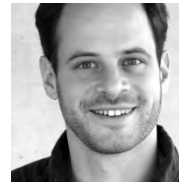


Dr. Reinhard Grohs

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

Dreifaltigkeitsgasse 5/3
5020 Salzburg, Austria
reinhard.grohs@uni-seeburg.at



ACADEMIC APPOINTMENTS

2014 onwards Full Professor of Sport Management at Seeburg Castle University, Austria
2009-2014 Assistant Professor at the Brand Research Laboratory and at the Institute of Strategic Management, Marketing and 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
1999-2004 Assistant Professor at the Department of Marketing, University of Vienna, Austria

Teaching (other institutions)

- International University of Monaco: DBA (Doctorate in Business Administration) Program (2016)
- University of Lorraine: Master Program in Marketing (2016)
- University of New Orleans: Summer School in Innsbruck (2012)
- University of Applied Sciences Eisenstadt: Internationale Wirtschaftsbeziehungen (1998-2013)
- University of Vienna: MBA General Management (2008)
- University of Applied Sciences Krems: Tourismusmanagement (2008)
- Schmid & Diamant: Marktforschung systematisch (executive education) (2008)
- University of Salzburg: Fachbereich für Kommunikationswissenschaften (2007)

EDUCATION

2014 Habilitation in the field of Business Administration, University of Innsbruck, Austria
2004 Doktorat der Wirtschaftswissenschaften (Dr.), University of Vienna, Austria
1999 Magister (Undergraduate and Graduate studies) „International Business Administration“, University of Vienna, Austria

RESEARCH INTERESTS

My main 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:

- 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 effects on (in)correct sponsor identification and image
- Sponsorship leverage, termination, and replacement
- Sponsorship effects on employees

Parts of this research were carried out as Jubiläumsfondsprojekt No. 8568 (research grant by Österreichische Nationalbank, 2000-2003, €22,000).

Other current research projects relate to extraordinary experiences and value cocreation, also in the context of sport events (CCT approach), drivers of brand strength (fsQCA method) and uncertainty in preannouncements ((field) experiments).

PUBLICATIONS

Books

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

Submitted articles

* Journal Citation Reports® 2017 Impact Factor (IF) if it exists, VHB JOURQUAL 3 otherwise

Refereed journal articles

Hohenberger, C., & Grohs, R. (in press). Old and exciting? Spontaneous trait transference and sport sponsorship effects on brand age and brand personality. *Sport Management Review* (IF 2017: 3.516)*

Wolfsteiner, E., Grohs, R., & Reisinger, H. (in press). The impact of name and shame disclosure strategies on sponsor and ambush brand attitude. *Journal of Business Research* (IF 2017: 2.509)

Grohs, R., Wieser, V., & Pristach, M. (2020). Value cocreation at sport events, *European Sport Management Quarterly*, 20(1), 69-87 (IF 2017: 1.966)

Carrillat, F., & Grohs, R. (2019). Can a replacing sponsor benefit? Consumer responses toward a new sponsor in the context of a sponsorship change. *European Journal of Marketing*, 53(12), 2481-2500 (IF 2017: 1.497)

Schroll, R., & Grohs, R. (2019). Uncertainty in pre-release advertising. *Journal of Advertising*, 48(2), 167-180 (IF 2017: 2.880)

Koll, O., Raies, K., Grohs, R., & Mühlbacher, H. (2018). Qu'est-ce qu'une marque forte? Une approche par les configurations des associations de la marque. *Décisions Marketing*, 92(Octobre-Décembre), 97-113

Hofer, K.M., & Grohs, R. (2018). Sponsorship as an internal branding tool and its effects on employees' identification with the brand. *Journal of Brand Management*, 25(3), 266-275 (IF 2017: 1.564)

Husemann, K.C., Eckhardt, G.M., Grohs, R., & Saceanu, R.E. (2016). The dynamic interplay between structure, anastucture and antistucture in extraordinary experiences. *Journal of Business Research*, 69(9), 3361-3370 (IF 2017: 2.509)

Mühlbacher, H., Raies, K., Grohs, R., & Koll, O. (2016). Drivers of brand strength: Configural paths to strong cognitive brand equity. *Journal of Business Research*, 69(8), 2774-2780 (IF 2017: 2.509)

Grohs, R. (2016). Drivers of brand image improvement in sports-event sponsorship. *International Journal of Advertising*, 35(3), 391-420 (IF 2017: 2.494)

Grohs, R., Raies, K., Koll, O., & Mühlbacher, H. (2016). One pie, many recipes: Alternative paths to high brand strength. *Journal of Business Research*, 69(6), 2244-2251 (IF 2017: 2.509)

Grohs, R., Reisinger, H., & Woisetschläger, D. (2015). Attenuation of negative sponsorship effects in the context of rival sports teams' fans. *European Journal of Marketing*, 49(11/12), 1880-1901 (IF 2017: 1.497)

Wolfsteiner, E., Grohs, R., & Wagner, U. (2015). Memory effects of different relational links between brands and sponsored events. *Psychology & Marketing*, 32(10), 1031-1048 (IF 2017: 2.023)

Wolfsteiner, E., Grohs, R., & Wagner, U. (2015). What drives ambush marketer misidentification? *Journal of Sport Management*, 29(2), 137-154 (IF 2017: 2.169)

Grohs, R., & Reisinger, H. (2014). Sponsorship effects on brand image: The role of exposure and activity involvement. *Journal of Business Research*, 67(5), 1018-1025 (IF 2017: 2.509)

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 (VHB JOURQUAL 3: C)

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 (IF 2017: 2.023)

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 (IF 2017: 1.204)

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), 7-18 (VHB JOURQUAL 3: C)

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), 87-100 (VHB JOURQUAL 3: C)

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 (IF 2017: 2.600)

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 (VHB JOURQUAL 3: D)

- 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 (IF 2017: 0.622)
- Grohs, R., Wagner, U., & Vsetecka, S. (2004). Assessing the effectiveness of sport sponsorships – An empirical examination. *Schmalenbach Business Review*, 56(2), 119-138 (VHB JOURQUAL 3: B)
- 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 (VHB JOURQUAL 3: D)

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

- Grohs, R., Woisetschläger, D.M., Backhaus, C., Koll, O. (2019). Brand associations in professional team sports. 6th French-Austrian-German Workshop on Consumer Behaviour, Nancy, France, November 20-22 2019
- Grohs, R., & Mertens, H. (2019). How do sponsorships affect employees of large versus small companies? 27th EASM Conference, Seville, Spain, September 3-6 2019
- Backhaus, C., Grohs, R., Koll, O., & Woisetschläger, D.M. (2019). Brand associations in professional team sports: A re-conceptualization. 6th International Consumer Brand Relationship Conference, Cancun, Mexico, May 19-21 2019
- Gollhofer, A., & Grohs, R. (2019). Outsourcing of sport sponsorships: The role of dynamic capabilities of sponsors and sponsees. Proceedings des 9. Innsbrucker Sportökonomie und -management Symposium, Innsbruck, Austria, March 7 2019
- Grohs, R., Pristach, M., & Wieser, V. (2018). How sport events create value. 26th EASM Conference, Malmö, Sweden, September 5-8 2018
- Koll, O., Grohs, R., Raies, K., & Mühlbacher, H. (2018). Asymmetric drivers of high and low brand equity. Proceedings of the 47th EMAC Conference, Glasgow, Scotland, May 29-June 1 2018
- Reisinger, H., Grohs, R., & Bachner, K. (2018). Sponsorship and rival groups: Positive and negative effects, attenuation, and the role of stimulus scope. Proceedings of the 47th EMAC Conference, Glasgow, Scotland, May 29-June 1 2018
- Grohs, R., & Husemann, K.C. (2018). Service providers' role in the cocreation of extraordinary experiences. Brand Camp 4, Obergurgl, Austria, April 5-7 2018
- Wolfsteiner, E., Grohs, R., & Reisinger, H. (2018). The impact of different ambush marketing disclosure strategies on sponsor and ambusher brand attitude. Sport Marketing and Sponsorship Conference, San Diego, USA, March 8-10 2018
- Koll, O., Grohs, R., Mühlbacher, H., & Raies, K. (2018). High equity brands don't need many, favorable, unique, and shared associations. AMA Winter Marketing Educators Conference, New Orleans, USA, February 23-25 2018
- Grohs, R., & Schneider, S. (2017). Leveraging sponsorships with advertising: Affiliation or contribution? 2017 ANZMAC Conference, Melbourne, Australia, December 2-6 2017
- Grohs, R., & Ruggiero, M. (2017). Affiliation vs. contribution: Sponsorship communication effects on consumer response. 25th EASM Conference, Bern, Switzerland, September 5-8 2017
- Schroll, R., & Grohs, R. (2017). Differential effects of uncertainty in new product preannouncements. AMA Summer Marketing Educators Conference, San Francisco, USA, August 4-6 2017
- Grohs, R., & Schroll, R. (2017). Construal level theory explains consumer response to uncertainty in new product preannouncements. Proceedings of the 46th EMAC Conference, Groningen, The Netherlands, May 23-26 2017
- Grohs, R., & Wieser V. (2017). Blame Games im Kontext der FIFA-Krise. Proceedings des 7. Innsbrucker Sportökonomie und -management Symposium, Innsbruck, Austria, March 16 2017
- Grohs, R., & Mutschler, M. (2016). Reasons for sport sponsorship breakdowns. 24th EASM Conference, Warsaw, Poland, September 7-10 2016
- Hofer, K.M., & Grohs, R. (2016). Drivers of employees' organizational identification and commitment in the context of sport sponsorship. 2016 AMS 19th World Marketing Congress, Paris, France, July 20-22 2016

- Koll, O., Mühlbacher, H., Raies, K., & Grohs, R. (2016). Brand association patterns driving high brand strength. 2016 AMS 19th World Marketing Congress, Paris, France, July 20-22 2016
- Hofer, K.M., & Grohs, R. (2016). Drivers of employees' organizational identification and commitment in the context of sport sponsorship. Proceedings of the 45th EMAC Conference, Oslo, Norway, May 24-27 2016
- Mutschler, M., & Grohs, R. (2016). Alles hat ein Ende: Gründe für die Beendigung von Sportsponsorings. Proceedings des 6. Innsbrucker Sportökonomie und -management Symposium, Innsbruck, Austria, March 17 2016
- Schroll, R., & Grohs, R. (2016). Positive effects of uncertainty in new product preannouncements. 2016 AMA Winter Marketing Academic Conference, Las Vegas, NV, USA, February 26-28 2016
- Grohs, R., & Wolfsteiner, E. (2015). How and why brands benefit from sport events. French-Austrian-German Workshop on Consumer Behaviour, Bayreuth, Germany, November 26-27 2015
- Mühlbacher, H., Raies, K., Grohs, R., & Koll, O. (2015). Does context matter? The stability of association patterns driving high brand strength. French-Austrian-German Workshop on Consumer Behaviour, Bayreuth, Germany, November 26-27 2015
- Husemann, K.C., Eckhardt, G.M., Grohs, R., & Saceanu, R.E. (2015). The dynamic interplay between structure, anastructure and antistructure in extraordinary experiences. 2015 North American Conference of the Association for Consumer Research, New Orleans, LA, USA, October 1-4 2015
- Schroll, R., & Grohs, R. (2015). Reconsidering uncertainty in preannouncements. 2015 North American Conference of the Association for Consumer Research, New Orleans, LA, USA, October 1-4 2015
- Grohs, R., & Herbst, C. (2015). Spillover effects in a team-league context. 23rd EASM Conference, Dublin, Ireland, September 9-12 2015
- Grohs, R., Raies, K., Koll, O., & Mühlbacher, H. (2015). One pie, many recipes: Alternative paths to high brand strength. 2015 Global Entrepreneurship and Innovation in Management (GEIM) Conference, Taichung, Taiwan, July 29-31 2015
- Mühlbacher, H., Raies, K., Grohs, R., & Koll, O. (2015). Drivers of brand strength: Interaction patterns of brand association characteristics. 2015 GIKA-Europe Annual Conference, Valencia, Spain, July 14-16 2015
- Grohs, R., & Wolfsteiner, E. (2015). How brands establish associations with sport events. Proceedings of the 44th EMAC Conference, Leuven, Belgium, May 26-29 2015
- Wolfsteiner, E., Grohs, R., & Reisinger, H. (2015). The impact of different ambush marketing disclosure strategies on brand attitude. Proceedings of the 44th EMAC Conference, Leuven, Belgium, May 26-29 2015
- Schroll, R., & Grohs, R. (2015). Positive effects of uncertainty in preannouncements. Proceedings of the 44th EMAC Conference, Leuven, Belgium, May 26-29 2015
- Wolfsteiner, E., Grohs, R., & Reisinger, H. (2015). How ambush marketing disclosure works: The impact of different disclosure strategies on brand attitude. Brand Camp 3, Obergurgl, Austria, March 20-22 2015
- Glatzmaier, A., & Grohs, R. (2015). Effekte von Sponsoring-Beendigungen: Ein Experiment am Beispiel des FC Bayern München. Proceedings des 5. Innsbrucker Sportökonomie und -management Symposium, Innsbruck, Austria, February 26 2015
- Grohs, R., & Köhler, A. (2014). Auswahl von Sportsponsoring-Engagements mit Hilfe der Conjoint Analyse. Proceedings des 15. Kongress der Österreichischen Sportwissenschaftlichen Gesellschaft, Innsbruck, Austria, November 27-29 2014
- Grohs, R., & Koll, O. (2014). Uniqueness and (false) consensus: Two important facets of brand associations? AMA Summer Marketing Educators Conference, San Francisco, USA, August 1-3 2014
- Schroll, R., & Grohs, R. (2014). Reconsidering uncertainty in preannouncements. AMA Summer Marketing Educators Conference, San Francisco, USA, August 1-3 2014
- Schroll, R., Hribar, A., Wieder, L., & 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
- Schroll, R., & Grohs, R. (2014). Come and see what we've found: Reconsidering uncertainty in preannouncements. Proceedings of the 43rd EMAC Conference, Valencia, Spain, June 3-6 2014
- Husemann, K.C., Grohs, R., & Saceanu, R.E. (2014). Pilgrimages betwixt and between: Constructing extraordinary experiences between antistructure and structure. French-Austrian-German Workshop on Consumer Behavior, Paris, France, April 24-25 2014
- Pristach, M., Stöckl, V., & Grohs, R. (2014). Mehr als Event-Sponsoring: Wertschöpfungspraktiken am Beispiel des Freeride World Qualifiers in Hochfögen. Proceedings des 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). An experimental investigation of sponsorship effectiveness 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. Proceedings des 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. 2011 ANZMAC Conference, 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. Proceedings des 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. Brand Camp 1, Obergurgl, Austria, February 27 – March 2 2011

Wolfsteiner, E., & Grohs, R. (2011). (In)correct sponsor/ambusher (non)identification: An experimental approach. Brand Camp 1, 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. 2008 ANZMAC Conference, 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. 2005 ANZMAC Conference, 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

Gollhofer, A., & Grohs, R. (2018). Ein Tag bei BMW. In: Wagner, U., Reisinger, H., Akbari, K. (Eds.) (2018). *Fallstudien aus der österreichischen Marketingpraxis 8*. Facultas, Wien, 57-66

Grohs, R., Reisenberger, J., Spettel, A., & Gretzinger, B.J. (2016). Skischuhe als Dienstleistung: FISCHER VACUUM FIT. In: Wagner, U., Reisinger, H., Schwand, C. (Eds.) (2016). *Fallstudien aus der österreichischen Marketingpraxis 7*. Facultas, Wien, 57-63

Grohs, R. (2013). Popcorner – Home of the Corn. In: Wagner, U., Reisinger, H., Schwand, C. (Eds.) (2013). *Fallstudien aus der österreichischen Marketingpraxis 6*. Facultas, 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. 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. In: Wagner, U., Reisinger, H., Baldauf, A. (Eds.) (2003). *Fallstudien aus der österreichischen Marketingpraxis 3*. WUV, Wien, 227-237

(Invited) presentations

Grohs, R., & Mertens, H. (2019). Sponsorship effects on employees of large and small companies. Poster presentation at AMA Winter Marketing Educators Conference, Austin, USA, February 22-24 2019

Grohs, R. (2018). Workshop on (fs)QCA. WU Wien, Vienna, Austria, June 20 2018

Grohs, R. (2015). Sportsponsoring – Neue Herausforderungen und Entwicklungen. Keynote am 5. Innsbrucker Sportökonomie und -management Symposium, Innsbruck, Austria, February 26 2015

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). 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 event marketing activities. Presentation at the 15th EMAC Doctoral Colloquium, University of Minho, Braga, Portugal, May 26-28 2002

REVIEWING

Reviewer: Asia Pacific Journal of Marketing and Logistics, Australasian Marketing Journal, Cogent Psychology, der markt – Journal für Marketing, European Journal of Marketing, European Sport Management Quarterly, International Journal of Human Resource Management, International Journal of Retail & Distribution Management, International Journal of Sport Management and Marketing, International Journal of Sports Marketing and Sponsorship, Journal of Advertising, Journal of Advertising Research, Journal of Brand Management, Journal of Business Research, Journal of Marketing Management, Journal of the Global Academy of Marketing Science, Marketing Review St. Gallen, Marketing ZFP – Journal of Research and Management, Marketing Intelligence and Planning, PLOS ONE, Psychology & Marketing, Schmalenbach Business Review, Social Sciences and Humanities Research Council of Canada, Spectrum der Sportwissenschaften, Sport Marketing Quarterly, The Olympic Studies Centre Advanced Olympic Research Grant Program

Reviewer for Conferences: AMS, ANZAM, ANZMAC, EMAC, Brand Camp 1/2/3/4, French-Austrian-German Workshops on Consumer Behaviour, Global Brand Conference, ÖSG (Österreichische Sportwissenschaftliche Gesellschaft) Kongress etc.

RESEARCH GRANTS

Evaluierung der Marken des Sportressorts (funded by the Niederösterreichische Landesregierung, 2019-2020, €9,380, overall 42,880)

Erfolgsmessung von Marketing-Events, Jubiläumsfondsprojekt No. 8568 (research grant by Österreichische Nationalbank, 2000-2003, €22,000)

Small research grants (€500-2,000) for various research projects and studies

KNOWLEDGE TRANSFER: MEDIA AND PUBLIC (SELECTION)

- Bartlau, C.: „Kipchoge läuft Marathon unter zwei Stunden: Der PR-Coup hinter dem historischen Lauf“, Deutschlandfunk, 12. Oktober 2019 (https://www.deutschlandfunk.de/kipchoge-laeuft-marathon-unter-zwei-stunden-der-pr-coup.1346.de.html?dram:article_id=460872)
 - Baldia, P.: „Auf dem Rasen, auf der Bank, im Stadion“, Die Presse, 24. August 2019
 - Woiseschläger, D.M., Backhaus, C., Grohs, R., & Koll, O.: „Positionierung im Wettbewerb“, markenartikel, 8/2019, 18-21
 - Baldia, P.: „Zwischen Athleten, Fans, Sponsoren und Politik“, Die Presse, 16. Juni 2018
 - Pichler, E.: „Maskottchen und Paragrafen“, Die Presse, 18./19. Juni 2016, K10
 - Dabringer, C.: „Nach dem Schlusspfeiff auf die Uni“, Die Presse, 9./10. Juli 2016, K8
 - Science meets Practice Podiumsdiskussion „Digital Business – Sport – Medien“ (u.a. mit Michael Fiala, Chefredakteur Color of Sports, David Gutschi, WWP-Weirather-Wenzel & Partner Account Director and Head of Digital Content, Martin Distl, Geschäftsführer STYRIA CONTENT CREATION, Hannes Jung, Head of Mobile Development Agentur LOOP), Panzerhalle Salzburg, 24. Februar 2016
 - Michael Fiala: „Sportmarketing als Kerninhalt“, MediaNet, 11. September 2015
 - Ralf Peter: „Ausbildung: Qualität vor Quantität“, Color of Sports, September 2015
 - 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
 - Doring, 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
-

CONSULTING

Consulting projects (e.g., Lauda Air, Liebherr Verkehrstechnik, Life Ball, Beach Volleyball World Tour in Klagenfurt)
Consulting projects with students (e.g., Infront, Zillertal Bier, MPPreis, Lindner Traktoren)

TEACHING

Postgraduate level (FT = fall term, ST = spring term):

- Doctoral Research Seminar (Universität Seeburg; FT 2019)
- Introduction to Quantitative Methods (International University of Monaco; ST 2016)
- Applied Quantitative Methods (International University of Monaco; ST 2016)
- Advanced Quantitative Methods (International University of Monaco; FT 2016)
- Research Seminar in Marketing Communication (University of Lorraine; FT 2015)
- Evaluation of Marketing Communication (University of Lorraine; FT 2015)
- Forschungsseminar Schwerpunkt Sportmanagement (Universität Seeburg; ST 2015-2017)
- Internationales Sportsponsoring (Universität Seeburg; FT 2014-2016)
- Management Research (Universität Innsbruck; ST 2010-2014)
- Brand Research (Universität Innsbruck; FT 2009-2013)
- Marketingkommunikation (Universität Wien; ST 2006, 2007, 2011, 2012)
- Modellgestützte Unternehmensführung (FH Eisenstadt; ST 2011-2013)
- Research and Methodology (FH Krems; FT 2008)
- Modellgestützte Unternehmensführung (Universität Wien; FT 2007)
- Empirische Sponsoringforschung (Universität Salzburg; FT 2007)
- Quantitative Data Analysis (University of Otago; FT 2005)
- Quantitative Research Methods (University of Otago; ST 2005)
- Marktforschung (Universität Wien; ST 2002-2004)
- Segmentierung (Universität Wien; FT 2002)

Bachelor level (FT = fall term, ST = spring term):

- Bachelor Thesis Seminar (Universität Seeburg; FT & ST 2015-2017, FT & ST 2018-2019, ST 2020)
- Wirtschaftsmathematik (Universität Seeburg; FT 2015)
- Fallstudienseminar Sport- und Eventmanagement (Universität Seeburg; ST 2015-2019)
- Marketing im Sportmanagement (Universität Seeburg; ST 2015)
- Forschungsseminar im Sport- und Eventmanagement (Universität Seeburg; ST 2015, 2016, FT 2016)
- Einführung in das Studium Sport- und Eventmanagement (Universität Seeburg; FT 2014)
- Mathematik für das Sport- und Eventmanagement (Universität Seeburg; FT 2014-2019)
- Sport and Event Marketing (University of New Orleans; Summer School 2012)
- Segmentation, Targeting, Positioning (Universität Wien; FT 2006-2008)
- Business Project (supervision) (University of Otago; ST 2005, FT 2005)
- Consumer Behaviour (University of Otago; ST 2005)
- Sports Marketing (University of Otago; ST 2005)
- Eventmarketing (Universität Wien; FT 2000)
- Modellgestützte Unternehmensplanung (FH Eisenstadt; FT 1998-2003, 2007, 2008)
- Grundlagen des Marketing (Universität Wien; FT 1999-2001, 2003, SS 2000, 2001, 2003, 2004, 2006-2009)

Teaching evaluations available for (almost) all institutions

Supervision of PhD/Doctorate, Master, and Honours theses (over 50) at the University of Vienna, University of Innsbruck, University of Otago, Seeburg Castle University, MedizinUni Vienna, and University of Applied Sciences in Eisenstadt

SERVICE TO THE SPORT MANAGEMENT AND MARKETING COMMUNITY

Conference (Co-)Chair of Brand Camp 1 (2011), 2 (2013), 3 (2015), 4 (2018), and 5 (2020)

Conference (Co-)Chair of Sport Marketing and Sponsorship Conference (2016)

Member of the scientific committee of various sport management and marketing conferences

PROFESSIONAL AND UNIVERSITY SERVICE

Dean of Studies for the Master in Strategic Management at the University of Innsbruck (2011-2014): Intake 90 students per year with 150+ applying each year

Dean of the Sport Management program at Seeburg Castle University (2014-ongoing): Intake increase from 40 students per year to 100+ each year

Advisor, examiner, reviewer and committee member for PhD theses (University of Western Sydney, University of Otago), Habilitations- and Berufungsverfahren