

# CURRICULUM VITAE

## CONTACT INFORMATION

---

**Address** Prof. Dr. Nadia Abou Nabout  
*Head of Institute for Interactive Marketing & Social Media*  
WU Vienna  
Welthandelsplatz 1, 1020 Vienna, Austria

**Phone** +43 1 31 336 4900

**Email** [nadia.abounabout@wu.ac.at](mailto:nadia.abounabout@wu.ac.at)

**Date and place of birth** 10.04.1983, Karlsruhe, Germany



## EDUCATION

---

**2009-2012** *Faculty of Economics and Business Administration, Goethe University Frankfurt, Germany*  
*Doctorate in Business Administration and Economics*

**2007-2009** *Schumpeter School of Business and Economics, University of Wuppertal, Germany*  
*MBA in Business Administration and Economics*

**2007-2008** *Birmingham Business School, University of Birmingham, United Kingdom*  
*Visiting Student (Erasmus/Socrates)*

**2003-2007** *Schumpeter School of Business and Economics, University of Wuppertal, Germany*  
*B.Sc. in Business Administration and Economics*

**2002-2003** *Arabic Language Centre, University of Damascus, Syria*  
*Foreign Language Student*

**2002** *Städtisches Meerbusch Gymnasium, Germany*  
*Abitur*

## ACADEMIC EXPERIENCE

---

**since 9/2014** *WU Vienna, Austria*  
Full Professor and Head of [Institute for Interactive Marketing & Social Media \(IMSM\)](#)

**3/2014-8/2014** *TUM School of Management, Technical University Munich, Germany*  
Tenure Track Professor of Technology Marketing

**3/2013-7/2013** *Faculty of Economics and Administrative Sciences, Özyeğin University, Istanbul, Turkey*  
Visiting Scholar

**2012-2014** *Chair of Electronic Commerce, Goethe University Frankfurt, Germany*  
Postdoctoral research fellow

**12/2011** *Robert H. Smith School of Business, University of Maryland, USA*  
Visiting Scholar

**2009-2012**      **Faculty of Economics and Business Administration, Goethe University Frankfurt, Germany**  
Research Assistant

## AWARDS, RESEARCH GRANTS, & SCHOLARSHIPS

---

- |  |   |
|--|---|
| <b>Research Honors/ Best Paper Awards</b>    | <ul style="list-style-type: none"> <li>• Researcher of the Month (video available <a href="#">here</a>), WU Vienna, Austria</li> <li>• Best Paper Award 2012, International Journal of Research in Marketing</li> <li>• Runner-Up for Dean's Publication Award, Goethe University Frankfurt, Germany</li> <li>• Finalist in Gary L. Lilien ISMS-MSI Practice Prize Competition (video of presentation available <a href="#">here</a>)</li> </ul>                            |
| <b>Dissertation Awards</b>                   | <ul style="list-style-type: none"> <li>• Stiftung Industrieforschung (Winner)</li> <li>• EMAC-McKinsey (Winner)</li> <li>• Vodafone-Stiftung für Forschung (Winner)</li> <li>• EHI Retail Institute and GS1 Germany (Winner)</li> <li>• Emerald/EFMD (Winner)</li> <li>• Horizont Stiftung (Winner)</li> <li>• McKinsey &amp; Company (Second Place)</li> <li>• Industrie- und Handelskammer Frankfurt a.M. (Winner)</li> <li>• Alcatel-Lucent Stiftung (Winner)</li> </ul> |
| <b>Research Grants/ Student Scholarships</b> | <ul style="list-style-type: none"> <li>• Faculty's "Forschungstopf," Goethe University Frankfurt, Germany</li> <li>• Wharton Customer Analytics Initiative, The Wharton School, University of Pennsylvania, USA</li> <li>• Friends and Supporters, Goethe University Frankfurt, Germany</li> <li>• Erasmus/Socrates of the German Academic Exchange Service, Germany</li> </ul>   |

## CONSULTING & INDUSTRY PROJECTS

---

- |                   |  |
|-------------------|--|
| <b>2018</b>       | <b>UNIQA Versicherungen, Vienna, Austria</b><br>Consulting: Workshop on Digital Marketing for selected employees                   |
| <b>since 2017</b> | <b>Bundesministerium für Finanzen, Vienna, Austria</b><br>Consulting: New Austrian law introducing a digital advertising tax       |
| <b>2015-2016</b>  | <b>Havas Media, Frankfurt, Germany</b><br>Industry Project: Usage of data in real-time bidding                                     |
| <b>2012-2014</b>  | <b>Interactive Media, Darmstadt, Germany</b><br>Industry Project: Real-time bidding and automated trading in digital media markets |
| <b>2009-2012</b>  | <b>SoQuero, Frankfurt, Germany</b><br>Industry Project: Bidding optimization in search engine advertising                          |

## PHD-SUPERVISION & COMMITTEE MEMBERSHIP

---

- |                      |  |
|----------------------|--|
| <b>First Advisor</b> | <ul style="list-style-type: none"> <li>• <b>Sila Ada</b>, in progress (since March 2015), WU Vienna</li> <li>• <b>Christina Uhl</b>, in progress (since November 2015), WU Vienna</li> <li>• <b>Christian Hotz-Behofsits</b>, in progress (since November 2016), WU Vienna</li> <li>• <b>Daniel Winkler</b>, in progress (since February 2019), WU Vienna</li> </ul> |
|----------------------|--|

- Committee Member**
- **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, Technical University Munich

## REVIEWING

---

- Editorial Review Board Member**
- *International Journal of Research in Marketing* [VHB: A]
  - *transfer Zeitschrift - Werbeforschung & Praxis*
- Journals (ad hoc)**
- *Marketing Science* [VHB: A+]
  - *International Journal of Research in Marketing* [VHB: A]
  - *Production and Operations Management* [VHB: A]
  - *Journal of Interactive Marketing* [VHB: B]
  - *BISE/Wirtschaftsinformatik* [VHB: B]
  - *Electronic Commerce Research Journal* [VHB: C]
  - *Journal of Marketing Behavior*
- Conferences (ad hoc)**
- EMAC
  - EMAC Regional Conference
  - Verein für Socialpolitik
  - European Conference on Information Systems
- Other (ad hoc)**
- Netherlands Organisation for Scientific Research (NWO)
  - Deutsche Forschungsgemeinschaft (DFG)
  - Stiftung Industrieforschung

## REFEREED JOURNAL PUBLICATIONS

---

- N. Abou Nabout (2015):** A Novel Approach for Bidding on Newly Set-Up Search Engine Advertising Campaigns, *European Journal of Marketing* [VHB: C], 49(5/6), 668 - 691.
- N. Abou Nabout, Lilienthal, M., and Skiera, B. (2014):** Empirical Generalizations in Search Engine Advertising, *Journal of Retailing* [VHB: A], 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* [VHB: A+], 32(2), 213-220.  
**Finalist in the Gary L. Lilien ISMS-MSI Practice Prize Competition**
- N. Abou Nabout, and Skiera, B. (2012):** Return on Quality Improvements in Search Engine Marketing, *Journal of Interactive Marketing* [VHB: B], 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* [VHB: A], 29(1), 68-80.  
**Best Paper Award in International Journal of Research in Marketing in the Year 2012**

## REFEREED CONFERENCE PUBLICATIONS

---

- C. Uhl, Miller, K., and Abou Nabout, N. (2018):** Have You Seen This Ad? The Impact of Display Ad Viewability on Advertising Effectiveness, in: *31st Doctoral Colloquium of the European Marketing Academy (EMAC)*, Glasgow, United Kingdom.
- C. Uhl, Miller, K., and Abou Nabout, N. (2018):** Have You Seen This Ad? The Impact of Display Ad Viewability on Advertising Effectiveness, in: *Proceedings of the 47th Conference of the European Marketing Academy (EMAC)*, Glasgow, United Kingdom.
- C. Uhl, Miller, K., and Abou Nabout, N. (2018):** Have You Seen This Ad? The Impact of Display Ad Viewability on Advertising Effectiveness, in: *Proceedings of the 40th INFORMS Marketing Science Conference*, Philadelphia, USA.
- C. Uhl, Miller, K., and Abou Nabout, N. (2018):** Have You Seen This Ad? The Impact of Display Ad Viewability on Advertising Effectiveness, in: *Theory and Practice in Marketing (TPM) Conference*, Los Angeles, USA.
- S. Ada and Abou Nabout, N. (2018):** Less is more: Effect of ad clutter in online display advertising, in: *Proceedings of the 47th Conference of the European Marketing Academy (EMAC)*, Glasgow, United Kingdom.
- S. Ada and Abou Nabout, N. (2018):** Less is more: Effect of ad clutter in online display advertising, in: *Proceedings of the 40th INFORMS Marketing Science Conference*, Philadelphia, USA.
- N. Wlömert, Hotz-Behofsits, C., and Abou Nabout, N. (2018):** Online Content Monetization: How Paywalls Affect Human Brand Success, in: *Proceedings of the 40th INFORMS Marketing Science Conference*, Philadelphia, USA.
- N. Wlömert, Hotz-Behofsits, C., and Abou Nabout, N. (2018):** Online Content Monetization: The Effect of Paywalls on Influencer' Success, in: *Proceedings of the 47th Conference of the European Marketing Academy (EMAC)*, Glasgow, United Kingdom.
- S. Ada and Abou Nabout, N. (2017):** Disclosing Information about Ad Placements in Online Display Advertising: The Effect on Demand and Price, in: *Proceedings of the 39th INFORMS Marketing Science Conference*, Los Angeles, USA.
- S. Ada and Abou Nabout, N. (2017):** Disclosing Information about Ad Placements in Online Display Advertising: The Effect on Demand and Price, in: *Proceedings of the 46th Conference of the European Marketing Academy (EMAC)*, Groningen, Netherlands.
- C. Hotz-Behofsits, Wlömert, N., and Abou Nabout, N. (2017):** Online Content Monetization: The Effect of Paywalls on Influencers' Success, in: *Proceedings of the 39th INFORMS Marketing Science Conference*, Los Angeles, USA.
- E. Maleki, Ahmadi, I., Abou Nabout, N., and Skiera, B. (2017):** Value of Third-Party Data for Targeting in Online Display Advertising, in: *Proceedings of the 39th INFORMS Marketing Science Conference*, Los Angeles, USA.
- C. Uhl, Miller, K., and Abou Nabout, N. (2017):** The Impact of Display Ad Viewability on Advertising Effectiveness, in: *Proceedings of the 39th INFORMS Marketing Science Conference*, Los Angeles, USA.
- C. Uhl, Miller, K., and Abou Nabout, N. (2017):** The Impact of Display Ad Viewability on Advertising Effectiveness, in: *Proceedings of the 46th Conference of the European Marketing Academy (EMAC)*, Groningen, Netherlands.
- S. Ada and Abou Nabout, N. (2016):** Publisher Selection at Private Ad Exchanges, in: *Proceedings of the 38th INFORMS Marketing Science Conference*, Shanghai, China.

- S. Ada and Abou Nabout, N. (2016):** Publisher Selection at Private Ad Exchanges, in: *Proceedings of the 45th Conference of the European Marketing Academy (EMAC)*, Oslo, Norway (Top 20 for the Best Paper Award based on a Doctoral Work).
- M. Stange, Abou Nabout, N., Uhl, C., and Funk, B. (2016):** The Reduced Customer Revenue of TV-Induced Online Shoppers, in: *Proceedings of the 38th INFORMS Marketing Science Conference*, Shanghai, China.
- M. Stange, Abou Nabout, N., Uhl, C., and Funk, B. (2016):** The Reduced Customer Revenue of TV-Induced Online Shoppers, in: *Proceedings of the 45th Conference of the European Marketing Academy (EMAC)*, Oslo, Norway.
- E. Shehu, Abou Nabout, N., and Clement, M. (2015):** The Risk of Advertising on Non-Premium Websites, in: *Proceedings of the 37th INFORMS Marketing Science Conference*, Baltimore, Maryland, USA.
- E. Shehu, Abou Nabout, N., and Clement, M. (2015):** The Risk of Advertising on Non-Premium Websites, in: *Proceedings of the 44th Conference of the European Marketing Academy (EMAC)*, Leuven, Belgium.
- M. Heise, Abou Nabout, N., and Skiera, B. (2015):** An Analysis of the Profitability of Even Pacing in Real-Time Bidding in: *Proceedings of the 37th INFORMS Marketing Science Conference*, Baltimore, Maryland, USA.
- N. Abou Nabout and Skiera, B. (2013):** Brand Bidding in Paid Search: Just Cannibalizing or Increasing Profit, in: *Proceedings of the 42nd Conference of the European Marketing Academy (EMAC)*, Istanbul, Turkey.
- N. Abou Nabout and Skiera, B. (2013):** Brand Bidding in Paid Search: Just Cannibalizing or Increasing Profit, *Innovative Approaches to Measuring Advertising Effectiveness Conference*, Wharton Customer Analytics Initiative, Philadelphia, USA.
- B. Skiera, Abou Nabout, N. (2012):** PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine ADvertising, in: *Proceedings of the 34th INFORMS Marketing Science Conference*, Boston, Massachusetts, USA.
- B. Skiera, Abou Nabout, N. (2012):** PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine ADvertising, in: *Proceedings of the 41st Conference of the European Marketing Academy (EMAC)*, Lisbon, Portugal.
- B. Skiera, Abou Nabout, N. (2012):** PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine ADvertising, in: *Proceedings of the 12th INFORMS Conference on Business Analytics & Operations Research*, Huntington Beach, California, USA.
- B. Skiera, Abou Nabout, N. (2011):** PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine ADvertising, in: *New Developments in the Practice of Marketing Science 2011-2012: Impact and Implementation*, Washington D.C., USA (video of presentation available [here](#)).
- N. Abou Nabout, Skiera, B. (2011):** Profitability of Search Engine Marketing, in: *Doctoral Colloquium at the 40th Conference of the European Marketing Academy (EMAC)*, Ljubljana, Slovenia.
- N. Abou Nabout, Skiera, B. (2011):** Return on Quality Improvements in Search Engine Marketing, in: *Proceedings of the 33rd INFORMS Marketing Science Conference*, Houston, Texas, USA.
- N. Abou Nabout, Skiera, B. (2010):** Is 1+1 Really 2? Synergy and Cannibalization Effects in Keyword Advertising, in: *Proceedings of the 32nd INFORMS Marketing Science Conference*, Cologne, Germany.



## BOOKS & BOOK CHAPTERS

---

- 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

---

- 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).
- B. Skiera and Abou Nabout N. (2013):** Gewinnmaximales Suchmaschinenmarketing, in: Schwarz, Torsten (Ed.): *Leitfaden Digital Commerce*, 241-248.
- 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

---

- |  |   |
|--|---|
| <b>Radio/TV/<br/>Webinars</b>                            | <ul style="list-style-type: none"> <li>• <b>Die Presse (April 20, 2018):</b> Die EU als Vorreiterin in Sachen Datenschutz? (article available <a href="#">here</a>)</li> <li>• <b>Wirtschaftswoche (December 5, 2017):</b> Influencer – der reinste Kindergarten (article available <a href="#">here</a>)</li> <li>• <b>ZEIT ONLINE (November 26, 2017):</b> #werbung #lifestyle (article available <a href="#">here</a>)</li> <li>• <b>W24 (November 22, 2017):</b> 24 Stunden Wien (live TV interview on influencer marketing)</li> <li>• <b>Ö1 Medienmagazin (August 4, 2017):</b> Hass im Netz: Wie gut helfen Gesetze? (radio interview available at request)</li> <li>• <b>Marketing Börse (October 25, 2013):</b> Echtzeithandel von Werbung im Real-time Bidding (video available <a href="#">here</a>)</li> <li>• <b>ZDF WISO (October 21, 2013):</b> WISO-Duell: Amazon gegen Otto (video available at request)</li> <li>• <b>ZDF Zoom (July 25, 2012):</b> Gnadenlos billig! (video available at request)</li> </ul> |
| <b>Online/<br/>Offline<br/>Newspapers/<br/>Magazines</b> | <ul style="list-style-type: none"> <li>• <b>new business (May 22, 2017):</b> Gefahren im Werbeumfeld (article available at request)</li> <li>• <b>Horizont.at (March 10, 2017):</b> Studie zum Einfluss des Umfelds auf die Werbewirkung präsentiert (article available <a href="#">here</a>)</li> </ul>  |

- **Frankfurter Allgemeine Sonntagszeitung (March 31, 2013):** Leute der Woche (article available at request)
- **Frankfurter Allgemeine Zeitung (March 26, 2013):** Wie für die Uni gemacht (article available at request)

## TEACHING PORTFOLIO

---

- |                                |  |
|--------------------------------|--|
| <b>MBA/Executive Education</b> | <ul style="list-style-type: none"> <li>• <b>How Technology Influences the Online Marketing of the Future (WS 2014)</b><br/>Technical University Munich, Germany</li> <li>• <b>Online Advertising (SS 2013)</b><br/>Özyeğin University, Istanbul, Turkey</li> </ul>   |
| <b>PhD</b>                     | <ul style="list-style-type: none"> <li>• <b>docs@work: Doctoral thesis presentations: Interactive Marketing &amp; Social Media (since SS 2015)</b><br/>WU Vienna, Austria</li> <li>• <b>Interdisciplinary Research Seminar: Doing Data Science (WS 2015)</b><br/>WU Vienna, Austria</li> <li>• <b>Digital Marketing (SS 2015)</b><br/>Technical University Munich, Germany</li> <li>• <b>Marketing Pre-Course (WS 2013)</b><br/>Goethe University Frankfurt, Germany</li> </ul>  |
| <b>Master</b>                  | <ul style="list-style-type: none"> <li>• <b>Marketing Study Project (since SS 2015)</b><br/>WU Vienna, Austria</li> <li>• <b>Advanced Marketing Research Methods (WS 2015, SS 2016)</b><br/>WU Vienna, Austria</li> <li>• <b>Marketing Communications (SS 2016, SS 2018)</b><br/>WU Vienna, Austria</li> <li>• <b>Interactive Marketing &amp; Social Media: Computational Online Advertising (WS 2015, WS 2016)</b><br/>WU Vienna, Austria</li> <li>• <b>Marketing Research (WS 2014)</b><br/>WU Vienna, Austria</li> <li>• <b>New Technologies in Marketing (SS 2014)</b><br/>Technical University Munich, Germany</li> </ul> |
| <b>Bachelor</b>                | <ul style="list-style-type: none"> <li>• <b>Digital Marketing (since WS 2015)</b><br/>WU Vienna, Austria</li> <li>• <b>Data Science Lab (SS 2017)</b><br/>WU Vienna, Austria</li> <li>• <b>Digital Marketing Consulting Project (SS 2015)</b><br/>WU Vienna, Austria</li> <li>• <b>Digital Marketing Simulation: Stukent (SS 2015)</b><br/>WU Vienna, Austria</li> <li>• <b>Electronic Commerce (WS 2013, SS 2012)</b><br/>Goethe University Frankfurt, Germany</li> <li>• <b>Seminar on Real-Time Bidding and Ad Exchanges (WS 2012)</b><br/>Goethe University Frankfurt, Germany</li> </ul>                                  |

## ACADEMIC SERVICE

---

- |                   |   |
|-------------------|---|
| <b>Committees</b> | <ul style="list-style-type: none"> <li>• <b>Member of the "Studienkommission"</b><br/>WU Vienna</li> <li>• <b>Doktoratsbeauftragte of the Marketing Department</b><br/>WU Vienna</li> </ul> |
|-------------------|---|

- *Member of the Committee "Excellent Teaching Award"*  
WU Vienna

*Other*

- *Organizer of the Marketing Department's Fall Research Seminar Series*  
WU Vienna
- *Organizer of WU's Yearly Marketing Department Colloquium*  
WU Vienna
- *Selection of Students for WU's Partner Universities*  
WU Vienna
- *Organizer of WU Matters. WU Talks. in November 2017* (video available [here](#))  
WU Vienna