



JUN. PROF. DR. ERIK MAIER

Junior Professor in Retail and Multi-Channel Management

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ACADEMIC EDUCATION

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| 2013 | Dr. rer. pol. in Marketing, ESCP Europe, Berlin, Germany |
| 2008 | M.Phil. in International Relations, University of Cambridge, UK |
| 2007 | Bachelor in International Relations, Technical University Dresden, Germany |
| 2005, 2003 | Semesters abroad (MGIMO University, Moscow, Russia; Western Washington University, Bellingham, US-WA) |

PROFESSIONAL EXPERIENCE

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| since 2015 | Junior Professor for Retail and Multi-Channel Management, HHL Leipzig Graduate School of Management, Leipzig (competing offer for Junior Professorship [Tenure Track] at WU Wien) |
| 2015 | Project Manager, Marketing Department, Home24, Berlin, Germany |
| 2013-2014,
2008-2010 | Consultant, McKinsey & Company, Berlin, Germany |
| 2010-2013 | Research Associate, Chair for International Marketing, ESCP Europe, Berlin, Germany |
| 2011-2013 | Lecturer Quantitative Market Research, Design Academy, Berlin, Germany |

RESEARCH INTERESTS

- Consumer behaviour in online and mobile stores
- Retail channel structure and development
- Societal consequences of e-commerce (e.g., on energy consumption)
- Point of sales marketing (online and offline)



PEER-REVIEWED PUBLICATIONS:

- 2019 Maier, E.: Serial Product Evaluations Online: A Three-Factor Model of Leadership, Fluency and Tedium during Product Search, *International Journal of Research in Marketing*, <https://doi.org/10.1016/j.ijresmar.2019.07.001> [VHB: A].
- Schmidt, L., Dost, F., Maier, E. (forthcoming): Filtering Survey Responses from Crowdsourcing Platforms: Current Heuristics and Alternative Approaches, *Proceedings of the International Conference on Information Systems (ICIS)* [VHB: A].
- Schmidt, L., Maier, E.: The Interaction Effect of Mobile Phone Screen and Product Orientation on Perceived Product Size, *Psychology & Marketing*, <https://doi.org/10.1002/mar.21214> [VHB: B].
- Weber, A., Maier, E.: Reducing competitive research shopping with cross-channel delivery, *International Journal of Electronic Commerce (forthcoming)* [VHB: B].
- Maier, E.: The negative effect of product image inconsistency on product overviews during the online product search, *International Journal of Electronic Commerce* 23(1), 110-143 [VHB: B].
- Boden, J., Maier, E., Wilken, R.: The effect of credit card versus mobile payment on convenience and consumers' willingness to pay, *Journal of Retailing and Consumer Services*, <https://doi.org/10.1016/j.jretconser.2019.101910> [VHB: C].
- 2018 Maier, E., Dost, D.: Fluent contextual image backgrounds enhance mental imagery and evaluations of experience products. *Journal of Retailing and Consumer Services* 45, 207-220 [VHB: C].
- Maier, E., Dost, D.: The positive effect of contextual image backgrounds on fluency and liking. *Journal of Retailing and Consumer Services* 40, 109-116 [VHB: C].
- 2017 Dost, F., Maier, E.: E-Commerce Effects on Energy Consumption. A Multi-Year Ecosystem-Level Assessment. *Journal of Industrial Ecology*, 22(4), 799-812 [VHB: A].
- Maier, E., Wilken, R.: Broad and Narrow Country-of-Origin Effects and Domestic Country Bias. *Journal of Global Marketing*, 30(4), 256-274 [VHB: C].
- 2016 Maier, E.: Supply and demand on crowdlending platforms: connecting small and medium-sized enterprise borrowers and consumer investors. *Journal of Retailing and Consumer Services*, 33, 143-153 [VHB: C].



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LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT

- 2015 Maier, E., Wilken, R., Dost, F.: The double benefits of consumer certainty: combining risk and range effects. *Marketing Letters*, 26(49), 473-488 [VHB: B].
- 2014 Maier, E., Wilken, R.: The impact of stress and level of construal on willingness to pay. *Psychology & Marketing*, 31(9), 774-785 [VHB: B].
- 2012 Maier, E., Wilken, R., Schneider, H., Kelemci Schneider, G.: In the mood to buy? Understanding the interplay of mood regulation and congruence in an international context. *Marketing Letters*, 23(4), 1005-1018 [VHB: B].

MANAGERIAL PUBLICATIONS:

- 2018 Maier, E.: Zwischen Kundenfrequenz und Konversion: Webseiten-Optimierung im E-Commerce. *WiSt – Wirtschaftswissenschaftliches Studium*, 47(7-8), 10-16.
- 2016 Maier, E.: Mittelstandskredite in Zeiten des digitalen Wandels: Crowdlending in Deutschland Ergebnisse einer Kreditnehmerumfrage auf dem Kreditmarktplatz von Funding Circle Deutschland
- Maier, E., Kirchgeorg, M.: Wie reagiert der Offline- auf den Online-Handel? Die Verbreitung von Reaktionsstrategien im stationären Handel