

Stefan J. Hock

University of Connecticut
School of Business

Stefan.Hock@uconn.edu

ACADEMIC EXPERIENCE

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| August 2019 - current | Assistant Professor of Marketing
University of Connecticut, School of Business |
| August 2015 - May 2019 | Assistant Professor of Marketing
George Mason University, School of Business |

EDUCATION

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| 2011 - 2015 | Doctor of Philosophy
Virginia Tech, Pamplin School of Business, Blacksburg, VA
Major: Marketing, Minor: Statistics |
| 2005 - 2010 | Diplom Kaufmann (equivalent to Master of Science)
Ludwig-Maximilians University, Munich, Germany
Majors: Marketing and Accounting (double major) |

RESEARCH

- **Consumer Decision Making:** mobile mindset, crowding, creativity, promotions
- **Firm Performance:** financial and reputational impact of firm actions

PUBLICATIONS

- Mafael, Alexander, Sascha Raithel, and **Stefan J. Hock**, “Managing customer satisfaction after a product recall: the joint role of remedy, brand equity, and severity,” forthcoming at *Journal of the Academy of Marketing Science*.
- Raithel, Sascha, Alexander Mafael, and **Stefan J. Hock**, “The effects of brand equity and failure severity on remedy choice after a product recall,” forthcoming at *Journal of Product & Brand Management*.
- Raithel, Sascha and **Stefan J. Hock** (2021), “The crisis-response match: an empirical investigation,” *Strategic Management Journal*, 42 (1), 170-84.
 - Media coverage: UConn Today
- **Hock, Stefan J.**, Rajesh Bagchi, and Thomas M. Anderson (2020), “Promotional games increase consumer conversion rates and spending,” *Journal of Consumer Research*, 47 (1), 79-99.

- Media coverage: Science Daily, Market Business News, UConn Today
- **Hock, Stefan J.** and Sascha Raithel (2019), “Managing negative celebrity endorser publicity: how announcements of firm (non)responses impact stock returns, *Management Science*, 66 (3), 1473-95.
 - Media coverage: Harvard Business Review, National Affairs, MediaPost, Der Tagesspiegel (Germany), Throughline
- Zhu, Meng, Rajesh Bagchi, and **Stefan J. Hock** (2019), “The mere deadline effect: why more time might sabotage goal pursuit,” *Journal of Consumer Research*, 45 (5), 1068-84.
 - Media coverage: NBC, National Affairs, PRWeb, BizEd
- **Hock, Stefan J.** and Rajesh Bagchi (2018), “The impact of crowding on calorie consumption,” *Journal of Consumer Research*, 44 (5), 1123-40.
 - Media coverage: National Affairs, EURIB
- Raithel, Sascha, Charles R. Taylor, and **Stefan J. Hock** (2016), “Are Super Bowl ads a super waste of money? Examining the intermediary roles of customer-based brand equity and customer equity effects,” *Journal of Business Research*, 69 (9), 3788-94.
 - Media coverage: strategy + business
- Weaver, Kimberlee, **Stefan J. Hock**, and Stephen M. Garcia (2016), “Top 10 reasons: when adding persuasive arguments reduces persuasion,” *Marketing Letters*, 27, 27-38.
 - Media coverage: Social Psych Online

MANUSCRIPTS UNDER REVIEW

- **Hock, Stefan J.** and Kelly Herd, “Title withheld to ensure double-blind review,” reject & resubmit at *Journal of Marketing Research*.
- Ferguson, Kristen, Kelly Herd, and **Stefan J. Hock**, “Title withheld to ensure double-blind review,” invited for second round review at *Journal of Marketing Research*.
- **Hock, Stefan J.**, Mafael, Alexander, Sascha Raithel, and **Stefan J. Hock**, “Product recall effectiveness (abbreviated title),” status: data collection, target: *Journal of Marketing*.

MANUSCRIPTS IN PROGRESS

- **Hock, Stefan J.**, “Social distancing (abbreviated title),” status: data collection, target: *Journal of Consumer Research*.
- **Hock, Stefan J.**, “Food deliveries (abbreviated title),” status: data collection, target: *Journal of Consumer Research*.

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- Berger-Walliser, Gerlinde, Björn Walliser, and **Stefan J. Hock**, “Influencer marketing (abbreviated title),” status: idea generation, target: A-level Business Law journal.
 - Ferguson, Kristen, Kelly Herd, and **Stefan J. Hock**, “Mobile marketing (abbreviated title),” status: data collection, target: *Journal of Consumer Research* or *Journal of Marketing Research*.

REFEREED CONFERENCE PRESENTATIONS¹

- Ferguson, Kristen*, Kelly Herd, and **Stefan J. Hock** (2021), “*The impact of social distancing on creativity,*” *Association for Consumer Research, North American Conference (virtual)*.
- Berry, Christopher* and **Stefan J. Hock** (2020), “Understanding drivers of healthful consumption experiences,” *AMA Marketing and Public Policy Conference, virtual*.
- Raithel, Sascha* and **Stefan J. Hock** (2019), “The impact of product recall strategies on customers and investors,” *Winter AMA Conference, Dallas*.
- Mafael, Alexander*, Sascha Raithel and **Stefan J. Hock** (2018), “Exploring actual and ideal product recall strategies: the moderating role of brand equity,” *European Marketing Academy Conference, Glasgow, Scotland*.
- **Hock, Stefan J.*** and Rajesh Bagchi (2017), “The impact of crowding on calorie consumption,” *Association for Consumer Research, North American Conference, San Diego*.
- Mafael, Alexander*, Sascha Raithel and **Stefan J. Hock** (2017), “The impact of firm response to product-harm crises on customer satisfaction: the mediating role of moral judgment,” *European Marketing Academy Conference, Groningen, Netherlands*.
- Raithel, Sascha* and **Stefan J. Hock** (2017), “A stock market perspective on firm responses to celebrity endorser scandals,” *Winter AMA Conference, Orlando*.
- Zhu, Meng*, Rajesh Bagchi and **Stefan J. Hock** (2016), “The unintended consequences of long deadlines on goal pursuit,” *Association for Consumer Research, North American Conference, Berlin, Germany*.
- Raithel, Sascha and **Stefan J. Hock*** (2014), “Negative Celebrity Publicity and Firm Value: How Critical Are Immediate Firm Reactions?” *Winter AMA Conference, Orlando*.

* Denotes presenter.

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- Weaver, Kimberlee, **Stefan J. Hock*** and Stephen M. Garcia (2013), “Top 10 lists: public ads that hurt the cause,” *Association for Consumer Research, North American Conference*, Chicago.

AWARDS AND HONORS

At University of Connecticut:

- Dean’s Behavioral and Experiments Research Fund (Fall 2020): \$3,168
- Scholarship Facilitation Fund (Fall 2020, Spring 2020, Fall 2021): \$2,000
- OVPR/AAUP Faculty Travel Award (Fall 2019): \$2,000

At George Mason University:

- Outstanding Professor in Marketing, only one professor per department is selected by graduating seniors (2018)
- Recognized by George Mason’s Stearns Center for Teaching and Learning as a professor who made a significant difference in students’ lives (2017)

At Virginia Tech:

- Doctoral Summer Research Grant (2014): \$7,500
- AMA-Sheth Consortium Fellow (2014)

TEACHING

University of Connecticut (Assistant Professor):

- Consumer Behavior (MKTG 3208): 5.0/5.0 (in-person)
- Consumer Behavior (MKTG 3208): 4.0/5.0 across 5 sections (online)

George Mason University (Assistant Professor):

- Consumer Behavior (MKTG 312): 4.7/5.0 across 9 sections
- Principles of Marketing (MKTG 301/303): 4.6/5.0 across 2 sections
- Marketing Management (EMBA 623): 4.6/5.0

Virginia Tech (Doctoral Student):

- Marketing Management (MKTG 3104): 4.5/5.0
- Consumer Behavior (MKTG 4204): 4.95/5.0 across 2 sections

PROFESSIONAL SERVICE

Ad Hoc Reviewing:

- Journal of Consumer Research
- Journal of Marketing Research
- Journal of Consumer Psychology

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- Journal of Business Research
 - Association of Consumer Research Conference
 - Society of Consumer Psychology Conference
 - American Marketing Association Conference (Summer, Winter)
 - AMS/Mary Kay Dissertation Competition
 - Program Committee for 2022 Society for Consumer Psychology Conference

University of Connecticut:

- Faculty Hiring Committee (Fall 2020, Fall 2021)
- Virtual Brown Bag & Speaker Series organizer (Fall 2020, Spring 2021)
- Undergraduate Assessment Committee (since August 2019)
- PhD Committee (since August 2019)
- Behavioral Lab coordinator (since August 2019)
- Advisor for marketing students (since Fall 2021)
- “Build your Academic Vita” (presentation for all School for Business PhD students; since Spring 2021)
- Academic Contact for Men’s Soccer Program Recruiting (since August 2019)
- Dissertation Committee Member for Qizhou Wang (graduated May 2021)
- Qualifying Paper Committee Member for Justin Sieow (since April 2020)
- General Examination Committee Member for Kristen Ferguson (since April 2020)
- Individualized major advisor (since Fall 2021)

George Mason University:

- D.C. Marketing Colloquium (Co-Organizer), 2018
- 15 external attendees from universities in Virginia and Washington D.C.
- Key note speakers: *V. Kumar* (former editor: Journal of Marketing) and *Brent McFerran* (associate editor: Journal of Consumer Psychology)
- D.C. Marketing Colloquium (Lead-Organizer), 2017
- 30 external attendees from universities in Virginia, Washington D.C., Maryland, and Pennsylvania
- Key note speakers: *Linda Price* (editor-elect: Journal of Consumer Research), *Vikas Mittal* (co-editor: Journal of Marketing), and *Lauren Block* (associate editor: Journal of Consumer Research)
- Faculty Recruitment (Committee Member), 2017
- George Mason University Speakers Series (Co-Organizer), 2016
- Faculty Mentor for Marketing Majors, 2016-2019