



Dr. Dominik Hettich

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 Department of Marketing

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Dominik Hettich is Assistant Professor in the Department of Marketing at EDHEC Business School since September 2026. Before joining EDHEC, he was Akademischer Rat (equivalent to Assistant Professor) in the Department of Marketing at Goethe University Frankfurt from April 2024 to August 2026, where he also served as Scientific Coordinator of the CoRe LaB, organizing the department's seminar series and the Frankfurt Junior Marketing Seminars. He was Visiting Scholar and Guest Lecturer at Aalborg University Business School (Denmark) from August to October 2024, and Postdoctoral Research Fellow in the Department of Marketing at Goethe University Frankfurt from November 2020 to March 2024. His main research areas are digital marketing, consumer behavior, older consumers, innovation and market transformation, and sustainable consumption.

ACADEMIC POSITIONS

Since Sep 2026	EDHEC BUSINESS SCHOOL, Department of Marketing — Assistant Professor. Research Areas: Digital Marketing, Consumer Behavior, Older Consumers, Innovation and Market Transformation, Sustainable Consumption.
Apr 2024 – Aug 2026	GOETHE UNIVERSITY FRANKFURT, Department of Marketing — Akademischer Rat (equivalent to Assistant Professor). Scientific Coordinator CoRe LaB: organization of the department's seminar series and the Frankfurt Junior Marketing Seminars.
Aug 2024 – Oct 2024	AALBORG UNIVERSITY BUSINESS SCHOOL, Denmark — Visiting Scholar and Guest Lecturer
Nov 2020 – Mar 2024	GOETHE UNIVERSITY FRANKFURT, Department of Marketing — Postdoctoral Research Fellow

EDUCATION

Oct 2015 – Sept 2020	Ph.D. Economics and Business Administration (Major: Marketing), Goethe University Frankfurt (University of Stuttgart, Oct 2015 – Aug 2017). Thesis title: "The Impact of Age on Consumer Behavior" (grade: summa cum laude - highest distinction). Advisor: Prof. Dr. Torsten Bornemann; Second Advisor: Prof. Dr. Jan Landwehr.
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Apr 2013 – Jun 2015	M.Sc. Technically-Oriented Business Administration, University of Stuttgart. Thesis: "The Impact of Age on Consumer Decision-making – A Literature Review"
Oct 2009 – Mar 2013	B.Sc. Technically-Oriented Business Administration, University of Stuttgart. Thesis: "Measuring Design Value – A Critical Appraisal of the State of Research"
Jul 2008 – Mar 2009	Military Service, German Air Force. Coordinated logistics operations, including shipping and distribution of materials to crisis zones.

PUBLICATIONS & WORKING PAPERS

Accepted & Published

- ❖ Feldner, S., Hettich, D., & Bornemann, T. (2026). Personal Roles, Professional Choices: The Effect of Boundary Management in Professional Partner Selection. *Journal of Organizational Behavior*, 1–20. <https://doi.org/10.1002/job.70075>
- ❖ Hettich, D., Bornemann, T., & Hattula, S. (2025). Understanding Older Consumers' New Product-Related Information Behaviors—A Life-Span Theory Perspective. *Journal of Product Innovation Management*, 1–21. <https://doi.org/10.1111/jpim.12779>
- ❖ Hettich, D., Hattula, S., & Bornemann, T. (2018). Consumer Decision-Making of Older People: A 45-Year Review. *The Gerontologist*, 58(6), e349–e368. <https://doi.org/10.1093/geront/gnx007> [Google Scholar citations: 59]

Book Chapters

- ❖ Bornemann, T., & Hettich, D. (2022). Key Account Management. In Lilien, G., Petersen, A., & Wuyts, S. (Eds), *Handbook of Business-to-Business Marketing*. Edward Elgar Publishing. <https://doi.org/10.4337/9781800376878.00034>

Selected Work in Progress

- ❖ Schröder, N., Hettich, D., & Bornemann, T. Consumer Social Media Responses to Product Recalls: The Roles of Brand Warmth and Competence. *Journal of Consumer Research*, revise and resubmit, 3rd Round.
- ❖ Hettich, D., Bornemann, T., & Hattula, S. Aging and New Product Adoption: An Exploration Along the Purchase Decision-Making Process. *Journal of Marketing*, reject and resubmit.
- ❖ Hettich, D., & Bornemann, T. Enhancing Re-spending Behavior to Charities: The Role of Donor-Recipient Sense of Connection. Working paper.
- ❖ Feldner, S., Hettich, D., & Bornemann, T. The B2B Trade Fair as a Driving Force for Market Evolution. Working paper.
- ❖ Hettich, D., & Eckmann, L. The Impact of Online Retailers' Buy Back Programs on Consumer Behavior in the Context of Fashion. Working paper.
- ❖ Hettich, D., Reiner, J., & Kostyra, D. Beyond the Stars: Rethinking Online Ratings to Combat Predominantly Positive Online Ratings in E-Commerce. Working paper.
- ❖ Multi-analyst project: Data, H., Koll, O., Pauwels, K., Teichmann, K., van Heerde, H., et al. Meta-Scientific Research in Marketing: Understanding the Impact of Researcher Choices. *International Journal of Research in Marketing*, working paper.

- ❖ Schäfer, C., Hettich, D., & Bornemann, T. The Authenticity Discount of Firm Growth: Consumer Inferences on Diversification and Expansion. Data collection.

AWARDS, GRANTS, & HONORS

- 2025 — ISMS Early-Career Scholars Camp Fellow, Columbia University, New York
- 2025 — Travel Grant, Association of Friends and Supporters of Goethe University Frankfurt, for ISMS Early-Career Scholars Camp, Columbia University, New York (€800)
- 2025 — Best in Track Paper, Resilient Global Ecosystems, AMA Summer Academic Conference, Chicago
- 2024 — Research Grant, Fritz Thyssen Stiftung, for research visit at AAUBS, Denmark (€4,300)
- 2024 — Best Advanced Talk by a PhD Student (as Co-author), AMA CBSIG Conference, Vienna
- 2024 — AMA Marketing Strategy Consortium Fellow
- 2022 — Travel Grant, Association of Friends and Supporters of Goethe University Frankfurt, for EMAC Conference, Budapest, Hungary (€800)
- 2021 — Excellence in Teaching Award (2nd place), based on evaluations for “New Products Management” (Fall 2020, Master level)
- 2021 — Research Grant “Small Gender Projects”, Equal Opportunities Office, Goethe University Frankfurt (€3,000)
- 2020 — AMA-Sheth Doctoral Consortium Fellow
- 2019 — Bursary for Nomination, “EMAC Best Paper Award based on Doctoral Work” (€235)
- 2019 — Travel Grant, Goethe University Frankfurt, for EMAC Conference, Hamburg (€1,000)
- 2018 — EMAC Doctoral Colloquium Fellow
- 2018 — Bursary for Nomination, “EMAC Best Paper Award based on Doctoral Work” (€235)
- 2018 — Travel Grant, Goethe University Frankfurt, for EMAC Conference, Glasgow (€1,000)
- 2016 — Award for Outstanding Graduate Thesis, Association of Friends of the University of Stuttgart (€1,000)

TEACHING

EDHEC Business School

Introduction to Research in Consumer Behavior, B.Sc. level

Marketing Research Methods, B.Sc. level

Industry Transformation for Social and Environmental Sustainability, M.Sc. level

Product Development and Innovation, M.Sc. level

From Clicks to Conversions, M.Sc. level

Goethe University Frankfurt

Innovation Management and Pricing, MBA program (Summer 2025)

Consumer Behavior Research Methods, M.Sc. level (Spring 2022, 2023, 2024, 2025)

New Products Management, M.Sc. level (Fall 2018, 2020, 2022, 2023, 2024)

Judgment and Decision Making, Ph.D. & M.Sc. level (Spring 2019, 2020, 2021)

Introduction into Marketing, B.Sc. level (TA, Fall 2017, Spring 2018, Fall 2019)

Supervision of Bachelor and Master theses (n > 80)

Supervision of seminar papers (n > 60)

Current Topics in Marketing Research, B.Sc. level (Spring 2018)

Advanced Topics in Marketing Research, M.Sc. level (Spring and Fall 2018 – 2025)

Experiments in Marketing Research, M.Sc. level (Fall 2018, 2019)

University of Stuttgart

Empirical Social Research, M.Sc. level (TA, Fall 2015, 2016)

New Products Management, M.Sc. level (TA, Spring 2015, 2016, 2017)

Scientific Research Work in Marketing, B.Sc. and M.Sc. level (Instructor 2015 – 2017)

Aalborg University Business School

Strategic Marketing, M.Sc. level (Fall 2024)

International School of Management Stuttgart

International Marketing, B.Sc. level (Fall 2016, Spring 2017)

DOCTORAL SUPERVISION

Co-advisor

Sophie Feldner — PhD Candidate, Goethe University Frankfurt (Co-advisor)

Niklas Schröder — PhD Candidate, Goethe University Frankfurt (Co-advisor)

SERVICE

Faculty Council member, Goethe University Frankfurt (Fall 2018 – present)

Tenure Evaluation Committee member, Goethe University Frankfurt (2019, 2024)

Master's Program Accreditation representative, Goethe University Frankfurt (2023)

REFeree ACTIVITIES

Ad-hoc reviewing: Journal of Interactive Marketing, Journal of Business Economics, Schmalenbach Journal of Business Research, Journal of Historical Research in Marketing, Marketing Review St. Gallen, Association for Consumer Research (ACR) European Conference (since 2022), European Marketing Academy (EMAC) Annual Conference (since 2019), ACR/Sheth Dissertation Award, WI2022 (International Conference on Business Informatics).

MEMBERSHIPS

American Marketing Association (AMA)

The Association for Consumer Research (ACR)

European Marketing Academy (EMAC)

German Academic Association for Business Research (VHB)

RESEARCH COLLABORATION WITH PRACTICE & CONSULTING PROJECTS

Field experiment with Conrad Electronic SE on age differences in new product adoption. Contact: Laura Iaccarino, Corporate Communications (published in Hettich et al., 2025, JPIM)

Qualitative research with Messe Frankfurt GmbH (trade fair and congress center) on B2B trade fairs and market evolution. Contact: Wolfgang Uellner, Director of Market Research & Analytics

Qualitative research with Horvath & Partners on co-creation workshops in the B2B industry. Contact: Dr. Süleyman Sandikci, Senior Project Manager

Qualitative research with BIRNE7 (a start-up specializing in medical software engineering) on inclusivity perception among disabled consumers. Contact: Sebastian Schroth, Board Member

Consulting for B2B Industry Partner (Balluff GmbH): Developed KPIs and a forecasting system for marketing activities. Contact: Florian Hermle, Managing Director

MEDIA & PUBLIC ENGAGEMENT

Radio Interview — hr1 am Morgen (HR1, July 2025): Interviewee on the business model of renting luxury handbags

Newspaper Interview — Frankfurter Allgemeine Zeitung (FAZ, July 2025): Interviewee on circular consumption in the luxury industry and the role of social media.
<https://www.faz.net/aktuell/finanzen/luxustaschen-zum-mieten-was-taucht-die-luxusausleihe-110532575.html>

Magazine Article — Markenartikel (Issue 1–2, 2025): Authored an article on his research on social media responses to product recalls, featured in this economic magazine

SUMMER SCHOOL & WORKSHOP PARTICIPATION

2025 — Reviewer Workshop, IJRM/JM/JMR, instructors: Koen Pauwels, Kapil Tuli, Marc Fischer, Karen Page Winterich, Sharon Ng, Eric Arnould, Stefan Wuyts

2019 — Global School in Empirical Research Methods 2019, St. Gallen (Switzerland), “Basic and Advanced Multilevel Modeling with R and Stan”, instructor: Dr. John Poe (University of Kentucky)

2019 — Doctoral Colloquium on Theory Construction, organized by Goethe University Marketing Department (Germany), instructors: Prof. Ajay Kohli (Georgia Institute of Technology) and Prof. Bernd Skiera

2019 — Meta-Analysis for Management Research, VHB-ProDok course, Hamburg (Germany), instructor: Prof. Tammo Bijmolt (University of Groningen)

2018 — Doctoral course organized by Goethe University Marketing Department (Germany), “Addressing Endogeneity in Marketing Models”, instructors: Prof. Dominik Papies (University of Tübingen) and Prof. Bernd Skiera

2018 — Global School in Empirical Research Methods 2018, St. Gallen (Switzerland), “Designing and Analyzing Discrete Choice Experiments”, instructors: Prof. Benedict Dellaert and Prof. Bas Donkers (both Erasmus University Rotterdam)

2018 — EMAC 2018 Doctoral Colloquium, Consumer Behavior, Advanced track 1, Glasgow (UK), chairs: Prof. Stijn van Osselaer, Prof. Vicki Morwitz, and Prof. Eileen Fischer

2016 — Experimental Design & Analysis, Summer School Università della Calabria, Rende (Italy), instructor: Prof. Irene Scopelliti (Cass Business School)

SELECTED CONFERENCE PRESENTATIONS / PROCEEDINGS

- ❖ Hettich, D., & Eckmann, L. (2026). Flexible Ownership: How Circular Buy-Back Offers Allow Financial and Temporal Fluidity. Proceedings of the 55th Conference of the European Marketing Academy (EMAC), Bath, UK.
- ❖ Hettich, D., Reiner, J., & Kostyra, D. (2025). Beyond the Stars: Rethinking Online Ratings to Combat Predominantly Positive Online Ratings in E-Commerce. Proceedings of the 54th Conference of the European Marketing Academy (EMAC), Pozuelo de Alarcón, Spain.
- ❖ Feldner, S.C., Hettich, D., & Bornemann, T. (2025). B2B Trade Fairs – A Market Evolution Perspective. 8th Industrial Marketing Management Summit, Sarajevo, Bosnia and Herzegovina.
- ❖ Hettich, D., Reiner, J., & Kostyra, D. (2024). Overly Positive Online Ratings – Uncovering Consumer Decision Patterns. 2024 AMA CBSIG Vienna Conference, Austria.
- ❖ Schröder, N., Hettich, D., & Bornemann, T. (2024). Effects of a Brand's Warmth and Competence in Product Recalls. 2024 AMA CBSIG Vienna Conference, Austria [Best Advanced Talk by a PhD Student Award].
- ❖ Feldner, S.C., Hettich, D., & Bornemann, T. (2024). The B2B Trade Fair as a Driving Force for Market Evolution. 2024 ISBM Academic Conference, The Pennsylvania State University, USA.
- ❖ Feldner, S.C., Hettich, D., & Bornemann, T. (2024). Unveiling the Unique Value of Physical B2B Trade Fairs: Mutual Social Construction of the Trade Show Reality. Proceedings of the 52nd Conference of the European Marketing Academy (EMAC), Bucharest, Romania.
- ❖ Schröder, N., Hettich, D., & Bornemann, T. (2024). Understanding Consumer Responses to Product Recalls: The Role of a Brand's Warmth and Competence. Proceedings of the 52nd Conference of the European Marketing Academy (EMAC), Bucharest, Romania.
- ❖ Hettich, D., Reiner, J., & Kostyra, D. (2024). Overly Positive Online Ratings – Uncovering Consumer Decision Patterns. Annual Scientific Conference of the VHB, Leuphana University Lüneburg, Germany.
- ❖ Schröder, N., Hettich, D., & Bornemann, T. (2023). Effects of a Brand's Warmth and Competence in Product Recalls. European Association for Consumer Research Conference, Amsterdam, Netherlands.
- ❖ Hettich, D., Mesnaric, F., Bornemann, T., & Hattula, S. (2023). Enhancing Re-spending Behavior to Charities: The Roles of Similarity and Perspective Taking. Proceedings of the 52nd Conference of the European Marketing Academy (EMAC), Odense, Denmark.
- ❖ Feldner, S.C., Hettich, D., & Bornemann, T. (2023). Consequences of Role Management for B2B Collaboration Initiation. Proceedings of the 52nd Conference of the European Marketing Academy (EMAC), Odense, Denmark.
- ❖ Schäfer, C., Hettich, D., & Bornemann, T. (2022). The Authenticity Discount of Firm Growth: Consumer Inferences on Diversification and Expansion. Proceedings of the 51st Conference of the European Marketing Academy (EMAC), Budapest, Hungary.
- ❖ Schäfer, C., Hettich, D., & Schroth, S. (2020). Inclusion, Access Costs, and Market Orientation: A Story of Missed Opportunities and Far-Reaching Potential. Proceedings of the 49th Conference of the European Marketing Academy (EMAC), Budapest, Hungary.
- ❖ Hattula, S., Hettich, D., Bornemann, T., Hattula, C., Gebhardt, L., & Durst, A. (2019). Relevance of Visual Complexity in Online Shopping Cart Abandonment. 41st ISMS Marketing Science Conference, Rome, Italy.

- ❖ Hettich, D., Hattula, S., & Bornemann, T. (2019). The Role of Age in New Product Adoption: An Information Processing Perspective. Proceedings of the 48th Conference of the European Marketing Academy (EMAC), Hamburg, Germany [Top 20 for the Best Paper Award based on a Doctoral Work].
- ❖ Hettich, D., Hattula, S., & Bornemann, T. (2018). Older Consumers' Resistance to Innovations: An Information Processing Perspective. Proceedings of the 47th Conference of the European Marketing Academy (EMAC), Glasgow, UK [Top 20 for the Best Paper Award based on a Doctoral Work].