

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, 2022
Visiting Scholar, ESMT, Berlin, Germany, Spring 2015

Dual Citizenship: USA/ Germany

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

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

REFEREED ARTICLES

Ashoori, M., Schmidbauer E. and Stock, A. (2020) “Exclusivity as a Signal of Quality in a Market 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

“Competition for Salesforce owned loyalty”, with Lin Liu and Somnath Banerjee (Reject & Resubmit at *Journal of Marketing Research*)

“Forced Ranking: Why and How to Implement it to Motivate an Ambiguity Averse Sales Force” with Somnath Banerjee (Targeted at *Management Science*)

“The 15 % Pledge: Does It Help Minority Owned Suppliers?”, With Eric Schmidbauer (Targeted at *Marketing Science*)

“Product Introduction, Competition and Interfirm-linkages”, With Yu-Hung Chen and Mengyue Fan (Targeted at *Management Science*)

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 Minoos Talebi Ashoori *Summer, AMA conference 2016*, Atlanta, Georgia

PRESENTATIONS

“Competition with Salesforce-owned Customer Loyalty”, University of Seoul, *invited presentation*, July 2022

“The 15 % Pledge: Does It Help Minority Owned Suppliers?”, SEA conference, Houston, November 2021

“The 15 % Pledge: Does It Help Minority Owned Suppliers?”, Marketing Science Conference, University of Rochester (virtual), June 2021

“Product Introduction, Competition and Interfirm-linkages”, annual POMS conference, University of Minnesota (virtual), April 2021, *invited presentation*

“Product Introduction, Competition and Interfirm-linkages”, Marketing Science Conference, Duke University (virtual), June 2020

“Platform Strategy and Endorsement Competition”, National Taiwan University, Taipei, Taiwan, December 2019, *invited presentation*

“Platform Strategy and Endorsement Competition”, University of South Florida, USA, October 2019, *invited presentation*

“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 (Evaluation 4.6/5.0)

Strategic Sales Force Management (Evaluation 4.0/5.0)

Krannert School of Management, Purdue University, USA

Marketing Management (Evaluation 4.3/5.0)

College of Business Administration, University of Seoul, South Korea

Global Marketing Management (Evaluation 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- 2022

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

P&T committee 2010- present, Chair (2022)

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, Fall
2021, Spring 2022, Fall 2022**

DISSERTATION COMMITTEES

Somnath Banerjee, UCF, graduation: August 2015

First placement: *North Dakota State University, tenured*

Chair

Mino Talebi, UCF, graduation: August 2015

First placement: *Purdue University Northwest, tenured*

Now: *Cal State San Marcos*

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
Thomas A. Finch Jr. Endowment Professor of Business Administration
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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
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E-mail: sxj164830@utdallas.edu