

Bio-Sketch
Univ.-Prof. Dr. Oliver P. Heil (Ph.D.)

Academic Employment & Education

Chaired Univ. Prof. (C4) & Head of Institute, Univ. o. Mainz, Lehrstuhl für Marketing, 1995-present
Director, Center for Research on Luxury, Center for Research on Markenwechsel 2012-present
Visiting Research Fellow, Hong Kong, Lingnan University, 2009 & 2012
Visiting Research Fellow, UCLA, Anderson Graduate School of Business, 2005-2006
Visiting Research Fellow, Hong Kong University of Science & Technology 2001, 2003
Faculty, Acting Associate Professor, UCLA, Anderson Graduate School of Business, 1993-1995
Faculty, Visiting Assistant Professor, UCLA, Anderson Graduate School of Business, 1991-1993
Faculty, Assistant Professor, Indiana University, School of Business, 1988-1991 (tenure offered)
University of Pennsylvania, Wharton School, Ph.D. in Marketing (1988/89)
University of Pennsylvania, Wharton School, M.S. (1985)
University of Bonn, Dep. of Economics, Major in Mathematical. Econ., Diplom-Volkswirt (1982)
University of Pennsylvania, Department of Economics, Academic Fellow 1981 (Econometrics)
University of Bonn, Department of Economics, Vordiplom/Pre-Diploma (B.S.)

Editorial Responsibilities & Reviewing

Editing: Series on Global Competition & Marketing Strategy (Lang Verlag, Bern/Frankfurt)
Co-Editing: Special Issue, *International Journal of Research in Marketing* (D. Montgomery, Stanford University 2001 & Don Lehmann, Columbia University/Stefan Stremersch Erasmus University, 2010)
Editorial Boards: *International Journal of Research in Marketing* (over 25 years), *Journal of Marketing* (over 10 years), *Marketing and Psychology*, *Journal of the Academy of Marketing Science*, *International Journal of Market Research & Management*, *Marketing Journal of Research & Management*, *International Journal of Decision Sciences*, DAAD - ad hoc.
Ad Hoc Reviewing: *Journal of Marketing Research*, *Marketing Science*, *Journal of Product Innovation Management*, *Strategic Management Journal*, *B2B Journal*, *Schmalenbach*, *DFG. DMV*, *AMA*, *Journal of Public Policy & Marketing*, *JAMS*, *MSI*, *Journal of Business*, *Die Unternehmung*, *ZFB*, *ZFBF*, etc.

Academic Rewards

Academic Trustee MSI, scholarship Wharton, research funding MSI 1994, 2009, IJRM best research paper (out of 300 submission) EMAC, scholarship IRA (John Little & Len Lodish), voted five times in a row to join EB Journal of Marketing, International Journal of Research in Marketing, Scholarship DAAD, Invitation to Wharton Conference on Social Networks, Invitation to submit to Marketing Science Special Issue on Web-Competition, several Board Memberships.

Teaching Awards

Top teaching ratings Executive MBA Zürich (Switzerland) 2006-2012, several times coveted rating 4.0, distinguished teacher 2004/2005 Purdue/GISMA, top teaching ratings UCLA's Exec Ed program (1995-1997); described twice as one of the Nation's (USA) best marketing teachers in *Business Week's* The Best Business Schools, McGraw-Hill, 1st ed. in 1988 & 2nd edition in 1990, voted by MBAs into Top-20 club of best teachers, 1990; UG-Teaching Award (Marketing, 1989), MBA Teaching Award (Marketing, 1987), top ratings Bankenverband (Frankfurt) 2009-2012.

Selected Research

Projects: Marketing and Luxury (book in 2013/2014), Marketing Strategy/Managerial Over-Acting (with Nobel Laureate R. Selten), Intelligent Video Analysis, Marketing and Design, Marketing and Humor, Competitive Advantages of Regions, Pricing of Limited Editions, Competitive reactions (Prof. Morrison), Signaling (Prof. Walters), Price Wars (Prof. Helsen), Competitive Branding. Competition and Luxury (Dr. Langer), Competitive Advantages of Regions, Competition and Humor, Purchase Termination, Status Quo Bias. Under review Competitor-Reactions (Marketing Letters, second Round), Price War Termination Management Science und Over-Acting Marketing Science (first round), Internet Competition, Analyses of Purchase Termination & Competitive Advantage, Evolution of Global Competition, Competition & Luxury, Computer-based Analysis of Purchase Termination, Competition and Humour, publications in leading research journals (double-blind review) such as *Journal of Marketing*, *Journal of Product Innovation Management*, *International Journal of Research in Marketing*, *Strategic Management Review*, *International Journal of Marketing Research*, book chapters in Wharton on Competitive Strategy, book on crisis management (with Dr. Fürst, Thomas Sattelberger), cases in luxury management (2014).

Conferences Organized

International Business Forum (1996), Competitive Decision Making (1999), Marketing Science Conference (2001) - world largest and most prestigious conference in marketing, MSI Conference, Frankfurt (June 2005), Conference on Competition in the 21st Century, (2008)

Corporate Lecturing, Executive Education & Consulting (Selection)

Mercedes Benz, Deutsche Bank, P&G, T-Mobile, DASA, F.A.Z, TRW, Hughes Aircraft, Hallmark Cards, Dresdner Bank D.I.T., Grohe, IBM/Rolm, Lufthansa, Sparkasse Mainz, Siemens, Henkel, Deutsche Telekom, BMW, etc.