



**Prof. Dr. Martin Natter**  
Professor of Marketing  
Director of the Department of Business  
Administration

University of Zurich  
Plattenstrasse 14  
CH-8032 Zurich  
E-Mail: [martin.natter@business.uzh.ch](mailto:martin.natter@business.uzh.ch)

## Curriculum Vitae

Since February 2025, Martin Natter is Director of the Department of Business Administration at University of Zürich. Martin Natter is a Full Professor of Marketing at the University of Zurich's Department of Business Administration since 2016. He is also part of the Marketing, Digital Transformation and Entrepreneurship group.

Between 1986 and 1991 he studied MIS at University of Vienna. He started his academic career in 1990 as a research assistant at the Institute for Advanced Studies in Vienna. In 1993, he became research assistant at the Vienna University of Economics and Business Administration (VUEBA). He received a doctorate in business administration from VUEBA in 1994. In 1999, he was tenured by VUEBA and became Associate Professor at VUEBA until 2005.

From 2005 to 2016 he was the Hans Strothoff Chair of Retail Marketing at Goethe University Frankfurt, Germany.

His favorite marketing instruments are pricing and promotion. In his research, he investigates how Marketing can help to motivate firms (especially retailers) and consumers to act more sustainable.

His research has been published in *Journal of Marketing*, *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Journal of Retailing*, *Journal of Service Research*, *International Journal of Research in Marketing (IJRM)*, and many others.

Martin Natter is part of the review board of IJRM and acted as co-editor of Schmalenbach's zfbf and sbr from 2006 until 2019.

He has participated in numerous research projects. From 2020 until 2025 he was in charge of a project on Sustainability and Food Waste funded by the Swiss National Science Foundation SNSF. Between 2018-2024, he was part of the [University Research Priority Program \(URPP\) on Social Networks](#), one of the University of Zurich's excellent research priority programs, as Co-Director. Until its completion by the end of 2024 this interdisciplinary program examined relationships between social structures and marketing interventions.

Martin Natter has received numerous awards such as the Senator Wilfling Research Award (1999), the VUEBA best paper award of the city of Vienna (2000) and the VHB best-paper award (2009). His research was nominated three times for the ISMS/MSI G. Lilien Practice Prize Final (2005, 2006, 2014) which he won in 2014. In 2018 he won the Emerald Literati Award for the best paper in the *European Journal of Marketing*. Several of his doctoral students received best dissertation prizes or were nominated for best dissertation prizes (Ju-Young Kim, Salome Nies, Jochen Reiner, Ana-Marija Ozimec, Andreas Mild).

## Research Interests

### Pricing and Promotion

Investigation of the design of participative pricing mechanisms (PPM) like pay-what-you want and others. He studies dynamic pricing and promotion strategies.

### Sustainability and Behavioral Change

He investigates who consumers and retailers can be motivated to reduce their food waste or to reduce their CO2 footprint.

### Social Influence and Values

Better understanding the interactions between social influence, values, choice architectures and consumers' decisions.

## Education and Employment

2016 – today	Professor of Marketing, University of Zurich
2005 – 2016	Strothoff-Chair of Retailing, Goethe-University Frankfurt
1999 – 2005	Associate Prof. for business administration at Vienna University of Economics and Business Administration (VUEB)
1999	17.03.1999, Habilitation at VUEB (“Lehrbefugnis” für BWL)
1993 – 1999	Research assistant at the Vienna University of Economics and Business Administration (VUEB), Austria (Prof. Alfred Taudes)
1994	15.12.1994, Promotion Dr. rer. soc. oec. at VUEB
1990 – 1993	Research assistant at the Institute for Advanced Studies, Vienna, Austria (Prof. Harald Hruschka)
1991	02.07.1991 Magister rer. soc. oec.
1986 – 1991	Master studies in MIS at University of Vienna

## Prizes and Nominations

2022	Best Paper Award European Academy of Management
2018	Emerald Literati Award for Excellence - Outstanding Paper (European Journal of Marketing)
2016	Finalist EHI Wissenschaftspreis (Cooperations Business & Science)
2014	Winner Gary Lilien ISMS-MSI Practice Prize
2011	Finalist best MSI paper
2009	VHB Best-Paper Award
2009	Finalist MSI H. Paul Root Award
2009	Best Paper Kommission Marketing (Germany)
2008	Best Paper Kommission Marketing (Germany)
2006	Finalist Lilien ISMS-MSI Practice Prize
2006	Semifinale Franz Edelman Award
2006	Finalist Houska Prize
2005	Finalist Lilien ISMS-MSI Practice Prize
2000	2 <sup>nd</sup> WU-Best Paper Award of the City of Vienna

## Teaching (selection from more than 100 courses)

Martin Natter has held a broad variety of marketing classes covering topics such as:

- Marketing
- New Product Marketing
- Marketing Strategy
- Retailing
- Pricing

## Reviewing Activities

Review board	International Journal of Research in Marketing
Ad hoc reviewer	Marketing Science, Management Science, Journal of Marketing, Journal of Marketing Research, Marketing Letters, European Journal of Marketing, European Journal of Operational Research, Journal of Business Research, Journal of Product Innovation Management, Production and Operations Management, Electronic Commerce Research and Applications, Journal of Retailing, Journal of Service Research
Reviewer (projects)	ONB, SNF, DFG
Editor	In 2015, he has served as a guest editor for the Special Issue on Free Market Payments in Journal of Socio-Economics / Journal of Behavioral

## Refereed Journal Publications (bold: VHB-Journal Classification A and A+)

1. Reiner, Jochen / Wamsler, Julia / Bornemann, Torsten / Natter, Martin (2025): "How Insurance Prices Affect Consumers' Purchase Decisions: Insurance Price as a Risk Signal", **Journal of Marketing Research**, Epub ahead of print, [Weblink to Article](#)
2. Stangl, Brigitta / Kastner, Margit / Natter, Martin (2025): "The Impact of Cost Structure Appeals on Fairness Perceptions and Payments", **Journal of Service Research**, Epub ahead of print. [Weblink](#)
3. Hossli, Nils / Natter, Martin / Algesheimer, René (2024): "On the importance of congruence between personal and work values – How value incongruence affects job satisfaction: A multiple mediation model, Journal of Wellbeing, 14(3), 2905, [Weblink to Article](#)
4. Merian, Sybilla / O'Sullivan, Kevin / Stöckli, Sabrina / Beretta, Claudio / Müller, Nadina / Tiefenbeck, Verena / Fleisch, Elgar / Natter, Martin (2024): "A field experiment to assess barriers to accurate household food waste measurements", Resources, Conservation and Recycling, 206, 107644, [Weblink to Article](#)

5. Merian, Sybilla / Stöckli, Sabrina / Fuchs, Klaus Ludwig / Natter, Martin (2022): "Buy Three to Waste One? How Real-World Purchase Data Predict Groups of Food Wasters", *Sustainability*, 14(16), 10183, [Weblink to Article](#)
6. Wamsler, Julia / Vuckovac, Denis / Natter, Martin / Ilic, Alexander (2022): "Live shopping promotions: which categories should a retailer discount to shoppers already in the store?", **OR Spectrum**, Science Direct [Weblink to Article](#)
7. Tipaldi, Petra / Natter, Martin (2022): "Older adults' decisions on smart home systems: Better put an age tag on it!", *Psychology & Marketing*, 39(9), 1747-1761, [Science Direct Weblink to Article](#)
8. Wamsler, Julia / Natter, Martin / Algesheimer, René (2022): "Transitioning to Dynamic Prices: Should Pricing Authority Remain with the Company or be Delegated to the Service Employees Instead?", *Journal of Business Research*, Vol. 139 (February), 1476-1488, [Science Direct Weblink to Article](#)
9. Brünner, Tobias / Reiner, Jochen / Natter, Martin / Skiera, Bernd (2019): "Prospect theory in a dynamic game: Theory and evidence from online pay-per-bid Auctions», *Journal of Economic Behavior and Organization*, Vol. 164 (August 2019), 215-234, [Science Direct Weblink to Article](#)
10. Blessing, Gerald / Natter, Martin (2019): "Do Mystery Shoppers Really Predict Customer Satisfaction and Sales Performance?", **Journal of Retailing**, Vol. 95 (3), 47-62, [Science Direct Weblink to Article](#).
11. Drechsler, Salome / Leeflang, Peter S.H. / Bijmolt, Tammo H.A. / Natter, Martin (2017): "Multi-unit price promotions and their impact on purchase decisions and sales", *European Journal of Marketing*, Vol. 51 (5/6), 1049-1074.
12. Kostyra, Daniel S. / Reiner, Jochen / Natter, Martin / Klapper, Daniel (2016): „Decomposing the Effects of Online Customer Reviews on Brand, Price and Product Attributes”, *International Journal of Research in Marketing*, Special Issue: Branding in a Digitally Empowering World, Vol. 33 (1), 11-26.
13. Natter, Martin / Ozimec, Ana-Marija / Kim, Ju-Young (2015): "ECO: Entega's Profitable New Customer Acquisition on Online Price Comparison Sites", **Marketing Science**, Vol. 34 (6), 789-803.
14. Natter, Martin / Kaufmann, Katharina (2015): "Voluntary Market Payments: Underlying Motives, Success Drivers and Success Potentials", *Journal of Behavioral and Experimental Economics*, Vol. 57 (C), 149-157.
15. Kim, Ju-Young / Brünner, Tobias / Skiera, Bernd / Natter, Martin (2014): "A Comparison of Different Pay-per-Bid Auction Formats", **International Journal of Research in Marketing**, Vol. 31 (4), 368-379.
16. Kim, Ju-Young / Natter, Martin / Spann, Martin (2014): "Sampling, Discounts or Pay-What-You-Want: Two Field Experiments", **International Journal of Research in Marketing**, Vol. 31 (3), 327-334.
17. Reiner, Jochen / Natter, Martin / Skiera, Bernd (2014): "The Impact of Buy-Now Features in Pay-per-Bid Auctions", **Journal of Management Information Systems**, Vol. 31 (2), 77-104.

18. Drechsler, Wenzel / Natter, Martin / Leeflang, Peter S.H. (2013): "Improving Marketing's Contribution to New Product Development", ***Journal of Product Innovation Management***, Vol. 30 (2), 298-315.
19. Nies, Salome / Natter, Martin (2012): "Does Private Label Quality Influence Consumers' Decision on Where to Shop?", *Psychology & Marketing*, Vol. 29 (4), 279-292.
20. Drechsler, Wenzel / Natter, Martin (2012): "Understanding a Firm's Openness Decisions in Innovation", *Journal of Business Research*, Vol. 65 (3), 438-445.
21. Verhoef, Peter C. / Leeflang, Peter S.H. / Reiner, Jochen / Natter, Martin / Baker, William / Grinstein, Amir / Gustafsson, Anders / Morrison, Pamela / Saunders, John (2011): "A Cross-National Investigation into the Marketing Department's Influence within the Firm: Towards Initial Empirical Generalizations", *Journal of International Marketing*, Vol. 19 (3), 59-86.
22. Drechsler, Wenzel / Natter, Martin (2011): "Do Price Charts Provided by Online Shopbots Influence Price Expectations and Purchase Timing Decisions?", *Journal of Interactive Marketing*, Vol. 25 (2), 95-109.
23. Cornelius, Britta / Wagner, Udo / Natter, Martin (2010): "Managerial Applicability of Graphical Formats to Support Positioning Decisions", *Journal für Betriebswirtschaft*, Vol. 60 (3), 167-201.
24. Ozimec, Ana-Marija / Natter, Martin / Reutterer, Thomas (2010): "GIS-Based Marketing Decisions: Effects of Alternative Visualizations on Decision Quality", ***Journal of Marketing***, Vol. 74 (6), 94-110.
25. Nies, Salome / Natter, Martin (2010): "Are Private Label Users Attractive Targets for Retailer Coupons?", ***International Journal of Research in Marketing***, Vol. 27 (3), 281-291.
26. Faure, Corinne / Natter, Martin (2010): "New Metrics for Evaluating Preference Maps", ***International Journal of Research in Marketing***, Vol. 27 (3), 261-270.
27. Kim, Ju-Young / Natter, Martin / Spann, Martin (2010): "Kish - Where Customers Pay as THEY Wish", *Review of Marketing Science*, Vol. 8 (2), Article 3.
28. Cornelius, Britta / Natter, Martin / Faure, Corinne (2010): "How Storefront Displays Influence Retail Store Image", *Journal of Retailing and Consumer Services*, Vol. 17 (2), 143-151.
29. Kim, Ju-Young / Natter, Martin / Spann, Martin (2009): "Pay-What-You-Want - A New Participative Pricing Mechanism", ***Journal of Marketing***, Vol. 73 (1), 44-58.
30. Mild, Andreas / Natter, Martin / Reutterer, Thomas / Taudes, Alfred / Wöckl, Jürgen (2009): "Retail Revenue Management", *European Retail Research*, Vol. 23 (2), 89-106.

31. Natter, Martin / Reutterer, Thomas / Mild, Andreas (2014): "Dynamic Pricing Support Systems for DIY Retailers - A Case Study from Austria", *GfK Marketing Intelligence Review*, Vol. 1 (1), 46-53.
32. Reiner, Gerald / Natter, Martin / Drechsler, Wenzel (2009): "Life Cycle Profit - Reducing Supply Risks by Integrated Demand Management", *Technology Analysis and Strategic Management*, Vol. 21 (5), 653-664.
33. Natter, Martin / Mild, Andreas / Wagner, Udo / Taudes, Alfred (2008): "Planning New Tariffs at tele.ring - the Application and Impact of an Integrated Segmentation, Targeting and Positioning Tool", *Marketing Science*, Vol. 27 (4), 600-609.
34. Natter, Martin / Reutterer, Thomas / Mild, Andreas / Taudes, Alfred (2007): "An Assortment-Wide Decision-Support System for Dynamic Pricing and Promotion Planning in DIY Retailing", *Marketing Science*, Vol. 26 (4), 576-583.
35. Reiner, Gerald / Natter, Martin (2007): "An Encompassing View on Markdown Pricing Strategies: An Analysis of the Austrian Mobile Phone Market", *OR Spectrum*, Special Issue Revenue Management, Vol. 29 (1), 173-192.
36. Reutterer, Thomas / Mild, Andreas / Natter, Martin / Taudes, Alfred (2006): "A Dynamic Segmentation Approach for Targeting and Customizing Direct Marketing Campaigns", *Journal of Interactive Marketing*, Vol. 20 (3/4), 43-57.
37. Natter, Martin / Mild, Andreas / Taudes, Alfred / Geberth, Christian (2004): "Web-Based Knowledge Management in Product Concept Development - The DELI Approach", *International Journal of Electronic Business*, Vol. 2 (5), 471-479.
38. Bach, Heinz / Mild, Andreas / Natter, Martin / Weber, Andreas (2004): "Combining Socio-Demographic and Logistic Factors to Explain the Generation and Collection of Waste Paper", *Resources, Conservation & Recycling*, Vol. 41 (1), 65-73.
39. Natter, Martin / Mild, Andreas (2003): "DELI: An Interactive New Product Development Tool for the Analysis and Evaluation of Market Research Data", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 12 (1), 43-52.
40. Mild, Andreas / Natter, Martin (2002): "Collaborative Filtering or Regression Models for Internet Recommendation Systems?", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 10 (4), 304-313.
41. Natter, Martin / Weber, Andreas / Bach, Heinz / Mild, Andreas (2002): "A Multivariate Regression Model for Waste Glass Prediction", *Forum Ware International*, Vol. 30.
42. Natter, Martin / Feurstein, Markus (2002): "Real World Performance of Choice-Based Conjoint Models", *European Journal of Operational Research*, Vol. 137 (2), 448-458.
43. Natter, Martin / Mild, Andreas / Feurstein, Markus / Dorffner, Georg / Taudes, Alfred (2001): "The Effect of Incentive Schemes and Organizational Arrangements on the New Product Development Process", *Management Science*, Vol. 47 (8), 1029-1045.

44. Natter, Martin / Feurstein, Markus (2001): "Correcting for CBC Model Bias: A Hybrid Scanner Data - Conjoint Model", *The International Review of Retail, Distribution and Consumer Research*, Vol. 1 (3), 1-8.
45. Pennings, Enrico / Natter, Martin (2001): "Strategic Diversification and Capacity Utilization", *International Journal of Production Economics*, Vol. 72 (3), 261-272.
46. Reutterer, Thomas / Natter, Martin (2000): "Segmentation Based Competitive Analysis with MULTICLUS and Topology Representing Networks", *Computers and Operations Research*, Special Issue on Neural Networks for Business Applications, Vol. 27 (11), 1227-1247.
47. Feurstein, Markus / Natter, Martin (2000): "Fast High Precision Decision Rules for Valuing Manufacturing Flexibility", *European Journal of Operational Research*, Vol. 120 (1), 108-117.
48. Hruschka, Harald / Natter, Martin (1999): "Comparing Performance of Feed-Forward Neural Nets and K-Means for Cluster-Based Market Segmentation", *European Journal of Operational Research*, Vol. 114 (2), 346-353.
49. Natter, Martin (1999): "Conditional Market Segmentation by Neural Networks: A Monte Carlo Study", *Journal of Retailing and Consumer Services*, Vol. 6 (4), 237-248.
50. Taudes, Alfred / Natter, Martin / Trcka, Michael (1998): "Real Option Valuation with Neural Networks", *International Journal of Intelligent Systems in Accounting, Finance and Management*, 7 (1), 43-52.
51. Natter, Martin / Hruschka, Harald (1998): "Evaluation of Aggressive Competitive Pricing Strategies", *Marketing Letters*, Vol. 9 (4), 337-347.
52. Haefke, Christian / Natter, Martin / Soni, Tarun / Otruba, Heinrich (1997): "Adaptive Methods in Macroeconomic Forecasting", *International Journal of Intelligent Systems in Accounting, Finance and Management*, Vol. 6 (1), 1-10.

### Invited Talks (selection)

- |      |   |
|------|---|
| 2016 | University of Regensburg, Germany   |
| 2015 | Universidad Autónoma de Madrid, Spain<br>University of Regensburg, Germany  |
| 2014 | University of Zürich, Switzerland   |
| 2013 | University of Wollongong, Australia<br>Vienna University of Economics and Business Administration, Austria                      |
| 2012 | University of Vienna, Austria<br>London School of Business, England<br>Universidad Autónoma de Madrid, Spain                    |
| 2011 | University of Vienna, Austria<br>Koc University, Istanbul, Turkey   |
| 2010 | ESSEC, Paris, France<br>University of Göttingen, Germany<br>Vienna University of Economics and Business Administration, Austria |
| 2009 | University of Hamburg, Germany  |

2008 Tilburg University, The Netherlands  
Erasmus University, Rotterdam, The Netherlands  
University of Mannheim, Germany

### Visiting / Guest Professor / Guest Lectures

2013 Visiting Prof., University of Wollongong, Australia  
2009 Visiting Prof., Universidad Autónoma de Madrid, Spain  
2004 Guest Lecture Goethe University Frankfurt, Germany  
2002 Guest Lecture University of Vienna, Austria  
2002 Visiting Prof., University of Essen, Germany

### Transfer Activities

2016 [The Piik](#). Bringing together Swiss industry and researchers to discuss and advance the digital transformation.  
2006 – 2015 Director of [Goethe-Unibator](#), the incubator of Goethe University, Frankfurt, Germany

### Coverage by Mass Media: Radio & TV Stations, Newspapers (selection)

TV Reports 3SAT, PRO7, ZDF, SAT1, NTV, N24, RTL, RTL2, SWR, Hessenschau, MTV (Finland), 1&1 (Ukrainerin TV)

Press Reports The New York Times, Die Presse, Computerwelt, Cash, Frankfurter Allgemeine Zeitung, Frankfurter Neue Presse, Neue Zürcher Zeitung, Berliner Morgenpost, Der Standard, CIO-Online, Online Spiegel, China Today

Radio Interviews Radio Brandenburg, SWR1, deltaradio.de