

Jan F. Klein

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Current Position

01/2017 – present **Assistant Professor of Marketing**
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

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

08/2013 – 10/2015 **Dr. rer. pol. in Marketing** (summa cum laude)
EBS Business School, EBS University, 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, EBS University, Germany

Research Focus

Digital Experimentation Customer Experience Management Service Innovation

Articles in Refereed Journals

Riegger, Anne-Sophie, **Jan F. Klein**, Katrin Merfeld, and Sven Henkel (2021), “Technology-Enabled Personalization In Retail Stores: Understanding Drivers and Barriers”, *Journal of Business Research*, 123, 140-155. [VHB: B]

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. [VHB: A]

*equal contribution

Top 50 Most Read JSR Articles: July 2020 – February 2021

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*, 31(3), 489-508. [VHB: B]

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 “Top Reads this Summer”

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. [VHB: A]

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. [VHB: B]

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

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 (selection)

7th International Workshop on the Sharing Economy, Barcelona, February 2021
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
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
EMAC Annual Conference, Leuven, Belgium, May 2015
EMAC Doctoral Colloquium, Valencia, Spain, June 2014

Invited Talks (selection)

Diginomics Research Group – University of Bremen, Bremen, Germany, Dec 2020
Belgian Marketing Association – BAM Marketing Congress, Brussel, Belgium, Dec 2019
Juniper Networks Global Marketing Meeting, Amsterdam, Netherlands, Nov 2019;
Keynote Speech
Big Data Research Summit, Fudan University, Shanghai, China, Aug 2017
University of Augsburg, Augsburg, Germany, Nov 2016
Global Center for Big Data in Mobile Analytics, Philadelphia, USA, Oct 2016
Amsterdam Business School – Marketing Section, Amsterdam, the Netherlands, Sept 2016
Big Data Research Summit, Fudan University, Shanghai, China, Aug 2016
Global Center for Big Data in Mobile Analytics, Philadelphia, USA, Apr 2016
40th PUMa Plenum, Planung & Analyse, Frankfurt, Germany, Nov 2015;
Global Center for Big Data in Mobile Analytics, Philadelphia, USA, July 2015
Aalto University School of Business – Marketing Department, Helsinki, Finland,
May 2015

Grants & Awards

- 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 SERVSIK Conference Paper Award**, 10th AMA SERVSIK 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**, 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**, 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
- 2012 **Scholarship**, Konrad Adenauer Stiftung

Collaboration with Industry Partners

Research projects, cases, in-house trainings, speaking and consulting on service innovation, customer experience management and field experimentation. Current and previous partners include, among others, automotive, banking, consumer electronics and online retail companies in Asia, Europe and the US.

Research & Consulting

Research & Consulting Projects – selection

DDMA, Amsterdam, Netherlands

Project: Digital Experimentation on E-Mail Effectiveness

Juniper Networks, Silicon Valley, USA

Project: Digital Experimentation on Global E-Commerce Platform

Porsche, Stuttgart, Germany

Project: Pop Up Retail Experience in US & UK

Sennheiser, Wedemark, Germany

Project: Customer Experience Management in Europe & Asia

Udemy, San Francisco, USA

Project: Digital Experimentation on e-Learning Platform

Advisory Board Membership

DICÒ, Rome, Italy

Focus: Brand & Customer Experience Strategy

Teaching

Case Studies with

Mistura Watches, Germany

Topic: Target Group Analysis & Positioning (in 2018)

Sennheiser Consumer Electronics, Germany

Topic: Customer Insights & Segmentation Analysis (in 2017, 2019, 2020, 2021)

Customized Program for

Danske Bank, Helsinki, Finland

Topic: Customer Experience Management

Master Thesis Projects with

Sligro Food Group, Veghel, Netherlands

Topic: Customer Segmentation Analysis in Wholesale

Committee, Service & Volunteer Experience

Since 2021	Member of the Educational Committee of the BSc in International Business Administration, Tilburg University
Since 2020	Ad-Hoc Reviewer Journal of Service Research
Since 2019	Ad-Hoc Reviewer Journal of Business Research
2018 – 2019	Co-Organizer of the Large-Scale Experimentation Seminar Series, JADS - Jheronimus Academy of Data Science
2018	Pre-Examiner Doctoral Dissertation Aalto University Business School
Since 2017	“Student for a Day” Lectures, Marketing of the IBA Bachelor Program, TiSEM
Since 2017	Member of the Selection Committee for PhD-Scholarships, Konrad Adenauer Stiftung
Since 2015	Ad-Hoc Reviewer EMAC, AMA Winter/Summer, Journal of Marketing Management
Since 2014	Member of the The Economic Council Wirtschaftsrat der CDU e.V.
2010 – 2013	Member of the expert-committee of a German party for politics concerning family, elderly persons, women, and youth; meeting in Berlin
2010 – 2012	Deputy member of the committee for youth welfare in the state Saarland
2009 – 2015	Executive secretary of the Junge Journalisten Saar e.V., award-winning organization teaching students journalistic skills

Teaching

Teaching Qualification

University Teaching Qualification – Dutch BKO, January 2019

Tilburg University

Decision Making in Marketing for IBA (Bachelor)

Spring 2020: Online teaching – not evaluated

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 2020: Online teaching – not evaluated

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)

Educational Competitions

Google Online Marketing Challenge (Master), Spring 2017

Research Techniques

Digital & Field Experimentation (Bachelor/Master), Spring & Fall 2018, 2019, 2020, 2021

Teaching (continued)

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, 2021

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

Aalto University School of Business 2016

(not evaluated)

EBS Business School, EBS University 2014, 2015

(not evaluated)

Supervision of Doctoral Students

Anne-Sophie Riegger, *EBS University* (co-supervisor; work in progress)

Philip Fitschen, *EBS University* (co-supervisor; work in progress)

Markus Gahler, *University of Augsburg* (co-supervisor, graduated May 2020)

Executive Education & Custom Programs (selection)

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

Date of Birth	November 2, 1988
Nationality	German
Languages	English (highly proficient), German (native), Italian (beginner)

January 2021