Siham El Kihal

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ACADEMIC EXPERIENCE

Since 02/2024	**Full Professor & Head of Institute of Artificial Intelligence in Marketing Analytics** WU Vienna University of Economics and Business
08/2016 – 01/2024	**Tenure-Track Assistant Professor of Marketing** Frankfurt School of Finance & Management *Positive Midterm Evaluation (Nov 2018); Maternity Leave (Dec 2020 – Dec 2021)*
01/2020	**Visiting Scholar**, Arison School of Business at IDC Herzliya, Tel-Aviv *Host: Prof. Eitan Muller*
05/2019	**Visiting Scholar**, MIT Sloan School of Management *Host: Prof. John R. Hauser*
12/2017 & 06/2018	**Visiting Scholar**, Leonard N. Stern School of Business, New York University *Host: Prof. Daria Dzyabura*

EDUCATION

2011 – 2016	**Ph.D. in Quantitative Marketing** Graduate School of Economics, Finance, and Management, Goethe University, Germany
01 – 05/2015	**Visiting PhD Student**, Marketing Department, NYU Stern School of Business *Host: Prof. Tülin Erdem*
2010 – 2013	**Master of Quantitative Economics, Marketing Track** GSEFM, Goethe University, Germany
2007 – 2010	**Master of Business Administration with Electrical Engineering** Technical University of Darmstadt, Germany
2005 – 2007	**Master of Engineering** Ecole Centrale de Lyon, France (Double Degree Program TIME)
2002 – 2005	**Bachelor of Business Administration with Electrical Engineering** Technical University of Darmstadt, Germany

PRE-ACADEMIC POSITIONS

2011 – 2016   **Research and Teaching Assistant**, Chair of Electronic Commerce, Goethe University Frankfurt

2011 – 2016   **Research Assistant**, EFL – The Data Science Institute, Frankfurt

PUBLICATIONS

1. S. Lu, X. Wang, A. Barasch, J. Cotte, Y. Ding, S. El Kihal, R. Grewal, P. K. Kopalle, X. Liu, S. Moorthy, J. Ryoo, I. Troncoso (2026). Dissolving Boundaries in the Metaverse. *International Journal of Research in Marketing*, Accepted

2. El Kihal, S., Erdem, T., Schulze, C., and Zhang, W. (2026). Customer Return Rate Evolution. *International Journal of Research in Marketing*, 43(1), 71–91

3. De Haan, E., Padigar, M., El Kihal, S., Kübler, R., and Wieringa, J. (2024). Unstructured Data Research In Business: Toward A Structured Approach. *Journal of Business Research*, 177

4. Dzyabura*, D., El Kihal*, S., Hauser*, J.R., and Ibragimov*, M. (2023). [1] Leveraging the Predictive Power of Images in Managing Product Return Rates. *Marketing Science*, 42(6): 1125–1142
   - *– Featured on MIT Sloan Ideas Made to Matter, March 2024*
   - *– Featured on Frankfurt School Blog, July 2023*

5. Atalay*, A.S., El Kihal*, S., Ellsaesser*, F. (2023). Creating Effective Marketing Messages Through Moderately Surprising Syntax. *Journal of Marketing*, 87(5), 755–777
   - *– Featured on JM Buzz podcast, June 2023*
   - *– Featured by Ariyh / Thomas McKinlay, June 2023*

6. El Kihal, S. and Shehu, E. (2022). It's Not Only What They Buy, it's Also What They Keep: Linking Marketing Instruments to Product Returns. *Journal of Retailing*, 98(3), 558–571

7. Atalay, A.S., El Kihal, S., Pfrang, T. (2022). The Impact of Fear on the Effectiveness of Customer Empowerment Messages in Online Retailing. *Psychology & Marketing*, 39(9), 1677–1686 (Lead article)

8. El Kihal, S., Nurullayev, N., Schulze, C., and Skiera, B. (2021). A Comparison of Return Rate Calculation Methods: Evidence from 16 Retailers. *Journal of Retailing*, 97(4), 676–696

Conference Proceedings

9. Schlereth, C. and El Kihal, S. (2013). Profit Maximising Contract Plans for Cloud Computing. *Proceedings of the 21st European Conference on Information Systems (ECIS)*, Utrecht, Netherlands

10. El Kihal, S., Schlereth, C., and Skiera, B. (2012). Price Comparison for Infrastructure-as-a-Service. *Proceedings of the 20th European Conference on Information Systems (ECIS)*, Barcelona, Spain

WORKING PAPERS

• From Clicks to Returns: Website Browsing and Product Returns

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[1]* denotes equal contribution

with Marat Ibragimov, John R. Hauser, and Raluca Ursu
Resubmitted to Marketing Science

• Toward the Point of No Return: Behavioral Appeals for Reducing Product Returns in Online Shopping Environments
with Oliver Emrich, Samuel Stäbler, and Thilo Pfrang
Preparing Submission at Journal of Consumer Research

SELECTED WORK IN PROGRESS

• Visual Browsing: How Consumers Search over Visual Content in Online Retailing
with Raluca Ursu
• Beyond Ranks: Measuring Brand Visibility in LLM Outputs
with Christine Schmidt, Martin Eisenbichler, and Thomas Reutterer
• A GenAI Model to Support Product Design
with Daria Dzyabura and Sumon Chaudhuri

BOOKS & BOOK CHAPTERS

• Dzyabura, D., El Kihal, S., Peres, R. (2021). Image Analytics in Marketing. *In: Homburg C., Klarmann M., Vomberg A.E. (eds) Handbook of Market Research. Springer, Cham.*
• El Kihal, S. (2017). Product Return Management in Online Retailing. *In: Electronic Commerce, Marketing, & Finance, Band 8. Dr. Kovac Verlag, Hamburg.*

PRACTITIONER ARTICLES

• El Kihal, S. and Meinert, B. (2023). KI revolutioniert das Marketing. *Markenartikel*, 08/2023.

HONORS, AWARDS & GRANTS

2026	WU Award for Star Journal Publication 2026, WU Vienna
2024–2025	WU Funding for Research Projects, 22,000€
2022	ISMS Early-Career Scholar 2022, Duke University
2018	EHI Stiftung Wissenschaftspreis (Nominee)
2017	Erich-Gutenberg Price for Junior Researchers (Winner)
2017	Alfred Gerardi Gedächtnispreis – Best Dissertation (Winner)
2017	Preis der Deutschen Marktforschung / Nachwuchsforscher (Winner)
2017	Deutscher Wissenschaftspreis, Deutscher Marketing Verband e.V. (Top 3 Finalist)
2017	Schmalenbach-Preis (Finalist)
2015	Friends and Supporters of Goethe University Frankfurt Grant – Visiting PhD Stay at NYU Stern
2014	Marketing Science Doctoral Consortium, Atlanta

2014	Research Fund of the Faculty of Economics and Business Administration – EMAC & INFORMS grants
2013	EMAC Doctoral Colloquium, Istanbul
2008–2010	Femtec Network Scholarship – Career building program for female leaders in engineering & natural sciences
2005–2007	German-French College for Higher Education Scholarship – Double degree program in France

TEACHING EXPERIENCE

WU Vienna University of Economics and Business (Professor)

Since 2026	Building Research on AI in Marketing Analytics: From Idea to Paper, PhD Course (English)
Since 2024	Artificial Intelligence in Marketing, Marketing Master Core Course (English)
Since 2024	Master Study Project, Marketing Master Course (English)
Since 2024	Business in Global Markets – Marketing, UG Elective (English)
10/2024	Artificial Intelligence in Business, Executives Workshop for Female Leaders (German)

Frankfurt School of Finance & Management (Professor)

2016–2023	Marketing, UG Core (English and German)

Goethe University Frankfurt

Fall 2015	Seminar on Return Management in Online Retailing, UG Elective (German), co-taught with Prof. Bernd Skiera
Spring 2015	Data Driven Marketing, UG Elective (German), Teaching Assistant
Spring 2013	Marketing II, UG Elective (German), Tutorials Instructor and Teaching Assistant
Spring 2012	Electronic Commerce, UG Elective (English), Teaching Assistant

CONFERENCE PRESENTATIONS

- Visual Browsing: How Consumers Search over Visual Content in Online Retailing
  - Frankfurt School of Finance & Management, 2025
  - WU Vienna Christmas Talks, 2024
  - Goethe University Frankfurt, 2024
  - KU Leuven, 2024
  - WU Vienna Department Colloquium, 2023
  - Special Session on Image Analytics, 44th INFORMS Marketing Science Conference, University of Miami, 2023

- From Clicks to Returns: Website Browsing and Product Returns
  - 44th INFORMS Marketing Science Conference, University of Miami, 2023
  - 11th Workshop on Consumer Search and Switching Costs, NYU Stern, 2022 (co-author)
  - Kellogg School of Management, Northwestern University, 2022 (co-author)

- Frankfurt School Management Department Brown Bag, 2022
- Special Session on Data Driven Marketing, 43rd INFORMS, Chicago Booth, 2022 (co-author)

• Leveraging the Predictive Power of Images in Managing Product Return Rates
  - Special Session on Data Driven Marketing, 43rd INFORMS, Chicago Booth, 2022
  - 50th EMAC Annual Conference, SIG Quant Marketing Special Session, 2021
  - Virtual Quant Marketing Seminar Series (co-author), 2020
  - Leeds School of Business, University of Colorado Boulder (co-author), 2020
  - Special Session on Visual Analytics, 41st INFORMS, Duke University, 2020
  - European Quant Seminar Series (co-author), 2020
  - Quantitative Marketing Conference, WU Vienna, 2019
  - Management Department Summer School, Frankfurt School, 2019
  - Marketing Effectiveness through Customer Journeys and Multichannel Management, Bologna, 2019
  - JAMS Thought Leaders' Conference, Bocconi University, 2019
  - 11th Triennial Invitational Choice Symposium (co-author), Cambridge MD, 2019
  - 48th EMAC, University of Hamburg, 2019
  - Theory + Practice Conference, Columbia University, 2019
  - Annual Marketing Research Camp (co-author), Tuck School of Business, Dartmouth, 2019
  - 47th EMAC, University of Strathclyde, Glasgow UK, 2018
  - Special Session on Machine Learning, 40th INFORMS, Temple University, 2018
  - Workshop on Multi-Armed Bandits and Learning Algorithms, Rotterdam School of Management, 2018
  - Washington University Foster School of Business (co-author), 2018
  - NYU 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics (co-author), NYU Stern, 2017

• Creating Effective Marketing Messages Through Moderately Surprising Syntax
  - ESSEC Business School, 2022
  - WU Vienna, 2022
  - Special Session on Unstructured Data and Marketing, 43rd INFORMS, Chicago Booth, 2022
  - Special Session on Digital Technologies (co-author), EMAC Annual Conference, Budapest, 2022
  - Conference on AI, ML, and Business Analytics, Fox School of Business, December 2021
  - Cardiff Business School Research Seminar, December 2021
  - LMU Brown Bag Seminar, Digital Business Cluster, November 2021
  - Hamburg University, November 2021
  - ACR Conference Paris, Special Session on Consumer Behavior Meets ML, 2020
  - European Quant Marketing Seminar by EMAC, 2020
  - Conference on AI, ML, and Business Analytics, Fox School of Business, Temple University, 2019
  - HEC Lausanne Marketing Seminar Series, 2019
  - Frankfurt School Management Department Summer School, 2019
  - 41st INFORMS Marketing Science Conference, University of Roma Tre, 2019
  - Theory + Practice Conference, Columbia University, 2019

• It's Not Only What They Buy, it's Also What They Keep: Linking Marketing Instruments to Product Returns
  - Special Session on Managing Product Returns (co-author), 43rd INFORMS, Chicago Booth, 2022

• Toward the Point of No Return: Behavioral Appeals for Reducing Product Returns in Online Shopping Environments
  - Marketing Dynamics Conference, Goa, India, 2025 (co-author)
  - 11th Triennial Invitational Choice Symposium, INSEAD, 2023
  - Stockholm School of Economics, March 2023
  - Goethe University Seminar, Riezlern, Austria, September 2022 (co-author)
  - 41st INFORMS Marketing Science Conference, University of Roma Tre, May 2019
  - 47th EMAC, University of Strathclyde, Glasgow UK, May 2018
  - 1st Annual Conference of Quantitative Marketing, WU Vienna, February 2017

- Customer Return Rate Evolution
    - Special Session on Managing Product Returns, 43rd INFORMS, Chicago Booth, 2022
    - 48th EMAC, University of Hamburg, 2019
    - Winter AMA Conference, Austin, 2019 (co-author)
    - 37th INFORMS Marketing Science Conference, Baltimore, 2015
    - 38th INFORMS Marketing Science Conference, Shanghai, 2016
    - 45th EMAC Annual Conference, Oslo, 2016
    - 2. Digitales Marketing Konferenz, Passau, 2016
    - 13th Marketing Dynamics Conference, Hamburg, 2016

INVITED PRESENTATIONS

- Frankfurt School of Finance & Management, 2025
- Goethe University Frankfurt, 2024
- KU Leuven, 2024
- 11th Triennial Invitational Choice Symposium, INSEAD, 2023
- Panelist at Joint Conference on Research on Text Analytics, Mannheim University, 2023
- Stockholm School of Economics, 2023
- ESSEC Business School, 2022
- WU Vienna, 2022
- Cardiff Business School, 2021
- LMU Brown Bag Digital Cluster, 2021
- University of Hamburg, 2021
- European Quant Marketing Seminar by EMAC, 2020
- HEC Lausanne Marketing Seminar Series, 2019
- JAMS Thought Leaders' Conference, Bocconi University, 2019
- Marketing Effectiveness through Customer Journeys and Multichannel Management, Bologna, 2019
- Quantitative Marketing Conference SALTY, WU Vienna, 2019
- Rotterdam School of Management at Erasmus University, 2018
- 1st Annual Conference of Quantitative Marketing, WU Vienna, 2017
- Boston University Questrom School of Business, 2015

PROFESSIONAL SERVICE

Editorial Review Board Membership

- Journal of Marketing (2026–)
- Marketing Science (2025–)
- International Journal of Research in Marketing (2025–)
- Journal of Retailing (2022–)

Ad Hoc Reviewer

MIS Quarterly, Journal of Marketing, Marketing Science, Management Science, Journal of Retailing, Journal of Marketing Research, International Journal of Research in Marketing

Reviewer for Dissertation Competitions

- MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2023)
- EMAC/Sheth Foundation Doctoral Dissertation Competition (2018)

Service Roles
- INFORMS Society for Marketing Science (ISMS) Advisory Council (2025)
- Organizer of the Marketing Department Female Scientists Breakfast @ WU Vienna (since 2024)
- Member of the Task Force on Diversity, Equity, and Inclusion, Frankfurt School (2022–2024)
- Organizer of Women in Science @ Frankfurt School (2017–2023)
- Member of Hiring Committee at Frankfurt School (2016–2017) & AMA Interviews (2017)
- Member of Hiring Committee at Goethe University (2015–2016)
- PhD Students Representative at the Board of Examiners of GSEFM (2010–2016)

ORGANIZED CONFERENCES AND WORKSHOPS

- Organizer of the SALTY Quantitative Marketing Conference (2025), WU Vienna
- Organizer of the Inaugural WU Vienna Marketing Master Alumni Conference (2025)
- Organizer of the Frankfurt School Artificial Intelligence and Business Analytics Workshop (2022 and 2023)
- Organizer of the Frankfurt School Marketing Research Camp (2018–2023)

TEACHING & MEDIA WORKSHOPS

- Harvard Case Study Teaching Workshop (2018)
- Dynamic Educators Teaching Workshop (2019)
- Workshop: Media Training for Scientists / Present Your Research to Media with Confidence (2020)

OTHER

Languages	French (native), Arabic (native), German (fluent), English (fluent), Spanish (beginner)
Citizenships	Moroccan and German
Personal	Married, 1 daughter