

Curriculum Vitae

Jan Wieseke

Sales Management Department
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Research Interests

My primary research interest is to understand and improve salespeople's and sales organizations' performance. Specific topics include compensation and incentivization systems for salespeople and managers, the impact of new business models on sales management, identifying key success factors of sales management, KPI systems for managing the sales profit chain, and customer retention management.

Teaching Interests

- Strategic management and sales management on all educational levels
- Initiator and program director of the first university master's program "Sales Management" in Germany (in 2016, University of Bochum)

Current Employment

Since 08/2014	Founding Member and Scientific Advisory Board Prof. Schmitz & Wieseke Sales Management Consulting, Bochum Consulting projects for renowned large and medium-sized sales organizations
Since 01/2014	Visiting Professor ESMT European School of Management and Technology, Berlin
Since 03/2013	Visiting Professor Loughborough University, Leicestershire, UK
Since 10/2008	Full Professor University of Bochum

Calls

12/2011	University of Münster , Germany (declined)
10/2011	University of Mannheim , Germany (declined)
06/2010	Loughborough University , Leicestershire, UK (declined)
05/2010	Rijksuniversiteit Groningen , Netherlands (declined)
06/2008	University of Bochum , Germany (accepted)

Past Employment

01/2007-09/2008	Assistant Professor Marketing Department, University of Mannheim, Germany (Prof. Dr. Dr. h.c. mult. Christian Homburg)
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Education

02/2009	Habilitation, Business Administration University of Mannheim, Germany
07/2004	Ph.D., Business Administration Philipps-University of Marburg, Germany
04/2001	Diploma in Psychology Philipps-University of Marburg, Germany
06/1994	Abitur/A level Gymnasium Osterholz-Scharmbeck , Germany

Awards & Honors

2024	Telekom Deutschland's Best Education Partner award for teaching collaboration
2024	Top Cited Article Award for „The Ambivalent Role of Monetary Sales Incentives in Service Innovation Selling“, <i>Journal of Product Innovation Management</i> , 39 (3), 445-463.
2022	Outstanding Reviewer Award for the <i>Journal of Marketing</i>

- 2018-2023 **1st Place, best Management Master's Course in Germany**, Master's Course "Sales Management" (together with Prof. Dr. Christian Schmitz), rated by the independent rating portal StudyCheck.de
- 2019 Under the Top 10 of **American Marketing Association Productivity Ranking** in the Premier AMA Journals.
- 02/2019 **Best Paper Award** auf der **Winter Marketing Educators' Conference 2019** der American Marketing Association
The Double Edged Sword of Corporate Social Responsibility in the Luxury Context. With: C. Schmitz, RUB, J. Sipilä, University of Mannheim, S. Alavi, RUB, L. M. Edinger-Schons, University of Mannheim and S. Dörfer, RUB
- 02/2016 **Science Award 2016** of the **EHI Foundation** and **GS1 Germany** for excellent research projects with a high contribution to business practice
- 11/2014 **German Excellence in Teaching Award** (1 st place in the nationwide "Professor of the Year"-election, among all professors in the category of business, management, economics and law, awarded by the German student's magazine UNICUM)
- 03/2014 **Overall Best Paper Award** at the **Winter Marketing Educators' Conference 2014** of the **American Marketing Association**
Engaging Customers in Co-Production Processes – How Value Enhancing and Intensity Reducing Communication Strategies Mitigate the Negative Effects of Co-Production Intensity. With P. Güntürkün, T. Haumann L. Schons.
- 05/2013 **Excellence in Research Award 2013** of the **American Marketing Association**, Special Interest Group: Sales
Multiple Identification Foci and Their Countervailing Effects on Salespeople's Negative Headquarters Stereotypes. With M. Ahearne, F. Kraus, S. Mikolon.
- 02/2013 **Best Paper Award** and **Honorable Mention Award** at the **Winter Marketing Educators' Conference 2013** of the **American Marketing Association**, Track: Organization and Customer Dynamics in Sales
Removing the Rose-Colored Glasses: The Vicious Circle of Customer Loyalty in Price Negotiations. With S. Alavi, J. Habel.
- 08/2011 **Best Paper Award** at the **Summer Marketing Educators' Conference 2011** of the **American Marketing Association**, Track: Marketing Strategy
What will last: Differences in the long-run between Customer Satisfaction and Customer-Company Identification. With M. Rese, B. Quaiser, T. Haumann.
- 02/2009 **Best Paper Award** at the **Winter Marketing Educators' Conference 2009** of the **American Marketing Association**, Track: Sales and Relationship Marketing
If One steps Out of the Phalanx – Analyzing Leaders' Influence on Sales Force Automation Adoption with a Four Source Dataset. With Ch. Homburg, Ch. Kuehnl.

05/2002-07/2004 **Ph.D. scholarship by the German Economic Foundation**

Funded Projects

Since 2023	Project funded by the German Federal Ministry of Economics and Technology (KP22-079-B): "SolutiKo - Solution-Selling Cooperation Platform through Integration of Sales and Service Competencies"
2016-2019	Project funded by the German Research Foundation (WI 3146/7-1): „Those guys up there' - Antecedents and Consequences of Prejudices against Managers"
2014-2017	Project funded by the German Federal Ministry of Economics and Technology : „GEMINI Business Models for Industry 4.0"
2013-2015	Project funded by the collaborative special research center of the German Research Foundation : „Transregio 29 – Engineering of hybrid product service systems" <ul style="list-style-type: none"> ▪ interdisciplinary research cooperation of economists and engineers (University of Bochum and TU Berlin) ▪ Project Manager of the sub-projects A1 „Customer Value and Pricing Strategies" and C4 „Hybrid Offering –Business Models"
2011-2015	Project funded by the German Research Foundation : „Customer- and Salesperson-level Price Enforcement Strategies – a Multi-Level Analysis of Customer-Salesperson Dyads"
2006-2008	Project funded by the German Research Foundation : „Determining Predictors and Measures to Enhance Service Quality – an Interdisciplinary Research Project"

Company based external funds

Continuous	Business partnering , contributing to the financial budget of the Sales Management Department
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Books

1. Wieseke, Jan (2023, Volume 2), „**SALESTEGY – Combining SALES & STRATEGY – Guiding Innovative Business Models to Success**“, *Bochum Sales Publishing*, <https://salestegy.com/>
2. Wieseke, Jan (2022, Volume 1), „**The Sales Profit Chain – Understanding Causal Chains, Optimizing Sales, Increasing Profitability**“, *Bochum Sales Publishing*, <http://www.sales-profit-chain.com/>
3. Homburg, Christian and Jan Wieseke (2011), „**Handbuch Vertriebsmanagement**“, *Gabler Verlag*, Wiesbaden.
4. Wieseke, Jan (2004), „**Implementierung innovativer Dienstleistungsmarken. Erfolgsfaktoren und Gestaltungsvorschläge auf Basis einer empirischen Mehrebenenanalyse**“, *Gabler Verlag*, Wiesbaden.

Publications in Refereed International Journals

1. Vomberg, Arnd, Maximilian Frieß, Sascha Alavi, Verena Maag und Jan Wieseke (2026), “The Different Effects of Mass-Media Marketing and Personal Sales Budgets Across the Life Cycle of B2B High-Tech Start-ups”, *Journal of Marketing Research*, 63 (1).
2. Krenz, Lukas, Laura-Marie Edinger-Schons, Sabrina Scheidler, Sankar Sen und Jan Wieseke (2025), “I Don’t Buy Your Story! Understanding the Limits of Storytelling in Corporate Social Responsibility Communication”, *Psychology & Marketing*, 1-17.
3. Frieß, Maximilian, Till Haumann, Sascha Alavi, Alexandru Ionut Oproiescu, Christian Schmitz and Jan Wieseke (2024), “The contingent effects of innovative digital sales technologies on B2B firms’ financial performance”, *International Journal of Research in Marketing*, 41 (4), 703-723.
4. Kassemeier, Roland, Sascha Alavi, Johannes Habel, Christian Schmitz and Jan Wieseke (2023), “Guest Editorial: Value-creating Sales and Digital Technologies”, *European Journal of Marketing*, 57 (3), 653-658.
5. Güntürkün, Pascal, Till Haumann, Laura Marie Edinger-Schons and Jan Wieseke (2023), “How Attributions of Coproduction Motives Shape Customer Relationships over Time”, *Journal of the Academy of Marketing Science*, 51 (5), 990-1018.
6. Hengstebeck, Berenika B., Roland Kassemeier and Jan Wieseke (2022), „What Comprises a Successful Key Account Manager? Differences in the Drivers of Sales Performance Be-

tween Key Account Managers and Regular Salespeople", *Industrial Marketing Management*, 106 (5), 392-404.

7. Krämer, Martin, Christina Desernot, Christian Schmitz, Felix Brüggemann and Jan Wieseke (2022), „The Role of Salespeople in Industrial Servitization: How to Manage Diminishing Profit Returns from Salespeople's Increasing Industrial Service Shares", *International Journal of Research in Marketing*, 39 (4), 1235-1252.
8. Cron, William L., Sascha Alavi, Johannes Habel, Jan Wieseke and Hanaa Ryari (2021), „No Conversion, No Conversation: Consequences of Retail Salespeople Disengaging from Unpromising Prospects", *Journal of the Academy of Marketing Science*, 49 (3), 502–520.
9. Alavi, Sascha, Eva Böhm, Johannes Habel, Jan Wieseke, Christian Schmitz and Felix Brüggemann (2022), „The Ambivalent Role of Monetary Sales Incentives in Service Innovation Selling", *Journal of Product Innovation Management*, 39 (3), 445-463.
Awarded as: Top Cited Article 2022-2023 (Wiley).
10. Schneider, Janina-Vanessa, Sascha Alavi, Jan Helge Guba, Jan Wieseke and Christian Schmitz (2021), „When do Forecasts Fail and When not? Contingencies Affecting the Accuracy of Sales Managers' Forecast Regarding the Future Business Situation", *Journal of Personal Selling & Sales Management*, 41 (3), 218-232.
11. Ryari, Hanaa, Sascha Alavi and Jan Wieseke (2020), „Drown or Blossom?: The Impact of Perceived Chronic Time Pressure on Retail Salespeople's Performance and Customer–Salesperson Relationships", *Journal of Retailing*, 97 (2), 217-237.
12. Habel, Johannes, Roland Kassemeier, Sascha Alavi, Philipp Haaf, Christian Schmitz and Jan Wieseke (2020), „When Do Customers Perceive Customer Centricity?: The Role of a Firm's and Salespeople's Customer Orientation", *The Journal of Personal Selling & Sales Management*, 40 (1), 25–42.
13. Dannenbaum, Judith, Laura Marie Edinger-Schons, Mario Rese, Olaf Plötner and Jan Wieseke (2020), „What does it Take to Successfully Implement a Hybrid Offering Strategy? A Contingency Perspective", *Journal of Service Management Research*, 4 (2-3), 100-120.
14. Dixon, Andrea L., Joel LeBon and Jan Wieseke (2019), „Perspectives on International Collaboration in Sales Research", *Journal of Personal Selling & Sales Management*, 39 (4), 317-318.

15. Edinger-Schons, Laura Marie, Lars Lengler-Graiff, Sabrina Scheidler, Gina Mende and Jan Wieseke (2019), „Listen to the Voice of the Customer—First Steps Towards Stakeholder Democracy”, *Journal of Business Ethics*, 29 (3), 507-531.
16. Hemmert, Giselmart, Laura Marie Edinger-Schons, Jan Wieseke and Heiko Schimmelpfennig (2018), „Log-likelihood-based Pseudo-R² in Logistic Regression: Deriving Sample-sensitive Benchmarks”, *Sociological Methods & Research*, 47 (3), 507-531.
17. Edinger-Schons, Laura-Marie, Jenni Sipilä, Sankar Sen, Gina Mende and Jan Wieseke (2018), „Are Two Reasons Better Than One? The Role of Appeal Type in Consumer Responses to Sustainable Products”, *Journal of Consumer Psychology*, 28 (4), 644-664.
18. Edinger-Schons, Laura Marie, Lars Lengler-Graiff, Sabrina Scheidler and Jan Wieseke (2018), „Frontline Employees as Corporate Social Responsibility (CSR) Ambassadors – a Quasi Field Experiment”, *Journal of Business Ethics*, 157 (2), 359-373.
19. 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.
20. Scheidler, Sabrina, Laura Marie Edinger-Schons, Jelena Spanjol and Jan Wieseke (2018), „Scrooge Posing as Mother Teresa: How Hypocritical Social Responsibility Strategies Hurt Employees and Firms”, *Journal of Business Ethics*, 157 (2), 339-358.
21. Alavi, Sascha, Johannes Habel, Christian Schmitz, Bianca Richter and 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.
22. 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*, 34 (1), 212-230.
23. Habel, Johannes, Sascha Alavi, Jan Wieseke, Christian Schmitz and Janina-Vanessa Schneider (2016), „When Do Customers Get What They Expect? Understanding the Ambivalent Effects of Customers' Service Expectation on Satisfaction”, *Journal of Service Research*, 19 (4), 361-379.

24. Scheidler, Sabrina, Janina-Vanessa Schneider, Christian Schmitz and Jan Wieseke (2016), „Wenn bei den Mitarbeiterfähigkeiten Soll und Ist abweichen“, *Sales Management Review*, 3, 28-38.
25. Habel, Johannes, Laura Marie Edinger-Schons, Sascha Alavi and Jan Wieseke (2016), „Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers' Perceived Price Fairness“, *Journal of Marketing*, 80 (1), 84-105.
26. Mikolon, Sven, Glen Kreiner and Jan Wieseke (2016), „Seeing You Seeing Me: Stereotypes and the Stigma Magnification Effect“, *Journal of Applied Psychology*, 101 (5), 639-656.
27. Alavi, Sascha, Jan Wieseke and Jan Helge Guba (2016), „Saving on Discounts through Accurate Sensing – Salespeople's Estimations of Customer Price Importance and their Effects on Negotiation Success“, *Journal of Retailing*, 92 (1), 40-55.
28. Haumann, Till, Pascal Güntürkün, Laura Marie Edinger-Schons and Jan Wieseke (2015), „Engaging Customers in Co-Production Processes: How Value-Enhancing and Intensity-Reducing Communication Strategies Mitigate the Negative Effects of Co-Production Intensity“, *Journal of Marketing*, 79 (6), 17-33.
29. Kraus, Florian, Till Haumann, Michael Ahearne and Jan Wieseke (2015), „When Sales Managers and Salespeople Disagree in the Appreciation for Their Firm: The Phenomenon of Organizational Identification Tension“, *Journal of Retailing*, 91 (3), 486-515.
30. Mikolon, Sven, Anika Kolberg, Till Haumann and Jan Wieseke (2015), „The Complex Role of Complexity: How Service Providers Can Mitigate Negative Effects of Perceived Service Complexity When Selling Professional Services“, *Journal of Service Research*, 18 (4), 513-528.
31. Wieseke, Jan, Anika Kolberg and Laura Marie Edinger-Schons (2015), „Life Could be so Easy - the Convenience Effect of Round Price Endings“, *Journal of the Academy of Marketing Science*, 44 (4), 474-494.
32. Mikolon, Sven, Benjamin Quaiser and Jan Wieseke (2015), „Don't try Harder: Using Customer Inoculation to Build Resistance Against Service Failures“, *Journal of the Academy of Marketing Science*, 43 (4), 512-527.
33. Alavi, Sascha, Torsten Bornemann and Jan Wieseke (2015), „Gambled Price Discounts – A Remedy to the Negative Side of Regular Price Discounts“, *Journal of Marketing*, 79 (2), 62-78.
34. Wieseke, Jan, Sascha Alavi and Johannes Habel (2014), „Willing to Pay More, Eager to Pay Less: The Role of Customer Loyalty in Price Negotiations“, *Journal of Marketing*, 78 (6), 17-37.

35. Haumann, Till, Benjamin Quaiser, Jan Wieseke and Mario Rese (2014), „Footprints in the Sands of Time: A Comparative Analysis of the Effectiveness of Customer Satisfaction and Customer-Company Identification Over Time", *Journal of Marketing*, 78 (6), 78-102.
36. Edinger-Schons, Laura Marie, Mario Rese, Jan Wieseke, Wiebke Rasmussen, Daniel Weber and Wolf-Christian Strotmann (2014), „There is Nothing Permanent, Not Even Change – Analyzing Individual Price Dynamics in Pay-What-You-Want Situations", *Marketing Letters*, 25 (1), 25-36.
37. Wieseke, Jan, Florian Kraus and Thomas Rajab (2013), „Resolving Conflict over Salespeople's Brand Adoption in Franchised Channels of Distribution", *Review of Managerial Science*, 7 (4), 443-473.
38. Ahearne, Michael, Till Haumann, Florian Kraus and Jan Wieseke (2013), „It's a Matter of Congruence: How Interpersonal Identification Between Sales Managers and Salespersons Shapes Sales Success", *Journal of the Academy of Marketing Science*, 41 (6), 625-648.
39. Kraus, Florian, Michael Ahearne, Son K. Lam and Jan Wieseke (2012), „Toward a Contingency Framework of Interpersonal Influence in Organizational Identification Diffusion", *Organizational Behavior and Human Decision Processes*, 118 (2), 162-178.
40. Wieseke, Jan, Anja Geigenmüller and Florian Kraus (2012), „On the Role of Empathy in Employee-Customer Interactions", *Journal of Service Research*, 15 (3), 316-331.
41. Kraus, Florian, Thomas Rajab and Jan Wieseke (2012), „Should Firms Encourage Salespeople to Promote House Brands in Customer Interaction? An Empirical Investigation of Financial Outcomes and Customer Response", *Schmalenbach Business Review*, 64 (4), 331-363.
42. Luo, Xueming, Jan Wieseke and Christian Homburg (2012), „Incentivizing CEOs to Build Customer-Firm and Employee-Firm Relations for Higher Customer Satisfaction and Firm Value", *Journal of the Academy of Marketing Science*, 40 (6), 745-758.
43. Wieseke, Jan, Michael Ahearne, Florian Kraus and Sven Mikolon (2012), „Multiple Identification Foci and Their Countervailing Effects on Salespeople's Negative Headquarters Stereotypes", *Journal of Marketing*, 76 (3), 1-20.
44. Homburg, Christian, Martin Artz and Jan Wieseke (2012), „Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance?", *Journal of Marketing*, 76 (3), 56-77.
45. Homburg, Christian, Jan Wieseke, Bryan Lukas and Sven Mikolon (2011), „When Salespeople Harbor Negative Stereotypes of their Corporate Headquarters: How Harmful is it and How can it be Avoided", *Journal of the Academy of Marketing Science*, 39 (5), 664-682.

46. Wieseke, Jan, Florian Kraus, Sascha Alavi and Tino Kessler-Thönes (2011), „How Leaders' Motivation Transfers to Customer Service Representatives", *Journal of Service Research*, 14 (2), 214-233.
47. Luo, Xueming, Christian Homburg and Jan Wieseke (2010), „Customer Satisfaction, Analyst Stock Recommendations, and Firm Value", *Journal of Marketing Research*, 47 (6), 1041-1058.
48. Homburg, Christian, Jan Wieseke and Christina Kühnl (2010), „Social Influence on Salespeople's Adoption of Sales Technology: A Multilevel Analysis", *Journal of the Academy of Marketing Science*, 38 (2), 159-168.
49. Homburg, Christian, Jan Wieseke and Torsten Bornemann (2009), „Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge", *Journal of Marketing*, 73 (4), 64-81.
50. Homburg, Christian, Jan Wieseke and Wayne D. Hoyer (2009), „Towards an Extended Understanding of The Service Profit Chain – The Relevance of Social Identification", *Journal of Marketing*, 73 (2), 38-54.
51. Wieseke, Jan, Michael Ahearne, Son K. Lam and Rolf van Dick (2009), „The Role of Leaders in Internal Marketing: A Multilevel Examination Through the Lens of Social Identity Theory", *Journal of Marketing*, 73 (2), 123-146.
52. Wieseke, Jan, Christian Homburg and Nick Lee (2008), „Understanding the Adoption of New Brands Through Salespeople: A Multilevel Framework", *Journal of the Academy of Marketing Science*, 36 (2), 278-291.
53. Wieseke, Jan, Nick Lee, Amanda J. Broderick, Jeremy F. Dawson and Rolf van Dick (2008), „Multilevel Analyses in Marketing Research: Differentiating Analytical Outcomes", *Journal of Marketing Theory and Practice*, 16 (4), 321-339.
54. Van Dick, Rolf, Daan van Knippenberg, Rudolf Kerschreiter, Guido Hertel and Jan Wieseke (2008), „Interactive Effects of Work Group and Organizational Identification on Job Satisfaction and Extra-Role Behavior", *Journal of Vocational Behavior*, 72 (3), 388-399.
55. Wieseke, Jan, Johannes Ullrich, Oliver Christ and Rolf van Dick (2007), „Organizational Identification as a Determinant of Customer Orientation in Service Organizations", *Marketing Letters*, 18 (4), 265-278.
56. Van Dick, Rolf, Giles Hirst, Michael W. Grojean and Jan Wieseke (2007), „Relationships Between Leader and Follower Organizational Identification and Implications for Follower Attitudes and Behaviour", *Journal of Occupational and Organizational Psychology*, 80 (1), 133-150.

57. Ullrich, Johannes, Jan Wieseke, Oliver Christ, Martin Schulze and Rolf van Dick (2007), „The Identity-Matching Principle: Corporate and Organizational Identification in a Franchising System”, *British Journal of Management*, 18 (1), 29-44.
58. Van Dick, Rolf, Michael Grojean, Oliver Christ and Jan Wieseke (2006), „Identity and the Extra Mile: Relationships between Organizational Identification and Organizational Citizenship Behaviour”, *British Journal of Management*, 17 (4), 283-301.
59. Ullrich, Johannes, Jan Wieseke and Rolf van Dick (2005), „Continuity and Change in Mergers and Acquisitions: A Social Identity Case Study of a German Industrial Merger”, *Journal of Management Studies*, 42 (8), 1549-1569.

Editor and Reviewing

Editorial Board: Journal of Marketing, Journal of Service Research, Journal of Retailing, Journal of Personal Selling & Sales Management, Journal of Organizational Behavior, British Journal of Management (Associate Editor 2007-2010).

Ad hoc Reviewer: Journal of Marketing Research, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Business Research, Industrial Marketing Management, Schmalenbach Business Review, zfbf Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, Journal of Marketing Theory and Practice, European Journal of Marketing, Marketing, Zeitschrift für Forschung und Praxis

Further Activities

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| Since 12/2008 | Faculty advisor for Enactus Bochum
(formerly SIFE – students in free enterprises) |
| Since 2012 | Involvement and Support of Start-Ups |
| 02/2013 - 12/2022 | Confidant for the German Economic Foundation |