

Roland Schroll

Department of Strategic Management, Marketing and Tourism
University of Innsbruck
6020 Innsbruck
Austria, Europe

Mobile: +43 (0)660 65 89 901
E-Mail: roland.schroll@gmail.com

Last Update: May 2018

Academic Positions

Visiting Researcher Babson College	Jun. 2018 - May 2019
Assistant Professor University of Innsbruck Department of Strategic Management, Marketing and Tourism	Jun. 2014 - May 2018
Research Assistant, PhD Student University of Innsbruck Department of Strategic Management, Marketing and Tourism	May 2010 - May 2014

Education

PhD in Marketing (Dr.rer.soc.oec.) University of Innsbruck	Dec. 2009 - May 2014
Master in Strategic Management (MSc.) University of Innsbruck Specialization: Innovation, Branding	Oct. 2007 - Jun. 2009

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Selected Publications and Talks

Journal Publications:

Schroll, Roland, Benedikt Schnurr, and Dhruv Grewal (2018), "Humanizing Products with Handwritten Typefaces," *Journal of Consumer Research*.

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

Conference Proceedings:

Roland Schroll and Reinhard Grohs (2017), "Differential Effects of Uncertainty in New Product Preannouncements" **2017 Summer AMA Conference**, San Francisco.

Reinhard Grohs und Roland Schroll (2017) "Construal Level Theory Explains Consumer Response to Uncertainty in New Product Preannouncements", **European Marketing Academy (EMAC) Conference**, Groningen, Niederlande.

Roland Schroll, Benedikt Schnurr, and Dhruv Grewal (2017), "Humanizing Products With Typeface: Effects Of Handwritten Typefaces On Consumers' Product Evaluations", **European Marketing Academy (EMAC) Conference**, Groningen, Niederlande.

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.

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Selected Publications and Talks (cont'd)

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.

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 (HICCS)**, 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

MAX KADE Fellowship: \$ 51.200,--	2017
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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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

Prof. Dhruv Grewal

Toyota Chair in Commerce and Electronic Business
Professor of Marketing
Babson College
vvdgrewal@babson.edu
+1 781-239-3902

Univ.-Prof. Dr. Johann Füller

Professor of Innovation and
Entrepreneurship
University of Innsbruck
johann.fueller@uibk.ac.at
+43 (0)512 507 7193

Univ.-Prof. Dr. Hans Mühlbacher

Senior Professor, Research Director, and Head of Department
International University of Monaco
muhlbacher@inseec.com
+43 (0)699 1064 3113

A handwritten signature in black ink, appearing to read 'R. Schroll', with a long horizontal stroke extending to the left.

Innsbruck, May 2018