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# Walter Herzog

## *Curriculum Vitae*

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WHU – Otto Beisheim School of Management      Date of Birth: February 21, 1980  
Chair of Market Research, Marketing Group      Place of Birth: Ludwigshafen, Germany  
Burgplatz 2, 56179 Vallendar, Germany  
Phone: +49 (0)261 6509 770  
E-Mail: walter.herzog@whu.edu

### ACADEMIC APPOINTMENTS & EDUCATION

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12/2011–present    ***WHU – Otto Beisheim School of Management, Germany***  
Professor of Marketing

10/2009–11/2011    ***WHU – Otto Beisheim School of Management, Germany***  
Assistant Professor of Marketing

05/2008–09/2009    ***University of St. Gallen, Switzerland***  
Postdoctoral Researcher, Marketing

08/2007–04/2008    ***University of Michigan, Ann Arbor***  
Visiting Scholar  
Advisor: Richard P. Bagozzi

09/2004–02/2008    ***University of St. Gallen, Switzerland***  
Doctoral Studies in Marketing  
Advisors: Sven Reinecke, Torsten Tomczak  
Title: Doctor Oeconomiae (summa cum laude)

10/1999–08/2004    ***University of Mannheim, Germany***  
Undergraduate and Graduate Studies in Marketing, Organization  
Theory, and Statistics  
Title: Diplom–Kaufmann

### RESEARCH INTERESTS

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- ***Management and consumer psychology***
  - Social inference: How do managers predict consumer preferences?
  - Debiasing: How can managers avoid biases when predicting consumer preferences?
  - Market research: How do managers interpret and use data on consumer preferences?
  - Social influence: How can managers shape the preferences of consumers and employees?
- ***Behavioral research methods***
  - Measurement theory
  - Causal inference

## SELECTED PUBLICATIONS

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- Hattula, J. D., Herzog, W., & Dhar, R. (in press). The impact of touchscreen devices on consumers' choice confidence and purchase likelihood. *Marketing Letters*.
- Herzog, W., Hattula, J. D., & Dahl, D. W. (2021). Marketers project their personal preferences onto consumers: Overcoming the threat of egocentric decision making. *Journal of Marketing Research*, *58*(3), 456–475.
- Troebs, C.-C., Wagner, T., & Herzog, W. (2021). Do customer discounts affect frontline employees? *Journal of Service Research*, *24*(3), 390–404.
- Dahm, M., Wentzel, D., Herzog, W., & Wiecek, A. (2018). Breathing down your neck! The impact of queues on customers using a retail service. *Journal of Retailing*, *94*(2), 217–230.
- Hattula, J. D., Herzog, W., Dahl, D. W., & Reinecke, S. (2015). Managerial empathy facilitates egocentric predictions of consumer preferences. *Journal of Marketing Research*, *52*(2), 235–252.  
→ *Featured in Harvard Business Review (March 2015, pp. 34–35) and in Marketing Science Institute's list of most impactful articles (Journal Selections, November 2015)*
- Morhart, F. M., Herzog, W., & Tomczak, T. (2009). Brand-specific leadership: Turning employees into brand champions. *Journal of Marketing*, *73*(5), 122–142.  
→ *Featured in Keller Center Research Report (Vol. 3, 2010, pp. 14–21) and in GfK Marketing Intelligence Review (Vol. 3, 2011, pp. 34–43).*
- Herzog, W., & Boomsma, A. (2009). Small-sample robust estimators of noncentrality-based and incremental model fit. *Structural Equation Modeling*, *16*(1), 1–27.  
→ *Lead Article*
- Herzog, W., Boomsma, A., & Reinecke, S. (2007). The model-size effect on traditional and modified tests of covariance structures. *Structural Equation Modeling*, *14*(3), 361–390.  
→ *Lead Article*

## OTHER PUBLICATIONS

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- Herzog, W., & Beisecker, C. (2020). Effect sizes in experimental consumer psychology are underestimated: Introducing a simple correction. In J. Argo, T. M. Lowrey, and H. J. Schau (Eds.), *Advances in Consumer Research*, Duluth, MN: Association for Consumer Research.
- Schmidt, K., Herzog, W., Hammerschmidt, M., & Morwitz, V. G. (2020). Do survey invitations affect non-respondents? In J. Argo, T. M. Lowrey, and H. J. Schau (Eds.),

- Advances in Consumer Research*, Duluth, MN: Association for Consumer Research.
- Beisecker, C., & Herzog, W. (2019). Do humanized products create weak brands? In R. Bagchi, L. Block, & L. Lee (Eds.), *Advances in Consumer Research*, Duluth, MN: Association for Consumer Research.
- Hattula, J. D., Herzog, W., & Dhar, R. (2017). When touch interfaces boost consumer confidence: The Role of Instrumental Need for Touch. In A. Gneezy, V. Griskevicius, & P. Williams (Eds.), *Advances in Consumer Research*, Duluth, MN: Association for Consumer Research.
- Hattula, J. D., Herzog, W., Dahl, D. W., & Reinecke, S. (2012). When empathic managers become consumers: A self-referential bias. In Z. Gürhan-Canli, C. Otnes, & R. (J.) Zhu (Eds.), *Advances in Consumer Research*, Duluth, MN: Association for Consumer Research.
- Morhart, F. M., Jenewein, W. P., Herzog, W., & Brösamle, S. (2012). Guter Chef, gute Verkäufer [Good boss, good salespersons]. *Harvard Business Manager*, 9, 44–46.
- Herzog, W. (2011). Perception-specific average causal effects: Implications for experimental consumer research. In R. Ahluwalia, T. L. Chartrand, & R. K. Ratner (Eds.), *Advances in Consumer Research*, Duluth, MN: Association for Consumer Research.
- Morhart, F. M., Herzog, W., & Tomczak, T. (2011). Turning employees into brand champions: Leadership style makes a difference. *GfK Marketing Intelligence Review*, 3, 34–43.
- Herzog, W., & Hammerschmidt, M. (2010). Mere proactivity effects of sales-related service offerings: A field experiment. In D. W. Dahl, G. V. Johar, & S. M. J. van Osselaer (Eds.), *Advances in Consumer Research*, Duluth, MN: Association for Consumer Research.
- Morhart, F. M., & Herzog, W. (2010). How to turn your employees into brand champions. *Keller Center Research Report*, 3, 14–21.
- Morhart, F. M., Henkel, S., & Herzog, W. (2008). Collecting hidden consumer data online: Research on homosexuals. *Journal of Advertising Research*, 48(2), 247–254.
- Reinecke, S., & Herzog, W. (2006). Stand des Marketingcontrolling in der Praxis [The status of marketing performance management in practice]. In S. Reinecke & T. Tomczak (Eds.), *Handbuch Marketingcontrolling* (pp. 81–95), second edition. Wiesbaden: Gabler.
- Reinecke, S., & Herzog, W. (2005). Effizienz allein genügt nicht [Efficiency is not enough]. *IO New Management*, 74 (7–8), 35–37.

## SOFTWARE

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Boomsma, A., & Herzog, W. (2013). R function **swain**: Correcting structural equation model fit statistics and indexes under small-sample and/or large-model conditions, Version 1.2.

## CONFERENCE CONTRIBUTIONS

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Hattula, J. D., Herzog, W., & Dhar, R. (2017). When multi-touch interfaces create an illusion of confidence: The role of instrumental need for touch. *Society for Consumer Psychology Winter Conference*, San Francisco, CA. [Workshop: Technology-driven consumption]

Hattula, J. D., Herzog, W., & Dhar, R. (2016). When touchscreen interfaces inflate certainty: The role of instrumental need for touch. *10th Triennial Choice Symposium*, Lake Louise, AB, Canada. [Workshop: The influence of expression modalities on preference construction and decision making]

Schmidt, K., Herzog, W., & Hammerschmidt, M. (2016). The effect of customer surveys on non-respondents' attitudes and behaviors. *Academy of Marketing Science World Marketing Congress*, Paris, France.

Dahm, M., Wentzel, D., & Herzog, W. (2014). The impact of queues on customers using a service. *European Marketing Academy Conference*, Valencia, Spain.

Herzog, W., & Boomsma, A. (2013). Causal mediation analysis in behavioral experiments: Addressing omitted variables and measurement error. *International Meeting of the Psychometric Society*, Arnhem, The Netherlands.

Schmidt, K., Herzog, W., & Hammerschmidt, M. (2013). The effect of survey nonresponse on nonrespondents' attitudes and behaviors: An application of principal stratification. *International Meeting of the Psychometric Society*, Arnhem, The Netherlands.

Hattula, J. D., Herzog, W., Dahl, D. W., & Reinecke, S. (2012). When empathic managers misunderstand their customers: Evidence for a self-referential bias. *Marketing Science Conference*, Boston, MA.

Morhart, F. M., Herzog, W., & Jenewein, W. P. (2012). Multilevel effects of leadership styles on selling approaches and customer outcomes. *American Marketing Association Winter Conference*, St. Petersburg, FL.

Schmidt, K., Herzog, W., & Hammerschmidt, M. (2011). Comparing apples and apples: Estimating the causal effect of survey participation on customer loyalty. *American Marketing Association Winter Conference*, Austin, TX.

- Fischer, P. M., Herzog, W., & Reinecke, S. (2011). The common dimension bias in sales management evaluation: Experimental evidence and remedies. *American Marketing Association Winter Conference*, Austin, TX.
- Herzog, W., & Hammerschmidt, M. (2010). Do proactive offers of product trials increase customer loyalty? A field experiment with principal stratification. *Marketing Science Conference*, Cologne, Germany.
- Fischer, P. M., Herzog, W., & Reinecke, S. (2010). When customer-oriented sales efforts lose ground: An experimental study on the “dilution effect”. *American Marketing Association Winter Conference*, New Orleans, LA.
- Fischer, P. M., Herzog, W., & Reinecke, S. (2009). On the dilution of customer orientation in customer-focused sales organizations: Experimental evidence. *European Marketing Academy Conference*, Nantes, France.
- Morhart, F. M., Herzog, W., & Jenewein, W. P. (2008). Can brand-specific transformational leadership be learned? A field experiment. *American Marketing Association Summer Conference*, San Diego, CA.
- Morhart, F. M., Herzog, W., & Tomczak, T. (2007). The impact of brand-specific transactional and transformational leadership on front-line employees’ brand-building behavior. *American Marketing Association Summer Conference*, Washington, DC.
- Morhart, F. M., Herzog, W., & Tomczak, T. (2007). The impact of brand-specific transformational leadership on brand-building behaviors of frontline service employees. *European Marketing Academy Conference*, Reykjavik, Iceland.
- Herzog, W., Morhart, F. M., & Reinecke, S. (2007). Shaping the functional significance of loyalty rewards and its effect on self-determined customer motivation. *American Marketing Association Winter Conference*, San Diego, CA.
- Morhart, F. M., Herzog, W., & Tomczak, T. (2007). Driving brand-building behaviors among employees: The role of brand-specific transformational leadership. *American Marketing Association Winter Conference*, San Diego, CA.  
→ *Best Paper Award in the Sales and Relationship Marketing Track*
- Herzog, W., & Boomsma, A. (2006). Finite sample corrections for RMSEA estimation. *International Meeting of the Psychometric Society*, Montreal, Canada.
- Herzog, W., Boomsma, A., & Reinecke, S. (2006). The model size effect in covariance structure modeling – proposed corrections for applied marketing research. *European Marketing Academy Conference*, Athens, Greece.
- Herzog, W., Boomsma, A., & Reinecke, S. (2005). The finite sample behavior of Satorra-Bentler and Bartlett-corrected fit statistics in large models. *International Meeting of the Psychometric Society*, Tilburg, The Netherlands.

Sausen, K., Herzog, W., Tomczak, T., & Reinecke, S. (2005). Capabilities for market segmentation: Theoretical constructs, measurement scale development and empirical validation. *European Marketing Academy Conference*, Milan, Italy.

## REVIEWING

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**Scientific Journals.** Journal of Marketing Research, International Journal of Research in Marketing, Journal of Service Research, Structural Equation Modeling, Journal of Business Research, European Journal of Marketing, Journal of Retailing and Consumer Services, Frontiers in Psychology, Journal of Cross-Cultural Psychology, Behavior Research Methods, Educational and Psychological Measurement, Journal of Educational and Behavioral Statistics, Schmalenbach Business Review, Journal of Business Economics, Electronic Markets, Marketing Review St. Gallen

**Organizations.** Swiss National Science Foundation (track: “Methods of Management Sciences”), University of St. Gallen (habilitation committee), University of Stuttgart (habilitation committee), American Marketing Association

## RESEARCH VISITS AND GRANTS

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- 02/2013–present *BI Norwegian School of Management, Norway*  
Guest researcher at the Department of Marketing
- 10/2017–11/2017 *University of British Columbia, Canada*  
Research visit at the Department of Marketing
- 04/2016–05/2016 *University of British Columbia, Canada*  
Research visit at the Department of Marketing
- 08/2009–08/2009 *University of Groningen, The Netherlands*  
Research visit at the Department of Statistics & Measurement Theory
- 12/2008–07/2009 *University of St. Gallen, Switzerland*  
The Research Fund  
Grant for post-doctoral studies
- 08/2007–04/2008 *University of Michigan, Ann Arbor*  
Swiss National Science Foundation  
Grant for doctoral studies
- 07/2006–08/2006 *University of Michigan, Ann Arbor*  
Swiss National Science Foundation  
Grant for ICPSR courses in quantitative methods
- 06/2005–11/2005 *University of St. Gallen, Switzerland*  
The Research Fund  
Grant for doctoral studies

10/2001–03/2002 *University of St. Gallen, Switzerland*  
ERASMUS scholarship for graduate studies

## PROFESSIONAL AFFILIATIONS

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Psychometric Society, Association for Consumer Research, Society for Consumer Psychology,  
Society for Marketing Science, American Marketing Association

## TEACHING

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- 05/2009–present *Latent Variable Modeling*  
PhD Course  
WHU – Otto Beisheim School of Management &  
University of St. Gallen, Switzerland
- 01/2009–present *Advanced Methods of Market & Management Research*  
MSc Course  
WHU – Otto Beisheim School of Management
- 09/2010–12/2017 *Market Research Methods*  
BSc Course  
WHU – Otto Beisheim School of Management
- 09/2004–07/2007 *Market Information*  
MSc Course (Teaching Assistant)  
University of St. Gallen, Switzerland
- 09/2004–07/2007 *Executive Education*  
Topics: Customer Loyalty; Market Research; Marketing & Sales;  
Pricing  
University of St. Gallen, Switzerland
- 10/2003–03/2004 *Principles of Marketing*  
BSc Course (Teaching Assistant)  
University of Mannheim, Germany

## OTHER UNIVERSITY SERVICES

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- 09/2009–present *WHU – Otto Beisheim School of Management*  
Consultation on quantitative methods for researchers at WHU  
Approx. 50 appointments per academic year
- 06/2012–12/2015 *WHU – Otto Beisheim School of Management*  
Implementation of the project “Teaching Quality”  
Activities: Data analysis and publication of two reports on teaching  
quality at WHU; training sessions in didactic methods

- 09/2009–08/2014 ***WHU – Otto Beisheim School of Management***  
Liasion lecturer for the Konrad–Adenauer–Stiftung  
Responsibility for approx. 25 students holding a fellowship of the  
Konrad–Adenauer–Stiftung
- 09/2004–12/2006 ***University of St. Gallen, Switzerland***  
Development of a multimedia blended learning tool for graduate  
market research courses