

Nadia Abou Nabout

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[University page](#)
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EDUCATION

<i>Doctorate in Business Administration and Economics</i> Goethe University Frankfurt, Germany	2009 – 2012
<i>MBA in Business Administration and Economics</i> University of Wuppertal, Germany	2007 – 2009
<i>Visiting Student (Erasmus/Socrates)</i> University of Birmingham, United Kingdom	2007 – 2008
<i>B.Sc. in Business Administration and Economics</i> 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**
- WU Award for Star Journal Publication 2024, WU Vienna, Austria
 - WU Award for Star Journal Publication 2023, WU Vienna, Austria
 - 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 Scholarships

- 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, PhD, defended in May 2021, WU Vienna
- Sila Ada, PhD, defended in October 2019, WU Vienna

Committee Member

- Dr. Kate C. Revoredo, habilitation in July 2024, WU Vienna
- 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, defended in November 2017, advisor: Martin Schreier, WU Vienna
- Dr. Martin Stange, defended in January 2017, advisor: Burkhardt Funk, Leuphana Universität Lüneburg
- Dr. Markus Hagenmeier, defended in February 2016, advisor: Christina Raasch, Technische Universität München

EDITORIAL RESPONSIBILITIES

Editorial Review

- Board (ERB) Member & Area Editor (AE) Roles**
- International Journal of Research in Marketing (ERB: 2019-2024; AE: since 8/2024)
 - MarkTech: The Journal of Marketing and Technology (ERB: since 2024)
 - Journal of Retailing (ERB: since 2022)
 - 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

- I. Ahmadi, Abou Nabout, N., Skiera, B., Maleki, E., Fladenhofer, J. (2024): Overwhelming Targeting Options: Selecting Audience Segments for Online Advertising, *International Journal of Research in Marketing*, 41(1), 24-40.
- 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. (2024): Natural Affect DEtection (NADE): Inferring Emotional Expression from Text through Emojis, R&R at *Journal of Marketing*.
- U. Dündar, Abou Nabout, N., and Skiera, B. (2024): Pacing in Real-Time Bidding for Online Display Advertising.
- U. Dündar and Abou Nabout, N. (2024): Finding the Right Pace: A New Pacing Heuristic for Real-Time Bidding.
- I. Acun, Kasinger, J., and Abou Nabout, N. (2024): Effects of the Introduction of a Digital Advertising Tax on Advertisers in Austria.

INVITED PRESENTATIONS

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

- Seminar Series at Tilburg University, 2024
- Seminar Series at Copenhagen Business School, 2024
- 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 (Work in progress)

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.

Pacing in Real-Time Bidding for Online Display Advertising (U. Dündar, Abou Nabout, N., and Skiera, B.)

- Hi!PARIS Summer School 2023 on AI & Data for Science, Paris, France. 2023. **Best Poster Award**
- 19th Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Bogotá, Colombia. 2023.
- 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.

Finding the Right Pace: A New Pacing Heuristic for Real-Time Bidding (U. Dündar and Abou Nabout, N.)

- 20th Annual Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Lisbon, Portugal. 2024.
- 46th INFORMS Society for Marketing Science (ISMS) Marketing Science Conference, Sydney, Australia. 2024.

Effects of the Introduction of a Digital Advertising Tax on Advertisers in Austria (I. Acun, Kasinger, J., and Abou Nabout, N.)

- 53rd European Marketing Academy (EMAC) Annual Conference, Doctoral Colloquium, Bucharest, Romania. 2024.
- 1st Mapping and Governing the Online World (MGOW) Conference, Ascona, Switzerland. 2024.

The Moderating Role of Website Type on the Effect of Viewability on View-Throughs (I. Acun, Abou Nabout, N., and Miller, K.)

- Proceedings of the 52nd Conference of the European Marketing Academy (EMAC), Odense, Denmark. 2023.

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

- 36th Doctoral Colloquium of the European Marketing Academy (EMAC), Odense, Denmark. 2023.
- 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.

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.

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.

CONFERENCE PRESENTATIONS (Published Work)

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.

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.

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

- Ö1 Mittagsjournal (July 3, 2024): Künstliche Intelligenz wird Cookies ersetzen (radio interview available upon request)
- Up Next Podcast with Gabriella Mirabelli (October 5, 2023): IJRM. Evaluating Targeted Ads.. (available [here](#))
- Up Next Podcast with Gabriella Mirabelli (April 1, 2021): IJRM. 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
 - * Statistics and Econometrics, 2023
 - * B2B Marketing (head of committee), 2021
 - * Marketing in a global economy (head of committee), 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 of committee), 2019
- Distributed ledgers and token economy 1, 2019
- Finance, 2017

Other

- **WU Vienna, Austria**

- Organizer of the marketing department's seminar series, 2019-present
- Organizer of WU Matters. WU Talks. November 2021 (video available [here](#))
- 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