Christian Homburg, Ph.D.

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University of Mannheim
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A) Education

University of Mainz	Habilitation, Business Administration, 1995
University of Karlsruhe	Ph.D., Marketing, 1988
	Diploma, Business Administration and Mathematics, 1986

B) Research Interests

- Marketing Strategy
- Business-to-Business Marketing
- Sales Management

C) Full-Time Employment

University of Manchester	**Distinguished Professorial Fellow**	Since September 2018
University of Melbourne	**Professorial Fellow at the Department of Management and Marketing, University of Melbourne**	December 2007 to December 2014
Mannheim Business School, Mannheim	**President and Managing Director**	December 2006 to October 2010
University of Mannheim	**Professor of Marketing** **Chair of the Marketing Department** **Director of the Institute for Market-Oriented Management;** the institute's goal is to promote the dialogue and cooperation between academia and managerial practice. Currently, the institute counts approx. 50 firm members incl. BASF, Deutsche Bank, Deutsche Post, Deutsche Telekom, Heidelberger Druckmaschinen, IBM, Roche, Pfizer, Procter&Gamble, Bosch, SAP	Since January 1999

	Associate Dean	April 2006 to March 2008
	Academic Director of the European MBA Program	October 2001 to September 2004
	Associate Dean for Public Relations	November 1999 to March 2004
Kommission Marketing		
	Chair of the Kommission Marketing im Verband der Hochschullehrer für Betriebs-wirtschaftslehre	July 2008 to June 2009
WHU Koblenz	**Scientific Director of the Center for Market-orientied Management**	January 1997 - December 1998
	The Otto-Beisheim Professor of Business Adminstration and Marketing **Chair of the Marketing Department**	March 1995 - December 1998
	Assistant Professor, Marketing Department	March 1993 – February 1995
University of Mainz	**Assistant Professor, Marketing Department**	January 1993 – August 1993
KSB AG, *Frankenthal*	**Vice President of Marketing and Strategic Planning** (last position) KSB AG (13.000 employees) is one of the world's leading suppliers of pumps and valves technology	April 1989 - December 1992

D) English Language Publications in Refereed Journals

Journal of Marketing

J. Mettler, A. Lanzrath, Ch. Homburg (2026) Extended Reality in Business-to-Business Sales: Performance Implications, Adoption Drivers, and Contingency Effects, **Journal of Marketing**, (Doi/10.1177/00222429261443286)

P. Guenther, M. Guenter, B. Lukas, Ch. Homburg (2024) Consequences of Marketing Asset Accountability – A Natural Experiment, **Journal of Marketing**, 88, 24-45.

N. Harz, S. Hohenberg, Ch. Homburg (2022) Virtual Reality in New Product Development: Insights from Prelaunch Sales Forecasting für Durables, **Journal of Marketing**, 86, 3, 157-179.

B. Bamberger, Ch. Homburg, D. Wielgos (2021) Wage Inequality: Its Impact on Customer Satisfaction and Firm Performance", **Journal of Marketing,** 85, 6, 24-43.

A. Vomberg, Ch. Homburg, O. Gwinner (2020) Tolerating and Managing Failure: An Organizational Perspective on Customer Reacquisition Management, **Journal of Marketing,** 84, 5, 117-136.

Ch. Homburg, M. Theel, S. Hohenberg (2020) Marketing Excellence: Nature, Measurement, and Investor Valuations, **Journal of Marketing**, 84, 4, 1-22.

Ch. Homburg, S. Hohenberg (2016), Motivating Sales Reps for Innovation Selling in Different Cultures, **Journal of Marketing**, 80, 2, 101-120.

Ch. Homburg , M. Schwemmle, C. Kuehnl (2015), New Product Design: Concept, Measurement, and Consequences, **Journal of Marketing**, 79, 3, 41-56.

Ch. Homburg, J. Vollmayr, A. Hahn (2014), Firm Value Creation Through Major Channel Expansions: Evidence from an Event Study in the United States, Germany, and China, **Journal of Marketing**, 78, 3, 38-61.

Ch. Homburg, H. Wilczek, A. Hahn (2014), Looking Beyond the Horizon: How to Approach the Customers' Customers in Business-to-Business Markets, **Journal of Marketing**, 78, 5, 58-77.

Ch. Homburg, M. Stierl, T. Bornemann (2013), Corporate Social Responsibility in Business-to-Business Markets — How Organizational Customers Account for Supplier CSR Engagement, **Journal of Marketing**, 77, 11, 54-72.

Ch. Homburg, O. Jensen, A. Hahn (2012), How to Organize Pricing? Vertical Delegation and Horizontal Dispersion of Pricing Authority. Journal of Marketing, 76, 9, 49 –69.

Ch. Homburg, M. Artz, J. Wieseke (2012), Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance?, **Journal of Marketing**,76, 3, 56-77.

Ch. Homburg, M. Klarmann, S. Staritz (2012), Downsizing at the Interface with the Customer: The Role of Customer Uncertainty and Downsizing Communication, **Journal of Marketing**, 76, 3, 112-130.

Ch. Homburg, M. Klarmann, M. Müller (2011), When Should the Customer Really Be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters, **Journal of Marketing**, 75, 2, 55-74.

Ch. Homburg, V. Steiner, D. Totzek (2009), Managing Dynamics in a Customer Portfolio, **Journal of Marketing**, 73, 5, 70-89.

Ch. Homburg, J. Wieseke, T. Bornemann (2009), Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge, **Journal of Marketing**, 73 , 4, 64-81.

Ch. Homburg, J. Wieseke, W. D. Hoyer (2009), Social Identity and the Service-Profit Chain, **Journal of Marketing**, 73, 3, 38-54.

Ch. Homburg, M. Droll, D. Totzek (2008), Customer Prioritization: Does It Pay Off and How Should It Be Implemented?, **Journal of Marketing**, 72, 5, 110-130.

X. Luo, Ch. Homburg, (2008), Satisfaction, Complaint, and the Stock Value Gap, **Journal of Marketing**, 72, 4, 29-43.

Ch. Homburg, O. Jensen, & H. Krohmer (2008), Configurations of Marketing and Sales: A Taxonomy, **Journal of Marketing**, 72, 2, 133-154.

Ch. Homburg, M. Grozdanovic, M. Klarmann, (2007), Responsiveness to Customers and Competitors: The Role of Affective and Cognitive Organizational Systems, **Journal of Marketing,** 71, 3, 18–38.

X. Luo, Ch. Homburg, (2007), Neglected Outcomes of Customer Satisfaction, **Journal of Marketing**, 71, 2, 133-149.

Ch. Homburg, O. Jensen (2007), The Thought Worlds of Marketing & Sales: Which Differences Make a Difference?, **Journal of Marketing**, 71, 3, 124-142.

Ch. Homburg, N. Koschate, W. Hoyer (2006), The Role of Cognition and Affect in the Formation of Customer Satisfaction – A Dynamic Perspective, **Journal of Marketing**, 70, 3, 21-31.

Ch. Homburg, A. Fürst (2005), How Organizational Complaint Handling Drives Customer Loyalty: An Analysis of the Mechanistic and the Organic Approach, **Journal of Marketing,** 69, 3, 95-114.

Ch. Homburg, N. Koschate, W. D. Hoyer (2005), Do Satisfied Customers Really Pay More? A Study of the Relationship between Customer Satisfaction and Willingness to Pay, **Journal of Marketing**, 69, 2, 84-96.

Ch. Homburg, M. Bucerius (2005), A Marketing Perspective on Mergers and Acquisitions: How Marketing Integration Affects Postmerger Performance, **Journal of Marketing**, 69, 1, 95-113.

Ch. Homburg, W. D. Hoyer, M. Fassnacht (2002), Service Orientation of a Retailer's Business Strategy: Dimensions, Antecedents and Performance Outcomes, **Journal of Marketing**, 66, 4, 86-101.

Ch. Homburg, J. P. Workman, O. Jensen (2002), A Configurational Perspective on Key Account Management, **Journal of Marketing,** 66, 2, 38-61**.**

J. Cannon, Ch. Homburg (2001), Buyer-Supplier Relationships and Customer Firm Costs, **Journal of Marketing,** 65, 1, 29-43.

S. Kuester, Ch. Homburg, T. Robertson (1999), Retaliatory Behavior to New Product Entry, **Journal of Marketing**, 63, 4, 90-106.

Ch. Homburg, J. P. Workman, H. Krohmer (1999), Marketing's Influence Within the Firm, **Journal of Marketing**, 63, 2, 1-17.

J. Workman, Ch. Homburg, K. Gruner (1998), Marketing Organization: An Integrative Framework of Dimensions and Determinants, **Journal of Marketing**, 62, 3, 21-41.

Journal of Marketing Research

Ch. Homburg, A. Vomberg, S. Mühlhäuser (2020), Design and Governance of Multichannel Sales Systems: Financial Performance Consequences in Business-to-Business Markets, **Journal of Marketing Research**, 57, 6, 1113-1134.

Ch. Homburg, L. Ehm, M. Artz (2015), Measuring and Managing Consumer Sentiment in an Online Community Environment, **Journal of Marketing Research**, 52, 5, 629-641.

Ch. Homburg, A. Hahn, T. Bornemann, P. Sandner (2014), The Role of Chief Marketing Officers for Venture Capital Funding: Endowing New Ventures with Marketing Legitimacy, **Journal of Marketing Research**, 51, 5, 625-644.

Ch. Homburg, M. Klarmann, M. Reimann, O. Schilke (2012), What drives Key Informant Accuracy?, **Journal of Marketing Research**, 49, 8, 594-608.

X. Luo, Ch. Homburg, J. Wieseke (2010), Customer Satisfaction, Analyst Stock Recommendations, and Firm Value, **Journal of Marketing Research**, 47, 6, 1041-1058.

Ch. Homburg, Ch. Pflesser (2000), A Multiple Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes, **Journal of Marketing Research,** 37, 4, 449-462.

Ch. Homburg (1991), Cross-Validation and Information Criteria in Causal Modeling, **Journal of Marketing Research**, 28, 2, 137-144.

Journal of Consumer Behavior

K. Ukrainets, Ch. Homburg (2021), Fight or Flight: Can Marketing Tools Help Consumers Cope with Self-Discrepancies and Social Identity Threat?, **Journal of Consumer Behavior**, 20, 1591-1604.

Journal of Consumer Research

T. Bornemann, Ch. Homburg (2011), Psychological Distance and the Dual Role of Price, **Journal of Consumer Research**, 38, 3, 490-504.

Strategic Management Journal

A.Vomberg, Ch. Homburg, T. Bornemann (2015), Talented People and Strong Brands: The Contribution of Human Capital and Brand Equity to Firm Value, **Strategic Management Journal**, 36, 2122-2131.

Ch. Homburg, M. Bucerius (2006), Is Speed of Integration Really a Success Factor of Mergers and Acquisitions? An Analysis of the Role of Internal and External Relatedness, **Strategic Management Journal,** 27, 347-367.

Ch. Homburg, H. Krohmer, J. P. Workman, (1999), Strategic Consensus and Performance: The Role of Strategy Type and Market-Related Dynamism, **Strategic Management Journal,** 20, 4, 339-357.

Journal of the Academy of Marketing Science

Ch. Homburg, T. Schyma, S. Hohenberg, Y. Atefi, R. Ruhnau (2023), "Coopetition" in the presence of team and individual incentives: Evidence from the advice network of a sales organization, **Journal of the Academy of Marketing Science,** online doi.org/10.1007/s11747-023-00939-1.

Ch. Homburg, M. Tischer (2023), Customer journey management capability in business-to-business markets: Its bright and dark sides and overall impact on firm performance, **Journal of the Academy of Marketing Science,** online doi.org/10.1007/s11747-023-00923-9.

Ch. Homburg, D. Wielgos (2022), The value relevance of digital marketing capabilities to firm performance, **Journal of the Academy of Marketing Science,** 50, 666-688.

D. Wielgos, Ch. Homburg, C. Kühnl (2021), Digital business capability: its impact on firm and customer performance, **Journal of the Academy of Marketing Science,** 49, 762-789.

C. Kühnl, D. Jozic, Ch. Homburg (2019), Effective customer journey design: consumers' conception, measurement, and consequences. **Journal of the Academy of Marketing Science**, 47, 2, 187-191.

Ch. Homburg, S. Hohenberg (2019), Enhancing Innovation Commercialization through Supervisor-Sales Rep Fit, **Journal of the Academy of Marketing Science,** 47, 681-701.

Ch. Homburg, D. Jozic, C. Kühnl (2017), Customer experience management: toward implementing an evolving marketing concept, **Journal of the Academy of Marketing Science**, 45, 3, 377-401.

Ch. Homburg, A.Vomberg, M. Enke, P. H. Grimm (2015), The Loss of the Marketing Department's Influence Within the Firm: Is It Really Happening? And why Worry?, **Journal of the Academy of Marketing Science,** 43, 1, 1-13.

R. Gruner, Ch. Homburg, B. Lukas (2014), Firm-hosted online brand communities and new product success, **Journal of the Academy of Marketing Science**, 42, 1, 29-48.

Ch. Homburg, T. Bornemann, M. Kretzer (2014), Delusive Perception - Antecedents and Consequences of Salespeople's Misperception of Customer Commitment, **Journal of the Academy of Marketing Science,** 42, 2, 137-153.

Ch. Homburg, A. Fürst (2013), Incumbents' Defense Strategies: A Comparison of Deterrence and Shakeout Strategy Based on Evolutionary Game Theory, **Journal of the Academy of Marketing Science**, 41, 2, 185-205.

X. Luo, J. Wieseke, Ch. Homburg (2012), Incentivizing CEOs to Build Customer- and Employee-Firm Relations for Higher Customer Satisfaction and Firm Value**, Journal of the Academy of Marketing Science**, 40, 6, 745-758.

Ch. Homburg, A. Fürst, C. Kühnl (2012), Ensuring International Competitiveness: A Configurative Approach to Foreign Marketing Subsidiaries, **Journal of the Academy of Marketing Science**, 40, 2, 290-312.

Ch. Homburg, M. Müller, M. Klarmann (2011), When does Salespeople's Customer Orientation lead to Customer Loyalty? The Differential Effects of Relational and Functional Customer Orientation, **Journal of the Academy of Marketing Science**, 39, 795-812.

Ch. Homburg, J. Wieseke, B. Lukas, S. Mikolon (2011), When Salespeople Develop Negative Headquaters Stereoptypes: Performance Effects and Managerial Remedies, **Journal of the Academy of Marketing Science**, 39, 5, 664-682.

Ch. Homburg, A. Fürst , J. Prigge (2010), A Customer Perspective on Product Eliminations: How the Removal of Products Affects Customers and Business Relationships, **Journal of the Academy of Marketing Science**, 38, 5, 531-549.

Ch. Homburg, A. Fürst, N. Koschate (2010), On the Importance of Complaint Handling Design: A Multi-Level Analysis of the Impact in Specific Complaint Situations, **Journal of the Academy of Marketing Science**, 38, 3, 265-287.

Ch. Homburg, J. Wieseke, C. Kühnl (2010), Social Influence on Salespeople's Adoption of Sales Technology: A Multilevel Analysis, **Journal of the Academy of Marketing Science**, 38, 2, 159-168.

Ch. Homburg, T. Bornemann, D. Totzek (2009), Preannouncing Pioneering versus Follower Products: What Should the Message Be? **Journal of the Academy of Marketing Science,** 37, 3, 310-327**.**

J. Wieseke, Ch. Homburg, N. Lee (2008), Understanding the adoption of new brands through salespeople: a multilevel framework, **Journal of the Academy of Marketing Science,** 36, 2, 278-291.

Ch. Homburg, A. Fürst (2007), See No Evil, Hear No Evil, Speak No Evil: A Study of Defensive Organizational Behavior towards Customer Complaints, **Journal of the Academy of Marketing Science,** 35, 4, 523-536.

Ch. Homburg, W. Hoyer, R. Stock-Homburg (2007), How to Get Lost Customers Back? A Study of Antecedents of Relationship Revival, **Journal of the Academy of Marketing Science,** 35, 4, 461-474.

Ch. Homburg, W. D. Hoyer, N. Koschate (2005), Customers' Reactions to Price Increases: Do Customer Satisfaction and the Perceived Motive Fairness Matter? **Journal of the Academy of Marketing Science,** 33, 1, 36-49.

Ch. Homburg, R. Stock (2004), The Link Between Salespeople's Job Satisfaction and Customer Satisfaction in a Business-to-Business Context: A Dyadic Analysis, **Journal of the Academy of Marketing Science**, 32, 2, 144-158.

Ch. Homburg (2003), Publishing Processes in the Academic Marketing Discipline in the United States: A German Perspective, **Journal of the Academy of Marketing Science**, 31, 3, 348-350.

J. P. Workman, Ch. Homburg, O. Jensen (2003), Intraorganizational Determinants of Key Account Management Effectiveness, **Journal of the Academy of Marketing Science**, 31, 1, 3-21.

Ch. Homburg, J. P. Workman, O. Jensen (2000), Fundamental Changes in Marketing Organization: The Movement Toward a Customer-Focused Organizational Structure, **Journal of the Academy of Marketing Science,** 28, 4, 459-478.

International Journal of Research in Marketing

A. Vomberg, Ch. Homburg, P. Sarantopoulos (2024), Algorithmic pricing: Effects on consumer trust and price search, **International Journal of Research in Marketing,** Doi.org/10.1016/j.ijresmar.2024.10.006.

Ch. Homburg, S. Böhler, S. Hohenberg (2020), Organizing for Cross-Selling: Do it right, or not at all, **International Journal of Research in Marketing,** 37, 1, 56-73.

Ch. Homburg, K. Lauer, A. Vomberg (2019), The Multichannel Pricing Dilemma: Do Customers Accept Higher Offline than Online Prices?, **International Journal of Research in Marketing**, 36, 597-612.

S. Kuester, Ch. Homburg, A. Hildesheim (2017), The catbird seat of the sales force: How sales force integration leads to new product success, **International Journal of Research in Marketing**, 34, 462-479.

Ch. Homburg, S. Alavi, T. Rajab, J. Wieseke (2017), The Contingent Roles of R&D-Sales versus R&D-Marketing Cooperation in New-Product Development of Business-to-Business Firms, **International Journal of Research in Marketing** , 34, 212-230.

J. Prigge, B. Dietz, Ch. Homburg, J. L. Burton, W. Hoyer (2015), Patient Empowerment: A Cross-Disease Exploration of Antecedents and Consequences , **International Journal of Research in Marketing,** 32, 375-386.

Ch. Homburg, M. Klarmann, J. Schmitt (2010), Brand Awareness in Business Markets: When Is It Related to Firm Performance?, **International Journal of Research in Marketing**, 27, 3, 201-212.

H. Baumgartner, Ch. Homburg (1996), Applications of Structural Equation Modeling in Marketing and Consumer Research: A Review, **International Journal of Research in Marketing**, 13, 2, 139-161.

Journal of Product Innovation Management

A. Weeth, J. Prigge, Ch. Homburg (2020), The Role of Departmental Thought Worlds in Shaping Escalation of Commitment in New Product Development Projects, **Journal of Product Innovation Management**, 37, 1, 48-73.

R. Gruner, A. Vomberg, Ch. Homburg, B. Lukas (2019), Supporting New Product Launches with Social Media Communication and Online Advertising: Sales Volume and Profit Implications, **Journal of Product Innovation Management,** 36, 2, 172-195.

Ch. Homburg, S. Hohenberg, A. Hahn (2019), Steering the Sales Force for New Product Selling: Why Is It Different, and How Can Firms Motivate Different Sales Reps?, **Journal of Product Innovation Management**, 36, 3, 282-304.

T. Bornemann, L. Schöler, Ch. Homburg (2014), In the Eye of the Beholder? The Effect of Product Appearance on Shareholder Value, **Journal of Product Innovation Management**, 32, 5, 704-715.

S. Kuester, Ch. Homburg, S. Hess (2012), Externally Directed and Internally Directed Market Launch Management: The Role of Organizational Factors in Influencing New Product Success, **Journal of Product Innovation Management,** 12, 29, 38-52.

Accounting, Organizations and Society

M. Artz, Ch. Homburg, T. Rajab (2012), Performance Measurement System Design and Functional Strategic Decision Influence: The Role of Performance Measure Properties**, Accounting, Organizations and Society,** 37, 7, 445-460.

Journal of Business Research

Ch. Homburg, C. Kühnl (2014), Is the more always better? A comparative study of integration practices in new product and new service development, **Journal of Business Research**, 67, 7, 1360-1367.

Ch. Homburg, J. Allmann, M. Klarmann (2014), Internal and External Price Search in Industrial Buying: The Moderating Role of Customer Satisfaction, **Journal of Business Research**, 67, 8, 1581-1588.

Ch. Homburg, D. Totzek, M. Krämer (2014), How price complexity takes its toll: The neglected role of a simplicity bias and fairness in price evaluations**, Journal of Business Research**, 67, 7, 1114-1122.

Ch. Homburg, H.Krohmer, J.P. Workman (2004), A Strategy Implementation Perspective of Market Orientation, **Journal of Business Research**, 57, 12, 1331-1340.

H. Krohmer, Ch. Homburg, J.P. Workman (2002), Should Marketing be Cross-Functional? Conceptual Development and International Empirical Evidence, **Journal of Business Research,** 55, 6, 451-465.

Ch. Homburg, B. Rudolph (2001), Customer Satisfaction in Industrial Markets: Dimensional and Multiple Role Issues, **Journal of Business Research**, 52, 1, 15-33.

K. Gruner, Ch. Homburg (2000), Does Customer Interaction Enhance New Product Performance?, **Journal of Business Research,** 49, 1, 1-14.

W. Gaul, Ch. Homburg (1988), The Use of Data Analysis Techniques by German Market Research Agencies, **Journal of Business Research**, 17, 1, 67-79.

Journal of International Marketing

Ch. Homburg, J. Prigge (2014), Exploring Subsidiary Desire for Autonomy – A Conceptual Framework and Empirical Findings, **Journal of International Marketing**, 22, 4 21-43.

Ch. Homburg, J. Cannon, H. Krohmer, I. Kiedaisch (2009), Governance of International Business Relationships: A Cross-Cultural Study on Alternative Governance Modes, **Journal of International Marketing**, 17, 3, 1-20.

Ch. Homburg, S. Kuester, N. Beutin, A. Menon (2005), Determinants of Customer Benefits in Business-to-Business Markets: A Cross-Cultural Comparison, **Journal of International Marketing,** 13, 3, 1-31.

Ch. Homburg, H. Krohmer, J. Cannon, I. Kiedaisch (2002), Customer Satisfaction in Transnational Buyer-Supplier Relationships, **Journal of International Marketing**, 10, 4, 1-29.

Psychology & Marketing

Ch. Homburg, K. Ukrainets (2021), Saving money or losing face? An international study on social stigmatization in discount stores, **Psychology & Marketing**, 38, 5, 908-932.

Ch. Homburg, N. Koschate-Fischer, C. Wiegner (2012), Customer Satisfaction and Elapsed Time since Purchase as Drivers of Price Knowledge, **Psychology & Marketing**, 29, 2, 76-86.

Ch. Homburg, N. Koschate, D. Totzek (2010), How Price Increases Affect Future Purchases: The Role of Mental Budgeting, Income, and Framing, **Psychology & Marketing**, 27, 1, 36-53.

Ch. Homburg, R. Stock (2005), Exploring the Conditions Under Which Salesperson Work Satisfaction Can Lead to Customer Satisfaction, **Psychology & Marketing**, 22, 5, 393-421.

Ch. Homburg, A. Giering (2001), Personal Characteristics as Moderators of the Relationship Between Customer Satisfaction and Loyalty – An Empirical Analysis, **Psychology & Marketing**, 18, 1, 43-66.

British Journal of Management

C. Kühnl, A. Fürst, Ch. Homburg, M. Staritz (2017), Toward a Differentiated Understanding of the Value-Creation Chain, **British Journal of Management**, 28, 444-463.

Statistical Papers

Ch. Homburg, A. Dobratz (1992), Covariance Structure Analysis via Specification Searches, **Statistical Papers**, 33, 2, 119-142.

Journal of Personal Selling & Sales Management

F. Holz, A. Lanzrath, Ch. Homburg (2026), Navigating Public Procurement: Strategic Sales and Pricing Approaches in Business-to-Government Markets, **Journal of Personal Selling & Sales Management** / online DOI - 10.1080/08853134.2026.2632074

J. Riether, Ch. Homburg (2025), Extended Reality in B2B Sales Interactions, **Journal of Personal Selling & Sales Management,** online: doi.org/10.1080/08853134.2025.2546815.

S. Hartmann, Ch. Homburg, R. Ruhnau (2024), Understanding and managing the link between firms' strategic risk-taking and salespeople's defensive behavior in price negotiations, **Journal of Personal Selling & Sales Management,** online DOI - 10.1080/08853134.2024.2386946.

A. Lanzrath, Ch. Homburg, R. Ruhnau (2023), Increasing graduates' interest in B2B sales: How to dispel lay beliefs, fight stigma, and create a profession of choice, **Journal of Personal Selling & Sales Management**, online 10.1080/08853134.2023.2289701.

Ch. Homburg, M. Knapp, R. Wagner-Fabisch (2023), Personality Matters: How Adaptive Selling Skills Mediate the Effect of Personality Traits on Salespeople's Exploited Cross-Selling Potential, **Journal of Personal Selling & Sales Management**, online 10.1080/08853134.2023.2289698.

Ch. Homburg, T. Morguet, S. Hohenberg (2020), Incentivizing of inside sales units — the interplay of incentive types and unit structures, **Journal of Personal Selling & Sales Management**, accepted.

Journal of Business-to-Business Marketing

A. Menon, Ch. Homburg, N. Beutin (2005), Understanding Customer Value in Business-to-Business Relationships, **Journal of Business-to-Business Marketing**, 12, 2, 1-38.

Ch. Homburg, A. Giering, A. Menon (2003), Relationship Characteristics as Moderators of the Satisfaction-Loyalty Link: Findings in a Business-to-Business Context, **Journal of Business-to-Business Marketing,** 10, 3, 35-62.

Ch. Homburg, M. Fassnacht, C. Günther (2003), The Role of Soft Factors in Implementing a Service-Oriented Strategy in Industrial Marketing Companies, **Journal of Business-to-Business Marketing,** 10, 2, 23-51.

Ch. Homburg, J. Schneider, M. Fassnacht (2003), Opposites Attract, but Similarity Works: A Study of Interorganizational Similarity in Marketing Channels, **Journal of Business-to-Business Marketing**, 10, 1, 31-52.

Ch. Homburg, S. Kuester (2001), Towards an Improved Understanding of Industrial Buying Behavior: Determinants of the Number of Suppliers, **Journal of Business-to-Business Marketing**, 8, 2, 5-33.

Ch. Homburg, B. Garbe (1999), Towards an Improved Understanding of Industrial Services: Quality Dimensions and Their Impact on Buyer-Seller Relationships, **Journal of Business-to-Business Marketing,** 6, 2, 39-71.

Ch. Homburg (1998), On Closeness to the Customer in Industrial Markets, **Journal of Business-to-Business Marketing**, 4, 4, 35-72.

Industrial Marketing Management

G. Huang, A. Lanzrath, Ch. Homburg (2026), When do high prices sell better for sustainable products in business-to-business markets? The role of price–sustainability fit, **Industrial Marketing Management** / forthcoming

J. Prigge, Ch. Homburg, A. Fürst (2018), Adressing a product management's orphan: How to externally implement product eliminations in a B2B setting, **Industrial Marketing Management**, 68, 56-73.

Journal of Market-Focused Management

J. Becker, Ch. Homburg (1999), Market-Oriented Management: A Systems-Based Perspective, **Journal of Market-Focused Management**, 4, 1, 17-41.

E) Academic Awards

2025: Mahajan Award for Lifetime Contributions to Marketing Strategy Research

2023: Dr. Eli Jones Award for Long-Term Impact in Sales Research for the paper "Homburg, C., Müller, M., & Klarmann, M. (2011). When should the customer really be king? On the optimum level of salesperson customer orientation in sales encounters. Journal of marketing, 75(2), 55-74"

2023: IMTC Conference (2023)
"IMTC Management Impact Award" acknowledging the contribution to management practice in marketing.

2022: Marvin Jolson Award – honorable mention for the paper "Homburg, C., Morguet, T. R., & Hohenberg, S. (2021). Incentivizing of inside sales units—the interplay of incentive types and unit structures. Journal of Personal Selling & Sales Management, 41(3), 181-199."

2021: Gerald E. Hills Best Paper Award, "The role of chief marketing officers for venture capital funding: Endowing new ventures with marketing legitimacy," published in *Journal of Marketing*, 2014, 51(5), 625-644, has won the 2021 award based on the paper's impact, citations, and quality.

2021: First European Fellow of American Marketing Association.

2019: Best Senior Reseacher, University of Mannheim

2018: GAMMA Lifetime Achievement from Global Alliance of Marketing and Management Associations und der Korean Scholars of Marketing Science.

2018: International Journal of Research in Marketing "IJRM Outstanding Senior Editors".

2016: American Marketing Association and Journal of Marketing, the Shelby D. Hunt/Harold H. Maynard Award for the article "New Product Design: Concept, Measurement, and Consequences", Journal of Marketing, May 2015, for its significant contribution to marketing theory and/or marketing thought.

2014: American Marketing Association, Winter Marketing Educators' Conference, Best Paper Award in the Consumer Behavior Track: "How Music Touches: Investigating the Influence of Sounds on Haptics".

2011: The Journal of the Academy of Marketing Science: Best Reviewer Award 2011 by the Academy of Marketing Science.

2010: American Marketing Association, Winter Marketing Educators' Conference, Best Paper Award in the Business-to-Business-Marketing Track: "Why Do Managers Give Price Concessions? The Role of Organizational Price Perceptions".

2010: American Marketing Association, Winter Marketing Educators' Conference, Best Paper Award in the Consumer Behavior Track: "From A Distance We All Have Enough: Temporal Perspective and the Dual Role of Price".

2010: The Journal of the Academy of Marketing Science: Best Reviewer Award 2010 by the Academy of Marketing Science.

2009-2010: The Journal of Marketing: Best Reviewer Award 2009-2010 by the Amercian Marketing Association.

2009: American Marketing Association, Winter Marketing Educators' Conference, Best Paper Award in the Research Methods Track: "Triangulation of Survey Data in Marketing and Management Research: Concepts, Findings, and Guidelines".

2009: American Marketing Association, Winter Marketing Educators' Conference, Best Paper Award in the Sales & Relationship Marketing Track: “If One Steps out of the Phalanx – Analyzing Leaders‘ Influence on Sales Force Automation Adoption with a Quadratic Dataset”.

2009: American Marketing Association, Winter Marketing Educators' Conference, Louis W. Stern Award: “Buyer-Supplier Relationships and Customer Firm Costs”.

July 2008: Honory Doctorate at the Technische Universität Bergakademie Freiberg, Germany.

2007: American Marketing Association, Winter Marketing Educators' Conference, Overall Best Paper Award and Best Paper Award in the Marketing Strategy Track : “Should Firms Prioritize their Customers?”.

2006: American Marketing Association, Summer Marketing Educators' Conference, Best Paper Award in the Marketing Strategy and Marketing Management Track: “The Symbiosis of Marketing and Sales: A Taxonomy”.

March 2006: Honory Doctorate at the Copenhagen Business School, Danmark.

2006: Journal of Business to Business Marketing: Outstanding Article of the Year Award: “Understanding Customer Value in Business-to-Business Relationships“.

2005: Journal of International Marketing: Best Paper Award: “Determinants of Customer Benefits in Business-to-Business Markets: A Cross-Cultural Comparison”.

2005: American Marketing Association, Summer Marketing Educators' Conference, Best Paper Award in the Marketing Strategy Track: “Customers are from Venus, Competitors are from Mars – A Study of the Differential Mechanisms Driving Customer and Competitor Orientation”.

2003: The Journal of the Academy of Marketing Science: Outstanding Reviewer Award 2000-2003 by the Academy of Marketing Science.

2003: Journal of Business-to-Business Marketing: Outstanding Article of the Year Award: “The Role of Soft Factors in Implementing a Service-Oriented Strategy in Industrial Marketing Companies”.

2001: The Journal of the Academy of Marketing Science, Best Paper Award 2000: “Fundamental Changes in Marketing Organization: The Movement Toward a Customer-Focused Organizational Structure”.

2000: American Marketing Association, Summer Marketing Educators’ Conference, Overall Best Conference Paper Award: “The Link Between Employee Satisfaction and Customer Satisfaction: A Dyadic Analysis”.

1999: American Marketing Association, Summer Marketing Educators‘ Conference, Overall Best Conference Paper Award: „Loyalty in Buyer-Seller Relationships: The Influence of Relationship and Market Characteristics“.

1998: American Marketing Association, Winter Marketing Educators‘ Conference, Best Paper Award in the Product and Pricing Track: „Customer Interaction as a Key to New Product Success“.

1997: American Marketing Association, Summer Marketing Educators' Conference, Best Paper Award in the Marketing Strategy Track: "Exploring the Interorganizational Power of the Marketing Function".

1997: American Marketing Association, Winter Marketing Educators' Conference, Overall Best Conference Paper: "Governance Mechanisms in Transnational Business Relationships".

1997: American Marketing Association, Winter Marketing Educators' Conference, Best Paper Award in the Marketing Strategy Track: "Dimensions and Determinants of Retaliatory Behavior to New Product Entry".

1989: Diploma Thesis awarded with the Herman-Billing-Award for the Best Thesis in Mathematics at the University of Karlsruhe over 10 years, University of Karlsruhe.

F) Academic Results

AMA (2023)
Ranked within the 10 most productive authors of Premier AMA Marketing Journals and within the 20 most productive authors in general Premier Marketing Journals.

Wirtschaftswochen (2023)
1st place in the lifetime achievement ranking of the Wirtschaftswoche regarding all German researchers (Germany, Austria and Switzerland) in the field of business administration.

Research.com (2023)
1st place in the researcher ranking in Germany in the field of business and management. Within the TOP 100 worldwide.

AMA (2021)
4th place in the AMA Ranking regarding the research productivity in the most prominent and influential marketing outlets Journal of Marketing and Journal of Marketing Research

Wirtschaftswoche (2021)
1st place in the lifetime achievement ranking of the Wirtschaftswoche regarding all German researchers (Germany, Austria and Switzerland) in the field of business administration.

Wirtschaftswoche (2019)
1st place in the lifetime achievement ranking of the Wirtschaftswoche regarding all German researchers (Germany, Austria and Switzerland) in the field of business administration.

AMA (2015)
1st place in the AMA Ranking regarding the research productivity in the most prominent and influential marketing outlets Journal of Marketing and Journal of Marketing Research

Handelsblatt (2014)
2nd place in the lifetime achievement ranking of the Handelsblatt regarding all German researchers in the field of business administration

AMA (2012)
1st place in the AMA Ranking regarding the research productivity in the most prominent and influential marketing outlets Journal of Marketing and Journal of Marketing Research

Handelsblatt (2012)
3rd place in the Handelsblatt Ranking regarding the research productivity of all German researchers in the field of business administration

Handelsblatt (2009)
1st place in the Handelsblatt Ranking regarding the research productivity of all German researchers in the field of business administration

AMA (2012)
1st place in the AMA Ranking regarding the research productivity in the most prominent and influential marketing outlets (JM, JMR, JCR, MS, JAMS, JR)

Handelsblatt (2005)
1st place in the Handelsblatt Ranking regarding the research productivity in international journals of all German researchers in the field of business administration

Citation Analysis for the period 1979 t0 2004 (Voeth, Gawantka, and Chatzopoulou 2006, Marketing ZFP)
1st and 4th place in the ranking category ‚most cited articles'

G) Research Grants (Overview)

Acquisition of multiple research grants intended to fund academic research.

Selected partners: Deutsche Bank, Roche, SAP, donations by members of the Institute for Market-Oriented Management, German Research Foundation (DFG), Marketing Science Institute (MSI), Institute for the Study of Business Markets (ISBM)

Amount of third-party funds acquired: around 5,100,000 EUR

H) German Language Publications in Refereed Journals (Overview)

Author/co-author of more than 50 articles in leading German language business and marketing journals

Journals include: Die Betriebswirtschaft, Die Unternehmung, Zeitschrift für Betriebswirtschaft, Zeitschrift für Betriebswirtschaftliche Forschung, Marketing – Zeitschrift für Forschung und Praxis, Zeitschrift für Planung

Topics covered: market-oriented management, customer relationship management, strategic marketing/management, pricing, services management, research methodology

I) Activities as author/editor of books (Selection)

Numerous authored/co-authored and edited/co-edited books in German language including

- one of the leading German marketing textbooks
- an edited volume on customer satisfaction now in its 8th edition
- an edited volume on customer relationship management now in its 6th edition
- a managerially oriented book on sales management now in its 6th edition

J) Teaching Experience

Courses on

- Marketing Management
- Price Management
- Marketing Research
- Quantitative Marketing
- Services Marketing
- Strategic Marketing
- Business-to-Business Marketing

at Executive MBA-, Full-Time MBA-, Bachelor-, and Master-Level.

K) Doctoral Dissertations

- Holz, Florian 2026
- Huang, Guzi 2025
- Junker, Sebastian 2025
- Riether, Janina 2024
- Hartmann, Stefan 2024
- Knapp, Maximilian 2023
- Wagner-Fabisch,, Robin 2023
- Lanzrath, Aline 2023
- Mettler, Stephan 2022
- Tischer, Moritz 2022
- Riede, Kim 2022
- Ruhnau, Robin 2022
- Boas Bamberger 2021
- Ukrainets, Kateryna 2021
- Morguet, Theresa 2021
- Ruhnau, Robin, 2020
- Wielgos, Dominik, 2020
- Harz, Nathalie, 2020
- Marcus Theel, 2019
- Alexander Kohles, 2018
- Gwinner, Olivia, 2018
- Böhler, Sina, 2018
- Lauer, Karin, 2018
- Sieberz, Isabelle, 2018
- Weeth, Alexander, 2017
- Röcker, Leonie, 2017
- Mühlhäuser, Stephan, 2016
- Hehlmann, Corinna, 2016
- Schwemmle, Martin, 2015
- Bingemer, Stephan, 2015
- Jozic, Danijel, 2015
- Hohenberg, Sebastian
- Raschke, Regina 2015
- Wilczek, Halina, 2014
- Imschloß, Monika, 2014
- Ott, Evelyn, 2014
- Vomberg, Arnd, 2013
- Vollmayr, Josef, 2013
- Ehm, Laura, 2013
- Hahn, Alexander, 2012
- Stierl, Marcel, 2013
- Meinert, Britta, 2012
- Allmann, Jan, 2012
- Esser, Silke, 2011
- Kretzer, Max, 2011
- Artz, Martin, 2010
- Bornemann, Torsten, 2010
- Frey, Regina-Viola, 2010
- Kühnl, Christina, 2010
- Reichmann, Rahel, 2010
- Schmitt, Jens, 2010
- Totzek, Dirk, 2010
- Krämer, Melanie, 2009
- Müller, Michael, 2009
- Droll, Mathias, 2008
- Klarmann, Martin, 2008

- Prigge, Jana, 2008
- Staritz, Matthias, 2008
- Staritz, Sabine, 2008
- Steiner, Viviana, 2008
- Grozdanovic, Marko, 2007
- Lüers, Jutta, 2007
- Fargel, Tim, 2006
- Lüers, Thomas, 2006
- Richter, Markus, 2006
- Schenkel, Bernhard, 2006
- Schenkel, Petra, 2006
- Dietz, Beatrix, 2005
- Fürst, Andreas, 2005
- Schuppar, Björn, 2005
- Kühlborn, Sven, 2004
- Bucerius, Matthias, 2003
- Scholl, Michael, 2003
- Koschate, Nicole, 2002
- Sieben, Frank, 2002
- Becker, Annette, 2001
- Günther, Christof, 2001
- Jensen, Ove, 2001
- König, Tatjana, 2001
- Schäfer, Heiko, 2001
- Beutin, Nikolas, 2000
- Daum, Daniel, 2000
- Karlshaus, Jan Thido, 2000
- Kebbel, Pheobe, 2000
- Schneider, Janna, 2000
- Stock, Ruth, 2000
- Becker, Jan, 1999
- Krohmer, Harley, 1999
- Pflesser, Christian, 1999
- Werner, Harald, 1999
- Garbe, Bernd, 1997
- Gruner, Kjell, 1997
- Kiedaisch, Ingo, 1997
- Martiny, Bettina, 1997

L) Consulting

Founder and chair of the advisory board of Homburg & Partner, an international management consulting firm focusing on strategic marketing and sales. Its service range integrates management consulting, market research and implementation. The company currently employs around 150 employees in its offices in Boston, Zurich, Munich, and Mannheim.

Clients include leading companies from various industries, e.g. BASF, Bayer, Bosch, Continental, Evonik, Deutsche Bahn, Deutsche Bank, Commerzbank, Heidelberger Druckmaschinen, Henkel, Lufthansa, Pfizer, Porsche, Roche, RWE, Saint Gobain, SAP, Siemens, Tetra Pak, ThyssenKrupp.

M) Activities as a Reviewer

- Journal of Marketing (Area-Editor)

- Journal of Marketing Research

- Journal of the Academy of Marketing Science
- International Journal of Research in Marketing (Senior Editor)
- Journal of Product Innovation Management