Raoul KUBLER

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 *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

Other affiliations and appointments

2026 - Present	Academic Director Metalab Institute for AI, Data, and Society, ESSEC Business School, France

GRANTS AND HONORS

Awards and Honors

2026	IJRM - Outstanding Area Editor Award, European Marketing Academy, United Kingdom
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
2014	EMAC - Finalist Best Doctoral Paper Award, European Marketing Academy, Belgium

Grants

2010	DFG - Single Research Project Grand, 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. and 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. and 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. and 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. 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., 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., MANKE, K. and PAUWELS, K. (2025). Tuning into the Hateverse: The Dynamics between Conspiracy Theories, Hate Speech, and Offensive Language Usage. In: 2025 Marketing Dynamics Conference. Mumbai.

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. (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. 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
Since 2023	Journal of the Academy of Marketing Science
2023 - 2024	Journal of Business Research

PhD Supervision

2026	L. WELKE (ESSEC Business School), Thesis director
2026	K. HAMELBERG, Thesis referee
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