

CURRICULUM VITAE

Werner H. Kunz

Contact

Address

Werner Kunz
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College of Management
University of Massachusetts Boston
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Research Interests

- Social Media and Social Networks
- Consumer Behavior with Innovative Technology
- Innovation Management and Perception
- Service Marketing and Consumer Relationships
- Marketing Methodology and Network Analysis

Education

- 2005 **Doctoral Degree** (*Dr. oec. publ. summa cum laude*)
Ludwig-Maximilians-Universität München
- 2004 **Master Degree of Business Research** (*M.B.R.*)
Ludwig-Maximilians-Universität München
- 2000 **Master Degree of Business Administration** (*Dipl.-Kfm.*)
Humboldt Universität zu Berlin
- 1999 **Master Degree of Mathematics** (*Dipl.-Math.*)
Humboldt Universität zu Berlin

Academic Development

- Since 2007 Assistant Professor of Marketing
College of Management, University of Massachusetts Boston
- 1/2010 Visiting Scholar at the Ludwig-Maximilians-University, Center for
Advanced Management Studies (CAMS), Munich, Germany

- 2005-2007 Member of the Collaborative Research Center 649
 “Economic Risk” sponsored by the German Research Foundation (DFG)
 Project B2 “Evaluation of Brands and Brand Strategies”
 Humboldt-University Berlin, Germany
- 2001-2005 Research Assistant and Lecturer
 Institute of Marketing, Ludwig-Maximilians-University Munich,
 Germany
- 2001-2004 Executive coordinator of the research project „Knowledge Intensive
 Based Services for Customer Integration into Innovation Processes
 (WINserv)” sponsored by the German Secretary of Education and
 Research (BMBF)
- 2000-2001 Research Assistant, Institute of Marketing,
 University of Mannheim, Germany

Honors:

- 2012 Awarded as **Best Track Paper** “Marketing Service Products Globally” at the
Global Marketing Conference in Seoul for „From Virtual Travelers to Real
 Friends – Insights from a Global Online Travel Community for the
 Relationship Marketing of Companies in the Tourism Industry“ (co-author
 Sukanya Seshadari)
- 2012 Awarded as one of the **Best Papers** of the *AMA ServSIG International
 Service Research Conference* at the Hanken School of Economics in
 Finland for “An Historical Exploration of the Global Service Marketing
 Community” (co-author Cristiana Costa-Lages, Ray Fisk, and Cláudia
 Simões)
- 2011 Awarded with the **Best Paper** of *19th International Colloquium in
 Relationship Marketing* in Rochester, NY for “Does Social Media Marketing
 work? - Evidence of the Impact of Fan Pages on the Brand Relationship (co-
 author Benedikt Jahn)
- 2011 Awarded with the **Outstanding Paper Award** 2011 of *Managing Service
 Quality* for “Consumer Trust in Service Companies: a Multiple Mediating
 Analysis”, (co-author Roland Kantsperger)
- 2011 Awarded as one of the **Best Papers** of the *12th International Research
 Symposium on Service Excellence in Management (QUIS)* at the Cornell
 University/Ithaca/NY for “Transforming Users into Fans – How Fan Pages
 Influence the Consumer-Brand Relationship”, (co-author Benedikt Jahn)
- 2010 **College of Management Teaching Fellow, 2011-2013**

- 2009 **College of Management Faculty Research Award, 2009**
- 2005 **Dissertation Excellence Award** of the Ludwig-Maximilians-University
donated by the Munich Business Forum
- 2004 **Best Paper Award** on the 9th *International Research Symposium on Service
Excellence in Management (QUIS)* in Karlstad, Sweden, July 2004, for
“Measuring and Managing Overall Service Quality in Customer Care
Centers – Empirical Findings of a Multi-Perspective Approach”, (co-author
Roland Kantsperger and Alexander Wilkozewski)

Grants and Funding:

- 2001-2004 Application Co-writer and executive coordinator of the research project
„*Knowledge Intensive Based Services for Customer Integration into
Innovation Processes (WINServ)*” sponsored by the *German Federal
Ministry of Education and Research (BmBF)*
- Amount: 1,501,380 \$
- 2011-2013 Teaching Grant of the University of Massachusetts Boston
College of Management.
- Amount: 7,000 \$

List of Publications

Articles in Refereed Journals

- Obal, Mike; Kunz Werner (2012): Trust Development in e-Services: A cohort analysis between
Millennials and Baby Boomers, *Journal of Service Management (forthcoming)*
- Jahn, Benedikt; Kunz, Werner (2012): Transforming Users into Fans – How Fan Pages
Influence the Consumer-Brand Relationship, *Journal of Service Management*, 3, Vol. 23,
pp. 344-361.
- Obal, Mike; Burtch, Gordon; Kunz, Werner (2011): How Can Social Networking Sites Help US?
The Role of Online Weak Ties in the IMC Mix. *International Journal of Integrated
Marketing Communication*, 2, Vol. 3, pp. 33–47.
- Kunz, Werner; Hogreve, Jens (2011): Toward a Deeper Understanding of Services Marketing:
The Past, the Present, and the Future, *International Journal of Research in Marketing*, 3,
Vol. 28, pp. 231-247
- Kunz, Werner; Schmitt, Bernd; Meyer, Anton (2011): How does perceived firm innovativeness
affect the consumer? *Journal of Business Research*, Vol. 64, pp. 816–822
- Kantsperger, Roland; Kunz, Werner (2010): Consumer Trust in Service Companies: a Multiple
Mediating Analysis, *Managing Service Quality*, 1 (Jan), Vol. 20, pp. 4 – 25 (**Best Paper of
the Volume**)

Kunz, Werner (2007): Visualization of Competitive Market Structure by Means of Choice Data, *Computational Statistics*, 4 (Dec), Vol. 22, pp. 521-531

Kantsperger, Roland; Kunz, Werner (2005): Managing Overall Service Quality in Customer Care Centers – Empirical Findings of a Multi-Perspective Approach, *International Journal of Service Industry Management (IJSIM)*, 2 (Feb), Vol. 16, pp. 135-152

Kantsperger, Roland; Kunz, Werner (2004): Macht in einer triadischen Sichtweise von Dienstleistungsnetzwerken – eine ökonomische Analyse [power from a triadic perspective within service networks – a economic analysis], *Marketing – Zeitschrift für Forschung und Praxis*, 1, Vol. 26, pp. 5-14

Conference Proceedings and Peer Reviewed Conference Papers

Kunz, Werner; Munzel, Andreas; Jahn, Benedikt (2012): Serving in an Online World - How to react on negative electronic word-of-mouth?, *AMA Marketing Educators Summer Conference*, Chicago, August 2012

Jahn, Benedikt; Kunz, Werner (2012): Does Social Media Matter For Marketing? - The Effects Of Social Media Engagement On The Consumer-Brand Relationship, *AMA Marketing Educators Summer Conference*, Chicago, August 2012

Seshadari, Sukanya, Kunz, Werner (2012): Linking the Virtual World with the Real World – How to Build Online Relationships that Lead to Offline Interactions, *AMA Marketing Educators Summer Conference*, Chicago, August 2012

Kunz, Werner; Manning, Stephan (2012): The Dynamics of Differentiation in International Business Research: A Relational Cluster Perspective, *Academy of Management Conference*, Boston, August 2012

Seshadari, Sukanya; Kunz, Werner (2012): From Virtual Travelers to Real Friends – Insights from a Global Online Travel Community for the Relationship Marketing of Companies in the Tourism Industry, *Global Marketing Conference*, Seoul, July 2012 (**Best Track Paper “Marketing Service Products Globally”**)

Kunz, Werner; Fisk, Ray; Costa-Lages, Cristiana; Simões, Cláudia (2012): The Service Marketing Community: An Investigation of Global Research Networks, *Conference of the Service Special Interest Group of the American Marketing Association SERV SIG 2010*, Helsinki, June 2012 (**Among best papers of the conference**)

Jacic, Ana; Kunz, Werner; Jahn, Benedikt (2012): The Value Of Social Media Engagement For Branding, *Conference of the Service Special Interest Group of the American Marketing Association SERV SIG 2010*, Helsinki, June 2012

Munzel, Andreas; Jahn, Benedikt; Kunz, Werner (2012): Expressing regret, seeking forgiveness: Company responses on negative eWom in social media services, *Conference of the Service Special Interest Group of the American Marketing Association SERV SIG 2010*, Helsinki, June 2012

Manning, Stephan; Kunz, Werner (2012): The Dynamics of Differentiation in International Business Research: A Relational Cluster Perspective, *Academy of International Business Conference*, Washington, June 2012

- Munzel, Andreas; Jahn, Benedikt; Kunz, Werner (2012): The Power of Saying Sorry – Insights on Customer Service in New Media Online Channels, *12th International Research Conference in Service Management*, LaLonde, May 2012
- Seshadari, Sukanya; Kunz, Werner (2012): Linking The Virtual World With The Real World - Insights From A Global Online Travel Community For The Relationship Marketing, *41st European Academy of Marketing Association conference EMAC 2012*, Lisbon, May 2012
- Munzel, Andreas; Jahn, Benedikt; Kunz, Werner (2012): Do Those Responsible Have To Pay? Dealing With Negative Word-of-Mouth in Public Online Environments, *41st European Academy of Marketing Association conference EMAC 2012*, Lisbon, May 2012
- Jahn, Benedikt; Kunz, Werner (2012): Does Social Media Work For Companies? – How Consumer Engagement On Social Media Influences Their Brand Relationship, *41st European Academy of Marketing Association conference EMAC 2012*, Lisbon, May 2012
- Munzel/Jahn/Kunz: Apologies as a Mixed Blessing? Two Experimental Studies on the Effects of Explanations in Social Media, *28th International Conference of the Association Française du Marketing*, Brest, May 2012
- Obal, Mike; Burtch, Gordon; Kunz, Werner (2012): Evaluating the Role of Weak Ties in the Context of an Online Social Network, *AMA Marketing Educators Winter Conference*, St. Petersburg, February 2012
- Jahn, Benedikt; Kunz, Werner (2012): Online Brand Fandom On Social Networking Sites – The Impact Of Fan Page Usage And Engagement On Customer Relationships, *AMA Marketing Educators Winter Conference*, St. Petersburg, February 2012
- Obal, Mike; Burtch, Gordon; Kunz, Werner (2011): Considering Weak Tie Expertise and Similarity as Surrogates for Tie Strength: An Experimental Examination of Reliance Upon Weak Tie Information in Consumption Decisions, *2011 Direct/Interactive Marketing Research Summit*, Boston, October 2011
- Kunz, Werner; Liu, Raymond (2011): How Does Online Community Behavior Affect the Consumer's Community Relationship? – A Cross-Cultural Comparison between the East and West, *7th Royal Bank International Research Seminar*, Montreal, Canada, September 2011
- Jahn, Benedikt; Kunz, Werner (2011): Does Social Media Marketing work? - Evidence of the Impact of Fan Pages on the Brand Relationship, *19th International Colloquium in Relationship Marketing*, Rochester, NY, September 2011 (**Best Paper Award**)
- Liu, Raymond; Kunz, Werner (2011): Social Online Community Behavior and Its Driving factors – A Cross-Country Comparison between the US and China, *Asia-Pacific Conference of the Association for Consumer Research*, Beijing, China, June 2011
- Liu, Raymond; Kunz, Werner (2011): Online Community Behavior - Taxonomy, Consumer Experience, and Community Loyalty - A Cross-Cultural Comparison between the US and China, *International Business Research Forum*, Dalian, China, June 2011.
- Jahn, Benedikt; Kunz, Werner; Meyer, Anton (2011): The role of fan pages for the customer relationship – Drivers of customer engagement and impact on brand relationship, *AMA Frontiers in Service Research*, Columbus, Ohio, July 2011

- Kunz, Werner (2011): Consumer Information Processing of the Social Newsfeed - The Interplay of Drivers for Consumer Engagement and Negative Consumer Reaction, *QUIS 12 – The 12th International Research Symposium on Service Excellence in Management, Ithaca, NY*, June 2011
- Jahn, Benedikt; Kunz, Werner (2011): Transforming Users into Fans – How Fan Pages Influence the Consumer-Brand Relationship, *QUIS 12 – The 12th International Research Symposium on Service Excellence in Management, Ithaca, NY*, June 2011 **(Among best papers of the conference)**
- Kunz, Werner (2010): How do Social Networking Platforms Influence their Members? - Understanding the Two Sides of Consumer Addiction to Social Networks, Special Session on “Social Networks”, *Conference of the Service Special Interest Group of the American Marketing Association SERVSIG 2010*, Porto, June 2010
- Kunz, Werner; Liu, Raymond (2009): Consumer Addiction to Consumer Communities – How to Influence the Underlying Dimensions? *QUIS 11 – Moving Forward with Service Quality*, Wolfsburg, June 2009
- Kunz, Werner; Liu, Raymond (2009): Why do consumers get addicted to online communities? - Towards an understanding of the underlying influence factors, *38th European Academy of Marketing Association conference EMAC 2009*, Nantes, May 2009
- Kunz, Werner; Liu, Raymond (2008): Consumer Addiction to Consumer Communities – Exploring the Underlying Dimensions, *AMA Frontiers in Service Research*, Washington, October 2008
- Kunz, Werner; Hogreve, Jens (2008): The Evolution of the Service Research Field – Insights Based on a Co-Citation Analysis, *Conference of the Service Special Interest Group of the American Marketing Association SERVSIG 2008*, Liverpool, June 2008
- Kunz, Werner; Hogreve, Jens (2008): The Evolution of the Service Research Field – Insights Based on a Co-Citation Analysis, *37th European Academy of Marketing Association conference EMAC 2008*, Brighton, May 2008
- Kunz, Werner; Hogreve, Jens (2008): Twenty Years of SERVQUAL and the Evolution of Service Research – Implications by Means of a Co-citation Analysis, *American Marketing Association (AMA) Marketing Educators Winter Conference*, Austin, January 2008
- Haas, Michael; Kunz, Werner (2007): Tangibilize the Intangible – Service Mass Customization by Means of Personas, *World Conference on Mass Customization & Personalization*, MIT Boston, October 2007
- Kunz, Werner; Hogreve, Jens (2007): The Impact of Service Literature on Marketing Research: A co-citation analysis of the discipline over time, *AMA Frontiers in Service Research*, San Francisco, September 2007
- Kunz, Werner (2006): Visualization of Competitive Market Structure by Means of Choice Data, *Workshop on Data and Information Visualization*, Berlin, August 2006
- Kunz, Werner (2006): Estimation of Market Shares in Consideration of Market Structure Shifts – Methodical Approaches and Applications, *SFB Research Forum*, Motzen, June 2006

- Kunz, Werner (2005): The Impact of perceived firm innovativeness, *interdisciplinary research seminar "Marketing and Innovation Management"*, Humboldt-University Berlin, November 2005
- Kunz, Werner; Schmitt, Bernd; Meyer, Anton (2005): Innovativeness and the Customer – How does Perceived Innovativeness Affect Loyalty? *American Marketing Association Marketing Educators Summer Conference*, San Francisco, August 2005
- Kantsperger, Roland; Kunz, Werner; Engelmann, Marc (2005): A Two-Dimensional Conceptualization of Trust – An Empirical Analysis of Antecedents and Results in the Banking Industry, *Conference of the Service Special Interest Group of the American Marketing Association SERVSIG 2005*, Singapore, July 2005
- Kunz, Werner (2005): Perceived Innovativeness – Empirical Findings of a Cross-Industrial Study, *34th European Academy of Marketing Association conference EMAC 2005*, Milano, May 2005
- Kunz, Werner (2005): Perceived Innovativeness – A Cross-Industrial Study of its Impact on Customer Loyalty, *18th EMAC Doctoral Colloquium*, Milano, May 2005
- Kunz, Werner (2005): How does Perceived Firm Innovativeness Affect Customer Loyalty? *European Academy of Management Conference 2005 (EURAM)*, Munich, April 2005
- Kantsperger, Roland; Kunz, Werner; Engelmann, Marc (2004): A Behavioural Approach to asses Antecedents and Effects of Perceived Price Complexity in Service Industries, *AMA Frontiers in Service Marketing 2004*, Miami, USA, November 2004
- Kantsperger, Roland; Kunz, Werner; Wilkozewski, Alexander (2004): Measuring and Managing Overall Service Quality in Customer Care Centers - empirical findings of a multi-perspective approach, *QUIS 9 – Service Excellence in Management: Interdisciplinary Contributions*, Karlstad, August 2004 (**Best Paper Award**)
- Kunz, Werner; Mangold, Marc, Engelmann, Marc (2003): Customer Integration into Innovation Processes: Implications from B-to-B and B-to-C Cases, *2. Mass customization and Personalisation Conference*, Munich, Germany, September 2003

Books

- Werner Kunz (2006): Innovativität von Unternehmen – Operationalisierung & Wirkungsmechanismen aus einer kundenorientierten Perspektive [Firm Innovativeness – Measurement & Processing Mechanism from a customer perspective], FGM-Verlag: München, Germany

Book Chapters [translation in parentheses]:

- Jahn, Benedikt; Werner Kunz; Meyer, Anton (2012): The Role of Social Media for Luxury Brands – Motives for Consumer Engagement and Opportunities for Businesses, in: Burmann/Koenig (Eds.): *Identitätsbasierte Luxusmarkenführung [Handbook of Identity Based Luxury Branding]*, Gabler: Wiesbaden (in press)
- Haas, Michael; Kunz, Werner (2009): How to Master the Challenges of Service Mass Customization – A Persona Based Approach, in: Piller/Tseng (Eds.): *Handbook of Research*

in Mass Customization and Personalization, 1, Vol. 2, pp. 649-668 **(two rounds of double blind peer review)**

Kunz, Werner; Hogreve, Jens (2008): Entwicklungslinien und Einfluss der Dienstleistungsforschung - Ein quantitativer Ansatz [Development and Influence of service research – a quantitative approach], in: Benkenstein (Eds.): *Neue Herausforderungen an das Dienstleistungsmarketing [New Challenges for the service marketing]*, Gabler:Wiesbaden, pp. 181-196

Kantsperger, Roland; Kunz, Werner (2005): Wettbewerbsstrategien internationaler Dienstleistungsunternehmen [Competitive strategies of international service companies], in: Marco Gardini; Dieter Dahlhoff: *Internationales Dienstleistungsmanagement: Kontext-Konzepte-Erfahrungen, [International service management: context – concept – experience]* Gabler:Wiesbaden, pp. 111-132

Kunz, Werner; Mangold, Marc (2004): Kundenintegration in Innovationsprozesse im Kontext eines Medienunternehmens [customer integration into innovation processes in the context of a media company], in: Anton Meyer (Ed.): *Dienstleistungsmarketing - Impulse für Forschung und Management [Service marketing – Impulse for research and management]*, DUV:Wiesbaden, pp. 31-51

Kunz, Werner; Mangold, Marc (2004): Hybride Communities als Treiber des Kundenwertes [Hybrid communities as driver of the customer value], in: Cornelius Herstatt; Jan Sander (Eds.): *Virtuelle Communities*, Gabler:Wiesbaden, pp. 69 - 99

Meyer, Anton; Kunz, Werner; Specht, Nina (2004): Die Marktforschung und ihre Netzwerke [market research and their networks], in: Haas, H.-D.; Heß, M; Klohn, W.; Windhorst, H.-W. (Eds.) (2004): *Nationalatlas Bundesrepublik Deutschland - Unternehmen und Märkte [National atlas federal republic of Germany – Business and Markets]*, Vol. 8, Institut für Länderkunde:Leipzig, pp. 136-138

Kunz, Werner; Mangold, Marc (2004): Segmentierungsmodell für die Kundenintegration in Dienstleistungsinnovationsprozesse – Eine Anreiz-Beitrags-theoretische Analyse [Segmentation models for customer integration into service innovation processes – a [stimulus-contribution theory](#) analysis], in: Manfred Bruhn; Bernd Stauss (Eds.): *Jahrbuch Dienstleistungsmanagement 2003, [Yearbook service management 2003]*, Gabler:Wiesbaden, pp. 327-357

Meyer, Anton; Kantsperger, Roland; Kunz, Werner (2003): Kundenorientierte Mitarbeiter im Stationären Einzelhandel [Customer orientation of employee in the retail industry], in: Volker Trommsdorff (Ed.): *Handelsforschung 2003, [Research in retailing 2003]* Köln, pp. 403-420.

Kantsperger, Roland; Kunz, Werner (2003): Macht-, Kooperations- und Vertrauensprobleme in einer erweiterten Sichtweise von Dienstleistungsnetzwerken [Power, cooperation, and trust conflicts from a extended perspective of service networks], in: Sabine Fließ (Ed.): *Entwicklungstendenzen des Dienstleistungsmarketing - Vom Marketing zum Management, [Trends in service marketing]* Gabler:Wiesbaden, pp. 87-111

Schäfer, Heiko; Schmecken, Gregor; Sieben, Frank; Kunz, Werner (2000): E-Strategy - Vom „Internet-Chaos“ zur strategischen Orientierung [E-strategy – From „internet-chaos“ towards strategic orientation], in: Sonja Kurz; Michael Reinhardt; Nina Strömsdorfer

(Eds.): *E-Commerce – Wettbewerbsvorteile realisieren, [E-Commerce – realization of competitive advantages]*, Stuttgart, pp. 38-69

Invited talks and presentations

- June 2012 *Thought Leadership Conference for Service Research*, Nijmegen, Netherlands
- June 2012 *TIM Research Group Seminar at the RWTH Aachen*
Title: Do Brand Pages Work For Companies? – How Social Media Engagement Influences the Customer Relationship
- March 2012 *City of Boston, Boston*
Title: Customer Relations for the City of Boston
- March 2012 *Research Seminar Series, College of Management, UMass Boston*
Title: Dynamics of Differentiation in International Business Research: A Relational Cluster Perspective
- March 2012 *Emerging Leadership Program, Boston*
Title: How to Meet the Challenges of a Social Media World
- January 2012 *Honors Thesis Program, College of Management, UMass Boston*
Title: An Approach to Develop a Template for Academic Paper Writing
- October 2011 *Master Thesis Program, College of Management, UMass Boston.*
Title: How to Write an (Marketing) Research Paper
- May 2011 *Research Seminar Series, College of Management, UMass Boston*
Title: Marketing & Management Research - Quo Vadis? A Quantitative Approach to Determine the Status Quo and Future Trends of a Research Field
- June 2010 Panel Discussant for the special session on “Social Networks”, together with Steve Baron, Evert Gummesson, Anthony Patterson, Rebekah Bennett at the Conference of the *Service Special Interest Group of the American Marketing Association SERVSIG 2010*, Porto
- January 2010 *Ludwig-Maximilians-University Munich*
Center for Advanced Management Studies (CAMS)
Title: How do Social Networking Platforms Influence their Members? – Understanding the Two Sides of Consumer Addiction to Online Communities
- April 2009 *Communication Council of the University of Massachusetts, Boston.*
Title: Social Media for Umass Boston
- January 2008 Panel Discussant for the special session on “SERVQUAL: The First Twenty Years”. Together with Valerie Zeithaml, Pasu Parasuraman, Leonard Berry, Joseph Cronin, Jens Hogleve at the *American Marketing Association (AMA) Marketing Educators Winter Conference 2008*, Austin
- July 2008 Panel discussant at the *SNA Research Methodology Workshop*, Boston.
Title: Social Network Analysis – Experience from marketing research

Media Coverage:

26/05/2011	<i>Milwaukee Journal Sentinel</i> , 7Summits builds impressive social media network
12/4/2011	<i>Boston Globe</i> : Who is Chris Brogan, and why is he so connected?
14/10/2010	<i>NECN</i> : TV-Interview in Affairs of State: Freed miners and the media
20/05/2010	<i>Dorchester Reporter</i> : St. Brendan's School looking to focus image; UMass pitches in
27/01/2010	<i>ATKearney Expertise</i> : Why Go Green? How sustainability can benefit mobile telecommunications, despite consumer disinterest

Academic Memberships

American Marketing Association (AMA)
Special Interest Group of the AMA (ServSIG)
European Academy of Marketing Association (EMAC)
Academy of Management (AoM)
AoM Division: Technology & Innovation Management (TIM)
International Institute of Mass Customization and Personalization
(Founding Member)
SNOWbelt (Social Networks, Organizations, and Work) Research Group at UMass Boston
Fördergesellschaft Marketing e.V.

Functions on Academic Conferences

Host:	<i>20th AMA ServSig Doctoral Colloquium 2013</i> , Taipei, Taiwan
Committee:	<i>2nd International Research Symposium in Service Management</i> , Yogyakarta, Indonesia, Juli 2011 <i>3rd International Research Symposium in Service Management</i> , Beijing, China, Juli 2012
Session Chair:	AMA Summer and Winter Educators Conference Frontiers in Service Conference Direct/Interactive Marketing Research Summit QUIS Conference AMA ServSIG International Service Research Conference Global Marketing Conference

Academic Review Services

Editorial Boards:	<i>Journal of Business Market Management</i> <i>International Journal of Marketing Studies</i>
Reviewer:	<i>Journal of the Academy of Marketing Science</i> <i>Journal of Interactive Marketing</i>

Long Range Planning
Journal of Business Research
Journal of Marketing Management
Journal of Business Market Management
Journal of Service Management
(International Journal of Service Industry Management)
Journal of Consumer Behavior
Managing Service Quality
Journal of Macro Marketing
International Journal of Marketing Studies
Marketing – Journal for Research and Management
International Conference on Information Systems (ICIS)
AMA Summer and Winter Educators Conference
German Research Foundation (DFG)
Sage Publications
Prentice Hall

Further Academic Service

Since 2012 – Member of the Officer Council of the AMA ServSIG – Resort:
Mentoring

Exclusive Member of the *Thought Leadership Conference for Service Research*
2012, Nijmegen, Netherlands

Committee member of the American Marketing Association ServSig to
determine the “*Best Services Article of 2008*”

Executive organizer of the interdisciplinary research seminar
“*Haniel - Marketing and Innovation Management*”
at the Humboldt-University Berlin (2005-2007)

Assistant editor of the peer reviewed Journal
“*Marketing – Journal for Research and Management*” (2005-2007)

Teaching:

University of Massachusetts, Boston (since 2007)

- Undergraduate: *Service Management*
 Internet Marketing
 Social Media Marketing & e-Services
 Principles of Marketing
 Integrated Marketing Communication
- Graduate: *Service Management*
 Social Media Marketing & e-Services
 Marketing Management
 Marketing Communication
- Executive: *Professor in the Emerging Leaders Program*
 Professor in the City of Boston Executive Learning Program
- Doctoral: *External Doctoral Committee Member for the Temple University*

Humboldt-University Berlin (2006-2007)

- Undergraduate: *Practice course: Market Research*
 Branding Strategy and Communication
- Graduate: *Advanced Marketing Research*
 Marketing Decision in Consumer Industries

Ludwig-Maximilians-University Munich (2001-2006)

- Graduate Level: *Marketing Research and Market Analysis*
 Application of Structural Equation Models in Empirical Research
 Customer Integration into Innovation Processes
 Conceptualization of a Branding World
 Image Analysis in the Banking Industry

 Internet Marketing and Branding (Invited Lecture, 2010)

Further teaching

- Market Research* (WHU – Otto Beisheim School of Management, Vallendar, Germany)
Marketing Basics (Industrial Chamber of Commerce, Munich, Germany)
Mathematics for Business Administration (Humboldt-University, Berlin, Germany)

Management Experience:

Since 2002 Executive teaching courses on customer satisfaction, brand building, innovation, service and quality management for various company such as Seven-One-Media GmbH, die Allianz AG, Adidas AG, and Vereinte Krankenversicherung AG

Since 2000 Many consulting projects as independent consultant in the area of customer satisfaction, brand building, social media, innovation, service and quality management for various company such as Deutsche Bank Bauspar AG, Wincor Nixdorf AG, Bankhaus Maffei & Co. KGaA, Merchandising Media GmbH, Eckes AG und muenchen.de GmbH & Co. KG.

Werner Kunz
Boston, 09/10/2012