

Stefan J. Hock

Associate Professor of Marketing

Co-Director [EUROBIZ](#)

University of Connecticut • School of Business

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Academic Positions

School of Business, University of Connecticut

Associate Professor of Marketing, August 2024 – present

Assistant Professor of Marketing, July 2019 – July 2024

School of Business, George Mason University

Assistant Professor of Marketing, August 2015 – May 2019

Education

Pamplin School of Business, Virginia Tech

Ph.D., Marketing with minor in statistics, May 2015

Ludwig Maximilian University, Munich, Germany

Diplom Kaufmann (= Master of Science), Strategic Marketing and Accounting, January 2010

Refereed Journal Publications

Schnabel, Lukas*, Setareh Heidari, **Stefan J. Hock**, and Sascha Raithel (2026), “The impact of voluntary carbon goal announcements on stock returns,” *Management Science* (forthcoming).

Hock, Stefan J., Kristen Ferguson*, and Kelly Herd (2025), “The mobile giving gap: the negative impact of smartphones on donation behavior,” *Journal of Consumer Psychology*, 35 (2), 281-87. [[LINK](#)]

Berger-Walliser, Gerlinde, **Stefan J. Hock**, and Björn Walliser (2024), “Disclosure effects in influencer marketing: implications for courts, regulators, and marketers,” 44 *Northwestern Journal of International Law and Business* 207. [[LINK](#)]

Raithel, Sascha, **Stefan J. Hock**, and Alexander Mafael (2024), “Product recall effectiveness and consumers’ participation in corrective actions,” *Journal of the Academy of Marketing Science*, 52, 716-35. [[LINK](#)]

Mafael, Alexander, Sascha Raithel, and **Stefan J. Hock** (2022), “Managing customer satisfaction after a product recall: the joint role of remedy, brand equity, and severity,” *Journal of the Academy of Marketing Science*, 50, 174-94. [[LINK](#)]

Raithel, Sascha, Alexander Mafael, and **Stefan J. Hock** (2021), “The effects of brand equity and failure severity on remedy choice after a product recall,” *Journal of Product & Brand Management*, 30 (8), 1247-61. [[LINK](#)]

Raithel, Sascha and **Stefan J. Hock** (2021), “The crisis-response match: an empirical investigation,” *Strategic Management Journal*, 42 (1), 170-84. [[LINK](#)]

Hock, Stefan J., Rajesh Bagchi, and Thomas M. Anderson (2020), “Promotional games increase consumer conversion rates and spending,” *Journal of Consumer Research*, 47 (1), 79-99. [[LINK](#)]

Hock, Stefan J. and Sascha Raithel (2020), “Managing negative celebrity endorser publicity: how announcements of firm (non)responses impact stock returns,” *Management Science*, 66 (3), 1473-95. [[LINK](#)]

Zhu, Meng, Rajesh Bagchi, and **Stefan J. Hock** (2019), “The mere deadline effect: why more time might sabotage goal pursuit,” *Journal of Consumer Research*, 45 (5), 1068-84. [[LINK](#)]

Hock, Stefan J. and Rajesh Bagchi (2018), “The impact of crowding on calorie consumption,” *Journal of Consumer Research*, 44 (5), 1123-40. [[LINK](#)]

Raithel, Sascha, Charles R. Taylor, and **Stefan J. Hock** (2016), “Are Super Bowl ads a super waste of money? Examining the intermediary roles of customer-based brand equity and customer equity effects,” *Journal of Business Research*, 69 (9), 3788-94. [[LINK](#)]

Weaver, Kimberlee, **Stefan J. Hock**, and Stephen M. Garcia (2016), “Top 10 reasons: when adding persuasive arguments reduces persuasion,” *Marketing Letters*, 27, 27-38. [[LINK](#)]

* Denotes (former) doctoral student.

Research Impact

Selected Media Coverage

NBC, CNN, Harvard Business Review, BizEd, Science Daily, PRWeb, National Affairs, UConn Today, Der Tagesspiegel (Germany)

Refereed Conference Presentations and Proceedings

Ferguson, Kristen*, Kelly Herd, and **Stefan J. Hock** (2024), “The positive impact of smartphones on consumer embarrassment,” *Society for Consumer Psychology*, Nashville.

Ferguson, Kristen*, Kelly Herd, and **Stefan J. Hock** (2023), “The impact of social density on new product co-creation,” *Society for Consumer Psychology*, San Juan, Puerto Rico.

Hock, Stefan J.*, Alexander Mafael, and Sascha Raithel (2023), “Increasing recall effectiveness for consumer products” (part of special session “Navigating stormy seas: how firms can manage marketing crises better” that I created), *Winter AMA Conference (virtual)*, Nashville.

Mafael, Alexander*, Sascha Raithel, and **Stefan J. Hock** (2022), “Managing product recall effectiveness,” *European Marketing Academy Conference*, Budapest, Hungary.

Ferguson, Kristen*, Kelly Herd, and **Stefan J. Hock** (2021), “The impact of social distancing on creativity,” *Association for Consumer Research, North American Conference (virtual)*.

Berry, Christopher* and **Stefan J. Hock** (2020), “Understanding drivers of healthful consumption experiences,” *AMA Marketing and Public Policy Conference*, virtual.

Raithel, Sascha* and **Stefan J. Hock** (2019), “The impact of product recall strategies on customers and investors,” *Winter AMA Conference*, Dallas.

Mafael, Alexander*, Sascha Raithel and **Stefan J. Hock** (2018), “Exploring actual and ideal product recall strategies: the moderating role of brand equity,” *European Marketing Academy Conference*, Glasgow, Scotland.

Hock, Stefan J.* and Rajesh Bagchi (2017), “The impact of crowding on calorie consumption,” *Association for Consumer Research, North American Conference*, San Diego.

Mafael, Alexander*, Sascha Raithel and **Stefan J. Hock** (2017), “The impact of firm response to product-harm crises on customer satisfaction: the mediating role of moral judgment,” *European Marketing Academy Conference*, Groningen, Netherlands.

Raithel, Sascha* and **Stefan J. Hock** (2017), “A stock market perspective on firm responses to celebrity endorser scandals,” *Winter AMA Conference*, Orlando.

Zhu, Meng*, Rajesh Bagchi and **Stefan J. Hock** (2016), “The unintended consequences of long deadlines on goal pursuit,” *Association for Consumer Research, North American Conference*, Berlin, Germany.

Raithel, Sascha and **Stefan J. Hock*** (2014), “Negative celebrity publicity and firm value: how critical are immediate firm reactions?” *Winter AMA Conference*, Orlando.

Weaver, Kimberlee, **Stefan J. Hock*** and Stephen M. Garcia (2013), “Top 10 lists: public ads that hurt the cause,” *Association for Consumer Research, North American Conference*, Chicago.

* Denotes presenter

Awards and Honors

University of Connecticut

Dean’s Behavioral and Experiments Research Fund (Fall 2020)

Scholarship Facilitation Fund (Spring 2020, Fall 2020, Fall 2021)

OVPR/AAUP Faculty Travel Award (Fall 2019, Spring 2022, Fall 2022, Spring 2023, Spring 2024, Spring 2025, Spring 2026)

At George Mason University

The outstanding professor in Marketing (2018)

Recognized by Stearns Center for Teaching and Learning as a professor who made a significant difference in students’ lives (2017)

At Virginia Tech

Doctoral Summer Research Grant (2014)

AMA-Sheth Consortium Fellow (2014)

Teaching Experience

University of Connecticut (medians reported per university guidelines)

Consumer Behavior (MKTG 3208): 5.0/5.0 across 15 sections

Marketing Research (MKTG 3260): 4.0/5.0 across 5 sections

George Mason University (averages reported per university guidelines)

Consumer Behavior (MKTG 312): 4.7/5.0 across 9 sections

Principles of Marketing (MKTG 301): 4.6/5.0 across 2 sections

Marketing Management (EMBA 623): 4.6/5.0

Virginia Tech (averages reported per university guidelines)

Marketing Management (MKTG 3104): 4.5/5.0

Consumer Behavior (MKTG 4204): 4.95/5.0 across 2 sections

Doctoral Student Advising

Dissertation Committee

Lukas Schnabel, University of Connecticut (2025), Chair

Kristen Ferguson, University of Connecticut (graduation 2023), Member

- Placement: Notre Dame

Qizhou Wang, University of Connecticut (graduated 2021), Member
- Placement: Industry

General Examination Committee

Lukas Schnabel, University of Connecticut (2024), Chair
Kristen Ferguson, University of Connecticut (2020), Member

Qualifying Paper Committee

Lukas Schnabel, University of Connecticut (2023), Chair
Justin Sieow, University of Connecticut (2021), Member

Service to Department and School

University of Connecticut

Marketing Department

Journal list and merit document committee (Spring 2025)
Faculty search committee (Fall 2020, Fall 2021)
Undergraduate assessment committee (since Fall 2019)
PhD committee (since Fall 2019)
Behavioral lab coordinator (Fall 2019 - Fall 2022)
Behavioral lab committee (since Spring 2023)
Advisor for marketing majors (since Fall 2021)
Virtual brown bag & speaker series organizer (Fall 2020, Spring 2021)

School of Business

Co-Director EUROBIZ (since Fall 2025)
“Build your Academic Vita” (presentation for new PhD students; Spring 2021 – Fall 2025)

University

“Germany on Campus” event, consisting of symposium and company expo (Fall 2024)
Academic contact for Men’s soccer program recruiting (Fall 2019 – Fall 2022)
Individualized major advisor (Fall 2019 – Spring 2024)

George Mason University

Marketing Department

D.C. Marketing Colloquium organizer (2017, 2018)
Faculty search committee (2017)
Speaker series organizer (2016)
Faculty mentor for marketing majors (2016-2019)

Ad-hoc Reviewing

Ad-hoc Reviewer, UConn Marketing Department Premier Journals

Journal of Consumer Research
Journal of Marketing Research
Journal of Consumer Psychology
Journal of the Academy of Marketing Science

Ad-hoc Reviewer, Other Journals, Conferences, and Competitions in the Discipline

Journal of Business Research
Journal of Business Economics
Association of Consumer Research Conference
Society of Consumer Psychology Conference
American Marketing Association Conference (Summer, Winter)
AMS/Mary Kay Dissertation Competition
Program Committee for Society for Consumer Psychology Conference (2022)