

VERENA SCHOENMUELLER

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ACADEMIC POSITION

2022 - present	Assistant Professor of Marketing, ESADE Business School, Barcelona (Spain)
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

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.
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

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

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

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