



Marketing Area

Annual Report 2019



	Page
Introduction	8
University of Cologne—Good ideas since 1388	10
The Faculty of Management, Economics and Social Sciences (WiSo Faculty)	12
Marketing Area—Mission Statement	13
Marketing Area—Team Members	14
Research	30
Academic Publications	32
Books and Book Chapters	36
Reviewing Activities	36
Completed Dissertations	37
Awards	38
Research Grants	39
Invitations to Conferences and Research Seminar Series	39
Presentations at Academic Conferences	40
Digital Transformation and Value Creation	44
Teaching	46
Mission Statement	48
Structure	48
Course Program	51
Teaching Performance: Academic Year 2019	54
External Teaching Activities	54
Guest Lectures: Academic Year 2019	54
Marketing Area—University Services	56
Transfer	58
Publications in Business Media	60
Bridging Research and Practice	64
The Marketing Accountability Standards Board (MASB)	70
Institute of Trade Fair Management	72
Circle of Excellence in Marketing	74
Scientific Center for Brand Management and Marketing (ZMM)	76
Imprint	
Publisher	
University of Cologne	
Faculty of Management, Economics and Social Sciences	
Marketing Area	
Editorial Staff	
Dr. Magdalena Bekk	
Dipl.-Kfm. Manuel Berkmann	
M. Sc. Friederike Gobrecht	
M.Sc. Jens Paschmann	
M.Sc. Philip Pollmann-Schweckhorst	
Photography	
Shutterstock (Page 1, 8, 14, 30, 41, 43, 46, 58, 60, 62, 71)	
Lisa Beller (Page 16,17, 18, 19, 20, 21, 22, 23)	
Simon Wegener (Page 23, 28, 56, 78)	
Gregor Hübl (Page 29)	
Davis— Fotolia.com (Page 38)	
Sebastian Knoth (Page 50)	
contrastwerkstatt—Fotolia.com (Page 76)	
Marketing Area (all others)	
Design Concept	
Ulrike Kersting	
University of Cologne	
Department of Communications and Marketing	
Print	
Hausdruckerei, University of Cologne	

Editorial

We are very happy to communicate with this latest Marketing Area Report a chronicle of a very dynamic and productive year 2019. The members of the marketing area at the University of Cologne comprise Professors Bruno, Fischer, Fritze, Imschloss, Marchand, Reinartz, and Völckner along with the teams of post-docs, doctoral students, and staff.

It is research and the development of new ideas and insights that is at the core of our mission. It is the thought leadership and the new ideas and findings generated in our group that legitimize our profile and standing. Participating in and producing cutting-edge academic research translates then quickly into managerial and applied writing as well as into our teaching. In the last five years, our area was able to publish twelve pieces in the very top global academic journals and a further sixteen publications in the next tier of highly esteemed journals. We are thus very glad to contribute substantively to the strong research standing of the entire management faculty. As always, we strive constantly for managerial and academic impact and relevance and we hope and trust that our work reflects this ambition.

Developing the next generation of leading researchers is one of our central objectives as a research group and we are proud what our students and junior colleagues have achieved. We are delighted to have Maren Becker, a post-doctoral researcher, being placed as an Assistant Professor at the Vrije University of Amsterdam while Magdalena Bekk started as an Assistant Professor of Business Psychology and Consumer Behavior at Seeburg Castle University, Austria.

In the past year, the Center for Research in Retailing (IFH) which was founded in 1929, celebrated its 90-year anniversary. We commemorated this event with a festive celebration in the main auditorium of the university – with the participation of the Minister for Economy, Innovation, Digitization and Energy of the State North Rhine-Westphalia, Prof. Andreas Pinkwart. The rector of the University of Cologne, Prof. Axel Freimuth recognized the contribution of the center at the interface between academia and practice in his commemorative speech, "The center truly represents a gem for the city of Cologne".

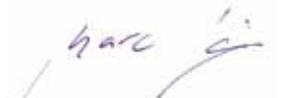
In terms of teaching, it is a fact that students take a vigorous interest in the subject of marketing and we continue to be one of the most demanded subjects in the entire management area. We are very glad to face this lively demand for our teaching and we take great strides to offer a broad and contemporaneous set of courses. In 2019, we had a total of 44 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 complements the course offering. Furthermore, in the last year, a total of 160 students completed their thesis with one of the marketing area faculty (108 at the bachelor level and 52 at the master level).

We trust you enjoy perusing our annual report 2019. If you have questions, comments, or inquiries - we are more than happy to speak with you. Please feel free to contact our respective offices.

Cologne, January 2020



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



Prof. Marc Fischer
Marketing and Market Research



Asst.-Prof. Martin Paul Fritze
Trade Fair Management and Marketing



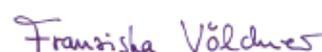
Asst.-Prof. Monika Imschloss
Marketing and Retailing



Assoc.-Prof. André Marchand
Marketing and Digital Environment



Prof. Werner Reinartz
Retailing and Customer Management



Prof. Franziska Völckner
Marketing and Brand Management

This report will give you an overview and detailed insight into the scope of our accomplishments in 2019



Dr. Edeling's 2018 *Journal of Marketing (JM)* paper on market share and financial performance is selected as the best marketing paper by a German author team by the VHB marketing section.

Prof. Reinartz gives a presentation on "The Managerial Relevance of Marketing Research" at the meeting of the Marketing Chapter of the German Academic Association for Business Research (VHB) ("Wissenschaftliche Kommission Marketing").

Prof. Völckner visits the University of New South Wales, Sydney, Australia as a visiting scholar.

Jun.-Prof. Fritze visits Rotterdam Business School, Netherlands as a visiting scholar (supported by Mobility Grant, University of Cologne, Germany)

Prof. Reinartz is selected into the global advisory board of the Sales and Marketing Strategy Institute (SAMS) at the University of Washington. It is comprised of research-engaged professors interested in building links among academia and business, with a focus on sales and marketing strategy.

Prof. Reinartz holds the key note address on "Strengthening Stationary and Multichannel Retail through Digitization" at the industry and public policy round table with Minister Prof. Dr. Andreas Pinkwart, Ministry of Economy, Innovation, Digitization and Energy.

Prof. Reinartz presents his perspective on the future of retailing in the home improvement market (DIY) at the annual press conference of the German Do-It-Yourself Retailer Association (BHB).



Prof. Völckner becomes Academic Director of the B.Sc. in Business Administration, University of Cologne.

PhD candidate Manuel Berkmann is selected as a winner of the 2018 ISBM Doctoral Support Award Competition.

Practice Prize paper by Prof. Fischer on optimizing advertising campaigns for Mercedes-Benz appears in *Marketing Science*.



The DFG research unit FOR 1452 with deputy speaker Prof. Völckner hosts the pre-conference event "Understanding customers in an automated marketing environment" of the European Marketing Academy Conference (EMAC) in Hamburg.

Dr. Jan-Michael Becker hosts a full-day method workshop on "Advanced Topics in PLS-SEM" during the European Marketing Academy Conference (EMAC) in Hamburg.



Members of the Marketing Area participate in the 2019 INFORMS Marketing Science Conference in Rome, Italy.

Prof. Völckner hosts the research seminar series on "Digital Transformation and Value Creation."

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, and Koelnmesse GmbH.

Prof. Fischer appointed to the Editorial Reviewer Board of the *Journal of Consumer Research*.

PhD candidate Julian Wichmann represents the University of Cologne at the AMA Sheth Foundation Doctoral Consortium 2019 hosted by NYU Stern in New York City.



Prof. Fischer receives the *Journal of Marketing* 2019 Outstanding Reviewer Award.

Dr. Edeling receives the Junior Teaching Award of the Faculty of Management, Economics and Social Sciences of the University of Cologne.



Dr. Maren Becker, PostDoc in the Marketing Area, starts as Assistant Professor of Marketing at Vrije University of Amsterdam.



Prof. Reinartz hosts the annual "Fascination Retailing", which focuses the role of platforms in the future of retail.

The Center for Research in Retailing (IFH) celebrates its 90 Year Anniversary with a big event featuring fascinating speakers and a grand reception.



Dr. Bekk, PostDoc at the Department of Marketing and Brand Management, starts as Assistant Professor of Business Psychology and Consumer Behavior at Seeburg Castle University, Austria.



Prof. Fischer visits the Shidler College of Business, University of Hawaii, during his sabbatical semester.

The CEMS Annual Events take place in Vienna with Prof. Fischer in his role as Academic Director of the flagship program CEMS Masters in International Management.

Dr. Edeling visits Boston University, USA as a visiting scholar (host: Professor Shuba Srinivasan).



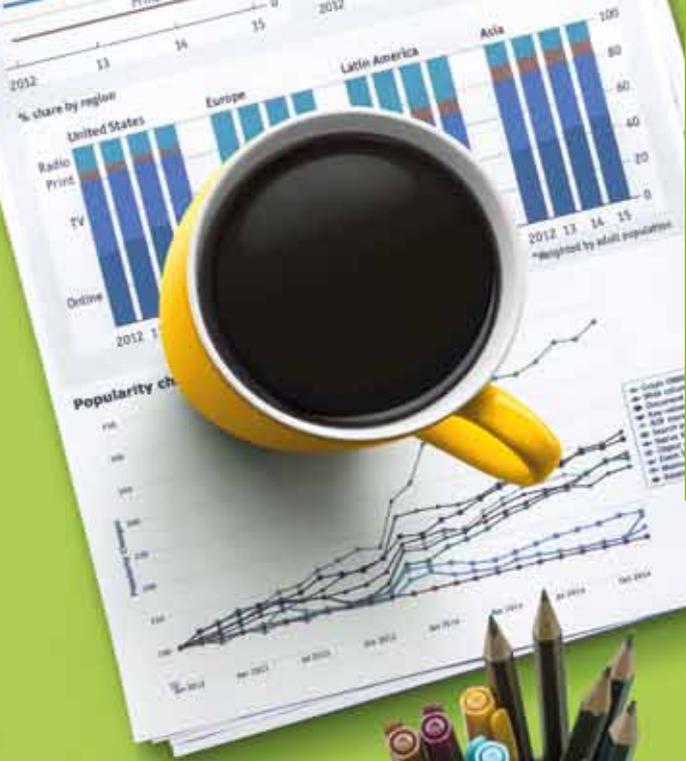
Dr. Scholdra joins the Marketing Area as a Post-Doctoral Researcher.

Prof. Imschloss wins the "Science Slam" at the 46. Deutscher Marketing Tag for her presentation on "The Impact of Music on Shopper Behavior at the POS".



DO IT with passion
OR not AT all

WANK!



Introduction



University of Cologne— Good ideas since 1388

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

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.

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

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

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)



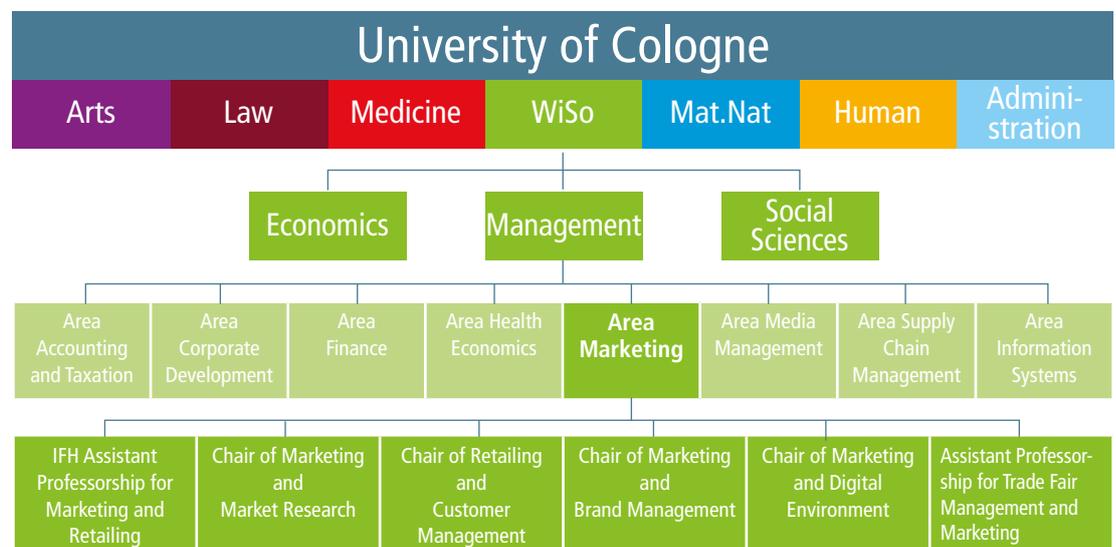
The WiSo Faculty represents one of the largest, most reputable schools of management, economics, and social sciences in Europe, with more than 9,000 students and a large variety of chairs. In keeping with its excellent reputation, the WiSo Faculty has created an outstanding research environment. Many 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 at 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 130 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).

Moreover, the Faculty of Management, Economics and Social Sciences (WiSo Faculty) cultivates close relationships with more than 200 national and international businesses fostering strong collaboration in teaching, research and knowledge transfer.

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 place among German faculties for Business Administration, 3rd place among German faculties for Economics, and 2nd for Information Systems in the 2019).

For details, please see www.wiso.uni-koeln.de



Marketing Area—Mission Statement

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

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

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

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

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

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

Prof. Marc Fischer
Marketing and Market Research

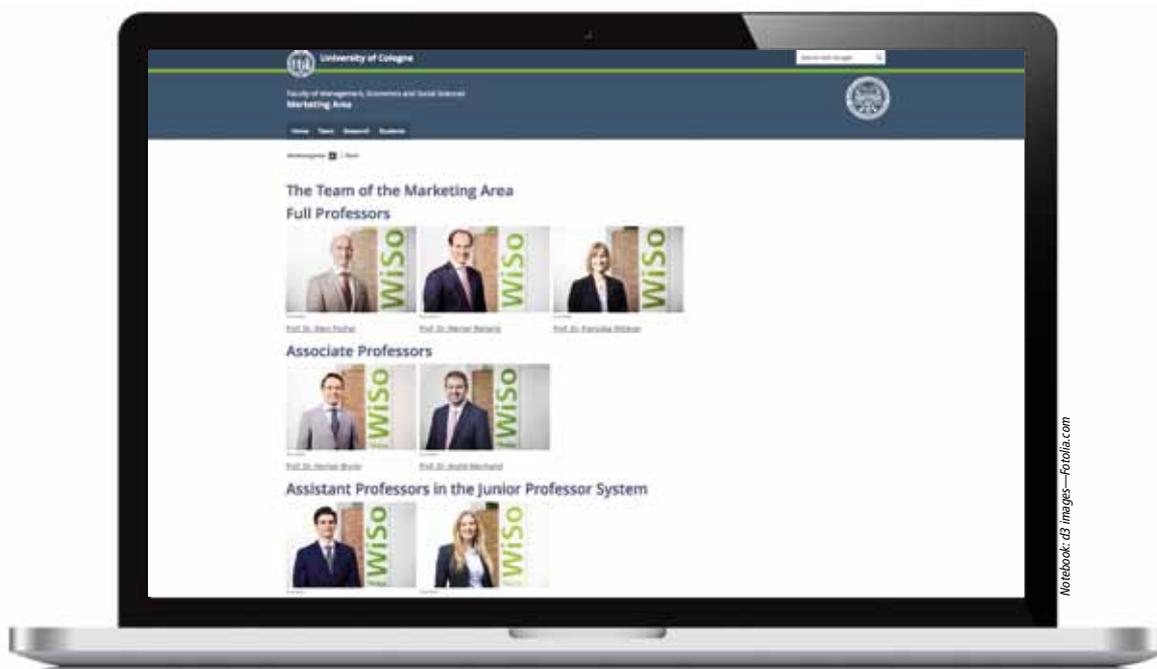
Asst.-Prof. Martin Paul Fritze
Trade Fair Management and Marketing

Asst.-Prof. Monika Imschloss
Marketing and Retailing

Assoc.-Prof. André Marchand
Marketing and Digital Environment

Prof. Werner Reinartz
Retailing and Customer Management

Prof. Franziska Völckner
Marketing and Brand Management



Notebook: d3 Images—Fotolia.com





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 the Erasmus University in Rotterdam, Netherlands (2007–2008). He holds a Master in Research and a Marketing Ph.D. from London Business School. Prior to his career in academia, he was a researcher in Analytical Chemistry at the University of Buenos Aires and a consultant at McKinsey&Company.

Prof. Bruno models marketing phenomena using tools from statistics and economics. His models are designed to evaluate the causal impact of marketing decisions and, or to describe important marketing phenomena that can be applied to decision-making. 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, the long-term impact of marketing decisions using models that incorporate marketing dynamics. Second, the focus of the model is the underlying variability across customers. Finally, he is looking at how new technologies are changing and how individuals and companies consume information and make decisions. He currently teaches Marketing Mix Modeling, Data Analysis with R and Value Creation in the Digital World at the University of Cologne. He continues teaching Marketing Strategy and Digital Transformation at the Executive Education level.

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



Prof. Marc Fischer

Prof. Marc Fischer has been the director of the Chair in Marketing and Market Research at the University of Cologne since 2011. He is also Professor of Marketing at the University of Technology Sydney. Previously, he was Professor of Marketing and Services at the University of Passau. Prof. Fischer is Morrison Faculty Fellow at the Anderson Graduate School of Management at UCLA, Los Angeles. He is also the academic director of CEMS-MIM at the University of Cologne, which is a globally leading master program involving 33 top universities from 32 countries around the world.

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

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

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

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



Asst.-Prof. Martin P. Fritze (Junior Professorship)

Asst.-Prof. Dr. Martin P. Fritze has been Assistant Professor of Trade Fair Management and Marketing (endowed by Koelnmessestiftung) at the University of Cologne since January 2018.

He graduated from the University of Rostock in 2014 with a M.Sc. in Business Administration. Thereafter, he joined the Institute for Marketing and Service Research at the University of Rostock as a doctoral student. Dr. Fritze completed his doctoral studies with a dissertation on the Sharing Economy and dematerialization of consumption.

During his doctoral studies he has been appointed as a Visiting Researcher at Imperial College London (2015), National University of Singapore (2017), and at the University of Cambridge (2017) and served as a research fellow at the Institute for Ecological Economy Research (IÖW) in Berlin where he worked in the area of corporate management and sustainable consumption. His dissertation won the Highly Commended 2018 Emerald/EFMD Doctoral Research Award.

He received his Ph.D. in Marketing from the University of Rostock in 2017. Dr. Fritze gained business experience in the Automotive and Finance industry.

His research focuses are on the intercept of consumer behavior, services marketing and strategy. Ongoing research projects deal with digitalization and the Sharing Economy. In 2018, he has received a best paper award by the American Marketing Association Conference (Summer AMA) in Boston for his paper on psychological ownership and access-based consumption. Asst.-Prof. Fritze frequently conducts large-scale field studies and works with international companies. His work has been published in premier academic journals such as *International Journal of Research in Marketing*.



Asst.-Prof. Monika Imschloss (Junior Professorship)

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

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

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



Assoc.-Prof. André Marchand

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

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

Prof. Marchand publishes his work in leading international journals such as the *Journal of Marketing*, *Journal of Service Research*, and *International Journal of Research in Marketing*. In 2014, he has received a best paper award by the *Journal of Interactive Marketing*, a journal with a high focus on digital marketing issues. Since 2017, he also serves this journal as an editorial board member. In 2019, he has acquired a DFG funding for a new research project in the context of hedonic media marketing. Prof. Marchand currently teaches Principles of Marketing and Marketing of Digital Innovations.



Prof. Werner Reinartz

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

His research interest focuses on the subjects of marketing strategy, retailing, customer management, advertising effectiveness, and channel management. His research approach is empirical and quantitative. In terms of research productivity, he has been ranked among the top 2.5% of scholars in the world (58 out of 2257; Journal of Marketing 2009) based on the time-adjusted publication rate in the top four journals in the marketing discipline. In a more recent survey (Elbeck and Vander Schee 2014), he has been ranked as the # 1 scholar outside the US in citations in the top marketing journals from 2003-2012. His total citation count is 16580 (Google Scholar, December 2019). The Frankfurter Allgemeine Zeitung (FAZ) lists him consistently as one of the top economists in German speaking countries. Since 1999, he generated a total amount of research grants and awards of €1.2m. His research work has been recognized with the highest academic awards in the discipline such as the AMA Doctoral Dissertation Competition Award, the Don Lehmann Award for the Best Dissertation-Based Research Paper, twice the MSI/Paul Root Award of the Journal of Marketing, Finalist for the O’Dell Award, and the 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*. In 2018, he has been named co-editor at the *International Journal of Research in Marketing*, one of the discipline’s top journals. Furthermore he has been long-standing area editor at the *Journal of Marketing* and *Journal of Marketing Behavior* as well as longstanding editorial board member for many top journals such as *Marketing Science*, *IJRM*, and *Journal of Retailing*.

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



Prof. Franziska Völckner

Franziska Völckner is a Professor of Marketing at the University of Cologne. Furthermore, she is a visiting scholar at the School of Marketing at UNSW, Sydney Australia. 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 and customer relationships in the digital age.

Her work has been published in leading academic journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *MIS Quarterly*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, and *Journal of Service Research*. In 2018, she received the Female Career Award from the HEC Lausanne, Switzerland. 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. Since 2007, she generated a total amount of research grants and funding of about €1.3m.

Prof. Völckner is a member of the university council (Hochschulrat) of the University of Cologne. Furthermore, she is the vice-chairman of the board of trustees of Koelnmesse-Stiftung (Kuratorium der Koelnmesse-Stiftung). She also serves on the editorial review board of *International Journal of Research in Marketing*, on the editorial advisory board of *Markenartikel* as well as on the managing boards of the Institute of Trade Fair Management at the University of Cologne (Institut für Messewirtschaft) and of the Center for Brand Management and Marketing (ZMM – Zentrum für Markenmanagement und Marketing). She has worked with several international companies, such as Henkel, L'Oréal, Unilever, McKinsey & Company, Young & Rubicam, GfK, and YouGov. Prof. Völckner received her doctoral degree and her habilitation from the University of Hamburg, Germany.



Assistant Professors (Habilitation System)



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

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



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

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



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

Magdalena Bekk is a post-doctoral researcher in marketing at the University of Cologne, from which she also received her doctoral degree with summa cum laude in 2015. Next to her position at the University of Cologne she is working as an Assistant Professor of Business Psychology and Consumer Behavior at the Seeburg Castle University, Salzburg, Austria. She has been a visiting scholar to Massey University, Auckland, New Zealand. In her research, she bridges the fields of psychology, consumer behavior, and the digital economy, with a specific focus on the potential of new technologies (e.g., gamification, sharing economy networks) to change marketing and (sustainable) consumption decisions. Magdalena received the consumer research award for junior faculty 2015 by the consumer advice center and the state of North Rhine-Westphalia for her dissertation. Her work has been published in journals such as *Journal of Interactive Marketing*, *Marketing Letters*, *Assessment*, and the *Journal of Travel Research* and the *Journal of Business Economics*.



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

Alexander Edeling received his doctoral degree in Marketing in 2016 from the University of Cologne and is a postdoctoral researcher at the Marketing Area. From September – December 2019, he was a visiting researcher at Boston University, supported by a research grant from the German Academic Exchange Service (DAAD). His work has been published in the *Journal of Marketing Research* and the *Journal of Marketing*, among others, and was featured in press outlets such as *forbes.com*, *NZZ am Sonntag*, *WirtschaftsWoche* and *Horizont*. Furthermore, he received several awards for his scientific work, including the IMU Research for Practice Award 2017 by the University of Mannheim, the third place at the EMAC / Sheth Foundation Doctoral Dissertation Competition 2017 and the nomination by the VHB Marketing Section for the 2019 Best Paper Award of the VHB. Before joining the University of Cologne, Alexander graduated from the University of Mannheim with a Diploma in Business Administration majoring in Marketing, Management Accounting and Intercultural Studies. During his studies, he gained valuable practical experience through internships in various fields such as automobile, telecommunication, and consultancy.



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

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



Dr. Thomas Scholdra (Tel: +49 (0)221 470 4363 | scholdra@wiso.uni-koeln.de)

Thomas Scholdra is a post-doctoral researcher at the Chair of Retailing and Customer Management since November 2019. Before joining the marketing area, he received his doctoral degree from the University of Bremen with a summa cum laude in 2019. Thomas studied business administration at the University of Muenster, Germany, the University of Goettingen, Germany, and the Turku School of Economics, Finland. During his studies, he gained practical experience through internships in leading FMCG companies. Thomas' research interests focus on recession marketing, retailing, and digital marketing. For his dissertation on business cycles and consumer behavior, he has been rewarded with the "Segnitz-Award" at the University of Bremen in 2019.



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

Nico Wiegand studied business administration at the University of Muenster, Germany, and University of Rome "La Sapienza", Italy. He obtained his doctoral degree at the Marketing Center Muenster in 2014. Subsequently, Nico worked for the e-commerce start-up Mister Spex in Berlin and for Vodafone Germany in Duesseldorf. He joined the Department of Retailing and Customer Management in September 2016 as a post-doctoral researcher. Nico's research interests pertain mainly to marketing platform technologies, multichannel retailing, digital marketing effectiveness, and Marketing's managerial and societal relevance. His work has been published in academic and practice outlets, such as *the Journal of Marketing*, *the International Journal of Research in Marketing*, and *Harvard Business Manager*.

Doctoral Students



Dipl.-Kfm. Manuel Berkmann

Tel: +49 (0)221 470 3381

berkmann@wiso.uni-koeln.de

Research Areas:

- Business-to-Business Marketing
- Sales Management



M. Sc. Friederike Gobrecht

Tel: +49 (0)221 470 89253

gobrecht@wiso.uni-koeln.de

Research Areas:

- Digital Transformation
- Consumer Behavior



M. Sc. Dirk Buttke

Tel: +49 (0)221 470 8683

buttke@wiso.uni-koeln.de

Research Areas:

- Market & Brand Research
- Consumer Attitudes & Behavior



M. Sc. Tobias Hinze

Tel: +49 (0)221 470 3379

hinze@wiso.uni-koeln.de

Research Areas:

- Brand Portfolio Management
- Sustainable Consumption



M. Sc. Gabriel Chiummo

chiummo@wiso.uni-koeln.de

Research Areas:

- Sensory Marketing
- Consumer Behavior



M. Sc. Zeynep Karagür

Tel: +49 (0)221 470 8679

karaguer@wiso.uni-koeln.de

Research Areas:

- Social Media Marketing
- Marketing Performance Management



Dr. René Eppmann

Tel: +49 (0)221 470 3379

eppmann@wiso.uni-koeln.de

Research Areas:

- Gamification
- Reinforcement of Behaviors



M. Sc. Denise Küpper

Tel: +49 (0)221 470 5446

denise.kuepper@wiso.uni-koeln.de

Research Areas:

- Serious Games in (Employer) Branding
- Digital Branding



M. Sc. Lars Gemmer

Tel: +49 (0)221 470 8681

gemmer@wiso.uni-koeln.de

Research Areas:

- Brand Management
- Market Research



M. Sc. Jens Paschmann

Tel: +49 (0)221 470 89807

jens.paschmann@wiso.uni-koeln.de

Research Areas:

- Gamification
- Digital Marketing



M. Sc. Philip Pollmann-Schweckhorst

Tel: +49 (0)221 470 8680
pollmann-schweckhorst@wiso.uni-koeln.de

Research Areas:

- Pharmaceutical Marketing
- Digital Marketing



M. Sc. Julia Reinhard

Tel: +49 (0)221 470 89142
reinhard@wiso.uni-koeln.de

Research Areas:

- Consumer Decision-Making
- Digital Transformation



Dr. Michael Schulz

m.schulz@wiso.uni-koeln.de

Research Areas:

- Co-Creation
- New Product Development



M. Sc. Andrea Schöndeling

Tel.: +49 (0)221 470 89251
schoendeling@wiso.uni-koeln.de

Research Areas:

- Digital Transformation
- Retail Marketing



M. Sc. Rouven Schwerdtfeger

Tel: +49 (0)221 470 7360
schwerdtfeger@wiso.uni-koeln.de

Research Areas:

- Marketing of Hedonic Media Products
- Brand Management



M. Sc. Nicolas Weber

Tel: +49 (0)221 470 89834
nicolas.weber@wiso.uni-koeln.de

Research Areas:

- Entertainment Media Marketing
- Digital Transformation



M. Sc. Julian Wichmann

Tel: +49 (0)221 470 1496
wichmann@wiso.uni-koeln.de

Research Areas:

- Consumer Behavior over the Business Cycle
- Digital Marketing

Secretarial Assistants and Librarians

SECRETARIAL ASSISTANT
ASSOC.-PROF. HERNÁN A. BRUNO
ASSOC.-PROF. ANDRÉ MARCHAND



Dorothee Zara-Moldenhauer
Tel: +49 (0)221 470 89167
shared-office-1@wiso.uni-koeln.de



SECRETARIAL ASSISTANT
PROF. MARC FISCHER

Christa Körner
Tel: +49 (0)221 470 8676
koerner@wiso.uni-koeln.de

SECRETARIAL ASSISTANT
PROF. WERNER REINARTZ



Patrizia Goltz
Tel: +49 (0)221 470 5751
goltz@wiso.uni-koeln.de



SECRETARIAL ASSISTANTS
PROF. FRANZISKA VÖLCKNER

Brigitte Esser
Tel: +49 (0)221 470 5686
office.voelckner@wiso.uni-koeln.de



Daniela Schneiders
Tel: +49 (0)221 470 5686
office.voelckner@wiso.uni-koeln.de



LIBRARIAN MARKETING AREA



B. A. Friederike Meteling
Tel: +49 (0)221 470 2635
meteling@wiso.uni-koeln.de

Adjunct and Affiliate Faculty



Hon.-Prof. Dr. Christian Glasmacher

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

Areas of Interest:

- Trade Fair Management
- Business Development
- Strategic Marketing Management

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



Dr. Peter Linzbach

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

Areas of Interest:

- Value Propositioning
- Brand Building
- International Multiplication

Offered Course: Practical Applications in Retailing



Dr. Markus Pfeiffer

CEO and Founder, Bloom Partners

Areas of Interest:

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

Offered Course: New Product Management





DIGITAL TRANSFORMATION

FORMATION

Research

Academic Publications of the Marketing Area 2019

Publications in Top Tier Marketing Journals

Becker, Maren, Nico Wiegand, and Werner Reinartz (2019), "Does It Pay to Be Real? Understanding Authenticity in TV Advertising," *Journal of Marketing*, 83 (1), 24-50.

ABSTRACT: Marketing managers and creatives alike believe that authenticity is an essential element for effective advertising. However, no common understanding of authenticity in advertising exists, and empirical knowledge about its impact on consumer behavior is limited. In this study, the authors use a comprehensive literature review and qualitative studies to identify four dimensions of authenticity in an advertising context. By examining 323 television ads across 67 brands and four years, they investigate these dimensions' effects on the sales performance of advertised products. Because the impact of authenticity may depend on brand or product characteristics, the authors also analyze how these effects vary with brand size or across hedonic and utilitarian products. The results suggest that authenticity influences consumer behavior in a more nuanced manner than previously recognized. For instance, whereas an ad congruent with the brand's essence has a positive effect on sales in most cases, an overly honest advertising message can actually hurt performance; the latter is true especially for hedonic products, for which consumers rely more on subjective information when making purchase decisions.

Chae, Iyoung, Hernán A. Bruno, and Fred M. Feinberg (2019), "Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement on Website Visits," *Journal of Marketing Research*, 56 (1), 57-75.

ABSTRACT: The global importance of online advertising calls for a detailed understanding of consumer-specific responses to online ad repetitions. A key concern for advertisers is not only whether some consumers display degrees of "wearout" but also whether they can surpass a point at which additional exposures have a negative marginal effect: "weariness." The authors examine a large-scale advertising campaign aimed at driving viewers to a target website, which comprises more than 12,000 users across over 400 websites. These data are analyzed using a flexible discrete mixture specification that accommodates different response shapes over ad stock and timing and parcels ad viewers into response classes based on their internet usage metrics. The resulting classes display varying degrees of wearout, with one subgroup, accounting for about 24% of the sample, evincing weariness. The model also estimates differential publisher effectiveness, with the most effective publisher being nine times more effective than the one 26 places down. The authors demonstrate that the finding of weariness is robust to all the model's main components, with one key exception: heterogeneity in users' ad response. Analysis further suggests that an appropriate "profiling and capping" strategy can improve ad deployment by as much as 15% overall for these data.

Fischer, Marc (2019), "Managing Advertising Campaigns for New Product Launches: An Application at Mercedes-Benz," *Marketing Science*, 38 (2), 343-359.

ABSTRACT: The launch of a new product is one of the most critical activities that product and brand managers are faced with. It requires a substantial communications budget to introduce the new product to the market. As the number of media channels proliferates, however, managers are increasingly held accountable to demonstrate the efficient use of resources. This article introduces a new decision support tool to optimize advertising campaigns for new product launches based on lessons learned from an ex post analysis of prior campaigns. The tool builds on a distinct data collection approach combined with econometric modeling to produce advertising elasticities, which is the key information in the media mix optimization. The approach was implemented at Mercedes-Benz and applied to four major new car launches in Germany in 2012 and 2013. It revealed estimated savings of 15%–30% or EUR 2 million per campaign from a more efficient use of resources.

Klein, Kristina, Franziska Völckner, Hernán A. Bruno, Henrik Sattler, and Pascal Bruno (2019), "Brand Positioning Based on Brand Image–Country Image Fit," *Marketing Science*, 38 (3), 516-538.

ABSTRACT: This article proposes that managers may use local consumer culture (LCC), or the culture of one's home country, in their brand-building activities by adapting the brand's positioning to the country image the brand targets. It introduces the concept of brand image–country image (BICI) fit, which measures the extent to which consumers in a specific country perceive a brand image as being congruent with their home country's image. Using more than 350,000 brand-respondent observations across three countries, we develop and empirically illustrate a multiattribute methodology for operationalizing BICI fit and provide robust evidence that BICI fit is positively associated with consumers' brand evaluations. A large number of validity and robustness tests support the proposed BICI fit metric and the findings derived from it. For example, we find that age, education, being female, and need for structure enhance the BICI fit effect, whereas materialism diminishes it. Furthermore, BICI fit matters more in categories that are closely tied to a local cultural context or that are characterized by high purchase risk. Given its multiattribute nature, the proposed BICI fit metric identifies concrete image attributes and thereby provides managers with an effective way to develop or revise LCC positioning plans for their brands.

Imschloss, Monika, and Christina Kuehnl (2019), "Feel the Music! Exploring the Cross-Modal Correspondence Between Music and Haptic Perceptions of Softness," *Journal of Retailing*, 95 (4), 158-169.

ABSTRACT: Haptic softness is a central product attribute for many fabric-related retailers. Can those retailers use music – an easy to implement in-store atmospheric cue – to influence consumers' perception of this central product attribute? Across four studies, this research shows that high (vs. low) music softness enhances consumers' haptic softness perceptions. We argue that this cross-modal effect occurs owing to a transfer of softness-related associations from the auditory to the haptic modality. To better inform retail practice, we examine three managerially relevant boundary conditions at the product and store levels. Specifically, high music softness increases haptic softness perceptions when (a) the product's haptic quality allows for the sufficient detection of softness, (b) hard flooring is present in the retail environment, and (c) consumers are unaware of music's influence. In terms of practically relevant consequences, we find that enhanced haptic softness perceptions ultimately result in more positive product evaluations like willingness to pay.

Eisingerich, Andreas B., André Marchand, Martin P. Fritze, and Lin Dong (2019), "Hook vs. Hope: How to Enhance Customer Engagement Through Gamification," *International Journal of Research in Marketing*, 36 (2), 200-214.

ABSTRACT: Many digital service providers have adopted gamification to promote customer engagement. Critical questions, however, remain about the most effective way to enhance customer engagement and increase sales by applying gamification. With a research design that combines qualitative and quantitative methods, including the use of objective sales data from a large field study and replication of the findings across different contexts, this study explores how gamification fosters customer engagement. Both field study results and a simulation study reveal gamification principles (i.e., social interaction, sense of control, goals, progress tracking, rewards, and prompts) that promote hope and consequently increase customer engagement and digital sales. Furthermore, we find that hope is more strongly associated with customer engagement than the psychological condition of compulsion, which even exerts a negative impact. This research thus explores how gamification creates value for customers and provides actionable insights for managers to foster hope through gamification as opposed to get customers hooked.

Reinartz, Werner, Nico Wiegand, and Monika Imschloss (2019), "The Impact of Digital Transformation on the Retailing Value Chain," *International Journal of Research in Marketing*, 36 (3), 350-366.

ABSTRACT: Consumers have traditionally made purchase decisions at the store shelf, giving institutional brick-and-mortar retailers great power to learn about and influence behaviors and preferences. With the rise of e-commerce, mobile shopping, and most recently smart technologies, new competitors threaten this long-standing supremacy. Adopting a value-creation perspective, we analyze how digitization started the erosion of institutional retailing as the primary interface to the customer. We develop a framework that identifies five new sources of value creation and propose how these advance and transform competition for this interface. Depending on the importance of the new sources of value creation (in different purchase situations), stationary retailing may prevail as an important interaction point in a multichannel decision journey. However, increasing diffusion of branded-product platforms including connected devices and online retail platforms is shifting this authority to new players. For the parties involved in this multilayered competition, acknowledging the changes and actively managing their position in the evolving eco-systems is crucial.

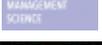
Rajkumar, Venkatesan, Werner Reinartz, Alexander Bleier, and Nalini Ravishanker (2019), "Improving Customer Profit Predictions with Customer Mindset Metrics Through Multiple Overimputation," *Journal of the Academy of Marketing Science*, 47 (5), 771-794.

ABSTRACT: Research and practice have called for the incorporation of customer mindset metrics (CMMs) to improve the accuracy of models that predict individual customer profits. However, as CMMs are self-reported data, collected through customer surveys, they are seldom available for a firm's entire customer database and in addition always measured with some degree of error. Their usage in models for individual-level predictions of customer profit has therefore proven challenging. We offer a solution through a new method called multiple overimputation (MO). MO treats missing data as an extreme form of measurement error and imputes the CMMs for both customers with observed, albeit with measurement error, as well as missing values, that are then included as predictors in a model of individual customer profits. Through a simulation study, empirical application in the pharmaceutical industry, and a customer selection exercise, we demonstrate the predictive and economic value of applying MO in the context of CRM.

Rigdon, Edward. E., Jan-Michael Becker, and Marko Sarstedt (2019), "Parceling cannot reduce factor indeterminacy in factor analysis - A research note," *Psychometrika*, 84 (3), 772-780.

ABSTRACT: Parceling—using composites of observed variables as indicators for a common factor—strengthens loadings, but reduces the number of indicators. Factor indeterminacy is reduced when there are many observed variables per factor, and when loadings and factor correlations are strong. It is proven that parceling cannot reduce factor indeterminacy. In special cases where the ratio of loading to residual variance is the same for all items included in each parcel, factor indeterminacy is unaffected by parceling. Otherwise, parceling worsens factor indeterminacy. While factor indeterminacy does not affect the parameter estimates, standard errors, or fit indices associated with a factor model, it does create uncertainty, which endangers valid inference.

Summary of Top Publications 2015-2019 in Marketing and General Business Journals

Journal	Number of Publications (2015-2019)
 Journal of Marketing	12
 Journal of Marketing Research	
 Journal of Consumer Research	
 Marketing Science	
 Management Science	
 International Journal of Research in Marketing	16
 Journal of the Academy of Marketing Science	
 Journal of Service Research	
 Journal of Retailing	
 Journal of Product Innovation Management	
 Journal of Consumer Psychology	

Remark: Based on the journals ranked in the marketing section of the VHB ranking.

Further Publications in Peer-Reviewed Journals in 2019

- Rigdon, Edward. E., **Jan-Michael Becker**, and Marko Sarstedt (2019), "Factor Indeterminacy as Metrological Uncertainty: Implications for Advancing Psychological Measurement," *Multivariate Behavioral Research*, 54 (3), 429-443.
- Sarstedt, Marko, Joseph F. Hair, Jun-Hwa Cheah, **Jan-Michael Becker**, and Christian M. Ringle (2019), "How to Specify, Estimate, and Validate Higher-Order Constructs in PLS-SEM," *Australasian Marketing Journal*, 27 (3), 197-211.

Books and Book Chapters of the Marketing Area 2019

- **Reinartz, Werner** (2019), "Everything Here and Now" [Alles Hier und Jetzt], in *KAUFEN – Eine kleine Kulturgeschichte des Einzelhandels in Deutschland*, Callwey Verlag, 160-166.
- Weiger, Welf, Maik Hammerschmidt, and **Thomas Scholdra** (2019), "Giving or Receiving in Social Media: Can Content Marketing Simultaneously Drive Productive and Consumptive Engagement?" in *The Handbook of Research on Customer Engagement*, eds. David E. Sprott and Linda D. Hollebeek, Edward Elgar Publishing Ltd: Cheltenham UK, 186-203.

Reviewing Activities of the Marketing Area 2019

Editorship

- Fischer, Marc: *Business Research*, Department Editor Marketing (since 2015)
- Reinartz, Werner: *Journal of Marketing Behavior*, Area Editor (since 2013)
- Reinartz, Werner: *International Journal of Research in Marketing*, Co-Editor (since 2018)

Editorial Boards

- Fischer, Marc: *Journal of Consumer Research* (since 2019)
- Fischer, Marc: *Journal of Marketing* (since 2018)
- Fischer, Marc: *International Journal of Research in Marketing* (since 2015)
- Völckner, Franziska: *International Journal of Research in Marketing* (since 2019)
- Marchand, André: *Journal of Interactive Marketing* (since 2017)
- Imschloss, Monika: *Journal of Business Research* (since 2018)

Reviewer for Research Competitions

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

Editorial Advisory Board

- Reinartz, Werner: RAM (*Recherche et Applications en Marketing*) (since 2015)
- Völckner, Franziska: *Markenartikel* (since 2010)

Completed Dissertations of Members of the Marketing Area 2019

AUTHOR: René Eppmann

TITLE: Essays on Gamification and Gamified Customer Experiences

SUPERVISOR: Prof. Franziska Völckner

Gamification has become a popular topic in research and business practice. The cumulative dissertation by René Eppmann consists of four essays that address the general topics of gamification and gamified customer experiences. The first two essays enhance our understanding of these concepts by providing comprehensive definitions, developing research questions to guide future research, and establishing an instrument to measure customers' experiences when using gamification. The third essay derives and tests a model, which explains the varying effects of gamification. The fourth essay explores how the timing of rewards affects people's behaviors.



AUTHOR: Michael Schulz

TITLE: Essays on Consumer Reactions to Product Development Communication

SUPERVISOR: Prof. Franziska Völckner

This cumulative dissertation by Michael Schulz consists of three essays that examine different aspects of how communication related to product development impacts consumers' reactions. The first essay of this dissertation identifies how companies should allocate resources between user-designed products and company-designed products to evoke the most positive consumer reactions. In this context, it also looks at the influential role of different market entry strategies. The second essay of this dissertation is dedicated to upcycled products. It explores how upcycled products influence consumer reactions, managerial-relevant boundary conditions for upcycled products, and how upcycling information can shape pro-environmental behavior. Finally, the third essay of this dissertation examines how personal information of professional product developers influences consumer reactions and perceptions. In course of this, it identifies the underlying process as well as an important contingency factor.



RESEARCH

Awards and Achievements of the Marketing Area 2019

- **Manuel Berkmann** has won the Doctoral Support Awards Competition of the Institute for the Studies of Business Market (ISBM) at Penn State University.
- **Prof. Hernán A. Bruno** has received the Excellence in Teaching Award EMBA Class 2019.
- **Dr. Alexander Edeling** has been awarded with the Junior Teaching Award of the Faculty of Management, Economics and Social Sciences of the University of Cologne.
- **Dr. Alexander Edeling's** 2018 *Journal of Marketing* (JM) paper on market share and financial performance is selected as the best marketing paper by a German author team by the VHB marketing section.
- **Prof. Marc Fischer** has received the *Journal of Marketing* 2019 Outstanding Reviewer Award.
- **Asst.-Prof. Martin P. Fritze** received the Highly Commended 2018 Emerald/EFMD Doctoral Research Award for his dissertation on the Sharing Economy and dematerialization of consumption.
- **Asst.-Prof. Martin P. Fritze** received the Business Research Reviewer of the year award 2018.
- **Assoc.-Prof. André Marchand** has won a Best Paper Award from the British Academy of Management Conference (2019).
- **Julian Wichmann** was selected to represent the University of Cologne at the AMA Sheth Foundation Doctoral Consortium 2019, NYU Stern, New York, USA, June 2019.



Research Grants of the Marketing Area 2019

- **Manuel Berkmann** received an "IPaK" (International Promovieren an der Universität zu Köln) travel grant by University of Cologne/DAAD for a conference participation.
- **Dr. Alexander Edeling** received a research grant by the German Academic Exchange Service for a research stay as a visiting scholar at Boston University (host: Professor Shuba Srinivasan) in the fall semester 2019/2020.
- **Asst.-Prof. Martin P. Fritze** received an Association for Consumer Research (ACR)/ Transformative Consumer Research (TCR) research grant.
- **Assoc.-Prof. André Marchand** acquired a DFG funding for a new research project in the context of hedonic media marketing (sole applicant).
- **Assoc.-Prof. André Marchand** received a grant from the EU (Erasmus+).
- **Assoc.-Prof. André Marchand** received a travel scholarship from the German Academic Exchange Service (DAAD).
- **Assoc.-Prof. André Marchand** received a grant from the "Studierendenförderungsfonds" for a student assistant position.
- **Michael Schulz** received a travel scholarship from the German Academic Exchange Service (DAAD).
- **Prof. Franziska Völckner** is principal investigator for the project on "Gamified market research in digital social media" in the German Research Foundation (DFG) Research Unit 1452 "Marketing of products in the age of digital social media." She also serves as deputy speaker for the research unit.

Invitations to Members of the Marketing Area to Conferences and Research Seminar Series 2019

- **Becker, Jan-Michael**, "Workshop on Advanced PLS-SEM Topics," 48th EMAC Conference, Hamburg, Germany, May 28-31.
- **Bekk, Magdalena**, "Green Consumption – Sustainability from the Perspective of Consumer Behavior," Public Lecture Series "Ringvorlesung" on Sustainability, University of Cologne, April 30.
- **Bruno, Hernán A.**, "When do Salespeople Change Prices? Delayed Pass-Through in a Business Market", University of Bremen, Germany, May.
- **Edeling, Alexander**, "Service Failure in the Public Transportation Industry: Modeling its Impact on Sales," Research Seminar Series, KLU, Hamburg, Germany, March 19.
- **Edeling, Alexander**, "Service Failure in the Public Transportation Industry: Modeling its Impact on Sales," Research Seminar Series, Northeastern University, Boston, USA, October 31.
- **Edeling, Alexander**, Alexander Himme, and Shuba Srinivasan, "Disclosure of Pricing Information in Earnings Calls: Frequency of Occurrence and Impact on Firm Value," Research Seminar, Boston University, Boston, USA, October 2.
- **Fischer, Marc**, "Service Failure in the Transportation Industry: Modeling its Impact on Sales," 3rd Katia Campo Retailing Symposium, KU Leuven, Antwerp, Belgium, February 15.
- **Fischer, Marc**, "Evaluating the Firm Brand Exploitation Strategy: A Value-Based Approach," Research Presentation, Macquarie University North Ridge, Sydney, Australia, March 22.

- **Fischer, Marc**, "Evaluating the Firm Brand Exploitation Strategy: A Value-Based Approach," Research Seminar Series, Imperial College London, London, UK, April 28-30.
- **Fischer, Marc**, "When Do Media Outlets Report Negative News About A Brand? A Study of Corporate Social Irresponsibility Events Across Five Countries," Research Presentation, University of Hawai'i, Honolulu, Hawaii, November 20.
- **Fritze, Martin P.** "Labeling shapes behavior," Research seminar series at Rotterdam School of Management, Erasmus University Rotterdam, Netherlands, March 3.
- **Fritze, Martin P.** "Consuming for freedom," Research seminar series at Rotterdam School of Management, Erasmus University Rotterdam, Netherlands, February 14.
- **Marchand, André**, "Consumer Captivity: Coping Strategies and Consequences," Research Presentation, University of Leipzig, November 25.
- **Reinartz, Werner**, Faculty Fellow, American Marketing Association (AMA)-AIM Sheth Doctoral Consortium, MICA, Ahmedabad, January 4-6.
- **Reinartz, Werner**, "More Than Just a Service Technician: Determinants of Lead Generation and Lead Conversion in B2B Service Encounters," Université Paris Dauphine, France, March 28.
- **Reinartz, Werner**, "Publishing in Top-Journals," Toulouse School of Management, Toulouse, France, February 4.
- **Wiegand, Nico**, "Software Release Strategies for Entertainment Platforms," MCM Brown Bag Series, Westphalian Wilhelms-University, Muenster, Germany, February 20.

Presentations at Academic Conferences of Members of the Marketing Area 2019

- **Bekk, Magdalena, Franziska Völckner**, Valentyna Melnyk, and Matthias Spörrle (2019), "Does kin care make us better consumers? The effect of the kin care motive on sustainable behavior", Poster Session, AMA CBSIG 2019 Conference, Bern, Switzerland, July 5-7.
- **Berkmann, Manuel, Maren Becker**, S. Sriram, and **Werner Reinartz** (2019), "Zapping in TV Advertising", 41th ISMS Marketing Science Conference, Roma Tre, Rome, Italy, June 20-22.
- **Berkmann, Manuel**, Maik Eisenbeiß, and **Werner Reinartz** (2019), "More Than Just a Service Technician: Determinants of Lead Generation and Lead Conversion in B2B Service Encounters", 2019 AMA Winter Academic Conference, Austin, Texas, USA, February 22-24.
- **Berkmann, Manuel**, Maik Eisenbeiß, and **Werner Reinartz** (2019), "How to Leverage B2B Field Service Employees as 'Second' Sales Force", AMA Winter Educator Conference, Austin, Texas, USA, March 22.
- **Bruno, Hernán A.** (2019), "When do Salespeople Change Prices? Delayed Pass-Through in a Business Market," 41th ISMS Marketing Science Conference, Roma Tre, Rome, Italy, June 20-22.
- **Dizdarevic, Amela**, Heiner Evanschitzky, Christof Backhaus, and **André Marchand** (2019), "Digital Resources as Competitive Advantage in Traditional Retailing: Capabilities, Applications and Performances," Proceedings of the British Academy of Management Conference, Aston University, Birmingham, UK, September 3-5.
- **Edeling, Alexander**, Alexander Himme, and Shuba Srinivasan (2019), "Disclosure of Pricing Information in Earnings Calls: Frequency of Occurrence and Impact on Firm Value," 48th Annual Conference of the European Marketing Academy Conference, Hamburg, Germany, May 28-31.

- **Edeling, Alexander**, Alexander Himme, and Shuba Srinivasan (2019), "Disclosure of Pricing Information in Earnings Calls: Frequency of Occurrence and Impact on Firm Value," 6th Marketing Strategy Meets Wall Street Conference, INSEAD, Fontainebleau, France, June 17-18.
- **Edeling, Alexander**, Alexander Himme, and Shuba Srinivasan (2019), "Disclosure of Pricing Information in Earnings Calls: A Text Mining Approach," Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, USA, December 12-13.
- **Edeling, Alexander**, Shuba Srinivasan, and Dominique M. Hanssens (2019), "Marketing and Firm Value 2.0: New Metrics, Methods, Findings, and Future Research Directions," 6th Marketing Strategy Meets Wall Street Conference, INSEAD, Fontainebleau, France, June 17-18.
- Eisenbeiss, Maik and **Nico Wiegand** (2019), "How Allowable Advertising Counters the Detrimental Effects of Ad Blocking Behavior," 41st INFORMS Marketing Science 2019, University of Roma Tre, Rome, Italy, June 20–22.
- Eisingerich, Andreas B., **André Marchand**, **Martin P. Fritze**, and Lin Dong (2019), "Hook vs. Hope: How to Enhance Customer Engagement Through Gamification," Proceedings of the 81th BWL Annual Conference, Rostock, Germany, June 12-14.
- **Fischer, Marc** and Max Backhaus (2019), "Brand Damage From Reported Incidents of Product Harm and Corporate Misconduct – How Deep and How Long," 16th Marketing Dynamics Conference, Maryland, USA, September 25-27.
- **Fischer, Marc** and **Alexander Edeling** (2019), "Service Failure in the Transportation Industry: Modeling its Impact on Sales," Management Science Workshop, Santa Cruz, USA, January 3-5.
- **Fischer, Marc** and **Alexander Edeling** (2019), "Service Failure in the Transportation Industry: Modeling its Impact on Sales," 49th Annual Meeting VHB Marketing Section, Karlsruhe, Germany, January 24-25.
- **Fischer, Marc**, Simone Wies, Max Backhaus, and Tobias Hornig (2019), "Sustainable Brand Exploitation: A Value-Based Approach for Strategy Evaluation," 2019 Global Fashion Management Conference, Paris, France, July 11-14.
- **Fischer, Marc**, Simone Wies, Max Backhaus, and Tobias Hornig (2019), "Evaluating the Firm Brand Exploitation Strategy: A Value-Based Approach," 10th EIASM Conference on Performance Management and Control, Nice, France, September 18-20.
- **Fischer, Marc**, Simone Wies, Max Backhaus, and Tobias Hornig (2019), "Evaluating the Firm Brand Exploitation Strategy: A Value-Based Approach," 10th EMAC Regional Conference, Saint-Petersburg, Russia, September 25-27.
- **Fritze, Martin P.**, Jonas Holmqvist, and Jochen Wirtz (2019), "Luxury services," Frontiers in Service Conference, Singapore, July 18-21.
- **Fritze, Martin P.**, and Tobias Schaefers (2019), "Me or we? The effects of independent and interdependent self-construal on access-based service use," Frontiers in Service Conference, Singapore, July 18-21.
- **Fritze, Martin P.**, **Franziska Völckner**, and Valentyna Melnyk (2019) "Labeling shapes behavior," Marketing Science Conference, Rome, Italy.
- **Fritze, Martin P.**, Jonas Holmqvist, and Jochen Wirtz (2019), "Luxury services," QUIS Conference, Karlstad, Sweden.
- **Fritze, Martin P.**, Brennan Davis, Julie Ozanne, Joann Peck, and Carol Kaufman-Scarborough (2019), "Building and testing a theory of territoriality through tactical urbanism," Transformative Consumer Research Conference, Tallahassee, USA.
- Han, Simeng, **Werner Reinartz**, and Bernd Skiera (2019), "Going to Market with Brand Management and Customer Management. Who Uses What, Why, and How Does it Change?" Conference on Metrics and Analytics in Retailing, Georgia State University, USA, November 15.

- **Hinze, Tobias, Magdalena Bekk, and Franziska Völckner** (2019), "How Non-Profit Marketing Can Use the Self-Protection Motive to Induce Sustainable Behavior," 48th Annual Conference of the European Marketing Academy, Hamburg, Germany, May 28-31.
- Klein, Kristina and **Jan-Michael Becker** (2019), "Micro, Macro or Celebrity? The Differential Effects of Influencer Types on Consumers' Source Credibility Perceptions and Purchase Intentions," 48th Annual Conference of the European Marketing Academy Conference, Hamburg, Germany, May 28-31.
- **Marchand, André, Martin P. Fritze, Andreas B. Eisingerich, and Lin Dong** (2019), "Gamification Principles to Enhance Customer Engagement and Stimulate Purchase: More than Mere Compulsion," Proceedings of the 48th EMAC Annual Conference, Hamburg, Germany, May 28-31.
- **Reinartz, Werner** (2019), "New Insights into Customer Management," AMA Winter Educator Conference, Austin, Texas, USA, March 22.
- **Reinartz, Werner, Nico Wiegand, and Monika Imschloss** (2019), "The Impact of Digital Transformation on the Retailing Value Chain," 48th Annual Conference of the European Marketing Academy Conference, Hamburg, Germany, May 28-31.
- **Scholdra, Thomas** (2019), "Ratings, Reviews, and Recessions: How Business Cycles Shape Online Opinion," AMA Winter Marketing Educators' Conference, Austin, Texas, USA, February 22-24.
- **Scholdra, Thomas** (2019), "Ratings, Reviews, and Recessions: How Business Cycles Shape Online Opinion," 48th Annual Conference of the European Marketing Academy Conference, Hamburg, Germany, May 28-31.
- **Schulz, Michael, Franziska Völckner, and Monika Imschloss** (2019), "The Upcycling Effect," 48th Annual Conference of the European Marketing Academy Conference, Hamburg, Germany, May 28-31.
- **Schulz, Michael, Franziska Völckner, and Monika Imschloss** (2019), "The Upcycling Effect," AMA CBSIG 2019 Conference, Bern, Switzerland, July 5-7.
- **Schwerdtfeger, Rouven** (2019), "How New Product Preannouncements Affect Stock-Listed Innovators: The Case of Book Adaptations," 2019 AMA Summer Academic Conference, Chicago, USA, August 9-11.
- Sklenartz, Felix Anton, Alexander Himme, and **Alexander Edeling** (2019), "Digital Transformation and Marketing Performance Measurement – How the "Old" Market Share-Performance Relationship Does Not Hold Any More," 6th Marketing Strategy 4 Meets Wall Street Conference, INSEAD, Fontainebleau, France, June 17-18.
- Sklenartz, Felix Anton, Alexander Himme, and **Alexander Edeling** (2019), "Digital Transformation and Marketing Performance Measurement – How the "Old" Market Share-Performance Relationship Does Not Hold Any More," 48th Annual Conference of the European Marketing Academy Conference, Hamburg, Germany, May 28-31.
- Stäbler, Samuel and **Marc Fischer** (2019), "When Do Media Outlets Report Negative News About A Brand? A Study of Corporate Social Irresponsibility Events Across Five Countries," 18th Cross Cultural Research Conference, San Juan, Puerto Rico, December 8-11.
- Steiner, Thomas, **Magdalena Bekk, Thomas Öhler, and Matthias Spörrle** (2019), "Riding on the tailwinds of quality: Product quality as moderator on the effect of brand-consumer congruence on consumers' recommendation behavior," 48th Annual Conference of the European Marketing Academy, Hamburg, Germany, May 28-31.

- Venkatesan, Rajkumar, **Werner Reinartz**, Alexander Bleier, and Nalini Ravishanker (2019), "Improving Customer Profit Predictions with Customer Mindset Metrics Through Multiple Over-imitation," AMA Winter Educator Conference, Austin, Texas, USA, March 22.
- **Wiegand, Nico**, Maren Becker, **Monika Imschloss**, and Werner Reinartz (2019), "The Managerial Relevance of Marketing Research," Tagung der Kommission Marketing im VHB, Karlsruhe Institute of Technology, Germany, January 25.
- **Wiegand, Nico, Maren Becker, Monika Imschloss, and Werner Reinartz** (2019), "The Managerial Relevance of Marketing Research: Genesis and Building Blocks," Theory + Practice in Marketing (TPM), Columbia Business School, New York City, USA, May 16–18.
- **Wiegand, Nico, Maren Becker, Monika Imschloss, and Werner Reinartz** (2019), "The Managerial Relevance of Marketing Research," 48th Annual Conference of the European Marketing Academy Conference, Hamburg, Germany, May 28-31.
- **Wiegand, Nico, and Maren Becker** (2019), "Mobile and Out-of-Home Targeting in Different Reception Situations," 2nd Marketing Strategy Consortium, Kelley School of Business, Bloomington, USA, March 28–39.
- **Wiegand, Nico, Monika Imschloss, and Vanessa Junc** (2019), "Continuous Innovation Through Modular Upgradeability: How Software Upgrades Affect Consumer Product Valuations," 2019 Society for Consumer Psychology Boutique Conference, HEC, Montreal, Canada, June 19–20.



Digital Transformation and Value Creation

Research Initiative:

Follow the Digital Transformation Research Initiative on Twitter:

@CologneDigital



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

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

Among the most pressing questions are:

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

Principal Investigators:

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



Research Seminar Series, October 11th 2018 – January 10th 2019

Organizer: Prof. Marc Fischer

Lecturers and Topics

- Assoc.-Prof. Christine Eckert (University of Technology Sydney): "Local Projections for Marketing Insight: Generalized Impulse Response Functions with Interactions, Asymmetry and Nonlinearity"
- Asst.-Prof. Martin Paul Fritze (University of Cologne): "Beyond "Meum and Tuum": Ownership and Freedom in the Sharing Economy"
- Prof. Martina Fuchs (University of Cologne): "The Smart Revolution – or: Happy Birthday Digitalization? Paradigms of Digital Production in Space, and the Need for a New Concept of Systemic Control"
- Prof. Peter Verhoef (University of Groningen): "Direct Mail: Classic Instrument but Still Effective in a Digital Environment?"
- Asst.-Prof. Peter Zubcsek (Tel Aviv University): "Unintended Consequences of Using Social Media: Using a Mobile Platform to Study Social Media Use and Individual Wellbeing"

Research Seminar Series, April 4th – June 6th 2019

Organizer: Prof. Franziska Völckner

Lecturers and Topics

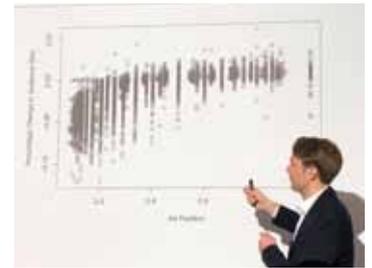
- Prof. Dr. Torsten Bornemann (Goethe-University Frankfurt a. Main): "Product Incompatibility and Its Benefits from a Customer's Point of View"
- Prof. Wayne D. Hoyer, Ph.D. (University of Texas): "How Consumer Brand Sabotage Affects Other Consumers – The Differential Role of Self Brand Connection"
- Prof. Dr. Michael Paul (University of Augsburg): "Measuring Customer Experiences: A Text-Based and Pictorial Scale"
- Prof. Stefano Puntoni, Ph.D. (Erasmus-University, Rotterdam): "The Age of Smart Machines"

Research Seminar Series, October 31st 2019 – January 30th 2020

Organizer: Prof. Werner Reinartz

Lecturers and Topics

- Prof. Sascha Alavi (Ruhr-University Bochum): "The Impact of Digital Transformation on Sales Organizations – Does Digital Maturity in B2B Sales Really Pay Off?"
- Asst. Prof. Nailya Ordabayeva (Carroll School of Management, Boston College): "The Upside of Negative – Social Distance in Online Reviews"
- Asst. Prof. Alexander Bleier (Frankfurt School of Finance and Management): "Online Program Engagement and Viewer Retention during Television Ads"
- Prof. Sashi Matta (WFI Ingolstadt School of Management, Katholische Universität Eichstätt-Ingolstadt): "More Than a Matter of Opinion? Consumers' Perceptions of the Usefulness of Online Ratings Provided by Critics and Users."







Teaching

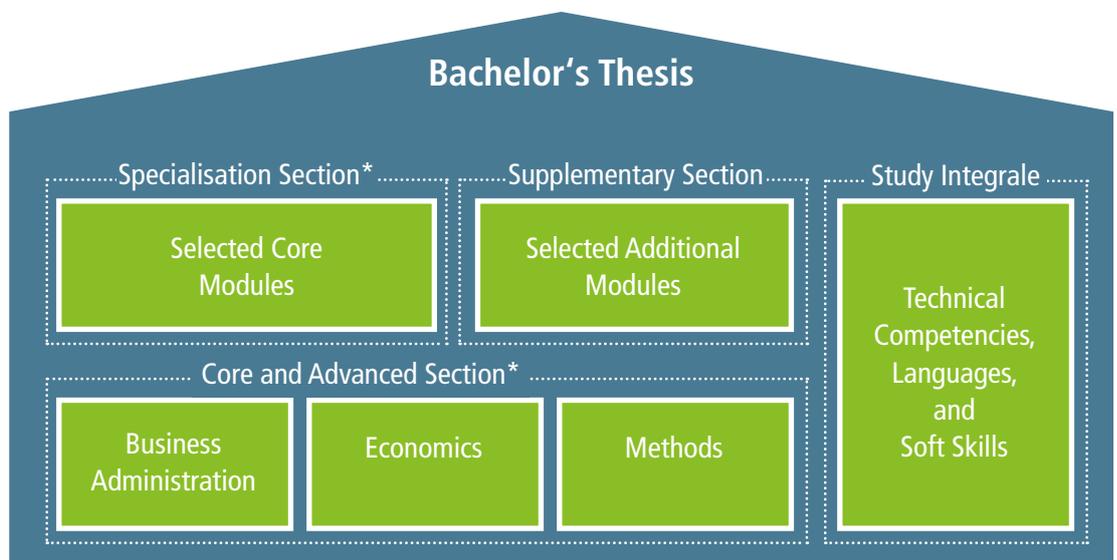
Mission Statement

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

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

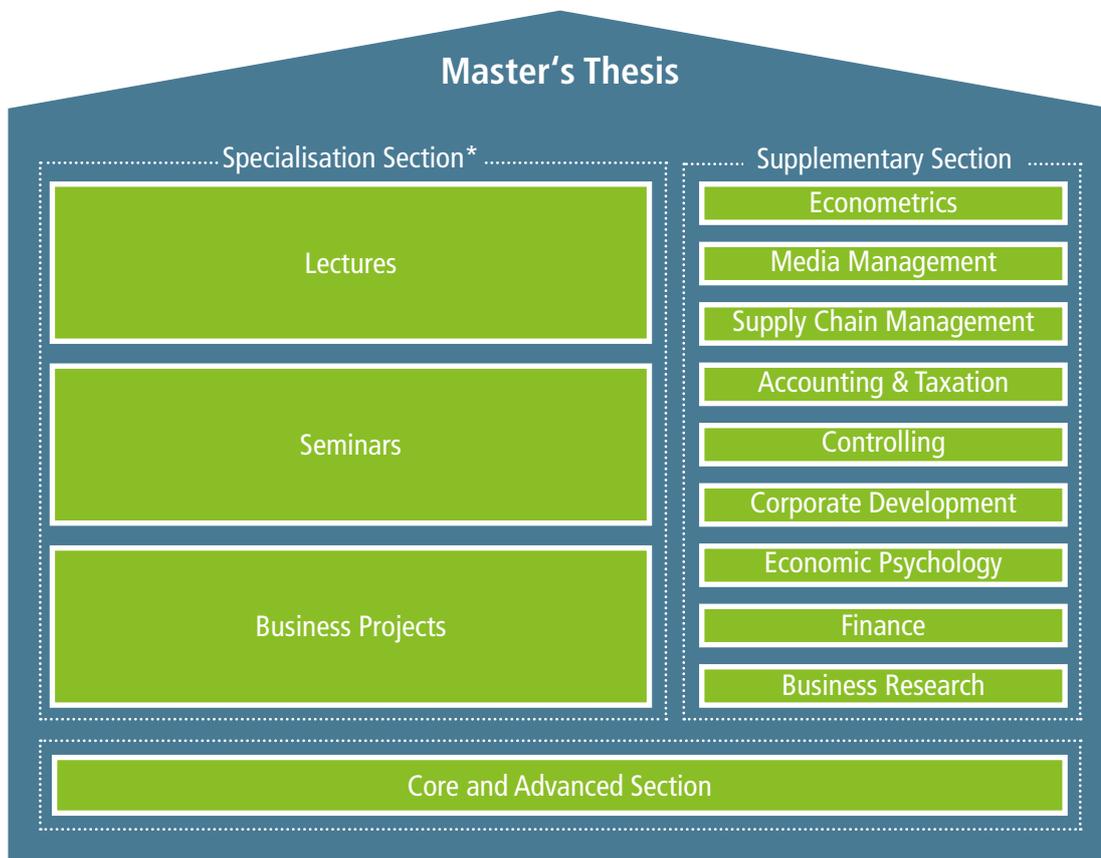
Program Structure

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



*offered by the Marketing Area

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



* offered by the Marketing Area

For further information on the doctoral program, please visit www.cgs.uni-koeln.de

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



COLOGNE GRADUATE SCHOOL
in Management, Economics and Social Sciences



Course Program

Bachelor Degree Program			
Course Name	Contents	Lecturer(s)	Students
Bachelor Seminar Marketing	Depending on the general topic of the main seminar (changes in every term), amongst others: <ul style="list-style-type: none"> · Retailing · E-Commerce · Customer Management · Brand Management · Employer Branding · Product Management · Communication Management · Market Research · Media Management · Mobile Marketing · Social Marketing · Marketing of Movies 	Prof. Marc Fischer	20
		Rouven Schwerdtfeger, Denise Küpper	14
		Prof. Werner Reinartz	34
		Julia Reinhard	15
		Michael Schulz, Denise Küpper	16
		Dr. Jan-Michael Becker, Tobias Hinze	13
Concepts of Marketing Mix Management	Theoretical concepts of product innovation, brand management, pricing, and communication management	Dr. Alexander Edeling	214
Introduction to Marketing	Introduction to the basic concepts, methods and activities in marketing (e.g. consumer behavior, market research, marketing strategy, marketing mix)	Dr. Maren Becker	403
		Prof. André Marchand (English course)	54
		Prof. Franziska Völckner	401
Methods of Marketing Mix Management	Design and implementation of market research projects. This course provides the core idea of market research (e.g., data collection methods, statistical tests) and application of multivariate data analysis methods and regression	Prof. Hernán Bruno	233
Operative Trade Fair Management	Concepts and methods of operative trade fair management, such as trade fair logistics, booth design, pricing and on-site services	Dr. Christian Glasmacher	32
Strategic Trade Fair Management	Concepts and methods of strategic trade fair management, such as trade fair alliances, services marketing and strategic sales management	Dr. Christian Glasmacher	21
		Asst.-Prof. Martin P. Fritze	
Bachelor' Theses	Supervised conceptual or empirical thesis about a wide range of marketing topics, e.g., brand and media management, e-commerce, product innovations, consumer behavior, and many others	Assoc.-Prof. Hernán Bruno	4
		Prof. Marc Fischer	26
		Asst.-Prof. Martin P. Fritze	4
		Asst.-Prof. Monika Imschloss	6
		Assoc.-Prof. André Marchand	6
		Prof. Werner Reinartz	31
		Prof. Franziska Völckner	31

Master's Degree Program			
Course Name	Content	Lecturer(s)	Students
Applied Marketing in cooperation with L'Oréal	Understand and work on an applied marketing question	Michael Schulz, Jens Paschmann	19
Brand Management	Introduction to brand management (e.g., customer-based brand equity, brand value, branding strategies, brand portfolio management)	Prof. Franziska Völckner	95
Business Model Innovation and Entrepreneurship	Comprehensive overview of the basic concepts, theories, and methods in product innovation management and their practical application, especially in the context of digitization challenges	Dr. Markus Pfeiffer	27
Business Project in cooperation with Mastercard	The students develop potential digital payment solutions for smart cities	Lars Gemmer	8
Business Project in cooperation with Ferrero	Developing a marketing strategy to increase consumer acquisition and market penetration of the brand "Kinder Country" Developing a marketing strategy to increase consumer retention and purchase frequency of the brand "Kinder Country"	Prof. Werner Reinartz	9
Cases in Digital Marketing	Current challenges in digital marketing	Prof. Franziska Völckner	23
CEMS Case Study Course	Students learn how to approach and solve case studies, present solutions, and create their own case study	Prof. Werner Reinartz	9
CEMS-Business Project in Cooperation with A.T. Kearney	Sustainability & the fast moving consumer goods sector in Germany – how important (and profitable) is it?	Friederike Gobrecht	4
Consumer Psychology and Behavior	Discussion of psychological concepts from the fields of evolutionary, biological, cognitive, and social psychology as they pertain to understanding consumer behavior	Asst.-Prof. Monika Imschloss	53
Current topics in sustainable and health-related consumer behavior	Understand theories and empirical findings on health-related consumer behavior	Dr. Magdalena Bekk	7
Customer Relationship Management	Analysis and evaluation of different CRM strategies, marketing performance, and customer value management	Prof. Werner Reinartz	45
Management Skills	Self-marketing in a broader sense, which has gained in importance especially due to the rise of digitization and the related establishment of social online networks	Dr. Alexander Edeling	40
Management Skills	In this seminar students reflect on how to successfully overcome the growing pressure in studies, job and personal life due to a more and more demanding and digitalizing world	Zeynep Karagür	13
Marketing Data Analysis and Visualisation in R	Students are introduced to loading, transforming, cleaning, exploring, visualizing, analyzing and reporting data using the statistical program "R"	Prof. Hernán Bruno	13
Marketing of Digital Innovations	Students learn about the interplay between marketing and digital innovations and what it means to play pinball in a digital world	Prof. André Marchand	45
Marketing Performance Management	Theoretical foundation and practical relevance of Marketing performance management (e.g., discussion of fundamental instruments for the evaluation of Marketing activities such as market response models)	Prof. Marc Fischer	45
Marketing Seminar: Current Topics in Digital Marketing and Marketing Analytics	Discussion of state-of-the art research in digital marketing and marketing analytics such as text analytics, online advertising effectiveness and online Word-of-Mouth	Dr. Jan-Michael Becker	16
Marketing Seminar: Digital Marketing	The seminar deals with the dramatic challenges that the rise of digital and social media bring for marketing. It provides insights into current academic research in the relevant areas and prepares students for the new business environment	Prof. André Marchand	10
Marketing Seminar: Marketing at the University of Cologne	Guided by the principle of research-based learning, students apply theoretical and methodological knowledge from marketing and statistics, by creating a marketing concept for a clearly defined area of the University of Cologne	Prof. André Marchand	6

Marketing Seminar: Replication Studies	Students learn to select substantive and highly relevant marketing papers and replicate their empirical research to accumulate more knowledge and gain greater understanding into new and important effects	Prof. André Marchand	5
Practical Applications in Retailing	Practical application of various marketing concepts, among them market and value positioning, retail brand building, vertical integration process, and internationalization	Dr. Peter Linzbach	21
Price Management	Students learn how to measure price response, set optimal prices, implement pricing strategies and cope with behavioral pricing issues	Dr. Jan-Michael Becker	64
Quantitative Applications in Marketing	Practical application of various data analysis techniques in marketing based on case studies with the R statistical software package	Dr. Nico Wiegand	20
Retailing	Fundamental concepts of retail management (e.g., category management, retail pricing, store brands) and consumer behavior in retailing	Asst.-Prof. Monika Imschloss	85
Service and Media Marketing	Organizational challenges of media management, and broad instruments for planning and controlling media management with respect to films, music, and print media products	Prof. Marc Fischer	68
Strategic Marketing	The concept of strategy, marketing strategy, and static and dynamic positioning of an offering in a competitive environment	Dr. Maren Becker Dr. Nico Wiegand	18
Sustainability in Marketing and Consumer Behavior	Understand sustainability from the perspective of marketing and consumer behavior	Dr. Bekk	7
Value Creation in the Digital World	Understand the technological trends that are changing the operation of business, restructuring industries and enabling new business models	Prof. Hernán Bruno	42
Master's Theses	Supervised conceptual or empirical thesis about a wide range of marketing topics, e.g., brand and media management, e-commerce, product innovations, consumer behavior, and many others	Assoc.-Prof. Hernán Bruno	4
		Prof. Marc Fischer	15
		Asst.-Prof. Martin P. Fritze	1
		Asst.-Prof. Monika Imschloss	4
		Assoc.-Prof. André Marchand	5
		Prof. Werner Reinartz	11
		Prof. Franziska Völckner	12

Doctoral Degree Program

Course Name	Lecturer(s)	Contents
Empirical Research in Marketing, Business Psychology, and Related Fields	Prof. Franziska Völckner	Discussions of challenges in empirical research and advanced methods to solve them, development of new research ideas and discussions of how to position empirical research projects
Graduate Seminar in Marketing Strategy	Prof. Werner Reinartz	Introduction to the substantive literature in marketing. In a nutshell, marketing strategy deals with marketing related questions where the dependent variable is some sort of 'performance' metric (e.g. market share, click rate, customer acquisition rate, etc.)
How to Publish in A-Journals	Prof. Marc Fischer	Analysis of existing papers and discussion of revision strategies on one the hand, and presentations and discussions within the seminar sessions on the other hand

Teaching Performance: Academic Year 2019

Distinction	Lecturer	Course Name	Level	Term
Junior Teaching Award	Dr. Alexander Edeling	Management Skills Seminar	Master	Winter 18/19
Excellence in teaching Award	Prof. Hernán A. Bruno	Strategic Marketing	MBA, Cologne Rotterdam	Summer 19

External Teaching Activities

Course Name	Lecturer/Advisor	University	Term
Data Analysis for Marketing Decisions	Prof. Hernán A. Bruno	Erasmus University, Rotterdam, Netherlands	Winter 18/19
Qualitative und Quantitative Forschungsmethoden	Dr. Magdalena Bekk	Private University Seeburg Castle, Austria	Winter 18/19
Journal of Marketing Research Development Workshop	Prof. Marc Fischer	Alliance Manchester Business School, United Kingdom	Summer 19
Multivariate Statistik	Dr. Magdalena Bekk	Private University Seeburg Castle, Austria	Summer 19

Guest Lectures: Academic Year 2019

BACHELOR DEGREE PROGRAM

Guest Lecturer	Title	Course	Term
Micha Bittner, Manager Market Solutions, Covestro	„Where to Play?“ – Understanding Future Trends, Needs and Markets	Concepts of Marketing Mix Management	Winter 18/19
Iain Holding, General Manager Management Unit DACH, Beiersdorf AG	Building a Global Brand	Introduction to Marketing	Winter 18/19
L'Oréal Andrea Ossendorf-Ehle, Talent Management & Acquisition Director; Dana Duch, Senior Business Leader	Digital Transformation in Marketing	Introduction to Marketing	Winter 18/19
Gesine Scholz und Christian Heid, Sourcing Manager, DPDHL	Marketing & Media Procurement by Deutsche Post DHL Group	Introduction to Marketing	Summer 2019
Jens Helfrich, Advertising Manager, Ferrero	The Wonderful Marketing World	Introduction to Marketing	Summer 2019
Christian Reuschenbach, Healthcare Consumer Insight Consultant, Klosterfrau	Market Research in Practice	Principles of Marketing	Summer 2019



Beiersdorf

L'ORÉAL

Deutsche Post DHL Group

FERRERO

KLOSTERFRAU

MASTER DEGREE PROGRAM

Guest Lecturer	Title	Course	Term
Robert Müller-Grünow, CEO, SCENTCOMMUNICATION	Scnt – The Underestimated Way to Communicate	Consumer Psychology & Behavior	Winter 18/19
Andreas Onnen, Associate Director Analytics & Insights Germany/Austria/Switzerland, Procter & Gamble	How Shoppers Shop	Consumer Psychology & Behavior	Winter 18/19
Klaus Voormans, Senior Expert, arvato CRM	Customer Management in Times of Digitization	Customer Relationship Management	Winter 18/19
Folkert Schultz, Director, and Timo Jatzwauk, CRM Manager, Fressnapf	CRM at Fressnapf	Customer Relationship Management	Winter 18/19
Dr. Philipp Marchand, European Patent Attorney, Vossius & Partner	Intellectual Property	Marketing of Digital Innovations	Winter 18/19
Diana zur Löwen, Content Creator	What is Your Why? Content Creation And How Your Audience Can Benefit From It	Marketing of Digital Innovations	Winter 18/19
Matthias Steimel, Marketing Director Dermatology Germany/Austria, and Mario Weyergans, HR Business Partner, Bayer AG	Bepanthen – A Brand Plan Show Case	Marketing Performance Management	Winter 18/19
Dr. Martin Gehring, Partner, Simon-Kucher & Partners	Pricing – And Why it is so Important	Price Management	Winter 18/19
Tim Geilfus, CDP Manager, Ferrero	Our Way of Working – Focus: Trade Marketing	Retailing	Winter 18/19
Michael Messelis, Head of Shopper & Category Management and Varina Sauer, Sr. Category Manager, Beiersdorf	Trade Marketing @ Beiersdorf – The German Way of FMCG Shopping	Retailing	Winter 18/19
Christian Zimmermann, Head of Shopping Centre Management and Ivica Pavusek, Deputy Head of Shopping Centre Management, Unibail-Rodamco	Shopping Centre Management	Retailing	Winter 18/19
Johannes Hill, Business Leader Marketing Garnier Coloration, L'Oréal	Launching And Building a Natural Coloration in a Mature Market	Brand Management	Summer 2019
Claudia Masuch, Associate Partner, Batten & Company	Managing Brands in a Digital World: Are We Ready?	Brand Management	Summer 2019
Svenja Thiel, New Business Development Manager, Henkel	Henkel Adhesive Technologies – Branding And Innovation in B2B Markets	Brand Management	Summer 2019
Freya Tschöpe & Dr. Christian Rosenkranz, both Senior Manager Strategie Handel Deutschland, Rewe	Private Labels – From Scratch to Success Using the Example of REWE Feine Welt	Brand Management	Summer 2019
Imke Jendrosch, Chief Marketing Officer, AXA	AXA – The Most Innovative Brand in the World of Insurances on Its Way to Becoming a Love Brand	Brand Management	Summer 2019
Alisa Küsters, Marketing Manager Strategic Customers, Barilla AG	Sustainable Growth Through an Optimized Customer Collaboration on Marketing Level	Service and Media Marketing	Summer 2019

SCENTCOMMUNICATION



DIANA ZUR LÖWEN



SIMON • KUCHER & PARTNERS
Strategy & Marketing Consultants

FERRERO

Beiersdorf



L'ORÉAL

Batten & Company
Marketing & Sales Consultants



REWE



Barilla
The Italian Food Company Since 1877.

TEACHING

Marketing Area—University Services

Assoc.-Prof. Hernán A. Bruno

- Member of the committee for the Hans-Kelsen-Price (2017–today)



Prof. Marc Fischer

- CEMS Academic Director and program director, Master in International Management: CEMS network is a global alliance of 33 leading business schools in 32 countries (2017–today)
- Elected member of the Faculty Commission (“engere Fakultät”), WiSo Faculty (2017–2019)
- Member of Dean’s advisory council, Faculty of Management, Economics, and Social Science (2017–2019)
- Speaker of the Marketing Area, WiSo-Faculty, University of Cologne (2017–2019)
- Member of the Centre for Business Intelligence and Data Analytics (BIDA), University of Technology Sydney (2016–today)
- Head of the student talent program “Circle of Excellence in Marketing” (2012–today)
- Board of Cologne Graduate School in Management, Economics and Social Sciences (doctoral program) (2012–2019)
- Member of doctoral program committee, WiSo Faculty, University of Cologne (2011–2019)
- Trustee for MTP student organization (2011–today)
- Member of several search committees for W3- and W1-Professorships, WiSo Faculty, University of Cologne (2011–2019)

Asst.-Prof. Martin P. Fritze

- Member of several PhD examination committees (2019-today)

Assoc.-Prof. André Marchand

- Co-Founder and project leader of the faculty wide “Digital Research Community” at the University of Cologne (with Assoc.-Prof. Dr. Jörn Grahl) (2018–today)
- Trustee for MTP student organization (2018–today)

Dr. Magdalena Bekk

- Elected board member of Junior Faculty Club, Faculty of Management, Economics, and Social Sciences, University of Cologne (2018 – 2019)

Prof. Werner Reinartz

- Member Examination committee Business Information Systems (Wirtschaftsinformatik) (2019-today)
- Academic Director for study program Marketing Master at the WISO Faculty of the University of Cologne (2019-today)
- Coordinator of the research initiative “Digital Transformation and Value Creation” at the WISO Faculty of the University of Cologne (2017–today)
- Elected member of the Faculty Evaluation Committee, Faculty of Management, Economics, and Social Science, University of Cologne (2016–today)
- Speaker of the award committee for the Hans Kelsen Prize, in recognition for outstanding research performance in Management, Economics, Social Sciences and Law at the University of Cologne (2016–2020)
- Mentor for the Exist-Gründerstipendium („scholarship”) of the Startup “Schmaus” (www.schmaus.community)

Prof. Franziska Völckner

- Academic Director of the B.Sc. in Business Administration, WiSo-Faculty, University of Cologne (2019–today)
- Speaker of the Marketing Area, WiSo-Faculty, University of Cologne (2019–today)
- Member of the University Council (Hochschulrat) of the University of Cologne (2016–today)
- Member of the Institutional Strategy Steering Committee, i.e., the managing board of the institutional strategy of the University of Cologne (2015–today)
- Deputy member of the “Admission Committee for the School’s Master’s Programs” (Master-Zulassungsausschuss Gesundheitsökonomie und gemeinsamer Master-Zulassungsausschuss der WiSo- Fakultät), WiSo Faculty, University of Cologne (2008–today)
- Member of several search committees for Professorships, WiSo Faculty, University of Cologne (2007–today)
- Trustee for MTP student organization (2007–today)
- Deputy member of the managing board of the Center for Brand Management and Marketing (which offers the student-talent program “ZMM+”) (2003–today)

Dr. Jan-Michael Becker

- Elected deputy member of the academic staff (non-professors) in the gender equality committee, University of Cologne (2019 – today)
- Elected member of the academic staff (non-professors) in the faculty council, Faculty of Management, Economics, and Social Sciences, University of Cologne (2018 – today)





Transfer

TRANSFER

Publications in Business Media

Business Journal Publications

- **Becker, Maren, Wiegand Nico, and Werner Reinartz** (2019), "Don't be too Authentic in Your Advertising" [Werbung bloß nicht zu authentisch], *Harvard Business Manager*, 41 (January), 17.
- **Edeling, Alexander** and Alexander Himme (2019), "The Market Share is not a central KPI Any More," *Changement*, 1/2019, 28-31.
- **Eisingerich, Andreas B., André Marchand, Martin P. Fritze, and Lin Dong** (2019), "Spielerisch zu mehr Kundenbindung und höheren Umsätzen," *Absatzwirtschaft*, 11, 19.
- **Reinartz, Werner** (2019), "The Future of Retailing: Retaining Relevance and Customer Access," *NIM Marketing Intelligence Review*, 11 (1), 10-17.
- **Reinartz, Werner, and Kai Hudetz** (2019), "Attractive on the Shop Floor" [Attraktiv auf der Fläche], *Harvard Business Manager*, 41 (July), 34-41.
- **Reinartz, Werner, Vanessa Junc, and Gunnar Mau** (2019), "Between Counter and Tablet" [Zwischen Theke und Tablet], *Markenartikel*, January/February, 32-34.
- **Reinartz, Werner, and Nico Wiegand** (2019), "The Perils of Retail Price Differentiation: Why Nobody Wins When Customers Lose," *NIM Marketing Intelligence Review*, 11 (1), 30-35.
- **Reinartz, Werner, Nico Wiegand and Julian R. K. Wichmann** (2019), "The Rise of Digital (Retail) Platforms", *White Paper, IFH*.

Blogs

- **Eisingerich, Andreas B., André Marchand, Martin P. Fritze, and Lin Dong** (2019), "Level up: lessons from video games make fitness apps more successful," *Imperial College Business School*, May 14.



Interviews and Media

- The business magazine *Harvard Business Manager* reported on the Journal of Marketing article by **Dr. Maren Becker, Dr. Nico Wiegand, and Prof. Werner Reinartz** on authenticity in TV advertising [“Werbung bloß nicht zu authentisch“], January.
- **Prof. Marc Fischer’s** article about a Launch Advertising Campaign Model for Mercedes-Benz was featured in Brian Clegg’s article “The Ad Man’s Dilemma”, *Impact*, Autumn 2019, 33-37, November.
- The *Frankfurter Allgemeine Zeitung* published an article by **Prof. Marc Fischer, Sascha Lehmann and Nils Liedtke** about the importance of a strong brand for online retailing, July.
- *CampusRadio* interviewed **Prof. Marc Fischer** on the impact of Valentine’s day on the economy, February.
- The *dpa* interviewed **Prof. Marc Fischer** on future business models of messenger apps, February.
- The *SWR2* interviewed **Asst.-Prof. Martin P. Fritze** on Sharingdienste ersetzen materiellen Besitz, October.
- *Authority Magazine* featured an Online-Article by **Asst.-Prof. Martin P. Fritze**, on “Big Ideas: Apps extensively permeate consumers’ lives and thereby dramatically affect their well-being, either positively or negatively”, June.
- *Orange* by *Handelsblatt* featured an Online-Article by **Asst.-Prof. Martin P. Fritze** on “Bei Lidl kannst du jetzt Autos leihen. Wir machen den Test”, March.
- *Tagesschau.de* featured an Online-Article by **Asst.-Prof. Martin P. Fritze** on “Droht der IAA das CEBIT-Schicksal?”, September.
- Leonie von Bremen of the weekly *Lebensmittelzeitung* interviewed **Asst.-Prof. Monika Imschloss** on the effect of music in retail stores, March.
- The *Kölner Stadtanzeiger* interviewed **Asst.-Prof. Monika Imschloss** on the effect of music in retail stores, July.
- The *Klassik Radio* interviewed **Asst.-Prof. Monika Imschloss** on the effect of music on consumer behavior, September.
- The *Deutschlandfunk Nova* interviewed **Asst.-Prof. Monika Imschloss** on the effect of music on consumer behavior, November.
- The *Süddeutsche Zeitung* interviewed **Asst.-Prof. Monika Imschloss** on the creation of customer experiences in hotels, November.
- The *WDR* television interviewed **Assoc.-Prof. André Marchand** on marketing with influencers in social media, April.
- The business magazine *Harvard Business Manager* reported on the approach of Privacy Customization to increase online ad effectiveness developed by **Dr. Nico Wiegand** together with **Prof. Maik Eisenbeiss** [“Lasst die User selbst entscheiden“], March.



Key Notes and Practitioner Presentations

- **Fischer, Marc**, "Service Failure in the Transportation Industry: Modeling its Impact on Sales," 2nd Hamburger Symposium (Praxis Salty), HAW, Hamburg, April 5.
- **Fritze, Martin P.** (2019) "Warum Sie Messen zukünftig (nicht) mehr besuchen sollten!," Keynote auf der europäischen Pressekonferenz der Koelnmesse GmbH zur "IMM Cologne 2019", Athen, Griechenland, September 25.
- **Imschloss, Monika**, "Sensory, Happiness and Luxury" [Sensorik, Glück und Luxus], Panel discussion, ITB New Luxury Panel, Berlin, March 13.
- **Imschloss, Monika**, "The Influences of Sensory Stimuli on Consumer Behavior" [Einfluss von sensorischen Reizen auf das Konsumentenverhalten], Mannheim Music Week, Mannheim, May 16.
- **Imschloss, Monika**, „Seduced with all Your Senses? Sensory Marketing at the POS“ [Mit allen Sinnen verführt? Sensorische Kundenansprache am Point of Sale], Marketing Club Aachen, Aachen, May 23.
- **Imschloss, Monika**, "Multi-sensory Shopping" [Mit allen Sinnen einkaufen], HAHN German Retail Property Day, Bergisch Gladbach, September 17.
- **Marchand, André** and **Monika Imschloss** presented current research about digital resources and music at the point of sale on the 46th Marketing Practitioners Conference (46. Deutscher Marketing Tag), Düsseldorf, December 4-5.
- **Reinartz, Werner**, "Who Owns the Customer Relationship?" [Wem gehört der Kunde? Heute und Morgen!], Presentation at the annual press conference of the German Do-It-Yourself Retailer Association (BHB) in the Presse-Club, Frankfurt, March 15.
- **Reinartz, Werner**, „Strengthening Stationary and Multichannel Retail through Digitization“ [Stärkung des stationären und Multikanal-Handels durch Digitalisierung], Key note address at the industry and public policy round table with Minister Prof. Dr. Andreas Pinkwart, Ministry of Economy, Innovation, Digitization and Energy, Düsseldorf, February 13.

Bridging Research and Practice

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

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



The Center for Research in Retailing (IFH)

The IFH offers research and consulting services around wholesaling and retailing in the digital age. Retailers as well as manufacturers in the consumer goods value chain benefit from the variety of services and the deep retailing knowledge of the IFH-experts. Founded at the University of Cologne in 1929, the IFH is committed to apply and transfer profound academic research into managerial practice of the retailing industry. The objective is to be the number one sparring partner for companies in the retailing value chain when it comes to address current wholesaling and retailing challenges.

IFH-Associates (Förderverein)

The IFH Association's goal is to build the bridge between the university and the IFH. With its non-for-profit status and its university affiliation, it represents an important entity in the field. Its objective is to support research into current challenges of the retail sector as a whole and to provide relevant information to all stakeholders such as firms, NGO's, political parties, and associations. It does this primarily through closely cooperating with the University of Cologne's Department of Retailing and Customer Management (Prof. Dr. Reinartz). IFH Associates members include retailers and manufacturers, service providers, professional associations, chambers and public institutions. They gain from original research, databases of knowledge, events and lectures. The board of the IFH Associates comprises renowned figures from the German retail sector. The IFH Associates support the dialogue between research and practice and thereby gain from the added value such dialogue generates.

IFH Activities

The IFH Association has been operating as a non-profit organization since 1929 positioning itself at the interface between research and practice. It promotes the exchange of knowledge between academia and commerce in practice.

In this year's focal study, we tackled the important issue of digital platforms with a special focus on the retailing sector. The joint work resulted in the whitepaper „The Rise of Digital (Retail) Platforms“, which we published in German and English in 2019 and which we presented during the annual event Faszination Handel.

During the past decade, the economy has seen a substantial shift towards platform businesses, which capture ever increasing market shares on both the consumer as well as supplier side. This puts traditional companies and especially retailers at an immense pressure, forcing them to react. Our research conceptualizes the risks of an increasing platformization for traditional companies and depicts the current market developments playing out in the B2B and B2C retailing sector. Using results from a large-scale consumer survey as well as in-depth interviews with various senior managers during an extensive workshop, we additionally identify the concrete challenges, risks, opportunities, and key competencies associated with an increasingly platform-oriented economy. Based on these findings, we identify three core strategies that describe how managers can leverage these developments: platform as a business model (innovation), platform as a sales channel (cooperation), and platform as a competitor (confrontation). For these core strategies, we present concrete and actionable recommendations for managers that help them defend and grow their market share during this challenging evolution.



Board of the IFH associates



JOSEF SANKTJOANSER
President of the German
Retailing Association (HDE)



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



DR. MICHAEL P. KUCK
Chairman Noweda eG



DR. SVEN SPORK
Head of Corporate Affairs
REWE Group



DR. MARKUS ACKERMANN
Director Multichannel
Distance Retail
Otto Group



GÜNTER ALTHAUS
CEO ANWR Group eG



DR. HOLGER BINGMANN
Chairman MELO Group and
President BGA



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



HEIKO HUTMACHER
Member of the Board
Metro AG



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



MARLIESE KALTHOFF
Managing Director
VWF Medien GmbH



KARSTEN KÜHN
Member of the Board
HORNBACK Baumarkt AG



MICHAEL METTE
Deputy Managing Director
IKEA Germany



EBEN SERMON
Vice President eBay
Germany



THOMAS STOLLETZ
Managing Director Poco
Einrichtungsmärkte



TORSTEN TOELLER
Founder and Managing
Director Fressnapf Holding
SE



WILHELM WEISCHER
Managing Director
BabyOne Franchise- und
Systemzentrale GmbH



Event: Fascination Retailing

With the rise of Google, Facebook, Amazon and Alibaba, the so-called “platform economy” has become a buzzword in both research and practice. Therefore, the 12th annual “Fascination Retailing” set out to create more transparency around the phenomenon and its implications for the retailing sector. Under the title “Connecting Retail: Platforms as Infrastructure of the Future”, the IFH assembled a panel of high-level speakers from academia, retail practice, and regulation to shed light on the phenomenon. Prof. Dr. Werner Reinartz (University of Cologne) opened the program with a look at the current IFH focus study „ The Rise of Digital (Retail) Platforms“. „There exist fewer genuine platforms than we believe, but those that are out there are really powerful” - Reinartz said at the beginning. He demonstrated that digitalization plays the pivotal role for the rise and economic success of existing platforms. Moreover, Prof. Reinartz derived three options for action for retailers: innovation, cooperation and confrontation. This was then complemented by the following presentations of Dr. Sebastian Gundel, Managing Director at OBI next, and Dr. Markus Ackermann, Member of the Executive Board of the Otto Group. They used numerous specific company insights to demonstrate how real customer centricity in the platform age can look like in practice. Using data correctly and being able to better understand and, at best, predict customer behavior plays a decisive role in successful approaches for more customer value, said Dr. Gundel in his presentation. Adding to that, Dr. Marcus Ackermann, reported about the experiences of the transformation of Otto.de from a pure online retailer to a marketplace/platform. His key message was: “Convenience beats inspiration”. The program was then rounded out by Dr. Andreas Mundt, President of the Bundeskartellamt with a perspective on the tremendous significance of having access to large volumes of data on customers and transactions - and the associated regulatory challenges in the platform economy. He pointed out that while the internet had become a natural part of the daily business of retailers, it is still a sort of „wild west” from a regulatory point of view. Consequently, he called for forward-looking regulation.



Speaker	Topic
Prof. Werner Reinartz (University of Cologne)	Opportunities and Risks for the Retail Sector in the Platform Economy
Dr. Sebastian Gundel (OBI next)	Connecting Customer Value
Andreas Mundt (Bundeskartellamt)	Competition in the Age of the Platform Economy
Dr. Marcus Ackermann (Otto Group)	Smart Digitization – Taking a Customer’s Perspective on Retail Technology



Praxis und Wissenschaft im Schulterchluss: Damit beide Seiten profitieren.

Prof. Dr. Andreas Pischke
Minister für Wirtschaft, Innovation, Digitalisierung
und Energie des Landes NRW



Prof. Dr. Dr. h.c. Axel Freimuth
Rektor | Universität zu Köln



Event: Ceremony 90 Years Center for Research in Retailing (IFH)

2019 marks the 90th year since the founding of the Center for Research in Retailing (IFH) as adjunct institute to the University of Cologne. To celebrate this 90th anniversary, Prof. Reinartz and the IFH team organized a delightful ceremony to both honor the past and to project onto the future. The first feature was a film that divertingly recapitulated the history of the institute. This was then followed by a set of lively birthday speeches from close companions, excellent entertainment that left guests speechless, as well as first-class catering. The IFH was founded in 1929 by Prof. Seyffert. The then city mayor Konrad Adenauer held the inaugural address in the town hall of Cologne. In the following nine decades, the institute - like the retail industry - continued to develop dynamically under constantly changing historical conditions, technological innovations, and changing customer needs. Yet, ever since the key mission of the center has remained the same: generate knowledge gained from research and apply it for the benefit of the retail sector and its stakeholders – always at the pulse of its time. In his welcome message, Prof. Dr. Axel Freimuth, rector of the University of Cologne, underlined the high scientific value of the institute, with his statement: „With the institute, our city truly has a gem.“. The societal relevance of the retail sector and the center in it was also highlighted by the key note speaker of this evening: Prof. Dr. Andreas Pinkwart, Minister of Economy, Innovation, Digitization and Energy of North-Rhine Westphalia. He referred to the productive research of the IFH and its practical benefits for retailers and cities in the region, highlighting a recent study on the state of the retail location North-Rhine Westphalia. As a representative of retailing practice, the REWE Group also conveyed its greeting for the 90th anniversary. CEO Lionel Souque provided vivid examples of the ongoing digitization in retailing, concluding that “retailing means constant change”. The power of digitization was taken to an “astonishing” level by magician Simon Pierro, also known as the “iPad Magician”. Following the ceremony program, the more than 200 event guests enjoyed a festive reception with delicious catering, live jazz entertainment, and entertaining conversations in the main hall of the University of Cologne.



Agenda

Panel Discussion: The role of the IFH as partner of the retailer sector	Dr. Kai Hudetz (IFH) Prof. Dr. Werner Reinartz (University of Cologne) Josef Sanktjohanser (President of the German Retailing Association (HDE))
Greetings from the Rector	Prof. Dr. Dr. h.c. Axel Freimuth (University of Cologne)
Digital Magic	Magician Simon Pierro
Greetings from IFH Sponsor: actively managing digitization - with over 90 years	Lionel Souque (REWE Group)
Key note: For the benefit for both sides - collaborations of research and practice	Prof. Dr. Andreas Pinkwart (Minister of Economy, Innovation, Digitization and Energy of North-Rhine Westphalia)



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



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



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



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



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



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



JEFF LONG
Director for Commercial and Shopper Insights, MillerCoors LLC



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



GREG BANKS
COO and President of Mad-dock 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 associated with the Chair of Marketing and Brand Management (Prof. Franziska Völckner) and the Juniorprofessorship for Trade Fair Management and Marketing (Asst.-Prof. Martin P. Fritze). The Institute of Trade Fair Management was co-founded by the University of Cologne and the Koelnmesse GmbH in 1999 as the first institute dedicated to trade fair management at a German university level. Ever since, the Institute of Trade Fair Management has become a competence center for the trade fair industry with recognition in academia and practice.



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



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



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



PROF. EM. WERNER DELFMANN
Affiliated Member of the Institute of Trade Fair Management and Marketing



ASST.-PROF. MARTIN P. FRITZE
Assistant Professor for Trade Fair Management and Marketing

*ISU 2018
"Engine of Change - Unleash Digital Potential to Drive Innovation and Sales" 04 – 06 July, 2018, 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 and Koelnmesse GmbH. The three-day seminar is targeted at the middle and senior management of trade fair venues, organizers and associated companies. The ISU functions as a platform for exchanging the expertise of participants with international colleagues from the industry and academia. The schedule includes practical workshops, presentations of acknowledged management concepts, discussions and transfer to current topics of the trade fair business. Social events, get-togethers and an excursion provide opportunities for networking activities.

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

This year's edition of the ISU was titled "Transforming Exhibitions – Core Competencies of Tomorrow's Matchmaking". The program focused on the value of matchmaking and how trade fair ecosystems will change while remaining relevant. Academics, exhibitions professionals and lateral thinkers discussed various aspects of the future of matchmaking. During intensive lectures and workshops, the speakers provided participants with ideas, tools and profound approaches to manage the emerging challenges related to the changing environment in the trade fair industry.

Conference program

Speaker	Topic
Dr. Lara Lobschat (Universität Münster)	Is Direct Mail Still Alive?: The Role of Traditional Marketing Instruments in a Changing Ecosystem
Howard Klein (Reed Exhibitions)	The Impact of M&A on the Exhibition Industry
Dr. Dominik Matyka (DMEXCO & Partner Cavalry Vantures)	Evolving Matchmaking at DMEXCO: What does Matchmaking mean for exhibitions, nowadays?
Anna Abelein (Protostart GmbH)	Agile Leadership: Taking action in the face of complexity!
Prof. Dr. Stefano Puntoni (Erasmus Universität Rotterdam)	Open source Marketing
Sophie Holt (Explori)	Making Connections: How are visitor and exhibitor expectations changing and why is this important?
Dr. Bernd Storm van's Gravesande (Bits & Pretzels)	Bits & Pretzels: it's a Perfect match for Startups!
Dr. Holger Feist (Messe München)	
Prof. Nikolaus Hafermaas (TIRAD)	Trade Fair Organizers as Content Creator & Community Builder
Rahim Shamji (ADR-ODR International)	Negotiation! From bargaining over positions to interest based results (The Harvard Approach)!
Ulf Valentin (Convidera GmbH)	The future of matchmaking? Create room for digital innovations
Rosmarie Steininger (Chemistree GmbH)	The power of personal chemistry – tapping potential by matching hard and soft facts.
Tim Groot (Grip)	AI-powered Matchmaking – How to employ artificial intelligence to enhance your networking solutions!



Circle of Excellence in Marketing



Circle of Excellence
in Marketing

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

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

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

Students from the University of Cologne participated in the following CoEM workshops in 2019:

Company	Location	Workshop Contents	Date
Unilever	Hamburg	Development of a company-owned startup	January 17-18
Porsche	Stuttgart	Digitalization @ Porsche – developing concepts for a Porsche online shop	January 31- February 1
Windmüller & Hölscher	Lengerich	Digitization of services	May 10
Bayer	Leverkusen	Business consulting – the art of problem solving or just a cliché job for cocky smugs?	May 24
L'Oréal	Düsseldorf	Attract, engage and educate health-conscious consumers	November 26
Johnson & Johnson	Neuss	Development of a talent acquisition strategy	November 28
Henkel	Düsseldorf	Development of product line extension	December 9



Freie Universität



Berlin



Impressions from various CoEM workshops



Center for Brand Management and Marketing (ZMM)

*For further information
on the ZMM, please visit
www.zmm.uni-koeln.de*

The Center for Brand Management and Marketing (Zentrum für Markenmanagement und Marketing—ZMM) supports exchanges between academia and practice centered on current topics in brand management and marketing. The ZMM is a joined initiative of the Chair of Marketing and Brand Management at the University of Cologne (Prof. Franziska Völckner) and the Institute of Marketing at the University of Hamburg.



Werden Sie Teil des
ZMM+Netzwerks!

Lust auf...

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

Dann bewerben Sie sich für das ZMM+Programm!
(Motivationsschreiben, CV, Notenspiegel
per e-mail an schwerdtfeger@wiso.uni-koeln.de
oder denise.kuepper@wiso.uni-koeln.de)

www.zmm.uni-koeln.de

z|m)m Wissenschaftliches Zentrum für
Markenmanagement und Marketing



The ZMM

The ZMM actively supports networking activities between students interested in marketing 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.

The "ZMM+ " Program

The "ZMM+" 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 ZMM, 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	Cologne	Salary Negotiations	January 17
Henkel	Cologne	Application day for the ZMM+ program	April 25
Batten & Company	Düsseldorf	Consulting Day	April 26
Beiersdorf	Hamburg	ZMM meets Beiersdorf in Hamburg	May 03
Globeone	Cologne	One Day @ Globeone	May 06
Henkel	Cologne	Escape Room visit + Get-together	June 05
Simon-Kucher & Partners	Bonn	Competitive Pricing Simulation Game	June 07
Globeone	Düsseldorf	Intercultural Brand Safety Session	June 17
Globeone	Cologne	Application day for the ZMM+ program	October 17
Henkel	Düsseldorf	One Day @ Henkel	October 24
Batten & Company	Cologne	Fireside Chat	December 05



SEE YOU SOON AT THE
UNIVERSITY OF COLOGNE



Connect. Share. Follow.



Main Office Chair of Marketing and Digital Environment

Dorothee Zara-Moldenhauer

Tel: +49 (0)221 470 89167

shared-office-1@wiso.uni-koeln.de

www.marketing.uni-koeln.de/team/offices/office-prof-dr-hernan-a-bruno

Main Office Chair of Marketing and Market Research

Christa Körner

Tel: +49 (0)221 470 8676

koerner@wiso.uni-koeln.de

www.marketing.uni-koeln.de/team/offices/office-prof-dr-marc-fischer

Main Office Chair of Retailing and Customer Management

Patrizia Goltz

Tel: +49 (0)221 470 5751

goltz@wiso.uni-koeln.de

www.marketing.uni-koeln.de/team/offices/office-prof-dr-werner-reinartz

Main Office Chair of Marketing and Brand Management

Brigitte Esser & Daniela Schneiders

Tel: +49 (0)221 470 5686

office.voelckner@wiso.uni-koeln.de

www.marketing.uni-koeln.de/team/offices/office-prof-dr-franziska-voelckner

For further information please see

www.marketing.uni-koeln.de

