

Curriculum Vitae – Prof. Dr. Oliver Hinz

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* 10. April 1974 in Gießen, married, two children
Citizenship: German

Academic Vitae

- Since 09/2017: **Goethe University Frankfurt**
Full Professor of Information Systems and Information Management.
- Summer Semester 2019: Visting Scholar at **École des Hautes Études Commerciales de Paris (HEC Paris)**.
- Summer Semester 2015: Visiting Scholar at **Microsoft Research Labs** in New York City and at the **Massachusetts Institute of Technology** in Boston.
- 04/2011-08/2017: **Technische Universität Darmstadt**
Full Professor of Information Systems, esp. Electronic Markets.
- 01/2009 – 04/2011: **Goethe University Frankfurt**
Assistant Professor of E-Finance & Electronic Markets.
- 01/2011 – 02/2011: **University of Maryland**, College Park, USA
Visiting Scholar, Robert H. Smith School of Business.
- 10/2007 – 12/2008: **Goethe University Frankfurt**
Post-Doc at the Faculty of Economics and Business Administration.
- 10/2007: **Goethe University Frankfurt**
Promotion at the Faculty of Economics and Business Administration,
Title of Dissertation: „Interaktive Preismechanismen in dynamischen Märkten“ (engl.: “Interactive Pricing Mechanisms in Dynamic Markets”), achieving the distinction “summa cum laude” (best grade possible).
- 07/2006 – 11/2006: **University of Southern California**, Los Angeles, USA
Visiting Scholar at the University of Southern California (Los Angeles), Department of Information and Operations Management, Marshall Business School, Supervisor: Prof. Il-Horn Hann, Ph.D.

- 03/2004 – 10/2007: **Goethe University Frankfurt**
Doctoral student at the Faculty of Economics and Business Administration, Goethe University Frankfurt, Supervisor: Prof. Dr. Bernd Skiera.
- 06/2000 – 10/2000: **Fraunhofer Applications Center for Computer Graphics in the Chemical and Pharmaceuticals (AGC), Frankfurt**
Diploma thesis, Fraunhofer Applications Center for Computer Graphics in the Chemical and Pharmaceuticals (AGC), honored for outstanding achievements.
- 10/1994 – 01/2001: **Technische Universität Darmstadt**
Diplom-Wirtschaftsinformatiker (equiv. Master's degree in business administration and computer science), TU Darmstadt, with the best grade possible ("sehr gut")
Majors: Computer Graphics (Fraunhofer Applications Center for Computer Graphics), Marketing, Software Engineering, Operations Research.
- 06/1993: **Augustinerschule Friedberg**
Abitur (equiv. High School Graduation Diploma), Majors in Mathematics and German.

Professional Experience

- Since 09/2017: **Goethe University Frankfurt**
W3-Chaired Professor of Information Systems & Information Management.
- 04/2011-08/2017: **Technische Universität Darmstadt**
W3-Chaired Professor of Information Systems, esp. Electronic Markets
- 01/2009 – 04/2011: **Goethe University and E-Finance Lab**, Frankfurt
Assistant Professor for E-Finance & Electronic Markets.
- 10/2007 – 12/2008: **Goethe University Frankfurt**
Post-Doctoral Researcher at the Faculty of Economics and Business Administration.
- 03/2004 – 10/2007: **Goethe University Frankfurt**
Research Assistant at the Chair for Electronic Commerce.
- 01/2001 – 03/2004: **Dresdner Bank AG**, Frankfurt und **Quadro Software GmbH**, Bad Nauheim
Consultant for Private Banking Business Logic, Dresdner Bank AG, Frankfurt (Employed as Consultant, Quadro Software GmbH).
- 10/1998 – 07/1999: **Transport-, Informatik- und Logistik-Consulting GmbH (heute: DB Systems)**, Frankfurt
Y2K certification and -project management, Transport-, Informatik- und Logistik-Consulting GmbH (now: DB Systems).
- 08/1998 – 10/1998: **Deutsche Bahn AG**, Frankfurt
Y2K source code analysis, Deutsche Bahn AG.
- Since 10/2001: **Industrie- und Handelskammer**, Friedberg
IHK(Chamber of commerce and industry)-authorized instructor for commercial professions.
- 07/1997: **NovaTechnologies, Gesellschaft für Daten- und Informationstechnologie bR**, Friedberg
Founder NovaTechnologies, Gesellschaft für Daten- und IT bR.
- 01/1995 – 12/1997: **Hoechst Marion Rousell / Aventis AG**, Bad Soden
Working student.
- 09/1993 – 10/1994: **German Red Cross**, Friedberg
Civil servant.

Academic Activities

- Reviewer (Excerpt):
- Information Systems Research (ISR)
 - Management Science (ManSci)
 - Journal of Marketing Research (JMR)
 - Journal of Management Information Systems (JMIS)
 - Journal of Business Research (JBR)
 - Journal of Association for Information Systems (JAIS)
 - European Journal of Information Systems (EJIS)
 - Journal of Interactive Marketing (JIM)
 - ACM Transactions on the Web (TWEB)
 - Omega
 - Schmalenbach Business Review (sbr)
 - Zeitschrift für betriebswirtschaftliche Forschung (zfbf)
 - Electronic Markets (EM)
 - BISE / WIRTSCHAFTSINFORMATIK (Reviewer and Editor of Special Issue: Wirtschaftsinformatik & Marketing 2012)
 - International Conference of Information Systems (ICIS) (Track Chair, Area Editor and Reviewer)
 - European Conference on Information Systems (ECIS) (Area Editor and Reviewer)
 - Internationale Tagung Wirtschaftsinformatik (WI) (Associate Editor and Reviewer)
- Memberships:
- Association for Information Systems (AIS)
 - European Marketing Academy (EMAC)
 - INFORMS Society for Marketing Science (ISMS)
- Awards:
- Position 11 (amongst 3000+ researchers in business administration) in the WirtschaftsWoche-Ranking BWL 2022 (Top 1%)
 - Finalist 2021-2022 Gary Lilien ISMS-MSI-EMAC Practice Prize Competition
 - Position 24 (amongst 3300+ researchers in business administration) in the WirtschaftsWoche-Ranking BWL 2020 (Top 1%)
 - Position 23 (amongst 2500+ researchers in business administration) in the WirtschaftsWoche-Ranking BWL 2019 (Top 1%)
 - Sheth Foundation/Journal of Marketing Award 2018 for Long-Term Impact
 - Finalist "European Research Paper of the Year 2017"
 - Wissenschaftspreis (Science Prize) 2017 (20.000 EUR Prize)
 - According to the Handelsblatt-Ranking 2014: Rank 29 of over 2,400 German speaking researchers in Business Administration with respect to research output (Top 1.5%)

- Werner-Jackstädt-Stipend 2014 (~ 100.000 EUR)
 - Claudia-Ciborra-Award 2013 for the most innovative paper
 - Athene Prize for Excellence in Teaching 2012
 - According to the Handelsblatt-Ranking 2012: Top 2% of German speaking researchers in Business Administration
 - Finalist 2012 MSI/H. Paul Root Award for a significant contribution to the advancement of the practice of marketing, based on article in the Journal of Marketing in 2011
 - Nominated for the VHB Best Paper Award 2011
 - Nominated for the Heinz Maier-Leibnitz-Prize 2010 as candidate for the Goethe University Frankfurt
 - Teaching award for the best lecture (“Electronic Markets”) in the Bachelor program, Faculty of Economics and Business Administration, Goethe University Frankfurt, Summer Semester 2009
 - According to the Handelsblatt-Ranking 2009: Top 10% of German speaking researchers in Business Administration
 - Teaching award for the best lecture (“Electronic Commerce”) in the diploma-degree program, Faculty of Economics and Business Administration, Goethe University Frankfurt, Winter Semester 2008/2009
 - Nominated by the WKWI for the VHB-prize for young researchers in 2009
 - Awarded with the science prize "Retailing 2009" of the EHI Retail Institute (10,000 EUR)
 - Winner of the honorable Schmalenbach prize for young researchers in 2008 (10,000 EUR)
 - Honored with the Erich-Gutenberg-Prize 2008 for young researchers for outstanding achievements in the area of management science (2,500 EUR)
 - Alcatel-Lucent Dissertation Prize for the best dissertation in the domain of ICT 2008 (5,000 EUR)
 - Awarded with the Doctoral Stipend 2007 (10,000 EUR) by SinnerSchrader AG
 - Awarded a scholarship of \$500 US by Smeal College of Business at the Pennsylvania State University for ISBM PhD.-Seminar “Social Network Analysis” (Christophe van den Bulte, Wharton School of Business), January 2007.
 - Supervision of the master thesis by Ju-Young Kim, Finalist (last 5) of the BMW Scientific Award 2007 (total prize money: 70,000 EUR)
- Fundraising:
- BMBF-Project “Financial Service Grid (FinGrid)” (Raised Funds: ~3 Mio. EUR, supervised Subproject: 343,084.00 EUR)

- Assistant Scientific Project Leader for Development of the Recommendation System “Relevance Platform” in cooperation with T-Home (supervised budget: 200,000.00 EUR)
- DFG-Project “Identification of Hypes in Social Media (~ 190,000 EUR)
- Project „Apps for your Car“, EIT ICT Lab (22,100 EUR)
- Project “The Car and the Internet”, EIT ICT Lab (13,500 EUR)
- Project “Diffusion of innovations in markets with strong network effects”, Jackstädt-Stipend (~ 100,000 EUR)
- PI in the Collaborative Research Centre (CRC) MAKI (Multi-Mechanisms Adaptation for the Future Internet)
- Principal Investigator in Research Training Group “Privacy and Trust for Mobile Users”
- ENTOURAGE — Enabling Trusted Ubiquitous Assistance: Ein offenes Ökosystem für intelligente, sichere und Vertrauenswürdige Assistenzsysteme im Internet of Things (BMW)
- S@andra — Gestaltung der Arbeitswelt der Zukunft durch Erreichbarkeitsmanagement (BMBF)
- „Algorithmic Unfairness“ (Research Center SAFE - "Sustainable Architecture for Finance in Europe")

Miscellaneous

- Co-Director of the efl-the Data Science Institute
- Consulting for Consumer Protection Organisations (Pricing, Mobile Apps etc.)
- Member of the Scientific Advisory Board of Mederi, USA
- Co-Founder of Hive Financial GmbH, Karlsruhe

Bad Nauheim, 21.04.2023



Prof. Dr. Oliver Hinz

Publications

VHB A+:

Gnewuch, Ulrich / Morana, Stefan / Hinz, Oliver / Kellner, Ralf / Mädche, Alexander (2023): “More than a Bot? The Impact of Disclosing Human Involvement on Customer Interactions with Hybrid Service Agents”, submitted to: *Information Systems Research*, conditionally accepted.

Bauer, Kevin / von Zahn, Moritz / Hinz, Oliver (2023): “Expl(AI)ned: Explainable Artificial Intelligence, Information Processing, and Learning”, *Information Systems Research*, forthcoming.

Abdel-Karim, Benjamin / Pfeuffer, Nicolas / Carl, Valerie / Hinz, Oliver (2023): “Machine-Induced Reflections: How AI-Based Systems Transform the Diagnostic Work of Physicians”, *Management Information Systems Quarterly*, forthcoming.

Li, Xitong / Grahl, Joern / Hinz, Oliver (2021): “How Do Recommender Systems Lead to Consumer Purchases? A Causal Mediation Analysis of a Field Experiment”, *Information Systems Research (ISR)*, forthcoming.

Hinz, Oliver / Hill, Shawndra / Shamar, Amit (2021): “The Influence of Context on Online Shopping Behavior — The Case of Concurrent TV Consumption”, *Information Systems Research (ISR)*, forthcoming.

Weiler, Michael / Stolz, Simon / Lanz, Andreas / Schlereth, Christian / Hinz, Oliver (2021): “Social Capital Accumulation Through Social Media Networks: Evidence from a Randomized Field Experiment and Individual-Level Panel Data”, *Management Information Systems Quarterly (MISQ)*, forthcoming.

Heimbach, Irina / Hinz, Oliver (2018): “The Impact of Sharing Mechanism Design on Content Sharing in Online Social Networks”, *Information Systems Research (ISR)*, 29 (3), 592-611.

Hinz, Oliver / Hill, Shawndra / Kim, Ju-Young (2016): “TV’s Dirty Little Secret: The Negative Effect of Popular TV on Online Auction Sales”, *Management Information Systems Quarterly (MISQ)*, 40 (3), 623-644. *European Research Paper of the Year 2017, Finalist*

Hinz, Oliver / Spann, Martin / Hann, Il-Horn (2015): “Can’t buy me Love... Or Can I? The Effect of Conspicuous Consumption on Social Status in Virtual Environments”, *Information Systems Research (ISR)*, 26 (4), 859-870.

Hinz, Oliver / Skiera, Bernd / Barrot, Christian / Becker, Jan (2011): “An Empirical Comparison of Seeding Strategies for Viral Marketing”, *Journal of Marketing*, 75 (6), 55-71. Marketing Science Institute/H. Paul Root Award 2011, Finalist / Winner of the Sheth Foundation/Journal of Marketing Award 2018 for Long-Term Impact

Hinz, Oliver / Hann, Il-Horn / Spann, Martin (2011): “Price Discrimination in E-Commerce? An Examination of Dynamic Pricing in Name-Your-Own-Price Markets”, *Management Information Systems Quarterly (MISQ)*, 35 (1), 81-98. *VHB Best Paper Award 2011, Finalist*

Hinz, Oliver / Spann, Martin (2008): “The Impact of Information Diffusion on Bidding Behavior in Secret Reserve Price Auctions”, *Information Systems Research (ISR)*, 19 (3), 351-368.

VHB A:

Keller, Katharina / Schlereth, Christian / Hinz, Oliver (2021): “Sample-based Longitudinal Discrete Choice Experiments: Preferences of Electric Vehicles over Time”, *Journal of the Academy of Marketing Science*, forthcoming.

Hinz, Oliver / Otter, Thomas / Skiera, Bernd (2020): "Measuring Network Effects in Two-Sided Markets", *Journal of Management Information Systems*, forthcoming.

Pfeuffer, Nicolas / Adam, Martin / Toutaouim Jonas / Benlian, Alexander / Hinz, Oliver (2019): "Mr. and Mrs. Conversational Agent - Gender Stereotyping in Judge-Advisor Systems and the Role of Egocentric Bias", *International Conference on Information Systems (ICIS)*, München.

Benlian, Alexander / Klumpe, Johannes / Hinz, Oliver (2019): "Mitigating the Intrusive Effects of Smart Home Assistants with Anthropomorphic Features: A Multi-Method Investigation", *Information Systems Journal (ISJ)*, forthcoming.

Heimbach, Irina / Hinz, Oliver (2016): "The Impact of Content Sentiment and Emotionality on Content Virality – An Empirical Analysis of Sharing Behavior on Four Different Communication Channels", *International Journal of Research in Marketing (IJRM)*, 33 (3), 695-701.

Franz, Markus / Scholz, Michael / Hinz, Oliver (2015): "2D versus 3D Visualizations in Decision Support – The Impact of Decision Makers' Perceptions", *International Conference on Information Systems 2015*, Fort Worth, USA.

Rossnagel, Heiko / Zibuschka, Jan / Muntermann, Jan / Hinz, Oliver (2014): "An Empirical Market Analysis for Federated Identity Management Systems", *European Journal of Information Systems (EJIS)*, 23 (1), 36-50.

Gottschlich, Jörg / Forst, Nikolas / Hinz, Oliver (2014): "A Formal Model for Investment Strategies to Enable Automated Stock Portfolio Management", *International Conference on Information Systems (ICIS)*, Auckland, Neuseeland.

Hinz, Oliver / Eckert, Jochen / Bernd Skiera (2013): "Drivers of the Long Tail Phenomenon: An Empirical Analysis", *Celebrating 30 Years of the Journal of Management Information Systems - Virtual Special Issue, Journal of Management Information Systems*.

Messerschmidt, Christian / Hinz, Oliver (2013): "Explaining the Adoption of Inter-Organizational Systems: An Integrated Institutional Theory and Organizational Capability Approach", *Journal of Strategic Information Systems (JSIS)*, 22 (2), 137-156.

Gensler, Sonja / Hinz, Oliver / Skiera, Bernd / Theysohn, Sven (2012): "Willingness-to-Pay Estimation with Choice-Based Conjoint Analysis: Addressing Extreme Response Behavior with Individually Adapted Designs", *European Journal of Operational Research*, 219 (2), 368-378.

Hinz, Oliver / Eckert, Jochen / Skiera, Bernd (2011): "Drivers of the Long Tail Phenomenon: An Empirical Analysis", *Journal of Management Information Systems (JMIS)*, 27 (4), 43-69.

Hinz, Oliver / Spann, Martin / Hann, Il-Horn (2010): "Prestige Goods and Social Status in Virtual Worlds", *International Conference on Information Systems (ICIS)*, St. Louis, USA.

VHB B:

Peukert, Christian / Weinhart, Christof / Hinz, Oliver / van der Aalst, Wil (2022): "Metaverse: How to Approach Its Challenges from a BISE Perspective", *Business & Information Systems Engineering*, forthcoming.

Pfeuffer, Nicolas / Hinz, Oliver / Stammer, Wolfgang / Abdel-Karim, Benjamin / Schramowski, Patrick / Bucher, Andreas / Hügel, Christian / Rohde, Gernot / Kersting, Kristian (2023): "Explanatory

Interactive Machine Learning: Establishing an Action Design Research Process for Machine Learning Projects", *Business & Information Systems Engineering*, forthcoming.

Carl, Valerie / Mihale-Wilson, Cristina / Zibuschka, Jan / Hinz, Oliver (2022): "A Consumer Perspective on Corporate Digital Responsibility—An Empirical Evaluation of Consumer Preferences", *Journal of Business Economics*, forthcoming.

Zacharias, Jan / von Zahn, Moritz / Chen, Johannes / Hinz, Oliver (2022): "Designing a Feature Selection Method based on Explainable Artificial Intelligence", *Electronic Markets*, forthcoming.

Saternus, Zofia / Weber, Patrick / Hinz, Oliver (2022): "The effects of advertisement disclosure on heavy and light users of Social Networks", *Electronic Markets*, forthcoming.

Waltenrath, Adrian / Brenner, Christoph / Hinz, Oliver (2022): "The Economic Value of Engagement and Celebrity Endorsement in Social Media", *Journal of Interactive Marketing*, forthcoming

Felka, Patrick / Mihale-Wilson, Cristina / Hinz, Oliver (2022): "Understanding Mediators in Location Based Mobile Marketing and why Commuting Hubs are so Effective – A Mediation Analysis of a Randomized Field Experiment", *Journal of Media Economics*, forthcoming.

Mihale-Wilson, Cristina / Hinz, Oliver / van der Aalst, Wil / Weinhardt, Christof (2022): "Corporate Digital Responsibility—Relevance and Opportunities for Business and Information Systems Engineering", *Business & Information Systems Engineering*, forthcoming.

Spiekermann, Sarah / Krasnova, Hanna / Hinz, Oliver / Baumann, Annika / Benlian, Alexander / Gimpel, Henner / Heimbach, Irina / Köster, Antonia / Maedche, Alexander / Niehaves, Björn / Risius, Marten / Trenz, Manuel (2021): "Values and Ethics in Information Systems – A State-of-the-Art Analysis and Avenues for Future Research", *Business & Information Systems Engineering*, forthcoming.

Jansen, Nora / Hinz, Oliver (2021): "Inferring Opinion Leadership from Digital Footprints", *Journal of Business Research*, forthcoming.

Daldere, Dace / Zacharias, Nicolas / Hinz, Oliver (2021): "In Which Collaborative Ties Should Firms Engage to Become a Gatekeeper? A Longitudinal Analysis of a Large-scale Collaboration Network", *European Management Journal*, forthcoming.

van der Aalst, Wil / Hinz, Oliver / Weinhardt, Christof (2021): "Resilient Digital Twins - Organizations need to prepare for the unexpected", *Business & Information Systems Engineering*, forthcoming.

Mihale-Wilson, Cristina / Felka, Patrick / Hinz, Oliver / Spann, Martin (2021): "The Impact of Augmented Reality Games on Prevalent Hedonic Products", submitted to: *Decision Support Systems*, forthcoming.

Weinhardt, Christof / Peukert, Christian / Hinz, Oliver / Van der Aalst, Wil (2021): "Welcome to Economies in IS! On the Plethora of IT-enabled Economies", *Business & Information Systems Engineering*, forthcoming.

Mihale-Wilson, Cristina / Felka, Patrick / Hinz, Oliver / Spann, Martin (2021): "The Impact of Strategic Core-Component Reuse on Product Life Cycles – The Case of Location Based Games", submitted to: *Business & Information Systems Engineering*, forthcoming.

Mihale-Wilson, Cristina / Zibuschka, Jan / Carl, Valerie / Hinz, Oliver (2021): "Corporate Digital Responsibility – Extended Conceptualization and a Guide to Implementation", *European Conference on Information Systems 2021*, forthcoming.

Bauer, Kevin / Hinz, Oliver / van der Aalst, Wil / Weinhardt, Christof (2021): " Expl(AI)n It to Me – Explainable AI and Information Systems Research", *Business & Information Systems Engineering*, forthcoming.

Ebbers, Frank / Zibuschka, Jan / Zimmermann, Christian / Hinz, Oliver (2021): "User Preferences for Privacy Features in Digital Assistants", submitted to: *Electronic Markets*, forthcoming.

Van der Aalst, Wil / Hinz, Oliver / Weinhardt, Christof (2020): "Impact of COVID-19 on BISE Research and Education", *Business & Information Systems Engineering*, forthcoming.

Jansen, Nora / Deusser, Clemens / Strufe, Thorsten / Hinz, Oliver (2020): "Is the Buzz on? – A Buzz Detection System for Viral Posts in Social Media", *Journal of Interactive Marketing*, conditionally accepted.

Hinz, Oliver / van der Aalst, Wil / Weinhardt, Christof (2020): "Research in the Attention Economy", *Business & Information Systems Engineering*, 62, 83–85.

Abdel-Karim, Benjamin / Pfeuffer, Nicolas / Hinz, Oliver (2020): "Machine Learning in Information Systems Research - A Systematic Review and Open Research Issues", *Electronic Markets*, forthcoming.

van der Aalst, Wil / Hinz, Oliver / Weinhardt, Christof (2019): "Big Digital Platforms", *Business & Information Systems Engineering*, 61, 645–648.

Weinhardt, Christof / Hinz, Oliver / van der Aalst, Wil (2019): "Introducing Registered Reports to the Information Systems Community", *Business & Information Systems Engineering*, 61, 381–384.

Maedche, Alexander / Legner, Christine / Benlian, Alexander / Berger, Benedikt / Gimpel, Henner / Hess, Thomas / Hinz, Oliver / Morana, Stefan / Söllner, Matthias (2019): "AI-Based Digital Assistants - Opportunities, Threats, and Research Perspectives", *Business & Information Systems Engineering*, 61(4), 535-544.

Zhou, Wenyan / Waltenrath, Adrian / Hinz, Oliver (2019): "The Influence of Refund Policies on the Adoption of Paid Mobile Apps", *European Conference on Information Systems (ECIS 2019)*, Stockholm.

Adam, Martin / Toutaouim Jonas / Pfeuffer, Nicolas / Hinz, Oliver (2019): "Investment Decisions with Robo-Advisors: The Role of Anthropomorphism and Personalized Anchors in Recommendations", *European Conference on Information Systems (ECIS 2019)*, Stockholm.

Hinz, Oliver / van der Aalst, Wil / Weinhardt, Christof (2019): "Blind Spots in Business and Information Systems Engineering", *Business & Information Systems Engineering*, 61, 133–135.

Scholz, Michael / Brenner, Christoph / Hinz, Oliver (2019): "Automatic Keyword Generation for Sponsored Search Advertising", *Decision Support Systems*, 119, 96-106.

Pfeuffer, Nicolas / Benlian, Alexander / Gimpel, Henner / Hinz, Oliver (2019): "Catchword: Anthropomorphic Information Systems", *Business & Information Systems Engineering (BISE)*, 61(4), 523-533.

Bichler, Martin / Heinzl, Armin / van der Aalst, Wil M. P. / Buhl, Hans Ulrich / König, Wolfgang / Mertens, Peter / Hasenkamp, Ulrich / Rossi, Matti / Becker, Jörg / Mendling, Jan / Kliewer, Natalia / Voss, Stefan / Hinz, Oliver / Hui, Kai-Lung / Karagiannis, Dimitris / Zdravkovic, Jelena / Jarke, Matthias / Frank, Ulrich / Dibbern, Jens / van Hillegersberg, Jos / Weinhardt, Christof (2018): "Views on the Past, Present, and Future of Business and Information Systems Engineering", *Business & Information Systems Engineering*, 60(6), 443-477.

Mihale-Wilson, Cristina / Zibuschka, Jan / Hinz, Oliver (2019): "About User Preferences and Willingness to Pay for In-Vehicle Assistance", *Electronic Markets*, 29(1), 37-53.

Felka, Patrick / Hinz, Oliver (2018): "The Effect of Honey-Spots on The Consumers' Responsiveness Towards Mobile Advertisement", *European Conference on Information Systems (ECIS)*, Portsmouth, United Kingdom.

Jansen, Nora / Hinz, Oliver / Strufe, Thorsten (2018): "The Interaction between State Authorities and Citizens - Opportunities and Limitations of Web-based Communication Channels", *European Conference on Information Systems (ECIS)*, Portsmouth, United Kingdom.

Weiler, Michael / Hinz, Oliver (2019): "Without each other, we have nothing - A state-of-the-art analysis on how to operationalize social capital", *Review of Managerial Science*, 13, 1003–1035.

Zhou, Wenyan / Hinz, Oliver / Benlian, Alexander (2017): "The impact of the package-opening process on product returns", *Business Research (BUR)*, 11 (2), 279-308.

Mihale-Wilson, Cristina / Zibuschka, Jan / Hinz, Oliver (2017): "About User Preferences and Willingness to Pay for a Secure and Privacy Protective Ubiquitous Personal Assistant", *European Conference on Information Systems 2017*, Guimarães.

Scholz, Michael / Franz, Markus / Hinz, Oliver (2017): "Effects of decision space information on MAUT-based systems that support purchase decision processes", *Decision Support Systems*, 97 (2017), 43-57.

Nofer, Michael / Gomber, Peter / Hinz, Oliver / Schiereck, Dirk (2017): "Catchword: Blockchain", *Business & Information Systems Engineering (BISE)*, 59(3), 183-187.

Voigt, Sebastian / Hinz, Oliver (2017): "Assessing the Economic Effects of Server Launches in Free-to-Play MMO Games", *Journal of Business Economics*, 87 (4), 421-464.

Chehrazi, Golriz / Heimbach, Irina / Hinz, Oliver (2016): "The Impact of Security by Design on the Success of Open Source Software", *European Conference on Information Systems (ECIS)*, Istanbul, Turkey.

Scholz, Michael / Franz, Markus / Hinz, Oliver (2016): "The Ambiguous Identifier Clustering Technique – A Method for Unobserved Product Heterogeneity in Online Transaction Data", *Electronic Markets*, 26 (2), 143-156.

Voigt, Sebastian / Hinz, Oliver (2016): "Making Digital Freemium Business Models a Success - Predicting Customers' Lifetime Value via Initial Purchase Information", *Business & Information Systems Engineering*, 58 (2), 107-118.

Zhou, Wenyan / Hinz, Oliver (2016): "Determining Profit-optimizing Return Policies – A Two-Step Approach on Data from Taobao.com", *Electronic Markets*, 26 (2), 103-114.

Voigt, Sebastian / Hinz, Oliver (2015): "Network effects in two-sided markets: Why a 50/50 user split is not necessarily revenue-optimal", *Business Research*, 8 (1), 139-170.

Scholz, Michael / Dorner, Verena / Franz, Markus / Hinz, Oliver (2015): "Measuring Consumers' Willingness-to-Pay with Utility-based Recommendation Systems", *Decision Support Systems*, 72, 60-71.

Hinz, Oliver / Nofer, Michael / Schiereck, Dirk / Trillig, Julian (2015): "Data Theft, Losses and Risk Evaluation at Consumer Electronics Companies - An Analysis of Capital Market Reactions", *Information & Management*, 52 (3), 337-347.

Gottschlich, Jörg / Heimbach, Irina / Hinz, Oliver (2015): "The Value of User's Facebook Profile Data for Product Recommendation Generation", *Electronic Markets (EM)*, 25 (2), 125-138.

Zhou, Wenyan / Schlereth, Christian / Hinz, Oliver (2015): "Fostering the Adoption of Electric Vehicles: An Application of Best-worst Scaling and Dual Response on the Role of Complementary Mobility Services", *Journal of Business Economics*, 85 (8), 921-951.

Heimbach, Irina / Kostyra, Daniel / Hinz, Oliver (2015): "Catchword: Marketing Automation", *Business & Information Systems Engineering (BISE)*, 57 (2), 129-133.

Skiera, Bernd / Hinz, Oliver / Spann, Martin (2015): "Social Media and Academic Performance: Does Facebook Activity Relate to Good Grades?", *Schmalenbach Business Review*, 67 (1), 54-72.

Nofer, Michael / Hinz, Oliver (2015): "Using Twitter to Predict the Stock Market: Where is the Mood Effect?", *Business & Information Systems Engineering (BISE)*, 57 (4), 229-242.

Nofer, Michael / Hinz, Oliver / Muntermann, Jan / Rossnagel, Heiko (2014): "The Economic Impact of Privacy Violations and Security Breaches - A Laboratory Experiment", *Business & Information Systems Engineering*, 6 (6), 339-348.

Gottschlich, Jörg / Hiemer, Johannes / Hinz, Oliver (2014): "A Cloud Computing Brokerage Model for IaaS Resources", *European Conference on Information Systems (ECIS) 2014*, Tel Aviv.

Nofer, Michael / Hinz, Oliver (2014): "Preconditions of the Wisdom of Crowds on the Internet – The Case of a Stock Prediction Community", *Journal of Business Economics*, 84 (3), 303-338.

Hinz, Oliver / Schulze, Christian / Takac, Carsten (2014): "New Product Adoption in Social Networks: Why Direction Matters", *Journal of Business Research (JBR)*, 67 (1), 2836–2844.

Gottschlich, Jörg / Hinz, Oliver (2014): "A Decision Support System for Stock Investment Recommendations Using Collective Wisdom", *Decision Support Systems*, 59 (3), 52-62.

Voigt, Sebastian / Hinz, Oliver (2014): "Assessing Strategic Behavior in Name-Your-Own-Price Markets", *International Journal of Electronic Commerce*, 18 (3), 103-124.

Buxmann, Peter / Hinz, Oliver (2013): „Schlagwort ‚Makers‘“, *Business & Information Systems Engineering (BISE)*, 5 (5), 357-360.

Voigt, Sebastian / Hinz, Oliver / Jansen, Nora (2013): "Law Enforcement 2.0 - the Potential and the (Legal) Restrictions of Facebook Data for Police Tracing and Investigation", *European Conference on Information Systems (ECIS) 2013*, Utrecht, Netherlands.

Gottschlich, Jörg / Heimbach, Irina / Hinz, Oliver (2013): "The Value of Users' Facebook Profile Data – Generating Product Recommendations for Online Social Shopping Sites", *European Conference on Information Systems (ECIS) 2013*, Utrecht, Netherlands. (Claudio Ciborra-Award 2013)

Nikolaeva, Irina / Hinz, Oliver (2012): "How smartphone apps can help predicting music sales", *European Conference on Information Systems (ECIS) 2012*, Barcelona, Spanien.

Nofer, Michael / Hinz, Oliver (2012): "Market Anomalies on Two-Sided Auction Platforms", *European Conference on Information Systems (ECIS) 2012*, Barcelona, Spanien.

Frischmann, Tanja / Hinz, Oliver / Skiera, Bernd (2012): "Retailers' Use of Shipping Costs Strategies: Free Shipping or Partitioned Prices?", *International Journal of Electronic Commerce*, 16 (3), 65-87.

Takac, Carsten / Hinz, Oliver / Spann, Martin (2011): "The Social Embeddedness of Decision Making: Opportunities and Challenges", *Electronic Markets*, 21 (3), 185-195.

Lilienthal, Markus / Hinz, Oliver (2011): "The Pricing of Grid Services in Enterprises: Deriving Pay-Per-Use Tariffs from Preference Data", *European Conference of Information Systems (ECIS 2011)*, Helsinki, Finland.

Molitor, Dominik / Hinz, Oliver / Wegmann, Sarah (2011): "The Interplay between Psychometric and Sociometric Data and the Willingness to Adopt New Products", *Zeitschrift für Betriebswirtschaft (ZfB)*, 81 (1), 29-59.

Hinz, Oliver / Spann, Martin (2010): "Managing Information Diffusion in Name-Your-Own-Price Auctions", *Decision Support Systems*, 49 (4), 474-485.

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