

Dr. Reinhard Grohs

Date of Birth: 10/14/1974
Marital Status: unmarried
Nationality: Austria

Riedgasse 69/8
6020 Innsbruck, Austria
reinhard.grohs@uibk.ac.at



ACADEMIC APPOINTMENTS

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| 2009 onwards | Assistant Professor at the Brand Research Laboratory and at the Institute of Strategic Management, Marketing und Tourism, University of Innsbruck, Austria |
| 2006-2009 | Assistant Professor at the Department of Marketing, University of Vienna, Austria |
| 2005 | Lecturer at the Department of Marketing, University of Otago, New Zealand |
| 2004 | Doktorat der Wirtschaftswissenschaften (Dr.), University of Vienna, Austria |
| 1999-2004 | Assistant Professor at the Department of Marketing, University of Vienna, Austria |
| 1999 | Magister (Undergraduate and Graduate studies) „International Business Administration“, University of Vienna, Austria |
| 1998 onwards | Teaching: <ul style="list-style-type: none">▪ MBA General Management, University of Vienna (2008)▪ Studiengang Tourismusmanagement, University of Applied Sciences, Krems (2008)▪ Fachbereich für Kommunikationswissenschaften, University of Salzburg (2007)▪ Studiengang Internationale Wirtschaftsbeziehungen, University of Applied Sciences, Eisenstadt (1998-)▪ Schmid & Diamant: Marktforschung systematisch (executive education) (2008) |

RESEARCH INTERESTS

My research interests are in sports marketing, branding and marketing communication, and the development and application of quantitative methods in these areas. A main focus is on the marketing communication tool (sport) sponsorship, especially with regard to its impact on consumers. Research papers cover topics such as:

- Correct identification of sponsors and its drivers
- Image transfer from the sponsor object to a sponsor and its drivers
- Adverse sponsorship effects and possibilities to counteract such negative effects
- How children perceive and understand sponsorship
- Ambush marketing strategies and their relationship with (in)correct sponsor identification
- Sponsorship leverage and sponsorship terminations

Parts of this research were carried out as Jubiläumsfondsprojekt No. 8568 (Österreichische Nationalbank)

PUBLICATIONS

Books

Grohs, R. (2008): *Sponsoring und Eventmarketing: Wirkungen auf den Konsumenten*, VDM Verlag: Saarbrücken

Refereed journal articles

Grohs, R., Reisinger, H. (2014): Sponsorship Effects on Brand Image: The Role of Exposure and Activity Involvement, accepted for publication in *Journal of Business Research*

Grohs, R., Reisinger, H., Wolfsteiner, E., Haas, J. (2013): At What Age and How Does Understanding of Product Placement Develop? *Marketing ZFP – Journal of Research and Management*, 35 (1), 22-31

Grohs, R., Wagner, U., Steiner, R. (2012): An Investigation of Children's Ability to Identify Sponsors and Understand Sponsorship Intentions, *Psychology & Marketing*, 29 (11), 907-917

Gazley, A., Krisjanous, J., Fam, K.-S., Grohs, R. (2012): Like It or Not: Differences in Advertising Likeability and Dislikeability within Asia, *Asia Pacific Journal of Marketing and Logistics*, 24 (1), 23-40

Fam, K.-S., Grohs, R., Waller, D. (2011): Effects of Disliked Executional Techniques in Advertising: A Five-Country Comparison, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 24, 69-89

Grohs, R., Wagner, U. (2011): Erkennen und verstehen Kinder kontextverbundene Markenpräsentationen? *Marketing ZFP – Journal of Research and Management*, 33 (1), S. 7-18

Grohs, R., Ebster, C., Kummer, C. (2009): „An meinen Fähigkeiten als Liebhaber habe ich schon gelegentlich gezweifelt“ – Die Messung sozial erwünschten Antwortverhaltens, *Marketing ZFP*, 31 (2), S. 87-100

Fam, K.-S., Grohs, R. (2007): Cultural Values and Effective Executional Techniques in Advertising: A Cross-country and Product Category Study of Urban Young Adults in Asia, *International Marketing Review*, 24 (5), 519-538, Paper was nominated by Emerald as the Top 10 article out of 450 for the month of November 2007

Grohs, R., Reisinger, H., Kappler, S. (2006): Wirksamkeit von Sozio-Sponsorings: Die Bedeutung der Höhe der Sponsoring-Ausgaben und der Auffälligkeit der Inszenierung, *der markt*, 45 (2), 77-87

Grohs, R., Reisinger, H. (2005): Image Transfer in Sports Sponsorships – An Assessment of Moderating Effects, *International Journal of Sports Marketing and Sponsorship*, 7 (1), 42-48

Grohs, R., Wagner, U., Vsetecka, S. (2004): Assessing the Effectiveness of Sport Sponsorships – An Empirical Examination, *Schmalenbach Business Review*, 56 (2), 119-138

Srnka, K. J., Grohs, R., Eckler, I. (2003): Increasing Fundraising Efficiency by Segmenting Donors, *Australasian Marketing Journal*, 11 (1), 70-86

Wagner, U., Grohs, R., Stadler, E. (2001): Einige Überlegungen zur Preisbildung im österreichischen Lebensmitteleinzelhandel im Zuge der Umstellung auf den Euro, *der markt*, 40 (2+3), 110-120

Book chapters

Grohs, R., Reisinger, H. (2012): Sponsorship of Televised Sport Events: An Analysis of Mediating Effects on Sponsor Image, in: Diamantopoulos, A., Fritz, W., Hildebrandt, L. (Eds.) (2012): *Quantitative Marketing and Marketing Management: Marketing Models and Methods in Theory and Practice*, Springer Gabler: Wiesbaden, 467-483

Wagner, U., Grohs, R., Leisch, M. (2003): Zur Entwicklung der Beziehungen zwischen Hersteller und Handel auf dem Neuwagenmarkt, in: Ahlert, D., Olbrich, R., Schröder, H. (Eds.) (2003): *Jahrbuch Vertriebs- und Handelsmanagement 2003 – Marktstrategische Veränderungen in der Hersteller-Handels-Dyade*, Deutscher Fachverlag: Frankfurt am Main, 252-261

Refereed conference proceedings

Schroll, R., Grohs, R. (2014): An Investigation of the Positive Effects of Uncertainty in Preannouncements“, 21st International Product Development Management Conference, Limerick, Ireland, June 14-17 2014

Pristach, M., Stöckl, V., Grohs, R. (2014): Mehr als Event-Sponsoring: Wertschöpfungspraktiken am Beispiel des Freeride World Qualifiers in Hochfögen, 4. Sportökonomie- und Management Symposium, Innsbruck, Austria, March 6 2014

Grohs, R., Köpfer, K. L., Woisetschläger, D. M. (2013): An Examination of Conditions that Moderate Negative Effects of Sponsorship Terminations on Fan Attitudes toward the Former Sponsor, World Marketing Congress, Melbourne, Australia, July 17-20 2013

In der Wiesche, J., Grohs, R., Fischer, G. (2013): The Use of Images in Informational Websites: Effects on Trust, Browsing Behavior, and Memory, Proceedings of the 42nd EMAC Conference, Istanbul, Turkey, June 4-7 2013

Grohs, R., Reisinger, H., Wolfsteiner, E. (2013): Consumer Attitudes toward Sponsors vs. Ambushers, 7th International Research Days on Marketing Communications, Wolfsburg, Germany, April 18-19 2013

Grohs, R., Reisinger, H., Wolfsteiner, E., Haas, J. (2012): Children's Understanding of Product Placement, French-Austrian-German Workshop on Consumer Behaviour, Innsbruck, Austria, November 29 – December 1 2012 (Best Paper Award)

Wolfsteiner, E., Grohs, R., Wagner, U. (2012): Sponsorship Effects in the Presence of Ambush Marketing, Research Conference in Sport Marketing: Focus on Sponsorship, Portland, Oregon, USA, June 21-22 2012

Grohs, R., Reisinger, H., Haas, J. (2012): Children's Understanding of Product Placement, Proceedings of the 41st EMAC Conference, Lisbon, Portugal, May 22-25 2012

Wolfsteiner, E., Grohs, R., Wagner, U. (2012): Sponsorship Effects in the Presence of Ambush Marketing, 6th International Research Days on Marketing Communications, Nancy, France, March 29-30 2012

Grohs, R., Ruggiero, M. (2012): Leveraging Sport Sponsorships: Effects of Contribution vs. Affiliation Approaches on Consumer Attitudes toward the Sponsor, 2. Innsbrucker Sportökonomie und –management Symposium & 4th International Sport Business Symposium, Innsbruck, Austria, January 12 2012

Grohs, R., Ruggiero, M. (2011): Communicating Sponsorships: Affiliation vs. Contribution, Proceedings of the ANZMAC Conference 2011, Perth, Australia, November 28-30 2011

Wolfsteiner, E., Grohs, R. (2011): (In)correct Sponsor/Ambusher (Non)identification: An Experiment, Proceedings of the 40th EMAC Conference, Ljubljana, Slovenia, May 24-27 2011

- Grohs, R. (2011): Sportsponsoring: Wissenschaftliche Perspektiven aus der Sicht des Marketing, 1. Innsbrucker Sportökonomie und –management Symposium, Innsbruck, Austria, March 17 2011
- Woisetschläger, D., Grohs, R., Reisinger, H. (2011): Neglected Consequences of Sponsorship Deal Terminations: An Empirical Examination, 1st Brand Camp, Obergurgl, Austria, February 27 – March 2 2011
- Wolfsteiner, E., Grohs, R. (2011): (In)correct Sponsor/Ambusher (Non)identification: An Experimental Approach, 1st Brand Camp, Obergurgl, Austria, February 27 – March 2 2011
- Grohs, R., Wagner, U., Steiner, R. (2010): Children's Sponsorship Recognition and Understanding, French-Austrian-German Workshop on Consumer Behaviour, Saarbrücken, Germany, September 30 – October 1 2010
- Grohs, R., Reisinger, H. (2010): Sponsorship Effects on Brand Image: The Role of Exposure and Activity Involvement, Fourth German-French-Austrian Conference on Quantitative Marketing, Vienna, Austria, September 16-18 2010
- Grohs, R., Wagner, U., Steiner, R. (2010): Child's Play? An Investigation into Children's Ability to Identify Sponsors and Understand Sponsorship Intentions, Fourth German-French-Austrian Conference on Quantitative Marketing, Vienna, Austria, September 16-18 2010
- Reisinger, H., Grohs, R., Woisetschläger, D. (2010): Adverse Sponsorship Effects: Observations and Remedies, Fourth German-French-Austrian Conference on Quantitative Marketing, Vienna, Austria, September 16-18 2010
- Gazley, A., Krisjanous, J., Fam, K.-S., Grohs, R. (2010): Like It or Not: Ad Likeability and Dislikeability in Asia, 2010 Global Marketing Conference, Tokyo, Japan, September 9-12 2010
- Sheu, H., Grohs, R., Auer-Srnka, K. J. (2010): HIV Prevention in Schools by Empowerment, Poster at the EUFEP-Kongress, Baden, Austria, June 16-18 2010
- Auer-Srnka, K. J., Grohs, R., Thelen, E. (2010): Relationships between Orientation, Convenience, Atmosphere, Shopping Value and Behaviour: Conceptual Model and Empirical Evidence, Proceedings of the 39th EMAC Conference, Copenhagen, Denmark, June 1-4 2010
- Grohs, R., Wagner, U., Steiner, R. (2010): Drivers of Correct Sponsor Identification for Children, Proceedings of the 39th EMAC Conference, Copenhagen, Denmark, June 1-4 2010
- Grohs, R., Wagner, U., Steiner, R. (2010): Children's Sponsorship Perceptions and Sponsor Awareness, 5th International Research Days on Marketing Communications, Nancy, France, March 25-26 2010
- Reisinger, H., Grohs, R., Woisetschläger, D. (2008): Adverse Sponsorship Effects: Observations and Remedies, Proceedings of the ANZMAC Conference 2008, Sydney, Australia, December 1-3 2008
- Srnka, K. J., Grohs, R., Schnessl, N. (2008): The Impact of Perceived Retail Environment on Customer Satisfaction and Buying Behavior: Developing a Comprehensive Conceptual Model, 2008 Global Marketing Conference, Shanghai, China, March 20-23 2008
- Reisinger, H., Grohs, R., Eder, M. (2007): Adverse Effects of Sponsorship, Proceedings of the 36th EMAC Conference, Reykjavik, Iceland, May 22-25 2007
- Grohs, R., Steffen, M. (2005): Correct Sponsor Memorisation: Drivers and Moderators, Proceedings of the ANZMAC Conference 2005, Perth, Australia, December 5-7 2005
- Grohs, R., Reisinger, H. (2005): Image Transfer in Sponsorships – An Assessment of Moderating Effects, Proceedings of the 34th EMAC Conference, Milan, Italy, May 24-27 2005
- Grohs, R., Reisinger, H. (2004): Assessing the Effectiveness of Sponsorships: The Impact of Event Related Factors, Proceedings of the 33rd EMAC Conference, Murcia, Spain, May 18-21 2004
- Grohs, R., Reisinger, H. (2004): An Assessment of Factors Driving the Strength of Image Transfer in Sports Sponsorships – Conceptual Analysis and Empirical Study, 1st French International Research Day on Marketing Communications, Nancy, France, March 26 2004
- Grohs, R., Wagner, U., Vsetecka, S. (2003): Assessing the Effectiveness of Sport Sponsorships – An Empirical Examination, 2nd International Conference on Research in Advertising, Amsterdam, The Netherlands, June 16-17 2003
- Grohs, R., Srnka, K. J., Eckler, I. (2002): Increasing the Efficiency of Fundraising by Better Understanding the Donor – Results of an Empirical Study on the Impact of Socio-demographics on Individual Charitable Giving, Proceedings of the 31st EMAC Conference, Braga, Portugal, May 28-31 2002

Case studies

- Grohs, R. (2013): Popcorner – Home of the Corn, in: Wagner, U., Reisinger, H., Schwand, C. (Eds.) (2013): *Fallstudien aus der österreichischen Marketingpraxis 6*, WUV Verlag, Wien, 47-54
- Grohs, R. (2009): Kaffeeküche – Coffee-to-go auf Wienerisch, in: Wagner, U., Reisinger, H., Schwand, C. (Eds.) (2009): *Fallstudien aus der österreichischen Marketingpraxis 5*, Facultas, Wien, 199-206

Grohs, R., Burscha, M. (2009): mission2beach – der sommer deines lebens, in: Wagner, U., Reisinger, H., Schwand, C. (Eds.) (2009): *Fallstudien aus der österreichischen Marketingpraxis 5*, Facultas, Wien, 182-189

Grohs, R. (2002): Der Schimarkt in Österreich. Fallstudie zum strategischen Marketingmanagement, in: Wagner, U., Reisinger, H., Baldauf, A. (Eds.) (2003): *Fallstudien aus der österreichischen Marketingpraxis 3*, WUV, Wien, 39-48

Grohs, R., Krampera, K. (2002): Nike – Preisgestaltung im Sportartikelmarkt. Fallstudie zur Preispolitik, in: Wagner, U., Reisinger, H., Baldauf, A. (Eds.) (2003): *Fallstudien aus der österreichischen Marketingpraxis 3*, WUV, Wien, 227-237

(Invited) presentations

Grohs, R., Reisinger, H. (2012): Sponsorship of Televised Sport Events: An Analysis of Mediating Effects on Sponsor Image, Symposium on Quantitative Marketing and Marketing Management, Vienna, Austria, October 19 2012

Grohs, R. (2012): Gestaltung und Evaluation von Sportevent-Sponsoring aus Sponsorensicht, EVENTcon 2012, FH St. Pölten, October 17 2012

Grohs, R. (2010): (In)correct Sponsor/Ambusher (Non)identification (Paper with Elisabeth Wolfsteiner), University of Oregon, Eugene, USA, November 5 2010

Grohs, R. (2010): Sports Marketing in Europe, University of Oregon, Eugene, USA, November 8 2010

Grohs, R. (2009): Adverse Sponsorship Effects: Observations and Remedies, Michigan Center of Sport Management, University of Michigan, Ann Arbor, USA, February 24-25 2009

Grohs, R., Auer-Srnka, K. J. (2008): Sponsoring im Sport: Was bringt's? (Ziele der Unternehmen, Effekte für den Sport, Wirkungen auf die Konsumenten), University Meets Public, Wien, Austria, May 27 2008

Grohs, R., Auer-Srnka, K. J. (2004, 2006, 2007): Was ist Sponsoring? (July 13 2004); Was hat Iglo mit Schifahren, McDonalds mit Fußball und Mobilkom Austria mit der KinderUniWien zu tun? (July 18 2006; July 17 2007) an der KinderUni der Universität Wien, Wien, Austria

Grohs, R. (2005): Theory Construction and Empirical Testing, Presentation for PhD students at the Otago University Marketing PhD Colloquium, University of Otago, Dunedin, New Zealand, October 17-18 2005

Grohs, R. (2002): Measuring the Success of Sponsorships and Eventmarketing Activities, Presentation at the 15th EMAC Doctoral Colloquium, University of Minho, Braga, Portugal, May 26-28 2002

MEDIA (SELECTION)

- David Ifkovits, Petra Spescha: „Kopfgeld für Skifahrer: Förderung auf Umwegen“, Wirtschaftsblatt, 11. März 2012
- Miriam Koch, Klaus Puchleitner: „Business Marketing: Hartes Match“, Format 31, 2011
- Claudia Peintner: „Sportliche Brust zu vermieten“, Wiener Zeitung, 22. August 2011
- Nagl, Matthias: „Viel mehr als nur ein Skirennen“, Wiener Zeitung, 23./24. Jänner 2010
- Fiala, Michael: „Sponsoren sind über den neuen TV-Vertrag verärgert“, MediaNet, 12. Jänner 2010
- o.A.: „Österreichs Fußball nicht gefährdet“, Börsen-Kurier, 6. August 2009
- Doringner, Gudrun: „Sportsponsoren schwächeln“, Salzburger Nachrichten, 18. Juni 2009
- Podiumsdiskussion „Wirtschaftskrise = Sportsponsoring-Krise?“ im Rahmen des Sport & Business Circles der Österreichischen Sporthilfe (u.a. mit Georg Pangl, Bundesligavorstand, Leodegar Pruschak, RZB-Marketing-Direktor, und Hannes Jagerhofer, Eventveranstalter), Hotel Marriott, 8. Juni 2009
- o.A.: „Mit Kohl wird man nicht mehr werben können“, Die Presse, 17. Oktober 2008
- Proissl, Anneliese: „Sponsoring: 'Dopingfälle sind eine Katastrophe'“, Format, 32/2008
- Wolkerstorfer, Harald: „Die Herren der Ringe“, BestSeller, Juni 2008
- o.A.: „Euphorie bringt Sponsoren zum Strahlen“, Der Standard, 9. Juni 2008
- Schneeweiß, Herbert: „Fußball-WM schon im Mai“, Regal, 3/2006

REVIEWING AND MEMBERSHIPS

Reviewer for

- Australasian Marketing Journal
- der markt – Journal für Marketing
- Journal of Advertising
- Journal of Business Research
- Journal of the Global Academy of Marketing Science
- Marketing Review St. Gallen
- Marketing ZFP – Journal of Research and Management
- Psychology & Marketing
- Schmalenbach Business Review
- Social Sciences and Humanities Research Council of Canada
- Spectrum der Sportwissenschaften
- ANZAM, ANZMAC, EMAC

Member of the European Marketing Academy (EMAC, since 2001)

TEACHING

Master level:

- Management Research (Universität Innsbruck; 4 hrs: ST 2010-2012; 5 hrs: ST 2013, 2014)
- Brand Research (Universität Innsbruck; 3 hrs: FT 2009-2011; 2 hrs: FT 2012, 2013)
- Marketingkommunikation (Universität Wien; 2 hrs: ST 2006, 2007; 1 hour: ST 2011, 2012)
- Modellgestützte Unternehmensführung (FH Eisenstadt; 1 hour: ST 2011-2013)
- Research and Methodology (FH Krems; 2 hrs: FT 2008)
- Modellgestützte Unternehmensführung (Universität Wien; 2 hrs: FT 2007)
- Empirische Sponsoringforschung (Universität Salzburg; 2 hrs: FT 2007)
- Quantitative Data Analysis (University of Otago; 2 hrs: FT 2005)
- Quantitative Research Methods (University of Otago; 1 hour: ST 2005)
- Marktforschung (Universität Wien; 2 hrs: ST 2002-2004)
- Segmentierung (Universität Wien; 2 hrs: FT 2002)

Bachelor level:

- Sport and Event Marketing (University of New Orleans; 2 hrs: Summer School 2012)
- Segmentation, Targeting, Positioning (Universität Wien; 2 hrs: FT 2006-2008)
- Business Project (supervision) (University of Otago; 1 hour: ST 2005, FT 2005)
- Consumer Behaviour (University of Otago; 2 hrs: ST 2005)
- Sports Marketing (University of Otago; 2 hrs: ST 2005)
- Eventmarketing (Universität Wien; 2 hrs: FT 2000)
- Modellgestützte Unternehmensplanung (FH Eisenstadt; 1 hour: FT 1998-2003, 2007, 2008)
- Grundlagen des Marketing (Universität Wien; 2-4 hrs: FT 1999-2001, 2003, SS 2000, 2001, 2003, 2004, 2006-2009)

Teaching evaluations available for all institutions

Supervision of Master and Honours theses (approximately 25) at the University of Vienna, University of Innsbruck, University of Otago, MedizinUni Vienna, and University of Applied Sciences in Eisenstadt

Consulting projects with students (e.g., Zillertal Bier, MPreis, Lindner Traktoren)

Consulting projects (e.g., Lauda Air, Liebherr Verkehrstechnik, Life Ball, Beach Volleyball World Tour in Klagenfurt)

REFERENCES

o.Univ.-Prof. Dr. Udo Wagner

Marketing Department

Institute for Business Administration at the University of Vienna

Brünner Straße 72, A-1210 Wien, Austria

Tel.: +43 1 4277 38012, Email: udo.wagner@univie.ac.at

Prof. Rob Lawson

Department of Marketing

School of Business, University of Otago

PO Box 56, Dunedin, New Zealand

Tel.: +64 3 479 8158, Email: rob.lawson@otago.ac.nz

o.Univ.-Prof. Dr. Hans Mühlbacher

Department of Strategic Management, Marketing and Tourism

School of Management, University of Innsbruck

Universitätsstraße 15, A-6020 Innsbruck, Austria

Tel: +43 512 507-7200, Email: hans.muehlbacher@uibk.ac.at

Prof. T. Bettina Cornwell

Lundquist College of Business

University of Oregon

Lillis 432, Eugene, OR 97403-1208, USA

Tel: +1 541 346-8241, Email: tbc@uoregon.edu