

# CV

## Christian Hildebrand

### ■ Contact Information

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### ■ Academic Positions

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since 02/2019 University of St. Gallen  
*Full Professor of Marketing Analytics, Director TechX Lab, IfM-HSG*

2/2017– 01/2019 University of Geneva  
*Associate Professor of Marketing Analytics (with Tenure)*

12/2015 – 01/2017 University of Geneva  
*Assistant Professor of Marketing Analytics (Tenure Track)*

07/2014 – 10/2014 Stanford University – Graduate School of Business  
*Visiting Scholar*

05/2012 – 11/2015 University of St. Gallen  
*Post-Doctoral Research Fellow & Project Leader*

02/2012 Duke University – Fuqua School of Business  
*Visiting Scholar*

### ■ Doctoral & Post-Doctoral Visits

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07/2012 – 08/2012 University of Michigan  
*Probability Models for Social Network Data; Advanced Maximum Likelihood Estimation*

08/2011 – 09/2011 University of Essex  
*Advanced Network Analysis; Cross Sectional Time Series Models*

06/2010 – 07/2010 University of Michigan  
*Maximum Likelihood Estimation; Advanced Regression Models*

08/2009 – 09/2009 Northwestern University – Kellogg School of Management  
*Visiting Student*

### ■ Education

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02/2010 – 04/2012 University of St. Gallen  
*Doctoral Dissertation (with highest Distinction)*

10/2004 – 10/2009 University of Trier  
*Diploma in Economics and Business (with highest Distinction)*

03/2003 St. Willibrord Gymnasium Bitburg  
*A-Levels / Matriculation*

## ■ Selected Project & Consulting Experience

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Projects with Leading Positions or Co-Leading Positions:

- *Audi AG*: Social Car Configurators, Two Stage Customization, Virtual Reality
- *Skoda AG*: Social Media Integration in Car Configurators
- *Volkswagen AG*: Driving Pattern Prediction for Electric Vehicles
- *T-Systems International*: Positioning of Cloud Services
- *Automotive Reloaded*: Industry Summit (T-Systems International, Automotive IT)
- *The Piik*: Invitation-Only Summit in Co-operation with leading Swiss companies

Projects with Non-Leading Positions:

- *Audi AG*: Cross-Cultural Product Customization
- *Roche Diabetes Care GmbH*: Mobile Applications & Personalized Medicine
- *Swiss Post AG*: Interactive Decision Aids
- *Mammut AG*: Customer Clinic for Soft-Shell Jackets
- *Valora AG*: Digital Signage Systems
- *Kind GmbH*: Behavioral Branding & Brand Strategy
- *B2B Brand Excellence*: Brand Strategy with 10+ companies (various industries)
- *REWE AG*: Employee Satisfaction and Financial Performance

## ■ Work Experience

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<i>since 07/2005</i>	Part-Time Self-Employment (IT Consulting) <i>Content Mgmt. Systems, Shopping Solutions, Billing Systems</i>
<i>since 08/2007</i>	Part-Time Self-Employment (Marketing Analytics Consulting) <i>Category Management Optimization, Targeted Marketing</i>
<i>08/2009 – 01/2010</i>	Assistant to the CEO, AFE Indutec & Consult GmbH <i>Business Process Modeling; Pricing</i>
<i>10/2008 – 01/2009</i>	Intern, Daimler AG <i>Customer Analytics &amp; Product Management</i>
<i>06/2008</i>	IBM AG <i>Supply Chain Strategy &amp; Optimization</i>
<i>06/2007 – 12/2007</i>	Research Assistant, Marketing & Innovations, University of Trier <i>Development E-Learning Platform</i>
<i>04/2007 – 04/2008</i>	Tutor, Marketing & Retail, University of Trier <i>Operations Research, Innovation Management</i>
<i>06/2006 – 06/2007</i>	Research Assistant, Computing Center, University of Trier <i>Consulting (Software Packages, Statistical Consulting)</i>
<i>01/2006 – 04/2006</i>	Intern, Laborox GmbH <i>Pricing &amp; Quantitative Market Research</i>
<i>04/2003 – 12/2003</i>	German Air Force <i>Military service, Weert / Netherlands</i>
<i>2002 – 2004</i>	Fitness Instructor <i>City Fit Bitburg, Bodystyle Sports Club Trier, Eifel Sport Hotel</i>

## ■ Awards & Honors

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2020	Member of the Editorial Review Board Journal of Consumer Research
2020	Junior Faculty & Early Career Mentoring Advisor Association for Consumer Research
2015	Rigor & Relevance Award Swiss Academy of Marketing Science
2014	Junior Scientist Award Business Innovation Days, University of St. Gallen
2012	Amicitia Award for Best Doctoral Dissertation University of St. Gallen, Graduation Year 2011-2012
2010, 2011, 2012	Scholarships Swiss National Science Foundation for Participation in Quantitative Methods Summer Schools in USA & UK
10/2008 – 09/2010	Scholarship “Schmalenbach Association for Business Administration”
11/2009	Best Overall Diploma in Business Studies University of Trier, Graduation Year 2008-2009
08/2009	Student Presentation Prize Winner, NICO Complexity Conference, Northwestern University, Kellogg School of Management

## ■ Journal Publications

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- Hildebrand, C., Bergner, A. (2020): Conversational Robo Advisors as Surrogates of Trust: Onboarding Experience, Firm Perception, and Consumer Financial Decision Making, *Journal of the Academy of Marketing Science*, *Forthcoming*.
- Hildebrand, C., Efthymiou, F., Busquet, F., Hampton, W., Hoffman, D., Novak, T. (2020): Voice Analytics in Business Research: Conceptual Foundations, Acoustic Feature Extraction, and Applications, *Journal of Business Research*, Vol. 121, pp. 364–374.
- Walter, M., Hildebrand, C., Häubl, G., Herrmann, A. (2020): Mixing it up: Disfluent Product Display Formats Promote the Choice of Unfamiliar Products, *Journal of Marketing Research*, Vol. 57(3), pp. 509–526.
- Melumad, S., Hadi, R., Hildebrand, C., Ward, A. (2020): Technology-Augmented Choice: How Digital Innovations are Transforming Consumer Decision Processes, *Customer Needs and Solutions*, pp. 1–12.
- De Bellis, E., Hildebrand, C., Ito, K., Schmitt, B., Herrmann, A. (2019): Personalizing the Customization Experience: A Matching Theory of Mass Customization Interfaces and Culture-Specific Information Processing, *Journal of Marketing Research*, Vol. 56(6), pp. 1050–1065.
- Hildebrand, C. (2019): The Machine Age of Marketing: How Artificial Intelligence Changes the Way People Think, Act, and Decide, *Marketing Intelligence Review*, Vol. 11(2), p. 10-17.
- Hildebrand, C., Bergner, A. (2019): AI-Driven Sales Automation: Using Chatbots to Boost Sales, *Marketing Intelligence Review*, Vol. 11(2), p. 36-41.
- Hildebrand, C., Schlager, T. (2019): Focusing On Others Before You Shop: Exposure To Facebook Promotes Conventional Product Configurations, *Journal of the Academy of Marketing Science*, Vol. 47(2), pp. 291–307.

- Rudd, M., Hildebrand, C., Vohs, K.D. (2018): Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation, *Journal of Marketing Research*, Vol. 55(5), pp. 766–781.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A., Franke, N. (2018): Social Customization Systems: Peer Input, Conformity, and Consumers' Evaluation of Customized Products, *Journal of Management Information Systems*, Vol. 35(1), pp. 319–349.
- Lieven, T., Hildebrand, C. (2016): The Impact of Brand Gender on Brand Equity: Findings from a Large-Scale Cross-Cultural Study in Ten Countries, *International Marketing Review*, Vol. 33(2), pp. 178–195.
- De Bellis, E., Hildebrand, C., Ito, K., Herrmann, A. (2015): Cross-National Differences in Uncertainty Avoidance Predict the Effectiveness of Mass Customization Across East Asia: A Large-Scale Field Investigation, *Marketing Letters*, Vol. 26(3), pp. 309–320.
- Hildebrand, C., Häubl, G., Herrmann, A. (2014): Product Customization via Starting Solutions, *Journal of Marketing Research*, Vol. 51(6), pp. 707–725.
- Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): Conformity and the Crowd, *Harvard Business Review*, Jul.–Aug., p. 23.
- Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): When Social Media Can Be Bad For You: Community Feedback Stifles Consumer Creativity and Reduces Satisfaction with Self-Designed Products, *Information Systems Research*, Vol. 24(1), pp. 14–29.
- Herrmann, A., Hildebrand, C., Sprott, D., Spangenberg, E. (2013): Option Framing and Product Feature Recommendations: Product Configuration and Choice, *Psychology & Marketing*, Vol. 30(12), pp. 1053–1061.
- Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2012): Increasing Brand Attractiveness and Sales Through Social Media Comments on Public Displays – Evidence from a Field Experiment in the Retail Industry, *Lecture Notes In Computer Science*, Vol. 7319, pp. 443–460.

## ■ Selected Papers under Review

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- Gamified Shopping: How Games Create a Desire to Acquire  
(*Journal of Marketing Research, Third Round*)  
(with T. Schlager, G. Häubl)
- Interface Haptics and Consumer Choice  
(*Journal of Consumer Research, Second Round*)  
(with J. Levav)
- Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice  
(*Journal of Consumer Research, Second Round*)  
(with A. Bergner, G. Häubl)
- Distance Learning in Higher Education: Evidence from a Randomized Field Experiment  
(*Journal of the European Economic Association, Second Round*)  
(with P. Cacault, J. Lucchetti, M. Pellizzari)

## ■ Selected Papers In Preparation for Submission

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“Hot” to the Touch? The Effect of Touchscreens on Arousal, Processing Depth, and Consumer Decision Making

Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice

The Hidden Costs of Self-Service Technologies: When Autonomy Becomes a Burden

## ■ Proceedings Publications

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Belk, R., Fritz, W., Giesler, M., Hadi, R., Huang, S.-C., Hildebrand, C., Hoffman, D., Meyer, R., Novak, T., Puntoni, S., Reczek, R., Schmitt, B., Stephen, A., Valenzuela, A., Wertenbroch, K., Yalcin, G. (2020): Back to the Future: A Virtual Roundtable of Senior Academics Sharing Insights from Consumer Research on Technology, ACR Knowledge Forum, *Association for Consumer Research (ACR)*.

Castelo, N., Boegershausen, J., Hildebrand, C., Henkel, A. (2020): How Robotic Customer Service Impacts Consumers' Evaluation of the Firm, *Association for Consumer Research (ACR)*.

Valenzuela, A., Luna, D., Hildebrand, C., Du, J. (2020): Experiential Effects of Device-Dependent Voice Interactions: Resolving the Power Imbalance between Voice-assistants and Users, *Association for Consumer Research (ACR)*.

Bergner, A., Hartmann, J., Hildebrand, C. (2020): Conferring Minds to Machines: A Deep Learning Approach to Anthropomorphism, Technology Attachment, and Task Delegation, *Association for Consumer Research (ACR)*.

Hampton, W., Hildebrand, C. (2020): Pavlov's Buzz: Mobile Vibrations as Conditioned Rewards and Modifiers of Consumer Choice, *Association for Consumer Research (ACR)*.

Busquet, F., Hildebrand, C. (2020): Black-Box Emotion Detection: On the Variability and Predictive Accuracy of Automated Emotion Detection Algorithms, *Association for Consumer Research (ACR)*.

Bouwer, A., Hildebrand, C. (2020): A Contingency Theory of Artificial Intelligence: Consumer Beliefs, Value Creation, And Resistance to Creative AI, *Association for Consumer Research (ACR)*.

Hildebrand, C., Hoffman, D., Novak, T. (2020): Syntactical Constriction in Human Machine Interaction with Digital Voice Assistants, *Academy of Management (AOM)*, Vancouver, Canada.

Efthymiou, F., Hildebrand, C. (2020): Morphing Vulnerable Machines: Paralinguistic Cues in Digital Voice Assistants Shape Perceptions of Physicality, Vulnerability, And Trust, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.

Busquet, F., Hildebrand, C. (2020): Black-Box Emotion Detection: On the Variability and Predictive Accuracy of Automated Emotion Detection Algorithms, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.

Hampton, W., Hildebrand, C. (2020): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.

- Bergner, A., Hildebrand, C., Häubl, G. (2020): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Hildebrand, C., Bergner, A. (2020): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Mis-calibrated Risk Taking, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Hildebrand, C., Hoffman, D., Novak, T. (2019): Dehumanization in the IoT: Experiential Consequences of Human Interaction with Digital Voice Assistants, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Hampton, W., Hildebrand, C. (2019): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Hildebrand, C., Bergner, A. (2019): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Mis-calibrated Risk Taking, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Bergner, A., Hildebrand, C., Häubl, G. (2019): Conversational Interfaces as Persuasion Devices: Implications for Consumer Choice and Brand Perceptions, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Hampton, W., Hildebrand (2019): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *Psychology of Technology Conference*, Washington, USA.
- Hildebrand, C., Hoffman, D., Novak, T. (2019): Dehumanization in the IoT: Experiential Consequences of Syntactically Constricted Human-Machine Interaction with Digital Voice Assistants, *GW Intelligence of Things Conference*, Washington, USA.
- Hildebrand, C., Bergner, A., Häubl, G. (2019): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Miscalibrated Risk Taking, *Society for Consumer Psychology (SCP)*, Savannah, USA.
- Bergner, A., Hildebrand, C., Häubl, G. (2019): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *Society for Consumer Psychology (SCP)*, Savannah, USA.
- Hildebrand, C., Bergner, A., Häubl, G. (2019): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *American Marketing Association CBSIG*, Berne, Switzerland.
- Hildebrand, C., Hilden, T., Häubl, G. (2018): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *Advances in Consumer Research (ACR)*, Dallas, USA.
- Hildebrand, C., Zhu, Y. (2018): The Psychophysiology of Touch-Sensitive Interfaces: Somatosensory Encoding of Intensity, Pleasantness, and Technology-Induced Affect-Regulation, *European Marketing Association Conference (EMAC)*, Glasgow, UK.
- Hilden, T., Hildebrand, C. (2018): Conversational Customization Systems: How Natural-Language Processing Transforms Customer-Firm Relationships, *European Marketing Association Conference (EMAC)*, Glasgow, UK.

- Walter, M., Hildebrand, C., Häubl, G., Herrmann, A. (2017): Mixing It Up: The Influence of Unsystematic Product Arrangements on Assortment Processing, *Advances in Consumer Research (ACR)*, San Diego, USA.
- Hildebrand, C., Levav, J. (2017): Touch-Sensitive Computing Interfaces as Drivers of Experiential Consumption, *Advances in Consumer Research (ACR)*, San Diego, USA.
- Hildebrand, C. (2017): The Psychophysiology of Touch-Sensitive Interfaces, *Advances in Consumer Research (ACR)*, San Diego, USA.
- De Bellis, E., Hildebrand, C., Ito, K., Schmitt, B., Herrmann, A. (2017): How Cultural Identity Drives the Effectiveness of Mass Customization, *Advances in Consumer Research (ACR)*, San Diego, USA
- Hildebrand, C., Levav, J., Herrmann A. (2016): Technology-Enhanced Preference Modalities: How Multi-Touch Devices Drive Experiential Consumption and Sales, *European Marketing Association Conference (EMAC)*, Oslo, Norway.
- Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2016): The Impact of Product Display Formats on Consumers' Exploratory Search Behavior and Choice of Novel Product Alternatives, *European Marketing Association Conference (EMAC)*, Oslo, Norway.
- Esch, D., Hildebrand, C., Herrmann, A., (2016): Who Is David and Who Goliath? Consumers Variety and Complexity Perceptions as Opposing Drivers of Assortment Attractiveness and Choice Satisfaction, *European Marketing Association Conference (EMAC)*, Oslo, Norway.
- Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2016): Mixing It Up: Disfluent Product Display Formats Promote the Adoption of Novel Products, *Theory and Practice in Marketing Conference (TPM)*, Houston, USA.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2016): Gamified Shopping: How Challenging Tasks Create a Desire to Acquire, *Theory and Practice in Marketing Conference (TPM)*, Houston, USA.
- Schaefer, P., Hildebrand, C. (2016): Identification of Effective HIV Interventions When  $P \gg N$ : A Cross-Country Application of Variable Selection Models and Elastic Net Regression Modelling, *JMP Discovery Summit*, Brussels, Belgium.
- Hildebrand, C., Levav, J. (2016): Technology-Enhanced Preference Modalities: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Society for Consumer Psychology (SCP)*, St. Pete Beach (FL), USA.
- Schlager, T., Hildebrand, C., Franke, N., Häubl, G., Herrmann, A. (2016): Social Product Customization: Peer Input, Conformity, and Consumers' Evaluation of Customized Products, *Society for Consumer Psychology (SCP)*, St. Pete Beach (FL), USA.
- Hildebrand, C., Levav, J., Herrmann, A. (2015): Haptic Product Configuration: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- De Bellis, E., Hildebrand, C., Ito, K., Herrmann, A., Schmitt, B. (2015): Examining the Global Boundaries of Mass Customization: Conventional Configuration Procedures Clash with Holistic Information Processing, *Advances in Consumer Research (ACR)*, New Orleans, USA.

- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): The Facebook Mindset Effect: Incidental Exposure to Facebook Increases Consumers' Other-Focus and Promotes Conservative Product Choices, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2015): Fighting Fixation and Promoting Exploration: The Influence of Non-Foveal Object Presentation on Consumer Search and Retail Sales, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- Hildebrand, C., Levav, J., Herrmann, A. (2015): Visceral Touch: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Theory and Practice in Marketing Conference (TPM)*, Atlanta, USA.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): Incidental Exposure to Facebook Increases Consumers' Other-Focus and Promotes Conservative Product Choices, *European Marketing Association Conference (EMAC)*, Leuven, Belgium.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2015): Product Gamification, *European Marketing Association Conference (EMAC)*, Leuven, Belgium.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): The Facebook Mindset Effect: Incidental Exposure to Facebook Reduces Consumers' Self-Focus and Promotes Conservative Product Choices, *Society for Consumer Psychology (SCP)*, Phoenix (AZ), USA.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2015): Product Gamification, *Society for Consumer Psychology (SCP)*, Phoenix (AZ), USA.
- Hildebrand, C., Schlager, T., Herrmann, A. (2014): Channel Priming: Salient Facebook Cues Impede Self-Awareness and Reduce the Feature-Richness of Self-Designable Products, *Thought Leaders in Marketing Channels Conference*, Paris, France.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2014): Product Gamification, *Advances in Consumer Research (ACR)*, Baltimore (MD), USA.
- De Bellis, E., Ito, K., Hildebrand, C., Herrmann, A., Schmitt B. (2014): From Global Rollout to Local Failure: Western Self-Design Systems and Eastern Information Processing, *Society for Consumer Psychology (SCP)*, Washington (DC), USA.
- De Bellis, E., Häubl, G., Hildebrand, C., Herrmann, A., Hertwig, R. (2013): Fatal Attractiveness: How Mating Cues Affect Managerial Decision Making, *Society for Judgment and Decision Making (SJDM)*, Toronto, Canada.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): Revealing Painful Truths: The impact of Friends on Self-Reports of Health-Related Behavior, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.
- De Bellis, E., Griffin, J., Hildebrand, C., Hofstetter, R., Herrmann, A. (2013): Can't See the Forest For the Trees: Increased Local Processing in Mass Customization Systems, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.
- Hildebrand, C., Hofstetter, R., Herrmann, A., Huber, J., Häubl, G. (2013): Harnessing Tacit Knowledge in Social Networks – A Social Approach to Incentivizing Truth-Telling, *Advertising and Consumer Psychology Conference (ACP)*, San Diego (CA), USA.



- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Advertising and Consumer Psychology Conference (ACP)*, San Diego (CA), USA.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): A social approach to truth-telling, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Development of a Two-Step Customization Approach to Minimize Consumers' Decision Complexity and Maximize Companies' Profitability – Evidence from Field and Lab Experiments, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- De Bellis, E., Hildebrand, C., Griffin, J., Hofstetter, R., Herrmann, A. (2013): Accentuating the Forest Instead of the Trees: Induced Global Processing in Mass Customization Systems, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Theory & Practice in Marketing (TPM)*, London, UK.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): Revealing Painful Truths: The Impact of Friends on Self-Reported Health Behavior, *Theory & Practice in Marketing (TPM)*, London, UK.
- Hildebrand, C., Hofstetter, R., Herrmann, A. (2012): Modeling Viral Marketing Dynamics in Social Networks – Findings From Computational Experiments with Agent-Based Simulation Models, *International Conference on Information Systems (ICIS)*, Orlando (FL), USA.
- Hildebrand, C., Landwehr, J. R., Herrmann, A., Häubl, G. (2012): Taking the Complexity Out of Complex Product Customization Decisions, *Advances in Consumer Research (ACR)*, Vancouver, Canada.
- Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2012): Increasing Brand Attractiveness and Sales Through Social Media Comments on Public Displays – Evidence from a Field Experiment in the Retail Industry, *International Conference on Pervasive Computing (PERVASIVE)*, Newcastle, UK.
- Hildebrand, C., Landwehr, J. R., Herrmann, A., Häubl, G. (2012): Converging Consumer Preferences Online: The Influence of Community Feedback on Creativity and Satisfaction with Self-Designable Products, *European Marketing Association Conference (EMAC)*, Lisbon, Portugal.
- Forster, N., Hildebrand, C., Herrmann, A. (2012): The Role of Motivational Drivers and Reward Types on Facebook Brand Page Growth – Empirical Evidence from a Field Experiment in the Swiss Health Club Industry, *European Marketing Association Conference (EMAC)*, Lisbon, Portugal.
- Hildebrand, C., Landwehr, J. R., Herrmann, A. (2012): Failing to Follow Your Own Star – Preference Formation, Deviation, and the Negative Influence of Community-Feedback on Self-Designable Products, *American Marketing Association (AMA) Winter Educators' Conference*, St. Petersburg (FL), USA.
- Hildebrand, C., Landwehr, J. R., Herrmann, A. (2011): When Artificial Feedback Hurts – Empirical Evidence from Community-Based Configuration Systems, *International Conference on Information Systems (ICIS)*, Shanghai, China.

## ■ Practitioner Publications

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- Neumann, J., Hildebrand, C. (2019): Talking Versus Typing: The Power of Voice-Based Remote Controls, *Marketing Intelligence Review*, Vol. 11(2), p. 54-59.
- Hildebrand, C. (2013): Sozialer Mainstream – Soziale Produktkonfiguratoren [Social Mainstream – Social Product Configurators], *Business Impact*, Vol. 4, p. 74.
- Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): Die Crowd macht gleich [extended reprint of HBR article “Conformity and the Crowd”], *Harvard Business Manager*, Vol. 9, pp. 6–9.
- Hildebrand, C., Henkel, S. (2013): Buy Buy – Intelligente Produktkonfiguratoren [Buy Buy – Intelligent Product Configurators], *Business Impact*, Vol. 1, p. 78.

## ■ Book Chapters

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- Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2011): Social Networks in Pervasive Advertising and Shopping. In: *Pervasive Advertising*, Müller, J, Alt, F., Michelis, D. (Eds.), Springer Human-Computer Interaction, pp. 207-225.
- Herrmann, A., Hildebrand, C. (2011): Planung von Produkteigenschaften - Semi-Quantitative Neuproduktentwicklung auf Basis der Means-End-Analyse. In: *Handbuch Technologie- und Innovationsmanagement*, Albers, J., Gassmann, O. (Eds.), pp. 401-418.
- Hildebrand, C. (2008): Produktentwicklung mit Virtual Communities - Kritische Reflexion und prozessuale Fundierung interaktiver Wertschöpfungsprozesse. In: *Modernes Innovationsmarketing im Kontext von Open Innovation*, Pohl, A., Mühlhaus, D. (Eds.), pp. 142-160.

## ■ Research Grants

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- “Conversational Interfaces as Preference Expression Modalities”, C. Hildebrand (PI), SNSF, ~CHF 305k.
- “Risk Calibration & Persuasion Mechanisms of Conversational Robo Advisors”, C. Hildebrand (PI), Basic Research Fund, University of St. Gallen, ~CHF 90k.
- “Behavioral and Psychological Consequences of Multi-Touch Computing Interfaces for Business and Society”, C. Hildebrand (PI), SNSF, ~CHF 310k.
- “Perceptual Disfluency of Product Display Formats and Consumer Choice”, G. Häubl (PI), C. Hildebrand (Co-Investigator), SNSF, ~CHF 230k.
- “Cross-Cultural Effects of Processing-Congruent Interfaces on Consumer Choice”, C. Hildebrand (Co-Investigator) and J. Jiang (Co-Investigator), UniGE-Renmin Joint University Fund, ~CHF 10k.
- “Streaming Technology in Higher Education: Evidence from a Randomized Field Experiment”, M. Pellizzari (PI), J. Lucchetti (Co-Investigator), C. Hildebrand (Co-Investigator), UniGE Commission Informatique, ~CHF 10k.

## ■ Teaching

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### University of St. Gallen

- *Bachelor*
  - Research Methods (until 2015)
- *Master*
  - Machine Learning for Marketers
  - Web Data & Digital Analytics
  - Quantitative Research Methods (SIM) (until 2019)
  - Applied Multivariate Statistics (until 2015)
  - Consumer Behavior and Quantitative Market Research (until 2015)
- *PhD*
  - Statistics with R (GSERM)
  - Computational Implementation of Experiments (GSERM)
  - Quantitative Research Methods (DOKSEM MKTG)
  - Behavioral Economics & Decision Making (DOKSEM MKTG)
  - Writing Excellent Dissertations in Marketing (DOKSEM MKTG)

### University of Geneva (\*still teaching)

- *Bachelor*
  - Web-Based Data Collection
- *Master*
  - Data Science for Business Analytics
  - Web Data and Digital Analytics
  - Business Analytics Strategy
- *Executive*
  - Smart Data for Executives (Executive MBA)\*
  - Social Influence Tactics for Non-Profit Organizations (CAS)

## ■ Service to University

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<i>Founder &amp; Director</i>	TechX Lab (UNISG)
<i>Director</i>	Institute of Marketing (UNISG)
<i>Co-Director</i>	Master in Business Analytics (UNIGE)
<i>Co-Director</i>	Geneva Center for Decision Sciences (UNIGE)
<i>Scientific Committee</i>	CB/Analytics Track; Master in Marketing Management (UNISG)
<i>Scientific Committee</i>	Behavioral Lab Geneva (UNIGE)
<i>Scientific Committee</i>	PhD Program Marketing (UNISG) / Management (UNIGE)
<i>Scientific Committee</i>	Institutional Review Board; Institute of Management (UNIGE)
<i>Discussant</i>	Politique Numérique de l'Etat de Genève (UNIGE)

## ■ Service to Business Practice

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<i>Guest Editor</i>	GfK Marketing Intelligence Review
<i>Jury Member</i>	German AI Award, by Bilanz and McKinsey Germany
<i>Group Leader</i>	The Piik – Cross Industry Summit on Business Transformation
<i>Moderator</i>	Swiss Healthcare & Branding Conference
<i>Academic Supervisor</i>	Business Consulting Days St. Gallen
<i>Pro-Bono Consulting</i>	Start-Up's & SME's (Cosmetics, Winery, FinTech)
<i>Speaker</i>	Speaking engagements at national and international events

## ■ Professional Affiliations

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<i>ACR</i>	Association for Consumer Research
<i>AIS</i>	Association for Information Systems
<i>AMA</i>	American Marketing Association
<i>EMAC</i>	European Marketing Academy
<i>SCP</i>	Society for Consumer Psychology

## ■ Reviewer Activities

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<i>Journals</i>	Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Marketing Letters, Journal of Business Research, European Journal of Marketing, Behavior & Information Technology, Review of Managerial Science, Schmalenbach Business Review, Journal of Information Technology & Decision Making
<i>Conferences</i>	Advances in Consumer Research (ACR), American Marketing Association Winter Educator's Conference (AMA), Annual Conference of European Marketing Academy (EMAC), International Conference on Information Systems (ICIS)

## ■ Advanced Training in Quantitative Research Methods

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07/2012 – 08/2012	Probability Models for Network Data <i>University of Michigan (Bruce Desmarais)</i>
07/2012 – 08/2012	Advanced Maximum Likelihood Estimation <i>University of Michigan (Bradford Jones, David Darmofal)</i>
09/2011	Analysis of Exponential Random Graph Models Using PNET <i>University of Zurich (Garry Robins, Peng Wang, Philippa Pattison)</i>
08/2011	Advanced Network Analysis for Longitudinal Data <i>University of Essex (Filip Agneessens, Guido Conaldi)</i>
08/2011	Pooled Time Series Cross-Section Analysis <i>University of Essex (Robert Walker)</i>
06/2010 – 07/2010	Advanced Regression Analysis <i>University of Michigan (Dave Armstrong)</i>
06/2010 – 07/2010	Maximum Likelihood Estimation <i>University of Michigan (Christopher Zorn)</i>
06/2010 – 07/2010	Data Mining <i>University of Michigan (Robert Stine)</i>

08/2009 Exponential Random Graph Models for Social Networks  
*Northwestern University (Garry Robins)*

08/2009 Agent-Based Modeling  
*Northwestern University (Uri Wilensky)*

02/2006 Microeconometrics & Panel Data Analysis  
*Graduate Center of Excellence, University of Trier (Lutz Bellmann)*

■ **Private**

Competitive long-distance racing (trail running and ski mountaineering).

Selected race results:

<b>Race</b>	<b>Year</b>	<b>Category</b>	<b>Distance</b>	<b>Up-/Downhill</b>	<b>Rank</b>
UTMR	2017	TRAIL	116km	8'500m	1 <sup>st</sup>
SWISS IRONTRAIL	2015	TRAIL	90km	5'500m	2 <sup>nd</sup>
ULTRAKS ENGADIN	2016	TRAIL	30km	1'800m	3 <sup>rd</sup>
TRAIL DES PATROUILLEURS	2017	TRAIL	45km	3'500m	3 <sup>rd</sup>
GORE-TEX TRANSALPINE	2016	TRAIL	250km	16'000m	13 <sup>th</sup>
UTMB	2018	TRAIL	170km	10'000m	38 <sup>th</sup>
SUPER SKIMARA	2018	SKIMO	39km	3'700m	8 <sup>th</sup>
TROFEA PEZ AULT	2018	SKIMO	14km	1'650m	15 <sup>th</sup>