

Updated: April 2024

DOMINIK MOLITOR
Gabelli School of Business, Fordham University
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EDUCATION

Ludwig Maximilian University of Munich

2014

Ph.D. in Business Administration/Information Systems (Dr. oec. publ.)

Ludwig Maximilian University of Munich

2012

Master of Business Research (MBR)

Goethe University Frankfurt

2009

M.S. in Business Economics (Dipl.-Kfm.)

ACADEMIC POSITIONS

Gabelli School of Business, Fordham University

Since 09/2016

Assistant Professor of Information, Technology, and Operations

Leonard N. Stern School of Business, New York University

07/2015–08/2016

Research Scientist (IOMS Department)

School of Management, Ludwig Maximilian University of Munich

05/2010–06/2015

Research Associate (Institute of Electronic Commerce and Digital Markets)

RESEARCH INTERESTS

Topics

(Digital) Retailing, Location-Based Services, Mobile Targeting Mechanisms, Consumer Search, Quantitative UX, Privacy, IT Security

Methods

Causal Inference, Field Experiments, Applied Econometrics, and Machine Learning

AWARDS AND HONORS

Fordham University

2022

Faculty Fellowship (spring semester)

Fordham University's Gabelli School of Business

2021

Dean's Award for Excellence in Research

EHI Retail Institute's Dissertation Competition

2016

Finalist

LMU Management Alumni

2014

Dissertation Award (summa cum laude)

GRANTS

Fordham University's Gabelli School of Business

2017 - 2023

Summer Research Grant

Fritz Thyssen Foundation

2015

Postdoc Grant

Marketing Science Institute

2013

Finalist in proposal contest on "Mobile Platforms, Location-Based Services, and their Impact on Consumers."

Wharton Customer Analytics Initiative

2011

Finalist in proposal competition "Modeling Mobile Consumer Behavior."

REFEREED JOURNAL ARTICLES

Selected Publications

Gabel, Sebastian / Molitor, Dominik / Spann, Martin (2024): "The Effect of an Ad Ban on Retailer Sales: Insights from a Natural Experiment," *Marketing Science*, Forthcoming.

Molitor, Dominik / Spann, Martin / Ghose, Anindya / Reichhart, Philipp (2024): "Push versus Pull Targeting in Location-Based Advertising: Evidence from a Field Experiment," *Information Systems Research*, Articles in Advance.

Molitor, Dominik / Daurer, Stephan / Spann, Martin / Manchanda, Puneet (2023): "Digitizing Local Search: An Empirical Analysis of Mobile Search Behavior and Offline Shopping," *Decision Support Systems*, 174 (November), 114018.

Molitor, Dominik / Reichhart, Philipp / Spann, Martin / Ghose, Anindya (2020): "Effectiveness of Location-Based Advertising and the Impact of Interface Design," *Journal of Management Information Systems*, 37(2), 431-456.

Heusler, Andreas / Molitor, Dominik / Spann, Martin (2019): "How Knowledge Stock Exchanges Can Increase Success in Massive Open Online Courses," *PLOS ONE*, 14(9), e0223064.

Naegelein, Philipp / Spann, Martin / Molitor, Dominik (2019): "The Value of Product Presentation Technologies on Mobile vs. Non-Mobile Devices: A Randomized Field Experiment," *Decision Support Systems*, 121 (June), 109-120.

Daurer, Stephan / Molitor, Dominik / Spann, Martin (2012): "Digitalisierung und Konvergenz von Online- und Offline-Welt: Suchverhalten im mobilen Internet," *Journal of Business Economics*, 82(sh 04/2012), 3-23 (in German).

Molitor, Dominik / Hinz, Oliver / Wegmann, Sarah (2011): "The Interplay between Psychometric and Sociometric Data and the Willingness to Adopt New Products," *Journal of Business Economics*, 81(1), 29-59.

Other Publications

Molitor, Dominik / Saharia, Aditya, Raghupathi, Viju / Raghupathi, Wullianallur (2024) "Exploring the Characteristics of Data Breaches: A Descriptive Analytic Study," *Journal of Information Security*, 15, 168-195.

Molitor, Dominik / Raghupathi, Wullianallur / Raghupathi, Viju / Saharia, Aditya (2023): "Understanding Cryptocurrency: A Descriptive Analytics Study of Bitcoin," *International Journal of Blockchain Applications and Secure Computing*, 1(1), 1-25.

Molitor, Dominik / Raghupathi, Wullianallur / Saharia, Aditya / Raghupathi, Viju (2023): "Exploring Key Issues in Cybersecurity Data Breaches: Analyzing Data Breach Litigation with ML-based Text Analytics," *Information*, 14(11), 600.

Raghupathi, Wullianallur / Molitor, Dominik / Raghupathi, Viju / Saharia, Aditya (2023): “Identifying Key Issues in Climate Change Litigation: A Machine Learning Text Analytic Approach,” *Sustainability*, 15, 16530.

Molitor, Dominik / Spann, Martin (2015): “Location-Based Advertising,” *MedienWirtschaft - Zeitschrift für Medienmanagement und Medienökonomie*, 12(4), 40-43 (in German).

REREFEEED CONFERENCE PROCEEDINGS

Molitor, Dominik / Zubscek, Peter / Spann, Martin / Reichhart, Philipp (2019): “The Interplay of Retargeting and Location Revisits in Location-Based Advertising,” *Proceedings of the 2019 International Conference on Information Systems (ICIS)*, Munich, Germany.

Molitor, Dominik / Spann, Martin / Ghose, Anindya / Reichhart, Philipp (2018): “Measuring the Effectiveness of Location-Based Mobile Push vs. Pull Targeting,” *Proceedings of the 2018 International Conference on Information Systems (ICIS)*, San Francisco, USA.

Molitor, Dominik / Reichhart, Philipp / Spann, Martin (2016): “Location-Based Advertising and Contextual Mobile Targeting,” *Proceedings of the 2016 International Conference on Information Systems (ICIS)*, Dublin, Ireland.

Daurer, Stephan / Molitor, Dominik / Spann, Martin / Manchanda, Puneet (2013): “The Impact of Smartphones, Barcode Scanning, And Location-Based Services on Consumers’ Search Behavior,” *Proceedings of the 2013 International Conference on Information Systems (ICIS)*, Milano, Italy.

Daurer, Stephan / Molitor, Dominik / Spann, Martin (2012): “Measuring Individual Search Costs on the Mobile Internet,” *Proceedings of the 20th European Conference on Information Systems, (ECIS)*, Barcelona, Spain.

PRESENTATIONS

GSB Research Day (2024)

New York, USA

“Customer Responses and Economic Consequences of Data Breaches”

Statistical Challenges in E-Commerce Research (2023)

Bogota, Columbia

“Digital or Physical Neighbor? Peer Effects in Trial and Subscription of Innovative Online Products”

GSB Research Day (2023)

New York, USA

“The Effect of an Ad Ban on Retailer Sales: Insights from a Natural Experiment”

LMU Munich (2022)

Munich, Germany

“Push versus Pull Targeting and Geo-Conquesting”

Statistical Challenges in E-Commerce Research (2022)

Madrid, Spain

“IT Security Breaches, Customer Responses, and Economic Consequences”

CIST (2021)

Virtual

“Push versus Pull Targeting and Geo-Conquesting”

Statistical Challenges in E-Commerce Research (2021)

Virtual

“Push versus Pull Targeting and Geo-Conquesting”

GSB Interdisciplinary Research Seminar (2021)

Virtual

“Push versus Pull Targeting in Location-Based Advertising: Evidence from a Field Experiment”

Manhattan College (2021)

Virtual

“Push versus Pull Targeting in Location-Based Advertising: Evidence from a Field Experiment”

Statistical Challenges in E-Commerce Research (2020)

Virtual

“Push versus Pull Targeting in Location-Based Advertising: Evidence from a Field Experiment”

Workshop on Information Systems and Economics (2019)

Munich, Germany

“Location-Based Mobile Targeting: Push or Pull?” (Presented by Co-Author)

International Conference on Information Systems (2019)

Munich, Germany

“The Interplay of Retargeting and Location Revisits in Location-Based Advertising” (Presented by Co-Author)

CODE @MIT (2019)

Boston, USA

“Push versus Pull Technologies in Location-Based Mobile Targeting: Evidence from Field Experiments”

The 3rd Annual Symposium on Data Analytics (2019)

New York, USA

“The Interplay of Retargeting and Location Revisits in Location-Based Advertising”

TPM Conference (2019)

New York, USA

“The Effectiveness of Location-Based Mobile Push vs. Pull Targeting: An Experimental Study”

International Conference on Information Systems (2018)

San Francisco, USA

“Measuring the Effectiveness of Location-Based Mobile Push vs. Pull Targeting”

GSB Interdisciplinary Research Seminar (2017)

New York, USA

“Measuring the Effectiveness of Mobile Geo-Targeting: A Randomized Field Experiment”

International Conference on Information Systems (2016)

Dublin, Ireland

“Location-Based Advertising and Contextual Mobile Targeting”

Informa Annual Meeting (2016)

Nashville, USA

“Location-Based Advertising and Contextual Mobile Targeting”

EHI Retail Institute – GS1 Germany (2016)

Cologne, Germany

“Location-Based Advertising: Context and Consumer Behavior”

Fordham University (2015)

New York, USA

“Measuring the Effectiveness of Location-Based Pull Advertising: A Randomized Field Experiment”

Big Data Conference (2015)

New York, USA

“Consumer Search Behavior on the Mobile Internet: An Empirical Study”

37th Marketing Science Conference (2015)

Baltimore, USA

“The Effectiveness of Sensor-Induced Store-Level Promotions: A Randomized Field Experiment”

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36th Marketing Science Conference (2014)

Atlanta, USA

“Mobile Internet, Location-Based Promotions and the Offline Environment: How do Context-Specific Factors Affect Consumer Behavior”

Informa Annual Meeting (2013)

Minneapolis, USA

“Measuring the Effectiveness of Location-Based Advertising: A Randomized Field Experiment”

35th Marketing Science Conference (2013)

Istanbul, Turkey

“Measuring the Effectiveness of Location-Based Advertising: A Randomized Field Experiment”

34th Marketing Science Conference (2012)

Boston, USA

“The Impact of Mobile Device Usage on Search Costs: A Choice-based Conjoint Analysis”

SALTY Conference (2011)

Cologne, Germany

“The Impact of Geographical Distance and Product Characteristics on Mobile Consumers’ Coupon Choice Behavior”

TEACHING EXPERIENCE

INSY 2299 – Information Systems I, Instructor(since Fall 2016), Core Coordinator (since Fall 2022)
Fordham University

INSY 2301 – Information Systems II, Instructor(since Spring 2017), Core Coordinator (since Spring 2023)
Fordham University

The Ground Floor, Guest Speaker (since Spring 2019)
Fordham University

Mobile Commerce, Instructor (Summer 2018-2021, 2023)
Vienna University of Economics and Business

PROFESSIONAL ACTIVITIES AND SERVICE

Referee Activities, Journals

Business & Information Systems Engineering (BISE), European Journal of Information Systems, Electronic Markets, Information Systems Journal, Information Systems Research, International Journal of Research in Marketing, Journal of Management Information Systems, Journal of Services Marketing, Management Information Systems Quarterly, Schmalenbach Business Review

Referee Activities, Conferences

CIST 2022, 2023 (program committee member and reviewer)
European Conference on Information Systems 2013, 2019, 2020 (AE), 2024
International Conference on Information Systems 2013, 2016, 2017 (AE), 2018, 2019, 2022, 2023 (AE)
International Conference on Wirtschaftsinformatik 2011, 2015

Service at Fordham

IS Undergraduate Advisor, 2022-present
IS Core Coordinator, 2022-present
ITO Ares Seminar Series Organizer, 2017-present
Election Committee of Joint Council, 2022-2023
Faculty Hiring Committee, 2018-2019, 2019-2020, 2021-2022
Undergraduate Appeals Committee, 2017-2018

PROFESSIONAL MEMBERSHIPS

Association for Information Systems (AIS), INFORMS