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Pays d'origine: Allemagne

INTERETS DE RECHERCHE

habitudes de vote, Machine Learning, marketing numérique, metaverse, Stratégie marketing,

FORMATION

2012	Doctor scientiarum politicarum, Christian-Albrechts-Universität zu Kiel, Allemagne *Essays on Corporate Communication - Empirical Applications to Product Recall Communication and Advertising Creativity*
2008	Master of Science, Science de gestion, Christian-Albrechts-Universität zu Kiel, Allemagne
2004	Bachelor of Science, Science de gestion, University of Hohenheim, Allemagne

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2025 - Présent	Professeur, ESSEC Business School, France
2022 - 2025	Professeur associé, ESSEC Business School, France
2018 - 2022	Professeur assistant, Universität Münster, Allemagne
2012 - 2018	Professeur assistant, Ozyegin University, Turquie

Autres affiliations académiques

2026 - 2029	Directeur académique Metalab Institute pour l'Intelligence Artificielle, la donnée et la société, ESSEC Business School, France

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2026	IJRM - Outstanding Area Editor Award, European Marketing Academy, Royaume-Uni
2025	IJRM Outstanding ERB Member Award, European Marketing Academy
2025	JAMS Outstanding ERB Award 2025 - Journal of the Academy of Marketing Science, Academy of Marketing Science, États-Unis
2024	Jagdish N. Sheth Best JAMS 2023 Article Award, Academy of Marketing Science, États-Unis

2021	Best Reviewer Award 2021 - Journal of Business Economics, Journal of Business Economics
2020	Best Paper Award - Interactive Marketing Research Conference, Marketing EDGE, États-Unis
2018	Marketing Science Institute - Most Downloaded Paper Award, Marketing Science Institute, États-Unis
2014	EMAC - Best Doctoral Paper Award, European Marketing Academy, Belgique

Bourses

2010	DFG - Single Research Project Grand, German Research Foundation (DFG), Allemagne
2008	Fellow of the DFG Post-Graduate Program ", German Research Foundation (DFG), Allemagne

PUBLICATIONS

Articles

KÜBLER, R. et HENNIG-THURAU, T. (2026). Spatial word of mouth: How user reviews in the metaverse shape the success of virtual reality apps. *Journal of Retailing*, 102(2, Part B), pp. 425-445.

HEWETT, K., KÜBLER, R., KOEN PAUWELS, K. et EILERT, M. (2026). Don’t panic: how stakeholder response patterns predict retail crises and the impact of retailer reactions. *Journal of Retailing*, In press.

PAUWELS, M. et KÜBLER, R. (2026). When bad moods work: Emotional priming in marketing negotiations. *Applied Marketing Analytics*, 12(1), pp. 89-104.

KÜBLER, R., KAI MANKE, K. et KOEN PAUWELS, K. (2025). I like, I share, I vote: Mapping the dynamic system of political marketing. *Journal of Business Research*, 186(10), pp. 115014.

DEWENDER, S. et KÜBLER, R. (2025). Maniac Mansion or Wing Commander? The attenuating influence of video game adoption on stress signals in times of forced isolation. *International Journal of Research in Marketing*, In press.

KÜBLER, R., ADLER, S., WELKE, L., SARSTEDT, M. et KOEN PAUWELS, K. (2025). Mining Consumer Mindset Metrics With User-Generated Content. *Schmalenbach Journal of Business Research (SBUR)*, 77(3), pp. 1-29.

KÜBLER, R., LOBSCHAT, L., WELKE, L. et VAN DER MEIJ, H. (2024). The effect of review images on review helpfulness: A contingency approach. *Journal of Retailing*, 100(1), pp. 5-23.

DE HAAN, E., PADIGAR, M., EL KIHAL, S., KÜBLER, R. et WIERINGA, J. (2024). Unstructured data research in business: Toward a structured approach. *Journal of Business Research*, 177(2), pp. 114655.

KÜBLER, R. et SEGGIE, S. (2024). The impact of Covid-19 on how core and peripheral service satisfaction impacts customer satisfaction. *Journal of Business Research*, 182, pp. 114784.

HENNIG-THURAU, T., ALIMAN, D., HERTING, A., CZIEHSO, G., LINDER, M. et KÜBLER, R. (2023). Social interactions in the metaverse: Framework, initial evidence, and research roadmap. *Journal of the Academy of Marketing Science*, 51, pp. 889-913.

KÜBLER, R. (2023). Will the revolution devour its children? The Impact of Generative and Interactive AI on Operative and Strategic Marketing. *Décisions Marketing*, 112(4), pp. 267-288.

KARNIOUCHINA, K., SARANGEE, K., THEOKARY, C. et KÜBLER, R. (2022). The Impact of the COVID-19 Pandemic on Restaurant Resilience: Lessons, Generalizations, and Ideas for Future Research. *Service Science*, 14(2), pp. 212-277.

KÜBLER, R., SEIFERT, R. et KANDZIORA, M. (2021). Content valuation strategies for digital subscription platforms. *Journal of Cultural Economics*, 45(2), pp. 295-326.

KÜBLER, R. et PAUWELS, K. (2021). Metrics Gone Wrong: What Managers Can Learn from the 2016 US Presidential Election. *Nürnberg Institute of Marketing Intelligence* , 13(1), pp. 30-35.

KÜBLER, R., LANGMAACK, M., ALBERS, S. et HOYER, W. (2020). The impact of value-related crises on price and product-performance elasticities. *Journal of the Academy of Marketing Science*, 48, pp. 776-794.

KÜBLER, R., COLICEV, A. et PAUWELS, K. (2020). Social Media's Impact on the Consumer Mindset: When to Use Which Sentiment Extraction Tool? *Journal of Interactive Marketing*, 50(3), pp. 136-155.

KUPFER, A.K., PÄHLER VOR DER HOLTE, N., KÜBLER, R. et HENNIG-THURAU, T. (2018). The Role of the Partner Brand's Social Media Power in Brand Alliances. *Journal of Marketing*, 82(3), pp. 25-44.

KÜBLER, R., PAUWELS, K., YILDIRIM, G. et FANDRICH, T. (2018). App Popularity: Where in the World Are Consumers Most Sensitive to Price and User Ratings? *Journal of Marketing*, 82(5), pp. 20-44.

ILHAN, B.E., KÜBLER, R. et PAUWELS, K. (2018). Battle of the brand fans: Impact of brand attack and defense on social media. *Journal of Interactive Marketing*, 43(2), pp. 33-51.

KÜBLER, R. et PROPPE, D. (2012). Faking or convincing: Why do some advertising campaigns win creativity awards? *BuR Business Research*, 5(1), pp. 60-81.

KÜBLER, R. et ALBERS, S. (2010). Communication behavior of companies in product recalls without customer identification information. *Marketing: Journal of Research and Management*, 6(1), pp. 19-30.

Ouvrages et édition d'ouvrages

YILDIRIM, G. et KÜBLER, R. (2025). *Applied Marketing Analytics Using Python*. 1st ed. London: SAGE Publications.

YILDIRIM, G. et KÜBLER, R. (2023). *Applied Marketing Analytics with R*. 1st ed. London, Thousand Oaks: SAGE Publications.

Chapitres d'ouvrage

KOEN PAUWELS, K., KAI MANKE, K., KÜBLER, R. et PANAGOPOULOS, C. (2025). Polarized and Connected: Measuring Campaign Effects in the 2016 and 2020 U.S. Presidential Elections. Dans: Paul Baines, Phil Harris, Denisa Hejlova, and Costas Panagopoulos eds. *The Sage Handbook of Political Marketing*. 1st ed. Thousand Oaks: SAGE Publications.

KÜBLER, R. et MANKE, K. (2023). Data Driven Campaigning: Wie Einfluss messbar gemacht werden kann und wie wir damit effizientere Kampagnen gestalten können. Dans: Martin Fuchs, Martin Motzkau eds. *Digitaler Wahlkampf*. 1st ed. Wiesbaden: Springer, pp. 121-144.

KÜBLER, R., WIERINGA, J. et PAUWELS, K. (2017). Machine Learning and Big Data. Dans: *Leeflang, Wieringa, Bijmolt, and Pauwels: Advanced Methods for Modeling Markets*. 1st ed. Springer.

KÜBLER, R. (2012). Best/Worst Scaling. Dans: *Albers, Klapper, Konradt, Walter, Wolf: Methodik der empirischen Forschung*. 1st ed. Springer.

Actes d'une conférence

ADLER, S., WELKE, L., SARSTEDT, M., KUBLER, R. et PAUWELS, K. (2024). Mimicking Psychometrics with UGC. Dans: *2024 Conference of the Working Group: Data Analysis and Classification in Marketing. The Value of User Generated Data for Managerial Decision Making*.

DEWENDER, S. et KUBLER, R. (2023). Does it Matter to All in the Same Way? How Culture Moderates the Perception of Corporate Unethical Behavior. Dans: *Proceedings of the European Marketing Academy, 52nd, (114153)*. European Marketing Academy (EMAC).

Conférences

KUBLER, R., MANKE, K. et PAUWELS, K. (2025). Tuning into the Hateverse: The Dynamics between Conspiracy Theories, Hate Speech, and Offensive Language Usage. Dans: 2025 Marketing Dynamics Conference. Mumbai.

KUBLER, R., HEWETT, K., PAUWELS, K. et EILERT, M. (2024). Don't Panic: Predicting the Likelihood and Duration of Retail Brand Crises. Dans: 2024 Retail in the Age of Global Uncertainty. Paris.

KUBLER, R., MANKE, K. et PAUWELS, K. (2024). The effect of banning social media users on future social media behavior. Dans: 21st Marketing Dynamics Conference 2024. Santorini.

KUBLER, R., WELKE, L. et PAUWELS, K. (2023). When and Where Should the Government Advertise for Support of its Anti-Pandemic Actions. Dans: 20th Marketing Dynamics Conference 2023. Boston.

Préfaces de revue

KÜBLER, R., BURMESTER, A., PAETZ, F. et KLARMANN, M. (2025). How to Harness the Potential of User-Generated Content for Management Decisions. *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung (Zfbf)*, 77(3), pp. 407-418.

Presse

KÜBLER, R. (2026). Révélations sur les ovnis, détournement de l'attention : pourquoi Trump pourrait gagner le pari des Midterms. *La Tribune*.

KÜBLER, R. (2025). «Comment les réseaux sociaux sont devenus des acteurs stratégiques en marketing politique». *Stratégies*.

KÜBLER, R. (2025). Aus der Masse herausstechen - Wie KI das Marketing verändert. *Markenartikel*, pp. 100-102.

KÜBLER, R. (2025). Affaire Epstein : Donald Trump pris à son propre piège ? *La Tribune*.

KÜBLER, R. (2024). It's All Connected: Understanding Social Media's Role in the American Election. *ESSEC Knowledge*.

KÜBLER, R. (2024). Comment Donald Trump a utilisé la désinformation pour s'imposer. *The Conversation*.

KÜBLER, R. et ROMBOUTS, J. (2023). Tuning In - What AI and User Generated Content Can Tell Us About Consumers. *ESSEC Knowledge*.

AUTRES ACTIVITES DE RECHERCHE

Co-direction d'une revue

Depuis 2025	International Journal of Research in Marketing
Depuis 2025	Journal of Business Research

Membre d'un comité de lecture

Depuis 2026	Journal of Retailing
2024 - 2025	International Journal of Research in Marketing
2023 - 2024	Journal of Business Research
Depuis 2023	Journal of the Academy of Marketing Science

Supervision de thèses / HDR

2026	L. WELKE (ESSEC Business School), Directeur de thèse
2026	K. HAMELBERG, Rapporteur
2025	S. DEWENDER, Directeur de thèse
2025	C. STEIN, Membre de jury
2022	A. WAGNER, Co-directeur de thèse
2022	R. THAPA, Président de jury
2021	B. HÜGELMANN, Co-directeur de thèse
2021	J. ALFS, Co-directeur de thèse