

# Stefan J. Hock

Associate Professor of Marketing  
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## Academic Positions

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### 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

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### 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

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**Hock, Stefan J.**, Kristen Ferguson, and Kelly Herd (2024), “The mobile giving gap: the negative impact of smartphones on donation behavior,” forthcoming at *Journal of Consumer Psychology*. [[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 (2023), “Product recall effectiveness and consumers’ participation in corrective actions,” forthcoming at the *Journal of the Academy of Marketing Science*. [[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](#)]

## Research Impact

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### Selected Media Coverage

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

## Selected Research in Progress

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Ferguson, Kristen, Kelly Herd, and **Stefan J. Hock**, “Social density” (abbreviated title).

- Honorable mention for the John A. Howard/AMA Doctoral Dissertation Award
- First runner-up in Product Development and Management Association (PDMA) dissertation competition

Ferguson, Kristen, Kelly Herd, and **Stefan J. Hock**, “Consumer embarrassment” (abbreviated title).

**Hock, Stefan J.**, Sascha Raithel, and Alexander Mafael, “Product recalls 1” (abbreviated title).

Raithel, Sascha, **Stefan J. Hock**, and Alexander Mafael, “Product recalls 2” (abbreviated title).

**Hock, Stefan J.**, Lukas Schnabel, and Sascha Raithel, “Carbon goals” (abbreviated title).

## **Refereed Conference Presentations and Proceedings**

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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**

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### **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)

### **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**

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### **University of Connecticut** (medians reported per university guidelines)

Consumer Behavior (MKTG 3208):

5.0/5.0 across 15 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**

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### **Dissertation Committee**

- 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**

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### **University of Connecticut**

#### Marketing Department

- 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

- EuroBiz (since Spring 2020)
- “Build your Academic Vita” (presentation for incoming PhD students; since Spring 2021)

#### University

- Academic contact for Men’s soccer program recruiting (Fall 2019 – Fall 2022)
- Individualized major advisor (since Fall 2019)

### **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**

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### **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)