

**Personal information**

---

Email: [f.eggers@rug.nl](mailto:f.eggers@rug.nl)Web: <https://www.rug.nl/staff/f.eggers/research>  
<https://my.preferencelab.com/>Google: <https://scholar.google.com/citations?user=M0o0k9wAAAAJ>Twitter: [https://twitter.com/eggers\\_felix](https://twitter.com/eggers_felix)**Post-Secondary Education**

---

**Ph.D.** University of Hamburg, 2008, supervisor: Henrik Sattler  
**(Dr. rer. pol.)** Topic: Preference measurement for the prediction and explanation of market success (translated), Grade: summa cum laude**Diploma** Business Administration, University of Hamburg, 2000 – 2004,  
**(Dipl.-Kfm.)** Major subjects: Information Technology, Marketing, Statistics,  
Grade: 1.67 (Top 5%)**Latest Positions**

---

05/2019 – date Associate Professor (tenured), University of Groningen, Faculty of Economics and Business, Department of Marketing; Fellow of the SOM Research Institute

07/2013 – 04/2019 Assistant Professor, University of Groningen, Faculty of Economics and Business, Department of Marketing; Fellow of the SOM Research Institute

09/2012 – 05/2013 Postdoctoral Researcher, University of Liechtenstein

**Research Stays**

---

04/2015 – 05/2015 MIT, Sloan School of Management, Cambridge/USA

08/2007 – 09/2007 University of Stellenbosch/South Africa

02/2006 – 04/2006 Australian Graduate School of Management, University of New South Wales, Sydney/Australia

**Research Interests**

---

Preference measurement, measurement of well-being, conjoint analysis, discrete choice experiments, choice modeling, digitalization, digital business models, pricing, branding.

## Selected Publications

---

Hauser, John R., Felix Eggers, and Matthew Selove: The Strategic Implications of Scale in Conjoint Analysis, **Marketing Science**, *forthcoming*, <https://bit.ly/2IUCJy9>

Brynjolfsson, Erik, Avinash Collis, and Felix Eggers (2019): Using Massive Online Choice Experiments to Measure Changes in Well-being, **Proceedings of the National Academy of Sciences of the United States of America (PNAS)**, <https://doi.org/10.1073/pnas.1815663116>

Burmester, Alexa, Felix Eggers, Michel Clement, and Tim Prostka (2016): Accepting or Fighting Unlicensed Usage – Can Firms Reduce Unlicensed Usage for Digital Media Products by Optimizing their Marketing? In: **International Journal of Research in Marketing**, 33(2), 343-356.

Nils Wloemert and Felix Eggers (2016): Predicting New Service Adoption with Conjoint Analysis: External Validity of BDM-Based Incentive-Aligned and Dual Response Choice Designs, in: **Marketing Letters**, 27(1), 195-210.

Papies, Dominik, Felix Eggers, and Nils Wloemert (2011): Music for Free? How Free Ad-funded Downloads Affect Consumer Choice, in: **Journal of the Academy of Marketing Science**, 39(5), 777-794.

Eggers, Felix and Henrik Sattler (2009): Hybrid Individualized Two-Level Choice-based Conjoint (HIT-CBC): A New Method for Measuring Preference Structures with Many Attribute Levels, in: **International Journal of Research in Marketing**, 26(2), 108-118.

Hennig-Thurau, Thorsten, Victor Henning, Henrik Sattler, Felix Eggers, and Mark Houston (2007): The Last Picture Show? Timing and Order of Movie Distribution Channels, in: **Journal of Marketing**, 71(4), 63-83.

## Awards

---

2016 **Best Paper Award**, based on doctoral dissertation: Measuring Changes in Consumer Surplus in the Digital Economy, with Erik Brynjolfsson and Avinash Gannamaneni, *Workshop on Information Systems and Economics (WISE)*, Dublin, Ireland.

2016 **Honorable Mention**: The Effects of Incentive Alignment, Realistic Images, Video Instructions, and Ceteris Paribus Instructions on Willingness to Pay and Price Equilibria, with John R. Hauser and Matthew Selove, *Proceedings of the Sawtooth Software Conference*, Park City, Utah.

2014 **Best Paper Award**: Distance and Perceptions of Risk in Internationalization Decisions: A Conjoint Choice Experiment, with Sascha Kraus, Tina Ambos, and Beate Cesinger, *Global Innovation and Knowledge Academy (GIKA)*, Valencia, Spain.

2012 **Best Paper Award**: Accepting or Fighting Piracy, with Alexa Burmester, Michel Clement, and Tim Prostka, in the Retailing and Pricing track, *American Marketing Academy (AMA) Summer Marketing Educators' Conference*, Chicago, USA.

## Service to the Research Community

---

**Ad-hoc Reviewer:** International Journal of Research in Marketing (Outstanding Reviewer Award 2017, top 10<sup>th</sup> percentile), Management Science, MIS Quarterly, Journal of Business Research, Business Research, Journal of Choice Modelling, Journal of Marketing Theory and Practice, Energy Policy, Technovation, Cities, Research in Engineering Design, Marketing – Journal of Research and Management, Marketing – Zeitschrift für Forschung und Praxis, ZfbF Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung, MedienWirtschaft, American Marketing Academy Conferences, European Marketing Academy Conferences.

**Co-host:** Thought Leadership conference on Digital Responsibility, Groningen, April 2018.

**Track Chair:** Pricing track, European Marketing Academy Conference, Glasgow, May 2018.

**Assistant to the Editor** (2006 – 2008): Marketing – Journal of Research and Management (and Marketing – Zeitschrift für Forschung und Praxis), Verlag Vahlen, Hamburg/Munich, Germany.

## Teaching Experience

---

Certified University Teaching Qualification (UTQ/BKO), University of Groningen, 12/2017

Course	Years	Average Evaluation Teacher	Average Evaluation Course
Thesis supervision (MSc Marketing)	2013 – date	4.9 out of 5	n.a.
Thesis supervision (PreMSc Marketing)	2014 – 2016	4.5 out of 5	n.a.
Thesis supervision (BSc Econometrics)	2014 – date	5.0 out of 5	n.a.
Multivariate Data Analysis (Research Master <sup>1</sup> )	2016 – date	4.5 out of 5	4.2 out of 5
Advanced Consumer Choice Modeling (Research Master <sup>1</sup> )	2013 – 2016	4.8 out of 5	4.1 out of 5
Digital Marketing Intelligence (MSc Marketing)	2017 – date	4.6 out of 5	4.1 out of 5
Marketing Engineering (MSc Marketing)	2013 – 2017	4.6 out of 5	4.4 out of 5
Marketing Research (PreMSc Marketing & BSc Economics and Business Economics)	2014 - date	4.5 out of 5	4.2 out of 5
Marketing Analytics (BSc Econometrics)	2014 – date	4.4 out of 5	4.0 out of 5

<sup>1</sup> Rated overall best Master's degree program of all university Master's in the Netherlands 2017/18, <https://www.keuzegids.org>

## Supervision

---

Ph.D. Chenming Peng, co-supervision with Jaap E. Wieringa and Jenny van Doorn, 2018 – date  
Frank T. Beke, co-supervision with Peter C. Verhoef and Jaap Wieringa, 2014 – 2018  
Paul Wiegmann, extended PhD committee, Erasmus University, supervisors: Henk de Vries and Knut Blind, 2019

MSc Marketing 47 completed theses, 2013 – date  
MSc Econometrics 1 completed theses, 2017 – date  
PreMSc Marketing 15 completed theses, 2014 – 2016  
BSc Econometrics 12 completed theses, 2014 – date  
MSc Marketing thesis coordinator, University of Groningen, 2017 – date.

## Software Development

---

Development and management of Preference Lab, an online software based on PHP, Javascript, and MySQL to create and analyze questionnaires including choice-based conjoint experiments, <http://my.preferencelab.com>, beta status: 300+ registered users, 1000+ created surveys.

Groningen/Netherlands, July 2019