**SABRINA V. HELM**

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**ACADEMIC APPOINTMENTS**

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|  |  |
| 2016 – present | *PetSmart Associate Professor;***The University of Arizona** Retailing and Consumer Sciences  |
| 2014 | *Visiting Researcher*Wuppertal Institute for Climate, Environment and Energy |
| 2010 – 2013 | *PetSmart Associate Professor;Co-Founder of the Consumers, Environment & Sustainability Initiative (CESI)***The University of Arizona** Retailing and Consumer Sciences  |
| 2008 – 2010 | *Associate Professor* (tenured in 2010)**The University of Arizona** Retailing and Consumer Sciences  |
| 2009 – present | *Affiliated Faculty***The University of Arizona**Institute of the Environment |
| 2005 – 2008 | *Professor of Strategic Marketing* (tenured in 2006) **Witten/Herdecke University, Germany** Department of Business and Economics |
| 2005 | *Visiting Scholar***Thunderbird School of Global Management**Research Fellow of the German Research Foundation |
| 2000 – 2005 | *Senior Lecturer and Postdoctoral Candidate* **Düsseldorf University**, Germany |
| 1997 – 2000 | *Lecturer and Doctoral Student*, **Düsseldorf University**, Germany |

**EDUCATION**

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| 2004 | Post doc (‘Doktor habil’) in Business Administration |
| 2000 | Ph.D. (‘Doktor rer. pol. ’) in Business Administration (Emphasis: Marketing) |
| 1994 | M.A. (‘Diplom’) in Business Administration |
| 1991 | B.A. (‘Vordiplom’) in Business Administration |

**PUBLICATIONS**

***Refereed Journal Publications***

1. **Helm, S.**, Li, X., Curran, M., & Barnett, M. (2021), “Coping profiles in the context of global environmental threats: a person-centered approach”, Anxiety, Stress, & Coping, DOI: 10.1080/10615806.2021.2004132
2. Mayer, B., Arora, M., **Helm, S.**, & Barnett, M. (2021). “Essential but Ill-Prepared: How the COVID-19 Pandemic Affects the Mental Health of the Grocery Store Workforce”, Public Health Reports, 00333549211045817.
3. **Helm, S.**, Kemper, J. A., & White, S. K. (2021). “No future, no kids–no kids, no future?”, Population and Environment, 43, 108–129.
4. Brown, S., Kulikowa, A., Palka, J., & **Helm, S.** (2020). “The Relative Importance of Reputation and Pride as Predictors of Employee Turnover in an Academic Medical Center”, Health Care Management Review, DOI: 10.1097/hmr.0000000000000301
5. Garnefeld, I., **Helm, S.**, & Grötschel, A. K. (2020) May we buy your love? Psychological effects of incentives on writing likelihood and valence of online product reviews. *Electronic Markets*, 1-16.
6. **Helm, S.V.**, Serido, J., Ahn, S., Ligon, V., & Shim, S. (2019). Materialist Values, Financial and Pro-Environmental Behaviors, and Well-Being. *Young Consumers*, 20(4), 264-284.
7. **Helm, S.**, & Subramaniam, B. (2019). Exploring Socio-Cognitive Mindfulness in the Context of Sustainable Consumption. *Sustainability*, 11(13), 3692. https://doi.org/10.3390/su11133692
8. **Helm, S.**, Kim, S. H., & Van Riper, S. (2018). Navigating the ‘retail apocalypse’: A framework of consumer evaluations of the new retail landscape. *Journal of Retailing and Consumer Services*, https://doi.org/10.1016/j.jretconser.2018.09.015.
9. **Helm, S.V.**, Ligon, V., Stovall, T., & Van Riper, S. (2018). Consumer Interpretations of Digital Ownership in the Book Market. *Electronic Markets*, 28(2), 177-189.
10. **Helm, S. V.**, Pollitt, A., Barnett, M. A., Curran, M. A., & Craig, Z. R. (2018). Differentiating environmental concern in the context of psychological adaption to climate change. *Global Environmental Change*. 48, 158-167.
11. **Helm, S.V.**, Renk, Uwe & Mishra, A. (2016). Exploring the Impact of Employees’ Self-Concept, Brand Identification and Brand Pride on Brand Citizenship Behaviors. *European Journal of Marketing*. 50, 58-77.
12. **Helm, S.V.**, & Oezergin, B. (2015). Service Inside: The Impact of Ingredient Service Branding on Quality Perceptions and Behavioral Intentions. *Industrial Marketing Management*. 50, 142-149.
13. Garnefeld, I., Eggert, A., **Helm, S.V.**, & Tax, S. (2013). Growing Existing Customers’ Revenue Streams through Customer Referral Programs. *Journal of Marketing*. 77, 17-32.
14. **Helm, S.V.** (2013). How Corporate Reputation Affects Customers’ Reactions to Price Increases. *Journal of Revenue and Pricing Management*. 12, 402-415.
15. **Helm, S.V.** & Tolsdorf, J. (2013) How Does Corporate Reputation Affect Customer Loyalty in a Corporate Crisis? *Journal of Contingencies and Crisis Management*. 21, 144-152.
16. **Helm, S.V.** (2012).A Matter of Reputation and Pride: Associations Between Perceived External Reputation, Pride in Membership, Job Satisfaction and Turnover Intentions. *British Journal of Management*. 24, 542-556.
17. **Helm, S.V.** (2011). Determinants of Employees’ Perceived Reputation Building Ability. *Journal of Business Research*. 64, 657-663.
18. Garnefeld, I., **Helm, S.V.**, & Eggert, A. (2011). Walk Your Talk: An Experimental Investigation of the Relationship between Word of Mouth and Communicators’ Loyalty. *Journal of Service Research*.
14, 93-107.
19. **Helm, S.V.**, & Salminen, R. (2010). Basking in Reflected Glory: Using Customer Reference Relationships to Build Reputation in Industrial Markets. *Industrial Marketing Management*, *39*, 737-743.
20. **Helm, S.V.**,& Gray, B.(2009). Corporate reputation as anticipated corporate conduct. *Australasian Marketing Journal*, *17*, 65-68.
21. **Helm, S.V.**,Garnefeld, I., & Tolsdorf, J. (2009). Perceived Corporate Reputation and Consumer Satisfaction – An Experimental Exploration of Causal Relationships. *Australasian Marketing Journal*, *17*, 69-74.
22. **Helm, S.V.** (2007). One Reputation or Many? Comparing Stakeholders’ Perceptions of Corporate Reputation. *Corporate Communications*, *12*, 238-254.
23. Eggert, A., **Helm, S.V.**, & Garnefeld, I. (2007). Bonding Customers by Referral?*Marketing ZFP*, *29*, 235-247 (in German).
24. **Helm, S.V.** (2007). The Role of Corporate Reputation in Determining Investor Satisfaction and Loyalty. *Corporate Reputation Review*, *10*, 22-37.
25. **Helm, S.V.**, Rolfes, L., & Günter, B. (2006). Suppliers’ Willingness to End Unprofitable Customer Relationships. *European Journal of Marketing*, *40*, 366-383.
26. **Helm, S.V.** (2006). Exploring the Impact of Corporate Reputation on Consumer Satisfaction and Loyalty. *Journal of Customer Behaviour*, *5*, 59-80.
27. **Helm, S.V.** (2005). Designing a Formative Measure of Corporate Reputation. *Corporate Reputation Review*, *8*, 95-109.
28. **Helm, S.V.** (2004). Customer Valuation as a Driver of Relationship Dissolution. *Journal of Relationship Marketing*, *3*, 77-91.
29. Eggert, A., & **Helm, S.V.** (2003). Exploring the Impact of Relationship Transparency on Business Relationships: A Cross-Sectional Study Among Purchasing Managers in Germany. *Industrial Marketing Management*, *32*, 101-108.
30. **Helm, S.V.** (2003). Calculating the Value of Customers’ Referrals. *Managing Service Quality*, *13*, 124-133.
31. **Helm, S.V.** (2000). Viral Marketing - Establishing Customer Relationships by 'Word-of-Mouse'. *Electronic Markets*, *10*, 158-161.

***Peer-Reviewed Conference Papers***

1. **Helm, S.,** & Little, V. (2021). “No climate change in marketing classrooms? The view from best-selling marketing textbooks”, *Macromarketing 2021 Seminar Proceedings*, Macromarketing Conference, Auckland, Cardiff & Denver (online).
2. Arora, M., Mayer, B., **Helm, S.**, & Barnett, M. (2021). “Mental health impacts of COVID-19 on grocery store workers in Arizona: Results from online surveys”, *Proceedings of the American Public Health Association (APHA) 2021 Annual Meeting & Expo*, Denver and Online, 2021.
3. **Helm, S.**, Kemper, J., & White, S. (2020). “‘I Don’t Want to Produce Another Consumer’: Going Childfree as ‘Sustainable’ Lifestyle Option in Times of Climate Change”, *Macromarketing 2020 Seminar Proceedings*, Macromarketing Conference, Bogota, Colombia (online).
4. **Helm, S.**, Little, V., & Kemper, J. (2020). “Rearranging deck chairs or righting the course?”, Proceedings of the AMA Winter Marketing Educators’ Conference, San Diego, CA.
5. Kuo, Y., & **Helm, S.** (2020). “Adding flavour to ethnic foods: The effect of ethnic congruence on authenticity and perceived taste”, Proceedings of the AMA Winter Marketing Educators’ Conference, San Diego, CA.
6. Little, V., **Helm, S.**, Kemper, J., & Kennedy, A.-M. (2019). “Live on Mars or fix our climate? An agenda to infuse climate change into marketing”. *Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference 2019*, Wellington, New Zealand.
7. Little, V., & **Helm, S.** (2019). “Calling all macromarketers: Vanguards for sustainability in a +1.5oC world?”, *Macromarketing 2019 Seminar Proceedings*, Macromarketing Conference, Cleveland, OH.
8. Ahn, S., & **Helm, S.** (2019). “Can Sustainability-Related Information Change Consumer Choice? The Response to Preference-Inconsistent Information”, *Macromarketing 2019 Seminar Proceedings*, Macromarketing Conference, Cleveland, OH.
9. **Helm, S.**, & Wofford, G. (2019). “Buying Immortality in a Changing Climate: A Terror Management Approach”, *Macromarketing 2019 Seminar Proceedings*, Macromarketing Conference, Cleveland, OH.
10. Garnefeld, I., **Helm, S.**, & Groetschel, A.-K. (2019). “May we buy your love? Psychological effects of incentives on writing likelihood and valence of online product reviews”, *Proceedings of the AMA Winter Marketing Educators’ Conference*, Austin, TX.
11. Bhappu, A. & **Helm, S.V.** (2018). “Provider Asset Personalization and the Psychological Ownership of Shared Accommodation”, *Proceedings of the Conference on Service Science (CSS2018)*, Phoenix, AZ.
12. **Helm, S.V.**, & Bhappu, A. (2018). “Zone of Optimal Distinctiveness: The Effect of Provider’s Asset Personalization on Customer’s Psychological Ownership of Shared Lodging,” *Macromarketing 2018 Seminar Proceedings*, Macromarketing Conference, Leipzig, Germany.
13. **Helm, S.V.**, & Subramaniam, B. (2017). “How Does Consumer Mindfulness Curb Overconsumption?,” *Proceedings of the AMA Winter Marketing Educators’ Conference*, Orlando, FL.
14. **Helm, S.V.**, Serido, J., Ahn, S., Ligon, V., & Shim, S. (2017). “The Effects of Materialism on Financial and Environmental Coping and Well-Being Among Young Adults,” *Macromarketing 2017 Seminar Proceedings*, Macromarketing Conference, Queenstown, New Zealand.
15. **Helm, S.V.**, & Subramaniam, B. (2017). “Consumer Mindfulness as a Pathway to Decrease Overconsumption,” *Macromarketing 2017 Seminar Proceedings*, Macromarketing Conference, Queenstown, New Zealand.
16. **Helm, S.V.**, & Subramaniam, B. (2016). “The Effects of Consumer Mindfulness on Sustainable Consumption,” *Proceedings of the EMAC Conference*, Oslo, Norway.
17. **Helm, S.V.**, & Subramaniam, B. (2016). “Consumer Mindfulness: How Present-Moment-Awareness Affects Sustainable Consumerism,” *Proceedings of the AMA Winter Marketing Educators’ Conference, Las Vegas, NV.*
18. Stovall, T., Van Riper, S., **Helm, S.V.**, & Ligon, V. (2016). “Unravelling the Meanings of Ownership: A Comparison of Physical and Digital Possessions,” *Proceedings of the AMA Winter Marketing Educators’ Conference, Las Vegas, NV*.
19. **Helm, S.V.**, & Subramaniam, B. (2015). “Mindfulness and Sustainable Consumption,” *Proceedings of the 40th Annual Macromarketing Conference*, Chicago, IL.
20. **Helm, S.V.**, Renk, U., & Mishra, A. (2015). “Exploring the Relationship between Brand Pride, Brand Identification and Brand Citizenship Behavior of Employees,” *Proceedings of the AMA Winter Marketing Educators’ Conference,* San Antonio, TX.
21. Garnefeld, I., & **Helm, S.V.** (2015). “Referral Engineering in Service Markets: Initial Evidence and Consumer Motivations,” *Proceedings of the AMA Winter Marketing Educators’ Conference*, San Antonio, TX.
22. Van Riper, S., Stovall, T., & **Helm, S.V.** (2015). “Material Love in the Digital Age: Comparing Perceived Consumer Value of Digital versus Physical Products,” *Proceedings of the AMA Winter Marketing Educators’ Conference*, San Antonio, TX.
23. Garnefeld, I., & **Helm, S.V.** (2014). “Engineered Customer Referrals: Prevalence and Antecedents,” *Proceedings of the 2014 AMS World Marketing Congress*, Lima, Peru.
24. Wu, J., Bhappu, A.D., **Helm, S.V.**, & Kun Song, S. (2013). “When Do Consumers Deliberately Buy Counterfeits? The Role of Perceived Counterfeit Detection,” *Proceedings of the AMA Summer Marketing Educators’ Conference*, Boston, MA.
25. **Helm, S.V.**, & Oezergin, B. (2013). “Service Inside: The Impact of Ingredient Service Branding on Quality Perceptions and Behavioral Intentions,” Proceedings of the AMA Winter Marketing Educators’ Conference, Las Vegas, NV.
26. Wu, J., Bhappu, A., & **Helm, S.V.** (2012). “Surreptitious Counterfeit Consumers’ Rationale: The Role of Desire and Perceived Counterfeit Detection,” Proceedings of the AMA/ACRA First Triennial Conference, Seattle, WA.
27. Garnefeld, I., Eggert, A., **Helm, S.V.**,& Tax, S. (2012). “Growing Existing Customers’ Profitability with Customer Referral Programs,” Proceedings of the AMA Winter Marketing Educators’ Conference, St Petersburg, FL.
28. Wu, J., Bhappu, A.D., & **Helm, S.V.** (2011). “Counterfeit Consumption: The Role of Consumers’ Perceived Likelihood of Counterfeit-Detection by Important Others,” ACR Asia-Pacific Conference, Beijing, China.
29. **Helm, S.V.**, & Tolsdorf, J. (2011).*“*How Does Corporate Reputation Impact Consumers’ Reactions to Price Increases?”, *Proceedings of the AMA Summer Marketing Educators Conference*, San Francisco, CA.
30. Wu, J., Bhappu, A.D., & **Helm S.V.** (2011). “A Goal-Striving Model for Consumers’ Deliberate Counterfeit-Consumption Behavior,” *Proceedings of the AMA Summer Marketing Educators Conference*, San Francisco, CA.
31. Garnefeld, I., **Helm, S.V.**, Eggert, A., & Tax, S. (2011). “All or Nothing at All – Referral Reward Programs, Customer Retention and Reward Size,” *Proceedings of the 40th EMAC Conference*, Ljubljana, Slovenia.
32. **Helm, S.V.**, Garnefeld, I., Willach, A., & Kurze, L. (2011).*“*Customer Referral Programs –
Does Paying for Referrals Undermine the Positive Effects of Word of Mouth?”, *Proceedings of the AMA Winter Marketing Educators’ Conference*, Austin, TX.
33. Garnefeld, I., **Helm, S.V.**, Eggert, A., & Tax, S. (2010). “Do Referral Reward Programs Enhance Customer Loyalty? – Results of a Propensity Score Matching Study,” Proceedings of the AMA Winter Marketing Educators’ Conference, Boston, MA.
34. **Helm, S.V.**, & Willach, A. (2010). “Does Rewarding Referrals Affect Perceived Sender Credibility?”, *Proceedings of the AMA Winter Marketing Educators’ Conference*, New Orleans, LA.
35. **Helm, S.V.** , & Willach, A. (2009). “The Credibility Effect of Paid vs. Non-Paid Referrals,” Proceedings of the ANZMAC Conference, Melbourne, Australia.
36. **Helm, S.V.**, & Tolsdorf, J. (2009). “The Impact of Corporate Crises on Customer Loyalty: Does Corporate Reputation Cushion the Fall?”, *Proceedings of the AMA Winter Marketing Educators’ Conference*, Tampa, FL.
37. Garnefeld, I., **Helm, S.V.**, Tax, S., & Eggert, A. (2009). “Customer Referral Programs and Customer Retention – Do Rewards Undermine the Retention Effect?”, *Proceedings of the AMA Winter Marketing Educators’ Conference*, Tampa, FL.
38. Garnefeld, I., **Helm, S.V.**, Tax, S., & Eggert, A. (2009 June). Referral Reward Programs and Recommender Retention – Does Reward Size Matter?. Proceedings of the 11th QUIS (Quality in Services) Conference, Wolfsburg, Germany.
39. **Helm, S.V.**, Garnefeld, I., & Spelsiek, J. (2008). “Exploring the Causal Structure between Perceived Corporate Reputation and Consumer Satisfaction – An Experimental Investigation,” *Proceedings of the Academy of Marketing Science*, Vancouver, Canada.
40. **Helm, S.V.**, Eggert, A., & Garnefeld, I. (2007). Assessing the Impact of Positive Word-of-Mouth on its Sender: An Experimental Study in the Service Industry. *Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference 2007*, Dunedin, New Zealand.
41. Jalkala, A., Salminen, R.T., & **Helm, S.V.** (2007). Reference Value of Customer Relationships. *Proceedings of the Australian and New Zealand Marketing Academy (ANZMAC) Conference 2007*, Dunedin, New Zealand.
42. Eggert, A., **Helm, S.V.**, & Garnefeld, I. (2007). “Caught by Your Own Recommendations,” *Proceedings of the AMA Summer Marketing Educators’ Conference*, Washington, D.C.
43. Eggert, A., **Helm, S.V.**, & Garnefeld, I. (2007). “Assessing the Impact of Positive Word-of-Mouth on its Sender: An Experimental Study in the Service Industry,” *Proceedings of the Frontiers in Services Conference*, San Francisco, CA.
44. Eggert, A., **Helm, S.V.**, & Garnefeld, I. (2007). “Positive Word-of-Mouth as Source of Customer Loyalty,” *Proceedings of the 36th EMAC Conference*, Reykjavik, Iceland.
45. **Helm, S.V.** (2006). “Common Grounds in the Perception of Corporate Reputation?
A Comparison of Three Stakeholder Groups,” *Proceedings of the Reputation Institute’s Conference on Reputation, Image, Identity, & Competitiveness*, New York, NY.
46. **Helm, S.V.** (2006). “The Role of Corporate Reputation in Propelling Employee Pride and Commitment,” *Proceedings of the AOM-Conference*, Atlanta, GA.
47. **Helm, S.V.** (2005). “Exploring the Impact of Corporate Reputation on Customer Satisfaction and Loyalty,” *Proceedings of the AMA Summer Marketing Educators’ Conference*, San Francisco, CA.
48. **Helm, S.V.** (2005). “The Role of Corporate Reputation in Determining Investor Loyalty,” *Proceedings of the Reputation Institute’s Conference on Reputation, Image, Identity, & Competitiveness*, Madrid, Spain.
49. **Helm, S.V.**,Rolfes, L., & Günter, B. (2005). “Dealing with Unprofitable Customer Relationships,” *Proceedings of the 34th EMAC Conference*, Milan, Italy.
50. **Helm, S.V.** (2005). “Loyalty of Hybrid Stakeholders,” *Proceedings of the 34th EMAC Conference*, Milan, Italy.
51. **Helm, S.V.** (2005). “Building Formative Construct Measures: The Example of Corporate Reputation,” *Proceedings of the AMA Winter Marketing Educators’ Conference*, San Antonio, TX.
52. **Helm, S.V.**,Günter, B., & Rolfes, L. (2004). “Unprofitable Customer Relationships: The Suppliers’ Perspective,” *Proceedings of the 20th IMP Conference*, Copenhagen, Denmark.
53. **Helm, S.V.** (2004). “Designing a Formative Measure of Reputation,” *Proceedings of the Reputation Institute’s Conference on Reputation, Image, Identity, & Competitiveness*, Fort Lauderdale, FL.
54. **Helm, S.V.** (2004). “Monetizing the Intangible Values of Customers – The Example of Referrals,” *Proceedings of the AMA Winter Marketing Educators’ Conference*, Scottsdale, AZ, pp. 79-85.
55. **Helm, S.V.** (2004). “Customers’ Role in Decreasing Value,” *Proceedings of the AMA Winter Marketing Educators’ Conference*, Scottsdale, AZ, 137-138.
56. **Helm, S.V.** (2002). “Calculating the Value of Referrals,” *Proceedings of the 8th QUIS Conference*, Victoria, Canada, pp. 269-278.
57. **Helm, S.V.** (2002). “Customer Valuation-Based Dissolution of Relationships,” *Proceedings of the 10th International Colloquium in Relationship Marketing (ICRM),* Kaiserslautern, Germany,
pp. 169-187.
58. Eggert, A., & **Helm, S.V.** (2000). “Relationship Transparency in Business Markets: Conceptualisation and Empirical Investigation,” *Proceedings of the 16th IMP Conference*, Bath, England,
pp. 1-13.
59. **Helm, S.V.** (1998). “Referrals in Industrial Markets - Some Backgrounds and Empirical Results,” *Proceedings of the 14th IMP Conference*, Turku, Finland, pp. 509-528.
60. **Helm, S.V.**, & Schlei, J. (1998). “Referral Potential - Potential Referrals,“ *Proceedings of the 27th EMAC Conference*, Stockholm, Sweden, pp. 41-56.
61. **Helm, S.V.** (1998). “Customers’ Word-of-Mouth: Another Perspective of Service Quality Communication,” *Proceedings of the EIASM-Workshop ‘Quality Management in Services VIII’*, Ingolstadt, Germany.
62. **Helm, S.V.** , & Kuhl, M. (1997). “Quality Uncertainty and Customer Integration - The Vendor’s Perspective,” *Proceedings of the 13th IMP Conference*, Lyon, France, pp. 239-261.
63. **Helm, S.V.** (1997). “Relational Uncertainty in Marketing - The Prospect of Integration,” *Proceedings of the Conference on ‘Uncertainty, Knowledge and Skill’*, Hasselt, Belgium.

***Scholarly Books & Monographs***

1. **Helm, S.V.**, Günter, B., & Eggert, A. (Eds.) (2017). Customer Profitability, 4th ed. Wiesbaden: Gabler (1st edition 2001) (in German).
2. **Helm, S.V.**, Storck, C., & Liehr-Gobbers, K. (Eds.) (2011). *Corporate Reputation Management*, Berlin: Springer.
3. **Helm, S.V.** (2007). *Corporate Reputation and Stakeholder Loyalty*.Wiesbaden: Gabler (in German).
4. Hausmann, A., & **Helm, S.V.** (Eds.) (2006). *Customer Orientation in Cultural Organizations*. Wiesbaden: VS Verlag (in German).
5. **Helm, S.V.** (2006). *Customer Referrals as a Marketing Instrument*. Wiesbaden: Gabler (in German).
6. **Helm, S.V.,** & Klar, S. (1997). *Visitor Analysis and Museum Practise*. Munich: Verlag Mueller-Straten (in German).

***Chapters in Scholarly Books & Monographs***

1. Günter, B., & **Helm, S.** (2021). Relevance of Customer Valuation for Marketing Controlling. In C. Zerres, (Ed.), *Handbook of Marketing Controlling* (pp. 571-587), 5th ed., Berlin: Springer-Gabler.
2. Lawry, C., & **Helm, S.V.** (2017). Curating the Creative Genius in Luxury Firms. In S. Reinecke, B. Berghaus, & G. Müller-Stewens (Eds.), The Management of Luxury, 2nd ed., St. Gallen: Thexis, p. 113-125.
3. Van Riper, S., **Helm, S.V.**, & Stovall, T. (2017). Material Love in the Digital Age: Comparing Perceived Consumer Value of Digital versus Physical Products. In M. Bruhn, & K. Hadwich (Eds.), Forum Service Management: Service Management 4.0 (pp. 437-453). Wiesbaden: Gabler (in German).
4. **Helm, S.V.**, Günter, B., & Eggert, A. (2017). Customer Valuation – an Introduction to the Conceptual and Practical Challenges of Evaluating Customer Relationships. In S. Helm, B. Günter, & A. Eggert (Eds.), *Customer Valuation,* 4th ed. (pp. 3-34). Wiesbaden: Gabler (in German).
5. **Helm, S.V.** (2017). The Value of Customer Relationships from a Transaction Cost Perspective. In S. Helm, B. Günter, & A. Eggert (Eds.), *Customer Valuation,* 4th ed. (pp. 91-109). Wiesbaden: Gabler (in German).
6. **Helm, S.V.**, Scheelen, M., & Günter, B. (2017). Customer Valuation in Multilevel Markets. In S. Helm, B. Günter, & A. Eggert (Eds.), *Customer Valuation,* 4th ed. (pp. 347-367). Wiesbaden: Gabler (in German).
7. **Helm, S.V.** (2017). Customer Loyalty and Customer Referrals. In M. Bruhn, & C. Homburg (Eds.), *Handbook Customer Loyalty Management,* 9th ed. (pp. 125-144). Wiesbaden: Gabler (in German).
8. Özergin, B., & **Helm, S.** (2016). Service Ingredient Branding as a Brand Strategy in Service Transformation. In M. Bruhn, & K. Hadwich (Eds.), Forum Service Management: Service Transformation (pp. 617-635). Wiesbaden: Gabler (in German).
9. Günter, B., & **Helm, S.V.** (2015). Valuation of Customer Relationships in Business-to-Business Markets. In K. Backhaus, & M. Voeth (Eds.), Business-to-Business Marketing, 2nd ed. Wiesbaden: Gabler, p. 605-622 (in German).
10. **Helm, S.V.**, & Klode, K. (2011). Challenges in Measuring Corporate Reputation. In S.V. Helm, C. Storck, & K. Liehr-Gobbers (Eds.), *Corporate Reputation Management*, Berlin: Springer, p. 99-110.
11. **Helm, S.V.** (2011). Corporate Reputation – An Introduction to a Complex Construct. In S.V. Helm, C. Storck, & K. Liehr-Gobbers (Eds.), *Corporate Reputation Management*, Berlin: Springer, p. 3-16.
12. **Helm, S.V.**, Eggert, A., & Garnefeld, I. (2010). Modelling the Impact of Corporate Reputation on Customer Satisfaction and Loyalty Using PLS. In V. Esposito, V. Vinzi, W.W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares: Concepts, Methods and Applications in Marketing and Related Fields* (pp. 515-534). Berlin/Heidelberg: Springer.
13. **Helm, S.V.**, & Günter, B. (2010). Customer Valuation in the Context of CRM. In K. Wilde, & H. Hippner (Eds.), *Customer Relationship Management*, 2nd ed. (pp. 297-316). Wiesbaden: Gabler (in German).
14. **Helm, S.V.**,& Hausmann, A. (2006). Customer Orientation in Cultural Industries: An Introduction. In A. Hausmann, & S. Helm (Eds.), *Customer Orientation in Cultural Industries* (pp. 13-27). Wiesbaden: VS Verlag (in German).
15. **Helm, S.V.**,& Kuhl, M.(2006).Referral Marketing: Effectiveness and Applications in Cultural Industries. In A. Hausmann, & S. Helm (Eds.), *Customer Orientation in Cultural Industries*
(pp. 171-183). Wiesbaden: VS Verlag (in German).
16. **Helm, S.V.** (2005).Development of a Formative Measurement Model for the Construct of Corporate Reputation. In F. Bliemel, A. Eggert, G. Fassott, & J. Henseler (Eds.), *Handbook Partial Least Squares-Path Modelling* (pp. 241-254). Stuttgart: Schaeffer-Poeschel.
17. Eggert, A., Fassott, G., & **Helm, S.V.** (2005). Modelling Moderating and Mediating Effects Using PLS. In F. Bliemel, A. Eggert, G. Fassott, & J. Henseler (Eds.), *Handbook Partial Least Squares-Path Modelling* (pp. 101-116). Stuttgart: Schaeffer-Poeschel.
18. **Helm, S.V.** (2004). Valuation of Customer Relationships in Business-to-Business Marketing. In K. Backhaus, & M. Voeth (Eds.), *Handbook Business-to-Business Marketing* (pp. 457-480). Wiesbaden: Gabler (in German).
19. **Helm, S.V.** (2004). Customer Referrals as a Component of Customer Valuation. In K. Wilde, & H. Hippner (Eds.), *Customer Relationship Management* (pp. 319-336). Wiesbaden: Gabler (in German).
20. **Helm, S.V.** (2003). Termination of Business Relationships – the Supplier’s View. In M. Rese, A. Soellner, & P. Utzig (Eds.), *Relationship Marketing* (pp. 45-70). Berlin/Heidelberg: Springer (in German).
21. **Helm, S.V.** (2002). Customer Loyalty in Institutional Asset Management: A Conceptual Analysis. In H. Mühlbacher, & E. Thelen (Eds.), *New Developments in Services Marketing* (pp. 57-75). Wiesbaden: Gabler (in German).
22. **Helm, S.V.** (2001).Uncertainty in Integrative Service Development – An Analysis of the Supplier-Customer Interaction in Asset Management. In M. Bruhn, & B. Stauss (Eds.), *Yearbook Services Management* (pp. 67-89). Wiesbaden: Gabler (in German).
23. **Helm, S.V.**, Günter, B., & Schlei, J. (2000). Competitive Advantages through Customer Feedback. In J. Meyer (Ed.), *Yearbook of Research in SMEs* (pp. 183-198). Munich: Vahlen (in German).
24. **Helm, S.V.**(2000). Customer Referrals – Source and Result of Customer Loyalty Management in Services. In M. Bruhn, & B. Stauss (Eds.), *Yearbook Services Management* (pp.103-130). Wiesbaden: Gabler (in German).

**SERVICE**

***Board Memberships***

2018 – present Elected Member of the Board of the Macromarketing Society

2016 – 2019 Director, Board of Directors, Boyce Thompson Arboretum

***Editorships***

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| 2019 – 2020 | Helm, S.V. & Little, V. Macromarketing Responses to a Changing Climate. Guest editors for special issue of Journal of Macromarketing |
| 2008 – 2009 | Gray, B., & Helm, S.V. (2009). Corporate Reputation as Anticipated Corporate Conduct. Guest editors for special issue of *Australasian Marketing Journal, 17(2)* |

***Editorial Boards***

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| 2007 – present | *Corporate Communication* |
| 2016 – present | *Industrial Marketing Management* |
| 2018 – present | *Journal of Macromarketing* |
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***University Service (past ten years)***

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|  | **The University of Arizona** |
| 2019 – present | Co-Chair, Strategic Planning and Budget Advisory Committee (SPBAC) |
| 2018 – present | President’s Cabinet, member |
| 2018 – present | Faculty Senate, member |
| 2018 – 2019 | Search committee “director of the Norton School”, member |
| 2017 – 2019 | Faculty Review and Development Committee, member |
| 2017 – 2019 | Committee on Promotion/Tenure/Continuing Appointment, member  |
| 2016 | 5-Year Review Committee for Dean of CALS, member |
| 2015, 2016 | Search committee “Professor of Practice”, member |
| 2015 – 2016 | CALS Faculty Council, member |
| 2015 – 2019 | Committee of Committees, Chair |
| 2014 – 2019 | Strategic Planning and Budget Advisory Committee (SPBAC), elected member  |
| 2014 – 2019 | Faculty Advisory Board of the Center for Compassion Studies, member |
| 2014 | Search committee “director of the Norton School”, member |
| 2014 | Search committee “lecturer in retailing”, Chair |
| 2013 – present | Graduate Director, Retailing & Consumer Sciences Division |
| 2012 – 2013 | Faculty Consultative Council, College of Agriculture & Life Sciences, member |
| 2011 – 2015 | President’s Advisory Council for Environmental Sustainability (PACES), elected member and representative of UA faculty for EcoOps |
| 2011 – 2015 | Leadership team of EcoOps, elected member |
| 2011 | Search committee “Professor for Environmental Communication”, external member |
| 2011 – present | Faculty Advisory Board of the Institute of the Environment, member |
| 2010 – 2011 | Co-Chair Search Committee Assistant Professor |
| 2010 – 2011  | Chair of the ad hoc website committee |
| 2009 – present | Co-Director of “CESI - Consumer Environment & Sustainability Initiative”. |
| 2009 – 2010 | Search committee “Petsmart Endowed Chair”, member |
|  | **Witten/Herdecke University (selected service)** |
| 2007 – 2008 | President of the post doctoral committee and Director of the post doctoral program |
| 2007 – 2008 | President of the Ph.D. committees and Director of the Ph.D. program |
| 2005 – 2008 | Chair of teaching evaluations  |

**INDUSTRY EXPERIENCE**

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| 1995 –1996 | **Marketing Specialist and Project Manager**Regional Authority of North Rhine-Westphalia, Cologne, Germany |
| 1994 – 1995 | **Project Manager** **and Marketing Assistant to the General Manager** Lindemann Factory, Düsseldorf, Germany |