

VERENA SCHOENMUELLER

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ACADEMIC POSITION

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

EDUCATION

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

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

PUBLICATIONS

Verena Schoenmueller, Oded Netzer and Florian Stahl (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

Verena Schoenmueller, Oded Netzer and Florian Stahl. “Polarized America: From Political Partisanship to Preference Partisanship”, (Accepted at *Marketing Science Frontiers*).

WORKING PAPERS AND PAPERS UNDER REVIEW

Verena Schoenmueller, Simon Blanchard and Gita Johar. “Identifying and Predicting Fake-news Sharers: Beyond Demographics and Ideology”, (under review *Journal of Marketing Research*).

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

Verena Schoenmueller and Yael Karlinsky. “The “Oracles” of Online Reviews”, (working paper).

WORK IN PROGRESS

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

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

"The Weekend Effect in Online Reviews", with Andreas Bayerl, Jacob Goldenberg and Florian Stahl.

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

INVITED TALKS

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| 2022 | Rotterdam School of Management, Erasmus University, Rotterdam; Netherlands. |
| 2022 | HEC, Paris, France. |
| 2021 | Marketing in Israel, Israel. |
| 2021 | University of Luzern, Switzerland. |
| 2021 | ESADE Business School, Barcelona, Spain. |
| 2021 | IDC, Herzliya, Israel. |
| 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

- 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.

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| 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

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 |