

Curriculum Vitae – Prof. Dr. Sascha Alavi

■ Allgemeine Angaben

Name: Dr. Sascha Alavi
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Adresse: Sales & Marketing Department
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Derzeitige Position: Lehrstuhlinhaber für ABWL, insbesondere Vertriebsmanagement, Ruhr-Universität Bochum

Co-Leiter des Sales & Marketing Departments, Ruhr-Universität Bochum: 3 Professoren, 3 Assistenzprofessoren, 20 interne Doktoranden, 8 externe Doktoranden

■ Akademische Ausbildung

- 2016 **Habilitation in Betriebswirtschaftslehre**, Ruhr-Universität Bochum, Betreuer: Prof. Dr. Jan Wieseke, Titel: Theoretical and Empirical Investigations of Sales Management and Pricing, Lehrbefähigung für das Fach Betriebswirtschaftslehre
- 2013 **Dissertation in Betriebswirtschaftslehre**, Ruhr-Universität Bochum, Betreuer: Prof. Dr. Jan Wieseke, Titel: Pricing and Leadership Phenomena in Sales Management – A Theoretical and Empirical Investigation of Internal and External Price Enforcement, Bewertung: summa cum laude
- 2004 – 2009 **Diplom in Betriebswirtschaft**, Universität Mannheim, Notendurchschnitt: 1,6, Titel der Abschlussarbeit: „Professionalisierung des Preismanagements auf Industriegütermärkten“, Betreuer: Prof. Dr. Dr. mult. h.c. Christian Homburg, Note: 1,0
- 2004 **Abitur**, Herder-Gymnasium Gießen, Notendurchschnitt: 1,2

■ Beruflicher Werdegang

- Seit 09/2017 **Universitätsprofessor**, Sales & Marketing Department, Ruhr-Universität Bochum
- 08/2016-08/2017 **Assistenzprofessor**, Marketing, Université Lausanne, Schweiz
- 05/2013-07/2016 **Habilitand**, Sales & Marketing Department (Prof. Dr. Jan Wieseke), Ruhr-Universität Bochum
- 10/2009 – 04/2013 **Doktorand**, Sales & Marketing Department (Prof. Dr. Jan Wieseke), Ruhr-Universität Bochum

■ Berufungen

- 03/2017 Brandenburgische Technische Universität Cottbus-Senftenberg (abgelehnt)

01/2017	Ruhr-Universität Bochum (angenommen)
01/2016	Warwick Business School, UK (abgelehnt)
10/2015	Universität Lausanne, CH (angenommen)
10/2015	Toulouse Business School, F (abgelehnt)

■ Auszeichnungen & Ehrungen

11/2014	Dissertationspreis für exzellente Forschung im Handelsbereich, verliehen von der Erich-Kellerhals-Stiftung der Technischen Hochschule Ingolstadt.
09/2014	Dissertationspreis; Büropa-Preis für Handelsforschung , verliehen von der Büropa-Stiftung im Stifterverband für die Deutsche Wissenschaft e.V..
12/2013	Dissertationspreis “IMU Research for Practice Award”, verliehen von dem Institut für marktorientierte Unternehmensführung (IMU) der Universität Mannheim.
11/2013	Dissertationspreis ; Gebrüder-Deschauer-Preis für herausragende akademische Leistungen im Rahmen der Dissertation, verliehen von der Ruhr-Universität Bochum.
02/2013	Best Paper Award und Honorable Mention Award auf der Winter Marketing Educators’ Conference 2013 der American Marketing Association, Track: Organization and Customer Dynamics in Sales; <i>Removing the Rose-Colored Glasses: The Vicious Circle of Customer Loyalty in Price Negotiations. Mit J. Wieseke, J. Habel.</i>
04/2011 – 04/2013	Promotionsstipendium der Studienstiftung des deutschen Volks

■ Weitere Tätigkeiten

Seit 06/2019	Wissenschaftlicher Beirat , Sales Innovation Lab GmbH, Weiterbildungsgesellschaft, Bochum.
Seit 04/2019	Editorial Review Board, Journal of the Academy of Marketing Science.
Seit 03/2019	Editorial Review Board, Journal of Personal Selling and Sales Management.
Seit 10/2018	Wissenschaftlicher Beirat , young.perspectives, studentische Beratung, Bochum.
Seit 08/2015	Associate Editor für Sales Management, European Journal of Marketing.
Seit 01/2018	Gutachter für die Stiftung des deutschen Volkes, Bonn.

■ Drittmittelprojekte

06/2018	DFG-Forschungsprojekt: “Customer Value Opportunity Recognition in Value-Creating Sales”, Projektleiter: Prof. Dr. Sascha Alavi, Volumen: 255.000€
08/2013– 07/2015	Sonderforschungsbereich der Deutschen Forschungsgemeinschaft, Transregio 29, Titel: “Engineering of Hybrid Product Service Systems”, Projektleiter: Dr. Alavi/Prof. Dr. Wieseke, Volumen: 120.000€
05/2011 – 09/2015	Teilnehmender Forscher, DFG-Forschungsprojekt: “Kunden- und Verkäuferstrategien der Preisdurchsetzung – eine mehrerebenen Untersuchung von Kunden-Verkäufer Interaktionen”, Projektleiter: Prof. Dr. Jan Wieseke, Volumen: 210.000€

■ Lehrprofil [Evaluation (angegeben wo verfügbar): 1,0-1,4 = sehr gut; 1,5-2,4 = gut]

Universitäre Lehre

04/2010 – 08/2010	Marketing Research Methods, Bachelor Level, Evaluation: 1,7
10/2011 – 02/2012	Marketing Communication, Bachelor Level, Evaluation: 1,5
04/2010 – 08/2010	Advanced Empirical Marketing Seminar, Innovative Preisaktionen, Master Level
04/2011 – 08/2011	Advanced Empirical Marketing Seminar, Preisverhandlungen & Vertriebsmanagement, Master Level
04/2012 – 08/2012	Advanced Empirical Marketing Seminar, Preisverhandlungen & Vertriebsmanagement, Master Level, Evaluation: 1,7
10/2012 – 02/2013	Advanced Empirical Marketing Seminar, Preisverhandlungen & Vertriebsmanagement, Master Level, Evaluation: 1,6
10/2013 – 02/2014	Advanced Empirical Marketing Seminar, Experimentelle Untersuchungsdesigns, Master Level, Evaluation: 2,1
04/2011 – 08/2011	Luxusgütermarketing, Herausforderungen des Marketing in Luxusmärkten, Master Level
04/2012 – 08/2012	Luxusgütermarketing, Herausforderungen des Marketing in Luxusmärkten, Master Level, Evaluation: 1,2
04/2013 – 08/2013	Luxusgütermarketing, Herausforderungen des Marketing in Luxusmärkten, Master Level, Evaluation: 1,3
04/2014 – 08/2014	Luxusgütermarketing, Vertrieb in Luxusgütermärkten, Master Level, Evaluation: 1,5
10/2012 – 02/2013	Verhandlungsmanagement, Master Level, Evaluation: 1,2
10/2013 – 02/2014	Verhandlungsmanagement, Master Level, Evaluation: 1,0
10/2014 – 02/2015	Verhandlungsmanagement, Master Level, Evaluation: 1,0
04/2013 – 08/2013	Projektseminar “Unternehmensberatung in der Praxis”, Master Level, Evaluation: 1,4
04/2014 – 08/2014	Projektseminar “Unternehmensberatung in der Praxis”, Master Level, Evaluation: 2,1
10/2014	Methoden der Marktforschung, Addis Ababa University, Äthiopien
07/2014 – 11/2014	Vertriebsmanagement, Master Level, SRH FernHochschule Riedlingen

Lehre zur Management Weiterbildung

18/10/2013	Vertriebs- & Verhandlungsmanagement Seminar, Customized Program, Ruhr-Universität Bochum Academy, Bochum, Evaluation: 1,4
28/08/2014	Modern Sales Management Seminar, Thema: Experimentelle Methoden im Vertrieb, Open Enrolment Program, European School of Management and Technology (ESMT), Schloß Gracht, Evaluation: 1,4

12/12/2014

Modern Sales Management Seminar, Thema: Experimentelle Methoden im Vertrieb, European School of Management and Technology (ESMT), Berlin, Evaluation: 1,7

■ **Publikationen** [Journal Ranking angegeben in Klammern, basierend auf dem Ranking des Verbands deutscher Hochschullehrer für BWL (VHB)]

- Alavi, Sascha, Johannes Habel, Christian Schmitz, Bianca Richter & Jan Wieseke (2018), "The Risky Side of Inspirational Appeals in Personal Selling: When Do Customers Infer Ulterior Salesperson Motives?," *Journal of Personal Selling & Sales Management*, 38(3), 323-343. [B]
- Alavi, Sascha, Johannes Habel, Paolo Guenzi, and Jan Wieseke (2018), "The Role of Leadership in Salespeople's Price Negotiation Behavior," *Journal of the Academy of Marketing Science*, 46(4), 703-724. [A]
- Habel, Johannes, Sascha Alavi, and Doreén Pick (2017), "When Serving Customers Includes Correcting Them: Understanding the Ambivalent Effects of Enforcing Service Rules," *International Journal of Research in Marketing*, 34(4), 919-941. [A]
- Homburg, Christian, Sascha Alavi, Thomas Rajab, and Jan Wieseke (2017): "The Contingent Roles of R&D-Sales versus R&D-Marketing Integration in New Product Development of Business-to-Business Firms", *International Journal of Research in Marketing*, Vol 34 (1), 212-230. [A]
- Habel, Johannes, Sascha Alavi, Jan Wieseke, Christian Schmitz, and Janina-Vanessa Schneider (forthcoming 2016/2017): "When Do Customers Get What They Expect? Understanding the Ambivalent Effects of Customers' Service Expectations on Satisfaction," *Journal of Service Research*. [A]
- Habel, J.; Schons, L.; Alavi, S., Wieseke, J. (2016): "Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers' Perceived Price Fairness", in: *Journal of Marketing*, Vol. 80 (1), 84-105. [A+]
- Alavi, S.; Wieseke, J.; Guba, J. (2016): "Saving on Discounts through Accurate Sensing – Salespeople's Estimations of Customer Price Importance and their Effects on Negotiation Success", in: *Journal of Retailing*, Vol. 92 (1), 40-55. [A].
- Alavi, S.; Bornemann, T.; Wieseke, J. (2015): Gambled Price Discounts – A Remedy to the Negative Side-Effects of Regular Price Discounts, in: *Journal of Marketing*, 79 (März), S. 62-78. [A+]
- Wieseke, J.; Alavi, S.; Habel, J. (2014): Willing to Pay More, Eager to Pay Less: The Role of Customer Loyalty in Price Negotiations, in: *Journal of Marketing*, 78 (November), 17-37. [A+]
- Wieseke, J.; Alavi, S.; Habel, J.; Dörfer, S. (2013): Effective Strategies in the Personal Selling of Luxury Brands, in: *Journal of Research and Management*, 35 (2), 131-144. [C]
- Wieseke, J.; Kraus, F.; Alavi, S.; Kessler-Thönes, T. (2011): Motivation Spillover: How Leaders Motivation Transfers to Customer Service Representatives, in: *Journal of Service Research*, Vol. 62, No. 2, p. 214-234. [A]
- Totzek, D.; Alavi, S. (2010): Professional Price Management in Business-to-Business Markets: The Role of Market Orientation and Corporate Culture, in: *Schmalenbach's Business Review*, 62 (5), 534-563. [B]

■ **Laufende Publikationsprojekte in Begutachtung**

- Mit Oproiescu, Alexandru, Schmitz Christian, und Wieseke, Jan: "Does Digital Maturity in B2B Sales Pay Off? Contingent Effects on Firm Performance", 1. Überarbeitungsrunde *Journal of Marketing*. [A+]
- Mit Schmitz, Christian, Habel, Johannes und Max Friess: "Reexploration of B2B Customer Relationships after Interpersonal Relationship Disruptions: A Contingency Perspective", 1. Überarbeitungsrunde *Journal of Marketing*. [A+]
- Mit Mikolon, Sven: "The Catch-22 of Countering a Moral Occupational Stigma in Employee-Customer Interactions", 1. Überarbeitungsrunde in *Academy of Management Journal*. [A+]

- Mit Marco Schwenke, Johannes Habel, Christian Schmitz: “Negotiating for Services: Elucidating the Ambivalent Effects on Customers’ Negotiation Aspirations”, 3. Überarbeitungsrunde Journal of the Academy of Marketing Science. [A]
- Mit Laura Schons, Sabrina Dörfer und Christian Schmitz: “The Double-Edged Sword of Corporate Social Responsibility in the Luxury Context”, 1. Überarbeitungsrunde Journal of the Academy of Marketing Science. [A]
- Mit Haaf, Philipp, Christian Schmitz, und Johannes Habel: “Perceived Customer Centricity: Concept, Measurement, and Outcomes”, 2. Überarbeitungsrunde Journal of Personal Selling and Sales Management. [C]
- Mit Linsenmeyer, Kim, Johannes Habel: „Unraveling the black box of adaptive selling: To what, how, and with what effect do salespeople adapt their selling behaviors?”, 2. Überarbeitungsrunde Journal of Personal Selling and Sales Management. [C]

■ Konferenz-Publikationen

- Oproiescu, I. Alexandru, Alavi, Sascha, Wieseke, Jan (2019), “Does Digitalization in B2B Sales Really Pay Off? – The Impact of Sales Digital Maturity on Firm Performance”, Journal of Emerging Trends in Marketing and Management, Vol. 1 (1), xxx-xxx.
- Alavi, S., Edinger-Schons, L.M., Habel, J., Müller, U., & Sipilä, J. (2019). The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers’ Perceived Price Fairness. *Association for Consumer Research Conference, October 2019, in San Diego, CA.*
- Alavi, S., Edinger-Schons, L.M., Habel, J., Müller, U., & Sipilä, J. (2019). The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers’ Perceived Price Fairness. *Business & Society Seminar, VU Amsterdam, June 2019.*
- Alavi, S., Edinger-Schons, L.M., Habel, J., Müller, U., & Sipilä, J. (2019). The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers’ Perceived Price Fairness. *AMA Winter Marketing Educators' Conference, Austin, 2019.*
- Schendzielarz, D.; Alavi, S.; Guba, J.: Transformational tools in customer acquisition – understanding ambivalent effects of salespeople’s social media usage on customer acquisition success, *AMA Winter Marketing Educators' Conference, Austin, 2019.*
- Schons, L.; Sipilä, J., Alavi, S.; Habel, J.; Müller, U.: The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers’ Perceived Price Fairness, *AMA Winter Marketing Educators' Conference, Austin, 2019.*
- Sipilä, J.; Schons, L.; Dörfer, S.; Alavi, S.; Wieseke, J.: The Double-Edged Sword of Corporate Social Responsibility in the Luxury Context, *AMA Winter Marketing Educators' Conference, Austin, 2019.*
- Alavi, S.; Henke, C.; Wieseke, J.; Schmitz, C.; Brüggemann, F.: The Troublesome Transformation from Product to Service in B2B Contexts: Which Salesperson Behaviors are effective in Industrial Service Selling?, *AMA Winter Marketing Educators' Conference, Austin, 2019.*
- Oproiescu, A.; Alavi, S.; Schmitz, C.; Wieseke, J.: Does digital Transformation in B2B Sales really pay off? – The Core Role of selling complexity, *AMA Winter Marketing Educators' Conference, Austin, 2019*
- Kassemeier, R.; Alavi, S.; Habel, J.; Schmitz, C.: The Role of Salespeople’s Customer Orientation in Price Negotiations, *AMA Winter Marketing Educators' Conference, Austin, 2019*
- Richter, B.; Alavi, S.; Habel, J.; Wieseke, J.: Tough Love for the Customer – Understanding the Ambivalent Effects of Need-Driven versus Need-Driving Customer Orientation in Personal Selling, *EMAC Annual Conference, Glasgow, 2018.*
- Mikolon, S., Alavi, S.: Salespeople’s Stereotype Countering Tactics, *EMAC Annual Conference, Glasgow, 2018.*
- Richter, B.; Alavi, S.; Habel, J.; Wieseke, J.: Tough Love for the Customer – Understanding the Ambivalent Effects of Need-Driven versus Need-Driving Customer Orientation in Personal Selling, *AMA Winter Marketing Educators' Conference, New Orleans, 2017.*

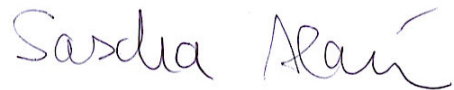
- Friess, M.; Schmitz, C.; Alavi, S.; Habel, J.; Wieseke, J.; Is There a Good Side of Divorce? The Effect of Customer Relationship Disruptions on New Business Development, *AMA Winter Marketing Educators' Conference, New Orleans, 2017*.
- Habel, Johannes, Sascha Alavi, Laura Schons, und Urs Müller (2017): "The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers' Perceived Price Fairness," EMAC 2017, Groningen.
- Alavi, Sascha, Johannes Habel, Jan Wieseke, Nick Lee, und Philipp Haaf (2017): "Good Intention Gone Bad: Understanding the Effects of Salespeople's Positive Implicit Attitudes towards Customers," EMAC 2017, Groningen.
- Wieseke, Jan, Sascha Alavi, Johannes Habel, Christian Schmitz, and Felix Brüggemann (2016): "The Role of Sales in Hybrid Offerings," *EMAC 2016*, Oslo.
- Wieseke, Jan, Sascha Alavi, Johannes Habel, Christian Schmitz, und Felix Brüggemann (2016): "The Ambivalent Role of Variable Compensation in Industrial Servitization," *EMAC 2016*, Oslo.
- Wieseke, J.; Habel, J.; Alavi, S.; Schwenke, M.: "The Customer is King" of the Price Negotiation: When Customer Orientation Harms Price Enforcement in Personal Selling, *Winter Marketing Educators' Conference, Las Vegas, 2016*. [D]
- Wieseke, J.; Habel, J.; Alavi, S.; Dörfer, S.: Warm Glow vs. Cold Facts: Effective Salesperson Communication in Luxury Selling, *Winter Marketing Educators' Conference, Las Vegas, 2016*. [D]
- Artz, Martin, Johannes Habel, Sascha Alavi, and Jan Wieseke (2015): "Strategy Implementation by Performance Measure Disaggregation: Evidence from a Quasi-field Experiment in Sales Retailing," *Annual Congress of the European Accounting Association, Glasgow*.
- Wieseke, J.; Alavi, S. (2014): The Extended Price Enforcement Chain, *Winter Marketing Educators' Conference, Orlando, 2014*. [D]
- Wieseke, J.; Alavi, S.; Habel, J. (2014): Two-Sided Appeals in Personal Selling: When Do They Work?, *Thought Leadership on Sales Profession Conference, Columbia University, New York*.
- Wieseke, J.; Alavi, S.; Habel, J. (2014): The Role of Efficiency Orientation in Personal Selling, *Winter Marketing Educators' Conference, Orlando, 2014*. [D]
- Homburg, C.; Rajab, T.; Alavi, S.; Wieseke, J. (2014): How Functional Diversity Drives Conflict Between R&D and Sales in New Product Development—A cross-industry examination, *Winter Marketing Educators' Conference, Orlando, 2014*. [D]
- Wieseke, J. Alavi, S. (2013): The Conventional and Alternative Chain of Price Enforcement, *4th Conference on Enhancing Sales Force Productivity, Münster, 2013*.
- Wieseke, J.; Alavi, S.; Habel, J. (2013): The Role of Efficiency Orientation in Personal Selling, *4th Conference on Enhancing Sales Force Productivity, Münster, 2013*.
- Homburg, C.; Rajab, T.; Alavi, S.; Wieseke, J. (2013): R&D-Sales Integration in the Initial Stage of New Product Development: Does It Always Benefit Product Innovation Success?, *Global Sales Science Conference, Aalen, 2013*.
- Wieseke, J.; Alavi, S.; Habel, J. (2012): Removing the Rose-Colored Glasses: The Vicious Circle of Customer Loyalty in Price Negotiations, *AMA Winter Marketing Educators' Conference, Las Vegas, 2012*. [D]
- Wieseke, J.; Alavi, S. (2011): Taking Chances with the Pitfalls of Price Discounts: A Case for Gambled Price Discounts, *ANZMAC- Australian and New Zealand Marketing Academy, Perth, Australien*. [D]

Wieseke, J.; Mauer, M.; Alavi, S. (2012), Personal Selling for Luxury Brands: The Effect of Cognitive and Affective Influence Strategies on Customer Value Perceptions, in: *Luxury Marketing – A Challenge for Theory and Practice*, Wiedmann, K.-P.; Hennigs, N.; Springer Gabler (Eds.), Wiesbaden, p. 359-377.

Service- Sales Coop

Luxury 2

Bochum, 6. Februar 2019

A handwritten signature in black ink that reads "Sascha Alavi". The signature is written in a cursive, flowing style.

Sascha Alavi