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Education

- 2014 Dr. habil (Habilitation, advanced PhD degree), University of Bayreuth, Germany
- 2008 Dr. rer. pol. (Ph.D. Business Administration), University of Bayreuth, Germany, Title of the dissertation thesis: Word-of-mouth communication in tourism - An analysis of influential word-of-mouth sources for tourism destinations
- 2001 Diplom-Kauffrau (comparable to M.Sc.), Business Administration, University of Bayreuth, Germany

Professional Experience

- 2008-2013 Assistant Professor, University of Bayreuth, Department of Services Management, Germany
- 2002-2008 PhD Student and Research Assistant, University of Bayreuth, Department of Services Management
- 2000-2001 Academic Tutor, Department of Organization and Management, University of Bayreuth
- 1997-1998 Academic Tutor, Department of Information Systems Management, University of Bayreuth
- 2000 Intern, Roland Berger & Partner, Munich, Germany
- 1999 Intern, Andersen Consulting (Accenture), Sulzbach, Germany
- 1994-1996 Trainee, Landesbank Hessen-Thüringen, Frankfurt, Germany

Academic Awards

Visiting Positions

Publications

Refereed Articles

Rural place branding from a multi-level perspective: a Danish example

Gulisova, B., Horbel, C. & Noe, E., Sep 2021, In: Place Branding and Public Diplomacy. 17, p. 231-248

Place branding and sustainable rural communities: qualitative evidence from rural areas in Denmark

Gulisova, B., Horbel, C. & Noe, E., 2021, (E-pub ahead of print) In: Journal of Strategic Marketing.

Determining customer satisfaction and loyalty from a value co-creation perspective

Woratschek, H., Horbel, C. & Popp, B., 9. Sep 2020, In: The Service Industries Journal. 40, 11-12, p. 777-799

The cost of being unprepared or the benefit of the precautionary principle? Comparing cost-benefit COVID-19 policies and outcomes in Scandinavia

Kaiser, B., Jørgensen, H. P., Porto Echave-Sustaeta, L., Punt, M., Sølsten, S., Horbel, C. & Roth, E., 23. Jul 2020, In: Covid Economics. 39, p. 149-185

The Importance of Connected Ocean Monitoring Knowledge Systems and Communities

Kaiser, B., Hoeberechts, M., Maxwell, K. H., Eerkes-Medrano, L., Hilmi, N., Safa, A., Horbel, C., Juniper, S. K., Roughan, M., Lowen, N. T., Short, K. & Paruru, D., 14. Jun 2019, In: Frontiers in Marine Science. 6, 17 p., 309.

Social-Media-Based Antibrand Communities Opposing Sport -Team sponsors: Insights from Two Prototypical Communities

Popp, B., Horbel, C. & Germelmann, C. C., Sep 2018, In: International Journal of Sport Communication. 11, 3, p. 339-368

"Give and take": how notions of sharing and context determine free peer-to-peer accommodation decisions
Geiger, A., Horbel, C. & Germelmann, C. C., 2018, In: Journal of Travel & Tourism Marketing. 35, 1, p. 5-15

How context shapes value co-creation: Spectator experience of sport events
Horbel, C., Popp, B., Woratschek, H. & Wilson, B., 2016, In: Service Industries Journal. 36, 11-12, p. 510-531

Relationship building through Facebook brand pages: The multifaceted roles of identification, satisfaction, and perceived relationship investment
Popp, B., Wilson, B., Horbel, C. & Woratschek, H., 2016, In: Journal of Strategic Marketing. 24, 3-4, p. 278-294

Mobile Consumer Apps: Big Data Brother is Watching You
Buck, C., Horbel, C., Kessler, T. & Germelmann, C. C., 2014, In: Marketing Review St. Gallen. 1, p. 26-34

The sport value framework: A new fundamental logic for analyses in sport management
Woratschek, H., Horbel, C. & Popp, B., 2014, In: European Sport Management Quarterly. 14, 1, p. 6-24

The Unconscious App Consumer: Discovering and comparing the information-seeking patterns among mobile application consumers
Buck, C., Horbel, C., Germelmann, C. C. & Eymann, T., 2014, In: Proceedings of the European Conference on Information Systems. 14 p.

Value co-creation in sport management: Value co-creation in sport management
Woratschek, H., Horbel, C. & Popp, B., 2014, In: European Sport Management Quarterly. 14, 1, p. 1-5

Service-Dominant Logic and Tourism Management - Enriching each other
Horbel, C., 2013, In: Die Betriebswirtschaft. 73, 2, p. 131-142

"Sorry We Are Fully Booked" - An Experimental Study of Preference Formation through Unavailable Services
Woratschek, H., Roth, S. & Horbel, C., 2009, In: Australasian Marketing Journal. 17, 1, p. 27-35

Integrating Word-of-Mouth Sources for Marketing of Complex Services
Horbel, C. & Woratschek, H., 2008, In: Proceedings of the Annual Conference of the Australian and New Zealand Marketing Academy, Sydney.

"Sorry, we are fully booked!": An experimental study of preference formation through unavailable services
Woratschek, H., Roth, S. & Horbel, C., 2006, In: Proceedings of the Annual Conference of the Australian and New Zealand Marketing Academy, Brisbane.

Are variety seekers bad customers? -: An analysis of the role of recommendations in the service profit chain
Woratschek, H. & Horbel, C., 2006, In: Journal of Relationship Marketing. 4, 3, p. 43-57

Variety-Seeking Behavior and Recommendations: Empirical Findings and Consequences for the Management of the Service Profit Chain
Woratschek, H. & Horbel, C., 2003, In: European Advances in Consumer Research. 6

Books

Book Chapters

Conference Papers and Abstracts

Context Factors in Choosing Free Peer-to-Peer Accommodation Sharing

Geiger, A., Horbel, C. & Germelmann, C. C., 2016.

Online Brand Communities: Loyal to the Community or the Brand?

Popp, B., Horbel, C. & Woratschek, H., 2013.

The Effects of Customer Satisfaction and Consumer-Brand Identification on Customer Loyalty Revisited: The Moderating Role of Market Uncertainty

Horbel, C., Popp, B. & Woratschek, H., 2013.

The Effects of Customer-Brand Identification, Customer Satisfaction and Price Acceptability on Customer Loyalty

Woratschek, H., Popp, B. & Horbel, C., 2012.

The Importance of Social Interactions in Virtual Brand Communities for Retaining Customers and Inducing WOM

Woratschek, H., Horbel, C. & Popp, B., 2012.

A service-dominant logic based service- productivity improvement framework

Walther, S., Eymann, T. & Horbel, C., 2011.

Gaining New Customers By Building Relationships To Disloyal Customers: A Study Of Word-Of-Mouth In The Context Of Destination Marketing

Woratschek, H. & Horbel, C., 2011.

Recruitment and Retention of Blood Donors: An Analysis of Motivation-Related Determinants of Donor Behaviour Across Types of Donations

Horbel, C. & Woratschek, H., 2011.

The Role of Identification and Co-Creation in the Service-Profit Chain

Horbel, C., Woratschek, H. & Popp, B., 2010.

Extending the Service-Profit Chain – The Case of Sport Events

Horbel, C., Woratschek, H. & Popp, B., 2009.

Persuasive Word-of-Mouth Sources - Who Are They? The Effects of Characteristics of the Word-of-Mouth Source on Word-of-Mouth Influence

Horbel, C. & Woratschek, H., 2008.

Neural Networks and Multiple Regression in Services Management

Woratschek, H., Popp, B. & Horbel, C., 2007.

The Role of Different Types of Variety-Seeking Behavior and Recommendations in the Service Profit Chain

Horbel, C. & Woratschek, H., 2003.

Managing Job Variety Seeking Behavior

Woratschek, H. & Horbel, C., 2002.

Working Papers

Membership in Professional Associations