



Jan KLEIN

Ph.D. in Marketing

Associate Professor, Marketing

j.klein@ieseg.fr

EDUCATION

- 2015** Ph.D. in Marketing, European Business School, Germany
- 2013** MBA, KATZ Business School, USA
- 2013** Master, Automotive Management, European Business School, Germany

PROFESSIONAL CERTIFICATION

- 2019** University Teaching Qualification (Dutch BKO), Tilburg School of Economics and Management, Netherlands

RESEARCH INTERESTS

Customer Experience, Digital Marketing, Service Innovation

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2023 - Present** Associate Professor of Digital Marketing, IESEG School of Management, France
- 2017 - 2023** Assistant Professor of Marketing, Tilburg School of Economics and Management, Tilburg, Netherlands
- 2015 - 2016** Post-Doc, Aalto University School of Business, Helsinki, Finland
- 2015 - 2017** Recurring Visiting Scholar, Center for Big Data in Mobile Analytics, Philadelphia, USA
- 2015 - 2016** Adjunct Faculty, Management Center Innsbruck, Innsbruck, Austria
- 2015 - 2023** Adjunct Faculty, Aalto University Executive Education, Helsinki, Finland

CONSULTING EXPERIENCE

- 2013 - 2015** Senior Associate, ESCH. The Brand Consultants, Germany

COURSES TAUGHT

- Digital & field experimentation

- Mobile marketing: trends & strategic considerations
- Market assessment
- Decision making in marketing for iba
- Developing customer experience (custom program)
- Customer experience management
- Customer journey management
- Leveraging customer experience

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Grossmann C., Merfeld K., Klein J. F., Foeller F., Henkel S., (2024), Onto the light side of sharing: Using the force of blockchain, *Journal of Business Research*, 175(2024), pp. 114507
- Gahler M., Klein J. F., Paul M., (2023), Customer Experience: Conceptualization, Measurement, and Application in Omnichannel Environments, *Journal of Service Research*, 26(2), pp. 191-211
- KLEIN J. F., Merfeld K., Wilhelms M.-P., Falk T., Henkel S., (2022), Buying to share: How presumption promotes purchases in peer-to-peer asset sharing, *Journal of Business Research*, 143(2022), pp. 171-183
- Riegger A.-S., Merfeld K., Klein J. F., Henkel S., (2022), Technology-enabled personalization: Impact of smart technology choice on consumer shopping behavior, *Technological Forecasting and Social Change*, 181(1), pp. 121752
- Gahler M., KLEIN J. F., Paul M., (2021), Customer Experience Tracking im Handel: Echtzeitmessungen Wirksam Implementieren, *Marketing Review St. Gallen*, 2021(5), pp. 18-25
- Riegger A.-S., KLEIN J. F., Merfeld K., Henkel S., (2021), Technology-enabled personalization in retail stores: Understanding drivers and barriers, *Journal of Business Research*, 123(2021), pp. 140-155
- KLEIN J. F., Zhang Y., Falk T., Aspara J., Luo X., (2020), Customer journey analyses in digital media: exploring the impact of cross-media exposure on customers' purchase decisions, *Journal of Service Management (formerly IJSIM)*, 31(3), pp. 489-508
- Wittkowski K., KLEIN J. F., Falk T., Schepers J. J. L., Aspara J., Bergner K. N., (2020), What Gets Measured Gets Done: Can Self-Tracking Technologies Enhance Advice Compliance?, *Journal of Service Research*, 23(3), pp. 281-298
- Aspara J., KLEIN J. F., Luo X., Tikkanen H., (2018), The Dilemma of Service Productivity and Service Innovation, *Journal of Service Research*, 21(2), pp. 249-262
- Buechel B., KLEIN J. F., (2016), Restrictions in Spatial Competition: The Effects on Firms and Consumers, *Homo Oeconomicus*, 33(1-2), pp. 157-172
- Klein J. F., Falk T., Esch F.-R., Gloukhovtsev A., (2016), Linking pop-up brand stores to brand experience and word of mouth: The case of luxury retail, *Journal of Business Research*, 69(12), pp. 5761-5767

Papers in non-refereed journals

Published

- Esch F.-R., KLEIN J. F., (2014), Wann passt Social Media zur Marke, *Absatzwirtschaft*, 5(14), pp. 38-39

Communications in refereed conferences

International

Holzmann H., Klein J. F., Henkel S., (2024), *Branded Entertainment: Conceptualization, Insights From Practice, and Research Agenda* EMAC. 2024 Annual Conference, Bucarest, Romania

Holzmann H., Klein J. F., Henkel S., (2024), *Branded Entertainment: the Solution to Consumers Decreasing Attention Spans* 2024 AMA Winter Academic Conference, St. Pete Beach, USA

Other conference and seminar presentations

International

Etz M., Klein J. F., Falk T., Gudergan S., (2024), *Managing the Dual Nature of Fear of Missing Out (FOMO): Integrative Framework and Premises* EMAC Annual Conference 2024, Bucharest, Romania

Chapters in books

Published

Esch F.-R., KLEIN J. F., Knoerle C., Schmitt M., (2016), Strategie und Steuerung des Customer Touchpoint Management, in: Esch, F.-R., Langner, T., Bruhn, M.(Eds.), *Handbuch Controlling der Kommunikation*, 978-3-8349-3441-3, Springer Fachmedien Wiesbaden, chapter 15, pp. 329–350

Esch F.-R., KLEIN J. F., Knoerle C., Schmitt M., (2014), Customer Touchpoint Management für Corporate Brands umsetzen, in: Esch, F.-R., Tomczak, T., Kernstock, J., Langner, T., Redler, J.(Eds.), *Corporate Brand Management*, 978-3-8349-3446-8, Springer Fachmedien Wiesbaden, chapter 23, pp. 427–448

Grants

2021 TiSEM Research Grant, Tilburg School of Economics and Management (Netherlands)

2018 MSI Collaboration Grant, Marketing Science Institute (USA)

2018 TiSEM Research Grant, Tilburg School of Economics and Management (Netherlands)

2017 TiSEM Research Grant, Tilburg School of Economics and Management (Netherlands)

2016 MSI Research Grant, Marketing Science Institute (USA)

2016 LSR Research Grant, LSR - Finnish Economic Education Foundation (Finland)

2016 Travel Grant, HSE Foundation (Finland)

2016 Travel Grant, HSE Foundation (Finland)

2015 Travel Grant, Konrad Adenauer Foundation (Germany)

2014 Scholarship for Doctoral Studies, Konrad Adenauer Foundation (Germany)

2013 Scholarship, Konrad Adenauer Foundation (Germany)

GRANTS AND HONORS

Award

2021 Excellence in Teaching Award (Master), Tilburg School of Economics and Management, Netherlands

- 2021 Excellence in Teaching Award (Bachelor), Tilburg School of Economics and Management, Netherlands
- 2020 Best Teacher Award in Bachelor Courses 2018-2019, Tilburg School of Economics and Management, Netherlands
- 2019 Excellence in Teaching Award (Master), Tilburg School of Economics and Management, Netherlands
- 2019 Excellence in Teaching Award (Bachelor), Tilburg School of Economics and Management, Netherlands
- 2018 Best SERVSIG Conference Paper Award, SERVSIG, USA
- 2018 Best Paper in Track “Understanding & Managing the Customer Experience”, AMA Conference, USA
- 2018 Excellence in Teaching Award (Master), Tilburg School of Economics and Management, Netherlands
- 2018 Excellence in Teaching Award (Bachelor), Tilburg School of Economics and Management, Netherlands
- 2017 Best Teacher Award in Bachelor Courses 2016-2017, Tilburg School of Economics and Management, Netherlands
- 2017 Excellence in Teaching Award (Bachelor), Tilburg School of Economics and Management, Netherlands
- 2017 Best Teacher IBA Program, Tilburg School of Economics and Management, Netherlands
- 2013 Arnd Schikowsky Award, KATZ Business School, USA

Honor

- 2014 EMAC Doctoral Colloquium Fellow, EMAC - European Marketing Academy, Spain
- 2013 Beta Gamma Sigma, KATZ Business School, USA
- 2013 Honoree for Outstanding Leadership, KATZ Business School, USA

RESEARCH ACTIVITIES

Supervision of Ph.D. Thesis:

- 2026** Co-director, On-Demand Features as a Service
- 2025** Co-director, Branded Entertainment & Esports in Marketing
- 2024** Co-director, Self-Service Technology in Retail
- 2024** Co-director, Service Innovation in Travel & Transportation
- 2021** Co-director, Consumer Behavior in Smart Retail