

CURRICULUM VITÆ

DR TIMO SCHREINER

20th July 2026

Senior Researcher, Research group Marketing & Consumer Behavior
Nuremberg Institute for Market Decisions (NIM) Nürnberg Institut für Marktentscheidungen e.V.
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POSITIONS IN RESEARCH

since 10/2025	Senior Researcher, Nuremberg Institute for Market Decisions (NIM), Germany
2019 - 2023	External PhD Candidate, University of Bayreuth, Germany

RESEARCH AFFILIATIONS AND VISITS

EDUCATION

2019 - 2023	Dr. rer. pol. <i>summa cum laude</i> University of Bayreuth, Germany — Supervisors: Daniel Baier, Claas Christian Germelmann
2016 - 2018	Master of Science Business Administration University of Bayreuth, Germany
2011 - 2016	Bachelor of Science Business Administration University of Bayreuth, Germany

RESEARCH INTERESTS

Marketing communications
Digital marketing
Consumer behavior
Artificial intelligence and Marketing

PUBLICATIONS

REFEREED RESEARCH ARTICLES

- 2023 Timo Schreiner (2023) Balancing consumer self-benefits and altruism in online shopping: Examining consumer preferences for customized and personalized cause-related marketing campaigns versus price discounts. **Marketing ZFP – Journal of Research & Management**, Vol. 45, No. 3, 53–74. <https://doi.org/10.15358/0344-1369-2023-3-53>.
- 2022 Timo Schreiner and Daniel Baier (2022) Online retailing during the COVID-19 pandemic: Consumer preferences for marketing actions with consumer self-benefits versus other-benefit components. **Journal of Marketing Management**, Vol. 37, No. 17–18, 1866–

1902. <https://doi.org/10.1080/0267257X.2022.2030784>.

- 2020 Timo Schreiner, Alexandra Rese and Daniel Baier (2020) Success factors for recommender systems from a customer perspective. **Archives of Data Science, Series A**, Vol. 6, No. 2, 1–20. <https://doi.org/10.5445/KSP/1000098012/02>.
- 2019 Timo Schreiner, Alexandra Rese and Daniel Baier (2019) Multichannel personalization: Identifying consumer preferences for product recommendations in advertisements across different media channels. **Journal of Retailing and Consumer Services**, Vol. 48, 87–99. <https://doi.org/10.1016/j.jretconser.2019.02.010>.
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CONFERENCE PRESENTATIONS

- 2026 Timo Schreiner, Yakov Bart, Koen Pauwels and Fabian Buder (2026) “Made with AI” but why? How Beneficiary Framing shapes Consumer Evaluation of AI-generated Advertising. **ICORIA 2026** (24th International Conference on Research in Advertising), Barcelona, Spain, June 25-27, 2026.
- Timo Schreiner, Yakov Bart, Koen Pauwels and Fabian Buder (2026) Toward More Effective AI Disclosure in Advertising: The role of beneficiary framing and consumer characteristics. **EMAC 2026** (55th Annual Conference of the European Marketing Academy), Bath, UK, June 2-5, 2026.
- 2019 Timo Schreiner, Alexandra Rese and Daniel Baier (2019) Recommender systems for personalized advertising: Success factors for designing product recommendations from a customers’ perspective. **ECDA 2019** (6th European Conference on Data Analysis), Bayreuth, Germany, March 18-20, 2019.
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INVITED TALKS

- 2026 **Keynote:** Kann KI großartige Werbung kreieren? Und was halten Konsumenten davon? ADC Kreativfestival 2026, ADC Switzerland, Zurich, Switzerland, June 11, 2026.

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA), European Marketing Academy (EMAC)