

Jan F. Klein

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5037 AB Tilburg, the Netherlands Phone: +31 13 4662804

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** (GPA: 3.98/4.00)
KATZ Graduate School of Business, University of Pittsburgh, USA

08/2011 – 06/2013 **MSc in Automotive Management** (GPA: 1.3)
EBS Business School, EBS University, Germany

06/2004 – 06/2006 **IQ XXL Program**

Research Focus

Service Innovation

Customer Experience Management

Digital Experimentation

Articles in Refereed Journals

Gahler, Markus, **Jan F. Klein**, and Michael Paul (2022), “Customer Experience: Conceptualization, Measurement, and Application”

Journal of Service Research, forthcoming

Marketing Science Institute MSI Research Grant

Riegger, Anne-Sophie, Katrin Merfeld, **Jan F. Klein**, and Sven Henkel (2022), “Technology-Enabled Personalization: Impact of Technological Device Choice on Consumer Reactance”

Technological Forecasting and Social Change, 181, 1-11.

Klein, Jan F., Katrin Merfeld, Mark-Philipp Wilhelms, Tomas Falk, and Sven Henkel (2022), “Buying to Share: How Peer-to-Peer Asset Sharing Services Promote Product Purchase”

Journal of Business Research, 143, 171-183.

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 Henriikki 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

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*, 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 Presentations & Invited Talks (selection)

IPAG Business School, Paris, France, January 2023

EMAC Annual Conference, Madrid, May 2021

AMA Winter Conference, San Diego, February 2020

Belgian Marketing Association – BAM Marketing Congress, Belgium, December 2019

Frontiers in Service Conference, Singapore, July 2019

QUIS Conference, Karlstad, Sweden, June 2019

Juniper Networks Global Marketing Meeting, Netherlands, November 2019
Keynote Speech

SERVSIG Conference, Paris, June 2018

Big Data Research Summit, Fudan University, Shanghai, China, August 2017

Global Center for Big Data in Mobile Analytics, Philadelphia, USA, October 2016

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

EMAC Doctoral Colloquium, Valencia, Spain, June 2014

Grants & Awards

- 2021 **Excellence in Teaching Award (Master)**, Tilburg University
Excellence in Teaching Award (Bachelor), Tilburg University
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, 10th 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

Research projects 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

Research & Consulting Projects – selection

DDMA, Amsterdam, Netherlands

Project: Innovating E-Mail Marketing

DICÒ, Rome, Italy

Project: Digital Transformation & Customer Experience Innovation

Juniper Networks, Silicon Valley, USA

Project 1: Digital Experimentation on Global E-Commerce Platform

Project 2: Implementing an Experimental Culture

Mobile Book App, China

Project: Conversion Rate Optimization of Mobile Push Notifications

Porsche, Stuttgart, Germany

Project: Designing Pop Up Retail Experience

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, 2022)

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

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
Since 2018	Pre-Examiner Doctoral Dissertations 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
2014 – 2021	Member of the The Economic Council Wirtschaftsrat e.V.
2013 – 2015	Alumni-Contact for the Master in Automotive Management (EBS Business School) and the full-time MBA program (KATZ Business School)
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 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 (Master)

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)

Research Techniques (Bachelor & Master)

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

Educational Competitions (Master)

Google Online Marketing Challenge, Spring 2017

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: **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

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

Anne-Sophie Riegger, *EBS University* (co-supervisor; graduated October 2021)

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), French (basic)

November 2022