

CURRICULUM VITAE

Werner H. Kunz

Contact

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Associate Professor of Marketing
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Research Interests

- Social Media and New Technology
- Service Marketing and Relationship Building
- Social Networks and Relationships

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 2014 Director of the Digital Media Lab at UMass Boston

Since 2014 Director of the UMass Boston Division and Co-Director for Social Media at the UMass Center for mHealth and Social Media

Since 2014 Promotion to Associate Professor of Marketing and Tenure at the University of Massachusetts Boston

2007-2014 Assistant Professor of Marketing
College of Management, University of Massachusetts Boston

1/2014 Visiting Scholar at the Ludwig-Maximilians-University, Center for

- 1/2010 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
- 2000-2001 Management Consultant
 Prof. Homburg & Partner GmbH & Co KG, Mannheim
- 2000 Erasmus study program “Business Administration”
 Vrije Universiteit, Amsterdam, Netherlands
- 1996-2000 Diploma study program of Business Administration
 Humboldt-University Berlin, Germany
- 1994-1999 Diploma study program of Mathematics
 Humboldt-University Berlin, Germany

Honors:

- 2015 Awarded as **Highly Commended Paper** of the *Robert Johnston Award*
 for the best paper in the *Journal of Service Management* 2014 for
 “Creators, Multipliers, And Lurkers: Who Contributes And Who Benefits
 At Online Review Sites” (co-author Andreas Munzel)
- 2014 Awarded as **Best Track Paper** “E-marketing” at the *47th Academy of
 Marketing Conference* in Bournemouth, UK for „Community or
 Cuckoo's Nest? A taxonomical update on online consumption
 communities“ (co-author Jan Breitsohl and David Dowell)
- 2014 Awarded as **Highly Commended Paper** of the *Robert Johnston Award*
 for the best paper in the *Journal of Service Management* 2013 for
 “Value fusion: the blending of consumer and firm value in the distinct
 context of mobile technologies and social media” (co-author Bart

Larivière, Herm Joosten, Ed Malthouse, Marcel van Birgelen; Pelin Aksoy, and Huang Ming-Hui)

- 2013 Awarded as **Best Services Paper** at the *Second Annual Conference For Positive Marketing* in New York for “From Classes and Motivating Forces at Online Review Sites – Who contributes to and who benefits from social capital” (co-author Andreas Munzel)
- 2012 Awarded with the **College of Management Dean’s Award for Distinguished Research** of the *University of Massachusetts Boston* for his accomplishments in academic scholarship.
- 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 **Highly Commended Paper** 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 with the **QUIS Best Paper Award** 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 Scholarship Award** for "Consumer Dedication to Social Media" with Raymond Liu, UMass Boston, Amount \$2,500
- 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:

2013-2014 International Research/Education/Learning Initiative Seed Grant from the Office of International & Transnational Affairs (OITA) for the research project “*Mobile Money – How The Smart Phone Boom Influences the Spending Culture in Europe and America*”
Amount: \$5,000

2013-2014 Joseph P. Healey Research Grant for the research project “*A brand like a friend: how organizations should use fan pages to engage their audience*”
Amount: \$ 6,445

2011-2013 Teaching Grant of the University of Massachusetts Boston College of Management.
Amount: \$ 7,000

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

List of Publications

Articles in Refereed Journals

Pagoto, Sherry, Molly E. Waring, Christine N. May, Eric Ding, Werner Kunz, Rashelle Hayes, Jessica L. Oleski (2015): Adapting Behavioral Interventions for Social Media Delivery, *Journal of Medical Internet Research (accepted for publication)* [impact: 4.5, #6 in Health Care Science]

Anderl, Eva; Schumann, Jan Hendrik; Kunz, Werner (2015): Helping Firms Reduce Complexity in Multichannel Online Data: A New Taxonomy-Based Approach for Customer Journeys, *Journal of Retailing, (accepted for publication)* [4 star, A*]

Tomas Falk, Werner Kunz, Jereon Schepers, Alexander Mrozek (2015): How Mobile Payment Influences - the Overall Store Price Image, *Journal of Business Research, (forthcoming)* [4 star]

Walsh, Gianfranco; Albrecht, Arne K.; Kunz, Werner; Hofacker, Charles F. (2015). Relationship between Online Retailers’ Reputation and Product Returns. *British Journal of Management, (forthcoming)* [4 star]

- Breitsohl, Jan; Kunz, Werner; Dowell, David (2015): Does the host match the content? A taxonomical update on online consumption communities, *Journal of Marketing Management*, (accepted for publication) [A in [ABDC 2013](#)]
- Obal, Mike; Kunz, Werner (2015): Cross-Cultural Differences in the Usage of Online Experts: The Influence of Power Distance and Individualism, *Journal of Business Research* (accepted for publication) [A in [ABDC 2013](#)]
- Kunz, Werner & Seshadri, Sukanya (2015): From Virtual Travelers to Real Friends: Relationship Building Insights from an Online Travel Community, *Journal of Business Research*, 9, Vol. 68, pp. 1822-1828 [A in [ABDC 2013](#)]
- Munzel, Andreas, & Kunz, Werner H. (2014). Creators, Multipliers, And Lurkers: Who Contributes And Who Benefits At Online Review Sites. *Journal of Service Management*, 1, Vol. 25, pp. 49 - 74 [A in ABDC 2013] (**Highly Commended Award for 2015**)
- Lages, Cristina R., Simões, Claudia M. N., Fisk, Ray, & Kunz, Werner H. (2013). Knowledge Dissemination in the Global Service Marketing Community. *Managing Service Quality*, 4, Vol. 23, pp. 272-290 [A in ABDC 2013]
- Larivière, Bart, Joosten, Herm., Malthouse, Ed C., Van Birgelen, Marc, Aksoy, Pelin, Kunz, Werner, Huang, Ming-H. (2013): Value Fusion: The Blending of Consumer and Firm Value in the Distinct Context of Mobile Technologies and Social Media, *Journal of Service Management*, 3, Vol 24, pp. 268-293 [A in ABDC 2013] (**Highly Commended Award for 2013**)
- Obal, Mike & Kunz, Werner (2013). Trust development in e-services: a cohort analysis of Millennials and Baby Boomers. *Journal of Service Management*, 1, Vol. 24, pp. 45-63. [A in ABDC 2013]
- 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 [A in the ABDC 2013]
- 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 [not listed in ABDC]
- 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 [A* in ABDC 2013]
- Kunz, Werner; Schmitt, Bernd; Meyer, Anton (2011): How does perceived firm innovativeness affect the consumer? *Journal of Business Research*, Vol. 64, pp. 816-822 [A in the ABDC 2013]
- Kantsperger, Roland; Kunz, Werner (2010): Consumer Trust in Service Companies: a Multiple Mediating Analysis, *Managing Service Quality*, 1 (Jan), Vol. 20, pp. 4-5 (**Best Paper of the Volume**) [A in the ABDC 2013]
- Kunz, Werner (2007): Visualization of Competitive Market Structure by Means of Choice Data, *Computational Statistics*, 4 (Dec), Vol. 22, pp. 521-531 [not listed in ABDC]

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*, 2 (Feb), Vol. 16, pp. 135-152 [A in the ABDC 2013]

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 [not listed in ABDC]

Conference Proceedings and Peer Reviewed Conference Papers

Munzel, Andreas; Kunz, Werner; Jahn, Benedikt (2015): You Owe Them an Apology! - The Effects of Service Provider and the Community Reaction after Service Failures, ANZMAC Conference, Sydney, Australia, December 2015

Kunz, Werner; Raymond Liu (2015): Understanding Online Community Building Globally: A Cross-Cultural Comparison of Activities, Benefits and Relationship between East and West, *Brand2Global Conference*, London, UK, September 2015

Munzel, Andreas; Kunz, Werner; Jahn, Benedikt (2015): How to Deal with Negative Word-of-Mouth in Social Media: Experimental Insights About the Effectiveness of Company Response Strategies, *AMA Frontiers in Service Research*, San Jose, California, July 2015

Munzel, Andreas; Kunz, Werner; Jahn, Benedikt (2015): How to Deal with Negative Word-of-Mouth in Social Media: Experimental Insights About the Effectiveness of Company Response Strategies, *QUIS 14 – The 14th International Research Symposium on Service Excellence in Management*, Shanghai, China, Sweden, June 2015

Eva Anderl; Kunz, Werner; Schumann, Jan (2014): It takes two to tango: Interaction effects in multichannel online advertising, *Global Marketing Conference*, Singapore, July 2014

Falk, Tomas; Mrozek, Alexander; Kunz, Werner; Jereon Schepers (2014): The shape of money – how innovative payment methods in services can influence the overall store price image, *Global Marketing Conference*, Singapore, July 2014

Breitsohl, Jan; Dowell, David; Kunz, Werner (2014): Community or Cuckoo's Nest? A taxonomical update on online consumption communities, 47th Academy of Marketing Conference, Bournemouth, UK, July 2014 (**Best Track Paper**)

Jacic, Ana, Kunz, Werner (2014): Enhancing the Experience – A Triadic Perspective on Interactivity in a Social Media Context, *AMA Frontiers in Service Research*, Miami, Florida, June 2014

Jacic, Ana, Kunz, Werner (2014): Delivering positive experience in social media – the importance of a triadic perspective on interactivity, *Conference of the Service Special Interest Group of the American Marketing Association SERV SIG*, Thessaloniki, Greece, June 2014

Kunz, Werner; Mrozek, Alexander; Falk, Tomas; Jereon Schepers (2014): The Color Of Money - Towards The Influence Of Payment Methods And Basket Price Judgments On The Overall

Store Price Image, *43rd European Academy of Marketing Association conference EMAC 2014*, Valencia, June 2014

- Kunz, Werner; Jakic, Ana (2014): Delivering positive experience in social media – the importance of a triadic perspective on interactivity, *Third Conference for Positive Marketing*, New York, April 2014
- Mrozek, Alexander; Falk, Tomas; Kunz, Werner (2013): The Shape of Money – How the purchase phase affects the shoppers' overall store price image, *AMA Marketing Educators Summer Conference*, Boston, August 2013
- Kunz, Werner (2013): Dynamics of International Business Research: A Relational Cluster Perspective, *Academy of Management Conference*, Orlando, July 2013
- Liu, Raymond; Kunz, Werner (2013): Social Online Community Behavior and Its Driving factors – A Cross-Country Comparison between China and the US, *2013 Chinese Marketing International Conference*, Xuzhou, July 2013
- Kunz, Werner; Fisk, Ray; Costa-Lages, Cristiana; Simões, Cláudia (2013): Researchers without Borders – Insights from global collaboration pattern within the service marketing research community, *AMA Frontiers in Service Research*, Taipei, Taiwan, July 2013
- Jahn, Benedikt; Jakic, Ana; Kunz, Werner (2013): Success factor interactivity – Company and Fan Interactivity as Drivers of Engagement on Social Media Brand Pages, *QUIS 13 – The 13th International Research Symposium on Service Excellence in Management*, Karlstad, Sweden, June 2013
- Kunz, Werner; Simões, Cláudia; Costa-Lages, Cristiana; Fisk, Ray (2013): Who Works With Whom in Service Research? – A Dynamic Network Analysis of International Collaboration, *Naples Forum on Forum*, Naples, June 2013
- Kunz, Werner; Manning, Stephan; Pederson, Torben (2013): The Dynamics of Differentiation in International Business Research: A Relational Cluster Perspective, *Academy of International Business Conference*, Istanbul, June 2013
- Jahn, Benedikt; Jakic, Ana; Kunz, Werner (2013): The Importance of Perceived Interactivity for Customer Engagement on Social Media Brand Pages (funded by the UMass Healey Grant), *42nd European Academy of Marketing Association conference EMAC 2013*, Istanbul, May 2013
- Walsh, Gianfranco; Kunz, Werner; Hofacker, Charles (2013): Towards the Flip Side of Customer Oriented Warranties – How Corporate Reputation Influences the Product Return Rate in Online Sales, *AMA Marketing Educators Winter Conference*, Las Vegas, February 2013
- Kunz, Werner; Munzel, Andreas (2013): From Classes and Motivating Forces at Online Review Sites – Who contributes to and who benefits from social capital? *Second Conference for Positive Marketing*, New York, January 2013
- Simovici, Dan; Fomenky, Paul; Kunz, Werner (2012): Polarities, Axialities and Marketability of Items, *14th International Conference, DaWaK 2012*, Vienna, Austria, September 2012

- 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”**)
- Costa-Lages, Cristiana; Simões, Cláudia; Fisk, Ray; Kunz, Werner (2012): The Service Marketing Community: An Investigation of Global Research Networks, *Conference of the Service Special Interest Group of the American Marketing Association SERVSIG*, Helsinki, June 2012 (**Among the 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 SERVSIG*, 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 SERVSIG*, 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, Andreas; Jahn, Benedikt; Kunz, Werner (2012): 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, *Advances in Consumer Research - Asia-Pacific Conference Proceeding 2011, Vol. 9, p142*
- 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 Personalization 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]:

- Kunz, Werner (2015): Glückliche Kunden gibt es nur bei glücklichen Unternehmen - Value Fusion als neues Prinzip für die Mobile Economy [You find happy customers only at happy companies – Value Fusions as the new principle of the mobile economy], in: Silke Bartsch und Christian Bluemelhuber (Eds.): *Always ahead: Ideen für das Marketing*, Springer:Berlin
- Kunz, Werner; Liu, Raymond (2014): Towards a Differentiated Understanding of Social Media Usage and Participation Benefits - A Cross-Cultural Comparison between Eastern and Western User, in Bernd Schmitt and Leonard Lee (Eds.), *Exploring the Asian Consumer*, Society for Consumer Psychology Book Series, Sharpe Inc:NY (forthcoming)
- Munzel, Andreas; Kunz, Werner (2014): Customer-to-Customer Interactions Within Online Review Sites: A Typology of Contributors, In A. Geyer-Schultz and L. Meyer-Waarden (Eds.), *Consumer Empowerment & Emerging Consumer Behaviors*, KIT, Karlsruhe. (forthcoming)
- Munzel, Andreas; Kunz, Werner (2014): Sharing Experiences via Social Media as Integral Part of the Service Experience, In J. Kandampully (Ed.), *Customer experience management: enhancing experience and value through service management*, Kendall Hunt Publishing Company, USA (forthcoming)
- Simovici, Dan, Fomenky, Paul, & Kunz, Werner. (2012). Polarities, Axialities and Marketability of Items. In A. Cuzzocrea & U. Dayal (Eds.), *Lecture Notes in Computer Science*, Vol. 7448, Springer Berlin Heidelberg, pp. 243-252

- 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/Meurer (Eds.): *Identitätsbasierte Luxusmarkenführung [Handbook of Identity Based Luxury Branding]*, Springer:Wiesbaden, pp. 221-236
- 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
- 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

November 2015	<i>Research Seminar at the ETH Zürich, Switzerland</i> Title: The Future of Payment: How the New Payment Methods Influence the Store Price Image
October 2015	<i>Research Seminar at the Vrije Universiteit Amsterdam</i> Title: The Future of Payment: How the New Payment Methods Influence the Store Price Image
July 2015	<i>Plenary Session at Frontiers in Services, San Jose</i> Title: The Collaborative Economy and the Future of Service – A Researchers Perspective
June 2015	<i>QUIS/SERVSIG Joint Session, Shanghai</i> Title: Global Service Research Collaboration
May 2015	<i>1st Social Tool Summit, Boston</i> Title: Optimizing Your Workflow with Social Media Dashboards
May 2015	<i>5th Social Media Day at UMass Boston</i> Title: Integrating Social Media into your Business Life
April 2015	<i>MassTLC Marketing & Sales Summit</i> Panel Moderation: Talent Recruiting
June 2014	<i>HSBA Doctoral Consortium, Hamburg</i> Title: The Analysis of Network Structures: An Introduction into Methods
June 2014	<i>KIT– Dienstleistungsmanagement, Karlsruhe</i> Title: Analyse von Customer Journeys im Multi-Channel Marketing von Online Händlern
May 2014	<i>4th Social Media Day at UMass Boston</i> Title: Meaningful Relationships in a Digital Age
January 2014	<i>1. Paussauer Digital-Marketing-Konferenz</i> Title: Sharing behavior on online review platforms - a multi-player interdependency perspective
January 2014	<i>Ludwig-Maximilians-University Munich Center for Advanced Management Studies (CAMS)</i> Title: The Analysis of Network Structures: An Introduction into Methods and Scientometric Applications

January 2014	<i>Ludwig-Maximilians-University Munich Center for Advanced Management Studies (CAMS) Title: The Future of Payment: How the New Payment Methods Influence our Retail Store Image</i>
November 2013	<i>3rd Social Media Day at UMass Boston Title: That's Life in Social Media</i>
May 2013	<i>2nd Social Media Workshop at UMass Boston Title: Social Media – What's next?</i>
April 2013	<i>Research Seminar Series, College of Management, UMass Boston Title: Getting the full picture: Towards a holistic view of online advertising effectiveness</i>
December 2012	<i>1st Social Media Workshop at UMass Boston Title: Living in a Social Media World</i>
November 2012	<i>City of Boston, Boston Title: Social Media</i>
October 2012	<i>Research Seminar Series, College of Management, UMass Boston Title: Mind follows money - Cash, card, and mobile payments and their effect on overall store price image</i>
June 2012	<i>Thought Leadership Conference for Service Research, Nijmegen, Netherlands</i>
June 2012	<i>TIM Research Group Seminar at the RWTH Aachen Title: Do Brand Pages Work For Companies? – How Social Media Engagement Influences the Customer Relationship</i>
March 2012	<i>City of Boston, Boston Title: Customer Relations for the City of Boston</i>
March 2012	<i>Research Seminar Series, College of Management, UMass Boston Title: Dynamics of Differentiation in International Business Research: A Relational Cluster Perspective</i>
March 2012	<i>Emerging Leadership Program, Boston Title: How to Meet the Challenges of a Social Media World</i>
May 2011	<i>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</i>
June 2010	<i>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</i>
January 2010	<i>Ludwig-Maximilians-University Munich Center for Advanced Management Studies (CAMS) Title: How do Social Networking Platforms Influence their Members? –</i>

- 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:

- 11/6/2015 *Busan e-FM 90.5 FM, South Korea: Morning Wave In Busan: Side effects of SNS*
- 7/18/2015 *Boston Herald: Candidates use social media to Link to voters*
- 4/15/2015 *Boston Globe: Fund-raising and raising online profiles*
- 2/16/2015 *Venture Café Interview: UMass It Like You Mean It! – Customer Connections Using Social Media*
- 8/15/2014 *Lens Magazine: Political Campaigns and Social Media*
- 2/6/2014 *WERS 88.9 FM, Admiration in the 21st Century, The Like Button*
<http://wers.org/2014/02/09/admiration-in-the-21st-century/>
- 5/26/2011 *Milwaukee Journal Sentinel, 7Summits builds impressive social media network*
- 4/12/2011 *Boston Globe: Who is Chris Brogan, and why is he so connected?*
- 10/14/2010 *NECN: TV-Interview in Affairs of State: Freed miners and the media*
- 5/20/2010 *Dorchester Reporter: St. Brendan’s School looking to focus image; UMass pitches in*
- 1/27/2010 *ATKearney Expertise: 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

- (Co-)Chair: *21th AMA ServSig Doctoral Colloquium 2014*, Miami, Florida
20th AMA ServSig Doctoral Colloquium 2013, Taipei, Taiwan
- Founder, Organizer & Host of the UMass Boston Social Media Day Event Series: *1st Social Media Event* (Dec 2012), *2nd Social Media Event* (May 2013), *3rd Social Media Day* (Nov 2013) , *4th Social Media Day* (May 2014), *1st Social Media Night* (Sept 2014) , *5th Social Media Day* (May 2015)
- Committee: *2nd International Research Symposium in Service Management*, Yogyakarta, Indonesia, July 2011
- 3rd International Research Symposium in Service Management*, Beijing, China, July 2012
- 4th International Research Symposium in Service Management*, Kerela, India, July 2013
- 5th International Research Symposium in Service Management*, Tartu, Estonia, June 2014
- 6th International Research Symposium in Service Management*, Kuching, Malaysia, August 2015
- 8th AMA Biennial SERVSIG Conference 2014*, Thessaloniki, Greece
- 9th AMA Biennial SERVSIG Conference 2016*, Maastricht, Netherlands
- 2014 Frontiers in Services Conference*, Miami, USA
- 2015 Frontiers in Services Conference*, San Jose, USA
- Brand2Global: The Global Marketing Conference, London, September 2015
- 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
Positive Marketing Conference

Academic Review Services:

- Editorial Boards: *Journal of Service Management*
(Chair of the Expert Panel: Social Media & E-Services)
Journal of Service Marketing
Journal of Creating Value

Journal of Business Market Management
International Journal of Marketing Studies

Further Academic Service:

Chair of the AMA SERVSIG Board of Officers, since 2012 member of the board

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)

Reviewer:

Journal of the Academy of Marketing Science

Journal of Service Research

Journal of Interactive Marketing

Long Range Planning

Journal of Business Research

Journal of Marketing Management

European Journal of Marketing

Marketing Letters

Journal of Business Market Management

Journal of Service Management

(International Journal of Service Industry Management)

Journal of Consumer Behavior

Journal of Consumer Affairs

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

World Marketing Congress

German Research Foundation (DFG)

Sage Publications

Prentice Hall

Taylor Francis
Routledge

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*
 External Doctoral Committee Member for the Universidad Zaragoza
 External Doctoral Advisor for the Ludwig-Maximilians-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: *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

- Data Analysis in Marketing* (Friedrich-Schiller Universität, Jena, Germany, 2015)
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 Social Media, Digital Media, Internet Marketing, Customer Relationship Management, 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, 11/15/2015