

## Dr. Axel Stock

Department of Marketing  
College of Business Administration  
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### EMPLOYMENT

Associate Professor (with tenure), Fall 2010 – present  
Assistant Professor, Fall 2003 – Spring 2010  
Marketing Department, CBA, University of Central Florida (UCF)

Visiting Professor, University of Seoul, South Korea, Summer 2018  
Visiting Scholar, ESMT, Berlin, Germany, Spring 2015

**Dual Citizenship:** USA/ Germany

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**EDUCATION**     **Krannert School of Management**, Purdue University, W. Lafayette, IN  
Ph.D. in Management, December 2003  
Major: Marketing; Minor: Economic Theory

**Krannert School of Management**, Purdue University, W. Lafayette, IN  
M.S. in Economics, August 1997

**Department of Management**, Universität Osnabrück, Germany  
Vordiplom in Management, December 1994

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**RESEARCH INTEREST**     Game Theory, Economics of Uncertainty and Information, Competitive Strategy, Product Management, Pricing, Product Scarcity Strategies

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### REFEREED ARTICLES

Ashoori, M., Schmidbauer E. and Stock, A. (2020) “Exclusivity as a Signal of Quality in a Marketing with Word-of-Mouth Communication”, *Review of Marketing Science*, 18 (1), 99-115

Banerjee, S., Stock A. (2018) “Retailer Dominance and Quality Variation: Observations and a Theoretical Explanation” *Journal of Retailing*, 94(4), 408-418

Schmidbauer E., Stock A. (2018) “Quality Signaling via strikethrough prices”, *International Journal of Research in Marketing*. 35(3), 524-532

Ghosh, B., Stock, A. (2010) "Advertising Effectiveness, Digital Video Recorders and Product Market Competition", *Marketing Science*, 29(4), 639 - 649

Balachander, S., Ghosh, B. and Stock, A. (2010) "Why Bundle Discounts can be a Profitable Alternative to Competing on Price Promotions", *Marketing Science*, 29(4), 624 - 638

Balachander, S., Liu, Y. and Stock, A. (2009) "An Empirical Analysis of Scarcity Strategies in the Automobile Industry", *Management Science*, 55(10), pp. 1623 - 1637

Balachander, S., Stock A. (2009) "Limited Edition products: When and When Not to Offer Them", *Marketing Science*, 28(2), pp. 336-355

Stock, A., Balachander S. (2005) "The Making of a Hot Product: A Signaling Explanation of Marketers' Scarcity Strategy", *Management Science*, 51(8), pp. 1181-1192

## **WORKING PAPERS**

"Forced Ranking: Why and How to Implement it to Motivate an Ambiguity Averse Sales Force" with Somnath Banerjee  
(invited to revise & resubmit for 4<sup>th</sup> round of review at *Marketing Science*)

"The Dynamic Impact of Customers' Perception of Price Unfairness on the Profitability of Targeted Promotions" with Lin Liu and Minoo Talebi  
(Targeted at *Marketing Letters*)

"Peter Principle in Sales Managerial Promotions: An Alternative Explanation", with Somnath Banerjee (Targeted at *Journal of Marketing Research*)

"The Impact of Customer Boredom on the Efficacy of a Rewards Program" with Minoo Talebi (targeted at *Journal of Retailing*)

## **WORK IN PROGRESS**

"The effect of out of stock on intra and inter brand choices" with Jia Li

"Signaling in a distribution channel" with Yu-Hung Chen

"Channel Choice when Consumers Seek Exclusivity", with Sona Klucarova-Travani

## CONFERENCE PROCEEDINGS

“Dominant Retailer, Lower Product Quality and Uninformed Customers”, with Somnath Banerjee, *International INFORMS meeting 2018*, Taipei, Taiwan

“Signaling Quality through Availability on Daily Deal Platforms”, with Minoo Talebi Ashoori *Summer, AMA conference 2016*, Atlanta, Georgia

## PRESENTATIONS

“Channel Choice when Consumers Seek Exclusivity”, Marketing Science Conference 2019, Rome, Italy

“Dominant Retailer, Lower Product Quality and Uninformed Customers”, International INFORMS meeting 2018, Taipei, Taiwan

“Dominant Retailer, Lower Product Quality and Uninformed Customers”, Marketing Science Conference 2018, Philadelphia

“Signalling Quality through Availability on Daily Deal Platforms” *Summer AMA conference 2016*, Atlanta, Georgia

“Signalling Quality through Availability on Daily Deal Platforms” *Marketing Science Conference 2016*, Fudan University, Shanghai, China

“Quality Disclosure via Strikethrough Prices” *Marketing Science Conference 2015*, Johns Hopkins University, Baltimore, Maryland

“Peter Principle in Sales Managerial Promotions: An Alternative Explanation”, *Marketing Science Conference 2014*, Emory University, Atlanta, Georgia

“The Dynamic Impact of Customers’ Perception of Price Unfairness on the Profitability of Targeted Promotions” *Marketing Science Conference 2014*, Emory University, Atlanta, Georgia

“When the Buyer is Not the User”, *Marketing Science Conference 2013*, Özyeğin University, Istanbul, Turkey

“Sales Force Career Tournaments”, *Marketing Science Conference 2012*, Boston University, Boston

“The Impact of Customer Boredom on the Efficacy of a Rewards Program”, *Marketing Science Conference 2012*, Boston University, Boston

“Advertising Effectiveness, Digital Video Recorders and Product Market Competition”, Universität Osnabrück, Germany, 2010, *invited presentation*

“Limited Edition Products and Channel Strategy”, *Marketing Science Conference 2010*, University of Cologne, Cologne, Germany

“Competition with Environmentally Friendly Products”, *Marketing Science Conference* 2009, University of Michigan, Ann Arbor

“The Effect of the Diffusion of Ad Avoidance Technologies on Advertiser Strategies”, *Marketing Science Conference* 2008, University of British Columbia, Vancouver

“Limited Edition Products: When and When Not to Offer Them”, *Marketing Science Conference* 2007, Singapore Management University, Singapore

“The Effect of Product Scarcity on Quality Image: Empirical Evidence from the US Car Market”, *Marketing Science Conference* 2004, University of Rotterdam, Rotterdam

“Scarcity as a Signal of Quality”, *Marketing Science Conference* 2003, University of Maryland, College Park

## TEACHING EXPERIENCE

### *Ph.D. teaching*

**College of Business Administration**, University of Central Florida, USA  
Seminar in Marketing Models (Evaluation 4.9/ 5.0)

### *MBA teaching*

**College of Business Administration**, University of Central Florida, USA  
Strategic Marketing Management (Evaluation 4.5/5.0)

- PMBA cohort
- Sports Business Management cohort

### *Undergraduate teaching*

**College of Business Administration**, University of Central Florida, USA  
Marketing Management (Evaluation 4.3/5.0)  
Marketing Strategy (Evaluation 4.4/ 5.0)  
Marketing Research & Analysis

**Krannert School of Management**, Purdue University, USA  
Marketing Management (4.3 / 5.0)

**College of Business Administration**, University of Seoul, South Korea  
Global Marketing Management (4.5/5.0)

**Department of Management**, Universität Osnabrück, Germany  
Teaching Assistant, Statistical Inference (Recitation)  
Teaching Assistant, Probability Theory (Recitation)

## **HONORS**

Midwest Academy of Management, *Best General Management Paper Award, 2016*

*College Award for Research Excellence, UCF, 2010*

*Research Incentive Award (RIA), UCF, 2009-2010*

*Nominated for Frank Bass Dissertation Award 2007*

Krannert School of Management: *Certificate of Recognition for Teaching Excellence* (Evaluation 4.3/5.0) Summer 2001

*DAAD scholarship, 1996-1997*

## **PROFESSIONAL SERVICE**

### Service to the Profession

#### **Editorial Review Board**

*Journal of Business Research – Retailing Area*

#### **Ad-hoc reviewer**

*Marketing Science*

*Management Science*

*Journal of Marketing Research*

*Quantitative Marketing & Economics*

*Decision Sciences*

*Manufacturing & Service Operations Management*

*Production and Operations Management*

*International Journal of Research in Marketing*

*Marketing Letters*

*Journal of Interactive Marketing*

*Journal of International Marketing*

*IISE Transactions*

*Social Sciences and Humanities Research Council of Canada*

*Summer AMA conference*

*Winter AMA conference*

#### **Discussant**

Frontiers in Marketing Science conference, UT Dallas, 2009

## Service to the University

**Faculty Senate**, 2019 – present

University committees:

**Undergraduate Course Review Committee** 2020- present

**Committee on Committees**, 2019-2020

**University Steering Committee**, 2019-2020

**Graduate Council Policy Committee**, 2009 - 2012

**Invited Participant:** 2-day President's Roundtable Discussion, UCF, *The Role of the Research University in the Citistate*

**Faculty Marshall:** Commencement, August 2008

**Judge:** Microsoft's "Knightsmail" Case Competition, Spring 2008

**Faculty Advisor:** Latin Rhythms, UCF, 2005-present  
UCF Chess Club, 2011- 2015

## Service to the College

**Doctoral Program Review Committee (DPRC),**

Member 2011-2013

Chair 2013

**Undergraduate Review Committee (UPRC),**

Member 2014-2016

**Research Committee**, 2009-2016 (alternate), 2018-2020 (alternate)

**Teaching and Learning Committee**, 2005-2012

## Service to the Department

**Graduate Certificate in Digital Marketing Committee** (Chair), 2018-2019

**Graduate Certificate in Sales Management Committee**, (Chair), 2018-pres.

**MS in Marketing Committee** (Chair), 2015-2016

**Undergraduate Committee**, 2014-2016

**Teaching and Learning Committee**, 2005-2009, 2012 - present

**Doctoral Program Advisory Committee (DPAC)**, 2003-2005, 2009-2012,  
2012-2013 (Chair),  
2013-2019

**Faculty Recruiting Committee**, 2005, 2006, 2010-2012, Spring 2013, Fall  
2015 (Chair), Spring 2016, Spring 2018

## DISSERTATION COMMITTEES

Somnath Banerjee, UCF, graduation: August 2015  
First placement: *North Dakota State University*  
Chair

Mino Talebi, UCF, graduation: August 2015  
First placement: *Purdue University Northwest*  
Chair

Robert Cascio, UCF, graduation: August 2012  
Co-Chair

Joseph Paniculangara, UCF, graduation: August 2012  
First placement: *Alfred University*,  
Committee member

Sangwon Lee, UCF, graduated: August 2010  
First placement: *Ball State University*,  
Committee member

Chad Milewicz, UCF, graduated: August 2009  
First placement: *University of Southern Indiana*,  
Committee member

Janet Tinoco, UCF, graduated May 2007,  
First placement: *Embry-Riddle Aeronautical University*,  
Committee member

## COMPETITIVE RESEARCH GRANTS

UCF: Office of Research, In-house grant: 2005, 2009, 2010

UCF: CBA, Summer Research Grant: 2006, 2007, 2008, 2009, 2010, 2011,  
2020

## REFERENCES

Dr. Subramanian Balachander  
Albert O. Steffey Chair and  
Professor of Marketing Discipline  
School of Business Administration University of California, Riverside  
Riverside, CA 92521  
Tel: 951-827-4999  
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Dr. Wilfred Amaldoss  
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Dr. Sanjay Jain  
O.P. Jindal Chair of Marketing  
Naveen Jindal School of Management  
University of Texas at Dallas  
Richardson, Texas 75080  
Phone: (972) 883-5059  
E-mail: sxj164830@utdallas.edu