
ANTONIA ERZ, Ph.D.

Curriculum Vitae

Copenhagen Business School
Department of Marketing
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RESEARCH PROFILE

I am primarily interested in human and consumer behavior in the context of online environments, and particularly social media. I investigate how and why people use social and online media, applied to different contexts and platforms, what they produce and what they consume on these media, and how this affects their preferences and decision-making, for example, as tourists. In this context, I also examine influencer marketing and social media influencers, with the aim to understand their self-branding efforts, and, as such, their role in the marketing mix. Secondly, I am interested in how consumers respond to, process information of, and learn about novel marketing stimuli, such as novel brand names or other marketing information. Methodologically, while I mostly use experiments, I am pragmatic and often use qualitative and quantitative methods in triangulation.

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 (1.12); German diploma is the equivalent to a Master’s degree

ACADEMIC POSTS

Copenhagen Business School, Denmark, 2019 –

Associate Professor

Copenhagen Business School, Denmark, 2017 –

Post-doc researcher 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

RESEARCH GRANTS

Awarded

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, research stay 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

Ad-hoc reviewing (journals and conferences)

Journal of Interactive Marketing; Journal of Business Research; European Management Journal; Journal of Brand Management; Journal of Consumer Behavior; Industrial and Corporate Change

Advances in Consumer Research Conference (ACR), since 2012; *European Marketing Academy Conference (EMAC)*, since 2011; *Society for Consumer Psychology Conference (SCP)*, since 2012; *American Marketing Academy (AMA) Winter/Summer conference*, since 2011

Service to the community

Associate Editor, area Marketing, *European Management Journal*

Track co-chair “Social Media Marketing” (together with Ben Marder), *Academy of Marketing Science World Marketing Congress 2019*

Session chair, *EMAC 2016*

Service to the Department of Marketing and CBS

Shop steward (Tillidsrepræsentant)

Member of the Department Forum

Member of the departmental Work Environment Group (2017-2019)

Expert member of the first Digital Transformation Roundtable (2019)

Elective coordinator

Affiliations

Association for Consumer Research (ACR)

European Marketing Academy (EMAC) – Representative for Denmark (start academic year 2018)

Departmental affiliations

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

Member of the Consumer Research Cluster

Co-founder and member of the Social Media Research Group (2015-2017) and of the Digital Marketing Research Group (est. 2019)

LIST OF PUBLICATIONS

Peer-reviewed journal publications

1. Marder, Ben, David Houghton, **Antonia Erz**, Lloyd Harris, and Ana Javornik (2019), "Smile(y) – and your students will smile with you? The effects of emoticons on impressions, evaluations, and behaviour in staff-to-student communication", *Studies in Higher Education*, First online: April 8, 2019, <https://doi.org/10.1080/03075079.2019.1602760>. (*AJG 3, Impact Factor 2017: 2.321*).
Featured in The Times, <https://www.thetimes.co.uk/article/emojis-help-lecturers-bond-with-students-study-finds-x3t9xjwbk>
Featured in tes online, <https://www.tes.com/news/teachers-urged-use-emoji-their-students>
Featured in CBS WIRE, <https://cbswire.dk/why-teachers-should-use-emojis-more-often-😊/>
Featured in Djøfbladet, <https://www.djoefbladet.dk:443/artikler/2019/6/smileyer-g-oe-r-dig-dummere-men-varmere.aspx>
2. Marder, Ben, David Gattig, Emily Collins, Leyland Pitt, Jan Kietzmann, and **Antonia Erz** (2019), "The Avatar's New Clothes: Understanding Why Players Purchase Non-Functional Items in Free-to-Play Games", *Computers in Human Behavior*, 91 (February), 72-83. (*AJG 3, Impact factor 2017: 3.536*)
3. **Erz, Antonia**, Ben Marder, and Elena Osadchaya (2018), "Hashtags: Motivational Drivers, Their Use, and Differences between Influencers and Followers", *Computers in Human Behavior*, 89 (December), 48-60. (*AJG 3, Impact factor 2017: 3.536*)
4. **Erz, Antonia** and Anna-Bertha Heeris Christensen (2018), "Transforming Consumers Into Brands: Tracing Transformation Processes of the Practice of Blogging", *Journal of Interactive Marketing*, 43 (August), 69-82. (*AJG 3, Impact factor 2017: 3.864*)

Peer-reviewed conference proceedings and presentations

5. **Erz, Antonia**, Elena Osadchaya, and Ben Marder (2018), "Consuming and Producing on Social Media: A Uses and Gratifications Perspective on Motives of Hashtag Use on Instagram", *paper presented at the 48th EMAC Conference, Glasgow, UK*.
6. **Erz, Antonia**, Anna-Bertha Heeris-Christensen, and Richard Gyrd-Jones (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*.
7. **Erz, Antonia** and Bo T. Christensen (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, Bayreuth, Germany*.
Best Conference Paper Award
8. **Erz, Antonia** and Bo T. Christensen (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*.

9. **Erz, Antonia** and Bo T. Christensen (2014), “Fluency Effects on Brand Name Recognition and Preference: The Role of Product Context, *working paper presented at the Society for Consumer Psychology Conference, Miami, Florida, USA.*
10. **Erz, Antonia** and Bo T. Christensen (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).
11. **Erz, Antonia** and Bo T. Christensen (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.
12. **Erz, Antonia**, Bo T. Christensen, and Torsten Tomczak (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. (*AJG* 2)
13. **Erz, Antonia**, Torsten Tomczak, and Bo T. Christensen (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.*
14. **Erz, Antonia**, Torsten Tomczak, and Oliver Gassmann (2010), “Advertising New Products: Exploring the Effects of Information and Product Complexity on Consumers’ Responses”, *paper presented at the 39th EMAC Conference, Copenhagen, Denmark.*
15. Mühlmeier, Silke, **Antonia Erz**, Torsten Tomczak, and Wolfgang Jenewein (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 and other peer-reviewed publications

16. Tollin, Karin, **Antonia Erz**, and Jesper Vej (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, London: Academic Press, 63-83.
17. **Erz, Antonia**, Sven Henkel, and Torsten Tomczak (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.
18. **Erz, Antonia** and Torsten Tomczak (2008), “Kollaboration im Web 2.0: Chancen für das Behavioral Branding” [“Collaboration in Web 2.0: Opportunities for Behavioral Branding”], in *Interaktives Marketing - Neue Wege zum Dialog mit Kunden*, eds. Christian Belz, Marcus Schögel, Oliver Arndt, and Verena Walter, Wiesbaden, Germany: Gabler, 323-336.
19. Forster, Anja, **Antonia Erz**, and Wolfgang Jenewein (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, and Andreas Herrmann, Wiesbaden, Germany: Gabler, 277-294.

Ph.D. Thesis

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

DISSEMINATION & PRESS

”Smileyer gør dig dummere, men rarere”, *Djøfbladet*, June 19, 2019,

<https://www.djoefbladet.dk:443/artikler/2019/6/smileyer-g-oe-r-dig-dummere-men-varmere.aspx>

”Why teachers should use emojis more often”, *The Wire*, May 23, 2019, <https://cbswire.dk/why-teachers-should-use-emojis-more-often-☺/>

”Teachers urged to use emojis with their students”, *tes*, April 12, 2019, <https://www.tes.com/news/teachers-urged-use-emoji-their-students>

”Emojis help lecturers bond with students, study finds”, *The Times*, April 13, 2019,

<https://www.thetimes.co.uk/article/emojis-help-lecturers-bond-with-students-study-finds-x3t9xjwbk>

”Influencerne tjener fedt på at være venner med dig: Men kan du stole på en reklamesøjle?”, *Politiken*, Simon Roliggaard, Emilie Maarbjerg Mørk, December 22, 2018

”Kunde-anmeldelser på web kan give eller koste kunder”, *Bladet Arbejdsgiverne*, Amalie Klitgaard, October 16, 2018

”Social Media Influencers – Consumers, Opinion Leaders, or Brands in Their Own Right?”, invited research talk at the University of Edinburgh Business School, June 2018.

”Increasing Feedback Through Blended Learning. Organization, Advantages, and Pitfalls”, invited talk at the Educating Innovative Thinkers Conference, CBS, May 2017.

”I tweet, so I am? Social Media and Our Lives as Consumers”, research talk directed at the wider public at the Danish Science Festival, Copenhagen, April 2017.

”The Empowered Consumer – Co-Creation of Brand Meaning (Identity) on Social Media”, invited talk at the CBS Executive Alumni Conference, with Richard Gyrd-Jones, June 2015.

”Say My Name! How the Ease with Which Consumers Pronounce Brand Names Affects Preferences and Memory”, in *Nyhedsbrevet om Forbrugeradfærd* (departmental newsletter directed at practitioners and the wider public), No. 22, 2014, p. 2-9.

”Should Brand Names Roll of the Tongue?”, research summary published on

<http://www.cbs.dk/en/research/departments-and-centres/department-of-marketing/news/should-brand-names-roll-off-the-tongue>, 2014.

TEACHING EXPERIENCES & RESPONSIBILITIES

Copenhagen Business School, 2013 –

Courses	Average evaluation
Marketing, Creativity, and Innovation (MSc), 2013, 2014, 2015, 2016, 2017 Teacher	4.6/5
Marketing Research in Innovation Processes (MSc), 2013, 2014, 2016, 2017 Course coordinator and teacher	4.6/5

The Power of (Marketing) Language (MSc), 2014, 2015, 2016, 2017, 2018	4.4/5
Course coordinator and teacher	
Blended Learning Course	
Consumer Behavior (BSc), 2017, 2018, 2019	4.4/5
Course coordinator and teacher	
Blended Learning Course	
Project-oriented Marketing Research Program, 2017, 2018	n/a
Course coordinator and supervisor	
Supervision of Master's and Bachelor's theses	n/a

Committee member on Ph.D. pre-defenses

Dalia Bagdziunaite: “Brains at Brand Touchpoints: Consumer neuroscience study of brand advertising and store environment processing in compulsive buying”, grad. 2018, Department of Marketing, CBS

Morten Friis-Olivarius: “The Associative Nature of Creativity”, grad. 2014, Department of Marketing, CBS

Ph.D. student supervision

Anna-Bertha Heeris Christensen (start: September 2018); secondary supervisor (primary supervisor: Prof. (MSO) Richard Gyrd-Jones), Department of Marketing, CBS

Kalaidos University of Applied Sciences, Zurich, Switzerland, 2009 –2011

External lecturer in Innovation Marketing and Management

QUALIFICATIONS, SKILLS, & AWARDS

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

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

Course work:

- Learning to teach
- Course planning and management
- Master's thesis supervision
- Oral examination and assessment
- Technology enhanced teaching and learning
- 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 and survey design
- Quantitative data analysis
 - Advanced knowledge of SPSS, including advanced regression methods and uni-/ multivariate analysis
 - Elementary knowledge of R, Structural Equation Modelling
- Qualitative methods and analysis
 - content analysis and in-depth interviews
 - NVivo

Certificate of Excellence in Education, awarded 2016, 2017, 2018

Departmental award recognizing outstanding teaching (in effect since 2016), defined as *“having at least one course with a score of 4.3 or higher for the question ‘was overall a good teacher’ and, at the same time, having no courses with a score of less than 3.8 for the same question”*

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 and consultant (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: September 2019