

Prof. Dr. Dirk Totzek

Chair of Marketing and Services
University of Passau
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Curriculum Vitae

March 2019

Academic Positions

- since 5/2013 University of Passau
Professor of Marketing, Chair of Marketing and Services
- since 7/2013 University of Passau
Speaker and Member of the Academic Board of the Center for Market Research (CfM) and Center for Market-Oriented Tourism Research (CenTouris)
- since 10/2018 University of Passau
Dean of Studies of the School of Business, Economics, and Information Systems
- 10/2012 – 4 /2013 University of Passau
Interim Professor of Marketing, Chair of Marketing and Services
- 6/2011 – 4/2013 University of Mannheim
Assistant Professor of Empirical Research Methods (Area Marketing)
- 2005 – 5/2011 University of Mannheim
Research Assistant and Post Doc
(Chair of Marketing I, Prof. Dr. Dr. h.c. mult. Christian Homburg)

Education

- 2013 University of Mannheim
Habilitation
- 2010 University of Mannheim
Ph.D.
- 2005 University of Mannheim & ESSEC Cergy-Pontoise
Diploma in Business Administration / Diplôme de l'ESSEC (Double Degree)

Publications

Referred Articles

- Hofer, K. M., Niehoff-Hoeckner, L. M., Totzek, D. (2019), Organizing and Implementing Export Pricing: Performance Effects and Moderating Factors, **Journal of International Marketing**, 27, 1, 74-94.
- Leinsle, P., Totzek, D., Schumann, J. H. (2018), How Price Fairness and Fit Affect Customer Tariff Evaluations, **Journal of Service Management**, 29, 4, 735-764.
- Luoma, J., Falk, T., Totzek, D., Tikkanen, H., Mrozek, A. (2018), Big Splash, No Waves? Cognitive Mechanisms Driving Incumbent Firms' Responses to Low-Price Market Entry Strategies, **Strategic Management Journal**, 39, 5, 1388-1410.
- Homburg, Ch., Totzek, D., Krämer, M. (2014), How Price Complexity Takes its Toll: The Neglected Role of a Simplicity Bias and Fairness in Price Evaluations, **Journal of Business Research**, 67, 6, 1114-1122.
- Frey, R., Bayón, T., Totzek, D. (2013), How Customer Satisfaction Affects Employee Satisfaction and Retention in a Professional Services Context, **Journal of Service Research**, 16, 4, 503-517.

Wunderlich, P., Kranz, J., Totzek, D., Picot, A., Veit, D. (2013), The Impact of Endogenous Motivations on Adoption of IT-Enabled Services: The Case of Transformative Services in the Energy Sector, **Journal of Service Research**, 16, 3, 356-371.

Homburg, Ch., Koschate, N., Totzek, D. (2010), How Price Increases Affect Future Purchases: The Role of Mental Budgeting, Income, and Framing, **Psychology & Marketing**, 27, 1, 36-53.

Homburg, Ch., Steiner, V., Totzek, D. (2009), Managing Dynamics in a Customer Portfolio, **Journal of Marketing**, 73, 5, 70-89.

Homburg, Ch., Bornemann, T., Totzek, D. (2009), Preannouncing Pioneering vs. Follower Products: What Should the Message Be?, **Journal of the Academy of Marketing Science**, 37, 3, 310-327.

Homburg, Ch., Droll, M., Totzek, D. (2008), Customer Prioritization: Does It Pay Off, and How Should It Be Implemented?, **Journal of Marketing**, 72, 5, 110-130.

Other Articles and Book Chapters

Bergmeier, M., Ivanova, O., Totzek, D., Scholz, M. (2016), What Makes a Hot Deal? Drivers of Deal Popularity in Online Deal Communities, **Proceedings of the 2016 International Conference on Information Systems (ICIS)**, Dublin.

Homburg, Ch., Klarmann, M., Totzek, D. (2012), Using Multi-Informant Designs to Address Key Informant and Common Method Bias, in: Diamantopoulos, A., Fritz, W., Hildebrandt, L. (eds.), *Quantitative Marketing and Marketing Management*, Wiesbaden, 81-102.

Homburg, Ch., Totzek, D., Droll, M. (2010), All Customers Are Equal, But Some Are More Equal: Should Firms Prioritize Their Customers?, *GfK Marketing Intelligence Review*, 2, 1, 16-25.

Books in German

Totzek, D. (2011), *Preisverhalten im Wettbewerb: Eine empirische Untersuchung von Einflussfaktoren und Auswirkungen im Business-to-Business-Kontext*, Wiesbaden. (Dissertation)

Homburg, Ch., Totzek, D. (2011, eds.), *Preismanagement auf Business-to-Business-Märkten*, Wiesbaden.

Articles and Book Chapters in German

Totzek, D., Kinader, G., Kropp, E. (2019), Vermarktung von Produkt-Service-Systemen: Grundlagen und zentrale Herausforderungen für die Preisbestimmung, in: Obermaier, R. (ed.), *Handbuch Industrie 4.0 und Digitale Transformation*, Wiesbaden, forthcoming.

Totzek, D., Maar, D. (2016), Professionelle Dienstleistungen: Zentrale Charakteristika und Managementherausforderungen, in: Corsten, H., Roth, S. (eds.), *Handbuch Dienstleistungsmanagement*, Munich, 461-479.

Totzek, D., Alavi, S. (2010), Professionalisierung des Preismanagements auf Business-to-Business-Märkten: Die Rolle der Marktorientierung und der Unternehmenskultur, *zfbf*, 62, 8, 533-562.

Homburg, Ch., Totzek, D. (2011), Preismanagement auf B2B-Märkten: Zentrale Entscheidungsfelder und Erfolgsfaktoren, in: Homburg, Ch., Totzek, D. (eds.), *Preismanagement auf Business-to-Business-Märkten*, Wiesbaden, 13-70.

Homburg, Ch., Droll, M., Totzek, D. (2011), Kundenpriorisierung in der Marktbearbeitung: Erfolgswirkung und Erfolgsfaktoren der Umsetzung, in: Homburg, Ch., Wieseke, J. (eds.), *Handbuch Vertriebsmanagement*, Wiesbaden, 105-122.

Homburg, Ch., Totzek, D. (2011), Das eigene Geschäftsmodell verstehen, *salesbusiness*, 8/2011, 18-20.

Scholl, M., Totzek, D. (2010), Die Preispolitik professionalisieren, *Harvard Business Manager*, 4/2010, 43-50. Reprinted: *Harvard Business Manager*, Edition 4/2011, Pricing – Strategien und Instrumente für die Preispolitik, 34-40.

Totzek, D., Herrmann, K. (2007), Erfolgsfaktoren des Markentransfers von Luxusmarken, in: Bauer, H. H., Huber, F., Albrecht, C.-M. (eds.), *Erfolgsfaktoren der Markenführung*, Munich, 259-273.

Academic Awards

University of Tennessee Best Paper Award at the 2017 AMA Global Marketing SIG Conference, Havana, Cuba, for the paper “Organizational Aspects of Export Pricing and their Influence on Export Performance.”

Best Paper Award (Business-to-Business Marketing Track) at the 2010 AMA Winter Educators’ Conference, New Orleans, USA, for the paper “Why Do Managers Give Price Concessions? The Role of Organizational Price Perceptions.”

Overall Best Conference Paper und Best Paper Award (Strategy Track) at the 2007 AMA Winter Educators’ Conference, San Diego, USA, for the paper “Should Firms Prioritize Their Customers?”

Additional awards for Dissertation and Diploma Thesis.

Conference Presentations and Abstracts

Jurgensen, G., Totzek, D. (2019), Customer Reactions to Sequential Service Price Disclosure: Assessing the Role of Conscious and Unconscious Processes, 2019 AMA Winter Educators’ Conference, Austin, USA, 22.-24.02.2019.

Maar, D., Totzek, D. (2018), How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Price-Based Positioning and Contextual Factors for Project Performance, ISBM Academic Conference 2018 & 2018 AMA Summer Educators’ Conference, Boston, USA, 08.-12.08.2018.

Resch, R., Totzek, D. (2018), The B2B Brand Identity: Toward a Better Understanding of Its Dimensions and Its Relevance for Buying Behavior, ISBM Academic Conference 2018, Boston, USA, 08.-09.08.2018.

Maar, D., Totzek, D. (2018), How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Offer Positioning and Contextual Factors for Project Performance, 10th SERVSIG Conference, Paris, France, 14.06.-16.06.2018 & 2018 Annual Conference EMAC, Glasgow, UK, 29.05.-01.06.2018.

Resch, R., Totzek, D. (2018), What are You Searching for? Refining B2B Brand Functions From Suppliers’ and Customers’ Perspectives, 47th EMAC Annual Conference, 2018 Annual Conference EMAC, Glasgow, UK, 29.05.-01.06.2018.

Resch, R., Totzek, D. (2017), B2B Brand Identity Capabilities: What Does It Take to Build B2B Brands, BMM-EMAC 2017 Conference, Graz, Austria, 06.07.-08.07.2017.

Jurgensen, G., Totzek, D. (2017), The Negative Effects of Sequential Price Disclosure on Price Fairness: The Pole of Price Pocomplexity, Quality Inferences, and Eye-Tracking Data, 2017 Frontiers in Service Conference, New York City, NY, 22.06.–25.06.2017.

Maar, D., Totzek, D. (2017), When is Less Really More? The Opposite Effects of Professional Service Providers' Uncertainty Disclosure Strategies Before and After Things Go Wrong, 2017 Frontiers in Service Conference, New York City, NY, 22.06.–25.06.2017.

Frey, R., Totzek, D., Eilert, M. (2017), The Dark Side of Professional Services: Psychopathy in Doctors and Lawyers, International Research Symposium on Service Excellence in Management (QUIS), Porto, Portugal, 12.06.-15.06.2017.

- Hofer, K. M., Niehoff-Hoeckner, L. M., Totzek, D., Frantz, M. (2017), Organizational Aspects of Export Pricing and their Influence on Export Performance, AMA Global Marketing SIG Special Conference, Havana, Cuba, 06.04.-08.04.2017.
- Leinsle, P., Totzek, D. (2017), Can Hard Discounters Wash Away Their Sins? How Retailers' Low Price Image and Corporate Social Reputation Shape Customers' Price Fairness Judgments, 2017 AMA Winter Educators' Conference, Orlando, FL, 17.02.-19.02.2017.
- Luoma, J., Falk, T., Totzek, D., Tikkanen, H., Mrozek, A. (2016), Big Splash, No Waves? Incumbent Firms' Responses to Different Low-Price Market Entry Strategies, Academy of Management 2016 Annual Meeting, Anaheim, CA, 05.08.-09.08.2016.
- Bergmeier, M., Totzek, D. (2016), Annual Agreements between Manufacturers and Retailers in a Multichannel Context: Development and Evaluation of a Decision Support System, 2016 ISBM Academic Conference, Atlanta, GA, 03.08.-04.08.2016.
- Maar, D., Totzek, D. (2016), How to Communicate Uncertain Information Towards Clients as a Professional Service Provider: The Role of Uncertainty Disclosure and Communication Style, 2016 AMS 19th World Marketing Congress, Paris, 20.07.-22.07.2016.
- Bergmeier, M., Totzek, D. (2016), How to Design and Coordinate Differentiated Multichannel Sales Systems: Development of a Comprehensive Analytical Model and Empirical Application, 2016 AMA Winter Educators' Conference, Las Vegas, NV, 26.-28.02.2016.
- Leinsle, P., Totzek, D., Schumann, J. H. (2016), Towards a Better Understanding of Customer Tariff Choice: Addressing Value-in-Exchange, Value-in-Use, and the Context of Value Creation, 2016 AMA Winter Educators' Conference, Las Vegas, NV, 26.-28.02.2016.
- Maar, D. G., Totzek, D. (2016), How to Interact with Professional Service Clients: The Role of Communication Style and Uncertainty Disclosure during Service Encounters, 2016 AMA Winter Educators' Conference, Las Vegas, NV, 26.-28.02.2016.
- Leinsle, P., Totzek, D., Schumann, J. H. (2015), Towards a Better Understanding of Customer Tariff Choice: Addressing Value-in-Exchange, Value-in-Use, and the Context of Value Creation, 2015 Frontiers in Service Conference, San Jose, CA, 09.-12.07.2015.
- Homburg, Ch., Totzek, D. (2012), Pricing Issues in B2B-Markets, ISBM Academic Conference 2012, Chicago, IL, 15.08.-16.08.2012.
- Homburg, Ch., Allmann, J., Totzek, D. (2012), Inaccurate Price Fairness Judgments by Suppliers in Buyer-Seller Relationships: Preconditions and Outcomes, 2012 Annual Conference EMAC, Lissabon, Portugal, 22.05.-25.05.2012.
- Homburg, Ch., Totzek, D. (2011), The Effects of Organizational Price Perceptions and Incentives on Price Concessions in B2B-Markets, International Symposium on Contemporary Issues in Branding and Pricing, FINEC Sankt Petersburg, Russia, 06.10.-08.10.2011.
- Homburg, Ch., Allmann, J., Totzek, D. (2011), The Differential Profit Impact of Distributive, Procedural, and Interactional Price Fairness in Buyer-Seller Relationships, 2011 AMA Summer Educators' Conference, San Francisco, CA, 05.08.-07.08.2011.
- Homburg, Ch., Totzek, D., Krämer, M. (2011), Do Customers Prefer Many Tariff Options? The Role of Perceived Costs and Benefits of Variety in Pricing, 2011 AMS Annual Conference, Miami, FL, 24.05.-27.05.2011.
- Homburg, Ch., Totzek, D. (2010), Why Do Managers Give Price Concessions? The Role of Organizational Price Perceptions, 2010 AMA Winter Educators' Conference, New Orleans, LA, 19.02.-22.02.2010.
- Homburg, Ch., Krämer, M., Totzek, D. (2009), Negotiating the Pricing Maze: Why Do Customers Prefer Simple over Complex Prices?, 2009 Frontiers in Service Conference, Honolulu, HI, 29.10.-01.11.2009.

Homburg, Ch., Bornemann, T., Totzek, D. (2008), Preannouncing Pioneering vs. Follower Products: What Should the Message Be?, 2008 AMA Winter Educators? Conference, Austin, TX, 15.02.-18.02.2008.

Homburg, Ch., Droll, M., Totzek, D. (2007), Should Firms Prioritize Their Customers?, 2007 AMA Winter Educators? Conference, San Diego, CA, 16.02.-19.02.2007.

Homburg, Ch., Droll, M., Totzek, D. (2007), Customer Prioritization: Performance Outcomes and Implementation Issues, 2007 Academy of Marketing Science World Marketing Congress, Verona, Italy, 10.07.-14.07.2007.

Homburg, Ch., Koschate, N., Totzek, D. (2007), How Mental Budgeting Affects Future Spending: The Role of Income and Framing, 2007 AMA Winter Educators? Conference, San Diego, CA, 16.02.-19.02.2007.

Homburg, Ch., Koschate, N., Totzek, D. (2007), How Mental Budgeting Affects Future Spending: The Role of Price Increases, Income, and Framing, 2007 Academy of Marketing Science World Marketing Congress, Verona, Italy, 10.07.-14.07.2007.

Reviewing

International Journal of Research in Marketing, Journal of Business Research, Journal of Service Management, and other German language journals

External Ph.D. reviewer (Aalto University, University of Melbourne, KIT Karlsruhe)

2015 EMAC Annual Conference: Co-Chair of the Marketing Strategy Track

2011 AMA Summer Educators' Conference, San Francisco: Co-Chair of the Marketing Strategy Track

2011 AMA Winter Educators' Conference, Austin: Co-Chair of the Global Marketing Track

since 2011 AMA Winter/Summer Educators' Conference & EMAC Annual Conference

Doctoral Students

2016 Markus Bergmeier, 2017 Philipp Leinsle, 2019 Daniel Maar

Under supervision: Martin Frantz, Gabriel Jurgensen, Alisa Keller, Gloria Kinateder, Volkan Koçer, Eva Kropp, Laura Matschl, René Resch, Mila Vogelsang

Teaching

University of Passau

Principles of Marketing, International Marketing, Market Research, Pricing, B2B- Marketing and Sales Management, Brand Management and Communications, Survey Research, at Bachelor-, Master- and Ph.D.-level

Mannheim Business School, Germany

Mannheim Master of Accounting and Taxation: Marketing for Professional Services Firms
Mannheim MBA (Full Time and Part Time): Qualitative and Quantitative Research Methods

Corvinus University Budapest, Hungary

Principles of Marketing

Academic Memberships

American Marketing Association (AMA), Academy of Marketing Science (AMS), European Marketing Academy (EMAC), Academy of Management (AOM), German Academic Association for Business Research, German Association of University Professors and Lecturers