

Publications Prof. Dr. Sascha Raithel

Articles published in international journals with double-blind review system

- 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.
- Kleinaltenkamp, M.; Minculescu, I.; Raithel, S. (2017): Customization of B2B Services: Measurement and Impact on Firm Performance, *Journal of Service Management Research*, 1 (1), forthcoming.
- Luo, X.; Raithel, S.; Wiles, M. (2013): The Impact of Brand Rating Dispersion on Firm Value, *Journal of Marketing Research*, 50(3): 399-415.
- 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.
- Panico, M.; Raithel, S.; Michel, E. (2014): The Effect of Communication on Employer Reputation, in: *Journal of Media Economics*, 27(4): 181-198.
- 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.; Schwaiger, M. (2015): The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value, *Strategic Management Journal*, 36(6): 945-956.
- 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.
- 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.
- 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.
- Schreck, P.; Raithel, S. (2015): Corporate Social Performance, Firm Size, and Organizational Visibility: Distinct and Joint Effects on Voluntary Sustainability Reporting, *Business & Society*, online first.

Books

- Raithel, S. (2011): *Market-based Assets and Financial Performance*, Dissertation, München.
- Sarstedt, M.; Schütz, T.; Raithel, S. (2010): *IBM SPSS Syntax*, 2. Ed., München: Vahlen.

Articles in German language journals with double-blind review system

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

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 21st century*, Berlin: Springer, 39-55.

Articles in German language books and journals without peer review system

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

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.

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 45th 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.

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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 15th 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 34th 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.

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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 38th Academy of Marketing Science Annual Conference*, Baltimore, MD, USA.
- 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 73rd 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 39th 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 5th EIASM Workshop on Visualizing, Measuring and Managing Intangible Assets and Intellectual Capital*, Dresden, Germany [Winner of the Conference's Best Paper Award].
- Raithel, S.; Schwaiger, M. (2014): The Effects of Corporate Reputation Perceptions of the General Public on Shareholder Value, *Proceedings of the 75th 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 15th 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 44th 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 5th 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 5th 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

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.

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

Appearance in the media

6th August 2016: Sponsoring bei Olympia, TV interview with *n-tv*.

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

22th 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*).

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 *ARD (Bayerischer Rundfunk, Bayern 2)*.

11th July 2015: Lebensart: Alltagsbedarf im Abonnement, radio interview with *ARD (Bayerischer Rundfunk, Bayern 2)*.

23th December 2013: Deutsche Weihnachtsbaumkönigin: Das Gesicht zur Tanne, interview with *Deutsche Presse Agentur (DPA)* (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 (DPA)* (featured by *n-tv.de*)