

Leif Brandes

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Academic Positions

Faculty of Economics and Management, University of Lucerne, Switzerland

09/2024 – today : Full Professor of Marketing
04/2018 – 09/2024: Full Professor of Marketing & Strategy

Warwick Business School, University of Warwick, United Kingdom

11/2017 – 03/2018: Associate Professor of Marketing and Behavioral Science (with tenure)
04/2015 – 10/2017: Assistant Professor of Marketing and Behavioral Science
09/2013 – 04/2015: Assistant Professor of Marketing

University College Dublin, Ireland

06/2017 – 09/2017: Part-Time Modular Lecturer
06/2016 – 09/2016: Part-Time Modular Lecturer
06/2015 – 09/2015: Part-Time Modular Lecturer

Yale School of Management, Yale University

01/2012 – 06/2012: Postdoctoral Fellow

Institute for Business Administration, University of Zurich

02/2021 – today : Visiting Lecturer
02/2008 – 10/2013: Senior Research Assistant
11/2004 – 01/2008: Research Assistant

Non-Academic Employment

10/2002 – 03/2003: Intern in Interest Rate Derivatives, Société Générale, London

Education

11/2004 – 03/2007 Ph.D., Business Administration (summa cum laude), University of Zurich
10/1999 – 11/2004 M.A. (Diploma), Mathematical Finance, University of Konstanz

Additional Qualifications and Continued Education

06/2022	<i>GSERM Global School in Empirical Research Methods (online)</i> : Experimental Methods for Behavioral Science, Text Mining, Deep Learning: Fundamentals and Applications.
06/2020	<i>GSERM Global School in Empirical Research Methods (online)</i> : Mediation, Moderation and Conditional Process Analysis II; Basic and Advanced Multilevel Modeling with R and Stan
06/2019	<i>GSERM Global School in Empirical Research Methods</i> , St. Gallen: Data Scraping and Management for Social Scientists with R, Bayesian Data Analysis, Mediation, Moderation and Conditional Process Analysis I
03/2014 - 06/2015	Postgraduate Certificate in Academic and Professional Practice, University of Warwick
01/2007 – 02/2008	Studycenter Gerzensee, Switzerland, Doctoral Program for Beginning Doctoral Students in Economics (Microeconomics and Econometrics)

Research Interests

Consumer Search, Online Word of Mouth, Marketing and New Technologies (AR, Blockchain, AI), Innovative Sales Techniques (Transparency, AI).

Computational and Programming Skills

R, Stata, Python, HTML, CSS, SQL, ztree

Key Publications (selected):

- 1) Brandes, Leif and Katharina Dölp. *Non-Fungible Tokens (NFTs) as Digital Brand Extensions: Evidence on Financial Performance and Parent-Brand Spillovers*. International Journal of Research in Marketing. Forthcoming.
- 2) Brandes, Leif, David Godes and Dina Mayzlin (2022). *Extremity Bias in Online Reviews: The Role of Attrition*. Journal of Marketing Research, 59(4), 675 – 695.
- 3) Brandes, Leif and Yaniv Dover (2022). *Offline Context Affects Online Reviews: The Effect of Post-Consumption Weather*. Journal of Consumer Research, 49(4), 595 – 615.
- 4) Bartling, Björn, Leif Brandes, and Daniel Schunk (2015). *Expectations as Reference Points: Field Evidence from Professional Soccer*. Management Science, 2464-2661.

Manuscripts Under Revision and Under Review:

- 1) Finken, David, Thomas Scheurer, Leif Brandes, and Reto Hofstetter. *The AR-Display Bias: Why Augmented Reality Increases Preferences More for Inferior Than for Superior Products*. Invited for 3rd Round Revision: Journal of Marketing Research.

Awards and Honors

2022: Nomination for Rigor and Relevance Prize of the Swiss Academy of Marketing Science

2020: Runner up for Credit Swiss Teaching Excellence Prize at the University of Lucerne

2017: WBS Award for Outstanding Contribution to Teaching 2016-2017

Research Funding and Applications:

Approved Funding:

2024: CHF 11,388 from Forschungskommission, University of Lucerne

2023: CHF 451'851 from Schweizerischer Nationalfonds (SNF)

2022: CHF 25,761 from Forschungskommission, University of Lucerne

2021: CHF 35,667 from Forschungskommission, University of Lucerne

2015: GBP 2,000 from Behavioral Science GRP, University of Warwick

2014: CHF 7,000 from Richard-Büchner-Stiftung, Zurich

2011: CHF 7,500 from Forschungskredit, University of Zurich

Ad-Hoc Referee (Selected):

Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Marketing Science, Management Science, International Journal of Research in Marketing, Journal of Retailing, Journal of Economic Behavior and Organization, Journal of Business Research, RAND Journal of Economics, European Economic Review, Journal of Economic Psychology.

Administrative Responsibilities

06/2024 – today: Director, Institute of Marketing and Analytics (IMA), University of Lucerne.

6/2024 – today: Co-Director of the Swiss Academy of Marketing Science (SAMS)

9/2023 – today: President of the Ethics Committee at the University of Lucerne

12/2022 – today: Program Director/ Initiator (CAS in AI Management for Business Value), University of Lucerne and University of Applied Sciences of Lucerne

08/2020 – 06/2024: Co-Director/Co-Founder, Institute of Marketing and Analytics (IMA), University of Lucerne.

09/2021 – 05/2025: Elected Member of the Equal Opportunity Committee, University of Lucerne

09/2019 – today: Program Coordinator (MA in Market-Oriented Management), University of Lucerne

- 10/2015 – 03/2018: Organizer of the Research Seminar of the Marketing Group at WBS, University of Warwick
- 08/2016 – 07/2017: Selected Member of the Future Leaders Board at WBS, University of Warwick

Conference Participation and Invited Research Talks

- 2025
European Marketing Association Conference, Madrid
Marketing Science Conference, Washington
Annual Conference of the Association for Consumer Research (ACR), Washington
(accepted for presentation)
Swiss Academy of Marketing Science, Lucerne (scheduled)
- 2024
University of Southern California, Los Angeles
Annual Conference of the Association for Consumer Research (ACR), Paris
Swiss Academy of Marketing Science, Lucerne
- 2023
Theory and Practice in Marketing (TPM), Lausanne
Swiss Academy of Marketing Science, Lucerne
- 2022
2nd International Conference on Crypto-Marketing, Columbia University, New York
Swiss Academy of Marketing Science, Lucerne
University of Geneva (online)
- 2021
Swiss Academy of Marketing Science, Lucerne
1st International Conference on Crypto-Marketing, University of Lucerne
IBW Club, University of Zurich
- 2020
Swiss Academy of Marketing Science, Lucerne (online)
University of Zurich (online)
Marketing Science Conference (online)
- 2019
Marketing Research Seminar UZH and ETHZ
CBSIG Conference, University of Bern
Marketing Science Conference, Rome.
- 2018
ZEW Conference on the Economics of Information and Communication Technologies,
ZEW Mannheim
- 2017
Annual Meeting of the Wissenschaftliche Kommission Organisation, University of
Hamburg.
- 2016
American Marketing Association (AMA), Winter Meeting, Las Vegas (invited)
Triennial Invitational Choice Symposium, Lake Louise (invited)
ZEW Conference on the Economics of Information and Communication Technologies,
ZEW Mannheim (invited)
University of Lucerne
Association for Consumer Research (ACR), Berlin
University of Lausanne

- 2015 Annual Meeting of the Wissenschaftliche Kommission Organisation, University of Zurich
University of Trier
University of Konstanz
- 2013 Annual Meeting of the Wissenschaftliche Kommission Organisation, University of Jena.
Annual Meeting of the Verein der Hochschullehrer für Betriebswirtschaft, University of Würzburg
ESA World Meetings, Zurich
Thurgau Experimental Economics Meeting, Thurgau
- 2012 Marketing Science Conference, Boston
4 Schools Conference (Yale, NYU, Columbia, Wharton), New York.
- 2011 Marketing Science Conference, Houston
Annual Conference of the Royal Economic Society, Royal Holloway, University of London.
Colloquium on Personnel Economics, University of Zurich
International Meeting on Experimental and Behavioral Economics, Barcelona.
Annual Meeting of the Verein der Hochschullehrer für Betriebswirtschaft, TU Kaiserslautern.
Annual Meeting of the Wissenschaftliche Kommission Organisation, Berlin.
- 2010 Economics and Psychology of Football, London.
Conference on European Sports Economics, Cologne.
- 2009 International Meeting of the Western Economic Association, Vancouver.
- 2008 Annual Meeting of the Wissenschaftliche Kommission Organisation, LMU University, Munich.
- 2007 International Meeting of the Western Economic Association, Seattle.
- 2006 International Meeting of the Western Economic Association, San Diego.
Meeting of the Eastern Economic Association, Philadelphia.

Teaching Experience

University of Lucerne

On-going:

Introduction to Business Administration (BA)
Advanced Marketing Management (MA)
Brand Management (BA/MA)
Marketing Analytics* (MA)
Marketing Management** (BA)
Artificial Intelligence for Business Value* (BA)
Marketing Challenge Series (BA/MA)

*: in preparation for HS25

**: in preparation for FS26

Past:

Strategic Management (BA)
Markets & Strategies (MA)
Marketing Seminar (MA)
Services Marketing (BA)
Management and Marketing in the Entertainment Industry (MA)
Judgment in Managerial Decision-Making (BA/MA)

University of Zurich

Management and Marketing in the Entertainment Industry (MA)
Firm Boundaries and Competitive Analysis (MA)
Corporate Governance (BA)
Judgment in Strategic Management (MA, Seminar)
Behavioral Sports Economics (PhD)
Behavioral Sports Economics (MA)
European Sports Economics: Theory and Practice (MA)
Behavioral Consumer Behavior (MA, Seminar)
Behavioral Consumer Behavior (BA, Seminar)
Introduction to Business Administration II (BA, Tutorial)

University of Warwick

Foundations of Business (Foundation Year Program)
Marketing Analytics (MA)
Marketing (EMBA)
International Marketing (BA)
Services Marketing (MA)

University College Dublin

Global Marketing Strategy (MA)

University of Konstanz

Calculus III (BA, Tutorial)
Stochastics I (BA, Tutorial)

Date prepared: June 26, 2025