

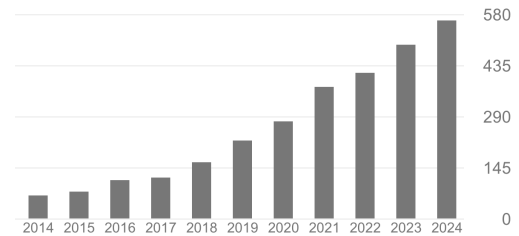
Personal information

Date of birth: 09 March 1978

fe.marktg@cbs.dk

www.cbs.dk/en/staff/femarktg

<https://scholar.google.com/citations?user=M0o0k9wAAAAJ>



Post-Secondary Education

Ph.D. (Dr. rer. pol.)	University of Hamburg, 2008, supervisor: Henrik Sattler Topic: Preference measurement for the prediction and explanation of market success (translated), Grade: summa cum laude
Diploma (Dipl.-Kfm.)	Business Administration, University of Hamburg, 2000 – 2004, Major subjects: Information Technology, Marketing, Statistics, Grade: 1.67 (Top 5%). B.Sc. (“Vordiplom”), 1998 – 2000

Positions

11/2021 – date	Professor in Marketing, Copenhagen Business School, Department of Marketing <ul style="list-style-type: none"> • Deputy Head for Research & Impact, 05-2023 – date • Co-chair of the Digital Marketing Research Cluster, 12/2022 – date • Study Director for the MSc in International Marketing and Management (IMM), 05/2022 – 08/2025 • Member of the Copenhagen School of Entrepreneurship, 01/2023 – date
05/2019 – 10/2021	Associate Professor (tenured), University of Groningen, Faculty of Economics and Business, Department of Marketing; Fellow of the SOM Research Institute
10/2020 – 03/2021	Interim Professor, University of Hamburg, Institute of Marketing
07/2013 – 04/2019	Assistant Professor, University of Groningen, Faculty of Economics and Business, Department of Marketing
09/2012 – 05/2013	Postdoctoral Researcher, University of Liechtenstein
10/2011 – 10/2012	SchindlerParent Distinguished Guest Lecturer in Marketing, Zeppelin University
04/2008 – 12/2013	Independent Marketing Researcher.
10/2004 – 03/2008	Research Associate, University of Hamburg, Institute of Marketing and Media
02/2000 – 12/2002	Assistant Consultant and Working Student, IBM e-business Innovation Center (Hamburg/Germany, New York City/USA)

Advisory Roles

08/2023 – date Kwantum Analytics / KwantumLabs.ai, Academic advisor and Chief Scientist

Research Stays

04/2015 – 05/2015 MIT, Sloan School of Management, Cambridge/USA

08/2007 – 09/2007 University of Stellenbosch/South Africa

02/2006 – 04/2006 Australian Graduate School of Management, University of New South Wales,
Sydney/Australia

Research Interests

Digitalization, digital business models, Generative AI, Large Language Models, Corporate Digital Responsibility (CDR), marketing analytics, preference measurement, conjoint analysis, discrete choice experiments, choice modeling.

Software Development

Development and management of Preference Lab, an online software based on PHP, Javascript, and MySQL to create and analyze questionnaires including choice-based conjoint experiments, <https://my.preferencelab.com/>, beta status: 1000+ registered users.

Awards

- 2023 **Journal of Interactive Marketing Best Paper Honorable Mention:** The Market for Privacy: Understanding How Consumers Trade Off Privacy Practices with Frank T. Beke, Peter C. Verhoef, and Jaap E. Wieringa.
- 2022 **Best Paper Award:** Pricing Strategies for Bundling Platforms in the News Industry when Competing with Free Content, with Michel Clement, Elena Koch, and Petra Füchtenbusch, European Media Management Association (emma) Conference, Munich, Germany.
- 2016 **Best Paper Award,** based on doctoral dissertation: Measuring Changes in Consumer Surplus in the Digital Economy, with Erik Brynjolfsson and Avinash Gannamaneni, *Workshop on Information Systems and Economics (WISE)*, Dublin, Ireland.
- 2016 **Best Paper Honorable Mention:** The Effects of Incentive Alignment, Realistic Images, Video Instructions, and Ceteris Paribus Instructions on Willingness to Pay and Price Equilibria, with John R. Hauser and Matthew Selove, *Proceedings of the Sawtooth Software Conference*, Park City, Utah.

- 2014 **Best Paper Award:** Distance and Perceptions of Risk in Internationalization Decisions: A Conjoint Choice Experiment, with Sascha Kraus, Tina Ambos, and Beate Cesinger, *Global Innovation and Knowledge Academy (GIKA)*, Valencia, Spain.
- 2012 **Best Paper Award:** Accepting or Fighting Piracy, with Alexa Burmester, Michel Clement, and Tim Prostka, in the Retailing and Pricing track, *American Marketing Academy (AMA) Summer Marketing Educators' Conference*, Chicago, USA.

Grants and Scholarships (Excluding Travel Grants)

2023	Otto Mønsted Foundation , Conference organization support	DKK 100,000
2023	McKinsey & Company , conference organization support	EUR 7,000
2016 – 2022	MIT Measuring the Economy Project , Collaborator, Research budget	USD >100,000
2018 – 2019	Research Grant , University of Groningen, FEB Research Lab	EUR 5,000
2018	Honorary Scholarship , University of Groningen, SOM Research School	EUR 4,500
2012	Post-Doc Grant , Co-investigator, Forschungsförderungsfonds (FFF), Liechtenstein.	CHF 86,968
2009	Post-Doc Grant , Principal investigator, EXIST, Bundesministeriums für Wirtschaft und Technologie, Berlin/Germany.	EUR 82,000

Service to the Research Community

Committees:	External member of the appointment committee for Professor in Marketing & Innovation (W3), University of Oldenburg (Germany), 2022.
	External reviewer for Professor in Marketing (W2), TH Köln (Germany), 2022.
	Chair of assessment committee for Associate Professorships in Marketing, Copenhagen Business School, 2022.
Collaborator:	University of Groningen, Research Theme “Future Prosperity”, 2020 – 2021
	University of Groningen, Signature Area “Digital Business Models”, 2019 – 2021
	University of Groningen, Signature Area “Markets and Sustainability”, 2017 – 2021
	MIT Initiative on the Digital Economy, “Measuring the Economy Project”, 2016 – 2022

Editorial Review Board: Information Systems Research, Special Issue on Analytical Creativity

Ad-hoc Reviewer: Journal of Marketing Research, Marketing Science, Journal of the Academy of Marketing Science, Management Science, International Journal of Research in Marketing, Research Policy, MIS Quarterly, Journal of Business Research, Nature Human Behaviour, Business Research, Journal of Retailing, Journal of Interactive Marketing, Customer Needs and Solutions, Journal of Choice Modelling, Journal of

Marketing Theory and Practice, Energy Policy, Technovation, Behaviormetrika, PLoS One, Cities, Journal of Cultural Economics, Research in Engineering Design, Marketing – Journal of Research and Management, Marketing – Zeitschrift für Forschung und Praxis, ZfbF Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, MedienWirtschaft, American Marketing Academy Conferences, European Marketing Academy Conferences.

Co-host: SALTY Quantitative Marketing Conference, CBS Copenhagen, September 2023.
Thought Leadership conference on Digital Responsibility, Groningen, April 2018.

Track Chair: Pricing track, European Marketing Academy Conference, Glasgow, May 2018.

Assistant to the Editor (2006 – 2008): Marketing – Journal of Research and Management (and Marketing – Zeitschrift für Forschung und Praxis), Verlag Vahlen, Hamburg/Munich, Germany.

Supervision

Ph.D. Hani Ashraf Bououdina, primary supervisor, 2025 – date
Siv Pedersen, primary supervisor, 2023 – date
Wendy Davids, co-supervision with Charlene Gerber, 2023 – 2025
Chenming Peng, co-supervision with Jaap E. Wieringa, 2018 – 2022
Frank T. Beke, co-supervision with Peter C. Verhoef, 2014 – 2018
Leonard Rackowitz, extended PhD committee, University of Hamburg, 2021
Paul Wiegmann, extended PhD committee, Erasmus University, 2019

Tenure-track Mentor for Rouven Seifert, University of Rostock, Germany

MSc Marketing 84 completed theses, 2013 – date

PreMSc Marketing 15 completed theses, 2014 – 2016

BSc Business 4 completed theses, 2023 – date

BSc Econometrics 12 completed theses, 2014 – 2016

MSc Marketing thesis coordinator, University of Groningen, 2017 – 2021.

Teaching Experience

Certified University Teaching Qualification (UTQ/BKO), University of Groningen, 12/2017

Best Teacher award: Top 5 course of the faculty, Marketing Engineering, 2014

Course	Years	Average Evaluation Teacher	Average Evaluation Course
Thesis supervision (CBS MSc Cand. merc.)	2022 – date	5.0 out of 5	n.a.
Thesis supervision (University of Groningen MSc Marketing Analytics and Data Science, MSc Marketing Management)	2013 – 2021	4.9 out of 5	n.a.

Thesis supervision (PreMSc Marketing)	2014 – 2016	4.5 out of 5	n.a.
Thesis supervision (BSc Econometrics)	2014 – 2021	5.0 out of 5	n.a.
Brand Analytics	2024 – date	4.1 out of 5	3.8 out of 5
Digital Analytics and Digital Experimentation (MSc Economics and Business Administration: Elective)	2022 – 2024	4.7 out of 5	4.6 out of 5
Brand Orientation, Performance, Equity (MSc Economics and Business Administration: Brand and Communications Management)	2021 – date	3.9 out of 5	3.6 out of 5
Service Marketing and Innovation (BSc Service Management)	2021 – date	4.2 out of 5	4.1 out of 5
Marketing (BSc European Business)	2021 – 2022	4.5 out of 5	3.9 out of 5
Multivariate Data Analysis (Research Master ¹)	2016 – 2021	4.7 out of 5	4.4 out of 5
Advanced Consumer Choice Modeling (Research Master)	2013 – 2016	4.8 out of 5	4.1 out of 5
Digital Marketing Intelligence (MSc Marketing Analytics and Data Science)	2017 – 2021	4.6 out of 5	4.1 out of 5
Marketing Research Methods (MSc Marketing Management)	2020 – 2021	n.a.	4.1 out of 5
Marketing Engineering (MSc Marketing Intelligence)	2013 – 2017	4.6 out of 5	4.4 out of 5
Marketing Research (PreMSc Marketing & BSc Economics and Business Economics)	2014 - 2021	4.5 out of 5	4.2 out of 5
Marketing Analytics (BSc Econometrics)	2014 – 2021	4.4 out of 5	4.0 out of 5

Conference Presentations, Invited Talks, and Guest Lectures

MSI/ARF Analytics and Forecasting Conference: “LLM Time Machines: Valuing Brands Over Time,”
Columbia University, New York, 09/2025.

European Marketing Academy (EMAC) Conference, Madrid/Spain, 05/2025.

ESCP Berlin, 03/2025.

Diginomics Brownbag seminar, University of Bremen, 12/2024.

ACR Conference, Empirical Generalizations about Predictive Validity in Choice Experiments,
Paris/France, 09/2024.

SALTY Jahrestagung Quantitatives Marketing, University of Bremen, 09/2024: Researching Consumer-AI interactions with Large Language Models (LLMs)

University of Hamburg, 09/2023: Conjoint Workshop

Member of the 12th Triennial Invitational Choice Symposium, Impact of Repetition on Measurement and Choice, INSEAD, Fontainebleau/France, 08/2023.

Frontiers Conference, Consumer Responses to Corporate Digital Responsibility in Service: Exploring Interaction Effects Between Privacy and Algorithmic Fairness, Maastricht/Netherlands, 2023.

University of Mannheim, 11/2022: The Value of Digitalization.

TELUS Canada, 11/2021: Measuring the Value of Digital Goods and Services, GRA Learning Series

University of Hamburg, 10/2020 – 03/2021: PhD seminar “Business Research Methods”, MSc seminar “Marketing in digital markets”, MSc lecture “Customer Insights”.

Kühne Logistics University, Hamburg, 01/2020: Measuring Changes in Well-being in the Digital Economy.

Workshop on Information Systems and Economics (WISE), Munich, 12/2019: The Impact of Social Media Usage on Academic Performance and Well-being: Evidence from a Randomized Controlled Trial.

WHU – Otto Beisheim School of Management, Vallendar, 11/2019: Digitalization and Consumer Preferences.

University of Groningen, Global Economics and Management Seminar, 09/2019: GDP-B: Accounting for the Value of New and Free Goods in the Digital Economy.

INFORMS Marketing Science Conference, Rome/Italy, 2019.

European Marketing Academy (EMAC) Conference, Hamburg/Germany, 2019.

University of Hamburg, Department of Marketing, 05/2019: Consumer Surplus for Free Digital Products.

SALTY Jahrestagung Quantitatives Marketing, Frankfurt School of Finance & Management, 2018.

European Marketing Academy (EMAC) Conference, Glasgow/UK, 2018.

MARUG (Marketing Associatie Rijksuniversiteit Groningen), Marketing Seminar, Groningen, 2017.

INFORMS Marketing Science Conference, Los Angeles/USA, 2017.

European Marketing Academy (EMAC) Conference, Groningen/Netherlands, 2017.

Groningen-Leuven Research Camp, Groningen, NL, 01/2017: Craft and Precision in Conjoint Analysis.

Zeppelin University, Friedrichshafen, PhD course, 12/2016, 05/2013: Preference Measurement.

Sawtooth Software Conference, Park City, Utah, USA, 2016.

University of Duesseldorf, Guest lecture (Master), 06/2016: Conjoint Analysis.

European Marketing Academy (EMAC) Conference, Leuven/Belgium, 2015.

American Marketing Association (AMA) Global Research Symposium on Marketing and Entrepreneurship, Santa Cruz/USA, 07/2014.

Zeppelin University, Human Resources Conference, Friedrichshafen, 10/2013: Employer Branding.

University of Liechtenstein, Guest lecture (Bachelor), 04/2013 and 11/2012: Entrepreneurial Marketing.

American Marketing Association (AMA) Summer Conference, Chicago/USA, 2012.

HEC Lausanne, Guest lecture (Master), 05/2012: Conjoint Analysis.

American Marketing Association (AMA) Winter Conference, St. Petersburg/USA, 02/2012.

Cologne Business School, PhD course, 10/2009: Preference Measurement.

University of Cologne, Guest lecture (Master), 11/2010 and 12/2009: Brand Valuation.

University of Hamburg, Guest lecture (Master), 01/2010: Pricing.

University of Stellenbosch, South Africa, PhD course, 01/2009: Preference Measurement.

University of Stellenbosch, South Africa, Guest lecture (Master), 09/2007: Brand Image Measurement.

European Marketing Academy (EMAC) Conference, Reykjavík/Iceland, 2007.

American Marketing Association (AMA) Summer Conference, Chicago/USA, 2006.

European Marketing Academy (EMAC) Conference, Milan/Italy, 2005.

INFORMS Marketing Science Conference, Rotterdam/Netherlands, 2004.

Publications – Books and Book Chapters

Befurt, Rene, Felix Eggers, John R. Hauser (2024): Supply Side Considerations When Using Conjoint Analysis in Litigation, in: Natalie Mizik and Dominique Hanssens (Editors): Handbook of Marketing Analytics: Methods and Applications in Marketing, Public Policy, and Litigation, Edward Elgar Publishing.

Schumacher, Christopher, Felix Eggers, Peter C. Verhoef, and Peter Maas (2024): Data Analysis for Digital Transformation: The Example of Willingness to Share Personal Information, in: John Qi Dong and Peter C. Verhoef (Editors): A Research Agenda for Digital Transformation, pp. 281-326. Edward Elgar Publishing.

Eggers, Felix, Henrik Sattler, Thorsten Teichert, and Franziska Völckner (2021): Choice-based Conjoint Analysis, in: Christian Homburg, Martin Klarmann and Arnd Vomberg (Editors): Handbook of Market Research, Springer, Wiesbaden.

Eggers, Felix (2008): Präferenzmessung zur Prognose und Erklärung des Markterfolgs unter besonderer Berücksichtigung von Preis und Marke (translated: Preference measurement for the prediction and explanation of market success with focus on branding and pricing), Dissertation, University of Hamburg.

Publications – Refereed Journal Articles

Vriens, Marco and Felix Eggers (2025): Holistic Conjoint, **Customer Needs and Solutions**, forthcoming.

Brynjolfsson, Erik, Avinash Collis, W. Erwin Diewert, Felix Eggers, and Kevin J. Fox (2025): GDP-B: Accounting for the Value of New and Free Goods, **American Economic Journal: Macroeconomics**.

Eggers, Felix, Frank T. Beke, Peter C. Verhoef, and Jaap E. Wieringa (2023): The Market for Privacy: Understanding How Consumers Trade Off Privacy Practices. **Journal of Interactive Marketing**, 58(4), 341–360. <https://doi.org/10.1177/10949968221140061>

Schumacher, Christopher, Felix Eggers, Peter C. Verhoef, and Peter Maas (2023): The Effects of Cultural Differences on Consumers' Willingness to Share Personal Information. **Journal of Interactive Marketing**, 58(1), 72–89. <https://doi.org/10.1177/10949968221136555>

Collis, Avinash and Felix Eggers (2022): Effects of restricting social media usage on wellbeing and performance: A randomized control trial among students. **PLoS ONE**, 17(8): e0272416. <https://doi.org/10.1371/journal.pone.0272416>

Peng, Chenming, Jenny van Doorn, Felix Eggers, and Jaap E. Wieringa (2022): The effect of required warmth on consumer acceptance of artificial intelligence in service: The moderating role of AI-human collaboration, **International Journal of Information Management**, 66.

Beke, Frank T., Felix Eggers, Peter C. Verhoef, and Jaap E. Wieringa (2022): Consumers' Privacy Calculus: The PRICAL Index Development and Validation, **International Journal of Research in Marketing**, 39(1).

Wiegmann, Paul Moritz, Felix Eggers, Henk J. de Vries, and Knut Blind (2022): Competing Standard-Setting Organizations: A Choice Experiment, **Research Policy**, 51(2). <https://doi.org/10.1016/j.respol.2021.104427> (open access).

Eggers, Felix and Fabian Eggers (2022): Drivers of autonomous vehicles – Analyzing consumer preferences for self-driving car brand extensions, **Marketing Letters**. <https://doi.org/10.1007/s11002-021-09571-x> (open access).

Brynjolfsson, Erik, Avinash Collis, Erwin Diewert, Felix Eggers, and Kevin J. Fox (2020): Measuring the Impact of Free Goods on Real Household Consumption, **AEA Papers and Proceedings**, 110.

Lobschat, Lara, Benjamin Müller, Felix Eggers, Laura Brandimarte, Sarah Diefenbach, Mirja Kroschke, and Jochen Wirtz (2020): Corporate Digital Responsibility, **Journal of Business Research**. <https://doi.org/10.1016/j.jbusres.2019.10.006> (open access).

Ambos, Tina C., Beate Cesinger, Felix Eggers, Sascha Kraus (2020): How does De-Globalization affect location decisions? A Study of managerial perceptions of risk and return, **Global Strategy Journal**, 10(1), 210-236.

Hauser, John R., Felix Eggers, and Matthew Selove (2019): The Strategic Implications of Scale in Conjoint Analysis, **Marketing Science**, 38(6), 1059-1081. <https://doi.org/10.1287/mksc.2019.1178> (open access).

Brynjolfsson, Erik, Avinash Collis, and Felix Eggers (2019): Using Massive Online Choice Experiments to Measure Changes in Well-being, **Proceedings of the National Academy of Sciences of the United States of America (PNAS)**, 116(15), 7250–7255. <https://doi.org/10.1073/pnas.1815663116> (open access).

Media mentions: [MIT Sloan Management Review](#) (06-2016), [The Economist](#) (08-2017), [The Economist](#) (04-2018), [Financial Times](#) (04-2018), [Bloomberg](#) (04-2018), [Bloomberg](#) (05-2018), [The Wall Street Journal](#) (04-2018), [The Guardian](#) (07-2018), [Harvard Law Review](#) (05-2018), [The Times](#) (05-2018), [Independent](#) (05-2018), [BBC](#) (05-2018), [The Sydney Morning Herald](#) (05-2018), [WELT](#) (04-2018), [Het Financieel Dagblad](#) (05-2018), [De Standaard](#) (04-2018), [Financial Times](#) (08-2018), [Financial Times](#) (11-2018), [Boston Globe](#) (12-2018), [Washington Post](#) (02-2019), among others.

- Brynjolfsson, Erik, Felix Eggers, and Avinash Gannamaneni (2018): Measuring Welfare with Massive Online Choice Experiments: A Brief Introduction, in: **AEA Papers & Proceedings**, 108(May), 473-476.
- Beke, Frank T., Felix Eggers, and Peter C. Verhoef (2018): Consumer Informational Privacy: Current Knowledge and Research Directions, **Foundations and Trends in Marketing**, 11(1), 1-71.
- Kraus, Sascha, Christine Mitter, Felix Eggers, and Philipp Stieg (2017): Drivers of Internationalization Success: A Conjoint Choice Experiment on German SME Managers, **Review of Managerial Science**, 11(3), 691-716.
- Mensching, Helge, Andrea Calabrò, Felix Eggers, and Sascha Kraus (2016), Internationalization of Family and Non-Family Firms: A Conjoint Experiment Among CEOs, **European Journal of International Management**, 10(5), 581-604.
- Burmester, Alexa, Felix Eggers, Michel Clement, and Tim Prostka (2016): Accepting or Fighting Unlicensed Usage – Can Firms Reduce Unlicensed Usage for Digital Media Products by Optimizing their Marketing? In: **International Journal of Research in Marketing**, 33(2), 343-356.
- Nils Wlömert and Felix Eggers (2016): Predicting New Service Adoption with Conjoint Analysis: External Validity of BDM-Based Incentive-Aligned and Dual Response Choice Designs, in: **Marketing Letters**, 27(1), 195-210.
- Kraus, Sascha, Fabian Meier, Felix Eggers, Ricarda Bouncken, and Felix Schuessler (2016): Standardization vs. Adaption: A Conjoint Experiment on The Influence of Psychic, Cultural, and Geographical Distance on International Marketing Mix Decisions, in: **European Journal of International Management**, 10(2).
- Eggers, Fabian, Felix Eggers, and Sascha Kraus (2016): Entrepreneurial Branding: Measuring Consumer Preferences through Choice-Based Conjoint Analysis, in: **International Entrepreneurship and Management Journal**, 12(2), 427-444.
- Kraus, Sascha, Tina C. Ambos, Felix Eggers, and Beate Cesinger (2015): Distance and Perceptions of Risk in Internationalization Decisions: A Conjoint Choice Experiment, in: **Journal of Business Research**, 68(7), 1501-1505.
- Zenker, Sebastian, Felix Eggers, and Mario Farsky (2013): Putting a Price Tag on Cities: Insights into the Competitive Environment of Places, in: **Cities**, 30 (1), 133-139.
- Papies, Dominik, Felix Eggers, and Nils Wlömert (2011): Music for Free? How Free Ad-funded Downloads Affect Consumer Choice, in: **Journal of the Academy of Marketing Science**, 39(5), 777-794.
- Eggers, Felix and Fabian Eggers (2011): Where Have all the Flowers Gone? Forecasting Green Trends in the Automobile Industry with a Choice-based Conjoint Adoption Model, in: **Technological Forecasting and Social Change**, 78(1), 51-62.
- Eggers, Felix and Henrik Sattler (2011): Preference Measurement with Conjoint Analysis: Overview of State-of-the-art Approaches and Recent Developments, in: **GfK Marketing Intelligence Review**, 3(1), 36-47.

Eggers, Felix and Henrik Sattler (2009): Hybrid Individualized Two-Level Choice-based Conjoint (HIT-CBC): A New Method for Measuring Preference Structures with Many Attribute Levels, in: **International Journal of Research in Marketing**, 26(2), 108-118.

Hennig-Thurau, Thorsten, Victor Henning, Henrik Sattler, Felix Eggers, and Mark Houston (2007): The Last Picture Show? Timing and Order of Movie Distribution Channels, in: **Journal of Marketing**, 71(4), 63-83.

Publications – Refereed Conference Proceedings

Eggers, Felix and John R. Hauser (2024): Empirical Generalizations about Predictive Accuracy in Choice Experiments, in: **Advances in Consumer Research**, Volume 52.

Eggers, Felix and Fabian Eggers (2019): Drivers of autonomous cars – a brand extension perspective, in: **Proceedings of the 48th Annual Conference of the European Marketing Academy (EMAC)**, Hamburg, Germany.

Kosyakova, Tetyana, Felix Eggers, and Thomas Otter (2018): Models of Endogenous Willingness to Respond, in: **Proceedings of the 47th Annual Conference of the European Marketing Academy (EMAC)**, Glasgow, UK.

Eggers, Felix and Maik J. A. Havinga (2017): The Impact of Resale Value on the Willingness-to-pay for Electric Vehicles, in: **Proceedings of the 46th Annual Conference of the European Marketing Academy (EMAC)**, Groningen, Netherlands.

Beke, Frank T. and Felix Eggers (2017): Developing a Privacy Strategy: Assessing the Relative Importance of the Main Elements of Privacy Using a Conjoint Experiment, in: **Proceedings of the 46th Annual Conference of the European Marketing Academy (EMAC)**, Groningen, Netherlands.

Schulz, Petra, Felix Eggers, and Michel Clement (2017): Competing with Free Content - Pricing Strategies for Cross-platform Bundling Services in the News Industry, in: **Proceedings of the 46th Annual Conference of the European Marketing Academy (EMAC)**, Groningen, Netherlands.

Eggers, Felix, John R. Hauser, and Matthew Selove (2016): The Effects of Incentive Alignment, Realistic Images, Video Instructions, and Ceteris Paribus Instructions on Willingness to Pay and Price Equilibria, in: **Proceedings of the Sawtooth Software Conference**, Park City, Utah.

Beke, Frank T., Felix Eggers, Peter C. Verhoef, and Jaap Wieringa (2016): Privacy Calculus: Developing a Scale to Predict When Consumers Are Willing to Disclose Personal Information, in: **Proceedings of the 45th Annual Conference of the European Marketing Academy (EMAC)**, Oslo, Norway.

Eggers, Felix (2015): The Number of Choice Sets in Conjoint Choice Experiments: An Analysis of Willingness-to-respond, in: **Proceedings of the 44th Annual Conference of the European Marketing Academy (EMAC)**, Leuven, Belgium.

Eggers, Felix and Sascha Kraus (2014): Internationalization Success of Family vs. Non-family Businesses: A Conjoint Choice Experiment, in: **Global Research Symposium on Marketing and Entrepreneurship**, Santa Cruz, USA.

Eggers, Felix, Michel Clement, Alexa Burmester, and Tim Prostka (2012): Accepting or Fighting Piracy – Can Firms Reduce Piracy for Digital Media Products by Optimizing their Marketing? in: **Proceedings of the 2012 AMA Summer Marketing Educators’ Conference**, Chicago, USA.

Eggers, Felix and Franziska Voelckner (2012): Anchoring in Choice Experiments - Influence of the Experimental Design on Willingness-to-Pay, in: **Proceedings of the 2012 AMA Summer Marketing Educators’ Conference**, Chicago, USA.

Burmester, Alexa, Michel Clement, and Felix Eggers (2012): Marketing Strategies to Pirate Segments – The Effects of Timing and Pricing of Sequentially Released Products, in: **Proceedings of the 41st Annual Conference of the European Marketing Academy (EMAC)**, Lisbon, Portugal.

Eggers, Felix (2012): Would You Like Some More? Voluntary Choice Sets and Progressive Incentive Alignment in Conjoint Analysis, in: Seeing Marketing Through Emerging Theoretical Lenses: **Proceedings of the 2012 AMA Winter Marketing Educators’ Conference**, St. Petersburg, USA.

Zenker, Sebastian, Felix Eggers, and Mario Farsky (2009): Putting a Price Tag on Cities, in: **Proceedings of the 38th Annual Conference of the European Marketing Academy (EMAC)**, Nantes, France.

Eggers, Felix (2007): Adaptive Design Techniques for Complex Choice-based Conjoint Experiments – an Empirical Comparison of Validity, in: **Proceedings of the 36th Annual Conference of the European Marketing Academy (EMAC)**, Reykjavík, Iceland. **Best Paper Nominee** for article based on a doctoral dissertation.

Hennig-Thurau, Thorsten, Victor Henning, Henrik Sattler, Felix Eggers, and Mark Houston (2006): Optimizing the Sequential Distribution Model for Motion Pictures, in: Enhancing Knowledge Development in Marketing: **Proceedings of the 2006 AMA Summer Marketing Educators’ Conference** (Chicago, USA).

Eggers, Felix, Franziska Voelckner, and Henrik Sattler (2005): Separating Negative and Positive Effects of Price with Choice-Based-Conjoint Analyses, in: **Proceedings of the 34th Annual Conference of the European Marketing Academy (EMAC)** (Milan, Italy).

Publications – Management Journals

Vriens, Marco and Felix Eggers (2025): Using conjoint analysis across the marketing value chain, **Applied Marketing Analytics**, 10(4).

Eggers, Felix, Marco Vriens, Rogier Verhulst, Jason S. Talwar, and Avinash Collis (2024): Why You Should Be Tracking Customer Surplus Value, in: **Harvard Business Review**, May 29, 2024, <https://hbr.org/2024/05/why-you-should-be-tracking-customer-surplus-value>

Eggers, Felix and Jochen Wirtz (2024): The need for Corporate Digital Responsibility (CDR), **SERVSIG**, Guest article, 2024-02-28.

Cesinger, Beate, Felix Eggers, Sascha Kraus, and Tina C. Ambos (2015): La heurística de los ejecutivos en la toma de decisiones internacionales, **Harvard Deusto Business Review**, 248, 34-44.

Clement, Michel, Felix Eggers, and Tim Prostka (2012): Zwischen Piraterie und Vermarktungsoptionen, in: **buchreport.magazin**, März, 48-52.

Clement, Michel, Felix Eggers, and Tim Prostka (2012): Von der Liebe zum Papier und dem Reiz der Reader, in: **buchreport.magazin**, Februar, 30-35.

Hoffmann, Sascha, Felix Eggers, and Claudia Fantapié Altobelli (2010): Titelblattoptimierung bei Zeitschriften mit Hilfe der Choice-based Conjoint-Analyse, in: **MedienWirtschaft**, 3/2010.

Eggers, Felix, Mario Farsky, and Sebastian Zenker (2009): Der Preis einer Stadt: Wie viel ein Spreewald im Kampf um Talente Wert ist, in: **Planung & Analyse**, 1/2009.