

## High topical relevance of academic marketing research originating from UoC

Of the **25 most downloaded articles** from the global *International Journal of Research in Marketing* in the last 90 days (Nov 2021 -Jan 2022), **6 articles alone were from researchers at the University of Cologne**. This speaks for the relevance of the topics that are being investigated at the UoC Wiso's Marketing area.

(Source: <https://www.journals.elsevier.com/international-journal-of-research-in-marketing/most-downloaded-articles>; site access on Feb 10, 2022)

1. **Reinartz, Werner, Nico Wiegand, and Monika Imschloss** (2019) „The impact of digital transformation on the retailing value chain“, 36 (3), Pages 350-366.
2. Kannan, P.K. and Alice Li Hongshuang (2017) „Digital marketing: A framework, review and research agenda“, 34 (1), 22-45.
3. **Wichmann, Julian R. K.**, Abhinav Uppal, Amalesh Sharma, and Marnik G. Dekimpe (2021), „A global perspective on the marketing mix across time and space“, forthcoming.
4. Bayer, Emanuel, Shuba Srinivasan, Edward J. Riedl, and Bernd Skiera (2020), „The impact of online display advertising and paid search advertising relative to offline advertising on firm performance and firm value“, 37 (4), 789-804.
5. Gielens, Katrijn and Jan-Benedict E.M. Steenkamp (2019), „Branding in the era of digital (dis)intermediation“, 36 (3), 367-384.
6. Kopalle, Praveen K., Manish Gangwar, Andreas Kaplan, **Werner Reinartz** and Aric Rindfleisch (2021), „Examining artificial intelligence (AI) technologies in marketing via a global lens: Current trends and future research opportunities“, forthcoming.
7. Verhoef, Peter C. and Tammo H.A. Bijmolt (2019), „Marketing perspectives on digital business models: A framework and overview of the special issue“, 36 (3), 341-349.
8. **Marchand, André**, Thorsten Hennig-Thurau, and Jan Flemming (2021), „Social media resources and capabilities as strategic determinants of social media performance“, 38 (3), 549-571.
9. Eisend, Martin and Erik Hermann (2020), „Sexual orientation and consumption: Why and when do homosexuals and heterosexuals consume differently?“, 37 (4), 678-696.
10. Wlömert, Nils and Dominik Papies (2016), „On-demand streaming services and music industry revenues — Insights from Spotify's market entry“, 33 (2), 314-327.
11. Shankar, Venkatesh, Dhruv Grewal and 4 more (2021) „Digital marketing communication in global marketplaces: A review of extant research, future directions, and potential approaches“, forthcoming.
12. Roland T. Rust (2020), „The future of marketing“, 37 (1), 15-26.
13. Ma, Liye and Baohong Sun (2020), „Machine learning and AI in marketing – Connecting computing power to human insights“, 37 (3), 481-504.
14. **Edeling, Alexander**, Shuba Srinivasan, and Dominique M. Hanssens (2021), „The marketing–finance interface: A new integrative review of metrics, methods, and findings and an agenda for future research“, 38, (4), 857-876.
15. Hartmann, Jochen, Juliana Huppertz, Christina Schamp, and Mark Heitmann (2019), „Comparing automated text classification methods“, 36 (1), 20-38.
16. Marnik G. Dekimpe (2020), „Retailing and retailing research in the age of big data analytics“, 37 (1), 3-14.
17. Wedel, Michel, Enrique Bigné, and Jie Zhang (2020), „Virtual and augmented reality: Advancing research in consumer marketing“, 37 (3), 443-465.
18. Mukherjee, Sourjo and Niek Althuisen (2020), „Brand activism: Does courting controversy help or hurt a brand?“, 37 (4), 772-788.

19. Varadarajan, Rajan, Roman B. Welden, S. Arunachalam, Michael Haenlein, and Shaphali Gupta (2021), „Digital product innovations for the greater good and digital marketing innovations in communications and channels: Evolution, emerging issues, and future research directions“, forthcoming.
20. Hudson, Simon, Li Huang, Martin S. Roth, and Thomas J. Madden (2016), „The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors“, 33 (1), 27-41.
21. Eitan Muller (2020), „Delimiting disruption: Why Uber is disruptive, but Airbnb is not“, 37 (1), 43-55.
22. Lesscher, Lisan, Lara Lobschat, and Peter C. Verhoef (2021), „Do offline and online go hand in hand? Cross-channel and synergy effects of direct mailing and display advertising“, 38 (3), 678-697.
23. **Karagür, Zeynep, Jan-Michael Becker**, Kristina Klein, and **Alexander Edeling** (2021), „How, why, and when disclosure type matters for influencer marketing“, forthcoming.
24. Muller, Eitan and Renana Peres (2019), „The effect of social networks structure on innovation performance: A review and directions for research“, 36 (1), 3-19.
25. Appel, Gil, Barak Libai, Eitan Muller, and Ron Shachar (2020), „On the monetization of mobile apps“, 37 (1), 93-107.