

Nadia Abou Nabout

WU Vienna

Institute for Interactive Marketing
Social Media (IMSM)
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University page

SSRN page

Google Scholar page

EDUCATION

Doctorate in Business Administration and Economics

Goethe University Frankfurt, Germany

2009 – 2012

MBA in Business Administration and Economics

University of Wuppertal, Germany

2007 – 2009

Visiting Student (Erasmus/Socrates)

University of Birmingham, United Kingdom

2007 – 2008

B.Sc. in Business Administration and Economics

University of Wuppertal, Germany

2003 – 2007

ACADEMIC EXPERIENCE

- since September 2014 (maternity leave: 2018/19 & 2022): Full Professor & Head of Institute for Interactive Marketing & Social Media (IMSM), WU Vienna, Austria
- March 2014 – August 2014: Tenure Track Professor of Technology Marketing, TU München, Germany
- March 2013 – July 2013: Visiting Scholar, Özyeğin University, Istanbul, Turkey
- 2012 – 2014: Postdoctoral Researcher, Goethe University Frankfurt, Germany
- December 2011: Visiting Scholar, University of Maryland, USA
- 2009 – 2012: Research Assistant, Goethe University Frankfurt, Germany

AWARDS, RESEARCH GRANTS & SCHOLARSHIPS

Research Hon-
ors/ Best Paper
Awards

- Outstanding Member of the ERB 2022, International Journal of Research in Marketing
- WU Award for Star Journal Publication 2021, WU Vienna, Austria
- Researcher of the Month 2017 (video available here), WU Vienna, Austria
- Best Paper Award 2012, International Journal of Research in Marketing

- Runner-Up for Dean's Publication Award 2012, Goethe University Frankfurt, Germany
- Finalist in Gary L. Lilien ISMS-MSI Practice Prize Competition 2011 (video of presentation available [here](#))

Dissertation Awards

- Stiftung Industrieforschung (Winner)
- EMAC-McKinsey (Winner)
- Vodafone-Stiftung für Forschung (Winner)
- EHI Retail Institute and GS1 Germany (Winner)
- Emerald/EFMD (Winner)
- Horizont Stiftung (Winner)
- McKinsey & Company (Second Place)
- Industrie- und Handelskammer Frankfurt a.M. (Winner)
- Alcatel-Lucent Stiftung (Winner)

Research Grants/ Student Scholar- ships

- Faculty's "Forschungstopf," Goethe University Frankfurt, Germany
- Wharton Customer Analytics Initiative, The Wharton School, University of Pennsylvania, USA
- Friends and Supporters, Goethe University Frankfurt, Germany
- Erasmus/Socrates of the German Academic Exchange Service, Germany

CONSULTING & INDUSTRY PROJECTS

Consulting

- Workshop on digital marketing, UNIQA Versicherungen, Vienna, Austria
- New Austrian law introducing a digital advertising tax, Bundesministerium für Finanzen, Vienna, Austria

Industry Projects

- Usage of data in real-time bidding (incl. industry funding), Havas Media, Frankfurt, Germany
- Real-time bidding and automated trading in digital media markets (incl. industry funding), Interactive Media, Darmstadt, Germany
- Bidding optimization in search engine advertising, SoQuero, Frankfurt, Germany

PHD SUPERVISION & COMMITTEE MEMBERSHIP

First Advisor

- Işın Acun, in progress (since February 2022), WU Vienna
- Alicja Grzadziel, in progress (since December 2020), WU Vienna
- Ugurcan Dünder, in progress (since April 2020), WU Vienna
- Christina Uhl, in progress (since November 2015), WU Vienna
- Christian Hotz-Behofsits, defense in May 2021, WU Vienna
- Sila Ada, PhD, defense in October 2019, WU Vienna

Committee Member

- Dr. Thomas Rusch, habilitation in November 2021, WU Vienna
- Prof. Dr. Nils Wlömert, habilitation in November 2020, WU Vienna
- Dr. Cristina Cabanillas, habilitation in June 2020, WU Vienna
- Dr. Katerina Makri, habilitation in June 2020, WU Vienna
- Prof. Dr. Ulrike Kaiser, habilitation in February 2018, WU Vienna
- Dr. Silke Hieke, defense in November 2017, advisor: Martin Schreier, WU Vienna
- Dr. Martin Stange, defense in January 2017, advisor: Burkhardt Funk, Leuphana Universität Lüneburg
- Dr. Markus Hagenmeier, defense in February 2016, advisor: Christina Raasch, Technische Universität München

EDITORIAL RESPONSIBILITIES

Editorial Review Board

- Journal of Retailing
- International Journal of Research in Marketing
- transfer Zeitschrift - Werbeforschung & Praxis
- Schmalenbach Journal of Business Research

Ad-hoc Reviewer Journals

- Management Science
- Marketing Science
- Journal of Marketing
- Journal of Interactive Marketing
- PLOS ONE
- Production and Operations Management

- BISE/Wirtschaftsinformatik
- Electronic Commerce Research Journal
- Journal of Marketing Behavior
- Journal of Media Economics

Ad-hoc Reviewer
Conferences

- EMAC
- EMAC Regional Conference
- Verein für Socialpolitik
- European Conference on Information Systems (ECIS)

Other

- Netherlands Organisation for Scientific Research (NWO)
- Deutsche Forschungsgemeinschaft (DFG)
- Stiftung Industrieforschung

REFEREED JOURNAL PUBLICATIONS

- S. Ada, Abou Nabout, N., and McDonnell Feit, E. (2022): Context Information Can Increase Revenue in Online Display Advertising Auctions: Evidence from a Policy Change, *Journal of Marketing Research*, 59(5), 883-1082.
- E. Shehu, Abou Nabout, N., and Clement, M. (2021): The Risk of Programmatic Advertising: Website Quality Effects. *International Journal of Research in Marketing*, 38(3), 663-677.
- N. Abou Nabout (2015): A Novel Approach for Bidding on Newly Set-Up Search Engine Advertising Campaigns. *European Journal of Marketing*, 49(5/6), 668-691.
- N. Abou Nabout, Lilienthal, M., and Skiera, B. (2014): Empirical Generalizations in Search Engine Advertising. *Journal of Retailing*, 90(2), 206-216.
- B. Skiera and Abou Nabout, N. (2013): PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine ADvertising. *Marketing Science*, 32(2), 213-220. **Finalist in the Gary L. Lilien ISMS-MSI Practice Prize Competition 2011**
- N. Abou Nabout, and Skiera, B. (2012): Return on Quality Improvements in Search Engine Marketing. *Journal of Interactive Marketing*, 26(3), 141-154.
- N. Abou Nabout, Skiera, B., Stepanchuk, T., and Gerstmeier, E. (2012): An Analysis of the Profitability of Fee-Based Compensation Plans for Search Engine Marketing. *International Journal of Research in Marketing*, 29(1), 68-80. **Best Paper Award in International Journal of Research in Marketing 2012**

WORKING PAPERS & SELECTED WORK IN PROGRESS

- C. Hotz-Behofsits, Wlömert, N., and Abou Nabout, N. (2022): Natural Affect DEtection (NADE): Inferring Emotional Expression from Text through Emojis.
- I. Ahmadi, Abou Nabout, N., Maleki, E., and Skiera, B. (2022): Why Advertisers Should Not Target Narrow Audiences: Insights from Spotify Ad Studio.

- C. Uhl, Abou Nabout, N., and Miller, K. (2020): How Much Ad Viewability is Enough? The Effect of Display Ad Viewability on Advertising Effectiveness (August 24, 2020). Available at SSRN: <https://ssrn.com/abstract=3680492>.
- A. Grzadziel, Stange, M., Abou Nabout, N., and Funk, B. (2022): Adverse Effects Of TV Advertising On Online Shopping Behavior.

INVITED PRESENTATIONS

Natural Affect DETECTION (NADE): Inferring emotional expression from text through emojis. (C. Hotz-Behofsits, Wlömert, N., and Abou Nabout, N.)

- European Quant Marketing Seminar, 2023

Context Information Can Increase Revenue in Online Display Advertising Auctions: Evidence from a Policy Change (S. Ada, Abou Nabout, N., and McDonnell Feit, E.)

- Female scientists / GRK privacy and trust, TU Darmstadt, 2019
- SALTY conference, University of Hamburg, 2017

The Risk of Programmatic Advertising: Website Quality Effects (E. Shehu, Abou Nabout, N., and Clement, M.)

- Kommissionstagung Marketing, University of Münster, 2018
- KU Leuven-Vlerick marketing camp, KU Leuven, 2016
- 2. Passauer Digital-Marketing-Konferenz, University of Passau, 2016

Adverse Effects Of TV Advertising On Online Shopping Behavior (A. Grzadziel, Stange, M., Abou Nabout, N., and Funk, B.)

- Feld M Wissensdurst 08, Feld M, 2017
- Online-Marketing-Konferenz (OMK), Lüneburg, 2017

CONFERENCE PRESENTATIONS

Context Information Can Increase Revenue in Online Display Advertising Auctions: Evidence from a Policy Change (S. Ada, Abou Nabout, N., and McDonnell Feit, E.)

- Workshop on Information Systems and Economics (WISE), Munich, Germany. 2019.
- Proceedings of the 39th INFORMS Marketing Science Conference, Los Angeles, USA. 2017.
- Proceedings of the 46th Conference of the European Marketing Academy (EMAC), Groningen, Netherlands. 2017.

The Risk of Programmatic Advertising: Website Quality Effects (E. Shehu, Abou Nabout, N., and Clement, M.)

- Proceedings of the 37th INFORMS Marketing Science Conference, Baltimore, Maryland, USA. 2015.
- Proceedings of the 44th Conference of the European Marketing Academy (EMAC), Leuven, Belgium. 2015.

Natural Affect DETECTION (Nade): Inferring Emotional Expression from Text through Emojis (C. Hotz-Behofsits, Wlömert, N., and Abou Nabout, N.)

- Proceedings of the 42nd INFORMS Marketing Science Conference (virtual), USA, 2020.
- Proceedings of the 40th INFORMS Marketing Science Conference, Philadelphia, USA. 2018.
- Proceedings of the 47th Conference of the European Marketing Academy (EMAC), Glasgow, United Kingdom. 2018. **Top 20 – Best Paper Award based on a Doctoral Work**

- Proceedings of the 39th INFORMS Marketing Science Conference, Los Angeles, USA. 2017.
- How Much Ad Viewability is Enough? The Effect of Display Ad Viewability on Advertising Effectiveness (C. Uhl, Abou Nabout, N., and Miller, K.)**
- 31st Doctoral Colloquium of the European Marketing Academy (EMAC), Glasgow, United Kingdom. 2018.
 - Proceedings of the 47th Conference of the European Marketing Academy (EMAC), Glasgow, United Kingdom. 2018. **Top 20 – Best Paper Award based on a Doctoral Work**
 - Proceedings of the 40th INFORMS Marketing Science Conference, Philadelphia, USA. 2018.
 - Theory and Practice in Marketing (TPM) Conference, Los Angeles, USA. 2018.
 - Proceedings of the 46th Conference of the European Marketing Academy (EMAC), Groningen, Netherlands. 2017.
 - Proceedings of the 39th INFORMS Marketing Science Conference, Los Angeles, USA. 2017.
- Why Advertisers Should Not Target Narrow Audiences: Insights from Spotify Ad Studio (I. Ahmadi, Abou Nabout, N., E. Maleki, and Skiera, B.)**
- Proceedings of the 39th INFORMS Marketing Science Conference, Los Angeles, USA. 2017.
- Adverse Effects Of TV Advertising On Online Shopping Behavior (A. Grzadziel, Stange, M., Abou Nabout, N., and Funk, B.)**
- Proceedings of the 44th INFORMS Marketing Science Conference, virtual. 2022.
 - Proceedings of the 51st Conference of the European Marketing Academy (EMAC), Budapest, Hungary. 2022.
 - Proceedings of the 38th INFORMS Marketing Science Conference, Shanghai, China. 2016.
 - Proceedings of the 45th Conference of the European Marketing Academy (EMAC), Oslo, Norway. 2016.
- Pacing in Real-Time Bidding for Online Display Advertising (U. Dündar, Abou Nabout, N., and Skiera, B.)**
- Marketing Dynamics Conference, Atlanta, USA. 2022.
 - Proceedings of the 44th INFORMS Marketing Science Conference, virtual. 2022.
 - Proceedings of the 51st Conference of the European Marketing Academy (EMAC), Budapest, Hungary. 2022.
- Less is More: Effect of Ad Clutter in Online Display Advertising (S. Ada and Abou Nabout, N.)**
- Proceedings of the 47th Conference of the European Marketing Academy (EMAC), Glasgow, United Kingdom. 2018.
 - Proceedings of the 40th INFORMS Marketing Science Conference, Philadelphia, USA. 2018.
- Publisher Selection at Private Ad Exchanges (S. Ada and Abou Nabout, N.)**
- Proceedings of the 38th INFORMS Marketing Science Conference, Shanghai, China. 2016.
 - Proceedings of the 45th Conference of the European Marketing Academy (EMAC), Oslo, Norway. 2016. **Top 20 – Best Paper Award based on a Doctoral Work**
- An Analysis of the Profitability of Even Pacing in Real- Time Bidding (M. Heise, Abou Nabout, N., and Skiera, B.)**
- Proceedings of the 37th INFORMS Marketing Science Conference, Baltimore, Maryland, USA. 2015.
- Brand Bidding in Paid Search: Just Cannibalizing or Increasing Profit (N. Abou Nabout and Skiera, B.)**

- Proceedings of the 42nd Conference of the European Marketing Academy (EMAC), Istanbul, Turkey. 2013.
- Innovative Approaches to Measuring Advertising Effectiveness Conference, Wharton Customer Analytics Initiative, Philadelphia, USA. 2014.
- Doctoral Colloquium at the 40th Conference of the European Marketing Academy (EMAC), Ljubljana, Slovenia. 2011.
- Proceedings of the 32nd INFORMS Marketing Science Conference, Cologne, Germany. 2010.

PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine Advertising (B. Skiera, Abou Nabout, N.)

- Proceedings of the 34th INFORMS Marketing Science Conference, Boston, Massachusetts, USA. 2012.
- Proceedings of the 41st Conference of the European Marketing Academy (EMAC), Lisbon, Portugal. 2012.
- Proceedings of the 12th INFORMS Conference on Business Analytics & Operations Research, Huntington Beach, California, USA. 2012.
- New Developments in the Practice of Marketing Science 2011-2012: Impact and Implementation, Washington D.C., USA (video of presentation available here). 2011.

Return on Quality Improvements in Search Engine Marketing (N. Abou Nabout, Skiera)

- Proceedings of the 33rd INFORMS Marketing Science Conference, Houston, Texas, USA. 2011.

BOOKS & BOOK CHAPTERS

- N. Abou Nabout and Ada, S. (2020): Overcoming Quality Issues in Digital Display Advertising Using Digital Dashboards. In: The Routledge Companion to Strategic Marketing, B.B. Schlegelmilch and Winer R.S. (Ed.), Routledge, New York, 449-465.
- B. Funk and Abou Nabout, N. (2016): Cross-Channel Real-Time Response Analysis. In: Programmatic Advertising: The Successful Transformation to Automated Data-Driven Marketing in Real-Time, O. Busch (Ed.), Springer International Publishing Switzerland, 141-151.
- S. Hristev and Abou Nabout, N. (2014): Echtzeithandel von Werbung im Real-Time Advertising, in: Deutscher Dialogmarketing Verband e. V. (Ed.), Dialogmarketing Perspektiven 2013/2014: Tagungsband 8. wissenschaftlicher interdisziplinärer Kongress für Dialogmarketing, Springer Fachmedien, Wiesbaden, 243-260.
- B. Skiera and Abou Nabout, N. (2013): Gewinnmaximales Suchmaschinenmarketing, in: T. Schwarz (Ed.), Digital Commerce: Online den Umsatz steigern: Wie Multichannel, Social Web und Mobile den Handel verändern, Waghäusel, 241-248.
- N. Abou Nabout (2012): Optimal Search Engine Marketing, Dr. Kovač, Hamburg.

PUBLICATIONS IN MANAGEMENT-ORIENTED JOURNALS

- N. Abou Nabout, Shehu, E., and Clement, M. (2020): Brand Safety Probleme und Programmatic Advertising. d3con UPDATE.
- C. Hotz-Behofsits, Wlömert, N., and Abou Nabout, N. (2018): Influencer – Trendsetter für Ihre Follower und ein spannender Marketingkanal für Unternehmen, in: transfer Werbeforschung & Praxis, 63(3), 26-33.

- N. Abou Nabout (2015): Insitut für Interactive Marketing & Social Media, in: transfer Werbeforschung & Praxis, 61(1).
- N. Abou Nabout and Skiera, B. (2013): Rechnet sich Brand Bidding?, absatzwirtschaft, 56(4), 36-39.
- B. Skiera, Abou Nabout, N., Vogel, S. (2012): Suchmaschinenmarketing: mit spitzer Feder rechnen, Bank und Markt, 3, 38-41.

MEDIA COVERAGE

Radio / TV / Webinars

- Up Next Podcast with Gabriella Mirabelli (April 1, 2021): The Impact of Website Quality on Programmatic Advertising. (available here)
- Die Presse (April 20, 2018): Die EU als Vorreiterin in Sachen Datenschutz? (article available upon request)
- Wirtschaftswoche (December 5, 2017): Influencer – der reinste Kindergarten (article available here)
- ZEIT ONLINE (November 26, 2017): #werbung #lifestyle (article available here)
- W24 (November 22, 2017): 24 Stunden Wien (live TV interview on influencer marketing)
- Ö1 Medienmagazin (August 4, 2017): Hass im Netz: Wie gut helfen Gesetze? (radio interview available upon request)
- Marketing Börse (October 25, 2013): Echtzeithandel von Werbung im Real-time Bidding (video available here)
- ZDF WISO (October 21, 2013): WISO-Duell: Amazon gegen Otto (video available upon request)
- ZDF Zoom (July 25, 2012): Gnadenlos billig! (video available upon request)

Online/ Offline Newspapers/ Magazines

- new business (May 22, 2017): Gefahren im Werbeumfeld (article available upon request)
- Horizont.at (March 10, 2017): Studie zum Einfluss des Umfelds auf die Werbewirkung präsentiert (article available here)
- Frankfurter Allgemeine Sonntagszeitung (March 31, 2013): Leute der Woche (article available upon request)
- Frankfurter Allgemeine Zeitung (March 26, 2013): Wie für die Uni gemacht (article available upon request)

TEACHING PORTFOLIO

MBA/ Executive
Education

Technische Universität München, Germany

- How Technology Influences the Online Marketing of the Future (WS 2014)

Özyeğin University, Istanbul, Turkey

- Online Advertising (SS 2013)

PHD

WU Vienna, Austria

- Marketing Research Seminar (since WS 2019)
- docs@work: Doctoral thesis presentations: Interactive Marketing & Social Media (since SS 2015)
- Interdisciplinary Research Seminar: Doing Data Science (WS 2015)

Technische Universität München, Germany

- Digital Marketing (SS 2015)

Goethe University Frankfurt, Germany

- Marketing Pre-Course (WS 2013)

Master

WU Vienna, Austria

- Digital Marketing (since WS 2021)
- Marketing Study Project (since SS 2015)
- Advanced Marketing Research Methods (WS 2015, SS 2016)
- Marketing Communications (since SS 2016)
- Interactive Marketing & Social Media: Computational Online Advertising (WS 2015, WS 2016)
- Marketing Research (WS 2014)

Technische Universität München, Germany

- Electronic Commerce (WS 2013, SS 2012)
- Seminar on Real-Time Bidding and Ad Exchanges (WS 2012)

Bachelor

WU Vienna, Austria

- Digital Marketing (since WS 2015)
- Applications of Data Science (WS 2017)
- Data Science Lab (SS 2017)
- Digital Marketing Consulting Project (SS 2015)
- Digital Marketing Simulation: Stukent (SS 2015)

Goethe University Frankfurt, Germany

- New Technologies in Marketing (SS 2014)

GOVERNANCE & ACADEMIC SERVICE

Committees

WU Vienna, Austria

- Hiring committees
 - B2B Marketing (head), 2021
 - Marketing in a global economy (head), 2021
 - Distributed ledgers and token economy 2, 2020
 - Marketing with focus on retailing and data science (deputy head), 2020
 - Marketing in a digital economy (head), 2019
 - Distributed ledgers and token economy 1, 2019
 - Finance, 2017
- Member of the senate, 2019-present
- Member of the “Studienkommission”, 2016-2018
- “Doktoratsbeauftragte” of the marketing department, 2016-present
- Member of the committee “Excellent Teaching Award,” 2016-2018

Other

WU Vienna, Austria

- Organizer of the marketing department’s seminar series, 2019-present
- Mentor at WU4YOU’s scholarship program, 2017
- Organizer of WU Matters. WU Talks. November 2017 (video available [here](#))
- Initiator & organizer of the marketing department’s colloquium, 2015-2017
- Selection of Erasmus students for WU’s partner universities, 2015-present