

# Jan F. Klein

Warandelaan 2  
5037 AB Tilburg, the Netherlands

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

## 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    **PhD 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

06/2004 – 06/2006    **IQ XXL Program**

## Research Focus

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Digital Experimentation      Customer Experience Management      Service Innovation

## Articles in Refereed Journals

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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.

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

Top 50 Most Read JSR Articles: July 2020 – March 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.

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*.

Best SERVSIG Conference Paper Award

Best Paper in Track AMA Summer Conference

Marketing Science Institute “Top Reads this Summer”

Marketing Science Institute “Top 5 Reads in 2019”

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.

## Applied Business Journals & Book Chapters

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Gahler, Markus, **Jan F. Klein**, and Michael Paul (2021), “Customer Experience Tracking im Handel: Echtzeitmessungen Wirksam Implementieren”, *Marketing Review St. Gallen*, 5/2021, 18-25.

Esch, Franz-Rudolf, **Jan F. Klein**, Mirjam Schmitt, and Christian Knörle (2016), “Strategie und Steuerung des Customer Touchpoint Management”, in *Handbuch Controlling der Kommunikation*, Esch, Langner, and 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*, Esch, Tomczak, Kernstock, Langner, and 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)**

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**EMAC Annual Conference**, Madrid, May 2021 (2 papers)  
**7<sup>th</sup> 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  
**Global Fashion Management Conference**, Florence, Italy, June 2015  
**EMAC Annual Conference**, Leuven, Belgium, May 2015  
**EMAC Doctoral Colloquium**, Valencia, Spain, June 2014

## **Invited Talks (selection)**

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**Diginomics Research Group** – University of Bremen, Germany, December 2020  
**Belgian Marketing Association – BAM Marketing Congress**, Belgium, December 2019  
**Juniper Networks Global Marketing Meeting**, Netherlands, November 2019  
*Keynote Speech*  
**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 – Marketing Section**, the Netherlands, September 2016  
**Big Data Research Summit**, Fudan University, Shanghai, China, August 2016  
**40<sup>th</sup> PUMa Plenum**, Planung & Analyse, Frankfurt, Germany, November 2015;  
*Keynote Speech*  
**Global Center for Big Data in Mobile Analytics**, Philadelphia, USA, July 2015

## Grants & Awards

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- 2021 **TiSEM Research Grant**, Tilburg University (3,000€)
- 2020 **Best Teacher Award in Bachelor Courses 2018-2019**, Tilburg University School of Economics and Management (2,500€)
- 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 (\$15,000)  
**Best SERVSIG Conference Paper Award**, 10<sup>th</sup> AMA SERVSIG, 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 (4,000€)
- 2017 **Best Teacher Award in Bachelor Courses 2016-2017**, Tilburg University School of Economics and Management (2,500€)  
**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 (4,000€)
- 2016 **MSI Research Grant**, Research Initiative on Customer Experience, Marketing Science Institute (\$8,000)  
**LSR Research Grant**, Finnish Economic Education Foundation (9,000€)  
**Travel Grant**, HSE Foundation (Fall) (1,750€)  
**Travel Grant**, HSE Foundation (Spring) (1,380€)
- 2015 **Travel Grant**, Konrad Adenauer Stiftung (1,100€)
- 2014 **Scholarship** for Doctoral Studies, Konrad Adenauer Stiftung (23,150€)  
**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 (14,350€)

## Collaboration with Industry Partners

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

### Research & Consulting

#### **Research & Consulting Projects – selection**

DDMA, Amsterdam, Netherlands

Project: Digital Experimentation to Increase E-Mail Effectiveness

DICÒ, Rome, Italy

Project: Digital Transformation & Customer Experience Strategy

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 1: Customer Experience Management in Europe & Asia

Project 2: Capturing New Markets: Hearables

Project 3: Sustainability in Consumer Electronics

Udemy, San Francisco, USA

Project: Digital Experimentation on e-Learning Platform

#### **Advisory Roles**

180 Degrees Consulting, Tilburg, Netherlands

Focus: Support of Non-for-Profit Consulting

Antler Consulting, Tilburg, Netherlands

Focus: Support of Student Marketing Consulting

### Teaching

#### **Case Studies with**

Sennheiser, Wedemark, Germany

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

Mistura Watches, Germany

Topic: Target Group Analysis & Positioning (in 2018)

#### **Customized Program for**

Danske Bank, Helsinki, Finland

Topic: Customer Journey & Experience Management

#### **Master Thesis Projects with**

Sligro Food Group, Veghel, Netherlands

Topic: Using AI to Segment the Wholesale Market

## Committee, Service & Volunteer Experience

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Since 2021	<b>Member of the Educational Committee</b> of the BSc in International Business Administration, Tilburg University
Since 2020	<b>Ad-Hoc Reviewer</b> Journal of Service Research
Since 2019	<b>Ad-Hoc Reviewer</b> Journal of Business Research
2018 – 2019	<b>Co-Organizer of the Large-Scale Experimentation Seminar Series,</b> JADS - Jheronimus Academy of Data Science
Since 2018	<b>Pre-Examiner Doctoral Dissertations</b> Aalto University Business School
Since 2017	<b>“Student for a Day” Lectures,</b> Marketing of the IBA Bachelor Program, TiSEM
Since 2017	<b>Member of the Selection Committee</b> for PhD-Scholarships, Konrad Adenauer Stiftung
Since 2015	<b>Ad-Hoc Reviewer</b> EMAC, AMA Winter/Summer, Journal of Marketing Management
Since 2014	<b>Member of the The Economic Council</b> Wirtschaftsrat e.V.
2013 – 2015	<b>Alumni-Contact</b> for the Master in Automotive Management (EBS Business School) and the full-time MBA program (KATZ Business School)
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

## Teaching

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### Teaching Qualification

University Teaching Qualification – Dutch BKO, January 2019

### Tilburg University

*Decision Making in Marketing for IBA (Undergraduate)*

Spring 2021: Teaching Evaluation: **4.8/5** (5 = excellent, Faculty average = 4.0)

Spring 2020: Teaching Evaluation: --/-- (suspended)

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 (Graduate)*

Spring 2021: Teaching Evaluation: **4.8/5** (5 = excellent, Faculty average = 4.0)

Spring 2020: Teaching Evaluation: --/-- (suspended)

Spring 2019: Teaching Evaluation: **4.5/5** (5 = excellent, Faculty average = 4.0)

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

## Teaching (continued)

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Research Techniques (*Undergraduate & Graduate*)

*Digital & Field Experimentation*, Spring & Fall 2018, 2019, 2020, 2021

Educational Competitions (*Graduate*)

*Google Online Marketing Challenge*, Spring 2017

### Aalto University School of Business

*Customer Experience Management (Undergraduate & Graduate)*, 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 (Graduate)*, Fall 2016

Teaching Evaluation: **4.9/5** (5 = excellent, Faculty average = 4.2)

### 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; expected October 2021)

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

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

## Executive Education & Custom Programs (selection)

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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 (Graduate - EMBA)*

Fall 2016: Teaching Evaluation: **5.2/6** (6 = excellent)

*Customer Experience Strategy (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 (highly proficient), German (native), French (intermediate)

September 2021