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**PSB - Paris School of Business**

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**Paris**

**France**

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**DIPLOMAS**

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**2019**

Doctorate, Business Administration, Marketing, University of Passau, Germany

**2013**

Diploma in Human Resource Education and Management, Munich School of Management - LMU Munich, Germany

**RESEARCH DOMAINS**

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Employee-Customer Interface, Professional Service Marketing, Social Media Marketing

**CAREER**

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**2019**

Associate Professor, PSB Paris School of Business, France

**2017-2019**

Assitant Professor, PSB Paris School of Business, France

**2013-2017**

Research and Teaching Assistant, University of Passau, Germany

**TEACHING EXPERIENCE**

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**2020**

Quantitative Techniques, PSB Paris School of Business, France

**2018-2020**

Operational & Advanced Marketing, PSB Paris School of Business, France

**2018-2020**

Services Marketing, PSB Paris School of Business, France

**2018-2020**

Méthodologie de mémoire, PSB Paris School of Business, France

**2017-2020**

Marketing Management, PSB Paris School of Business, France

**2017-2020**

Web Marketing, PSB Paris School of Business, France

**2017**

Advanced Marketing, PSB Paris School of Business, France

**2017**

Fundamentals of Marketing, Corvinus University of Budapest, Hungary

**2014-2016**

Market Research, University of Passau, Germany

**2013-2017**

International Marketing, University of Passau, Germany

**SCIENTIFIC ARTICLE**

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- [1] KEFI, H., D.MAAR, "The power of lurking: Assessing the online experience of luxury brand fan page followers", *Journal of Business Research*, 2020, vol. 117, pp. 579-586

**CHAPTER**

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- [2] TOTZEK, D., D.MAAR, "Professionelle Dienstleistungen: Zentrale Charakteristika und Managementherausforderungen [Professional Services: Major Characteristics and Management Challenges]" in *Handbuch Dienstleistungsmanagement.*, HANS CORSTEN, STEFAN ROTH Eds, Vahlen, vol. ., chap. B.2.7, pp. 461-479, 2016

**ACADEMIC COMMUNICATION**

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- [3] MAAR, D., D.TOTZEK, "How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Offer Positioning and Contextual Factors for Project Performance" *EMAC*. 2018, Glasgow
- [4] MAAR, D., D.TOTZEK, "How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Offer Positioning and Contextual Factors for Project Performance" *SERVSIG Conference*. 2018, Paris
- [5] MAAR, D., D.TOTZEK, "How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Price-Based Positioning and Contextual Factors for Project Performance" *ISBM Academic Conference*. 2018, Boston
- [6] MAAR, D., D.TOTZEK, "How Consultants Can Shape Project Outcomes Before Things Get Started: The Role of Fit Between Price-Based Positioning and Contextual Factors for Project Performance" *AMA Summer Educators' Conference*. 2018, Boston
- [7] MAAR, D., D.TOTZEK, "When is Less Really More? The Opposite Effects of Professional Service Providers' Uncertainty Disclosure Strategies Before and After Things Go Wrong" *Frontiers in Service Conference*. 2017, New York
- [8] MAAR, D., D.TOTZEK, "How to Communicate Uncertain Information Towards Clients as a Professional Service Provider: The Role of Uncertainty Disclosure and Communication Style" *AMS World Marketing Congress*. 2016, Paris
- [9] MAAR, D., D.TOTZEK, "How to Interact with Professional Service Clients: The Role of Communication Style and Uncertainty Disclosure during Service Encounters" *AMA Winter Educators' Conference*. 2016, Las Vegas

**THESIS**

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- [10] MAAR, D. - "Die Anbieter-Kunden-Interaktion im Kontext professioneller Dienstleistungen: Unsicherheit, Positionierung und Kundenorientierung" - 2019, *Springer Gabler*, Wiesbaden

**PRESS ARTICLE**

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- [11] KEFI, H., D.MAAR - "Communication des marques de luxe sur les médias sociaux : faire rêver ne suffit plus" - 2019, *The Conversation*