



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

- 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 prosumption 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

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., (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

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