

# Raoul KUBLER

Professor

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## RESEARCH INTERESTS

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

## EDUCATION

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|------|---|
| 2012 | Doctor scientiarum politicarum, University of Kiel, Germany<br><br><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

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### 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

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### Awards and Honors

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| 2026 | IJRM - Outstanding Area Editor Award, European Marketing Academy, United Kingdom  |
| 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

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### 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

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### 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

- 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