

Marketing Area

Annual Report 2016



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Marketing Area

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The Marketing Area at the University of Cologne with Professors Bruno, Fischer, Imschloss, Reinartz, and Völckner—along with its team of post-doctoral researchers, doctoral students, secretarial and student assistants—looks back on a very busy and productive year 2016. It is our very pleasure to give some detailed insight into the scope of our work in the past twelve months with this 5th edition of the Annual Marketing Area Report.

In terms of research, we are excited that the “Digital Transformation and Value Creation” initiative, which is coordinated out of the Marketing Area, constitutes one of the six key research profile areas at the Faculty of Economics, Management, and Social Sciences. Members of the Marketing Area presented their work on digital transformation and related fields at several conferences, including the Winter AMA (American Marketing Association) Conference in Las Vegas, the Annual ISMS Marketing Science Conference in Shanghai, and the Annual Conference of the European Marketing Academy (EMAC) in Oslo. Last but not least, we further strengthened our junior faculty and welcomed two new post-doctoral researchers to our team. The research section of this report provides a summary of this year’s publications, conference presentations, dissertations, awards, and research grants.

In terms of teaching, we offered a total of 37 courses at the bachelor, master and doctoral level. In the academic year 2016, 120 students completed their thesis at the Marketing Area. Furthermore, we are grateful to our adjunct and affiliated faculty and numerous speakers from the corporate world who complement the Marketing Area’s teaching activities. In addition to the regular course offering, our two talent programs for students, ZMM-Marketing and More Plus and Circle of Excellence in Marketing, offered practical insights and networking opportunities in cooperation with our partners from the corporate world.

We hope you will enjoy reading the 2016’s edition of the Marketing Area Report. If you have any comments and suggestions or are interested in working with us, please feel free to contact us—we look forward to speaking with you.


Cologne, February 2017


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


Prof. Marc Fischer
Marketing and Market Research


Asst.-Prof. Monika Imschloss
Marketing and Retailing


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 accomplishment in 2016



Photo: privat

The 4th Symposium on "Value Creation in a Changing Customer and Media Environment" takes place at the University of Cologne, focusing in particular on the ever increasing number of communication technologies and the digitization of fundamental economic and social processes

New publication in the journal *Management Science* by Prof. Fischer "Brand performance volatility from marketing spending"

Asst.-Prof. Imschloss receives the *Wirichs-Preis* awarded by the Wolfgang-Wirichs foundation for innovations in retailing for her dissertation on multisensory marketing



Photo: wikipedia.org

Prof. Völckner and her team participate at the Winter AMA Pre-Conference 2016 "Social Media Marketing" organized by the DFG Research Unit FOR 1452 on "Marketing of hedonic media products in the age of digital social media", Las Vegas, USA

Julian Wichmann receives the *Wissenschaftspreis 2016* awarded by the EHI Foundation and GS1 for his Master's thesis on the use of big data in targeted online advertising



Photo: Lisa Reiler

Prof. Fischer is Morrison Faculty Fellow at the Center for Marketing and Data Analytics at the Anderson Graduate School of Management at UCLA, Los Angeles, USA



The WiSo faculty starts into the summer term 2016: Prof. Skiera (Goethe University Frankfurt) opens the research seminar series on "Digital Transformation and Value Creation" with a presentation on real-time advertising



The website of the research initiative "Digital Transformation and Value Creation" is launched

Prof. Bruno is interviewed together with Prof. Kang and Prof. Grahl for the magazine of the University of Cologne on Big Data and the Digital Transformation of Business and Society

Department members present their work at the 45th Annual Conference of the European Marketing Academy (EMAC), Oslo, Norway



Prof. Fischer is a finalist in the 2016 Gary L. Lilien ISMS-MSI Practice Prize Competition at the Annual ISMS Marketing Science Conference, Shanghai, China

Department members present their work at the 38th Annual ISMS Marketing Science Conference, Shanghai, China

Prof. Fischer is the host of the symposium "Branded Entertainment", a joint event with the Marketing Club Köln-Bonn



Prof. Reinartz is ranked 20th in terms of research impact across all economic disciplines in German speaking countries by the newspaper Frankfurter Allgemeine Zeitung in their yearly ranking of Germany's most influencing economists [Deutschlands einflussreichste Ökonomen]

Prof. Reinartz takes up his term as speaker of the Marketing Chapter of the German Academic Association for Business Research (VHB)



New publication in the *Journal of Marketing Research* by Dr. Edeling and Prof. Fischer "Marketing's Impact on Firm Value: Generalizations from a Meta-Analysis"



Prof. Völckner and her team participate at the "Big Data, Big Movies: How Algorithms Transform the Film & TV Industry" Conference, a joint event of the Film University Babelsberg, the Erich Pommer Institute, the Marketing Center Münster, and the DFG Research Unit FOR 1452, Potsdam, Germany

Prof. Völckner serves as an Invited Faculty Member at the "1st EMAC Junior Faculty & Doctoral Student Research Camp", University of Vienna, Austria

Prof. Reinartz is the host of the yearly IFH event "Faszination Handel"



The new Marketing Area website is launched

Prof. Andrew Hayes holds a seminar on "Statistical Mediation and Moderation Analysis" at the University of Cologne



Prof. Bruno opens the three-day Digital Workshop with Google in Cologne, organized in cooperation with MTP, with a key note on perspectives on the digital future

Prof. Reinartz receives the 2016 Outstanding Area Editor Award of the *Journal of Marketing*

New publication in the *Journal of Marketing* by Prof. Reinartz "Creating Enduring Customer Value"

Prof. Fischer gives a talk on "25 Years of Brand Valuation – Where are we?" at the annual EACVA Conference, Berlin, Germany



Prof. Völckner, René Eppmann, Dr. Klein, and Dr. Bekk receive a research grant for their project on "The Dark and Bright Side of Gamification" from the Marketing Science Institute (MSI) within the scope of the MSI Customer Experience Research Initiative



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 46,400 students and 594 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)

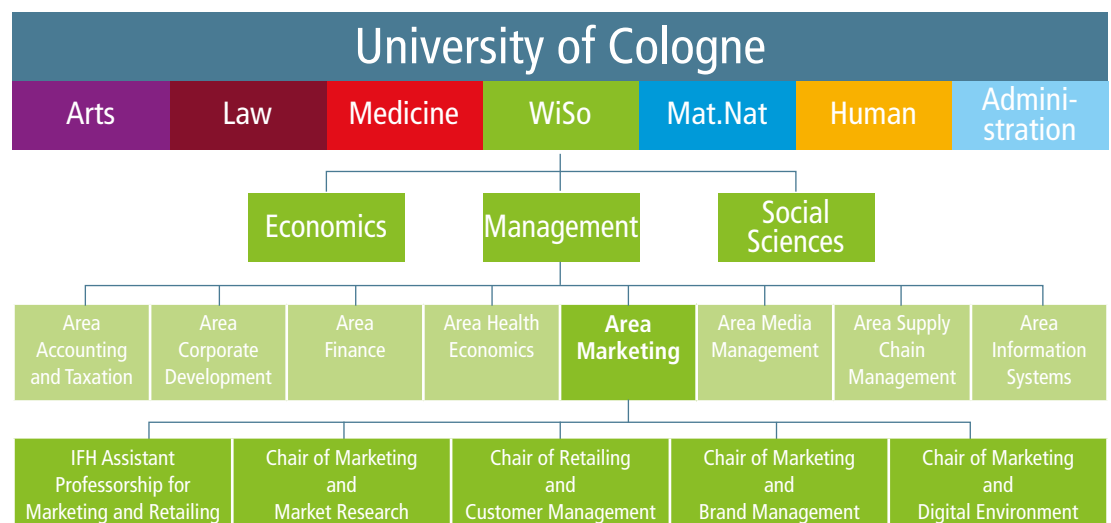


The WiSo Faculty represents one of the largest, most reputable schools of management, economics, and social sciences in Europe, with more than 8,600 students and a large variety of chairs. In keeping with its excellent reputation, the WiSo Faculty has created an outstanding research environment. Many 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 120 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 six 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., 3rd rank for Management and 4th for Economics in the 2016 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:

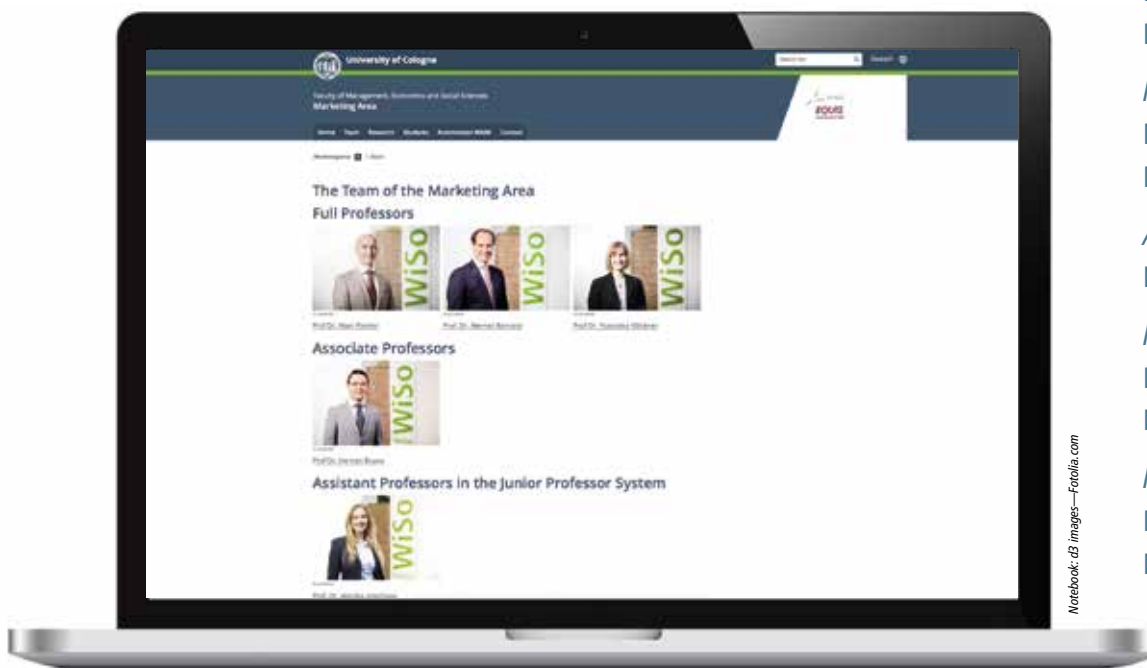
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Marketing and Digital Environment

Prof. Marc Fischer
Marketing and Market Research

Asst.-Prof. Monika Imschloss
Marketing and Retailing

Prof. Werner Reinartz
Retailing and Customer Management

Prof. Franziska Völckner
Marketing and Brand Management



Notebook: dB 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 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.

Professor Bruno models marketing phenomena using tools from statistics and economics. His models attempt to discover hidden patterns in marketing data. These models can be applied as a support in marketing decision making or used to generate insights into basic marketing phenomena. 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, dynamic models to capture the long-term impact of marketing decisions. Second, he develops methods to model the underlying heterogeneity of customers. Finally, he is looking at how new technologies are changing how individuals and companies consume information and make decisions.

He currently teaches Marketing Mix Modeling, Data Analysis with R as well as Value Creation in the Digital World at the University of Cologne and continues teaching Marketing Strategy and Digital Transformation at the Executive Education level.



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 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.

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. Four 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 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 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, transportation, 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 cpi Celebrity Performance (Berlin), and the Center for Brand Management and Marketing (ZMM) in Hamburg. He was member of the advisory board of YouGov AG (Cologne) from 2012-2016. Prof. Fischer serves as Department Editor Marketing for Business Research and was co-editor of Business Administration Review (DBW) from 2013-2017.

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



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.



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 and the speaker of the Business Administration Faculty. Previously, he was the Cora Chaired Professor of Retailing and Management and Associate Professor of Marketing at INSEAD, France. Professor 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. 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 10633 (Google Scholar, December 2016). 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, among those 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 at the *Journal of Marketing* and the newly founded *Journal of Marketing Behavior* as well as a member of the editorial boards of *Marketing Science* and the *Journal of Retailing*.

Professor Reinartz has worked with a large number of international companies 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 frequently visits the School of Communication, Journalism and Marketing, Massey University Albany Campus, New Zealand as a visiting scholar. 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*, *MISQ*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, 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") and number 17 of all researchers in business administration under 40 years (Handelsblatt 2014 ranking "Forscher unter 40"). 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.

Professor Völckner serves on the editorial advisory board of the journal *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 (Cologne). Professor 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 in 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*, *MISQ*, *Long Range Planning*, and *Marketing Letters*. He is a co-developer of the SmartPLS software application.



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. In her research, she bridges the fields of psychology, consumer behavior, and branding, focusing on sustainable consumption, gamification, fit and personality in marketing and consumer behavior. 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 *Assessment* and the *Journal of Travel Research*.



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 currently a postdoctoral researcher at the Marketing Area. One of his dissertation projects has been accepted for publication by the *Journal of Marketing Research*. 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. Kristina Klein (Tel: +49 (0)221 470 2036 | k.klein@wiso.uni-koeln.de)

Kristina Klein is a post-doctoral researcher at the University of Cologne in the Department of Marketing and Brand Management. She received her doctoral degree in Marketing from the University of Cologne in 2012. She received the "Scientific Award 2013" of the German Marketing Association (Wissenschaftspreis des Deutschen Marketing-Verbandes) for her doctoral thesis. Her research focuses on international and employer branding, sensory marketing; gamification is one of her latest research interests. Her work has been published, amongst others, in the *Journal of Marketing*, the *Journal of Business Research* and *Long Range Planning*.



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 the 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 to a variety of topics in the e-commerce domain, but also include marketing technological innovations such as modular products and hardware/software platforms.



Doctoral Students



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- Brand Management
- Marketing Finance



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Research Areas:

- Brand Portfolio Management
- Sustainable Consumption



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Research Areas:

- Advertising Content
- Advertising Effectiveness



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Research Areas:

- Serious Games in (Employer) Branding
- Digital Branding



Dipl.-Kfm. Manuel Berkmann

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Research Areas:

- Business-to-Business Marketing
- Sales Management



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Research Areas:

- Behavioral Pricing
- Business-to-Business Brand Management



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- Reinforcement of Behaviors



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- Marketing Response Models
- Brand Management



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Research Areas:

- Marketing of Hedonic Media Products
- Brand Management



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Research Areas:

- Consumer Behavior over the Business Cycle
- Digital Marketing



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Research Areas:

- Brand Management
- Corporate Social Responsibility



M. Sc. Kezheng Xu

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Research Areas:

- Marketing-Finance-Interface
- Mergers & Acquisitions



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Adjunct and Affiliate Faculty



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

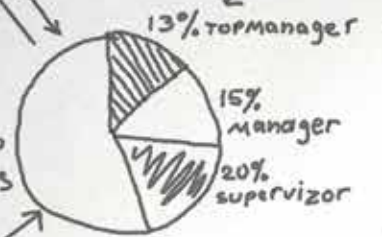




social technological economic



Teambuilding



Project

Budget	
✓	10000
✓	500000
✓	30000
Total: £5,000,000	

Motivation

$$x = \frac{y+a}{b} \times 2$$

year	1
org 1	200
org 2	150
total	350

Academic Publications of the Marketing Area 2016

Top Ranked in Citations

In terms of citations, 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



MANAGEMENT SCIENCE



- **Edeling, Alexander** and **Marc Fischer** (2016), "Marketing's Impact on Firm Value: Generalizations from a Meta-Analysis," *Journal of Marketing Research*, 53 (4), 515–34.
- **Fischer, Marc**, Hyun S. Shin, and Dominique M. Hanssens (2016), "Brand Performance Volatility from Marketing Spending," *Management Science*, 62 (1), 197–215.
- Kumar, V. and **Werner Reinartz** (2016), "Creating Enduring Customer Value," *Journal of Marketing*, 80 (6), 36–68.
- **Reinartz, Werner** (2016), "Crafting a JMR Manuscript," *Journal of Marketing Research*, 53 (1), 139–41.
- Kannan, P.K., **Werner Reinartz**, and Peter C. Verhoef (2016), "The Path to Purchase and Attribution Modeling: Introduction to Special Section," *International Journal of Research in Marketing*, 33 (3), 449–56.
- Steiner, Michael, **Nico Wiegand**, Andreas Eggert, and Klaus Backhaus (2016), "Platform Adoption in System Markets: The Roles of Preference Heterogeneity and Consumer Expectations," *International Journal of Research in Marketing*, 33 (2), 276–96.
- **Becker, Jan-Michael** and Ida Rosnita Ismail (2016), "Accounting for Sampling Weights in PLS Path Modeling: Simulations and Empirical Examples," *European Management Journal*, 34 (6), 606–17.
- Gensler, Sonja, **Franziska Völckner**, Marc Egger, Kai Fischbach, and Detlef Schoder (2016), "Listen to Your Customers: Insights into Brand Image Using Online Consumer-Generated Product Reviews," *International Journal of Electronic Commerce*, 20 (1), 112–41.
- **Klein, Kristina** and Valentyna Melnyk (2016), "Speaking to the Mind or the Heart: Effects of Matching Hedonic Versus Utilitarian Arguments and Products," *Marketing Letters*, 27 (1), 131–42.
- Schlittgen, Rainer, Christian M. Ringle, Marko Sarstedt, and **Jan-Michael Becker** (2016), "Segmentation of PLS Path Models by Iterative Reweighted Regressions," *Journal of Business Research*, 69 (10), 4583–92.
- **Bekk, Magdalena**, Matthias Spörrle, Rebekka Hedjasie, and Rudolf Kerschreiter (2016), "Greening the competitive advantage: Antecedents and Consequences of Green Brand Equity," *Quality and Quantity*, 50 (4), 1727–46.
- **Bekk, Magdalena**, Matthias Spörrle, and Joachim Kruse (2016), "The Benefits of Similarity Between Tourist and Destination Personality," *Journal of Travel Research*, 55 (8), 1008–21.
- **Backhaus, Max** and **Marc Fischer** (2016), "Brand Damage from Product Harm and Corporate Social Irresponsibility: How Deep and How Long?," *MSI Report Series No. 16–133*. Marketing Science Institute, Cambridge: MA.

Books and Book Chapters of the Marketing Area 2016

- **Fischer, Marc** (2016), "Brand Valuation in Accordance with GAAP and Legal Requirements," in *Accountable Marketing, Linking Marketing Actions to Financial Performance*, David W. Stewart and Craig T. Gugel, eds. New York and London: Rutledge, 182–200.
- **Reinartz, Werner** and **Manuel Berkmann** (2016), "Customer Engagement," in *Handbuch Dienstleistungsmanagement*, Hans Corsten and Stefan Roth, eds. München: Vahlen, 659–80.
- **Kumar, V.** and **Werner Reinartz** (2016), *Customer Relationship Management: Concept, Strategy, and Tools*. Heidelberg: Springer/YehYeh Book Gallery, 2nd ed., Chinese Translation.



Reviewing Activities of the Marketing Area 2016

Department Editor

- Fischer, Marc: Marketing, *Business Research* (2015–today)

Associate Editor

- Fischer, Marc: Co-Editor of *Business Administration Review (Die Betriebswirtschaft)* (2013–2016)
- Reinartz, Werner: *Journal of Marketing Behavior* (2013–today)
- Reinartz, Werner: *Journal of Marketing* (2014–today)

Editorial Board—Journals

- Fischer, Marc: *International Journal of Research in Marketing* (2015–today)
- Reinartz, Werner: *Journal of Marketing* (2005–today)
- Reinartz, Werner: *Marketing Science* (2005–today)
- Reinartz, Werner: *Journal of Retailing* (2015–today)

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: EMAC McKinsey Marketing Dissertation Award (2012–today)
- Reinartz, Werner: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2012–today)

Editorial Advisory Board

- Reinartz, Werner: RAM (*Recherche et Applications en Marketing*) (2015–today)

Completed Dissertations of Members of the Marketing Area 2016

Author	Title	Supervisor
Alexander Edeling	Essays on Strategic Marketing Behavior and Its Financial Performance Implications	Prof. Marc Fischer

This cumulative dissertation by Alexander Edeling consists of three essays that all deal with questions concerning firms' strategic marketing behavior. Two of the three papers investigate the relationship between important marketing constructs such as market-based assets or market share and financial firm performance using a meta-analytic approach. The third article attempts to identify methods that firms use when they allocate their marketing budgets across products and to explore the role of organizational and market-specific variables in predicting the use of a certain method. Alexander was a finalist of the Scientific Award of the German Marketing Association (*Wissenschaftspreis des Deutschen Marketing Verbands*).

Awards and Achievements of the Marketing Area 2016

- **Prof. Fischer** was a finalist in the 2016 Gary L. Lilien ISMS-MSI Practice Prize competition for outstanding implementation of marketing science concepts and methods with his work on "Managing Advertising Campaigns for New Product Launches in the Automobile Industry: An Application at Mercedes-Benz".
- **Asst.-Prof. Imschloss** received the *Wirichs-Preis* awarded by the Wolfgang-Wirichs foundation for innovations in retailing for her dissertation on multisensory marketing.
- **Prof. Reinartz** has received the *2016 Outstanding Area Editor Award* of the *Journal of Marketing*. The award recognizes outstanding contributions to *Journal of Marketing* in terms of a larger number of AE reports completed in a very timely fashion, at the highest level of quality.
- **Prof. Reinartz** has been ranked 20th in terms of research impact across all economic disciplines in German speaking countries by the newspaper *Frankfurter Allgemeine Zeitung* in their yearly ranking of Germany's most influencing economists [Deutschlands einflussreichste Ökonomen].
- **Prof. Völckner** received the *Emerald 2016 Citations of Excellence Award* for "Managing Brands in the Social Media Environment," in: *Journal of Interactive Marketing*, Special Issue on Social Media and Marketing, 27 (4), co-authored by S. Gensler, Y. Liu-Thompkins, and C. Wiertz.
- **Julian Wichmann's** empirical master thesis on the use of big data in targeted online advertising has received the *Wissenschaftspreis 2016* awarded by the EHI Foundation and GS1 Germany.

Research Grants of the Marketing Area 2016

- Prof. Völckner is principal investigator for the project on “Valuation of branding options for hedonic media products using virtual prediction markets and crowd funding” in the **German Research Foundation (DFG) Research Unit 1452 “Marketing of hedonic media products in the age of digital social media”**.
- Prof. Fischer is principal investigator for the research initiative on “Value Creation in a Changing Customer and Media Environment” that is supported by the **University of Cologne (UoC) Forum**.
- Prof. Völckner, René Eppmann, Dr. Klein, and Dr. Bekk received a research grant for their project on “The Dark and Bright Side of Gamification” from the **Marketing Science Institute (MSI)** within the scope of the MSI Customer Experience Research Initiative.
- René Eppmann, Dr. Klein, and Dr. Bekk received a research grant for their project on “The Kinder Surprise Reinforcement” from the **Excellence Center for Social and Economic Behavior at the University of Cologne** (in collaboration with Dr. Lauer, Chair for Experimental and Behavioral Economics).

Invitations to Members of the Marketing Area to Conferences and Research Seminar Series 2016

- **Becker, Jan-Michael**, “Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3,” 2016 SERVSIG Conference, Maastricht University, Maastricht, Netherlands, June 17.
- **Becker, Jan-Michael**, “Partial Least Squares Structural Equations Modeling (PLS-SEM) Research Methods Workshop,” 2016 AIB-UKI Conference, University of London, London, UK, April 4-6.
- **Becker, Jan-Michael**, “Workshop on Uncovering Unobserved Heterogeneity,” Center for Process Innovation Methods Workshop Series, Georgia State University, Atlanta, USA, March 9.
- **Fischer, Marc**, “The Practice of Budget Allocation: Inferences from Actual Firm Behavior in the Pharmaceutical Industry,” in the research seminar series of Massey University, Auckland, New Zealand, March 23.
- **Reinartz, Werner**, “Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising,” in the research seminar series of University of Illinois, Urbana-Champaign, USA., February 17.
- **Reinartz, Werner**, “Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising,” in the marketing department research seminar series of Pennsylvania State University in State College, University Park, USA, February 22.
- **Reinartz, Werner**, “Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising,” Marketing Research Camp, HEC, France, March 31-April 1.
- **Reinartz, Werner**, “Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising,” in the research seminar series of University of Virginia, Darden School of Business, Charlottesville, USA, October 4.
- **Reinartz, Werner**, “Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising,” in the research seminar series of Georgetown University, Washington, USA, October 7.

- **Völckner, Franziska**, "1st EMAC Junior Faculty & Doctoral Student Research Camp," (Invited - Faculty Member), University of Vienna, Vienna, Austria, September 1-2.
- **Völckner, Franziska**, "The Dark and Bright Side of Gamification: Understanding the Effects of Gamification on Consumer Behavior" (with Magdalena Bekk and Kristina Klein), Research Camp Massey University Albany Campus, Auckland, New Zealand, March 7.

Presentations at Academic Conferences of Members of the Marketing Area 2016

- **Becker, Maren**, Norris I. Bruce, and **Werner Reinartz** (2016), "Window-dressing: Optimizing the Brand Communication Strategy in TV Advertising," Marketing Dynamics Conference, Hamburg, Germany, July 7–9.
- **Becker, Maren**, **Werner Reinartz**, and Monika Käuferle (2016), "Is authentic advertising more effective?" 45th Annual Conference of the European Marketing Academy (EMAC), Oslo, Norway, May 24–27.
- **Bruno, Hernán** (2016), "The Dynamic Effects of Prices Paid in Salesperson-mediated Transactions: Evidence from a Business-to-Business Market," Marketing Dynamics Conference, Hamburg, Germany, July 7–9.
- **Edeling, Alexander** (2016), "Does Market Share Matter? Insights from 40 Years of Empirical Research," 45th Annual Conference of the European Marketing Academy (EMAC), Oslo, Norway, May 24–27.
- **Edeling, Alexander**, **Marc Fischer**, and Sönke Albers (2016), "Budget Allocation Decision Methods: Inferences from Actual Firm Behavior," 38th ISMS Marketing Science Conference, Shanghai, China, June 16–18.
- **Edeling, Alexander**, **Marc Fischer**, and Sönke Albers (2016), "Budget Allocation Decision Methods: Inferences from Actual Firm Behavior," 1st EMAC Junior Faculty & Doctoral Student Research Camp, Vienna, Austria, September 1–2.
- Eisenbeiß, Maik, **Werner Reinartz**, Thomas Scholdra, and **Julian Wichmann** (2016), "Consumer Behavior over the Business Cycle," Marketing Science Conference 2016, Shanghai, China, June 16–18.
- Eisenbeiß, Maik, **Werner Reinartz**, Thomas Scholdra, and **Julian Wichmann** (2016), "Consumer Behavior over the Business Cycle," Marketing Dynamics Conference, Hamburg, Germany, July 7.
- **Eppmann, René**, **Magdalena Bekk**, **Kristina Klein**, and **Franziska Völckner** (2016), "Understanding the Effects of Gamification on Product Recognition and Purchases," 45th Annual Conference of the European Marketing Academy (EMAC), Oslo, Norway, May 24–27.
- **Fischer, Marc** (2016), "Managing Advertising Campaigns for New Product Launches in the Automobile Industry: An Application at Mercedes-Benz," 38th ISMS Marketing Science Conference, Shanghai, China, June 16–18.
- **Junc, Vanessa**, Gunnar Mau, and **Werner Reinartz** (2016), "Near and Yet So Far: How Physical Barriers at the Point of Sale Affect Goal Pursuit and Buying Decisions," 1st EMAC Junior Faculty & Doctoral Student Research Camp, Vienna, Austria, September 1–2.

- **Klein, Kristina** and Theresa Groh (2016), "Innovative Recruiting Tools: Are Serious Games Useful to Attract Digital Natives of the Millennial Generation?" 2016 AMA Winter Conference, Las Vegas, USA, February 26–28.
- **Lennartz, Eric** and **Marc Fischer** (2016), "Consumers' Perception of Price Inflation," 38th ISMS Marketing Science Conference, Shanghai, China, June 16–18.
- **Ptok, Annette**, Rupinder Jindal, and **Werner Reinartz** (2016), "Can You Operationalize Marketing and Sales Related Constructs with Compustat's SGA (selling, general, and administrative expenses)?" 45th Annual Conference of the European Marketing Academy (EMAC) Doctoral Consortium, Oslo, Norway, May 24–27.
- **Ptok, Annette**, Rupinder Jindal, and **Werner Reinartz** (2016), "Can You Operationalize Marketing and Sales Related Constructs with Compustat's SGA (selling, general, and administrative expenses)?" 45th Annual Conference of the European Marketing Academy (EMAC) Poster Session, Oslo, Norway, May 24–27.
- **Reinartz, Werner** (2016), "Building Effective TV Ads. The Role of Content", MSI Conference: Data, Disruption, and the Transforming Media, New York, USA, February 24-25.
- **Reinartz, Werner** and **Maren Becker** (2016), "Does it Pay to Be Truthful? Understanding the Role of Authenticity in TV Advertising", Conference of the Commission Marketing (VHB), University of Regensburg, Regensburg, Germany, January 29.
- **Schulz, Michael** and **Franziska Völckner** (2016), "Are More User-Designed Products Always Better?" 45th Annual Conference of the European Marketing Academy (EMAC), Oslo, Norway, May 24–27.
- **Stäbler, Samuel** and **Marc Fischer** (2016), "When Do Journalists Report Negative News about a Brand? An Investigation across Six Countries," 38th ISMS Marketing Science Conference, Shanghai, China, June 16–18.
- **Stäbler, Samuel** and **Marc Fischer** (2016), "When Do Journalists Report Negative News about a Brand? An Investigation across Six Countries," Annual Symposium on Quantitative Marketing, Tübingen, Germany, September 26–27.
- **Stäbler, Samuel** (2016), "The Impact of CSR News on Customer Brand Perception and Stock Return," Conference on the Impact of Corporate Social Responsibility, Winston-Salem, USA, April 15.
- **Völckner, Franziska** (2016), "Concluding Discussion: Propositions on the Future of Social Media Marketing" (with Michel Clement, Kay Peters, and Caroline Wiertz), Pre-Conference Session 1 "Social Media Marketing," Winter AMA Conference, Las Vegas, USA, February 26–28.



Digital Transformation and Value Creation

Research Initiative:

The Digital Transformation Research Initiative is now on Twitter. Follow us at @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 data-sets 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?



#DigitalTransformation

Principle 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.



Hernán Bruno



Marc Fischer



Jörn Grahl



Esther Kang



Johannes Münster



Werner Reinartz
(Coordinator)



Erik Hoelzl



Detlef Schoder



Franziska Völckner

Impressions of our Symposia

For further information,
please visit
www.digital.uni-koeln.de

4th Symposium "Value Creation in a Changing Customer and Media Environment," January 22

Organizer: Prof. Marc Fischer

The 4th Symposium particularly focused on the ever-increasing number of communication technologies and the digitization of fundamental economic and social processes. Four academic experts from around the world presented their latest research projects. More than 50 attendees gathered the latest research insights on digital transformation.



Professors Werner Reinartz (Cologne), Hernán Bruno (Cologne), Erik Hölzl (Cologne), Franziska Völckner (Cologne), Jörn Grahl (Cologne), Marc Fischer (Cologne), Puneet Manchanda (Michigan), Anja Lambrecht (London), Oliver Hinz (Darmstadt), Thorsten Wiesel (Muenster), Esther Kang (Cologne)

Lecturers and Topics

- Asst.-Prof. Anja Lambrecht (London Business School): "Cashback is Cash Forward: Delaying a Discount to Increase Future Spending"
- Prof. Oliver Hinz (TU Darmstadt): "The Impact of TV Consumption on Online Shopping Behavior"
- Prof. Puneet Manchanda (Ross School of Business, University of Michigan): "Quantifying Cross and Direct Network Effects in Online C2C Platforms"
- Prof. Thorsten Wiesel (University of Muenster): "The Power of Creative: What Ad Should Be Displayed When and to Whom?"

Research Seminar Series, October 22 – January 21

Organizer: Prof. Franziska Völckner

Lecturers and Topics

- Prof. Jan Landwehr (Goethe-University Frankfurt): "Facial Politics: The Effect of a Politician's Facial Characteristics on Voting Behavior"
- Prof. Dominik Papies (Eberhard Karls University of Tübingen): "Online Newspapers and Paywalls"
- Prof. Hernán A. Bruno (University of Cologne): "The Dynamic Effects of Prices Paid in Salesperson-mediated Transactions"
- Prof. Jörn Grahl (University of Cologne): "How do Recommender Systems Influence Consumer Behavior? Evidence from a Randomized Controlled Field Experiment"
- Prof. Klaus Wertenbroch (INSEAD): "Judging Good Taste: True Preference or Pretense?" (joint seminar with UoC Forum Motivation, Self-Control, and Economic Behavior)
- Dr. Sonja Gensler (University of Muenster): "Searching Offline but Buying Online: An Empirical Analysis of the Determinants of Showrooming"



Research Seminar Series, April 28 – June 23

Organizer: Prof. Werner Reinartz

Lecturers and Topics

- Prof. Bernd Skiera (Goethe University Frankfurt): "The Impact of Hard- and Soft-Floors in Real-Time Advertising Display Auctions on Publisher's Profit"
- Prof. Norris Bruce (The University of Texas at Dallas): "A Dynamic Model for Digital Advertising: The Effects of Creative Formats, Message Content and Targeting on Engagement"
- Prof. Christian Schlereth (WHU Vallendar): "Zombies in Digital Freemium Business Models – How Customers Contribute to CLV After Their 'Death'"
- Prof. Florian Stahl (University of Mannheim): "Building a Social Network for Success"







Teaching

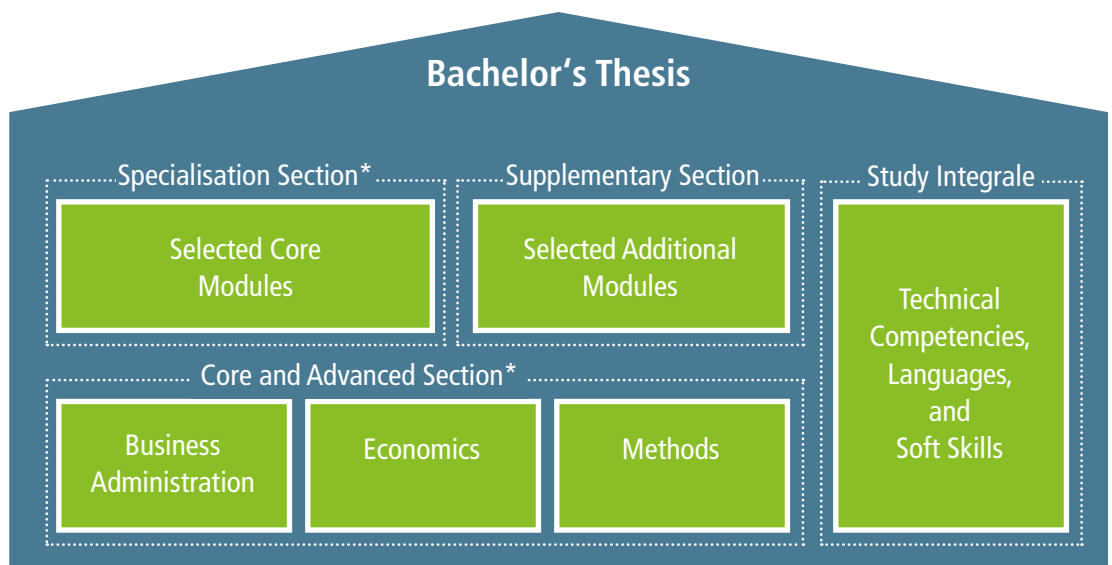
Mission Statement

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.

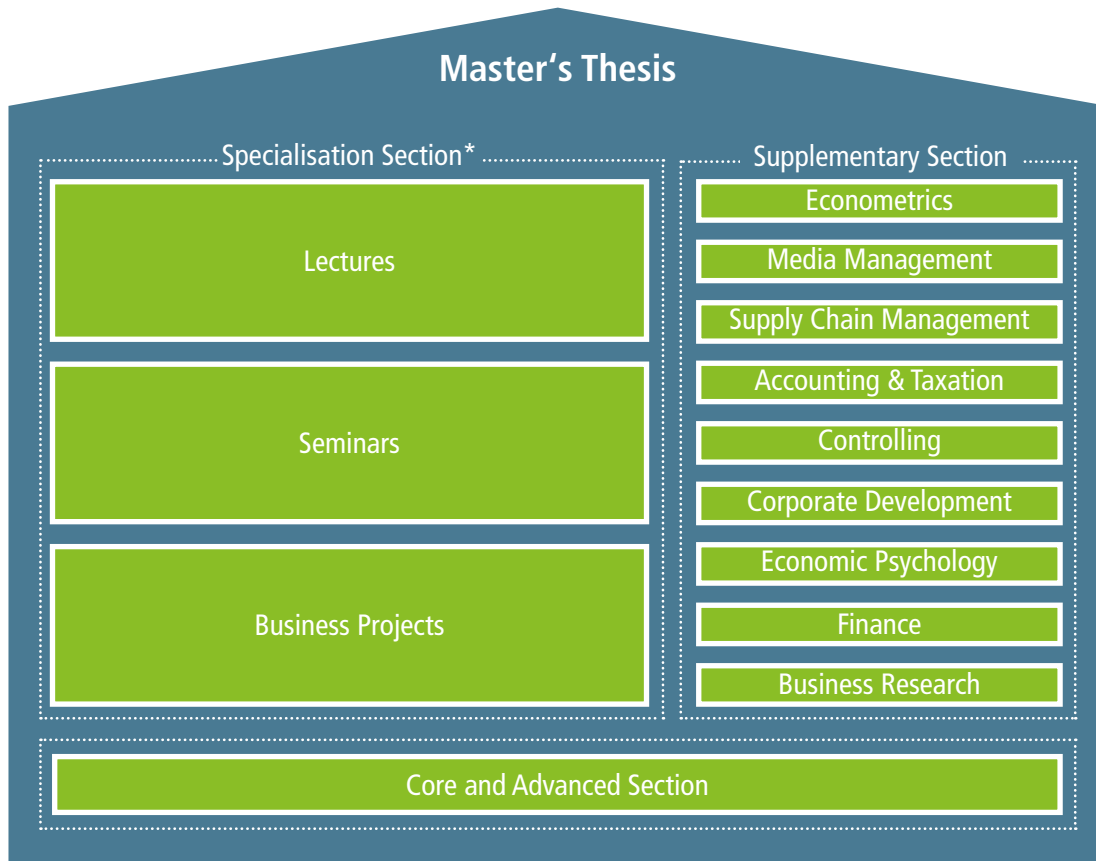
Program Structure

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	<ul style="list-style-type: none"> 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 	Dr. Jan-Michael Becker	4
		Prof. Marc Fischer	10
		Prof. Werner Reinartz	20
Concepts of Marketing Mix Management	<ul style="list-style-type: none"> Theoretical concepts of product innovation, brand management, pricing, and communication management 	Dr. Alexander Edeling	97
Marketing	<ul style="list-style-type: none"> Introduction to the basic concepts, methods, and activities in marketing such as consumer behavior, market research, and marketing mix 	Prof. Franziska Völckner	801
		Dr. Vanessa Junc	575
Methods of Marketing Mix Management	<ul style="list-style-type: none"> Design and implementation of market research projects (e.g., discussion and evaluation of different data collection methods, application of multivariate data analysis methods) 	Assoc.-Prof. Hernán Bruno	136
Operative Trade Fair Management	<ul style="list-style-type: none"> Concepts and methods of operative trade fair management, such as trade fair logistics, booth design, and on-site services 	Dr. Christian Glasmacher	38
Selected Issues in Marketing	<ul style="list-style-type: none"> Analysis of current topics in the field of marketing (e.g., brand management, shopper marketing, marketing controlling) 	Prof. Werner Reinartz	9
Strategic Trade Fair Management	<ul style="list-style-type: none"> Concepts and methods of strategic trade fair management, such as new product development, positioning in competitive environments, and internationalization strategies 	Dr. Christian Glasmacher	56
Bachelor's Theses	<ul style="list-style-type: none"> 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	6
		Prof. Marc Fischer	26
		Asst.-Prof. Monika Imschloss	5
		Prof. Werner Reinartz	23
		Prof. Franziska Völckner	22

Please note: Prof. Völckner was on sabbatical leave in summer term 2016

Master Degree Program

Course Name	Contents	Lecturer(s)	Students
Brand Management: A Sustainability Marketing Perspective	<ul style="list-style-type: none"> The consumption process from a sustainability perspective with a focus on sustainable brand management 	Dr. Magdalena Bekk	108
Business Project in cooperation with Beiersdorf	<ul style="list-style-type: none"> Empirical analysis of a topic within the realm of brand building in the digital age in close cooperation with Beiersdorf and development of a marketing strategy 	Prof. Werner Reinartz	4
Business Project in cooperation with Henkel	<ul style="list-style-type: none"> Development of a comprehensive digital employer branding approach 	Prof. Franziska Völckner	6
Business Project in cooperation with L'Oréal	<ul style="list-style-type: none"> Brandstorm—Development of an integrated digital marketing campaign for La Roche-Posay 	Dr. Jan-Michael Becker	5
Business Project in cooperation with MARS Petcare	<ul style="list-style-type: none"> Gamification in consumer research—a business project in cooperation with MARS Petcare 	Dr. Kristina Klein	7
Case Studies in Marketing (CEMS Course)	<ul style="list-style-type: none"> Students learn how to approach and solve case studies, present solutions, and create their own case study 	Prof. Werner Reinartz	25
CEMS Business Project in cooperation with Deloitte	<ul style="list-style-type: none"> Development of an innovative gamification tool to enhance social media recruiting activities of Deloitte and attract top talent 	Prof. Franziska Völckner	4
CEMS Business Project in cooperation with Henkel	<ul style="list-style-type: none"> Application of literature and empirical analysis to derive the needs of millennials and develop a product innovation in the softener market 	Prof. Werner Reinartz	8
CEMS Business Project in cooperation with Procter and Gamble	<ul style="list-style-type: none"> Develop an innovative sales & marketing strategy to grow Gillette penetration considering the evolution in consumers' needs and habits in 2030 	Prof. Marc Fischer	4
CEMS Business Project in cooperation with Unibail-Rodamco	<ul style="list-style-type: none"> Analysis of same-day-delivery services for a stationary retailer (shopping mall) using market research data of cooperation partners and customer surveys 	Prof. Werner Reinartz	9
Consumer Psychology and Behavior – Part I	<ul style="list-style-type: none"> Introduction to consumer behavior with a focus on the consumer as an individual, consumer perception, and attitude formation and change 	Dr. Kristina Klein	28
Consumer Psychology and Behavior – Part II	<ul style="list-style-type: none"> 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	28
Customer Relationship Management	<ul style="list-style-type: none"> Analysis and evaluation of different CRM strategies, marketing performance and customer value management 	Prof. Werner Reinartz	115
E-Commerce	<ul style="list-style-type: none"> Introduction to e-commerce and related topics (the internet, social media, social commerce, etc.) as well as best practice cases 	Dr. Mark Elsner	103
Main Seminar "Current Topics in Empirical Marketing Research"	<ul style="list-style-type: none"> Depending on the general topic of the main seminar (changes in every term), amongst others: <ul style="list-style-type: none"> - Brand management - Digital marketing - Employer branding - Market research - Consumer behavior - Project seminars in cooperation with companies 	Dr. Jan-Michael Becker	5
Main Seminar "Diverging Stakeholder Perspectives on the Relevance and Value of Brands"	<ul style="list-style-type: none"> In this seminar, students look upon the value of brands from the perspective of different stakeholders including B2C and B2B customers, firms, and the stock market 	Prof. Marc Fischer	6
Main Seminar "Marketing Engineering"	<ul style="list-style-type: none"> Concepts, methods, and applications of decision modeling to address marketing issues such as market response models, segmentation and targeting, differentiation and positioning, as well as new product design and development 	Prof. Marc Fischer	3
Main Seminar "Retailing and Customer Management"	<ul style="list-style-type: none"> Depending on the general topic of the main seminar (changes every term), amongst others: <ul style="list-style-type: none"> - Retailing - E-Commerce - Customer Management 	Prof. Werner Reinartz	9

Marketing Performance Management	<ul style="list-style-type: none"> 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	81
New Product Management	<ul style="list-style-type: none"> Basic concepts, theories, and methods of product innovation management 	Dr. Markus Pfeiffer	38
Practical Applications in Retailing	<ul style="list-style-type: none"> Practical application of various marketing concepts, among them market and value positioning, retail brand building, vertical integration process, and internationalization 	Dr. Peter Linzbach	37
Retailing	<ul style="list-style-type: none"> Discussion of new developments in retailing and fundamental concepts of retail management (e.g., category management, retail pricing, store brands) 	Asst.-Prof. Monika Imschloss	111
Services and Media Marketing	<ul style="list-style-type: none"> 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	62
The Influence of Arousal on Advertising	<ul style="list-style-type: none"> In-depth analysis of a topic in the field of advertising effectiveness in context of seminar paper in groups 	Prof. Werner Reinartz	9
Value Creation in the Digital World	<ul style="list-style-type: none"> Understand the technological trends that are changing the operation of business, restructuring industries and enabling new business models 	Assoc.-Prof. Hernán Bruno	20
Master's Theses	<ul style="list-style-type: none"> 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	2
		Prof. Marc Fischer	13
		Prof. Werner Reinartz	9
		Asst.-Prof. Monika Imschloss	4
		Prof. Franziska Völckner	10

Please note: Prof. Völckner was on sabbatical leave in summer term 2016

Doctoral Degree Program

Course Name	Lecturer(s)	Contents	Students
How to Publish in A-Journals	Prof. Marc Fischer	<ul style="list-style-type: none"> Analysis of existing papers and discussion of revision strategies on one hand, and presentations and discussions within the seminar sessions on the other hand 	8
Moral Licensing and Consumer Behavior	Prof. Franziska Völckner and Prof. Bernd Irlenbusch	<ul style="list-style-type: none"> Discussions of existing papers on moral licensing and consumer behavior and development of new research ideas 	3
Latent Variable Structural Equation Modeling—Using Partial Least Squares	Dr. Jan-Michael Becker	<ul style="list-style-type: none"> In-depth introduction, practical applications and discussions of causal modeling with a focus on the PLS-PM method 	8

Teaching Performance: Academic Year 2016

Top Marketing Courses				
Distinction	Lecturer	Course Name	Level	Term
Top 10 without Exercise/Tutorial	Dr. Peter Linzbach	Practical Applications in Retailing	Master	Winter 2015/2016
Top 10 with Exercise	Prof. Hernán Bruno	Value Creation in the Digital World	Master	Summer 2016
Top 10 without Exercise/Tutorial	Dr. Jan-Michael Becker	Latent Variable Structural Equation Modeling—Using Partial Least Squares	Doctoral	Winter 2015/2016
Top 15 with Exercise	Dr. Mark Elsner	E-Commerce	Master	Winter 2015/2016

External Teaching Activities

Course Program			
Course Name	Lecturer/Advisor	University	Term
Green Consumerism	Dr. Magdalena Bekk	Eberhard Karls Universität Tübingen, Germany	Summer 2016
Market Research and Brand Positioning	Dr. Magdalena Bekk	Private University Seeburg Castle, Austria	Summer 2016

Guest Lectures: Academic Year 2016

Bachelor Degree Program

Guest Lecturer	Title	Course Name	Term
Christian Meermann, Founding Partner, Cherry Ventures	Boom: Zalando's Way from Zero to Here—Marketing in the Age of Digitalization	Concepts of Marketing Mix Management	Summer 2016
Bridge Einicke, Customer & Channel Marketing, P&G	Gillette—Innovationen seit über 100 Jahren	Introduction to Marketing	Summer 2016
Dr. Martin Gehring, Simon-Kucher & Partners	Pricing: Managerial Relevance— The Case of Automotive Pricing	Introduction to Marketing	Winter 2015/2016



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Master Degree Program

Guest Lecturer	Title	Course Name	Term
Dr. Niklas Schaffmeister, Managing Partner, Globeone	Sustainability as core element in a brand's value proposition—A practical perspective	Brand Management: A sustainability marketing perspective	Summer 2016
Mareike Klein, Sustainability Manager, Henkel	Sustainability at Henkel—responsibility along the value chain	Brand Management: A sustainability marketing perspective	Summer 2016
Steffen Thiel, Associate Partner, and Johanna Busching, Consultant, Batten & Company	Sustainability and sustainable Brand Management—Two sides of the same coin	Brand Management: A sustainability marketing perspective	Summer 2016
Katia Winter, Public Relation Manager, and Julia Kirschner, Sustainability Manager, ARMEDANGELS, Social Fashion Company GmbH	Time to change the game—Marketing & Sustainability at Fair Fashion Label ARMEDANGELS	Brand Management: A sustainability marketing perspective	Summer 2016
Yvonne Rostock, General Manager, The Body Shop	Sustainable marketing on the Example of "The Body Shop"	Brand Management: A sustainability marketing perspective	Summer 2016
Robert Müller-Grünow, Owner and Director, scentcommunication	Scent—the underestimated way to communicate	Consumer Psychology and Behavior I	Winter 2015/2016



Batten & Company B
Marketing & Sales Consultants



SCENTCOMMUNICATION

Master's Degree Program

Guest Lecturer	Title	Course Name	Term
 <p>Dr. Anna Schneider, Senior Consultant, and Dr. René Arnold, Head of Department "Markets and Perspectives", YouGov</p>	The Value of Net Neutrality to European Consumers—Digging Deeper into the Internet Today and Tomorrow	Consumer Psychology and Behavior I	Winter 2015/2016
 <p>Dorothee Brockmeier, Senior Consultant, and Steffen Thiel, Associate Partner, Batten & Company</p>	Consumer Behavior Today and Tomorrow	Consumer Psychology and Behavior I	Winter 2015/2016
 <p>Dr. Andreas von der Gathen, Executive Vice President, Simon-Kucher & Partners</p>	The (Ir)rational Consumer—Applying Behavioural Economics to Your Business Strategy	Consumer Psychology and Behavior II	Summer 2016
 <p>Dr. Andreas Neus, Head of Future and University Programs, GfK Verein</p>	From Consumer to Prosumers—How Customers Can Help Companies Overcome Innovation Blindness	Consumer Psychology and Behavior II	Summer 2016
 <p>Jens Bode, International Foresight & Innovation Management Henkel, and Dr. Dag Piper, Head of Consumer Technical Insights, MARS Petcare</p>	Joint Workshop on "Trend & Consumer Insights"	Consumer Psychology and Behavior II	Summer 2016
  <p>Thomas Oberste-Schemmann, Bereichsleiter Global CRM Analytics, Parfümerie Douglas GmbH</p>	Customer Loyalty Management at Douglas: Opportunities and Challenges	Customer Relationship Management	Winter 2015/2016
 <p>André Klose, Global Managing Director – Salesforce App Cloud, and Franziska Ross, Subject Matter Expert – Marketing Automation, Accenture</p>	Marketing Transformation in the Age of Digital Customers	Marketing Performance Management	Winter 2015/2016
 <p>Bernhard Schmidt, Regional Business Leader bGM & Strategic Business Support, Roche Diabetes Care Deutschland GmbH</p>	#DiabetesGoesDigital – How the Digital Revolution Will Create Better Health Care	Services and Media Marketing	Summer 2016
 <p>Dr. Alexander Lauer, Director Shopper Marketing & Category Management, Ferrero</p>	The Ferrero Germany Sales Approach	Retailing	Winter 2015/2016
 <p>Robert Zeko, Senior Manager, and Judith Hillebrand, Manager, Accenture</p>	Digital Transformation	Value Creation in the Digital World	Winter 2015/2016





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 (2013–2016)
- 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

- Elected speaker of the business administration faculty (2015–today)
- Co-chair of the search committee for five professorships for the new “Strategy area” at the University of Cologne (2015–today)
- Speaker, Research Initiative: “Digital Transformation and Value Creation” University of Cologne, (2015–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)
- Trustee for MTP student organization (2007–today)
- Elected speaker of the Marketing Chapter of the German Academic Association for Business Research (VHB) (2016–today)
- Elected Member of the Faculty Evaluation Committee, Faculty of Management, Economics, and Social Sciences, 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)
- Member of the university-wide committee for the nomination to the Gottfried-Wilhelm Leibniz Award (2016)



Prof. Franziska Völckner

- Member of the University Council 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)
- Elected deputy member of the faculty commission ('engere Fakultät'), WiSo Faculty, University of Cologne (2011–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 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)

Assoc.-Prof. Hernán Bruno

- Member of several search committees for W2- and W1-Professorships, WiSo Faculty, University of Cologne (2016–today)
- Member of the committee for the Hans-Kelsen-Price 2017 and 2018 (2016–today)



Transfer

prices



TRANSFER



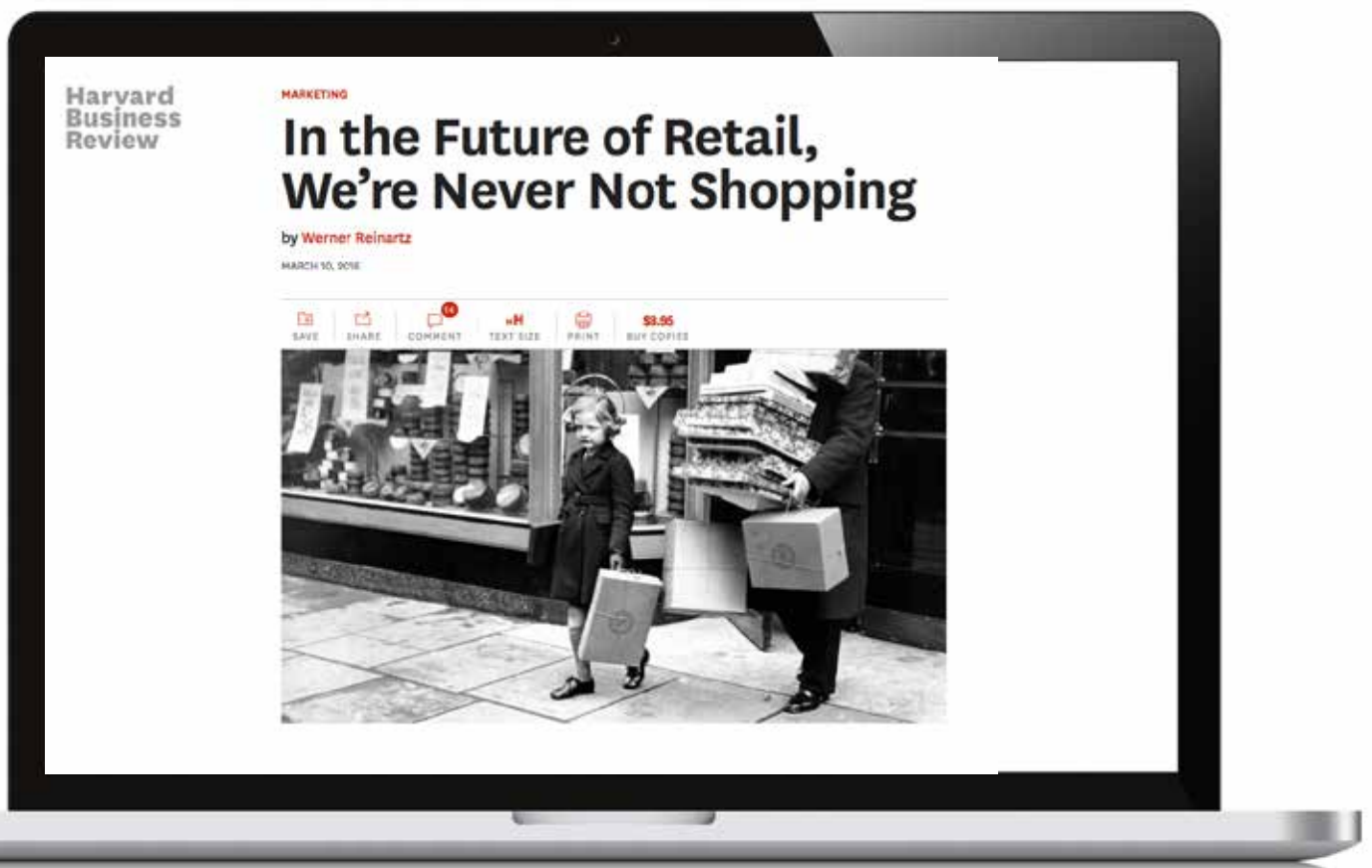
Publications in Business Media

Business Journal Publications

- **Fischer, Marc** (2016), "An Australian-developed campaign tool is saving Mercedes-Benz millions," in *Marketing Magazine*.
- **Reinartz, Werner and Manuel Berkmann** (2016), "Customer Engagement," in *The AMA Journal Reader*.
- **Reinartz, Werner** (2016), "Das Ende der Einkaufslisten," in *Harvard Business Manager*.

Blogs

- **Reinartz, Werner** (2016), "In the Future of Retail, We're Never Not Shopping," in *Harvard Business Review Blog*.



Interviews and Media

- **Prof. Hernán Bruno** was interviewed together with Prof. Esther Kang and Prof. Jörn Grahl for the magazine of the University of Cologne [*Kölner Universitätsmagazin*] on Big Data and the Digital Transformation of Business and Society (May 2016).
- **Prof. Marc Fischer** was invited to the 2. Leitmedien Forum in Berlin where several experts (e.g., Minister of the Interior, CEOs from Deutsche Post AG, ING DIBA, and media representatives) discussed about the role of media.
- **Prof. Marc Fischer** was interviewed in *Horizont* on the topic brand relevance “The Brand is Back as Status Symbol” [Die Marke feiert ein Comeback als Statussymbol] (October 2016).
- **Prof. Werner Reinartz** was featured in an interview with the new retailing magazine ‘*Business Handel*’ together with Kai Hudetz of the Center for Research in Retailing (IFH). They discussed the link between academic research and managerial practice in the retailing sector.
- The ZDF TV channel aired a documentary about Dr. Oetker, one of the leading family owned business in Germany. **Prof. Werner Reinartz** commented on the marketing and brand strategy of the company over time (September 2016).
- *Sportswear International* interviewed **Prof. Werner Reinartz** on the subject of approaching consumers in the digital age (‘The Consumer has Won’, Issue 274, July–August 2016).
- The *Kölner Hochschulradio* interviewed **Prof. Werner Reinartz** with respect to the new Digital Transformation initiative at the University of Cologne.

Key Notes and Practitioner Presentations

- **Bruno, Hernán**, “Rethinking Business in the Digital Age,” Digital Marketing Congress, Cologne, Germany.
- **Bruno, Hernán**, “Perspectives on the Digital Future,” Key note address at the Digital Workshop with Google, Cologne, Germany.
- **Fischer, Marc**, “25 Years of Brand Valuation—Where are we?,” Annual EACVA Conference, Berlin, Germany.
- **Fischer, Marc**, “Marketing Effectiveness and Return on Marketing—How to Measure?” Marketing Club Köln-Bonn, Cologne, Germany.
- **Fischer, Marc**, “Product-Placement,” Symposium on “Branded Entertainment” organized by Prof. Fischer and the Marketing Club Köln-Bonn, Cologne, Germany.
- **Reinartz, Werner**, “Telling it to the Customer. Ad Content and Ad Effectiveness,” German Marketing Convention, Leipzig, Germany.
- **Reinhard, Julia**, “Measuring myself. What we know about Digital Tracking Technologies and Self-Quantification,” Digital Workshop with Google, Cologne, Germany.
- **Stäbler, Samuel**, “Product Placement: An Omni-Channel Marketing Strategy,” Digital Workshop with Google, Cologne, Germany.
- **Stäbler, Samuel**, “Product Placement: An Omni-Channel Marketing Strategy,” Digital Marketing Congress, Cologne, Germany.
- **Wichmann, Julian**, “Big Data—Managing Data Quantities,” 14. Jahrestagung der Akademischen Partnerschaft, Cologne, Germany.

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

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.

The IFH's goal is to take knowledge gained from research and apply it for the benefit of the retail commerce sector and its stakeholders. This is realized primarily through closely cooperating with the University of Cologne's Department of Retailing and Customer Management (Director Prof. Werner Reinartz).

IFH-Associates

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 mutual exchange of knowledge between academia and commerce in practice. The exchange is active and dynamic through close networking ties and regular discussions.



The IFH Association's goal is to take knowledge gained from research and apply it for the benefit of the retail commerce sector and its stakeholders. It does this primarily through closely cooperating with the University of Cologne's Department of Retailing and Customer Management. In this way, IFH Associates gain from original research, databases of knowledge, events and lectures.

IFH Associates include retailers and manufacturers, service providers, professional associations, chambers and public institutions. The committee of the IFH Associates comprises renowned personalities from the German retail sector.

As an IFH Associate, you support the dialogue between research and practice and thereby gain from the added value such dialogue generates.



JOSEF SANKTJOANSER
President of the German Retailing Association (HDE)



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



WILFRIED HOLLMANN
CEO NOWEDA eG



CHRISTIAN WINTER
CEO Tengemann E-Commerce GmbH



MARLIESE KALTHOFF
Head of FWV Medien GmbH



KARSTEN KUEHN
CMO Hornbach Baumarkt AG



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



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



MICHAEL METTE
Deputy Managing Director IKEA Germany



DR. SVEN SPORK
Head of Corporate Affairs Rewe Group



TORSTEN TOELLER
Founder and Managing Director Fressnapf Holding SE



DR. STEFAN WENZEL
Vice President eBay Germany



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

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 mutual exchange of knowledge between academia and commerce in practice. The IFH Association's goal is to take knowledge gained from research and apply it for the benefit of the retail commerce sector and its stakeholders. It does this primarily through closely cooperating with the University of Cologne's Department of Retailing and Customer Management. In this way, IFH Associates gain from original research, databases of knowledge, events and lectures.

In 2016, the focal study has been released under the name **"Shift happens—How the Digital Transformation Changes the Personnel's Profile of Requirements."** Its main objective is to analyze how job descriptions in retailing are shifting in light of ongoing digitization and which skills and competencies are needed in the digital working environment. Results show that retailing is beginning to feel the impact of the digital transformation on job profiles. Even though the majority of expectations about its consequences have not (yet) been fully realized. Digitization is usually approached with internal solutions. In turn, retailing can proactively promote the opportunities digitization presents. As such opportunities are turned into action demands on employees will evolve.

Event: 'Fascination Retailing'

Once a year, the IFH Association calls for its yearly convention "Fascination Retailing." It provides IFH member companies with new ideas and inspiration from research and practice (www.faszinationhandel.com). 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. It also offers plenty of opportunities for the mutual exchange of information.

In 2016, it was all about "Innovation, Inspiration, Interaction." Dr. Sven Spork (Rewe Group) started off by showing how digital innovation is transforming online and offline food retailing. Prof. Werner Reinartz (University of Cologne) provided exclusive first insights into the 2016 IFH focal Study, which focused on "The effects of digital transformation on retail personnel." A view on innovation in retailing from the perspective of a platform provider was offered by Stefan Wenzel (eBay Germany), who painted a technology-driven future of commerce with virtual reality and artificial intelligence in the forefront. Basic requirements for these developments are rigorous but sufficiently simple techniques of data analytics, presented by Prof. Hernán Bruno (University of Cologne). Kai Rübiger (kwb Germany) and Boris Hedde (IFH Cologne) closed the event by sharing results from the project "Knauber Innovation Store", promoting novel ways to achieve customer experience excellence in retail stores. A review of the event including a short video are available at www.ifh-foerderer.de/faszinationhandel/rueckblick-faszination-handel-2016.

Speaker	Topic
Dr. Sven Spork (Rewe Group)	Practice Check Innovations: How Are (Digital) Innovations Systematically Approached and Implemented
Prof. Werner Reinartz (University of Cologne)	Between Innovation and Interaction: How the Digital Transformation Changes the Personnel's Profile of Requirements
Stefan Wenzel (eBay Germany)	Innovating Commerce: The Future of Retailing from the Perspective of eBay
Prof. Hernán Bruno (University of Cologne)	How to Innovate with Data Analytics in Retail
Kai Rübiger (kwb Germany) & Boris Hedde (IFH Cologne)	Knauber Innovation Store: Inspiring DIY-Customers with Innovation and Interaction



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. DOMINIQUE HANSENS
Founding Director of the MASB, founding Chair of the MASB Advisory Council and Distinguished Research Professor of Marketing at the UCLA Anderson School of Management



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



PROF. V KUMAR
Founding Advisory Council member, holder of the Richard and Susan Lenny Distinguished Chair in Marketing, Regents' Professor, and Executive Director of the Center for Excellence in Brand and Customer Management at the J. Mack Robinson College of Business, Georgia State University



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. RUSSELL WINER
Founding Director of the MASB and founding Advisory Council member and Professor of Marketing at New York University's Stern School of Business



BILL BANE
Director of Finance, Kimberly-Clark Corporation



JEFF LONG
Director for Commercial and Shopper Insights, MillerCoors LLC



JONATHAN SHORT
Senior Director of Brand Finance, PepsiCo/Frito-Lay



GREG BANKS
COO and President of Maddock 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 an interdisciplinary cooperation of the Chair of Business Policy and Logistics (Prof. Werner Delfmann) and the Chair of Marketing and Brand Management (Prof. Franziska Völckner). 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 the minor in "Trade Fair Management" to bachelor students of 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. WERNER DELFMANN
Director of the Department of Business Policy and Logistics, University of Cologne



STEFANIE DORN
Research assistant at the Department of Business Policy and Logistics, University of Cologne

ISU 2016

*"Customer Journey—
Touring the Trade Fair
Touchpoints"*

June 8th – 10th, 2016

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. 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 "Customer Journey—Touring the Trade Fair Touchpoints". The program focused on the customer journey with regard to its opportunities and challenges for the exhibition industry. Academics, exhibitions professionals and lateral thinkers discussed various aspects of the future journey of trade fair customers. During intensive lectures and workshops, the speakers provided participants with ideas, tools and profound approaches to manage the emerging challenges related to the customer journey.



Conference program

Speaker	Topic
Kai Hattendorf (UFI – The Global Association of the Exhibition Industry)	Satisfying the Trade Fair Customer
Prof. Jens Boecker (Bonn-Rhein-Sieg University of Applied Sciences)	Customer Journey Analysis
Prof. Jan H. Schumann (University of Passau)	Customer Journey—A Novel Approach in Trade Fair Management
Arwen Obermeyer (Jelba)	Exploring the Journey: Entering the Minds of your Audience
Jasmine Lew (Singapore Tourism Board) Jarawan Suwannasat (Thailand Convention & Exhibition Bureau)	Customer Journey Through Destination Marketing Touchpoints
Stephan Forseilles (Artexis Easyfairs)	The Customer Journey of Exhibitors: Using Technology as a Guiding Hand, not as a Dragging Net
Jason Stead (Global Experience Specialists)	Customer Journey—The Moments that Matter
Friedrich Ostermann (IPM United)	Customer Journey through the Trade Fair Industry
Eva Teruzzi (Fiera Milano)	Future Journey of the Trade Fair Customer
Prof. Carl Rohde (Shanghai Institute of Technology)	The Future of Fairs



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 and Swiss 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 Swiss Federal Institute of Technology, Zurich, 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 2016:

Company	Location	Workshop Contents	Date
Porsche	Stuttgart	E-Mobility-Analysis of the Challenges for Brands	January 28–29
Unilever	Hamburg	E-Commerce: Development of an E-Commerce Strategy to Increase Sales	May 3–4
Allianz	Cologne	Mobility / Shared Economy–Product Development for an Insurance	May 30–31
Arvato	Guetersloh	Digital transformation–How to embrace tech-enabled omni-channel customer services	June 6–7
McKinsey	Kitzbuehl	Rebranding–Branding Project for a Steel Company	June 24–26
Edeka	Hamburg	Private Brands–Creation of a New Private Label Brand	October 20–21
L'Oréal	Duesseldorf	Omni channel marketing–Aligning online and point-of-sales marketing for a beauty brand	November 3–4
Johnson & Johnson	Neuss	Brand introduction–Introduction of a new OTC brand	November 29–30





Impressions from the CoEM EDEKA Workshop in Hamburg

“Private Brands–Creation of a New Private Label Brand”



Scientific Center for Brand Management and Marketing (ZMM)

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

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, Chair of Marketing and Branding, University of Hamburg (Prof. Henrik Sattler).

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 k.klein@wiso.uni-koeln.de)

zmm-online.de

z|m)m Wissenschaftliches Zentrum für
Markenmanagement und Marketing

Wissenschaftliches Zentrum für
Markenmanagement und Marketing

Universität
zu Köln

Geçtiğün (Ulrike Klein) | Foto: conthartenskiatt - Fotolia.com

“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 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
L’Oréal	Düsseldorf	Job Application Training and CV Check	May 4
Horbach	Cologne	Workshop “Salary Negotiations”	April 20
Axel Springer/BILD	Cologne	Workshop “The Power of Storytelling”	May 9
Batten & Company	Cologne	Application Day ZMM+	May 10
Simon-Kucher & Partners	Bonn	Workshop “Negotiation Excellence”	June 15
AXA	Cologne	Application Day ZMM+	November 21
Batten & Company	Cologne	Consultant Day	November 24
L’Oréal	Düsseldorf	Workshop “Digital Marketing”	December 19



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