

December 2024

**BERND SCHMITT**

**BHS1@COLUMBIA.EDU**

**Robert D. Calkins Professor of International Business  
Columbia Business School, New York**

## **EDUCATION**

1988 Ph.D., Psychology, Cornell University, Ithaca, NY  
1984 Diplom (Master's degree), Universität Heidelberg (Germany)

## **ACADEMIC POSITIONS**

### **COLUMBIA BUSINESS SCHOOL**

2003-present Robert D. Calkins Professor of International Business  
1999-present Academic Director, Center on Global Brand Leadership  
1998 – 2003 Professor  
1988 - 1998 Assistant and Associate Professor (tenured 1996)

### **SPECIAL LEAVE FROM COLUMBIA (2011-2013)**

Institute on Asian Consumer Insight, Executive Director, Nanyang Technological University, Singapore

### **SABBATICALS AND OTHER VISITING AND HONORARY APPOINTMENTS**

Mr. Schmitt has taken sabbaticals and held short-term visiting and honorary appointments at academic institutions in Asia, Europe and the U.S.

### **ASIA**

Singapore Management University, May – Aug 2024

Hong Kong University, August/September (2 weeks), 2023

Nanyang Technological University, Singapore, July 2011-June 2013.

Yonsei University (South Korea), January 2008

Singapore Management University, June/July 2007

Head of Marketing, China-Europe International Business School (CEIBS), Shanghai 1996 – 2000 (2-3 months each year)

Hong Kong University, July/August 1999

The Hong Kong University of Science and Technology (HKUST)  
May 1993 - June 1994

CEMI, Beijing (China), 6-week visits in 1991, 1992, and 1993

## EUROPE

Dr. Jörg Mittelsten Scheid Honorary Professorship at University of Wuppertal (Germany) 2019

Maximilian Universität, Munich (Germany) 2002

Leipzig Graduate School of Management (Germany), Spring 1996

Jagiellonian University, Krakow (Poland), February/March 1993

## U.S.A.

University of California at Los Angeles (UCLA), October/November (3 weeks), 2022

University of Michigan, William Davidson Institute, Ann Arbor, November/December 1999

Sloan School of Management, M.I.T., Cambridge, MA, Spring 1991

## LEADERSHIP AND ADMINISTRATIVE POSITIONS

### INSTITUTE ON ASIAN CONSUMER INSIGHT (ACI)

From 2011-2013, Mr. Schmitt worked in Singapore for two years, as Executive Director of ACI and Nanyang Visiting Professor at Nanyang Technological University (NTU). ACI was set up in 2011 with support of the Singapore Economic Development Board (EDB) and hosted by Nanyang Technological University. Mr. Schmitt defined the positioning of ACI and created various plans and initiatives. Under his leadership, ACI

- spearheaded research on Asian consumers and markets conducted by ACI and NTU faculty
- engaged in projects with businesses in the Asia-Pacific region
- started a Master of Science Program
- organized regular conferences and events including the large flagship conference called “Asia Business Summit”
- hosted an Asia-business-insights content web site, featuring applied and academic research and content from ACI conferences

### CENTER ON GLOBAL BRAND LEADERSHIP

In 1999, Mr. Schmitt founded the Center on Global Brand Leadership at Columbia Business School. <https://business.columbia.edu/globalbrands>

The Center is a key institution within Columbia Business School for bridging academic research and business practice. The Center focuses on the interface of brands, innovation and technology and has been supported by corporate sponsors. Specifically, under Mr. Schmitt’s guidance as academic director, the Center

- conducts applied brand research (in collaboration with Columbia faculty)
- engages in joint projects with sponsorship companies
- organizes conferences and events (including the prominent Brite Conference -- see below)
- runs a senior Brand Leaders Forum and other executive forums
- runs podcast, blogs and other content for businesses on branding, technology, and the future of brands

## STRATEGIC PLANNING AND OTHER COLUMBIA COMMITTEES

Mr. Schmitt was the Chair of the Strategy Advisory Committee of the Columbia Business School appointed by the Dean in 2016. The goal of the committee was to draft a five-year plan for the school (including school positioning, curriculum, and staffing), as the business school was planning to move into a new building. Similarly, he had served previously on the Strategic Planning Committee in 2005, which developed a new curriculum and various new initiatives for Columbia Business School.

Mr. Schmitt also served on the Manhattanville Planning Committee, working on the transition and move of Columbia Business School to its new building on the new Columbia Manhattanville campus in 2022. He served on the Columbia Business School Brand Committee and university-wide Columbia University Brand Committee. In addition, he chaired or was a member of the Executive MBA Advisory Committee, the Business/Law School Building Committee, the Committee on International Activities, the Marketing Department Recruitment Committee, and the Chazen Institute Faculty Committee, which coordinates all major international activities at Columbia Business School.

## THEORY AND PRACTICE IN MARKETING (TPM)

Mr. Schmitt is co-founder of Theory and Practice in Marketing (TPM), an annual conference in the field of marketing. <https://theorypractice.org/>

The goal of TPM is to build a bridge between theory and practice by celebrating research that is motivated by relevance and aims for practical impact. TPM conferences are attended by 100-200 marketing scholars as well as practitioners every year. TPM began with a 2011 symposium at Columbia Business School. Since then, it has been hosted with Mr. Schmitt's collaboration at Harvard Business School, London Business School, Northwestern University, University of Virginia, UCLA, University of Texas and Wharton (among others). TPM also ran two conferences in Europe and one in Seoul (South Korea). TPM has been supported by special issues or sections in *Marketing Science*, *Journal of Marketing Research*, *International Journal of Research in Marketing*, and *Journal of Marketing*.

## TECHNOLOGY-FOCUSED INITIATIVES

Much of Mr. Schmitt's research and activities examine the role of technology in business and marketing. Over the last few years, he has initiated conferences and events as well as knowledge forums (online and

offline), specifically focused on technology, which have been attended by managers and academics. They include (among others):

- Brite (Conference on Brands, Innovation and Technology), run at Columbia Business School, and attended by several hundred executives every year for more than 15 years.  
<https://www.briteconference.com/>
- Crypto-Marketing Initiative and Conference, 2022
- Creator's Economy Conference, 2023
- Special conferences and knowledge forums on technology for academic journals such as *Journal of Marketing* and *Journal of Consumer Research*

## ACADEMIC JOURNAL LEADERSHIP

Mr. Schmitt is Editor-in-Chief of the *Journal of Consumer Research (JCR)* from 2021-2024. <https://consumerresearcher.com/>

In addition to publishing leading consumer research, under the current editorship *JCR* has launched a new web site, revised its data policies, engaged in a DEI initiative, internationalized its Associate Editors board and Editorial Reviewers board, and embarked on a Special 50 Years Anniversary Issue (published in 2024).

Mr. Schmitt was also Guest Editor of a Special Issue on Asian consumers for *Marketing Letters*. In addition, he has served on the editorial boards of the *Journal of Consumer Research*, *the Journal of Consumer Psychology*, *International Journal of Research in Marketing*, *Journal of Business Research*, *Journal of Brand Management*, and *the Asian Journal of Marketing* (among others).

## ACADEMIC LECTURES AND COLLOQUIA (SELECT LIST)

### USA

- Cornell University
- Duke University
- George Washington University
- Harvard Business School
- M.I.T.
- New York University
- Stanford University
- UCLA
- University of California at Berkeley
- University of Chicago
- University of Colorado at Boulder
- University of Kansas
- University of Louisville
- University of Maryland
- University of Michigan
- University of Minnesota
- University of Texas, Austin

- Yale University

#### **ASIA**

- Hong Kong University
- HKUST (Hong Kong)
- Jiatong University, Shanghai (China)
- National University of Singapore
- Nanyang Technological University (Singapore)
- Peking University, Beijing (China)
- Seoul National University (South Korea)
- Singapore Management University
- University of International Business and Economics, Beijing (China)
- University of New South Wales, Sidney, Australia
- Yonsei University (South Korea)

#### **EUROPE**

- Academy of Economics, Krakow (Poland)
- Bocconi University, Milan (Italy)
- ESADE, Barcelona (Spain)
- Frankfurt School of Finance and Management (Germany)
- HEC, Paris (France)
- IESE, Barcelona (Spain)
- INSEAD, Fontainebleau (France)
- London Business School (England)
- Maximilian Universität, Munich (Germany)
- Gutenberg Universität, Mainz (Germany)
- Goethe University Frankfurt
- The Frankfurt School
- University of St. Gallen (Switzerland)
- University of Wuppertal (Germany)
- Vienna University of Economics and Business (Austria)
- Technical University Munich (Germany)

#### **OTHER COUNTRIES**

- Africa Business School, Rabat (Morocco)
- Universidad Nacional de Colombia, Bogota (Colombia)
- University of Western Australia, Perth (Australia)
- University of Tunis (Tunisia)
- York University, Toronto (Canada)

#### **ACADEMIC MEMBERSHIPS**

Mr. Schmitt has been a member of the American Marketing Association, the American Management Association, the Association for Consumer Research, the American Psychological Society, and a fellow of the International Academy of Management.

#### **DISSERTATION SPONSOR OR COMMITTEE MEMBER**

At Columbia Business School he has been a dissertation sponsor or on the committee of dissertations by doctoral students, including, for example, Noah Castelo (now at University of Alberta), Josko J. Brakus (now at Leeds, U.K.), Gavan Fitzsimons (now at Duke University),

Nader Tavassoli (now at London Business School), Shi Zhang (now at UCLA) and Jin Han (now at Singapore Management University).

## TEACHING

### COLUMBIA BUSINESS SCHOOL

At Columbia, he has taught MBA and Executive MBA courses including the Marketing Strategy core course, Managing Brands, Identity and Experiences, Market Innovation, New Technologies, Consumer Behavior, Advertising Management, Public and Nonprofit Marketing, Corporate Creativity, the Design and Marketing of Luxury Products, the Business of Aesthetics and Experiences, and Branding in the Arts. He also taught international seminars for Columbia in China and Germany.

### COLUMBIA EXECUTIVE PROGRAMS

Mr. Schmitt has been an instructor in open-enrolment executive programs including Brand Leadership (Faculty co-Director), Customer Experience Management (Faculty Director), E-B2B (Faculty Director), Marketing Management Program (Associate Faculty Director), Creating the Customer-Oriented Firm (Associate Faculty Director), Columbia Senior Executive Program, International Strategy, Building and Managing Brand Equity, Sales Management, Transition to General Management, Highlights of the MBA Program, E-commerce, and others.

He has also been a participant and Faculty Director of custom programs for China Eastern Airlines, R. R. Donnelly and Sons, Ericsson, Financial Times, and IBM (among others). He was the lead instructor of a three-day Columbia/EXEN course on "Branding: Equity, Identity and Image," broadcast live to US corporations. He designed a three-part branding course for Columbia Online and a customer experience online learning series for the Financial Times.

### INTERNATIONAL SPEECHES AND TEACHING FOR COLUMBIA

Internationally, for Columbia Business School and Columbia University Mr. Schmitt has spoken at the Pan-Asian and Pan-Euro Reunions in Berlin, Hong Kong, London, Rome, and Paris. He has been a Faculty Advisor on the Columbia EMBA trips to China in 1998, 1999 and 2000; the MBA China trip in 1997; and the MBA trip to Eastern Europe in 1992. He has held numerous lunches/dinner meetings with Columbia alumni in places like Munich, Beijing, Bombay, Hong Kong, Manila, Seoul, Singapore, Shanghai and Tokyo. He has spoken at alumni clubs and at prospective student events. He has also set up an international seminar and exchange programs with the University of Munich (Germany), Yonsei University (South Korea) and ESADE (Spain).

### TEACHING AT OTHER INSTITUTIONS

Mr. Schmitt has taught MBA and Executive MBA courses at the University of Munich (Germany), CEMI and CEIBS in China, Jagiellonian University in Poland, the Leipzig School of Management (Germany), and Yonsei University (South Korea). At CEIBS in Shanghai (China) he directed several executive programs and was part of "China from the Inside" (a one week intensive China program for senior executives with lectures and meetings with government officials, company visits, and presentations by China specialists). At ACI in Singapore, he taught "Asian Consumer Insight."

## TEACHING AWARD

Mr. Schmitt has been awarded the Columbia Business School Innovation for Teaching in the Classroom Award twice.

## RESEARCH

Mr. Schmitt conducts research on brands, innovation, and consumer behavior. His research has focused specifically on branding and the customer experience, language and culture, and radically new technologies (such as artificial intelligence, metaverse, NFTs, chatbots, and robots).

His research has received more than 40,000 total citations in Google Scholar (more than 19,000 since 2017): H-index 68 (46 since 2017).

## ACADEMIC JOURNAL ARTICLE

Clegg, M., Hofstetter, R., DeBellis, E. and Schmitt, B. (2024) Unveiling the mind of the machine. *Journal of Consumer Research*, 51 (2), 342–361

Schmitt, B. H. (2024). Consumer information processing and decision making: Origins, findings, applications, and future directions. *Journal of Consumer Research*, 51 (1). 2-6.

Sarstedt, M., Adler, S., Rau, L. and Schmitt, B. (2024). Using large language models to generate silicon samples in consumer and marketing research: Challenges, opportunities, and guidelines. *Psychology and Marketing* 41 (6), 1254-1270.

Schmitt, B. (2024). Transforming qualitative research in phygital settings: The role of generative AI. *Qualitative Market Research*, 27 (3), 523-526.

De Freitas, J., Agarwal, S., Schmitt, B. and Haslam, N. (2023). Psychological factors underlying attitudes toward AI tools. *Nature Human Behaviour*, 7(11), 1845-1854.

Schmitt, B. (2023). The role of fantasies in the arts: A call for better understanding and management. *International Journal of Arts Management*, 26 (1) 43-45.

Zarantonello, L. and Schmitt, B. (2023). Experiential AR/VR: A consumer and service framework and research agenda. *Journal of Service Management*, 34 (1), 34-55.

Hofstetter, R., De Bellis, E., Brandes, L., Clegg, L., Lamberton, C., Reibstein, D., Rohlfson, F., Schmitt, B. and Zhang, Z. J. (2022). Crypto-marketing: How non-fungible tokens (NFTs) challenge traditional marketing. *Marketing Letters*, 33, 705–711.

Brakus, J., Chen, W., Schmitt, B. and Zarantonello, L. (2022). Experiences and happiness: The role of gender. *Psychology and Marketing*, 39 (8), 1646-1659.

Schmitt, B., Brakus, J. and Biraglia, A. (2022). Consumption ideology. *Journal of Consumer Research*, 49 (1), 74-95.

Jedidi, K., Schmitt, B., Ben Sliman, M. and Li, Y. (2021). R2M Index 1.0.: Assessing the practical relevance of academic marketing articles. *Journal of Marketing*, 85 (5), 22-41.

Zarantonello, L., Grappi, S. Formisano, M. and Schmitt, B. (2021). A “crescendo” model: Designing food experiences for psychological well-being. *European Journal of Marketing*, 55 (9), 2414-2438.

Hoyer, W., Kroschke, M., Schmitt, B., Kraume, K. and Shankar, V. (2020). Transforming the customer experience through new technologies. *Journal of Interactive Marketing*, 51, 57–71.

Dellaert, B., Shu, S., Arentze, T., Baker, T., Diehl, K. Donkers, B., Fast, N., Häuble, G. Johnson, H., Karmarkar, U., Oppewal, H., Schmitt, B.H., Schroeder, J., Spiller, S. and Steffel, M. (2020). Consumer decisions with artificially intelligent voice assistants. *Marketing Letters*, 31, 335–347.

Swaminathan, V., Sorescu, A., Steenkamp, J.P., McQuinn, T. and Schmitt, B. (2020). Branding in a hyper-connected world: Refocusing theories and rethinking boundaries. *Journal of Marketing*, 84 (2), 24-46

Schmitt, B. (2020). Speciesism: An obstacle to AI and robot adoption. *Marketing Letters*, 31 (1), 3-6.

Schmitt, B. (2019). From atoms to bits and back: A research curation on digital technology and agenda for future research. *Journal of Consumer Research*, 46 (4), 825–832.

De Bellis, E., Hildebrand, C., Ito, K., Herrmann, A., and Schmitt, B. (2019). Personalizing the customization experience: A matching theory of mass customization interfaces and cultural information processing. *Journal of Marketing Research*, 56 (6), 1050–1065.

Castelo, N., Schmitt, B. and Sarvary, M. (2019). Human or robot? Consumer responses to radical cognitive enhancement products. *Journal of the Association of Consumer Research*. 4 (3), 217-230. (Lead article)

Kim, S.Y. and Schmitt, B. (2019). Eliza in the uncanny valley: anthropomorphizing consumer robots increases their perceived warmth but decreases liking. *Marketing Letters*, 30 (1), 1-12.

Schmitt, B.H. (2015). The “new wave” in studying Asian consumers and markets. *Marketing Letters*, 26 (3), 261-264.

Schmitt, B.H., Brakus, J.J., and Zarantonello, L. (2015). From experiential psychology to consumer experience. *Journal of Consumer Psychology*, 25 (1), 166-171.

Schmitt, B.H., Brakus, J.J., and Zarantonello, L. (2015). The current state and future of brand experience. *Journal of Brand Management*, 21, 727-733.

Gupta, S., Hanssens, D, Hauser, J., Lehmann, D. and Schmitt, B. (2014). Introduction to theory and practice. *Marketing Science*, 33 (1), 1-5.

Brakus, J. J., Schmitt, B. H., & Zhang, S. (2014). Experiential product attributes and preferences for new products: The role of processing fluency. *Journal of Business Research*, 67 (11), 2291-2298.

Zarantonello, L., Schmitt, B.H. and Jedidi, K. (2014). How to advertise and build brand knowledge globally? Comparing television advertising appeals across developed and emerging economies. *Journal of Advertising Research*, 54 (4), 420-434.

Schmitt, B. H. and Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. *Review of Marketing Research*, 10, 25-61.

Schmitt, B. (2013). The consumer psychology of customer-brand relationships: Extending the AA Relationships model. *Journal of Consumer Psychology*. 23, 2, 249–252.

Raffelt, U., Schmitt, B. H., and Meyer, A. (2013). Marketing function and form: How functionalist and experiential architectures affect corporate brand personality. *International Journal of Research in Marketing*, 30, 201–210.

Zarantonello L., Jedidi K., and Schmitt B.H. (2013), Functional and experiential routes to persuasion: An analysis of advertising in emerging vs. developed Markets. *International Journal of Research in Marketing*, 30, Issue 1, 46-56.

Zarantonello, L. and Schmitt, B.H. (2013). The impact of event marketing on brand equity: The mediating roles of brand experience and brand attitude. *International Journal of Advertising*. Vol. 32, No. 2, 255-280

Schmitt, B and Zhang, S. (2012). Selecting the right brand name: An examination of tacit and explicit linguistic knowledge in name translations. *Journal of Brand Management*. 19, 655–665.

Schmitt, B. (2012). The consumer psychology of brands. *Journal of Consumer Psychology*, 22, 7-17.

Esch, F-R., Möll, T., Schmitt, B., Elger, C., Neuhaus, C. and Weber, B. (2012). Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands? *Journal of Consumer Psychology*, 22, 75-85.

Schmitt, B. (2011). Experience marketing: concepts, frameworks and consumer insights. *Foundations and Trends in Marketing*. 5 (2), 55-112.

Kunz, W., Schmitt, B.H. and Meyer, A. (2010). How does perceived firm innovativeness affect the consumer? *Journal of Business Research*, 64 (8), 816-822.

Zarantonello, L. and Schmitt, B. (2010). Using the brand experience scale to profile consumers and predict consumer behavior. *Journal of Brand Management*, 17 (7), 532-540.

Brakus, J.J., Schmitt, B. and Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73 (3), 52-68.

Schmitt B. (2009). The concept of brand experience. *Journal of Brand Management*. 16 (7): 417-419.

Van der Lans, R., Cote, J., Cole, C., Leong, S.M., Smidts, A. Henderson, P., Blümelhuber, C., Bottomley, P., Doyle, J., Fedorikhin, A., Janakiraman, M., Rameseshan, B. and Schmitt, B. (2009). Cross-national logo evaluation analysis: an individual-level approach. *Marketing Science*, 28 (5), 968-985.

Esch, F.-R., Schmitt, B., Redler, J. And Langner, T. (2009). The brand anchoring effect: A judgment bias arising from brand awareness and temporary accessibility. *Psychology and Marketing*, 26 (4), 383-395.

Sheinin, D.A., Dube, L. and Schmitt, B.H. (2008). Derivative beliefs and evaluations. *Journal of Product and Brand Management*, 17 (7), 453-462.

Esch, F.-R., Langner, T. Schmitt, B.H., and Geus, P. (2007). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product and Brand Management*, 15 (2), 98-105. (Article received the *Highly Commended Award* from Emerald Literati Network)

Zhang, S. and Schmitt, B.H. (2004). Activating sound and meaning: The role of language proficiency in bilingual consumer environments. *Journal of Consumer Research*, 31, 220-228.

Henderson, P., Cote, J., Leong, S. M. and Schmitt, B. (2003). Building strong brands in Asia: Selecting the visual components of image to maximize brand strength. *International Journal of Research in Marketing*, 20, 297-313.

Zhu, H. and Schmitt, B. H. (2002). Experience economy and management innovation. *Journal of China Business and Market*, Issue 4, 43-46. (Published in Chinese)

Zhang, S. and Schmitt, B.H. (2001). Creating local brands in multilingual international markets. *Journal of Marketing Research*, Vol. 38 (3) 313-326.

Aaker, J. and Schmitt, B. H. (2001). Culture-dependent assimilation and differentiation of the self: Preferences for consumption symbols in the United States and China, *Journal of Cross-Cultural Psychology*, 38, 561-576.

Schmitt, B. H. (2000/2001). Experiential Marketing: A new marketing for a new century. *Asian Journal of Marketing*, Vol. 8, No. 2, 109-114.

Schmitt, B. H. (2000). Creating and managing brand experiences on the internet. *Design Management Journal*, Vol. 11, Fall 2000, 53- 58.

Schmitt, B. H. (2000). Experiential Marketing and the product life cycle. *Thesis*, 17 (2), 11-14.

Dubé, L. & Schmitt, B.H. (1999). The effect of a similarity vs. dissimilarity focus in brand positioning: the moderating role of consumer familiarity and product category, *Psychology & Marketing*, 16 (3), 211-225.

Schmitt, B. H. (1999). Experiential Marketing: A new framework for design and communications. *Design Management Journal*, Vol. 10, No. 2 (Spring 1999), 10-16.

Ang, S. H., & Schmitt, B. H. (1999). Introduction to special issue. *Asia Pacific Journal of Management*, 16, 3-8.

Schmitt, B. H. (1999). Experiential Marketing. *Journal of Marketing Management*, 15, 53-67.

Schmitt, B. H. and Zhang, S. (1998). Language structure and categorization: A study of classifiers in consumer cognition, judgment and choice. *Journal of Consumer Research*, 25, 108-122.

Schmitt, B. H. and Simonson, A. (1998). Coupling brand and organizational identities through partnering. *Design Management Journal*, 9, 9-14.

Zhang, S. and Schmitt, B. H. (1998). Language-dependent classification: The role of classifiers in cognition, memory and ad evaluations. *Journal of Experimental Psychology: Applied*, 4, 375-385.

Mak, B., Schmitt, B. H. and Lyytinen, K. (1997). User participation in knowledge update of expert systems. *Information and Management*, 32 (2), 55-63.

Schmitt, B. H. (1997). "Superficial out of profundity": The branding of customer experiences. *The Journal of Brand Management*, 5, 92-98.

Han, J. and Schmitt, B. (1997). Product-category dynamics and corporate identity in brand extensions: A comparison of Hong Kong and U.S. consumers. *Journal of International Marketing*, 5 (1), 77-92.

Schmitt, B. (1997). Who is the Chinese consumer? Segmentation in the People's Republic of China. *European Management Journal*, 15 (2), 191-194.

Dubé, L., Leclerc, F. and Schmitt, B. H. (1996). The temporal dimension of social episodes: Position effect in time judgments of unfilled intervals. *Journal of Applied Social Psychology*, 26, 1816-1826.

Pan, Y. and Schmitt, B. H. (1996). Language and brand attitudes: The impact of script and sound matching in Chinese and English. *Journal of Consumer Psychology*, 5 (3), 263-277.

Leclerc, F., Schmitt, B. H. and Dubé, L. (1995). Waiting time and decision making: Is time like money? *Journal of Consumer Research*, 22, 110-119.

Schmitt, B. H., Simonson, A. and Marcus, J. (1995). Managing corporate image and identity. *Long Range Planning*, 28, 82-92.

Schmitt, B. H. (1995). Language and visual imagery: Issues of corporate identity in East Asia. *Columbia Journal of World Business*, Winter 1995 Issue, 28-36.

Pan, Y. and Schmitt, B. H. (1995). What's in a name? An empirical comparison of Chinese and English brand names. *Asian Journal of Marketing*, 4, 7-16.

Schmitt, B. H. and Shultz, C. (1995). Situational effects on brand preferences for image products. *Psychology and Marketing*, 12, 433-446.

Simonson, A., Schmitt, B. H., and Marcus, J. (1995). Processes for managing identity and design within a corporation. *Design Management Journal*, 6, 60-63.

Schmitt, B., Pan, Y., and Tavassoli, N. (1994). Language and consumer memory: The impact of linguistic differences between Chinese and English. *Journal of Consumer Research*, 21, 419-431.

Schmitt, B. H. and Pan, Y. (1994). Managing corporate and brand identities in the Asia-Pacific Region. *California Management Review*, 36 (4), 32-48.

Leclerc, F., Schmitt, B. H., Dubé, L. (1994). Foreign branding and its effect on product perceptions and attitudes. *Journal of Marketing Research*, 31, 263-270.

Schmitt, B. H. (1994). Contextual priming of nonverbal material in advertising. *Psychology and Marketing*, 11, 1-14.

Sheinin, D. and Schmitt, B. H. (1994). Extending brands with new product concepts: the role of category attribute congruity, brand affect and brand breadth. *Journal of Business Research*, 31, 1-10.

Schmitt, B. H., Tavassoli, N. T. and Millard, R. T. (1993). Memory for print ads: Understanding relations among brand name, copy and picture. *Journal of Consumer Psychology*, 2, 55-81.

Schmitt, B. H., Dubé, L. and Leclerc, F. (1992). Intrusions into waiting lines: Does the queue constitute a social system? *Journal of Personality and Social Psychology*, 63, 806-815.

Schmitt, B. H. and Dubé, L. (1992). Contextualized representations of brand extensions: Are feature lists or frames the basic components of consumer cognition? *Marketing Letters*, 3, 115-126.

Dubé, L., Schmitt, B. H., and Leclerc, F. (1991). Consumers' affective response to delays at different phases of a service delivery. *Journal of Applied Social Psychology*, 21, 810-820.

Schmitt, B. H., Leclerc, F. and Dubé-Rioux, L. (1988). Sex typing and consumer behavior: A test of gender schema theory. *Journal of Consumer Research*, 15, 122-128.

Schmitt, B. H. (1988). Social comparison in romantic jealousy. *Personality and Social Psychology Bulletin*, 14, 374-387.

Schmitt, B. H. and Millard, R. (1988). Construct validity of the Bem Sex Role Inventory (BSRI): Does the BSRI distinguish between gender-schematic and gender-aschematic individuals? *Sex Roles*, 19, 581-588.

Schmitt, B. H. (1987). Gustav Ichheiser's early work: The forgotten roots of person perception and attribution theory. *Contemporary Social Psychology*, 12, 63-68.

Schmitt, B. H. (1987). The ecological approach to social perception: A conceptual critique. *Journal for the Theory of Social Behaviour*, 17, 265-278.

Schmitt, B. H., Gilovich, T., Goore, N., and Joseph, L. (1986). Mere presence and social facilitation: One more time. *Journal of Experimental Social Psychology*, 22, 242-248.

#### RESEARCH IN PROGRESS

Mr. Schmitt is co-author of several academic papers on new technologies, which are currently at various stages of the academic review process. For example, he is co-author of a paper on metaverse submitted to *Journal of Marketing*; a paper on robots under review at *Journal of Marketing Research*; and a paper on generative AI (such as chatGPT) to be submitted to *Journal of Marketing*.

#### EDITORIALS

Schmitt, B., Cotte, J., Giesler, M., Stephen, A. and Wood, S. (2022). Fifty Years of JCR, 51 (1), 1.

Schmitt, B., Cotte, J., Giesler, M., Stephen, A. and Wood, S. (2022). Relevance: Reloaded and recoded. *Journal of Consumer Research*, 48 (5), 753–755.

Schmitt, B., Cotte, J., Giesler, M., Stephen, A. and Wood, S. (2021). Our journal, our intellectual home. *Journal of Consumer Research*, 47 (5), 633–635.

#### EDITED ACADEMIC BOOKS

Schmitt, B. and Lee, L. (Eds.) (2015). The psychology of the Asian consumer. New York: Routledge.

Schmitt, B. (Ed.) (2012). Asia business insights. Published by *The Financial Times*.

Schmitt, B. and Rogers, D. (Eds.) (2008). Handbook on brand and experience management. Cheltenham, UK and Northampton, MA, USA: Edward Elgar.

Mr. Schmitt has also been the co-editor of a book series on marketing and management in China, publishing the Chinese version of books by authors such as Peter Drucker, Jerry Wind, and others.

## BOOK CHAPTERS

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Mr. Schmitt has been conference chairs at marketing conferences worldwide and organized several sessions at the ACR (Association for Consumer Research) Annual Conferences in the U.S., in Europe and Asia. He has also presented numerous papers at marketing and psychology conferences. Currently, he is a frequent participant in Meet-the-Editor sessions at marketing conferences.

## **CASE STUDIES**

Mr. Schmitt has authored and co-authored cases on Samsung, SAP, Yuhan-Kimberly, Seoul Philharmonic Orchestra (co-authored with Hun-Joon Park), Mary Kay China, Absolut, Cathay Pacific Airways and other companies.

## **WORK RELATED TO BUSINESS COMMUNITIES**

### **BUSINESS BOOKS**

Schmitt, B. (2014). The changing face of the Asian consumer: Insights and strategies for Asian markets. Singapore: McGraw Hill.

Schmitt, B. (2012). Happy customers everywhere: How your business can benefit from the insights of positive psychology. New York: Palgrave.

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Schmitt, B. H. and Simonson, A. (1997). Marketing aesthetics: The strategic management of brands, identity and image. New York: The Free Press.

Mr. Schmitt's books have been translated into more than 25 languages.

## **KEYNOTE SPEAKING AND**

## CONSULTING

Mr. Schmitt has given keynote speeches and workshops on his work and consulted for companies around the world. His clients have included the Absolut Company, Ahold, American Express, American Home Products, Amore Pacific, Asatsu-DK, Audi, Avon, Cathay Pacific, Chubb Corporation, Clarica Life Insurance, Deutsche Bank, Eli Lilly, Electronic Arts, Ericsson, Estee Lauder, Ferragamo, Ford Motor Co., Fujifilm, Gabelli Funds, Genesys, Glaxo Wellcome, Hanjin, Hearst Corporation, Henkel, Hilton Hotels, HP, HSBC, IBM, Intel, Kimberly-Clark, Landor, LVMH, McKinsey & Co., M&M Mars, Motorola, Novartis, Ogilvy & Mather, Pacific Corp., Pernod-Ricard, Philip Morris, Pfizer, Porter Novelli, Porsche, Procter and Gamble, R. R. Donnelly, Research in Motion/Blackberry, Samsung, SAP, Seagram, Sephora, Siemens, Singapore Airlines, Sony, Sunstar, Tata Industries, Telefonica, Teleperformance, 24/7 Media, Unilever, UNICEF, Visa, Vodafone, Vogue Magazine, Volkswagen, Volvo and Wheelock (among others).

He has served on the Marketing Boards of Volkswagen AG, Samsung Electronics USA and Schmidt & Kaiser (a German agency). He was CEO of The EX Group, a small experience consulting firm.

SELECT MEDIA  
COVERAGE

Mr. Schmitt's research and activities have been covered in

- The Harvard Business Review
- The Economist
- The Financial Times
- The Asian Wall Street Journal
- The New York Times
- The Washington Post
- The International Herald Tribune
- Die Zeit
- Frankfurter Allgemeine Zeitung
- Fokus Money
- The Straits Times
- The South China Morning Post
- AdAge
- Adweek

Multi-page articles, featuring him and his work, have been published in media in Argentina, Germany, Japan, South Korea, Spain and Turkey (among others). He has also written short articles on various topics for print and online publications and contributed op-ed pieces on business issues to

- New York Times
- Asian Wall Street Journal
- Financial Times

He has been featured on CNN's *Business Unusual*, Arirang's *Heart to Heart* show in South Korea and Comedy Central's *Daily News Show*

He has appeared in online programs and on social media and the following TV channels

- CNN

- BBC
- CBS Evening News
- Channel News Asia
- Wall Street Journal TV
- CNBC
- CNBC-Asia
- NHK (Japanese TV)
- Chinese TV stations in Beijing, Shanghai, and Shenzhen