

Dr. Michael Paul

Curriculum Vitae
(April 2010)

Acting Professor of Marketing
Department of Marketing and Media
Bauhaus-University of Weimar
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RESEARCH INTERESTS

- Managing Service Frontline Employees
- Relationship Marketing and Management
- Managing (New) Media
- Multichannel Management
- Brand Equity and Customer Equity

TEACHING INTERESTS

- Services Marketing and Management
- Media & Innovation Management
- Brand Management
- Marketing Management
- Customer Management
- Marketing Research

EDUCATION

- PhD (*summa cum laude*) in Marketing (2008), *Bauhaus-University of Weimar*, Germany; Dissertation entitled “Theory Building in Marketing: Repeat Purchase of Service” (committee chaired by Thorsten Hennig-Thurau)
- 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 (HMTH)*, Germany; *Dublin City University*, Ireland

ACADEMIC EXPERIENCE

- Acting Professor of Marketing and Media, *Bauhaus-University of Weimar* (April 2010 – present)

Dr. Michael Paul

- Assistant Professor of Marketing, *Bauhaus-University of Weimar* (August 2008 – March 2010)
- Visiting Researcher, Department of Marketing, *Kansas State University* (October 2005 – November 2005)
- PhD Candidate and Research Assistant, *Bauhaus-University of Weimar* (October 2003 – July 2008)

OTHER PROFESSIONAL EXPERIENCE

- Administrator, *Bauhaus-University of Weimar*, Weimar, Germany (July 2003 – September 2003)
- 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*, 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* [Theoriebildung im Marketing: Das Wiederkaufverhalten bei Dienstleistungen], Lohmar-Köln.

Articles in Refereed Journals

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

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Culture on the Relevance of Customer Relational Benefits for Gaining Loyal Customers,” *Advances in International Marketing*, 15, 11-31.

Articles in Refereed Conference Proceedings

Paul, Michael, Thorsten Hennig-Thurau, and Thomas Rudolph (2010), “Modeling Optimal Multichannel Strategies,” *The 6 Senses. The Essentials of Marketing: Proceedings of the 39th EMAC Conference*, forthcoming.

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 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.

Hennig-Thurau, Thorsten and Michael Paul (2007), “Standardizing Frontline Employee Behavior: The Impact of Aesthetic, Emotional, and Verbal Rules on Service Customers,” *Flexible Marketing in an Unpredictable World: Proceedings of the 36th EMAC Conference*.

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*, 17, 39-40.

Book Chapters

Paul, Michael and Thorsten Hennig-Thurau (2010), “Determinants of Customer Retention [Determinanten der Kundenbindung],” in: Bruhn, Manfred and Christian Homburg (eds.), *Handbuch Kundenbindungsmanagement*, 7th ed., Wiesbaden, 81-109.

Hennig-Thurau, Thorsten and Michael Paul (2007), “Success by Managing Employee Emotions [Mitarbeiteremotionen als Steuerungsgröße des Dienstleistungserfolges],” in: Gouthier, Matthias H. J., Christian Coenen, Henning S. Schulze, and Christoph Wegmann (eds.), *Service Excellence als Impulsgeber. Strategien - Management - Innovationen - Branchen*, Wiesbaden, 363-382.

Other Research Publications

- Hennig-Thurau, Thorsten, Michael Paul, and Georg Puchner (2009), "Modeling the Chain of Effects of Relationship Marketing Instruments on Customer Perceptions and Behaviors," in: Stauss, Bernd, Stephen W. Brown, Bo Edvardsson, and Robert Johnston (eds.): *QUIS 11 - Moving Forward with Service Quality*, Ingolstadt.
- Wiertz, Caroline, Thorsten Hennig-Thurau, Björn Bohnenkamp, and Michael Paul (2009), "Demystifying YouTube: An Analysis of the Drivers of User-Generated Online Video Consumption," 2009 *INFORMS Marketing Science Conference*, University of Michigan, Ann Arbor, MI.
- 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," *SERVSIG International Research Conference*, Liverpool, UK.
- Hennig-Thurau, Thorsten, Michael Paul, and Georg Puchner (2008), "The Impact of Relationship Marketing Actions on Customer Attitudes and Behavior: Insights from a Large-Scale Field Experiment," *17th Frontiers in Service Conference*, University of Maryland, College Park, MD.
- Paul, Michael, Thorsten Hennig-Thurau, and Thomas Rudolph (2008), "How to Allocate Marketing Resources across Multiple Service Channels? A Customer Value Approach," *Rostock Conference on Service Research*, Rostock, Germany. [This paper has won the BEST PAPER AWARD.]
- Hennig-Thurau, Thorsten and Michael Paul (2006), "Jeopardizing Customer Loyalty through Economic Bonus Programs? A Cognitive-Evaluation Theory Perspective of Service Relationships," *14th International Colloquium in Relationship Marketing*, Leipzig, Germany. [This paper has won the BEST PAPER PRESENTATION AWARD.]
- Hennig-Thurau, Thorsten, Markus Groth, and Michael Paul (2005), "Emotional Contagion in Service Delivery: How Employee Emotions Impact Customers," *20th annual meeting of the Society of Industrial and Organizational Psychology*, Los Angeles, CA.
- 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," *Developments in Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science*, Harlan E. Spotts, ed. Tampa, FL: Academy of Marketing Science.
- 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," *13th Annual Frontiers in Service Conference*, University of Miami, Miami, FL.

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WORK IN PROGRESS

Paul, Michael, Thorsten Hennig-Thurau, and Markus Groth, "Tightening or Loosening the 'Iron Cage'? The Impact of Formal and Informal Display Controls on Service Customers and Frontline Employees," to be submitted to *Journal of Marketing Research* in June (2010).

Paul, Michael, Thorsten Hennig-Thurau, and Thomas Rudolph, "Determining Optimal Multichannel Strategies," manuscript will be targeted at *Journal of Marketing*.

Paul, Michael, Thorsten Hennig-Thurau, and Georg Puchner, "Modeling the Impact of Marketing Interventions on Customers," manuscript will be targeted at *Journal of Marketing Research*.

Wiertz, Caroline, Thorsten Hennig-Thurau, Björn Bohnenkamp, and Michael Paul, "Success Factors of User-Generated Online Videos," manuscript will be targeted at *Journal of Marketing*.

TEACHING EXPERIENCE -- BAUHAUS-UNIVERSITY OF WEIMAR

Summer 2010: *Principles of Marketing*, undergraduate level, teaching evaluation: TBA.

Summer 2010: *Electronic Marketing*, undergraduate level, teaching evaluation: TBA.

Summer 2010: *Product and Innovation Management*, graduate level, teaching evaluation: TBA.

Summer 2010: *Video-on-Demand*, graduate level, teaching evaluation: TBA.

Winter 2009/2010: *Brand Management*, graduate level, teaching evaluation: 1.6 (average; scale from 1 = excellent to 6 = poor).

Summer 2009: *Service Marketing and Management*, undergraduate level, teaching evaluation: 1.7 (average; scale from 1 = excellent to 6 = poor).

Summer 2009: *Readings in Service Marketing and Management*, undergraduate level, teaching evaluation: 1.9 (average; scale from 1 = excellent to 6 = poor).

Winter 2008/2009: *Brand Management*, graduate level, teaching evaluation: 1.6 (average; scale from 1 = excellent to 5 = poor).

Summer 2008: *Electronic Marketing*, undergraduate level, teaching evaluation: 1.7 (average; scale from 1 = excellent to 5 = poor).

Winter 2007/2008: *Customer Relationship Management*, undergraduate level, teaching evaluation: 1.6 (average; scale from 1 = excellent to 5 = poor).

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Winter 2007/2008: *Readings in Customer Relationship Management*, undergraduate level, teaching evaluation: 1.7 (average; scale from 1 = excellent to 5 = poor).

Summer 2007: *Marketing Management*, undergraduate level, teaching evaluation: 1.8 (average; scale from 1 = excellent to 5 = poor).

Winter 2006/2007: *Global Branding*, undergraduate level, teaching evaluation: 1.4 (average; scale from 1 = excellent to 5 = poor).

Summer 2006: *Marketing Research*, undergraduate level, teaching evaluation: 1.2 (average; scale from 1 = excellent to 5 = poor).

Winter 2005/2006: *Innovation Management Methods*, undergraduate level, teaching evaluation: 1.7 (average; scale from 1 = excellent to 5 = poor).

Summer 2005: *Applied Marketing Research*, graduate level, teaching evaluation: N/A.

Winter 2004/2005: *International Brand Management*, undergraduate level, teaching evaluation: N/A.

Summer 2004: *Applied Marketing Research*, graduate level, teaching evaluation: N/A.

Summer 2004: *Marketing Management*, undergraduate level, teaching evaluation: N/A.

Winter 2003/2004: *International Marketing*, undergraduate level, teaching evaluation: N/A.

OTHER TEACHING EXPERIENCE

Summer 2009: *Marketing Management*, Executive Program Media Management, ETMA (FR)/ Bournemouth University (UK).

CONFERENCE PRESENTATIONS AND INVITED TALKS

August 10, 2009	AMA Summer Educators' Conference, Chicago, IL, USA
June 12, 2009	QUIS Conference, Wolfsburg, Germany
June 05, 2009	VHB Annual Scientific Conference, Nuremberg, Germany
May 28, 2009	St. Gallen University, Switzerland
October 05, 2008	Frontiers in Services Conference, College Park, MD, USA
September 11, 2008	Rostock Conference on Service Research, Rostock, Germany
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, Germany
August 04, 2007	AMA Summer Educators' Conference, Washington D.C., USA
May 22, 2007	EMAC Conference, Reykjavik, Iceland

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September 15, 2006	ICRM, Leipzig, Germany
August 05, 2006	AMA Summer Educators' Conference, Chicago, IL, USA
May 28, 2005	AMS Conference, Tampa, FL, USA
April 16, 2005	SIOP Conference, Los Angeles, CA, USA
October 29, 2004	Frontiers in Services Conference, Miami, FL, USA
October 22, 2004	Kansas State University, Manhattan, KS, USA

AWARDS AND GRANTS

2009	Travel Grant, German Academic Exchange Service (DAAD)
2008	<i>Best Paper Award</i> , Rostock Conference on Service Research
2008	Travel Grant, German Research Foundation (DFG)
2007	Travel Grant, German Research Foundation (DFG)
2006	<i>Best Paper Presentation Award</i> 14th International Colloquium in Relationship Marketing
2006	Travel Grant, German Research Foundation (DFG)
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

Ad hoc Reviewer:

AMS Annual Conference

AMA Summer Educators' Conference

EMAC Conference

Marketing ZFP

Social Behavior and Personality: An International Journal

The Service Industries Journal

VHB Annual Congress

zfbf - Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung

Conference Session Chair:

2008 SERVSIG International Research Conference 2008, Liverpool, UK

2008 Rostock Conference on Service Research, Rostock, Germany

Conference Session Discussant:

2008 AMA Summer Educators' Conference, San Diego, CA, USA

2008 Rostock Conference on Service Research, Rostock, Germany

Service to the University

Subject Advisor, Media Management Area, Bauhaus-University of Weimar (September 2007 – present)

Dr. Michael Paul

*Member, Search Committee – Chair for Media Economics and International Management,
Bauhaus-University of Weimar (December 2006 – August 2007)*

PROFESSIONAL AFFILIATIONS

American Marketing Association
European Marketing Academy
German Academic Association for Business Research
German Association of University Professors and Lecturers

PROFESSIONAL DEVELOPMENT

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

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PERSONAL DATA

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