

# CURRICULUM VITAE

## CONTACT INFORMATION

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## EDUCATION

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- since 2012** **Faculty of Economics and Business Administration, Goethe University Frankfurt, Germany.**  
Postdoctoral researcher
- 2009-2012** **Faculty of Economics and Business Administration, Goethe University Frankfurt, Germany.**  
Ph.D. in Business Administration and Economics  
**Dissertation Topic:** Optimal Search Engine Marketing (Advisor: Bernd Skiera)
- 2011** **Visiting Scholar, University of Maryland, USA.**  
Invited by Roland Rust
- 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

## AWARDS & SCHOLARSHIPS

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- 2011** **Finalist in the 2011-12 ISMS-MSI Practice Prize Competition.**  
B. Skiera and Abou Nabout, N. (2012): A Bidding Decision Support System for PRofit Optimizing Search Engine ADvertising
- 2011** **Friends and Supporters of Goethe University Frankfurt Scholarship.**  
Attendance of Marketing Science Conference 2011 in Houston
- 2007** **GFBU Award, University of Wuppertal.**  
Best Bachelor Thesis 2007 Nominee
- 2007** **Erasmus/Socrates Scholarship, German Academic Exchange Service, DAAD.**  
Visiting Student Scholarship
- 2005** **Studienstiftung des Deutschen Volkes Scholarship.**  
Student Scholarship Nominee

## WORK EXPERIENCE

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- since 2012**     **Chair of Electronic Commerce, Goethe University Frankfurt, Germany.**  
*Postdoctoral Researcher*
- 2009-2012**     **Chair of Electronic Commerce, Goethe University Frankfurt, Germany.**  
*Research Assistant*
- since 2009**     **Bonpago Consulting, Frankfurt, Germany.**  
*Freelancer*
- Further Development of Bidding Algorithm for Paid Search Advertising Campaigns
  - Management of Paid Search Advertising Campaigns
- 2005-2009**     **Chair of Retail & Service Management, University of Wuppertal, Germany.**  
*Student/Teaching Assistant*
- 2006**            **Internet Solutions, Department of Marketing, Citigroup, Düsseldorf, Germany.**  
*Intern*

## RESEARCH INTERESTS

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- Paid Search Advertising
- Ad Exchanges
- Price Comparison Shopping Websites

## PUBLICATIONS & WORKING PAPERS

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- 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 (IJRM)*, forthcoming.
- N. Abou Nabout, and Skiera, B. (2012a):** Return on Quality Improvements in Search Engine Marketing, *Journal of Interactive Marketing (JIM)*, forthcoming and presented at:
- 33rd INFORMS Marketing Science Conference, Houston, Texas, USA and
  - Infopark Internet Congress (IICO), Berlin, Germany.
- B. Skiera and Abou Nabout, N. (2012):** A Bidding Decision Support System for Profit Optimizing Search Engine Advertising, *Working Paper and Finalist in the 2011-12 ISMS-MSI Practice Prize Competition*, presented at:
- New Developments in the Practice of Marketing Science 2011-2012: Impact and Implementation, Washington D.C., USA.
- N. Abou Nabout and Skiera, B. (2012b):** Cannibalization and Profitability of Paid and Organic search, *Working Paper*, presented at:
- Doctoral Colloquium at the 40th Conference of the European Marketing Academy (EMAC), Ljubljana, Slovenia and
  - 32nd INFORMS Marketing Science Conference, Cologne, Germany.
- N. Abou Nabout (2012):** Why Keywords Differ in Consumers' Click and Advertisers' Bidding Behavior, *Working Paper*.