

# Jan F. Klein

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## Current Position

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

## Previous Positions

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11/2015 – 12/2016    **Postdoctoral Researcher**  
Aalto University School of Business  
Department of Marketing, Finland

**Lecturer**  
Aalto University Executive Education (AEE), Finland

**Lecturer**  
Management Center Innsbruck, Austria

10/2015 – 12/2017    **Recurring Visiting Scholar**  
Global Center for Big Data in Mobile Analytics, USA

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

## Education

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08/2013 – 10/2015    **Dr. rer. pol. 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**  
European Business School, Germany

## Research Focus

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Digital Experimentation

Customer Experience Management

Service Innovation

## Articles in Refereed Journals

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Wittkowski, Kristina\*, **Jan F. Klein\***, Tomas Falk, Jeroen Sheppers, Jaakko Aspara, and Kai Bergner (2020), “What Gets Measured Gets Done: Can Self-Tracking Technologies Enhance Advice Compliance?”, *Journal of Service Research*, 23(3), 281-298.

\*equal contribution

**Klein, Jan F.**, Yuchi Zhang, Tomas Falk, Jaakko Aspara, and Xueming Luo (2020), “Customer Journey Analyses in Digital Media: Exploring the Impact of Cross-Media Exposure on Customers’ Purchase Decisions”, *Journal of Service Management*, forthcoming.

Gahler, Markus, **Jan F. Klein**, and Michael Paul (2019), “Measuring Customer Experiences: A Text-Based and Pictorial Scale”, *MSI Working Paper Series Report 19-119*.

Marketing Science Institute “Top 5 Reads in 2019”

Best SERVSIG Conference Paper Award

Best Paper in Track AMA Summer Conference

Marketing Science Institute Grant

Aspara, Jaakko, **Jan F. Klein**, Xueming Luo, and Henrikki Tikkanen (2018), “The Dilemma with Service Productivity and Service Innovation: An Empirical Exploration in Financial Services”, *Journal of Service Research*, 21(2), 249-262.

Top 50 Most Read JSR Articles: January 2018 – October 2019

**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(12), 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.

## Book Chapters & Applied Business Journals

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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**

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**AMA Winter Conference**, San Diego, February 2020  
**Frontiers in Service Conference**, Singapore, July 2019 (2 papers)  
**QUIS Conference**, Karlstad, June 2019  
**EMAC Annual Conference**, Hamburg, May 2019  
**AMS Annual Conference**, Vancouver, May 2019 (2 papers)  
**AMA Summer Conference**, Boston, August 2018 (2 papers)  
**AMA SERVSIG**, Paris, June 2018  
**EMAC Annual Conference**, Glasgow, May 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  
**AMA Winter Conference**, Orlando, USA, February 2017 (2 papers)  
**Greater-China Conference on Mobile Big Data Marketing**, Hong Kong, June 2016 (2 papers)  
**EMAC Annual Conference**, Oslo, Norway, May 2016  
**AMA Winter Conference**, Las Vegas, USA, February 2016  
**Global Fashion Management Conference**, Florence, Italy, June 2015  
**EMAC Annual Conference**, Leuven, Belgium, May 2015  
**EMAC Doctoral Colloquium**, Valencia, Spain, June 2014

## **Invited Talks**

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**Belgian Marketing Association Congress**, Brussel, Belgium, December 2019  
**Big Data Research Summit**, Fudan University, Shanghai, China, August 2017  
**University of Augsburg**, Augsburg, Germany, November 2016  
**Global Center for Big Data in Mobile Analytics**, Philadelphia, USA, October 2016  
**Amsterdam Business School**, 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  
**40<sup>th</sup> 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

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- 2020 **Best Teacher Award in Bachelor Courses 2018-2019**, Tilburg University School of Economics and Management
- 2019 **Excellence in Teaching Award (Master)**, Tilburg University School of Economics and Management  
**Excellence in Teaching Award (Bachelor)**, Tilburg University School of Economics and Management
- 2018 **MSI Collaboration Grant**, MSI–Juniper Networks Research Initiative, Marketing Science Institute  
**Best SERVSIG Conference Paper Award**, 10<sup>th</sup> AMA SERVSIG Conference, Paris  
**Best Paper in Track “Understanding & Managing the Customer Experience”**, Summer AMA Conference, Boston  
**Excellence in Teaching Award (Master)**, Tilburg University School of Economics and Management  
**Excellence in Teaching Award (Bachelor)**, Tilburg University School of Economics and Management  
**TiSEM Research Grant Incentive**, Tilburg University
- 2017 **Best Teacher Award in Bachelor Courses 2016-2017**, Tilburg University School of Economics and Management  
**Excellence in Teaching Award (Bachelor)**, Tilburg University School of Economics and Management  
**Best Teacher IBA Program**, Tilburg University School of Economics and Management  
**TiSEM Research Grant Incentive**, Tilburg University
- 2016 **MSI Research Grant**, 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, Service & Volunteer Experience

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2019 – present	<b>Ad-Hoc Reviewer</b> Journal of Business Research
2018	<b>Pre-Examiner for Doctoral Dissertations</b> Aalto University Business School
2018 – 2019	<b>Co-Organizer of the Large-Scale Experimentation Seminar Series,</b> JADS - Jheronimus Academy of Data Science
2017 – present	<b>“Student for a Day” Lectures,</b> Marketing of the IBA Bachelor Program, TiSEM
2017 – 2018	<b>Member of the Selection Committee</b> for PhD-Scholarships, Konrad Adenauer Stiftung
2015 – present	<b>Ad-Hoc Reviewer</b> EMAC, AMA Winter/Summer
2014 – present	<b>Member of the The Economic Council</b> Wirtschaftsrat der CDU e.V.
2010 – 2013	<b>Member of the expert-committee</b> of a German party for politics concerning family, elderly persons, women, and youth; meeting in Berlin
2010 – 2012	<b>Deputy member of the committee for youth welfare</b> in the state Saarland
2009 – 2015	<b>Executive secretary</b> of the Junge Journalisten Saar e.V., award-winning organization teaching students journalistic skills

## Collaboration with Industry Partners

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Research projects, cases, in-house trainings, speaking and workshops on A/B testing, digital experimentation, brand management and customer experience management. Current and previous partners include automotive, banking, consumer electronics and online retail companies in Asia, Europe and the US (e.g., Danske Bank, Juniper Networks, Sennheiser).

## Teaching

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### Teaching Qualification

University Teaching Qualification – Dutch BKO, January 2019

### Tilburg University

Decision Making in Marketing for IBA (Bachelor)

Spring 2019: *Teaching Evaluation: 4.8/5 (5 = excellent, Faculty Average = 4.0)*

Spring 2018: *Teaching Evaluation: 4.6/5 (5 = excellent, Faculty Average = 3.9)*

Spring 2017: *Teaching Evaluation: 4.8/5 (5 = excellent, Faculty Average = 3.9)*

Market Assessment (Master)

Spring 2019: *Teaching Evaluation: 4.5/5 (5 = excellent, Faculty Average = 3.9)*

Spring 2018: *Teaching Evaluation: 4.4/5 (5 = excellent, Faculty Average = 3.9)*

Google Online Marketing Challenge (Master), Spring 2017 (*not evaluated*)

Research Techniques: A/B Testing (Bachelor/Master), Spring/Fall 2018, 2019 (*not evaluated*)

## Teaching (continued)

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### Aalto University School of Business

Customer Experience Management (Bachelor & Master), Spring 2016

*Teaching Evaluation: 4.2/5, Practical Relevance: 4.5/5 (5 = excellent, Faculty Average = 3.7)*

### Management Center Innsbruck MCI

Customer Journey Management (Master), Fall 2016

*Teaching Evaluation: 1.1/5 (1 = excellent, Faculty Average = 1.8)*

### Supervision of Master Theses

Tilburg School of Management and Economics 2017, 2018, 2019, 2020

*Supervision Evaluation: 5.0/5 (5 = excellent, Faculty Average = 4.2)*

Aalto University School of Business 2016 (*not evaluated*)

European Business School 2014, 2015 (*not evaluated*)

## Executive Education & Custom Programs

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### TiSEM Professional Learning

Mobile Marketing: Trends & Strategic Considerations (Executive Education)

Fall 2018: *Teaching Evaluation: 4.4/5 (5 = excellent)*

Spring 2018: *Teaching Evaluation: 4.3/5 (5 = excellent)*

### Aalto Executive Education AEE

Leveraging Customer Experience (EMBA), Fall 2016

*Teaching Evaluation: 5.2/6 (6 = excellent)*

Developing Customer Experience (Custom Program), Fall 2016

*Teaching Evaluation: 5.3/6 (6 = excellent)*

## Personal Information

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

July 2020