

Positions held

from 2025	Associate Dean (Impact) at the Lee Kong Chian School of Business, Singapore Management University (SMU), Singapore
from 2024	Professor of Marketing (Practice) at the Lee Kong Chian School of Business, Singapore Management University (SMU), Singapore
2019-2025	Professor of Marketing (fractional), College of Business and Economics, Australian National University, Canberra, Australia
2021-2024	Impact Lead at Surrey Business School, UK
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 (www.cc-otgc.com)
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

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 (AJG): 4/4+

Altrichter, B., **Benoit, S. (2025)**, Technology Discontinuance: A Systematic Literature Review and Research Agenda, *European Journal of Information Systems*, ahead of print: <https://doi.org/10.1080/0960085X.2025.2516427>

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, 2nd 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 (AJG): 3

Benoit, S., Merfeld, K., Tunn, V. S. C., Schaefer, T., Andreassen, T. W. (2025), The B2B sharing economy: Framework, implications, and future research, *Journal of Business Research*, 119 (3), 115244 (AJG: 3)

Grewal, D., Roggeveen, A. L., **Benoit, S.**, Andrade, M. L. O., Wetzels, R. Wetzels, M. (2025), A New Era of Technology-Infused Retailing, *Journal of Business Research*, 188 (2), 115095. (AJG: 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., Gustaffson, 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 & 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 (AJG): 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, 1st 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, 2nd 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)

Journal of Service Theory and Practice (AJG: 1)

Awards, positions and committees

2024	Track Chair for "Service" at the Winter AMA 2025, Phoenix, AZ
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 nd) <i>Journal of Services Marketing (JSM)</i>
2018	Best Paper Award 2017 (1 st) of the <i>Journal of Service Management (JOSM)</i>
2017	Best Paper Award 2016 (2 nd) 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 SERVSIg committee for the Lovelock Career Contributions to the Services Discipline Award
2008	Chair of the AMA SERVSIg award committee for the Best Services Article of 2007
2007	Member of the AMA SERVSIg award committee for the Best Services Article of 2006

University Service

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
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 introduction (MBA, Executive Education)
 Data Science for Executives (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
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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)
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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