# Raoul KUBLER

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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

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|---|---|
| 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

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| 2025 | JAMS Outstanding ERB Award 2025 - Journal of the Academy of Marketing Science, Academy of Marketing Science, United States of America |
| 2025 | IJRM Outstanding ERB Member Award, European Marketing Academy |
| 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 |
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| 2014 | EMAC - Finalist Best Doctoral Paper Award, European Marketing Academy, Belgium |

### Grants

| 2010 | DFG - Single Research Project Grand, German Research Foundation (DFG), Germany |
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| 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., KUBLER, 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

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| 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 |