

Assistant Professor Kevin SCHWEHM

Academic Department: Marketing and Retailing

Email: kevin.SCHWEHM@essca.fr

RESEARCH INTERESTS

- Digital Marketing Transformation
- E-Commerce
- Generative AI in Marketing
- Digital Platforms
- Social Media Engagement
- Consumer Behavior
- Social Media Influencers
- Dark Patterns and Consumer Protection

EDUCATION

Highest degree :

- | | |
|------|---|
| 2026 | PhD in Marketing, University of Würzburg, Germany |
| 2020 | M.Sc. Business Information Systems, University of Würzburg, Germany |
| 2016 | B.Sc. Business Administration, Universität Mannheim, Germany |

ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic career

- | | |
|-------------|---|
| Since 2026 | Assistant Professor, ESSCA School of Management, France |
| 2020 - 2025 | Research assistant, University of Würzburg, Germany |

Company career path

- | | |
|-------------|-------------------------------------|
| 2017 - 2020 | Founder & CEO, Bäcker & Schwehm GbR |
|-------------|-------------------------------------|

GRANTS AND HONORS

- | | |
|------|--|
| 2022 | BMBF – LIKE 2 Project (“Platform for interactive and collaborative e-commerce trainings”), Chair of Marketing, financement Bundesministerium für Bildung und Forschung, University of Würzburg, Germany |
| 2021 | BMBF – LIKE 1 Project (“Platform for interactive and collaborative e-commerce trainings”), Chair of Marketing, funding from Bundesministerium für Bildung und Forschung, University of Würzburg, Germany |

Peer-reviewed articles

PRIGGE, J.K., SCHWEHM, K. and SIEBERZ, I. (2024). Linking sales force integration into NPD to salesperson retention: toward a systematic framework. *Journal of Personal Selling and Sales Management*, 44(3), pp. 315-334.