

CURRICULUM VITÆ

DR. BENEDIKT BRAND

20th July 2026

Manager Research Networks & Labs
Nuremberg Institute for Market Decisions (NIM)
Nürnberg Institut für Marktentscheidungen e.V.
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POSITIONS IN RESEARCH

since 07/2025	Manager Research Networks & Labs, Nuremberg Institute for Market Decisions (NIM), Germany
2022 - 2025	Post-Doc, Chair for Marketing & Innovation & BF/M, University of Bayreuth, Germany
2023 - 2024	Post-Doc, Chair for Marketing & Consumer Behavior, University of Hohenheim, Germany
2022 - 2023	Post-Doc, Chair for Sustainability Management, TU Kaiserslautern, Germany
2018 - 2022	Research Associate, Chair for Marketing & Innovation, University of Bayreuth, Germany

RESEARCH AFFILIATIONS AND VISITS:

2025 - 2025	Guest Lecturer, HdM Stuttgart
2023 - 2024	Guest Lecturer, HTW Saar
2021 - 2021	Visiting Researcher, Ted Rogers School of Management, Toronto Metropolitan University (TMU; former Ryerson University), Canada

EDUCATION

2019 - 2021	Dr. rer. pol. <i>summa cum laude</i> University of Bayreuth, Germany — Supervisor: Daniel Baier, Claas Christian Germelmann
2016 - 2018	Master of Science Sport, Business and Law ("Sportökonomie") University of Bayreuth, Germany
2017 - 2017	MBA Exchange Program in Marketing Kelley School of Business, Indiana University, USA
2012 - 2016	Bachelor of Science Sport, Business and Law ("Sportökonomie") University of Bayreuth, Germany
2014 - 2015	Exchange Semester in Sports Management Shanghai University of Sports, China

RESEARCH INTERESTS

Sustainable Consumption in Marketing & Consumer Behavior
Digital technologies' influence on Sustainable Consumption
Consumers' perception of sustainable innovations

PUBLICATIONS

REFEREED RESEARCH ARTICLES

- 2026 Benedikt M. Brand, Klaus G. Grunert, Lara K. Dintner, and Birgit Stoltenberg (2026) Mapping the sustainability labels jungle in the food context: an analysis of multi-dimensional multi-level labels. **British Food Journal**, Vol. 128, No. 13, 505-528.
- Benedikt M. Brand and Alexandra Rese (2026) Introducing the adaptive “Dual Response” Kano method—conceptualization and empirical application. **Journal of Retailing and Consumer Services**, Vol. 89, 104596.
- 2025 Benedikt M. Brand (2025) Bridging the intention-behavior-gap through digitalized information (?)-Two laboratory experiments in the textile industry. **Journal of Retailing and Consumer Services**, Vol. 84, 104179.
- 2024 Zachary Robichaud, Benedikt M. Brand, and Hong Yu (2024) Bridging the information asymmetry in e-commerce: an intercultural perspective on sustainable clothing. **International Journal of Retail & Distribution Management**, Vol. 52, No. 10/11, 1004-1019.
- Marius A. Fortagne, Benedikt M. Brand, and Bettina Lis (2024) Do You Want to BeReal? Usage Intention and Well-Being for the Social Network BeReal. **International Journal of Innovation and Technology Management**, Vol. 21, No. 8, 2450056.
- 2023 Benedikt M. Brand and Cristopher S. Kopplin (2023) Effective Return Prevention Measures in the Post-purchase Stage: A Best-Worst Scaling Approach. **Marketing: ZFP**, Vol. 45, No. 1, 30-47.
- 2022 Benedikt M. Brand and Daniel Baier (2022) Measuring country of origin effects in online shopping implicitly: a discrete choice analysis approach. **International Marketing Review**, Vol. 39, No. 4, 955-983.
- Benedikt M. Brand, Cristopher S. Kopplin, and Theresa M. Rausch (2022) Cultural differences in processing online customer reviews: holistic versus analytic thinkers. **Electronic Markets**, Vol. 32, 1039–1060.
- Benedikt M. Brand and Riccardo Reith (2022) Cultural differences in the perception of credible online reviews – The influence of presentation format. **Decision Support Systems**, Vol. 154, 113710.
- Theresa M. Rausch and Benedikt M. Brand (2022) Gotta buy'em all? Online shopping cart abandonment among new and existing customers. **International Journal of Electronic Business**, Vol. 17, No. 2, 109-134.
- Benedikt M. Brand, Theresa M. Rausch, and Jannika Brandel (2022) The Importance of Sustainability Aspects When Purchasing Online: Comparing Generation X and Generation Z. **Sustainability**, Vol. 14, No.9, 5689.
- Norman Shaw, Brenda Eschenbrenner, and Benedikt M. Brand (2022) Towards a Mobile App Diffusion of Innovations model: A multinational study of mobile wallet adoption. **Journal of Retailing and Consumer Services**, Vol. 64, 102768.
- 2021 Björn Stöcker, Daniel Baier, and Benedikt M. Brand (2021) New insights in online fashion retail returns from a customers' perspective and their dynamics. **Journal of Business Economics**, Vol. 91, No. 8, 1149-1187.
- Cristopher S. Kopplin, Benedikt M. Brand, and Yannick Reichenberger (2021) Consumer acceptance of shared e-scooters for urban and short-distance mobility. **Transportation**

Research Part D: Transport and Environment, Vol. 91, 102680.

- 2020 Benedikt M. Brand and Theresa M. Rausch (2020) Examining sustainability surcharges for outdoor apparel using Adaptive Choice-Based Conjoint analysis. **Journal of Cleaner Production**, Vol. 289, 1-18.

Benedikt M. Brand and Daniel Baier (2020) Adaptive CBC: Are the Benefits Justifying its Additional Efforts Compared to CBC?. **Archives of Data Science, Series A**, Vol. 6, No. 1, 1-22.

CHAPTERS IN BOOKS, TEXT BOOKS, AND EDITED VOLUMNES

- 2022 Benedikt M. Brand, **Extrinsic Information Cues for Mitigating Information Asymmetry in e-Commerce: A German-Chinese Perspective**, Dissertational Thesis, University of Bayreuth, Bayreuth.
- 2021 Benedikt M. Brand and Daniel Baier, *Adaptive Choice-Based Conjointanalyse*, in **Conjointanalyse: Methoden-Anwendungen-Praxisbeispiele**, D. Baier and M. Brusch (Eds.), 2nd edition, Springer Gabler, Berlin.

TEACHING

COURSE TAUGHT AT UNIVERSITY OF BAYREUTH

Fundamentals of Marketing (Bachelor),
Project studies with students on applied problems in cooperation with firms such ADIDAS, BAUR

COURSE TAUGHT AT UNIVERSITY OF HOHENHEIM

Market and Consumer Behavior (Bachelor), seminar on Sustainability & Change (Bachelor),
Introduction to Business Administration (Bachelor)

COURSE TAUGHT AT HTW SAAR

Market Research (Bachelor), International Marketing (Master)

COURSE TAUGHT AT STUTTGART MEDIA UNIVERSITY (HDM)

Advanced Customer Analytics (Bachelor)

AWARDS

- 2023 Best Dissertation Award (Wolfgang Wirichs Foundation)
2021 MITACS Globalink Research Award
2017 Tuition Waiver (for exchange semester at Indiana University/Kelley School of Business, USA)
2014 PROMOS scholarship (for exchange semester at Shanghai University of Sports, China)

PROFESSIONAL SERVICES

REFEREEING

Decision Support Systems, Journal of Business Economics, Ecological Economics, Journal of Cleaner Production, Journal of Retailing and Consumer Services, Journal of Business Ethics, Marketing ZFP – Journal of Research and Management, International Marketing Review, Journal of Consumer Behavior, Travel Behavior and Society, AMS Conference, Wirtschaftsinformatik (Conference), transfer – Journal for Communication and Brand Management

COMMUNITY

GRONEN (Group for Research on Organizations and the Natural Environment) (2022 – 2024)
Board Member and elected Doctorates' Representative of University of

Bayreuth Graduate School (2019 – 2020)

WORKSHOPS AND SEMINARS

University of Bayreuth Doctoral Seminar in Marketing and Services (2019 – 2025)

MEDIA COVERAGE

My work has been covered by newspapers (Nordbayerischer Kurier, LokalKlick) and websites (UFIS).

PROFESSIONAL AFFILIATIONS

VHB Marketing Commission, GfKl (Gesellschaft für Klassifikation), Sportökonomie Bayreuth e.V., GRONEN