

BENEDIKT ALBERTERNST

Williams School of Commerce, Economics, and Politics

Washington and Lee University | Lexington, VA 24450

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ACADEMIC APPOINTMENTS

Assistant Professor of Business Administration (Marketing) 2025–
Williams School of Commerce, Economics, and Politics
Washington and Lee University

VISITING APPOINTMENTS

Visiting Scholar 2022
Schulich School of Business, York University, Toronto, Canada
Invited by Markus Giesler

EDUCATION

Dr. rer. pol., Business Administration (Marketing), *summa cum laude* 2024
Freie Universität Berlin, Germany
The Consumerization of Care: How Capitalism Is Co-opting Solidarity

Master of Science, Business Administration 2018
Paderborn University, Germany

Fulbright Scholar, enrolled in the MBA Program 2018
Illinois State University

Bachelor of Science, Business Administration and Economics 2016
Paderborn University, Germany

RESEARCH PROGRAM

My research explores the intersection of marketing, consumption, and society. Specifically, I study how consumers and firms can foster **resilience and responsibility** in the face of grand challenges and constant disruption. Resilience enables them to adapt and thrive during crises, while responsibility addresses the root causes of these societal problems. From a **consumer behavior** perspective, I examine how markets shape—and are shaped by—resilient and responsible consumption. From a **marketing strategy** perspective, I explore how firms can not only enhance customer experience and customer relationships but also contribute to more resilient and responsible markets.

RESEARCH IN PROGRESS

Alberternst, Benedikt, Markus Giesler, Lena Steinhoff, & Andreas Eggert, “Theorizing the Resilient Consumer: Prepared, Mindful, Perseverant, Adaptable,” invited for third-round review at the *Journal of Consumer Research*.

Alberternst, Benedikt, Katharina Kessing, Eva Böhm, Andreas Eggert, Ina Garnefeld, Tobias Schäfers, Lena Steinhoff, & David Woisetschläger, “A Relational Perspective on Responsibility for Sustainable Market Behavior,” under review at the *Journal of the Academy of Marketing Science*.

Andrew B. Edelblum, **Benedikt Alberternst**, & Markus Giesler, “Smartphone Elicitation: Using the Smartphone as an Entry Point into Consumers’ Self-understanding, and Social Worlds,” data analysis in progress, targeted for the *Journal of Marketing Research*.

Alberternst, Benedikt, Lena Steinhoff, & David Woisetschläger, “Responsible Loyalty Programs: How Point Donations Impact Loyalty,” data analysis in progress, targeted for the *Journal of Marketing*.

Alberternst, Benedikt, “The Consumerization of Solidarity: A Conceptual Framework,” preparing initial draft, targeted for *AMS Review*.

Alberternst, Benedikt, Lena Steinhoff, & Marcellis M. Zondag, “Resilient Relationships in Retail: How Customers Navigate Habit Disruptions,” in preparation for submission to the *Journal of the Academy of Marketing Science*.

Alberternst, Benedikt, “Uncovering the Evolution from Consumer Solidarity Systems to Sharing Economy Platforms: A Process Theorization,” data collection in progress, targeted for the *Journal of Marketing*.

HONORS/AWARDS

AMS Review/Sheth Foundation Doctoral Competition for Conceptual Articles (DoCCA), Runner-up	2025
AMA-Sheth Foundation Early Career Consortium Fellow	2025
AMA-Sheth Foundation Doctoral Consortium Fellow	2023
ACR-Sheth Foundation Dissertation Award, Honorable Mention, \$500	2022
Best Paper in Conference Award, AMA Summer Academic Conference	2022
Best Poster Award, Research Day of the School of Business Administration & Economics, Paderborn University	2019

GRANTS/SCHOLARSHIPS

Workshop Grant, DPBR, Freie Universität Berlin	€300	2024
Conference Grant, DPBR, Freie Universität Berlin	€400	2023

Research Grant, German Academic Exchange Service DAAD	€4,200	2022
Conference Grant, DPBR, Freie Universität Berlin	€400	2022
Fulbright Travel Grant, German-American Fulbright Commission	€2,000	2018
Three-Year Scholarship for Journalistic Training, Catholic School of Journalism, Munich, Germany	N/A	2015–2017

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Alberternst, Benedikt, Lena Steinhoff, & David Woisetschläger (2025), “Responsible Loyalty Programs: How Redemptions for a Cause Impact Customer Loyalty,” *2025 AMA Winter Academic Conference*, Phoenix, AZ.

Alberternst, Benedikt, Markus Giesler, Lena Steinhoff, & Andreas Eggert (2024), “Theorizing the Consumerization of Solidarity,” *2024 ACR Annual Conference*, Paris.

Barcella, Deborah, **Benedikt Alberternst**, & Markus Giesler (2024), “Surveillance Capitalism: How Do Consumers Navigate the Competing Ethics of Data Sharing,” *Consumer Culture Theory Conference 2024*, San Diego, CA.

Steinhoff, Lena, **Benedikt Alberternst**, Marcellis M. Zondag, & Russel J. Zwanka (2024), “Shopping Habit Disruptions: A Stress Test of Customer–Retailer Relationships?,” *ESSEC Retail in the Age of Global Uncertainty Conference*, Paris.

Alberternst, Benedikt, Markus Giesler, Lena Steinhoff, & Andreas Eggert (2023), “The Consumerization of Care: How Capitalism Is Co-opting Solidarity,” *Consumer Culture Theory Conference 2023*, Lund.

Alberternst, Benedikt, Markus Giesler, Lena Steinhoff, & Andreas Eggert (2023), “The Consumerization of Care: How Capitalism Is Co-opting Solidarity,” *2023 AMA Winter Academic Conference*, Nashville, TN.

Alberternst, Benedikt, Lena Steinhoff, Andreas Eggert, & Markus Giesler (2022), “Theorizing Marketplace Solidarity Systems: From Consumer–Firm Dyads to Structures of Mutual Support,” *2022 AMA Summer Academic Conference*, Chicago, IL. **[Best Paper in Conference Award]**

Alberternst, Benedikt, Andreas Eggert, Lena Steinhoff, & Markus Giesler (2021), “Understanding and Measuring Consumer Solidarity as a Collective Bond,” *EMAC Annual Conference 2021*, Madrid.

Alberternst, Benedikt, Lena Steinhoff, Andreas Eggert, & Markus Giesler (2021), “Consumer Solidarity: A Social-System Perspective on the Glue that Holds Society Together,” *2021 AMA Winter Academic Conference*, St. Petersburg, FL.

Alberternst, Benedikt, Lisa Harrmann, Anna Gehring, & Andreas Eggert (2021), “Sanctioning Subscription Mooching: An Experimental Investigation of Its Intended and Unintended Effects,” *2021 AMA Winter Academic Conference*, St. Petersburg, FL.

Alberternst, Benedikt, Carina Witte, & Andreas Eggert (2020), “Increasing Customers’ Willingness to Pay for Digital Products: The Contingent Role of Price Communication,” *EMAC Annual Conference 2020*, Budapest.

CHAired SPECIAL SESSIONS

Eggert, Andreas, Lena Steinhoff, **Benedikt Alberternst**, & Katharina Kessing (2024), “Relationship Marketing for Future! Leveraging Co-responsibilization to Enhance Sustainability,” *EMAC Annual Conference 2024*, Bucharest.

Alberternst, Benedikt, Lena Steinhoff, Andreas Eggert, & Markus Giesler (2022), “Solidarity in the Marketplace: A Unifying Concept to Address Social Divide,” *2022 AMA Winter Academic Conference*, Las Vegas, NV.

ACADEMIC SERVICE

Ad-hoc Reviewer, <i>Journal of Consumer Research</i> , 6 manuscripts reviewed	2022–
Trainee Reviewer, <i>Journal of Consumer Research</i> , 2 manuscripts reviewed	2021–2022
Conference Reviewer: AMA Winter Academic Conference (2022, 2023, 2024, 2025) AMA Summer Academic Conference (2022) CCT Conference (2023) AMS World Marketing Congress (2025)	2021–

TEACHING

			<i>Evaluation</i>
Undergraduate	Principles of Marketing, <i>Tutorial</i>	2021	4.24/5.00
	Business and Services Marketing, <i>Tutorial</i>	2020	4.34/5.00
	Marketing Seminar	2024	4.67/5.00
Graduate	Marketing Research, <i>Tutorial</i>	2020	4.10/5.00
	Principles of Empirical Research, <i>Tutorial</i>	2024	4.41/5.00
	Marketing Research Seminar	2019	4.40/5.00
		2020	4.70/5.00
	Marketing Theory, <i>Co-teaching with Andreas Eggert</i>	2022	4.54/5.00
		2023	5.00/5.00
		2024	4.40/5.00
Marketing Case Studies, <i>Co-teaching with Andreas Eggert</i>	2022	4.76/5.00	

UNIVERSITY SERVICE

Annual German-American Marketing Case Competition, <i>Organized a one-day event for 50 students from Freie Universität Berlin and Western Michigan University</i>	2023–2025
Electoral Board Member, <i>School of Business & Economics, Freie Universität Berlin</i>	2021–2025
Dissertation Committee Member, <i>Rodi Akalan, Freie Universität Berlin</i> <i>Lisa Katharina Harrmann, Freie Universität Berlin</i> <i>Anna Katharina Gehring, Freie Universität Berlin</i> <i>Viktor Jarotschkin, Freie Universität Berlin</i> <i>René R. Schleus, Freie Universität Berlin</i>	2022–2024
Circle of Excellence in Marketing, <i>Coordination of a Talent Program with Accenture, Allianz, Axel Springer, Henkel, L'Oréal, Porsche, and Unilever</i>	2020–2023
Tenure Committee Member, <i>Dr. Matthias Pelster,</i> <i>School of Business Administration & Economics, Paderborn University</i>	2019–2020

PHD COURSEWORK

International Workshops

2022 CCT Qualitative Data Analysis	Mentors: Eileen Fischer, Andre Maciel
2021 EMAC Doctoral Colloquium <i>Consumer Behavior Advanced Track</i>	Eileen Fischer, Vicki Morwitz, Stijn van Osselaer

Metatheoretical Foundations

Approaches to Business Research Marketing Theory	Gregory Jackson Andreas Eggert
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Research Methods

Qualitative Research Design	Anja Kirsch
Quantitative Methods I	Sascha Raithel
Quantitative Methods II	Sascha Raithel
Structural Equation Modeling	Andreas Eggert
Data Analysis Using Stata	Sonja Lück
Applied Econometrics	Hendrik Schmitz
Choice-based Conjoint	Winfried Steiner, Peter Kunz

Professional Skills

Publishing Scholarly Research	Dwayne D. Gremler
Third-party Funding	Jörg Sydow

Peer-review Process of International Journals
Professional Teaching Competency
Gender and Diversity in Teaching

Lena Steinhoff
Didactics for Higher Education
Center for Gender Studies

PROFESSIONAL EXPERIENCE

Freelance Journalist	German Press Agency dpa, German Television ZDF heute-journal, Süddeutsche Zeitung, and Die Glocke	2014–2018
Journalistic Training	Catholic School of Journalism, Germany	2015–2017