

Kristopher O. Keller

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Kenan-Flagler Business School, 4512 McColl Building
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EDUCATION

Tilburg University, The Netherlands

Ph.D. in Marketing (cum laude, highest honors), May 2017
M.Sc., Research Master in Marketing (cum laude, highest honors), August 2013
M.Sc., Master of Science in Marketing Research (cum laude, highest honors), January 2013

Goethe University Frankfurt, Germany

B.Sc., Bachelor of Science in Economics and Business Administration, March 2011

PROFESSIONAL EXPERIENCE

Kenan-Flagler Business School, University of North Carolina at Chapel Hill, USA

Associate Professor, January 2026 – present
Assistant Professor, July 2017 – December 2025

Amsterdam Business School, University of Amsterdam, The Netherlands

Lecturer, September 2016 – June 2017

Tilburg University, The Netherlands

Ph.D. candidate, September 2013 – August 2016

RESEARCH INTERESTS

Responsible Retailing, Private Labels, Branding, Marketing Conduct, Marketing-Mix Decomposition

REFEREED ARTICLES

1. Keller, Kristopher O. and Harald van Heerde (2026), “Filling the Void: How Competing Brands Can Capitalize on a Brand Deletion,” conditionally accepted, *Journal of Marketing*.
2. Keller, Kristopher O. and Raj Sethuraman (2026), “Promotion Elasticities of National and Store Brands: The Effect of Price Level and Brand Type on Promotion Elasticity,” forthcoming, *Journal of Retailing*.
3. Keller, Kristopher O. and Jonne Y. Guyt (2026), “Consequences of Bottle Bills: How Bottle Deposit Return Schemes Affect Retail Prices and Lead Consumers to Larger Package Sizes,” forthcoming, *Journal of Marketing*.
4. Guyt, Jonne Y., Arjen van Lin, and Kristopher O. Keller (2025), “Banning Unsolicited Advertising Mail: Helping the Environment but Hurting Retailing?,” *Marketing Science*, 44 (5), 1104-1124.
5. Keller, Kristopher O., Jonne Y. Guyt, and Rajdeep Grewal (2024), “Soda Taxes and Marketing Conduct,” *Journal of Marketing Research*, 61 (3), 393-410 (lead article).
6. Keller, Kristopher O. and Jonne Y. Guyt (2023), “A War on Sugar? Effects of Reduced Sugar Content and Package Size in the Soda Category,” *Journal of Marketing*, 87 (5), 698-718.
 - 2025 Best Paper Award, AMA Retail & Pricing Special Interest Group
 - 2024 AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing, Winner
 - 2023 AMA/Marketing Science Institute/H. Paul Root Award, Finalist
7. Keller, Kristopher O., Dekimpe, Marnik G., and Inge Geyskens (2022), “Adding Budget and Premium Private Labels to Standard Private Labels: Established Empirical Generalizations, Emerging Empirical Insights, and Future Research,” *Journal of Retailing*, 98 (1), 5-23 (lead article).

8. Keller, Kristopher O., Inge Geyskens, and Marnik G. Dekimpe (2020), "Opening the Umbrella: The Effects of Rebranding Multiple Category-Specific Private-Label Brands to One Umbrella Brand," *Journal of Marketing Research*, 57 (4), 677-694.
 - **2022 Best Paper Award, AMA Retail & Pricing Special Interest Group**
 - **2021 Don Lehmann Award**, Runner Up
9. Geyskens, Inge, Kristopher O. Keller, Marnik G. Dekimpe, and Koen de Jong (2018), "How to Brand Your Private Labels," *Business Horizons*, 61 (3), 487-496.
10. Keller, Kristopher O., Marnik G. Dekimpe, and Inge Geyskens (2016), "Let Your Banner Wave? Antecedents and Performance Implications of Retailers' Private-Label Branding Strategies," *Journal of Marketing*, 80 (4), 1-19 (lead article).

RESEARCH PROJECTS SUBMITTED TO JOURNAL

Keller, Kristopher O. and Arjen van Lin, "Making the Shelf Work for You: The Effect of Shelf Layout on Product and Category Performance," revision invited (3rd round), *Journal of Marketing Research*. (50 p)

Van Lin, Arjen, **Kristopher O. Keller**, and Jonne Y. Guyt, "Retiring the Store Flyer: Effects of Voluntarily Ceasing Print Store Flyers on Household Grocery Shopping Behavior," revision invited (2nd round), *Journal of Marketing*. (48 p)

Bombaij, Nick and **Kristopher O. Keller** (equal contribution), "The Hidden Costs of Opening an Umbrella? The Effects of Private Label Umbrella Branding on National Brand Wholesale Prices," revision invited (2nd round), *Production and Operations Management*. (32 p)

RESEARCH PROJECTS IN PREPARATION FOR JOURNAL SUBMISSION

Keller, Kristopher O., Katrijn Gielens, and Inge Geyskens, "Can Brick-and-Mortar Stores Help Raise Economic Prosperity in Local Communities", data analysis phase.

Bombaij, Nick, Bernadette van Ewijk, Jonne Y. Guyt, and **Kristopher O. Keller**, "How Nutritional Value Affects How Consumers Respond to Price Promotions," data analysis phase.

Kim, Youngtak, **Kristopher O. Keller**, and Sundar Bharadwaj, "Decomposing the Demand for Sustainable New Products," data analysis phase.

AWARDS, HONORS, AND GRANTS

Awards (Research)

2025 Best Paper Award , AMA Retail & Pricing Special Interest Group	
2024 Leigh McAlister Award at the Marketing Strategy Consortium 2024 for the Best Paper Proposal	\$ 1,100
2024 AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing , Winner	\$ 1,200
2023 AMA/Marketing Science Institute/H. Paul Root Award , Finalist	
2022 Best Paper Award , AMA Retail & Pricing Special Interest Group	
2021 Don Lehmann Award , Runner Up	
2019 Institute for Market-Oriented Management (IMU) Research for Practice Dissertation Award	\$ 3,600
2014 GfK Market Research Award (International Master's Thesis Competition)	\$ 1,700

Awards (Teaching)

2024 Teaching All-Star Award in MBA program at UNC Kenan-Flagler Business School (top 20% of all instructors)	
2023 Poets & Quants "Top 40 under 40" , "Identifies the most talented young professors teaching in MBA programs"	
2023 Teaching All-Star Award for MBA core class instruction at UNC Kenan-Flagler Business School	
2022 Teaching All-Star Award for MBA core class instruction at UNC Kenan-Flagler Business School	
2021 Weatherspoon Award for Excellence in MBA Teaching	\$ 10,000

Grants

2023 MSI Research Grant for "Banning Unsolicited Advertising Mail: Helping the Environment but Hurting Retailing?"	\$ 4,800
2023 ASF (A Sustainable Future) Grant for "How Nutritional Value Affects How Consumers Respond to Price Promotions"	\$ 11,000
2020 Kenan Institute Small-Research Grant	\$ 7,700
2018 Junior Faculty Development Award (Competitive University-Wide Scholarship)	\$ 10,000

2013 NWO (Dutch National Science Foundation) Research Talent Grant , 2013-2016	\$ 191,000
2012 Koopmans Scholarship (Dean's Scholarship), 2012-2013	\$ 13,500

Honors

- 2025** Fellow of the Marketing Strategy Consortium, Columbia, SC
- 2024 Outstanding Reviewer Award**, Journal of Marketing Research
- 2024** Fellow of the Marketing Strategy Consortium, Cologne, Germany
- 2023** Fellow of the Marketing Strategy Consortium, Athens, GA
- 2023** Fellow of the ISMS Early Career Scholars Camp Program, Durham, NC
- 2021 Emerging Scholar Award**: AMA Retail and Pricing SIG (Early Career Contribution Award)
- 2020** Fellow of the Marketing EDGE Professors Institute, Dallas, TX
- 2018** Fellow of the Marketing Strategy Consortium, Bloomington, IN
- 2015** Fellow of the AMA Sheth Foundation Doctoral Consortium, London, UK

PEER-REVIEWED CONFERENCE PRESENTATIONS

“Retiring the Store Flyer: Effects of Voluntarily Ceasing Print Store Flyers on Household Grocery Shopping Behavior”

- INFORMS Marketing Science Conference, Washington D.C., June 2025
- Marketing Strategy Consortium, Columbia, USA, May 2025
- INFORMS Marketing Science Conference, Sydney, Australia, June 2024

“Vulture Marketing: How Competitor Brands Can Capitalize on Brand Pullouts”

- INFORMS Marketing Science Conference, Miami, USA, June 2023
- EMAC, Odense, Denmark, May 2023

“Disentangling the Role of National Brands and Store Brands and their Price Positioning on Promotional Conduct and its Impact on Retail Sales”

- INFORMS Marketing Science Conference, Sydney, Australia, June 2024
- INFORMS Marketing Science Conference, Miami, USA, June 2023

“Consequences of Bottle Bills: How Bottle Deposit Return Schemes Affect Retail Prices and Lead Consumers to Larger Package Sizes”

- EMAC, Bucharest, Romania, May 2024
- Winter AMA, St. Pete Beach, USA, February 2024
- EMAC, Odense, Denmark, May 2023

“The Hidden Costs of Opening an Umbrella? The Effects of Private Label Umbrella Branding on National Brand Wholesale Prices”

- Winter AMA, Nashville, USA, February 2023
- EMAC, Odense, Denmark, May 2023

“Banning Unsolicited Advertising Mail: Helping the Environment but Hurting Retailing?”

- Marketing Dynamics Conference, Atlanta, USA, November 2022
- Marketing Strategy Consortium, Athens, USA, June 2023
- INFORMS Marketing Science Conference, Miami, USA, June 2023

“Multi-Tiered Private Labels: Established Empirical Generalizations, Emerging Empirical Generalizations, and Future Research”

- INFORMS Marketing Science Conference, Durham (virtually), USA, June 2020

“A War on Sugar? Finding the Sweet Spot in Sugar Reduction Strategies”

- Summer AMA, Boston, USA, August 2024
- INFORMS Marketing Science Conference, Durham (virtually), USA, June 2020
- Marketing Analytics Symposium, Sydney, Australia, February 2020
- EMAC Conference, Hamburg, Germany, May 2019

“To Be Different, Or to Be the Same? The Impact of New National Brand and Private Label SKUs on Retailer Category Performance”

- Marketing Dynamics Conference, Dallas, USA, July 2018
- INFORMS Marketing Science Conference, Philadelphia, USA, June 2018

“Opening the Umbrella: Assessing the Performance Implications of Major Private-Label Rebrandings”

- Marketing Dynamics Conference, Hamburg, Germany, July 2016
- Theory & Practice in Marketing, Houston, USA, May 2016

“Let Your Banner Wave? Antecedents and Performance Implications of Retailers’ Private-Label Branding Strategies”

- INFORMS Marketing Science Conference, Baltimore, USA, June 2015
- EMAC Conference, Leuven, Belgium, May 2015
- EMAC Doctoral Consortium, Valencia, Spain, May 2014

INVITED TALKS

2026 McCombs School of Business, University of Texas at Austin; Imperial College London; Koç University, Turkey.

2025 UC Davis Graduate School of Management; Smith School of Business, Queen’s University; Desautels Faculty of Management, McGill University; Retail Marketing in a High-Tech World, University of Buffalo

2024 Kelley School of Business, Indiana University; Goizueta Business School, Emory University

2023 Gillings School of Global Public Health, University of North Carolina at Chapel Hill; Belk College of Business, University of North Carolina at Charlotte; European Quant Marketing Seminar series & Retailing SIG; Customer Journey Conference (Bocconi University/Amsterdam Business School); Cox School of Business, Southern Methodist University

2019 University of Amsterdam Business School

2016 Darla Moore School of Business, University of South Carolina; Kenan-Flagler Business School, University of North Carolina at Chapel Hill; McCombs School of Business, University of Texas at Austin; BI Norwegian Business School, Norway; Lee Kong Chian School of Business, Singapore Management University; University of Amsterdam Business School, Amsterdam Retailing Meeting

2015 GfK: Academic Learning Session (GfK Belgium Headquarters)

PROFESSIONAL SERVICE

Associate Editor

- Journal of Marketing Research (2026-),

Editorial Review Board

- Journal of Marketing Research (2020, 2023-), Marketing Science (2025-), Journal of Marketing (2025-), Journal of Retailing (2022-)
- (2024 Outstanding Reviewer Award Journal of Marketing Research)

Ad-Hoc Reviewer

- Journal of Consumer Research, Production and Operations Management, International Journal of Research in Marketing, Journal of Economic Behavior & Organization, Journal of Business Research, Journal of Marketing Theory and Practice, AMA Howard Dissertation Award, Various Conferences

Dissertation Committee

- Jingwei Hu (exp. graduation 2029; advisor)
- Fahmi Grey (2024, committee member)

Within UNC-Chapel Hill

- Committee on Faculty Research Dissemination (2025-)
- Faculty Liaison Marketing Club Master’s in Management Program (2025-)
- Serve on Academic Standards Committee (2025-)
- Board Member of MBASA (MBA Student Association) (2025-)
- Served on recruiting committee (2018, 2021, 2023)
- Served on committee for classroom design (2021)

TEACHING RECORD

KFM708: Marketing Core (2025-)

(one section)

Graduate level, UNC at Chapel Hill

Evaluation: >4.9/5

MBA 741: Marketing Core (2019-)

(three-six sections)

Teaching All Star Award 2022, 2023, 2024, 2025

Weatherspoon Award 2021

Graduate level, UNC at Chapel Hill

Consistently among highest-rated MBA courses (Evaluation: > 4.5/5)

BUSI 406: Principles of Marketing (2018-2019) (three sections)

Undergraduate level, UNC at Chapel Hill

Evaluation: >4.3/5

Marketing Channel Management (2015) (approx. 150 students)

(with I. Geyskens), graduate level, Tilburg University

Evaluation: 4.4/5

Marketing@Work (2014-2015) (approx. 30 students)

undergraduate level, Tilburg University

Evaluation: >4.2/5

OTHER INFORMATION

Formation of jewelry retail store chain, 2007, Frankfurt, Germany, sold in 2011

Citizenship: United States and Germany

This Version: January 2026