

Marketing Area

Annual Report 2015



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We are very happy to communicate with this latest Marketing Area Report a chronicle of a very dynamic and productive year 2015. The marketing area at the University of Cologne comprises Professors Bruno, Fischer, Imschloss, Reinartz, and Völckner along with the teams of post-docs and research associates.

This report will give you an overview and detailed insight into the scope of our accomplishment in 2015

“Innovation for Society” is the dictum of the University of Cologne and it is indeed the hallmark of the research and teaching activities in our group. We strive constantly for impact and relevance and we hope and trust that our work reflects this ambition. First, we always attempt to pick research topics that matter: brand performance, digital transformation, advertising effectiveness, multichannel and shopper marketing are just but a few of those topics. All of our work is empirical in nature, thus drawing on real world observations and actual customer behavior. As always, our ambition is to be present in the top-journals of the discipline, to present at the most prestigious conferences, and to maintain a top-notch international network. We invite you to be the judge on whether we have achieved that goal.

The year 2015 was marked by the formal launch of the new research initiative “Digital Transformation and Value Creation.” This transversal initiative is financed by the Faculty of Economics, Management, and Social Sciences and coordinated out of the marketing area. It wants to contribute to our understanding of how the digital transformation advances value creation commercially—for customers and firms—and overall welfare for individuals and society. While it currently comprises three new faculty positions, two more positions are in the process of being filled. At this point, the disciplinary basis draws upon the entire spectrum of marketing, psychology, economics, and information systems. We kindly refer you to the accompanying description of the new initiative in this report starting on page 38.

In terms of teaching, it is a fact that students take a vigorous interest in the subject of marketing. We are very glad to face this lively demand for our teaching and we take great strides to offer a broad and contemporaneous set of courses. In 2015, we had a total of 30 courses at the bachelor, master, and doctoral level on offer. In that spirit, a great thanks goes to our adjunct and affiliate faculty who very successfully and passionately complement the course offering. Furthermore, in 2015, a total of 137 students completed their thesis with one of the marketing area faculty.

If you have questions, comments, or inquiries—we are more than happy to speak with you. Please feel free to contact our respective offices. We trust that you will enjoy reading our annual report 2015.

Cologne, January 2016



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



Prof. Marc Fischer
Marketing and Market Research



Asst.-Prof. Monika Imschloss
Marketing and Retailing



Prof. Werner Reinartz
Retailing and Customer Management



Prof. Franziska Völckner
Marketing and Brand Management



Photo: Jachnick — wikimedia commons



Photo: Janson — Fotolia.com



Photo: Lisa Beller

Prof. Reinartz is nominated as Area Editor of the *Journal of Marketing* and into the Editorial Board of the *Journal of Retailing*

Prof. Fischer is appointed to the Department Editor for Marketing of the journal *Business Research*

From January 18–20, the 3rd AIM-AMA Sheth Foundation Doctoral Consortium takes place in Dubai, UAE; Prof. Reinartz is nominated as a faculty fellow, representing the University of Cologne

The 2nd Symposium on “Value Creation in a Changing Customer and Media Environment” takes place at the University of Cologne, focusing in particular on the developments within the media and communications domain (broadly construed, online and offline), both on the consumer and firm level

The third “Marketing Area Annual Report” is published

New publication in the journal *Marketing Science* by Prof. Fischer “Skimming or Penetration? Strategic Dynamic Pricing for New Products”

Prof. Reinartz is elected to the editorial advisory board of the leading French academic marketing journal *Recherche et Applications en Marketing* (RAM)



Monika Imschloss starts as the IFH Assistant Professor of Marketing and Retailing



Prof. Reinartz holds the key note address at the yearly PEAK convention, Der Mittelstandsverbund, in Berlin; He presents the latest findings on the study "Retailing 2020—Economic and Infrastructure Perspectives"

Prof. Völckner gives an invited talk within the session "Spotlight on IJRM Associate Editors" at the 44th Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium

Department members present at the Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium



Prof. Völckner is appointed to the Institutional Strategy Steering Committee, i.e., the managing board of the institutional strategy of the University of Cologne

International Summer University (ISU) organized by the Institute of Trade Fair Management takes place on the topic "Embracing the Digital—Exhibition Industry 4.0?"

3rd Cologne Symposium on VALUE CREATION IN A CHANGING CUSTOMER AND MEDIA ENVIRONMENT



Photo: Alexander Parkovic

Prof. Fischer is appointed to the Editorial Review Board of the *International Journal of Research in Marketing*

Prof. Reinartz is elected as the speaker of the business administration faculty for a term of two years

Prof. Reinartz is interviewed for the EHI Newsletter on the subject of employment recruiting in the retailing industry [Interview in German: "Der Handel, die verkannte Braut"]

The 3rd Symposium on "Value Creation in a Changing Customer and Media Environment" takes place at the University of Cologne, centered around product management and branding (in a broad sense) in digital environments



Profs. Eisenbeiss (University of Bremen) and Reinartz hold a joint Ph.D. seminar at the University of Bremen; All participating Ph.D. students from the two groups present their ongoing dissertation research and practice scientific debate and presentation

Prof. Fischer gives a doctoral seminar at University of California of Los Angeles

Asst.-Prof. Imschloss is awarded with the prize of the foundation marketing [Preis der Stiftung Marketing] of the University of Mannheim for her dissertation thesis



Hernán A. Bruno starts as Assoc.-Professor of Marketing and Digital Environment

Prof. Reinartz is ranked 15th 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]

Prof. Reinartz contributes a perspective on the development of inner cities and the consequences for store and travel agency retailing at the fww congress, the top tourism convention in Germany

Prof. Reinartz is the host of the yearly IFH event "Fascination Retailing"

HEINRICH BLANC STIFTUNG

Asst.-Prof. Imschloss is awarded by the Heinrich-Blanc foundation for her dissertation thesis

Members of the marketing area present their ongoing research projects in a joint doctoral colloquium in Boppard, Germany

The publication by Wolfgang Ulaga and Werner Reinartz (2011, *Journal of Marketing*) is ranked as #5 in 'Shugan's Top 20 Marketing Meta Journal.' The ranking from October 2015 lists the Top 20 most cited articles across all relevant marketing journals published after 9/1/2011



Prof. Reinartz holds the key note presentation at the German GWA EFFIE AWARD Gala; He presents and discusses the key advertising content factors that make for effective advertising

The "Goldener Zuckerhut" Award is given in Berlin for outstanding leadership in the fast moving consumer goods industry; Prof. Reinartz presents to more than 700 top executives at the award ceremony his perspective on the future of retailing in Germany [Vom Ende her Denken. Wie das Konsummodell das Handelsmodell bestimmen wird]

Dr. Bekk receives the consumer research award for junior faculty (Nachwuchsförderpreis Verbraucherforschung) 2015 for her dissertation

Max Backhaus wins the Dissertation Proposal Competition of the Society of Marketing Advances



Prof. Wertenbroch (INSEAD) gives a talk on "Judging Good Taste: True Preference or Pretense?"



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 46,600 students and 576 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.

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.

For further information on these and other features of the University of Cologne, please visit www.uni-koeln.de

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)

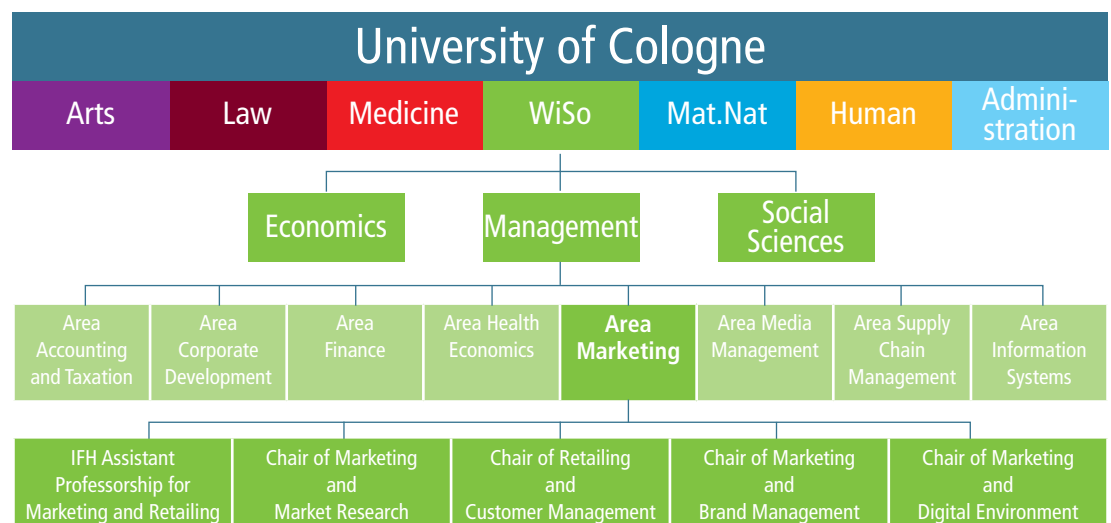


The WiSo Faculty represents one of the largest, most reputable schools of management, economics, and social sciences in Europe, with more than 8,700 students and a large variety of chairs. In keeping with its excellent reputation, the WiSo Faculty has created an outstanding research environment. Many 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 80 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., 2nd rank for Management and 3rd for Economics in the 2015 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:

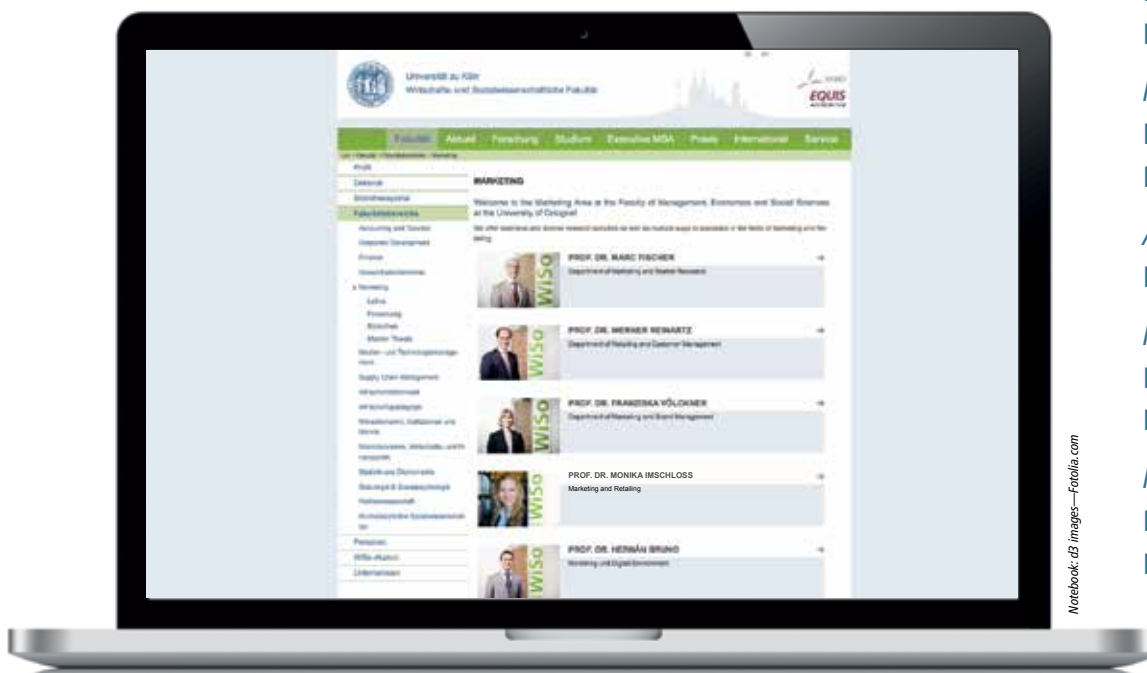
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Marketing and Digital Environment

Prof. Marc Fischer
Marketing and Market Research

Asst.-Prof. Monika Imschloss
Marketing and Retailing

Prof. Werner Reinartz
Retailing and Customer Management

Prof. Franziska Völckner
Marketing and Brand Management



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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 business academia, he was a researcher in Analytical Chemistry at the University of Buenos Aires and a consultant at McKinsey & Company.

Professor 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 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 the Marketing Mix Modeling at the University of Cologne and continues teaching Marketing Strategy and Digital Transformation at the Executive Education level.



Prof. Marc Fischer

Marc Fischer has been the director of the Chair for Marketing and Market Research at the University of Cologne since 2011. He is also an affiliated senior faculty member at the marketing discipline group of UTS Business School, Sydney. Previously, he was Professor of Marketing and Services at the University of Passau. He frequently visits the Anderson Graduate School of Management at the University of California at Los Angeles (UCLA) as a visiting research professor.

His expertise includes the measurement and management of marketing performance, brand management, optimizing the marketing mix, and market response models/econometric models. 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. Four articles won major awards or were finalists. Prof. Fischer won the 2009–2010 ISMS-MSI Practice Prize and was finalist for 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. In 2004, he was awarded with the Erich Gutenberg Prize for leading emerging researchers. Prof. Fischer is Speaker of the research initiative “Value Creation in a Changing Customer and Media Environment,” which was started in 2014 with financial support from the German Excellence Initiative.

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 automotive, logistics, media, retail, financial institutions, pharmaceuticals, telecommunications, etc.

Prof. Fischer is member of the Marketing Accountability Standards Board (MASB) in Chicago, where he serves on the Advisory Council. Furthermore, he is an advisory board member of YouGov AG (Cologne), cpi Celebrity Performance (Berlin), and the Center for Brand Management and Marketing (ZMM) in Hamburg. He is department editor marketing of *Business Research* and co-editor of *Business Administration Review (Die Betriebswirtschaft)*.

Prof. Fischer received his doctoral degree from the University of Mannheim, Germany, and his habilitation from the Christian-Albrechts-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.



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.

Professor Völckner is a member of the board of trustees of the German Society for Research on Brands and Branding (GEM), the editorial advisory board of the journal *Markenartikel*, and the selection committee for the German Marketing Award of the German Marketing Association. Furthermore, she serves 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). Professor Völckner received her doctoral degree and her habilitation from the University of Hamburg, Germany.



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. Also, he is the speaker of the research initiative “Digital Transformation and Value Creation” at the University of Cologne. Previously, he was the Cora Chaired Professor of Retailing and Management and Associate Professor of Marketing at INSEAD, France. Professor Reinartz holds a Ph.D. in Marketing from the University of Houston (1999).

His research interest and expertise focuses on the subjects of marketing strategy, retailing, customer management, advertising effectiveness, and channel management. In particular, he is interested in the questions of how firms can compete successfully in mature markets, marketing mix efficiency and effectiveness, and the successful management of lasting, profitable customer relationships. His research approach is empirical and quantitative, often involving large databases and advanced statistical analyses. 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) in terms of time-adjusted publication rate in the top four journals in the marketing discipline. Moreover, he has been ranked in all of business administration in German speaking countries in the top 2.6% of all researchers (79 out of 3016; *Handelsblatt* 2012). 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 8727 (Google Scholar, Jan. 2016) and his research citation g-index is 93. 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, such as the 1999 AMA Doctoral Dissertation Competition, the 2001 Don Lehmann Award for the Best Dissertation-Based Research Paper to be published in *Journal of Marketing Research* or *Journal of Marketing*, 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 an area editor at the *Journal of Marketing* and the newly founded *Journal of Marketing Behavior* as well as a member of the editorial boards of *Marketing Science* and the *Journal of Retailing*. In June 2010, he was the host of the Marketing Science Conference, one of the premier conferences for academic research in the marketing discipline globally.

Professor 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.



Assistant Professors (Habilitation System)



Dr. Jan-Michael Becker (Tel: +49 (0)221 470 3821 | 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 structural equation modeling (SEM) and measurement theory as well as social media marketing, brand management, 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. Magdalena Bekk (Tel: +49 (0)221 470 2599 | 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. 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. Dr. Bekk 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. Mark Elsner (Tel: +49 (0)221 470 2068 | elsner@wiso.uni-koeln.de)

Mark Elsner is a post-doctoral researcher in marketing at the University of Cologne. He studied business administration and communication science at University of Mainz from which he also received his doctoral degree. Prior to joining University of Cologne, Dr. Elsner has been a visiting research scholar at University of Colorado at Boulder. His quantitative research focuses on topics around digital marketing, social networks, and e-commerce.





Dr. Monika Käuferle (Tel: +49 (0)221 470 4364 | kaeuferle@wiso.uni-koeln.de)

Monika Käuferle 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 Augsburg, Germany and obtained her doctoral degree in marketing at the University of Cologne in 2012. Her research focuses on marketing and distribution channels, multi-channel strategy and customer management, as well as advertising effectiveness. Her work has been published, amongst others, in the *Journal of the Academy of Marketing Science*. In 2014, she received a research grant on "Advertising Content and Sales Response" from the German Research Foundation (DFG).



Dr. Kristina Klein (Tel: +49 (0)221 470 2036 | 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 studied business administration at the University of Cologne, Germany and obtained her doctoral degree in marketing in 2012. 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*.



Doctoral Students



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- Brand Management
- Marketing Finance



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Research Areas:

- Gamification
- Reinforcement of Behaviors



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Research Areas:

- Advertising Content
- Advertising Effectiveness



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Research Areas:

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- Consumer (In-Store) Behavior



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Research Areas:

- Business-to-Business Marketing
- Sales Management



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- Serious Games in (Employer) Branding
- Digital Branding



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Research Areas:

- Sensory Marketing
- Consumer Behavior



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Research Areas:

- Behavioral Pricing
- Business-to-Business Brand Management



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Research Areas:

- Marketing-Finance-Interface
- Marketing Budgeting



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Research Areas:

- Marketing Metrics
- Neuromarketing



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Research Areas:

- Consumer Decision-Making
- Digital Transformation



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Research Areas:

- Consumer Behavior over the Business Cycle



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Research Areas:

- Co-Creation
- New Product Development



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Research Areas:

- Marketing-Finance-Interface
- Mergers & Acquisitions



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Research Areas:

- Marketing of Hedonic Media Products
- Brand Management



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Research Areas:

- Brand Management
- Corporate Social Responsibility



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- Brand Management

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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



Prof. Dr. Partha Krishnamurthy

Professor of Marketing, Director of the Institute for Health Care Marketing and Bauer Faculty Fellow, C. T. Bauer College of Business, University of Houston, Texas

Areas of Interest:

- Consumer Behavior Advertising
- Customer Insights
- Medical Decision Making

Offered Course: Strategic Management in Retailing



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



Tina Müller

Executive Board Member & Chief Marketing Officer, Adam Opel AG

Areas of Interest:

- Strategic Marketing
- Brand Building
- International Marketing

Offered Course: International Marketing



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

network

meeting
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cooperation

blogger

media
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inspiration

design

work

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etc.

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etc.



Research

Academic Publications of the Marketing Area 2015

Top Ranked in Citations

In terms of citations, the Marketing Area is consistently ranked among the Top 3 institutions outside the U.S. The ranking is based on a citation analysis from 2003–2012 covering the fields of Marketing Strategy and Management, Modeling and Quantitative Analysis, and Consumer Behavior (Elbeck and Vander Schee (2014), "Global Benchmarking of Marketing Doctoral Program Faculty and Institutions by Subarea," *Journal of Marketing Education*, 36 (1), 45–61).

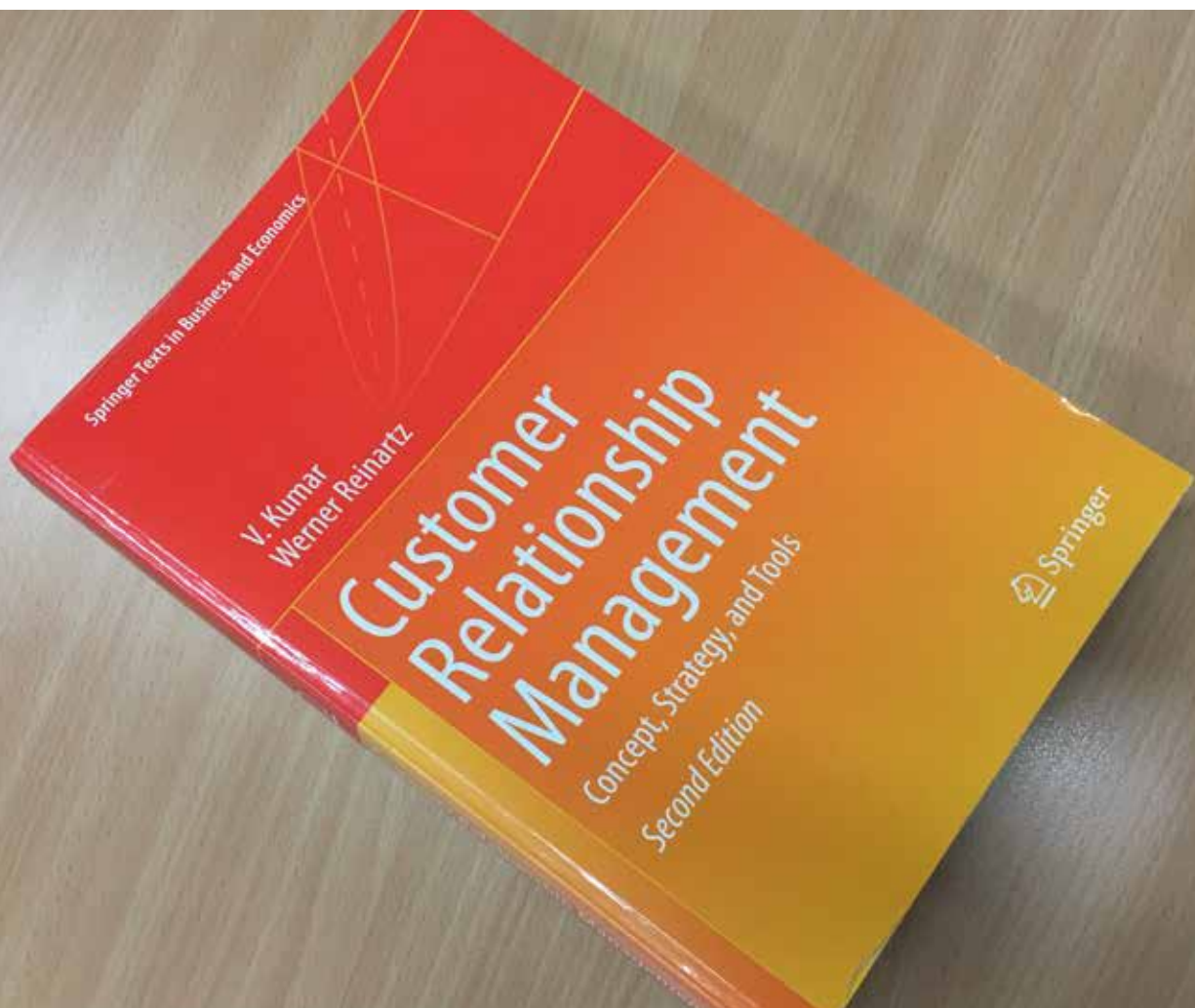
Journal Publications



- Spann, Martin, **Marc Fischer**, and Gerard Tellis (2015), "Skimming or Penetration? Strategic Dynamic Pricing for New Products," *Marketing Science*, 34 (2), 235–49.
- **Käuferle, Monika** and **Werner Reinartz** (2015), "Distributing through Multiple Channels in Industrial Wholesaling: How Many and How Much?" *Journal of the Academy of Marketing Science*, 43 (6), 746–67.
- **Becker, Jan-Michael**, Christian M. Ringle, Marko Sarstedt, and **Franziska Völckner** (2015), "How Collinearity Affects Mixture Regression Results," *Marketing Letters*, 26 (4), 643–59.
- **Lennartz, Eric**, **Marc Fischer**, Manfred Krafft, and Kay Peters (2015), "Drivers of B2B Brand Strength—Insights from an International Study Across Industries," *Schmalenbach Business Review*, 67 (January), 114–37.
- Schnittka, Oliver, **Jan-Michael Becker**, Karen Gedenk, Henrik Sattler, Isabel Victoria Villeda, and **Franziska Völckner** (2015), "Does Chain-Labeling Make Private Labels More Successful?" *Schmalenbach Business Review—Special Issue on New Developments in Measurable Marketing*, 67 (1), 92–113.
- Wolf, Friedemann, **Magdalena Bekk**, Philipp Sandner, and Isabell M. Welppe (2015), "Do You Like Being Labeled a 60-Plus? How Retirees Develop Group Identification and Evaluate Age-Related Labels," *Marketing ZFP—Journal of Research and Management*, 37 (2), 79–89.
- **Reinartz, Werner** and **Monika Käuferle** (2015), "Value Creation in International Physical Retailing," *Journal of Creating Value*, 1 (1) 72–8.

Books and Book Chapters of the Marketing Area 2015

- Kumar, V. and **Werner Reinartz** (2015), *Customer Relationship Management: Concept, Strategy, and Tools*. Heidelberg: Springer Verlag/ Hankyung Publishing, KOREAN TRANSLATION.
- **Reinartz, Werner** (2015), "The Great Debate: Managing Brands vs. Managing Customers," in *The Future of Branding*, Rajendra Srivastava and Gregory M. Thomas, eds. New Delhi: SAGE Publications India Pvt. Ltd.
- Spörrle, Matthias and **Magdalena Bekk** (2015), "Nachhaltiges Konsumentenverhalten," in *Wirtschaftspsychologie*, Klaus Moser, ed. Heidelberg: Springer Verlag, 285–302.



Reviewing Activities of the Marketing Area 2015

Department Editor

- Fischer, Marc: Marketing, *Business Research* (2015–today)

Associate Editor

- Fischer, Marc: Co-Editor of *Business Administration Review (Die Betriebswirtschaft)* (2013–today)
- Reinartz, Werner: *International Journal of Research in Marketing* (2006–2015)
- 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)
- Reinartz, Werner: *Journal of Marketing* (2005–today)
- Reinartz, Werner: *Marketing Science* (2005–today)
- Reinartz, Werner: *Journal of Retailing* (2015–today)
- Völckner, Franziska: *International Journal of Research in Marketing* (2011–2015)

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: Member of award committee of the 2015 Varadarajan Award for Early Career Contributions to Marketing Strategy (American Marketing Association)
- Reinartz, Werner: EMAC McKinsey Marketing Dissertation Award (2012–today)
- Reinartz, Werner: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2005–2013, 2015)
- Völckner, Franziska: German Marketing Award of the German Marketing Association (Deutscher Marketing-Preis des Deutschen Marketing-Verbandes) (2009–today)

Editorial Advisory Board

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

Completed Dissertations of Members of the Marketing Area 2015

Author	Title	Advisor
Magdalena Bekk	Essays on the Effects of Personality and Fit on Consumer Behavior	Prof. Franziska Völckner
Vanessa Junc	Essays on Psychological Distance in Retailing	Prof. Werner Reinartz

Awards of the Marketing Area 2015

- Prof. Reinartz is ranked 15th 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].
- The publication by Wolfgang Ulaga and Werner Reinartz (2011, *Journal of Marketing*) is ranked as #5 in '**Shugan's Top 20 Marketing Meta Journal**.' The ranking from October 2015 lists the Top 20 most cited articles across all relevant marketing journals published after 9/1/2011.
- Max Backhaus has been awarded with the 2015 **Dissertation Proposal Competition of the Society of Marketing Advances** for his research project "Brand Damage from Corporate Social Irresponsibility—Does it Matter?"
- Max Backhaus has been selected as one of the four finalists of the Academy of Marketing Science (AMS) **Mary Kay Dissertation Proposal Competition** for his research project "Brand Damage from Corporate Social Irresponsibility—Does it Matter?"
- Magdalena Bekk has received the **consumer research award for junior faculty** (Nachwuchsförderpreis Verbraucherforschung) 2015 by the consumer advice center, the Ministry of Innovation, Science and Research and the Ministry for Climate Protection, Environment, Agriculture, Conservation and Consumer Protection of the State of North Rhine-Westphalia for her dissertation on the effects of personality and fit on consumer behavior.
- René Eppmann, Magdalena Bekk, Kristina Klein, and Franziska Völckner have received the **Elsevier's poster prize** for their poster on the project "Play With Me! How Gamification Influences Customer-Based Brand Equity."
- Asst.-Prof. Monika Imschloss has been awarded with the **prize of the foundation marketing** [Preis der Stiftung Marketing] **of the University of Mannheim** for her dissertation thesis.
- Asst.-Prof. Monika Imschloss has been awarded by the **Heinrich-Blanc foundation** for her dissertation thesis.



Photo: Gebauer / VZ-NRW



Research Grants of the Marketing Area 2015

- Prof. Werner Reinartz has received a research grant on **“Consumer Communication in Digital Media”** from the Grimme Stiftung.
- Prof. Franziska Völckner is principal investigator for the project on **“Valuation of branding options for hedonic media products using virtual prediction markets and crowd funding”** in the **German Research Foundation (DFG) Research Unit 1452 “Marketing of hedonic media products in the age of digital social media.”**
- Prof. Marc Fischer is principal investigator for the research initiative on **“Value Creation in a Changing Customer and Media Environment”** that is supported by the **University of Cologne (UoC) Forum.**

Invitations to Members of the Marketing Area to Conferences and Research Seminar Series 2015

- Becker, Jan-Michael, **“SmartPLS Software Presentation and Post-Conference Workshop on Advances in PLS Path Modeling,”** Seville, Spain.
- Becker, Maren, Student Fellow, American Marketing Association (AMA) Sheth Doctoral Consortium, London Business School, London, UK.
- Bekk, Magdalena, **“Sustainable Consumption: A ‘Green’ Perception,”** Research Seminar, Private University Seeburg Castle, Seeburg am Wallersee, Austria.
- Bruno, Hernán A., **“Investigating Intra-Household Heterogeneity,”** Judge Business School, Cambridge, London, UK.
- Fischer, Marc, **“Brand Damage from Corporate Social Irresponsibility—Does it Matter?”** Research Seminar Series, University of Queensland, Brisbane, Australia.
- Fischer, Marc, **“Brand Damage from Corporate Social Irresponsibility—Does it Matter?”** Research Seminar Series, European School of Management and Technology, Berlin, Germany.
- Fischer, Marc, **“Brand Damage from Corporate Social Irresponsibility—Does it Matter?”** Research Seminar Series, Singapore Management University, Singapore, Singapore.
- Fischer, Marc, **“Brand Damage from Corporate Social Irresponsibility—Does it Matter and for How Long?”** Research Seminar Series, University of Technology Sydney, Sydney, Australia.
- Fischer, Marc, **“Brand Damage from Corporate Social Irresponsibility—Does Corporate Misbehavior Matter?”** Research Seminar Series, Otto-von-Guericke-University Magdeburg, Magdeburg, Germany.
- Fischer, Marc, **“Marketing’s Impact on Firm Value—Generalizations from a Meta-Analysis,”** Research Seminar Series, University of New South Wales, Sydney, Australia.
- Klein, Kristina, **“Local and International Brands—A Replication and Extension,”** Research Seminar, Massey University, Auckland, New Zealand.

- Reinartz, Werner, "The Role of the Marketing Department in Business Schools," Presenter and Discussant at the Department Head Forum, Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium.
- Reinartz, Werner, Faculty Fellow, American Marketing Association (AMA) Sheth Doctoral Consortium, London Business School, London, UK.
- Reinartz, Werner, Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, Institute of Management Technology, Dubai, UAE.
- Völckner, Franziska, "What Consumers Believe about Private Label Supply and How National Brand Manufacturers Should React," (with H. Sattler, E. Shehu, and M. Clement), Business Research Seminar, University of Tübingen, Tübingen, Germany.

Presentations at Academic Conferences of Members of the Marketing Area 2015

- **Backhaus, Max** (2015), "Dynamic Effects of Brand Crisis Events—Does the Cause of the Crisis Matter?" Academy of Marketing Science Annual Conference, Denver, USA, May 12–14.
- **Backhaus, Max** (2015), "Brand Damage from Corporate Social Irresponsibility—Does it matter?" Annual Society of Marketing Advances (SMA) Conference, San Antonio, USA, November 3–7.
- **Backhaus, Max** and **Marc Fischer** (2015), "Brand Damage from Corporate Social Irresponsibility—Does it Matter?" Theory & Practice in Marketing Conference, Atlanta, USA, June 10–12.
- **Becker, Jan-Michael** (2015), "Weighted Partial Least Squares—A New Method to Account for Sampling Weights in PLS Path Modeling," International Symposium on Partial Least Squares Path Modeling—The Conference for PLS Users, Seville, Spain, July 17–18.
- Eisenbeiss, Maik, **Monika Käuferle**, **Werner Reinartz**, and Peter Saffert (2015), "Understanding Cross-Channel Effects in a Dual-Distribution Channel Environment," Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium, May 26–29.
- **Elsner, Mark**, Maik Eisenbeiss, and **Werner Reinartz** (2015), "The Impact of Online Review Content on Sales," Marketing Science Conference, Baltimore, USA, June 18–20.
- **Eppmann, René**, **Magdalena Bekk**, **Kristina Klein**, and **Franziska Völckner** (2015), "Play With Me!—How Gamification Influences Customer-Based Brand Equity," Poster presentation at the Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium, May 26–29.
- **Fischer, Marc** (2015), "Managing Integrated Advertising Campaigns for New Product Launches?" Theory & Practice in Marketing Conference, Atlanta, USA, June 10–12.
- **Fischer, Marc**, **Alexander Edeling**, and Sönke Albers (2015), "Budget Allocation Decision Rules: Insights from Actual Firm Behavior," World Marketing Congress, Bari, Italy, July 15–18.
- **Fischer, Marc** and Tobias Hornig (2015), "How Useful are Brand Valuation Methods? A Validation Study," Marketing Strategy meets Wall Street IV, Singapore, Singapore, January 8–10.

- Himme, Alexander and **Marc Fischer** (2015), "Brand and Customer Value: 20 Years of Brand Valuation—What Do We Learn from 38,000 Brand Values?" Marketing Strategy meets Wall Street IV, Singapore, Singapore, January 8–10.
- **Klein, Kristina** (2015), "Serious Games as Recruiting Tool for The Millennial Generation," Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium, May 26–29.
- Kumar, V. and **Werner Reinartz** (2015), "Creating and Communicating Enduring Customer Value," MSI Conference: Frontiers in Marketing, Boston, USA, July 30–31.
- **Lennartz, Eric** (2015), "Consumers' Perception of Price Inflation," Annual Symposium on Quantitative Marketing, Münster, Germany, September 21–22.
- Schlittgen, Rainer, Christian M. Ringle, Marko Sarstedt, and **Jan-Michael Becker** (2015), "Segmentation of PLS Path Models by Iterative Reweighted Regressions," International Symposium on Partial Least Squares Path Modeling—The Conference for PLS Users, Seville, Spain, July 17–18.
- **Stäbler, Samuel** (2015), "Unethical Corporate Behaviour and Customer Brand Perception—A Cross-Cultural Study," Inequality, Trust & Ethics: Insights from Economics & Behavioral Ethics Conference, London, UK, May 1–3.



Conference Track Chairing of the Marketing Area 2015

- **Fischer, Marc** (2015), Marketing Mix Modeling, World Marketing Congress, Bari, Italy, July 15–18.

Special Sessions of the Marketing Area 2015

- **Reinartz, Werner** (2015), Creating Effective Integrated Online and Offline Marketing, Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium, May, 26–29.
- **Völckner, Franziska** (2015), What Consumers Believe about Private Label Supply and How National Brand Manufacturers Should React, (with H. Sattler, E. Shehu, and M. Clement), Invited session: Spotlight on IJRM Associate Editors, Annual Conference of the European Marketing Academy, Leuven, Belgium, May 26–29.

#WorldMarketingCongress @Bari Italy

July 2015



Digital Transformation and Value Creation

Research Initiative:

The Digital Transformation Research Initiative is now on Twitter. Follow us at @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?

#DigitalTransformation

Principle 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.



Hernán Bruno



Marc Fischer



Jörn Grahl



Esther Kang



Johannes Münster



Werner Reinartz
(Coordinator)



Erik Hoelzl



Detlef Schoder



Franziska Völckner

Impressions of our Symposia

2nd Symposium "Value Creation in a Changing Customer and Media Environment," January 23

This 2nd academic symposium was focusing on the developments in the media and communications domain (broadly construed, online and offline), both on the consumer and firm level. Six international academic speakers presented their latest projects around the subject of online media and customer communication. More than 60 attendees gathered the latest research insights on how the digital transformation is likely to impact communication strategies and communication effectiveness. According to Professor Reinartz, "The Cologne symposium is offering a valuable platform to bring this debate forward and to position the University of Cologne as an important player in that context."

For further information,
please visit
www.valuecreation.uni-koeln.de or contact
Birte Terlinden
terlinden@wiso.uni-koeln.de



Professors Min Ding (Pennsylvania State University), Norris Bruce (University of Texas, Dallas), Maarten J. Gijsenberg (University of Groningen), Marc Fischer (University of Cologne), Garrett A. Johnson (Buffalo State), Lara Lobschat (University of Groningen), Werner Reinartz (University of Cologne), Franziska Völckner (University of Cologne), Moran Cerf (Northwestern University)

3rd Symposium "Value Creation in a Changing Customer and Media Environment," July 09

The 3rd academic symposium was centered around product management and branding (in a broad sense) in digital environments. Four academic experts from around the world presented their latest research projects. More than 50 attendees gathered the latest research insights on how the digital transformation is likely to impact product management and branding.



Professors Hernán A. Bruno (University of Cologne), Jörn Grahl (University of Cologne), Caroline Wiertz (City University London), Franziska Völckner (University of Cologne), Hannes Datta (Tilburg University), Werner Reinartz (University of Cologne), Arvind Rangaswamy (Pennsylvania State University), Christoph Fuchs (University of Technology, Munich)

Impressions of our Research Seminar in Boppard



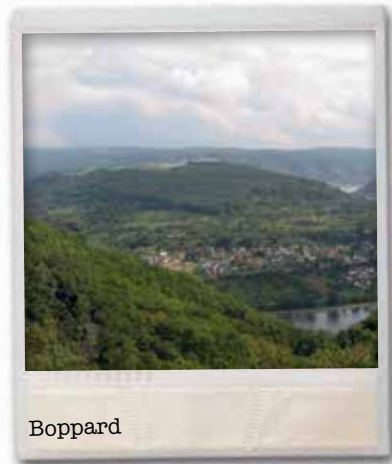
Research Group



Seminar



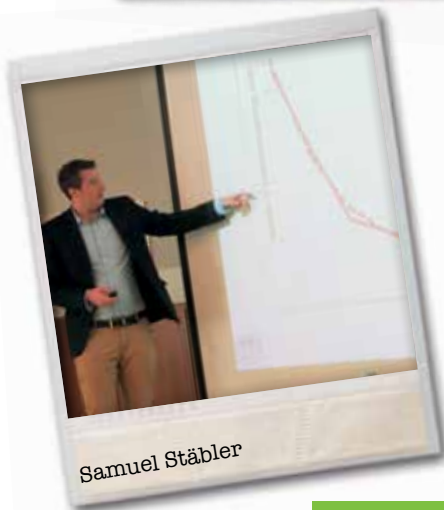
UoC Bus



Boppard



Marc Fischer



Samuel Stähler



Dinner

Research Seminar on "Value Creation and Digital Transformation," September 30–October 02

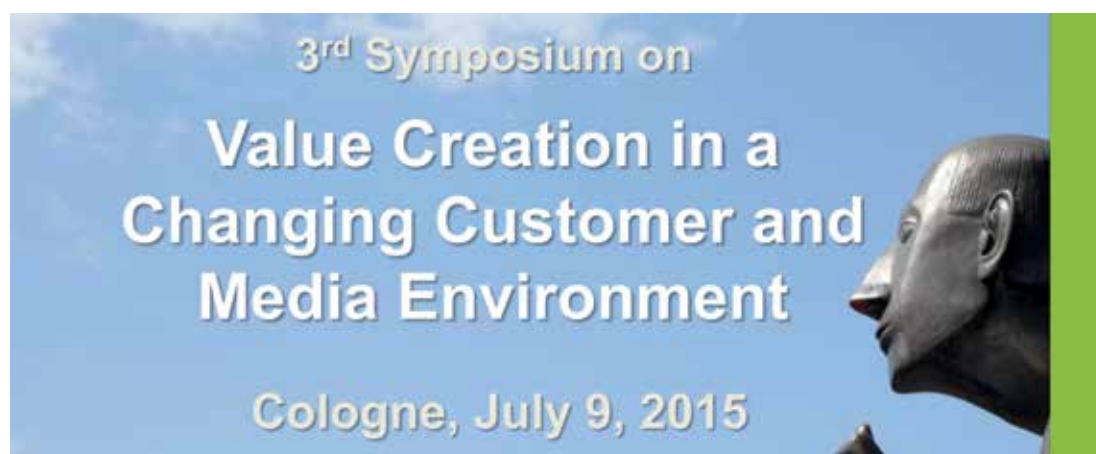
The first research seminar of the Marketing Area offered a valuable platform to share and discuss ongoing research projects. Aside from the members of the Marketing Area, professors of the Research Area "Digital Transformation and Value Creation" joined the seminar. Six researchers, mainly doctoral students, presented their work in progress around the subject of value creation. Beyond the presentations, the following get together allowed a fruitful discussion. Altogether, this research seminar strongly enhanced the exchange of ideas and team building within this emerging research group.

Research Seminar Series "Value Creation in a Changing Customer and Media Environment"

Event	Organizer(s)	Lecturers and Topics
2 nd Symposium "Value Creation in a Changing Customer and Media Environment" (January 23)	Prof. Werner Reinartz	<p><i>Asst.-Prof. Maarten J. Gijzenberg</i> University of Groningen "Probably the Best Message in the World. The Role of Consistency and Overlap in Advertising Content on Brands' Success"</p> <p><i>Prof. Norris Bruce</i> University of Texas at Dallas "High-Dimensional Sparse Dynamic Factor Modeling: Measuring the Effects of Digital Media on Brand Sales"</p> <p><i>Asst.-Prof. Moran Cerf</i> Northwestern University "Neuro-Marketing. Using the Brain in Business to Understand Customer's Choice (Without Being Biased by Their Answers)"</p> <p><i>Asst.-Prof. Garrett A. Johnson</i> University of Rochester "Location, Location, Location: Repetition and Proximity Increase Advertising Effectiveness"</p> <p><i>Asst.-Prof. Lara Lobschat</i> University of Groningen "What Happens Online Stays Online?—Within- and Cross-Campaign Effects of Banner Advertising on Offline Sales"</p> <p><i>Prof. Min Ding</i> Pennsylvania State University "A Video-Based Garment Recommendation Model"</p>



Event	Organizer(s)	Lecturers and Topics
Research Seminar Series "Value Creation in a Changing Customer and Media Environment" (March 18–June 24)	Prof. Werner Reinartz	<i>Dr. Mark Elsner</i> University of Cologne "The Impact of Online Review Content on Sales" <i>Asst.-Prof. Ali Sunyaev</i> University of Cologne "Design, Development and Evaluation of Patient-Centered Health IT Applications" <i>Prof. Marita Jacob</i> University of Cologne "Digital Inequality. From Unequal Access to Differentiated Use and its Labor Market Outcomes" <i>Prof. Detlef Schoder</i> University of Cologne "Design Science Research & Digital Transformation—Examples from our Ongoing IS Research Projects" <i>Prof. Dieter Hess</i> University of Cologne "The Performance of Mechanical Earnings Forecasts"
3 rd Symposium "Value Creation in a Changing Customer and Media Environment" (July 09)	Prof. Franziska Völckner	<i>Prof. Caroline Wiertz</i> Cass Business School, City University London "Advertising to Early Trend Propagators? Evidence from Twitter" <i>Prof. Arvind Rangaswamy</i> Smeal College of Business, Pennsylvania State University "Modeling Marketing Processes Using Online Data: The Structure and Evolution of User Reviews and Consideration Sets" <i>Asst.-Prof. Hannes Datta</i> Tilburg School of Economics and Management, Tilburg University "Variety in the Age of Access: How Spotify Changes the Music Economy" <i>Prof. Christoph Fuchs</i> TUM School of Management, University of Technology, Munich; Rotterdam School of Management, Erasmus University "The Value of Marketing Crowdsourced New Products: Evidence from a Randomized Field Experiment"



Event	Organizer(s)	Lecturers and Topics
Research Seminar "Value Creation in a Changing Customer and Media Environment" (September 30–October 02)	Prof. Marc Fischer	<p><i>Birte Terlinden</i> "The Relative Impact of Paid, Owned and Earned Media on Customer Mindset Metrics and Firm Value"</p> <p><i>Annette Ptok</i> "The Use of Selling, General, and Administrative Expenses in Marketing Strategy Literature: A Construct Validation Approach"</p> <p><i>René Eppmann</i> "The Dark and Bright Side of Gamification: Understanding the Effects of Gamification on Consumer Behavior"</p> <p><i>Samuel Stäbler</i> "Biased Media Coverage of Corporate Social Irresponsibility: What Roles do Brands Play?—Cross Cultural Study"</p> <p><i>Esther Kang</i> "Who Knows What' vs. 'Who Knows Who': Strategic Content Seeking in Social Media"</p> <p><i>Rouven Schwerdtfeger</i> "How Much is a Book Worth at the Box Office? A Prediction Market- and Real Options-Based Approach to the Valuation of Book-Based Movies"</p>
Research Seminar Series "Value Creation in a Changing Customer and Media Environment" (October 22–January 21)	Prof. Franziska Völckner	<p><i>Prof. Jan Landwehr</i> Goethe-University Frankfurt "Facial Politics: The Effect of a Politician's Facial Characteristics on Voting Behavior"</p> <p><i>Prof. Dominik Papies</i> Eberhard Karls University of Tübingen "Online Newspapers and Paywalls"</p> <p><i>Assoc.-Prof. Hernán A. Bruno</i> University of Cologne "The Dynamic Effects of Prices Paid in Salesperson-mediated Transactions"</p> <p><i>Prof. Jörn Grahl</i> University of Cologne "How do Recommender Systems Influence Consumer Behavior? Evidence from a Randomized Controlled Field Experiment"</p> <p><i>Prof. Klaus Wertenbroch</i> INSEAD "Judging Good Taste: True Preference or Pretense?" (joint with UoC Forum Motivation, Self-Control, and Economic Behavior)</p> <p><i>Dr. Sonja Gensler</i> University of Münster "Searching Offline but Buying Online: An Empirical Analysis of the Determinants of Showrooming"</p>

Conferences and Research Talks Organized by the Marketing Area 2015



Event	Organizer(s)	Lecturers and Topics
IFH Conference (Faszination Handel) (September 24)	Prof. Werner Reinartz	<p><i>Prof. Timm Homann</i> Ernsting's family "Die Kundenansprache als digitale Herausforderung" [The sales approach as digital challenge]</p> <p><i>Asst.-Prof. Monika Imschloss</i> University of Cologne "Mehr als digital: Sensorische Kundenansprache am PoS" [More than digital: Sensory sales approach at the PoS]</p> <p><i>Asst.-Prof. Matthias Heinz</i> University of Cologne "Mehr Kunden durch kürzere Wartezeiten – das Fallbeispiel einer deutschen Bäckerei-Kette" [More customers through shorter waiting times—the case study of a German bakery chain]</p> <p><i>Prof. Werner Reinartz</i> University of Cologne "Digitale Transformation und Wertschöpfung im Handel" [Digital transformation and value creation in Retailing]</p>



Event	Organizer(s)	Lecturers and Topics
International Summer University for Trade Fair Management	Prof. Franziska Völckner and Prof. Werner Delfmann	<p><i>Paul Woodward</i> UFI "Embracing the Digital—Exhibition Industry 4.0?"</p> <p><i>Prof. Detlef Schoder</i> University of Cologne "Disruptive Digital Transformation"</p> <p><i>Prof. Michel Clement</i> University of Hamburg "The Impact of IT on the Value Chain in the Media Industry"</p> <p><i>Karl-Heinz Land</i> neuland Workshop "Digital Darwinism—The Silent Attack on your Business Model and your Brand"</p> <p><i>Stefan Rummel</i> Messe München "Open Innovation Platform"</p> <p><i>Walter M.S. Yeh</i> Taiwan External Trade Development Council (TAITRA) "Total Solution through Mobile Marketing"</p> <p><i>Arun Madhok</i> Suntec Singapore "A Connected Value"</p> <p><i>Simon Burton</i> Exposure Communications Workshop "Embracing Digitization"</p> <p><i>John Welsh</i> UBM EMEA "Future Opportunities of Digitization"</p> <p><i>Abraham Silhan</i> Ungerboeck Systems International "The Digital Revolution: The Importance of Data & Analytics"</p> <p><i>Tessa van Asselt</i> TrendsActive "What Does Gen Y Expect from Event-Companies?"</p>
"Embracing the Digital—Exhibition Industry 4.0?" (June 24–26)		

Event	Organizer(s)	Lecturers and Topics
Research Seminar Series with University of Bremen (August 27)	Prof. Werner Reinartz and Prof. Maik Eisenbeiss	<p><i>Annette Ptok</i> University of Cologne "Opening the Black Box: Exploring the Effectiveness of Absurdity in TV Advertising from a Neuromarketing Perspective"</p> <p><i>Maren Becker</i> University of Cologne "Executorial Strategies in TV-Advertising"</p> <p><i>Julian Wichmann</i> University of Cologne</p> <p><i>Thomas Scholdra</i> University of Bremen "Consumer Behavior over the Business Cycle"</p> <p><i>Vanessa Junc</i> University of Cologne "Why Does the Exposure to Real Products Versus Product Pictures Increase Consumers' Purchase Likelihood? The Mechanisms of the Real-Exposure Effect"</p> <p><i>Asst.-Prof. Monika Imschloss</i> University of Cologne "Better Chew Over this Again? How Oral Sensations Affect Consumer Behavior (Proposal)"</p>



Event	Organizer(s)	Lecturers and Topics
Research Seminar Series at Winterberg (February 06–08)	Prof. Marc Fischer	<p><i>Alexander Edeling</i> University of Cologne "Observing the Unobservable: An Empirical Analysis of the Use of Marketing Budgeting Rules"</p> <p><i>Samuel Stähler</i> University of Cologne "Unethical Firm Behavior and Customer Brand Perception—A Cross-Cultural Study"</p> <p><i>Max Backhaus</i> University of Cologne "Downsizing Announcements, Consumer Brand Ratings, and Stock Market Reactions"</p>



Teaching





Mission Statement

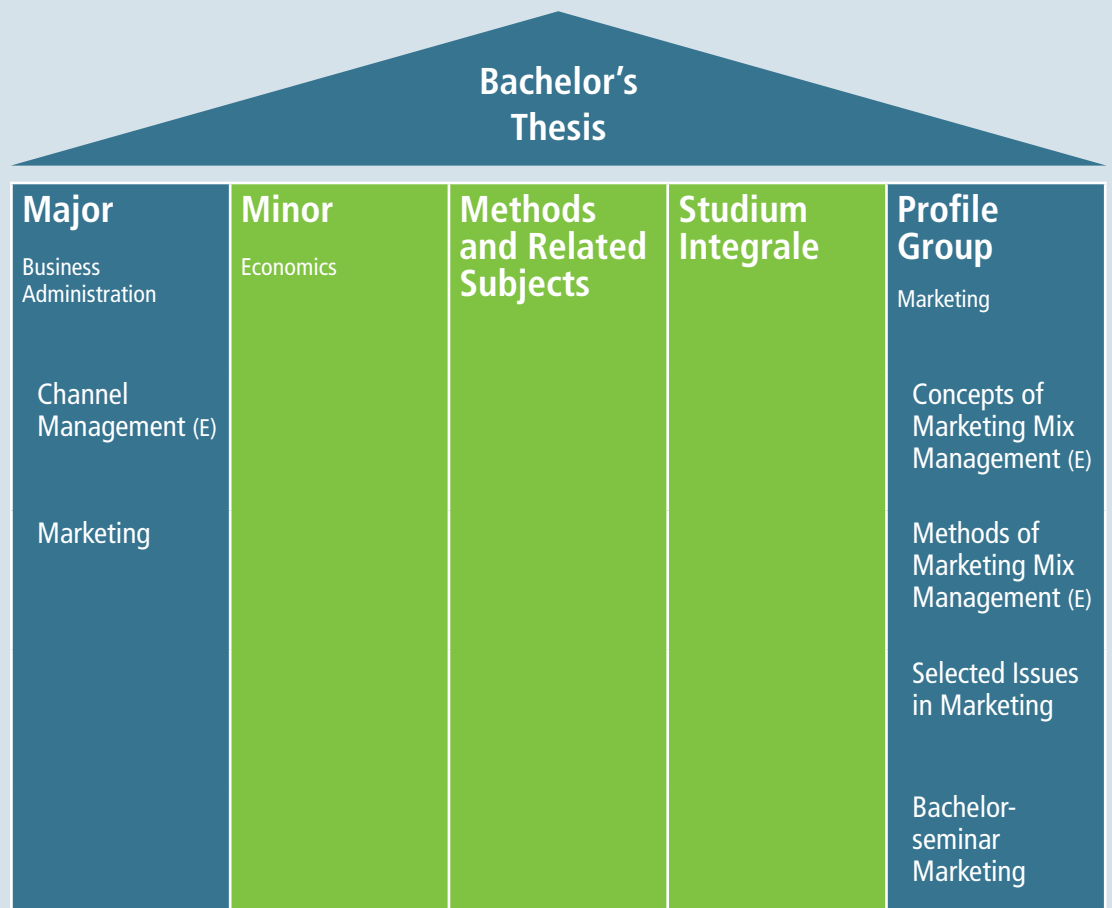
The objective of our teaching is to convey knowledge, theories, and methods in marketing. Theories and methods are critical, because knowledge may become obsolete, whereas theories and methods can always be used to address new challenges.

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.

Structure

The **bachelor of science in business administration** is divided into the main subject "business administration," the subsidiary subject "economics," methods and related subjects, "Studium integrale," the profile group, and the bachelor's thesis. The respectively available offerings by the Marketing Area are listed in the figure below.

Bachelor of Science—Business Administration



Offered by the Marketing Area

(E) = Taught in English

Within the program of the **master of science in business administration**, students can specialize in their studies through the choice of a major and a minor subject, as well as through modules from related fields and the master's thesis. The respectively available offerings by the Marketing Area for the major and minor "marketing" are marked in the figure below.

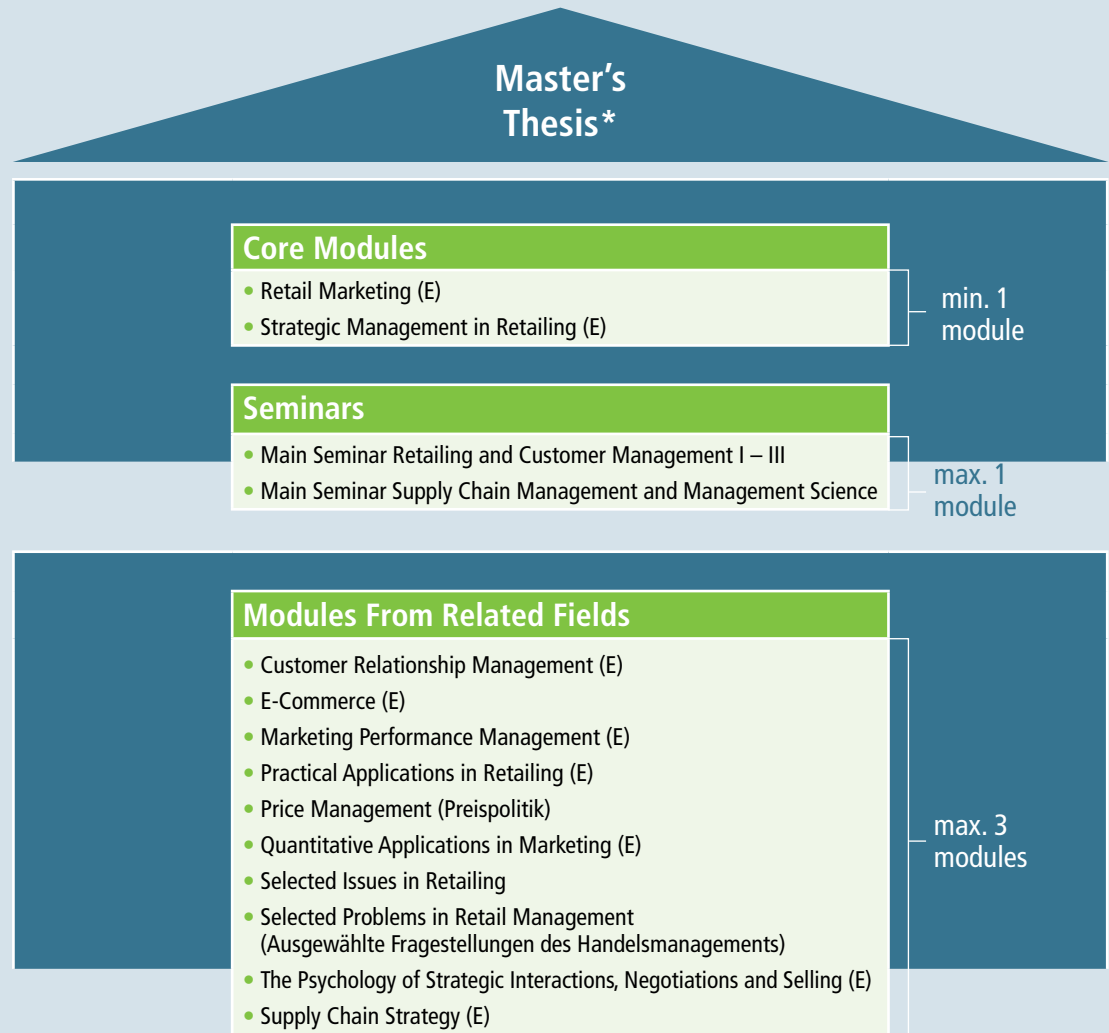
Master of Science—Business Administration: Major/Minor "Marketing"



TEACHING

Alternatively to the minor "marketing," students can choose the minor "Handelsmanagement" (retail management). The minor focuses on the strategy and tactics of the retailing, wholesaling, and distribution sector.

Master of Science—Business Administration: Minor "Handelsmanagement"



(Minor total: 4 modules)



Offered by the Marketing Area

* Optional in minor
(E) = Taught in English

For further information on the doctoral program, please visit 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.

Course Program

Bachelor's Degree Program			
Course Name	Lecturer(s)	Contents	Course Type
Channel Management	Prof. Werner Reinartz	<ul style="list-style-type: none"> • Design and implementation of distribution channels • Coordination of vertical value chains • Discussion of channel-specific institutions (retailing, franchising, etc.) 	Lecture
Concepts of Marketing Mix Management	Prof. Marc Fischer	<ul style="list-style-type: none"> • Theoretical concepts of product innovation, brand management, pricing, and communication management 	Lecture
Marketing	Prof. Franziska Völckner/ Dr. Jan-Michael Becker	<ul style="list-style-type: none"> • Introduction to the basic concepts, methods, and activities in marketing (e.g., consumer behavior, market research, marketing strategy, marketing mix) 	Lecture
Methods of Marketing Mix Management	Prof. Marc Fischer	<ul style="list-style-type: none"> • Design and implementation of market research projects • Discussion and evaluation of different data collection methods • Basic concepts of hypothesis testing • Application of multivariate data analysis methods 	Lecture
Operative Trade Fair Management	Dr. Christian Glas-macher	<ul style="list-style-type: none"> • Concepts and methods of operative trade fair management, such as trade fair logistics, booth design, pricing and services 	Lecture
Strategic Trade Fair Management	Dr. Christian Glas-macher	<ul style="list-style-type: none"> • Concepts and methods of strategic trade fair management, such as new product development, positioning in competitive environments, strategic cooperations and internationalization strategies 	Lecture
Bachelorseminar Marketing	Prof. Marc Fischer/ Prof. Werner Reinartz/ Prof. Franziska Völckner	<p>Depending on the general topic of the main seminar (changes in every term), amongst others:</p> <ul style="list-style-type: none"> • Retailing • E-Commerce • Customer management • Brand management • Employer branding • Product management • Communication management • Market research • Media management 	Lecture or Seminar
Selected Issues in Marketing	Dr. Jan-Michael Becker/ Prof. Marc Fischer/ Prof. Werner Reinartz/ Prof. Franziska Völckner	<ul style="list-style-type: none"> • Analysis of current topics in the field of marketing (e.g., brand management, shopper marketing, marketing controlling) 	Lecture or Seminar

Master's Degree Program

Course Name	Lecturer(s)	Contents	Course Type
Brand Management	Prof. Franziska Völckner	<ul style="list-style-type: none"> • Basic terms, constructs, and legal contexts in brand management • Building brand equity through designing brand strategies • Retail branding • Branding in a social media environment • Concepts and methods of brand valuation 	Lecture
Consumer Behavior	Dr. Kristina Klein	<ul style="list-style-type: none"> • Introduction to consumer behavior with a focus on the internal perspective: The consumer as individual • Perception and attention • Learning theories; attitude formation and attitude change • Emotions and consumer self and personality • Consumer decision-making and potential biases 	Lecture
Customer Relationship Management	Prof. Werner Reinartz	<ul style="list-style-type: none"> • Antecedents and consequences of implementing a customer relationship management strategy 	Lecture
E-Commerce	Dr. Mark Elsner	<ul style="list-style-type: none"> • Nature of e-commerce and related topics (the internet, social media, social commerce, etc.) • New trends and developments in e-commerce • Best practice cases 	Lecture
International Marketing	Tina Müller	<ul style="list-style-type: none"> • Basic concepts, theories, and methods in international marketing and their practical application 	Lecture
Marketing Performance Management	Prof. Marc Fischer	<ul style="list-style-type: none"> • Practical relevance of marketing performance management (e.g., cash flow) • Theoretical foundation of marketing performance management (attitude theory, market response models) • Relationship between marketing investments and firm value • Concepts of brand equity and customer equity • Fundamental instruments for the evaluation of marketing activities (e.g., market response models) 	Lecture

Master's Degree Program

Course Name	Lecturer(s)	Contents	Course Type
New Product Management	Dr. Markus Pfeiffer	<ul style="list-style-type: none"> Nature, basic concepts, theories, and methods of product innovation management 	Lecture
Practical Applications in Retailing	Dr. Peter Linzbach	<ul style="list-style-type: none"> Market positioning Value positioning Retail brand building Vertical integration process Internationalization multiplication process 	Lecture
Price Management	Dr. Jan-Michael Becker	<ul style="list-style-type: none"> Concept and nature of price management Behavioral pricing Methods of measuring consumers' willingness to pay Price response functions Price setting and methods of price optimization 	Lecture
Quantitative Applications in Marketing	Prof. Werner Reinartz	<ul style="list-style-type: none"> Conceptual and applied elements Quantitative modeling techniques Application of analysis techniques via statistical software tools 	Lecture
Retail Marketing	Asst.-Prof. Monika Imschloss	<ul style="list-style-type: none"> Concept and nature of retail marketing Particularities and consequences of consumer behavior in the retail context Retail marketing planning process New trends and developments in retail marketing 	Lecture
Services and Media Marketing	Prof. Marc Fischer	<ul style="list-style-type: none"> Defining services and media products Organizational challenges of media management Instruments of the media marketing mix Broad instruments for planning and controlling media management with respect to films, music, and print media products 	Lecture
Strategic Management in Retailing	Prof. Partha Krishnamurthy/ Prof. Werner Reinartz	<ul style="list-style-type: none"> Process of strategic planning Segmentation, targeting, positioning Internationalization strategies Location models Performance metrics and retail controlling Retail branding Retail best practices 	Lecture

Master's Degree Program

Course Name	Lecturer(s)	Contents	Course Type
Main Seminar Marketing and Market Research	Prof. Marc Fischer	<p>Depending on the general topic of the main seminar (changes in every term), amongst others:</p> <ul style="list-style-type: none"> • Marketing performance • Price management • Product management • Communication management • Market research • Media management • Consumer behavior • Marketing engineering • Project seminars in cooperation with companies 	Seminar
Main Seminar Marketing and Brand Management	Prof. Franziska Völckner	<p>Depending on the general topic of the main seminar (changes in every term), amongst others:</p> <ul style="list-style-type: none"> • Brand management • Employer branding • Market research • Consumer behavior • Project seminars in cooperation with companies 	Seminar
Main Seminar Retailing and Customer Management I – III	Dr. Mark Elsner/ Prof. Werner Reinartz	<p>Depending on the general topic of the main seminar (changes in every term), amongst others:</p> <ul style="list-style-type: none"> • Retailing • E-Commerce • Customer management 	Seminar

Doctoral Degree Program

Course Name	Lecturer	Contents	Course Type
Marketing Response Theory with Applications to Managerial Problems	Prof. Marc Fischer	<ul style="list-style-type: none"> • Introduction into the theory and application of marketing response modeling 	Seminar
Quantitative-Empirical Branding Research	Prof. Franziska Völckner	<ul style="list-style-type: none"> • Current topics in quantitative empirical branding research 	Seminar
Guest Seminars	Variable	<ul style="list-style-type: none"> • Current topics in marketing research 	Seminar
How to Publish in A-Journals	Prof. Marc Fischer	<ul style="list-style-type: none"> • Analyses of existing papers • Revision strategies • Presentations and discussions within the seminar sessions 	Lecture

Teaching Performance: Academic Year 2015

Bachelor's Degree Program

Distinction	Lecturer	Course Name	Term
Top 10 with Exercise	Prof. Werner Reinartz	Channel Management	Summer 2015
Top 10 with Exercise	Dr. Christian Glasmacher	Operative Trade Fair Management	Winter 2014/2015
Top 10 with Exercise	Dr. Christian Glasmacher	Strategic Trade Fair Management	Summer 2015

Note: In Winter 2014/2015, only selected Master courses have been evaluated.

Master's Degree Program

Distinction	Lecturer	Course Name	Term
Top 10 with Exercise	Prof. Franziska Völckner	Brand Management	Summer 2015
Top 10 with Exercise	Dr. Mark Elsner	E-Commerce	Winter 2014/2015
Top 10 without Exercise/Tutorial	Tina Müller	International Marketing	Winter 2014/2015
Top 10 without Exercise/Tutorial	Prof. Marc Fischer	Marketing Engineering Main Seminar	Summer 2015
Top 10 with Exercise	Prof. Partha Krishnamurthy/ Prof. Werner Reinartz	Strategic Management in Retailing	Summer 2015

Guest Lectures: Academic Year 2015

Bachelor's Degree Program			
Guest Lecturer	Title of Talk	Course Name	Term
 <p>Dr. Alexander Lauer, Director Shopper Marketing & Category Management, Ferrero</p>	The Ferrero Germany Sales Approach	Channel Management	Winter 2014/2015
 <p>Anja Kühnert, Senior Account Manager Gillette Drugmarkets, Alice Antoniazzi, Account Manager Rossmann, Christoph Heeren, Account Manager DM, P&G</p>	Power and Conflict	Channel Management	Winter 2014/2015
 <p>Alizé Manderlier, Perfect Store Program Manager Europe, Kirsten Jacobi, P&O Employer Branding & Engagement Expert, Imola Mezey, Management Trainee Corporate Affairs & Alumni University of Cologne, Mars</p>	Winning in FMCG Markets	Channel Management	Summer 2015
 <p>Thomas Adler and Alice Antoniazzi, Account Manager Rossmann, Christoph Heeren, Account Manager DM, P&G</p>	Power and Conflict	Channel Management	Summer 2015
 <p>Jens Wagener, Manager Sales and Pricing Excellence, Dorma</p>	Price Management in a B2B Company	Concepts of Marketing Mix Management	Summer 2015
 <p>Siegfried Högl, CEO Consumer Experiences, GfK</p>	Who Owns the Future?	Methods of Marketing Mix Management	Winter 2014/2015

Master's Degree Program

Guest Lecturer(s)	Title of Talk	Course Name	Term
Axel Mittelstaedt, Partner, LADM Liesegang Aymans Decker Mittelstaedt & Partner	IP Management	Brand Management	Summer 2015
Andreas Neef, Media Director D/A/CH, Eva Szreder, Talent Acquisition Director Germany, L'Oréal	Digital Branding	Brand Management	Summer 2015
Ilona Indra, European Marketing Head Transport & Metal, Henkel	Besondere Herausforderungen des B2B Marketings am Beispiel eines Automobilzulieferers	Brand Management	Summer 2015
Peter Ströll, Director and Partner, Nambos	Brand Naming Decisions	Brand Management	Summer 2015
Dr. Saskia Diehl, Managing Director, Renée Fröhling, Consultant, GMK Markenberatung	Internal and Employer Branding	Brand Management	Summer 2015
Dr. Robert Kecskes, Senior Insights Director Consumer Experiences, GfK	(FMCG) Consumer and Purchase Behavior Trends	Consumer Behavior	Winter 2014/2015
Stefano Giusti, Category Management, Reckitt Benckiser Germany	Shopper Marketing	Consumer Behavior	Winter 2014/2015
Frank Block, Chief Data Scientist, Ricardo.ch	Behavioral Targeting and Customer Conversion	Customer Relationship Management	Winter 2014/2015
Dr. Martin Schmidberger, Business Unit Manager Product and Target Group Management, ING-DIBA	Predictive Modeling and CRM ING-DiBA	Customer Relationship Management	Winter 2014/2015
Arnulf Keese, Managing Director, PayPal Germany	Next Generation Payments	E-Commerce	Winter 2014/2015
Peter Schmidt, Senior Manager, A.T. Kearney	Online Food Retailing: A Market on the Upswing	E-Commerce	Winter 2014/2015
Tobias Maria Günter, Director, Simon-Kucher & Partners	Marketing Performance Management in Management Consulting	Marketing Performance Management	Summer 2015



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REWE
GROUP

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Master's Degree Program			
Guest Lecturer(s)	Title of Talk	Course Name	Term
Fabian Schulz, Director, Simon-Kucher & Partners	Behavioral Pricing	Price Management	Winter 2014/2015
Sonja Houben, Senior Consultant, Steffen Thiel, Associate Partner, Batten & Company	B2B Pricing—Innovative Methods for Setting Prices and Conditions	Price Management	Winter 2014/2015
Verena Hollenhorst, Supervisor Revenue Management, Nico Nauen, Director Business Development, UPS	Pricing as Instrument to Steer Profits	Price Management	Winter 2014/2015
Hilmar Hübers and Mathias Lohoff, Corporate Manager, REWE	Price Optimization in Retailing	Price Management	Winter 2014/2015
Dr. Alexander Lauer, Director Shopper Marketing & Category Management, Ferrero	Channel Management and Shopper Marketing	Retail Marketing	Winter 2014/2015
Dr. Mark Leach, Global Head of Aftersales Communication, BMW Group	BMW in Mobility Services	Services and Media Marketing	Winter 2014/2015
Marcus Macioszek, Head of Marketing, Gerolsteiner	How to Position and Promote a Brand in the Bottled Water Category?	Strategic Management in Retailing	Summer 2015

Examinations: Academic Year 2015

Bachelor's Degree Program			
Course Name	Lecturer/Advisor	Examination Type	Number*
Channel Management	Prof. Werner Reinartz	Written Exam	393
Concepts of Marketing Mix Management	Prof. Marc Fischer	Written Exam	83
Marketing	Prof. Franziska Völckner/ Dr. Jan-Michael Becker	Written Exam	823
Methods of Marketing Mix Management	Prof. Marc Fischer	Written Exam	96
Bachelor Seminar	Prof. Marc Fischer	Seminar Paper + Presentation	13
Bachelor Seminar	Prof. Werner Reinartz	Seminar Paper + Presentation	34
Bachelor's Theses	Prof. Marc Fischer	Written Paper	22
Bachelor's Theses	Asst.-Prof. Monika Imschloss	Written Paper	2
Bachelor's Theses	Prof. Werner Reinartz	Written Paper	23
Bachelor's Theses	Prof. Franziska Völckner	Written Paper	26

Master's Degree Program

Course Name	Lecturer/Advisor	Examination Type	Number*
Brand Management	Prof. Franziska Völckner	Written Exam	92
Consumer Behavior	Dr. Kristina Klein	Written Exam	52
Customer Relationship Management	Prof. Werner Reinartz	Written Exam	92
E-Commerce	Dr. Mark Elsner	Written Exam	107
Marketing Performance Management	Prof. Marc Fischer	Written Exam	66
Price Management	Dr. Jan-Michael Becker	Written Exam	77
Retail Marketing	Asst.-Prof. Monika Imschloss	Written Exam	115
Services and Media Marketing	Prof. Marc Fischer	Written Exam	67
Strategic Management in Retailing	Prof. Partha Krishnamurthy/ Prof. Werner Reinartz	Written Exam	62
International Marketing	Tina Müller	Oral Exam	86
New Product Management	Dr. Markus Pfeiffer	Oral Exam	50
Practical Applications in Retailing	Dr. Peter Linzbach	Term Paper	76
CEMS Project Seminar I	Max Backhaus	Seminar Paper + Presentation	5
CEMS Project Seminar II	Samuel Stäbler	Seminar Paper + Presentation	4
CEMS Project Seminar III	Dr. Mark Elsner	Seminar Paper + Presentation	4
CEMS Project Seminar IV	Julian Wichmann	Seminar Paper + Presentation	4
CEMS Project Seminar V	Denise Küpper	Seminar Paper + Presentation	4
Main Seminar: Business Project	Prof. Marc Fischer	Seminar Paper + Presentation	4
Main Seminar Marketing and Brand Management	Prof. Franziska Völckner	Seminar Paper + Presentation	27
Main Seminar Retailing and Customer Management I – III	Dr. Mark Elsner/ Prof. Werner Reinartz	Seminar Paper + Presentation	27
Main Seminar Marketing Engineering	Prof. Marc Fischer	Seminar Paper + Presentation	7
Master's/Diploma Theses	Prof. Marc Fischer	Written Paper	21
Master's/Diploma Theses	Asst.-Prof. Monika Imschloss	Written Paper	2
Master's/Diploma Theses	Prof. Werner Reinartz	Written Paper	20
Master's/Diploma Theses	Prof. Franziska Völckner	Written Paper	21

*This information refers to the number of examinations taken in the academic year 2015 (winter term 2014/2015 and summer term 2015)

External Teaching Activities

Course Program

Course Name	Lecturer/Advisor	University	Term
Research on Resource Allocation	Prof. Marc Fischer	University of California, Los Angeles	Summer 2015
Price Management	Dr. Jan-Michael Becker	Eberhard Karls Universität Tübingen	Winter 2014/2015
Green Consumerism	Dr. Magdalena Bekk	Eberhard Karls Universität Tübingen	Summer 2015



Marketing Area—University Services

Prof. Marc Fischer

- Speaker of UoC Forum Research Initiative “Value Creation in a Changing Customer and Media Environment,” WiSo Faculty, University of Cologne (2013–today)
- Member of the task force “Research” in the external evaluation process, WiSo Faculty, University of Cologne (2013–today)
- 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)

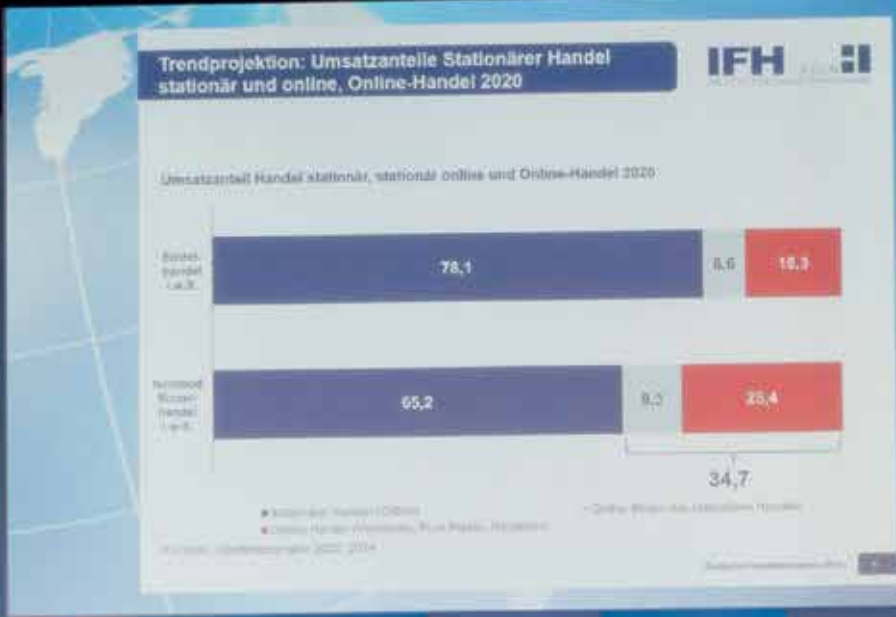
Prof. Werner Reinartz

- Elected speaker of the business administration faculty (2015–today)
- Co-chair of the search committee for five professorships for the new “Strategy area” at the University of Cologne (2015–today)
- External committee member on dissertation thesis of Stephen Anderson MacDonald, London Business School, UK (2015)
- Speaker, Research Initiative: “Digital Transformation and Value Creation” University of Cologne, (2015–today)
- Member of the Corporate Advisory Board of the WiSo Faculty, University of Cologne (2013–today)
- Elected member of the faculty commission (‘engere Fakultät’), WiSo Faculty, University of Cologne (2013–today)
- Co-head of the student talent program “Circle of Excellence in Marketing” (with Marc Fischer) (2012–today)
- Speaker of Marketing Area, WiSo Faculty, University of Cologne (2012–today)
- Member of the academic advisory board of the Institute of Service Excellence (ISES) at Singapore Management University, Singapore (2009–today)
- Trustee for MTP student organization (2007–today)



Prof. Franziska Völckner

- 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 commission ('engere Fakultät'), WiSo Faculty, University of Cologne (2011–today)
- Member of the committee on "Structural Development" ('Strukturkommission'), WiSo Faculty, University of Cologne (2010–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 W3- and W1-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)



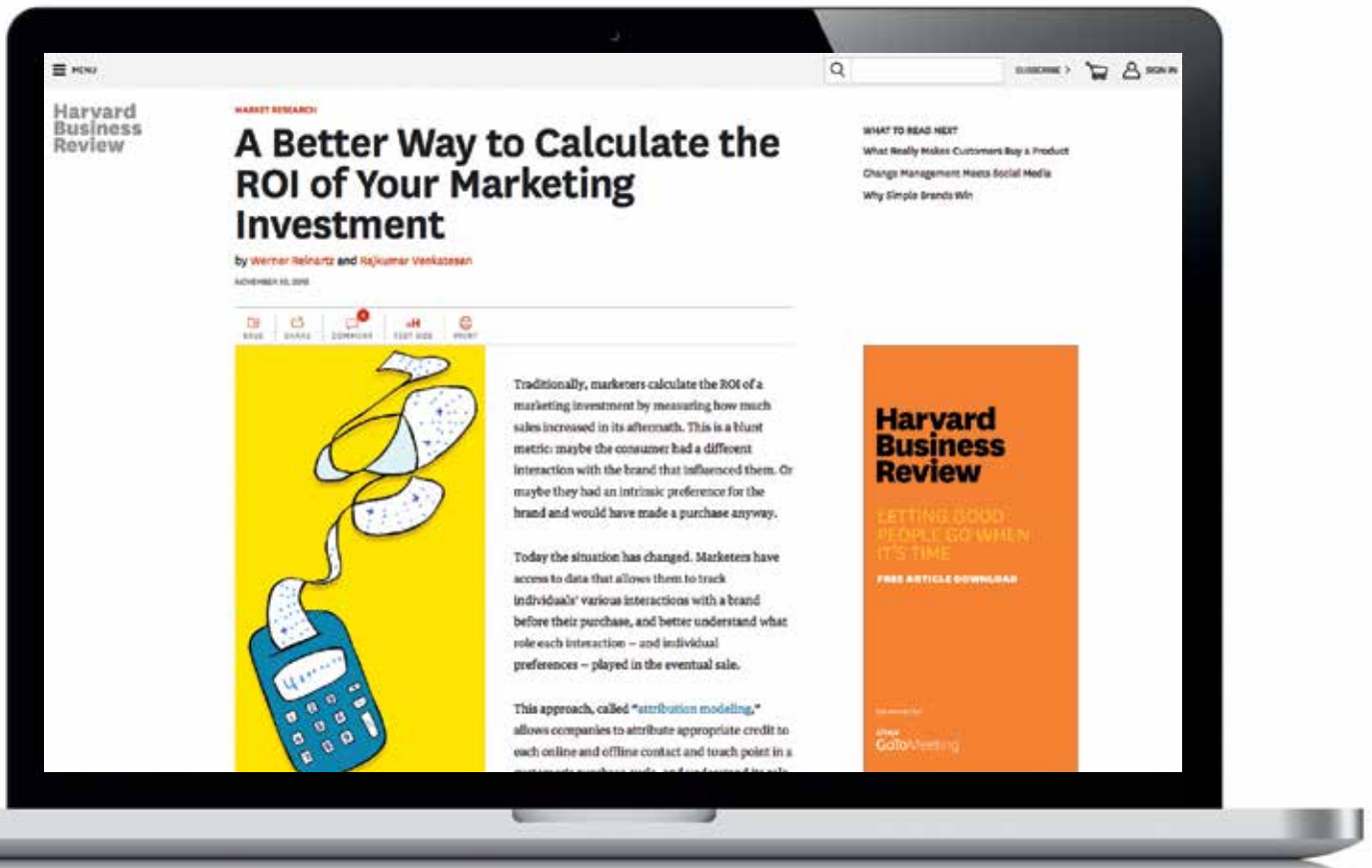
Transfer



Publications in Business Media

Business Journal Publications

- **Backhaus, Max** and **Marc Fischer** (2015), "Why it Pays to Take the Drama out of a Crisis," *Response Magazine*, 20, 11–12.
- **Chiummo, Gabriel** and **Franziska Völckner** (2015), "Sensorische Markenführung: Haptische Produktvisualisierung beim Online-Shopping," *KOMPAKT (Marketing-Club Köln/Bonn)*, 1, 44–45 [Sensory Marketing: Haptic Product Visualization in an Online-Shopping Environment].
- **Fischer, Marc**, **Jesko Perrey**, **Tjark Freundt**, and **Eric Lennartz** (2015), "Die Relevanz von Marken," *Markenartikel*, 3, 50–52 [The Relevance of Brands].
- **Reinartz, Werner** and **Maren Becker** (2015), "Ist Werbeerfolg planbar?" *Die ZEIT*, November 12 [Can You Plan for Advertising Success?].



Blogs

Reinartz, Werner and **Rajkumar Venkatesan** (2015), "A Better Way to Calculate the ROI of your Marketing Investment," Harvard Business Review Blog Post [<https://hbr.org/2015/11/a-better-way-to-calculate-the-roi-of-your-marketing-investment>], November 11.

Interviews and Media

- Prof. Marc Fischer is interviewed in Horizont on the topic risky celebrities (April 23, 2015).
- Prof. Marc Fischer is interviewed in Die Welt am Sonntag on the topic trustworthiness of brands (March 15, 2015).
- Prof. Marc Fischer is interviewed in The Sydney Morning Herald on the topic pricing strategies (April 21, 2015).
- Prof. Werner Reinartz is interviewed for the EHI Newsletter on the subject of employment recruiting in the retailing industry [Der Handel, die verkannte Braut] (July 10, 2015).
- Prof. Werner Reinartz is interviewed in TextilWirtschaft on the increasing implementation of price campaigns from the US, such as Black Friday and Cyber Monday (December 3, 2015).
- Nina Kirst from PAGE Magazine interviews Prof. Werner Reinartz on advertising and creative effectiveness, PAGE 07, 2015, 102–3 [Werber müssen weg vom Künstler-Image und hin zum Kommunikationsberater der auch kreative Leistung anbietet].
- Claudia Friedrich interviews Prof. Werner Reinartz for the SWR 2 Matinee radio broadcast on the subject of customer bonus programs and loyalty schemes (March 8, 2015).
- “Online ist der Neue Showroom”, Annette Gilles reports on the changes for the retailing industry that were presented in the keynote talk by Prof. Werner Reinartz at the German Retailing convention (Deutscher Handelskongress) (2015), 40–1.

Key Notes and Practitioner Presentations

- Backhaus, Max, “Brand Damage from Corporate Social Irresponsibility—Does it Matter and for How Long?” Ebiquty Deutschland, Hamburg, Germany.
- Reinartz, Werner, “Retailing 2020—Economic and Infrastructure Perspectives,” Key note address at the yearly PEAK convention, Der Mittelstandsverbund, Berlin, Germany.
- Reinartz, Werner, “How to Tell my Customers? Advertising Content and Effectiveness,” Key note address at the German GWA EFFIE Kongress, Frankfurt, Germany [Wie sag ich’s meinen Kunden? Werbeinhalte und Werbewirkung].
- Reinartz, Werner, “Digital Transformation and Value Creation in Retailing,” Goldener Zuckerhut Kongress, Berlin, Germany [Digitale Transformation und Wertschöpfung im Handel].
- Reinartz, Werner, “The Development of Inner Cities and the Consequences for Store Retailing,” fvw Kongress, Essen, Germany.
- Reinartz, Werner, “Retailing Developments and Implications for Inner Cities” Rector Evening Event, University of Cologne, Cologne, Germany.
- Reinartz, Werner, “Digital Transformation and Value Creation in Retailing,” Faszination Handel, University of Cologne, Cologne, Germany [Digitale Transformation und Wertschöpfung im Handel].

Bridging Research and Practice

You want to know more about the IFH Association or about the membership?

Please find further information under: www.ifhkoeln.de/Ueberuns/Foerdergesellschaft.php

Contact: 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).

Association of Friends of the IFH

The Association of Friends of the IFH actively supports the activities of the IFH and the connection between academic research and managerial practice application. In exchange, the member companies benefit from valuable industry insights, an outstanding network, and exclusive offers. These include, amongst others, early access to current IFH studies, rebates on many services, and access to IFH experts (for example for in-house presentations). The Association of Friends of the IFH is led by a board of senior managers from major companies in the retailing and consumer goods industry (see below).



JOSEF SANKTJOANSER
President of the German Retailing Association (HDE)



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



WILFRIED HOLLMANN
CEO
NOWEDA eG



CHRISTIAN WINTER
CEO Tengemann
E-Commerce GmbH



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



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



DR. HENNING KREKE
CEO
DOUGLAS Holding AG



PETER POHLMANN
Founder and Chairman
of the Supervisory Board
Poco-Domäne Holding GmbH



DR. STEPHAN ZOLL
Managing Director
eBay Germany

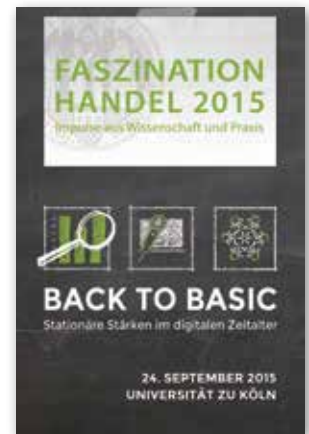


TORSTEN TOELLER
Founder and Managing Director
Fressnapf Holding SE

Activities

Every year, the Association of Friends of the IFH supports impartial research into retail business and sponsors studies to increase the understanding of specific aspects of the retailing sector. As part of its mission, these reports are made publicly accessible. Past themes focused, for example, on the subjects of "Value Creation in Retailing" and "The Retailing Sector as Employer." The current theme in focus is "**Retailing 2020—Economic and Societal Impact.**" The objective of this study is to analyze current and future retailing developments and to highlight their implications for firms, consumers, and society. Specifically, it investigates the likely structural changes that will happen in the retailing industry due to the digital transformation and demographic developments. Furthermore, it sketches the associated consequences for value creation in the sector, the likely development of inner cities, employment in the sector, and environmental aspects.

Together with the University of Cologne's Department of Retailing and Customer Management, IFH Köln funded an Assistant Professorship in 2015 in order to promote original research and to reinforce the exchange of academic knowledge at IFH Köln. The IFH Assistant Professorship is financed through contributions from IFH member companies.



Event: 'Fascination Retailing'

Once a year, the IFH Association calls for its yearly convention "Fascination Retailing." It provides IFH member companies with new ideas and inspiration from research and practice (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. In 2015, the event focused on the topic "Back to Basic—Strengths of Stationary Retail." Prof. Timm Homann (Ernsting's family) opened the discussion with a perspective on targeting customers in the digital age. Asst.-Prof. Matthias Heinz (University of Cologne) reported back on a study on customer service and customer satisfaction in a large bakery chain. IFH-Asst.-Prof. Monika Imschloss (University of Cologne) described key success factors of sensory marketing at the point of sale. Finally, Prof. Werner Reinartz (University of Cologne) closed the event with insights into value creation mechanisms due to the digital transformation.



Auditorium

Photos: Christopher Adolph/war-ort-foto.de



Monika Imschloss



Werner Reinartz

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

Please find further information under: www.theMASB.org

Contact: 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. DOMINIQUE HANSENS
Founding Director of the MASB, founding Chair of the MASB Advisory Council and Distinguished Research Professor of Marketing at the UCLA Anderson School of Management



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. V KUMAR
Founding Advisory Council member, holder of the Richard and Susan Lenny Distinguished Chair in Marketing, Regents' Professor, and Executive Director of the Center for Excellence in Brand and Customer Management at the J. Mack Robinson College of Business, Georgia State University



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. RUSSELL WINER
Founding Director of the MASB and founding Advisory Council member and Professor of Marketing at New York University's Stern School of Business



BILL BANE
Director of Finance, Kimberly-Clark Corporation



JEFF LONG
Director for Commercial and Shopper Insights, MillerCoors LLC



JONATHAN SHORT
Senior Director of Brand Finance, PepsiCo/Frito-Lay



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. Dr. Dr. h.c. Werner Delfmann) and the Chair of Marketing and Brand Management (Prof. Dr. Franziska Völckner). The Institute of Trade Fair Management was founded by University of Cologne and the Koelnmesse GmbH in 1999 as the first institute dedicated to trade fair management in Germany on the 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.

In the summer 2000, the first lectures by the Institute of Trade Fair Management were offered at the University of Cologne. The Institute of Trade Fair Management is provider of the profile group "Trade Fair Management" on the bachelor's level. The lectures focus on strategic and operative topics in the field of trade fair management, e.g., brand strategies for trade fair organizers, strategies of internationalization as well as application of marketing instruments to trade fairs. In addition, the courses include practice-related factors such as guest lectures, workshops and excursions to trade shows. 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



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

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 and discussions, 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.

The ISU was established by the Institute of Trade Fair Management in cooperation with UFI in 2006. Ever since its introduction, more than 300 exhibition professionals from 40 countries have participated. 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.

In 2015, the ISU was dedicated to the topic of digitalization. With the topic "Embracing the Digital—Exhibition Industry 4.0?" the ISU 2015 focused on digital revolution, best practices and the digital future of the exhibition industry. Academics, exhibitions professionals and lateral thinkers discussed the challenges and opportunities brought by the digitalization. The topic addressed these current challenges and intensive lectures, workshops and discussions provided the participants with ideas, tools and profound approaches on how the exhibition industry can thrive in the digital era.



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

The Circle of Excellence in Marketing (CoEM) is an exclusive talent program for outstanding students from top German and Swiss 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, the Swiss Federal Institute of Technology, Zurich, 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 2015:

Company	Location	Workshop Contents	Date
Telekom	Bonn	Call & Message 2.0	19.–20.01.2015
Linde-Pangas	Nottwil/ Sempacher See (Switzerland)	New Product Development in the B2C Context	26.–29.01.2015
McKinsey & Company	Kitzbühel	McKinsey Marketing Challenge	12.–14.06.2015
Henkel	Düsseldorf	Sustainable Palm Oil Production	02.–03.07.2015
Unilever	Hamburg	New Product Introduction of an Antiperspirant	21.–22.10.2015
Bayer Business Consulting	Leverkusen	Digital Farming	26.–27.10.2015
Allianz	Cologne	The Future of Mobility—Insurance Solutions in the Age of the Share Economy	12.–13.11.2015
L'Oréal	Düsseldorf	Case Study on L'Oréal's Professional Hair Care Division	19.–20.11.2015
EDEKA	Hamburg	Case Study on the Creation of a New Private Label Brand	26.–27.11.2015

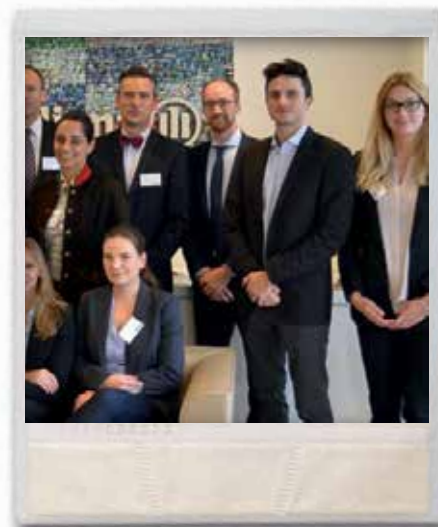


Berlin



Impressions from the CoEM Allianz Workshop in Cologne

“The Future of Mobility—Insurance Solutions
in the Age of the Share Economy”



Scientific Center for Brand Management and Marketing (ZMM)

The Scientific Center for Brand Management and Marketing (Wissenschaftliches 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 Institute for Marketing, Chair of Marketing and Branding, University of Hamburg (Prof. Henrik Sattler).

*For further information
on the ZMM, please visit
www.zmm-online.org*



“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
Horbach	Köln	Salary Negotiations	13.01.2015
L’Oréal	Düsseldorf	Cooking Event	21.01.2015
Vodafone	Köln	Recruitment Day for ZMM+	28.04.2015
Simon-Kucher & Partners	Köln	Workshop Pricing Simulation	08.05.2015
UPS	Köln/Bonn	UPS Airhub Visit	15.06.2015
Vodafone	Köln	CV Check	23.06.2015
Batten & Company	Düsseldorf	One Day as a Consultant	25.06.2015
Batten & Company	Köln	Recruitment Day for ZMM+	05.11.2015
Henkel	Düsseldorf	OneDay@Henkel: Workshop, Meet & Greet with General Manager Laundry & Home Care	17.11.2015
Vodafone	Düsseldorf	Workshop “Shared Economy”	23.11.2015

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#digitaltransformation

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***For further information on the Marketing Area,
please see***

www.wiso.uni-koeln.de

