

Marketing Area

Annual Report 2014



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We are looking back to a busy, exciting, and delightful year 2014. It is our pleasure to present you the third annual report of the Marketing Area with Professors Eisenbeiss, Fischer, Reinartz, and Völckner. On the following pages, we provide detailed insights into last years' activities in research, teaching, and service to the community.

This report will give you an overview and detailed insight into the scope of our accomplishment in 2014

In the research section, the report summarizes published papers, completed dissertations, and habilitations, awards, research grants, and presentations at seminar series and conferences in 2014. Our team has presented their work at several conferences, including the Marketing Science Conference in Atlanta, the Annual Conference of the European Marketing Academy in Valencia, and the Association for Consumer Research Conference in Baltimore. In addition, we have organized research seminar series and the 1st Cologne Symposium on "Value Creation in a Changing Customer and Media Environment" with presentations by Professors Fischer, Hanssens, Reinartz, and Spann. These activities are part of our new research initiative which is supported by the German Science Foundation (DFG) excellence initiative funds. The aim of this initiative is to build a strong research network that blends expertise from marketing/business administration with adjacent domains to address research questions arising from the key changes in the customer and media environment.

The teaching section provides information on our broad agenda of teaching activities. A total of 174 students that completed their bachelor's, master's, or diploma thesis at one of the Marketing Area's chairs, underlines the great interest students have in the marketing subject. We had over 25 guest speakers from the corporate world, business projects, and case-study seminars completed on teaching activities. Finally, our best students are members of our two leadership programs that give them the opportunity to extend their marketing knowledge beyond the university program and come in close contact with companies, professors, and assistants.

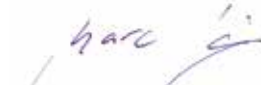
The overall accomplishment would not have been possible without our team of excellent PostDocs, doctoral students, and student and secretarial assistants. We are very grateful to have such an outstanding team: "Thank you"!

We hope that the report finds your interest. If you have any comments or suggestions, please feel free to contact us. We are looking forward to hearing from you.

Cologne, January 2015



Asst.-Prof. Maik Eisenbeiss
Marketing and Retailing



Prof. Marc Fischer
Marketing and Market Research



Prof. Werner Reinartz
Retailing and Customer Management



Prof. Franziska Völckner
Marketing and Brand Management



Prof. Fischer is appointed to senior international faculty member at UTS Business School, Sydney



Prof. Fischer is invited to give a presentation at the MASB Board Meeting in Orlando on the topic "How Useful are Brand Valuation Methods"



Prof. Fischer holds his inaugural lecture at UTS Business School, Sydney



Photo: Lisa Beller

Prof. Reinartz is re-appointed to the Editorial Board of Marketing Science

Prof. Fischer gives a guest lecture at Massey University, Auckland

The DFG funds a project on "Advertising Content and Sales Response" by Prof. Werner Reinartz and Dr. Monika Käuferle

Samuel Stäbler wins Young Researchers' Award



Department members present at the Marketing Science Conference in Atlanta and at the EMAC Conference in Valencia

New publications in the *International Journal of Research in Marketing* by Asst.-Prof. Himme and Prof. Fischer "Drivers of the Cost of Capital: The Joint Role of Non-financial Metrics" and Prof. Fischer "Empirical Generalizations of Demand and Supply Dynamics for Movies"



Prof. Reinartz gives an invited talk at the board meeting of the German Retailing Association (HDE) in Berlin.

Prof. Melnyk and Prof. van Heerde give a presentation in the research seminar series "Value Creation in a Changing Customer and Media Environment"



Prof. Reinartz is the track chair on "Customer Relationship Management," American Marketing Association (AMA) Winter Marketing Educator's Conference, San Francisco, CA

1st Cologne Symposium on Value Creation in a Changing Customer and Media Environment

The 1st Symposium on "Value Creation in a Changing Customer and Media Environment" takes place at the University of Cologne. The Marketing Area started this new research initiative.





The DFG funds a research project by Prof. Franziska Völckner within the new research group "Marketing of Hedonic Media Products in the Age of Digital Social Media"

Department members present at Association for Consumer Research Conference in Baltimore

Samuel Stäbler wins Max Weber Award for Business Ethics



Prof. Reinartz holds the Keynote Address at the Deutscher Handelskongress, Berlin on "Developments in Retailing and Implications for Inner Cities"

Prof. Fischer as discussant in a radio debate on WDR 5



Asst.-Prof. Maik Eisenbeiss starts his new position as Professor of Marketing at the University of Bremen, Bremen

Presentation by Prof. Völckner on the topic "Innovative Research at UoC: Emotional Advertising Appeals—How Consumers' Advertising Response depends on Physical Temperature" within the lecture series "Innovation" at the University of Cologne, Cologne

Prof. Reinartz gives a presentation on advertising effectiveness at the Marketing Winter Camp at KU Leuven, Leuven

WISO

Fakultät
Faculty of Management, Economics and Social Sciences



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 45,600 students and 522 professors, one of the largest universities in Germany. Academic excellence, an international focus, and widely diversified curricula create a vibrant and inspiring environment for scientists, students, and scholars.

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

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

Selected University Partnerships

Australia

University of Sydney, Sydney

Brazil

Escola de Administração de Empresas de São Paulo, São Paulo

Canada

McGill University, Montreal

China

Fudan University, Shanghai

The Hong Kong University of Science and Technology, Hong Kong

France

Ecole des Hautes Etudes Commerciales (HEC), Paris

India

Indian Institute of Management, Bangalore

Italy

Università Commerciale Luigi Bocconi, Milan

Japan

Hitotsubashi University, Tokyo

Keio University, Tokyo

Netherlands

Rijksuniversiteit Groningen, Groningen

Singapore

National University of Singapore, Singapore

South Africa

University of Stellenbosch Business School, Bellville

South Korea

Korea University Business School (KUBS), Seoul

Spain

Escuela Superior de Administración y Dirección de Empresas (ESADE), Barcelona

Switzerland

Universität St. Gallen, St. Gallen

United Kingdom

London School of Economics and Political Science (LSE), London

USA

Duke University, Durham, North Carolina

Emory University, Goizueta Business School, Atlanta, Georgia

3 International Offices (Beijing, China | Delhi, India | New York, USA)

About **300** Cooperations and External Relations on Faculty Level

The Faculty of Management, Economics and Social Sciences (WiSo Faculty)

Since 2012, the WiSo Faculty has been accredited by the European Quality Improvement System (EQUIS)

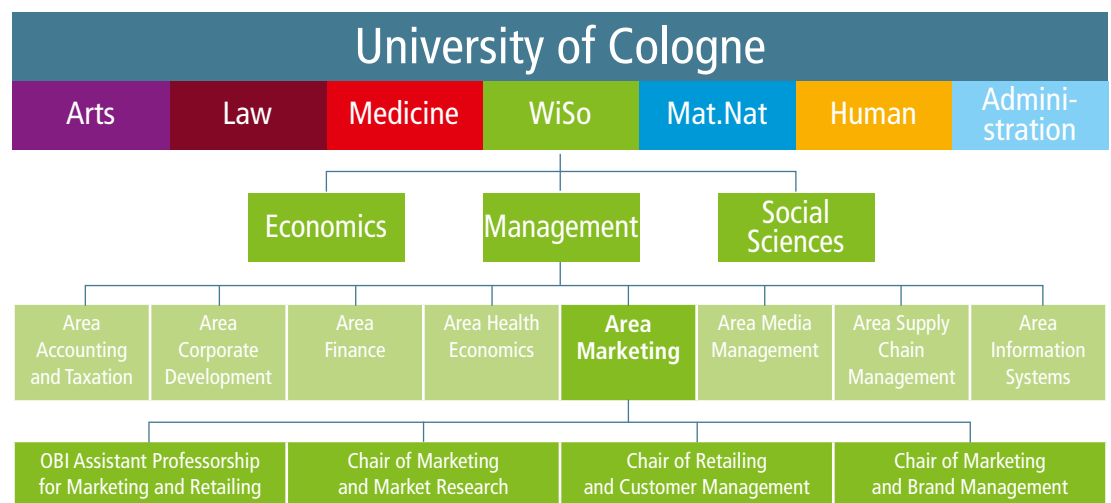


The WiSo Faculty represents one of the largest, most reputable schools of management, economics, and social sciences in Europe, with more than 8,500 students and a large variety of chairs. In keeping with its excellent reputation, the WiSo Faculty has created an outstanding research environment. Many of its institutions have been awarded prestigious research prizes and regularly receive top rankings, including those assigned by business papers such as Handelsblatt.

The hallmark of studying with the WiSo Faculty is the vast variety of specializations, spanning a wide range of subjects. Depending on students' interests and talents, they can choose from among a broad spectrum of disciplines. Networks with more than 80 partner universities around the world also help students align their studies internationally. The WiSo Faculty is the only German member of both CEMS (Global Alliance in Management Education) and PIM (Partnership in International Management).

Since 2012, the WiSo Faculty has been accredited by the European Quality Improvement System (EQUIS) which reflects not only the high general quality of the education provided but also the outstanding degree of internationalization. Thus far, the WiSo Faculty is one of only four German accredited institutions.

Holders of bachelor's and master's degrees from University of Cologne are highly favored by personnel managers, as demonstrated by the outstanding positions they assign to university graduates in consistent ratings (e.g., 2nd rank for both Management and Economics in the 2012 national university ranking of the weekly Wirtschaftswoche).



Marketing Area—Mission Statement

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

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

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

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

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

Asst.-Prof. Maik Eisenbeiss

Marketing and Retailing

Prof. Marc Fischer

Marketing and Market Research

Prof. Werner Reinartz

Retailing and Customer Management

Prof. Franziska Völckner

Marketing and Brand Management



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Marketing Area—Presentation of Chairs

Chair of Marketing and Market Research

DIRECTOR OF CHAIR



Prof. Marc Fischer
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Research Areas:

- Marketing Performance Management
- Brand Management
- Marketing Mix Optimization
- Market Response Models/Econometric Models



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(Member of the chair until March 2014; now: Employee at Siemens AG)

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Prof. Marc Fischer

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

His expertise includes the measurement and management of marketing performance, brand management, optimizing the marketing mix, and market response models/econometric models. His articles have appeared in *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*, *International Journal of Research in Marketing*, *Interfaces*, and other academic journals. Four articles won major awards or were finalists. Prof. Fischer won the 2009-2010 ISMS-MSI Practice Prize and was finalist for the 2010 Franz Edelman Award competition on achievements in operations research. He has been awarded with the "VHB Best Paper Award 2011" and was a finalist in 2010. In 2004, he was awarded with the Erich Gutenberg Prize for leading emerging researchers. Prof. Fischer is Speaker of the research initiative "Value Creation in a Changing Customer and Media Environment", which was started in 2014 with financial support from the German Excellence Initiative.

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

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

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

Chair of Retailing and Customer Management

DIRECTOR OF CHAIR



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- Marketing Strategy
- Retailing
- Customer Relationship Management
- Advertising Effectiveness
- Distribution Channel Management

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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. Previously, he was the Cora Chaired Professor of Retailing and Management and Associate Professor of Marketing at INSEAD, France. Prof. Reinartz holds a Ph. D. in Marketing from the University of Houston (1999).

His research interest and expertise focuses on the subjects of marketing strategy, retailing, customer management, advertising effectiveness, and channel management. In particular, he is interested in the questions of how firms can compete successfully in mature markets, marketing mix efficiency and effectiveness, and the successful management of lasting, profitable customer relationships. His research approach is empirical and quantitative, often involving large databases and advanced statistical analyses. In terms of research productivity, he has been ranked among the top 2.5% of scholars in the world (58 out of 2257; *Journal of Marketing* 2009) in terms of time-adjusted publication rate in the top four journals in the marketing discipline. Moreover, he has been ranked in all of business administration in German speaking countries in the top 2.6% of all researchers (79 out of 3016; *Handelsblatt* 2012). In a more recent survey (Elbeck and Vander Schee 2014) he has been ranked as the # 1 scholar in Europe in citations in the top marketing journals from 2003-2012. His total citation count is 7326 (Google Scholar, Dec. 2014) and his research citation g-index is 85 (harzing.com). Since 1999, he generated a total amount of research grants and awards of €1.2m.

His research work has been recognized with major academic awards, such as the 1999 AMA Doctoral Dissertation Competition, the 2001 Don Lehmann Award for the Best Dissertation-Based Research Paper to be published in *Journal of Marketing Research* or *Journal of Marketing*, the 2003 and 2005 MSI/Paul Root Award of the *Journal of Marketing*, Finalist for the 2009 O'Dell Award, and the 2011 Sheth Foundation/*Journal of Marketing* Award for long-term contribution to the marketing discipline. He has published extensively in the top journals of the field such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Retailing*, *International Journal of Research in Marketing*, and *Journal of Service Research*. In addition, his research was presented in five different feature articles in *Harvard Business Review*. Furthermore, he is an area editor of both *International Journal of Research in Marketing* and the newly founded *Journal of Marketing Behavior* as well as a member of the editorial boards of *Journal of Marketing* and *Marketing Science*. In June 2010, he was the host of the Marketing Science Conference, one of the premier conferences for academic research in the marketing discipline globally.

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

Chair of Marketing and Brand Management

DIRECTOR OF CHAIR



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Research Areas:

- Brand Management
- Marketing Communications
- Media Marketing
- Behavioral Pricing

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(Member of the chair until September 2014; now: Employee at Adam Opel AG)

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Prof. Franziska Völckner

Franziska Völckner is a Professor of Marketing at the University of Cologne. Her research interests center on building and managing market-based assets, with a focus on the general question of how companies can build and maintain strong brands.

Her work has been published in leading academic journals such as *Journal of Marketing*, *Journal of Marketing Research*, *International Journal of Research in Marketing*, and *Journal of Service Research*. In terms of research productivity, she has been ranked among the top 10% of scholars in business administration in German-speaking countries in terms of time-adjusted publication rate (Handelsblatt 2014 overall ranking "Lebenswerk"). 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)).

Prof. Völckner serves on the editorial board of the *International Journal of Research in Marketing*. She is a member of the board of trustees of the German Society for Research on Brands and Branding (GEM) and the editorial advisory board of the journal *Markenartikel*. Furthermore, she is a member of the selection committees for the German Marketing Award and the Scientific Award of the German Marketing Association. She has worked with leading companies, such as Henkel, L'Oréal, Unilever, McKinsey & Company, Young & Rubicam, GfK, and YouGov (Cologne).

Prof. Völckner received her doctoral degree and her habilitation from the University of Hamburg, Germany.



16%

60%

TA

%



MARKET

PROFIT



SOLUTION



TEAMWORK



PLA

PROGRESS



SUCCESS

AN A
AN B

INNOVATION



VISION

GOAL





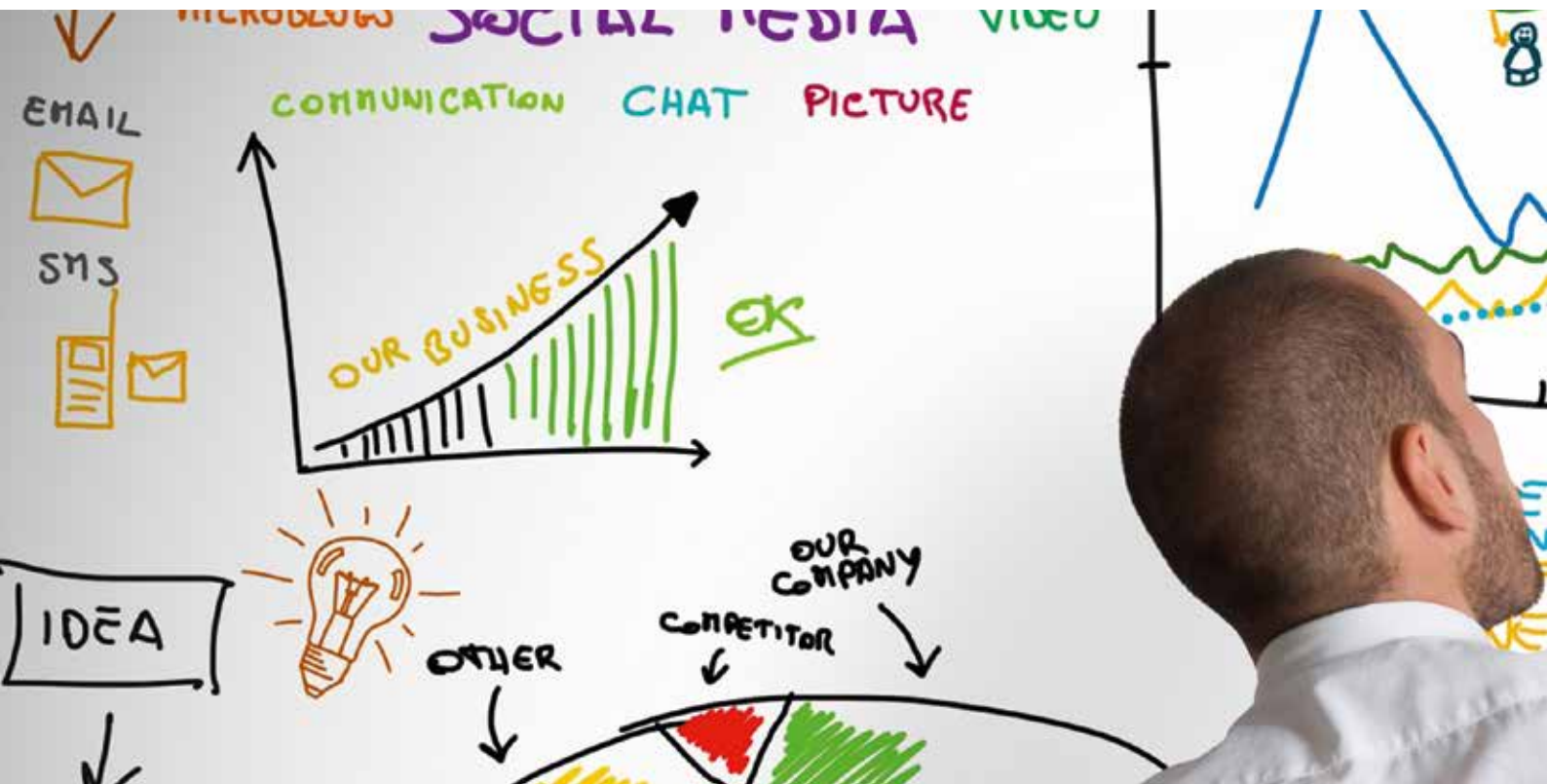
Research

Academic Publications of the Marketing Area 2014

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

Journal Publications

- Dost, Florian, Robert Wilken, **Maik Eisenbeiss**, and Bernd Skiera (2014), "On the Edge of Buying—A Targeting Approach Based on Consumers' Willingness-to-pay Ranges," *Journal of Retailing*, 90 (3), 393–407.
- Clement, Michel, Steven Wu, and **Marc Fischer** (2014), "Empirical Generalizations of Demand and Supply Dynamics for Movies," *International Journal of Research in Marketing*, 31 (2), 207–23.
- **Himme, Alexander** and **Marc Fischer** (2014), "Drivers of the Cost of Capital: The Joint Role of Non-financial Metrics," *International Journal of Research in Marketing*, 31 (2), 224–38.
- **Eisenbeiss, Maik**, Markus Cornelissen, Klaus Backhaus, and Wayne D. Hoyer (2014), "Nonlinear and Asymmetric Returns on Customer Satisfaction: Do They Vary Across Situations and Consumers?," *Journal of the Academy of Marketing Science*, 42 (3), 242–63.
- Spörrle, Matthias and **Magdalena Bekk** (2014), "Meta-Analytic Guidelines for Evaluating Single-Item Reliabilities of Personality Instruments," *Assessment*, 21 (3), 272–85.



Refereed Research Reports

- **Edeling, Alexander** and **Marc Fischer** (2014), "Marketing's Impact on Firm Value—Generalizations from a Meta-Analysis," MSI Report Series No. 14–107, Marketing Science Institute, Cambridge: MA.

Book Chapters of the Marketing Area 2014

- **Fischer, Marc** (2014), "Marketing Spending Models," in *Innovation and Marketing in the Pharmaceutical Industry*, Min Ding, Jehoshua Eliashberg, and Stefan Stremersch, eds. New York: Springer, 557–89.
- **Reinartz, Werner** and **Wolfgang Ulaga** (2014), "Hybrid Offerings: Research Avenues for Implementing Service Growth Strategies," in *Handbook on Research in Service Marketing*, Roland T. Rust and Ming-Hui Huang, eds. Cheltenham: Edward Elgar Publishing Ltd., 370–92.



Reviewing Activities of the Marketing Area 2014

Associate Editor

- Fischer, Marc: Co-Editor of *Business Administration Review (Die Betriebswirtschaft)* (2013–today)
- Reinartz, Werner: *International Journal of Research in Marketing* (2006–today)
- Reinartz, Werner: *Journal of Marketing Behavior* (2013–today)

Editorial Board—Journals

- Reinartz, Werner: *Journal of Marketing* (2005–today) and *Marketing Science* (2005–today)
- Völckner, Franziska: *International Journal of Research in Marketing* (2011–today)

Editor Special Issue

- Reinartz, Werner: *International Journal of Research in Marketing*, “The Path to Digital Conversion” (2014)

Reviewer for Research Competitions

- Fischer, Marc: MSI’s Alden G. Clayton Doctoral Dissertation Proposal Competition (2012–today)
- Fischer, Marc: EMAC McKinsey Marketing Dissertation Award (2014–today)
- Reinartz, Werner: MSI’s Alden G. Clayton Doctoral Dissertation Proposal Competition (2005–today)
- Reinartz, Werner: Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing (2012–today)
- Reinartz, Werner: Academic Award (Wissenschaftspreis), EHI Retail Institute, GS1 Germany, Akademische Partnerschaft ECR Deutschland (2012–today)
- Reinartz, Werner: EMAC McKinsey Marketing Dissertation Award (2012–today)
- Völckner, Franziska: Georg Bergler-Award (Georg-Bergler-Preis für Absatzwirtschaft von *Absatzwirtschaft—Zeitschrift für Marketing*, Deutschem Marketing-Verband und GfK Verein) (2008–today)
- Völckner, Franziska: German Marketing Award of the German Marketing Association (Deutscher Marketing-Preis des Deutschen Marketing-Verbandes) (2009–today)
- Völckner, Franziska: Scientific Award of the German Marketing Association (Wissenschaftspreis des Deutschen Marketing-Verbandes) (2013–2014)

Completed Dissertations and Habilitations of Members of the Marketing Area 2014

Author	Title	Advisor
Alexander Himme (Habilitation)	Essays on the Management of Intangibles, Costs, and Innovation	Prof. Marc Fischer
Alexander Bleier (Dissertation)	Essays on Personalized Online Advertising	Asst.-Prof. Maik Eisenbeiss
Pascal Bruno (Dissertation)	Essays on International Brand Positioning and Brand Communication	Prof. Franziska Völckner
Tobias Hornig (Dissertation)	The Measurement and Validation of the Value Creation Potential of Global Brands	Prof. Marc Fischer

Accepted Academic Job Offers of Members of the Marketing Area 2014

Name	University	Title
Dr. Alexander Bleier	Boston College, Chestnut Hill, MA, USA	Assistant Professor of Marketing
Asst.-Prof. Maik Eisenbeiss	University of Bremen, Bremen, Germany	Professor of Marketing
Dr. Alexander Himme	Vlerick Business School, Leuven, Netherlands	Assistant Professor of Marketing

Awards and Research Grants of the Marketing Area 2014

- Prof. Werner Reinartz received funding from the Center for Research in Retailing (IFH) for an **Assistant Professorship in Marketing and Retailing**.
- Prof. Werner Reinartz **ranked 1st** (among non-US scholars) **in citations in the top Marketing-Journals worldwide** from 2003-2012 in the area's of Consumer Behavior, Marketing Management and Strategy, and Modelling and Quantitative Analysis. From a world-wide perspective, he ranks #3 in Modeling and Quantitative Analysis, #4 in Marketing Management and Strategy, and #4 in Consumer Behavior. (Elbeck and Vander Schee (2014) "Global Benchmarking of Marketing Doctoral Program Faculty and Institutions by Subarea", *Journal of Marketing Education*, 36 (1) 45–61).
- Dr. Monika Käuferle and Prof. Werner Reinartz received a competitive research grant on **"Advertising Content and Sales Response"** from the DFG (German Science Foundation).
- Prof. Franziska Völckner received a competitive research grant on **"Valuation of Strategic Options of Hedonic Media Brands Using Prediction Markets and Crowdfunding Mechanisms"** from the DFG within the new research group "Marketing of Hedonic Media Products in the Age of Digital Social Media".
- Samuel Stäbler has been awarded with the **Young Researchers' Award of the Federal Association of German Marketing and Social Researchers (BVM)** in the category Master Thesis.
- Samuel Stäbler has been awarded with the **Max Weber Award for Business Ethics 2014** from the Cologne Institute for Economic Research (Institut der deutschen Wirtschaft).

Invitations of Members of the Marketing Area to Conferences and Research Seminar Series in 2014

- Eisenbeiss, Maik, "The Sales Effect of Creativity in Advertising," Marketing & Innovation Symposium, Erasmus School of Economics, Rotterdam, Netherlands.
- Fischer, Marc, "Short-term and Long-term Effects of Crisis Events on Brand Equity," ISS Research Seminar, University of Cologne, Cologne, Germany.
- Fischer, Marc, "Marketing's Impact on Firm Value—Generalizations from a Meta-Analysis," Massey University, Auckland, New Zealand.
- Fischer, Marc, "How Useful are Brand Valuation Methods? A Validation Study," Research Seminar Marketing, Goethe University, Frankfurt am Main, Germany.
- Fischer, Marc, "How Useful are Brand Valuation Methods? A Validation Study," Research Seminar Series, University of Groningen, Groningen, Netherlands.
- Fischer, Marc, "How Useful are Brand Valuation Methods? A Validation Study," Research Seminar Series, UTS Business School, Sydney, Australia.
- Fischer, Marc, "Brand Crisis Events—Does the Cause of the Crisis Matter? Short-term and Long-term Effects of Crisis Events on Brand Equity," 1st Symposium on Value Creation in a Changing Customer and Media Environment, University of Cologne, Cologne, Germany.
- Reinartz, Werner, "Executorial Strategies in TV-Advertising: An Agency Perspective," Winter Camp, Catholic University of Leuven, Leuven, Belgium.
- Reinartz, Werner, Faculty Fellow, AMA Sheth Doctoral Consortium, Indian Institute of Management, Ahmedabad, India.
- Reinartz, Werner, "Executorial Strategies in TV-Advertising: An Agency Perspective," University of Texas, Dallas, USA.
- Reinartz, Werner and Maren Becker (2014), "It's All About the "How?"—Executorial Strategies in TV-Advertising," 1st Symposium on Value Creation in a Changing Customer and Media Environment, University of Cologne, Cologne, Germany.

Presentations at Academic Conferences of Members of the Marketing Area 2014

- **Backhaus, Max** and **Marc Fischer** (2014), "The Dynamic Impact of Crisis on Brand Image," Marketing Science Conference, Atlanta, June 12–14.
- **Backhaus, Max**, Kai Lügger, and Robert Wilken (2014), "Accelerating Innovations: When do they Pay off?," Annual Conference of the European Marketing Academy, Valencia, June 3–6.
- **Becker, Maren**, **Monika Käuferle**, and **Werner Reinartz** (2014), "Content Factors in Advertising," Doctoral Colloquium of the Annual Conference of the European Marketing Academy, Valencia, June 1–3.
- **Becker, Maren**, **Monika Käuferle**, and **Werner Reinartz** (2014), "Content Factors in Advertising," Marketing Science Conference, Atlanta, June 12–14.
- **Bleier, Alexander** and **Maik Eisenbeiss** (2014), "When More Isn't Always Better: Determinants of Effectiveness in Personalized Online Advertising," 1st Passauer Digital-Marketing-Konferenz, Passau, January 23–24.
- **Bleier, Alexander** and **Maik Eisenbeiss** (2014), "The Role of Sender and Message in Personalized Online Advertising," Marketing Science Conference, Atlanta, June 12–14.
- **Edeling, Alexander**, Stefan Hattula, and Torsten Bornemann (2014), "Memory Effects of Past Sponsorships," Annual Conference of the European Marketing Academy, Valencia, June 3–6.
- **Eisenbeiss, Maik** (2014), "Kundenansprache durch Onlinewerbung: Was funktioniert und was nicht?," Faszination Handel 2014, University of Cologne, September 25 [Addressing Customers Through Online Advertising: What Works and What Does Not?].
- **Eisenbeiss, Maik** and **Werner Reinartz** (2014), "The Sales Effect of Creativity in Advertising," Marketing & Innovation Symposium, Erasmus University, Rotterdam, May 27–28.
- **Elsner, Mark**, **Maik Eisenbeiss**, and **Werner Reinartz** (2014), "Beyond Star Ratings—The Influence of Review Sentiment on Product Sales," Marketing Science Conference, Atlanta, June 12–14.
- **Fischer, Marc** and **Tobias Hornig** (2014), "How Useful are Brand Valuation Methods? A Validation Study," Marketing Science Conference, Atlanta, June 12–14.
- **Fischer, Marc** and **Tobias Hornig** (2014), "How Useful are Brand Valuation Methods? A Validation Study," 10th EIASM Workshop on Intangibles, Ferrara, September 18–19.
- **Gartmeier, Vanessa**, Gunnar Mau, and **Werner Reinartz** (2014), "The Effect of Perceived Product Distance on Consumers' In-Store Purchase Decision Processes," Marketing Science Conference, Atlanta, June 12–14.
- **Gartmeier, Vanessa**, Gunnar Mau, and **Werner Reinartz** (2014), "More Than a Mental Barrier? The Effect of Perceived Product Distance on Consumers' In-Store Purchase Decision Processes," Association for Consumer Research Conference, Baltimore, October 23–26.
- **Reinartz, Werner** (2014), "Lohnt es sich, in gut gemachte Werbung zu investieren? Und was heisst eigentlich gut gemacht?," Faszination Handel, University of Cologne, September 25 [Is it Worthwhile to Invest in Well-Crafted Advertising? And What is Well-Crafted in the First Place?].

Conference Track Chairing

- **Reinartz, Werner** (2014), Customer Relationship Management, AMA Winter Marketing Educator's Conference, San Francisco, August 1–3.

Research Initiative “Value Creation in a Changing Customer and Media Environment”

Research Initiative

The research initiative “Value Creation in a Changing Customer and Media Environment” is one of the projects that are supported by the University of Cologne (UoC) Forum. The UoC Forum supports scientific exchange among members of the University of Cologne and associated partners of the Research Alliance Cologne. Its main objective is to strengthen the UoC’s research profile further by establishing and developing the UoC key profile areas and competence areas.

The research initiative “Value Creation in a Changing Customer and Media Environment” aims to build a strong research network that blends expertise from marketing/business administration with adjacent domains to address research questions arising from the key changes in the customer and media environment.

These key changes include for example

- (1) the increasing levels of transparency in information search and commercial transactions,
- (2) the increasingly active role that customers play in value chains,
- (3) the need to measure and to manage resource allocation decisions in such digital environments (global scope, high velocity, multiplex cause-effect mechanisms) and
- (4) the increasing need to demonstrate how management decisions enhance the firm’s value in such environments.

Associated exemplary research topics range from

- (a) the impact of new Internet technologies on customer’s information processing, decision-making, media consumption and purchase behavior,
- (b) the mechanisms by which customers co-create innovative products and services,
- (c) the allocation of and return from resources in digital and other media environments,
- (d) the role and evolution of brands in digital environments, to
- (e) firms’ responses in terms of business strategy in general and marketing mix decisions in particular.

In terms of research approach, the initiative employs both disciplinary and interdisciplinary avenues with both local and global cooperations. An important objective is to develop and build (interdisciplinary) research groups that tackle the aforementioned research questions. In order to advance this group building around substantive questions, we deploy a new research seminar series, focused thematic workshops, and new doctoral courses.

Principle Investigators of the Forum Research Grant



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

RESEARCH

1st Cologne Symposium on

Value Creation in a Changing Customer and Media Environment

Photo: Aleksander Perkovic

September 24, 2014
Seminargebäude, Seminarraum S11



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

Event	Date	Organizer(s)	Lecturers and Topics
Research Seminar “Value Creation in a Changing Customer and Media Environment”	February 06	Prof. Marc Fischer	<i>Prof. Shuba Srinivasan</i> Boston University School of Management “The Impact of Online Product Reviews on Product Returns and Net Sales”
Research Seminar Series “Value Creation in a Changing Customer and Media Environment”	April 24 – July 14	Prof. Franziska Völckner	<i>Prof. Erik Hölzl</i> University of Cologne “Consumer Credit Use—Current Directions of Research in Economic Psychology” <i>Prof. Carlos Alós-Ferrer</i> University of Cologne “Choice-Induced Preference Change and Self-Perception Theory” <i>Prof. Bettina Rockenbach</i> University of Cologne “Consumer Social Responsibility” <i>Prof. Martina Fuchs</i> University of Cologne “The Acquisition of German Companies by Foreign Investors from China and India: Shared Visions and Patterns of Interpretation” <i>Prof. Bernd Irlenbusch</i> University of Cologne “Topics in Behavioral Business Ethics” <i>Prof. Valentyna Melnyk</i> Massey University “What to Stress to Whom and Where? Effectiveness of Brand Positioning Strategies Across the World” <i>Prof. Harald van Heerde</i> Massey University “How to Spend Marketing Budgets over the Business Cycle? The Case of International Tourism Marketing”

<p>1st Symposium "Value Creation in a Changing Customer and Media Environment"</p>	<p>September 24</p>	<p>Prof. Marc Fischer</p>	<p><i>Prof. Werner Reinartz,</i> University of Cologne "It's All About the "How?"—Executorial Strategies in TV-Advertising"</p> <p><i>Prof. Dominique M. Hanssens</i> UCLA Anderson School of Management "Performance Growth and Vigilant Market- ing Spending"</p> <p><i>Prof. Martin Spann</i> Ludwig-Maximilians-University Munich "Location-Based Services and Mobile Mar- keting"</p> <p><i>Prof. Marc Fischer</i> University of Cologne "Short and long-term Effects of Crisis Events on Brand Equity"</p>
<p>Research Seminar Series "Value Creation in a Changing Customer and Media Environment"</p>	<p>October 16 – January 15</p>	<p>Prof. Marc Fischer</p>	<p><i>Prof. Johannes Münster</i> University of Cologne "Quantity Restrictions on Advertising, Com- mercial Media Bias, and Welfare"</p> <p><i>Asst.-Prof. Matthias Heinz</i> University of Cologne "Media Slant Against Foreign Owners: Downsizing"</p> <p><i>Prof. Christoph Rosenkranz</i> University of Cologne "Opening Up the Process of Information Systems Development"</p> <p><i>Prof. Franziska Boehm</i> University of Münster "Current Developments in Data Protection Law and IT-Security—Impact on Research and Relevant Stakeholders"</p> <p><i>Prof. Michaela Draganska</i> Drexel University "Content Variety and Profitability in Online Adult Entertainment"</p> <p><i>Prof. Alexander Kempf</i> University of Cologne "Trading Efficiency of Fund Families and Mutual Fund Performance"</p>

Conferences and Research Talks Organized by the Marketing Area

Event	Date	Organizer(s)	Lecturers and Topics
IFH Conference (Faszination Handel)	September 25	Prof. Werner Reinartz	<p><i>Thomas Heim</i> Robert Bosch GmbH "Das Verhältnis von Markenhersteller und Handel unter dem Einfluss von Online und Digitalisierung" [The Relationship Between Brand Manufac- turers and Retailers under the Influence of Online and Digitization]</p> <p><i>Prof. Werner Reinartz</i> University of Cologne "Lohnt es sich, in gut gemachte Werbung zu investieren? Und was heißt eigentlich gut gemacht?" [Is it Worthwhile to Invest in Well-Crafted Advertising? And What is Well-Crafted in the First Place?]</p> <p><i>Asst.-Prof. Maik Eisenbeiss</i> University of Cologne "Kundenansprache durch Online-Werbung: Was funktioniert und was nicht?" [Addressing Customers Through Online Ad- vertising: What Works and What Does Not?]</p> <p><i>Boris Hedde</i> IFH "Handelsszenario 2020 – Chance oder Be- drohung?" [Retailing Scenario 2020—Opportunity or Threat?]</p>

Event	Date	Organizer(s)	Lecturers and Topics
International Summer University of Trade Fair Management	June 4 – 6	Prof. Franziska Völckner and Prof. Werner Delfmann	<p><i>Paul Woodward</i> UFI "Visitor (R)evolution—A Global Perspective on the Exhibition Industry"</p> <p><i>Prof. Tobias Langner</i> University of Wuppertal "Facing a New Customer Behavior"</p> <p><i>Prof. Werner Reinartz</i> University of Cologne "The Impact of Creativity in Advertising"</p> <p><i>Michael Freter</i> Reed Exhibitions Germany "Targeting Visitors in a Clever Way—A Best Practice"</p> <p><i>Marieke Visser</i> Amsterdam RAI Exhibitions "Indoor Navigation—Which Route to Take?"</p> <p><i>Dr. Stefan Eckert</i> Koelnmesse "Service Quality for Visitors—A Conceptual & Practical Approach"</p> <p><i>Ronda Mohr</i> Freeman "Attendee Experience as a Design Priority"</p> <p><i>Simon Burton</i> Exposure Communications "Not Just Connecting Dots, Connecting Communities—The Power of Social Media in Live Events"</p> <p><i>Jan Wagner</i> Cliffhanger Productions Games "Why isn't it More Fun? Gamification, Community Building and Existing in the Virtual World"</p>

Teaching





Mission Statement

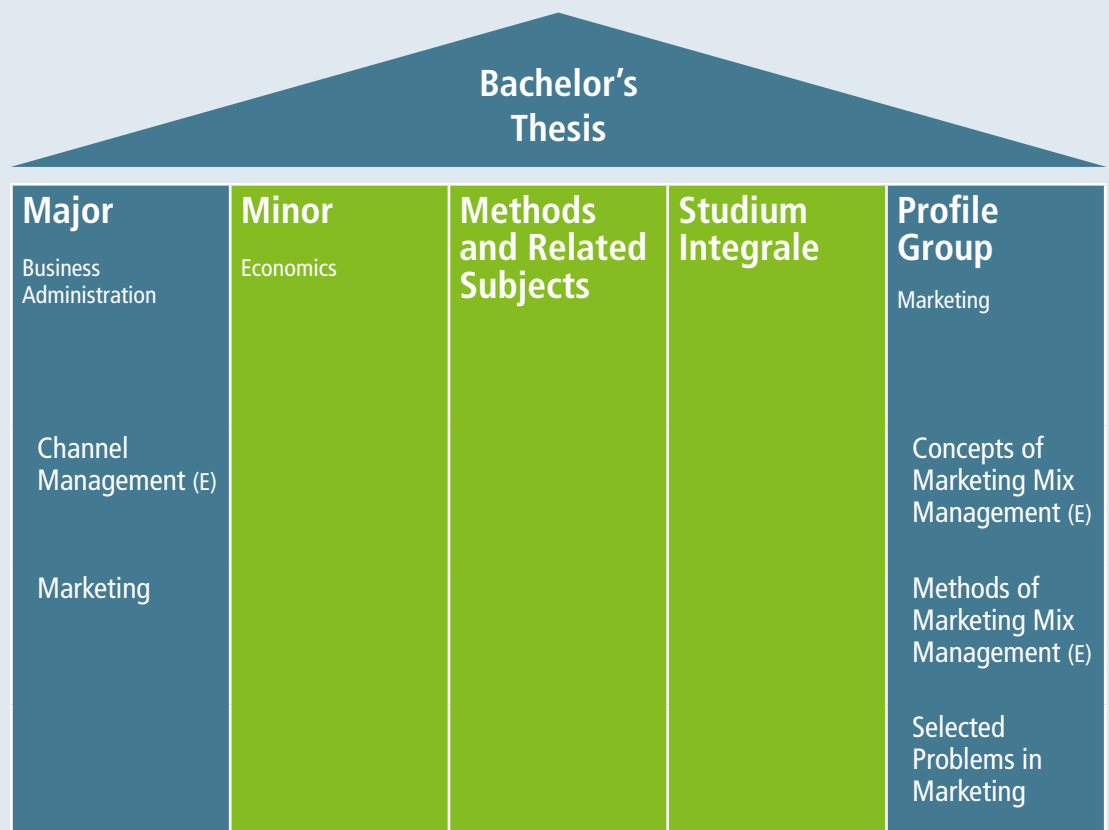
The objective of our teaching is to convey knowledge, theories, and methods in marketing. Theories and methods are critical, because knowledge may become obsolete, whereas theories and methods can always be used to address new challenges.

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

Structure

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

Bachelor of Science—Business Administration

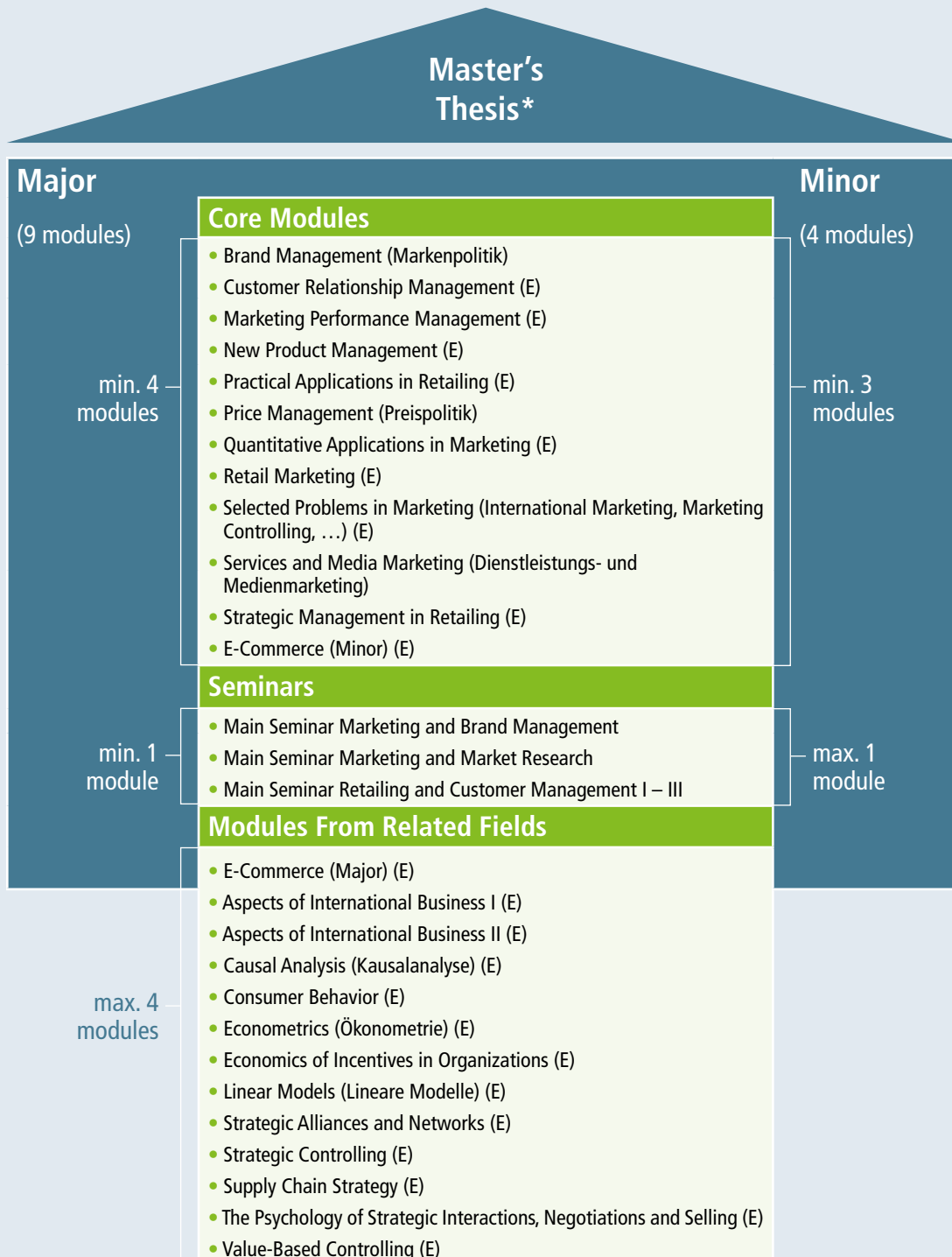


Offered by the Marketing Area

(E) = Taught in English

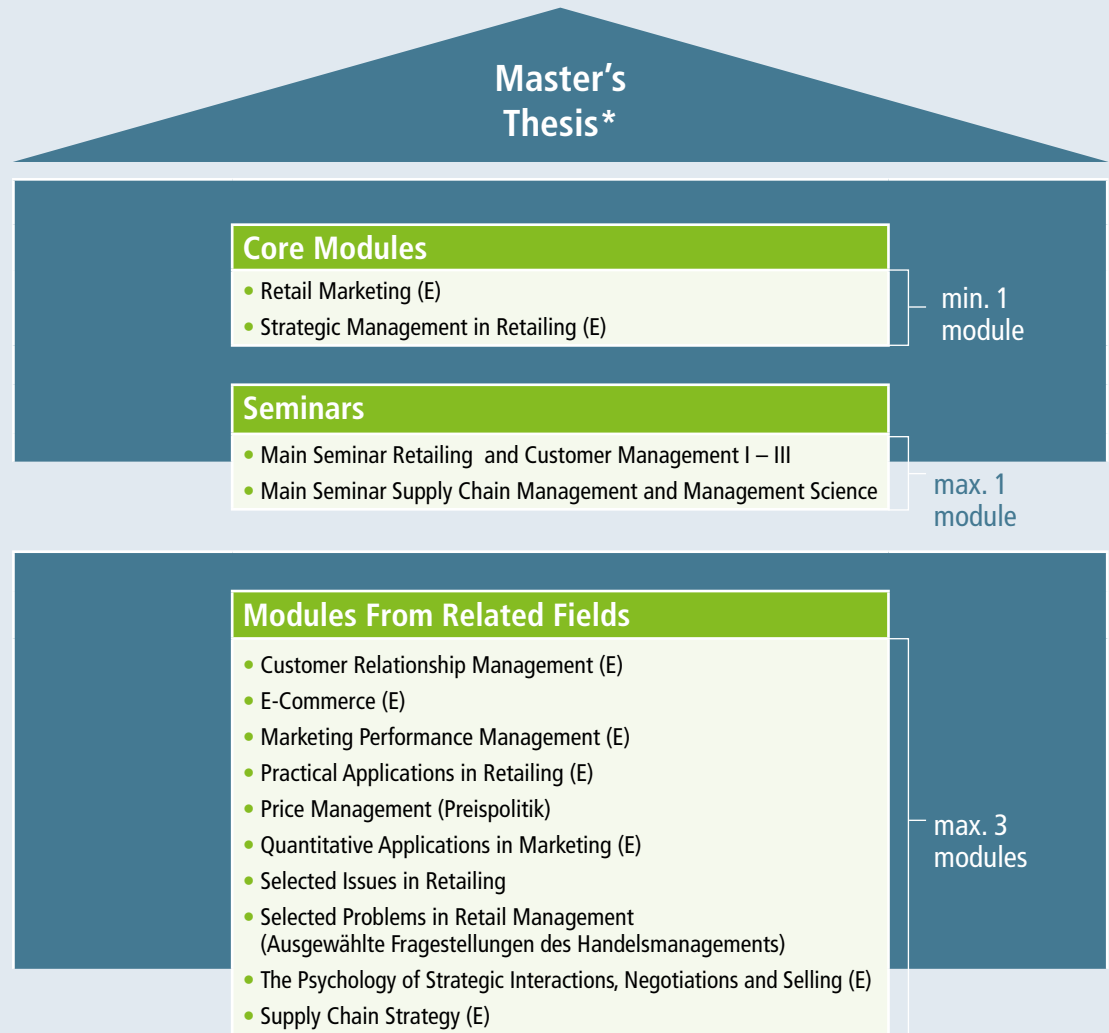
Within the program of the **master of science in business administration**, students can specialize in their studies through the choice of a major and a minor subject, as well as through modules from related fields and the master's thesis. The respectively available offerings by the Marketing Area for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

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



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

Master of Science—Business Administration: Minor "Handelsmanagement"



(Minor total: 4 modules)



Offered by the Marketing Area

* Optional in minor
(E) = Taught in English

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

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

Course Program

Bachelor's Degree Program			
Course Name	Lecturer(s)	Contents	Course Type
Channel Management	Prof. Werner Reinartz	<ul style="list-style-type: none"> • Design and implementation of distribution channels • Coordination of vertical value chains • Discussion of channel-specific institutions (retailing, franchising, etc.) 	Lecture
Marketing	Prof. Franziska Völckner	<ul style="list-style-type: none"> • Introduction to the basic concepts, methods, and activities in marketing (e.g., consumer behavior, market research, marketing strategy, marketing mix) 	Lecture
Concepts of Marketing Mix Management	Prof. Marc Fischer	<ul style="list-style-type: none"> • Theoretical concepts of product innovation, brand management, pricing, and communication management 	Lecture
Methods of Marketing Mix Management	Prof. Marc Fischer	<ul style="list-style-type: none"> • Design and implementation of market research projects • Discussion and evaluation of different data collection methods • Basic concepts of hypothesis testing • Application of multivariate data analysis methods 	Lecture
Selected Problems in Marketing	Dr. Jan-Michael Becker/ Prof. Marc Fischer/ Dr. Alexander Himme/ Prof. Werner Reinartz/ Prof. Franziska Völckner	<ul style="list-style-type: none"> • Analysis of current topics in the field of marketing (e.g., brand management, shopper marketing, marketing controlling) 	Lecture or Seminar

Master's Degree Program

Course Name	Lecturer(s)	Contents	Course Type
Brand Management	Prof. Franziska Völckner	<ul style="list-style-type: none"> • Basic terms, constructs, and legal contexts in brand management • Building brand equity through designing brand strategies • Retail branding • Branding in a social media environment • Concepts and methods of brand valuation 	Lecture
Customer Relationship Management	Asst.-Prof. Maik Eisenbeiss	<ul style="list-style-type: none"> • Antecedents and consequences of implementing a customer relationship management strategy 	Lecture
E-Commerce	Dr. Mark Elsner	<ul style="list-style-type: none"> • Nature of e-commerce and related topics (the internet, social media, social commerce, etc.) • New trends and developments in e-commerce • Best practice cases 	Lecture
International Marketing	Tina Müller	<ul style="list-style-type: none"> • Basic concepts, theories, and methods in international marketing and their practical application 	Lecture
International Marketing Mix Decisions	Dr. Kristina Klein	<ul style="list-style-type: none"> • Motives of internationalization • Choice of international markets and market entry strategies • The role of culture and cultural differences • Marketing decisions in an international marketing (Branding, Pricing, Distribution and Communication) 	Lecture
Marketing Controlling	Dr. Alexander Himme	<ul style="list-style-type: none"> • Differentiation between strategic and operational marketing controlling • Portfolio analysis • Target costing • Marketing performance measurement systems • Marketing accounting • Break-even analysis 	Lecture
Marketing Performance Management	Prof. Marc Fischer	<ul style="list-style-type: none"> • Practical relevance of marketing performance management (e.g., cash flow) • Theoretical foundation of marketing performance management (attitude theory, market response models) • Relationship between marketing investments and firm value • Concepts of brand equity and customer equity • Fundamental instruments for the evaluation of marketing activities (e.g., market response models) 	Lecture

Master's Degree Program (cont.)

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

Master's Degree Program (cont.)

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

Doctoral Degree Program

Course Name	Lecturer	Contents	Course Type
Marketing Response Theory with Applications to Managerial Problems	Prof. Marc Fischer	<ul style="list-style-type: none"> Introduction into the theory and application of marketing response modeling 	Seminar
Quantitative-Empirical Branding Research	Prof. Franziska Völckner	<ul style="list-style-type: none"> Current topics in quantitative empirical branding research 	Seminar
Guest Seminars	Variable	<ul style="list-style-type: none"> Current topics in marketing research 	Seminar

Teaching Performance: Academic Year 2014

Bachelor's Degree Program

Distinction	Lecturer	Course Name	Term
Top 10 with Exercise and Tutorial	Prof. Werner Reinartz	Channel Management	Winter 13/14
Top 10 with Exercise and Tutorial	Prof. Marc Fischer	Concepts of Marketing Mix Management	Summer 14
Top 10 with Exercise and Tutorial	Prof. Franziska Völckner	Marketing	Winter 13/14

Note: Since 2013, only selected Master courses have been evaluated in each semester.

Master's Degree Program

Distinction	Lecturer	Course Name	Term
Top 10 with Exercise	Prof. Franziska Völckner	Brand Management	Summer 14
Top 10 without Exercise/Tutorial	Tina Müller	International Marketing	Summer 14
Top 10 without Exercise/Tutorial	Dr. Markus Pfeiffer	New Product Management	Summer 14
Top 10 without Exercise/Tutorial	Dr. Peter Linzbach	Practical Applications in Retailing	Winter 13/14 Summer 14
Top 10 with Exercise	Asst.-Prof. Maik Eisenbeiss	Quantitative Applications in Marketing	Winter 13/14
Top 10 with Exercise	Asst.-Prof. Maik Eisenbeiss	Retail Marketing	Summer 14

Guest Lectures: Academic Year 2014

Bachelor's Degree Program			
Guest Lecturer	Title of Talk	Course Name	Term
André Nörthemann, Enterprise Sales Management, Vodafone	Vodafone Enterprise Sales: Transformation & Importance	Channel Management	Winter 2013/2014
Dr. Alexander Lauer, Director Shopper Marketing & Category Management, Ferrero	The Ferrero Germany Sales Approach	Channel Management	Winter 2013/2014
Martin Reinicke, Corporate Director International Sales Development, Henkel Beauty Care	International Key Account Management	Channel Management	Summer 2014
Dr. Timm Homann, Member of the Board, Otto Group	Multichannel Management—Evolution or Revolution?	Channel Management	Summer 2014
Ralf Kiene, Senior Consultant, Roland Berger Strategy Consultants GmbH	Market Research in Practice	Marketing	Summer 2014
Dr. Carsten Hahn, Director Research and Innovation, SAP	Marketing and IT = Marketing 2.0	Methods of Marketing Mix Management	Winter 2013/2014
Dr. Mirko Casper, CEO, Mister Spex	Marketing Mix Optimization	Methods of Marketing Mix Management	Winter 2013/2014

Master's Degree Program

Guest Lecturer(s)	Title of Talk	Course Name	Term
Jörg Grünwald, Vice President Global NIVEA Brand Management, Beiersdorf	History & Brand Management of NIVEA	Brand Management	Summer 2014
Peter A. Ströll, Seniorpartner, Kanzlei Dorenz & Ströll	Trademark Law	Brand Management	Summer 2014
Dr. Martin Andree, Corporate Vice President, Henkel	The New Paradigm of Mass – Warum Long Tail nicht funktioniert	Brand Management	Summer 2014
Marco Rivolta, Consultant, Interbrand	Brand Valuation at Interbrand	Brand Management	Summer 2014
Andreas Neef Media Director, L'Oréal Deutschland	Media in Digital Era	Brand Management	Summer 2014
Katrin Beckers and Christoph Rogge, Team Manager Corporate Marketing, Customer Development, OBI	Customer Management and Loyalty Programs	Customer Relationship Management	Winter 2013/2014
Dr. Kai Hudetz, Director, IFH	The Future of E-Commerce	E-Commerce	Winter 2013/2014
Dr. Lars Finger, Vice President, Otto Group	Connected Retail: How Digitization Changes Retail	E-Commerce	Winter 2013/2014
Lasse Thiele, Product Manager Garnier, L'Oréal Deutschland	The Best Excuse to Call Sports Off for Once—A Truly Integrated Marketing Case on Garnier BodyTonic Firming Milk	International Marketing	Winter 2013/2014
Carina Hauswald, Managing Director, Globeone	Successful Brand Building and Marketing in China	International Marketing	Winter 2013/2014
Ioannis Dostas, Marketing Director for the Brand Scholl, Reckit Benckiser	How to Wake Up a Sleeping Category	Marketing Performance Management	Summer 2014
Hilmar Hübers & Mathias Lohoff, Corporate Manager, REWE	Price Optimization in Retailing	Price Management	Winter 2013/2014
Fabian Schulz, Director, Simon-Kucher & Partners	Behavioral Pricing	Price Management	Winter 2013/2014
Dieter Lauszus, Partner, EbelHofer Strategy & Management Consultants	Value Pricing in Practice—The Way to the Optimal Price	Price Management	Winter 2013/2014
Dr. Josef Arweck, Head of Internal Communication, Porsche AG	The Digitalization of the Business Culture	Services and Media Marketing	Winter 2013/2014

Examinations: Academic Year 2014

Bachelor's Degree Program			
Course Name	Lecturer/Advisor	Examination Type	Number*
Channel Management	Prof. Werner Reinartz	Written Exam	363
Methods of Marketing Mix Management	Prof. Marc Fischer	Written Exam	97
Concepts of Marketing Mix Management	Prof. Marc Fischer	Written Exam	77
Marketing	Prof. Franziska Völckner	Written Exam	767
Selected Problems in Marketing	Dr. Jan-Michael Becker	Seminar Paper + Presentation in Groups	10
Selected Problems in Marketing	Prof. Marc Fischer	Seminar Paper + Presentation in Groups	12
Selected Problems in Marketing	Prof. Werner Reinartz	Seminar Paper + Presentation in Groups	4
Bachelor's Theses	Asst.-Prof. Maik Eisenbeiss	Written Paper	12
Bachelor's Theses	Prof. Marc Fischer	Written Paper	36
Bachelor's Theses	Prof. Werner Reinartz	Written Paper	33
Bachelor's Theses	Prof. Franziska Völckner	Written Paper	36

*This information refers to the number of examinations taken in the academic year 2014 (winter term 2013/2014 and summer term 2014)

Master's Degree Program

Course Name	Lecturer/Advisor	Examination Type	Number*
Customer Relationship Management	Asst.-Prof. Maik Eisenbeiss	Written Exam	127
E-Commerce	Dr. Mark Elsner	Written Exam	148
Marketing Performance Management	Prof. Marc Fischer	Written Exam	52
Quantitative Applications in Marketing	Asst.-Prof. Maik Eisenbeiss	Written Exam	62
Retail Marketing	Asst.-Prof. Maik Eisenbeiss	Written Exam	122
Services and Media Marketing	Prof. Marc Fischer	Written Exam	80
Strategic Management in Retailing	Prof. Partha Krishnamurthy/ Prof. Werner Reinartz	Written Exam	50
International Marketing Mix Decisions	Dr. Kristina Klein	Written Exam	33
Price Management	Prof. Franziska Völckner	Written Exam	81
Brand Management	Prof. Franziska Völckner	Written Exam	91
International Marketing	Tina Müller	Oral Exam	37
New Product Management	Dr. Markus Pfeiffer	Oral Exam	41
Practical Applications in Retailing	Dr. Peter Linzbach	Term Paper	62
Main Seminar Marketing and Market Research	Prof. Marc Fischer	Seminar Paper + Presentation in Groups	4
CEMS Project Seminar	Max Backhaus/ Samuel Stäbler	Seminar Paper + Presentation in Groups	8
Main Seminar Marketing and Brand Management	Prof. Franziska Völckner	Seminar Paper + Presentation in Groups	29
Main Seminar Retailing and Customer Management I – III	Asst.-Prof. Maik Eisenbeiss/ Dr. Mark Elsner/ Prof. Werner Reinartz	Seminar Paper + Presentation in Groups	35
Master's/Diploma Theses	Prof. Marc Fischer	Written Paper	22
Master's/Diploma Theses	Prof. Werner Reinartz	Written Paper	20
Master's/Diploma Theses	Prof. Franziska Völckner	Written Paper	15

*This information refers to the number of examinations taken in the academic year 2014 (winter term 2013/2014 and summer term 2014)

External Teaching Activities

Course Program

Course Name	Lecturer/Advisor	University	Term
Customer Relationship Management	Asst.-Prof. Maik Eisenbeiss	Koç University, Istanbul	Winter 2013/2014
Financial and Managerial Accounting	Asst.-Prof. Alexander Himme	Kühne Logistics University, Hamburg	Winter 2013/2014
International Marketing	Prof. Marc Fischer	UTS Business School, Sydney	Summer 2014
Philosophy of Science and Theory	Prof. Marc Fischer	UTS Business School, Sydney	Summer 2014
Multimarket and Multi-product Budget Allocation	Prof. Marc Fischer	Massey University, Auckland	Summer 2014



Marketing Area—University Services

Prof. Marc Fischer

- Speaker of UoC Forum Research Initiative “Value Creation in a Changing Customer and Media Environment,” WiSo Faculty, University of Cologne (2013–today)
- Member of the task force “Research” in the external evaluation process, WiSo Faculty, University of Cologne (2013–today)
- External committee member on dissertation thesis of Katrin Reber, University of Groningen, Netherlands (2013)
- Co-head of the student talent program “Circle of Excellence in Marketing” (with Werner Reinartz) (2012–today)
- Board of Cologne Graduate School in Management, Economics and Social Sciences (doctoral program) (2012–today)
- School representative at CEMS, Global Alliance in Management Education (2011–today)
- Member of doctoral program committee, WiSo Faculty, University of Cologne (2011–today)
- Member of several search committees for W3- and W1-Professorships, WiSo Faculty, University of Cologne (2011–today)
- Trustee for MTP student organization (2011–today)

Prof. Werner Reinartz

- External committee member on dissertation thesis of Hannes Datta, Maastricht University, Netherlands (2014)
- External committee member on dissertation thesis of Yi-Chun Ou, University of Groningen, Netherlands (2014)
- Member of the task force “Research” in the external evaluation process, WiSo Faculty, University of Cologne (2013–today)
- Member of the Corporate Advisory Board of the WiSo Faculty, University of Cologne (2013–today)
- Elected member of the faculty commission (‘engere Fakultät’), WiSo Faculty, University of Cologne (2013–today)
- Co-head of the student talent program “Circle of Excellence in Marketing” (with Marc Fischer) (2012–today)
- Speaker of Marketing Area, WiSo Faculty, University of Cologne (2012–today)
- Member of the academic advisory board of the Institute of Service Excellence (ISES) at Singapore Management University, Singapore (2009–today)
- Trustee for MTP student organization (2007–today)



Prof. Franziska Völckner

- Member of the task force “Young Researchers” in the external evaluation process, WiSo Faculty, University of Cologne (2013–today)
- Member of the task force “Development and Objectives” in the external evaluation process, WiSo Faculty, University of Cologne (2013–2014)
- Elected deputy member of the faculty commission (‘engere Fakultät’), WiSo Faculty, University of Cologne (2011–today)
- Member of the committee on “Structural Development” (‘Strukturkommission’), WiSo Faculty, University of Cologne (2010–today)
- Member of the deanery—responsible for marketing and public relations, WiSo Faculty, University of Cologne (2009–today)
- Deputy member of the “Admission Committee for the School’s Master’s Programs” (Master-Zulassungsausschuss Gesundheitsökonomie und gemeinsamer Master-Zulassungsausschuss der WiSo-Fakultät), WiSo Faculty, University of Cologne (2008–today)
- Member of several search committees for W3- and W1-Professorships, WiSo Faculty, University of Cologne (2007–today)
- Trustee for MTP student organization (2007–today)
- Deputy member of the managing board of the Scientific Center for Brand Management and Marketing (which offers the student talent program “Marketing and More Plus”) (2003–today)

Transfer

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Publications in Business Media

Business Journal Publications

- **Eppmann, René, Magdalena Bekk, Kristina Klein, and Franziska Völckner** (2014), "Spiel mit mir! – Wie Gamification Konsumentenverhalten beeinflussen kann," *KOMPAKT (Marketing-Club Köln/Bonn)*, 2.2014, 34–35 [Play with Me!—How Gamification Influences Consumer Behavior].
- **Gartmeier, Vanessa and Werner Reinartz** (2014), "Maßgeschneiderte Lösungen entwickeln," *Markenartikel*, 1–2, 42–44 [Developing Tailormade Solutions in Shoppermarketing].
- **Reinartz, Werner** (2014), "Wertschöpfung im Handel," *IHK WirtschaftsForum*, IHK Frankfurt, 6, 6–7 [Value Creation in Retailing].
- **Stäbler, Samuel** (2014), "Eine empirische Studie zu ethisch bedingten Markenkrisen," *BVM inbrief*, Oktober 2014 [Ethic Related Brand Crises—An Empirical Study].

Blogs

- **Backhaus, Max and Samuel Stäbler** (2014), "Welche Kommunikationskrisen wirklich gefährlich sind und welche nicht" *Faktenkontor Mediengau* [<http://www.faktenkontor.de/welche-kommunikationskrisen-wirklich-gefaehrlich-sind-und-welche-nicht/>], [Types of Crisis which are Dangerous], November 25.
- **Reinartz, Werner and Rajkumar Venkatesan** (2014), "Track Customer Attitudes to Predict Their Behaviors," *Harvard Business Review Blog Post* [<https://hbr.org/2014/09/track-customer-attitudes-to-predict-their-behaviors/>], September 11.



Interviews and Media

- WDR 5 (2014, November 26), Prof. Marc Fischer as discussant in a radio debate with Dana Gieseke and Prof. Friedrich von Borries on the topic “Wachstum ohne Konsum? – Ein Erfolgsmodell auf dem Prüfstand” [Growth Without Consumption?—A Success Story on Trial].
- “Vorsicht Streuverlust”, Andreas Chwallek reports on the Werner Reinartz’s research presentation on advertising effectiveness (2014), Der Handel (November), p. 12–15.
- “Online ist der neue Showroom”, Werner Reinartz is interviewed by Eli Hamacher (2014) November, IHK Plus Magazine, Chamber of Commerce Cologne, p. 32–33.

Presentations Given for Companies/Associations and Practitioner Conferences

- Backhaus, Max and Samuel Stäbler, “Die Auswirkungen von ethischem Fehlverhalten von Unternehmen auf das Markenimage,” YouGov Deutschland, Cologne, Germany [The Impact of Unethical Firm Behavior on Brand Image].
- Fischer, Marc, “How Useful are Brand Valuation Methods? A Validation Study,” MASB Winter Board Meeting & Summit, Orlando, USA.
- Klein, Kristina, “Foreign Branding – Schöner Schein durch Markenfremdklang,” Presentations in the Context of the Scientific Award by the Germany Marketing Association, Erfurt, Germany [Foreign Branding—How Foreign Sounding Brand Names Influence Consumer Perceptions].
- Reinartz, Werner, “Developments in Retailing and Implications for Inner Cities,” Keynote Address at the Deutscher Handelskongress, Berlin, Germany.
- Reinartz, Werner, “Retailing in the Context of the Digital Transformation,” General Assembly of the Chamber of Commerce, Cologne, Germany.
- Reinartz, Werner, “Future Challenges for the Retailing Industry,” German Retailing Association (HDE) Retreat of the Board, Berlin, Germany.
- Reinartz, Werner, “Verkauft kreative Werbung besser?” Bundesverband Materialwirtschaft, Einkauf und Logistik e.V., Düsseldorf, Germany [Does Creative Advertising Sell Better?].



Bridging Research and Practice

The Center for Research in Retailing (IFH)

The IFH offers research and consulting services around retailing in the digital age. Retailers as well as manufacturers in the consumer goods industry benefit from the variety of services and the wide retailing knowledge of the IFH-experts. Founded at the University of Cologne in 1929, the IFH is committed to academic research as well as its application in managerial practice. On the one hand there is the academic research with international orientation at the Department of Retailing and Customer Management (Director Prof. Werner Reinartz) at the University of Cologne. On the other hand, the for-profit oriented IFH and its associated E-Commerce-Center (ECC) generate managerially-focused data, author applied research projects and recurring studies, and organize industry conferences. In 2014, the 40 team members held more than 200 external presentations and authored 32 commercial studies which yielded more than 2300 press mentionings.



Association of Friends of the IFH

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



JOSEF SANKTJOANSER
President of the German
Trade Association



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



WILFRIED HOLLMANN
Member of the Executive Board
NOWEDA eG



CHRISTIAN WINTER
CEO Tengelmann
E-Commerce GmbH



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



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



DR. HENNING KREKE
Member of the Executive Board
DOUGLAS Holding AG



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



BENEDIKT SPANGENBERG
Managing Director
C&A Mode KG



TORSTEN TOELLER
Founder and Managing Director
Fressnapf Holding SE

Theme in Focus

Every year, the Association of Friends of the IFH sponsors a major study to investigate a current, highly relevant focus theme. This study's objective is to address important and current core questions within the retailing industry. As part of its mission, these reports are made publicly accessible. Past themes focused, for example, on the subjects of "Value Creation in Retailing" and "The Retailing Sector as Employer". The current theme in focus is "**Retailing 2020—Economic and Societal Impact**". The objective of this study is to analyze current and future retailing developments and to highlight their implications for firms, consumers and society. Specifically, it investigates not only the likely structural changes that will happen in the retailing industry due to for example the digital transformation or due to demographic changes. Rather, it also sketches the associated consequences for value creation in the sector, the development of inner cities, employment in the sector, environmental aspects, and provision/supply of the population.

Events: 'Fascination Retailing'

Once a year, the Association of Friends of the IFH calls for its yearly convention named 'Fascination Retailing'. The well-established event takes place at the University of Cologne and showcases current academic research findings as well as high-level speakers from practice. In 2014, the event focused on the topic "Fit For Future—Addressing Customers Innovatively". Thomas Heim (VP Bosch Power Tools) made the case for a close cooperation between manufacturers and retailers, Professor Reinartz and Professor Eisenbeiss (University of Cologne) elaborated on the success factors of traditional and online communication, and Boris Hedde (Managing director, IFH) presented an outlook on future scenarios for the retailing sector. Dr. Kai Hudetz (Managing director, IFH) moderated the event.

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

Please find further information under: <http://www.ifhkoeln.de/ueber-uns/Foerdergesellschaft.php>

Contact: foerdergesellschaft@ifhkoeln.de



TRANSFER

Circle of Excellence in Marketing



Circle of Excellence
in Marketing

For further information on the Circle of Excellence in Marketing, please visit www.circle-of-excellence-marketing.de

The Circle of Excellence in Marketing (CoEM) is an exclusive talent program for outstanding students from top German universities. The one-year leadership program offers students the opportunity to extend their marketing knowledge beyond the university program and come in close contact with companies, professors, and assistants. It thus opens up opportunities for attractive starting positions in international companies. The participating universities include the University of Cologne (Chair of Marketing and Market Research, Chair of Retailing and Customer Management), the University of Münster, the University of Technology Munich, 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 2014:

Company	Location	Workshop Contents	Date
OBI	Cologne	Case Study on Cross Channel Activation Strategies	06.02.2014
Arvato	Gütersloh	Case Study on Sharing Economies	23.– 24.04.2014
McKinsey	Kitzbühel	“McKinsey Marketing Challenge”: Competition Between Participating University to Solve a Real Marketing Consultancy Case	23.– 25.05.2014
Henkel	Düsseldorf	Case Study on Hair Care Products	16.– 17.06.2014
Telekom	Bonn	Case Studies on Different Topics: Digital Wallet; Incentive Systems for Sales Force Employees; the “Entertain” Product; Social Networks	25.– 26.06.2014
L’Oréal	Düsseldorf	Case Study on L’Oréal’s Active Cosmetics Division	20.– 21.11.2014
Edeka	Hamburg	Case Study on the Creation of a New Private Label Brand and Development of Corresponding Marketing Campaign	26.– 27.11.2014



Scientific Center for Brand Management and Marketing (ZMM)

The Scientific Center for Brand Management and Marketing (Wissenschaftliches Zentrum für Markenmanagement und Marketing (ZMM)) supports exchanges between academia and practice, centered on current topics in brand management and marketing. The ZMM is affiliated with the Chair of Marketing and Brand Management, University of Cologne (Prof. Franziska Völckner) and the Institute for Marketing, Department of Marketing and Branding, University of Hamburg (Prof. Henrik Sattler).

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



“Marketing and More” Program within the ZMM

The “Marketing and More” Program of the ZMM actively supports networking between students interested in marketing, especially in branding, and the companies and departments affiliated with the ZMM. To achieve the aim of building a strong network, the program provides students with exclusive news from partner companies, job and internship offers, company contacts, practice projects, and other events.

“Marketing and More Plus” Program within the ZMM

The “Marketing and More Plus” Program is exclusively dedicated to a small group of eligible, outstanding students. It provides them with an even more comprehensive mentoring program. In addition to all the benefits of the “Marketing and More” Program, this exclusive program entitles participants to engage in selected interactions with top managers and 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
L’Oréal	Düsseldorf	Job Application Training	06.05.2014
Vodafone	Cologne	Recruitment Day for ZMM+	13.05.2014
Batten & Company	Düsseldorf	One Day as Consultant	18.06.2014
Simon-Kucher & Partners	Cologne	Smart Profit Growth through Pricing—How to Optimize the Profit Driver #1	27.06.2014
Henkel	Düsseldorf	OneDay@Henkel—Workshop and Meet + Greet with General Manager of Laundry & Homecare Unit	23.10.2014
Simon-Kucher & Partners	Cologne	Recruitment Day for ZMM+	07.11.2014
Vodafone	Düsseldorf	Innovative Communications	17.11.2014

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***For further information on the Marketing Area,
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