

Raoul KUBLER

Professor

Department: Marketing
ESSEC Business School
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RESEARCH INTERESTS

digital marketing, Machine Learning, metaverse, voting patterns, Marketing Strategy, Machine

EDUCATION

- 2012 Doctor scientiarum politicarum, University of Kiel, Germany
Essays on Corporate Communication - Empirical Applications to Product Recall Communication and Advertising Creativity
- 2008 Master of Science (Diplom-Kaufmann), Business administration, University of Kiel, Germany
- 2004 Bachelor of Science (Vordiplom), Business Administration and Economics, University of Hohenheim, Germany

EMPLOYMENT

Full-time academic positions

- 2025 - Present Professor, ESSEC Business School, France
- 2022 - 2025 Associate Professor, ESSEC Business School, France
- 2018 - 2022 Junior Professor Tenure Track, University of Münster, Germany
- 2012 - 2018 Assistant Professor, Ozyegin University, Turkey

GRANTS AND HONORS

Awards and Honors

- 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, United States of America
- 2024 Jagdish N. Sheth Best JAMS 2023 Article Award, Academy of Marketing Science, United States of America
- 2021 Best Reviewer Award 2021 - Journal of Business Economics, Journal of Business Economics
- 2020 Best Paper Award - Interactive Marketing Research Conference, Marketing EDGE, United States of America

- 2018 Marketing Science Institute - Most Downloaded Paper Award, Marketing Science Institute, United States of America
- 2014 EMAC - Finalist Best Doctoral Paper Award, European Marketing Academy, Belgium

Grants

- 2010 DFG - Single Research Project Grant, German Research Foundation (DFG), Germany
- 2008 Fellow of the DFG Post-Graduate-Program "Business Aspects of Loosely Coupled Systems and Electronic Markets", German Research Foundation (DFG), Germany

PUBLICATIONS

Journal Articles

- KÜBLER, R., KAI MANKE, K. and 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. and 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. and HENNIG-THURAU, T. (2025). Spatial word of mouth: How user reviews in the metaverse shape the success of virtual reality apps. *Journal of Retailing*, In press, pp. 1-21.
- KÜBLER, R., ADLER, S., WELKE, L., SARSTEDT, M. and 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. and 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. and WIERINGA, J. (2024). Unstructured data research in business: Toward a structured approach. *Journal of Business Research*, 177(2), pp. 114655.
- KÜBLER, R. and 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. and 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. and 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. and KANDZIORA, M. (2021). Content valuation strategies for digital subscription platforms. *Journal of Cultural Economics*, 45(2), pp. 295-326.
- KÜBLER, R. and 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. and 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. and 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. and 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. and 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. and 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. and PROPPE, D. (2012). Faking or convincing: Why do some advertising campaigns win creativity awards? *BuR Business Research*, 5(1), pp. 60-81.

KÜBLER, R. and 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.

Books and book editor

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

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

Book chapters

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

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

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

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

Conference proceedings

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

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

Conferences

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

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

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

Prefaces of a journal

KÜBLER, R., BURMESTER, A., PAETZ, F. and 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.

Press

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

OTHER RESEARCH ACTIVITIES

Associate Editor

Since 2025 International Journal of Research in Marketing

Since 2025 Journal of Business Research

Editorial Board Membership

Since 2026 Journal of Retailing

2024 - 2025 International Journal of Research in Marketing

2023 - 2024 Journal of Business Research

Since 2023 Journal of the Academy of Marketing Science

PhD Supervision

2025	S. DEWENDER, Thesis director
2025	C. STEIN, Thesis jury member
2022	A. WAGNER, Thesis co-director
2022	R. THAPA, Thesis jury president
2021	B. HÜGELMANN, Thesis co-director
2021	J. ALFS, Thesis co-director