

# Raoul KUBLER

Professeur associé

Département: Marketing  
ESSEC Business School  
3 avenue Bernard Hirsch  
95021 Cergy-Pontoise  
France

Email: b00806952@essec.edu  
Numéro de téléphone: 01 34 43 32 62  
Pays d'origine: Allemagne

## INTERETS DE RECHERCHE

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Stratégie marketing, Analyse des données statistiques, Analyse des données statistiques, Autre

## FORMATION

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| 2012 | Doctor scientiarum politicarum, Christian-Albrechts-Universität zu Kiel, Allemagne<br><i>Essays on Corporate Communication - Empirical Applications to Product Recall Communication and Advertising Creativity</i> |
| 2008 | Master of Science, Science de gestion, Christian-Albrechts-Universität zu Kiel, Allemagne                                                                                                                          |
| 2004 | Bachelor of Science, Science de gestion, University of Hohenheim, Allemagne                                                                                                                                        |

## EXPERIENCE PROFESSIONNELLE

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### Positions académiques principales

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|----------------|--------------------------------------------------------|
| 2022 - Présent | Professeur associé, ESSEC Business School, France      |
| 2018 - 2022    | Professeur assistant, Université de Münster, Allemagne |
| 2012 - 2018    | Professeur assistant, Ozyegin University, Turquie      |

## BOURSES, PRIX ET DISTINCTIONS

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### Prix et Distinctions

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| 2020 | Best Paper Award - Interactive Marketing Research Conference, Marketing EDGE, États-Unis           |
| 2018 | Marketing Science Institute - Most Downloaded Paper Award, Marketing Science Institute, États-Unis |
| 2014 | EMAC - Best Doctoral Paper Award, European Marketing Academy, Belgique                             |

### Bourses

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|------|----------------------------------------------------------------------------------------|
| 2010 | DFG - Single Research Project Grand, German Research Foundation (DFG), Allemagne       |
| 2008 | Fellow of the DFG Post-Graduate Program ", German Research Foundation (DFG), Allemagne |

## PUBLICATIONS

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### Articles

KARNIOUCHINA, K., SARANGEE, K., THEOKARY, C. et 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. et 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. et 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. et 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. et 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. et 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. et 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. et PROPPE, D. (2012). Faking or convincing: Why do some advertising campaigns win creativity awards? *BuR Business Research*, 5(1), pp. 60-81.

KÜBLER, R. et 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.

### Chapitres d'ouvrage

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

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

## AUTRES ACTIVITES DE RECHERCHE

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### Supervision de thèses / HDR

2022	A. WAGNER, Co-directeur de thèse
2022	R. THAPA, Président de jury
2021	B. HÜGELMANN, Co-directeur de thèse
2021	J. ALFS, Co-directeur de thèse