



University of Stuttgart

Institute of Business Administration

Chair of Business Administration & Marketing

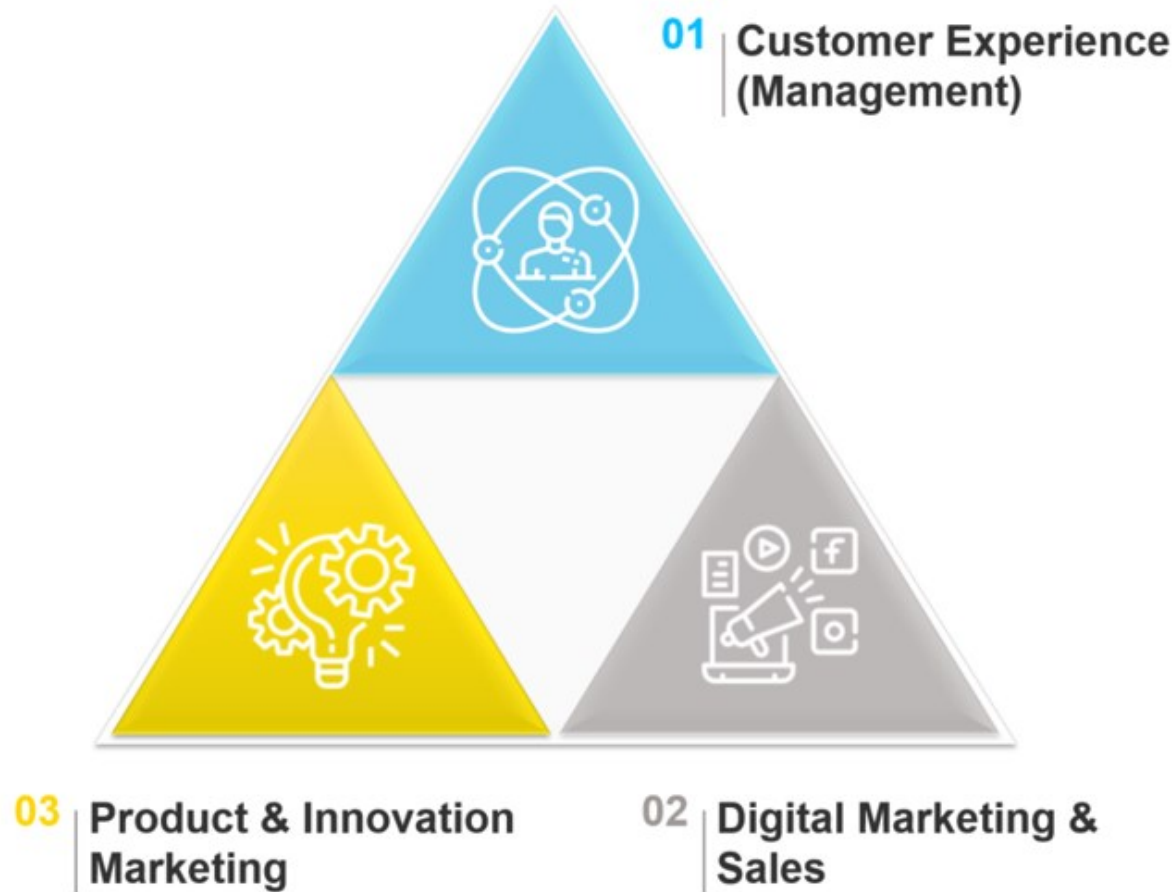
Prof. Dr. Christina Kühnl



- 2023 Associate Editor for the track „Innovation & Technology“ of the *Journal of Business Research*
- 2021 Head of the Examination Committee Economics of the University of Stuttgart
- 2020 Professor for Business Administration and Marketing
Institute of Business Administration
University of Stuttgart
- 2016 Professor for Marketing Management, Innovation & Product Design
ESB Business School, Reutlingen University
- 2016 Venia legendi (Habilitation) in Business Administration
University of Mannheim
- 2012, 2013 Visiting Scholar
Center for Global Innovation, Prof. Gerry Tellis, PhD
USC Marshall School of Business, Los Angeles, CA
- 2010 PhD (Dr. rer. pol.); University of Mannheim
- 2006 Diplom-Kauffrau and Diplôme d'Études Universitaire Françaises; University of Mannheim, Jean Moulin Lyon III

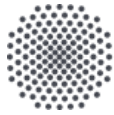


Research focus



Find out more





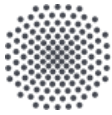
Awards and Scholarships – Highlights

- 2023 Publication Award of the Faculty 10: Management, Economics and Social Sciences of the University of Stuttgart
- 2022 Jackstädt Fellowship of the Dr. Werner Jackstädt Stiftung
- 2020 JungeWilde-Award in the category “the most research-intensive business economists under the age of 40 in the German-speaking world”
- 2020 Finalist for the 2020 Sheth Foundation / Journal of Marketing Award for “long-term contributions to the field of marketing”
- 2016 2015 Shelby D. Hunt / Harold H. Maynard Award American Marketing Association (AMA) for the most influential theory article published in *Journal of Marketing*
- 2015 – Fast Track: Excellence and Leadership Competence for Female Scientists; Cohort „Interdisciplinary Research”
- 2017
- 2013 Innovation Award 2012 for Doctoral Thesis in Segment Market Strategy; Schaeffler FAG Foundation
- 2009, 2014 Best in Track Paper Awards AMA Winter Educators’ Conference, Tampa & Orlando FL



Robert Bosch **Stiftung**





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Publications in peer-reviewed journals (1/2)

Weidig, J., Weippert, M., Kuehnl, C. (2024), Personalized touchpoints and customer experience: A conceptual synthesis, *Journal of Business Research*, 177, 114641.

**JOURNAL OF
BUSINESS
RESEARCH**

Weidig, J., Kuehnl, C. (2023), Improving the effectiveness of personalized recommendations through attributional cues, *Psychology & Marketing*, published 04. Oktober 2023.

**Psychology
& Marketing**

Wielgos, D., Homburg, Ch., Kuehnl, C. (2021), Digital business capability: its impact on firm and customer performance, *Journal of the Academy of Marketing Science*, 49 (4), 762-789.

**Journal of the
Academy of
Marketing
Science**

Imschloss, M., Kuehnl, C. (2019), Retailers! Can Your Customers Feel Your Music? Investigating Cross-modal Correspondences between Music and Haptic Perceptions, *Journal of Retailing*, 95 (04), 158-169.

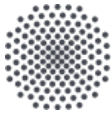
**Journal of
Retailing**
ELSEVIER

Kuehnl, C., Jozic, D, Homburg, Ch. (2019), Effective customer journey design: consumers' conception, measurement, and consequences, *Journal of the Academy of Marketing Science*, 47(03), 551-568.

**Journal of the
Academy of
Marketing
Science**

Homburg, Ch., Jozic, D., Kuehnl, C. (2017), Customer Experience Management: Towards Implementing an Evolving Marketing Concept, *Journal of the Academy of Marketing Science*, 45 (03), 377-401.

**Journal of the
Academy of
Marketing
Science**



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Publications in peer-reviewed journals (2/2)

Imschloss, M., Kuehnl, C. (2017), Don't Ignore the Floor: Exploring Multi-Sensory Atmospheric Congruence between Music and Flooring in a Retail Environment, *Psychology & Marketing*, 34 (10), 931-945.



Kuehnl, C., Fürst, A., Homburg, Ch., Staritz, M. (2017), Toward a Differentiated Understanding of the Value-Creation Chain, *British Journal of Management*, 28 (03), 444-463.



Homburg, Ch., Schwemmler, M., Kuehnl, C. (2015), New Product Design: Concept, Measurement, and Consequences, *Journal of Marketing*, 79 (03), 41-56.



Homburg, Ch., Kuehnl, C. (2014), Is the More Always Better? A Comparative Study of Internal and External Integration Practices in New Product and New Service Development, *Journal of Business Research*, 67 (07), 1360-1367.



Kuehnl, C., Mantau, A. (2013), Same Sound, Same Preference? Investigating Sound Symbolism Effects in International Brand Names, *International Journal of Research in Marketing*, 30 (04), 417-420.



Homburg, Ch., Fürst, A., Kuehnl, C. (2012), Ensuring International Competitiveness: A Configurative Approach to Foreign Marketing Subsidiaries, *Journal of the Academy of Marketing Science*, 40 (02), 290-312.





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Teaching experience

- Principles of Marketing
- Marketing I for Managers
- Marketing projects
- Product Management
- Product & Price Management
- Innovation Management
- Research Methods
- Market Research
- Quantitative Methods
- Empirical Research Methods
- Bachelor of Science
- Master of Science
- Diplom
- Full-time & Part-time MBA
- PhD Program
- DBA

What students say...

- Great lecturer; clearly very knowledgeable
- Use of interactive materials and plenty of - examples from research and practice
- Lots of classroom involvement
- Practice questions were very helpful

- Excellent slides to support the content, as well as good practical examples, exercises and cases
- Definitely one of the best-structured lectures in the 2nd semester



**Universität
Stuttgart**

