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Information about the person

Professor Schoder studied business administration in Germany at the universities of Munich and Passau. He obtained both his PhD and Habilitation (Higher Doctorate) from the University of Freiburg, Germany. He was awarded a grant by the 'German National Merit Scholarship Foundation' ('Studienstiftung des deutschen Volkes'). Professor Schoder has worked not only in Germany, but also in the U.S.A., Republic of Kazakhstan, and Japan. He was an invited Visiting Scholar at Stanford University and the University of California, Berkeley, where he established research collaboration which still continues. From 2001-2003 he served as appointed DaimlerChrysler Fund Chair of Electronic Business in the Donors' Association for the Promotion of Sciences and Humanities in Germany at WHU – Otto Beisheim Graduate School of Management, one of Germany's leading business schools. There, Detlef Schoder received the "WHU Best Teaching Award SS 2004 - Bester Professor (Ehrenpreis)". Recently, he was appointed head of the Department of Information Systems and Information Management at the University of Cologne, Germany.

His teaching, research, and project management focus on the economics and management of telecommunications in organizations, especially electronic commerce/electronic business, mass customization, peer-to-peer, ubiquitous computing, and new media management. In the mid 90's, he conducted one of Europe's largest empirical studies on web-based electronic commerce. He consulted on similar projects in five other European countries. In addition, he was appointed reviewer for electronic commerce to the German Parliament. He consults the European Commission on research projects conducted under Information Society Technologies (IST) / Sixth Framework Programme (FP6).

Furthermore he is reviewer for Communications of the ACM, the European Journal of Information Systems, Electronic Markets, and for International conferences including HICSS, ICIS, ECIS, AMCIS. He is a member of various program committees and serves on several editorial boards, including for

example Information Systems and eBusiness Management, the International Journal of Electronic Business (IJEB), Electronic Markets and the International Journal of Internet and Enterprise Management. He is a guest editor for the special issue on Peer-to-Peer in the leading German IS journal WIRTSCHAFTSINFORMATIK (3/2003).

Professor Schroder also lectures on various degree and non-degree programs including the Executive MBA program in cooperation with the WHU and Kellogg University.

He has a large number of reviewed publications, including articles in leading international and German journals. In addition to being nominated for several prizes, he won the Best Paper Award for "Outstanding Research Efforts in the Field of Organizational Theory, Behaviour, & Strategy" granted by North-Eastern Decision Sciences Institute (NEDSI, USA). In addition, Detlef Schoder holds the patent for "An individualized, printed newspaper", WO03052648.

Selected Publications

Gloor, P.A.; Paasivaara, M.; Schoder, D.; Willems, P. (2008): Finding collaborative innovation networks through correlating performance with social network structure, in: **International Journal of Production Research**, [online published April 2007], [printed] Vol. 46, Issue 5, 2008, 1357-1371.

Schoder, D. (2007): The Flaw in Customer Lifetime Value, [Forethought] in: **Harvard Business Review**, 12/2007, S. 26.

Kaplan, A.M. / Schoder, D. / Haenlein, M. (2007): Factors Influencing the Adoption of Mass Customization: The Impact of Base Category Consumption Frequency and Need Satisfaction, in: **Journal of Product Innovation Management**, Vol. 24, Number 2, March 2007, S. 101-116.

Haenlein, M. / Kaplan, A.M. / Schoder, D.: (2006) Valuing the real option of abandoning unprofitable customers when calculating customer lifetime value, **Journal of Marketing**, 70(3), 5-20.

Schoder, D. / Sick, S. / Putzke, J. / Kaplan, A.M. (2006) Mass customization in the newspaper industry: Consumer's attitude towards individualized media innovations, **International Journal on Media Management**, 8(1), 9-18.

Schoder, D. / Hänlein, M. (2004): The relative importance of different trust constructs for sellers in the online world, in: **Electronic Markets: The International Journal of Electronic Commerce & Business Media**, Volume 14 (1): 48-57.

Schoder, D. / Madeja, N. (2004): "Is Customer Relationship Management a Success Factor in Electronic Commerce?", in: **Journal of Electronic Commerce Research**, Vol. 5, No. 1, 2004, 38-53.

Schoder, D. / Fischbach, K. (2003): Peer-to-Peer Prospects, in: **Communications of the ACM**, Viewpoint, Vol. 46, Nr. 2, S. 27 – 29.

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Hellbrück, R. / Schoder, D. (2001): Stimulating the diffusion of EDI in health care, in: International **Journal of Healthcare Technology and Management** [Special Series of International Journal of Technology Management], Vol. 3, Nos. 2/3/4, pp. 191-202.

Schoder, D. / Pai-Ling Yin (2000): Building Firm Trust Online – Barriers to E-Commerce and the Critical Role of Government, in: **Communications of the ACM**, Dec. 2000, Vol. 43, No. 12, S. 73-112.

Schoder, D. (2000): Forecasting the success of telecommunication services in the presence of network effects, in: **INFORMATION ECONOMICS AND POLICY**, 12 (2000), S. 181–200.

Schoder, D. / Eymann, T. (2000): Mobile Agents Revisited / Mobile Agents: The real challenges of Mobile Agents, accepted "technical opinion", in: **Communications of the ACM**, June 2000/Vol. 43 No. 6, S. 111-112.

Piller, F. / Schoder, D. (1999): Mass Customization und Electronic Commerce – Eine empirische Einschätzung zur Umsetzung in deutschen Unternehmen, in: **Zeitschrift für Betriebswirtschaft** (ZfB), 69. Jg. (1999), H. 10, S. 1111-1136.

Research Interests

- Information Management / Strategic use of information / Strategic applications of information technology
- Electronic Business, Mobile Business
- Ubiquitous / pervasive Computing (applications, business impacts, information economics)
- Peer-to-Peer
- Analysis of innovation networks through Social Network Analysis
- New Product Development (NPD) and the role of IS, esp. new forms of joint innovation by both customer and producer (Co-Design, Collaborative innovation)
- Knowledge management and knowledge management systems
- IT adoption, diffusion, and use