



HHL

LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT

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ACADEMIC EDUCATION

- 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

- 2022 Professor, Chair of Marketing and Retail, HHL Leipzig Graduate School of Management, Leipzig
- 2020-2021 Deputy Chairholder (Lehrstuhlvertretung), Chair of Services Marketing, Goethe University Frankfurt, Frankfurt
- 2015-2021 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
- 2013-2014, 2008-2010 Consultant, McKinsey & Company, Berlin
- 2010-2013 Research Associate, Chair for International Marketing, ESCP Europe, Berlin
- 2011-2013 Lecturer Quantitative Market Research, Design Academy, Berlin



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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:

- 2021 Maier, E. & Wieringa, J.: Acquiring Customers through Online Marketplaces? The Effect of Marketplace Sales on Sales in a Retailer's Own Channels, *International Journal of Research in Marketing* 38(2), 311-328 [VHB: A].
- 2020 Schmidt, L. & Maier, E.: Assessing Ad Attention through Clustering Viewport Trajectories, *Proceedings of the International Conference on Information Systems (ICIS) 2020* (forthcoming) [VHB: A].
- Boden, J., Maier, E., Dost, F.: The Effect of Electronic Shelf Labels on Store Revenue, *International Journal of Electronic Commerce* 24(4), 527-550 [VHB: B].
- Bornschein, R., Schmidt, L., Maier, E.: The Effect of Consumers' Perceived Power and Risk in Digital Information Privacy – The Example of Cookie Notices, *Journal of Public Policy & Marketing* 39(2), 135-154 [VHB: B].
- Schmidt, L., Bornschein, R., Maier, E.: The Effect of Privacy Choice in Cookie Notices on Consumers' Perceived Fairness of Frequent Price Changes, *Psychology & Marketing* 37(9), 1263-1276, [VHB: B].
- Weber, A., Maier, E.: Reducing competitive research shopping with cross-channel delivery, *International Journal of Electronic Commerce* 24, 78-106 [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* 52, [VHB: C].
- 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* 36(4), 558-579, [VHB: A].
- Schmidt, L., Dost, F., Maier, E.: Filtering Survey Responses from Crowdsourcing Platforms: Current Heuristics and Alternative Approaches, *Proceedings of the International Conference on Information Systems (ICIS) 2019* [VHB: A].
- Schmidt, L., Maier, E.: The Interaction Effect of Mobile Phone Screen and Product Orientation on Perceived Product Size, *Psychology & Marketing* 36(9), 817-830 [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].
- 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].
- 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].

CONTRIBUTIONS TO BOOKS:

- 2020 Maier, E.: Vom kreativen Bauchgefühl zum „Ingenieurs-Marketing“ – Die Entwicklung und Zukunft des Onlinemarketings, in: Bruhn, M., Kirchgeorg, M.: Marketing Weiterdenken, 2. Auflage (in print).



MANAGERIAL PUBLICATIONS:

- 2020 Maier, E.: Kundenzufriedenheitsmessung in Unternehmen. *HHL Studie*.
Maier, E. (Herausgeber): Auswirkung der Corona-Krise auf den Leipziger Handel: Auswertung einer Umfrage unter Leipziger Händlern. In Kooperation mit: Handelsverband Sachsen, City Leipzig Marketing e.V. und dem Amt für Wirtschaftsförderung der Stadt Leipzig. *HHL Studie*.
Download: [hier](#).
- 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. *HHL Studie*.
Download: [hier](#).
- Maier, E., Kirchgeorg, M.: Wie reagiert der Offline- auf den Online-Handel? Die Verbreitung von Reaktionsstrategien im stationären Handel. *HHL Studie*. Download: [hier](#).

PRESS AND MEDIA (SELECTION 2021-2022)

- 2022
- Tagesschau24: Interview „Liefermodelle und Delivery Hero“
 - n-tv: Interview „Schnelliefersdienste in der Nische“
 - Die Welt am Sonntag: Interview „Delivery Hero“
 - Süddeutsche: Interview „Lieferdienste“
 - Wirtschaftswoche: Interview „Lieferdienste in der Nische“
 - Mdr Aktuell: Interview „Medikamentenlieferdienste“
- 2021
- ARD Morgenmagazin: Interview „Aktuelle Werbestrategie für mehr Impfungen“
 - Deutschlandfunk: Interview „Ein Verdrängungswettbewerb, bei dem niemand verdient“
 - Die Welt: Interview in „Die Rückkehr der Lieferhelden“
 - mdr Inforadio: Entwicklung Handel bis November 2020
 - mdr Umschau: Interview zur „Entwicklung der Lebensmittelpreise“
 - Leipziger Volkszeitung: Interview „Was taugt das Hilfspaket für die Leipziger City?“
 - Lebensmittelzeitung: Interview zu Quick Commerce „Schnelle Verlustbringer“

PUBLIC SERVICE (2021)

- Member and Keynote „Runder Tisch Innenstadt“ (Sächsisches Ministerium für Wirtschaft und Arbeit; Sächsisches Ministerium für Regionalentwicklung)
- Jury member „So geht sächsisch“ retail price
- Jury member „Ideenwettbewerb Leipziger Onlinemarktplatz“