

# **Leif Brandes**

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## **Academic Positions**

*Faculty of Economics and Management, University of Lucerne, Switzerland*

04/2018 – today: 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*

02/2022 – 06/2022: Visiting Lecturer

02/2021 – 06/2021: 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 *GSERM Global School in Empirical Research Methods (online)*: Experimental Methods for Behavioral Science, Text Mining, Deep Learning: Fundamentals and Applications.

06/2020 *GSERM Global School in Empirical Research Methods (online)*: Mediation, Moderation and Conditional Process Analysis II; Basic and Advanced Multilevel Modeling with R and Stan

06/2019 *GSERM Global School in Empirical Research Methods*, 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**

Customer Word of Mouth and Business Strategy, Digital Technologies (AR, Blockchain) and Value Creation, Managerial Judgment and Decision-Making, Differentiation Strategies

## **Computational and Programming Skills**

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

## **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:

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):**

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

### **Administrative Responsibilities**

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

Since 12/2022: Program Director/ Initiator (CAS in Behavioral and Neuroscience for Business), University of Lucerne

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

09/2021: 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 Talks**

2022 2<sup>nd</sup> 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  
1<sup>st</sup> 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:

Strategic Management (BA)  
Introduction to Business Administration (BA)  
Markets & Strategies (MA)  
Judgment in Managerial Decision-Making (BA/MA)  
Management and Marketing in the Entertainment Industry (BA/MA)  
WF Business Challenge Series (BA/MA)  
Advanced Marketing Management (MA)  
Marketing Science Seminar (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)