

## CURRICULUM VITAE

# FLORIAN STAHL

### PERSONAL INFORMATION

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### PROFESSIONAL CAREER

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*August 2008 - today* Assistant Professor, Department of Business Administration,  
University of Zurich, Switzerland;

*April 2005 – July 2008* Post-Doctoral Research Fellow, Graduate School of Business,  
Columbia University, New York;

*September 2001 – March 2005* Research Assistant, Institute for Media and Communication  
Management, University of St. Gallen, Switzerland;

*February 1999 – July 2001* Research Assistant at the research group of Prof. Dr. Josef  
Zweimüller, Institute for Empirical Research in Economics,  
University of Zürich, Switzerland;

### EDUCATION

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*April 2005* University of St. Gallen, St. Gallen (Switzerland)  
Ph.D. in Business Administration (summa cum laude);

*July 2001* University of Zurich, Zurich (Switzerland)  
Master in Economics - Licentiatuŝ oeconomicae publicae  
(lic. oec. publ.), among the top 10% of all graduates;

*October 1998 - June 2001* University of Zurich (Switzerland), Department of  
Economics, Master studies in economics;

*October 1996 - July 1998* University of Constance, Constance (Germany),  
Basic studies in economics and statistics;

## HONORS AND SCHOLARSHIPS

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<i>August 2006 - July 2008</i>	Swiss National Science Foundation, Fellowship for post-doctoral, advanced researchers;
<i>April 2005 - March 2006</i>	Swiss National Science Foundation, Fellowship for prospective researchers;
<i>April 1998 - March 2001</i>	Konrad-Adenauer-Stiftung (Germany), Scholarship to gifted students;

## RESEARCH INTERESTS & SKILLS

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*Research Topics:* Digital and Virtual Markets, Social Networks, Paid Content and Paid Services, Weblogs, Adoption and Diffusion of Digital Products, RFID, Cloud Computing;

*Research Methods:* Quantitative Empirical Modeling, Bayesian Modeling, Social Network Analysis;

*Programming Skills:* C, C++, PHP, SQL, HTML, Perl, JavaScript, Mathematica, LaTeX.

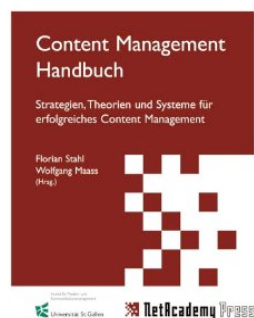
## BOOKS

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### **Paid Content - Strategien zur Preisgestaltung beim elektronischen Handel digitaler Inhalte**

*Deutscher Universitätsverlag (DUV)*, Wiesbaden (Germany),  
360 pages;



### **Content Management Handbuch**

*Netacademy Press*, Zürich, Switzerland, 399 pages  
(with Wolfgang Maass);

*Empirica*, Vol. 30 (2), 2003;

“*Job Creation and Job Destruction in a Regulated Labour Market*” (with Alfred Stiegelbauer, Rudolf Winter-Ebner & Josef Zweimüller);

3<sup>rd</sup> *Open Source Content Management Conference*, Harvard University, Cambridge, Massachusetts, 2003;

“*Empirical Aspects of Content Management*”

18<sup>th</sup> *Bled ECommerce Conference “eIntegration in Action”*, Bled, Slovenia, 2005;

“*Non-linear Pricing of Paid Content Products*”

11<sup>th</sup> *Americas Conference on Information Systems (AMCIS)* Omaha, Nebraska, 2005;

“*Impact Of Price And Product Differentiation On The Demand For Paid Services on Dating Websites*”

*International Journal on Media Management*, Vol. 6 (3), 2006;

“*Strategies for Selling Paid Content on Newspaper and Magazine Web Sites: An Empirical Analysis of Bundling and Splitting of News and Magazine Articles*” (with Marc-Frederic Schäfer and Wolfgang Maass);

*Hawaii International Conference on System Sciences (HICSS)*, Poipu, Kauai, Hawaii, 2006;

“*About the Importance of Trust and Information Substitutes by Offering Digital Paid Services*”

19<sup>th</sup> *Bled ECommerce Conference “eValues” 2006*, Bled, Slovenia, 2006;

“*Adoption and Diffusion of Digital Information Goods: An Empirical Analysis of the German Paid Content Market*”

12<sup>th</sup> *Americas Conference on Information Systems (AMCIS) 2006*, Acapulco, México, 2006;

“*Mobile Business Through RFID Technology: About The Potential Of RFID Technology For Distributing Free And Paid Content On Mobile Devices In Retail Business*”

*Electronic Markets*, Vol. 16 (3), 2006;

“*Adoption and Diffusion in Electronic Markets: An Empirical Analysis of Attributes influencing the Adoption of Paid Content*” (with Maass, Wolfgang);

37<sup>th</sup> *EMAC Conference*, Brighton, England, 2008;

“*Market-Oriented Design of Digital Product Lines*”

*INFORMS Conference*, Vancouver, Canada, 2008;

“*Modeling Online Social Networks*”

*Die Unternehmung - Swiss journal of business research and practice*, Vol. 63 (3), 2009;

“*Versicherung und Preisbündelung bei digitalen Produkten: Welche Formen der Differenzierung erhöhen die Nachfrage und den Umsatz?*” (with Andreas Herrmann);

- 38<sup>th</sup> EMAC Conference, Nantes, France, 2009;  
“Customer-Based Brand Equity, Financial Performance and Market Value”
- INFORMS Conference, Ann Arbor, Michigan, USA, 2009;  
“The Impact of Customer-Based Brand Equity on Customer Equity: The Case of the Automobile Industry”
- INFORMS Conference, Ann Arbor, Michigan, USA, 2009;  
“Death of a Relationship in a Social Network”
- 39<sup>th</sup> EMAC Conference, Copenhagen, Denmark, 2010;  
“About the Relationship of Personal Networks and Individual Success”
- 39<sup>th</sup> EMAC Conference, Copenhagen, Denmark, 2010;  
“The Impact Of Consumer Replacement Decisions And Leapfrogging Behavior On The Timing Of New Product Introductions”
- INFORMS Conference, Cologne, Germany, 2010;  
“Sampling Digital Products: How Much Should Be Free?”
- 40<sup>th</sup> EMAC Conference, Ljubljana, Slovenia, 2011;  
“The Impact of Preannouncements on Customer Retention and Acquisition”
- INFORMS Conference, Houston, Texas, USA, 2011;  
“Sampling Paid Content”
- Journal of Marketing Research*, Vol. 48 (4), 2011;  
“Modeling Multiple Relationships in Social Networks” (with Asim Ansari & Oded Koenigsberg);
- INFORMS Conference, Houston, Texas, USA, 2011;  
“Networking for Success: Impact of Activities and Network Positions”
- Business Research in Israel 2011*, Tel Aviv, Israel, 2011;  
“Optimal Sampling of Paid Content”
- Journal of Marketing*, Vol. 76 (forthcoming July 2012), 2012;  
“The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin” (with Donald R. Lehmann, Scott A. Neslin & Mark Heitmann)

“Digital Subscriptions: Intertemporal Tradeoff Between Contract Periods, Price Discounts and Flexibility“, with Iyengar, Raghuram; Herrmann, Andreas and Stadel, Daniel; Under review at *Management Science*;

“Optimal Sampling of Paid Content” with Donald R. Lehmann; Oded Koenigsberg, and Daniel Halbheer; In preparation for “*Information Systems Research*“;

“Models of Weighted Social Network: Accounting for Both Incidence and Intensity of a Relationship” with Asim Ansari, Yang Li and Oded Koenigsberg; In preparation for “*Psychometrika*” (2. round);

“Death of a Relationship on Online Social Networks” with Asim Ansari; In preparation for “*Quantitative Marketing and Economics*“;

“Strategic Governance of Online Social Networks” with Asim Ansari, Lucas Bremer and Mark Heitmann; In preparation for “*Management Science*“;

“Managing Online Conversations on Weblogs” with Corneila Caprano; In preparation for “*Information Systems Research*“;

## NEWSPAPERS, MAGAZINES

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“Digitale Produkte richtig verkaufen” (Selling Digital Products Right), *Harvard Business Manager*, Aug. 2006 (with Andreas Herrmann and Mark Heitmann);

“Versionierung digitaler Produkte”, *WiSt Wirtschaftswissenschaftliches Studium*, 2006 (with Andreas Herrmann);

“Paid Content - Grosses Geld mit kleinen Beträgen”, *c//mag Fachzeitschrift für Informationstechnologie*, Sept. 2005;

“Man(n) flirtet zunehmend digital”, *Neue Züricher Zeitung*, 20.08.2005 (with Andreas Herrmann);

“Content Management und Media Asset Management”, *IT Director* 12/2003;

“Dämme gegen die Informationsflut”, *Neue Züricher Zeitung*, 23.05.2003;

## MEMBER IN RESEARCH NETWORKS

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*March 2008 - today*      INFORMS (Institute for Operations Research and Management Sciences)

*December 2006 - today*      Member of AMA (American Marketing Association)

*May 2005 - today*      Member of AEA (American Economic Association)

*November 2005- today*      Member of IEEE (Institute of Electrical and Electronics Engineers)

## TEACHING EXPERIENCE (AT UNIVERSITY OF ZURICH)

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- 2011 – Fall Term      *Pricing & Price Management on Electronic Markets*  
Course language: English; Number of students attending the lecture: 141;
- 2011 – Spring Term      *Introduction in Quantitative Data Analysis (Undergraduate Lecture)*  
Course language: English; Number of students attending the lecture: 132;
- 2011 – Spring Term      *Management of Digital Innovations and Technology Products*  
Course language: English; Number of students attending the lecture: 96;
- 2010 – Fall Term      *Pricing & Price Management on Digital Markets*  
Course language: English; Number of students attending the lecture: 70;
- 2010 – Fall Term      *Seminar about Essential Models and Theories*  
Course language: English; Number of students attending the seminar: 35;
- 2010 – Spring Term      *Introduction in Quantitative Data Analysis (Undergraduate Lecture)*  
Course language: English; Number of students attending the lecture: 134;
- 2010 – Spring Term      *Digital Innovations, Products and Services*  
Course language: English; Number of students attending the lecture: 38;
- 2009 – Fall Term      *Pricing & Price Management on Electronic Markets*  
Course language: English; Number of students attending the lecture: 115;
- 2009 – Fall Term      *Seminar about Essential Models and Theories*  
Course language: English; Number of students attending the seminar: 32;
- 2009 – Spring Term      *Applied Economics in Business Administration (Undergraduate Lecture)*  
Course language: English; Number of students attending the lecture: 182;
- 2009 – Spring Term      *Digital Innovations, Products and Services*  
Course Language: English; Number of students attending the lecture: 88;
- 2008 – Fall Term      *Pricing & Price Management on Electronic Markets*  
Course language: German; Number of students attending the lecture: 35;