

andreas munzel.

synopsis.

Andreas Munzel holds a Ph.D. in Management Science from the University of Munich in Germany and currently serves as a Full Professor of Marketing at Toulouse School of Management (TSM, Toulouse 1 University) in France. Since 2015, Andreas works as Senior Management Trainer with Horváth Akademie GmbH (Horváth & Partners) for assignments in Europe, Asia, and North America, and, since 2020, as Marketing Tutor with Unilever with assignments in Africa, Europe, and NAMET & RUB. He has over 15 years of experience in teaching and training with different audiences (undergraduate and graduate students, working professionals) and is regularly invited as a speaker at practitioners' events. In January 2020, he launches the online course platform The Marketing Analytics Academy.

His research on digital marketing, service recovery, and marketing analytics is multiple awarded and was featured in national outlets such as newspapers, radio shows, and television. Andreas has authored and co-authored ten articles in refereed scientific journals such as *Journal of Business Research*, *Journal of Interactive Marketing*, *Information and Management*, *Psychology & Marketing*, *International Journal of Electronic Commerce*, and *Technological Forecasting and Social Change*.



information and contact details.

Nationality	German
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Websites	https://www.andreamunzel.com https://courses.andreamunzel.com https://themarketinganalyticsacademy.com What's New?

language skills.

German	Mother tongue
French	Near native / fluent
English	Excellent command

university degrees.

Habilitation (H.D.R.)	December 2018, University of Toulouse 1, France
Doctoral degree	February 2012, University of Munich, Germany
Master of Business Research	March 2011, University of Munich, Germany
Master in Management	March 2007, University of Strasbourg, France
Diploma in Management	February 2007, University of Tübingen, Germany

professional experience.

Current Activities

Since November 2022	Vlerick Business School Research Fellow
Since September 2021	Toulouse School of Management, Toulouse 1 University Full Professor
Since February 2021	Copenhagen Business School External Lecturer
Since January 2021	The Marketing Analytics Academy Founder and Instructor
Since May 2019	Smart Cities Lab Cit.Us (chaire internationale) Montpellier/Montréal Member
Since June 2020	Unilever London Marketing Tutor for Europe, Francophone Africa, NAMET & RUB
Since September 2015	Horváth & Partners, Horváth Akademie Senior Management Trainer
Since January 2015	Digital Media Lab, University of Massachusetts Boston Associate Researcher

Past Activities

Sept. 2019 - Aug. 2021	Montpellier Management, University of Montpellier Full Professor
Sept. 2013 - Aug. 2019	Toulouse School of Management, University of Toulouse 1 Associate Professor
Nov. 2014 and Oct. 2013	Economics and Management, University of Pavia, Italy Visiting Professor

April 2014	Bucharest University of Economic Studies, Romania Visiting Professor
November 2013	University of Munich, Germany Visiting Researcher
Sept. 2011 – Aug. 2013	EM Strasbourg Business School, University of Strasbourg Associate Professor
March 2007 – Aug. 2011	Institute of Marketing, University of Munich, Germany Research and Teaching Assistant/Doctoral Candidate

doctoral supervisions

2013-2016	Daria Plotkina: Deceptive communication – Fake online reviews Co-supervision with Jessie Pallud (HuManiS, EM Strasbourg)
2016-2019	Julien Cloarec: Essays on the tension between privacy and marketing personalization Co-supervision with Lars Meyer-Waarden (TSM Research, U Toulouse 1)
2018-2021	Giulia Pavone: Artificial intelligence applications in marketing Co-supervision with Lars Meyer-Waarden (TSM Research, U Toulouse 1)
Since 2020	Ambre Gambin: Fake news diffusion through social media Co-supervision with Gilles N'Goala (Montpellier Research in Management, U Montpellier)
Since 2022	Andrea Wetzler: Fake online consumer reviews and Internet users' coping mechanisms (TSM Research, U Toulouse 1)
Since 2022	Danielle Ang: Mechanistic explanations and the acceptance of AI-enabled health applications Co-supervision with Camilla Barbarossa (TSM Research, U Toulouse 1)

participation in doctoral and habilitation committees.

2019	Elodie Attié (Ph.D. supervisor: Lars Meyer-Waarden, U Toulouse 1), Second opinion (rapporteur)
2020	Zonaib Tahir (Ph.D. supervisor: Kiane Goudarzi, U Lyon 3) President and second opinion (président de jury et rapporteur)
2020	Iris Siret (Ph.D. supervisor: William Sabadie, U Lyon 3) Second opinion (rapporteur)
2021	Xu Peng (EDBA, supervisor: Gilles N'Goala, U Montpellier) President (président du jury)

2021	Jessica Lichy (habilitation supervisor: Kiane Goudarzi, U Lyon 3) Second opinion (rapporteur)
2022	Sara Laurent (Ph.D. supervisor : Gilles N'Goala, U Montpellier) President (président du jury)

awards and academic activities

Awards	<p>38th International Congress of the French Marketing Association (AFM), Tunis, Tunisia, Best Paper Award, May 2022</p> <p>Journal of Service Management 2018 Best Reviewer Award</p> <p>25th International Colloquium on Relationship Marketing, Munich, Germany, Best Paper Award, September 2017</p> <p>8th Academic Prize for Management Research Best research article in the marketing category, April 2016</p> <p>2016 ANZMAC Conference, Sydney, Australia Best Reviewer Award (Track: Marketing of Services and Information Goods)</p> <p>Journal of Service Management 2015 Robert Johnston Highly Commended Award</p> <p>30th International Congress of the French Marketing Association (AFM), Montpellier, France, Prize for the best paper written by a young researcher, May 2014</p> <p>21st International Colloquium on Relationship Marketing, Rennes, France, Best Communication Award, September 2013</p> <p>Second Annual Conference for Positive Marketing, New York, NY, Best Communication in Services Award, January 2013</p>
Conference Chair	<p>24th International Colloquium on Relationship Marketing (ICRM) 2016, Co-organizer (with Lars Meyer-Waarden)</p>
Journal Boards	<p>Journal of Service Management Member of the Editorial Advisory Board</p> <p>Journal of Business Research Member of the Editorial Board of Reviewers (Service Research)</p> <p>Décisions Marketing Member of the Editorial Board of Reviewers</p>
