
Tomas Falk

Curriculum Vitae

A. Personal Information

Contact Address:

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Finland
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Date of Birth: April 2nd, 1975

Citizenships: German, Finnish

Current Positions: Associate Professor of Marketing, Aalto Business School, Aalto University, Helsinki, Finland

Head of Marketing Department, Aalto Business School, Aalto University, Helsinki, Finland

Adjunct Professor of Consumer Behavior and Marketing, EBS Business School, EBS Universität für Wirtschaft und Recht, Oestrich-Winkel, Germany

B. Education

- 05/2011 **Habilitation, German Postdoctoral Degree**
University of Mannheim, Germany
Habilitation Dissertation: "Towards a Holistic Management of Services: Introducing a Three-Stage Approach"
- 11/2006 **Dr. rer. pol., German Doctoral Degree, similar to a PhD**
University of Mannheim, Germany
Doctoral Dissertation: "Electronic Service Quality"
- 07/2002 **Diplom-Kaufmann, German Business Administration Degree, similar to a M.B.A**
University of Mannheim, Germany and Helsinki School of Economics and Business Administration, Finland
Major Fields: Marketing, Psychology, and International Business
- Language Skills German (mother tongue), English (highly proficient), Finnish (fluent), French (good knowledge)

C. Previous professional positions and mobility

- 07/2010-07/2014 **Professor for Consumer Behavior and Marketing**, EBS Universität für Wirtschaft und Recht, Germany
- 11/2007-06/2010 **Assistant Professor of Marketing**, University of Mannheim, Germany
- 04/2009-05/2009 **Visiting Scholar**, University of Maastricht, Department of Marketing and Supply Chain Management, Maastricht, The Netherlands
- 02/2009 and 08/2009 **Visiting Scholar**, Penn State University Smeal College of Business, Marketing Department, State College, USA
- 02/2007-10/2007 **Postdoctoral Research Fellow**, Fraunhofer Institute for Systems and Innovation Research (ISI), Karlsruhe, Germany
- 09/2002-01/2007 **PhD Candidate**, University of Mannheim, Germany

D. Professional activities and achievements

Expert and Reviewer Tasks

Co-Track Chair (Service Marketing) for the 2012 Summer AMA Educators' Conference held in Chicago

Reviewer for the Journal of the Academy of Marketing Science since 2010

Reviewer for the Journal of Service Research since 2007

Reviewer for the Journal of Business Research since 2006

Reviewer for the Journal of Retailing and Consumer Services since 2009

Assessments for academic posts

Dr. Elina Jaakkola, docentship in Marketing of knowledge-intensive services and solutions at Hanken School of Economics, Helsinki, Finland.

Public examiner/opponent tasks

Gielis van der Heijden, report and recommendation on doctoral dissertation manuscript "Don't fix it, make it better!", Eindhoven University of Technology, Eindhoven, Netherlands.

Mikko Laukkanen, report and recommendation on doctoral dissertation manuscript "Failure to Innovate: Essays on the Barriers and Challenges to Realizing Business Transformation", Aalto University School of Business, Helsinki, Finland.

Thesis supervision

PhD level:

First supervisor of Dr. Alexander Mrozek, doctoral thesis manuscript entitled "Issues on Price Management", EBS Business School, Germany (finished 09/2013).

First supervisor of Dr. Maurice Kuegler, doctoral thesis manuscript entitled "Consumer Motivation to Engage in Car Sharing", EBS Business School, Germany (finished 10/2013).

First supervisor of Nikolaus Fischer, doctoral thesis manuscript entitled "An Empirical Examination of Mobile Computing Usage", EBS Business School, Germany (work in progress).

First supervisor of Florenz Lammert, doctoral thesis manuscript entitled "The Impact of Customer Trust on Advertising Media Effectiveness An Empirical Approach", EBS Business School, Germany (work in progress).

First supervisor of Mark-Philipp Wilhelms, doctoral thesis manuscript entitled "Mobility – Conceptualization, Measurement and Determinants from a Consumer Perspective", EBS Business School, Germany (work in progress).

Second supervisor of Dr. Matthias Handrich, doctoral thesis entitled "The Power of Co-Creation - Managing Customer Co-Creation of Technology-Based Services", EBS Business School, Germany (finished 08/2012).

Second supervisor of Dr. Christopher Bartl, doctoral thesis manuscript entitled "Customer Delight and Service Excellence", EBS Business School, Germany (finished 05/2014).

Master level:

First supervisor of more than 50 Master theses on issues positioned in Strategic Marketing, Consumer Research, Service and Retail Management

Bachelor level:

First supervisor of more than 25 Bachelor theses on issues positioned in Strategic Marketing, Consumer Research, Service and Retail Management

Positions of trust and memberships in councils, boards, committees, networks, scientific associations, etc.

Member of the Senate, EBS Universität für Wirtschaft und Recht (10/2012-04/2014)

Member of the American Marketing Association (AMA)

Member of the European Marketing Academy (EMA)

Member of the INFORMS Society for Marketing Science (ISMS)

Member of the German Association of University Professors of Business Administration

Member of the SAP Business Transformation Academy

Experience of leadership (department, research group, etc.)

Head of Marketing Department, Aalto Business School, Aalto University (since 08/2014)

Academic Director of the Automotive Institute for Management, EBS Business School (07/2013-07/2014)

Academic Director of the Master in Automotive Management program, EBS Business School (07/2013-07/2014)

Head of Marketing Department, EBS Business School (10/2012-04/2014)

Academic Director of the Master in Marketing program, EBS Business School (10/2012-07/2014)

Joint efforts and cooperation, e.g., with industry, trade and business life

Planning and implementation of market research projects. Key issues address After-Sales Marketing, Customer Satisfaction Management, Management of Innovations and Brand Management. Business partners include leading companies of varying industries like e.g., BASF, BMW, ConCardis, Deutsche Post WorldNet, Fraunhofer Institute for Systems and Innovation Research, Heraeus, Roche Diagnostics, SAP, and Sapient.

Participation in/organization of conferences, workshops, etc.

Co-Track Chair (Service Marketing) for the 2012 Summer AMA Educators' Conference held in Chicago

Organizer of the SAP Business Transformation Academy Summit Summer 2012

Public appearances, tutorials, talks

The Dark Side of Customer Co-Creation – Exploring Recovery From Failed Co-created Services, *Invited Talk at University of Augsburg, Germany, November 19th 2014.*

Towards the Influence of Payment Methods and Basket Price Judgments on the Overall Store Price Image, 43rd EMAC Conference 2014, Valencia, June 5th 2014.

The Entrant's Pricing Dilemma: How Can Entrants Attenuate Aggressive Price Responses by Incumbents, *Invited Talk at Aalto University, Finland, October 3rd 2012.*

What Makes a Good After-Sales Service?, *Invited Talk at the SAP Business Transformation Academy, Heidelberg, March 4th 2011.*

Exploring Spillover Effects of Post-sale Services in Vertical Service Delivery Networks, *2011 AMA Winter Marketing Educators' Conference, Austin, February 20th 2011.*

But It Wasn't My Fault! – Understanding the Consequences of Product Failures for Dealers in the New Car Market, *Invited Talk at Maastricht University, Department of Marketing and Supply Chain Management, Maastricht, December 10th 2010.*

Exploring the Brand Productivity Gap, *2010 AMA Winter Marketing Educators' Conference, New Orleans, February, 22nd 2010.*

Spillover Effects of Product Failures and Recovery Services in Vertical Networks, *Invited Talk at European Business School*, Marketing Department, Oestrich-Winkel, December 10th 2009.

Win-Win or Win-Lose? Exploring Failure and Recovery Episodes in Consumption Systems, *38th EMAC Conference 2009*, Nantes, May 28th 2009.

The Impact of Electronic Service Quality on Customer Satisfaction over Time, *Society for Marketing Advances Conference 2008*, St. Petersburg, November 05th 2008.

Who Takes the Blame and Who the Credit? Exploring Product Failures in Consumption Systems, *2008 AMA Summer Marketing Educators Conference*, San Diego, August, 10th 2008.

No More Equal Slices – Getting More Out of Your Service Efforts, *37th EMAC Conference 2008*, Brighton, May, 28th 2008.

Life-cycle Costing for SMErobot Systems, *Annual Meeting of the European Robot Initiative for Strengthening the Competitiveness of SMEs in Manufacturing 2007*, Turin, March, 1st 2007.

Identifying Cross-Channel Dissynergies for Multi-Channel Service Providers, *XXVIII INFORMS Marketing Science Conference 2006*, Pittsburgh, June, 9th 2006.

Should I Stay or Should I Go – The Role of Status Quo for Using New Self-Service Alternatives, *35th EMAC Conference 2006*, Athens, May, 26th 2006.

Assessing Service Quality in Online-Retailing – A Transaction Process-Based Approach, *34th EMAC Conference 2005*, Milan, May, 27th 2005.

External research funding

Reserch Grant for Investigating Consumer Motives for Healthy Food Consumption (EUR 465,000), Tekes Finland, 2015-2018.

Research Grant for Investigating Consumer Acceptance of M-Payment (EUR 15,000), GS1 Germany, 2012.

Research Grant for Investigating Adaptation of Innovative Payment Methods (EUR 90,000), ConCardis Germany, 2010-2013.

Research Grant (EUR 5,000), German Academic Exchange Service, 2008.

Research Grant (EUR 5,000), European Institute for Advanced Studies in Management (EIASM), 2005.

Prizes and awards

Deans Award for Excellence in Research, EBS Business School, 2012.

Best Track Paper Award, “Sales, CRM, and Business to Business”, AMA Winter Marketing Educators’ Conference, 2011, Austin, USA.

Overall Best Paper Award, AMA Winter Marketing Educators’ Conference, 2010, New Orleans, USA.

Best Track Paper Award, “Brand Marketing and Communication”, AMA Winter Marketing Educators’ Conference, 2010, New Orleans, USA.

Marketing Foundation Best Doctoral Dissertation Award, 2007, University of Mannheim.

Number of publications and/or artistic achievements

Nine publications in international peer-reviewed journals, 19 publications in peer-reviewed conference proceedings and several other publications like books, book chapters and working papers in German language.

Citation statistics (number of citations, h-index)

Citations of the most important articles are indicated in the publication list; according to Google scholar my overall h-index is 8 as of June 2nd, 2014.



Tomas Falk

December 15, 2014