

Roland Schroll

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Last Update: April 2016

Academic Positions

Assistant Professor since Jun. 2014
University of Innsbruck
Department of Strategic Management, Marketing and Tourism

Research Assistant, PhD Student May 2010 - May 2014
University of Innsbruck
Department of Strategic Management, Marketing and Tourism

Education

PhD in Marketing (Dr.rer.soc.oec.) Dec. 2009 - May 2014
University of Innsbruck

Master in Strategic Management (MSc.) Oct. 2007 - Jun. 2009
University of Innsbruck
Specialization: Innovation, Branding

Diploma Studies in Business Informatics (Mag. (FH)) Oct. 2002 - Jul. 2006
University of Applied Sciences Kufstein/Tirol

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Selected Publications and Talks

Journal Publications:

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 (*Awawrd Winning; Impact Factor: 3.117*).

Conference Proceedings:

Roland Schroll and Reinhard Grohs (2016) ,"Positive Effects of Uncertainty In New Product Preannouncements," *AMA Winter Marketing Educator's Conference*, Las Vegas.

Schroll, Roland 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, Ireland.

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, France.

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, Turkey.

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," *2012 Consumer Brand Relationships Conference*, Boston.

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Selected Publications and Talks (cont'd)

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, Severin Dennhardt, and Katja Hutter (2012), "Social Brand Value and the Value Enhancing Role of Social Media Relationships for Brands," ***41st Annual Hawaii International Conference on System Sciences (HICSS)***, Hawaii, USA.

Füller, Johann, Roland Schroll, and Eric von Hippel (2011), "User-Generated Brands: Towards a User-Driven Brand Management?," ***9th Open and User Innovation (OUI) Workshop***, Vienna, Austria.

Schroll, Roland and Johann Füller (2011), "Stakeholder branding interactions in social networks," "The Day After", ***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", in NA - ***Advances in Consumer Research Volume 38***, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

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, Germany.

Invited Keynote Talks:

„Positive Effects of Uncertainty In New Product Preannouncements“, Trends in Business Communication (TIB-COM) 2016, FH Kufstein/Tirol , 12.03.2016

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Awards and Achievements

Semi-Finalist ISPIM Dissertation Award Innovation Management Dissertation Award (Top 15%)	2015
Recognition Award of the Jury “Best Student Paper“ for the paper „User Generated Brands and their Contribution to the Diffusion of User Innovations“ (Research Policy Vol. 42, 6/7)	2013
Nomination LehrePlus! Award Award for Teaching Excellence	2012
Nomination E-Learning Award Award for Excellence and Innovativeness in Teaching using E-Learning Technologies	2012
Invitation Profil High Potential Day	2010
Top Performer Pool University of Innsbruck	2009
Merit Scholarship University of Innsbruck	2007/08
Merit Scholarship Austrian Department of Education	2005/06

Research Grants and Funding

D. Swarovski KG Research Grant: 4.000,-- Project: <i>Visual Authenticity</i>	2016
Hypo Tirol Bank Research Grant: 2.300,-- Project: <i>The Charm of Uncertainty</i>	2015
University of Innsbruck Reserch Funding: 2.621,--	2012
Hypo Tirol Bank Research Grant: 2.000,-- Project: <i>Community-Driven Brand Creation</i>	2010

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Teaching

My teaching philosophy revolves around the idea of involved, explorative, and managerially relevant learning in an open and relaxed class environment. I do not consider myself as a mere provider of information, but I want students to understand what a certain theory means for managerial practices. I believe that a great course is one that includes many „aha“ moments and leaves students with both a profound theoretical understanding and a clear guidance for managerial practice.

COURSES TAUGHT:

Strategy & Marketing

2010 - 2012

Introduction to Strategy and Marketing

Level: *Bachelor* - Language: *English* - Evaluation: <http://bit.ly/Okngam>

Strategy, Information, and Value-Creation Processes

since 2012

Advanced Marketing Course

Topics: Value-Creation Processes including Open and User Innovation

Level: *Bachelor* - Language: *English* - Evaluation: <http://bit.ly/NjYWEF>

COURSES DEVELOPED:

Online Marketing

since 2013

Introduction to Social Media Marketing

Topics: History of the Internet and Social Media, Facebook Marketing, Google AdWords, SEO, Gamification, Word-of-Mouth Marketing

Level: *Master* - Language: *English* - Evaluation: <http://bit.ly/1qlvmso>

ADDITIONAL ACTIVITIES:

Guest Lectures

University of Applied Sciences Kufstein/Tirol:

- „Controlling of Digital Marketing Activities“ (2014/15)

- „Trends in Brand Management“ (2011)

- „E-Business and Online Communities“ (2009)

Supervision of approx. 30 Bachelor, Diploma, and Master Theses

Management of Business Projects

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Memberships and Services to the Community

Memberships:

American Marketing Association (AMA)	since 2013
European Marketing Academy (EMAC)	since 2011

Reviewing Activities:

- Trainee Reviewer for Journal of Consumer Research
- EMAC, French-Austrian-German Workshop on Consumer Behavior
- Journal of Organizational Computing and Electronic Commerce

Additional Activities:

- Associate Dean of Studies Master Program „Strategic Management“ (with Karin Teichmann) since 2014
- Mentoring of new PhD students
- Organization of various events (Brand Venture, Alumni Day)

Industry Experience

Various Consulting Projects Agrarmarketing Tirol, MPreis, Teekanne, BOE	since 2011
Vivaldi Partners Internship Brand and Marketing Consulting	Aug. 2009 - Nov. 2009 Munich, Germany
Hilti Internship Strategic Marketing	Jul. 2008 - Sep. 2008 Vienna, Austria
Siemens Internship Business Consulting	Sep. 2005 - Mar. 2006 Munich, Germany

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References

Univ.-Prof. Dr. Johann Füller

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Entrepreneurship
University of Innsbruck
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Univ.-Prof. Dr. Reinhard Grohs

Professor of Sportmanagement
Private University Seeburg
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A handwritten signature in black ink, appearing to read 'R. Schroll', with a long horizontal stroke extending to the left.

Innsbruck, April 2016