

4th Cologne Symposium on Value Creation in a Changing Customer and Media Environment

Cologne, January 22, 2016

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AGENDA

Agenda for January 22, 2016

09:00 – 09:45	Registration
09:45 – 10:00	Welcome Marc Fischer Professor of Marketing, University of Cologne
10:00 – 11:00	Anja Lambrecht Assistant Professor of Marketing, London Business School <i>“Cashback is Cash Forward: Delaying a Discount to Increase Future Spending”</i>
11:00 – 11:15	Short Break
11:15 – 12:15	Oliver Hinz Professor of Information Systems & Electronic Markets, TU Darmstadt <i>“The Impact of TV Consumption on Online Shopping Behavior”</i>
12:15 – 13:30	Lunch Break
13:30 – 14:30	Puneet Manchanda Isadore and Leon Winkelman Professor & Professor of Marketing, Area Chair Marketing, Ross School of Business, University of Michigan <i>“Quantifying Cross and Direct Network Effects in Online C2C Platforms”</i>
14:30 – 14:45	Short Break
14:45 – 15:45	Thorsten Wiesel Professor of Marketing and Director of the Institute for Value-Based Marketing (IWM) at the Marketing Center Münster (MCM), University of Münster <i>“The power of creative: What ad should be displayed when and to whom?”</i>
15:45	Get together

Venue

Seminargebäude, Tagungsraum (Universitätsstraße 37, 50931 Köln)



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