

Alexander Bleier

January 2026

Frankfurt School of Finance & Management
Adickesallee 32-34
60322 Frankfurt am Main, Germany

Phone: +49 69 154008-817
Email: a.bleier@fs.de

Positions

2022-present	Associate Professor of Marketing Frankfurt School of Finance & Management
2018-2022	Assistant Professor of Marketing Frankfurt School of Finance & Management
2014-2018	Assistant Professor of Marketing Boston College

Education

2009-2014	Dr. rer. pol., University of Cologne Dissertation: Essays on Personalized Online Advertising Committee: Maik Eisenbeiss, Werner Reinartz, and Franziska Voelckner
2006-2009	Dipl.-Kfm., Goethe University Frankfurt
2007-2008	Universidad Nacional de Córdoba
2004-2006	Pre-diploma, Paderborn University

Honors and Awards

MSI Scholar 2024
Frankfurt School Impactful Research Award 2024
AMA-Sheth Foundation Doctoral Consortium Faculty Fellow 2024
Marketing Strategy Consortium Faculty Fellow 2024
VHB Marketing Section Best Paper Award 2024
Sheth Foundation/Journal of Marketing Award Finalist 2024
AMA/Marketing Science Institute/H. Paul Root Award 2023
Outstanding Editorial Review Board Member, *International Journal of Research in Marketing*, 2023
VHB MLP Nachwuchspreis (Young Talent Award), 2022
VHB Best Paper Award Finalist, 2015, 2020
AMA/Marketing Science Institute/H. Paul Root Award Finalist, 2019
Emerald/EFMD Outstanding Doctoral Research Highly Commended Award Winner, 2015
EMAC McKinsey Marketing Dissertation Award Honorable Mention, 2015
DMV (Deutscher Marketing Verband) Dissertation Award Finalist, 2015
EHI-Stiftung and GS1 Dissertation Award Finalist, 2015

AMA-Sheth Foundation Doctoral Consortium Fellow 2013

INFORMS Marketing Science Doctoral Consortium Fellow, 2011, 2012, 2013

ISBM scholarship, SMEAL College of Business, Pennsylvania State University, 2010

Goethe University Frankfurt Full-Tuition Scholarship, 2008

Grants

Marketing Science Institute Grant 4-1963 (\$16,500), "Optimizing Online Product Marketing for Enhanced Performance," 2015

Marketing Science Institute Grant 4000371 (\$4,000), "Social TV and Ad Avoidance," 2018

RESEARCH

Primary Research Interests

Digital marketing and e-commerce, targeting and personalization of marketing communications, customer relationship management, and consumer decision-making

Journal Articles

Moffett, Jordan W., Patrick B. Fennell, Colleen M. Harmeling, Daniel E. Sheehan, and Alexander Bleier (2025), "The Taguchi Approach to Large-Scale Experimental Designs: A Powerful and Efficient Tool for Advancing Marketing Theory and Practice," *Journal of the Academy of Marketing Science*, 53 (3), 949-54.

Bleier, Alexander, Beth Fossen, and Michal Shapira (2024), "On the Role of Social Media Platforms in the Creator Economy," *International Journal of Research in Marketing*, 41 (3), 411-26.

- Lead article

- Featured on Up Next podcast, December 2024

Vomberg, Arnd, Nico Schauerte, Sebastian Krakowski, Claire Ingram Bogusz, Maarten J. Gijsenberg, and Alexander Bleier (2023), "The Cold Start Problem in Nascent AI Strategy: Kickstarting Network Effects," *Journal of Business Research*, 168, 1-10.

Wies, Simone, Alexander Bleier, and Alexander Edeling (2023), "Finding Goldilocks Influencers: How Follower Count Drives Social Media Engagement," *Journal of Marketing*, 87 (3), 383-405.

- VHB Marketing Section Best Paper Award 2024

- AMA/Marketing Science Institute/H. Paul Root Award 2023

- Featured on Today in Digital podcast, November 2022

- Featured on JM Buzz podcast, December 2022

- Featured on Up Next podcast, December 2022

Wiegand, Nico, Yuri Peers, and Alexander Bleier (2023), "Software Multihoming to Distal Markets: Evidence of Cannibalization and Complementarity in the Video Game Console Industry," *Journal of the Academy of Marketing Science*, 51 (2), 393-417.

Fossen, Beth L., and Alexander Bleier (2021), "Online Program Engagement and Viewer Retention during Television Ads," *Journal of the Academy of Marketing Science*, 49 (4), 743-61.

Bleier, Alexander, Avi Goldfarb, and Catherine Tucker (2020), "Consumer Privacy and the Future of Data-Based Innovation and Marketing," *International Journal of Research in Marketing*, 37 (3), 466-80.

Beck, Joshua T., Ryan Rahinel, and Alexander Bleier (2020), "Company Worth Keeping: Personal Control and Preferences for Brand Leaders," *Journal of Consumer Research*, 46 (5), 871–86.

Venkatesan, Rajkumar, Alexander Bleier, Werner Reinartz, and Nalini Ravishanker (2019), "Improving Customer Profit Predictions with Customer Mindset Metrics Through Multiple Overimputation," *Journal of the Academy of Marketing Science*, 47 (5), 771–94.

- Lead article

Bleier, Alexander, Colleen M. Harmeling, and Robert W. Palmatier (2019), "Creating Effective Online Customer Experiences," *Journal of Marketing*, 83 (2), 98–119.

- Sheth Foundation/Journal of Marketing Award Finalist 2024

- MSI/H. Paul Root Award Finalist 2019

- VHB Best Paper Award Finalist 2020

- Featured on SiriusXM Business Radio, May 2019

Bleier, Alexander and Maik Eisenbeiss (2015), "Personalized Online Advertising Effectiveness: The Interplay of What, When, and Where," *Marketing Science*, 34 (5), 669–88.

- 7th most cited article published in *Marketing Science* between 2014-2018

- Finalist VHB Best Paper Award 2015

Bleier, Alexander and Maik Eisenbeiss (2015), "The Importance of Trust for Personalized Online Advertising," *Journal of Retailing*, 91 (3), 390–409.

- 12th most cited article published in *Journal of Retailing* between 2014-2018

Book Chapters

Bleier, Alexander, Arne de Keyser, and Katrien Verleye (2018), "Customer Engagement through Personalization and Customization," in: *Customer Engagement Marketing*, Robert W. Palmatier, V. Kumar, and Colleen M. Harmeling (eds.), London, UK: Palgrave Macmillan.

Eisenbeiss, Maik and Alexander Bleier (2013), "Customer-Relationship-Management," in: *Handbook Retailing*, Joachim Zentes, Bernhard Swoboda, Dirk Morschett, and Hanna Schramm-Klein (eds.), 2nd Edition, Wiesbaden: Gabler.

Other Publications

Wies, Simone, Alexander Bleier, and Alexander Edeling (2022), "Mega? Nano? Der Sweetspot im Influencer Marketing liegt dazwischen," *HORIZONT*, November 30, <https://www.horizont.net/marketing/kommentare/studie-mega-nano-der-sweetspot-im-influencer-marketing-liegt-dazwischen-204519>.

Bleier, Alexander, Colleen M. Harmeling, and Robert W. Palmatier (2020), "Reclaiming Competitive Advantage with Web Design," *Keller Center Research Report*, 13 (2), 20–26.

Harmeling, Colleen M., Alexander Bleier, and Robert W. Palmatier (2019), "How to Design Product Pages that Increase Online Sales," *Harvard Business Review*, HBR.com, November 14, <https://hbr.org/2019/11/how-to-design-product-pages-that-increase-online-sales>.

- Featured in *Harvard Business Review* Special Issue "Marketing in the Age of Connection," Winter 2022

Bleier, Alexander, Colleen M. Harmeling, and Robert W. Palmatier (2017), "How Firms Can Shape the Customer Experience for Greater Success in Online Retailing," *Marketing Science Institute (MSI) Working Paper Series*, 17–119.

Eisenbeiss, Maik and Alexander Bleier (2017), "Lieber nicht zu persönlich werden," *Harvard Business Manager*, February, 12–13.

Working Papers

Bleier, Alexander (2021), "On the Viability of Contextual Advertising as a Privacy-Preserving Alternative to Behavioral Advertising on the Web," <https://dx.doi.org/10.2139/ssrn.3980001>.

Kraft, Lennart, Alexander Bleier, Bernd Skiera, and Tim Koschella (2024), "Granular Control and Privacy Decisions: Evidence from Apple's App Tracking Transparency (ATT)," under revision for 5th round review at *Journal of Marketing*.

Work in Progress

"How Online Shopping Behavior Informs Positioning Strategies in Search Engine Advertising," with Sebastian A. Schubach and Jan H. Schumann

"Endorsement Portfolios of Social Media Influencers," with Changxu Li, Lisa Zäuner, Alexander Edeling, and Simone Wies

"Publishing Software on Superior versus Inferior Platforms," with Nico Schauerte, Yuri Peers, and Rick Gretz

Conference Presentations and Invited Talks

2026

IESE Business School (*scheduled*)

2025

5th Workshop on Digital Technologies in Operations and Marketing, Heilbronn

YES | Marketing Meeting, Paris

Customer Journeys in a Digital World Conference, Groningen

EMAC Conference, Madrid

ESCP Spring Research Day

Annual Meeting of the VHB Marketing Chapter, Aachen

AMA Winter Conference, Phoenix

MSI Scholars Conference, Park City

2024

Catholic University of Eichstaett-Ingolstadt

AMA Summer Conference, Boston

EMAC Conference, Bucharest

AMA Winter Conference, St. Pete Beach

2023

University of Bremen

EACR Conference, Amsterdam

HEC Paris

INFORMS Marketing Science Conference, Miami

EMAC Conference, Odense

AMA Winter Conference, Nashville

2022

Workshop on Transparency and Consumer Behavior, Humboldt University of Berlin

Tel Aviv University, Collier School of Management

University of Exeter

2021

INFORMS Marketing Science Conference, virtual
EMAC Conference, virtual
Tilburg University
AMA Winter Conference, virtual
University of Tübingen

2020

Vrije Universiteit Amsterdam
Ludwig-Maximilians-Universität München
INFORMS Marketing Science Conference, virtual
Annual Meeting of the VHB, virtual
Annual Meeting of the VHB Marketing Chapter, Münster

2019

University of Cologne
INFORMS Marketing Science Conference, Rome
JAMS Thought Leaders' Conference on Innovating in the Digital Economy, Milan
EMAC Conference, Hamburg
AMA Winter Conference, Austin

2018

AMA Summer Conference, Boston
INFORMS Marketing Science Conference, Philadelphia
EMAC Conference, Glasgow
Theory + Practice in Marketing Conference, Los Angeles
Georgetown University, McDonough School of Business
AMA Winter Conference, New Orleans

2017

Frankfurt School of Finance & Management
Association for Consumer Research Conference, San Diego
INFORMS Marketing Science Conference, Los Angeles
Temple University, Fox School of Business
EMAC Conference, Groningen
Theory + Practice in Marketing Conference, Charlottesville

2016

Northeastern University, D'Amore-McKim School of Business
Goethe University Frankfurt
ACR Conference, Berlin
Erasmus University Rotterdam, Rotterdam School of Management
INFORMS Marketing Science Conference, Shanghai
EMAC Conference, Oslo
Stanford University, Stanford Graduate School of Business
Boston Judgment and Decision Making Day, Boston College
2. Passauer Digital-Marketing-Konferenz, Passau
University of Passau

2015

INFORMS Marketing Science Conference, Baltimore
Boston University, Questrom School of Business

2014

MIT, Sloan School of Management
INFORMS Marketing Science Conference, Atlanta
1. Passauer Digital-Marketing-Konferenz, Passau

2013

HEC Paris
Arizona State University, WP Carey School of Business
Boston College, Carroll School of Management
INFORMS Marketing Science Conference, Istanbul
Network Meeting, AlumniClub University of Passau

2012

INFORMS Marketing Science Conference, Boston

2011

INFORMS Marketing Science Conference, Houston

TEACHING

Awards

Excellence in Teaching Award Runner-up, Frankfurt School of Finance & Management, 2020

Case Studies

Eisenbeiss, Maik and Alexander Bleier (2020), "VaycayNation: Driving Website Traffic through Second-Screen Analytics," *Ivey Publishing*, <https://www.iveycases.com/ProductView.aspx?id=109058>

At Frankfurt School of Finance & Management

Managerial Data Science (Master in Management), since 2018
Managerial Data Science (Full-Time and Part-Time MBA), since 2019
Applied Business Analytics (Full-Time and Part-Time MBA), since 2022
Customer Management (Master in Corporate Performance & Restructuring), since 2024
Introduction to Business Analytics (Summer School), since 2023
Marketing Analytics (Executive Education), 2024
Marketing Analytics (Master in Management), 2018-2021
Market Research (Bachelor in Business Administration), 2018-2019

At Boston College

Marketing Information Analytics (Bachelor and MBA program), 2015-2018

At University of Cologne (as teaching assistant)

Quantitative Applications in Marketing, 2009-2013
Seminars (e.g., in collaboration with Kearney and Mister Spex), 2010-2013

SERVICE

To the University

At Frankfurt School of Finance & Management

Organizing Committee Marketing Research Camp, since 2024

Ombudsperson 2025

Doctoral Proceedings Committee, 2022-2024

Faculty Recruiting Committees, since 2022

Mercator Science-Policy Fellowship Discussant, since 2020

Organization of Management Department Research Seminar Series, 2020-2025

Master in Management Curriculum Committee, 2019

At Boston College

Organization of *Rey Keyes Distinguished Scholar Series*, 2014-2018

Faculty Recruiting Committee, 2015, 2017

MBA mentor and judge for *Diane Weiss Consulting Competition*, 2015, 2016

To the Community

Associate Editor

Journal of Interactive Marketing

Editorial Review Board member

Journal of Marketing

Journal of Marketing Research

Journal of Retailing

International Journal of Research in Marketing

Ad-hoc reviewing for academic journals

Current Psychology

Information Systems Research

International Journal of Research in Marketing

Journal of Business Research

Journal of Consumer Research

Journal of Interactive Marketing

Journal of Marketing

Journal of Marketing Behavior

Journal of Marketing Research

Journal of Retailing

Journal of the Academy of Marketing Science

Management Science

Marketing Letters

Marketing Science

Telematics and Informatics

Reviewing for academic conferences

ACM Conference on Economics and Computation 2023

ACR 2025 (program committee member)

AMA Summer Conference 2025 (track co-chair)
AMA Winter Conference 2012, 2013, 2015, 2022, 2025 (track co-chair), 2026
International Conference on Information Systems 2016, 2019, 2020
Internationale Tagung Wirtschaftsinformatik 2024

Reviewing for institutions

Deutsche Forschungsgemeinschaft (DFG)
European Research Council (ERC)

Reviewing for awards

MSI Alden G. Clayton Dissertation Proposal Award 2016, 2022, 2023, 2025
AMA-RRBM-EBSCO Award for Responsible Research 2021

Reviewing for other outlets

Oxford Bibliographies

BUSINESS EXPERIENCE

2009

Simon-Kucher & Partners | Strategy & Marketing Consultants, Bonn, Germany

2008

goetzpartners MANAGEMENT CONSULTANTS, Düsseldorf, Germany
German-Argentine Chamber of Industry and Commerce, Buenos Aires, Argentina

2006

Wincor Nixdorf International, Paderborn, Germany

AFFILIATIONS

Affiliated faculty at Center for Sales and Marketing Strategy at the University of Washington
Affiliated researcher at Sales & Marketing Strategy Institute
American Marketing Association (AMA)
Association for Consumer Research (ACR)
European Marketing Academy (EMAC)
German Academic Association of Business Research (VHB)
Institute for Operations Research and the Management Sciences (INFORMS)
Marketing between Theory and Practice (MTP)
Marketing Science Institute (MSI)