

Raoul KUBLER

Associate Professor

Department: Marketing

ESSEC Business School

3 avenue Bernard Hirsch

95021 Cergy-Pontoise

France

Email: b00806952@essec.edu

Phone number: 01 34 43 32 62

Country of origin: Allemagne

RESEARCH INTERESTS

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

EDUCATION

2012	Doctor scientiarum politicarum, University of Kiel, Germany <i>Essays on Corporate Communication - Empirical Applications to Product Recall Communication and Advertising Creativity</i>
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

2022 - Present	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

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
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PUBLICATIONS

Journal Articles

- 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. (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.
- HENNIG-THURAU, T., ALIMAN, D., HERTING, A., CZIEHSO, G., LINDER, M. and 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. and 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. 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. (2023). *Applied Marketing Analytics with R*. 1st ed. London, Thousand Oaks: SAGE Publications.

Book chapters

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

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

Conferences

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.

Press

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

OTHER RESEARCH ACTIVITIES

PhD Supervision

2022	A. WAGNER, Thesis co-director
2022	R. THAPA, Thesis jury president
2021	B. HÜGELMANN, Thesis co-director
2021	J. ALFS, Thesis co-director