

DR. JOHANN N. GIERTZ

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Born: 20.02.1991



ACADEMIC EXPERIENCE

ALFAISAL UNIVERSITY, Riyadh, Saudi Arabia
August 2024 – Present
Senior Lecturer of Marketing

UNIVERSITY OF KLAGENFURT, Klagenfurt, Austria

May 2024
Guest Lecturer „Advanced Marketing 2: Digital Marketing Strategy and Analytics“

UNIVERSITY OF GOETTINGEN, Goettingen, Germany

September 2021 - June 2022
Research Associate at the Chair of Marketing and Innovation Management

UNIVERSITY OF GOETTINGEN, Goettingen, Germany

February 2019 - August 2021
Research Associate at the Chair of Digital Marketing

EDUCATION

Ph.D. in Marketing (summa cum laude)

UNIVERSITY OF GOETTINGEN, Goettingen, Germany

February 2019 - May 2022
Dissertation: "My Friend, the Content Creator: Consequences of Parasocial Relationships for Engagement in Emerging Social Media"
Committee: Welf H. Weiger, Simon Trang, Yasemin Boztuğ,

Master of Science (M.Sc.) in Marketing and E-Business

UNIVERSITY OF GOETTINGEN, Goettingen, Germany

March 2016 - January 2019
Thesis: "A Streamer's Stream: An Empirical Study on the Success Factors of Stream on Twitch"

Exchange Program

ÉSEG SCHOOL OF MANAGEMENT, Lille, France

August 2013 - January 2014
Specialization: Marketing & Customer Relationship Management

Bachelor of Science (B.Sc.) in Business Administration

(Marketing Track)

October 2011 - August 2015
Thesis: "The Influence of Mobile Services on Purchase Behaviour in Retailing: An Analysis of Application Fields and Success Factors"

LANGUAGES

German - First Language

English - Fluently spoken and written

Latin - Latin proficiency certificate ("Großes Latinum")

French - Basic level

SOFTWARE

MS Office -Advanced

Stata - Expert

SPSS - Advanced

Python - Basic

R - Basic

Adobe Premiere Pro - Advanced

Adobe After Effects - Basic

PRIMARY RESEARCH INTERESTS

Immersive technologies such as social live-streaming, influencer marketing, ephemeral content, innovative media, synchronous customer engagement

TOTAL CITATIONS: 308 (AS OF SEP 17th 2025)

JOURNAL PUBLICATIONS

Blurred Lines? Disentangling the Roles of Consumers' Influencer and Brand Engagement for Enhancing Brand Outcomes, in Journal of Business Research (W.H. Weiger, **Johann N. Giertz**, M. Hammerschmidt, and L.D. Hollebeek), Impact Factor: 11.06, VHB B, ABS 3, Cited by: 5 (as of Sep 17th 2025)

The Invisible Leash: When Human Brands Hijack Corporate Brands' Consumer Relationships, in: Journal of Service Management, Vol. 33 No. 3, 2022 (**Johann N. Giertz**, L.D. Hollebeek, W.H. Weiger, and M. Hammerschmidt), Impact Factor: 11.77, VHB B, ABS 2, Cited by: 36 (as of Sep 17th 2025)

Content- Versus Community-Focus in Live Streaming Services: How to Drive Engagement in Synchronous Social Media, in: Journal of Service Management, Vol. 33, No. 1, 2022 (**Johann N. Giertz**, W.H. Weiger, M. Törhönen, and J. Hamari), Impact Factor: 11.77, VHB B, ABS 2, Cited by: 143 (as of Sep 17th 2025)

Video Content Streamers: The New Wave of Digital Entrepreneurship? A Review of Extant Corpus and Research Agenda, in: Electronic Commerce Research and Applications, Vol. 46, 2021 (M. Törhönen, **Johann N. Giertz**, W.H. Weiger, and J. Hamari), Impact Factor: 3.82, VHB C, ABS 2, Cited by: 107 (as of Sep 17th 2025)

PERSONAL INTERESTS

Professional Music - Bass player, Production, Marketing, Management

Podcasting and Twitch Streaming – Content Creation, Production, Marketing, Management

WORK IN PROGRESS

Content Types in Digital Social Touchpoints: A Systematic Literature Review and Research Agenda (B. Reitsamer, N. Stokburger-Sauer, **Johann N. Giertz**, J. Nocker), Status: under 2nd round review in Journal of Business Research, Impact Factor: 11.06, VHB B, ABS 3

Content vs. Brand Focus in Influencer Marketing (W.H. Weiger, Johann N. Giertz, M. Hammerschmidt), Status: data analysis. Target journal: Journal of the Academy of Marketing Science, Impact Factor: 18.2, VHB A, ABS 4*

You'll Never Watch Alone! The Modalities of Co-Streaming and Its Relevance to Media Consumption, (Johann N. Giertz) Status: draft. Target journal: Journal of Interactive Marketing, Impact Factor: 18.2, VHB B, ABS 3

CONFERENCE PROCEEDINGS

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 (Johann N. Giertz, W. H. Weiger, M. Törhönen, J. Hamari), Cited by: 2 (as of Sep 17th 2025)

Understanding the What and How of Successful Social Live Streaming, in: 2020 GAMIFIN Conference Proceedings, Levi, Finland, 2020 (Johann N. Giertz, W. H. Weiger, M. Törhönen, J. Hamari), Cited by: 14 (as of Sep 17th 2025)

TEACHING AND MENTORING

Postgraduate Level

Coordinator and Guest Lecturer for "Advance Marketing 2: Digital Marketing Strategy and Analytics", University of Klagenfurt (Summer 2024, no numeric evaluation).

Coordinator and Lecturer for "Digital Marketing", University of Goettingen (2019 – 2022, most recent evaluation: 6.3/7, n = 6).

Supervisor and committee member for 10 master's theses, University of Goettingen (2019 – 2022, not evaluated).

Administrator/coordinate/supervisor, Marketing Project Seminar, University of Goettingen (small group master's level course where 5-10 students do a scientific consulting project for a firm), (2019 – 2022, most recent evaluation: 6.6/7, n = 5).

Undergraduate Level

Coordinator and Lecturer for "E-Marketing", Alfaisal University

(Spring 2024/2025, Evaluation: 4.4/5, n = 43).

Coordinator and Lecturer for "Marketing Research", Alfaisal

University (Spring 2024/2025, Evaluation: 4.5/5, n = 30).

Coordinator and Lecturer for "Principles of Marketing", Alfaisal

University (Fall 2024/2025, Evaluation: 3.9/5, n = 109).

Supervisor and committee member for 2 bachelor's theses,

University of Goettingen (2019 – 2022, not evaluated).

SERVICES TO THE UNIVERSITY OF GOETTINGEN

Committee member for incoming students in the „Marketing und E-Business“ Master's program

(2020 – 2022)

Creation of "Stata Guide" for postgraduate students to better understand and work with statistics software "Stata" to analyze data sets

(2021 – 2022)

PRACTICAL EXPERIENCE

LE GOLD, Flensburg & Bremen, Germany

December 2022 - Present

Co-Founder of LE GOLD, Sustainable Fashion & Apparel

Tasks: Management, Marketing, Finance, Procurement

EPROFESSIONAL, Hamburg, Germany

August 2015 - March 2016

Intern at Key Account Management

Tasks: Campaign Analysis, Reporting, Channel Management

AIRBUS, Bremen, Germany

January 2014 - April 2014

Intern at Plant Program Management

Tasks: Reporting, Process Management

ARDEEN CHESHIRE HOME, Shillelagh, Ireland

September 2010 - August 2011

Voluntary social year at Ardeen Cheshire Home

Tasks: Supporting handicapped residents in everyday life

CONSULTING PROJECTS

LOOKFAMED, Goettingen, Germany

Project: "Content Characteristics"

Tasks: Management & Coordination, Design & Analysis of Empirical Studies

Octobre 2020 - April 2021

Project Lead in the scientific consulting project for LOOKFAMED with the University of Goettingen for analyzing and identifying content characteristics to predict influencers' success

EDEKA GROUP, Hamburg, Germany

Project: "Genuss+"

Tasks: Management & Coordination, Design & Analysis of Empirical Studies

March 2019 - November 2019

Project Co-Lead in the cooperation of EDEKA Group and University of Goettingen for developing gamified features for and enhancing the app for EDEKA's Loyalty Program "Genuss+ App"