

Tillmann Wagner

Curriculum Vita
(June 2009)

Texas Tech University
Area of Marketing
Rawls College of Business
Lubbock, Texas, 79409

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ACADEMIC POSITION

Assistant Professor of Marketing
Texas Tech University, Rawls College of Business (2005 – present)

EDUCATION

Ph.D. in Marketing
University of St. Gallen (AACSB accredited), Switzerland, 2005

Doctoral Visiting Research Fellowship
University of Florida, Warrington College of Business, Marketing Department
April – September 2004

Master of Business Administration, Electives: Marketing and Statistics
University of Texas-Pan American, 1999

Bachelor of Business Administration, Major: Marketing
University of Applied Sciences, Lüneburg, Germany, 1998

Diploma in Languages and International Trade
University of Portsmouth, England, 1996

RESEARCH INTERESTS

Customer relationships and loyalty, consumer reactions to corporate social responsibility

REPRESENTATIVE PUBLICATIONS

Wagner, Tillmann, Richard J. Lutz, and Barton A. Weitz (2009): "Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions," *Journal of Marketing*, (forthcoming).

Wagner, Tillmann, Thorsten Hennig-Thurau, and Thomas Rudolph (2009): "Does Customer Demotion Jeopardize Loyalty?," *Journal of Marketing*, 73 (3), 69-85.

CONFERENCE CONTRIBUTIONS

Wagner, Tillmann, Carmen-Maria Albrecht, and Roy D. Howell (2008): "The Impact of Corporate Social Responsibility on Consumers: A Meta Analytical Perspective," *2008 AMS Annual Conference*, Vancouver, Canada, May 28-31, 2008.

Wagner, Tillmann, Julie Baker, and Jared Hansen (2008): "Consumers' Cognitive Associations with Store Environmental Cues: The Role of Hedonic vs. Utilitarian Shopping Goals," *2008 AMS Annual Conference*, Vancouver, Canada, May 28-31, 2008.

Wagner, Tillmann and Thorsten Hennig-Thurau (2007): "The Dark Side of Hierarchical Loyalty Programs: Testing Customer Reactions to Relationship Status Reductions," *AMA Winter Educators' Conference 2007*, San Diego, CA, February 16-19, 2007 [Best Paper Award, Track: Products and Services].

Wagner, Tillmann and Christian Schmitz (2007): "Satisfaction in International Channel Relationships: A Local Channel Member Perspective," *AMA Winter Educators' Conference 2007*, San Diego, CA, February 16-19, 2007 [Best Paper Award, Track: Global Marketing].

Bicen, Pelin and Tillmann Wagner (2007): "That Price is Low! An Attributional Approach to Consumer Responses to Price Discounts," *AMA Winter Educators' Conference 2007*, San Diego, CA, February 16-19, 2007.

Rudolph, Thomas, Tillmann Wagner, and Markus Schweizer (2005): "Assessing the Hierarchical Dimension of Shopping Motivation: A Means-End Chain Analytic Approach," *AMA Winter Educators' Conference 2005*, San Antonio, TX, February 11-14, 2005.

Rudolph, Thomas, Tillmann Wagner, and Markus Schweizer (2004): "Rethinking Consumer Shopping Motivation: Integrating the Hierarchical Dimension," *AMA Winter Educators' Conference 2004*, Scottsdale, AZ, February 6-9, 2004.

Rudolph, Thomas, Markus Schweizer, and Tillmann Wagner (2004): "Consumer Confusion in the Retail Environment: An Adoption of the MR Model," *AMA Winter Educators' Conference 2004*, Scottsdale, AZ, February 6-9, 2004.

Rudolph, Thomas, Markus Schweizer, and Tillmann Wagner (2002): "Linking Personality Traits with Customers' In-Store Choice Behavior," in: 11th Annual *AMA Frontiers in Services Conference*, Maastricht, the Netherlands, June-27-29, 2002.

Rudolph, Thomas, Sebastian Busch, and Tillmann Wagner (2001): "Barriers to Buying: Online Retailing from the Consumers' Prospective," in: 11th *International EAERCDC Conference on Research in the Distributive Trades*, Tilburg University, the Netherlands, June 27-29, 2001.

Minor, Michael, F.J. Brewerton, and Tillmann Wagner (1999): "I Can't Get No Satisfaction: Generating Customer Satisfaction from the Music Group Perspective," in: 8th Annual *AMA Frontiers in Services Conference*, Vanderbilt University, Nashville, TN, October 21-23, 1999.

TEACHING PERFORMANCE – TEXAS TECH UNIVERSITY

			<i>Overall this instructor was effective</i>				
			<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Average			5	4	3	2	1
Spring 2009	<i>Services Marketing (M)*</i>	TBA	TBA	TBA	TBA	TBA	TBA
	<i>Services Marketing (U)</i>	TBA	TBA	TBA	TBA	TBA	TBA
Fall 2008	<i>Services Marketing (M)</i>	4.80	9	-	1	-	-
	<i>Services Marketing (U)</i>	4.78	32	9	-	-	-
Spring 2008	<i>Services Marketing (U)</i>	4.77	41	12	-	-	-
Fall 2007	<i>Retail Marketing (U)</i>	4.80	48	12	-	-	-
	<i>Retail Marketing (U)</i>	4.77	33	10	-	-	-
Spring 2007	<i>Retail Marketing (U)</i>	4.93	37	3	-	-	-
	<i>Retail Marketing (U)</i>	4.64	55	18	2	2	-
Fall 2006	<i>Retail Marketing (U)</i>	4.84	61	12	-	-	-
	<i>Consumer Behavior (U)</i>	4.82	55	9	-	1	-
Spring 2006	<i>Consumer Behavior (U)</i>	4.87	67	10	-	-	-
	<i>Consumer Behavior (U)</i>	4.88	80	11	-	-	-
Fall 2005	<i>Consumer Behavior (U)</i>	4.36	32	36	2	2	-
	<i>Consumer Behavior (U)</i>	4.51	27	23	1	-	-
Total			577	165	6	5	-

Note: * “M” denotes MBA course and “U” indicates undergraduate-level class.

SERVICE TO THE ACADEMIC COMMUNITY

- Editorial Board Membership
 - *British Journal of Management*
- Ad-Hoc Reviewer
 - Journals
 - *Journal of Marketing*
 - *Journal of Business Research*
 - *Journal of Macromarketing*
 - *International Journal of Retail & Distribution Management*
 - *Service Industries Journal*
 - Conferences
 - *AMA Summer Educators’ Conference*
 - *AMA Winter Educators’ Conference*
 - *AMS Annual Conference*
 - *AMS Cultural Perspectives In Marketing Conference*

- Other
 - Iacobucci, Dawn (2009): *Marketing Management*, Mason, OH: Cengage, Thomson Learning.
- Conference Special Session Organizer and Moderator
 - “Emerging Perspectives on Store Environments,” *2008 AMS Annual Conference*, Vancouver, Canada
 - “Emerging Perspectives on Corporate Social Responsibility,” *2008 AMS Annual Conference*, Vancouver, Canada
- Conference Session Chair
 - “Innovations in Service Research: An Examination of Service Initiatives,” *2009 AMA Winter Educators’ Conference*, Tampa, FL
 - “Self Regulation and Regulatory Focus,” *2009 AMA Winter Educators’ Conference*, Tampa, FL
 - “Satisfaction, Quality and Relationships in B2B Services Marketing,” *2008 AMA Summer Educators’ Conference*, San Diego, CA
 - “The Role of Others in Consumption Decisions,” *2008 AMA Winter Educators’ Conference*, Austin, TX
 - “Theoretical Issues in Marketing Management,” *2006 AMA Summer Educators’ Conference*, Chicago, IL
- Conference Session Discussant
 - “Marketing Strategy and Firm Performance: Tactics, Practices, and Organization,” *2007 AMA Summer Educators’ Conference*, Washington, DC
 - “Understanding Customers, Loyalty, and Value in Global Markets,” *2007 AMA Winter Educators’ Conference*, San Diego, CA
 - “Perceptual Issues in Pricing,” *2007 AMA Winter Educators’ Conference*, San Diego, CA
 - “Effects of Corporate Identity and Brands on Performance,” *2006 AMA Summer Educators’ Conference*, Chicago, IL
 - “Consumer Behavior,” *2006 AMS Annual Conference*, San Antonio, TX

UNIVERSITY SERVICE

Texas Tech University

- Primary Faculty Advisor, TMA (Tech Marketing Association), undergraduate student organization, average membership: 200 (Spring 2009 – present)
- Associate Faculty Advisor, TMA (Fall 2007 – Fall 2008)
- Scholarship Advisor, marketing area, Rawls College of Business (Fall 2007 – present)
- Member, Academic Integrity Task Force (Spring 2008 – present)
- Member, Student-Employer Relations Committee, Rawls College of Business (Fall 2008 – present)
- Member, Textbook Committee, Rawls College of Business (Fall 2006 – Spring 2008)
- Speaker, TLTC (Teaching, Learning, and Technology Center), “Getting your First Faculty Position: How to Ace Academic Job Interviews,” Spring 2007, Spring 2008, Spring 2009
- Speaker, TLTC, “My First Year as a New Faculty Member: Balancing Teaching and Research,” Fall 2006

RELATED WORK EXPERIENCE

Doctoral Research Assistant for the *Gottlieb Duttweiler Chair of International Retail Management* (December 2000 - February 2005)

Institute for Marketing and Retailing, University of St. Gallen

Business Economic Research Associate (December 1999 - November 2000)

Data and Information Systems Center, Office of Center Operations and Community Services, University of Texas-Pan American

Graduate Research Assistant (August 1998 - November 1999)

MBA Office, College of Business Administration, University of Texas-Pan American

Business Apprenticeship in Retailing (August 1989 - June 1992)

SiTo Music, Lüneburg, Germany / German Chamber of Industry and Commerce

HONORS, AWARDS, AND GRANTS

- New Faculty Award (university wide), *Texas Tech Alumni Association, Texas Tech University*, 2007
- Best Paper Award (Track: Products and Services), *2007 AMA Winter Educators' Conference*
- Best Paper Award (Track: Global Marketing), *2007 AMA Winter Educators' Conference*
- Stipend by the *Swiss National Research Fund* for Doctoral Visiting Research Fellowship at the University of Florida, 2004
- *Basic Research Fund* by the University of St. Gallen to support dissertation project, 2003-2004
- *Beta Gamma Sigma* membership, since 1999
- *ERASMUS* stipend by the European Community for studying at the University of Portsmouth, England, 1995-1996
- Highest Distinction by Chamber of Industry and Commerce for performance in Business Apprenticeship in Retailing, Germany, 1992

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science (AMS)

American Marketing Association (AMA)

PERSONAL DATA

Birthday: August 8, 1971

Marital Status: Married

Residency: Permanent Resident of the U.S. (i.e., "Green Card")

Nationality: German