

University Professor Dr. Martin Fassnacht



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Dr. Fassnacht is Professor and Director of the Chair of Strategy and Marketing, Scientific Director of the Center for Market-oriented Corporate Management (CMM) at WHU – Otto Beisheim School of Management in Düsseldorf and the Chairman of the Advisory Board of the Henkel Center for Consumer Goods (HCCG). Furthermore, he is a Strategic Advisor for B2C and B2B companies. He celebrated his 20th anniversary as the chairholder at WHU in June 2023. His scientific research focuses on the fields of Price Management, Brand Management, as well as Retail Marketing and Omnichannel Business. Both his research and the courses have a strong practical relevance due to the close cooperation with renowned companies such as Henkel, Adidas, Aston Martin, BMW, dfv Mediengruppe, Douglas, Google, IGEPA Group, Klarna, L'Oréal, Lufthansa, Meta, Telefónica, Vorwerk, and Würth-Gruppe.

Dr. Fassnacht is a Member of the Association of Professors for Business Administration, the Schmalenbach-Gesellschaft – German Association of Business Administration, the Erich-Gutenberg-Arbeitsgemeinschaft, the American Marketing Association (AMA), the Academy of Marketing Science (AMS) and the European Marketing Academy (EMAC).

Professor Fassnacht has published in leading national and international journals, e.g., Zeitschrift für Betriebswirtschaft, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, Marketing – Zeitschrift für Forschung und Praxis, the Journal of Marketing, Journal of Service Research and the Journal of Business-to-Business Marketing. Four of his articles were awarded by the Journal of Product & Brand Management (2017), the Journal of Interactive Marketing (2007-2011), the Editorial Board of the Journal of Business-to-Business Marketing (2003), as well as the Summer Marketing Educators' Conference (2005) of the American Marketing Association (AMA).

Furthermore, he has authored and co-authored several books and over 150 articles. In autumn 2024, the fifth completely revised and extended edition of the classic textbook "Price Management" will be published together with Prof. Dr. Dr. h.c. mult. Hermann Simon. For their textbook "Price Management" the authors won the "Georg- Bergler-Prize for Marketing" 2010, the most highly endowed award for marketing management-oriented books in Europe then. The first English edition of the textbook was published by Springer Nature, New York, in January 2019. The book is also available in the following additional languages: Korean, Italian, Russian, Polish, and Chinese.

Four years in a row, the Frankfurter Allgemeine Zeitung (F.A.Z.) listed Professor Dr. Martin Fassnacht in its Economist Ranking among the 100 most influential economists in Germany. The F.A.Z. chooses economists who have a high influence on the public life in Germany. The economist ranking by the F.A.Z. was published annually from 2013 to 2021 and covers the performance of economists in the three categories of research, media, and politics.

From March 2018 to February 2024, Professor Fassnacht was Academic Director of the Full-Time and Part-Time MBA programs at WHU. Throughout this period, the Full-Time MBA program was consistently ranked by the Financial Times Global MBA Ranking as the top MBA program in Germany four times (in 2019, 2020, 2021, and 2024) and secured the second position twice (in 2022 and 2023).

From 2003 to 2010, he was the Academic Director of two executive education programs for METRO Group at WHU. From 2007 to 2009, Prof. Dr. Fassnacht was Associate Dean of WHU – Otto Beisheim School of Management. Furthermore, he was Academic Director of Marketing and Communications from 2006 to 2009 and Academic Director of the Master of Science-Program at WHU from 2006 to 2007. From 2013 to 2014 he was the Chairman of the Marketing Commission of the German Academic Association for Business Research.

Prior to his professorship at WHU, Dr. Fassnacht was Associate Professor of Marketing at the University of Paderborn from June 2001 to May 2003. From 1996 to 2001 he worked as Assistant Professor with Prof. Dr. Dr. h.c. mult. Christian Homburg both at WHU – Otto Beisheim School of Management – and the University of Mannheim which resulted in his habilitation (postdoctoral thesis) at the University of Mannheim in January 2002.

During his time as Assistant Professor he was Visiting Scholar at the McCombs School of Business, University of Texas at Austin, Austin, USA. He also worked on a freelance basis as a consultant and subsequently as Director for Management Education at the management consultancy Prof. Homburg & Partner GmbH.

Dr. Fassnacht gained his Ph.D. at the Johannes Gutenberg-University in Mainz in early 1996 after working as Research Assistant with Professor Simon from 1990 to 1995. During this time, he was also active as a freelance consultant and spent six months as a Visiting Scholar at the Owen Graduate School of Management, Vanderbilt University, Nashville, USA. Dr. Martin Fassnacht studied business administration at the University of Mannheim.

Contact as vCard:

