

University of Cologne

**Managing the Interface between Firms and Customers
3rd Thought Leadership Conference on Customer Management
Montabaur Castle, Germany
2009, Sept 10-12**



Faculty of Management,
Economics and Social
Science

In a attractive location and accompanied by a social and cultural program [the 3rd Thought Leadership Conference on Customer Management](#) took place on September 10-12, 2009, at Montabaur Castle, Germany. Organized by the [Department of Retailing and Customer Management](#), (University of Cologne), the [Center for Customer Insights](#) (University of Groningen), and the [TNS Infratest Center for Customer Management](#) (University of Münster) more than 40 leading scholars from all over the world followed the invitation of the co-chairs Manfred Krafft (Münster), Werner Reinartz (Cologne), and Peter Verhoef (Groningen).

Department of Retailing and
Customer Management

Prof. W. Reinartz, Ph. D.

In the initial plenary speech, Jan Oetjen, member of the board of management of 1&1 portal division, shared his view on the future of web portals and his vision of web 3.0. Besides a brief description of the company 1&1 Mr. Oetjen highlighted major challenges in the online business concerning the customer to firm relationship.

Following the introductory talk, the participants worked on subtopics related to the management of the interface between firms and customers. In seven different tracks they discussed the current state of customer engagement and potential perspectives in order to identify future extensions in CRM-related research. In particular the topics centered around customer participation in value creation, customer engagement in relationship development, customer engagement in customer-to-customer interactions, the influence of new media, valuing customer engagement, managing channels at the firm and at the customer level, and mathematical models for customer engagement.

The event was sponsored by the Marketing Science Institute, Cambridge/USA, the Center for Excellence in Brand and Customer Management, Georgia State University/USA, and the German Research Foundation (DFG), Bonn/Germany.