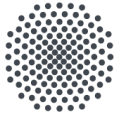


Prof. Dr. Christina Kühnl



- | | |
|------------|---|
| 2020 | Professorin für ABWL und Marketing
Betriebswirtschaftliches Institut
Universität Stuttgart |
| 2016 | Professorin für Marketingmanagement, Innovation &
Produktdesign
ESB Business School, Hochschule Reutlingen |
| 2016 | Venia legendi (Habilitation) in Betriebswirtschaftslehre
Universität Mannheim |
| 2012, 2013 | Visiting Scholar
Center for Global Innovation, Prof. Gerry Tellis, PhD
USC Marshall School of Business, Los Angeles, CA |
| 2010 | Promotion (Dr. rer. pol.)
Universität Mannheim |
| 2006 | Diplom-Kauffrau und Diplôme d'Études Universitaire
Françaises
Universität Mannheim, Jean Moulin Lyon III |



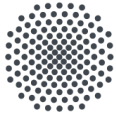
Auszeichnungen und Stipendien - Highlights

- 2020 Finalist für den 2020 Sheth Foundation / *Journal of Marketing* Award für “long-term contributions to the field of marketing”
- 2016 2015 Shelby D. Hunt / Harold H. Maynard Award American Marketing Association (AMA) für den einflussreichsten Theorieartikel im *Journal of Marketing*
- 2014 Best in Track Paper Award
 Track: Consumer Behavior
 AMA Winter Educators’ Conference, Orlando, FL
- 2015 – 2017 Fast Track: Exzellenz und Führungskompetenz für Wissenschaftlerinnen auf der Überholspur
 Jahrgang „Interdisziplinäre Forschung“
- 2013 Innovation Award 2012 für Doktorarbeiten im Segment Market Strategy
 Schaeffler FAG Stiftung
- 2009 Best in Track Paper Award
 Track: Sales & Relationship Marketing
 AMA Winter Educators’ Conference, Tampa, FL



Robert Bosch Stiftung





Publikationen in peer-reviewed journals (1/2)

Imschloss, M. & C. Kuehnl (2019), Retailers! Can Your Customers Feel Your Music? Investigating Cross-modal Correspondences between Music and Haptic Perceptions, *Journal of Retailing*, <https://doi.org/10.1016/j.jretai.2019.10.004>. [VHB: A]



C. Kuehnl, D. Jozic & Ch. Homburg (2019), Customer Journey Design and Its Effects on Brand Attitudes and Customer Loyalty, *Journal of the Academy of Marketing Science*, 47(3), 551-568. [VHB: A]



M. Imschloss & C. Kuehnl (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. [VHB: B]

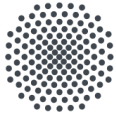


Ch. Homburg, D. Jozic & C. Kuehnl (2017), Customer Experience Management: Towards Implementing an Evolving Marketing Concept, *Journal of the Academy of Marketing Science*, 45 (03), 377–401. [VHB: A]



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





Publikationen in peer-reviewed journals (2/2)

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

[VHB: A+]



Ch. Homburg & C. Kuehnl (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.

[VHB: B]



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

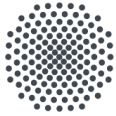


Ch. Homburg, A. Fürst & C. Kuehnl (2012), Ensuring International Competitiveness: A Configurative Approach to Foreign Marketing Subsidiaries, *Journal of the Academy of Marketing Science*, 40 (02), 290–312. [VHB: A]



Ch. Homburg, J. Wieseke & C. Kuehnl (2010), Social Influence on Salespeople's Adoption of Sales Technology: A Multilevel Analysis, *Journal of the Academy of Marketing Science*, 38 (02), 159–168. [VHB: A]



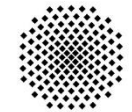


Lehrerfahrung

- Einführung ins Marketing
- Marketing I für Betriebswirte
- Marketingprojekte
- Produktmanagement
- Product & Price Management
- Innovation Management
- Research Methods
- Market Research
- Quantitative Methoden
- Empirische Sozialforschung
- Bachelor of Science
- Master of Science
- Diplom
- Full-time & Part-time MBA
- Promotion
- DBA

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

Ausgezeichnete Folien zur Unterstützung des Inhalt, sowie gute Praxisbeispiele, Übungsaufgaben und Cases. Wahrscheinlich eine der best-strukturierten Vorlesungen im 2. Semester.



**Universität
Stuttgart**

