

Lukas Schnabel
University of Connecticut
School of Business | 2100 Hillside Rd, Storrs, CT 06269
lukas.schnabel@uconn.edu | www.lukasschnabel.com

Education

- Ph.D. in Business Administration (Marketing)** May 2027 (expected)
University of Connecticut, USA
Committee: Stefan J. Hock (Chair), Kelly B. Herd, Sascha Raithel (FU Berlin, Germany)
- Master in Management (M.Sc.)** 2022
University of Mannheim, Germany
- Bachelor in Business Administration (B.Sc.)** 2020
University of Mannheim, Germany

Research Interests

Consumer-based strategy research with a focus on sustainability, financial decision making, and sports marketing

Publications (* indicates primary author)

- **Schnabel, Lukas***, Setareh Heidari, Stefan J. Hock, and Sascha Raithel, “The Impact of Voluntary Carbon Goal Announcements on Stock Returns”, *Management Science* (forthcoming; Job Market Paper).

Manuscripts under Review (* indicates primary author)

- **Schnabel, Lukas***, Stefan J. Hock, and Christina Kan, “Price Perceptions” (abbreviated title), under review at *Marketing Letters*.

Selected Research in Progress (* indicates primary author)

- **Schnabel, Lukas***, Setareh Heidari, Stefan J. Hock, and Sascha Raithel, “Championship Wins and Firm Performance” (abbreviated title), event study completed, data collection for supporting regression studies in progress, Target Journal: *Journal of Marketing*.
- **Schnabel, Lukas***, Setareh Heidari, Stefan J. Hock, and Sascha Raithel, “The Impact of Rescinded and Failed Carbon Goals on Stock Returns”, data collection in progress, Target Journal: *Marketing Science*.
- **Schnabel, Lukas*** and Stefan J. Hock, “The Impact of Ingredient Purpose Disclosures on Purchasing Behavior: The Role of Perceived Company CSR”, data collection in progress (4 studies completed, data collection for additional studies in progress), Target Journal: *Journal of the Association for Consumer Research*.

Research Experience

Behavioral Laboratory Manager: Fall 2023, Spring 2023

Research Assistant:

Dr. Stefan Hock Spring 2026, Fall 2025, Fall 2024, Spring 2024, Fall 2023
Dr. Kelly Herd Spring 2025
Dr. Christina Kan Spring 2023

Teaching Experience

Instructor of Record (medians reported per university guidelines):

Fall 2025 Introduction to Marketing Management
Personal Student Teaching Evaluation Median: 5.0/5.0 vs. Course-Wide Median: 4.6 and School-Wide Median: 4.3 (Mean: 4.8/5.0, Course Avg.: 4.3, School Avg.: 4.2)

Fall 2024 Introduction to Marketing Management
Personal Student Teaching Evaluation Median: 5.0/5.0 vs. Course-Wide Median: 4.4 and School-Wide Median: 4.3 (Mean: 4.6/5.0, Course Avg.: 4.2, School Avg.: 4.1)

Guest Lecturer and Substitute Instructor:

Spring 2026 Quantitative Models in Marketing (PhD Seminar)
Fall 2025 Special Topics in Consumer Behavior (PhD Seminar)
Fall 2025 Special Topics, Management Department (PhD Seminar)
Spring 2025 Consumer Behavior (Undergraduate)

Teaching Assistant:

Spring 2026 Consumer Behavior, Dr. Danielle Brick
Spring 2025 Marketing and Digital Analytics, Dr. Weining Bao
Spring 2024 Consumer Behavior, Dr. Stefan Hock
Fall 2022 Marketing Research, Dr. Nicholas Lurie

Assistance in New Course Preparation

Spring 2024 Marketing Research, Dr. Stefan Hock
Structure & Content, Slide Creation, Assigned Readings, Assignments & Quizzes

Service Experience

- Donor-Facing Marketing Department Student Leadership Team (since Fall 2025)
- Behavioral Laboratory Committee Member (since Fall 2024)
- School of Business - PhD Student Recruiting & Onboarding Assistance (since Fall 2024)
- Marketing Department - PhD Student Recruiting Peer Contact (since Spring 2024)

Memberships

American Marketing Association (AMA), Association for Consumer Research (ACR), Society of Consumer Psychology (SCP)

Conference Presentations (* indicates presenting author)

- **Schnabel, Lukas*** and Stefan J. Hock (2026), “The Impact of Ingredient Purpose Disclosures on Consumers’ Purchasing Behavior” *Working Paper Presentation at Society of Consumer Psychology (SCP) Annual Conference 2026*, San Diego, California
- **Schnabel, Lukas*** and Stefan J. Hock (2024), “The Impact of Ingredient Purpose Disclosures on Purchasing Behavior: The Role of Perceived Company CSR,” *Working Paper Presentation at Association for Consumer Research (ACR) Annual Conference 2024*, Paris, France

Awards and Recognitions

Awards

- *Marketing PhD Student Teaching Award (2024-25)*, University of Connecticut
- *School of Business PhD Student Teaching Award (2024-25)*, University of Connecticut

Recognitions

University of Connecticut

- *Member 2025 MSI Doctoral Seminar on Mktg Strategy (limited to 20 PhD students total)*
- *Marketing Outstanding Scholar Fellowship (2025)*
- *Dean’s Doctoral Dissertation Fellowship (2025)*
- *Dean’s Conference Participation Fellowship (2024)*
- *Predocctoral Fellowship (2023, 2024)*
- *Business PhD Fellowship (2023, 2024)*

University of Mannheim

- *PROMOS-Scholarship of the German Academic Exchange Service*

Professional Experience

January 2021 – February 2021

Intern Production Planning, Bosch Rexroth
Elchingen, Germany

September 2018 – March 2020

Coach Club Swimming, Institute of Sports
University of Mannheim, Germany

Languages

English (fluent), German (native), French (basic)

Selected Coursework

Consumer Behavior & Psychology:

Introduction to Research in Marketing
Introduction to Consumer Behavior
Special Topics in Consumer Behavior
Experimental Social Psychology
Attitude Organization and Change

Robin Coulter
Nicholas Lurie
Robin Coulter
Felicia Pratto
Blair Johnson

Marketing Strategy & Strategic Management

Strategic Applications in Marketing
Seminar in Strategic Management
MSI Doctoral Seminar on Mktg Strategy 2025

Debanjan Mitra
David Souder
MSI

Research Methods:

Quantitative Methods in Research I
Quantitative Methods in Research II
Quantitative Models in Marketing I
Quantitative Models in Marketing II
Advanced Communication Research Methods (SEM & Meta Analysis)

Ismael Carreras
Christopher Roads
Joseph Pancras
Jane Gu
Mark Hamilton

References

Stefan J. Hock (*Doctoral Dissertation Committee Chair*)

Associate Professor of Marketing
School of Business, University of Connecticut
2100 Hillside Rd, Storrs, CT 06269
stefan.hock@uconn.edu

Kelly B. Herd

Associate Professor of Marketing, Dean's Ackerman Scholar
School of Business, University of Connecticut
2100 Hillside Rd, Storrs, CT 06269
kelly.herd@uconn.edu

Sascha Raithel

Professor of Marketing
School of Business & Economics, Freie Universität Berlin
Boltzmannstr. 20, 14195 Berlin, Germany
Sascha.Raithel@fu-berlin.de

Debanjan Mitra

Professor of Marketing, Voya Financial Fellow
School of Business, University of Connecticut
2100 Hillside Rd, Storrs, CT 06269
debanjan.mitra@uconn.edu