

Dr. Roland Schroll, MSc.

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ACADEMIC EXPERIENCE

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| University of Innsbruck Assistant Professor (Tenure Track) Marketing Division | since January 2020 |
| Babson College Visiting Research Scholar Marketing Division | July 2018 – July 2019 |
| University of Innsbruck Postdoctoral Researcher Marketing Division | June 2014 – June 2018 |
| University of Innsbruck Teaching and Research Assistant Marketing Division | June 2010 – June 2014 |

EDUCATION

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| Doctorate: Marketing University of Innsbruck Department of Strategic Management, Marketing, and Tourism | June 2010 – June 2014 |
| Master: Strategic Management University of Innsbruck Department of Strategic Management, Marketing, and Tourism | October 2007 – July 2009 |
| Diploma: Business Informatics University of Applied Science Kufstein/Tirol | September 2002 – July 2006 |

AWARDS, HONORS, AND FELLOWSHIPS

- University of Innsbruck Research Funding, 2020: € 13.100
- MAX KADE fellowship, 2018: \$ 57.500
- Research award for top-tier publication at the University of Innsbruck, 2018: € 1.000
- Research funding by the D. Swarovski KG, 2016: € 4.000

- Research funding by the Hypo Tirol Bank, 2015: € 2.300
- Semi-Finalist ISPIM Dissertation Award, 2015
- Recognition award of the jury for the Best Student Paper Award, University of Innsbruck, 2013
- Research funding by the University of Innsbruck, 2012: € 2.621
- CAST Technology Award, 3rd place, 2012
- Nominated for a teaching award at the University of Innsbruck, 2012
- Nominated for an e-learning award, University of Innsbruck, 2012
- Research funding by the Hypo Tirol Bank, 2010: € 2.000

SELECTED PUBLICATIONS

- Schroll, Roland and Reinhard Grohs (2019), “Uncertainty in Prerelease Advertising,” *Journal of Advertising*, Vol. 48, 167-180.
- Schroll, Roland, Benedikt Schnurr, and Dhruv Grewal (2018), “Humanizing Products with Handwritten Typefaces,” *Journal of Consumer Research*, Vol. 45(3), 648–672.
 - Media Coverage: “For Some Products, Labels That Appear Handwritten Pay Off,” *The Wall Street Journal*, May 20, 2018.
 - Award: Research award for top-tier publication at the University of Innsbruck
- Füller, Johann, Roland Schroll, and Eric von Hippel (2013), “User Generated Brands and their Contribution to the Diffusion of User Innovations,” *Research Policy*, Vol. 42(6-7), 1197–1209.
 - Award: Recognition award of the jury for the Best Student Paper Award, University of Innsbruck

REFEREED CONFERENCE PRESENTATIONS

- Roland Schroll and Dhruv Grewal (2019), “Humans vs. Machines: How Consumers Evaluate Content from Human vs. Nonhuman Sources,” Theory + Practice in Marketing Conference, New York City.
- Roland Schroll (2018), “‘Eww, It Has a Face!’ Anthropomorphizing Food Products Deteriorates Consumption Experience,” Association for Consumer Research Conference, Dallas.
- Roland Schroll, Benedikt Schnurr, and Dhruv Grewal (2018), “Humanizing Products with Handwritten Typefaces,” European Marketing Academy (EMAC) Conference, Glasgow.
- Roland Schroll and Reinhard Grohs (2017), “Differential Effects of Uncertainty in New Product Preannouncements,” Summer AMA Conference, San Francisco.
- Reinhard Grohs und Roland Schroll (2017), “Construal Level Theory Explains Consumer Response to Uncertainty in New Product Preannouncements,” European Marketing Academy (EMAC) Conference, Groningen.
- Roland Schroll, Benedikt Schnurr, and Dhruv Grewal (2017), “Humanizing Products with Typeface: Effects of Handwritten Typefaces On Consumers’ Product Evaluations,” European Marketing Academy (EMAC) Conference, Groningen.
- Roland Schroll, Benedikt Schnurr, and Dhruv Grewal (2017), “Humanizing Products Through Handwritten Typefaces,” FAG Workshop 2017, Vienna.

- Roland Schroll and Reinhard Grohs (2016), “Positive Effects of Uncertainty in New Product Preannouncements,” AMA Winter Marketing Educator's Conference, Las Vegas.
- Roland Schroll and Reinhard Grohs (2015), “Reconsidering Uncertainty in Preannouncements,” in NA - Advances in Consumer Research Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 684-685.
- Schroll, Roland and Reinhard Grohs (2015), “Positive effects of uncertainty in preannouncements,” 44th European Marketing Academy (EMAC) Conference, Leuven.
- Schroll, Roland and Reinhard Grohs (2014), “Reconsidering Uncertainty in Preannouncements,” AMA Summer Marketing Educators Conference, San Francisco.
- Schroll, Roland, Anna Hribar, Liliane Wieder, and Reinhard Grohs (2014), “An Investigation of the Positive Effects of Uncertainty in Preannouncements,” 21st International Product Development Management Conference (IPDMC), Limerick.
- Schroll, Roland and Reinhard Grohs (2014), “Come and See What We’ve Found: Reconsidering Uncertainty in Preannouncements,” 43rd European Marketing Academy (EMAC) Conference, Valencia.
- Schroll, Roland (2014), “The Value of Consumer Brands: How Producers Can Benefit from Brands Created by Consumers,” French-Austrian-German Workshop on Consumer Behavior, Paris.
- Schroll, Roland (2013), “Does community participation pay off on the job market? Empirical evidence of the career concern incentive,” 42nd European Marketing Academy (EMAC) Conference, Istanbul.
- Schroll, Roland (2013), “‘I have been dreaming about this’: A Netnographic Study of Consumers’ Collective Pre-Purchase Consumption Activities,” AMA Winter Marketing Educator's Conference, Las Vegas.
- Füller, Johann, Severin Denhardt, Roland Schroll, and Katja Hutter (2012), “The Value-Enhancing Role of Social Networks Around Brands: The Concept of Social Brand Value,” Consumer Brand Relationships Conference, Boston.
- Schroll, Roland (2012), “Beyond co-creating brands: Evidence and implications of user-generated brands,” 25th EMAC Doctoral Colloquium, Lisbon.
- Füller, Johann, Roland Schroll, Severin Dennhardt, and Katja Hutter (2012), “Social Brand Value and the Value Enhancing Role of Social Media Relationships for Brands,” Proceedings of the Forty-First Annual Hawaii International Conference on System Sciences - HICSS.
- Füller, Johann, Roland Schroll, and Eric von Hippel (2011), “User-Generated Brands: Towards a user-driven brand management?” Open and User Innovation (OUI) Workshop 2011, Vienna.
- Schroll, Roland and Johann Füller (2011), “Stakeholder branding interactions in social networks,” 40th European Marketing Academy (EMAC) Conference, Ljubljana.
- Schroll, Roland, Andrea Hemetsberger and Johann Füller (2011), “‘Fine feathers make fine birds’ – community brands and branded communities,” *Advances in Consumer Research*, Vol. 38.
- Pfeiffer, Markus, Johann Füller, Roland Schroll and Markus Zinnbauer (2009), “Social Brand Value – An Extended Perspective on How Brands Create Value,” INFORMS Marketing Science Conference, Cologne.

PRESS COVERAGE

- The Wall Street Journal: For Some Products, Labels That Appear Handwritten Pay Off, May 20, 2018.
- Tiroler Tageszeitung: Die neue Macht der Influencer: Berühmt, beliebt und beworben, May 2017.
- Wissenswert: Unsichtbare Begleiter, April 2017.

TEACHING EXPERIENCE

- Strategy & Marketing (Bachelor; English)
- Strategy, Information- and Value-Creation Processes (Bachelor; English)
- Seminar with Bachelor Thesis (Bachelor, English)
- Online Marketing (Master; English)
- Advanced Research (Master, English)
- Digital Marketing II: Controlling (Master, German)

BUSINESS EXPERIENCE

- Siemens Business Services (09/2005 – 03/2006)
- Hilti Austria (07/2008 – 09/2008)
- Vivaldi Partners (08/2009 – 11/2009)

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- European Marketing Academy

REFERENCES

Prof. Dr. Dhruv Grewal
Toyota Chair of Commerce and Electronic Business
Professor of Marketing, Marketing Division
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A handwritten signature in dark ink, appearing to read 'Roland Schroll', with a long horizontal stroke extending to the left.

Roland Schroll, January 2020