

Dr. Maximilian Stieler

Research topics

- Emotions in social contexts
- Crowd psychology in consumer studies
- Processes in joint consumption
- Sport management and sport marketing
- Value co-creation in service ecosystems



Education

- 2011 Graduate diploma in sport management (*Diplom-Sportökonom*),
University of Bayreuth
- 2017 Doctoral degree in Business Sciences (Dr. rer. pol.),
University of Bayreuth

Work experience in academia

- 08/2011-08/2018 Research assistant
at the Chair of Marketing & Consumer Behavior, University of Bayreuth

Teaching

- a) Courses taught at the University of Bayreuth (amount of teaching responsibilities: 3.75 hrs. per week during the semester)

Level	Courses	Term
BSc.	• Tutorial "Principles of Marketing"	Winter 2011/12
	• Tutorial "Market Research"	Winter 2011/12, 2012/13, Summer 2015, 2017, 2018
	• Seminar (various topics)	Winter 2015/16, 2016/17, 2017/18, Summer 2015, 2016
	• Business simulation game	Winter 2011/12, Summer 2016
	• Thesis mentoring	ongoing
	• Seminar "Scientific Working"	Summer 2016, 2018
MSc.	• Tutorial "Consumer Behavior"	Summer 2012, 2013, 2014, 2015, 2017, 2018
	• Seminar (various topics)	Winter 2012/13, 2017/18, Summer 2013, 2015
	• Seminar "Methods of Data Collection and Multivariate Data Analysis"	Winter 2011/12, 2012/13, 2014/15, Summer 2012, 2014
	• Research seminar	Winter 2016/17, Summer 2017
	• Thesis mentoring	ongoing

b) Visiting lecturer

- 2015 - University of Applied Sciences, Jyväskylä, Finland (via ERASMUS teaching staff mobility program)

Training

- Bavarian Certificate of Learning and Teaching in Higher Education (basic level)

Service to the university/community

a) Memberships, including offices held and dates

- European Association for Sport Management, member (2011-2018)
- European Marketing Academy, member (2013-2014)
- Academy of Marketing Science, member (2015-2018)
- Board of the Sport Management Alumni Association at the University of Bayreuth (*Sportökonomie Uni Bayreuth e.V.* - sportoekonomie.net), member (2013-)

b) Conference organization

- Proceedings editor of the 2016 Academy of Marketing Science Annual Conference
- French-Austrian-German Workshop on Consumer Behaviour, Head of the organization committee (2015)
- Annual Meeting of the Consumer Behaviour researchers in Germany (*Jahrestreffen der Forschungsgruppe Konsum & Verhalten*), Head of the organization committee (2014)

c) Ad-hoc reviewing for conferences/ journals

- Journal of Consumer Marketing
- Academy of Marketing Science (AMS) Annual Conference & AMS World Marketing Congress
- Association for Consumer Research (ACR) & European ACR Conference (Working Paper)
- European Association for Sport Management (EASM) Conference

d) Consulting

- *Firms and projects upon request*

Awards

- Best Conference Reviewer Award of the 2017 European Association for Sport Management Conference
- M. Wayne DeLoizier Award for Best Conference Paper of the 2015 Academy of Marketing Science Annual Conference (together with Claas Christian Germelmann)

Research-related grants

- University of Bayreuth Graduate School publication grant (200,00 €)
- German Academic Exchange Service (DAAD) travel grant (1.575,01 €)
- German Academic Exchange Service (DAAD) travel grant (1.979,24 €)

Publications

a) Journals (peer-reviewed)

- 5) Stieler, Maximilian** and Claas Christian Germelmann (forthcoming), "Actor engagement practices and triadic value co-creation in the team sports ecosystem," *Marketing ZFP – Journal of Research and Management*.
- 4) Stieler, Maximilian** and Bettina Kriegl (2018), "How do consumers experience the emotional rollercoaster? A smartphone app to measure emotions continuously," *transfer – Werbeforschung & Praxis*, 64(2), 43-53.
- 3) Held, Johanna, Maximilian Stieler**, Claas Christian Germelmann, and Laurence Ashworth (2017), "When brand representatives act as sales associates: mechanisms and effects of native selling and its disclosure," *Marketing ZFP – Journal of Research and Management*, 39(1), 47-60.
- 2) Stieler, Maximilian** and Claas Christian Germelmann (2016), "The ties that bind us: Feelings of social connectedness in socio-emotional experiences," *Journal of Consumer Marketing*, 33(6), 397-407.
- 1) Stieler, Maximilian**, Friederike Weismann, and Claas Christian Germelmann (2014), "Co-destruction of value by spectators: the case of silent protests," *European Sport Management Quarterly*, 14(1), 72-86.

b) Conferences (peer-reviewed)

- 15) Stieler, Maximilian**, Fergus G. Neville, and Claas Christian Germelmann (2017), "“You grin at each other, you celebrate together, you hug strangers”: Consequences of shared identity within crowds at sporting and music events”, Poster presentation at the Association of Consumer Research Conference, San Diego, USA, October 2017.

- 14) Claas Christian Germelmann and **Maximilian Stieler** (2017), “Athletes As Entrepreneurs – How Can Individual Athletes Initiate Sponsorship Contracts?”, 25th Conference of the European Association for Sport Management, Bern, Switzerland, September 2017.
- 13) **Stieler, Maximilian** and Claas Christian Germelmann (2017), “Shared Identity In Sport Spectator Crowds Helps To Cope With Negative Game Outcomes”, 25th Conference of the European Association for Sport Management, Bern, Switzerland, September 2017.
- 12) **Stieler, Maximilian**, Niklas Grasser, and Claas Christian Germelmann (2016), “Value Formation in Complex Sport Service Ecosystems: Moving from Dyads to Triads”, 24th Conference of the European Association for Sport Management, Warsaw, Poland, September 2016.
- 11) Kaiser, Matthias and **Maximilian Stieler** (2016), “Emotions in negotiations: implications from pharma key account management activities towards German Statutory Health Insurances”, Poster presentation at the European Association of Health Economics Conference, Hamburg, Germany, July 2016.
- 10) Held, Johanna, **Maximilian Stieler**, and Claas Christian Germelmann (2016), “Who is to blame? – The Role of Perceived Deception and Moral Emotions in Consumers’ Attributional Search: A Structured Abstract”, Academy of Marketing Science Annual Conference, Orlando, USA, May 2016.
- 9) Held, Johanna, **Maximilian Stieler**, and Claas Christian Germelmann (2015), “Deceptive retail tactics – The interplay between attribution, perceived deception and moral emotions”, French-Austrian-German Workshop on Consumer Behaviour, Bayreuth, Germany, November 2015.
- 8) **Stieler, Maximilian** and Claas Christian Germelmann (2015), “A mobile application to evaluate sporting events: Measuring consumers’ self-reports continuously”, 23rd Conference of the European Association for Sport Management, Dublin, Ireland, September 2015.
- 7) Neder, Pablo, **Maximilian Stieler**, and Claas Christian Germelmann (2015), “Why boring brands profit from sport-induced excitation even before the actual event takes places”, 23rd Conference of the European Association for Sport Management, Dublin, Ireland, September 2015.
- 6) **Stieler, Maximilian** and Claas Christian Germelmann (2015), “Beautiful strangers: psychological sense of community in sports crowds”, North American Society for Sport Management Conference, Ottawa, Canada, June 2015.
- 5) **Stieler, Maximilian** and Claas Christian Germelmann (2015), “Fan experience in spectator sports and the feeling of social connectedness”, Academy of Marketing Science Annual Conference, Denver, USA, May 2015.
- 4) Seufert, Markus, **Maximilian Stieler**, and Claas Christian Germelmann (2014), “Motives of Football Stadium Visitors and Consequences for Service Desires: A Laddering Approach”, 22nd Conference of the European Association for Sport Management, Coventry, UK, September 2014.
- 3) **Stieler, Maximilian**, Osmo Laitila, Claas Christian Germelmann, and

Risto Rasku (2014), "Personal Values as Predictors of Football and Rally Event Attendance", 22nd Conference of the European Association for Sport Management, Coventry, UK, September 2014.

- 2) **Stieler, Maximilian**, Friederike Weismann, and Claas Christian Germelmann (2013), "Co-destruction of value by customers: The example of silent protests", 21st Conference of the European Association for Sport Management, Istanbul, Turkey, September 2013.
- 1) Germelmann, Claas Christian, **Maximilian Stieler**, and Thomas Röder (2013), "Why Students Identify with Their University - A "Students as Active Participants" Paradigm Perspective", 42nd European Marketing Academy Conference, Istanbul, Turkey 2013.

c) Dissertation

Maximilian Stieler (2018), "Emotions and social interaction through the lens of service-dominant logic", Dissertation, University of Bayreuth. Available online: <https://epub.uni-bayreuth.de/3576/>

d) Edited books

Maximilian Stieler (2017), "Creating Marketing Magic and Innovative Future Marketing Trends – Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference", Springer, New York.

e) Book chapters

- 2) Germelmann, Claas Christian and **Maximilian Stieler** (2016), "Folgen für die politische Kommunikation" [consequences for political communication], in *Verbraucherleitbilder – Zwecke, Wirkweisen und Maßstäbe*, Eds. Martin Schmidt-Kessel and Claas Christian Germelmann, Jena, JWV, 207-211.
- 1) **Stieler, Maximilian** and Claas Christian Germelmann (2016), "Bestimmungsfaktoren des Verbraucherleitbilds aus verhaltenswissenschaftlicher Sicht" [determinants of the consumer model from a consumer research perspective], in *Verbraucherleitbilder – Zwecke, Wirkweisen und Maßstäbe*, Eds. Martin Schmidt-Kessel and Claas Christian Germelmann, Jena, JWV, 181-206.

f) Other articles (not peer-reviewed)

- 2) Ströbel, Tim, **Maximilian Stieler**, Herbert Woratschek, and Claas Christian Germelmann (2017), "Emotionsforschung – Stimmung, Gefühl und Affekt im Marketing", *SMAB Research Series*, 2, 1-24. Available online: <https://www.sma-bayreuth.de/app/download/14727000122/SMAB%20RS%20002%20Emotionsforschung.pdf?t=1515749120>
- 1) Kaiser, Matthias and **Maximilian Stieler** (2015), "Was hat Emotionalität

mit Business zu tun? – Zur Rolle von Emotionen in (Preis-)Verhandlungen mit der GKV” [What has emotionality to do with business? – The role of emotions in (price-)negotiations with statutory health insurance companies], *PM-Report*, 33(12), 36-39.

g) Invited talks

Maximilian Stieler (2017), “Crowd behavior from a consumer behaviour perspective”, Invited talk at the School of Psychology and Neuroscience of the University of St Andrews, St Andrews, UK, August 23rd 2017.