

CURRICULUM VITAE

JANINA GARBAS, Ph.D.

ESCP Business School
Assistant Professor (Tenure Track)
European Marketing Department, Paris Campus
E-Mail: jgarbas@escp.eu



ACADEMIC POSITIONS

| | |
|---|--|
| Assistant Professor (Tenure Track) | ESCP Business School Marketing Department Paris Campus September 2024 – present |
| Postdoctoral Researcher | RWTH Aachen University School of Business and Economics Chair of Marketing April 2022 – July 2024 |
| Research Associate and PhD Candidate | University of Passau School of Business, Economics and Information Systems Chair of Marketing and Innovation August 2016 – March 2022 |

EDUCATION

| | |
|-------|---|
| Ph.D. | Business Administration (Marketing), University of Passau, Germany, 2022 (Grade: summa cum laude) |
| M.Sc. | Business Administration (Focus: International Management and Marketing), University of Passau, Germany, 2016 (Grade: summa cum laude) |
| B.Sc. | Business Administration and Economics (Focus: Management and Marketing), University of Passau, Germany, 2013 (Grade: cum laude) |

RESEARCH INTERESTS

My research interests revolve around the intersection between consumer behavior, marketing, and technology. In particular, I am interested in exploring *consumer responses to marketing activities* with a focus on (1) *consumer communication* (e.g., influencer marketing, personalized advertising, employee-customer interactions), (2) *digital technologies/business models* (e.g., consumer-technology interaction, optimization of digital marketing, products as service platforms), and (3) *aspects of consumer vulnerability and well-being* (e.g., customer stress during customer participation). Methodologically, I utilize lab and field experiments as well as unstructured data analysis.

PUBLICATIONS IN PEER-REVIEWED JOURNALS

Wentzel, Daniel, Alice Minet, Stefan Raff-Heinen, and Janina Garbas (2025) "Design thinking in physical and virtual settings", *Sloan Management Review* (FT50), 66, 5–10.

<https://sloanreview.mit.edu/article/how-remote-work-changes-design-thinking/>

Minet, Alice, Daniel Wentzel, Stefan Raff-Heinen, and Janina Garbas (2024) "Design thinking in physical and virtual environments: Conceptual foundations, qualitative analysis, and practical implications", *Technological Forecasting & Social Change*, 207, pp. 1–14.

<https://doi.org/10.1016/j.techfore.2024.123596>

- Media coverage: [Forbes](#)

Galande, Ashish S., Frank Mathmann, César Jair Ariza Rojas, Benno Torgler, and Janina Garbas (2023) "You are lying! How misinformation accusations spread on Twitter", *Internet Research*, 33(5), pp. 1907–1927.

<https://doi.org/10.1108/INTR-07-2022-0572>

Garbas, Janina, Marah Blaurock, Marion Büttgen, and Zelal Ates (2023) "How can customers cope with cognitive demands of professional services? The role of employee coping support", *Psychology & Marketing*, 40, pp. 867–887.

<https://doi.org/10.1002/mar.21788>

Garbas, Janina, Sebastian A. Schubach, Jan H. Schumann, Martin Mende, and Maura L. Scott (2023) "You want to sell this to me twice!? How perceptions of betrayal may undermine internal product upgrades", *Journal of the Academy of Marketing Science* (FT50), 51, pp. 286–309.

<https://doi.org/10.1007/s11747-022-00881-8>

- 2023 Winner, AMA SERVSIG Best Service Article Award

BOOK CHAPTERS AND ADDITIONAL PUBLISHED WORK

Garbas, Janina (2024) "Redefining the Boundaries of Ownership Through Dynamic Service Platforms: The Rise and Fall of Internal Product Upgrades", Guest article for the SERVSIG Newsletter

Garbas, Janina (2023) "From now to next: Reflections on the growing service infusion through post-purchase customization in the manufacturing sector", Guest article for the SERVSIG Newsletter

Schubach, Sebastian A., Janina Garbas, and Jan H. Schumann (2017). Kundenbindung im digitalen Zeitalter. In: Bruhn, Manfred & Christian Homburg (Eds.), *Handbuch Kundenbindungsmanagement: Strategien und Instrumente für ein erfolgreiches CRM*, (pp. 301-331). Wiesbaden: Springer Gabler.

ACADEMIC HONORS AND AWARDS

2025 AMA Sheth Early Career Consortium Fellow

2024 Robert Johnston Best Reviewer Award

2024 AMA SERVSIG Best Service Article in 2023

2023 EMAC/Enginius Doctoral Dissertation Competition, First runner-up

2023 SERVSIG Best Dissertation Award, Runner-up

2017 IHK-Award for outstanding thesis, Topic: "Personalized advertising and self-concept"

INVITED TALKS

"Climbing the PhD mountain: Lessons learned through the PhD journey and submission process", October 7, 2022, QUT School of Advertising, Marketing and Public Relations, Target audience: PhD students

SERVICE TO THE DISCIPLINE

Journals

- Journal of Business Research: Editorial Review Board
- Journal of Consumer Research: Trainee Reviewer
- Journal of the Academy of Marketing Science: Ad-hoc Reviewer
- Journal of Service Research: Ad-hoc Reviewer
- Journal of Service Management: Ad-hoc Reviewer

Conferences

International Marketing Trends Conference (IMTC)

- Doctoral Colloquium Chair, Venice, 2025
- Session Chair, Venice, 2025

Association for Consumer Research (ACR) Conference

- Competitive Paper Reviewer, Paris, 2024
- Competitive Paper Reviewer, Seattle, 2023

European Marketing Academy (EMAC) Conference

- Competitive Paper Reviewer, Budapest, Hungary, 2022
- Competitive Paper Reviewer, Madrid, Spain, 2021
- Competitive Paper Reviewer, Budapest, Hungary, 2020
- Competitive Paper Reviewer, Hamburg, Germany, 2019
- Competitive Paper Reviewer, Glasgow, UK, 2018

American Marketing Association (AMA)

- AMA CBSIG Conference, Vienna, AUT, 2024
- AMA Marketing and Public Policy Conference, Austin, TX, USA, 2023
- Summer AMA Competitive Paper Reviewer, Boston, MA, USA, 2021
- Winter AMA Competitive Paper Reviewer, St. Petersburg, FL, USA, 2021
- Summer AMA Competitive Paper Reviewer, San Francisco, CA, USA, 2020
- Winter AMA Competitive Paper Reviewer, San Diego, CA, USA, 2020

Academy of Marketing Science (AMS) Conference

- Competitive Paper Reviewer, New York City, NY, USA, 2021

European Conference on Information Systems

- Competitive Paper Reviewer, Timișoara, Romania, 2022

Global Marketing Conference (GMC)

- Competitive Paper Reviewer, Seoul, South Korea, 2020

SERVSIG Conference

- Competitive Paper Reviewer, Paris, France, USA, 2018

ACADEMIC AFFILIATIONS

Association for Consumer Research; European Marketing Academy; American Marketing Association

TEACHING

ESCP Business School, Paris, France

- Consumer Insights and Data Analytics, Lecture (Spring term 2025), Graduate level
- Data-driven Marketing, Lecture (Winter term 2024), Graduate level
- Thesis supervision

University for Continuing Education, Krems, Austria

- Market Intelligence (2023), Executive Education & Graduate level
- Consumer Psychology and Marketing Research (2023), Executive Education

RWTH Aachen University, Germany

- Services Marketing, Lecture (Winter term 2023/24, 2022/23), Undergraduate level
- Graduate seminar (Winter term 2022/23)
- Undergraduate seminar (Spring term 2024, 2023, 2022)
- Thesis supervision

University of Passau, Germany

- Principles of Marketing, Tutorial (Winter term 2017/18 2019/20, Spring term 2018, 2020), Undergraduate level
- Graduate seminar (Winter term 2018/19, 2020/21, Spring term 2017, 2019)
- Undergraduate seminar (Winter term 2016/17, 2018/19, 2020/21, Spring term 2018)
- Project course (Spring term 2021), Graduate level
- Marketing simulation game (Winter term 2016/17), Undergraduate level
- Thesis supervision

DOCTORAL COURSEWORK AND WORKSHOPS

- Doctoral Seminar in Publishing in International Journals, Prof. Dr. Jan H. Schumann
- Doctoral Seminar in Text Analysis, Prof. Dr. Stephan Ludwig
- Doctoral Seminar in Survey Research, Prof. Dr. Dirk Totzek
- Doctoral Seminar in Structural Equation Models in AMOS, Prof. Dr. Jan H. Schumann
- Doctoral Workshop: Selected Topics in Consumer Behavior, Prof. Dr. Martin Mende and Prof. Dr. Maura Scott
- "Let's Talk About Service" Workshop: Smart Use of the Extant Literature