38: 125-130.

Ebert, T. A. E.; Raithel, S. (2009b): Leitfaden zur Messung von Konstrukten, Schwaiger, M.; Meyer, A. [Hrsg.]: *Theorien und Methoden der Betriebswirtschaft*, München: Vahlen, 511-540.

Raithel, S. (2009b): Einführung in die kovarianzbasierte Analyse von Strukturgleichungsmodellen mit latenten Variablen am Beispiel der LISREL-Software, Schwaiger, M.; Meyer, A. [Hrsg.]: *Theorien und Methoden der Betriebswirtschaft*, München: Vahlen, 541-572.

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.

Hamorí-Satzinger, M.; Wagner, A.; Thierauf, M.; Raithel, S. (2006): Kundenbewertung, Bauer, H.H.; Stokburger, G.; Hammerschmidt, M. (Eds.): *Marketing Performance*, Wiesbaden: Gabler, 329-341.

#### **Articles and abstracts in proceedings of conferences**

Hausmann, M.; Eberhardt, J.; Raithel, S.; Schwaiger, M. (2017): The Interplay of Consumer Engagement in Social Media and Brand Favorability, *Proceedings of the AMA Winter Marketing Educators' Conference*, Orlando, FL, USA.

Hock, S.; Raithel, S. (2017): A Stock Market Perspective on Firm Responses to Celebrity Endorser Scandals, *Proceedings of the AMA Winter Marketing Educators' Conference*, Orlando, FL, USA.

Hock, S.; Raithel, S. (2016): Negative Celebrity Publicity and Firm Value: How Critical Are Immediate Firm Reactions?, *Proceedings of the 45<sup>th</sup> European Marketing Academy Conference*, Oslo, Norway.

- Hock, S.; Raithel, S. (2014a): Negative Celebrity Publicity and Firm Value: How Critical Are Immediate Firm Reactions?, *Proceedings of the AMA Winter Marketing Educators' Conference*, Orlando, FL, USA.
- Hock, S.; Raithel, S. (2014b): Negative Celebrity Publicity and Firm Value: How Critical Are Immediate Firm Reactions?, *Proceedings of the International Crisis & Risk Communication Conference*, Orlando, FL, USA.
- Hock, S.; Raithel, S. (2012): Negative Spokesperson Publicity: Comparing the Reactions of Investors and Firms, *Proceedings of the 41th Academy of Marketing Science Annual Conference*, New Orleans, LO, USA.
- Hock, S.; Raithel, S.; Rinckenburger, R. (2012): Negative Spokesperson Publicity: Comparing the Reactions of Investors and Firms, *Proceedings of the 74<sup>th</sup> Conference of the German Academic Association for Business Research (VHB)*, Bozen, Italy.
- Jonas, J. M.; Blasco-Arcas, L.; Alexander, M.; Sörhammer, D.; Raithel, S.; Chen, T. (2017): Exploring business actor engagement in service systems through engagement platforms, *Proceedings of the 15<sup>th</sup> International Research Symposium on Service Excellence in Management*, Porto, Portugal.
- Luo, X.; Raithel, S.; Sarstedt, M. (2012): Do Brands Really Work? Dynamics and Heterogeneity of Brand Performance, *Proceedings of the 34<sup>th</sup> INFORMS Marketing Science Conference*, Boston, MA, USA.
- Luo, X.; Raithel, S.; Wiles, M. (2013a): The Dual Impact of Brand Rating Dispersion on Firm Value, *Proceedings of the AMA Winter Marketing Educators' Conference*, Las Vegas, NV, USA.
- Luo, X.; Raithel, S.; Wiles, M. (2013b): The Impact of Brand Rating Dispersion on Firm Value, *Proceedings of the Marketing Strategy Meets Wall Street III Conference*, Frankfurt.
- Luo, X.; Raithel, S.; Wiles, M. (2013c): The Impact of Brand Rating Dispersion on Firm Value, *Proceedings of the AMA Summer Marketing Educators' Conference*, Boston, MA, USA.
- Raithel, S. (2011): The Differential Impact of Advertising Media on Investors, *Proceedings of the Marketing Strategy Meets Wall Street II Conference*, Boston, MA, USA.
- Raithel, S. (2009a): The Value of Corporate Reputation for Shareholders: Evidence from Germany for DAX 30 Companies, *Proceedings of the 38<sup>th</sup> Academy of Marketing Science Annual Conference*, Baltimore, MD, USA.
- Raithel, S.; Hausmann, M.; Eberhardt, J.; Schwaiger, M. (2017): Brand Management in Social Media, *Proceedings of the 2017 Australian & New Zealand Marketing Academy Conference*, Melbourne, Australia.
- Raithel, S.; Hock, S. (2018): The Impact of Product Recall Strategies on Customers and Investors, *Proceedings of the 14<sup>th</sup> Conference on Visualizing, Measuring and Managing Intangibles and Intellectual Capital of the European Institute for Advanced Studies in Management (EIASM) in Munich, Germany* [Conference Best Paper Award].
- Raithel, S.; Hock, S. (2017): Managing Product Recalls, *Proceedings of the 2017 Australian & New Zealand Marketing Academy Conference*, Melbourne, Australia.

- Raithel, S.; Hock, S.; Mafael, A. (2018): Exploring Actual and Ideal Product Recall Strategies: The Moderating Role of Brand Equity, *Proceedings of the 48<sup>th</sup> European Marketing Academy Conference*, Glasgow, UK.
- Raithel, S.; Hock, S.; Mafael, A. (2017): The Impact of Product Recall Strategies on Customer Satisfaction: The Mediating Role of Moral Judgment, *Proceedings of the 47<sup>th</sup> European Marketing Academy Conference*, Groningen, Belgium.
- Raithel, S.; Littich, M.; Schwaiger, M. (2012): Communication and Shareholder Value: Understanding the Impact of Economic and Social Values, *Proceedings of the AMA Winter Marketing Educators' Conference*, Saint Petersburg, FL, USA.
- Raithel, S.; Littich, M.; Schwaiger, M. (2011): The Differential Impact of Media Coverage Dimensions, Buzz, and Advertising on Stock Returns, *Proceedings of the 73<sup>rd</sup> German Academic Association for Business Research (VHB)*, Kaiserslautern, Germany.
- Raithel, S.; Sarstedt, M.; Scharf, S.; Schwaiger, M. (2011): On the Value-relevance of Customer Satisfaction as Key Antecedent of Customer Equity: Understanding the Roles of Multiple Drivers and Multiple Markets, *Proceedings of the 2011 Korean Scholars of Marketing Science Fall International Conference*, Seoul, South Korea.
- Raithel, S.; Scharf, S.; Schwaiger, M. (2010): Do Investors Reward Car Manufacturers Driving Customer Satisfaction, *Proceedings of the 39<sup>th</sup> AMS Developments in Marketing Science Conference*, Portland, OR, USA.
- Raithel, S.; Scharf, S.; Schwaiger, M. (2009): Value-relevance of Customer Satisfaction: Empirical Evidence for Global Automobile Industry, *Proceedings of the 5<sup>th</sup> EIASM Workshop on Visualizing, Measuring and Managing Intangible Assets and Intellectual Capital*, Dresden, Germany [Conference Best Paper Award].
- Raithel, S.; Schwaiger, M. (2014): The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value, *Proceedings of the 75<sup>th</sup> German Academic Association for Business Research (VHB)*, Leipzig, Germany.
- Raithel, S.; Schwaiger, M. (2013): The Differential Impacts of Advertising Media on Consumers and Investors, *Proceedings of the AMA Summer Marketing Educators' Conference*, Boston, MA, USA.
- Raithel, S.; Schwaiger, M.; Zimmermann, L. (2011): Predicting Stock Market Performance: Exploring the Differential Role of Stakeholder Groups' Perceptions of Corporate Reputation, *Proceedings of the 15<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, New Orleans, LO, USA.
- Raithel, S.; Taylor R. C. (2014): Do Super Bowl Ads Build Brands?, *Proceedings of the AMA Winter Marketing Educators' Conference*, Orlando, FL, USA.
- Raithel, S.; Taylor R. C.; Hock, S. (2014): Are Super Bowl Ads a Super Waste of Money? The Intermediary Role of Brand Equity on Stock Price, *Proceedings of the Global Marketing Conference of the KSMS*, Singapore.

- Raithel, S.; Taylor, R. C.; Stewart, D. W. (2015): Short- and Long-Term Effects of Advertising on Brand Equity: Analysis of the Super Bowl as a Major Brand-Building Event, *Proceedings of the 44<sup>th</sup> European Marketing Academy Conference*, Leuven, Belgium.
- Raithel, S.; Wilczynski, P.; Schloderer, M.; Schwaiger, M. (2009): Corporate Reputation in Times of Economic Crisis, *Proceedings of the 5<sup>th</sup> International Conference of the Academy of Marketing's Brand, Identity and Corporate Reputation SIG*, Cambridge, UK.
- Rinkenburger, R.; Hock, S.; Raithel, S.; Schwaiger, M. (2010): Negative Spokesperson Publicity: The Financial Risk of Celebrity Endorsement, *Proceedings of the 2010 Global Marketing Conference of the KAMS*, Tokyo, Japan.
- Sarstedt, M.; Wilczynski, P.; Diamantopoulos, A.; Raithel, S. (2012): A Comparative Evaluation of Different Single-Item Selection Procedures for Construct Measures. *Proceedings of the 2012 Annual Conference of the Academy of Marketing Science*, New Orleans, LO, USA.
- Scharf, S.; Zimmermann, L.; Raithel, S.; Schwaiger, M. (2011): Do Capital Markets Reward Marketing Communication Efficiency?, *Proceedings of the 2011 ANZMAC Conference*, Perth, WA, Australia.
- Schloderer, M.; Raithel, S.; Wilczynski, P.; Schwaiger, M. (2009): Corporate Reputation in the Recruiting Market – Effects on the Willingness to Apply and on Salary Premiums, *Proceedings of the 5<sup>th</sup> International Conference of the Academy of Marketing's Brand, Identity and Corporate Reputation SIG*, Cambridge, UK.
- Schreck, P.; Raithel, S. (2013): Revealing or Substituting for Corporate Social Performance? Functions of CSR Disclosures, *Proceedings of the 2013 Annual Meeting of the Academy of Management*, Orlando, FL, USA.
- Schwaiger, M.; Raithel, S.; Schloderer, M. P. (2008): Recognition or Rejection – How a Company's Reputation Influences Stakeholder Behaviour, *Proceedings of the 3. ECRS Symposium*, Rom, Italien.
- Wiles, M. A.; Raithel, S. (2016): The Role of the Recruitment Brand on Service Firms' Performance, *Proceedings of the AMA Winter Marketing Educators' Conference*, Las Vegas, NV, USA.

### **Transfer publications**

- Raithel, S. (2015): Der gute Ruf einer Hochschule: Über die Reputation von Organisationen, *Forschung & Lehre*, 10(2015): 818-819.
- Raithel, S.; Ebert, T. A. E. (2008): Sinkendes Vertrauen der Bankkunden, *Banken und Partner*, 2(2008): 7.
- Stahl, S.; Raithel, S. (2008): Two in One – Channel und Customer Relationship Management im indirekten Vertriebskanal, *Jahrbuch Dialogmarketing*, 2009: 64-65.

### Other publications

Raithel, S. (2009c): *The Value of Corporate Reputation for Shareholders: Evidence from Germany for DAX Companies*, Discussion Paper, Münchener Wirtschaftswissenschaftliche Beiträge (BWL) 2009-5.

Hilbert, A.; Raithel S. (2004a): *Entwicklung eines Erklärungsmodells der Kundenbindung am Beispiel des High-Involvement-Produktes Automobil*, Arbeitspapier 45/04, Technische Universität Dresden.

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

21<sup>st</sup> January 2019: Verbraucher: mächtig oder doch eher ohnmächtig? TV interview with *Rundfunk Berlin-Brandenburg* (RBB).

24<sup>th</sup> October 2018: 60 Jahre IKEA, radio interview with *Deutsche Presse Agentur (DPA)*.

24<sup>th</sup> October 2018: Ich bin Promi, ihr könnt Zeitschrift, interview with *Tagesspiegel*.

16<sup>th</sup> September 2018: Wie Ikea die Kunden immer wieder anlockt, interview with *n-tv.de* (leading news channel in Germany).

4<sup>th</sup> February 2018: Werbefreies Berlin, TV interview with *Rundfunk Berlin-Brandenburg* (RBB).

28<sup>th</sup> August 2017: Tattoos and Chocolates: How PR Failed to Avert Air Berlin's Crash Landing, interview with *Handelsblatt Global*.

3<sup>rd</sup> August 2017: Mit diesen Plakaten wollen die Parteien um Ihre Stimme werben, interview with *Abendzeitung*.

6<sup>th</sup> August 2016: Sponsoring bei Olympia, TV interview with *n-tv* (leading news channel in Germany).

6<sup>th</sup> August 2016: Sportlern droht der Rauswurf durch das IOC: Diese Tweets sind bei Olympia verboten, interview with *Bild Online* (leading news channel in Germany).

22<sup>th</sup> July 2016: OLYMPIA: Turnier hat geringeres Marketingpotenzial für Firmen, interview with *Deutsche Presse Agentur (DPA)* (featured by leading media channels including *Spiegel Online*, *Focus Online*, *Bild Online*).

15<sup>th</sup> June 2015: Das Stadion als Werbeträger, interview with *Haller Kreisblatt*.

27<sup>th</sup> November 2015: Volkswagens Skandal-Aufarbeitung: Scheibchenweise aus der Krise, interview with *Automobilwoche*.

12<sup>th</sup> November 2015: VW Skandal – “Niemand will einen Flächenbrand”, interview with *Cicero – Magazin für politische Kultur*.

27<sup>th</sup> October 2015: Volkswagen scandal, TV interview with *Al Jazeera English*.

13<sup>th</sup> October 2015: Gimmicks an Zeitschriften als Kaufanreiz, radio interview with *ARD (Bayerischer Rundfunk, Bayern 2)*.

- 11<sup>th</sup> July 2015: Lebensart: Alltagsbedarf im Abonnement, radio interview with *ARD (Bayerischer Rundfunk, Bayern 2)*.
- 23<sup>th</sup> December 2013: Deutsche Weihnachtsbaumkönigin: Das Gesicht zur Tanne, interview with *Deutsche Presse Agentur (DPA)* (featured by Märkische Online Zeitung, Westfälische Nachrichten)
- 9<sup>th</sup> September 2013: SPD-Fliegenklatsche und CDU-Flip-Flops: Locken Wahlgeschenke an die Urne?, interview with *Deutsche Presse Agentur (DPA)* (featured by n-tv.de)