

Marketing Scientist | Psychologist

Dr. Jens W. Paschmann



My research helps firms understand customer behavior in our technology-driven, digital world.

Employing a variety of quantitative methods, my research seeks substantial contributions to digital customer analytics and digital customer relationship management. Notable research projects study the drivers of customers' engagement with new technologies as well as the consequences of this engagement for consumers and firms. My research is located at the intersection of marketing, psychology, and computer science. I employ state-of-the-art research techniques for unstructured and structured big data analytics, such as mathematical modeling (Bayesian statistics), machine learning, and causal inference.

Assistant Professor
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Chair in Marketing and Brand Management
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Date of birth: 2 October 1992, Goch

ACADEMIC POSITIONS

- 09/2022 – today Assistant Professor, University of Cologne, Germany
 - Department: Marketing and Brand Management
 - Research areas: digital marketing, new technologies, digital loyalty, privacy, digital platforms, market research
 - Methodology: Bayesian statistics, machine learning, causal inference
- 02/2020 – 03/2020 Visiting Researcher, University of New South Wales, Sydney, Australia
 - Host: Prof. Harald J. van Heerde
- 05/2018 – 08/2022 Doctoral Researcher, University of Cologne, Germany
 - Dissertation: "Digital Customer Engagement with New Technologies"
 - Chair: Marketing and Brand Management
 - Member of the DFG ("Deutsche Forschungsgemeinschaft") research group "Marketing of Hedonic Media Products in the Age of Digital Social Media" (FOR 1452)
 - Supervisor: Prof. Franziska Völckner
 - Co-authors: Prof. Harald J. van Heerde, Prof. Hernán Bruno, Prof. Kristina Klein, Prof. Magdalena Bekk

EDUCATION

- 05/2018 – 07/2022 Ph.D. in Marketing, Business Administration (University of Cologne, Germany)
 - Defended: 26 July 2022
 - Summa cum laude
- 10/2015 – 10/2017 M. Sc. in Psychology (University of Münster, WWU, Germany)
 - Thesis grade: 1.0 (GPA: 4.0); Average grade: 1.0 (GPA: 4.0)
- 10/2012 – 08/2015 B. Sc. in Psychology (University of Münster, WWU, Germany)
 - Thesis grade: 1.0 (GPA: 4.0); Average grade: 1.5 (GPA: 3.7)
- 08/2003 – 07/2012 Abitur (Collegium Augustinianum Gaesdonck, Goch, Germany)
 - Average grade: 1.1 (GPA: 4.0)

ACADEMIC PUBLICATIONS UNDER REVIEW

Paschmann, Jens W., Hernán A. Bruno, Harald J. van Heerde, Franziska Völckner, and Kristina Klein, "Driving Mobile App User Engagement Through Gamification," *Journal of Marketing Research*, conditionally accepted. **VHB JOURQUAL3**
A+

WORKING PAPERS

Paschmann, Jens W., Franziska Völckner, and Magdalena Bekk, "Surveillance Concerns in the Internet of Things," Working paper available; in preparation for submission to *Journal of Marketing Research*.

Paschmann, Jens W., "More than a Deal: The Double-Edged Sword of Posting Intentions on Social Deal Platforms," Working paper available; in preparation for submission to *Journal of Marketing*.

PEER-REVIEWED CONFERENCE PROCEEDINGS PUBLICATIONS

Muschkiet, Michel, **Jens W. Paschmann**, and Annika Nissen (2022), "Towards Human Digital Twins for Improving Customer Experience," *Proceedings of the International Conference on Information Systems*, 1–17. **VHB JOURQUAL3**
A

RESEARCH IN PROGRESS

Hirche, M., **Jens W. Paschmann**, Franziska Völckner, Marnik Dekimpe, and Luke Greenacre, "Consumer Reactions to Pricing Strategies in Times of Inflation"

Michel Muschkiet, **Jens W. Paschmann**, and Julian Wichmann, "Bridging Customer Experience Realities Through Human Digital Twins"

Jens W. Paschmann, and Nico Schauerte "The Interplay of Micro-Level and Macro-Level Relationship Journeys"

Jackwerth, Magdalena, **Jens W. Paschmann**, Florian Pethig, and Franziska Völckner "Managing Competition in Online Communities"

Viets, Kristina, **Jens W. Paschmann**, Franziska Völckner, and Tammo Bijmolt "Mobile App Effectiveness in Marketing: Decoding the Engagement-Value-Chain"

Liebig, Paula, **Jens W. Paschmann**, and Franziska Völckner, "The Role of Pre-Ownership Salience in the Consumption of Pre-Owned Goods"

Amelie Huber, **Jens W. Paschmann**, and Jochen Hartmann "The Dynamics of Virtual Influence"

INVITED PRESENTATIONS

Presentation at *2024 Tilburg University Marketing Seminar*; "Driving Mobile App User Engagement through Gamification," Tilburg, Netherlands.

CONFERENCE PRESENTATIONS

2023 INFORMS Marketing Science Conference; Miami Herbert Business School; "More Than a Deal: The Double-Edged Sword of Posting Intentions on Social Deal Platforms," Miami, Florida, USA.

2021 INFORMS Marketing Science Conference; Simon Business School, University of Rochester; "Driving Mobile App Customer Engagement through Gamified App Features," virtual.

2020 Research Seminar Series of the Marketing Department; UNSW Business School, University of New South Wales; "Driving Mobile App Customer Engagement Through Gamified App Features," University of New South Wales, Sydney, Australia.

2019 DFG Research Group Colloquium on “How Social Media is Changing Marketing”; Marketing Center, University of Münster; “A Reward a Day Makes the User Stay? User Engagement in Gamified Mobile Apps,” University of Münster, Germany.

HONORS AND AWARDS

- 11/2023 Add-on Fellowship for Interdisciplinary Economics and Interdisciplinary Business Administration. *Joachim Herz Stiftung*. Research funding (€12,500) for economic research questions with interdisciplinary relevance and high social relevance.
- 10/2023 Fellow of the *ISMS* Early-Career Scholars Camp; Duke University; Durham, USA.
- 06/2023 Winner of the dissertation award of the *HORIZONT-Foundation* (endowed with €5,000). *HORIZONT* is Germany's leading marketing, advertising, and media trade journal.
- 05/2023 Finalist for the “Young Researcher 2023” dissertation award of *BVM/VMÖ/SWISS INSIGHTS*. The Young Researcher Award honors young researchers for outstanding research work in the field of marketing and media.
- 03/2023 Honorable mention by the *Psychology of Technology Institute* dissertation award. The Psychology of Technology Institute is a non-profit network of behavioral scientists, technology designers, and decision-makers that protects and improves psychological health for society by advancing our understanding and effective use of transformative technologies.

TEACHING

- Lecture & Exercise** *Digital Brand and Customer Analytics*
University of Cologne, M.Sc. in Marketing
Fall Semester 2023
- Seminar** *Business Project: Disruptive Marketing Solution* [Cooperation with L'Oréal]
University of Cologne, M.Sc. in Marketing
Spring Semester 2019-2023
Lecturer Assessment: 4.9/5.0; Overall Assessment: 4.8/5.0
- Lecture & Exercise** *Business Simulation: Advanced Strategic Marketing*
University of Cologne, M.Sc. in Marketing
Fall Semester 2020-2022
Lecture: Lecturer Assessment: 4.5/5.0; Overall Assessment: 4.5/5.0
Exercise: Lecturer Assessment: 4.8/5.0; Overall Assessment: 4.8/5.0
- Seminar** *Marketing Applications* [Cooperation with L'Oréal]
University of Cologne, B.Sc. in Marketing
Fall Semester 2022-2023
Lecturer Assessment: 4.5/5.0; Overall Assessment: 4.2/5.0
- Seminar** Bachelor Seminar: *Digital Marketing and Data Privacy*
Fall Semester 2019-2021; together with Dr. Denise Küpper
University of Cologne, B.Sc. in Marketing
Lecturer Assessment: 4.7/5.0; Overall Assessment: 4.3/5.0

COMMUNITY SERVICES

- Ad-hoc reviewing for *Journal of Interactive Marketing*
- Active Member at **EMAC** (European Marketing Academy), **ISMS** (INFORMS Society for Marketing Science), **VHB** (Verband der Hochschullehrerinnen und Hochschullehrer für Betriebswirtschaft e.V.)

UNIVERSITY SERVICES

- Administration of student assistants
- Editorial staff of the [Marketing Area Report](#)
- Appraisal interviews for letters of recommendation

IT

Proficient: R, Stan, Python, Stata, SPSS, High-Performance Computing, Github, Qualtrics, MS Office

Experienced: Amazon AWS, C++, HTML, CSS

PRACTICAL EXPERIENCES

- 09/2022 – Today eDOCation.org
 - Consulting companies based on academic insights.
- 05/2018 – 04/2020 Legal Psychologist
 - Freelancer, Uwe Dönisch-Seidel, Kleve/Düsseldorf, Germany
 - Internship, GWG Neuss, Neuss, Germany
- 01/2017 – 03/2017 Academic Consultant (HR Development)
 - Evaluation of a corporate training initiative, Deutsche Telekom AG, Bonn, Germany
- 09/2016 – 12/2016 HR Business Partner
 - Internship: Deutsche Telekom AG, Bonn, Germany
- 08/2014 – 12/2014 Management Consultant
 - Internship and working student: Feedbackpeople Managementberatung GmbH, Greven, Germany
- 08/2013 – 09/2013 Management Consultant
 - Internship: Jürgen Walter Beratungsgesellschaft mbH, Düsseldorf, Germany
- 08/2012 – 12/2017 Development and Sales of Websites
 - Self-employed (during B.Sc. and M.Sc. studies)

LANGUAGES

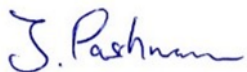
German native
English fluent
Spanish conversational
French elementary

PERSONAL INTERESTS

- Technology and Innovation
- Psychology
- Sports (Badminton, Gym)
- Dog Training
- Wood Working

REFERENCES

- **Harald van Heerde**, University of New South Wales ✉ h.vanheerde@unsw.edu.au
- **Hernán Bruno**, University of Cologne ✉ hernan.bruno@wiso.uni-koeln.de
- **Franziska Völckner**, University of Cologne ✉ voelckner@wiso.uni-koeln.de


Dr. Jens W. Paschmann
Cologne, 17/05/2024