

**Sabine Benoit** (formerly Moeller)[www.sabinebenoit.com](http://www.sabinebenoit.com)

Google scholar: ~4500 cites, h-index: 26

Social media: [LinkedIn](#), [YouTube](#)**Positions held**

|              |  |
|--------------|--|
| from 08 2024 | Professor of Marketing (Practice) at Singapore Management University (SMU), Singapore  |
| 2021-2024    | Impact Lead at Surrey Business School, UK  |
| 2019-2025    | Professor of Marketing (fractional), College of Business and Economics, Australian National University, Canberra, Australia  |
| 2016-2024    | Professor of Marketing, Surrey Business School, University of Surrey, Guildford, UK  |
| since 2008   | Director of the Competence Center for On-the-go Consumption ( <a href="http://www.cc-otgc.com">www.cc-otgc.com</a> )   |
| 2017-2019    | Director of External and Business Engagement at Surrey Business School, UK   |
| 2013-2016    | Professor of Marketing and from 2014-2016 Director of Research at Roehampton Business School, University of Roehampton, London, UK   |
| 2007-2013    | Lekkerland Endowed Chair of Convenience & Marketing, EBS Business School, Oestrich-Winkel, Germany   |
| 2003-2008    | Assistant Professor at the Otto Beisheim Endowed Chair of Marketing and Manager of the Center for Market-oriented Management (CMM) at the WHU – Otto Beisheim School of Management, Vallendar, Germany |
| 2000-2003    | Research Assistant and Ph.D. candidate at the Douglas Endowed Chair of Service Management, University of Hagen, Hagen, Germany   |

**Degrees**

|           |   |
|-----------|---|
| 2021      | Diploma in Transformational Coaching  |
| 2014      | Fellow of the HEA (Higher Education Academy), UK  |
| 2008      | Post-doctoral degree (Habilitation) at WHU – Otto Beisheim School of Management, Vallendar, Germany   |
| 2004      | Doctoral degree Dr. rer. pol. (equivalent to PhD) at the University of Hagen, Hagen, Germany  |
| 1996-2000 | Degree in Business Administration (Dipl.-Kffr.) at the Catholic University of Eichstätt-Ingolstadt and Albert-Ludwigs-University Freiburg i.B., Germany |

**Visiting appointments**

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|---------------|--|
| April 2017    | Visiting scholar at the University of Alabama, Culverhouse College of Commerce, USA  |
| since 2014    | Visiting Fellow at the London School of Economics and Political Science (LSE), Department of Methodology, from October 2015 onwards Department of Management, London, UK |
| Summer 2015   | Visiting scholar at Australian National University (ANU), College of Business and Economics, Canberra, Australia   |
| Autumn 2014   | Visiting scholar at the New York University (NYU), Stern Business School, Marketing Department, New York, USA  |
| since 2012    | Faculty fellow at the Robert H. Smith School of Business, University of Maryland, USA  |
| Autumn 2012   | Visiting Scholar at the Service Science Factory at the Maastricht University, Netherlands  |
| November 2009 | Visiting Scholar at the Service Research Center (CTF), University of Karlstad, Sweden  |
| 2007 and 2008 | Visiting Scholar at the Center for Excellence in Service at the Robert H. Smith School of Business, University of Maryland, USA  |

- Research areas** Consumer behavior in service and retail settings, in particular
- Retail technology and convenience retailing
  - The Sharing Economy

### Publications (selected)

#### Academic Journal Guide: 4/4+

- Benoit, S.**, Altrichter, B., Grewal, D., Ahlbom, C.-P. (2024), Autonomous Stores: How Levels of In-Store Automation Affect Store Patronage, *Journal of Retailing*, 100 (2), 217-238. (AJG: 4).
- Grewal, D. **Benoit, S.**, Noble, S., Guha, A., Ahlbom, C.-P. Nordfält, J. (2023), Leveraging In-Store Technology and AI: Increasing Customer and Employee Efficiency and Enhancing their Experiences, *Journal of Retailing*, 99 (4), 487-504 (AJG: 4).
- Ludwig, S., Herhausen, D., Grewal, D., Bove, L. **Benoit, S.**, de Ruyter, K. and Urwin, P. (2022), Communication in the Gig Economy: Buying and Selling in Online Freelance Marketplaces, *Journal of Marketing*, 86 (4), 141-161. (AJG: 4+, finalist for the Best Paper Award in Services given out by the ServSIG)
- Hartmann, J., Forkmann, S., **Benoit, S.**, Henneberg, S. (2022), A Consumer Perspective on Managing the Consequences of Chain Liability, *Journal of Supply Chain Management*, 58 (4), 58-89. (AJG: 4, ISM Best Paper Award Finalist AOM Chicago of the preceding conference paper)
- Schaefer, T., Wittkowski, K., **Benoit, S.**, Ferraro, R. (2016), Contagious Effects of Customer Misbehavior in Access-Based Services, *Journal of Service Research*, 19 (1), 3-21. (AJG: 4, best paper award, 2<sup>nd</sup> place)
- Hartmann, J., **Moeller, S.** (2014), Chain Liability in Multi-Tier Supply Chains? Responsibility Attributions for Unsustainable Supplier Behaviour, *Journal of Operations Management*, 32 (5), 281-294. (AJG: 4+)
- Moeller, S.**, Ciuchita, R., Mahr, D., Oderkerken-Schroeder, G., Fassnacht, M. (2013), Uncovering Collaborative Value Creation Patterns and Establishing Corresponding Customer Roles, *Journal of Service Research*, 16 (4), 471-487. (AJG: 4)
- Wittkowski, K., **Moeller, S.**, Wirtz, J. (2013), Understanding Firms' Intentions to Use Non-ownership Services, *Journal of Service Research*, 16 (2), 171-185. (AJG: 4)
- Moeller, S.** (2008), Customer Integration - A key to an Implementation Perspective of Service Provision, *Journal of Service Research*, 11 (2), 197-210. (AJG: 4)

#### Academic Journal Guide: 3

- Mosaad, M., **Benoit, S.**, Jayawardhena, C. (2023), The Dark Side of the Sharing Economy: A Systematic Literature Review of Externalities and their Regulation, *Journal of Business Research*, 168, 114-186. (AJG: 3)
- Benoit, S.**, Wang, Y., Teng, L., Hampson, D.P., Li, X. (2022), Innovation in the Sharing Economy: A Framework and Future Research Agenda, *Journal of Business Research*, 149, 207-216. (AJG: 3)
- Benoit, S.**, Kienzler, M., Kowalkowski, C. (2020), Intuitive pricing by independent store managers: Challenging beliefs and practices, *Journal of Business Research*, 115, 70-84. (AJG: 3)
- Hahn, R., Ostertag, F., Lehr, A., Buettgen, M., **Benoit, S.** (2020), "I like it, but I don't use it": Adoption of different Carsharing Business Models, *Business Strategy and the Environment*, 29 (3) 1404-1418. (AJG: 3)
- Fombelle, P. W., Voorhees, C. M., Jenkins, M. R., Sidaoui, K., **Benoit S.**, Gruber, T., Gustafsson, A., Abosag, I. (2020), "Customer Deviance: A Framework, Prevention Strategies, and Opportunities for Future Research", *Journal of Business Research*, 116, p. 387-400. (AJG: 3)
- Lehr, A., Buettgen, M., **Benoit, S.**, Mehrfeld, K. (2020), Positive Spillover Effects: The Potential of Access-Based Services to Promote Innovative Products, *Psychology and Marketing*, 37 (5), 705-723. (AJG: 3)
- Benoit, S.**, Evanschitzky, H., Teller, C. (2019), Retail Format Selection in On-the-go Shopping Situations, *Journal of Business Research*, 100, 268-278. (AJG: 3)
- Benoit, S.**, Baker, T., Bolton, R., Gruber, T., Kandampully, J. (2017), A Triadic Framework for Collaborative Consumption: Motives, Roles and Resources, *Journal of Business Research* 79, 219-227. (AJG: 3, Shugan's Top 20 influential global marketing articles for 7 consecutive months from February 2021 to August 2021 plus October 2021)
- Huneke, T., **Benoit, S.**, Shams, P., Gustafsson, A., (2015), Does Service Employees' Appearance Affect the Healthiness of Food Choice?, *Psychology and Marketing*, 32 (1), 96-106. (AJG: 3)

Wagner, J., **Benoit, S.** (2015), Creating Value in Retail Buyer-Vendor Relationships: A Service-Centered Model, *Industrial Marketing Management*, 44 (1), 166-179. (AJG: 3)

#### Academic Journal Guide: 2/1 and non-rated

**Benoit, S.** (2022), Adapting Service Management for the Sharing Economy, in: The Palgrave Handbook of Service Management edited by Bo Edvardsson and Bard Tronvoll, Palgrave MacMillan, pp. 107-125.

Bove, L., **Benoit, S.** (2020), Restrict, clean and protect: Signalling consumer safety during the pandemic and beyond, *Journal of Service Management*, 31 (6), pp. 1185-1202. (AJG: 2)

Aksoy, L., **Benoit, S.**, Joag, S., Kandampully, J., Keiningham, T., Yan, A. (2020), Enterprise Feedback Management (EFM): What Lies Beyond the Hype?, *Journal of Service Management*, 32 (1), pp. 53-69. (AJG: 2)

**Benoit, S.**, Klose, S., Wirtz, J., Andreassen, T. W., Keiningham, T. L. (2019), Bridging the Data Divide Between Practitioners and Academics: Approaches to Collaborating Better to Leverage Each Other's Resources, *Journal of Service Management*, 30 (5), 524-548. (AJG: 2, highly commend paper award)

**Benoit, S.**, Hogreve, J., Sichtmann, C., Bilstein, N. (2019), Professionalism Kills the Trading Star: Explaining Member Participation in Trading Communities, *Journal of Service Management Research*, 3 (2), 54-65. (AJG: not included)

Fehrer, J. A., **Benoit, S.**, Aksoy, L., Baker, T., Bell, S.J., Brodie, R.J, Marimuthu, M., (2018), Future Scenarios of the Collaborative Economy: Centrally Orchestrated, Social Bubbles or Decentralized Autonomous?, *Journal of Service Management*, 29 (4), 859 – 882. (AJG: 2)

**Benoit, S.**, Scherschel, K., Ates, Z./Nasr, L., Kandampully, J. (2017), Showcasing the Diversity of Service Research. Theories, Methods and Success of Service Articles, *Journal of Service Management*, 28 (5), 810-836. (AJG: 2; best paper award, 1<sup>st</sup> place).

Keiningham, T., Ball, J., **Benoit, S.**, Bruce, H.L., Buoye, A., Dzenkovska, J., Nasr, L., Oh, Y.-C., Zaki, M. (2017), The Interplay of Customer Experience and Commitment, *Journal of Services Marketing*, 31(2), 148-160. (AJG: 2, best paper award, 2<sup>nd</sup> place)

**Benoit, S.**, Bilstein, N., Hogreve, J., Sichtmann, C. (2016), Explaining Social Exchanges in Information-Based Online Communities, *Journal of Service Management*, 27 (4), 460-480. (AJG: 2)

**Benoit, S.**, Schaefer, T., Heider, R. (2016), Utilitarian, Hedonic and Hybrid Determinants of On-the-go consumption, *Journal of Retailing and Consumer Services*, 31 (1), 32-42. (AJG: 2)

Goebel, P., **Moeller, S.**, Pibernik, R. (2012), Paying for Convenience: Attractiveness and Market Potential of Time-Based Delivery Services, *International Journal of Physical Distribution & Logistics Management*, 42 (6), 584-606. (AJG: 2)

Heider, R., **Moeller, S.** (2012), Outlet Patronage in On-the-go Consumption: An Analysis of Patronage Preference Drivers for Convenience Outlets versus Traditional Retail Outlets, *Journal of Retailing and Consumer Services*, 19 (3), 313-324. (AJG: 2)

**Moeller, S.** (2010), Characteristics of Services – A Customer Integration Perspective Uncovers their Value, *Journal of Services Marketing*, 24 (5), 359-368. (AJG: 2)

**Moeller, S.**, Wittkowski, K. (2010), The Burden of Ownership: Reasons for Preferring Renting, *Managing Service Quality*, 20 (2), 176-191. (AJG: 2)

**Moeller, S.**, Fassnacht, M., Ettinger, A. (2009), Retaining Customers with Shopping Convenience, *Journal of Relationship Marketing*, 8 (4), 313-329. (AJG: 1)

**Moeller, S.**, Fassnacht, M., Klose, S. (2008), Defensive Relationship Marketing: Avoiding Decreasing Sales from Customers in Consumer Goods Mass Markets, *Journal of Relationship Marketing*, 7 (2), 197-215. (AJG: 1)

**Moeller, S.**, Fassnacht, M., Klose, S. (2006), A Framework for Supplier Relationship Management, *Journal of Business-to-Business Marketing*, 13 (4), 69-94. (AJG: 2)

*Conference presentations & publications, publications in non-English are not included.*

## Service to the scientific community

### Editorial roles

Associate Editor *Journal of Service Research* (AJG: 4)

### Editorial review boards

*Journal of Service Research* (AJG: 4)

*Journal of Business Research* (AJG: 3)

*Psychology and Marketing* (AJG: 3)

*Journal of Services Marketing* (AJG: 2)

*Journal of Service Management* (AJG: 2)

*Academy of Marketing Science Review* (AJG: 2)

*Journal of Service Theory and Practice* (AJG: 1)

## Awards, positions and committees

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| 2023      | Bo Edvardsson "Industry Impact in Services" Award  |
| 2023      | Finalist for the best reviewer award 2022 by the Journal of Service Research                             |
| 2023      | Finalist for the Best Paper Award in Services by the AMA ServSIG community                               |
| 2022      | Researcher of the year at Surrey Business School, University of Surrey                                   |
| 2021      | Impact Researcher of the year at Surrey Business School, University of Surrey                            |
| 2020      | Postgraduate Supervisor Award, Surrey Business School, University of Surrey                              |
| 2020      | Best Paper Award 2019 (highly commended) of the <i>Journal of Service Management (JOSM)</i>              |
| 2018      | ISM Best Paper Award Finalist (AOM Chicago)  |
| 2018      | Best Paper Award 2017 (2 <sup>nd</sup> ) <i>Journal of Services Marketing (JSM)</i>                      |
| 2018      | Best Paper Award 2017 (1 <sup>st</sup> ) of the <i>Journal of Service Management (JOSM)</i>              |
| 2017      | Best Paper Award 2016 (2 <sup>nd</sup> ) of the <i>Journal of Service Research (JSR)</i>                 |
| 2016      | Chair of the SERV SIG committee for selecting the SERV SIG Emerging Service Scholar 2016                 |
| 2016      | Member of the International Conference Committee of the AMA SERV SIG 2016 conference                     |
| 2015      | Nominated for the Best Paper Award 2014 from the German Academic Association for Business Research (VHB) |
| 2014      | Member of the International Conference Committee of the AMA SERV SIG 2014 conference                     |
| 2013      | Reviewer of the year 2012 at the <i>Journal of Service Management (JOSM)</i>                             |
| 2012      | Member of the conference committee for the Frontiers in Service Conference, Washington, 2012             |
| 2011/2012 | Chair of AMA SERV SIG, Special Interest Group Service of the American Marketing Association              |
| 2009      | Member AMA SERV SIG committee for the Lovelock Career Contributions to the Services Discipline Award     |
| 2008      | Chair of the AMA SERV SIG award committee for the Best Services Article of 2007                          |
| 2007      | Member of the AMA SERV SIG award committee for the Best Services Article of 2006                         |

## University Service

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| 2021-2024 | Impact lead for at Surrey Business School, University of Surrey, UK                                     |
| 2017-2019 | Director for External and Business Engagement (EBE) at Surrey Business School, University of Surrey, UK |

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| 2016-2017 | Co-Director of the 4-year PhD Programme in Management at Surrey Business School, University of Surrey, UK  |
| 2014-2016 | Head of the Research Advisory Group (RAG) at Roehampton Business School, member of the Research Committee and the Staffing Sub-Committee, University of Roehampton, UK |
| 2014      | Member of the review board of the Leverhulme Early Career Fellowships at Roehampton University, UK   |
| 2008-2013 | Member, later on Vice Chairman (2010) and Chairman (2011) of the Doctoral Committee and member of Management Committee Research at the EBS Business School, Germany    |
| 2009-2013 | Academic Director of EBS Bachelor Summer Schools, "Doing Business in Europe" and "Leadership in Europe" at EBS Business School, Germany                                |
| 2010      | Faculty team leader of the EQUIS Accreditation Teams at EBS Business School, Germany   |
| 2010      | Member of the internal FIBAA Accreditation Team at EBS Business School, Germany  |

### Teaching expertise

Marketing in a Digital World (MBA, Executive Education)  
 Services and Retail Marketing (MBA, MSc, Executive Education)  
 Measurement in Social Science (PhD)

### Impact and corporate links

#### Dissemination activities

since 2018 YouTube channel showcasing research with over 300k views  
 TEDx talk showcasing research with over 80k views

#### Competence Centre

since 2008 Director of the Competence Centre for on-the-go consumption, supported by Lekkerland, Coca Cola, Brown-Forman, Unilever, AB InBev, Red Bull, Mars & Wrigley's and Intersnack (see details [www.cc-otgc.com](http://www.cc-otgc.com))

#### Selected research cooperation with the corporate world

since 2008 Lekkerland AG & Co. KG, commissioned research studies by the Competence Centre for On-the-go Consumption supported by Lekkerland  
 2007-2015 Hitflip/Hitmeister GmbH, Grenkeleasing AG, real,- SB-Warenhaus GmbH, Metro Group

#### Advisory Boards

2014-2023 Member of the Advisory Board at Waldemar Behn GmbH, Eckernförde, Germany  
 2009-2015 Member of the Advisory Board at Walbusch - Walter Busch GmbH & Co. KG, Solingen, Germany