

Updated September 4, 2021

## VERENA SCHOENMUELLER

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### ACADEMIC POSITION

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

### EDUCATION

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2014 – 2018      Columbia Business School, Columbia University, New York(US)  
Visiting Postdoctoral Research Fellow  
Faculty Sponsor: Professor Oded Netzer  
2014      University of Basel, Basel (Switzerland)  
Ph.D in Marketing - summa cum laude  
2010      University of Mannheim, Mannheim (Germany),  
ESSEC Business School, Paris (France) - Joint-degree program  
Diplom-Kauffrau and Master of Business Administration

### RESEARCH INTERESTS

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

### PUBLICATIONS

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Schoenmueller, V., Netzer, O., & Stahl, F. (2020). The Polarity of Online Reviews: Prevalence, Drivers and Implications. *Journal of Marketing Research*, 57(5), 853-877.

- Finalist, 2021 Paul E. Green Best Paper Award

### WORKING PAPERS AND PAPERS UNDER REVIEW

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“Polarized America: From Political Partisanship to Preference Partisanship”, with Oded Netzer and Florian Stahl (under 3<sup>rd</sup> round review at *Marketing Science*).

“Identifying and Predicting Fake-news Sharers: Beyond Demographics and Ideology”, with Gita Johar and Simon Blanchard (working paper).

“The Rise and Fall of Influencers: Evidence from Social Trading”, with Barak Libai and Shimon Kogan (working paper).

## **WORK IN PROGRESS**

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“The “Oracles” of Online Reviews”, with Yael Karlinsky.

“Using Consumer Faces to Understand Brand Preferences”, with Jacob Goldenberg, Jochen Hartmann, Oded Netzer and Yonat Zwebner.

“Discrepancies between Numerical Ratings and Textual Reviews”, with Lan Luo and Oded Netzer (Data provided by the Wharton Customer Analytics Initiative).

“Brand Echo Chambers“, with Arvin Moazemi and Oded Netzer.

## **INVITED TALKS**

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2020	ESADE Business School, Barcelona, Spain (online).
2020	Erasmus University, Rotterdam, Netherlands (online).
2020	European Quant Marketing Seminar (online).
2019	Norwich Business School, Norwich, UK.
2019	ZEW Conference, Mannheim, Germany.
2017	Marketing in Israel, Israel.
2017	Frankfurt School of Finance, Frankfurt, Germany.
2017	Bocconi University, Milan, Italy.
2017	London Business School, London, UK.
2017	Carlos III, Madrid, Spain.
2017	Erasmus School of Economics, Rotterdam, Netherlands.
2017	University of Tilburg, Tilburg, Netherlands.

## **CONFERENCE PRESENTATIONS**

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2021	“Oracles of Online Reviews”, Marketing Science Conference, online.
2021	“Oracles of Online Reviews”, EMAC Conference, online.
2021	“The Rise and Fall of Gurus”, EMAC Conference, online.
2021	“Fake News Sharers: Profiling and Targeting Beyond Demographics and Ideology”, 13th Annual Meeting of the Society for the Science of Motivation (SSM), online.

2020	“The Rise and Fall of Gurus”, Marketing Science Conference, online.
2019	“Polarized America: From Political Partisanship to Preference Partisanship”, Marketing Science Conference, Rome, Italy.
2019	“Fake News Sharers: Profiling and Targeting Beyond Demographics and Ideology”, Marketing Science Conference, Rome, Italy.
2019	“Polarized America: From Political Partisanship to Preference Partisanship”, EMAC Conference, Hamburg, Germany.
2019	“Fake News Sharers: 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.
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.
2016	“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)

## **HONORS AND GRANTS**

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2021	Finalist, 2021 Paul E. Green Best Paper Award
2020	Bocconi Junior Research Grant
2019	Marketing Science Institute 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)

### **TEACHING ACTIVITIES**

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2019-present	New Products and Product Management (Systematic Creativity) (Bachelor of Science), Bocconi University, Italy
2019-present	Brand Management (Master of Science), Bocconi University, Italy

### **EDITORIAL EXPERIENCE AND SERVICE TO THE FIELD**

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#### Ad-hoc Reviewing

- Marketing Letters
- Marketing Science
- EMAC Conference

Session Co-chair, EMAC Conference 2021

Session Co-chair, Marketing Science Conference 2021

Panelist EMAC/AMA workshop, EMAC Conference 2019

### **MEMBERSHIPS OF SCIENTIFIC SOCIETIES**

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2014-present	Member, INFORMS
2011-present	Member, European Marketing Academy