

Raoul KUBLER

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Pays d'origine: Allemagne

INTERETS DE RECHERCHE

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

FORMATION

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|------|--|
| 2012 | Doctor scientiarum politicarum, Christian-Albrechts-Universität zu Kiel, Allemagne
<i>Essays on Corporate Communication - Empirical Applications to Product Recall Communication and Advertising Creativity</i> |
| 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

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| 2022 - Présent | Professeur associé, ESSEC Business School, France |
| 2018 - 2022 | Professeur assistant, Université de Münster, Allemagne |
| 2012 - 2018 | Professeur assistant, Ozyegin University, Turquie |

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

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| 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

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

Articles

- KÜBLER, R., LOBSCHAT, L., WELKE, L. et VAN DER MEIJ, H. (2023). The effect of review images on review helpfulness: A contingency approach. *Journal of Retailing*, In press, pp. 1-19.
- 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. 1-25.
- 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.
- HENNIG-THURAU, T., ALIMAN, D., HERTING, A., CZIEHSO, G., LINDER, M. et KÜBLER, R. (2022). Social interactions in the metaverse: Framework, initial evidence, and research roadmap. *Journal of the Academy of Marketing Science*, 51, pp. 889-913.
- 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., 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. (2023). *Applied Marketing Analytics with R*. 1st ed. London, Thousand Oaks: SAGE Publications.

Chapitres d'ouvrage

- 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

KUBLER, R. et DEWENDER, S. (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*.

Conférences

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.

Presse

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

Supervision de thèses / HDR

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