

Personal Information

Assoc.-Prof. PD Dr. Ursula Scholl-Grissemann

Institution UMIT TIROL –Private University for health Sciences, Medical Informatics and Technology, Division for Management in Sports- and Health Tourism, 6500 Landeck, Austria

Web https://www.umat-tirol.at/page.cfm?vpath=departments/public_health/division-fuer-management/team

ORCID 0000-0001-8773-4514

Education

2018 Habilitation at University of Innsbruck School of Management

2008 - 2012 Doctoral Thesis, University of Innsbruck School of Management

2003 – 2008 Diploma Studies of Business Administration, University of Innsbruck School of Management

Professional employment

Since Oct 2020 Associate Professor at UMIT TIROL –Private University for health Sciences, Medical Informatics and Technology, Division for Management in Sports- and Health Tourism,

2019-2020 Associate Professor for Service Management and Consumer Behavior, Seeburg Castle University

2012 - 2018 Post-Doc Research Assistant at Department of Strategic Management, Marketing and Tourism, University of Innsbruck School of Management

2008 – 2012 Pre-Doc Research Assistant at Department of Strategic Management, Marketing and Tourism, University of Innsbruck School of Management

Research areas

Service Management, Service Marketing, Consumer Behavior, Tourism Destination Management and - Marketing

Professional activities and awards

2020 Appointment as Full Professor for Tourism at Seeburg Castle University, Austria – Refused by the applicant

2020 *Best Conference Presentation Award* at the Travel and Tourism Research Academy Conference, Innsbruck Sep. 28-30

2019 Nominated for the *Ars Docendi* (Teaching Award), Seeburg Castle University

2016 *Journal of Service Management: Robert Johnston Award* - Outstanding Paper of the Year Award

2013AMA Winter Marketing Educators Conference *Best in Track Paper Award* in Track „Innovation and New Product Development“

2012 *Rudolf Sallinger Award* for Dissertation from the Austrian Chamber of Commerce

2012 *Recognition Award of the Best Student Paper of the Year*, University of Innsbruck

Since 2021 Member of the Tourism and Leisure Research Center, University of Innsbruck

2019 Member of Dissertation Committee, University of Stavanger (Norway)

2019-2020 Examination board member at Seeburg Castle University

2019-2020 Member of dissertation committee at Seeburg Castly University

Regual review activities (e.g. *European Journal of Marketing*, *Tourism Management*, *Intern. Journal of Hospitality Management*)

Session chair at international academic research conferences (e.g., Travel and Tourism Research Association, American Marketing Association).

Most relevant 15 publications

- Pachucki, C., Grohs, R., & **Scholl-Grissemann, U.** (2022). Is nothing like before? COVID-19–evoked changes to tourism destination social media communication. *Journal of Destination Marketing & Management*, 23, 100692.
- Pachucki, Christoph, Grohs, Reinhard, & **Scholl-Grissemann, Ursula** (2021). No Story without a Storyteller: The Impact of the Storyteller as a Narrative Element in Online Destination Marketing. *Journal of Travel Research*, forthcoming.
- Scholl-Grissemann, Ursula**, Kallmuenzer, Andreas, & Peters, Mike. (2021). This hotel is family-run! Enabling positive consumer response via perceived hospitableness. *International Journal of Hospitality Management*, ahead-of-print <https://doi.org/10.1016/j.jfbs.2019.01.007>
- Petry, Tanja; Pikkemaat, Birgit; **Scholl-Grissemann, Ursula** (2021). Understanding students as hosts: moving beyond sightseeing. In: *International Journal of Culture, Tourism and Hospitality Research*, ahead-of-print. <https://doi.org/10.1108/IJCTHR-09-2020-0215>.
- Scholl-Grissemann, Ursula**, Stokburger-Sauer, Nicola; Teichmann, Karin (2020). The importance of perceived fairness in product customization settings. *The Service Industries Journal*, online first. DOI: 10.1080/02642069.2020.1819252
- Scholl-Grissemann, Ursula**, Peters, Mike; Teichmann, Karin (2020). When climate-induced change reaches social media: How realistic travel expectations shape consumers' attitudes toward the destination. In: *Journal of Travel Research*, 59/8, p.1413-1429.
- Happ, Elisabeth.; **Scholl-Grissemann, Ursula**; Peters, Mike; Schnitzer, Martin (2020). Insights into customer experience in sports retail stores. In: *International Journal of Sports Marketing and Sponsorship*. 22/2, p.312-329.
- Zanon, Johanna; **Scholl-Grissemann, Ursula**; Kallmuenzer, Andreas; Kleinhansl, Nicolas; Peters, Mike (2019): How promoting a family firm image affects customer perception in the age of social media. In: *Journal of Family Business Strategy*, 10/1, p.28-37.
- Scholl-Grissemann Ursula** (2018): Do consumers care about the message a claim conveys? The magic bullet effect of organic and domestic claims on food products. In: *Journal of Consumer Behaviour*, 17/1, p.21-28.
- Kallmuenzer, Andreas; **Scholl-Grissemann, Ursula** (2017): Disentangling antecedents and performance effects of family SME innovation: A knowledge-based perspective. In: *International Entrepreneurship and Management Journal*, 13/4, p.1117-1138
- Stokburger-Sauer Nicola; **Scholl-Grissemann, Ursula**; Teichmann, Karin; Wetzels, Martin (2016). Value Cocreation at its Peak: The Asymmetric Relationship between Coproduction and Loyalty. In: *Journal of Service Management*, 27/4, p. 563 – 590.
- Schnurr, Benedikt; **Scholl-Grissemann, Ursula** (2015). Beauty or function? How different mass customization toolkits affect customers' process enjoyment. In: *Journal of Consumer Behavior* 14/5, p. 335-343.
- Brunner-Sperdin, Alexandra; **Scholl-Grissemann, Ursula**; Stokburger-Sauer, Nicola (2014). The relevance of holistic website perception. How sense-making and exploration cues guide consumers' emotions and behaviors. In: *Journal of Business Research* 67/12, p.2515 - 2522.
- Grissemann, Ursula**; Plank, Andreas; Brunner-Sperdin, Alexandra (2013).Enhancing business performance of hotels: The role of innovation and customer orientation. In: *International Journal of Hospitality Management* 33/4, p. 347 - 356.
- Grissemann, Ursula**; Stokburger-Sauer, Nicola (2012). Customer co-creation of travel services: The role of company support and customer satisfaction with the co-creation performance. In: *Tourism Management* 33/6, p. 1483 - 1492.