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EDUCATION & ACADEMIC POSITIONS

- Interim Professor of Marketing and Innovation, 2022-Current
Martin Luther University of Halle-Wittenberg, Faculty of Law, Economics and Business
- Habilitation (venia legendi) in Business Administration, 2022
University of Goettingen, Faculty of Business and Economics
- Instructor of Marketing, 2019-Current
University of Oregon, Lundquist College of Business
- Assistant Professor of Marketing, 2013-2019
University of Goettingen, Faculty of Business and Economics
- Postdoc, 2012-2013
Chemnitz University of Technology, Faculty of Economics and Business Administration
- Ph.D. (2012) and M.S. (2006) in Business Administration (Marketing), Summa Cum Laude
Chemnitz University of Technology, Faculty of Economics and Business Administration
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RESEARCH

Research Objective

To become a leading expert in managing the consumer experience through entertainment and communality, as well as improving self-regulation through offering meaningful information.

Book

Jahn, S. (2013): Konsumentenwert: Konzeptualisierung und Analyse der Wirkungen auf Zufriedenheit und Loyalität am Beispiel eines Festivals [*Consumer Value: Conceptualization and Analysis of its Impact on Satisfaction and Loyalty in a Festival Context*], Springer. (Dissertation)

Journal Articles

Henkel, L., Jahn, S., & Toporowski, W. (2022): Short and Sweet: Effects of Pop-up Stores' Ephemerality on Store Sales, *Journal of Retailing & Consumer Services*, 65, 102850.

Jahn, S., Furchheim, P., & Straessner, A.-M. (2021): Plant-based Meat Alternatives: Motivational Adoption Barriers and Solutions, *Sustainability*, 13 (23), 13271.

Wolf, T., Jahn, S., Hammerschmidt, M., & Weiger, W. (2021): Competition versus Cooperation: How Technology-Facilitated Social Interdependence Initiates the Self-Improvement Chain, *International Journal of Research in Marketing*, 38 (2), 472-491.

Jahn, S., Langer, A.-C., Elshiewy, E., & Boztug, B. (2020): How Perceived Security Risk Influences Acceptance of Virtual Shopping Walls, *Marketing ZFP-Journal of Research and Management*, 42 (4), 35-46.

Jahn, S., Tsalis, G., & Lähteenmäki, L. (2019): How Attitude Towards Food Fortification Can Lead to Purchase Intention, *Appetite*, 133, 370-377.

- Jahn, S., Nierobisch, T., Toporowski, W., & Dannewald, T. (2018): Selling the Extraordinary in Experiential Retail Stores, *Journal of the Association for Consumer Research*, 3 (3), 412-424.
- Jahn, S., Cornwell, T.B., Drengner, J., & Gaus, H. (2018): Temporary Communitas and Willingness to Return to Events, *Journal of Business Research*, 92, 329-338.
- Drengner, J., Jahn, S., & Furchheim, P. (2018): Flow Revisited: Process Conceptualization and a Novel Application to Service Contexts, *Journal of Service Management*, 29 (4), 703-734. (equal authorship)
- Cornwell, T.B., Jahn, S., Xie, J., & Suh, W.S. (2018): Feeling that In-group Feeling at a Sponsored Sporting Event: Links to Memory and Future Attendance, *Journal of Sport Management*, 32 (5), 426-437.
- Jahn, S., Schuch-Haellmigk, J., Dannewald, T., & Boztuğ, Y. (2018): How Category Average Reference Points Affect Choice of Sugary Foods, *Appetite*, 126, 201-209.
- Beeck, I., Jahn, S., & Toporowski, W. (2018): For Myself or Others? How App Service Design Impacts Physical Retail Experience, *Proceedings of the International Conference on Information Systems*, 39, 1-9.
- Sanjari, S.S., Jahn, S., & Boztuğ, Y. (2017): Dual-Process Theory and Consumer Response to Front-of-Package Nutrition Label Formats, *Nutrition Reviews*, 75 (11), 871-882. (Feature article; equal authorship)
- Demming, C.L., Jahn, S., & Boztuğ, Y. (2017): Conducting Mediation Analysis in Marketing Research, *Marketing ZFP-Journal of Research and Management*, 39 (3), 76-93. (Invited submission; equal authorship)
- Nierobisch, T., Toporowski, W., Dannewald, T., & Jahn, S. (2017): Flagship Stores for FMCG National Brands: Do they Improve Brand Cognitions and Create Favorable Consumer Reactions?, *Journal of Retailing and Consumer Services*, 34 (1), 117-137.
- Elshiewy, O., Jahn, S., & Boztuğ, Y. (2016): Seduced by the Label: How the Recommended Serving Size on Nutrition Labels Affects Sales Volume, *Journal of the Association for Consumer Research*, 1 (1), 104-114.
- Jahn, S. & Geissler, M. (2016): The Motivational Readiness Model of Entrepreneurship, *Academy of Management Best Paper Proceedings*, 47, 1-6.
- Drengner, J. & Jahn, S. (2013): Erlebniswelten im Sponsoring, *Marketing Review St. Gallen*, 29 (2), 60-67.
- Drengner, J., Jahn, S., & Gaus, H. (2013): Der Beitrag der Service-Dominant Logic zur Weiterentwicklung der Markenführung, *Die Betriebswirtschaft*, 73 (2), 143-160.
- Jahn, S., Gaus, H., & Kiessling, T. (2012): Trust, Commitment, and Older Women: Exploring Brand Attachment Differences in the Elderly Segment, *Psychology & Marketing*, 29 (6), 445-457.
- Drengner, J., Jahn, S., & Gaus, H. (2012): Creating Loyalty in Collective Hedonic Services: The Role of Satisfaction and Psychological Sense of Community, *Schmalenbach Business Review*, 64 (1), 59-76.
- Drengner, J., Jahn, S., & Zanger, C. (2011): Measuring Event-Brand Congruence, *Event Management*, 15 (1), 25-36.
- Drengner, J., Gaus, H., & Jahn, S. (2008): Does Flow Influence the Brand Image in Event Marketing?, *Journal of Advertising Research*, 48 (1), 138-147.

Book Chapters

- Steger, T. & Jahn, S. (2019): Roles and Tasks of German Supervisory Boards: An Exploratory View, in: Gabrielsson, J., Khlif, W., & Yamak (Eds.): *Research Handbook on Boards of Directors*. Cheltenham: E. Elgar, 358-373.
- Jahn, S. (2019): Wie verarbeiten Verbraucher Nährwertinformationen?, in: Tetscheid, P., Rohn, H., Langen, N., & Speck, M. (Eds.): *Nachhaltig Außer-Haus essen*. Munich: Oekom, 305-314.
- Jahn, S., Toporowski, W., Dannewald, T., & Nierobisch, T. (2018): Erlebnisorientierte Markeninszenierung in Flagship Stores, in: Zanger, C. (Ed.): *Events und Marke*. Wiesbaden: Springer Gabler, 185-201.
- Jahn, S. & Drengner, J. (2014): Entstehung und Wahrnehmung des Service Value, in: Bruhn, M. & Hadwich, K. (Eds.): *Service Value als Werttreiber. Konzepte, Messung und Steuerung. Forum Dienstleistungsmanagement*. Wiesbaden: Springer Gabler, 33-58.
- Drengner, J., Jahn, S., & Furchheim, P. (2013): Die Eignung von Social Networking-Plattformen für die Ablaufkontrolle von Events: Eine empirische Untersuchung unter Rückgriff auf die Erlebnisqualität, in: Zanger, C. (Ed.): *Events und Sport. Stand und Perspektiven der Eventforschung*. Wiesbaden: Springer Gabler, 153-178.
- Jahn, S., Drengner, J., Gaus, H., & Kießling, T. (2013): Brand Values als Instrument der Markenführung: Konzeptualisierung, Messung und Abgrenzung von der Markenpersönlichkeit, in: Baumgarth, C. & Boltz, D.-M. (Eds.): *Impulse für die Markenpraxis und Markenforschung*. Wiesbaden: Springer Gabler, 215-239.
- Jahn, S. & Zanger, C. (2013): Events und Social Media, in: Bruhn, M. & Hadwich, K. (Eds.): *Dienstleistungsmanagement und Social Media. Forum Dienstleistungsmanagement*. Wiesbaden: Springer Gabler, 261-280.
- Drengner, J., Jahn, S., & Furchheim, P. (2013): Customer Engagement-Praktiken auf Social Networking-Plattformen und deren Bedeutung für die Kundenintegration, in: Bruhn, M. & Hadwich, K. (Eds.): *Dienstleistungsmanagement und Social Media. Forum Dienstleistungsmanagement*. Wiesbaden: Springer Gabler, 221-242.
- Jahn, S. & Drengner, J. (2013): Transzendente Konsumerlebnisse bei Events, in: Zanger, C. (Ed.): *Events im Zeitalter von Social Media. Stand und Perspektiven der Eventforschung*. Wiesbaden: Springer Gabler, 109-128.
- Drengner, J. & Jahn, S. (2012): Konsumerlebnisse im Dienstleistungssektor, in: Bruhn, M. & Hadwich, K. (Eds.): *Customer Experience. Forum Dienstleistungsmanagement*. Wiesbaden: Springer Gabler, 227-249.
- Drengner, J., Jahn, S., & Gaus, H. (2010): Events and Loyalty Formation - The Role of Satisfaction, Felt Community, Emotional Experience, and Frequency of Use, in: Zanger, C. (Ed.): *Stand und Perspektiven der Eventforschung*. Wiesbaden: Springer Gabler, 151-166.
- Geissler, M., Jahn, S., & Haefner, P. (2010): Entrepreneurial Climate at Universities: Impact of Organizational Factors, in: Smallbone, D., Leitao, J., Raposo, M., & Welter, F. (Eds.): *The Theory and Practice of Entrepreneurship*. Cheltenham, UK/Northampton, USA: Edward Elgar, 12-31.

Conference Papers and Presentations

- Cornwell, T.B., & Jahn, S. (2022): Recognition in Sponsorship: Confidence, Connectivity and Tenure, 2022 European Association for Sport Management Conference, Innsbruck, Austria.
- Jahn, S., & Guhl, D. (2022): How Consumers Use Nutrition Information, 51st EMAC Conference 2022, Budapest, Hungary.
- Breaz, M., Jahn, S., & Boztuğ, Y. (2020): Compared to What? Examining the Prevalence of

- Categorization Bias for Within-Category Product Evaluations Despite the Presence of Objective Reference Points, *Marketing & Public Policy Conference*, virtual conference.
- Breaz, M., Jahn, S., & Boztuğ, Y. (2019): Simple Complexity: An Examination of Quantitative and Qualitative FOP Formats, *Association for Consumer Research Conference*, Atlanta, USA.
- Jahn, S., Schlather, M., & Boztuğ, Y. (2019): Toward a Generalized Adoption Modeling Framework, *41th INFORMS Marketing Science Conference*, Rome, Italy.
- Weiger, W., Elshiewy, O., & Jahn, S. (2019): How Marketer-Generated Content in Social Media Impacts Sales Along the Sentiment Cycle, *41th INFORMS Marketing Science Conference*, Rome, Italy.
- Jahn, S., Cornwell, T.B., & Humphreys, M. (2019): Rethinking International Sponsorship Recognition, *Academy of International Business Conference 2019*, Copenhagen, Denmark.
- Cornwell, T.B., Jahn, S., & Humphreys, M. (2019): Awareness for Sponsors of a Global Mega Event: Measurement Matters, *48th EMAC Conference 2019*, Hamburg, Germany.
- Henkel, L., Jahn, S., & Toporowski, W. (2019): Here Today, Gone Tomorrow: The Role of Store Ephemerality in Consumer Spending in Experiential Stores, *48th EMAC Conference 2019*, Hamburg, Germany.
- Breaz, M., Jahn, S., & Boztuğ, Y. (2019): Meaningful Numbers: Using Redundant Qualitative Cues to Reaffirm Quantitative Reference Points, *48th EMAC Conference 2019*, Hamburg, Germany.
- Jahn, S., Schlather, M., & Boztuğ, Y. (2019): Toward a Generalized Adoption Modeling Framework, *AMA Winter Academic Conference*, Austin, USA.
- Jahn, S., Breaz, M., Dannewald, T., & Boztuğ, Y. (2018): Meaningful Numbers: Consumer Response to Verbal Reaffirmation of Numerical Nutrition Information, *Association for Consumer Research Conference*, Dallas, USA.
- Beeck, I., Jahn, S., & Toporowski, W. (2018): For Myself or Others? How App Service Design Impacts Physical Retail Experience, *International Conference on Information Systems*, San Francisco, USA.
- Geissler, M., Jahn, S., Bergmann, H., & Dannewald, T. (2018): How Attitude and Self-Efficacy Form Entrepreneurial Intent, *2018 Academy of Management Meeting*, Chicago, USA.
- Breaz, M., Jahn, S., & Boztuğ, Y. (2018): Numbers that Talk: How the Combination of Verbal and Numerical Reference Points Help Consumers with Label Comprehension and Healthful Preferences, *European Association for Consumer Research Conference*, Ghent, Belgium.
- Cornwell, T.B., Jahn, S., Xie, J., & Suh, W.S. (2018): Feeling that Ingroup Feeling at a Sponsored Sporting Event: Links to Memory and Future Attendance, *47th EMAC Conference 2018*, Glasgow, Scotland.
- Jahn, S., Nierobisch, T., Toporowski, W., & Dannewald, T. (2018): Selling the Extraordinary in Flagship Stores, *47th EMAC Conference 2018*, Glasgow, Scotland.
- Breaz, M., Jahn, S., & Boztuğ, Y. (2018): Meaningful Numbers: How Consumers' Label Comprehension and Healthful Preferences Benefit from the Reinforcement of Numerical Reference Points with Verbal Cues, *47th EMAC Conference 2018*, Glasgow, Scotland.
- Demming, C.L., Jahn, S., & Boztuğ, Y. (2018): When Friends Give Bad Advice: How Relationship Involvement Impacts Evaluation of Recommendations and Willingness to Follow Again, *47th EMAC Conference 2018*, Glasgow, Scotland.
- Sanjari, S.S., Jahn, S., & Boztuğ, Y. (2018): One Label, Two Choices: How Nutrition Knowledge and Time Pressure Impact Use of Front-of-Package Nutrition Labels, *47th EMAC*

Conference 2018, Glasgow, Scotland.

Jahn, S., Dannewald, T., & Boztuğ, Y. (2017): How Health Claims Lead to Indulgence, *Association for Consumer Research Conference*, San Diego, USA.

Brännback, M., Carsrud, A.L., Krueger, N.F., Sieger, P., Bergmann, H., Brazeal, D., Jahn, S., Kautonen, T., Shirokova, G., Minola, T., Nikou, S., & Monsen, E. (2017): The Future of Entrepreneurial Intentions Research: Topics, Challenges, and Opportunities, *Professional Development Workshop, 2017 Academy of Management Meeting*, Atlanta, USA.

Cornwell, T.B. & Jahn, S. (2017): Rethinking Sponsorship Recognition, *2017 AMS World Marketing Congress*, Christchurch, New Zealand.

Jahn, S., Gaus, H., Kiessling, T., & Drengner, J. (2017): Conceptualizing the Human Value Content of Perceived Brand Intentions, *46th EMAC Conference 2017*, Groningen, Netherlands.

Boztuğ, Y., Jahn, S., Dannewald, T., Doering, T., & Schuch, J. (2017): How Summary Nutrition Information Reduces Overindulgence, *46th EMAC Conference 2017*, Groningen, Netherlands.

Elshiewy, O., Jahn, S., Doering, T., & Boztuğ, Y. (2017): ‘Low Fat’ But High in Sugar: Consumer Response to Potentially Misleading Nutrition Claims, *46th EMAC Conference 2017*, Groningen, Netherlands.

Drengner, J., Jahn, S., Cornwell, T.B., & Gaus, H. (2017): Volitional Reconsumption of Leisure Events, *46th EMAC Conference 2017*, Groningen, Netherlands.

Sanjari, S.S., Jahn, S., & Boztuğ, Y. (2017): Choosing Fast and Slow: Processing Mode and Consumer Response to FOP Nutrition Label Formats, *AMA Winter Educators’ Conference 2017*, Orlando, USA.

Jahn, S. & Geissler, M. (2016): The Motivational Readiness Model of Entrepreneurship, *2016 Academy of Management Meeting*, Anaheim, USA.

This paper won the Best Conceptual Paper Award (Entrepreneurship Division)

Elshiewy, O., Jahn, S., Doering, T., & Boztuğ, Y. (2016): ‘Low Fat’ but High in Sugar: Consumer Response to Misleading Nutrition Claims, *Association for Consumer Research Conference*, Berlin, Germany.

Jahn, S., Schuch, J., Dannewald, T., & Boztuğ, Y. (2016): How Reference Information Can Tame What-the-Hell Behaviors, *45th EMAC Conference 2016*, Oslo, Norway.

Boztuğ, Y., Jahn, S., & Dannewald, T. (2016): Health Claims Can Make You Fat, But Only When They Are Relevant, *45th EMAC Conference 2016*, Oslo, Norway.

Elshiewy, O., Jahn, S., & Boztuğ, Y. (2016): Too Much Food Marketing - How Voluntary Front-of-Pack Nutrition Labeling on Products with Nutrition Claims Can Harm Retailers, *45th EMAC Conference 2016*, Oslo, Norway.

Jahn, S. & Geissler, M. (2016): The Motivational Readiness Model of Entrepreneurship, *United States Association for Small Business and Entrepreneurship Annual Conference 2016*, San Diego, USA.

This paper won the Best Empirical Paper – Runner Up Award

Elshiewy, O., Jahn, S., & Boztuğ, Y. (2015): How the Disclosure of Nutrition Information with Different ‘Per-Serving Basis’ Affects Sales Volume, *Association for Consumer Research Conference*, New Orleans, USA.

Schuch, J., Jahn, S., & Boztuğ, Y. (2015): Abstract Goal and External Reference-Point Interaction in Food Decision Making, *Association for Consumer Research Conference*, New

Orleans, USA.

Furchheim, P. & Jahn, S. (2015): How Cultural Capital Shapes Green Product Preferences Among Materialists, *Association for Consumer Research Conference*, New Orleans, USA.

Cornwell, T.B., Jahn, S., & Suh, W.S. (2015): The Conceptual Chain from Event Activities to Emotions to Atmosphere, and Sponsor Awareness and Patronage, *2015 AMS World Marketing Congress*, Bari, Italy.

Furchheim, P. & Jahn, S. (2015): Greening Up a Material World, *44th EMAC Conference 2015*, Leuven, Belgium.

Schuch, J., Jahn, S., & Boztuğ, Y. (2014): The Role of Category Average Reference Points and Health Halos in Purchase Intentions of Healthy and Hedonic Food, *Association for Consumer Research Conference*, Baltimore, USA.

Jahn, S. (2014): The Value of Customers for a Firm: A Framework, *AMA Summer Educators' Conference 2014*, San Francisco, USA.

Jacobi, F., Jahn, S., Krawatzek, R., Dinter, B., & Lorenz, A. (2014): Towards a Design Model for the Interdisciplinary Curriculum Development, as Exemplified by Big Data Analytics Education, *European Conference on Information Systems*, Tel Aviv, Israel.

Elshiewy, O., Jahn, S., & Boztuğ, Y. (2014): The Effectiveness of Nutrition Labels in Fighting Health-Halos, *AMA Summer Educators' Conference 2014*, San Francisco, USA.

Schuch, J., Jahn, S., Dannewald, T., & Boztuğ, Y. (2014): Understanding Nutrition Information: How Reference Points Affect Healthful Food Choice, *AMA Summer Educators' Conference 2014*, San Francisco, USA.

Pyka, S., Jahn, S., & Zanger, C. (2014): The Beneficial Effect of Resilience on Sales Performance in the Presence of Role Ambiguity, *43rd EMAC Conference 2014*, Valencia, Spain.

Furchheim, P., Jahn, S., & Zanger, C. (2014): Holier Than Thou – An Exploration of the Green Side of Materialism, *Third Conference for Positive Marketing*, New York, USA.

Jahn, S., Drengner, J., Gaus, H., & Kießling, T. (2013): Brand Values als Instrument der Markenführung: Konzeptualisierung, Messung und Abgrenzung von der Markenpersönlichkeit, *Deutscher Markentag*, Berlin, Germany.

Furchheim, P., Jahn, S., & Zanger, C. (2013): When Altruism Is Perceived to Be Rare, Would Materialists Buy Green?, *Association for Consumer Research Conference*, Chicago, USA.

Pyka, S., Jahn, S., & Zanger, C. (2013): Resilience and its Beneficial Effect on Work Engagement in Adverse Workplace Situations, *ANZMAC Conference 2013*, Auckland, New Zealand.

Jahn, S., Cornwell, T.B., & Drengner, J. (2013): Activational Sponsorship Communications and the Development of Self-Brand Connections, *42nd EMAC Conference 2013*, Istanbul, Turkey.

Pyka, S., Jahn, S., & Zanger, C. (2013): Resilience as a Resource to Improve Sales Performance in Adverse Workplace Situations, *42nd EMAC Conference 2013*, Istanbul, Turkey.

Furchheim, P., Jahn, S., Koley, S., & Zanger, C. (2013): When Materialistic and Sustainable Values Collide: Strategies to Cope, *42nd EMAC Conference 2013*, Istanbul, Turkey.

Jahn, S., Drengner, J., & Furchheim, P. (2013): Flow Revisited: Process Conceptualization and Extension to Reactive Consumption Experiences, *AMA Winter Marketing Educators' Conference 2013*, Las Vegas, USA.

This paper won the *Best in Conference Paper Award*

- Furchheim, P., Jahn, S., & Zanger, C. (2013): When Materialistic and Sustainability Values Collide: Strategies for Static and Dynamic Goal Management, *AMA Winter Marketing Educators' Conference 2013*, Las Vegas, USA.
- Furchheim, P., Jahn, S., & Zanger, C. (2012): The Green Side of Materialism, *AMA Summer Marketing Educators' Conference 2012*, Chicago, USA.
- Kiessling, T., Jahn, S., & Zanger, C. (2012): Investigating Consumption Consequences of Two Different Types of Nostalgia, *AMA Summer Marketing Educators' Conference 2012*, Chicago, USA.
- Drengner, J. & Jahn, S. (2012): Sponsorships as Value Propositions: Investigating the Effects of Direct and Indirect Value Co-Creation on Sponsor Brand Relationships and Purchase Intentions, *LCB Research Conference in Sport Marketing: Focus on Sponsorship*, Portland, USA.
- Meyhoefer, T., Schacht, M., Jahn, S., Zanger, C., & Kaminski, S. (2012): Leadership Education as Success Factor in New Venture Creation Support, *2012 ICSB World Conference*, Wellington, New Zealand.
- Furchheim, P., Jahn, S., & Zanger, C. (2012): Green Materialists, *41st EMAC Conference 2012*, Lisbon, Portugal.
- Kiessling, T., Jahn, S., & Zanger, C. (2012): Investigating Consumption Consequences of Different Nostalgia Types: The Power of Personal and Historical Nostalgia, in: *41st EMAC Conference 2012*, Lisbon, Portugal.
- Jahn, S., Drengner, J., Gaus, H., & Cornwell, T.B. (2011): Connected Consumers: The Influence of Temporal Sense of Community, Socio-Emotional Experience, and Satisfaction on Event Loyalty, *Association for Consumer Research Conference*, St. Louis, USA.
- Meyhoefer, T., Schacht, M., Jahn, S., & Zanger, C. (2011): Leadershipausbildung als Erfolgsfaktor in der Gründerbetreuung, *15. Jahreskonferenz zur Gründungsforschung*, St. Gallen/Zürich, Switzerland.
- Drengner, J., Jahn, S., Gaus, H., & Cornwell, T.B. (2011): Delivering Linking Value through Events: Investigating Communal and Experiential Drivers of Loyalty, *2011 AMS World Marketing Congress*, Reims, France.
- Jahn, S., Drengner, J., & Zanger, C. (2011): Measuring Sponsor-Event Congruence, *2011 AMS World Marketing Congress*, Reims, France.
- Geissler, M., Jahn, S., Loebel, H., & Zanger, C. (2011): From Business Opportunity to Action: What Lies in Between?, *2011 ICSB World Conference*, Stockholm, Sweden.
- Jahn, S., Drengner, J., & Cornwell, T.B. (2011): A Comparison of Three Different Approaches to Measure Sponsor-Event Congruence, *40th EMAC Conference 2011*, Ljubljana, Slovenia.
- Kiessling, T., Jahn, S., & Zanger, C. (2011): First Steps Towards Conceptualization and Measurement of Personal and Historical Nostalgia, *40th EMAC Conference 2011*, Ljubljana, Slovenia.
- Geissler, M., Jahn, S., & Zanger, C. (2010): Entrepreneurial Opportunities and Their Interplay with Entrepreneurial Intention Creation - an Empirical Study, *24th Conference on Research in Entrepreneurship and Small Business*, Maastricht, Netherlands.
This paper won the José Veciana Best Paper Award
- Jahn, S., Drengner, J., Gaus, H., & Zanger, C. (2010): Collective Hedonic Services and Loyalty Intentions: The Role of Customer Satisfaction, Psychological Sense of Community, Emotional Experience, and Frequency of Use, *39th EMAC Conference 2010*, Copenhagen,

Denmark.

- Pyka, S., Jahn, S., & Zanger, C. (2010): Exploring the Role of Salesperson Resilience, *39th EMAC Conference 2010*, Copenhagen, Denmark.
- Wolf, S., Zanger, C., & Jahn, S. (2010): Predicting Participation in Extra-Occupational Higher Education Programs: Broadening the Theory of Planned Behavior, *39th EMAC Conference 2010*, Copenhagen, Denmark.
- Drengner, J., Jahn, S., & Gaus, H. (2010): Collective Hedonic Services and the Co-Creation of Value – Is Satisfaction the Silver Bullet?, *AMA Winter Educators' Conference 2010*, New Orleans, USA.
- Drengner, J. & Jahn, S. (2010): Is Event Sponsorship Always Rewarding? An Examination of Risks for Sponsors Caused by the Event Environment, *AMA Winter Educators' Conference 2010*, New Orleans, USA.
- Sachse, M., Drengner, J., & Jahn, S. (2009): Negative Effects of Event Sponsoring and Ambushing: The Case of Consumer Confusion, *Association for Consumer Research Conference*, Pittsburgh, USA.
- Gaus, H., Jahn, S., Kiessling, T., & Drengner, J. (2009): How to Measure Brand Values?, *Association for Consumer Research Conference*, Pittsburgh, USA.
- Jahn, S., Gaus, H., & Kiessling, T. (2009): Trust, Commitment, and the Elderly: Exploring Age Differences in Consumer-Brand Relationships, *Association for Consumer Research Conference*, Pittsburgh, USA.
- Geissler, M. & Jahn, S. (2009): The Role of University's Entrepreneurial Climate in the Entrepreneurial Decision Making Process, *23rd Conference on Research in Entrepreneurship and Small Business*, Budapest, Hungary.
- Sachse, M., Drengner, J., & Jahn, S. (2009): Negative Effects of Multiple Sponsoring and Ambushing of Mega Sports Events: The Case of FIFA Soccer World Cup 2006 and UEFA Euro 2008, *17th EASM European Sport Management Conference 2009*, Amsterdam, Netherlands.
- Gaus, H., Jahn, S., Drengner, J., & Kiessling, T. (2009): Developing a Scale to Measure Brand Values, *2009 AMS World Marketing Congress*, Oslo, Norway.
- Gaus, H., Jahn, S., & Kiessling, T. (2009): Not That Equal: The Impact of Age on Older Consumers' Brand Relationships, *2009 AMS World Marketing Congress*, Oslo, Norway.
- Gaus, H., Jahn, S., Kiessling, T., & Drengner, J. (2009): Developing a Brand Values Scale Based on Schwartz's Value Survey, *38th EMAC Conference 2009*, Nantes, France.
- Geissler, M., Jahn, S., Kaminski, S., & Zanger, C. (2009): University-SME Co-Operation: Benchmarking the Best, *54th ICSB World Conference*, Seoul, South Korea.
- Gaus, H. & Jahn, S. (2009): Brand Values, menschliche Werte und Brand Emotional Appeal, in: Guenther, E. & Souren, R. (Eds.): *Klimawandel - eine Herausforderung für die BWL. Dresdner Beiträge zur Betriebswirtschaftslehre* (Nr. 150/09), 145-152.
- Schuebel, S., Jahn, S., & Geissler, M. (2009): Die Wahrnehmung unternehmerischer Chancen mit Hochschulhintergrund als Ausgangspunkt akademischer Unternehmensgründungen, *13. Interdisziplinären Jahreskonferenz für die Gründungsforschung*, Leipzig.
- Geissler, M., Jahn, S., & Schumann, F. (2009): Opportunity Perception als Mediator im Gründungsprozess: Eine Erweiterung der Theorie des geplanten Verhaltens, *13. Interdisziplinären Jahreskonferenz für die Gründungsforschung*, Leipzig.
- Gaus, H., Drengner, J., Jahn, S., & Kiessling, T. (2009): Toward a Brand Values Scale: Concept

and First Empirical Steps, *AMA Winter Educators' Conference 2009*, Tampa, USA.

Steger, T. & Jahn, S. (2008): Are They Worth the Money They Get? - Role Taking and Contribution of German Supervisory Boards, *5th EIASM Workshop on Corporate Governance 2008*, Brussels, Belgium.

Geissler, M., Jahn, S., & Haefner, P. (2008): Entrepreneurial Climate at Universities: Impact of Organizational Factors, *22nd Conference on Research in Entrepreneurship and Small Business*, Covilha, Portugal.

Gaus, H., Jahn, S., & Kiessling, T. (2008): Consumer-Brand Relationships in the Gray Market: An Empirical Study among 'Younger' and 'Older' Elderly Women, *AMA Summer Educators' Conference 2008*, San Diego, USA.

Geissler, M., Jahn, S., & Haefner, P. (2008): A Climate Approach for Fostering Entrepreneurship in an Academic Setting, *53rd ICSB 2008 World Conference*, Halifax, Canada.

Gaus, H., Jahn, S., Kiessling, T., & Weissgerber, A. (2008): Does Aging Affect Brand Relationships? A Comparison of 'Younger' and 'Older' Elderly Women, *37th EMAC Conference 2008*, Brighton, England.

Jahn, S. (2008): Animosity Effects on Self-Brand Connections. EMAC Doctoral Colloquium, Brighton, England.

Gaus, H. & Jahn, S. (2007): Consumer Knowledge and Country of Origin Effect in the Era of Global Automobile Production: Results of an Empirical Study, *36th EMAC Conference 2007*, Reykjavik, Iceland.

Drengner, J., Gaus, H., & Jahn, S. (2007): Image Effects of Marketing Events: The Impact of Flow Experiences, *AMA Winter Educators' Conference 2007*, San Diego, USA.

Zanger, C., Gaus, H., Jahn, S., Kaminski, S., & Wenisch, M. (2006): Competence-Based Preconditions for the Operativeness of a Regional Marketing Cluster, *51st ICSB World Conference*, Melbourne, Australia.

AWARDS

Best Paper Awards

- Best Conceptual Paper Award from the Entrepreneurship Division, Academy of Management Meeting, Anaheim, 2016
- Best Empirical Paper - Runner Up Award from the United States Association for Small Business and Entrepreneurship, San Diego, 2016
- Best in Conference Paper Award at the AMA Winter Marketing Educators' Conference, Las Vegas, 2013
- Best Paper in Consumer Psychology Track Award at the AMA Winter Marketing Educators' Conference, Las Vegas, 2013
- José Veciana Best Paper Award at the Conference on Research in Entrepreneurship and Small Business (RENT), Maastricht, 2011

Travel Grants

- Travel grant (German Academic Exchange Service DAAD), 2017
- Travel grant (German Academic Exchange Service DAAD), 2015

- Travel grant (German Academic Exchange Service DAAD), 2011
- Travel grant (German Research Foundation DFG), 2008

Other Awards

- Outstanding Reviewer Award, Journal of Retailing & Consumer Services

TEACHING

Teaching Experience

- *Innovation and Entrepreneurial Marketing*, University of Halle, Faculty of Law, Economics and Business, 2022-current
- *Strategic Marketing*, University of Halle, Faculty of Law, Economics and Business, 2022-current
- *Sports Sponsor Alliance (SBUS 652)*, University of Oregon, Lundquist College of Business, 2020-2022
- *Sports Sponsorship (SBUS 452)*, University of Oregon, Lundquist College of Business, 2020-2022
- *Sports Marketing (SBUS 450)*, University of Oregon, Lundquist College of Business, 2019-2022
- *Entrepreneurial Marketing (MKTG 445)*, University of Oregon, Lundquist College of Business, 2019-Current
- *Consumer Science & Public Policy*, University of Goettingen, Faculty of Business and Economics, 2015-2019
- *International Marketing*, University of Goettingen, Faculty of Business and Economics, 2014-2019
- *Consumer Behavior*, University of Goettingen, Faculty of Business and Economics, 2014
- *Consumer Behavior*, Chemnitz University of Technology, Faculty of Economics and Business Administration, 2012
- *Quantitative Marketing Research*, Chemnitz University of Technology, Faculty of Economics and Business Administration, 2011-2013
- *Scientific Writing*, Chemnitz University of Technology, Faculty of Economics and Business Administration, 2012-2013
- *Marketing*, State Academy of Thuringia, 2012
- Seminar and research project supervision, University of Goettingen and Chemnitz University of Technology, 2006-2019

Teaching Evaluations

- Consumer Science & Public Policy: 6.6 out of 7 (department avg. = 5.4)
- International Marketing: 5.7 out of 7 (department avg. = 5.4)
- Consumer Behavior: 5.9 out of 7 (department avg. = 5.4)
- Marketing: 106 (normed, 100 = average)

SERVICE

Reviewer

- *Appetite*
- *International Journal of Research in Marketing*
- *Journal of Advertising*
- *Journal of Business Research*
- *Journal of Retailing & Consumer Services*
- *Journal of Service Management*
- *Journal of Sport Management*
- *Journal of the Academy of Marketing Science*
- *Nutrients*
- *Psychology & Marketing*
- *Sustainability*

- *American Marketing Association (AMA) Winter Marketing Educators' Conference*
- *Association for Consumer Research (ACR) Conference*
- *European Marketing Academy (EMAC) Conference*
- *International Conference on Information Systems*

Guest Editor

Special Issue "Food Decision Making, Branding, and Sustainable Marketing," *Sustainability*, 2022

Track Chair

Consumer Behavior Track, 2021 Academy of Marketing Science Conference

Department and College Service

Faculty advisor, Warsaw Sports Business Club, 2019-2022
University of Oregon, Lundquist College of Business

Lundquist College of Business Scholarship committee member, 2020-2022
University of Oregon, Lundquist College of Business

Search committee member, Instructor of Marketing, 2021
University of Oregon, Lundquist College of Business

Lundquist College of Business Stewart Award committee member, 2021
University of Oregon, Lundquist College of Business

Search committee member, Professorship of Development Economics, 2017
University of Goettingen, Faculty of Business and Economics

Faculty coordinator, university election, 2015 and 2017
University of Goettingen, Faculty of Business and Economics

Delegation member, department trip to Shanghai and Nanjing (China), 2016
University of Goettingen, Faculty of Business and Economics

Committee member, student recruiting initiative, 2010-2011
Chemnitz University of Technology

Task force member, Smart Systems Campus, 2008-2010
Chemnitz University of Technology and City of Chemnitz

Student member of the study commission, 2003-2005

Chemnitz University of Technology, Faculty of Economics and Business Administration

Member of student council, 2001-2002

Chemnitz University of Technology

Member of student council, 2000-2004

Chemnitz University of Technology, Faculty of Economics and Business Administration