



Marketing Area

Annual Report 2017



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<b>Imprint</b>	
<b>Publisher</b>	
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<b>Design Concept</b>	
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Hausdruckerei, University of Cologne	
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Five years have passed since the first edition of the Marketing Area Report in 2012. The members of the Marketing Area of the University of Cologne, including the Professors Hernán Bruno, Marc Fischer, Monika Imschloss, André Marchand, Werner Reinartz, Franziska Völckner and their teams, are happy to look back at another very fruitful and dynamic year 2017. It is our pleasure to share and present the various activities in research, teaching, and service to the community, in which our Area is engaged.

Regarding research performance, we are focused on empirical work and quantification as our hallmark. Numerous publications in academic journals and business media verify the value we add to both, the academic world and practice. Moreover, our researchers contributed actively to many academic conferences and initiatives. This report's research section provides a summary of publications, conference presentations, dissertations, awards, and research grants.

Conducting impactful research is a necessary premise to guarantee our students an outstanding teaching environment and prepare them for their future careers. In the academic year 2017, we offered a total of 31 courses at the bachelor, master and doctoral level. 140 students completed their thesis at the Marketing Area. The professional education students receive from this faculty is also acknowledged by business practice. Numerous speakers from marketing and management complement the Marketing Area's teaching activities. In addition to the regular course offerings, our two talent programs for students, ZMM Marketing and More and the Circle of Excellence in Marketing, continue to offer practical insights and networking opportunities in cooperation with our business partners.

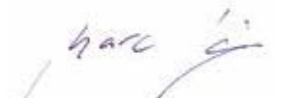
The increase of activities in research, teaching, and practice transfer requires us to also grow as a team. Thus, we are proud to welcome Prof. André Marchand and his newly founded Chair of Marketing and Digital Environment to the Marketing Area. We are convinced that Prof. Marchand will be a valuable addition to our staff and help us master the challenges ahead.

If you have any comments and suggestions regarding the content of this report or if you are interested in working with us, we would be glad to hear from you. Enjoy reading this 6th edition of the Marketing Area Report.

Cologne, February 2018



Assoc.-Prof. Hernán A. Bruno  
Marketing and Digital Environment



Prof. Marc Fischer  
Marketing and Market Research



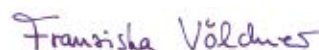
Asst.-Prof. Monika Imschloss  
Marketing and Retailing



Assoc.-Prof. André Marchand  
Marketing and Digital Environment



Prof. Werner Reinartz  
Retailing and Customer Management



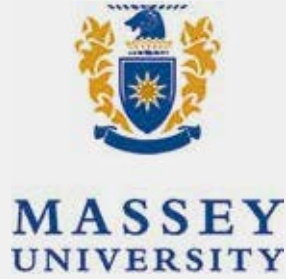
Prof. Franziska Völckner  
Marketing and Brand Management

*This report will give you an overview and detailed insight into the scope of our accomplishment in 2017*



Photo: Lisa Beller

Prof. Reinartz hosts the 47<sup>th</sup> conference of the Academic Association for Business Research (VHB) – “Marketing Chapter” at the University of Cologne.



Prof. Völckner visits the School of Communication, Journalism and Marketing at Massey University, Albany Campus, New Zealand as a visiting scholar.



Photo: PEKELS

The second edition of the book “Customer Relationship Management” by Prof. Kumar and Prof. Reinartz is published in Chinese language.

Dr. Edeling is awarded the *IMU Research for Practice Award 2017* for his dissertation “Essays on Strategic Marketing Behavior and Its Financial Performance Implications”.



The *Journal of Marketing* article "Creating Enduring Customer Value" by Prof. Kumar and Prof. Reinartz is one of the finalists for the 2017 Shelby D. Hunt/Harold H. Maynard Award.

Leaving Footprints  
EMAC 2017  
23 - 26 May University of Groningen

Prof. Völckner serves as Co-Track Chair of the "Product and Brand Management Track" (together with Prof. Sattler) of the *European Marketing Academy Conference 2017*, University of Groningen.

Prof. Fischer is Distinguished Speaker at AxCon conference on Marketing ROI Best Practice, "Managing Advertising Campaigns for New Product Launches of a Premium Car Manufacturer: A Data Analytics Approach", Berlin, Germany.

Prof. Reinartz hosts the 5<sup>th</sup> Symposium on "Digital Transformation" with presentations from international experts for online and mobile business.



Assoc.-Prof. Marchand joins the Marketing Area and the Digital Research Initiative as Professor for Marketing and Digital Environment.



Assoc.-Prof. Bruno hosts the research seminar series on "Digital Transformation and Value Creation".



Prof. Fischer and Dr. Edeling are finalists for the 2017 Paul E. Green Award with their *Journal of Marketing Research* article "Marketing's Impact on Firm Value: Generalizations from a Meta-Analysis".



Prof. Reinartz hosts the yearly convention "Fascination Retailing" [Faszination Handel] on "Retailing in Competition: Customers, Concepts, Competencies". The event fosters the dialogue between research and practice, enjoying ever-growing popularity throughout the years.



Photo: Lisa Beller

Prof. Völckner is the host of the Hamburg-Cologne Marketing Research Camp 2017 in Cologne.

The Marketing Area celebrates the 10<sup>th</sup> anniversary of Prof. Völckner as the head of the Department of Marketing and Brand Management at the University of Cologne.



Photo: Andrea Schöndeling

Assoc.-Prof. Bruno and Prof. Grahl host the executive workshop on "Data, Experiments, and Decisions" at the University of Cologne.



Universität  
Zürich<sup>UZH</sup>

Prof. Völckner gives a talk about "Brand Positioning Based on Brand Image—Country Image Fit" within the Business Economics Research Seminar at the University of Zurich, Switzerland.

The DFG extends the funding of the research unit FOR 1452 "Marketing of Hedonic Media Products in the Age of Digital Social Media" for three years (second funding period). Prof. Völckner is the unit's deputy speaker and principal investigator of the project on "Gamified Market Research in Digital Social Media".

Dr. Backhaus wins the 2017 *Schmalenbach Award*. He is awarded for his doctoral thesis "Econometric Essays on Protecting, Benefiting, and Growing from Customer-based Brand Equity".





# Introduction



## University of Cologne— Good ideas since 1388

The University of Cologne is not only one of the oldest universities in Europe but also, with about 50,000 students and 631 professors, one of the largest universities in Germany. Academic excellence, an international focus, and widely diversified curricula create a vibrant and inspiring environment for scientists, students, and scholars.

*For further information on these and other features of the University of Cologne, please visit [www.uni-koeln.de](http://www.uni-koeln.de)*

By meeting the highest standards in research and education, the University of Cologne also has achieved a distinguished reputation and recently was named a University of Excellence in Germany.

The names of various renowned personalities are linked with the University of Cologne: Kurt Alder (Nobel Prize in Chemistry, 1950), Heinrich Böll (Nobel Prize in Literature, 1972), and Peter Grünberg (Nobel Prize in Physics, 2007), to name just a few.

## Selected University Partnerships

### Australia

University of Sydney, Sydney

### Brazil

Escola de Administração de Empresas de São Paulo, São Paulo

### Canada

McGill University, Montreal

### China

Fudan University, Shanghai

The Hong Kong University of Science and Technology, Hong Kong

### France

Ecole des Hautes Etudes Commerciales (HEC), Paris

### India

Indian Institute of Management, Bangalore

### Italy

Università Commerciale Luigi Bocconi, Milan

### Japan

Hitotsubashi University, Tokyo

Keio University, Tokyo

### Netherlands

Rijksuniversiteit Groningen, Groningen

### Singapore

National University of Singapore, Singapore

### South Africa

University of Stellenbosch Business School, Bellville

### South Korea

Korea University Business School (KUBS), Seoul

### Spain

Escuela Superior de Administración y Dirección de Empresas (ESADE), Barcelona

### Switzerland

Universität St. Gallen, St. Gallen

### United Kingdom

London School of Economics and Political Science (LSE), London

### USA

Duke University, Durham, North Carolina

Emory University, Goizueta Business School, Atlanta, Georgia

**3** International Offices (Beijing, China | Delhi, India | New York, USA)

About **300** Cooperations and External Relations on Faculty Level

# The Faculty of Management, Economics and Social Sciences (WiSo Faculty)

Since 2012, the WiSo Faculty has been accredited by the European Quality Improvement System (EQUIS)

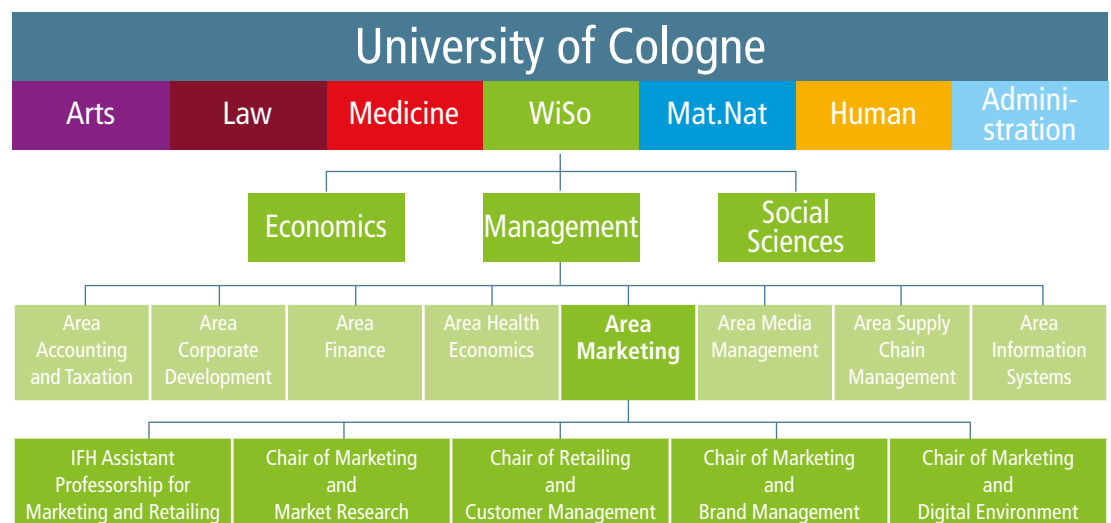


The WiSo Faculty represents one of the largest, most reputable schools of management, economics, and social sciences in Europe, with more than 8,600 students and a large variety of chairs. In keeping with its excellent reputation, the WiSo Faculty has created an outstanding research environment. Many of its institutions have been awarded prestigious research prizes and regularly receive top rankings, including those assigned by business papers such as Handelsblatt.

The hallmark of studying with the WiSo Faculty is the vast variety of specializations, spanning a wide range of subjects. Depending on students' interests and talents, they can choose from among a broad spectrum of disciplines. Networks with more than 120 partner universities around the world also help students align their studies internationally. The WiSo Faculty is the only German member of both CEMS (Global Alliance in Management Education) and PIM (Partnership in International Management).

Since 2012, the WiSo Faculty has been accredited by the European Quality Improvement System (EQUIS) which reflects not only the high general quality of the education provided but also the outstanding degree of internationalization. Thus far, the WiSo Faculty is one of only six German accredited institutions.

Holders of bachelor's and master's degrees from University of Cologne are highly favored by personnel managers, as demonstrated by the outstanding positions they assign to university graduates in consistent ratings (e.g., 3<sup>rd</sup> rank for Management and 4<sup>th</sup> for Economics in the 2016 national university ranking of the weekly Wirtschaftswoche).



## Marketing Area—Mission Statement

The Marketing Area strives to provide excellence for our three main stakeholders: the marketing research community, our students, and companies and society.

In our research, we cover a broad spectrum of research topics, ranging from customer and brand management, internet marketing, retailing, to consumer behavior and marketing performance management. Our work predominantly focuses on empirical projects, frequently in cooperation with top national and international companies. Of course, managerial and decision relevance of our results is absolutely important. Our goal is to publish our work in the leading, international journals.

With respect to teaching, the main goal of the Marketing Area is to offer our students academically sound and practically relevant marketing training. In our curricula, we provide theories as well as methods for analysis. These two components are essential, as knowledge quickly becomes obsolete when new and different problems arise, but theoretical frameworks remain applicable, even in unforeseen contexts.

With respect to practice transfer, multilevel and bidirectional exchanges with national and international companies are key. These exchanges include joint research projects and consulting activities. We also seek out interactions and communications with firms during invited talks—in both directions: when our research staff visit companies and when company representatives appear as guests in our lectures. Finally, we foster successful placement of our students with job recruiting events, personal recommendations, and student excellence circles.

**Members of the Marketing Area at the WiSo Faculty at the University of Cologne are as follows:**

*Assoc.-Prof. Hernán A. Bruno*  
Marketing and Digital Environment

*Prof. Marc Fischer*  
Marketing and Market Research

*Asst.-Prof. Monika Imschloss*  
Marketing and Retailing

*Assoc.-Prof. André Marchand*  
Marketing and Digital Environment

*Prof. Werner Reinartz*  
Retailing and Customer Management

*Prof. Franziska Völckner*  
Marketing and Brand Management







# Marketing Area—Team Members



## Assoc.-Prof. Hernán A. Bruno

Hernán A. Bruno is a Professor of Marketing and Digital Environment at the University of Cologne since September 2015. Before joining the University of Cologne, Professor Bruno was a faculty member at INSEAD in Fontainebleau, France (2008–2015) and at Erasmus University in Rotterdam, Netherlands (2007–2008). He holds a Master in Research and a Marketing Ph.D. from London Business School. Prior to his career in academia, he was a researcher in Analytical Chemistry at the University of Buenos Aires and a consultant at McKinsey&Company.

Prof. Bruno models marketing phenomena using tools from statistics and economics. His models attempt to discover hidden patterns in marketing data. These models can be applied as a support in marketing decision making or be used to generate insights into basic marketing phenomena. His work has been presented at the most important marketing conferences and published in *Marketing Science* and *Journal of Marketing Research*. His driving interest focuses on three central ideas of current marketing. First, dynamic models to capture the long-term impact of marketing decisions. Second, he develops methods to model the underlying heterogeneity of customers. Finally, he is looking at how new technologies are changing how individuals and companies consume information and make decisions. He currently teaches Marketing Mix Modeling, Data Analysis with R as well as Value Creation in the Digital World at the University of Cologne and continues teaching Marketing Strategy and Digital Transformation at the Executive Education level.

Prof. Bruno is a founding member of the EMAC Special Interest Group on “Modeling”, lead by Thomas Otter (Frankfurt) with the objective to increase the audience and presentation of modeling papers at the EMAC Conference.





## Prof. Marc Fischer

Prof. Marc Fischer has been the director of the Chair in Marketing and Market Research at the University of Cologne since 2011. He is also Professor of Marketing at the University of Technology Sydney. Previously, he was Professor of Marketing and Services at the University of Passau. Prof. Fischer is Morrison Faculty Fellow at the Anderson Graduate School of Management at UCLA, Los Angeles. He is also the academic director of CEMS-MIM at the University of Cologne, which is a globally leading master program involving 30 top universities from 30 countries around the world.

His expertise includes the measurement and management of Marketing performance, brand management and the optimization of Marketing mix. His articles have appeared in *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*, *International Journal of Research in Marketing*, *Interfaces*, and other academic journals. Five articles won major awards or were finalists. Prof. Fischer won the 2009-2010 ISMS-MSI Practice Prize and was a finalist in the 2016 competition. He was also finalist for the 2017 Paul E. Green Award and the 2010 Franz Edelman Award competition on achievements in operations research. He has been awarded with the "VHB Best Paper Award 2011" and was a finalist in 2010. Prof. Fischer serves as Department Editor Marketing for Business Research and was co-editor of Business Administration Review (DBW) from 2013-2017. He is also member of the editorial review board of International Journal of Research in Marketing.

In 2001 and 2002, Prof. Fischer suspended his academic career to assume a position as associate at McKinsey&Company. Since then he has been consulting with many firms from diverse industries such as pharmaceuticals, automotive, logistics, transportation, media, retail, financial institutions, telecommunications, etc.

In 2010, he joined the Marketing Accountability Standards Board (MASB) in Chicago where he serves on the Advisory Council. Prof. Fischer is member of the advisory board of cpi consulting (Berlin), and the Center for Brand Management and Marketing (ZMM) in Hamburg. He served on the advisory board of YouGov AG (Cologne) and was executive director of a German-speaking business study program at the University of Management at Moscow and served as executive director of the Center for Market Research at the Institute for Market Research and Economic Research in Passau.

Prof. Fischer received his doctoral degree from the University of Mannheim, Germany, and his habilitation from the Christians-Albrecht-University at Kiel, Germany.



## Asst.-Prof. Monika Imschloss (Junior Professorship)

Since April 2015 Monika Imschloss has been the IFH Assistant Professor of Marketing and Retailing at the University of Cologne. She graduated from the University of Würzburg in 2010 with a diploma in psychology. Thereafter, she joined the Chair of Business-to-Business Marketing, Sales & Pricing at the University of Mannheim as a doctoral student. In 2014 she completed her doctoral studies with her dissertation on multi-sensory marketing and received her Ph.D. in Marketing from the University of Mannheim. Her dissertation experimentally investigates aspects of consumers' auditory and haptic perception and received the award of the Marketing foundation of the University of Mannheim in August 2015 as well as the award of the Heinrich-Blanc Foundation in October 2015.

Prior to joining the Department of Retailing and Customer Management at the University of Cologne, she was a visiting scholar at the Dornsife Mind & Society Center of the University of Southern California (USC) in Los Angeles.

Her research focuses on consumer behavior in general and on consumer behavior in retailing contexts or at the point of sales in particular. Specifically, she is interested in aspects of multi-sensory marketing. As such, her research examines consumer decision-making and behavior, with an emphasis on the role of sensory and embodied processes. Her research especially examines how perception in one sensory modality affects consumers' perception in another sensory modality. Her research is primarily quantitative and employs different experimental research designs. The conference-paper on cross-modal effects of auditory and haptic perception was awarded the best-paper award for the consumer track of the Winter Marketing Educators' Conference of the American Marketing Association in February 2014.



## Assoc.-Prof. André Marchand

André Marchand is a Professor of Marketing & Digital Environment at the University of Cologne since June 2017. Before joining the University of Cologne, he was an Assistant Professor at the Department of Marketing & Media Research at the University of Muenster (WWU) from 2011-2017. During that time, he successfully finished his habilitation and was consequently promoted to “Privatdozent” (PD) status. Until 2011, he worked as a research assistant at the Chair for Marketing and Media Research, Bauhaus-University Weimar, where he completed his doctoral thesis (Dr. rer. pol.), which was funded by the Deutsche Forschungsgemeinschaft (DFG). Prior to his career in academia, he worked as a strategic business analyst for several German DAX and MDAX enterprises.

His research focuses on marketing, digital innovations, and new media. Digitalization transforms marketing at a remarkable pace. Currently, almost all business units face a digital wave of innovation. Consequently, all of Prof. Marchand’s ongoing research projects deal with digitalization related to Marketing. Among the issues addressed are necessary adjustments of strategic marketing management, digital distribution and communication policies, as well as digital products and services itself such as video games, social networks, and automated recommendation systems.

Prof. Marchand publishes his work in leading international journals such as the *Journal of Marketing*, *Journal of Service Research*, and *International Journal of Research in Marketing*. In 2014, he has received a best paper award by the *Journal of Interactive Marketing*, a journal with a high focus on digital marketing issues. Since 2017, he also serves this journal as an editorial board member. Prof. Marchand currently teaches Principles of Marketing and Marketing of Digital Innovations.



## Prof. Werner Reinartz

Werner Reinartz is a Professor of Marketing at the University of Cologne, Germany. Furthermore, he is the director of Center for Research in Retailing (IFH), one of the largest applied research centers in the Faculty of Management and Economics. He is also the speaker of the research initiative “Digital Transformation and Value Creation” at the University of Cologne and the speaker of the Business Administration Faculty. Previously, he was the Cora Chaired Professor of Retailing and Management and Associate Professor of Marketing at INSEAD, France. Prof. Reinartz holds a Ph.D. in Marketing from the University of Houston (1999).

His research interest focuses on the subjects of marketing strategy, retailing, customer management, advertising effectiveness, and channel management. In terms of research productivity, he has been ranked among the top 2.5% of scholars in the world (58 out of 2257; *Journal of Marketing* 2009) based on the time-adjusted publication rate in the top four journals in the marketing discipline. In a more recent survey (Elbeck and Vander Schee 2014), he has been ranked as the # 1 scholar outside the US in citations in the top marketing journals from 2003-2012. His total citation count is 12498 (Google Scholar, December 2017). Since 1999, he generated a total amount of research grants and awards of €1.2m. His research work has been recognized with major academic awards, among those the 2003 and 2005 MSI/Paul Root Award of the *Journal of Marketing*, Finalist for the 2009 O'Dell Award, and the 2011 Sheth Foundation/ *Journal of Marketing* Award for long-term contribution to the marketing discipline. He has published extensively in the top journals of the field such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *International Journal of Research in Marketing*, and *Journal of Service Research*. In addition, his research was presented in five different feature articles in *Harvard Business Review*. Furthermore, he is currently area editor at the *Journal of Marketing* and the newly founded *Journal of Marketing Behavior*. He has been longstanding editorial board member for many top journals incl. *Marketing Science*, *IJRM*, and the *Journal of Retailing*.

Prof. Reinartz has worked with a large number of international companies such as for example IBM (Germany), Allianz (Germany), the Cora Group (France), GfK (Germany), ABN AMRO (Netherlands), Spiegel (USA), METRO (Germany), Henkel (Germany), AKBANK (Turkey), Comdirect Bank (Germany), CGG (France), The Nielsen Company (Germany) and ThyssenKrupp (Germany). In addition, he has conducted extensively executive training programs for many Fortune500 and EuroStoxx50 companies.



## Prof. Franziska Völckner

Franziska Völckner is a Professor of Marketing at the University of Cologne. Furthermore, she frequently visits the School of Communication, Journalism and Marketing, Massey University Albany Campus, New Zealand as a visiting scholar. Her research interests center on building and managing market-based assets, with a focus on the general question of how companies can build and maintain strong brands.

Her work has been published in leading academic journals such as *Journal of Marketing*, *Journal of Marketing Research*, *MISQ*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, and *Journal of Service Research*. In terms of research productivity, she has been ranked among the top 10% of scholars in business administration in German-speaking countries in terms of time-adjusted publication rate (Handelsblatt 2014 overall ranking "Lebenswerk") and number 17 of all researchers in business administration under 40 years (Handelsblatt 2014 ranking "Forscher unter 40"). She also is the recipient of the 2011 VHB Best Paper Award (for "How Important Are Brands? A Cross-Category, Cross-Country Study," *Journal of Marketing Research*, 47 (5)) and the 2008 Young Academics VHB Best Paper Award (for "The Dual Role of Price: Decomposing Consumers' Reaction to Price," *Journal of the Academy of Marketing Science*, 36 (3)). In terms of teaching, she received the Albertus-Magnus Teaching Award of the Faculty of Management, Economics and Social Sciences, University of Cologne, in the summer terms 2011 and 2013.

Prof. Völckner serves on the editorial advisory board of the journal *Markenartikel* as well as on the managing boards of the Institute of Trade Fair Management at the University of Cologne (Institut für Messewirtschaft) and of the Center for Brand Management and Marketing (ZMM – Zentrum für Markenmanagement und Marketing). She has worked with several international companies, such as Henkel, L'Oréal, Unilever, McKinsey & Company, Young & Rubicam, GfK, and YouGov (Cologne). Prof. Völckner received her doctoral degree and her habilitation from the University of Hamburg, Germany.

## Assistant Professors (Habilitation System)



**Dr. Jan-Michael Becker** (Tel: +49 (0)221 470 3821 | [j.becker@wiso.uni-koeln.de](mailto:j.becker@wiso.uni-koeln.de))

Jan-Michael Becker is a post-doctoral researcher in marketing at the University of Cologne in Germany. He has been a visiting scholar at leading international business schools like Georgia State University, Atlanta, USA and University of Waikato, Hamilton, New Zealand. His research interests focus on data analytics, structural equation modeling (SEM) and measurement theory as well as digital marketing, e-commerce, and bridging marketing and IS problems. His research has been published in several premier academic journals, including *Information Systems Research*, *MISQ*, *Long Range Planning*, and *Marketing Letters*. He is a co-developer of the SmartPLS software application.



**Dr. Maren Becker** (Tel: +49 (0)221 470 1325 | [maren.becker@wiso.uni-koeln.de](mailto:maren.becker@wiso.uni-koeln.de))

Maren Becker is a post-doctoral researcher at the Chair of Retailing and Customer Management. She received her doctoral degree from the University of Cologne with a summa cum laude in 2017. In 2010, she graduated with cum laude from the University of Maastricht with a master in international business, majoring in strategic marketing and marketing finance. Maren Becker has two years of experience as a Senior Analyst and Consultant for a large market research company. Prior to that she did various internships in different industries (e.g. at an NGO in Sao Paulo, the United Nations in New York, and the Volvo Car Cooperation in Cologne) and worked as a Research Assistant at the University of Ontario Institute of Technology in Canada. Maren Becker has been rewarded with the "Best Thesis Award" at the University of Maastricht in 2011.



**Dr. Magdalena Bekk** (Tel: +49 (0)221 470 2599 | [bekk@wiso.uni-koeln.de](mailto:bekk@wiso.uni-koeln.de))

Magdalena Bekk is a post-doctoral researcher in marketing at the University of Cologne, from which she also received her doctoral degree. She has been a visiting scholar to Massey University, Auckland, New Zealand. In her research, she bridges the fields of psychology, consumer behavior, and branding, focusing on sustainable consumption, gamification, fit and personality in marketing and consumer behavior. Magdalena received the consumer research award for junior faculty 2015 by the consumer advice center and the state of North Rhine-Westphalia for her dissertation. Her work has been published in journals such as *Assessment* and the *Journal of Travel Research*.



**Dr. Alexander Edeling** (Tel.: +49 (0)221 470 8682 | [edeling@wiso.uni-koeln.de](mailto:edeling@wiso.uni-koeln.de))

Alexander Edeling received his doctoral degree in Marketing in 2016 from the University of Cologne and is currently a postdoctoral researcher at the Marketing Area. One of his dissertation projects, a meta-analysis on the effect of marketing on firm value, was published in the *Journal of Marketing Research*. Another essay of his dissertation is forthcoming in the *Journal of Marketing*. Before joining the University of Cologne, Alexander graduated from the University of Mannheim with a Diploma in Business Administration majoring in Marketing, Management Accounting and Intercultural Studies. During his studies, he gained valuable practical experience through internships in various fields such as automobile, telecommunication, and consultancy.



**Dr. Vanessa Junc** (Tel: +49 (0)221 470 4363 | [junc@wiso.uni-koeln.de](mailto:junc@wiso.uni-koeln.de))

Vanessa Junc is a post-doctoral researcher at the University of Cologne in the Department of Retailing and Customer Management. She studied business administration at the University of Duisburg-Essen, Germany and was awarded the prize of the best graduate of master studies. Vanessa obtained her doctoral degree in marketing at the University of Cologne in 2015. She has been a visiting scholar at the leading international business school of Northwestern University, Kellogg School of Management. Her research focuses on consumer behavior at the point of sale, including psychological processes and her work has been presented at leading international conferences, such as the Association for Consumer Research North American Conference.



**Dr. Kristina Klein** (Tel: +49 (0)221 470 2036 | [k.klein@wiso.uni-koeln.de](mailto:k.klein@wiso.uni-koeln.de))

Kristina Klein is a post-doctoral researcher at the University of Cologne in the Department of Marketing and Brand Management. She received her doctoral degree in Marketing from the University of Cologne in 2012. She received the "Scientific Award 2013" of the German Marketing Association (Wissenschaftspreis des Deutschen Marketing-Verbandes) for her doctoral thesis. Her research focuses on international and employer branding, sensory marketing; gamification is one of her latest research interests. Her work has been published, amongst others, in the *Journal of Marketing*, the *Journal of Business Research* and *Long Range Planning*.



**Dr. Nico Wiegand** (Tel.: +49 (0)221 470 4364 | [wiegand@wiso.uni-koeln.de](mailto:wiegand@wiso.uni-koeln.de))

Nico Wiegand studied business administration at the University of Muenster, Germany, and the University of Rome "La Sapienza", Italy. He obtained his doctoral degree at the Marketing Center Muenster in 2014. Subsequently, Nico worked for the e-commerce start-up Mister Spex in Berlin and for Vodafone Germany in Duesseldorf. He joined the Department of Retailing and Customer Management in September 2016 as a post-doctoral researcher. Nico's research interests pertain to a variety of topics in the e-commerce domain, but also include marketing technological innovations such as modular products and hardware/software platforms.



# Doctoral Students



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*Research Areas:*

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*Research Areas:*

- Business-to-Business Marketing
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*Research Areas:*

- Brand Portfolio Management
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- Consumer Behavior



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#### Research Areas:

- Marketing Response Models
- Brand Management



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#### Research Areas:

- Digital Transformation
- Retail Marketing



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#### Research Areas:

- Consumer Behavior over the Business Cycle
- Digital Marketing



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#### Research Areas:

- Marketing of Hedonic Media Products
- Brand Management

# Secretarial Assistants and Librarians

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# Adjunct and Affiliate Faculty



## Dr. Christian Glasmacher

Senior Vice President Corporate Development, Member of the Extended Management Board, Koelnmesse GmbH

### *Areas of Interest:*

- Trade Fair Management
- Business Development
- Strategic Marketing Management

Offered Courses: Strategic Trade Fair Management, Operative Trade Fair Management



## Dr. Peter Linzbach

Former Chief Customer Officer and Member of the Executive Board of Directors, Metro Cash & Carry International GmbH

### *Areas of Interest:*

- Value Propositioning
- Brand Building
- International Multiplication

Offered Course: Practical Applications in Retailing



## Dr. Markus Pfeiffer

CEO and Founder, Bloom Partners

### *Areas of Interest:*

- Digital Marketing and Innovation
- New Product Development
- Digital Transformation

Offered Course: New Product Management



# DASHBOARD

3 min ago

Dashboard

View 2

Total in Target



Evolution	Metric	Actual vs Target	Actual	Target
	Revenue		\$3.4M	82.0%
	Profit		\$1.2M	108.7%
	Avg. Order Size		\$258.3	71.0%
	On time Delivery		96.0%	98.0%
	New Customers		15432	110.0%
	Cust. Satisfaction		98.2%	105.1%

## Products positioning



## Sales per countries



0001		0.45	▲	+0.45%
0002		-0.23	▼	-2.34%
0003		-1.01	▼	-1.89%
0004		0.02	▲	+0.21%
0005		+2.58	▲	+3.05%
0006		-0.14	▼	-1.42%
0007		-0.73	▼	-0.90%
0008		+1.08	▲	+5.12%
0009		-0.87	▼	-3.88%
0010		-0.65	▼	-1.37%

+6.5%

Trends



More info >

78%

Shares



More info >

95%

Performance



More info >



# Research

# Academic Publications of the Marketing Area 2017

## Journal Publications



- Lobschat, Lara, Ernst C. Osinga, and **Werner Reinartz** (2017), "What Happens Online Stays Online? – Segment-Specific Online and Offline Effects of Banner Advertisements," *Journal of Marketing Research*, 54 (6), 901–13.
- Bruno, Pascal, Valentyna Melnyk, and **Franziska Völckner** (2017), "Temperature and Emotions: Effects of Physical Temperature on Responses to Emotional Advertising," *International Journal of Research in Marketing*, 34 (1), 302–20.
- **Fischer, Marc** and Alexander Himme (2017), "The Financial Brand Value Chain: How Brand Investments Contribute to the Financial Health of Firms," *International Journal of Research in Marketing*, 34 (1), 137–53.
- Hofmann, Julian, Michel Clement, **Franziska Völckner**, and Thorsten Hennig-Thurau (2017), "Empirical Generalizations on the Impact of Stars on the Economic Success of Movies," *International Journal of Research in Marketing*, 34 (2), 442–61.
- **Marchand, André**, Thorsten Hennig-Thurau, and Caroline Wiertz (2017), "Not All Digital Word of Mouth is Created Equal: Understanding the Respective Impact of Consumer Reviews and Microblogs on New Product Success," *International Journal of Research in Marketing*, 34 (2), 336–54.
- Worm, Stefan, Sundar G. Bharadawaj, Wolfgang Ulaga, and **Werner Reinartz** (2017), "When and Why do Customer Solutions Pay off in Business Markets?," *Journal of the Academy of Marketing Science*, 45 (4), 490–512.
- **Marchand, André**, Michael Paul, Thorsten Hennig-Thurau, and Georg Puchner (2017), "How Gifts Influence Relationships With Service Customers and Financial Outcomes for Firms," *Journal of Service Research*, 20 (2), 105–19.
- **Bekk, Magdalena**, Matthias Spörrle, **Franziska Völckner**, Erika Spieß, and Ralf Woschée (2017), "What is not Beautiful Should Match: How Attractiveness Similarity Affects Consumer Responses to Advertising," *Marketing Letters*, 28 (4), 509–22.
- **Bekk, Magdalena**, Matthias Spörrle, Miriam Landes, and Klaus Moser (2017), "Traits Grow Important with Increasing Age: Customer Age, Brand Personality and Loyalty," *Journal of Business Economics*, 87 (4), 511–31.
- **Imschloss, Monika**, and Christina Kühnl (2017): "Don't Ignore the Floor: Exploring Multi-sensory Atmospheric Congruence Between Music and Flooring in a Retail Environment," *Psychology & Marketing*, 34 (10), 931–45.
- Schnittka, Oliver, Marius Johnen, **Franziska Völckner**, Henrik Sattler, Isabel Victoria Villeda, and Kathrin Urban (2017), "The Impact of Different Fit Dimensions on Spillover Effects in Brand Alliances," *Journal of Business Economics*, 87 (7), 899–925.
- **Edeling, Alexander**, Stefan Hattula, and Torsten Bornemann (2017), "Over, Out, but Present: Recalling Former Sponsorships," *European Journal of Marketing*, 51 (7/8), 1286–1307.
- Reddy, Srinivas and **Werner Reinartz** (2017), "Digital Transformation and Value Creation," *Marketing Intelligence Review*, 9 (1), 11–7.
- **Reinartz, Werner** and **Monika Imschloss** (2017): "From Point-of-Sale to Point-of-Need: How Digital Technology Transforms Retailing," *Marketing Intelligence Review*, 9 (1), 43–7.



# Books and Book Chapters of the Marketing Area 2017

- Castèran, Herbert, Lars Meyer-Waarden, and **Werner Reinartz** (2017), "Modeling Customer Lifetime Value, Retention, and Churn," in *Handbook of Market Research*, Christian Homburg, Martin Klarmann and Arnd Vomberg (eds.), Springer, 1–33.
- Knapp, Ann-Kristin, **André Marchand**, and Thorsten Hennig-Thurau (2017), "How to Survive in a Digital World? A Comprehensive Analysis of Success Factors for Brick-and-Mortar Retail Stores," in *Creating Marketing Magic and Innovative Future Marketing Trends*, Maximilian Stieler (ed.), Springer, 301.
- Kumar, V. and **Werner Reinartz** (2017), *Customer Relationship Management – Concept, Strategy, and Tools*, 2<sup>nd</sup> ed., Chinese, Yeh Yeh Book Gallery.
- **Marchand, André** (2017), "Multiplayer Features and Game Success," in *New Perspectives on the Social Aspects of Digital Gaming: Multiplayer 2*, Thorsten Quandt and Rachel Kowert (eds.), Routledge, 97–114.
- **Reinartz, Werner** (2017), "Kundenansprache in Zeiten digitaler Transformation," in *Marketing Weiterdenken*, Manfred Bruhn and Manfred Kirchgeorg (eds.), Springer, 123–38.
- **Reinartz, Werner** and **Manuel Berkmann** (2017), "From Customer to Partner Engagement: A Conceptualization and Typology of Engagement in B2B," in *Customer Engagement Marketing*, Robert Palmatier, V. Kumar, and Colleen Harmeling (eds.), Palgrave Macmillan, 243–68.



# Reviewing Activities of the Marketing Area 2017

## *Associate Editor*

- Fischer, Marc: Co-Editor of *Business Administration Review (Die Betriebswirtschaft)* (2013–2016)
- Reinartz, Werner: *Journal of Marketing Behavior* (2013–today)
- Reinartz, Werner: *Journal of Marketing* (2014–today)

## *Editorial Board—Journals*

- Fischer, Marc: *International Journal of Research in Marketing* (2015–today)
- Fischer, Marc: *Marketing ZFP – Journal of Research and Management* (2017)
- Marchand, André: *Journal of Interactive Marketing* (2017)
- Reinartz, Werner: *Journal of Marketing* (2005–today)
- Reinartz, Werner: *Marketing Science* (2005–2017)
- Reinartz, Werner: *Journal of Retailing* (2015–today)

## *Reviewer for Research Competitions*

- Fischer, Marc: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2012–today)
- Fischer, Marc: EMAC McKinsey Marketing Dissertation Award (2014–today)
- Reinartz, Werner: EMAC McKinsey Marketing Dissertation Award (2012–today)
- Reinartz, Werner: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2012–today)

## *Editorial Advisory Board*

- Reinartz, Werner: RAM (*Recherche et Applications en Marketing*) (2015–today)

## *Editor Special Issue*

- Reinartz, Werner: *Marketing Intelligence Review (MIR)*, "Digital Transformation" (2017)



# Completed Dissertations of Members of the Marketing Area 2017

Author	Title	Supervisor
Maren Becker	Advertising Effectiveness: The Role of Content	Prof. Werner Reinartz
Annette Ptok	Essays in Marketing Strategy: The Role of Customer Integration, Marketing Metrics, and Advertising Effectiveness	Prof. Werner Reinartz
Max Backhaus	Econometric Essays on Protecting, Benefiting, and Growing from Customer-based Brand Equity	Prof. Marc Fischer
Eric Lennartz	Essays on Consumer Perception: Applications to Inflation, Business-to-Business Brands, and Response Styles	Prof. Marc Fischer

## Awards and Achievements of the Marketing Area 2017

- **Dr. Max Backhaus** has won the 2017 *Schmalenbach Award*. He has been awarded for his doctoral thesis "Econometric Essays on Protecting, Benefiting, and Growing from Customer-based Brand Equity".
- **Dr. Alexander Edeling** was awarded the third place at the *EMAC / Sheth Foundation Doctoral Dissertation Competition 2017* for his dissertation "Essays on Strategic Marketing Behavior and Its Financial Performance Implications".
- **Dr. Alexander Edeling** was awarded the *IMU Research for Practice Award 2017* for his dissertation "Essays on Strategic Marketing Behavior and Its Financial Performance Implications".
- **Dr. Alexander Edeling** was awarded the *Förderpreis 2017 of the Horizont Foundation* for his dissertation "Essays on Strategic Marketing Behavior and Its Financial Performance Implications".
- **Prof. Marc Fischer** and **Dr. Alexander Edeling** were finalist for the 2017 *Paul E. Green Award* with their *Journal of Marketing Research* article "Marketing's Impact on Firm Value: Generalizations from a Meta-Analysis".
- **Dr. Vanessa Junc** has been nominated for the *Wissenschaftspreis 2017 of the EHI Foundation and GS1 Germany* for her dissertation "Essays on Psychological Distance in Retailing".
- **Prof. Werner Reinartz** is one of the finalists for the 2017 *Shelby D. Hunt / Harold H. Maynard Award* with his article "Creating Enduring Customer Value" in the *Journal of Marketing*.
- **Prof. Werner Reinartz** has been ranked 18th in terms of research impact by the German newspaper *Frankfurter Allgemeine Zeitung* in their yearly ranking of Germany's most influencing economists [*Deutschlands einflussreichste Ökonomen*].
- **Samuel Stäbler** was awarded the *Junior Teaching Award* in the category Master Degree Courses. The award was presented by the WiSo faculty based on the students' assessment of teaching quality.
- **Prof. Franziska Völckner** received the *Editors' Citation Award* for her article in the *Journal of Interactive Marketing* "Managing Brands in the Social Media Environment" for being one of the 5 most highly cited papers in the *Journal of Interactive Marketing* during 2014, 2015 and up until June 2016 (Scopus Article Metrics).

## Research Grants of the Marketing Area 2017

- **Dr. Nico Wiegand** and **Asst.-Prof. Monika Imschloss** received a research grant for their project on “Marketing Modularly Upgradeable Platforms” from the *German Research Foundation (DFG)*.
- **Prof. Franziska Völckner** is principal investigator for the project on “Valuation of branding options for hedonic media products using virtual prediction markets and crowdfunding” in the *German Research Foundation (DFG)* Research Unit 1452 “Marketing of hedonic media products in the age of digital social media”. The research unit’s second funding period will start in 2018.
- **Dr. Kristina Klein** received a “Network & Exchange” grant as part of the *Institutional Strategy Program* of the *University of Cologne*.
- **Dr. Magdalena Bekk** received a “Mobility Grant” of the *University of Cologne*.

## Invitations to Members of the Marketing Area to Conferences and Research Seminar Series 2017

- **Fischer, Marc**, “How Valid and Reliable are Commercial Brand Valuation Methods?,” in the research seminar series of University of Mannheim, Germany, October 12.
- **Fischer, Marc**, “When Do Journalists Report Negative News about a Brand? A Study of Corporate Social Irresponsibility Events across Six Countries,” in the research seminar series of University of Groningen, Netherlands, February 13–15.
- **Reinartz, Werner**, “Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising,” Hebrew University, Jerusalem, Israel, November 22.
- **Reinartz, Werner**, “Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising,” Dauphine University, Paris, France, April 27.
- **Reinartz, Werner**, Dialogrunde II: Die Perspektive der Etablierten Player, 73. Führungsgespräch “Marketing Weiterdenken,” Scientific Association of Market-Oriented Leadership [Wissenschaftliche Gesellschaft für marktorientierte Unternehmensführung], HHL Leipzig, November 9–10.
- **Reinartz, Werner**, Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Prin. L.N. Welingkar Institute of Management, Mumbai, January 6–8.
- **Reinartz, Werner**, “The Impact of the Digital Transformation,” 10 Year Anniversary Celebration of Groningen’s Customer Insight Center, Vanenburg Castle, Putten, December 1.
- **Stäbler, Samuel**, “When Do Journalists Report Negative News about a Brand? A Study of Corporate Social Irresponsibility Events across Six Countries,” University of Auckland, Auckland, New Zealand, August 16.
- **Stäbler, Samuel**, “When Do Journalists Report Negative News about a Brand? A Study of Corporate Social Irresponsibility Events across Six Countries,” Massey University, Auckland, New Zealand, August 23.
- **Stäbler, Samuel**, “When Do Journalists Report Negative News about a Brand? A Study of Corporate Social Irresponsibility Events across Six Countries,” Auckland University of Technology, Auckland, New Zealand, August 31.
- **Völckner, Franziska**, “Brand Positioning Based on Brand Image–Country Image Fit,” Business Economics Research Seminar, University of Zurich, Zurich, Switzerland, December 12.

# Presentations at Academic Conferences of Members of the Marketing Area 2017

- **Backhaus, Max** and **Marc Fischer** (2017), "Brand Damage From Product Harm and Corporate Social Irresponsibility – How Deep and How Long?," Verein für Sozialpolitik, Frankfurt School of Finance, Germany, May 5–6.
- **Becker, Maren**, Norris Bruce, and **Werner Reinartz** (2017), "Communicating Brands in Television Advertising", Marketing Science Conference, Los Angeles, June 9.
- **Becker, Maren**, Norris Bruce, and **Werner Reinartz** (2017), "Communicating Brands in Television Advertising," Theory & Practice in Marketing Conference, Charlottesville, May 11.
- **Berkmann, Manuel**, Maik Eisenbeiss, and **Werner Reinartz** (2017), "More Than Just a Service Technician: Determinants of Lead Generation and Lead Conversion in B2B Service Encounters," EMAC Doctoral Colloquium, Groningen, May 21–23.
- **Bruno, Hernán** (2017), "Intra Household Heterogeneity and Targeting," 47<sup>th</sup> yearly Conference of the Marketing Chapter of the German Academic Association for Business Research, Cologne, Germany, January 26–27.
- **Edeling, Alexander** (2017), "Decision Methods for Marketing Budget Allocation Across Products: Insights from Actual Firm Behavior," 47<sup>th</sup> yearly Conference of the Marketing Chapter of the German Academic Association for Business Research, Cologne, Germany, January 26–27.
- **Edeling, Alexander** and **Marc Fischer** (2017), "Marketing's Impact on Firm Value – Generalizations from a Meta-Analysis," AMA Summer Conference, San Francisco, USA, August 5.
- **Fischer, Marc**, Rex Du, and Tobias Hornig (2017), "How Valid and Reliable are Brand Valuation Methods?," 9<sup>th</sup> Conference on Performance Measurement and Management Control (EIASM), Nice, France, September 13–15.
- Eisenbeiss, Maik, **Werner Reinartz**, Thomas Scholdra and **Julian Wichmann** (2017), "Coming Out of a Recession - Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior," EMAC Doctoral Colloquium, Groningen, May 21–23.
- Feiereisen, Stephanie, Vince Mitchell, **André Marchand**, and Thorsten Hennig-Thurau (2017), "Consumer Confinement: Conceptualization and Correlates," ACR Latin America Conference, Santiago de Cali, Colombia, July 7.
- **Fischer, Marc**, Rex Du, and Tobias Hornig (2017), "How Valid and Reliable are Brand Valuation Methods?," Tagung Quantitatives Marketing, Hamburg, Germany, September 24–26.
- **Klein, Kristina** (2017), "Local versus International Brands: Different Routes to Success?," AMA Summer Conference, San Francisco, USA, August 3–6.
- **Marchand, André**, Stephanie Feiereisen, Vince Mitchell, and Thorsten Hennig-Thurau (2017), "Consumer Confinement in Airline Travel," EMAC Conference, Groningen, Netherlands, May 23–26.
- **Stäbler, Samuel** and **Marc Fischer** (2017), "When Do Journalists Report Negative News about a Brand? A Study of Corporate Social Irresponsibility Events across Six Countries," EMAC Doctoral Colloquium, Groningen, Netherlands, May 21–23.

- **Stäbler, Samuel** and **Marc Fischer** (2017), "When Do Journalists Report Negative News about a Brand? A Study of Corporate Social Irresponsibility Events across Six Countries," EMAC Conference, Groningen, Netherlands, May 23–26.
- Venkatesan, Rajkumar, **Werner Reinartz**, Alexander Bleier, and Nalini Ravishanker (2017), "The Role of Attitudinal Information in Managing Customer Loyalty," EMAC Conference, Groningen, Netherlands, May 23–26.

## Conference Track Chairing of the Marketing Area 2017

- **Prof. Franziska Völckner** served as Co-Track Chair of the *Product and Brand Management Track* (together with Prof. Henrik Sattler) of the EMAC Conference 2017, Groningen, The Netherlands, May 23–26.



# Hamburg-Cologne Marketing Research Camp 2017

On October 5, the Cologne Marketing Area hosted the annual Hamburg-Cologne Marketing Camp (organized by Prof. Franziska Völckner). The Marketing Camp provides a platform for an intensive exchange on current research topics with its combination of presentations, discussions and personal talks.

This year's speakers came from the National University of Singapore, Tilburg University, the Rotterdam School of Management (Erasmus University), and Ludwig-Maximilians-University in Munich. More than 30 participants attended the camp to exchange the latest marketing research insights and engage in personal talks both during coffee breaks and after the event during an informal get-together.

Speaker	Topics
Prof. Gerrit van Bruggen (Rotterdam School of Management)	Marketing and the Connected Customer
Prof. Els Gijsbrechts (Tilburg University)	Navigating the Last Mile in Grocery Shopping: The Click and Collect Format
Prof. Leonard Lee (National University of Singapore)	Reducing Peak-Hour Subway Crowding: Investigating the Effectiveness of Financial Disincentives
Prof. Martin Spann (University of Munich)	Location-Dependent Crowd Work



*Professors Leonard Lee (Singapore), Karen Gedenk (Hamburg), Martin Spann (Munich), Franziska Völckner (Cologne), Gerrit van Bruggen (Rotterdam), Hernán Bruno (Cologne), Els Gijsbrechts (Tilburg), Marc Fischer (Cologne), André Marchand (Cologne)*

# Digital Transformation and Value Creation

## Research Initiative:

Follow the Digital Transformation Research Initiative on Twitter:  
@CologneDigital



The digital transformation of our economic and societal systems is fully underway. The changes are massive and long-lasting. Going digital reduces the costs of administering social and commercial transactions, allows for globally networked interactions, and is characterized by real-time, vast data-sets that let us observe behavior at a societal scale and with unprecedented detail.

The research initiative wants to contribute to our understanding of how the digital transformation advances value creation commercially (customers and firms) and overall welfare for individuals and society.

Among the most pressing questions are:

- When and how can customers benefit from the digital transformation?
- When and how can firms benefit from the digital transformation?
- When and how can individuals within society and society at large benefit from the digital transformation?

## Principal Investigators:

The interdisciplinary nature of the key research area "Digital Transformation and Value Creation" is reflected in the large number of participating researchers and scientific staff from diverse research areas of business, economics, and social sciences.



## Impressions of our Symposia

For further information,  
please visit  
[www.digital.uni-koeln.de](http://www.digital.uni-koeln.de)

### 5<sup>th</sup> Symposium "Digital Transformation", May 22

**Organizer:** Prof. Werner Reinartz

The 5<sup>th</sup> Symposium on digital transformation continued to explore various Marketing issues in the fast-paced field of online and mobile business. As the research field has been growing substantially over the last few years, we have been seeing an increasing diversity in the issues tackled. This year, five academic experts from around the world provided insights about their latest work, highlighting, for example, developments in online advertising, data management, and online pricing models.



Professor Werner Reinartz (Cologne)

### Lecturers and Topics

Speaker	Topic
Assoc.-Prof. Hernán A. Bruno (University of Cologne)	Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement
Prof. Enric Junqué de Fortuny (Rotterdam School of Management)	Unlocking the Value of Sparse Behavioral Data
Prof. S. Sriram (University of Michigan, Ross School of Business)	Paywalls: Monetizing Online Content
Prof. Cait Lamberton (University of Pittsburgh, Katz Graduate School of Business)	Themes & Territories: Digital, Social and Mobile from 2001 to the Present
Prof. Stefan Wagner (ESMT Berlin)	Freemium Pricing: Evidence from a Large-scale Field Experiment

## *Research Seminar Series, November 3 – January 12*

Organizer: Prof. Franziska Völckner

### **Lecturers and Topics**

- Dr. Ann-Kristin Kupfer (University of Muenster): “Does the Social Media Power of a Brand Alliance Partner Impact New Product Success? The Case of Movie Stars”
- Prof. Maik Eisenbeiss (University of Bremen): “Investigating the Effects of Retargeting on Consumer’s Revisiting Behaviors”
- Prof. Hilke Plassmann (INSEAD): “Single-Dose Testosterone Administration Increases Preference for Status Goods”

## *Research Seminar Series, June 1 – July 13*

Organizer: Assoc.-Prof. Hernán A. Bruno (together with Prof. Jörn Grahl)

### **Lecturers and Topics**

- Asst.-Prof. Dainis Zegners (University of Cologne): “Building an Online Reputation with Free Content: Evidence from the E-Book Market”
- Prof. Markus Reisinger (Frankfurt School of Finance & Management): “Personalized Pricing and Optimal Brand Distribution”
- Prof. Oliver Emrich (Johannes Gutenberg-University Mainz): “Personalizing Mental Fit for Online Shopping Applications – How the Success of Recommendations Depends on Mental Categorization and Mental Budgeting”
- Asst.-Prof. Mareike Möhlmann (Warwick Business School): “Trust in the Sharing Economy”



# VHB Conference 2017 at the University of Cologne

As chairman of the “Marketing Chapter” at the German Academic Association for Business Research (VHB), Prof. Werner Reinartz hosted the 47<sup>th</sup> commission conference at the University of Cologne (January 25–27). The academic exchange between Marketing researchers is among the core areas of the commission’s work. However, it also pertains to the promotion of young scholars in the Marketing field. Consequently, at the VHB conference established professors and uprising researchers presented and discussed their current work as well as topics of university policy and education.

## *Below you find an overview of the speakers and their presented projects.*

Prof. Mark Heitmann (University of Hamburg)	Why and How Aesthetic Product Design Matters when Choosing Marketing Instruments
Asst.-Prof. Marcel Lichters (Otto-von-Guericke-University Magdeburg)	Comparing Lab, Virtual, and Field Environments in Sensory Product Acceptance Testing
Dr. Alexander Edeling (University of Cologne)	Decision Methods For Marketing Budget Allocation Across Products: Insights from Actual Firm Behavior
Dr. Daniel Guhl (Humboldt University Berlin)	Understanding the consequences of attribute non-attendance in discrete choice models
Prof. Thorsten Wiesel (University of Muenster)	Investigating Consumer’s Online Search and Decision-Making Strategies
Prof. Christian Hildebrand (University of Geneva)	Technology Enhanced Preference Modalities
Prof. Daniel Wentzel (RWTH Aachen)	The Aesthetic Fidelity Effect: How Design Aesthetics Shape Consumers’ Product Usage Behavior
Prof. Thomas Otter (Johann Wolfgang Goethe-University Frankfurt)	Bayesian Customer Profiling: Applications to Age and Political Partisanship Estimation
Prof. Maik Eisenbeiss (University of Bremen)	Investigating the Effects of Retargeting on Consumers’ Revisiting Behaviors
Assoc.-Prof. Hernán A. Bruno (University of Cologne)	Intra Household Heterogeneity and Targeting
Prof. Miguel Brendl (University of Basel)	Emotional Counter-Conditioning of Brand Attitudes







# Teaching

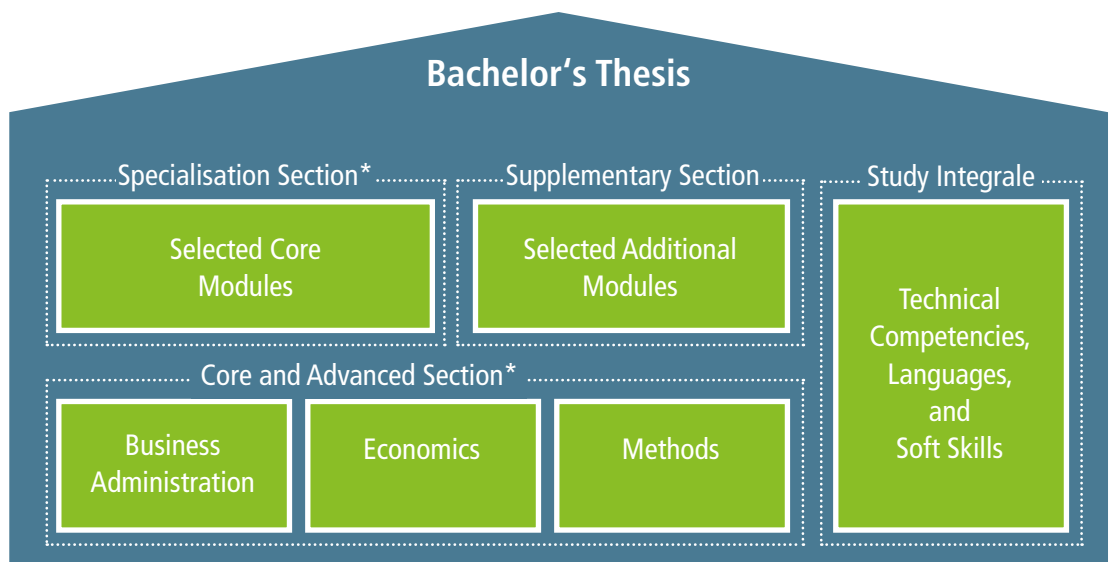
## Mission Statement

The objective of our teaching is to convey knowledge, theories, and methods in marketing. Theories and methods are critical, because knowledge may become obsolete, whereas theories and methods can always be used to address new challenges.

To acquaint students with the practical implications of the course contents, theories and methodologies are being rigorously applied to real-life situations, using differential methods. Case studies, as they appear in many US-type MBA programs, are common tools. In addition, lectures frequently host guests from the corporate world to provide insights about relevant topics. Contemporary topics appear throughout seminars and students' theses, which are often conducted in cooperation with companies.

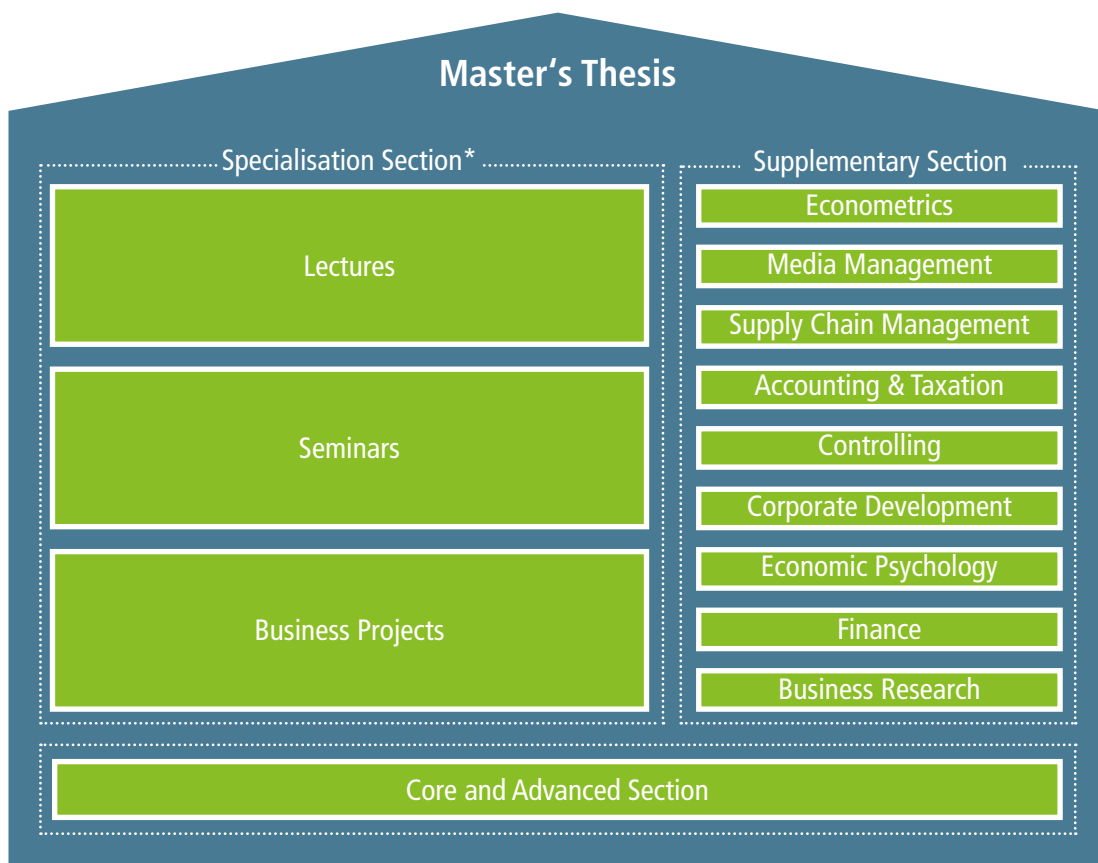
## Program Structure

The **bachelor of science in business administration** is divided into four sections. The core and advanced section includes basics of business administration, economics, and methods. In the supplementary section, the emphasis is put on knowledge obtained in the basic section and on new areas from social sciences and information systems. As the specialisation section consists of a wide range of modules, students have the possibility to choose depending on their interests and professional aspirations. Finally, the studium integrale conveys additional topics such as language and IT skills, as well as other non-related competencies.



\*offered by the Marketing Area

Within the program of the **master of science in business administration**, students can specialize in Marketing through the choice of their major. The Core and Advanced Section will cover methodical basics of the respective major. The Specialisation Section teaches major-specific basics and, in addition, advanced skills within the same area. The Supplementary Section serves as an additional section to develop a more specific profile – either by deepening and specialising or by diversifying knowledge. Further modules from business administration as well as from social sciences or economics are available to students.



\* offered by the Marketing Area

*For further information on the doctoral program, please visit [www.cgs.uni-koeln.de](http://www.cgs.uni-koeln.de)*

Doctoral students at the WiSo Faculty have to fulfill a **doctoral program**. The study consists of five courses, at least three of which are in the area "interdisciplinary methods and theories" [Fachübergreifende Methoden und Theorien] of the Cologne Graduate School. The members of the Marketing Area regularly offer doctoral courses on a wide range of topics, open to all doctoral students of the WiSo Faculty. In addition, internal research seminars, held by expert lecturers from other universities, frequently take place.



COLOGNE GRADUATE SCHOOL  
in Management, Economics and Social Sciences



# Course Program

Bachelor Degree Program			
Course Name	Contents	Lecturer(s)	Students
Bachelor Seminar Marketing	<ul style="list-style-type: none"> <li>Depending on the general topic of the main seminar (changes in every term), amongst others:                             <ul style="list-style-type: none"> <li>- Retailing</li> <li>- E-Commerce</li> <li>- Customer Management</li> <li>- Brand Management</li> <li>- Employer Branding</li> <li>- Product Management</li> <li>- Communication Management</li> <li>- Market Research</li> <li>- Media Management</li> <li>- Mobile Marketing</li> <li>- Brand Music</li> <li>- Sensory Marketing</li> </ul> </li> </ul>	Assoc.-Prof. Hernán A. Bruno	16
		Dr. Kristina Klein	11
		Prof. Marc Fischer	17
		Prof. Werner Reinartz	28
Concepts of Marketing Mix Management	<ul style="list-style-type: none"> <li>Theoretical concepts of product innovation, brand management, pricing, and communication management</li> </ul>	Dr. Alexander Edeling	293
Marketing	<ul style="list-style-type: none"> <li>Introduction to the basic concepts, methods and activities in marketing (e.g. consumer behavior, market research, marketing strategy, marketing mix)</li> </ul>	Prof. Franziska Völckner	482
		Dr. Vanessa Junc	502
Methods of Marketing Mix Management	<ul style="list-style-type: none"> <li>Design and implementation of market research projects (e.g., discussion and evaluation of different data collection methods, application of multivariate data analysis methods)</li> </ul>	Assoc.-Prof. Hernán A. Bruno	322
Operative Trade Fair Management	<ul style="list-style-type: none"> <li>Concepts and methods of operative trade fair management, such as trade fair logistics, booth design, pricing and on-site services</li> </ul>	Dr. Christian Glasmacher	31
Strategic Trade Fair Management	<ul style="list-style-type: none"> <li>Concepts and methods of strategic trade fair management, such as new product development, positioning in competitive environments, and internationalization strategies</li> </ul>	Dr. Christian Glasmacher	31
Bachelor's Theses	<ul style="list-style-type: none"> <li>Supervised conceptual or empirical thesis about a wide range of marketing topics, e.g., brand and media management, e-commerce, product innovations, consumer behavior, and many others</li> </ul>	Assoc.-Prof. Hernán A. Bruno	8
		Prof. Marc Fischer	27
		Asst.-Prof. Monika Imschloss	6
		Prof. Werner Reinartz	34
		Prof. Franziska Völckner	33

Please note: Assoc.-Prof. André Marchand started teaching in WS17/18

Master Degree Program			
Course Name	Contents	Lecturer(s)	Students
Brand Management	<ul style="list-style-type: none"> <li>Introduction to brand management (e.g., customer-based brand equity, brand value, branding strategies, brand portfolio management)</li> </ul>	Prof. Franziska Völckner	58
Business Project in cooperation with L'Oréal	<ul style="list-style-type: none"> <li>Brandstorm—Developing a connected and digital innovation strategy for the brand L'Oréal Men Expert</li> </ul>	Michael Schulz	4
Business Project in Cooperation with REWE Digital	<ul style="list-style-type: none"> <li>Developing a business concept and marketing plan for an online food retailer</li> </ul>	Prof. Werner Reinartz	20
Business Project "Challenging Extremism in a Digital Environment"	<ul style="list-style-type: none"> <li>In this project, students implement a social media and digital campaign in the form of an initiative, product or tool to counter the online presence of extremism.</li> </ul>	Prof. Marc Fischer	6
Cases in Digital Marketing	<ul style="list-style-type: none"> <li>Current challenges in digital marketing</li> </ul>	Prof. Franziska Völckner	12
CEMS-Business Project in cooperation with Reckitt Benckiser	<ul style="list-style-type: none"> <li>Employer Branding 4.0 - How to attract, engage and win the Millennials? —a business project in cooperation with Reckitt Benckiser</li> </ul>	Dr. Kristina Klein	7
CEMS-Case Studies in Marketing	<ul style="list-style-type: none"> <li>Students learn how to approach and solve case studies, present solutions, and create their own case study</li> </ul>	Prof. Werner Reinartz	20
Consumer Psychology and Behavior – Part 1	<ul style="list-style-type: none"> <li>Introduction to consumer behavior with a focus on the consumer as an individual, consumer perception, attitude formation and change</li> </ul>	Dr. Kristina Klein	35
Consumer Psychology and Behavior – Part 2	<ul style="list-style-type: none"> <li>Discussion of psychological concepts from the fields of evolutionary, biological, cognitive, and social psychology as they pertain to understanding consumer behavior</li> </ul>	Asst.-Prof. Monika Im Schloss	26
Customer Relationship Management	<ul style="list-style-type: none"> <li>Analysis and evaluation of different CRM strategies, marketing performance, and customer value management</li> </ul>	Prof. Werner Reinartz	85
Main Seminar "Below-the-line communication: Sponsorship and influencer Marketing"	<ul style="list-style-type: none"> <li>In this seminar, students investigate the theoretical foundations and the empirically validated effectiveness of two so-called below-the-line communication instruments, sponsorship and influencer Marketing.</li> </ul>	Dr. Alexander Edeling	19
Main Seminar "Content Marketing in a Digital Age"	<ul style="list-style-type: none"> <li>The seminar introduces students to current topics in Marketing with a special focus on how companies can deal with the uncertainties of content Marketing strategies in the digital age.</li> </ul>	Dr. Jan-Michael Becker	15
Management Skills	<ul style="list-style-type: none"> <li>Further development of communication skills, learning the ideal-typical processes of a presentation, conception of a storyline for a presentation</li> </ul>	Samuel Stäbler	33
Marketing Data Analysis and Visualisation in R	<ul style="list-style-type: none"> <li>Students are introduced to loading, transforming, cleaning, exploring, visualising, analysing and reporting data using the statistical program "R"</li> </ul>	Assoc.-Prof. Hernán A. Bruno	5
Marketing Performance Management	<ul style="list-style-type: none"> <li>Theoretical foundation and practical relevance of Marketing performance management (e.g., discussion of fundamental instruments for the evaluation of Marketing activities such as market response models)</li> </ul>	Prof. Marc Fischer	97
Marketing Seminar: The Relevance of Marketing Research	<ul style="list-style-type: none"> <li>Discussion of the conflict between marketing science and practice</li> </ul>	Prof. Werner Reinartz	20
New Product Management	<ul style="list-style-type: none"> <li>Basic concepts, theories, and methods of product innovation management</li> </ul>	Dr. Markus Pfeiffer	20
Practical Applications in Retailing	<ul style="list-style-type: none"> <li>Practical application of various marketing concepts, among them market and value positioning, retail brand building, vertical integration process, and internationalization</li> </ul>	Dr. Peter Linzbach	39
Quantitative Applications in Marketing	<ul style="list-style-type: none"> <li>Practical application of various data analysis techniques in marketing based on case studies with the R statistical software package</li> </ul>	Dr. Nico Wiegand	27
Retailing	<ul style="list-style-type: none"> <li>Fundamental concepts of retail management (e.g., category management, retail pricing, store brands) and consumer behavior in retailing</li> </ul>	Asst.-Prof. Monika Im Schloss	128



Services and Media Marketing	<ul style="list-style-type: none"> <li>Organizational challenges of media management, and broad instruments for planning and controlling media management with respect to films, music, and print media products</li> </ul>	Prof. Marc Fischer	45
Sustainability in Marketing and Consumer Behavior	<ul style="list-style-type: none"> <li>Understanding the consumption process from a sustainability perspective</li> </ul>	Dr. Magdalena Bekk	44
Value Creation in the Digital World	<ul style="list-style-type: none"> <li>Understand the technological trends that are changing the operation of business, restructuring industries and enabling new business models</li> </ul>	Assoc.-Prof. Hernán A. Bruno	24
Master's Theses	<ul style="list-style-type: none"> <li>Supervised conceptual or empirical thesis about a wide range of marketing topics, e.g., brand and media management, e-commerce, product innovations, consumer behavior, and many others</li> </ul>	Assoc.-Prof. Hernán A. Bruno	6
		Prof. Marc Fischer	14
		Asst.-Prof. Monika Im-schloss	4
		Prof. Werner Reinartz	18
		Prof. Franziska Völckner	15

Please note: Assoc.-Prof. André Marchand started teaching in WS17/18

## Doctoral Degree Program

Course Name	Lecturer(s)	Contents	Students
Empirical-Quantitative Research in Marketing	Prof. Franziska Völckner	<ul style="list-style-type: none"> <li>Discussions of existing papers in the domain of marketing, challenges in empirical marketing research and advanced methods to solve them, development of new research ideas</li> </ul>	6
Latent Variable Structural Equation Modeling—Using Partial Least Squares	Dr. Jan-Michael Becker	<ul style="list-style-type: none"> <li>In-depth introduction, practical applications and discussions of causal modeling with a focus on the PLS-PM method</li> </ul>	6

# Teaching Performance: Academic Year 2017

Top Marketing Courses				
Distinction	Lecturer	Course Name	Level	Term
Top 15 with Exercise	Dr. Peter Linzbach	Practical Applications in Retailing	Master	Winter 16/17
Top 15 with Exercise	Prof. Franziska Völckner, Denise Küpper	Brand Management	Master	Summer 17
	Prof. Marc Fischer, Samuel Stäbler, Birte Terlinden	Service and Media Marketing		
	Dr. Magdalena Bekk	Sustainability in Marketing and Consumer Behavior		
	Assoc.-Prof. Hernán A. Bruno, Julia Reinhard	Value Creation in the Digital World		
Top 10 without Exercise/Tutorial	Samuel Stäbler	Management Skills	Master	Summer 17

## External Teaching Activities

Course Program			
Course Name	Lecturer/Advisor	University	Term
Consumer Behavior	Dr. Kristina Klein	Massey University, Auckland, New Zealand	Winter 16/17
Multivariate Statistik	Dr. Magdalena Bekk	Private University Seeburg Castle, Austria	Summer 17
Qualitative und Quantitative Forschungsmethoden	Dr. Magdalena Bekk	Private University Seeburg Castle, Austria	Winter 16/17

# Guest Lectures: Academic Year 2017

## Bachelor Degree Program

Guest Lecturer	Title	Course Name	Term
Karl-Hubertus Gruber, Partner, Homburg & Partner	The Power of Pricing: How to Get It Right? A Case Study from the Healthcare Industry	Concepts of Marketing Mix Management	Winter 16/17
Carola Griebhaber, Talent Acquisition Partner, and Christina Semke, Senior Brand Manager, Johnson&Johnson	Listerine – From Low Involvement to High Awareness	Concepts of Marketing Mix Management	Summer 17
Bridge Einicke, Leader Customer & Channel Marketing Drug, and Alexander Eisen, Assistant Brand Manager - Lifestages, P&G	Customer Relationship Management at P&G	Introduction to Marketing	Summer 17
Dr. Martin Gehring, Partner, Simon-Kucher & Partners	Introduction to Pricing Strategy and Behavior Economics	Introduction to Marketing	Winter 16/17
Nick Drummer, Senior Consultant, Deloitte	Big Data in Banking	Methods of Marketing Mix Management	Winter 16/17



## Master Degree Program

Guest Lecturer	Title	Course Name	Term
Marcus Wertz, Founder, Beratung für strukturiertes Marketing	Symbols of Value: The History of Brands, Why they Matter and How They are Made	Brand Management	Summer 17
Marc Egger, Founder, Insius	Measuring Brand Image Based on Consumer-Generated Content (CGC)	Brand Management	Summer 17
Dana Duch, Digital Director, L'Oréal	Brand Building in Digital Space	Brand Management	Summer 17
Dr. Thomas Schollmeyer, Project Leader, The Boston Consulting Group	How to Manage Global Brands	Brand Management	Summer 17
Stephan Dauth, Head of Strategy & Projects, and Freya Ehrhardt, Senior Manager Strategy & Projects, REWE Group	Store Brands – From Scratch to Success Using the Example of REWE Feine Welt	Brand Management	Summer 17
Dr. Robert Müller-Grünow, CEO, Scentcommunication	Scent – The Underestimated Way to Communicate	Consumer Psychology & Behavior I	Winter 16/17

MARCUS WERTZ



L'ORÉAL



REWE

SCENTCOMMUNICATION

TEACHING

## Master's Degree Program

Guest Lecturer	Title	Course Name	Term
Claudia Masuch, Director Strategy & Research, and Maik Erkelenz, Consultant, Batten & Company	Consumer Behavior Today and Tomorrow	Consumer Psychology and Behavior I	Winter 16/17
Ekaterina Pervushina, Senior International Brand Manager NIVEA Men, Beiersdorf	How to Get Men	Consumer Psychology & Behavior I	Winter 16/17
Jürgen Bluhm, Director Market Research, Institut für Wahrnehmungsforschung	Eye-Tracking Workshop	Consumer Psychology & Behavior II	Winter 16/17
Andreas Onnen, Associate Director Analytics & Insights Germany/Austria/Switzerland, Procter & Gamble	Shopper-Insights and Point-of-Sales Design	Consumer Psychology & Behavior II	Winter 16/17
Michael Plate, Head of Platforms, Google	The Programmatic Transformation	Marketing Performance Management	Winter 16/17
Michael Rühmann, Senior Trade Marketing Manager, Ferrero	Trade Marketing @ Ferrero	Retailing	Winter 16/17
Oliver Rogge, Head KAM Shopper & Retail, Henkel	Customer Segmentation	Retailing	Winter 16/17
Barbara Kaltz, Head of Sponsoring & Activation, and Annika Kristina Bäcker, Head of Marketing/ Market Management, Zurich Group Germany	Sportssponsoring	Service and Media Management	Summer 17
Martin Fliesgen, Senior Manager, Deloitte	Fintech Ecosystem	Value Creation in the Digital World	Summer 17

Batten & Company  
Marketing & Sales Consultants **B\***

Beiersdorf

ifw  
INSTITUT FÜR  
WAHRNEHMUNGSFORSCHUNG

P&G

Google

FERRERO

Henkel

Z ZURICH

Deloitte.





## Marketing Area—University Services

### *Assoc.-Prof. Hernán A. Bruno*

- Member of several search committees for W2- and W1-Professorships, WiSo Faculty, University of Cologne (2016–today)
- Member of the committee for the Hans-Kelsen-Price (2017–today)

### *Prof. Marc Fischer*

- CEMS Academic Director and program director, Master in International Management: CEMS network is a global alliance of 30 leading business schools in 30 countries (2017)
- Elected member of the Faculty Commission (“engere Fakultät”), WiSo Faculty (2017)
- Member of Dean’s advisory council, Faculty of Management, Economics, and Social Science (2017–today)
- Area Speaker, Marketing Area (2017)
- Co-head of the student talent program “Circle of Excellence in Marketing” (with Werner Reinartz) (2012–today)
- Board of Cologne Graduate School in Management, Economics and Social Sciences (doctoral program) (2012–today)
- School representative at CEMS, Global Alliance in Management Education (2011–today)
- Member of doctoral program committee, WiSo Faculty, University of Cologne (2011–today)
- Member of several search committees for W3- and W1-Professorships, WiSo Faculty, University of Cologne (2011–today)
- Trustee for MTP student organization (2011–today)



### **Prof. Werner Reinartz**

- Speaker of the Marketing Chapter of the German Academic Association for Business Research (VHB) (“Wissenschaftliche Kommission Marketing” im Verband der Hochschullehrer für Betriebswirtschaft e.V.) (2016–2017)
- Speaker of the award committee for the Hans-Kelsen Prize, in recognition for outstanding research performance in Management, Economics, Social Sciences and Law at the University of Cologne (2016–2020)
- Elected member of the Faculty Evaluation Committee, WiSo Faculty, University of Cologne (2016–today)
- Elected speaker of the business administration faculty (2015–2017)
- Faculty member of the WiSo Corporate Advisory Board (April 2013–today)
- Elected member of the Faculty Commission (“engere Fakultät”), WiSo Faculty, University of Cologne (2013–2017)
- Speaker of Marketing Area (2012–2017)

### **Prof. Franziska Völckner**

- Member of the University Council of the University of Cologne (2016–today)
- Mentor within the Cornelia Harte Mentoring Program of the University of Cologne (2016–today)
- Member of the Institutional Strategy Steering Committee, i.e., the managing board of the institutional strategy of the University of Cologne (2015–today)
- Elected deputy member of the Faculty Council (“engere Fakultät”), WiSo Faculty, University of Cologne (2011–today)
- Member of the deanery—responsible for marketing and public relations, WiSo Faculty, University of Cologne (2009–today)
- Deputy member of the “Admission Committee for the School’s Master’s Programs” (Master-Zulassungsausschuss Gesundheitsökonomie und gemeinsamer Master-Zulassungsausschuss der WiSo-Fakultät), WiSo Faculty, University of Cologne (2008–today)
- Member of several search committees for Professorships, WiSo Faculty, University of Cologne (2007–today)
- Trustee for MTP student organization (2007–today)
- Deputy member of the managing board of the Scientific Center for Brand Management and Marketing (which offers the student talent program “Marketing and More Plus”) (2003–today)



# Transfer





TRANSFER

# Publications in Business Media

## *Business Journal Publications*

- **Reinartz, Werner**, Justus Haucap, **Nico Wiegand**, and Matthias Hunold (2017), "Preisdifferenzierung und -dispersion im Handel," White Paper, *Ausgewählte Schriften der IFH-Förderer*, Issue 6.



## Interviews and Media

- **Prof. Marc Fischer** was interviewed by *Die Zeit* on the subject of brand consumption [Man zeigt wieder Logo] (May 2017).
- **Prof. Marc Fischer** was interviewed by *Handelsblatt* on the subject of crowdsourcing [Die Masse macht's] (August 2017).
- **Prof. Marc Fischer** was interviewed in *Horizont* on the topics Digital Marketing and Marketing Analytics [Mathematik, Daten und Fakten waren nie die Freunde des klassischen Marketings] (April 2017).
- **Asst.-Prof. Monika Imschloss** was interviewed by the *Professional System Magazine* on the subject of multisensory marketing for their special edition "KommunikationsRaum", which focusses on retailing topics (January 2017).
- **Asst.-Prof. Monika Imschloss** was interviewed by *GREEN – Das Fachmagazine für die grüne Branche* about the use of music in retail stores (April 2017).
- **Asst.-Prof. Monika Imschloss** was interviewed by the *EuroCis Magazine/iXtenso* on the subject of instore music (May 2017).
- The *IHK Plus Magazine* interviewed **Asst.-Prof. Monika Imschloss** on the topic of multisensory experiences in retailing (November 2017).
- **Prof. Werner Reinartz** was interviewed together with Justus Haucap by the *Frankfurter Allgemeine Zeitung (FAZ)* on the challenges of dynamic pricing [Bitte keine Preisdifferenzierungen] (October 2017).
- **Prof. Werner Reinartz** was interviewed together with Justus Haucap for the weekly *Lebensmittelzeitung* on the challenges of dynamic pricing [Gefährliches Spiel] (October 2017).
- **Prof. Werner Reinartz** was interviewed by the *Deutschlandfunk Nova* on the German shoe manufacturer Birkenstock and its rapid brand evolution (October 2017).
- **Prof. Werner Reinartz** was interviewed by Christiane Dühmann of the weekly *Lebensmittelzeitung* on the opportunities and challenges with respect to vertical integration in food retailing [Die Fabriken müssen laufen] (December 2017).

## Key Notes and Practitioner Presentations

- **Edeling, Alexander**, "Business Intelligence for Business-to-Business Firms," Siemens FEP Conference 2017, Munich, Germany.
- **Edeling, Alexander**, "Kunde vs. Marke: Warum kundenorientierte Unternehmen langfristig finanziell erfolgreicher sind," ServiceRating Workshop "Kundenorientierung als Erfolgsformel," Cologne, Germany.
- **Fischer, Marc**, "Managing Advertising Campaigns for New Product Launches of a Premium Car Manufacturer: A Data Analytics Approach," AxCon conference on Marketing ROI Best Practice, Berlin, Germany.

# Bridging Research and Practice

You want to know  
more about the IFH  
Association or about the  
membership?  
Please find further  
information under:  
[www.ifh-foerderer.de](http://www.ifh-foerderer.de)

Contact:  
[foerdergesellschaft@  
ifhkoeln.de](mailto:foerdergesellschaft@ifhkoeln.de)

## The Center for Research in Retailing (IFH)

The IFH offers research and consulting services around retailing in the digital age. Retailers as well as manufacturers in the consumer goods industry benefit from the variety of services and the wide retailing knowledge of the IFH-experts. Founded at the University of Cologne in 1929, the IFH is committed to academic research as well as its application in managerial practice.

The IFH's goal is to take knowledge gained from research and apply it for the benefit of the retail commerce sector and its stakeholders. This is realized primarily through closely cooperating with the University of Cologne's Department of Retailing and Customer Management (Director Prof. Werner Reinartz).

## IFH-Associates

The IFH Association has been operating as a non-profit organization since 1929 positioning itself at the interface between research and practice. It promotes the mutual exchange of knowledge between academia and commerce in practice. The exchange is active and dynamic through close networking ties and regular discussions.



The IFH Association's goal is to take knowledge gained from research and apply it for the benefit of the retail commerce sector and its stakeholders. It does this primarily through closely cooperating with the University of Cologne's Department of Retailing and Customer Management. In this way, IFH Associates gain from original research, databases of knowledge, events and lectures.

IFH Associates include retailers and manufacturers, service providers, professional associations, chambers and public institutions. The committee of the IFH Associates comprises renowned personalities from the German retail sector.

As an IFH Associate, you support the dialogue between research and practice and thereby gain from the added value such dialogue generates.



**PROF. WERNER REINARTZ**  
Director of the Department  
of Retailing and Customer  
Management,  
University of Cologne



**DR. MICHAEL P. KUCK**  
Vice President  
Chairman Noweda eG



**DR. SVEN SPORK**  
Vizepräsident  
Head of Corporate Affairs  
Rewe Group



**DR. MARKUS ACKERMANN**  
Director Multichannel  
Distance Retail  
Otto Group



**GÜNTHER ALTHAUS**  
CMO Hornbach Baumarkt AG



**PROF. TIMM HOMANN**  
CEO EHG Services GmbH  
(Ernsting's family)



**HEIKO HUTMACHER**  
Member of the Board  
Metro AG



**WILHELM JOSTEN**  
Founder and Managing  
Director BUTLERS GmbH  
& Co. KG



**MARLIESE KALTHOFF**  
Managing Director  
VWF Medien GmbH



**KARSTEN KÜHN**  
Member of the Board  
Hornbach Baumarkt AG



**MICHAEL METTE**  
Deputy Managing Director  
IKEA Germany



**PETER POHLMANN**  
Founder Poco Domäne  
Holding GmbH



**TORSTEN TOELLER**  
Founder and Managing  
Director  
Fressnapf Holding SE



**WILHELM WEISCHER**  
BabyOne Franchise- und  
Systemzentrale GmbH

## Activities

The IFH Association has been operating as a non-profit organization since 1929 positioning itself at the interface between research and practice. It promotes the exchange of knowledge between academia and commerce in practice. The IFH Association's goal is to take knowledge gained from research and apply it for the benefit of the retail commerce sector and its stakeholders. It does this primarily through closely cooperating with the University of Cologne's Department of Retailing and Customer Management. In this way, IFH Associates gain from original research, databases of knowledge, events and lectures.

In 2017, the IFH focal study has been released under the name "Price Differentiation in Retailing". To analyze the widely-discussed topic of dynamic pricing, the IFH partnered with the Universities of Cologne and Düsseldorf. The topic was examined from different angles, capturing firm, market, and consumer perspectives and drawing on various data sources (workshop, price tracking, survey, and experimental data). Findings indicate that the media hype around digitally-enabled pricing does not correspond with market realities. Firms are reluctant to introduce personalized prices based on consumer shopping behavior. Consumers, on the other hand, reject many forms of price differentiation, thereby drawing the boundaries for their broad implementation. However, the good news is that some pricing mechanisms are perceived as more favorable than others. This gives companies the opportunity to apply rather acceptable methods of differentiation.

### Event: Fascination Retailing

Once a year, the IFH Association calls for its yearly convention "Fascination Retailing" [Faszination Handel]. It provides IFH member companies with new ideas and inspiration from research and practice ([www.faszinationhandel.com](http://www.faszinationhandel.com)). The well-established event takes place at the University of Cologne and showcases current academic research findings as well as high-level speakers from practice. It also offers plenty of opportunities for the mutual exchange of information.

The main topic of "Fascination Retailing" in 2017 was "Retailing in Competition: Customers, Concepts, Competencies." As the first speaker, Prof. Werner Reinartz (University of Cologne) started by presenting main findings of the IFH 2017 study about the impact of price differentiation in retailing. Despite many discussions in media, dynamic pricing has not (yet) come into focus for retailers. Furthermore, customers are skeptical towards the practice of dynamic pricing and individualization. Especially "secret" price changes and those whose reasons are not comprehensible by consumers lead to a significant loss of trust. In the context of online shopping, Prof. Jörn Grahl (University of Cologne) showed the audience, that customers tend to use only one device – smartphone, app or laptop – for purchases. A view on brand marketing in the "do-it-yourself"-market was offered by Karsten Kühn (HORNBAACH Baumarkt AG), promoting the importance of customer centricity by looking at craftsmen, and the importance of brand positioning through differentiation to find a way out of commoditization. Boris Hedde (IFH Cologne) closed the event by sharing results of the project "Vital City Centers 2016", emphasizing the need of a treasurer as a mediator between municipality and retailing to connect the interests of different parties. A review of the event including a short video is available at <https://www.ifh-foerderer.de/faszination-handel/rueckblick-faszination-handel-2017/>.



Speaker	Topic
Prof. Werner Reinartz (University of Cologne)	The Impact of Price Differentiation in Retailing
Prof. Jörn Grahl (University of Cologne)	Who Purchases via Smartphone, App or Laptop?
Karsten Kühn (HORNBAACH Baumarkt AG)	Brand Marketing – Everything for the Craftsmen
Boris Hedde (IFH Cologne)	Vital City Centers 2016

You want to know more about MASB or about the membership?

Please find further information under: [www.theMASB.org](http://www.theMASB.org)

Contact: [info@themasb.org](mailto:info@themasb.org)

## The Marketing Accountability Standards Board (MASB)

The Marketing Accountability Standards Board (MASB), established in 2007 and authorized by the Marketing Accountability Foundation, is an independent, private sector, self-governing group of academics and practitioners that establishes marketing measurement and accountability standards intended for continuous improvement in financial performance, and for the guidance and education of users of performance and financial information.

MASB sets standards and processes for evaluating marketing measurement to ensure credibility, validity, transparency, and understanding. The Board does not endorse specific measures. Rather, it documents how measures stack up against the Marketing Metric Audit Protocol (MMAP). The intention is that the market will select specific measures based on these evaluations. The Board's Dynamic Marketing Metrics Catalogue is intended to be the primary vehicle for documentation and publication.

Board members meet twice every year at its summits to discuss and foster the advancements in marketing metrics and methods in practice and academia. Prof. Marc Fischer is a founding member of the Advisory Council. The council includes prominent personalities from the academic and business world (see below).



**PROF. BOBBY CALDER**  
MASB Advisor, Professor of Marketing at the faculty of the Kellogg School of Management at Northwestern University, Professor of Journalism and Media in the Medill School and a Professor of psychology at Northwestern



**PROF. MARC FISCHER**  
Founding Advisory Council member, Director of the Chair of Marketing and Market Research at the University of Cologne, and Associate Professor of Marketing at the University of Technology, Sydney Business School



**PROF. DAVID REIBSTEIN**  
Advisory Council member, William S. Woodside Professor and Professor of Marketing at The Wharton School, University of Pennsylvania



**PROF. JERRY WIND**  
Founding Advisory Council member, Lauder Professor at the Wharton School, and the Director of SEI Center for Advanced Studies in Management



**PROF. VITHALA RAO**  
MASB Advisor, Deane Malott Professor of Management and Professor of Marketing and Quantitative Methods in the Samuel Curtis Johnson Graduate School of Management at Cornell University



**JEFF BEZZO**  
Senior Director FP&A – Global Brands, SC Johnson



**JEFF LONG**  
Director for Commercial and Shopper Insights, MillerCoors LLC



**CAMERON WILLIAMS**  
Sr. Director, Global Beverages/Snacks Finance, PepsiCo



**GREG BANKS**  
COO and President of Maddock Douglas



**CHRIS MURPHY**  
President of Analytics, Millward Brown



## Institute of Trade Fair Management

*You want to know more about the Institute of Trade Fair Management and the International Summer University? Please find further information under: <http://www.messe.uni-koeln.de>*



The Institute of Trade Fair Management is an interdisciplinary cooperation of the Chair of Business Policy and Logistics (Prof. Werner Delfmann) and the Chair of Marketing and Brand Management (Prof. Franziska Völckner). The Institute of Trade Fair Management was co-founded by the University of Cologne and the Koelnmesse GmbH in 1999 as the first institute dedicated to trade fair management at a German university level. Ever since, the Institute of Trade Fair Management has become a competence center for the trade fair industry with recognition in academia and practice.

The first lectures by the Institute of Trade Fair Management were held at the University of Cologne in the year 2000. The institute offers the minor in "Trade Fair Management" to bachelor students of management, economics and social sciences. The two-semester program focuses on strategic and operative issues in trade fair management, such as brand management, strategies of internationalization as well as applications of marketing instruments to the trade fair industry. The versatile teaching schedule is completed by guest lectures from exhibition managers, workshops and excursions to trade show venues. Furthermore, the Institute of Trade Fair Management supervises bachelor's and master's theses as well as dissertations.



**PROF. FRANZISKA VÖLCKNER**  
Director of the Department of Marketing and Brand Management, University of Cologne



**MICHAEL SCHULZ**  
Research assistant at the Department of Marketing and Brand Management, University of Cologne



**PROF. WERNER DELFMANN**  
Director of the Department of Business Policy and Logistics, University of Cologne



**DR. STEFANIE DORN**  
Research assistant at the Department of Business Policy and Logistics, University of Cologne

*ISU 2017  
"Cutting-Edge Services - Tipping the Scale for Exhibition Success," May 31 – June 2, 2017*

### **International Summer University (ISU)**

The Institute of Trade Fair Management organizes the International Summer University for Trade Fair Management (ISU) in cooperation with UFI, the Global Association of the Exhibition Industry. The three-day seminar is targeted at the middle and senior management of trade fair venues, organizers and associated companies. The ISU functions as a platform for exchanging the expertise of participants with international colleagues from the industry and academia. The schedule includes practical workshops, presentations of acknowledged management concepts, discussions and transfer to current topics of the trade fair business. Social events, get-togethers and an excursion provide opportunities for networking activities.

Ever since its start in 2006, more than 300 exhibition professionals from over 40 countries have participated in the ISU. Over the last years, the ISUs covered current trends and developments in the trade fair industry, such as sales and distribution, product innovation and visitor marketing.



This year's edition of the ISU was titled "Cutting-Edge Services - Tipping the Scale for Exhibition Success". The program focused on services with regard to its opportunities and challenges for the exhibition industry. Academics, exhibitions professionals and lateral thinkers discussed various aspects of the future of services. During intensive lectures and workshops, the speakers provided participants with ideas, tools and profound approaches to manage the emerging challenges related to services in the trade fair industry.

### Conference program

Speaker	Topic
Dr. Andreas Gruchow (Deutsche Messe)	The Importance of Services for Exhibition Organizers
Prof. Florian Kraus (University of Mannheim)	Success Factors in the Service Industry
Prof. Jens Hogreve (Catholic University of Eichstaett-Ingolstadt)	Happy Employees = Happy Customers = Healthy Profits?
Prof. Birgit Mager (TH Koeln – University of Applied Sciences)	Design Thinking to Develop New Services
Holger Friesz (Ungerboeck Systems International)	The Customer Journey: Ensuring Customer Centricity While Still Optimizing Profit
Philip Borbély (MMC Studios)	It's Show Time! From Trade Fair to Trade Show
Mariane Ewbank (IELA)	Managing Interfaces: How Integration Can Tip the Scale of Exhibition Success
Denis Steffens (capricorn Nuerburgring)	90 Years of Unique Major Events and Varying Services
Ulrich Stiller (Airport Cologne/Bonn)	Digital Marketing and Innovative Steps at Cologne Bonn Airport
Nico Nauen (UPS)	Optimization Through Digitalization



# Circle of Excellence in Marketing



Circle of Excellence  
in Marketing

For further information on the Circle of Excellence in Marketing, please visit [www.circle-of-excellence-marketing.de](http://www.circle-of-excellence-marketing.de)

The Circle of Excellence in Marketing (CoEM) is an exclusive talent program for outstanding students from top German universities. The one-year leadership program offers students the opportunity to extend their Marketing knowledge beyond the university program and come in close contact with companies, professors, and assistants. It thus opens up opportunities for attractive starting positions in international companies. The participating universities include the University of Cologne (Chair of Marketing and Market Research, Chair of Retailing and Customer Management), the University of Münster, and the Free University Berlin.

At the core of the program, company workshops offer students the possibility to work on case studies that focus on real-world management challenges. At the same time, company representatives have the chance to meet potential job candidates in an interactive situation. Informal practitioner meetings, alumni meetings, and get-togethers with Marketing chairs also help students look behind the scenes of the Marketing function in well-known companies.

## Students from the University of Cologne participated in the following CoEM workshops in 2017:

Company	Location	Workshop Contents	Date
Bayer Consulting	Leverkusen	Development of a Brand Strategy for a Digital Product Application in the Field of Cropscience	January 9–10
Porsche	Stuttgart	Development of Ideas about Brand Communities/ Creation of Online Communities	January 19–20
Simon-Kucher	Bonn	Online Freemium Business: Developments in the Changing Music Stream Market	April 28
Unilever	Hamburg	Development of a Marketing Strategy for Coral	May 11–12
arvato	Gütersloh	Digital Transformation: How to Embrace Tech-enabled Omni-channel Customer Services	June 12–14
Henkel	Düsseldorf	Application Case for Internet of Things in the Beauty Care Market	June 29
L'Oréal	Düsseldorf	Puma Fragrances – Development of Digital and Event-focused Marketing Strategy	November 6–7
Bayer Consulting	Leverkusen	Hands-on Challenge to Test and Apply Consulting Skills	November 23–24
Johnson&Johnson	Neuss	Brand Introduction of a New OTC Brand	November 29–30



Freie Universität



Berlin



# Impressions from various CoEM workshops



TRANSFER

# Center for Brand Management and Marketing (ZMM)

*For further information  
on the ZMM, please visit  
[www.zmm-online.de](http://www.zmm-online.de)*

The Center for Brand Management and Marketing (Zentrum für Markenmanagement und Marketing (ZMM)) supports exchanges between academia and practice centered on current topics in brand management and marketing. The ZMM is affiliated with the Chair of Marketing and Brand Management, University of Cologne (Prof. Franziska Völckner) and the Chair of Marketing and Branding, University of Hamburg (Prof. Henrik Sattler).

**Werden Sie Teil des  
ZMM+Netzwerks!**

Lust auf...

- Anwendung Ihres Marketingwissens in Workshops?
- Kennenlernen von ZMM-Unternehmensvertretern (u.a. Henkel, L'Oréal, Beiersdorf, SKP)?
- Trainings für Bewerbungen?
- Kontakt zu Marketing-Alumni?

**Dann bewerben Sie sich für das ZMM+Programm!**  
(Motivationsschreiben, CV, Notenspiegel per e-mail  
an [k.klein@wiso.uni-koeln.de](mailto:k.klein@wiso.uni-koeln.de))

[zmm-online.de](http://www.zmm-online.de)

**z|m|m** Wissenschaftliches Zentrum für  
Markenmanagement und Marketing

Wirtschaftswissenschaftliche Fakultät  
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## *“Marketing and More” Program within the ZMM*

The “Marketing and More” Program of the ZMM actively supports networking between students interested in marketing, especially in branding, and the companies and departments affiliated with the ZMM. To achieve the aim of building a strong network, the program provides students with exclusive news from partner companies, job and internship offers, company contacts, practice projects, and other events.

## *“Marketing and More Plus” Program within the ZMM*

The “Marketing and More Plus” Program is exclusively dedicated to a small group of eligible, outstanding students. It provides them with an even more comprehensive mentoring program. In addition to all the benefits of the “Marketing and More” Program, this exclusive program entitles participants to engage in selected interactions with top managers in company workshops (e.g., case studies). Further offerings include contacts with alumni of the ZMM, get-togethers with the Chair of Marketing and Brand Management, and special networking events.

Company	Location	Workshop Contents	Date
Simon, Kucher & Partners	Bonn	Smart Profit Growth through Pricing – A Music Streaming Example	May 16
globeone	Cologne	Transforming Brands in a Digitalized World. Why Agility Needs to be the New Normal	June 19
Batten & Company	Düsseldorf	One Day as a Consultant	July 7
Henkel	Düsseldorf	One Day @ Henkel	October 17
L’Oréal	Cologne	Beauty Disruption – Is the Beauty Industry disrupted by Digital?	November 6





## Executive Workshop: Data, Experiments, and Decisions, November 24 and 25

*Organizer: Assoc.-Prof. Hernán A. Bruno, Prof. Jörn Grahl*

The digital world brings new challenges and ideas to the manager's agenda. The challenges faced by companies feed our academic research with timely and relevant questions. We aim to incorporate a wide range of business practices and emerging academic disciplines into our work and are always looking forward to hearing from managers and finding ways to cooperate with them.

One avenue for a cooperation is conducting workshops or seminars about the digital transformation of business and society. Assoc.-Prof. Hernán Bruno and Prof. Jörn Grahl led an executive workshop in which they brought together scientists experienced in analytics and data science and companies interested in using experiments to improve their business.

The workshop inspired interesting discussions with 15 executives from diverse industries including startups and digital firms and provided valuable insights for both, academics and practitioners.



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UNIVERSITY OF COLOGNE

*#digitaltransformation*

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## ***For further information please see***

[www.marketing.uni-koeln.de](http://www.marketing.uni-koeln.de)

