

Jan F. Klein

Warandelaan 2
5037 AB Tilburg, the Netherlands

Email: j.f.klein@uvt.nl
Phone: +31 13 4662804

Current Position

01/2017 – present **Assistant Professor**
Tilburg School of Economics and Management,
Department of Marketing, the Netherlands

Previous Positions

11/2015 – 12/2016 **Postdoctoral Researcher**
Aalto University School of Business
Department of Marketing, Finland
Instructor
Aalto University Executive Education (AEE), Finland
Instructor
Management Center Innsbruck, Austria

06/2013 – 10/2015 **Senior Associate**
ESCH. The Brand Consultants, Germany

Education

08/2013 – 10/2015 **PhD in Marketing** (summa cum laude)
European Business School, Germany
Visiting Scholar
Global Center for Big Data in Mobile Analytics, USA
June-July 2015, November-December 2015
Visiting Scholar
Aalto University School of Business, Finland
May-June 2015

08/2012 – 04/2013 **MBA**
KATZ Graduate School of Business, University of Pittsburgh, USA

08/2011 – 06/2013 **MSc in Automotive Management**
EBS Business School, Germany

Research Focus

A/B Testing

Customer Journey Analytics

Large-Scale Experimentation

Articles in Refereed Journals

Aspara, Jaakko, **Jan F. Klein**, Xueming Luo, and Henriikki Tikkanen, “The Dilemma with Service Productivity and Service Innovation: An Empirical Exploration in Financial Services,” *Journal of Service Research*, in press.

Klein, Jan F., Tomas Falk, Franz-Rudolf Esch, and Alexei Gloukhovtsev (2016), “Linking Pop-Up Brand Stores to Brand Experience and Word of Mouth: The Case of Luxury Retail,” *Journal of Business Research*, 69(2), 5761-5767.

Büchel, Berno and **Jan F. Klein** (2016), “Restrictions in Spatial Competition: The Effects on Firms and Consumers,” *Homo Oeconomicus*, 33(2), 157-172.

Other Publications

Esch, Franz-Rudolf, **Jan F. Klein**, Mirjam Schmitt, and Christian Knörle (2016), “Strategie und Steuerung des Customer Touchpoint Management,” in *Handbuch Controlling der Kommunikation*, Franz-Rudolf Esch, Tobias Langner, and Manfred Bruhn, eds.: Wiesbaden, Springer, 329-350.

Esch, Franz-Rudolf, **Jan F. Klein**, Mirjam Schmitt, and Christian Knörle (2014), “Customer Touchpoint Management für Corporate Brands umsetzen,” in *Corporate Brand Management*, Franz-Rudolf Esch, Torsten Tomczak, Joachim Kernstock, Tobias Langner, and Jörn Redler, eds.: Wiesbaden, Springer, 427-448.

Esch, Franz-Rudolf and **Jan F. Klein** (2014), “Offline und Online harmonisch verzahnen,” *Lebensmittelzeitung*, 26, 42.

Esch, Franz-Rudolf and **Jan F. Klein** (2014), “Wann passt Social Media zur Marke?,” *Absatzwirtschaft*, 5, 38-39.

Conference Proceedings

SERVSIG 2018, Paris, June 2018

International Colloquium on Relationship Marketing, Munich, September 2017

Frontiers in Service Conference, New York, USA, June 2017

INFORMS Marketing Science Conference, Los Angeles, USA, June 2017

American Marketing Association Winter Conference, Orlando, USA, February 2017

Greater-China Conference on Mobile Big Data Marketing, Hong Kong, June 2016

European Marketing Academy Annual Conference, Oslo, Norway, May 2016

American Marketing Association Winter Conference, Las Vegas, USA, February 2016

Global Fashion Management Conference, Florence, Italy, June 2015

European Marketing Academy Annual Conference, Leuven, Belgium, May 2015

European Marketing Academy Doctoral Colloquium, Valencia, Spain, June 2014

Invited Talks

Big Data Research Summit, Fudan University, Shanghai, China, August 2017
Augsburg University, Augsburg, Germany, November 2016
Global Center for Big Data in Mobile Analytics, Philadelphia, USA, October 2016
Amsterdam Business School Seminar, Amsterdam, the Netherlands, September 2016
Big Data Research Summit, Fudan University, Shanghai, China, August 2016
Global Center for Big Data in Mobile Analytics, Philadelphia, USA, April 2016
40th PUMA Forum, Planung & Analyse, Frankfurt, Germany, November 2015
Global Center for Big Data in Mobile Analytics, Philadelphia, USA, July 2015
Aalto University School of Business, Helsinki, Finland, May 2015

Grants & Awards

2018 **Best BSc Teacher Award 2016-2017**, Tilburg University School of Economics and Management
2017 **Excellence in Teaching Award**, Tilburg University School of Economics and Management
 TiSEM Research Grant Incentive Scheme, Tilburg University
2016 **MSI Research Grant Winner** “Research Initiative on Customer Experience”, Marketing Science Institute
 LSR Research Grant, Finnish Economic Education Foundation
 Travel Grant, HSE Foundation (Fall)
 Travel Grant, HSE Foundation (Spring)
2015 **Travel Grant**, Konrad Adenauer Stiftung
2014 **Scholarship** for Doctoral Studies, Konrad Adenauer Stiftung
 EMAC Doctoral Colloquium Fellow, Valencia, Spain
2013 **Arnd Schikowsky Award**, KATZ Business School, University of Pittsburgh
 Beta Gamma Sigma, Honor Society Membership, Chapter Pittsburgh
 Honoree for Outstanding Leadership, University of Pittsburgh

Committee & Volunteer Experience

2018 – present **Co-Organizer of the Large-Scale Experimentation Seminar Series**, JADS-Jheronimus Academy of Data Science
2017 – present **Member of the Selection Committee** for PhD-Scholarships, Konrad Adenauer Stiftung
2014 – present **Member of the German Business Association The Economic Council** Wirtschaftsrat der CDU e.V.
2010 – 2013 **Member of the expert-committee of the German party CDU** for politics concerning family, elderly persons, women, and youth; meeting in Berlin

Teaching

Tilburg University

Decision Making in Marketing for IBA (Bachelor), Spring 2017
Teaching Evaluation: 4.8/5 (5 = excellent)

Aalto Executive Education AEE

Leveraging Customer Experience (MBA & EMBA), Fall 2016
Teaching Evaluation: 5.2/6 (6 = excellent)
Developing Customer Experience (Custom Program), Fall 2016
Teaching Evaluation: 5.3/6 (6 = excellent)

Aalto University School of Business

Customer Experience Management (Bachelor & Master), Spring 2016
Teaching Evaluation: 4.2/5, Practical Relevance: 4.5/5 (5 = excellent)

Management Center Innsbruck MCI

Customer Journey Management (Master), Fall 2016
Teaching Evaluation: 1.1/5 (1= excellent)

Supervision of Master Theses

Tilburg School of Management and Economics 2017, 2018
Aalto University School of Business 2015, 2016
European Business School 2014, 2015

Collaboration with Industry Partners & Innovation Projects

Research projects, workshops and speaking on A/B testing, promotional effectiveness, and customer journey management. Current and previous partners include automotive, banking, consumer electronics and online retail companies in Europe, Asia and the US.

Personal Information

Date of Birth	November 2, 1988
Nationality	German
Languages	English, German, French

February 16, 2018