

CV

Christian Hildebrand

■ Contact Information

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■ Academic Positions

since 02/2019	University of St. Gallen <i>Full Professor of Marketing Analytics</i> <i>Founder & Director "Institute of Behavioral Science & Technology"</i> <i>Founder & Director "TechX Lab HSG"</i> <i>Affiliated Professor "HSG Center for Financial Services Innovation"</i> <i>Director "Institute of Marketing" (02/2019 – 03/2021)</i>
2/2017– 01/2019	University of Geneva <i>Associate Professor of Marketing Analytics (with Tenure)</i>
12/2015 – 01/2017	University of Geneva <i>Assistant Professor of Marketing Analytics (Tenure Track)</i>
07/2014 – 10/2014	Stanford University – Graduate School of Business <i>Visiting Scholar</i>
05/2012 – 11/2015	University of St. Gallen <i>Post-Doctoral Research Fellow & Project Leader</i>
02/2012	Duke University – Fuqua School of Business <i>Visiting Scholar</i>

■ Doctoral & Post-Doctoral Visits

07/2012 – 08/2012	University of Michigan <i>Probability Models Network Data; Advanced Maximum Likelihood</i>
08/2011 – 09/2011	University of Essex <i>Advanced Network Analysis; Cross Sectional Time Series Models</i>
06/2010 – 07/2010	University of Michigan <i>Maximum Likelihood Estimation; Advanced Regression Models</i>
08/2009 – 09/2009	Northwestern University – Kellogg School of Management <i>Visiting Student</i>

■ Education

02/2010 – 04/2012	University of St. Gallen <i>Doctoral Dissertation (with highest Distinction)</i>
10/2004 – 10/2009	University of Trier <i>Diploma in Economics and Business (with highest Distinction)</i>
03/2003	St. Willibrord Gymnasium Bitburg <i>A-Levels / Matriculation</i>

■ Selected Project & Consulting Experience

Projects with Leading Positions or Co-Leading Positions:

- *Swiss Re*: Developing a global, group-wide data-literacy program
- *Logitech AG*: 360 UX Model
- *Audi AG*: Social Car Configurators, Two Stage Customization, Virtual Reality
- *Skoda AG*: Social Media Integration in Car Configurators
- *Volkswagen AG*: Driving Pattern Prediction for Electric Vehicles
- *T-Systems International*: Positioning of Cloud Services
- *Automotive Reloaded*: Industry Summit (T-Systems International, Automotive IT)
- *The Piik*: Invitation-Only Summit in Co-operation with leading Swiss companies

Projects with Non-Leading Positions:

- *Audi AG*: Cross-Cultural Product Customization
- *Roche Diabetes Care GmbH*: Mobile Applications & Personalized Medicine
- *Swiss Post AG*: Interactive In-Store Decision Aids
- *Mammut AG*: Customer Clinic for Soft-Shell Jackets
- *Valora AG*: Digital Signage Systems
- *Kind GmbH*: Behavioral Branding & Brand Strategy
- *B2B Brand Excellence*: Brand Strategy with 10+ companies (various industries)
- *REWE AG*: Employee Satisfaction and Financial Performance

Other:

- *Expert Witness*: Methodological assessment of research studies in legal cases

■ Work Experience

since 07/2005	Part-Time Self-Employment (IT Consulting) <i>Content Mgmt. Systems, Shopping Solutions, Billing Systems</i>
since 08/2007	Part-Time Self-Employment (Marketing Analytics Consulting) <i>Category Management Optimization, Targeted Marketing</i>
08/2009 – 01/2010	Assistant to the CEO, AFE Indutec & Consult GmbH <i>Business Process Optimization; Pricing</i>
10/2008 – 01/2009	Intern, Daimler AG <i>Customer Analytics & Product Management</i>
06/2008	IBM AG <i>Supply Chain Strategy & Optimization</i>
06/2007 – 12/2007	Research Assistant, Marketing & Innovations, University of Trier <i>Development of an E-Learning Platform</i>
04/2007 – 04/2008	Tutor & Teaching Assistant, University of Trier <i>Operations Research, Innovation Management</i>
06/2006 – 06/2007	Research Assistant, Computing Center, University of Trier <i>Consulting (Software Packages, Statistical Consulting)</i>
01/2006 – 04/2006	Intern, Laborox GmbH <i>Pricing & Quantitative Market Research</i>
04/2003 – 12/2003	German Air Force <i>Military service, Weert / Netherlands</i>
2002 – 2004	Fitness Instructor <i>City Fit Bitburg, Bodystyle Sports Club Trier, Eifel Sport Hotel</i>

■ Awards & Honors

2023	Federal Award for Outstanding Research in Educational Sciences For JEEA Paper on Causal Effects of Distance Learning
2021, 2022	Member of the Editorial Review Board Journal of Consumer Research (JCR)
2021	Member of the Editorial Review Board International Journal of Research in Marketing (IJRM)
2020, 2022	WirtschaftsWoche Ranking of Most Productive Researchers Top Researchers Under 40 & DACH Top 100 List
2020	Junior Faculty & Early Career Mentoring Advisor Association for Consumer Research
2015	Rigor & Relevance Award Swiss Academy of Marketing Science
2014	Junior Scientist Award Business Innovation Days, University of St. Gallen
2012	Amicitia Award for Best Doctoral Dissertation University of St. Gallen, Graduation Year 2011-2012
2010, 2011, 2012	Scholarships Swiss National Science Foundation for Participation in Quantitative Methods Summer Schools in USA & UK
10/2008 – 09/2010	“Schmalenbach Scholarship” for highly qualified and socially engaged Students of Business Studies
11/2009	Best Overall Diploma in Business Studies University of Trier, Graduation Year 2008-2009
08/2009	Student Presentation Prize Winner, NICO Complexity Conference, Northwestern University, Kellogg School of Management

■ Journal Publications

- Castelo, N., Boegershausen, J., Hildebrand, C., Henkel, A. (2023): Understanding and Improving Consumer Reactions to Service Bots, *Journal of Consumer Research*, Forthcoming.
- Busquet, F., Efthymiou, F., Hildebrand, C. (2023): Voice Analytics in the Wild: Validity and Predictive Accuracy of Common Audio-Recording Devices, *Behavior Research Methods*, Forthcoming.
- Bergner, A., Hildebrand, C., Häubl, G. (2023): Machine Talk: How Verbal Embodiment in Conversational AI Shapes Consumer-Brand Relationships, *Journal of Consumer Research*, Forthcoming.
- Hostettler, D., Mayer, S., Hildebrand, C. (2022): Human-Like Movements of Industrial Robots Positively Impact Observer Perception, *International Journal of Social Robotics*, Forthcoming.
- Zierau, N., Hildebrand, C., Bergner, A., Busquet, F., Schmitt, A., Leimeister, M. (2022): Voice Bots on the Frontline: Voice-Based Interfaces Enhance Flow-Like Consumer Experiences & Boost Service Outcomes, *Journal of the Academy of Marketing Science*, Forthcoming.
- Hildebrand, C., Bergner, A. (2021): Conversational Robo Advisors as Surrogates of Trust: Onboarding Experience, Firm Perception, and Consumer Financial Decision Making, *Journal of the Academy of Marketing Science*, Vol. 49, pp. 659–676.

- Cacault, P., Hildebrand, C., Lucchetti, J., Pellizzari, M. (2021): Distance Learning in Higher Education: Evidence from a Randomized Field Experiment, *Journal of the European Economic Association*, Vol. 19(4), pp. 2322–2372.
- Walter, M., Hildebrand, C., Häubl, G., Herrmann, A. (2020): Mixing it up: Disfluent Product Display Formats Promote the Choice of Unfamiliar Products, *Journal of Marketing Research*, Vol. 57(3), pp. 509–526.
- Hildebrand, C., Efthymiou, F., Busquet, F., Hampton, W., Hoffman, D., Novak, T. (2020): Voice Analytics in Business Research: Conceptual Foundations, Acoustic Feature Extraction, and Applications, *Journal of Business Research*, Vol. 121, pp. 364–374.
- Melumad, S., Hadi, R., Hildebrand, C., Ward, A. (2020): Technology-Augmented Choice: How Digital Innovations are Transforming Consumer Decision Processes, *Customer Needs and Solutions*, pp. 1–12.
- De Bellis, E., Hildebrand, C., Ito, K., Schmitt, B., Herrmann, A. (2019): Personalizing the Customization Experience: A Matching Theory of Mass Customization Interfaces and Culture-Specific Information Processing, *Journal of Marketing Research*, Vol. 56(6), pp. 1050–1065.
- Hildebrand, C. (2019): The Machine Age of Marketing: How Artificial Intelligence Changes the Way People Think, Act, and Decide, *Marketing Intelligence Review*, Vol. 11(2), p. 10-17.
- Hildebrand, C., Bergner, A. (2019): AI-Driven Sales Automation: Using Chatbots to Boost Sales, *Marketing Intelligence Review*, Vol. 11(2), p. 36-41.
- Hildebrand, C., Schlager, T. (2019): Focusing On Others Before You Shop: Exposure To Facebook Promotes Conventional Product Configurations, *Journal of the Academy of Marketing Science*, Vol. 47(2), pp. 291–307.
- Rudd, M., Hildebrand, C., Vohs, K.D. (2018): Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation, *Journal of Marketing Research*, Vol. 55(5), pp. 766–781.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A., Franke, N. (2018): Social Customization Systems: Peer Input, Conformity, and Consumers' Evaluation of Customized Products, *Journal of Management Information Systems*, Vol. 35(1), pp. 319–349.
- Lieven, T., Hildebrand, C. (2016): The Impact of Brand Gender on Brand Equity: Findings from a Large-Scale Cross-Cultural Study in Ten Countries, *International Marketing Review*, Vol. 33(2), pp. 178–195.
- De Bellis, E., Hildebrand, C., Ito, K., Herrmann, A. (2015): Cross-National Differences in Uncertainty Avoidance Predict the Effectiveness of Mass Customization Across East Asia: A Large-Scale Field Investigation, *Marketing Letters*, Vol. 26(3), pp. 309–320.
- Hildebrand, C., Häubl, G., Herrmann, A. (2014): Product Customization via Starting Solutions, *Journal of Marketing Research*, Vol. 51(6), pp. 707–725.
- Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): Conformity and the Crowd, *Harvard Business Review*, Jul.–Aug., p. 23.

- Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): When Social Media Can Be Bad For You: Community Feedback Stifles Consumer Creativity and Reduces Satisfaction with Self-Designed Products, *Information Systems Research*, Vol. 24(1), pp. 14–29.
- Herrmann, A., Hildebrand, C., Sprott, D., Spangenberg, E. (2013): Option Framing and Product Feature Recommendations: Product Configuration and Choice, *Psychology & Marketing*, Vol. 30(12), pp. 1053–1061.
- Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2012): Increasing Brand Attractiveness and Sales Through Social Media Comments on Public Displays – Evidence from a Field Experiment in the Retail Industry, *Lecture Notes In Computer Science*, Vol. 7319, pp. 443–460.

■ Selected Papers under Review

- Rewarding Mobile Vibrations Boost Online Shopping Behavior
(*Journal of Consumer Research, Third Round*)
(with W. Hampton)
- MindMiner: Uncovering Linguistic Markers of Mind Perception as a New Lens to Understand Consumer-Smart Object Relationships
(*Journal of Consumer Psychology, Second Round*)
(with A. Bergner, J. Hartmann)
- How Big is That Voice? Vocal Tract Length of Conversational AI Affects Physicality Perceptions and Product Congruency
(*Journal of Interactive Marketing, Second Round*)
(with F. Efthymiou, E. de Bellis, W. Hampton)
- Designing Vulnerable Conversational AI: The Impact of Trembling Voice on Empathic Concern and Prosocial Behavior
(*IEEE Transactions on Affective Computing, Second Round*)
(with F. Efthymiou)

■ Selected Papers In Preparation for Submission

- Love the Shape, but Hate the Weight: Leveraging Word Embeddings to Identify Product Innovation Opportunities (with F. Busquet)
- Conversational Bots Reduce Financial Planning Stress (with M. Zehnle)
- voiceR: Voice Analytics for Social Scientists in R (with F. Busquet)
- Consumer Resistance to Creative Artificial Intelligence (with A. Bouwer)

■ Proceedings Publications

- Hoffman, D., Puntoni, S., Valenzuela, A., Belk, R., Castelo, N., Dietvorst, B., Frey, C., Hildebrand, C., Huh, Y.E., Longoni, C., Meyer, B., Spiekermann-Hoff, S., Sweeney, M., Talaifar, S., Wertenbroch, K., Tomaino, G. (2023): The Dark Side of AI – The Disruptive Effects of Technology on Consumer Choice, *Triennial Invitational Choice Symposium* (Special Session).

- Zehnle, M., Hildebrand, C. (2023): Looking Back and Moving Forward: Current State of Research and New Insights on the Consumer-Algorithm Relationship, *European Marketing Academy Conference (EMAC)*.
- Hildebrand, C., Hofstetter R. (2022): Leveraging Unstructured Data for Consumer Insights: Novel Perspectives on Text, Image, and Video Analytics (Special Session), *Association for Consumer Research (ACR)*.
- Efthymiou, F., Hildebrand, C. (2022): Designing Vulnerable Conversational AI: The Impact of Trembling Vocal Cues on Empathic Concern and Prosocial Behavior, *Association for Consumer Research (ACR)*.
- Zehnle, M., Hildebrand, C. (2022): Algorithm Aversion is Real but Nuanced: A Meta-Analysis on 20 Years on Algorithmic Decision-Making, *Association for Consumer Research (ACR)*.
- Hildebrand, C., Hoffman, D., Novak, T. (2022): Conversational AI Design: How Initiation Modalities Shape Consumer Experience & Firm Perception, *Association for Consumer Research (ACR)*.
- Zehnle, M., Hildebrand, C. (2022): From Stressful to Playful: How Conversational Chatbots Improve Financial Planning, *Association for Consumer Research (ACR)*.
- Hildebrand, C., Hoffman, D., Novak, T. (2022): Leveraging Voice Analytics to Understand Consumer-Smart Object Interactions in the IoT, *European Marketing Academy Conference (EMAC)*.
- Efthymiou, F., Hildebrand, C. (2022): Designing Vulnerable Conversational AI: The Impact of Trembling Vocal Cues on Empathic Concern and Prosocial Behavior, *European Marketing Academy Conference (EMAC)*.
- Busquet, F., Bergner, A., Hildebrand, C. (2022): Love the Shape, but Hate the Weight: Leveraging Word Embeddings to Identify Product Innovation Opportunities, *European Marketing Academy Conference (EMAC)*.
- Zehnle, M., Hildebrand, C. (2022): Conversational Interfaces Reduce Financial Planning Stress, *European Marketing Academy Conference (EMAC)*.
- Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *Psychology of Technology Conference*, Santa Barbara, USA.
- Hildebrand, C., Hoffman, D., Novak, T. (2021): Dehumanizing Voice Technology: Phonetic & Experiential Consequences of Restricted Human-Machine Interaction, *AAAI Artificial Intelligence for Human-Robot Interaction*, Virtual Symposium.
- Zehnle, M., Hildebrand, C. (2021): Less is more? How Conversational Interfaces Alter Survey Outcomes, *American Psychological Association's Conference on Technology, Mind, & Society*, TMS 2021 Proceedings, Virtual Symposium.
- Zehnle, M., Hildebrand, C. (2021): New Directions in Conversational AI: The Impact on Linguistic Style, Task Experience, and Firm Perception, *Swiss Academy of Marketing Science Conference*, Lucerne, Switzerland.
- Bergner, A., Hartmann, J., Hildebrand, C. (2021): DeepMind: A Deep Learning Approach to Mind Perception & Smart Object Relationships, *Swiss Academy of Marketing Science Conference*, Lucerne, Switzerland.

- Hildebrand, C., Hoffman, D., Novak, T. (2021): Detrimental Dehumanization in the IoT: Phonetic & Experiential Consequences of Restricted Human-Machine Interaction, *Conference on Artificial Intelligence, Machine Learning, and Business Analytics (Fox School of Business)*, Philadelphia, USA.
- Castelo, N., Boegershausen, J., Hildebrand, C., Henkel, A. (2021): Bots at the Frontline: How Consumers Perceive Firms that Employ Service Robots, *Association for Consumer Research (ACR)*.
- Zehnle, M., Hildebrand, C. (2021): Conversational Interfaces Reduce Financial Planning Stress, *Association for Consumer Research (ACR)*.
- Efthymiou, F., Hampton, W., Hildebrand, C. (2021): How Big is That Voice? Vocal Tract Length of Conversational AI Affects Physicality Perceptions and Product Congruency, *Association for Consumer Research (ACR)*.
- Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *Association for Consumer Research (ACR)*.
- Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *INFORMS Marketing Science*.
- Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *Artificial Intelligence in Management (AIM)*.
- Efthymiou, F., Hampton, W., Hildebrand, C. (2021): How Big is That Voice? Vocal Features of Conversational AI Affects Physicality Perceptions and Product Congruency, *European Marketing Academy Virtual Conference (EMAC)*.
- Zehnle, M., Hildebrand, C. (2021): The Impact of Conversational Survey Interfaces on Consumers' Written Self-Expression, *European Marketing Academy Virtual Conference (EMAC)*.
- Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Trust, and Task Delegation, *European Marketing Academy Virtual Conference (EMAC)*.
- Hampton, W., Hildebrand, C. (2021): Pavlov's Buzz? Mobile Vibrations as Conditioned Rewards and Modifiers of Consumer Decision-Making, *European Marketing Academy Virtual Conference (EMAC)*.
- Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *Society for Consumer Psychology (SCP)*.
- Belk, R., Fritz, W., Giesler, M., Hadi, R., Huang, S.-C., Hildebrand, C., Hoffman, D., Meyer, R., Novak, T., Puntoni, S., Reczek, R., Schmitt, B., Stephen, A., Valenzuela, A., Wertenbroch, K., Yalcin, G. (2020): Back to the Future: A Virtual Roundtable of Senior Academics Sharing Insights from Consumer Research on Technology, ACR Knowledge Forum, *Association for Consumer Research (ACR)*.
- Castelo, N., Boegershausen, J., Hildebrand, C., Henkel, A. (2020): How Robotic Customer Service Impacts Consumers' Evaluation of the Firm, *Association for Consumer Research (ACR)*.

- Valenzuela, A., Luna, D., Hildebrand, C., Du, J. (2020): Experiential Effects of Device-Dependent Voice Interactions: Resolving the Power Imbalance between Voice-assistants and Users, *Association for Consumer Research (ACR)*.
- Bergner, A., Hartmann, J., Hildebrand, C. (2020): Conferring Minds to Machines: A Deep Learning Approach to Anthropomorphism, Technology Attachment, and Task Delegation, *Association for Consumer Research (ACR)*.
- Hampton, W., Hildebrand, C. (2020): Pavlov's Buzz: Mobile Vibrations as Conditioned Rewards and Modifiers of Consumer Choice, *Association for Consumer Research (ACR)*.
- Busquet, F., Hildebrand, C. (2020): Black-Box Emotion Detection: On the Variability and Predictive Accuracy of Automated Emotion Detection Algorithms, *Association for Consumer Research (ACR)*.
- Bouwer, A., Hildebrand, C. (2020): A Contingency Theory of Artificial Intelligence: Consumer Beliefs, Value Creation, And Resistance to Creative AI, *Association for Consumer Research (ACR)*.
- Hildebrand, C., Hoffman, D., Novak, T. (2020): Syntactical Constriction in Human Machine Interaction with Digital Voice Assistants, *Academy of Management (AOM)*, Vancouver, Canada.
- Efthymiou, F., Hildebrand, C. (2020): Morphing Vulnerable Machines: Paralinguistic Cues in Digital Voice Assistants Shape Perceptions of Physicality, Vulnerability, And Trust, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Busquet, F., Hildebrand, C. (2020): Black-Box Emotion Detection: On the Variability and Predictive Accuracy of Automated Emotion Detection Algorithms, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Hampton, W., Hildebrand, C. (2020): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Bergner, A., Hildebrand, C., Häubl, G. (2020): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Hildebrand, C., Bergner, A. (2020): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Mis-calibrated Risk Taking, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Hildebrand, C., Hoffman, D., Novak, T. (2019): Dehumanization in the IoT: Experiential Consequences of Human Interaction with Digital Voice Assistants, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Hampton, W., Hildebrand, C. (2019): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Hildebrand, C., Bergner, A. (2019): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Mis-calibrated Risk Taking, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Bergner, A., Hildebrand, C., Häubl, G. (2019): Conversational Interfaces as Persuasion Devices: Implications for Consumer Choice and Brand Perceptions, *Association for Consumer Research (ACR)*, Atlanta, USA.

- Hampton, W., Hildebrand (2019): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *Psychology of Technology Conference*, Washington, USA.
- Hildebrand, C., Hoffman, D., Novak, T. (2019): Dehumanization in the IoT: Experiential Consequences of Syntactically Constricted Human-Machine Interaction with Digital Voice Assistants, *GW Intelligence of Things Conference*, Washington, USA.
- Hildebrand, C., Bergner, A., Häubl, G. (2019): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Miscalibrated Risk Taking, *Society for Consumer Psychology (SCP)*, Savannah, USA.
- Bergner, A., Hildebrand, C., Häubl, G. (2019): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *Society for Consumer Psychology (SCP)*, Savannah, USA.
- Hildebrand, C., Bergner, A., Häubl, G. (2019): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *American Marketing Association CBSIG*, Berne, Switzerland.
- Hildebrand, C., Hilden, T., Häubl, G. (2018): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *Advances in Consumer Research (ACR)*, Dallas, USA.
- Hildebrand, C., Zhu, Y. (2018): The Psychophysiology of Touch-Sensitive Interfaces: Somatosensory Encoding of Intensity, Pleasantness, and Technology-Induced Affect-Regulation, *European Marketing Association Conference (EMAC)*, Glasgow, UK.
- Hilden, T., Hildebrand, C. (2018): Conversational Customization Systems: How Natural-Language Processing Transforms Customer-Firm Relationships, *European Marketing Association Conference (EMAC)*, Glasgow, UK.
- Walter, M., Hildebrand, C., Häubl, G., Herrmann, A. (2017): Mixing It Up: The Influence of Unsystematic Product Arrangements on Assortment Processing, *Advances in Consumer Research (ACR)*, San Diego, USA.
- Hildebrand, C., Levav, J. (2017): Touch-Sensitive Computing Interfaces as Drivers of Experiential Consumption, *Advances in Consumer Research (ACR)*, San Diego, USA.
- Hildebrand, C. (2017): The Psychophysiology of Touch-Sensitive Interfaces, *Advances in Consumer Research (ACR)*, San Diego, USA.
- De Bellis, E., Hildebrand, C., Ito, K., Schmitt, B., Herrmann, A. (2017): How Cultural Identity Drives the Effectiveness of Mass Customization, *Advances in Consumer Research (ACR)*, San Diego, USA.
- Hildebrand, C., Levav, J., Herrmann A. (2016): Technology-Enhanced Preference Modalities: How Multi-Touch Devices Drive Experiential Consumption and Sales, *European Marketing Association Conference (EMAC)*, Oslo, Norway.
- Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2016): The Impact of Product Display Formats on Consumers' Exploratory Search Behavior and Choice of Novel Product Alternatives, *European Marketing Association Conference (EMAC)*, Oslo, Norway.

- Esch, D., Hildebrand, C., Herrmann, A., (2016): Who Is David and Who Goliath? Consumers Variety and Complexity Perceptions as Opposing Drivers of Assortment Attractiveness and Choice Satisfaction, *European Marketing Association Conference (EMAC)*, Oslo, Norway.
- Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2016): Mixing It Up: Disfluent Product Display Formats Promote the Adoption of Novel Products, *Theory and Practice in Marketing Conference (TPM)*, Houston, USA.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2016): Gamified Shopping: How Challenging Tasks Create a Desire to Acquire, *Theory and Practice in Marketing Conference (TPM)*, Houston, USA.
- Schaefer, P., Hildebrand, C. (2016): Identification of Effective HIV Interventions When $P \gg N$: A Cross-Country Application of Variable Selection Models and Elastic Net Regression Modelling, *JMP Discovery Summit*, Brussels, Belgium.
- Hildebrand, C., Levav, J. (2016): Technology-Enhanced Preference Modalities: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Society for Consumer Psychology (SCP)*, St. Pete Beach (FL), USA.
- Schlager, T., Hildebrand, C., Franke, N., Häubl, G., Herrmann, A. (2016): Social Product Customization: Peer Input, Conformity, and Consumers' Evaluation of Customized Products, *Society for Consumer Psychology (SCP)*, St. Pete Beach (FL), USA.
- Hildebrand, C., Levav, J., Herrmann, A. (2015): Haptic Product Configuration: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- De Bellis, E., Hildebrand, C., Ito, K., Herrmann, A., Schmitt, B. (2015): Examining the Global Boundaries of Mass Customization: Conventional Configuration Procedures Clash with Holistic Information Processing, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): The Facebook Mindset Effect: Incidental Exposure to Facebook Increases Consumers' Other-Focus and Promotes Conservative Product Choices, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2015): Fighting Fixation and Promoting Exploration: The Influence of Non-Foveal Object Presentation on Consumer Search and Retail Sales, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- Hildebrand, C., Levav, J., Herrmann, A. (2015): Visceral Touch: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Theory and Practice in Marketing Conference (TPM)*, Atlanta, USA.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): Incidental Exposure to Facebook Increases Consumers' Other-Focus and Promotes Conservative Product Choices, *European Marketing Association Conference (EMAC)*, Leuven, Belgium.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2015): Product Gamification, *European Marketing Association Conference (EMAC)*, Leuven, Belgium.

- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): The Facebook Mindset Effect: Incidental Exposure to Facebook Reduces Consumers' Self-Focus and Promotes Conservative Product Choices, *Society for Consumer Psychology (SCP)*, Phoenix (AZ), USA.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2015): Product Gamification, *Society for Consumer Psychology (SCP)*, Phoenix (AZ), USA.
- Hildebrand, C., Schlager, T., Herrmann, A. (2014): Channel Priming: Salient Facebook Cues Impede Self-Awareness and Reduce the Feature-Richness of Self-Designable Products, *Thought Leaders in Marketing Channels Conference*, Paris, France.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2014): Product Gamification, *Advances in Consumer Research (ACR)*, Baltimore (MD), USA.
- De Bellis, E., Ito, K., Hildebrand, C., Herrmann, A., Schmitt B. (2014): From Global Rollout to Local Failure: Western Self-Design Systems and Eastern Information Processing, *Society for Consumer Psychology (SCP)*, Washington (DC), USA.
- De Bellis, E., Häubl, G., Hildebrand, C., Herrmann, A., Hertwig, R. (2013): Fatal Attractiveness: How Mating Cues Affect Managerial Decision Making, *Society for Judgment and Decision Making (SJDM)*, Toronto, Canada.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): Revealing Painful Truths: The impact of Friends on Self-Reports of Health-Related Behavior, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.
- De Bellis, E., Griffin, J., Hildebrand, C., Hofstetter, R., Herrmann, A. (2013): Can't See the Forest For the Trees: Increased Local Processing in Mass Customization Systems, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.
- Hildebrand, C., Hofstetter, R., Herrmann, A., Huber, J., Häubl, G. (2013): Harnessing Tacit Knowledge in Social Networks – A Social Approach to Incentivizing Truth-Telling, *Advertising and Consumer Psychology Conference (ACP)*, San Diego (CA), USA.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Advertising and Consumer Psychology Conference (ACP)*, San Diego (CA), USA.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): A social approach to truth-telling, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Development of a Two-Step Customization Approach to Minimize Consumers' Decision Complexity and Maximize Companies' Profitability – Evidence from Field and Lab Experiments, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- De Bellis, E., Hildebrand, C., Griffin, J., Hofstetter, R., Herrmann, A. (2013): Accentuating the Forest Instead of the Trees: Induced Global Processing in Mass Customization Systems, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Theory & Practice in Marketing (TPM)*, London, UK.

- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): Revealing Painful Truths: The Impact of Friends on Self-Reported Health Behavior, *Theory & Practice in Marketing (TPM)*, London, UK.
- Hildebrand, C., Hofstetter, R., Herrmann, A. (2012): Modeling Viral Marketing Dynamics in Social Networks – Findings From Computational Experiments with Agent-Based Simulation Models, *International Conference on Information Systems (ICIS)*, Orlando (FL), USA.
- Hildebrand, C., Landwehr, J. R., Herrmann, A., Häubl, G. (2012): Taking the Complexity Out of Complex Product Customization Decisions, *Advances in Consumer Research (ACR)*, Vancouver, Canada.
- Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2012): Increasing Brand Attractiveness and Sales Through Social Media Comments on Public Displays – Evidence from a Field Experiment in the Retail Industry, *International Conference on Pervasive Computing (PERVASIVE)*, Newcastle, UK.
- Hildebrand, C., Landwehr, J. R., Herrmann, A., Häubl, G. (2012): Converging Consumer Preferences Online: The Influence of Community Feedback on Creativity and Satisfaction with Self-Designable Products, *European Marketing Association Conference (EMAC)*, Lisbon, Portugal.
- Forster, N., Hildebrand, C., Herrmann, A. (2012): The Role of Motivational Drivers and Reward Types on Facebook Brand Page Growth – Empirical Evidence from a Field Experiment in the Swiss Health Club Industry, *European Marketing Association Conference (EMAC)*, Lisbon, Portugal.
- Hildebrand, C., Landwehr, J. R., Herrmann, A. (2012): Failing to Follow Your Own Star – Preference Formation, Deviation, and the Negative Influence of Community-Feedback on Self-Designable Products, *American Marketing Association (AMA) Winter Educators' Conference*, St. Petersburg (FL), USA.
- Hildebrand, C., Landwehr, J. R., Herrmann, A. (2011): When Artificial Feedback Hurts – Empirical Evidence from Community-Based Configuration Systems, *International Conference on Information Systems (ICIS)*, Shanghai, China.

■ Practitioner Publications

- Hildebrand, C. (2021): Conversational Commerce [Editorial], *Marketing Review St. Gallen*, Vol. 4, p. 3.
- Schär, P., Hildebrand, C., Efthymiou, F. (2021): Conversational Commerce in Finance, *Marketing Review St. Gallen*, Vol. 4, p. 6-9.
- Hildebrand, C., Hundertmark, S. (2021): A Strategy Framework to Boost Conversational AI Performance, *Marketing Review St. Gallen*, Vol. 4, p. 10-16.
- Hildebrand, C., Bergner, A. (2021): Wie Chatbots die Bankenwelt verändern [How Chatbots Change The Future of Banking], *Die Volkswirtschaft*, Vol. 4, p. 52-53.
- Neumann, J., Hildebrand, C. (2019): Talking Versus Typing: The Power of Voice-Based Remote Controls, *Marketing Intelligence Review*, Vol. 11(2), p. 54-59.
- Hildebrand, C. (2013): Sozialer Mainstream – Soziale Produktkonfiguratoren [Social Mainstream – Social Product Configurators], *Business Impact*, Vol. 4, p. 74.

- Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): Die Crowd macht gleich [extended reprint of HBR article "Conformity and the Crowd"], *Harvard Business Manager*, Vol. 9, pp. 6–9.
- Hildebrand, C., Henkel, S. (2013): Buy Buy – Intelligente Produktkonfiguratoren [Buy Buy – Intelligent Product Configurators], *Business Impact*, Vol. 1, p. 78.

■ Book Chapters

- Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2011): Social Networks in Pervasive Advertising and Shopping. In: *Pervasive Advertising*, Müller, J, Alt, F., Michelis, D. (Eds.), Springer Human-Computer Interaction, pp. 207-225.
- Herrmann, A., Hildebrand, C. (2011): Planung von Produkteigenschaften - Semi-Quantitative Neuproduktentwicklung auf Basis der Means-End-Analyse. In: *Handbuch Technologie- und Innovationsmanagement*, Albers, J., Gassmann, O. (Eds.), pp. 401-418.
- Hildebrand, C. (2008): Produktentwicklung mit Virtual Communities - Kritische Reflexion und prozessuale Fundierung interaktiver Wertschöpfungsprozesse. In: *Modernes Innovationsmarketing im Kontext von Open Innovation*, Pohl, A., Mühlhaus, D. (Eds.), pp. 142-160.

■ Selected Research Grants

- "Towards Inclusive AI: Leveraging Conversational AI to Reduce Risk Exposure of Marginalized Consumers & Elevate Consumer Financial Well-Being", C. Hildebrand (PI), SNSF, ~CHF 306k.
- "A Deep-Learning Approach to Mind Perception", C. Hildebrand, Basic Research Fund (PI), University of St. Gallen, ~CHF 100k.
- "Leveraging Passive Mobile Sensing to Foster Corporate Well-Being", W. Hampton & C. Hildebrand, InnoSuisse, ~CHF 330k
- "Voice-Controlled Interfaces as Scalable Truth-Detection & Service Excellence Systems", C. Hildebrand & J.-M. Leimeister, Basic Research Fund, University of St. Gallen, ~CHF 98k.
- "Conversational Interfaces as Preference Expression Modalities", C. Hildebrand (PI), SNSF, ~CHF 318k.
- "Risk Calibration & Persuasion Mechanisms of Conversational Robo Advisors", C. Hildebrand (PI), Basic Research Fund, University of St. Gallen, ~CHF 90k.
- "Behavioral and Psychological Consequences of Multi-Touch Computing Interfaces for Business and Society", C. Hildebrand (PI), SNSF, ~CHF 310k.
- "Perceptual Disfluency of Product Display Formats and Consumer Choice", G. Häubl (PI), C. Hildebrand (Co-Investigator), SNSF, ~CHF 230k.
- "Cross-Cultural Effects of Processing-Congruent Interfaces on Consumer Choice", C. Hildebrand (Co-Investigator) and J. Jiang (Co-Investigator), UniGE-Renmin Joint University Fund, ~CHF 10k.
- "Streaming Technology in Higher Education: Evidence from a Randomized Field Experiment", M. Pellizzari (PI), J. Lucchetti (Co-Investigator), C. Hildebrand (Co-Investigator), UniGE Commission Informatique, ~CHF 10k.

■ Teaching

University of St. Gallen

- *Bachelor*
 - Research Methods (until 2015)
- *Master*
 - Machine Learning for Marketers
 - Web Data & Digital Analytics
 - Quantitative Research Methods (SIM) (until 2019)
 - Applied Multivariate Statistics (until 2015)
 - Consumer Behavior and Quantitative Market Research (until 2015)
- *PhD*
 - Statistics with R (GSERM)
 - Computational Implementation of Experiments (GSERM)
 - Quantitative Research Methods (DOKSEM MKTG)
 - Behavioral Economics & Decision Making (DOKSEM MKTG)
 - Writing Excellent Dissertations in Marketing (DOKSEM MKTG)
- *Executive*
 - Analytics for Managers (EMBAX, Executive MBA with ETH Zurich)
 - Inhouse Programs (Data Literacy; Analytics for Managers)
 - Modern Marketing: From Funnels to Dynamic Sales Loops
 - Predictive Analytics
 - Sales Automation

University of Geneva (*still teaching)

- *Bachelor*
 - Web-Based Data Collection
- *Master*
 - Data Science for Business Analytics
 - Web Data and Digital Analytics
 - Business Analytics Strategy
- *Executive*
 - Smart Data for Executives (Executive MBA)*

■ Service to University

<i>Vice Dean</i>	School of Management, since 02/2023
<i>Program Head</i>	PhD in Marketing (School of Management), 04/2020 - 02/2023
<i>Founder & Director</i>	Institute of Behavioral Science & Technology, since 04/2021
<i>Founder & Director</i>	TechX Lab (UNISG), since 06/2019
<i>Director</i>	Institute of Marketing (UNISG), until 03/2021
<i>Co-Director</i>	Master in Business Analytics (UNIGE)
<i>Co-Director</i>	Geneva Center for Decision Sciences (UNIGE)
<i>Board Member</i>	Center for Aviation and Space Competence (CFAC-HSG)
<i>Scientific Committee</i>	CB/Analytics Track; Master in Marketing Management (UNISG)
<i>Scientific Committee</i>	Behavioral Lab Geneva (UNIGE)
<i>Scientific Committee</i>	PhD Program Marketing (UNISG) / Management (UNIGE)
<i>Scientific Committee</i>	Institutional Review Board; Institute of Management (UNIGE)
<i>Discussant</i>	Politique Numérique de l'Etat de Genève (UNIGE)

■ Service to Scientific Community

<i>Editorial Review Boards</i>	Journal of Consumer Research; International Journal of Research in Marketing
<i>Search, Promotion, Dissertation Committees</i>	Aalto University, WU Vienna, TU Munich, Georgia Institute of Technology, Rotterdam School of Management, University of Geneva, University of Zurich, École Hôtelière de Lausanne (EHL)
<i>Mentoring Faculty</i>	Junior Faculty & Early Career Mentoring Advisor (ACR)
<i>Jury Member</i>	MSI Clayton Dissertation Award
<i>External Examiner</i>	Replication & Code Assessment (e.g., Management Science)
<i>Guest Editor</i>	Marketing Review St. Gallen (<i>Conversational Commerce</i>)
<i>Guest Editor</i>	GfK Marketing Intelligence Review (<i>Machine Age of Marketing</i>)

■ Service to Business Practice

<i>Board Member</i>	Swiss Insights ("Swiss Data Insights Association")
<i>Jury Member</i>	German AI Award (Bilanz and McKinsey Germany)
<i>Group Leader</i>	The Piik – Cross Industry Summit on Business Transformation
<i>Moderator</i>	Swiss Healthcare & Branding Conference
<i>Academic Supervisor</i>	Business Consulting Days St. Gallen
<i>Pro-Bono Consulting</i>	Start-Up's (FinTech & Other Tech-Related Startup's)
<i>Speaker</i>	Speaking engagements at international & national events

■ Professional Affiliations

<i>ACR</i>	Association for Consumer Research
<i>AIS</i>	Association for Information Systems
<i>AMA</i>	American Marketing Association
<i>EMAC</i>	European Marketing Academy
<i>SCP</i>	Society for Consumer Psychology

■ Selected Reviewer Activities

<i>Journals</i>	Management Science, Marketing Science, Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Journal of the Academy of Marketing Science, Marketing Letters, Journal of Business Research, European Journal of Marketing, Behavior & Information Technology, Review of Managerial Science, Schmalenbach Business Review, Journal of Information Technology & Decision Making
<i>Conferences</i>	Advances in Consumer Research (ACR), Technology, Mind & Society (TMS), American Marketing Association Winter Educator's Conference (AMA), Annual Conference of European Marketing Academy (EMAC), International Conference on Information Systems (ICIS), European Conference on Information Systems (ECIS)

■ Advanced Training in Quantitative Research Methods

07/2012 – 08/2012	Probability Models for Network Data <i>University of Michigan (Bruce Desmarais)</i>
07/2012 – 08/2012	Advanced Maximum Likelihood Estimation <i>University of Michigan (Bradford Jones, David Darmofal)</i>
09/2011	Analysis of Exponential Random Graph Models Using PNET <i>University of Zurich (Garry Robins, Peng Wang, Philippa Pattison)</i>
08/2011	Advanced Network Analysis for Longitudinal Data <i>University of Essex (Filip Agneessens, Guido Conaldi)</i>
08/2011	Pooled Time Series Cross-Section Analysis <i>University of Essex (Robert Walker)</i>
06/2010 – 07/2010	Advanced Regression Analysis <i>University of Michigan (Dave Armstrong)</i>
06/2010 – 07/2010	Maximum Likelihood Estimation <i>University of Michigan (Christopher Zorn)</i>
06/2010 – 07/2010	Data Mining <i>University of Michigan (Robert Stine)</i>
08/2009	Exponential Random Graph Models for Social Networks <i>Northwestern University (Garry Robins)</i>
08/2009	Agent-Based Modeling <i>Northwestern University (Uri Wilensky)</i>
02/2006	Microeconometrics & Panel Data Analysis <i>Graduate Center of Excellence, University of Trier (Lutz Bellmann)</i>

■ Private

Competitive long-distance racing (trail running and ski mountaineering).

Selected race results:

Race	Year	Category	Distance	Up-/Downhill	Rank
UTMR	2017	TRAIL	116km	8'500m	1 st
SWISS IRONTRAIL	2015	TRAIL	90km	5'500m	2 nd
ULTRAKS ENGADIN	2016	TRAIL	30km	1'800m	3 rd
TRAIL DES PATROUILLEURS	2017	TRAIL	45km	3'500m	3 rd
GORE-TEX TRANSALPINE	2016	TRAIL	250km	16'000m	13 th
UTMB	2018	TRAIL	170km	10'000m	38 th
SUPER SKIMARA	2018	SKIMO	39km	3'700m	8 th
TROFEA PEZ AULT	2018	SKIMO	14km	1'650m	15 th