

C U R R I C U L U M V I T A E

VERENA SCHOENMUELLER

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PERSONAL INFORMATION

Contact: Bocconi University – Via Guglielmö Röntgen, 1 – 20136 Milano – Italy

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EDUCATION

Fall 2018 – today Assistant Professor of Marketing, Bocconi University, Milan (Italy)

Fall 2014 – Fall 2018 Columbia Business School, Columbia University, New York (U.S.)
Visiting Postdoctoral Research Fellow
Faculty Sponsor: Professor Oded Netzer;

Fall 2014 University of Basel, Basel (Switzerland)
Ph.D in Marketing - summa cum laude;

Fall 2010 University of Mannheim, Mannheim (Germany),
ESSEC Business School, Paris (France) - Joint-degree program
Diplom-Kauffrau and Master of Business Administration;

RESEARCH INTERESTS

Digital and Social Media Marketing, Social Networks, User Generated Content, Political Marketing
Machine Learning

WORKING PAPERS

“The Extreme Distribution of Online Reviews: Prevalence, Drivers and Implications”, with Oded Netzer and Florian Stahl (2nd round revision at Journal of Marketing Research).

WORK IN PROGRESS

“Polarized America: Going Beyond Political Partisanship to Preference Partisanship Via Social Media”, with Oded Netzer and Florian Stahl.

“Fake News Sharers and News Fact-Checkers: Profiling and Targeting Beyond Demographics and Ideology”, with Gita Johar and Simon Blanchard.

“The Relevance of Consumer Reviews in Different Stages of the Purchase Process”, with Oded Netzer and Florian Stahl (Data provided by the Wharton Customer Analytics Initiative).

INVITED TALKS

- 2017 “The Extreme Distribution of Online Reviews: Prevalence, Drivers and Implications”, Frankfurt School of Finance, Frankfurt, Germany.
- 2017 “The Extreme Distribution of Online Reviews: Prevalence, Drivers and Implications”, Bocconi University, Milan, Italy.
- 2017 “The Extreme Distribution of Online Reviews: Prevalence, Drivers and Implications”, London Business School, London, UK.
- 2017 “The Extreme Distribution of Online Reviews: Prevalence, Drivers and Implications”, Carlos III, Madrid, Spain.
- 2017 “The Extreme Distribution of Online Reviews: Prevalence, Drivers and Implications”, Erasmus School of Economics, Rotterdam, Netherlands.
- 2017 “The Extreme Distribution of Online Reviews: Prevalence, Drivers and Implications”, University of Tilburg, Tilburg, Netherlands.
- 2017 “The Extreme Distribution of Online Reviews: Prevalence, Drivers and Implications”, Penn State, Smeal College of Business, Pennsylvania, U.S.

CONFERENCE PRESENTATIONS

- 2019 “Polarized America: Going Beyond Political Partisanship to Preference Partisanship Via Social Media”, *EMAC Conference*, Hamburg, Germany.
- 2019 “Fake News Sharers and News Fact-Checkers: Profiling and Targeting Beyond Demographics and Ideology”, *EMAC Conference*, Hamburg, Germany.
- 2018 “Tell Me Who Your Brands Are and I Will Tell You Who You Vote For”, *EMAC Conference*, Glasgow, Scotland.
- 2018 “Tell Me Who Your Brands Are and I Will Tell You Who You Vote For”, *Marketing Science Conference*, Philadelphia, U.S.
- 2018 “Tell Me Who Your Brands Are and I Will Tell You Who You Vote For”
Data Science Day, Columbia Data Science Institute.
- 2018 “The Extreme Distribution of Online Reviews: Prevalence, Drivers and Implications”
Marketing in Israel, Israel.
- 2017 “Tell Me Who Your Brands Are and I Will Tell You Who You Vote For”
Marketing Science Conference, Los Angeles, U.S.
- 2017 “The Drivers and Downstream Consequences of J-Shaped Online Ratings”
Marketing Science Conference, Los Angeles, U.S.
- 2017 “The Drivers and Downstream Consequences of J-Shaped Online Ratings”
EMAC Conference, Groningen, Netherlands
- 2016 “The Pattern of Online Reviews”
Marketing Dynamics Conference, Hamburg, Germany
- 2016 “The Story Behind the Words”
Wharton Customer Analytics Initiative Symposium, Philadelphia, U.S.
- 2015 “The Story Behind the Words: Looking Beyond Numerical Ratings and Reviews”
Marketing Science Conference, Baltimore (2015)
- 2014 “Social Dynamics in Online Product Reviews”
Marketing Dynamics Conference, Las Vegas (2014)

RESEARCH GRANTS AND AWARDS

2019	MSI Research Grant
2019	Bocconi Junior Research Grant
2015	Swiss National Foundation Advanced Postdoctoral Scholarship
2014	Swiss National Foundation Early Postdoctoral Scholarship
2013	University of Basel (WWZ Forum) Research Grant
2012	University of Basel (WWZ Forum) Research Grant
2011	Advancement Award 2011 Stiftung Marketing (diploma thesis)
2009 - 2010	Faculty of Business Administration University of Mannheim Scholarship
2007 - 2008	Deutsch-Französische Hochschule (DFH) Scholarship

TEACHING AND ADVISING EXPERIENCE

<i>Spring 2019</i>	Teaching Systematic Creativity (Bocconi University) Brand Management (Bocconi University)
<i>September 2018-today</i>	Advising Roles Thesis Marketing (Bachelor and Master), Bocconi University

LANGUAGES

German – native

English – fluent

French – fluent