

# Dr. Michael Paul

*Curriculum Vitae*  
(December 2018)

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*Professor of Marketing*  
Chair for Value Based Marketing  
University of Augsburg  
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## RESEARCH INTERESTS

- Customer Experience Management
- Managing Service Frontline Employees
- Managing New Media
- Omnichannel Management
- Value Based Marketing

## TEACHING INTERESTS

- Brand Management
- Digital/New Media Marketing
- Marketing Management
- Marketing Research
- Services Marketing and Management
- Strategic Marketing
- Value Based Marketing

## EDUCATION

- PhD (*summa cum laude*) in Marketing (2008), *Bauhaus-University of Weimar*, Germany; Dissertation entitled “Theory Building in Marketing: Repeat Purchase of Service”
- Diploma (*magna cum laude*) in Business Administration (2002), Majors: Marketing, Media Management, and International Finance; *Leibniz University Hanover*, Germany; *Department of Journalism and Communication Research (HMTMH)*, Germany; *Dublin City University*, Ireland

## ACADEMIC EXPERIENCE

- Full Professor of Marketing, Chair for Value Based Marketing, *University of Augsburg*, Germany (October 2012 - present)
- Visiting Researcher, School of Business, *Aalto University*, Finland (April 2016 - May 2016)
- Visiting Researcher, *St. Gallen University*, Swiss (February 2012 - March 2012)
- Junior Professor for Marketing, *University of Münster*, Germany (October 2010 - September 2012)

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- Visiting Lecturer, Cass Business School, *City University London*, England (May 2010 - June 2012)
- Acting Professor of Marketing and Media, *Bauhaus-University of Weimar*, Germany (April 2010 - September 2010)
- Assistant Professor for Marketing, *Bauhaus-University of Weimar*, Germany (August 2008 - March 2010)
- Visiting Researcher, Department of Marketing, *Kansas State University*, Manhattan, Kansas (October 2004 - November 2004)
- PhD Candidate and Research Assistant, *Bauhaus-University of Weimar*, Germany (October 2003 - July 2008)
- Administrator, *Bauhaus-University of Weimar*, Germany (July 2003 - September 2003)

### OTHER PROFESSIONAL EXPERIENCE

- Sales Consultant, *Eggers & Partner*, Hanover, Germany (February 2003 - April 2004)
- Business Apprenticeship in Consulting, *German-Colombian Chamber of Industry and Commerce*, Bogotá, Colombia (August 2001 - November 2001)
- Graduate Research Assistant, *Leibniz University Hanover*, Germany (November 2000 - February 2001)
- Business Apprenticeship in Marketing/CRM, *DaimlerChrysler Sales Organization Germany*, Berlin, Germany (July 2000 - November 2000)
- Business Apprenticeship in Corporate Communications, *BEB GmbH*, Hanover, Germany (August 1998 - September 1998)
- Member of the Editorial Department, *Radio Flora*, Hanover, Germany (January 1996 - December 2000)

### PUBLICATIONS

#### Monographs

Paul, Michael (2008), *Theory Building in Marketing: Repeat Purchase of Services* (Dissertation Bauhaus-University Weimar), Lohmar-Köln.

#### Articles in Refereed Journals

Lechner, Andreas T. and Michael Paul (2019), "Is This Smile for Real? The Role of Affect and Thinking Style in Customer Perceptions of Frontline Employee Emotion Authenticity," *Journal of Business Research*, 94 (1), 195-208.

Marchand, André, Michael Paul, Thorsten Hennig-Thurau, and Georg Puchner (2017), "How Gifts Influence Relationships with Service Customers and Financial Outcomes for Firms," *Journal of Service Research*, 20 (2), 105-119.

Vogel, Julia and Michael Paul (2015), "One Firm, One Product, Two Prices: Channel-Based Price Differentiation and Customer Retention;" *Journal of Retailing and Consumer Services*, 27 (1), 126-139.

- Emrich, Oliver, Michael Paul, and Thomas Rudolph (2015), "Shopping Benefits of Multichannel Assortment Integration and the Moderating Role of Retailer Type," *Journal of Retailing*, 91 (2), 326-342.
- Paul, Michael, Thorsten Hennig-Thurau, and Markus Groth (2015), "Tightening or Loosening the 'Iron Cage'? The Impact of Formal and Informal Display Controls on Service Customers," *Journal of Business Research*, 68 (5), 1062-1073.
- Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, and Caroline Wiertz (2009), "Toward a Theory of Repeat Purchase Drivers for Consumer Services," *Journal of the Academy of Marketing Science*, 37 (2), 215-237.
- Hennig-Thurau, Thorsten and Michael Paul (2007), "Can Economic Bonus Programs Jeopardize Service Relationships?" *Service Business. An International Journal*, 1, 159-175.
- Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2006), "Are All Smiles Created Equal? How Emotional Contagion and Emotional Labor Affect Service Relationships," *Journal of Marketing*, 70 (3), 58-73.
- Hennig-Thurau, Thorsten, Kevin P. Gwinner, Dwayne D. Gremler, and Michael Paul (2005), "Managing Service Relationships in a Global Economy: Exploring the Impact of National Culture on the Relevance of Customer Relational Benefits for Gaining Loyal Customers," *Advances in International Marketing*, 15, 11-31.

### **Refereed Conference Papers**

- Gahler, Markus, Michael Paul, and Jan F. Klein (2018), "The CX Scale: Towards a Holistic Measure of Customer Experience," *Enhancing Knowledge Development in Marketing: Proceedings of the 2018 AMA Summer Educators' Conference*, 29, forthcoming.
- Gahler, Markus, Michael Paul, and Jan F. Klein (2018), "Measuring the Customer Experience along the Customer Journey: Development of the CX Scale," *Proceedings of the 47th Annual Conference of the European Marketing Academy*, Online.
- Friederich, Nico and Michael Paul (2017), "Celebrity Endorser Scandals: Do They Spill over to the Sponsor Firms' Competitors?" *Proceedings of the 46th Annual Conference of the European Marketing Academy*, Online.
- Lechner, Andreas T. and Michael Paul (2016), "Do They Always See It, Do They Always Care? Choice and Attentional Resources as Boundary Conditions of Customer Reactions to Frontline Employees' Emotional Authenticity," *Enhancing Knowledge Development in Marketing: Proceedings of the 2016 AMA Winter Educators' Conference*, 27, K74-K75.
- Marchand, André, Michael Paul, Thorsten Hennig-Thurau, and Georg Puchner (2016), "Affection or Money: What Really Drives Customer Loyalty?" *Enhancing Knowledge Development in Marketing: Proceedings of the 2016 AMA Winter Educators' Conference*, 27, E28.

- Vogel, Julia and Michael Paul (2015), "Internet Kills the Physical Store? Empirical Investigation of a Contingency Framework on the Financial Performance of Multi- versus Single-Channel Strategies," Proceedings of the 44th Annual Conference of the European Marketing Academy, Online.
- Emrich, Oliver, Michael Paul, and Thomas Rudolph (2014), "Should Retailers Integrate Assortments across Channels to Drive Customer Loyalty? Insights from Mediating Mechanisms and Moderating Conditions," Proceedings of the 43rd Annual Conference of the European Marketing Academy, Online.
- Beckmann, Julia and Michael Paul (2014), "When and How Are Multichannel Strategies Successful? Identification of Strategy Types, Underlying Mechanisms, and Development of a Moderator Framework," Enhancing Knowledge Development in Marketing: Proceedings of the 2016 AMA Winter Educators' Conference, 25, J5-J6.
- Beckmann, Julia and Michael Paul (2013), "One Retailer, One Product, Two Prices - Effects of Channel-Based Price Differentiation on Customer Retention and Feasibility Conditions," Proceedings of the 42nd Annual Conference of the European Marketing Academy, Online.
- Paul, Michael, Thorsten Hennig-Thurau, Caroline Wiertz, and Björn Bohnenkamp (2013), "What Drives Consumption and Engagement on Online Media Sharing Platforms? An Investigation of YouTube," Enhancing Knowledge Development in Marketing: Proceedings of the 2013 AMA Winter Educators' Conference, 24, 23-24.
- Paul, Michael and Julia Beckmann (2012), "Channel-Based Price Differentiation: Does It Affect Customer Retention and Is It Feasible for Mobile Communications Retailer?" Enhancing Knowledge Development in Marketing: Proceedings of the 2012 AMA Winter Educators' Conference, 23, 131-132.
- Emrich, Oliver, Michael Paul, and Thomas Rudolph (2011), "The Impact of Multichannel Assortment Integration on Customer Choice," Enhancing Knowledge Development in Marketing: Proceedings of the 2011 AMA Summer Educators' Conference, 22, 326-327.
- Paul, Michael, Thorsten Hennig-Thurau, and Thomas Rudolph (2010), "Modeling Optimal Multichannel Strategies," Proceedings of the 39th EMAC Conference, CD-ROM.
- Hennig-Thurau, Thorsten, Michael Paul, and Georg Puchner (2009), "Do Relationship Marketing Instruments Really Have an Impact on Service Customers? Insights from a Large-Scale Field Experiment," Enhancing Knowledge Development in Marketing: Proceedings of the 2009 AMA Summer Educators' Conference, 20, 391-392.
- Paul, Michael, Thorsten Hennig-Thurau, and Thomas Rudolph (2008), "Using Customer Equity to Determine Optimal Multichannel Strategies," Enhancing Knowledge Development in Marketing: Proceedings of the 2008 AMA Summer Educators' Conference, 19, 443-444.

Hennig-Thurau, Thorsten and Michael Paul (2007), "Standardizing Frontline Employee Behavior: The Impact of Aesthetic, Emotional, and Verbal Rules on Service Customers," Proceedings of the 36th Annual Conference of the European Marketing Academy, CD-ROM.

Hennig-Thurau, Thorsten and Michael Paul (2007), "Standardizing the Human Component of Services: The Impact of Service Rules on Customer-Perceived Service Quality and Trust," Enhancing Knowledge Development in Marketing: Proceedings of the 2007 AMA Summer Educators' Conference, 18, 20-21.

Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, and Caroline Wiertz (2006), "Toward a Means-End Theory of Service Relationships: Linking Relationship-Driving Benefits with Service Attributes and Motivational Values," Enhancing Knowledge Development in Marketing: Proceedings of the 2006 AMA Summer Educators' Conference, 39-40.

### **Book Chapters**

Paul, Michael and Julia Beckmann (2011), "Die dunkle Seite des Kundenmanagements: Kundenbindungsprogramme und ihre negativen Auswirkungen auf Fairness und Selbstbestimmung," in Keuper, Frank und Rainer Mehl (Hrsg.): Customer Management 3.0 - Vertriebs- und Servicekonzepte im Jahr 2020, Gabler: Wiesbaden, 245-267.

Paul, Michael and Thorsten Hennig-Thurau (2010), "Determinanten der Kundenbindung," in Bruhn, Manfred and Christian Homburg (Hrsg.): Handbuch Kundenbindungsmanagement. Strategien und Instrumente für ein erfolgreiches CRM, 7. überarb. u. erw. Aufl., Gabler: Wiesbaden, 81-109.

Hennig-Thurau, Thorsten and Michael Paul (2007), "Mitarbeiteremotionen als Steuergröße des Dienstleistungserfolgs," in Gouthier, Matthias, Christian Coenen, Henning Schulze, and Christoph Wegmann (Hrsg.): Service Excellence - Innovative Aspekte zur Schaffung herausragender Dienstleistungen, Festschrift zum 60. Geburtstag von Bernd Stauss, Gabler: Wiesbaden, 363-382.

### **Other Publications**

Gahler, Markus, Michael Paul, and Jan F. Klein (2018), "The CX Scale: Towards a Holistic Measurement of Customer Experience along the Customer Journey," Proceedings of the SERVSIG International Research Conference.

Hennig-Thurau, Thorsten, Alegra Kaczinski, and Michael Paul (2018), "Social Media's Coming of Age - The Effects of Social Media Marketing Practices on Consumer Mindsets and Firm," Marketing Edge Interactive Marketing Research Conference.

Gahler, Markus, Michael Paul, Thorsten Hennig-Thurau, and Thomas Rudolph (2017), "The Path to Success: Maximizing Customer Equity through Customer Journey Analysis," 4th Marketing Edge Summit.

Gahler, Markus, Michael Paul, and Jan F. Klein (2017), "The CX Scale: Measuring Customer Experiences throughout the Customer Journey," Proceedings of the 25th International Colloquium on Relationship Marketing.

Gahler, Markus, Michael Paul, and Jan F. Klein (2017), "Developing a Measurement Scale for the Customer Experience along the Customer Journey," Proceedings of the 26th Frontiers in Service Conference.

Gahler, Markus, Michael Paul, and Jan F. Klein (2017), "How to Measure the Customer Experience along the Customer Journey," Proceedings of the 39th ISMS Marketing Science Conference.

Lechner, Andreas T. and Michael Paul (2016), "On Being Happily Mistaken and Sadly Right: Customer Pre-Consumption Affect as a Moderator of Emotional Labor Perceptions and Service Evaluations," Proceedings of the 25th Frontiers in Service Conference.

Lechner, Andreas T. and Michael Paul (2015), "Is Emotional Authenticity in Service Delivery Always Key to Customer Satisfaction? An Empirical Investigation of Boundary Conditions," Proceedings of the 24th Frontiers in Service Conference.

Germer, Sarah and Michael Paul (2015), "Social Media Success Factors and Firm Performance," Proceedings of 37th ISMS Marketing Science Conference.

Vogel, Julia and Michael Paul (2015), "The Financial Performance of Multichannel versus Pure-Play Retailers: Testing a Contingency Framework," Proceedings of the 4th Marketing Strategy Meets Wall Street Conference.

Beckmann, Julia and Michael Paul (2014), "A Theoretical Framework of Multichannel Strategy Success," Proceedings of the 16th AMS World Marketing Congress.

Beckmann, Julia and Michael Paul (2014), "The Success of Multichannel Strategies: Testing a Contingency Framework," Proceedings of 36th ISMS Marketing Science Conference.

Voss, Christin, Thorsten Hennig-Thurau, and Michael Paul (2013), "Determining Customer Outcomes by Managing Employee Emotional Display: A Multilevel Approach," Proceedings of the 42nd AMS Conference.

Paul, Michael and Julia Beckmann (2012), "The Impact of Channel-Based Price Differentiation on Customers," Proceedings of the SERVSIG International Research Conference.

Voss, Christin, Thorsten Hennig-Thurau, and Michael Paul (2012), "Optimizing Customer Outcomes by Managing Employee Emotional Displays," Proceedings of the SERVSIG International Research Conference.

- Beckmann, Julia and Michael Paul (2012), "Das ist nicht fair!‘ Wenn Kundenbindungsprogramme die Beziehung zu Kunden zerstören," *Business + Innovation - Steinbeis Executive Magazin*, 3 (1), 8-16.
- Paul, Michael, Thorsten Hennig-Thurau, and Georg Puchner (2009), "Modeling the Chain of Effects of Relationship Marketing Instruments on Customer Perceptions and Behaviors," *Proceedings of QUIS 11 Service Conference*.
- Wiertz, Caroline, Thorsten Hennig-Thurau, Björn Bohnenkamp, and Michael Paul (2009), "Demystifying YouTube: An Analysis of the Drivers of User-Generated Online Video Consumption," *Proceedings of 31th ISMS Marketing Science Conference*.
- Paul, Michael, Thorsten Hennig-Thurau, and Georg Puchner (2008), "The Impact of Relationship Marketing Actions on Customer Attitudes and Behavior: Insights from a Large-Scale Field Experiment," *Proceedings of the 17th Frontiers in Service Conference*.
- Paul, Michael, Thorsten Hennig-Thurau, and Thomas Rudolph (2008), "How to Allocate Marketing Resources across Multiple Service Channels? A Customer Value Approach," *Proceedings of the Rostock Conference on Service Research*.
- Paul, Michael, Thorsten Hennig-Thurau, and Thomas Rudolph (2008), "Identifying the Right Mix of Bricks and Clicks: Customer Equity Maximizing Multichannel Strategies for Service Firms," *Proceedings of the SERVSIG International Research Conference*.
- Hennig-Thurau, Thorsten and Michael Paul (2006), "Jeopardizing Customer Loyalty through Economic Bonus Programs? A Cognitive-Evaluation Theory Perspective of Service Relationships," *Proceedings of the 14th International Colloquium on Relationship Marketing*.
- Hennig-Thurau, Thorsten, Markus Groth, Michael Paul, and Dwayne D. Gremler (2005), "Not all Smiles Are Created Equal: How Employee-Customer Emotional Contagion Impacts Service Relationships," *Proceedings of 34nd AMS Conference*.
- Hennig-Thurau, Thorsten, Markus Groth, and Michael Paul (2005), "Emotional Contagion in Service Delivery: How Employee Emotions Impact Customers," *Proceedings of the 20th Annual Meeting of the Society of Industrial and Organizational Psychology*.
- Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, and Kevin P. Gwinner (2004), "The 'Why' of Service Relationships: Applying Means-End Theory to Understand Consumers' Desire for Relationship Building," *Proceedings of the 13th Frontiers in Service Conference*.

## TEACHING EXPERIENCE

### Courses

		Level		Type of Course				Further Information			
		Undergraduate	Graduate	Lecture	Research Seminar	Case Study Seminar	Frequency	Average Evaluation	University	Year	
Strategic Marketing	Advanced Value Based Marketing (Brand Management)	x		x			10	1.62	A, L	2008-2012 2013-2015 2017-2018	
	Customer Management	x			x		1	1.64	W	2007	
	Global Branding	x				x	1	1.37	W	2006	
	International Brand Management		x		x		1	1.75	W	2003	
	Value Based Marketing	x		x			6	1.79	A	2012-2018	
	Value Based Marketing: Research		x			x	3	1.80	A, M	2012-2014	
Digital Marketing and Innovation	Channel Management		x		x		2	1.96	W	2010-2011	
	Electronic Marketing	x				x	2	1.63	W	2008,2010	
	Methods of Innovation Management		x		x		1	1.71	W	2005	
	New Media Marketing: Case Studies		x			x	5	1.75	A	2013-2015 2017-2018	
	New Media Marketing: Principles	x		x			3	1.94	A	2013-2015	
	New Media Marketing: Research		x			x	5	1.69	A	2012-2017	
	Product and Innovation Management		x		x		1	1.60	W	2010	
Services Marketing	Advanced Services Marketing		x	x			5	1.80	A	2013-2017	
	Services Marketing: Case Studies		x			x	5	1.88	A	2013-2017	
	Services Marketing: Principles	x		x			4	1.82	A, M, W	2009 2011-2013	
	Services Marketing: Research	x			x		1	1.88	A	2012	
	Services Marketing: Research		x			x	7	1.71	A, M	2011-2015 2017	
Marketing and Market Research	Advanced Market Research		x	x			1	2.14	M	2011	
	Experimental Design and Analysis		x	x			1	1.10	M	2011	
	Marketing		x	x			2	1.05	W	2009-2010	
	Marketing Research	x			x		1	1.23	W	2006	
	Marketing: Case Studies	x				x	1	1.77	W	2007	
	Market Research: Seminar		x			x	1	1.22	W	2006	
	Principles of Marketing		x		x		1	1.71	W	2010	

Note: grading scale ranges from 1 = excellent to 5 = very poor. A = University of Augsburg, L = City University London, M = University of Münster, and W = Bauhaus-University of Weimar.



### **Supervised Theses**

Supervision of 117 bachelor and 51 master/diploma theses at the University of Augsburg, University of Münster, and Bauhaus-University of Weimar.

### **Dissertations**

- Second Reviewer of the Dissertation and Member of the Assessment Commission for Alexander Frey (“Value Creation in the Sharing Economy,” December 2018), University of Augsburg (D)
- Second Reviewer of the Dissertation and Member of the Assessment Commission for David Hirschfeld (“Three Perspectives on Sustainable Entrepreneurship,” September 2018), University of Augsburg (D)
- Chairman of the Assessment Commission for Annika C. Fröhlich (“Yet another Credential? The Determinants and Effects of Doctoral Education,” June 2018), University of Augsburg (D)
- Second Reviewer of the Dissertation and Member of the Assessment Commission for Sascha Thimmel (“The Market-Oriented Learning Organization,” December 2017), University of Augsburg (D)
- First Reviewer of the Dissertation and Member of the Assessment Commission for Nico Friederich (“Spillovereffekte von Testimonialsandalen. Empirische Analyse des Einflusses auf Wettbewerber,” September 2017), University of Augsburg (D)
- Second Reviewer of the Dissertation and Member of the Assessment Commission for Melanie Bassett (“The Use of Couponing and Social Norms Appeals to Increase the Profitability of Cross-Border Shoppers - Empirical Insights in the Context of Swiss Grocery Retailing,” April 2017), St. Gallen University (CH)
- Chairman of the Assessment Commission for Cornelia Kolb (“Determinants of Academic Entrepreneurship,” June 2016), University of Augsburg (D)
- Second Reviewer of the Dissertation and Member of the Assessment Commission for Jonas vor dem Esche (“Marketing im Zeitalter der Digitalisierung - Marktveränderungen und Reaktionsstrategien unter besonderer Berücksichtigung von Social Media,” November 2015), University of Münster (D)
- First Reviewer of the Dissertation and Member of the Assessment Commission for Julia Vogel (“Internet Kills the Physical Store!? Der Einfluss einer Multikanal-strategie auf den Unternehmenserfolg im Vergleich zur internetbasierten oder stationären Einkanalstrategie: Empirische Überprüfung eines Kontingenzmodells,” September 2015), University of Augsburg (D)
- Chairman of the Assessment Commission for Carolin Stock (“Die Wirkung des Nostalgiegefühls auf die Bewertung von Produkten - Ein Beitrag zur Werbewirkungsforschung,” May 2015), University of Augsburg (D)
- Second Reviewer of the Dissertation and Member of the Assessment Commission for Philipp Klöcker (“Resistance Behavior to National eHealth Implementation Programs,” November 2014), University of Augsburg (D)
- External Assessment of the Dissertation Proposal for G.A.H. van der Heijden (“Service Failure as a Source of Innovation: How Frontline Employee Behaviors Benefit the Generation of New Product and Service Ideas,” January 2011), Eindhoven University of Technology (NL)

- Member of the Graduation Commission for Victor Henning (“Hedonic Consumer Decision Making and Implications for the Marketing of Media Goods,” December 2010), Bauhaus-University of Weimar (D)
- Member of the Graduation Commission for Stefan Fuchs (“Der monetäre Wert von Spielfilmen im Fernsehen - Prognosemodelle für den Rechtehandel,” December 2009), Bauhaus-University of Weimar (D)

### **ASSIGNED LECTURES AT MY CHAIR**

- “Marketing Strategy and Intellectual Property”, lecture, graduate, WT 18/19; in English language; introduction on the linkage between marketing strategy, brand management, and intellectual property management; exam; lecturer: Sevim Süzeroglu-Melchior (Dennemeyer S.A.; D)
- „International Marketing“, lecture, undergraduate, ST 2018; in English language; introduction to the essentials of international marketing; exam; lecturer: İlayda İpek (Dokuz Eylül University; TR)
- „Industrial Services Management“, lecture, undergraduate, ST 2018, 2017, 2015, 2014, 2013; in English language; introduction to the essentials of B2B services management; exam; lecturer: Bilge Aykol (Dokuz Eylül University; TR)
- „Consumer Behavior“, workshop, doctoral studies, ST 2018; in English language; current issues in consumer behavior research; lecturers: Martin Mende and Maura Scott (Florida State University; FL, USA)
- „Text Analysis“, workshop, doctoral studies, WT 2016/2017; in English language; introduction to computer-based text analysis; lecturer: Stephan Ludwig (University of Surrey; UK)
- „Publishing Scholarly Research“, workshop, doctoral studies, ST 2016; in English language; research strategies, composition of manuscripts, publishing, and review processes; lecturer: Dwayne D. Gremler (Bowling Green State University; OH, USA)

### **SCIENTIFIC PRESENTATIONS**

June 16, 2018	SERSIG International Research Conference, Paris (F)
October 04, 2017	University of Surrey, Guildford (UK)
June 24, 2017	Frontiers in Services Conference, New York (NY, USA)
December 20, 2016	Johannes Gutenberg University Mainz (DE)
March 11, 2016	Digital Marketing Conference, Passau (D)
September 16, 2015	Aalto University, Helsinki (FIN)
May 27, 2015	EMAC Conference, Leuven (B)
September 26, 2014	Free University, Berlin (D)
January 24, 2014	Digital Marketing Conference, Passau (D)
February 16, 2013	AMA Winter Educators’ Conference, Las Vegas (NV, USA)
November 30, 2012	HEC Lausanne (CH)
September 28, 2012	Free University, Berlin (D)
February 18, 2012	AMA Winter Educators’ Conference, St. Petersburg (FL, USA)
August 07, 2011	AMA Summer Educators’ Conference, San Francisco, (CA, USA)
September 22, 2010	Eindhoven University (NL)
June 03, 2010	EMAC Conference, Copenhagen, (DK)

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May 17, 2010	City University London (UK)
August 10, 2009	AMA Summer Educators' Conference, Chicago (IL, USA)
June 12, 2009	QUIS Conference, Wolfsburg (D)
June 05, 2009	VHB Annual Scientific Conference, Nuremberg (D)
May 28, 2009	St. Gallen University (CH)
October 05, 2008	Frontiers in Services Conference, College Park (MD, USA)
September 11, 2008	Rostock Conference on Service Research (D)
August 11, 2008	AMA Summer Educators' Conference, San Diego (CA, USA)
June 07, 2008	SERVSIG International Research Conference, Liverpool (UK)
September 28, 2007	Marketing Research Conference, Berlin (D)
August 04, 2007	AMA Summer Educators' Conference, Washington D.C. (WA, USA)
May 22, 2007	EMAC Conference, Reykjavik (IS)
September 15, 2006	ICRM, Leipzig (D)
August 05, 2006	AMA Summer Educators' Conference, Chicago (IL, USA)
October 29, 2004	Frontiers in Services Conference, Miami (FL, USA)
October 22, 2004	Kansas State University, Manhattan (KS, USA)

### **PRESENTATIONS AND WORKSHOPS FOR KNOWLEDGE TRANSFER**

October 25, 2018	Lighthouse, Lindau (D)
September 26, 2018	Augsburg Marketing Day, Augsburg (D)
September 13, 2018	GWV e.V., Wiesbaden (D)
January 18, 2018	Hilti Deutschland, Kaufering (D)
November 09, 2017	Cisco Systems, Garching (D)
March 21, 2016	Grupo Celo, Aichach (D)
January 13, 2016	Marketing Club Augsburg, Augsburg (D)
November 18, 2015	Digital Customer Journey Konferenz, Berlin (D)
March 20, 2014	Freiwilligenzentrum Augsburg, Augsburg (D)
January 15, 2014	Telefónica Germany, München (D)
September 20, 2011	Wirtschaftsförderung Münster, Münster (D)
March 30, 2010	Air Berlin, Berlin (D)
January 23, 2009	Sturm und Drang, Berlin (D)

### **AWARDS AND GRANTS**

2018	<i>Best in Track Paper Award</i> AMA Summer Academic Conference
2018	<i>Best Paper Award</i> SERVSIG Conference
2013	<i>Best in Track Paper Award</i> AMA Winter Marketing Educators' Conference
2008	<i>Best Paper Award</i> Rostock Conference on Service Research
2006	<i>Best Paper Presentation Award</i> International Colloquium on Relationship Marketing
2014	Staff Mobility Grant for Teaching Abroad (Turkey), European Union (EU)
2004	Research Grant, Bauhaus-University of Weimar
2001	Student Mobility Grant, German Academic Exchange Service (DAAD)
1999	Student Mobility Grant, Erasmus/European Union

## **SERVICE**

### **Service to the Community - Reviewing**

- *ACR Conference*
- *AMS Annual Conference*
- *AMA Summer Educators' Conference*
- *AMA Winter Educators' Conference*
- *Electronic Commerce Research*
- *EMAC Conference*
- *European Journal of Marketing*
- *Journal of Business Research*
- *Journal of Service Management*
- *Journal of Service Research*
- *Marketing ZFP*
- *Service Industries Journal*
- *The Service Industries Journal*
- *VHB Annual Conference*
- *zfbf - Schmalenbach's Journal for Business Research*

### **Service to the University**

- *Member, Board Course of Study Global Business Management, University of Augsburg (D; since January 2018)*
- *Commissioner for Marketing, Faculty of Business and Economics, University of Augsburg (D; since January 2017)*
- *Person Responsible, Bachelor Course of Study in Business Administration, Faculty of Business and Economics, University of Augsburg (D; since May 2015)*
- *Representative Budget Officer, Faculty of Business and Economics, University of Augsburg (D; since April 2015)*
- *Member, Several Selection Commissions - Course of Study in Global Business Management (Bachelor) und Business Administration (Master), Faculty of Business and Economics, University of Augsburg (D; since July 2014)*
- *Coordinator, Research Seminar Cluster Strategy & Information, Faculty of Business and Economics, University of Augsburg (D; since May 2014)*
- *Coordinator, Yearly Summer School at the Faculty of Business and Economics of the University of Augsburg, Student Exchange Program between the University of Augsburg and the University of Pittsburgh (PA, USA; since June 2013)*
- *External Expert, Appointment Committee: "Professor of Practice in Selling and Sales Management," Aalto University (FIN; January 2015)*
- *Member, Appointment Committee: "Controlling," University of Augsburg (D; November 2014 - January 2015)*
- *Member, Appointment Committee: "Business Taxation," University of Augsburg (D; October 2014 - January 2015)*
- *Member, Appointment Committee: "International Management/Innovation Management," University of Augsburg (D; September 2013 - January 2014)*
- *Member, Election Committee: Economics Area, University of Münster (D; June 2011)*

- *Subject Advisor*, Media Management Area, Bauhaus-University of Weimar (D); Mean of Evaluations: 1.9 (1 = Very Good, 5 = Deficient), Third-best Evaluation of all 25 Courses of Studies (September 2007 - March 2010)
- *Member*, Search Committee, Chair for Media Economics and International Management, Bauhaus-University of Weimar (D; December 2006 - August 2007)

### **AFFILIATION AND DEDICATION**

- American Marketing Association
- European Marketing Academy
- German Academic Association for Business Research
- German Association of University Professors and Lecturers
- Institute for Digitization Research
- Marketing Alumni Münster
- Marketing Club Augsburg

Since April, 2018	<i>Member of the Managing Board</i> , Marketing Club Augsburg
Since February, 2018	<i>Organizer</i> of the annual conference “Augsburg Marketing Day”
Since December, 2016	<i>Second Chairman</i> of the Institute for Digitization Research
Since October, 2015	<i>Participant</i> at the Regular Round Table of the Academy for Politics and Current Affairs: “Consumer Issues and Consumer Policy”, Hanns-Seidel-Foundation
Since September, 2015	<i>Consultant</i> to the Museum of Bavarian History, House of Bavarian History
Since December, 2015	<i>Member</i> of the Selection Committee for One-Year Scholarships in Western Europe of the German Academic Exchange Service (DAAD)

### **PROFESSIONAL DEVELOPMENT**

January 13-14, 2017	<i>“Text Analysis,”</i> Workshop, University of Augsburg (D)
May 29-31, 2016	<i>“Thought Leaders in Service Marketing Strategy,”</i> Conference, HEC, Paris (F)
June 03-05, 2015	<i>“Thought Leaders in Customer Engagement and Customer Relationship Management,”</i> HEC, Paris (F)
November 07, 2014	<i>Münsteraner Marketing Symposium</i> (D)
June 11-13, 2014	<i>Annual Meeting of German Marketing Professors</i> , University of Leipzig (D)
March 27, 2014	Schmalenbach-Conference of the Schmalenbach-Association for Business, Köln (D)
November 09, 2013	<i>Münsteraner Marketing Symposium</i> (D)
January 17-19, 2013	<i>Annual Meeting of German Marketing Professors</i> , Goethe-University Frankfurt (D)
January 27-29, 2011	<i>Annual Meeting of German Marketing Professors</i> , University of Münster (D)
December 19-20, 2010	<i>Annual Meeting of German Assistant Professors</i> , Free University of Berlin (D)

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January 21-23, 2010	<i>Annual Meeting of German Marketing Professors</i> , University of Hamburg (D)
December 11-14, 2008	<i>How to Publish in Leading International Journals</i> , Workshop, organized by Bauhaus-University of Weimar and St. Gallen University, Windischgarsten (AT)
November 07-08, 2008	<i>Annual Meeting of German Assistant Professors</i> , University of Mannheim (D)
July 25, 2008	<i>Customer Management - Academia Meets Practice</i> , Conference, Technical University of Munich (D)
May 14, 2008	<i>Logit/Probit Models in Management and Strategy Research</i> , Workshop, Free University of Berlin (D)
May 30, 2007	<i>QCA: Analyzing Complex Causal Structures with Small Samples</i> , Workshop, University of Paderborn (D)
May 15, 2007	<i>PLS Path Modeling in Presence of a Group Structure: Multi-Group Analysis and Latent Class Detection</i> , Workshop, ESSEC Business School (HEC), Paris (FR)
February 24-25, 2006	<i>Modeling and Testing Complex Research Issues in Marketing</i> , Workshop, Bauhaus-University of Weimar (D)
May 12-14, 2005	<i>Structural Equation Modeling with Latent Variables</i> , Workshop, University of Paderborn (D)
February 25-26, 2005	<i>Principles of Philosophy of Science</i> , Workshop, University of Duisburg-Essen, (D)
October 27-28, 2004	<i>SERVSIG Annual Services Marketing Doctoral Consortium</i> , University of Miami (FL, USA)
March 30, 2004	<i>Structural Equation Models with Latent Variables: The PLS Approach</i> , Workshop, Technical University of Kaiserslautern (D)
June 22-25, 2003	<i>Research Conference on Relationship Marketing and Customer Relationship Management</i> , Free University of Berlin (D)

### **THIRD-PARTY FUNDS**

- *German Academic Exchange Service (DAAD) and University of Pittsburgh*, International Study and Apprenticeship Partnership (ISAP), Scholarships and Equipment, ca. 175.000€ (2018 - 2020)
- *Marketing Science Institute (MSI)*, “Customer Experience along the Customer Journey: How Is It Measured? How Can It Be Implemented?”, Empirical Research Project, 6.700€ (since 2017)
- *German Academic Exchange Service (DAAD) and University of Pittsburgh*, International Study and Apprenticeship Partnership (ISAP), Scholarships and Equipment, ca. 180.000€ (2013 - 2017)
- *McDonald’s Germany Inc.*, “Emotional Labor of Customer Contact Employees,” Empirical Research Project, 50.000€ (2010 - 2014)
- *DB Mobility Logistics AG*, “Brand Value of DB Bahn,” Empirical Research Project, 15.000€ (2009 - 2010)
- *German Academic Exchange Service (DAAD)*, Grants for Travel Expenses (Congress Trips), 2.600€ (2009 - 2010)

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- *German Research Community (DFG)*, Grants for Travel Expenses (Congress Trips), 4.300€ (2006 - 2008)
- *Rodale-Motor-Press GmbH & Co. KG Publishing Company*, “Customer Retention of Magazine Subscribers,” Empirical Research Project, 15.000€ (2004 - 2006)

**MEDIA APPEARANCES**

Reports about my research have been published and broadcasted, besides others, in press media like “Augsburger Allgemeine”, “Der Spiegel”, “Handelsblatt”, and “Süddeutsche Zeitung,” as well as in business magazines like “Absatzwirtschaft” and “Planung & Analyse”, on radio stations such as “Deutschlandfunk” and the television station “BR”.

**FOREIGN LANGUAGES**

- English (Near Native)
- French (Good Command)
- Spanish (Good Command)
- Latin (Good Command)

**PERSONAL DATA**

Birthday: December 07, 1976  
Nationality: German  
Marital Status: Married