



Jan KLEIN

Ph.D. in Marketing

Associate Professor, Marketing

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EDUCATION

- 2015** Ph.D. in Marketing, European Business School, Germany
- 2013** MBA, KATZ Business School, USA
- 2013** Master, Automotive Management, European Business School, Germany

PROFESSIONAL CERTIFICATION

- 2019** University Teaching Qualification (Dutch BKO), Tilburg School of Economics and Management, Netherlands

RESEARCH INTERESTS

Customer Experience, Digital Marketing, Service Innovation

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2023 - Present** Associate Professor of Digital Marketing, IESEG School of Management, France
- 2017 - 2023** Assistant Professor of Marketing, Tilburg School of Economics and Management, Tilburg, Netherlands
- 2015 - 2016** Post-Doc, Aalto University School of Business, Helsinki, Finland
- 2015 - 2017** Recurring Visiting Scholar, Center for Big Data in Mobile Analytics, Philadelphia, USA
- 2015 - 2016** Adjunct Faculty, Management Center Innsbruck, Innsbruck, Austria
- 2015 - 2023** Adjunct Faculty, Aalto University Executive Education, Helsinki, Finland

CONSULTING EXPERIENCE

- 2013 - 2015** Senior Associate, ESCH. The Brand Consultants, Germany

COURSES TAUGHT

- Digital & field experimentation

- Mobile marketing: trends & strategic considerations
- Market assessment
- Decision making in marketing for iba
- Developing customer experience (custom program)
- Customer experience management
- Customer journey management
- Leveraging customer experience

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Merfeld K., Klein J. F., Riegger A.-S., Regt A., Henkel S., (2025), In-Store Technology Personalization: A Typology and Research Agenda Based on Type of Automation and Data Collection, *Journal of Business Research*, 191(2025), pp. 115236
- Grossmann C., Merfeld K., Klein J. F., Foeller F., Henkel S., (2024), Onto the light side of sharing: Using the force of blockchain, *Journal of Business Research*, 175(2024), pp. 114507
- Terpoorten C., Klein J. F., Merfeld K., (2024), Understanding the B2B Customer Journey for Complex Digital Services: The Case of Cloud Computing, *Industrial Marketing Management*, 119(May 2024), pp. 178-192
- Gahler M., Klein J. F., Paul M., (2023), Customer Experience: Conceptualization, Measurement, and Application in Omnichannel Environments, *Journal of Service Research*, 26(2), pp. 191-211
- KLEIN J. F., Merfeld K., Wilhelms M.-P., Falk T., Henkel S., (2022), Buying to share: How presumption promotes purchases in peer-to-peer asset sharing, *Journal of Business Research*, 143(2022), pp. 171-183
- Riegger A.-S., Merfeld K., Klein J. F., Henkel S., (2022), Technology-enabled personalization: Impact of smart technology choice on consumer shopping behavior, *Technological Forecasting and Social Change*, 181(1), pp. 121752
- Gahler M., KLEIN J. F., Paul M., (2021), Customer Experience Tracking im Handel: Echtzeitmessungen Wirksam Implementieren, *Marketing Review St. Gallen*, 2021(5), pp. 18-25
- Riegger A.-S., KLEIN J. F., Merfeld K., Henkel S., (2021), Technology-enabled personalization in retail stores: Understanding drivers and barriers, *Journal of Business Research*, 123(2021), pp. 140-155
- KLEIN J. F., Zhang Y., Falk T., Aspara J., Luo X., (2020), Customer journey analyses in digital media: exploring the impact of cross-media exposure on customers' purchase decisions, *Journal of Service Management (formerly IJSIM)*, 31(3), pp. 489-508
- Wittkowski K., KLEIN J. F., Falk T., Schepers J. J. L., Aspara J., Bergner K. N., (2020), What Gets Measured Gets Done: Can Self-Tracking Technologies Enhance Advice Compliance?, *Journal of Service Research*, 23(3), pp. 281-298
- Aspara J., KLEIN J. F., Luo X., Tikkanen H., (2018), The Dilemma of Service Productivity and Service Innovation, *Journal of Service Research*, 21(2), pp. 249-262
- Buechel B., KLEIN J. F., (2016), Restrictions in Spatial Competition: The Effects on Firms and Consumers, *Homo Oeconomicus*, 33(1-2), pp. 157-172
- Klein J. F., Falk T., Esch F.-R., Gloukhovtsev A., (2016), Linking pop-up brand stores to brand experience and word of mouth: The case of luxury retail, *Journal of Business Research*, 69(12), pp. 5761-5767

Papers in non-refereed journals

Published

Fitschen P., Merfeld K., KLEIN J. F., Henkel S., (2024), Understanding the Urban Mobility Challenge: Why Shared Mobility Providers Fail To Attract Car Drivers, *Transport Policy*, 158(2024), pp. 104-111

Esch F.-R., KLEIN J. F., (2014), Wann passt Social Media zur Marke, *Absatzwirtschaft*, 5(14), pp. 38-39

Communications in refereed conferences

International

Holzmann H., Klein J. F., Henkel S., (2024), *Branded Entertainment: Conceptualization, Insights From Practice, and Research Agenda* EMAC. 2024 Annual Conference, Bucarest, Romania

Holzmann H., Klein J. F., Henkel S., (2024), *Branded Entertainment: the Solution to Consumers Decreasing Attention Spans* 2024 AMA Winter Academic Conference, St. Pete Beach, USA

Other conference and seminar presentations

International

Etz M., Klein J. F., Falk T., Gudergan S., (2024), *Managing the Dual Nature of Fear of Missing Out (FOMO): Integrative Framework and Premises* EMAC Annual Conference 2024, Bucharest, Romania

Chapters in books

Published

Esch F.-R., KLEIN J. F., Knoerle C., Schmitt M., (2016), Strategie und Steuerung des Customer Touchpoint Management, in: Esch, F.-R., Langner, T., Bruhn, M.(Eds.), *Handbuch Controlling der Kommunikation*, 978-3-8349-3441-3, Springer, Berlin, chapter 15, pp. 329–350

Esch F.-R., KLEIN J. F., Knoerle C., Schmitt M., (2014), Customer Touchpoint Management für Corporate Brands umsetzen, in: Esch, F.-R., Tomczak, T., Kernstock, J., Langner, T., Redler, J.(Eds.), *Corporate Brand Management*, 978-3-8349-3446-8, Springer, Berlin, chapter 23, pp. 427–448

Case studies

KLEIN J. F., (2025), *Wellness Hotel Hofgut: Leveraging Research Methods for Business Decisions*, *The Case Centre*, case study 525-0018-1, teaching note 525-0018-8

KLEIN J. F., (2024), *Cloud Computing at Cumulus - Marketing Along the Customer Journey*, *The Case Centre*, case study 524-0114-1, teaching note 524-0114-8, teaching note supplement 524-0114-8B

Klein J. F., (2024), *EternaWell Supplements Part A - Developing a Digital Marketing Strategy*, *The Case Centre*, case study 524-0133-1, teaching note 524-0133-8, teaching note supplement 524-0133-8B

Klein J. F., (2024), *EternaWell Supplements Part B - Crafting an Effective Social Media Strategy*, *The Case Centre*, case study 524-0133-1B, teaching note 524-0133-8C, teaching note supplement 524-0133-8D

Research reports

Gahler M., KLEIN J. F., Paul M., (2019), *Measuring Customer Experiences: A Text-Based and Pictorial Scale*, MSI Working Paper Series Report No. 19-119

Grants

2021 TiSEM Research Grant, Tilburg School of Economics and Management (Netherlands)

2018 MSI Collaboration Grant, Marketing Science Institute (USA)

- 2018** TiSEM Research Grant, Tilburg School of Economics and Management (Netherlands)
- 2017** TiSEM Research Grant, Tilburg School of Economics and Management (Netherlands)
- 2016** MSI Research Grant, Marketing Science Institute (USA)
- 2016** LSR Research Grant, LSR - Finnish Economic Education Foundation (Finland)
- 2016** Travel Grant, HSE Foundation (Finland)
- 2016** Travel Grant, HSE Foundation (Finland)
- 2015** Travel Grant, Konrad Adenauer Foundation (Germany)
- 2014** Scholarship for Doctoral Studies, Konrad Adenauer Foundation (Germany)
- 2013** Scholarship, Konrad Adenauer Foundation (Germany)

GRANTS AND HONORS

Award

- 2024 JSR Best Paper Award - Finalist, Journal of Service Research, USA
- 2021 Excellence in Teaching Award (Master), Tilburg School of Economics and Management, Netherlands
- 2021 Excellence in Teaching Award (Bachelor), Tilburg School of Economics and Management, Netherlands
- 2020 Best Teacher Award in Bachelor Courses 2018-2019, Tilburg School of Economics and Management, Netherlands
- 2019 Excellence in Teaching Award (Master), Tilburg School of Economics and Management, Netherlands
- 2019 Excellence in Teaching Award (Bachelor), Tilburg School of Economics and Management, Netherlands
- 2018 Best SERVSIG Conference Paper Award, SERVSIG, USA
- 2018 Best Paper in Track "Understanding & Managing the Customer Experience", AMA Conference, USA
- 2018 Excellence in Teaching Award (Master), Tilburg School of Economics and Management, Netherlands
- 2018 Excellence in Teaching Award (Bachelor), Tilburg School of Economics and Management, Netherlands
- 2017 Best Teacher Award in Bachelor Courses 2016-2017, Tilburg School of Economics and Management, Netherlands
- 2017 Excellence in Teaching Award (Bachelor), Tilburg School of Economics and Management, Netherlands
- 2017 Best Teacher IBA Program, Tilburg School of Economics and Management, Netherlands
- 2013 Arnd Schikowsky Award, KATZ Business School, USA

Honor

- 2014 EMAC Doctoral Colloquium Fellow, EMAC - European Marketing Academy, Spain
- 2013 Beta Gamma Sigma, KATZ Business School, USA
- 2013 Honoree for Outstanding Leadership, KATZ Business School, USA

RESEARCH ACTIVITIES

Supervision of Ph.D. Thesis:

- 2026** Co-director, On-Demand Features as a Service

- 2025** Co-director, Branded Entertainment & Esports in Marketing
- 2024** Co-director, Self-Service Technology in Retail
- 2024** Co-director, Service Innovation in Travel & Transportation
- 2021** Co-director, Consumer Behavior in Smart Retail