
PERSONAL INFORMATION

Address: L 9, 7, Room 210, 68131 Mannheim
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Research Interests: Digital Marketing and Marketing Transformation

ACADEMIC POSITIONS

Since 2021 **Professor for Digital Marketing and Marketing Transformation: University of Mannheim, Germany**
2021 **Associate Professor (with Tenure): University of Groningen, Netherlands**
2019 - 2021 **Assistant Professor: University of Groningen, Netherlands**
2018 **Visiting Scholar at the Columbia University, NY, USA**
Columbia Business School, Faculty sponsor: Donald R. Lehmann
2014-2018 **Assistant Professor: University of Mannheim, Germany**
Assistant Professor for Empirical Research Methods
2013-2014 **Assistant Professor: University of Mannheim, Germany**
Assistant Professor at the Marketing & Sales Department

EDUCATION

2019 **University Teaching Qualification (UTQ)**
2009-2013 **Ph.D., summa cum laude, University of Mannheim, Germany,**
Committee: Christian Homburg, Florian Kraus, Jürgen Schröder
2003-2009 **Business Administration (Diploma): University of Mannheim, Germany**
2007-2008 **Studies Abroad: University of Valencia, Spain**

JOURNAL MANUSCRIPTS

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

Christian Homburg, Arnd Vomberg, Stephan Muehlhaeuser (2020) "Design and Governance of Multichannel Sales Systems: Financial Performance Consequences in Business-to-Business Markets," *Journal of Marketing Research*, 57, 6, 1113-1134.

Christian Homburg, Karin Lauer, and Arnd Vomberg (2019) "The Multichannel Pricing Dilemma: Do Consumers Accept Higher Offline than Online Prices?" *International Journal of Research in Marketing*, 36, 4, 597-612.

Richard Gruner, Arnd Vomberg, Christian Homburg, and Bryan Lukas (2019) "Supporting New Product Launches with Advertising Online and in Social Media: Sales and Profit Implications," *Journal of Product Innovation Management*, 36, 2, 172-195.

Arnd Vomberg, Christian Homburg, and Torsten Bornemann (2015), "Talented People and Strong Brands: The Contribution of Human Capital and Brand Equity to Firm Value," *Strategic Management Journal*, 36, 2122-2131 (based on doctoral dissertation).

Christian Homburg, Arnd Vomberg, Margit Enke, and Philipp H. Grimm (2015), "The Loss of Marketing Department's Influence: Is It Really Happening? And Why Worry?" *Journal of the Academy of Marketing Science*, 43, 1, 1-13 (lead article).

BOOKS AND BOOK CHAPTERS

Arnd Vomberg and Simone Wies (2021), "Panel Data Analysis: A Non-Technical Introduction for Marketing Researchers," in Homburg, Christian, Martin Klarmann, and Arnd Vomberg (eds.): Handbook of Market Research, Springer. [online first]

Arnd Vomberg (2021), "Pricing in the Digital Age: A Roadmap to Becoming a Dynamic Pricing Retailer," in Bijmolt, Tammo, Thijs Broekhuizen, Bas Baalmans, Nicolai Fabian (eds.): The digital transformation handbook – From academic research to practical insights, <https://www.rug.nl/gdbc/blog/pricing-in-the-digital-age>.

Arnd Vomberg and Martin Klarmann (2021), "Crafting Survey Research: A Systematic Process to Conducting Survey Research," in Homburg, Christian, Martin Klarmann, and Arnd Vomberg (eds.): Handbook of Market Research, Springer, [online first]

Arnd Vomberg, Karin Lauer, and Karen Weitkämper (2020), "Dynamic Pricing: Price Discovery in Electronic Market Places," in Kollmann, Tobias (ed.): Handbuch digitale Wirtschaft, Springer, 653-677, in German.

Homburg, Christian, Martin Klarmann, and Arnd Vomberg (eds.) (2020), Handbook of Market Research, Springer (*online first*).

Arnd Vomberg (2014), Value-based Marketing and Human Resource Management: The Contribution of Brands and Employees to Shareholder Value, Wiesbaden. (*Dissertation*), in German.

TEACHING ACTIVITIES

Since 2021	Empirical Methods (Master Program) , University of Mannheim
2020-2021	Marketing for Economics and Business (Bachelor Program) , University of Groningen
2019-2021	International Business and Supply Chain Marketing (Bachelor Program) , University of Groningen
2019-2021	Business-to-Business Marketing (Master Program) , University of Groningen
2019-2021	Industrial Marketing (Master Program) , University of Groningen
2013-2018	Empirical Methods (Master Program) , University of Mannheim
2018	Principles of Marketing (Bachelor Program) , University of Mannheim
Since 2015	Quantitative and Qualitative Research Methods (MBA Executive Education) , Mannheim Business School
Since 2009	Supervision of graduation theses Approximately 70 diploma and master theses, 25 seminar papers, 10 bachelor theses, and 8 MBA theses (group projects)

THIRD-PARTY FUNDING

Private Sector Robert Bosch GmbH: 70.000 €

MEMBERSHIPS, HONORS, AND AWARDS

Memberships Member of the *Association for Professors in Business Administration (VHB)*, *American Marketing Association*, and the *European Marketing Association*

Honors and Awards

2021 **Finalist Overall Best Paper Award**, Verband der Hochschullehrer für Betriebswirtschaft e.V. (VHB)

2020	Research Fellow of the School of Economics and Business (SOM), University of Groningen
2020	Marketing Strategy Consortium Fellow , University of Austin Texas
2014	Ralph Alexander Dissertation Award , HR Division of the Academy of Management
2014	Award for Excellent Research Results in the doctoral thesis, Stiftung Marketing, University of Mannheim

MENTORSHIP AND SERVICE

Ph.D. students	Co-promoter of one Ph.D. Student (University of Groningen) (2019-2020) Daily supervisor of five Ph.D. Students (University of Mannheim) (since 2012)
Reviewing	Ad-hoc reviewer at <i>International Journal of Research in Marketing</i> , <i>Strategic Management Journal</i> , and <i>Human Resource Management Journal</i> Reviewing for Conferences: Academy of Management Conference (AOM), American Marketing Association Conference (AMA), European Marketing Academy Conference (EMAC)
Award Chair	HR Division at the Academy of Management Award Committee Chair of the 2015 "Early Career Achievement Award"
University	Working Group: Diversity, Inclusion, and Social Safety Faculty of Business and Economics, University of Groningen (2019-2021)

CONFERENCE ORGANIZATION

2022	Thought Leader Conference on Artificial Intelligence, Signature Area Digital Business, Groningen, Netherlands.
2022	Seminar on "Cross- & Omnichannel Management" (together with St. Gallen University), Groningen, Netherlands.
2021	Young European Scholars in Marketing Conference, Groningen, Netherlands.

CONFERENCE PRESENTATIONS

2020	Annual Meeting of the Marketing Section within the VHB, Münster, Germany.
2019	INFORMS Marketing Science Conference, Rome, Italy. European Marketing Academy Conference (EMAC), Hamburg, Germany.
2018	INFORMS Marketing Science Conference, Philadelphia, Pennsylvania. European Marketing Conference (EMAC), Glasgow, UK. Theory + Practice of Marketing (TPM) Conference, Los Angeles, California. AMA Winter Educators Conference, New Orleans, Louisiana.
2017	Summer AMA Conference, San Francisco, California. Academy of Management Conference (AOM), Atlanta, Georgia. European Marketing Academy Conference (EMAC), Groningen. SMS Special Conference, Milan, Italy. AMA Winter Educators Conference, Orlando, Florida.
2016	Academy of Management Conference (AOM), Anaheim, California. AMA Winter Educators Conference, Las Vegas, Nevada.
2015	European Marketing Academy Conference (EMAC), Leuven.
2014	European Marketing Academy Conference (EMAC), Valencia.
2012	European Marketing Academy Conference (EMAC), Lisbon.

INDUSTRY EXPERIENCE (SELECTION)

2010-2012 **Consulting: Homburg & Partner**, Mannheim (Free-lance Consultant)
2007 **Chemicals: BASF SE**, Ludwigshafen, Germany (Internship)
2007 **Building Materials: HeidelbergCement AG**, Heidelberg, Germany
(Internship)

LANGUAGES

Languages German (native speaker), English (fluent), Spanish (very good command (C1)),
Dutch (basic knowledge (B1))