

CURRICULUM VITAE

CONTACT INFORMATION

Name: Prof. Dr. Welf Hermann Weiger
Email: mail@welfweiger.com
Website: <http://www.welfweiger.com>
Citizenship: German

EDUCATION

October 2010 – December 2016	University of Goettingen, GER <i>Doctorate in Business Administration (Dr. rer. Pol.; equivalent to PhD); Grade: summa cum laude)</i> <i>Dissertation: User Engagement in Social Media: An Individual-Level Analysis</i>
September 2003 – May 2010	University of Mannheim, GER <i>Diploma in Business Administration (equivalent to MBA)</i> <i>Majors: Marketing; E-Business; Econometrics</i> <i>Diploma Thesis: "Performance effects of salaries in sports: An empirical analysis of the impact of payment structures on athletic and corporate success"</i>
June 2009 – August 2009	Boston University, USA <i>Graduate studies</i>
January 2008 – June 2008	University of the West of Scotland, UK <i>Graduate studies</i>

ACADEMIC EXPERIENCE

February 2025 – present	Alfaisal University, KSA College of Business <i>Associate Professor</i>
September 2020 – present	Alfaisal University, KSA College of Business <i>Chair of Marketing Department</i>
January 2020 – February 2025	Alfaisal University, KSA College of Business <i>Assistant Professor</i>
January 2020 – August 2025	University of Goettingen, GER Chair of Marketing and Innovation Management <i>Guest Lecturer</i>
December 2017 – January 2020	University of Goettingen, GER Chair of Digital Marketing <i>Assistant Professor</i>
December 2016 – December 2017	University of Goettingen, GER Chair of Marketing and Innovation Management <i>Post-Doctoral Researcher / Assistant Professor</i>
October 2010 – December 2016	University of Goettingen, GER Chair of Marketing and Innovation Management <i>Research Assistant and Instructor</i>
March and August 2016 October 2015	University of Maryland, USA Robert H. Smith School of Business <i>Guest Researcher</i>

May 2009 – **University of Mannheim, Germany**
July 2010 **Chair of Marketing**
Student Assistant

PROFESSIONAL EXPERIENCE

October 2010 – present	Consulting Projects (e.g., for Deutsche Bahn, LookFamed, EDEKA, Vodafone) <i>Project Lead, Coordination, and Execution; Workshops</i>
October 2007 – September 2010	SAP AG, Germany Online Marketing Services <i>Part-time Online Marketing Manager</i> <i>Responsibilities: Online Marketing Analytics; Search Engine Optimization; Technical Online Marketing Campaign Management; Marketing-Information Services-Interface Management; Online Content Management SAP EMEA</i>
March 2007 – August 2007	SAP Deutschland AG & Co KG, Germany Integrated Marketing Communications EMEA Central <i>Part-time Online Marketing Manager</i> <i>Responsibilities: Redesign of German SAP-Website; Technical Online Marketing Campaign Management; Marketing-Information Services-Interface Management; Online Content Management SAP Germany</i>
March 2007 – December 2007	Movilitas AG (Now: Movalizer by Honeywell), Germany <i>Freelancer</i> <i>Responsibilities: Search Engine Optimization; Online Content Management; Implementation of a Content Management System</i>
August 2006 – February 2007	SAP Deutschland AG & Co KG, Germany Integrated Marketing Communications EMEA Central <i>Intern</i> <i>Responsibilities: Technical Online Marketing Campaign Management; Marketing-Information Services-Interface Management; Online Content Management SAP Germany; Search Engine Optimization</i>
June 2003 – June 2010	Weiger Design GmbH, Germany <i>Freelancer</i> <i>Responsibilities: Project Management Production Management; Management of Online Marketing and Social Media Campaigns</i>

HONORS AND AWARDS

June 2025	Outstanding Research Award of Alfaaisal University <i>Outstanding Research Award granted by Shell Saudi Arabia, College of Business, Alfaaisal University, KSA</i>
December 2024	1st Runner Up of the Kauffmann Best Paper Award for the paper “What Remains When Novelty Wears Off? The Impact of Repeated Exposure to Metaverse Meetings on Creativity.” <i>1st Runner Up of the Best Paper Award granted by the Association of Information Systems at the International Conference on Information Systems 2024 in Bangkok, Thailand</i>
September 2024	Winner of the „2023 Thomas P. Hustad Best Paper Award” for the article: “Deflected by the tin foil hat? Word-of-mouth, conspiracy beliefs, and the adoption of innovative public health apps.” <i>Best Paper Award granted by the Journal of Product Innovation Management at the JPIM Research Forum 2024</i>
October 2023	Winner of the „Faculty Award for Research Excellence 23” by Alfaaisal University <i>Research Excellence Award granted by Alfaaisal University, KSA</i>

September 2023	Winner of the “Highly Commended Paper Award” in the 2023 Emerald Literati Awards <i>Award granted for the paper for the paper “Trust me, I’m a bot – repercussions of chatbot disclosure in different service frontline settings” in Journal of Service Management</i>
June 2023	Winner of the Robert Johnson Award 2022 for „Highly Commended Paper“ by the Journal of Service Management <i>Winner of the award, which recognizes researchers with outstanding work in the service discipline at the Frontiers in Service Conference, Groningen, NL, 2023</i> <i>Award granted for the paper for the paper “Trust me, I’m a bot – repercussions of chatbot disclosure in different service frontline settings” in Journal of Service Management</i>
January 2022	Finalist, Best Paper Award of the Hawaii International Conference on System Science <i>Finalist of the Best Paper Award in the track “Internet and the Digital Economy,” Hawaii International Conference on System Science 2022 in Hawaii, USA (online conference)</i>
December 2021	Outstanding Research Award of Alfaisal University <i>Outstanding Research Award granted by Shell Saudi Arabia, College of Business, Alfaisal University, KSA</i>
December 2019	Best Reviewer Award of the Association for Information Systems <i>Best Reviewer in the track “Crowds, Social Media and Digital Collaborations” at the International Conference on Information Systems 2019 in Munich, GER</i>
February 2017	Best Paper Award of the American Marketing Association <i>American Marketing Association Best Paper by Theme in the track “Metrics for Making Marketing Matter” at the Winter AMA Conference 2017 in Orlando, USA</i>
June 2011	Sponsorship Award of the Marketing Foundation of the University of Mannheim <i>Award for the Diploma thesis, University of Mannheim, GER</i>

PUBLICATIONS

Publications in Peer-Reviewed Journals

Do Social Media Fans Walk Their Talk? The Impact of Advocacy and Criticism on Own Purchasing (W.H. Weiger, W.W. Moe, H. Wetzel, M. Hammerschmidt), in: International Journal of Research in Marketing, forthcoming (2025).

Blurred Lines? Disentangling the Roles of Consumers’ Influencer and Brand Engagement for Enhancing Brand Outcomes (W.H. Weiger, J.N. Giertz, M. Hammerschmidt, L.D. Hollebeek), in: Journal of Business Research, Vol. 194, No. 5 (2025).

Do All Stars Shine the Same? Investigating the Nonlinear Effects of User and Critic Reviews on Video Game Sales (T. Kraemer, W.H. Weiger, S. Heidenreich), in: Journal of Business Research, Vol. 188, No. 2 (2025).

Deeper Down the Rabbit Hole: How Technology Conspiracy Beliefs Emerge and Foster a Conspiracy Mindset (S. Trang, T. Kraemer, M. Trenz, W.H. Weiger), in: Information Systems Research, Vol. 36, No. 2 (2025).

Don’t Count Your Chickens Before They Hatch: Conceptualizing and Exploring Deviations From Polls During Public Health App Releases (S. Trang, M. Trenz, W.H. Weiger), in: Journal of Information Technology, forthcoming (2024).

Can Frontline Employees Help Consumers Improve Their Financial Planning Behavior? Implications From Triadic Analysis (V. Siahtiri, W.H. Weiger, C. Tetteh-Afi, and T. Kraemer), in: European Journal of Marketing, Vol. 58, No. 13 (2024).

Drivers of Electric Vehicle Adoption: The Moderating Role of Technological Innovativeness (M.B. AlYousef, W.H. Weiger, A. Shaltoni), in: Management & Sustainability: An Arab Review, forthcoming (2023).

The Technology-Behavioral Compensation Effect: Unintended Consequences of Health Technology Adoption (T. Wolf, S. Trang, W.H. Weiger, M. Trenz), in: Journal of Information Technology, Vol. 39, No. 3 (2023).

Engaging Business Customers Through Online Experiences in Different Cultures (W.H. Weiger), in: *Journal of International Marketing*, Vol. 31, No. 3 (2023).

Deflected by the Tin Foil Hat? Word of Mouth, Conspiracy Beliefs, and the Adoption of Innovative Public Health Apps (T. Krämer, **W.H. Weiger**, S. Trang, M. Trenz), in: *Journal of Product Innovation Management*, Vol. 40, No. 2, 2023.

Users Taking the Blame? How Service Failure, Recovery, and Robot Design Affect User Attributions and Retention (N. Mozafari, M. Schwede, M. Hammerschmidt, **W.H. Weiger**), in: *Electronic Markets*, Vol. 32 No. 4, 2022.

The Invisible Leash: When Human Brands Hijack Corporate Brands' Consumer Relationships (J.N. Giertz, L.D. Hollebeek, **W.H. Weiger**, M. Hammerschmidt), in: *Journal of Service Management*, Vol. 33 No. 3, 2022.

Trust Me, I'm a Bot – Repercussions of Chatbot Disclosure in Different Service Frontline Settings (N. Mozafari, **W.H. Weiger**, M. Hammerschmidt), in: *Journal of Service Management*, Vol. 33, No. 2, 2022.

Content- Versus Community-Focus in Live Streaming Services: How to Drive Engagement in Synchronous Social Media (J.N. Giertz, **W.H. Weiger**, M. Törhönen, and J. Hamari), in: *Journal of Service Management*, Vol. 33, No. 1, 2022.

Video Content Streamers: The New Wave of Digital Entrepreneurship? A Review of Extant Corpus and Research Agenda (M. Törhönen, J. Giertz, **W.H. Weiger**, J. Hamari), in: *Electronic Commerce Research and Applications*, Vol. 46, 2021.

The Perils of Engaging with Gamified Apps: How Does Gamified Service Use Trigger Information Disclosure? (S. Trang, **W.H. Weiger**), in: *Computers in Human Behavior*, Vol. 116, 2021.

One App to Trace Them All? Examining App Specifications for Mass Acceptance of Contact-Tracing Apps (S. Trang, M. Trenz, **W.H. Weiger**, M. Tarafdar, C. Cheung), in: *European Journal of Information Systems*, Vol. 29, No. 4, 2020, 415–428.

Competition versus cooperation: How technology-facilitated social interdependence initiates the self-improvement chain (T. Wolf, S. Jahn, M. Hammerschmidt, **W.H. Weiger**), in: *International Journal of Research in Marketing*, Vol. 38, No. 2, 2021, p. 472-491.

Toward a Theory of Spirals: The Dynamic Relationship Between Organizational Pride and Customer-Oriented Behavior, (T. Kraemer, **W.H. Weiger**, M. Gouthier, M. Hammerschmidt), in: *Journal of the Academy of Marketing Science*, Vol. 48, No. 3, 2020.

Experiences that Matter? The Motivational Experiences and Business Outcomes of Gamified Services, (T. Wolf, **W.H. Weiger**, M. Hammerschmidt), in: *Journal of Business Research*, Vol. 106, No. 1, 2020.

Who's Pulling the Strings? The Motivational Paths from Marketer Actions to User Engagement in Social Media (**W.H. Weiger**, H.A. Wetzel and M. Hammerschmidt), in: *European Journal of Marketing*, Vol. 53. No. 9, 2019.

Don't You Dare Push Me: How Persuasive Social Media Tactics Shape Customer Engagement (**W.H. Weiger**, M. Hammerschmidt and H.A. Wetzel), in: *Journal of the Association for Consumer Research*, Vol. 3, No. 3, 2018.

Leveraging Marketer-Generated Appeals in Online Brand Communities: An Individual User-Level Analysis (**W.H. Weiger**, H.A. Wetzel and M. Hammerschmidt), in: *Journal of Service Management*, Vol. 28, No. 1, 2017.

Book Chapters

Giving or Receiving in Social Media: Can Content Marketing Simultaneously Drive Productive and Consumptive Engagement? (with M. Hammerschmidt and T.P. Scholdra), in: D. Sprott, D.L. Hollebeek, (Eds.): *The Handbook of Research on Customer Engagement*, Cheltenham, UK, 2019.

Conference Proceedings

When Does Brand Buzz Safeguard Firm Value? The Role of Brand Buzz Dispersion for Brand Equity and Risk, in: Proceedings of the 52nd EMAC Conference, Odense, Denmark, 2023 (**W.H. Weiger**, A. Colicev, Stefan Fischer, M. Hammerschmidt).

Resolving the Chatbot Disclosure Dilemma: Leveraging Selective Self-Presentation to Mitigate the Negative Effect of Chatbot Disclosure, in: Proceedings of the Hawaii International Conference on System Sciences, Vol. 54, 2021 (N. Mozafari, **W.H. Weiger**, M. Hammerschmidt).

The Chatbot Disclosure Dilemma: Desirable and Undesirable Effects of Disclosing the Non-Human Identity of Chatbots, in: Proceedings of the International Conference on Information Systems (ICIS), Vol. 41, 2020 (N. Mozafari, **W.H. Weiger**, M. Hammerschmidt).

A Streamer's Stream: The What and How of Successful Social Live Streaming, in: 2020 AMA Winter Academic Conference Proceedings, San Diego, CA, USA, 2020 (J. Giertz, **W.H. Weiger**, M. Törhönen, and J. Hamari).

Same Same but Different? The Predictive Power of Association Types in Brand Buzz for Investor Returns, in: *Proceedings of the Fortieth International Conference on Information Systems*, Munich, Germany, 2019 (S.F. Fischer, **W.H. Weiger**, M. Hammerschmidt).

How Marketer-generated Content in Social Networking Services Impacts Sales Along the Sentiment Cycle, in: Proceedings of the 10th International Research Symposium in Service Management, Dubai, United Emirates, 2019 (**W.H. Weiger**, O. Elshiewy and S. Jahn).

How Marketer-generated Content in Social Media Impacts Sales Along the Sentiment Cycle, in: Proceedings of the 41st ISMS Marketing Science Conference, Rome, Italy, 2019 (**W.H. Weiger**, O. Elshiewy, S. Jahn).

Quantifying Investor Returns from Brand Buzz: The Interplay of Brand Buzz Aggregation and Dispersion Metrics, in: *Marketing Strategy meets Wall Street VI Conference Proceedings*, 2019 Fontainebleau, France, 2019 (S.F. Fischer, **W.H. Weiger**, M. Hammerschmidt).

Another Dark Side of Gamification? How and When Gamified Service Use Triggers Information Disclosure, in: *GamiFIN 2019 Conference Proceedings*, Levi, Finland, 2019 (**W.H. Weiger**, S. Trang).

Stand by me: Escaping the webrooming dilemma through integrating product presentation technologies and product reviews, in: *AMA Summer Academic Conference Proceedings*, Boston, MA, USA, 2018 (N. Ahrend, **W.H. Weiger**, M. Hammerschmidt, W. Toporowski).

Gamified Services: How Gameful Experiences Drive Customer Commitment, in: *GamiFIN 2018 Conference Proceedings*, Pori, Finland, 2018 (T. Wolf, **W.H. Weiger**, M. Hammerschmidt).

Gamified Digital Services: How Gameful Experiences Drive Continued Service Usage, in: *Proceedings of the Hawaii International Conference on System Sciences*, Vol. 51, p. 1187-1196, 2018 (T. Wolf, **W.H. Weiger**, M. Hammerschmidt).

Antecedents and Outcomes of Sustainable Innovation: A Meta-Analytic Path Model, in: *Proceedings of the 77th Annual Meeting of the Academy of Management*, Atlanta, USA, 2017 (T. Jaskolka, M. Hammerschmidt, **W.H. Weiger**).

Should Marketers Pull the Strings? How to Shape the Impact of Persuasion on Consumer Engagement in Social Media, in: *Baker Retailing Center Conference Proceedings*, Philadelphia, USA, The Wharton School, 2017 (**W.H. Weiger**, M. Hammerschmidt, H.A. Wetzel).

Behavioral Engagement in Social Media: Measurement, Antecedents, and Purchase Consequences, in: *Proceedings of the ISMS Marketing Science Conference*, Los Angeles, USA, 2017 (**W.H. Weiger**, W.W. Moe, H.A. Wetzel, and M. Hammerschmidt).

Who is Pulling the Strings? The Role of Self-Determination in Shaping User Engagement Through Marketer-Generated Content, in: *Proceedings of the 24th Recent Advances in Retailing and Consumer Science Conference*, European Institute of Retailing and Services Studies (EIRASS), Burnaby/Vancouver, BC, Canada, 2017 (**W.H. Weiger**, M. Hammerschmidt, H.A. Wetzel).

Signals from the Echoverse – The Informational Value of Brand Buzz Dispersion, in: *AMA Winter Marketing Academic Conference Proceedings*, Orlando, FL, USA, 2017 (S.F. Fischer, **W.H. Weiger**, M. Hammerschmidt).

Behavioral Engagement in Social Media: Measurement, Drivers and Impact on Purchase Behavior, in: *Proceedings of the INFORMS Annual Meeting 2016*, Nashville, TN, USA, 2016 (**W.H. Weiger**, W.W. Moe, H.A. Wetzel, M. Hammerschmidt).

Any Chatter Matters: The Effects of Appeals on User Engagement and Brand Equity, in: *AMA Winter Marketing Academic Conference Proceedings*, Las Vegas, NV, USA, 2016 (**W.H. Weiger**, M. Hammerschmidt, H.A. Wetzel).

The Rules of Regulation: Shaping User Engagement Through Marketer Generated Content, in: *Thought Leaders in Customer Engagement and Customer Relationship Management Conference*, HEC, Paris, France, 2015 (**W.H. Weiger**, H.A. Wetzel, M. Hammerschmidt).

The Role of Self-Determination in Social Media: Assessing its Drivers and its Impact on Content Generation, in: *Proceedings of the 42nd EMAC Conference*, Istanbul, Turkey, 2013 (**W.H. Weiger**, H.A. Wetzel, M. Hammerschmidt).

Self-Determination in Social Media Channels: Antecedents & Impact on Content Generation, in: *AMA Winter Educators Conference Proceedings*, Las Vegas, NV, USA, 2013 (**W.H. Weiger**, H.A. Wetzel, M. Hammerschmidt).

Integration vs. Regulation: What Really Drives User-generated Content in Social Media Channels?, in: AMA Summer Educators Conference Proceedings, Chicago, IL, USA , 2012 (W.H. Weiger, H.A. Wetzel, M. Hammerschmidt).

Are We All Brand Managers? Understanding the Facets and Drivers of Brand Democratization, in: Proceedings of the 41st EMAC Conference, Lisbon, Portugal, 2012 (W.H. Weiger, M. Hammerschmidt, H.A. Wetzel).

PRESENTATIONS

Invited Presentations

Should Marketers Pull the Strings? How to Shape the Impact of Persuasion on Consumer Engagement in Social Media, *Consumer Response to the Evolving Retailing Landscape Conference*, Philadelphia, PA, USA, June 22th, 2017.

Behavioral Engagement in Social Media: Measurement and Purchase Consequences, *39th Annual ISMS Marketing Science Conference, Special Session on Social Media and Negative Information*, Los Angeles, CA, USA, June 8th, 2017.

Behavioral Engagement in Social Media: Measurement, Drivers and Impact on Purchase Behavior, *INFORMS Annual Meeting 2016, Special Session on Social Media Analytics*, Nashville, TN, USA, November 14th, 2016.

Understanding Behavioral Engagement in Social Media: Measurement, Antecedents and Purchase Consequences, *2. Passauer Digital-Marketing-Konferenz*, Passau, Germany, March 11th, 2016.

The Role of Self-determination in Social Media: Assessing its Drivers and its Impact on Content Generation, *42nd EMAC Conference, Special Interest Group on Online Opinion Dynamics*, Istanbul, Turkey, June 7th, 2013.

Digitale Mundpropaganda in sozialen Medien, *Marketing-Club Goettingen e.V.*, Goettingen, Germany, November 20th, 2012.

Presentations at Academic Conferences

When Does Brand Buzz Safeguard Firm Value? The Role of Brand Buzz Dispersion for Brand Equity and Risk, *52nd EMAC Conference*, May 14th, Odense, Denmark, 2023.

How Marketer-generated Content in Social Networking Services Impacts Sales Along the Sentiment Cycle, *10th International Research Symposium In Service Management 2019*, Dubai, United Arab Emirates, October 8th, 2019.

How Marketer-generated Content in Social Media Impacts Sales Along the Sentiment Cycle, *INFORMS Marketing Science 2019*, Rome, Italy, June 20th, 2019.

Another Dark Side of Gamification? How and When Gamified Service Use Triggers Information Disclosure, *GamiFIN Conference 2019*, Levi, Finland, April 10th, 2019.

Who is Pulling the Strings? The Role of Self-Determination in Shaping User Engagement through Marketer-Generated Content, *24th Recent Advances in Retailing and Consumer Science Conference (EIRASS) 2017*, Vancouver, BC, Canada, June 27th, 2017.

Any Chatter Matters: The Effects of Appeals on User Engagement and Brand Equity, *AMA Winter Educators Conference 2016*, Las Vegas, NV, USA, February 26th, 2016.

The Rules of Regulation: Shaping User Engagement through Marketer-Generated Content, *Thought Leaders in Customer Engagement and Customer Relationship Management Conference*, Paris, France, June 4th, 2015.

Self-Determination in Social Media Channels: Antecedents & Impact on Content Generation, *AMA Winter Educators Conference 2013*, Las Vegas, NV, USA, February 16th, 2013.

Integration vs. Regulation: What Really Drives User-generated Content in Social Media Channels?, *AMA Summer Educators Conference 2012*, Chicago, IL, USA, August 19th, 2012.

Are we all Brand Managers? Understanding the Facets and Drivers of Brand Democratization, *41st EMAC Conference*, Lisbon, Portugal, May 24th, 2012.

CONTRIBUTIONS TO THE COMMUNITY

Ad-Hoc Reviewer

American Marketing Association (AMA), Association for Information Systems (AIS), European Journal of Information Systems, European Journal of Marketing, European Marketing Academy (EMAC), German Research Foundation (DFG), International Journal of Human-Computer Studies, Internet Research, Journal of Business Research, Journal of Interactive Marketing, Journal of Marketing, Journal of Product Innovation Management, Journal of Service Management, Journal of Service Research, Journal of the Association for Consumer Research

Memberships

American Marketing Association (AMA), Association for Information Systems (AIS), Association for Consumer Research (ACR), European Marketing Academy (EMAC), German Academic Association for Business Research (VHB)

Academic Conference Organization

Program Committee of the GamiFIN Conference 2018 – 22, Associate Editor for the track “Digital Customer Experiences and Interactions” of the European Conference on Information Systems 2020

Riyadh, August 22nd, 2025



Prof. Dr. Welf H. Weiger