
ANTONIA ERZ, Ph.D.

Curriculum Vitae

Post-doc with teaching responsibilities

Copenhagen Business School
Department of Marketing

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RESEARCH PROFILE

My research focuses on consumer behavior in the context of innovation, branding and social media. Based on theories of cognitive psychology (currently fluency theory), I study how consumers respond to brand names, brand logos and advertising claims for novel products. I am also interested in how technological and societal changes elicit new consumption behavior and how this new consumption behavior impacts business. I therefore study consumer transformations and consumption discourses, primarily on social media. Methodologically, I am pragmatic and work with experimental and qualitative methods.

ACADEMIC POSTS

Copenhagen Business School, Denmark, 2017 –

Post-doc with teaching responsibilities

Copenhagen Business School, Denmark, 2013 – 2016

Assistant Professor

Copenhagen Business School, Denmark, 2012–2013

Post-doc researcher

Copenhagen Business School, Department of Marketing, Denmark, 2010

Visiting scholar

University of St. Gallen, Institute for Customer Insight, Switzerland, 2007–2011

Research Assistant and Ph.D. Student

EDUCATION

Ph.D. (Doctor of Philosophy in Management), University of St. Gallen, Switzerland, 2011

“Perceiving Innovations: The Role of Processing Fluency”, magna cum laude

Advisors: Prof. Dr. Torsten Tomczak, Prof. Dr. Andreas Herrmann

Diploma Social and Economic Communications, University of Arts Berlin, Germany, 2005

Grade: excellent; German diploma is equivalent to a Master’s degree

RESEARCH GRANTS

EU Marie-Curie Actions/7th Framework Programme/People, 2012–2015

Individual Post-doc fellowship, project FLUENTBRAND $\approx 160,000$ €

Fellowship for Young Researchers (Study Abroad), 2010

Swiss National Science Foundation, at Copenhagen Business School $\approx 32,000$ €

Grant for the ICPSR Summer Program in Quantitative Methods of Social Research, 2009

Swiss National Science Foundation, at University of Michigan, Ann Arbor, USA $\approx 2,000$ €

AFFILIATIONS AND SERVICE TO THE COMMUNITY

Affiliations

Association for Consumer Research (ACR)

European Marketing Academy (EMAC)

Society for Consumer Psychology (SCP)

Ad-hoc reviewing and service to the community

Advances in Consumer Research Conference (ACR), since 2012

European Marketing Academy Conference (EMAC), since 2011

Society for Consumer Psychology Conference (SCP), since 2012

Journal of Brand Management

Industrial and Corporate Change

Session chair EMAC 2016

Service to the Department of Marketing, CBS

Co-founder of the Social Media Research Group: <http://www.cbs.dk/en/research/departments-and-centres/department-of-marketing/research-clusters>

Member of the Brand Meaning Research Cluster: <http://www.cbs.dk/en/research/departments-and-centres/department-of-marketing/research-clusters/brand-meaning-bmrc>

Member of the Department Forum (2016)

Organization of Brown Bag Lunches with external researchers – ongoing

Organization of internal research presentations (for groups/clusters and at department meetings) – ongoing

LIST OF PUBLICATIONS

Peer-reviewed publications

1. **Erz, Antonia**, Christensen, Bo T., & Tomczak, Torsten (2012). Easy Like a Sunday Morning: How the Fluency of Analogies Affects Innovation Liking, in *NA - Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, pp. 866-867. (ABS 2)

2. **Erz, Antonia**, & Christensen, Bo T. (2013). Effects of Ease-of-Pronunciation on Non-Word Memory and Product Judgments, in E - European Advances in Consumer Research Volume 10, eds. Gert Cornelissen, Elena Reutskaja, and Ana Valenzuela, Duluth, MN: Association for Consumer Research, pp. 196-197.
3. **Erz, Antonia**, Henkel, Sven, & Tomczak, Torsten (2008). Weg vom negativen Branchenimage: Mit Subtyping zur Arbeitgebermarke. [Avoiding a negative industry image: Using subtyping to enhance employer brands.] *Marketing Review* St. Gallen, 25(5), 22-25.

Peer-reviewed Conference Proceedings and Presentations

4. **Erz, Antonia**, Heeris-Christensen, Anna-Bertha, & Gyrd-Jones, Richard (2016). "I blog so I become": Studying the transformational power of fashion blogging on consumer bloggers' self-concepts. Paper presented at the 46th EMAC Conference, Oslo, Norway.
5. **Erz, Antonia**, & Christensen, Bo T. (2015). Can you say my name? Effects of phonological fluency on memory of non-word brand names. Paper presented at the French-Austrian-German Workshop on Consumer Behaviour, November 26-27, 2015, Bayreuth, Germany.

Best Conference Paper Award

6. **Erz, Antonia**, & Christensen, Bo T. (2015). Can you say my name? Effects of phonological fluency on memory of non-word brand names. Paper presented at the 45th EMAC Conference, Leuven, Belgium.
7. **Erz, Antonia**, & Christensen, Bo T. (2014). Challenging the Superiority of Phonological Fluency: The Role of Product Context and Competing Fluency in Brand Name Recognition, in NA - Advances in Consumer Research Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, p. 783 (Working paper).
8. **Erz, Antonia**, & Christensen, Bo T. (2014). Fluency effects on brand name recognition and preference: The role of product context. Working paper presented at the Society for Consumer Psychology Conference. SCP 2014. Miami, Florida, USA.
9. **Erz, Antonia**, Tomczak, Torsten, & Christensen, Bo T. (2011). Advertising Really New Products: The Role of Processing Fluency of Analogies and Its Effects on Consumers' Responses. Paper presented at the 40th EMAC Conference, Ljubljana, Slovenia.
10. **Erz, Antonia**, Tomczak, Torsten, & Gassmann, Oliver (2010). Advertising New Products: Exploring the Effects of Information and Product Complexity on Consumers' Responses. Paper presented at the 39th EMAC Conference, Copenhagen, Denmark.
11. Mühlmeier, Silke, **Erz, Antonia**, Tomczak, Torsten, & Jenewein, Wolfgang. (2009): Business Strategies of Treacy and Wiersema: The Impact of Marketing Capabilities and Product Life Cycle. In: AMA Winter Educators' Conference Proceedings, 2009. AMA Winter Educators' Conference, Tampa, Florida, USA.

Book chapters

12. Tollin, Karin, **Erz, Antonia**, & Vej, Jesper (2017). The Strategic Viewpoints of Innovation and Marketing Teams on the Development of Novel Functional Foods. In: *New Product Development in Nutraceuticals & Functional Foods: From Concept to Market*, eds. Debasis Bagchi and Sreejayan Nair, Elsevier/Academic Press, USA.
13. **Erz, Antonia**, & Tomczak, Torsten (2008). Kollaboration im Web 2.0: Chancen für das Behavioral Branding. [Collaboration in Web 2.0: Chances for Behavioral Branding.] In

Interaktives Marketing - Neue Wege zum Dialog mit Kunden, eds. Christian Belz, Marcus Schögel, Oliver Arndt, & Verena Walter, Wiesbaden, Germany: Gabler, pp. 323-336.

14. Forster, Anja, **Erz, Antonia**, & Jenewein, Wolfgang (2008). Employer Branding - Ein konzeptioneller Ansatz zur markenorientierten Mitarbeiterführung. [Employer Branding – A Conceptual Approach to Brand-Oriented Leadership.] In: Behavioral Branding - Wie Mitarbeiterverhalten die Marke stärkt, eds. Torsten Tomczak, Franz-Rudolf Esch, Joachim Kernstock, & Andreas Herrmann, Wiesbaden, Germany: Gabler, pp. 277-294.

Dissertation

15. **Erz, Antonia** (2011). Perceiving Innovations: The Role of Processing Fluency. Dissertation. St. Gallen: University of St. Gallen.

Dissemination

16. **Erz, Antonia**, & Gyrd-Jones, Richard (2015): The Empowered Consumer – Co-Creation of Brand Meaning (Identity) on Social Media. Invited talk at the CBS Executive Alumni Conference 2015.
17. **Should Brand Names Roll of the Tongue?** Research summary published on cbs.dk, 19/12/2014, <http://www.cbs.dk/en/research/departments-and-centres/departments-of-marketing/news/should-brand-names-roll-off-the-tongue>

TEACHING RESPONSIBILITIES

	Average evaluation
Copenhagen Business School, 2013 –	
Marketing, Creativity, and Innovation (MSc), 2013, 2014, 2015, 2016	4.65/5
Marketing Research in Innovation Processes (MSc), 2013, 2014, 2016	4.64/5
The Power of (Marketing) Language (MSc), 2014, 2015, 2016	4.41/5
Consumer Behaviour and Market Analysis (BSc), first time offered in Spring 2017	n/a
Supervision of Master's Theses and student projects (UG/PG)	n/a
Kalaidos University of Applied Sciences, Zurich, Switzerland, 2009–2011	
Innovation Marketing	n/a

QUALIFICATIONS & SKILLS

Assistant Professor Program in Teaching and Pedagogical Competence, Copenhagen Business School, 2013–2015

Completed with “extraordinary competences” based on student evaluations, coursework, written reflections, and peer supervision and evaluation

Course work:

- Learning to teach
- Technology enhanced teaching and learning

- Course planning and management
- Master's thesis supervision
- Oral examination and assessment
- Case-based teaching
- Writing-process reengineering

ICPSR Summer Program in Quantitative Methods of Social Research, University of Michigan, USA, 2009, 2014

Training in regression and univariate analysis, structural equation modelling, network analysis, SPSS, R

Methodological Skills

- Experimental design
- Survey design
- Software/data analysis
 - Advanced knowledge of SPSS, regular use of Linear Mixed Models and uni-/multivariate analysis
 - Elementary knowledge of R
 - Elementary knowledge of Structural Equation Modelling
- Qualitative methods: content analysis and in-depth interviews

Languages

German (native proficiency), English (full professional proficiency), Danish (conversational), Spanish (elementary), French (elementary), Latin

INDUSTRY EXPERIENCE

University of St. Gallen, Institute for Customer Insight, Switzerland, 2007-2011

Project coordinator (Behavioral Branding Program, Center for Innovation)

IAV GmbH, Berlin, Germany, 2005–2007

Junior Marketing Manager

IAV Inc., Ann Arbor, MI, USA, 2004–2005

Intern Marketing

IBM, Berlin, Germany, 2002–2004

Project Assistant in Public Relations

Töchter + Söhne (Communication Agency), Berlin, Germany, 2001–2002

Manager HR/PR

Diverse editorial/PR internships, Stuttgart, Germany, 1999-2000

Last update: January 2017