

# Tobias Schäfers

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Copenhagen Business School

Department of Marketing

[ts.marktg@cbs.dk](mailto:ts.marktg@cbs.dk)

[www.cbs.dk/en/staff/tsmarkt](http://www.cbs.dk/en/staff/tsmarkt)

+45 3815 2148

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Tobias Schäfers has been an Associate Professor of Marketing at Copenhagen Business School (CBS), Denmark, since September 2018. Prior to joining CBS, he was an Assistant Professor of Marketing at the Technical University Dortmund, Germany, starting in 2013. From 2010 until 2013, he was an Assistant Professor of Marketing at EBS University for Business and Law, Wiesbaden/Oestrich-Winkel, Germany, where he also obtained his doctoral degree (Dr. rer. pol.) in 2010. He was a visiting researcher at the Robert H. Smith School of Business, University of Maryland, USA (2010, 2012), and at Aalto University School of Business, Helsinki, Finland (2015, 2017).

Tobias' research focuses on access-based services, digitalization of customer-company interactions, service recovery, and sales. His work has appeared in international journals, such as *Journal of Service Research*, *Journal of Interactive Marketing*, *Journal of Business Research*, and *European Journal of Marketing*.

Tobias has a broad experience in teaching courses at undergraduate and graduate levels, as well as doctoral seminars and executive education classes, in both English and German, for small (~10 students), medium (~50 students), and very large (~500 students) groups, using combinations of lectures, case method teaching, business simulations, guest lectures, and e-learning. He has taught courses such as Principles of Marketing, Marketing Research, Industrial Marketing, Business Intelligence and Customer Insights, and Survey Design & Measurement Issues.

Articles in Double-Blind Peer Reviewed Academic Journals

	AJG	Impact Factor (2017)
15. Albrecht, A.K. / <b>Schäfers, T.</b> / Walsh, G. / Beatty, S.E.: “The Effect of Compensation Size on Recovery Satisfaction After Group Service Failures: The Role of Group Versus Individual Service Recovery,” <i>Journal of Service Research</i> (Online First). [ <a href="https://doi.org/10.1177%2F1094670518802059">https://doi.org/10.1177%2F1094670518802059</a> ]	4	6.842
14. <b>Schäfers, T.</b> / Moser, R. / Narayanamurthy, G.: “Access-Based Services for the Base of the Pyramid,” <i>Journal of Service Research</i> 21(4), 421-437. [ <a href="https://doi.org/10.1177/1094670518770034">https://doi.org/10.1177/1094670518770034</a> ]	4	6.842
13. Fritze, M.P. / Urmetzer, F. / Khan, G.F. / Sarstedt, M. / Neely, A. / <b>Schäfers, T.</b> (2018): “From Goods to Services Consumption: A Social Network Analysis on Sharing Economy and Servitization Research,” <i>Journal of Service Management Research</i> 2(3), 3-16. [ <a href="https://doi.org/10.15358/2511-8676-2018-3-3">https://doi.org/10.15358/2511-8676-2018-3-3</a> ]	N/A	
12. <b>Schäfers, T.</b> / Lawson, S. / Kukar-Kinney, M. (2016): “How the burdens of ownership promote consumer usage of access-based services,” <i>Marketing Letters</i> 27(3), 569-577. [ <a href="http://dx.doi.org/10.1007/s11002-015-9366-x">http://dx.doi.org/10.1007/s11002-015-9366-x</a> ]	3	1.350
11. Hirschinger, M. / Moser, R. / <b>Schäfers, T.</b> / Hartmann, E. (2016): “No Vehicle Means No Aid – A Paradigm Change for the Humanitarian Logistics Business Model,” <i>Thunderbird International Business Review</i> 58(5), 373-384. [ <a href="http://dx.doi.org/10.1002/tie.21745">http://dx.doi.org/10.1002/tie.21745</a> ]	2	
10. Benoit (né Moeller), S. / <b>Schäfers, T.</b> / Heider, R. (2016): “Understanding on-the-go consumption: Identifying and quantifying its determinants,” <i>Journal of Retailing and Consumer Services</i> 31(July), 34-42. [ <a href="http://dx.doi.org/10.1016/j.jretconser.2016.03.003">http://dx.doi.org/10.1016/j.jretconser.2016.03.003</a> ]	2	2.919
9. <b>Schäfers, T.</b> / Schamari, J. (2016): “Service Recovery via Social Media: The Social Influence Effects of Virtual Presence,” <i>Journal of Service Research</i> 19(2), 192-208. [ <a href="http://dx.doi.org/10.1177/1094670515606064">http://dx.doi.org/10.1177/1094670515606064</a> ]	4	6.842
8. <b>Schäfers, T.</b> / Wittkowski, K. / Benoit (née Moeller), S. / Ferraro, R. (2016): “Contagious Effects of Customer Misbehavior in Access-Based Services,” <i>Journal of Service Research</i> 19(1), 3-21. [ <a href="http://dx.doi.org/10.1177/1094670515595047">http://dx.doi.org/10.1177/1094670515595047</a> ]	4	6.842

Lead article

Finalist for JSR Best Paper Award 2016

	AJG	Impact Factor (2017)
7. Kukar-Kinney, M. / Close Scheinbaum, A. / <b>Schäfers, T.</b> (2016): “Compulsive buying in online daily deal settings: An investigation of motivations and contextual elements,” <i>Journal of Business Research</i> 69(2), 691-699. [ <a href="http://dx.doi.org/10.1016/j.jbusres.2015.08.021">http://dx.doi.org/10.1016/j.jbusres.2015.08.021</a> ]	3	2.509
6. Zoellner, F. / <b>Schäfers, T.</b> (2015): “Do Price Promotions Help or Hurt Premium-Product Brands? The Impact of Different Price-Promotion Types on Sales and Brand Perception,” <i>Journal of Advertising Research</i> 55(3), 270-283. [ <a href="http://dx.doi.org/10.2501/JAR-2015-008">http://dx.doi.org/10.2501/JAR-2015-008</a> ]	3	2.328
5. Schamari, J. / <b>Schäfers, T.</b> (2015): “Leaving the Home Turf: How Brands Can Use Webcare on Consumer-Generated Platforms to Increase Positive Consumer Engagement,” <i>Journal of Interactive Marketing</i> 30(May), 20-33. [ <a href="http://dx.doi.org/10.1016/j.intmar.2014.12.001">http://dx.doi.org/10.1016/j.intmar.2014.12.001</a> ]	3	3.864
4. Neudecker, N. / Esch, F.-R. / <b>Schäfers, T.</b> / Valussi, S. (2014): “Message Reframing in Advertising,” <i>Psychology &amp; Marketing</i> 31(11), 946-957. [ <a href="http://dx.doi.org/10.1002/mar.20745">http://dx.doi.org/10.1002/mar.20745</a> ]	3	2.023
3. <b>Schäfers, T.</b> (2014): “Standing out from the crowd – Niche product choice as a form of conspicuous consumption,” <i>European Journal of Marketing</i> 48(9/10), 1805-1827. [ <a href="http://dx.doi.org/10.1108/EJM-03-2013-0121">http://dx.doi.org/10.1108/EJM-03-2013-0121</a> ]	3	1.497
2. <b>Schäfers, T.</b> (2013): “Exploring Carsharing Usage Motives: A Hierarchical Means-End Chain Analysis,” <i>Transportation Research Part A: Policy and Practice</i> 47(1), 69-77. [ <a href="http://dx.doi.org/10.1016/j.tra.2012.10.024">http://dx.doi.org/10.1016/j.tra.2012.10.024</a> ]	3	3.026
1. Groza, M. / Cobbs, J. / <b>Schäfers, T.</b> (2012): “Managing a sponsored brand: The importance of sponsorship portfolio congruence,” <i>International Journal of Advertising</i> 31(1), 63-84. [ <a href="http://dx.doi.org/10.2501/IJA-31-1-63-84">http://dx.doi.org/10.2501/IJA-31-1-63-84</a> ]	2	2.494

## Conference Proceedings

- Brinkhoff, S. / **Schäfers, T.** (2018): “Mobile In-Store Advertising : Exploring the Effects of Location-Based Mobile Promotions on Shopping Behavior,” *2018 Academy of Marketing Science Annual Conference*, New Orleans, USA, May 2018.
- Zmich, L. / Groza, M. / **Schäfers, T.** / Groza, M. (2018): „Abstract Thinking and Salesperson Entrepreneurial Orientation,” *2018 Academy of Marketing Science Annual Conference*, New Orleans, USA, May 2018.
- Schäfers, T.** / Falk, T. (2017): “Substitutive vs. Complementary Use of Access-Based Services: Differences in Usage and Motivational Patterns,” *2017 Frontiers in Service Conference*, New York City, USA, June 2017.
- Cziehso, G. / **Schäfers, T.** / Kukar-Kinney, M. (2017): “Switching From Free to Fee: More Than Just a Price Increase?,” *2017 Academy of Marketing Science Annual Conference*, San Diego, USA, May 2017. (**Awarded with the Stanley C. Hollander Award for Best Retailing Paper**)
- Ruffer, S. / **Schäfers, T.** (2017): “Entering the Performance-Based Contracting Business – An Exploration of Sales-Related Challenges,” *2017 Academy of Marketing Science Annual Conference*, San Diego, USA, May 2017.
- Cziehso, G. / **Schäfers, T.**: “To be Continued... The Effects of Interrupted Preview Endings on Purchase Decisions in “Freemium” Business Models,” *2016 Academy of Marketing Science Annual Conference*, Lake Buena Vista, USA, May 2016.
- Kopshoff, F. / **Schäfers, T.**: „Selling to Homer or to Lisa? Conceptualizing Customer Competence in Complex Projects,” *2016 Academy of Marketing Science Annual Conference*, Lake Buena Vista, USA, May 2016.
- Cziehso, G. / **Schäfers, T.** (2016): “Don’t Leave me Hanging! The Effects of Interrupted Endings on Consumers’ Buying Behavior,” *2016 AMA Winter Marketing Academic Conference*, Las Vegas, USA, February 2016.
- Cziehso, G. / **Schäfers, T.** (2016): “You Have to Pay Now! The Effects of Choice Options in Unexpected Free-to-Fee Switches,” *2016 AMA Winter Marketing Academic Conference*, Las Vegas, USA, February 2016.
- Kukar-Kinney, M. / Close, A. / **Schäfers, T.** (2015): “The Perils of Daily Deal Websites for Compulsive Buyers,” *EIRASS 22<sup>nd</sup> International Conference on Recent Advances in Retailing and Services Science*, Montreal, Canada, July 2015.
- Cziehso, G. / **Schäfers, T.** (2015): “Make Me Switch! – The Effect of “Freemium” and Price Consciousness in Unexpected Free-to-Fee Switches,” *2015 EMAC Conference*, Leuven, Belgium, May 2015.
- Schäfers, T.** / Moser, R. / Narayanamurthy, G. (2015): “Risk Reduction at the Base of the Pyramid: The Role of Access-Based Services,” *2015 EMAC Conference*, Leuven, Belgium, May 2015.
- Cziehso, G. / **Schäfers, T.** (2015): “The Choice is Yours – How “Freemium” and Personal Involvement Influence Customers’ Responses to Unexpected Free-to-Fee Switches,” *2015 Academy of Marketing Science Annual Conference*, Denver, USA, May 2015.
- Schäfers, T.** / Moser, R. / Narayanamurthy, G. (2015): “Overcoming Ownership Risk at the Base of the Pyramid with Access-Based Services,” *2015 AMA Winter Marketing Educators’ Conference*, San Antonio, USA, February 2015.

- Cziehso, G. / **Schäfers, T.** (2014): “The choice effect – How a free alternative influences consumers’ responses to free-to-fee switches,” *ACR 2014 – Association for Consumer Research North American Conference*, Baltimore, USA, October 2014.
- Esch, F.-R. / Weiss, S. / **Schäfers, T.** (2014): „Haptic Communication: Touch Effects in Advertising,” *ICORIA 2014 – International Conference on Research in Advertising*, Amsterdam, NL, June 2014.
- Schäfers, T.** / Lawson, S. (2014): “Less risk, more fun? The role of ownership risk perception for access-based service value perception and usage,” *2014 Academy of Marketing Science Annual Conference*, Indianapolis, USA, May 2014.
- Schäfers, T.** / Cobbs, J. / Groza, M. (2013): “Construal Level Effects in Sponsorship Announcements,” *2013 Academy of Marketing Science World Marketing Congress*, Melbourne, Australia, July 2013.
- Schäfers, T.** (2013): “Saving time, money, or the environment? Consumers’ motives of access-based service use,” *2013 AMS Annual Conference*, Monterey, USA, May 2013.
- Schäfers, T.** / Dahlhoff, H.D. / Sowik, N. (2013): “Quantity or Quality? How the Firm-Customer Dialog Influences Customer Relationships,” *2013 AMS Annual Conference*, Monterey, USA, May 2013.
- Schäfers, T.** / Cobbs, J. / Groza, M. (2013): “Timing of sponsorship announcements: A test of temporal distance and construal level effects,” *2013 AMS Annual Conference*, Monterey, USA, May 2013.
- Schamari, J. / **Schäfers, T.** (2013): “Embedding Consumers – Mediation of Social Media Engagement Effects on Consumer-Brand Relationships,” *2013 AMS Annual Conference*, Monterey, USA, May 2013.
- Zoellner, F. / **Schäfers, T.** (2013): “The Impact of Price Promotion Types on Sales and Brand Perception of Premium Products,” *2013 AMS Annual Conference*, Monterey, USA, May 2013.
- Schäfers, T.** (2013): “Motives of Access-Based Consumption,” *2013 AMA Winter Marketing Educators’ Conference*, Special Session: Access-Based Consumption, Las Vegas, NV, USA, February 2013.
- Wittkowski, K. / Moeller, S. / **Schäfers, T.** (2013): “Customer Misbehavior in Access-Based Consumption,” *2013 Winter Marketing Educators’ Conference*, Special Session: Access-Based Consumption, Las Vegas, NV, USA, February 2013.
- Schäfers, T.** / Wittkowski, K. / Moeller, S. (2012): “Customer Misbehavior in Non-Ownership Services,” *Frontiers in Service Conference*, College Park, MD, USA, June 2012.
- Schäfers, T.** / Moser, R. (2012): “Non-Ownership Services for the Base of the Pyramid,” *Frontiers in Service Conference*, College Park, MD, USA, June 2012.
- Groza, M.D. / Cobbs, J. / **Schäfers, T.** / Pronschinske, M. (2011): “The Effect of Multiple Sponsor Congruence on the Brand Equity of a Sponsored Enterprise,” *2011 Academy of Marketing Science World Marketing Congress*, Reims, France, July 2011.
- Schäfers, T.** / Moser, R. (2011): “Non-Ownership Commercial Mobility Services for the Base of the Pyramid: A User Preference Study,” *Strategic Management Society CK Prahalad Special Conference*, San Diego, USA, June 2011.
- Schäfers, T.** / Gresel, R. (2010): “Using Direct Marketing to Target Niche Consumers – Investigating the Link Between Direct Marketing Affinity and Niche Orientation,” *ICRM Conference 2010*, Reading, UK, September 2010.
- Gresel, R. / **Schäfers, T.** (2010): “Applying a Service Marketing Perspective to the Relationship between Nonprofit Organizations and Donors: Conceptualizing Nonprofit Service Quality,” *ICRM Conference 2010*, Reading, UK, September 2010.

Huneke, T. / **Schäfers, T.** / Moeller, S. (2010): “Stressed but still healthy? Investigating the relationship between stress and health orientation in on-the-go consumption,” *Global Marketing Conference 2010*, Tokyo, Japan, September 2010.

Huneke, T. / Moeller, S. / **Schäfers, T.** (2010): “Bridging the gap between health orientation and convenience services,” *Frontiers in Services Conference 2010*, Karlstad, Sweden, June 2010.

Huneke, T. / Moeller, S. / **Schäfers, T.** (2010): “Determinants of the Demand for Healthy Food: Does Stress Suppress Health Orientation in On-the-go Consumption?,” *EMAC 2010 Conference*, Copenhagen, Denmark, June 2010.

Bosshammer, H. / **Schäfers, T.** (2010): “Diverse National Grocery Market Structures: an Explanatory Approach,” *EMAC 2010 Conference*, Copenhagen, Denmark, June 2010.

**Schäfers, T.** (2010): “Standing Out From the Crowd - Determinants of Consumers' Niche Orientation,” *2010 AMS Annual Conference*, Portland, USA, May 2010.

Moeller, S. / **Schäfers, T.** (2010): “On-the-go Consumption: Because Consumers Want to and Not Because They Have to,” *2010 AMA Winter Marketing Educators' Conference*, New Orleans, LA, February 2010.

Moeller, S. / **Schäfers, T.** (2009): “Changing Eating Habits: What Drives Consuming on-the-go?,” *EMAC 2009 Conference*, Nantes, France, May 2009.