



# ANDREAS MUNZEL

ACADEMIC | TRAINER | SPEAKER

---

## SYNOPSIS

Andreas Munzel holds a Ph.D. in Management Science from the University of Munich in Germany and currently serves as a Full Professor of Marketing at the University of Montpellier in France. Since 2015, Andreas works as Senior Management Trainer with Horváth Akademie GmbH (Horváth & Partners) for assignments in Europe, Asia, and North America, and, since 2020, as Marketing Tutor with Unilever. He has over ten years of experience in teaching and training with different audiences (undergraduate and graduate students, working professionals) and is regularly invited as a speaker at practitioners' events. In January 2020, he launches the online course platform The Marketing Analytics Academy.

His research on digital marketing, service recovery, and marketing analytics is multiple awarded and was featured in national outlets such as newspapers, radio shows, and television. Andreas has authored and co-authored nine articles in refereed scientific journals such as *Journal of Business Research*, *Journal of Interactive Marketing*, *Information and Management*, *International Journal of Electronic Commerce*, *Technological Forecasting and Social Change*, and *Journal of Service Management*, eight book chapters, one book, and over 50 conference papers.



---

## UNIVERSITY DEGREES

Habilitation	December 2018, University of Toulouse 1, France
Doctoral degree	February 2012, University of Munich, Germany
Master of Business Research	March 2011, University of Munich, Germany
Master in Management	March 2007, University of Strasbourg, France
Diploma in Management	February 2007, University of Tübingen, Germany

---

## PROFESSIONAL EXPERIENCE

Since September 2019	Montpellier Management, University of Montpellier Full Professor
Since February 2021	Copenhagen Business School External Lecturer
Since January 2021	The Marketing Analytics Academy Founder
Since June 2020	Unilever London Marketing Tutor for Francophone Africa
Since September 2015	Horváth & Partners, Horváth Akademie Senior Management Trainer
Since January 2015	Digital Media Lab, University of Massachusetts Boston Associate Researcher
Sept. 2013 - Aug. 2019	Toulouse School of Management, University of Toulouse 1 Associate Professor
Nov. 2014 and Oct. 2013	Economics and Management, University of Pavia, Italy Visiting Professor
April 2014	Bucharest University of Economic Studies, Romania Visiting Professor
November 2013	University of Munich, Germany Visiting Researcher
Sept. 2011 - Aug. 2013	EM Strasbourg Business School, University of Strasbourg Associate Professor
March 2007 - March 2010	Institute of Marketing, University of Munich, Germany Research and Teaching Assistant/Doctoral Candidate

---

---

## DOCTORAL SUPERVISIONS

2013-2016	Daria Plotkina: Deceptive communication - Fake online reviews Co-supervision with Jessie Pallud (HuManiS, EM Strasbourg)
2016-2019	Julien Cloarec: Essays on the tension between privacy and marketing personalization   Co-supervision with Lars Meyer-Waarden (TSM Research, U Toulouse 1)
Since 2018	Giulia Pavone: Artificial intelligence applications in marketing Co-supervision with Lars Meyer-Waarden (TSM Research, U Toulouse 1)
Since 2019	Armelle Vieugué: Men, masculinity, and advertising Co-supervision with Sylvie Borau (TBS Research Center, Toulouse Business School)
Since 2020	Ambre Gambin: Fake news diffusion through social media

---

## PARTICIPATION IN DOCTORAL DEFENSES

2019	Elodie Attié (supervisor: Lars Meyer-Waarden, U Toulouse 1) Second opinion
2020	Zonaib Tahir (supervisor: Kiane Goudarzi, U Lyon 3) President and second opinion
2020	Iris Siret (supervisor: William Sabadie, U Lyon 3) Second opinion
2021	Xu Peng (EDBA, supervisor: Gilles N'Goala, U Montpellier) President

---

---

## AWARDS AND ACADEMIC ACTIVITIES

Awards	<p>Journal of Service Management 2018 Best Reviewer Award</p> <p>25th International Colloquium on Relationship Marketing, Munich, Germany, Best Paper Award, September 2017</p> <p>8th Academic Prize for Management Research Best research article in the marketing category, April 2016</p> <p>2016 ANZMAC Conference, Sydney, Australia Best Reviewer Award (Track: Marketing of Services and Information Goods)</p> <p>Journal of Service Management 2015 Robert Johnston Highly Commended Award</p> <p>30th International Congress of the French Marketing Association (AFM), Montpellier, France, Prize for the best paper written by a young researcher, May 2014</p> <p>21st International Colloquium on Relationship Marketing, Rennes, France, Best Communication Award, September 2013</p> <p>Second Annual Conference for Positive Marketing, New York, NY, Best Communication in Services Award, January 2013</p>
Conference Chair	<p>24th International Colloquium on Relationship Marketing (ICRM) 2016, Co-organizer (with Lars Meyer-Waarden)</p>
Journal Boards	<p>Journal of Service Management Member of the Editorial Advisory Board</p> <p>Journal of Business Research Member of the Editorial Board of Reviewers (Service Research)</p>

---

## LANGUAGE SKILLS

German	Mother tongue
French	Near native / fluent
English	Excellent command

---