

ACADEMIC APPOINTMENTS

- 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

- 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

SELECT PUBLICATIONS (Past 10 years)

Refereed Journal Publications

1. **Helm, S.**, & Little, V. (2023). “No marketing on a dead planet’: Rethinking marketing education to support a restoration economy”. *Journal of Macromarketing* (in print).
2. **Helm, S.**, & Little, V. (2022). “Macromarketing Our Way to a Zero-carbon Future”. *Journal of Macromarketing*, 42(2), 262-266 (editorial). <https://doi.org/10.1177/02761467221088254>
3. Mayer, B., **Helm, S.**, Heinz, E., Barnett, M., & Arora, M. (2022). “Doubt in store: vaccine hesitancy among grocery workers during the COVID-19 pandemic”, *Journal of Behavioral Medicine*, <https://doi.org/10.1007/s10865-021-00276-0>
4. Mayer, B., **Helm, S.**, Barnett, M., & Arora, M. (2022). “The impact of workplace safety and customer misbehavior on supermarket workers' stress and psychological distress during the COVID-19 pandemic”, *International Journal of Workplace Health Management*, <https://doi.org/10.1108/IJWHM-03-2021-0074>
5. **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*, <https://doi.org/10.1080/10615806.2021.2004132>
6. 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*, <https://doi.org/10.1177/003335492111045817>.
7. **Helm, S.**, Kemper, J. A., & White, S. K. (2021). “No future, no kids—no kids, no future?”, *Population and Environment*, 43, 108–129.
8. 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
9. 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.
10. **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.
11. **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>
12. **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>.
13. **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.
14. **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.

15. **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.
16. **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.
17. 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.
18. **Helm, S.V.** (2013). How Corporate Reputation Affects Customers' Reactions to Price Increases. *Journal of Revenue and Pricing Management*. 12, 402-415.
19. **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.
20. **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.
21. **Helm, S.V.** (2011). Determinants of Employees' Perceived Reputation Building Ability. *Journal of Business Research*. 64, 657-663.
22. 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.
23. **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.
24. **Helm, S.V.**, & Gray, B. (2009). Corporate reputation as anticipated corporate conduct. *Australasian Marketing Journal*, 17, 65-68.
25. **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.
26. **Helm, S.V.** (2007). One Reputation or Many? Comparing Stakeholders' Perceptions of Corporate Reputation. *Corporate Communications*, 12, 238-254.
27. Eggert, A., **Helm, S.V.**, & Garnefeld, I. (2007). Bonding Customers by Referral? *Marketing ZFP*, 29, 235-247 (in German).
28. **Helm, S.V.** (2007). The Role of Corporate Reputation in Determining Investor Satisfaction and Loyalty. *Corporate Reputation Review*, 10, 22-37.
29. **Helm, S.V.**, Rolfes, L., & Günter, B. (2006). Suppliers' Willingness to End Unprofitable Customer Relationships. *European Journal of Marketing*, 40, 366-383.
30. **Helm, S.V.** (2006). Exploring the Impact of Corporate Reputation on Consumer Satisfaction and Loyalty. *Journal of Customer Behaviour*, 5, 59-80.
31. **Helm, S.V.** (2005). Designing a Formative Measure of Corporate Reputation. *Corporate Reputation Review*, 8, 95-109.

32. **Helm, S.V.** (2004). Customer Valuation as a Driver of Relationship Dissolution. *Journal of Relationship Marketing*, 3, 77-91.

Peer-Reviewed Conference Papers

1. Hettinger, M., **Helm, S.**, & Walker, K. (2023). "How Climate Anxiety Affects Millennials' Propensity to Save for Retirement: An Exploratory Study", *Academy of Financial Services: Advanced Research in Financial Planning Conference*, Phoenix, AZ.
2. Little, V., **Helm, S.**, & Frethey-Bentham, C. (2023). "Climate change in the classroom: We'll get by with a lot of help from our friends", *Macromarketing 2023 Seminar Proceedings*, Macromarketing Conference, Seattle, WA.
3. Kemper, J., Little, V., & **Helm, S.** (2023). "Packaging system transformation for a sustainable future: A macromarketing agenda?", *Macromarketing 2023 Seminar Proceedings*, Macromarketing Conference, Seattle, WA.
4. **Helm, S.**, & Little, V. (2022). "A New Marketing Manifesto for a World on Fire", *Proceedings of the AMA Summer Marketing Educators' Conference*, Chicago, IL and online.
5. **Helm, S.**, & Kemper, J. (2022). "The most carbon impactful consumer decision? Investigating people's fertility intentions in times of a changing climate", *Macromarketing 2022 Seminar Proceedings*, Macromarketing Conference, online.
6. **Helm, S.**, & Little, V. (2022). "Beyond wine and roses: A new manifesto for marketing", *Macromarketing 2022 Seminar Proceedings*, Macromarketing Conference, online.
7. **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).
8. 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.
9. **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).
10. **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.
11. 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.
12. 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.
13. Little, V., & **Helm, S.** (2019). "Calling all macromarketers: Vanguarders for sustainability in a +1.5oC world?", *Macromarketing 2019 Seminar Proceedings*, Macromarketing Conference, Cleveland, OH.

14. 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.
15. Helm, S., & Wofford, G. (2019). "Buying Immortality in a Changing Climate: A Terror Management Approach", *Macromarketing 2019 Seminar Proceedings*, Macromarketing Conference, Cleveland, OH.
16. 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.
17. 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.
18. 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.
19. Helm, S.V., & Subramaniam, B. (2017). "How Does Consumer Mindfulness Curb Overconsumption?," *Proceedings of the AMA Winter Marketing Educators' Conference*, Orlando, FL.
20. 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.
21. Helm, S.V., & Subramaniam, B. (2017). "Consumer Mindfulness as a Pathway to Decrease Overconsumption," *Macromarketing 2017 Seminar Proceedings*, Macromarketing Conference, Queenstown, New Zealand.
22. Helm, S.V., & Subramaniam, B. (2016). "The Effects of Consumer Mindfulness on Sustainable Consumption," *Proceedings of the EMAC Conference*, Oslo, Norway.
23. 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.
24. 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.
25. Helm, S.V., & Subramaniam, B. (2015). "Mindfulness and Sustainable Consumption," *Proceedings of the 40th Annual Macromarketing Conference*, Chicago, IL.
26. 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.
27. 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.

28. 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.
29. Garnefeld, I., & **Helm, S.V.** (2014). "Engineered Customer Referrals: Prevalence and Antecedents," *Proceedings of the 2014 AMS World Marketing Congress*, Lima, Peru.
30. 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.
31. **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.
32. 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.
33. 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.
34. 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.
35. **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.
36. 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.
37. 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.
38. **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.
39. 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.
40. **Helm, S.V.**, & Willach, A. (2010). "Does Rewarding Referrals Affect Perceived Sender Credibility?," *Proceedings of the AMA Winter Marketing Educators' Conference*, New Orleans, LA.

41. **Helm, S.V.** , & Willach, A. (2009). "The Credibility Effect of Paid vs. Non-Paid Referrals," *Proceedings of the ANZMAC Conference*, Melbourne, Australia.
42. **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.
43. 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.
44. 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.
45. **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.
46. **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.
47. 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.
48. Eggert, A., **Helm, S.V.**, & Garnefeld, I. (2007). "Caught by Your Own Recommendations," *Proceedings of the AMA Summer Marketing Educators' Conference*, Washington, D.C.
49. 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.
50. 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.
51. **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.
52. **Helm, S.V.** (2006). "The Role of Corporate Reputation in Propelling Employee Pride and Commitment," *Proceedings of the AOM-Conference*, Atlanta, GA.
53. **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.
54. **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.
55. **Helm, S.V.**, Rolfes, L., & Günter, B. (2005). "Dealing with Unprofitable Customer Relationships," *Proceedings of the 34th EMAC Conference*, Milan, Italy.

56. **Helm, S.V.** (2005). "Loyalty of Hybrid Stakeholders," *Proceedings of the 34th EMAC Conference*, Milan, Italy.
57. **Helm, S.V.** (2005). "Building Formative Construct Measures: The Example of Corporate Reputation," *Proceedings of the AMA Winter Marketing Educators' Conference*, San Antonio, TX.

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).

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.

University Service (Highlights; The University of Arizona only)**University Committees**

2023	Sustainability & Climate Action Plan, Faculty co-chair
2022 – 2023	UAGC/UA Initiative, Continuous Improvement Working Group, lead
2022	WSCUC Institutional Report for Initial Accreditation, working group member
2021 – 2022	UArizona Research Space and Facilities Strategic Plan Study – Steering Committee, member
2020	Financial Sustainability Taskforce (Operational Efficiency Working Group), member
2019 – 2022	Strategic Planning and Budget Advisory Committee (SPBAC), co-chair
2019 – 2022	Shared Governance Review Committee, member
2019 – 2022	Faculty Officers Group, member
2019 – 2022	Senate Executive Committee, member
2019 – 2022	President's Cabinet, member
2017 – 2022	University of Arizona Faculty Senate, Faculty Senator
2014 – 2019	Strategic Planning and Budget Advisory Committee (SPBAC), member
2011 – 2016	PACES (President's Advisory Council on Environmental Sustainability), elected member
2011 – 2016	Eco-ops Faculty representative, elected member

College Committees (CALs/CALES)

2019 – 2022	CALS Faculty Council, ex-officio member.
2015 – 2016	CALS Faculty Council, member
2012 – 2013	CALS Faculty Consultative Group (FCG), member

Departmental Committees (Norton School)

2022 – present	Promotion/Tenure/Continuing Appointment Committee, member
2018 – 2019	Promotion/Tenure/Continuing Appointment Committee, member
2017 – 2022	RCSC Curriculum Review Working Group, member
2017 – 2021	RCSC Curriculum Review Working Group, chair
2017 – 2019	Committee of Committees, chair
2014 – 2018	Annual Performance Review Committee, member
2012 – 2018	Graduate Director, Retailing & Consumer Science emphasis
2009 – 2015	CESI (Consumer, Environment and Sustainability Initiative) of the Norton School, co-director
2008 – 2011	Graduate Committee, Retailing & Consumer Science emphasis, member

Advisory Board Memberships

- 2023 – present CCASS (Center for Climate Adaptation Science and Solutions), Faculty Advisory Committee, member
- 2022 – present AIR (Arizona Institute for Resilience), Faculty Advisory Committee, member
- 2014 – 2017 Center for Compassion Studies, Faculty Advisory Board, member
- 2010 – 2019 Institute of the Environment, Faculty Advisory Committee, member

INDUSTRY EXPERIENCE

- 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