

# PROF. DR. MARTIN P. FRITZE

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Zeppelin University  
Chair of Marketing  
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## ACADEMIC POSITIONS

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Since 09/2023 Professor, Chair of Marketing, Zeppelin University (Germany)  
01/2018–08/2023 Assistant Professor (Juniorprofessor), University of Cologne (Germany), Board member of the Institute of Trade Fair Management at the University of Cologne  
since 10/2022 Affiliated Researcher, The Wharton School, University of Pennsylvania  
since 11/2021 Affiliated Researcher at The Psychology of AI Lab, Erasmus University Rotterdam, Rotterdam School of Management  
02-03/2020 Visiting Researcher, UNSW Business School, University of New South Wales  
02-03/2019 Visiting Researcher, Erasmus University Rotterdam, Rotterdam School of Management

## EDUCATION

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12/2014–12/2017 Dr. rer. pol. (Ph.D.) in Business Administration (Field: Marketing), University of Rostock (Germany)  
05-07/2017 Visiting Researcher, University of Cambridge, Cambridge Service Alliance  
01-03/2017 Visiting Researcher, National University of Singapore, NUS Business School  
06/2016–06/2017 Research Fellow, Institute for Ecological Economy Research (IÖW) Berlin  
09-10/2015 Visiting Researcher, Imperial College London, Imperial College Business School  
10/2012–09/2014 M.Sc. in Business Administration/Service Management, University of Rostock (Germany)  
10/2009–09/2012 Diploma in Business Administration and Engineering, University of Cooperative Education Saxony (Germany)

## RESEARCH INTERESTS

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Consumer Behavior and Empirical Philosophy (see: [www.cepbi.org](http://www.cepbi.org)), Branding and Brand Management, Identity & Ownership, Digital Transformations (see: [EXLAB](http://EXLAB)), Sharing Economy, Blockchain Marketing (see: [www.cccindex.org](http://www.cccindex.org))

## SELECTED PUBLICATIONS

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- Fritze, M. P., Völckner, F., and Melnyk, V. (2023). Behavioral Labeling: Prompting Consumer Behavior Through Activity Tags. *Journal of Marketing*, forthcoming.
- Hofstetter, R., Fritze, M. P., and Lamberton, C. (2023). Beyond Scarcity: A Social Value-Based Lens for NFT Pricing? *Journal of Consumer Research*, forthcoming.
- Fritze, M. P., Marchand, A., Eisingerich, A., and Benkenstein, M. (2020). Access-Based Services as Substitutes for Material Possessions: The Role of Psychological Ownership. *Journal of Service Research*, 23(3), 368-385.
- Eisingerich, A. B.\*, Marchand, A.\*, Fritze, M. P.\*, and Dong, L.\* (2019). Hook vs. Hope: How to Enhance Customer Engagement Through Gamification. *International Journal of Research in Marketing*, 36(2), 200-215. (\*Equal contribution)
- Wirtz, J., Fritze, M. P., Jaakkola, E., Gelbrich, K., and Hartley, N. (2021). Service Products and Productization. *Journal of Business Research*, 137, 411-421.

Wirtz, J., Holmqvist, J., and Fritze, M. P. (2020). Luxury Services. *Journal of Service Management*, 31(4), 665-691.

Holmqvist, J., Wirtz, J., and Fritze, M. P. (2020). Luxury in the Digital Age: A Multi-Actor Service Encounter Perspective. *Journal of Business Research*, 121, 747-756.

Fritze, M. P., Benkenstein, M., Belk, R., Peck, J., Wirtz, J., & Claus, B. (2021). Commentaries on the Sharing Economy: Advancing New Perspectives. *Journal of Service Management. Research*, 5, 3-19.

## REVIEWING ACTIVITY

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Journal of Marketing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Service Research, Journal of Retailing, Journal of Public Policy and Marketing (Editorial Review Board), Psychology and Marketing, Journal of Business Ethics, Journal of Business Research, Journal of Business Economics, Frontiers in Psychology, Others.

## TEACHING

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Blockchain Marketing & Customer Experiences (Bachelor, 2023)  
Digital Transformations, Consumer Well-Being, and Sustainability (Master, 2023)  
Service Marketing (Bachelor, 2023)  
Theoretical Foundations of Service Management (Bachelor, 2022/2021)  
Service Innovations (Master, 2020/2021)  
Marketing Basics (Bachelor, 2020/2021)  
Strategic Service Management (Bachelor, 2019)  
Transformative Consumer Research (Bachelor, 2019)