



Research profile

Education

2014-2018 PhD Student German Sport University Cologne
2005 Diploma in Business Management, University of Bielefeld, Germany

Career

since 03/2019 Vertretungsprofessor, Fakultät III (Medien, Information und Design), Hochschule Hannover
since 2013 Researcher and Lecturer, German Sport University Cologne
2012-2014 Head of International PR, Sauerland Promotion London, UK
2009-2012 Head of International PR, Sauerland Event Berlin, Germany
2007-2013 PR Consultant, Kentaro Group Wil, Switzerland
2006-2009 International PR Manager, Sauerland Event Berlin, Germany
2005-2009 NBA.com European Correspondent, NBA Entertainment New York, USA
2001-2011 Chief German Correspondent, The Press Association Howden, UK
1999-2006 European Correspondent, ESPN SportsTicker, New Jersey, USA
since 1999 Freelance Writer and PR Consultant

Research Interests:

Sports Rivalry, Brand Rivalry, Consumer Behavior, Branding

Publications

How Differences between a Sport Club's Public Portrayal of Fan Centricity and Fans' Perceptions Relate to Fan Engagement

Kampen-Schmidt, S., Königstorfer, J., Uhrich, S. & Berendt, J., 2025, In: European Sport Management Quarterly.

The Rivalry Reference Effect: Referencing Rival (vs. Non-Rival) Competitors in Public Brand Messages Increases Consumer Engagement

Berendt, J., Uhrich, S., Borah, A. & Kilduff, G. J., 08.04.2024, In: Journal of Marketing Research.

Can't live with them, can't live without them: The Ambivalent Effects of Existential Outgroup Threat on Helping Behavior

Berendt, J., Leeuwen, E. & Uhrich, S., 2023, In: PERSONALITY AND SOCIAL PSYCHOLOGY BULLETIN. 38 p.

Social Norms in Rivalries Increase Societal Harmdoing

Reinhard, D., Berendt, J., McLamore, Q., Uhrich, S. & Leidner, B., 13.05.2021, *N.N.*

Don't Knock the Competition - Knock the Rival: Why Brand Rivalry Creates Message Virality

Berendt, J., Uhrich, S., Borah, A. & Kilduff, G. J., 2021, *ACR 2021*. Bradford, T. W., Keinan, A. & Thomson, M. (eds.). Duluth: ACR Association for Consumer Research, p. 386-387 2 p. (Advances in consumer research; vol. 49).

More (Beneficial) Than Intense Competition: When and Why Perceived Brand Rivalry Drives Purchase Intentions: paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020

Berendt, J., Uhrich, S. & Kilduff, G., 2020, *Proceedings of the European Marketing Academy*. EMAC European Marketing Academy, A2020-63827

Rivalry Increases Non-Instrumental Intergroup Conflict and Violence

Reinhard, D., Berendt, J., Uhrich, S. & Leidner, B., 2020.

The Dark Side of Football: Field Data Evidence Linking Rivalry and Fan Aggression

Berendt, J., Uhrich, S., Reinhard, D. & Leidner, B., 2019, *Connecting sport practice & science - book of abstracts: the 27th European Sport Management Conference, 3rd-6th September 2019 - Seville, Spain*. Breitbarth, T., Bodet, G., Fernández Luna, Á., Burillo Naranjo, P. & Bielons, G. (eds.). EASM, p. 286-287 2 p.

Positive Konsequenzen von Rivalität auf die Identität von Konsumenten und Marken - Empirische Analysen in Teamsport- und Konsumgütermärkten

Berendt, J., 24.01.2018, Köln: Deutsche Sporthochschule Köln. 153 p.

Marketing, Get Ready to Rumble: How Rivalry Promotes Distinctiveness for Brands and Consumers

Berendt, J., Uhrich, S. & Thompson, S. A., 2018, In: *JOURNAL OF BUSINESS RESEARCH*. 88, p. 161-172 12 p.

Rivalry and Fan Aggression: Why Acknowledging Conflict Reduces Tension Between Rival Fans and Downplaying Makes Things Worse

Berendt, J. & Uhrich, S., 2018, In: *European Sport Management Quarterly*. 18, 4, p. 517-540 24 p.

Acknowledging Versus Ignoring the Identity-Relevance of Rivalry - Why Endorsing Dual Identities Decreases Spector Aggression and Downplaying Makes Things Worse

Uhrich, S. & Berendt, J., 2017, *NA - Advances in Consumer Research*. Gneezy, A., Griskevicius, V. & Williams, P. (eds.). ACR Association for Consumer Research, Vol. 45.

Reducing spectator aggression in rival competitions: The Superiority of Dual Identity (vs. Downplay) Statements in Team Sport Services

Berendt, J. & Uhrich, S., 2017, *Proceedings of the 46th EMAC Annual Conference: proceedings of the 46th EMAC Annual Conference*. University of Groningen, p. 97 1 p.

Rivalry and Fan Aggression: Why Acknowledging Conflict Reduces Tension Between Rival Fans and Downplaying Makes Things Worse

Berendt, J. & Uhrich, S., 2017, *Book of Abstracts, Winning Paper New Researcher Award - 25th EASM Conference: Challenges and Development of Sport Organisations*. Ströbel, T., Breitbarth, T., Kempf, H., Germelmann, C. C. & Nagel, S. (eds.). University of Bern, p. 37-38 2 p.

Rivalry in the German Bundesliga - Opportunities for and Threats to Marketing Football

Uhrich, S., Berendt, J. & Königstorfer, J., 2017, *International Cases in the Business of Sport*. Chadwick, S., Arthur, D. & Beech, J. (eds.). 2 ed. London: Routledge, p. 12-19 8 p.

Wer bin ich?

Uhrich, S. & Berendt, J., 2017, In: *Markenartikel*. 8, p. 12-14 3 p.

Enemies with Benefits: The Dual Role of Rivalry in Shaping Sports Fans' Identity

Berendt, J. & Uhrich, S., 2016, In: *European Sport Management Quarterly*. 16, 5, p. 613-634 22 p.

Love Thy Enemy - Investigating the Link Between Brand Rivalry and the Distinctiveness of Consumers and Brands

Berendt, J. & Uhrich, S., 2016, *Proceedings of the 45th EMAC Annual Conference: Marketing in the Age of Data*. & Knoeferle, K. (eds.). EMAC European Marketing Academy, p. 179 1 p.

Marketing, Get Ready to Rumble: Why Consumers Appreciate Brand Rivalries

Berendt, J. & Uhrich, S., 2016, *NA Advances for Consumer Research*. ACR Association for Consumer Research, Vol. 44. p. 390-391 2 p.

Exploring The Love-Hate Relationship between Archrivals: The Rivalry Ambivalence Model

Berendt, J. & Uhrich, S., 2015, *Proceedings of the 23rd Conference of the European Association for Sport Management: Sport Management in the Digital Age*. EASM

Love-and Hate-Thy Enemy: The Benefits of Sport Spectators' Disidentification with a Rival Team

Berendt, J. & Uhrich, S., 2015, *Knowledge, Passion, Community: Driving Sport Forward: Proceedings of the North American Society for Sport Management Conference 2015*. University of Ottawa, p. 309-310 2 p.

Love Thy Enemy - Exploring the Benefits of Brand Rivalry

Berendt, J., 2015, *BBR Accelerator 2015*. 15 p.

Mehr als nur Gewalt: Positive Effekte von Fanrivalität auf die Identität von Teamsportfans

Berendt, J. & Uhrich, S., 2015, *Book of Abstracts der 19. Jahrestagung des Arbeitskreises Sportökonomie e.V.*

Ostwestfälische Konstanz

Berendt, J., 26.09.2008, Frankfurter Rundschau.

Steinhaus-Debüt: Schöner Anpfiff für die Männer

Berendt, J., 23.09.2007, Welt am Sonntag.

Young and multicultural - meet the new Germany

Berendt, J., 22.08.2007, The Independent.

England's missing link set to rejoin the action

Berendt, J., 18.11.2006, The Independent.

"Nicht schlecht, könnte besser sein" - Ballack tastet sich bei Chelsea voran

Berendt, J., 10.08.2006, Frankfurter Allgemeine Zeitung.

Lehmann ready to stand aside in favour of arch rival Kahn

Berendt, J., 06.07.2006, The Guardian.

Ballack: Bring on England

Berendt, J., 18.06.2006, The Guardian.

Top of group a must for Germany, says Ballack

Berendt, J., 16.06.2006, The Independent.

Germany's must-see-sights

Berendt, J., 15.05.2006, ESPN Travel.

Interview Dirk Nowitzki: Ich sehe da keine Zukunft

Berendt, J., 04.04.2004, Welt am Sonntag.

Interview Dirk Nowitzki: Irgendwie noch ein Kind

Berendt, J., 31.03.2002, Welt am Sonntag.

Interview Dirk Nowitzki: Kofferträger in den USA, Leistungsträger im deutschen Team
Berendt, J., 11.10.1999, Die Welt.

Projects

Eine Analyse der positiven Konsequenzen von Markenrivalitäten

Berendt, J. (Project manager) & Uhrich, S. (Project manager)
01.01.16 → 31.12.24

Rivalität und Fan-Aggressionen

Berendt, J. (Project manager) & Uhrich, S. (Project manager)
01.01.14 → 31.12.18

The Love-hate Relationship between Archrivals: Analysing the Ambivalent Consequences of Rivalry and Disidentification in Team Sport

Berendt, J. (Project manager)
01.01.14 → 31.12.16

Activities

Digitaler Fachdialog: Sport verbindet - Gewalt ins Abseits stellen

Berendt, J. (Participant)
19.05.2022

JOURNAL OF BUSINESS RESEARCH (Journal)

Berendt, J. (Reviewer)
01.04.2022

Clubhouse-Session mit Philipp Jessen (StoryMachine) und Florian Bolte (MC&Saatchi)

Berendt, J. (Organiser)
25.03.2021

Clubhouse-Session mit Kevin Kühnert und Peter Neururer

Berendt, J. (Organiser)
12.02.2021

SpoBis 2020

Berendt, J. (Speaker)
30.01.2020

Group Processes & Intergroup Relations

Berendt, J. (Reviewer)
2020 → ...

European Sport Management Conference

Berendt, J. (Speaker) & Uhrich, S. (Speaker)
03.09.2019 → 06.09.2019

University of Massachusetts Amherst

Berendt, J. (Speaker)
26.03.2019

Cusanuswerk Jahrestreffen 2018

Berendt, J. (Lecturer)

26.05.2018

Kölner Wissenschaftsrunde

Berendt, J. (Speaker)

14.05.2018

Association for Consumer Research (ACR)

Berendt, J. (Reviewer)

2018 → ...

European Sport Management Quarterly (Journal)

Berendt, J. (Reviewer)

2018 → ...

Journal of Sport Management (Journal)

Berendt, J. (Reviewer)

2018 → ...

EMAC Annual Conference (European Marketing Academy)

Berendt, J. (Speaker)

23.05.2017 → 26.05.2017

HAWK Hochschule für angewandte Wissenschaft und Kunst, Hildesheim

Berendt, J. (Speaker)

17.05.2017

New York University

Berendt, J. (Speaker)

07.03.2017

Harvard University, Cambridge

Berendt, J. (Speaker)

06.03.2017

Association for Consumer Research Conference 2016

Berendt, J. (Speaker)

27.10.2016 → 30.10.2016

EMAC Annual Conference (European Marketing Academy) 2016

Berendt, J. (Speaker)

24.05.2016 → 27.05.2016

Virtual Forum on Sports Rivalry

Berendt, J. (Speaker)

17.12.2015

EASM Conference 2015

Berendt, J. (Speaker)

09.09.2015 → 12.09.2015

North American Society for Sport Management Conference 2015

Berendt, J. (Speaker)

02.06.2015 → 06.06.2015

BBR Accelerator

Berendt, J. (Participant)
21.05.2015 → 22.05.2015

Jahrestagung des Arbeitskreises Sportökonomie e.V.

Berendt, J. (Speaker)
2015

4. Bielefelder Sportbusiness-Tag

Berendt, J. (Speaker)
23.01.2013

Press clippings

Abneigung ausleben

Berendt, J.
29.10.16
1 item of Media coverage

"Aussagen, die beschwichtigen sollen, sind kontraproduktiv"

Berendt, J.
22.02.18
1 item of Media coverage

Derby 96-BTSV: Alles, aber kein normales Spiel

Berendt, J.
14.04.17
1 item of Media coverage

Die Fan-Feindschaft zwischen 96 und Eintracht BS

Berendt, J. & Uhrich, S.
03.01.18
1 item of Media coverage

Ein Hoch auf die Feindschaft

Berendt, J.
15.04.18
1 item of Media coverage

"Es ist gut, einen Erzrivalen zu haben"

Berendt, J.
05.02.17
1 item of Media coverage

Es lebe die Feindschaft

Berendt, J. & Uhrich, S.
28.10.17
1 item of Media coverage

Fan-Forscher: "Die Rivalität muss Raum bekommen"

Berendt, J.
24.10.17
1 item of Media coverage

"Fans ohne Erzrivalen haben ein Problem"

Berendt, J.
29.09.17
1 item of Media coverage

Fan-undersøgelse overrasker: Derfor må rivalopgør ikke nedtones

Berendt, J. & Uhrich, S.
28.03.17
1 item of Media coverage

Hassliebe im Fußball - Warum Lokalderbys auch ihre guten Seiten haben

Berendt, J. & Uhrich, S.
05.03.15
1 item of Media coverage

Niedersachsenderby: Wissenschaftler erforscht Fan-Rivalität

Berendt, J. & Uhrich, S.
30.12.16
1 item of Media coverage

Ohne Braunschweig fehlt den 96-Fans etwas

Berendt, J. & Uhrich, S.
23.01.17
1 item of Media coverage

Ohne Erzfeind fehlt etwas

Berendt, J. & Uhrich, S.
25.11.17
1 item of Media coverage

Profitables Prügeln

Berendt, J.
19.09.18
1 item of Media coverage

Rivalität beeinflusst Fan-Integration

Uhrich, S. & Berendt, J.
30.12.16
1 item of Media coverage

Rivalität belebt das Geschäft

Berendt, J.
13.02.22
1 Media contribution

Rivalität im Fokus der Forschung

Uhrich, S. & Berendt, J.
15.05.18
1 item of Media coverage

Rivalität und Fan-Aggressionen

Berendt, J. & Uhrich, S.
19.01.17
1 item of Media coverage

Rivalität unter Fans - So ganz ohne geht's dann irgendwie auch nicht

Berendt, J. & Uhrich, S.

20.09.17

1 item of Media coverage

Rivalität zwischen 96 und BTSV: Geliebter Feind

Berendt, J. & Uhrich, S.

25.01.17

1 item of Media coverage

So ganz ohne geht's dann irgendwie auch nicht

Berendt, J.

19.09.17

1 item of Media coverage

Sporthochschule Köln stellt Studie in Harvard vor

Berendt, J. & Uhrich, S.

07.03.17

7 items of Media coverage

Studie: Vom richtigen Umgang mit Rivalität im Fußball

Berendt, J. & Uhrich, S.

11.04.17

2 items of Media coverage

Warum BVB-Fans trauern, wenn Rivale Schalke 04 absteigt

Berendt, J.

09.04.21

1 item of Media coverage

Warum Werder-Fans dem HSV nicht den Abstieg wünschen

Berendt, J.

02.03.18

1 item of Media coverage

Was tun gegen aggressive Fans?

Berendt, J.

16.09.17

1 item of Media coverage

Wissenschaftler forscht zu 96 und Braunschweig

Berendt, J. & Uhrich, S.

02.01.17

1 item of Media coverage