

MARKETING AREA

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Marketing Area

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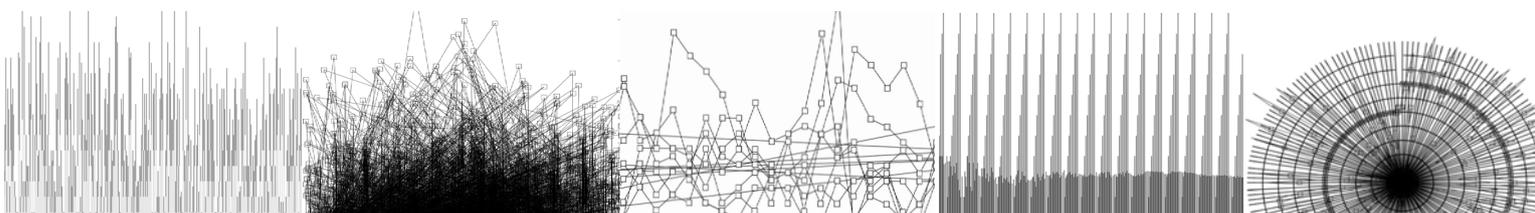
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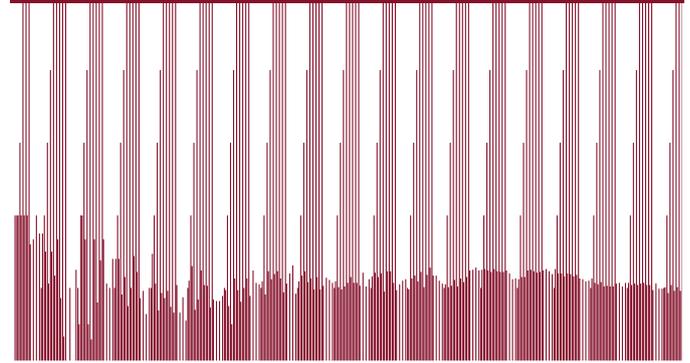
Science and Art are no contradiction. As our research work is largely empirical-quantitative in nature, we wanted to reflect this property in our Area report. Thus, we visually complemented the report by a set of AI-rendered graphics that display a subset of the data of actual ongoing research projects.



INTRODUCTION

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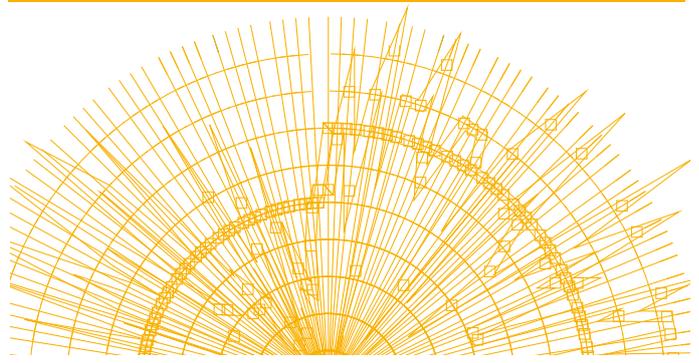
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“Economic and social drivers of value creation on social deal platforms.”
Dr. Jens Paschmann

Editorial

As the world slowly emerged from the constraints of the global pandemic, we found ourselves back in face-to-face academic conferences, in classrooms, and at the office working together in research projects. It was a wonderful feeling to see our offices coming back to life and seeing colleagues and staff every day. In this 11th edition of the Marketing Area Report, we would like to share some of the highlights of the past year.

Both our teaching and our research are guided by the dual drive to address fundamental questions and to deal with concrete issues. In research, we embrace this contrast: we go to great extents to ensure the correctness and rigor of our research and we also connect with practice, letting much of our scientific inquiry be guided by the problems faced by managers. As a group, we cover a wide range of research topics and methodological approaches. Some of our published articles this year looked at brands as platforms, gamification in digital markets, the evolution of marketing mix, the content choices in traditional media, and more. These projects have been published in top journals of our field. In the last year we have published 13 papers, with 7 in the A+ journals. In this report, you will find further details about these projects.

This duality is also alive in our teaching. We give tools to our students so they can start and develop their career successfully. But we never forget that we are a university and we cannot just focus on the immediate and the practical. We are educating the next generation of business leaders who will ineluctably deal with problems that we cannot precisely foresee. We work hard to provide them with a broad perspective of the business world, to instill in them good managerial practices, to develop a rigorous intellectual attitude to problem solving, and to reflect on the ethical and social issues that permeate organizations.

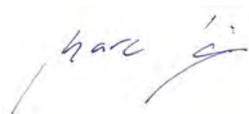
In the academic year 2022, we offered a total of 34 courses at the bachelor, master and doctoral level, as well as courses targeted to professionals in the University of Cologne Executive School. We believe in teaching excellence and we care about our students. Our courses frequently receive excellent feedback from students and rate among the top courses across business, economics, and sociology. A total of 160 students completed their theses at the Marketing Area (100 at the bachelor level and 60 at the master level). In addition, we open our courses to guest lectures and talks from managers and business leaders across all industries. Our two talent programs for students, ZMM Marketing and More and the Circle of Excellence in Marketing, provide our students and business partners an opportunity to cooperate and learn from each other.

We train our doctoral students and researchers to become leading academics in top institutions and industry. We are delighted to announce in 2022, 4 students have successfully defended their dissertation and are now starting exciting careers in academia or in executive positions in government and corporations.

The Marketing Area comprises 28 researchers: Professors Hernán A. Bruno, Marc Fischer, Martin P. Fritze, Werner Reinartz, Thomas P. Scholdra and Franziska Völckner, 6 post-doctoral researchers, 17 doctoral students. Our work would not be possible without a very engaged support staff and a team of student assistants. We hope you enjoy our annual report. If you would like to know more about our work and vision, or are interested in specific aspects of our research and teaching, or just want to let us know what you think, please get in touch.



Prof. Hernán A. Bruno
Marketing and Digital Environment



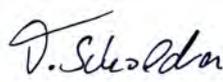
Prof. Marc Fischer
Marketing Science and Analytics



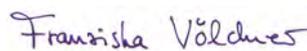
Asst.-Prof. Martin P. Fritze
Trade Fair Management and Marketing



Prof. Werner Reinartz
Retailing and Customer Management



IFH-Endowed Asst.-Prof.
Thomas P. Scholdra
Retailing and Customer Management



Prof. Franziska Völckner
Marketing and Brand Management

January



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

March

Prof. Fischer has the research stay at UTS Business School, Sydney, Australia



Dr. Julian R. K. Wichmann and Prof. Werner Reinartz publish their study on "Building your own brand platform" in HBR

February

April



After 3 years of pandemic and online teaching, we are excited to welcome our students back to our lecture halls

June



Prof. Reinartz, Dr. Julian R. K. Wichmann, and Asst.-Prof. Thomas P. Scholdra participate as Faculty Fellows in the 2022 Marketing Strategy Consortium, Mays Business School, Texas A&M University

Dr. Julian R. K. Wichmann participates in XI. International Congress of Hanns Martin Schleyer Foundation

Members of Marketing Area take part in ISMS Marketing Science Conference 2022



Members of the Marketing Area participate in the 2022 EMAC: Annual Conference in Budapest, Hungary

May

2022

July



Prof. Völckner is reappointed to the Editorial Review Board of the *Journal of Marketing*

September

The annual event of the IFH Associates takes place physically in the premises of the University of Cologne on Sept. 7th [Faszination Handel]



Prof. Reinartz, Asst.-Prof. Thomas P. Scholdra and Dr. Julian R. K. Wichmann present the IFH Whitepaper "Measurement and understanding of Marketingeffectiveness" [Marketingeffektivität messen und verstehen]

The Marketing Area has its annual "Research Retreat" at Gut Hungenbach

Prof. Völckner is appointed as an Area Editor of the *International Journal of Research in Marketing*

Dr. Julian R. K. Wichmann participates in AMA Summer Educators Conference

Prof. Fischer has the research stay at UCLA, Los Angeles, USA



August

October

November

Prof. Fischer hosts the inaugural workshop of the Schmalenbach Working Committee on "Marketing Performance Analytics"

Dr. Julian R. K. Wichmann gives a presentation at LINK Enhanced Data (YouGov Switzerland) on "How studies and analyzes can be enriched with contextual information" [Wie Studien und Analysen mit Kontextinformationen angereichert werden können]



Dr. Thomas P. Scholdra is appointed as the IFH-Endowed Junior Professor of Marketing and Retailing

Dr. Julian R. K. Wichmann participates the Informs ISMS Early Career Scholars Camp 2022

Dr. Julian R. K. Wichmann gives a presentation at the joint marketing seminar of ETH Zurich and UZH University of Zurich on "Skippable and Non-Skippable Ads – The Yin and Yang of Online Video Advertising"

Dr. Julian R. K. Wichmann and Prof. Werner Reinartz publish their study on "An own platform for your brand" [Eine eigene Plattform für Ihre Marke] in *HBM*

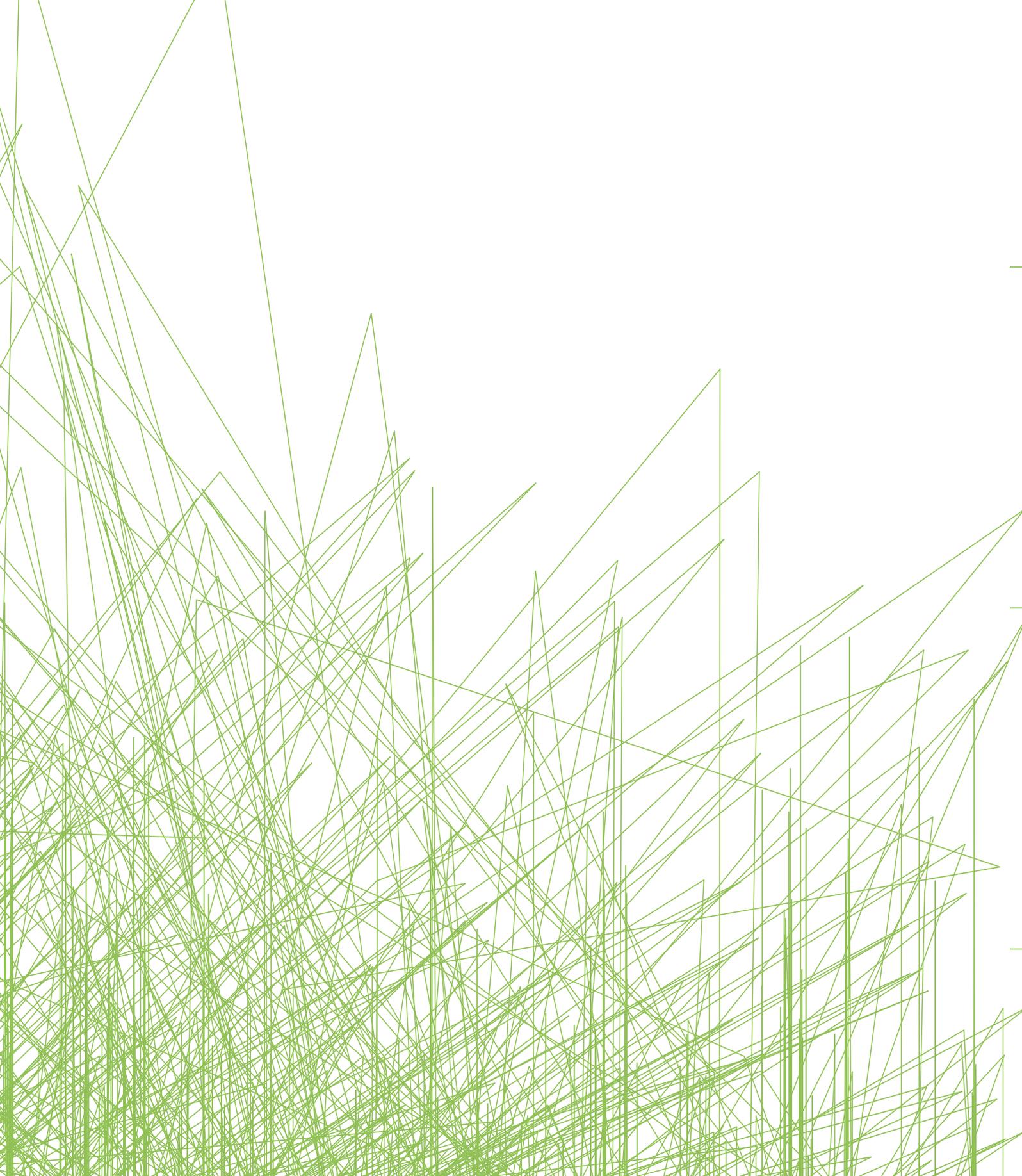


December



“Visualized retail revenue and retail purchasing power in Germany on the 5-digit zip-code level”

M. Sc. Vincent Weidenbörner



INTRODUCTION



University of Cologne – Good ideas since 1388

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

The University of Cologne is not only one of the oldest universities in Europe but also, with about 51,000 students and 635 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. 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), Peter Grünberg (Nobel Prize in Physics, 2007), and Benjamin List (Nobel Prize in Chemistry, 2021), to name just a few.

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**
École des Hautes Études 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)

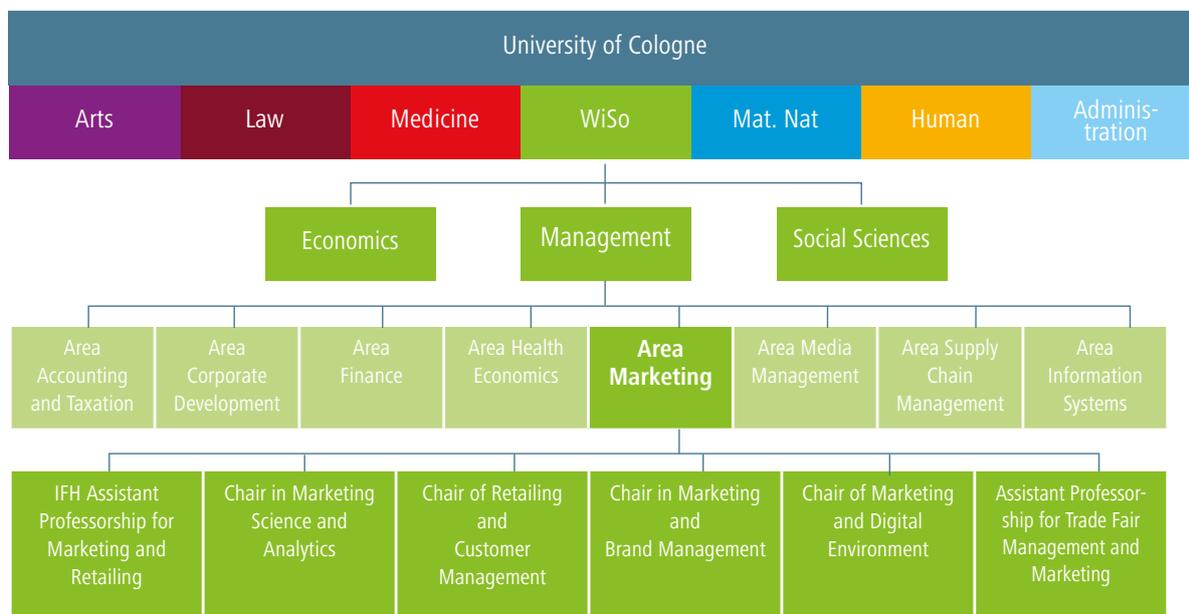
About **300** Cooperations and External Relations on Faculty Level

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

The WiSo Faculty represents one of the largest, most reputable schools of management, economics, and social sciences in Europe, with more than 8,000 students and a large variety of chairs. In keeping with its excellent reputation, the WiSo Faculty has created an outstanding research environment. Many of its institutions have been awarded prestigious research prizes and regularly receive top rankings, including those assigned by business papers such as *Handelsblatt*.

The hallmark of studying at the WiSo Faculty is the vast variety of specializations, spanning a wide range of subjects. Depending on students' interests and talents, they can choose from among a broad spectrum of disciplines. Networks with more than 140 partner universities around the world also help students align their studies internationally.

The WiSo Faculty is the only German member of both CEMS (Global Alliance in Management Education) and PIM (Partnership in International Management). Moreover, the Faculty of Management, Economics and Social Sciences (WiSo Faculty) cultivates close relationships with more than 200 national and international businesses fostering strong collaboration in teaching, research and knowledge transfer. Holders of bachelor's and master's degrees from University of Cologne are highly favored by personnel managers, as demonstrated by the outstanding positions they assign to university graduates in consistent ratings (e.g., 1st place among German faculties for Business Administration, 6th place among German faculties for Economics, and 5th place for Political Sciences in 2022).



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

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

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

Prof. Hernán A. Bruno
Marketing and Digital Environment

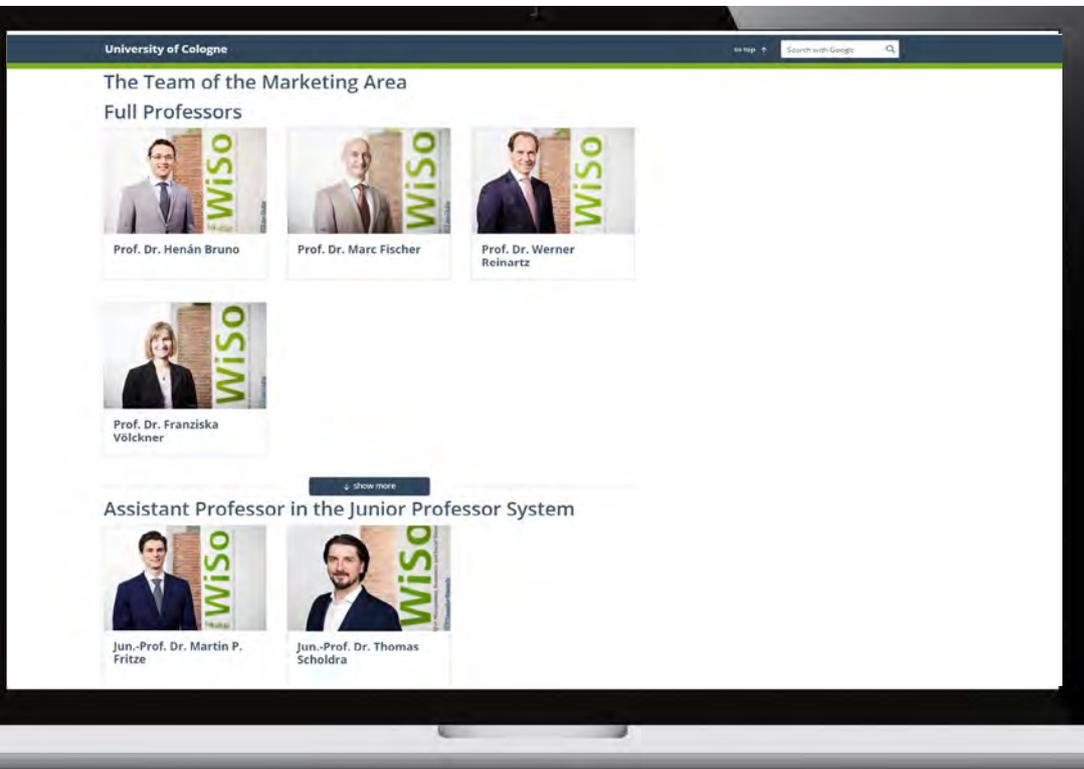
Prof. Marc Fischer
Marketing Science and Analytics

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

Prof. Werner Reinartz
Retailing and Customer Management

Asst.-Prof. Thomas P. Scholdra
IFH-Endowed Juniorprofessor for Marketing and Retailing

Prof. Franziska Völckner
Marketing and Brand Management



Marketing Area – Mission Statement

The Marketing Area strives to provide excellence for our 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, digital 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.





MARKETING AREA – TEAM MEMBERS

Prof. Hernán A. Bruno

Hernán A. Bruno is a Professor of Marketing and Digital Environment at the University of Cologne since September 2015. Before joining the University of Cologne, Professor Bruno was a faculty member at INSEAD in Fontainebleau, France (2008-2015) and at the Erasmus University in Rotterdam, Netherlands (2007-2008). He holds a Master in Research and a Marketing Ph.D. from London Business School. Prior to his career in academia, he was a researcher in Analytical Chemistry at the University of Buenos Aires and a consultant at McKinsey&Company.

Prof. Bruno models marketing phenomena using tools from statistics and economics. His models are designed to evaluate the causal impact of marketing decisions and, or to describe important marketing phenomena that can be applied to decision-making. His work has been presented at the most important marketing conferences and published in *Marketing Science*, *Journal of Marketing*, and *Journal of Marketing Research*. His driving interest focuses on three central ideas of current marketing. First, the long-term impact of marketing decisions using models that incorporate marketing dynamics. Second, the focus of the model is the underlying variability across customers. Finally, he is looking at how new technologies are changing and how individuals and companies consume information and make decisions. He currently teaches Marketing Mix Modeling, Data Analysis with R, and Value Creation in the Digital World at the University of Cologne. He is actively involved in the development of programs of the business school at the University of Cologne and continues teaching Marketing Strategy and Digital Transformation at the Executive Education level.



Prof. Marc Fischer

Prof. Marc Fischer has been the director of the Chair in Marketing Science and Analytics at the University of Cologne since 2011. He was a professor of marketing (part-time) at the UTS Business School, University of Technology Sydney, from 2014-2020 and Professor of Marketing and Services at the University of Passau (2007-2010). Prof. Fischer is Morrison Faculty Fellow at the Anderson Graduate School of Management at UCLA, Los Angeles. He is also the academic director of CEMS-MIM at the University of Cologne, which is a globally leading master program involving 34 top universities from 33 countries around the world. His expertise includes the measurement and management of marketing performance, marketing analytics applications, brand management, and the optimization of marketing mix. His articles have appeared in *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*, *Management Science*, *Quantitative Marketing and Economics*, *International Journal of Research in Marketing*, *Interfaces*, and other academic journals. Seven articles won major awards or were finalists, including Gary L. Lilien ISMS-MSI Practice Prize (2x), *Journal of Marketing Research* Paul E. Green Award, *Journal of Marketing* AMA/MSI/H. Paul Root Award, INFORMS Franz Edelman Award, *Journal of Marketing & Journal of Marketing Research* Lehmann Award, and VHB Best

Paper Award (2x). Prof. Fischer serves as an Associate Editor for *Journal of Marketing* and on the Editorial Review Boards of *Journal of Consumer Research* and *International Journal of Research in Marketing*. In 2001 and 2002, Prof. Fischer suspended his academic career to assume a position as associate at McKinsey&Company. He has consulted with various multinational companies from diverse industries, such as retail, automotive, pharmaceutical, transportation, media/entertainment, financial services, market research services, consumer-packaged goods, logistics services, and business services, and served as expert witness for international law firms, especially in matters of branding. In 2010, he joined the Marketing Accountability Standards Board (MASB) in Chicago where he serves on the Advisory Council. Prof. Fischer is member of the advisory board of cpi consulting (Berlin), and the Center for Brand Management and Marketing (ZMM) in Hamburg. He served on the advisory board of YouGov AG (Cologne), was executive director of a German-speaking business study program at the University of Management at Moscow and served as executive director of the Center for Market Research at the Institute for Market Research and Economic Research in Passau. Prof. Fischer received his doctoral degree from the University of Mannheim, Germany, and his habilitation from the Christian-Albrechts-University of Kiel, Germany.



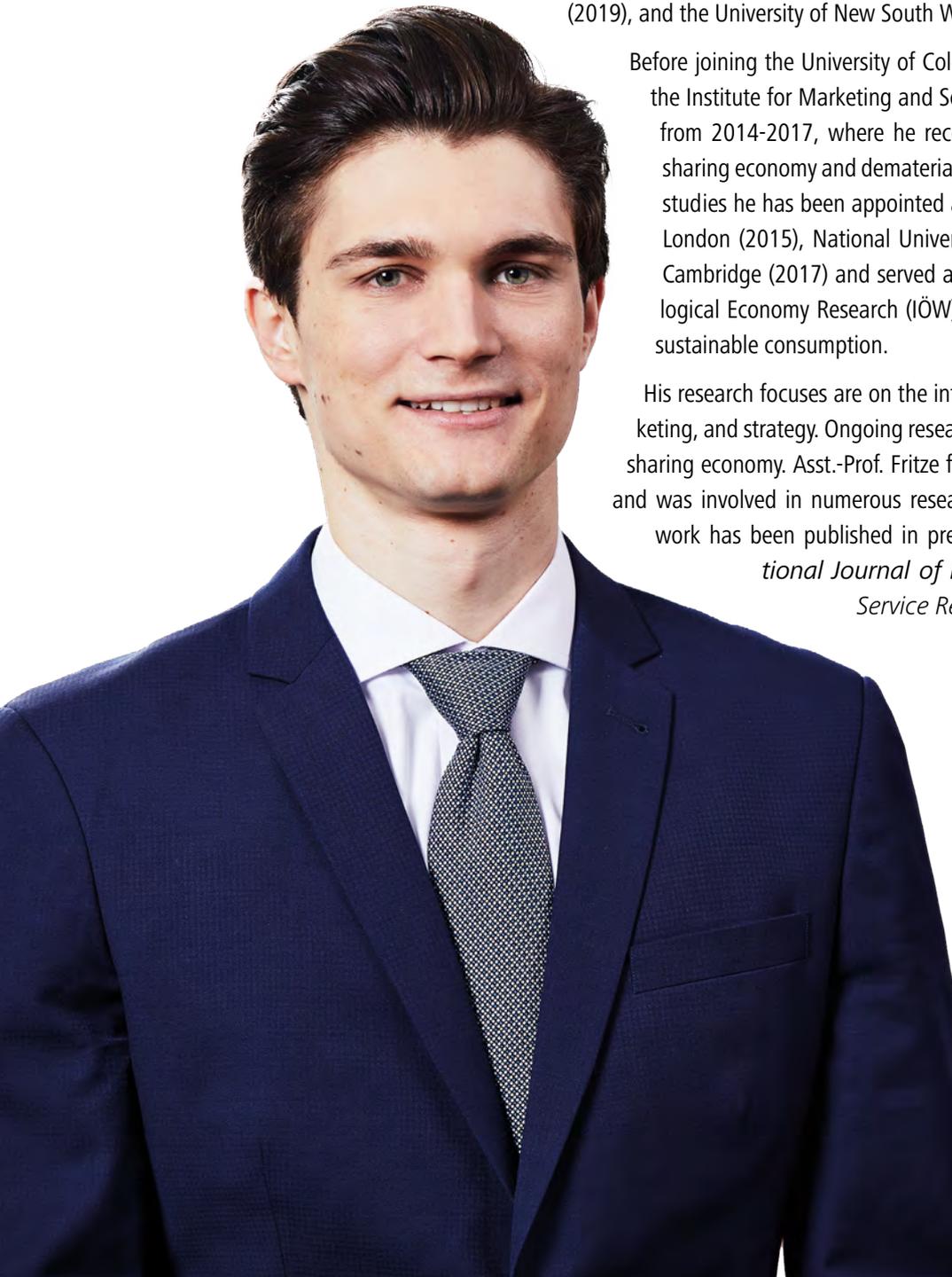
Asst.-Prof. Martin P. Fritze (Junior Professorship)

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

He was Visiting Professor at Imperial College London (2018), Erasmus University Rotterdam (2019), and the University of New South Wales (2020).

Before joining the University of Cologne, he completed his doctoral studies at the Institute for Marketing and Service Research at the University of Rostock from 2014-2017, where he received his Ph.D. with a dissertation on the sharing economy and dematerialization of consumption. During his doctoral studies he has been appointed as a Visiting Researcher at Imperial College London (2015), National University of Singapore (2017), the University of Cambridge (2017) and served as a research fellow at the Institute for Ecological Economy Research (IÖW) in Berlin, where he worked in the area of sustainable consumption.

His research focuses are on the intercept of consumer behavior, services marketing, and strategy. Ongoing research projects deal with digitalization and the sharing economy. Asst.-Prof. Fritze frequently conducts large-scale field studies and was involved in numerous research-practice collaborations with firms. His work has been published in premier academic journals such as *International Journal of Research in Marketing* and *Journal of Service Research*.



Prof. Franziska Völckner

Franziska Völckner is a Professor of Marketing at the University of Cologne. Furthermore, she is a visiting scholar at the school of Marketing at UNSW, Sydney Australia. Her research interests center on understanding marketing phenomena and supporting marketing decision-making in a changing customer and business environment due to the digital transformation as well as climate change and resource depletion.

Her work has been published in leading academic journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *MIS Quarterly*, *Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, and *Journal of Service Research*. In 2018, she received the female Career Award from the HEC Lausanne, Switzerland. She also is the recipient of the 2011 VHB Best Paper Award (for "How Important Are Brands? A Cross-Category, Cross-Country Study," *Journal of Marketing Research*, 47 (5)) and the 2008 Young Academics VHB Best Paper Award (for "The Dual Role of Price: Decomposing Consumers' Reaction to Price," *Journal of the Academy of Marketing Science*, 36 (3)). In terms of teaching, she received the Albertus-Magnus Teaching Award of the Faculty of Management, Economics and Social Sciences, University of Cologne, in the summer terms 2011 and 2013. Since 2007, she generated a total amount of research grants and funding of about €1.3m.

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



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 e.V.), one of the largest applied research centers in the Faculty of Management and Economics. Previously, he was the Cora Chaired Professor of Retailing and Management at INSEAD, France. Professor Reinartz holds a Ph.D. in Marketing from the University of Houston.

He is a leading academic voice on how firms interact with their customers. His research interest is at the intersection of CRM, digital marketing, retailing, sales, and advertising. In particular, he is interested in the questions of how firms can compete successfully in mature markets, marketing mix efficiency and effectiveness, and the successful management of lasting, profitable customer relationships. His work has left a keen footprint in an academic context: he is one of the highest cited scholars in top marketing journals outside the US, and in terms of research productivity among the very top ranked economists (*Wirtschaftswoche*, *Handelsblatt*, *Journal of Marketing*). His total Google scholar citation count is 23564 and his research citation g-index is 134 (Harzing.com). His average Scopus Citation Percentile of all of his top journal publications is 98. With respect to the research dimension, the *Frankfurter Allgemeine Zeitung (FAZ)* lists him consistently as one of the top economists in German speaking countries.

His research work has been recognized with the highest academic awards in the discipline (e.g., AMA Doctoral Dissertation Competition Award, Don Lehmann Award for the Best Dissertation-Based Research Paper, MSI/ Paul Root Award twice, Finalist for the O'Dell Award, Varadarajan Award for Early Career Contributions Sheth Foundation/ *Journal of Marketing* Award for long-term contribution

to the marketing discipline, Steenkamp Award for long-term impact, ISBM-David Wilson-Sheth Foundation Award for Long-Term Impact). He has published extensively in the very top journals of the field such as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *International Journal of Research in Marketing*, and *Journal of Retailing*. From 2018-2021, he was co-editor of the *International Journal of Research in Marketing*, one of the discipline's top journals. Furthermore, he has been long-standing area editor at the *Journal of Marketing* and *Journal of Marketing Behavior* as well as longstanding editorial board member for many top journals such as *Journal of Marketing*, *Marketing Science*, *International Journal of Research in Marketing*, and *Journal of Retailing*. In June 2010, he was the host of the Marketing Science Conference, one of the premier conferences for academic research in the marketing discipline globally.

Prof. Reinartz conscientiously focuses on solving problems that are meaningful in managerial practice. Accordingly, he is one of the highest published management researchers in the *Harvard Business Review*, the most impactful applied management journal globally – tallying a total of 25 contributions in all Harvard Business Press publications. He has worked with a large number of international top companies and he has conducted extensively executive training programs for many Fortune500 and EuroStoxx50 companies.

Amongst his many current and past institutional leadership roles are the speaker of the business administration faculty at UoC, member of the Faculty Evaluation Committee, member of the Faculty Commission, speaker of the Marketing Chapter of the German Academic Association for Business Research (VHB) and speaker of the research initiative "Digital Transformation and Value Creation.at the University of Cologne.



Asst.-Prof. Thomas P. Scholdra (Junior Professorship)

Thomas P. Scholdra is IFH-Endowed Assistant Professor of Marketing and Retailing at the University of Cologne since November 2022. Previously, he has been a post-doctoral researcher at the Chair of Retailing and Customer Management. Before joining the Marketing Area, he received his doctoral degree from the University of Bremen with a summa cum laude in 2019. For his dissertation titled "Business Cycles and Consumer Behavior", he has received several research awards, including the Wolfgang-Ritter-Prize 2020, the Segnitz-Prize 2020 by the University of Bremen, and the dissertation award by the German Brand Association (3rd place).

In his research, Thomas P. Scholdra focuses on (the future of) retailing, (digital) advertising, and the impact of marketing strategy on firm performance. His research approach is quantitative in nature, using large structured (e.g., consumer transactions, firm performance metrics) and unstructured (e.g., written product reviews, speech transcripts) data sets as well as advanced empirical modelling techniques. His research projects often are located at the intersection of marketing and economics, finance, or computer science and are conducted in close collaboration with leading practice partners from various industries. His work is regularly presented at academic marketing conferences and has been published in the *Journal of Marketing*. Also, he periodically contributes to the annual practice-oriented paper series "Selected Publications of the IFH Sponsors."

Besides the practical relevance of his research, Thomas P. Scholdra also has a strong practical orientation in his teaching activities. Key courses of his current and future curriculum are "Quantitative Applications in Marketing" and "Retailing."



Assistant Professors (Habilitation System)



Dr. Magdalena Bekk

(bekk@wiso.uni-koeln.de)

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

Dr. Martin Hirche

(Tel: +49 (0)221 470 2599 | hirche@wiso.uni-koeln.de)

Martin Hirche is a post-doctoral researcher at the University of Cologne at the Chair of Marketing and Brand Management. Prior to joining the University of Cologne in 2021, he worked at the University of Melbourne and the Ehrenberg-Bass Institute for Marketing Science, Adelaide. Martin Hirche also worked in marketing and management roles in the beverage industry for wine and trading businesses globally and managed international key accounts with major grocery retailers in Europe, the UK, North America, and Australia. Earlier, Martin also gained experience in the hospitality industry at Michelin-starred businesses in France and Germany. His research focuses on the physical availability of brands, retail distribution, and related brand performance metrics. Among other recognitions, Martin is the 2018 Emerald / EFMD Outstanding Doctoral Research Award Winner and received the Mary Kay Doctoral Dissertation Competition Finalist Award issued by the Academy of Marketing Science. His work is published in industry journals as well as peer-reviewed academic journals.



Dr. Jens W. Paschmann

(Tel.: +49 (0)221 470 89807 | jens.paschmann@wiso.uni-koeln.de)

Jens W. Paschmann is a post-doctoral researcher at the Chair of Marketing and Brand Management at the University of Cologne since 2022. He received his doctoral degree with his dissertation on “Digital Customer Engagement with New Technologies” from the University of Cologne (summa cum laude) in 2022. Before joining the University of Cologne, Jens graduated from the University of Münster with a Master’s Degree in Psychology, majoring in Economic Psychology. During his Bachelor’s and Master’s studies, he gained valuable practical experience in various fields such as consulting, online marketing, management diagnostics, and executive development. His research focuses on digital customer analytics and digital customer relationship management. Notable research projects create an understanding of the drivers of customers’ decisions to engage with new technologies as well as the consequences of this engagement for firms. To address novel research questions, he employs state-of-the-art research techniques for unstructured and structured big data analytics, such as mathematical modeling based on Bayesian statistics and machine learning.





Dr. Julia Reinhard

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Julia Reinhard is a post-doctoral researcher at the Chair of Marketing and Digital Environment since February 2022. Her research interests focus on transformative consumer research and decision making in digital environments. She presented her research at the leading marketing and consumer research conferences including the ISMS Marketing Science and the Association of Consumer Research Conference. Julia received her doctoral degree from the University of Cologne in 2022. She studied Business Administration during her Bachelor at the Georg-August University Göttingen and the Lisbon School of Economics and Management, Portugal, and graduated from the University of Cologne with a Master's Degree in Business Administration, majoring in Marketing and Economic Psychology. She gained practical experience through internships in advertising, market research, and ecological economy research.

Dr. Julian R. K. Wichmann

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Julian R. K. Wichmann is a post-doctoral researcher at the Chair of Retailing and Customer Management since 2020. In his research, Julian explores digital platforms, online advertising, and the future of retailing and city centres. His research has been published in top-tier Journals such as the *Journal of Marketing* and the *International Journal of Research in Marketing*. Julian studied Economics and Business Economics at the Utrecht University, Netherlands and the LUISS Guido Carli in Rome, Italy during his Bachelors and in 2014 he graduated from the University of Cologne with a Master's Degree in Business Administration, majoring in Marketing and Economic Psychology. His empirical master thesis on the use of big data in targeted online advertising has been awarded with the Wissenschaftspreis 2016. Julian went on pursuing his doctoral degree at our chair, which he received in 2020 with his dissertation on "The Evolving Brand-Consumer Relationship – The Impact of Business Cycles, Digital Platforms, and New Advertising Technologies." Besides his experience in academia, he has gained valuable insights into multiple industries through internships and joint research projects, such as fashion retailing, telecommunication, and online advertising.



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Jan Klostermann is a post-doctoral researcher at the Chair of Marketing Science and Analytics since March 2022. Before joining the marketing area, he received his doctoral degree from the University of Bielefeld with summa cum laude in 2022. His research has been published in top-tier Journals such as the *International Journal of Research in Marketing*, where he was also nominated as a finalist for the best-paper award and serves as an ad-hoc reviewer. Jan studied business administration and economics at the University of Bielefeld. During his studies, he gained practical experience through internships in leading service and market research companies.



Doctoral Students



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- Digital Transformation



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-LIBRARIAN MARKETING AREA



Adjunct and Affiliate Faculty



Hon.-Prof. Dr. Christian Glasmacher

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

Areas of Interest:

- Trade Fair Management
 - Business Development
 - Strategic Marketing Management
- Offered Courses: Strategic Trade Fair Management, Operative Trade Fair Management



Dr. Jörn Küpper

Senior Partner, McKinsey & Company Germany

Areas of Interest:

- Brand Leadership
 - Consumer Obsession
 - Sports Management
 - Business Building
- Offered Course: Brand Management



Hon.-Prof. 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



Hon.-Prof. Dr. Markus Pfeiffer

CEO and Founder, Bloom Partners

Areas of Interest:

- Digital Marketing and Innovation
 - Business Model Innovation and Entrepreneurship
 - Digital Transformation
- Offered Course: New Product Management

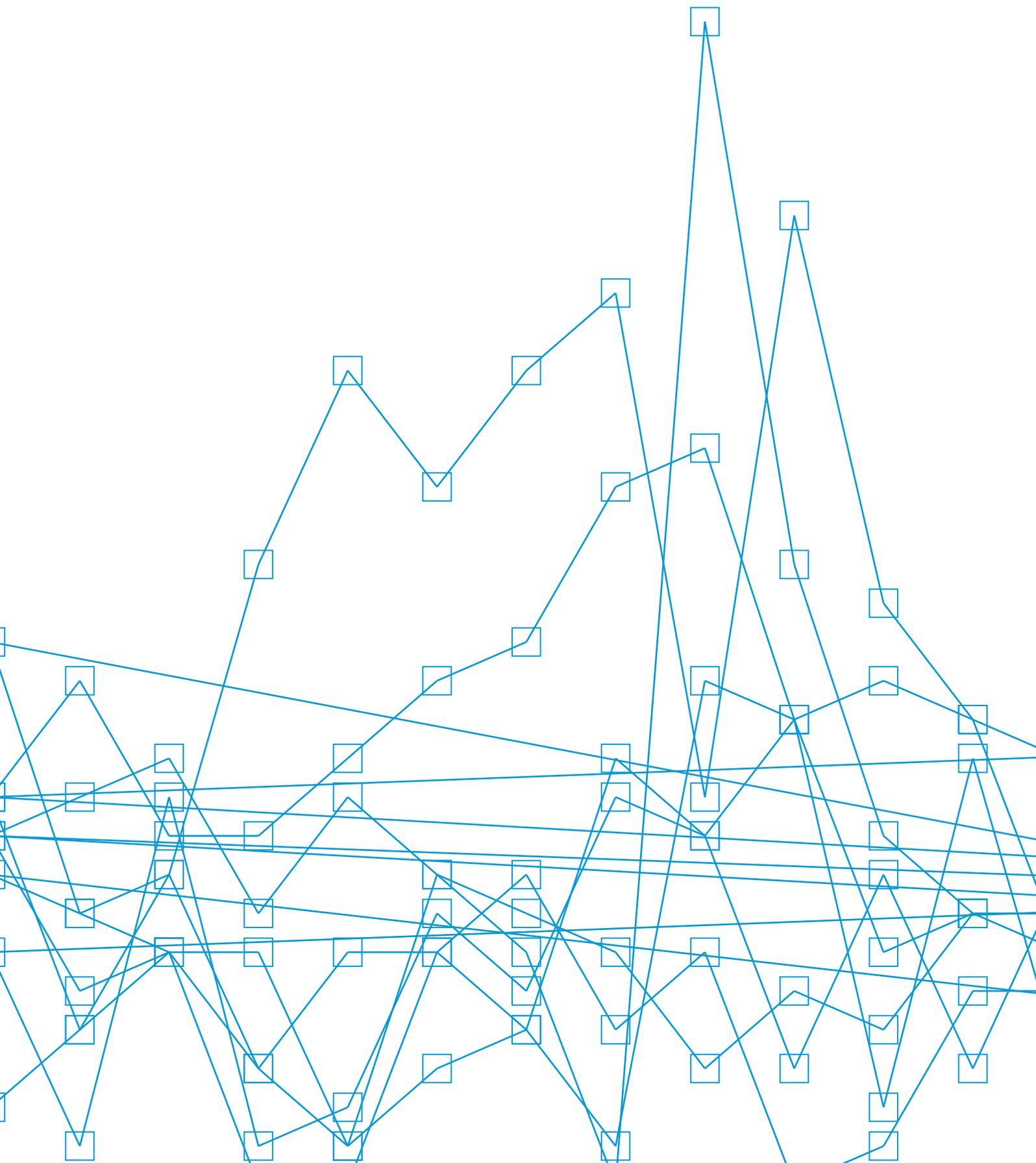


Dr. Hans-Willi Schroiff (Hon.-Prof. at RWTH Aachen)

Former Corporate Vice President at Henkel KGaA, CEO and Founder of MindChainge

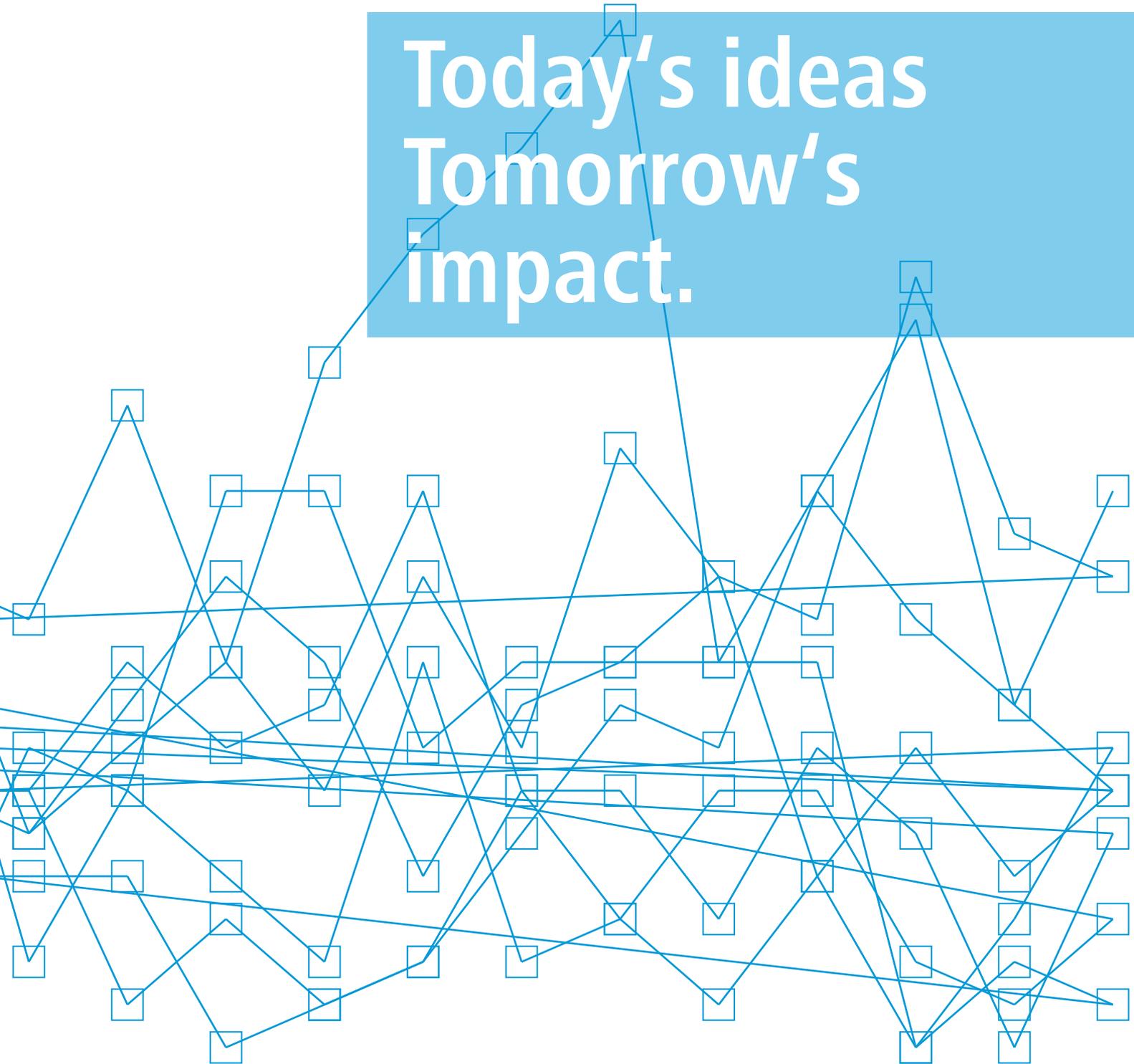
Areas of Interest:

- New Product Development
 - Brand Building
 - Market Research
- Offered Course: Consumer-Centric New Product Development



"ESG issues over time"
M. Sc. Vincent Ruess

Today's ideas
Tomorrow's
impact.



RESEARCH

Top Academic Publications of the Marketing Area 2022

Published:

Becker, Maren, **Thomas P. Scholdra**, Manuel Berkmann, and **Werner Reinartz** (2023), "The Effect of Content on Zapping in TV Advertising," *Journal of Marketing*, 87 (2), 275-297.

Abstract: Consumers who are uninterested in or annoyed by a TV ad may avoid the ad, limiting the effectiveness of not only the ad but also the remaining commercial break. Active avoidance of ads by changing the channel – known as “zapping” – is potentially a major concern for both advertisers and broadcasters. In two studies, the authors investigate whether and why ad content drives or mitigates zapping and develop a conceptual framework linking multiple content factors to psychological reactions that then affect zapping. They test the content-zapping relationship by drawing on a data set reflecting the zapping behavior of over 2,500 German television viewers combined with advertising data and content information for 1,315 spots representing 308 brands from 96 categories.

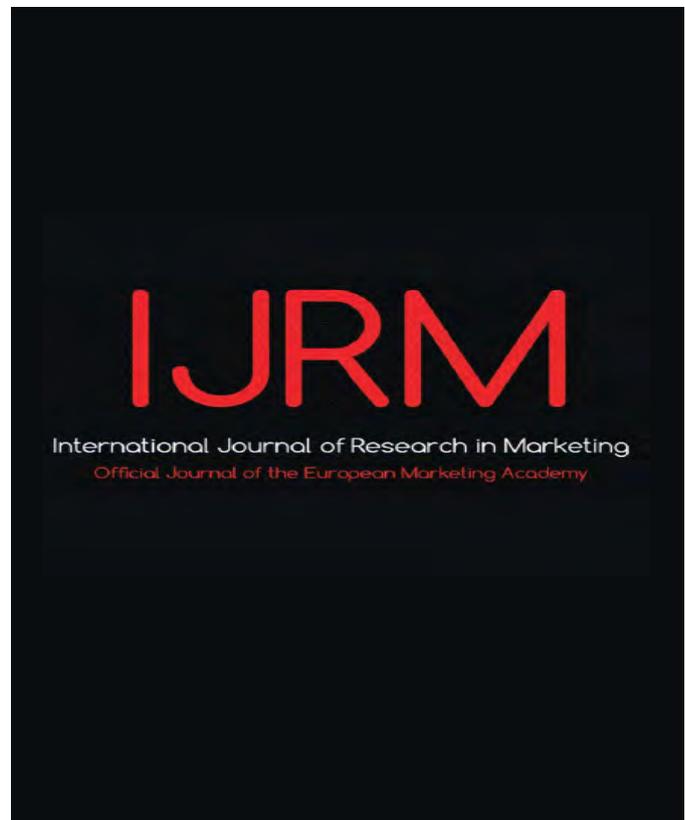
The results of the first study show that ad creativity is associated with less zapping, whereas a strong information focus and a prominent or early integration of branding elements are associated with more zapping. The findings also reveal that the effects differ significantly for products with a utilitarian (vs. hedonic) consumption purpose and for search (vs. experience) goods. The results of the second study show that irritation (determined by feeling, e.g., annoyed, offended, or overwhelmed), relative to enjoyment, acts as the central mechanism in explaining why ad content affects zapping.



Published:

Bekk, Magdalena, René Eppmann, Kristina Klein, and **Franziska Völckner** (2022), "All That Glitters is Not Gold: An Investigation Into the Undesired Effects of Gamification and How to Mitigate Them Through Gamification Design," *International Journal of Research in Marketing*, 39(4), 1059-1081.

Abstract: Although gamification has received considerable attention from both researchers and practitioners, its influence on consumers remains ambiguous. This paper proposes that a negative process through decreased attention and a positive process through increased enjoyment explain the effects of gamification on different outcome variables. Study 1 examines these two processes and gamification's downstream consequences on purchase intention and product information recognition. For purchase intention, the two processes operate in parallel and produce a null effect of gamification. For product information recognition, only the negative process emerges, resulting in a negative effect of gamification. Studies 2 and 3 focus on the negative effect of gamification on product information recognition and show that the negative effect disappears in gamification designs that link the game elements with meaningful information about the product (Study 2) or make consumers aware of the distraction potential of game elements (Study 3). The studies' findings provide managerial insights into why not all gamification endeavors yield the desired results; they also specify two boundary conditions (i.e., meaningfulness and disclosure) that may help managers avoid potentially detrimental effects of gamification.



Top Academic Publications of the Marketing Area 2022

Published:

Schöndeling, Andrea, Alexa B. Burmester, Alexander Edeling, André Marchand, and Michel Clement (2023), "Marvelous Advertising Returns? A Meta-Analysis of Advertising Elasticities in the Entertainment Industry," *Journal of the Academy of Marketing Science*, 1-27.

Abstract: How does advertising affect supply and demand in the entertainment industry? Different advertising and distribution mechanisms and unique product characteristics limit the transferability of findings from other industries to the entertainment industry. This meta-analysis focuses on 290 documented elasticities, drawn from 59 studies of movies and video games, and establishes new findings and empirical generalizations. First, the average advertising elasticity in the entertainment industry is .33 (method bias-corrected .20), approximately three times higher than the average identified for other industries. Second, average advertising elasticities are higher for demand (e.g., revenue) than for supply (e.g., screens). Third, elasticities of pre-launch advertising are higher than those of overall advertising budgets, but with respect to the success period, elasticities are higher for later periods, and in total, compared to the launch period. Fourth, elasticities tend to be rather recession-proof and consistent across geographic regions but decreased after the rise of social media platforms.

Journal of the Academy of Marketing Science

Published:

Scholdra, Thomas P., Julian R. K. Wichmann, Maik Eisenbeiß, and Werner Reinartz (2022), "Households under Economic Change: How Micro- and Macroeconomic Conditions Shape Grocery Shopping Behavior," *Journal of Marketing*, 86 (4), 95-117.

Abstract: Economic conditions may significantly affect households' shopping behavior and, by extension, retailers' and manufacturers' firm performance. By explicitly distinguishing between two basic types of economic conditions – micro conditions, in terms of households' personal income, and macro conditions, in terms of the business cycle – this study analyzes how households adjust their grocery shopping behavior. The authors observe more than 5,000 households over eight years and analyze shopping outcomes in terms of what, where, and how much they shop and spend. Results show that micro and macro conditions substantially influence shopping outcomes, but in very different ways. Microeconomic changes lead households to adjust primarily their overall purchase volume – that is, after losing income, households buy fewer products and spend less in total. In contrast, macroeconomic changes cause pronounced structural shifts in households' shopping basket allocation and spending behavior. Specifically, during contractions, households shift purchases toward private labels while also buying and consequently spending more than during expansions. During expansions, however, households increasingly purchase national brands but keep their total spending constant. The authors discuss psychological and sociological mechanisms that can explain the differential effects of micro and macro conditions on shopping behavior and develop important diagnostic and normative implications for retailers and manufacturers.



Top Academic Publications of the Marketing Area 2022

Published:

Wichmann, Julian R. K., Nico Wiegand, and **Werner Reinartz** (2022),
"The Platformization of Brands," *Journal of Marketing*, 86 (1), 109-131.

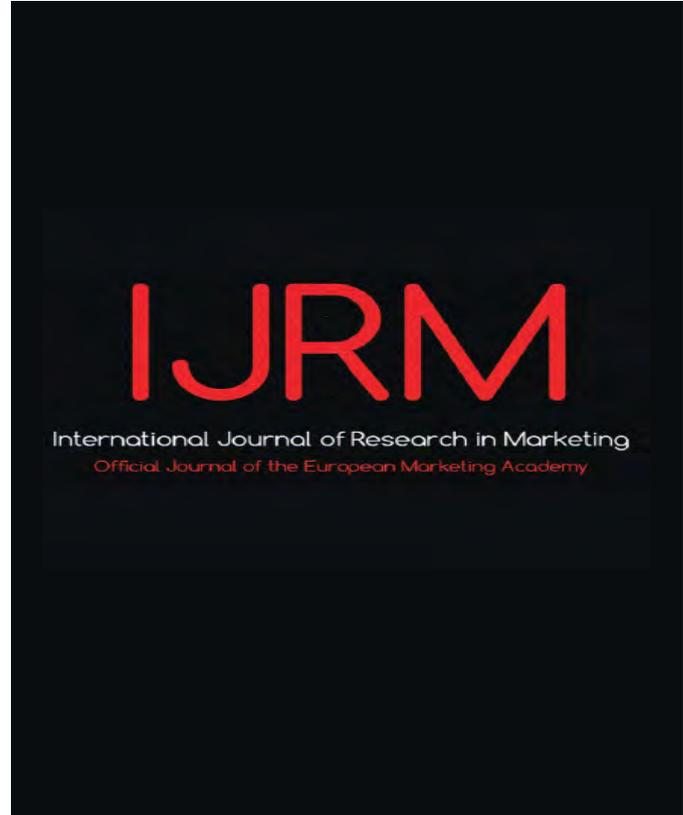
Abstract: Digital platforms that aggregate products and services, such as Google Shopping or Amazon, have emerged as powerful intermediaries to brand offerings, challenging traditional product brands that have largely lost direct access to consumers. As a countermeasure, several long-established brands have built their own flagship platforms to resume control and foster consumer loyalty. For example, sports brands such as Nike, Adidas, or Asics launched tracking and training platforms that allow for ongoing versatile interactions among participants beyond product purchase. The authors analyze these emerging platform offerings, whose potential brands struggle to exploit, and provide guidance for brands that aim to platformize their business. This guidance comprises the conceptualization of digital platforms as places of consumer crowdsourcing (i.e., consumers drawing value from platform participants such as the brand, other consumers, or third-party businesses) and crowdsending (i.e., consumers providing value to platform participants) of products, services, and content along with a well-defined framework that brands can apply to assemble different types of flagship platforms. Evaluating the consequences of crowdsourcing and crowdsending for consumer-platform relationships, the authors derive a typology of archetypical relationship states and develop a set of propositions to help offline-born product brands thrive through platformization.



Published:

Kopalle, Praveen, Manish Gangwar, Andreas Kaplan, Divya Ramachandran, **Werner Reinartz**, and Aric Rindfleisch (2022), "Artificial Intelligence (AI) Technologies in Global Marketing: Current Trends and Future Research Opportunities," *International Journal of Research in Marketing*, 39 (2), 522-540.

Abstract: Artificial intelligence (AI) has captured substantial interest from a wide array of marketing scholars in recent years. Our research contributes to this emerging domain by examining AI technologies in marketing via a global lens. Specifically, our lens focuses on three levels of analysis: country, company, and consumer. Our country-level analysis emphasizes the heterogeneity in economic inequality across countries due to the considerable economic resources necessary for AI adoption. Our company-level analysis focuses on glocalization because while the hardware that underlies these technologies may be global in nature, their application necessitates adaptation to local cultures. Our consumer-level analysis examines consumer ethics and privacy concerns, as AI technologies often collect, store and process a cornucopia of personal data across our globe. Through the prism of these three lenses, we focus on two important dimensions of AI technologies in marketing: (1) human-machine interaction and (2) automated analysis of text, audio, images, and video. We then explore the interaction between these two key dimensions of AI across our three-part global lens to develop a set of research questions for future marketing scholarship in this increasingly important domain.



Published:

Wichmann, Julian R. K., Abhinav Uppal, Amalesh Sharma, and Marnik Dekimpe (2022), "A Global Perspective on the Marketing Mix Across Time and Space," *International Journal of Research in Marketing*, 39 (2), 502-521.

Abstract: The marketing mix (MM) is an integral part of a firm's marketing strategy sitting at the nexus between a company and the marketplace. As such, it evolves together with the marketplace and its stakeholders. Over the past decade, three fundamental global drivers have emerged – advancements in technology, socioeconomic and geopolitical shifts, and environmental changes – that have caused major ongoing and intensifying evolutions in the marketplace, its stakeholders, and, in turn, the MM. We describe the resulting evolutions in the MM along four central questions: who is involved in the MM, what constitutes the MM, how is it implemented, and where is it deployed. We identify a blurring of roles and responsibilities relating to the

MM (who), an extension and integration of the MM instruments (what), an increase in customization and fragmentation of its actions (how), and a growing recognition of emerging-market idiosyncrasies (where). Taking a look into the future, we observe that along each of the four dimensions, the MM has arrived at a crossroad, with opposing scenarios for its future: (i) more inter-firm collaboration versus marketing-mix protectionism, (ii) added complexity versus increased simplicity, (iii) further automation versus an increased recognition of the human touch, and (iv) local adaptation versus global uniformity in the marketing mix. Applying a contingency approach, we derive relevant moderators for these forthcoming evolutions and provide an extensive set of future research questions.

Summary of Top Publications 2018-2022 in Marketing and General Business Journals

Journal		Number of Publications (2018-2022)
 Journal of Marketing		11
 Journal of Marketing Research		
 Journal of Consumer Research		
 Marketing Science		
 Management Science		
 International Journal of Research in Marketing		14
 Journal of the Academy of Marketing Science		
 Journal of Service Research		
 Journal of Retailing		
 Journal of Product Innovation Management		
 Journal of Consumer Psychology		

Further Publications in Peer-Reviewed Journals in 2022

- Muschket, Michel, **Jens W. Paschmann**, and Anika Nissen (2022), "Towards Human Digital Twins for Improving Customer Experience," Proceedings of the International Conference on Information Systems (ICIS), 1-17, https://aisel.aisnet.org/icis2022/serv_science/serv_science/4.
- Bilstein, Nicola, Peter W. J. Verleg, **Jan Klostermann**, and Ezgi Akpinar (2022), "Better Together: Involving Consumers in the Ideation, Creation and Dissemination of Transformative Value," *Journal of Service Management*, 33 (4/5), 520-530.
- Klostermann, Jan**, Chris Hydock, and Reinhold Decker (2021), "The Effect of Corporate Political Advocacy on Brand Perception: An Event Study Analysis," *Journal of Product & Brand Management*, 31 (5), 780-797
- Fervers, Philipp, Florian Fervers, Astha Jaiswal, Miriam Rinneburger, Mathilda Weisthoff, **Philip Pollmann-Schweckhorst**, Jonathan Kottlors, Heike Carolus, Simon Lennartz, David Maintz, Rahil Shahzad, and Thorsten Persigehl (2022), "Assessment of COVID-19 Lung Involvement on Computed Tomography by Deep-Learning-, Threshold-, and Human Reader-Based Approaches—an International, Multi-Center Comparative Study," *Quantitative Imaging in Medicine and Surgery*, 12 (11), 5156-5170.
- Fervers, Philipp, Florian Fervers, Jonathan Kottlors, Philipp Lohneis, **Philip Pollmann-Schweckhorst**, Hasan Zaytoun, Miriam Rinneburger, David Maintz, and Nils Große Hokamp (2022), "Feasibility of Artificial Intelligence-Supported Assessment of Bone Marrow Infiltration Using Dual-Energy Computed Tomography in Patients with Evidence of Monoclonal Protein - A Retrospective Observational Study," *European Radiology*, 32, 2901-2911.
- Wichmann, Julian R. K.**, **Werner Reinartz**, and Rajkumar Venkatesan (2022), "Conceptualizing Value Creation in the Platform Era," *Journal of Creating Value*, 8(2), 184-203.

Top Publications in Marketing and General Business Journals 2018-2021

- Donthu, Naveen, **Werner Reinartz**, Satish Kumar, and Debidutta Pattnaik (2021), "A Retrospective Review of the First 35 Years of the International Journal of Research in Marketing," *International Journal of Research in Marketing*, 38 (1), 232-269.
- Han, Simeng, **Werner Reinartz**, and Bernd Skiera (2021), "Capturing Retailers' Brand and Customer Focus," *Journal of Retailing*, 97 (4), 582-596.
- **Hirche, Martin**, Paul W. Farris, Luke Greenacre, Yiran Quan, and Susan Wei (2021), "Predicting Under- and Overperforming SKUs Within the Distribution-Market Share Relationship," *Journal of Retailing*, 97 (4), 697-714.
- **Karagür, Zeynep**, Jan-Michael Becker, Kristina Klein, and Alexander Edeling (2021), "How, Why, and When Disclosure Type Matters for Influencer Marketing," *International Journal of Research in Marketing*, 39 (2), 313-335.
- Bruce, Norris I., Maren Becker, and **Werner Reinartz** (2020), "Communicating Brands in Television Advertising," *Journal of Marketing Research*, 57 (2), 236-256.
- Stäbler, Samuel and **Marc Fischer** (2020), "When Does Corporate Social Irresponsibility Become News? Evidence from More Than 1,000 Brand Transgressions Across Five Countries," *Journal of Marketing*, 84 (3), 46-67.
- **Fritze, Martin P.**, André Marchand, Andreas B. Eisingerich, and Martin Benkenstein (2020), "Access-Based Services as Substitutes for Material Possessions: The Role of Psychological Ownership," *Journal of Service Research*, 23 (3), 368-385.
- Becker, Maren, Nico Wiegand, and **Werner Reinartz** (2019), "Does It Pay to Be Real? Understanding Authenticity in TV Advertising," *Journal of Marketing*, 83 (1), 24-50.
- Chae, Iyoung, **Hernán A. Bruno**, and Fred M. Feinberg (2019), "Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement on Website Visits," *Journal of Marketing Research*, 56 (1), 57-75.
- **Fischer, Marc** (2019), "Managing Advertising Campaigns for New Product Launches: An Application at Mercedes-Benz," *Marketing Science*, 38 (2), 343-359.
- Klein, Kristina, **Franziska Völckner**, **Hernán A. Bruno**, Henrik Sattler, and Pascal Bruno (2019), "Brand Positioning Based on Brand Image"Country Image Fit," *Marketing Science*, 38 (3), 516-538.
- Eisingerich, Andreas B., André Marchand, **Martin P. Fritze**, and Lin Dong (2019), "Hook vs. Hope: How to Enhance Customer Engagement Through Gamification," *International Journal of Research in Marketing*, 36 (2), 200-214.
- Kannan, P.K., Iris Hung, **Werner Reinartz**, and Andrew Stephen (2019), "Leading IJRM on the Path to Prominence," *International Journal of Research in Marketing*, 36 (1), 1-2.
- **Reinartz, Werner**, Nico Wiegand, and Monika Imschloss (2019), "The Impact of Digital Transformation on the Retailing Value Chain," *International Journal of Research in Marketing*, 36 (3), 350-366.
- Venkatesan, Rajkumar, **Werner Reinartz**, Alexander Bleier, and Nalini Ravishanker (2019), "Improving Customer Profit Predictions with Customer Mindset Metrics Through Multiple Overimputation," *Journal of the Academy of Marketing Science*, 47 (5), 771-794.
- **Bruno, Hernán A.**, José Javier Cebollada-Calvo, and Praadeep Chintagunta (2018), "Targeting Mr. or Mrs. Smith: Modeling and Leveraging Intrahousehold Heterogeneity in Brand Choice Behavior," *Marketing Science*, 37 (4), 631-648.
- **Edeling, Alexander** and Alexander Himme (2018), "When Does Market Share Matter? New Empirical Generalizations from a Meta-Analysis of the Marketing Share – Performance Relationship," *Journal of Marketing*, 82 (3), 1-24.
- Ptok, Annette, Rupinder Jindal, and **Werner Reinartz** (2018), "Selling, General, and Administrative Expense (SGA) - Based Metrics in Marketing: Conceptual and Measurement Challenges," *Journal of the Academy of Marketing Science*, 46 (6), 987-1011.

Books and Book Chapters of the Marketing Area 2022

- Eggers, Felix, Henrik Sattler, Thorsten Teichert, and **Franziska Völckner** (2022), "Choice-Based Conjoint Analysis" in Handbook of Market Research, eds. Christian Homburg, Martin Klarmann and Arnd Vomberg, Springer: Cham, 781-819.
- **Münster, Robert, Thomas P. Scholdra, Julian R. K. Wichmann, and Werner Reinartz** (2022), "Smart Services als Geschäftsmodellinnovation" in Dienstleistungsforum 2022: Smart Services, eds. Manfred Bruhn and Karsten Hadwich, Springer Gabler: Wiesbaden, 63-86.



Reviewing Activities of the Marketing Area 2022

Editorship

- Fischer, Marc: *Journal of Marketing*, Associate Editor
- Völckner, Franziska: *International Journal of Research in Marketing*, Area Editor

Editorial Boards

- Fischer, Marc: *Journal of Consumer Research*
- Reinartz, Werner: *Journal of Marketing*
- Völckner, Franziska: *Journal of Marketing*
- Fischer, Marc: *International Journal of Research in Marketing*
- Reinartz, Werner: *Journal of Retailing*
- Wichmann, Julian R. K.: *Journal of Retailing*
- Fritze, Martin P.: *Journal of Public Policy and Marketing*

Reviewer for Research Competitions

- Fischer, Marc: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition
- Fischer, Marc: EMAC McKinsey Marketing Dissertation Award
- Fritze, Martin P.: AMA 2021 Mary Kay Inc. Doctoral Dissertation Competition
- Reinartz, Werner: MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition

Editorial Advisory Board

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

Research Grants of the Marketing Area 2022

- Dr. Julian R. K. Wichmann is awarded one of three research grants of \$1,000 by the AMA Relationship Marketing Special Interest Group.
- Prof. Marc Fischer is the co-speaker of the research consortium BERD@NFDI, which has obtained research funds of 15 million (1.2 million UoC) from the German Research Foundation (DFG).
- Prof. Franziska Völckner is principal investigator for the project on “Gamified market research in digital social media” in the German Research Foundation (DFG) Research Unit 1452 “Marketing of Products in the Age of Digital Social Media.” She also serves as deputy speaker for the research unit.

Awards and Achievements of the Marketing Area 2022

- Asst.-Prof. Martin P. Fritze has been awarded as AMA SERVSIG “Best Service Article in 2021” Finalist (for the 2021 *Journal of Business Research* paper “Service Products and Productization,” one of the top 3 service articles in 2021).
- Asst.-Prof. Martin P. Fritze has been named Affiliated Researcher at The Psychology of AI Lab, Erasmus University Rotterdam, Rotterdam School of Management.
- Asst.-Prof. Martin P. Fritze has been named Visiting & Affiliated Researcher, The Wharton School, University of Pennsylvania.
- Asst.-Prof. Martin P. Fritze has started his research and teaching collaboration on AR with Framework GmbH.
- Dr. Martin Hirche has won the Best Paper Award at the 2022 Academy of Wine Business Research Conference in Dijon hosted by the School of Wine & Spirits (for the paper “A large-scale investigation into drivers of effective retail strategies for wine”).
- Dr. Martin Hirche has been the Winner of the 2022 Emerald Literati Outstanding Paper Award (for the 2021 *International Journal of Wine Business Research* paper “Comparing the day temperature and holiday effects on retail sales of alcoholic beverages – a timeseries analysis”).
- Prof. Werner Reinartz has been selected Member of the Advisory Board, Centre for Research Excellence in Marketing (CREM), MICA, Ahmedabad (2021-today).
- Asst.-Prof. Thomas P. Scholdra has been named Faculty Fellow, 2022 Marketing Strategy Consortium, Mays Business School, Texas A&M University, Texas, USA.
- Dr. Julian R. K. Wichmann has been named Faculty Fellow, 2022 Marketing Strategy Consortium, Mays Business School, Texas A&M University, Texas, USA.

Completed Dissertations of Members of the Marketing Area 2022



Author: [Tobias Hinze](#)

Title: [Essays on Consumer Behavior in Digital and Sustainable Marketing Environments](#)

Supervisor: [Prof. Franziska Völckner](#)

According to the Marketing Science Institute's (MSI) research priorities 2020-22, two recent macro developments – digital transformation and global environmental challenges – are of enduring interest to marketers and researchers, as these developments can significantly impact the marketing field as a whole and affect consumer behavior. This cumulative dissertation aims to contribute to the understanding of consumer behavior in digital and sustainable marketing environments, focusing on three specific topics. Firstly, branding represents a traditional marketing instrument that is affected by the digital transformation. Secondly, the sharing economy entails new business models that have evolved as a result of technological advances in the digital transformation. At the same time, the sharing economy enables consumers to act pro-environmentally, as access-based consumption modes in the sharing economy help to save scarce resources, ultimately helping marketers and consumers to fight global environmental challenges. Thirdly, next to pro-environmental consumer behavior, prosocial consumer behavior reflects the second dimension of sustainable behavior helping to fight global challenges. More specifically, the first essay of this dissertation examines network-based contingency factors of spillover effects in multi-brand alliances. The second and third essay investigate consumer responses toward peers' marketing communication in the sharing economy. Lastly, the fourth essay examines the effects of collective action appeals on prosocial consumer behavior.

Author: [Jens W. Paschmann](#)

Title: [Essays on Digital Customer Engagement with New Technologies](#)

Supervisor: [Prof. Franziska Völckner](#)

New technologies represent sources of competitive advantage for firms. However, establishing a technology-enabled digital relationship with the customer poses new challenges for marketing managers, since new technologies have fundamentally changed how customers interact with firms and their offered products and services. Therefore, the three empirical dissertation essays contribute to a better understanding of how to break down adoption barriers with new technologies; how to manage the consequences of customer engagement on technology-enabled digital platforms; and how to establish digital loyalty with new technologies. Specifically, Essay 1 explores privacy concerns induced by Internet of Things technologies and their negative downstream consequences in a large-scale survey study and seven lab experiments. Moreover, it evaluates the effectiveness of managerial levers to mitigate the negative effects of customers' privacy concerns on adoption decisions. Essay 2 introduces a framework that mirrors the value chain on social deal platforms, and it investigates the moderating impact of posting intentions within the value chain. Essay 3 applies a hidden Markov model to unique, individual-level data from a gamified market research app to investigate the effects of reward pursuit on user engagement over time.



Author: [Andrea Schöndeling](#)

Title: [Advertising Elasticities and the Effectiveness of New Marketing Strategies](#)

Supervisor: [Prof. André Marchand](#)

Worldwide advertising spending is predicted to surpass \$1 trillion in 2026. Such enormous investments must be justified by satisfactory returns, in the form of financial and attitudinal outcomes. Yet, meta-analyses of advertising elasticities instead indicate diminishing advertising effectiveness over time, across a variety of industries. Such trends raise serious concerns about the effectiveness of advertising investments and highlight the need for new strategies that can reach and then convince consumers. This cumulative dissertation comprises three essays on the effectiveness of advertising and new marketing strategies. Essay 1 starts with a meta-analytic investigation of advertising elasticities in the entertainment industry, which famously invests in exceptionally high advertising budgets. Then Essays 2 and 3 conceptually and empirically examine the effectiveness of two new marketing strategies, currently implemented in practice but not yet fully assessed in marketing research. Essay 2 investigates financial and attitudinal outcomes of customer inspiration strategies in a retail context, supported by a realistic field experiment in cooperation with a European hypermarket. Customer inspiration strategies aim to spark customers' imaginations and provide them with surprising, new ideas (e.g., novel recipes that include specific ingredients sold at a store), which may initiate their pursuit of a consumption-related goal. Essay 3 offers an introduction to the very concept of influencer gifting. With influencer gifting strategies, brands send products or services to influencers without any attached obligations, in an effort to build and maintain relationships and in the hope to prompt voluntary endorsements by the influencers. Essay 3 further reveals how consumers perceive influencer gifting and the resulting effects on their attitudes toward both the brand as the gift-giver and the influencer as the recipient.



Author: [Julia Reinhard](#)

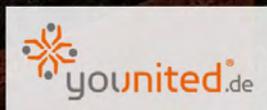
Title: [Quantitative Information and Consumer Decision Making](#)

Supervisor: [Prof. Hernán A. Bruno](#)

Digital technology and the Internet provide easy and extensive access to data in a wide range of domains. Consumer decisions are increasingly based on quantitative information that is available in numerical and visual formats. For instance, online product ratings became a central component of online environments and consumers consider ratings before purchase. Further, consumers are exposed to the graphical display of data in marketing material or news and rely on graphs to make decisions in contexts such as personal finance and investments, politics, climate change, or personal and, recently, public health. Quantitative information such as rating distributions, numeric estimates, risks, market forecasts, or metrics commonly used in consumer and managerial decision making is uncertain in the sense that it represents imperfect knowledge that is estimated from observable information.

This dissertation investigates how consumers use quantitative information available in digital environments to make inferences and decisions. The dissertation comprises three essays that encompass both numerical and visual data communication formats, taking different perspectives on the uncertainty associated with the data communicated. The first essay identifies how consumers process time-varying data presented in line graphs. In a series of studies, this essay identifies how consumers use the observable (but imperfect and noisy) information in the graphs to predict future outcomes and make decisions. The other two essays look into the uncertainty of online product rating distributions. The second essay examines how a small number of ratings affects consumers' product quality beliefs and the third essay identifies how and when the mode, that is, the most frequent rating score, influences consumer decision making.

This dissertation documents how the way quantitative information is presented to consumers affects how it is processed and consequently how it influences decision outcomes. Theoretically, this dissertation relates to research in marketing, consumer and cognitive psychology, and to research on judgment and decision making under uncertainty. The practical implications of this dissertation are of interest to firms, rating services, (data) journalists, and other (non-)profit or public organizations that regularly communicate data to decision makers. The outcome of this research provides insights on how to improve data communication for informed decision making, thereby contributing to the public purpose of consumer research.





Organized Events 2022

The first Marketing Area “Research Retreat” took place at Gut Hungenbach in Kuerten in September. This event presented the first opportunity for all members to meet after a two-year Covid break. During the two days members of the Marketing Area were presenting their research projects on various topics, from blockchain technology to green consumption. The highlights of the program were team building events and a joyful dinner together where participants enjoyed the lively face-to-face exchange.

Invitations to Members of the Marketing Area to Conferences and Research Seminar Series 2022

- **Fischer, Marc**, "The Type of Metrics That Managers Prefer for Evaluating Marketing Performance (And What Marketing Academics Believe to Be Relevant)," UNSW Research Seminar Series, Sydney, Australia, March 29.
- **Fritze, Martin P.**, "Behavioral Research with Experiments," PhD Workshop, Universität Leipzig, Leipzig, Germany, January 17.
- **Fritze, Martin P.**, "Me or We? Sharing Service Usage Induces Communalism," Copenhagen Business School, Copenhagen, Denmark, March 9.
- **Fritze, Martin P.**, "Behavioral Research with Experiments," PhD Workshop, Technische Universität Dortmund, Dortmund, Germany, March 22.
- **Fritze, Martin P.**, "Digital Fashion," Future Forum, DWIH, New York, USA, October 7.
- **Fritze, Martin P.**, "The Behavioral Labeling Effect," Wharton Decision Processes Seminar, The Wharton School of the University of Pennsylvania, Philadelphia, USA, October 17.
- **Gemmer, Lars**, AMA Doctoral Consortium, University of Texas, Austin, USA, June 29 - July 2.
- **Klostermann, Jan**, "When do Influencer Posts Drive Brand Engagement? An Empirical Investigation on Instagram, Invited talk at the Research Seminar of the Center for Digital Transformation," TUM School of Management, Heilbronn, Germany, July 20.
- **Klostermann, Jan**, Meissner, M., "Wann führt Engagement mit Influencer Posts zu Engagement mit der Marke?," Webinar with InfluenceME GmbH, München, Germany, December 8.
- **Reinartz, Werner**, "How to Craft a Great Manuscript for Publication?," University of Leeds, UK, May 6.
- **Reinartz, Werner**, "Crafting an Effective Manuscript," AIM AMA Sheth Doctoral Consortium, Jagdish Sheth School of Management, virtual, June 18-23.
- **Reinartz, Werner**, Faculty Fellow, Marketing Strategy Doctoral Consortium, Texas A&M University, College Station, USA, June 27-29.
- **Reinartz, Werner**, Faculty Fellow, AMA Doctoral Consortium, University of Texas, Austin, USA, June 29 - July 2.
- **Reinartz, Werner**, "Managing Hybrid Offerings," AIM-Parasuraman Center for Service Excellence, Jagdish Sheth School of Management, Bangalore, India, August 24.
- **Reinartz, Werner**, "Utilizing Platforms as a New Retail Channel," Research Presentation, Annual congress of the German Do-It-Yourself Retailer Association (BHB), World Conference Center Bonn, Bonn, Germany, November 24.
- **Wichmann, Julian R. K.** (2022), 11th Internationaler Förder-Kongress Junge Wissenschaft und Wirtschaft, Hanns Martin-Schleyer-Stiftung, Munich, Germany, June 15-16.





- **Wichmann, Julian R. K.** (2022), Faculty Fellow, Marketing Strategy Doctoral Consortium, Texas A&M University, College Station, USA, June 27-29.
- **Wichmann, Julian R. K.**, "Skippable and Non-Skippable Ads The Yin and Yang of Online Video Advertising," Joint Marketing Seminar, ETH Zurich and UZH University of Zurich, Zurich, Switzerland, October 25.

Presentations at Academic Conferences of Members of the Marketing Area 2022

- Berkmann, Manuel, Maik Eisenbeiss, **Werner Reinartz**, and Nico Wiegand (2022), "Spotting and Exploiting Selling Opportunities During Service Visits: B2B Field Technicians as a "Second" Sales Force," AMA Winter Educator Conference, Las Vegas, USA, February 18-20.
- **Fischer, Marc**, Samuel Stähler, and Max Backhaus (2022), "Coping with a Brand Crisis: Consumers' and Investors' Reactions to the Firm's Communication Response," AMA Global Marketing SIG (GMSIG) Conference, Crete, Greece, May 31 - June 3.
- **Fischer, Marc** (2022), "Evaluating Marketing Performance: Do Executives, Investors, and Academics Prefer the Same Measures?," Marketing Strategy Meets Wall Street Conference, Chicago, USA, August 11-12.
- **Fischer, Marc** (2022), "Evaluating Marketing Performance: Do Executives, Investors, and Academics Prefer the Same Measures?," Salty 2022 – Quantitative Marketing Conference, Düsseldorf, Germany, September 25-27.
- **Fritze, Martin P.** (2022), "Consumer Responses to Freedom Appeals," Jubiläumstagung des Verbands der Hochschullehrer für Betriebswirtschaft – VHB Tagung 2022, virtual, March 9.
- **Gemmer, Lars**, Alexander Edeling, and **Marc Fischer** (2022), "When is Competition Really Healthy? Analyzing the Impact of the Firm's Competitive Position on Unethical Firm Behavior," 51st Annual Conference of the European Marketing Academy Conference, Budapest, Hungary, May 24-27.
- Goebel, Sebastian, **Martin Hirche**, and Giang Trinh (2022), "Approaches to Modelling the Relationship between Total Distribution and Market Share for Consumer Packaged Goods," 51st Annual Conference of the European Marketing Academy Conference, Budapest, Hungary, May 24-27.
- **Hirche, Martin**, Luke Greenacre, Magda Nencyz-Thiel, Simone Loose, and Larry Lockshin (2022), "A Large-Scale Investigation into Drivers of Effective Retail Strategies for Wine," Academy of Wine Business Research (AWBR) Conference, Dijon, France, July 5-8.
- **Karagür, Zeynep, Marc Fischer**, and Dirk Buttke (2022), "Dynamics of Brand Relevance in Category – An Analysis of Macroeconomic Factors and Product-Market Characteristics," 51st Annual Conference of the European Marketing Academy Conference, Budapest, Hungary, May 24-27.
- **Karagür, Zeynep, Marc Fischer**, and Dirk Buttke (2022), "Dynamics of Brand Relevance in Category – An Analysis of Macroeconomic Factors and Product-Market Characteristics," EMAC Doctoral Colloquium 2022, Budapest, Hungary, May 22-24.
- Mehta, Gaurav, Rajesh Chandy, **Werner Reinartz**, and Om Narasimhan (2022), "Pump Priming Markets at the Base of the Pyramid: A Randomized Controlled Trial of Push vs. Pull Strategies in Rural India," Marketing Science Conference, Chicago, USA, June 16-18.
- Muschkiet, Michel, **Jens W. Paschmann**, and Anika Nissen (2022), "Towards Human Digital Twins for Improving Customer Experience," International Conference on Information Systems (ICIS), Copenhagen, Denmark, December 9-14.
- **Pollmann-Schweckhorst, Philip, Marc Fischer**, and Alexander Edeling (2022), "The Echo of Medical Communication: What Drives the Coverage of Scientific Articles in Social and News Media?," EMAC Doctoral Colloquium 2022, Budapest, Hungary, May 22-24.
- **Pollmann-Schweckhorst, Philip, Marc Fischer**, and Alexander Edeling (2022), "Driving the Reach of Research in the Pharmaceutical Industry," 51st Annual Conference of the European Marketing Academy Conference, Budapest, Hungary, May 24-27.
- **Pollmann-Schweckhorst, Philip, Marc Fischer**, and Alexander Edeling (2022), "The Echo of Medical Communication: Drivers and Stock Market Implications of Coverage of Scientific Articles in Social and News Media," 7th Marketing Strategy Meets Wall Street, Chicago, USA, August 11-12.
- **Pollmann-Schweckhorst, Philip, Marc Fischer**, and Alexander Edeling (2022), "The Echo of Medical Communication: Drivers and Stock Market Implications of Coverage of Scientific Articles in Social and News Media," Salty 2022 – Quantitative Marketing Conference, Düsseldorf, Germany, September 25-27.

- **Reinartz, Werner** (2022), "Measuring and Understanding Marketing Effectiveness," [Marketingeffektivität Messen und Verstehen], Faszination Handel, University of Cologne, Cologne, Germany, September 6.
- **Scholdra, Thomas P.** (2022), "What Chatter Matters in Times of Economic Change? The Impact of Consumer Confidence on eWOM Effectiveness," 51st Annual Conference of the European Marketing Academy Conference, Budapest, Hungary, May 24-27.
- **Schöndeling, Andrea** (2022), "Love the Giver more than the Gift? How Influencer Gifting Affects Customer Relationships," EMAC Doctoral Colloquium 2022, Budapest, Hungary, May 22-24.
- **Wichmann, Julian R. K.** (2022), "Skippable and Non-Skippable Ads – The Yin and Yang of Online Video Advertising," 51st Annual Conference of the European Marketing Academy Conference, Budapest, Hungary, May 24-27.
- **Wichmann, Julian R. K.** (2022), "Skippable and Non-Skippable Ads – The Yin and Yang of Online Video Advertising," 2022 ISMS Marketing Science Conference, University of Chicago Booth School of Business, virtual, June 16-18.
- **Wichmann, Julian R. K.** (2022), "The Monetary Value Platform-Based Customer Interactions and Relationships," Relationship Marketing SIG Special Session of the 2022 AMA Summer Educators Conference, virtual, August 12-14.



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

The WiSo Faculty represents one of the largest, most reputable schools of management, economics, and social sciences in Europe, with more than 8,000 students and a large variety of chairs. In keeping with its excellent reputation, the WiSo Faculty has created an outstanding research environment. Many of its institutions have been awarded prestigious research prizes and regularly receive top rankings, including those assigned by business papers such as *Handelsblatt*.

The hallmark of studying at the WiSo Faculty is the vast variety of specializations, spanning a wide range of subjects. Depending on students' interests and talents, they can choose from among a broad spectrum of disciplines. Networks with more than 140 partner universities around the world also help students align their studies internationally.

The WiSo Faculty is the only German member of both CEMS (Global Alliance in Management Education) and PIM (Partnership in International Management). Moreover, the Faculty of Management, Economics and Social Sciences (WiSo Faculty) cultivates close relationships with more than 200 national and international businesses fostering strong collaboration in teaching, research and knowledge transfer. Holders of bachelor's and master's degrees from University of Cologne are highly favored by personnel managers, as demonstrated by the outstanding positions they assign to university graduates in consistent ratings (1st place among German faculties for Business Administration, 6th place among German faculties for Economics, 5th place for Political Sciences in 2022).

Marketing Area – Mission Statement

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

In our research, we cover a broad spectrum of research topics, ranging from customer and brand management, digital 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.

RESEARCH INITIATIVE: „ANALYTICS AND TRANSFORMATION“

Aims

We study cross-cutting research topics that address key challenges of the ongoing digitisation in business and society. We work within the four major themes and their intersections in a fundamentally transdisciplinary manner.

In concrete terms, the objectives of the initiative are:

- to generate novel insights and findings and disseminate this knowledge in international top-tier journals,
- to inform organisations and regulators using evidence-based approaches,
- to develop the next generation of scholars with an interest in examining the impact of data analytics and artificial intelligence on management, organisations, and society,
- to enhance visibility and reputation of the University of Cologne, and the WiSo Faculty in particular, as a leading institution for transdisciplinary research on relevant and timely questions related to the digital transformation of the economy and society.

MARKETING



The Key Research Initiative (KRI) bundles and integrates expertise and knowledge within the WiSo Faculty (and beyond) under four major themes:

1. Customer and Business Analytics
2. Artificial Intelligence
3. Digital Transformation
4. Digital Innovation

Learn more about the KRI online:

<https://wiso.uni-koeln.de/en/research/key-research-initiatives/analytics-and-transformation>

Principal Investigators:

The interdisciplinary nature of the key a search initiative “Analytics and Transformation” is reflected in the large number of participation researchers and scientific staff from diverse research areas of business, economics, and information science

Joint activities and collaboration

The following activities will foster the exchange of ideas and collaboration:

- regular, joint research seminar series
- jointly supervised PhD dissertation projects
- practitioner symposium
- international visitor programme

These activities are crucial for achieving the mentioned goals and to provide a platform for exchange and collaboration within and outside the KRI. They have an immediate impact on the visibility of the WiSo Faculty to attractive young researchers, the international research community, as well as media and business practice.

We collaborate intensively within a wide network of internal, national, and international partners. Our partner institutions include the Department of Design & Innovation at Case Western Reserve University, the Centre for Future Enterprise at Queensland University of Technology, and the Swedish Centre for Digital Innovation. We are also involved in an international consortium dedicated to building a national adaptive research infrastructure (BERD@NFDI). We are involved as mentors in the EXIST-Programm. We further collaborate with the Centre for Business Intelligence and Analytics at the Queensland University of Technology, the Morrison Center for Marketing and Data Analytics at UCLA, Los Angeles, the Marketing Accountability Standards Board in Chicago, and the Excellence Startup Center Gateway at the University of Cologne.

Transfer

Our research initiative seeks to foster close linkages with practitioners in order to transfer current research findings and to be inspired by pressing and current new topics and challenges. To ensure regular and intense exchanges, we implement different measures like a practitioner symposium. Building on our broad experience and relations with companies and other stakeholders, we are planning an annual or bi-annual nationwide practitioner event. This conference demonstrates the relevance of the KRI to practice and society. It offers a platform for showcasing our

research and the experiences of practitioners. We expect this event to generate high media attention and to increase WiSo's visibility.

In addition, we will cooperate with companies and other institutions to develop and implement new analytic tools and support the digital transformation process within companies with our expertise.

Research Seminar Series

Summer Semester

Organizer: Prof. Franziska Völckner & Prof. Werner Reinartz

Lecturers and Topics

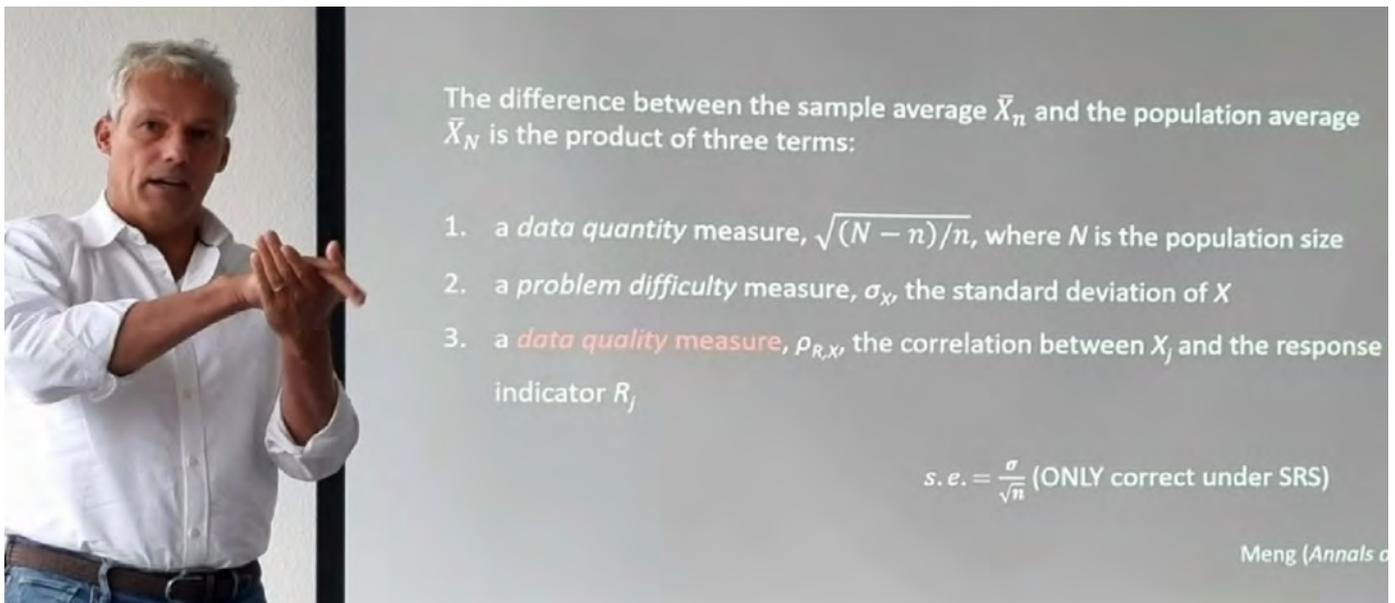
- Prof. Pierre Chandon (Insead, Fontainebleau): "Cutting Your Cake and Having More of It: A Discretization Account of the Effects of Partitioning on Quantity Perceptions"
- Prof. Simona Botti (London Business School): "What is the Value of Knowing an Undesirable, Unavoidable Future?"
- Prof. Anne-Kathrin Klesse (Rotterdam School of Management): "The Narrow-Taste Effect: When Consumers Forgo Diversity for Accuracy in Algorithmic Recommendations"

Winter Semester

Organizer: Prof. Marc Fischer

Lecturers and Topics

- Prof. Aurelie Lemmens (Rotterdam School of Management, Erasmus University Rotterdam): "Enhancing Donor Agency to Improve Charitable Giving: Strategies and Heterogeneity"
- Prof. Joachim Vosgerau (Università Bocconi, Milano): "The Big Data Fallacy: Correlation = Causation"
- Prof. Andreas Lanz (HEC Paris): "Influence Corridors: A New Path to Seeding Targets on User-Generated Content"



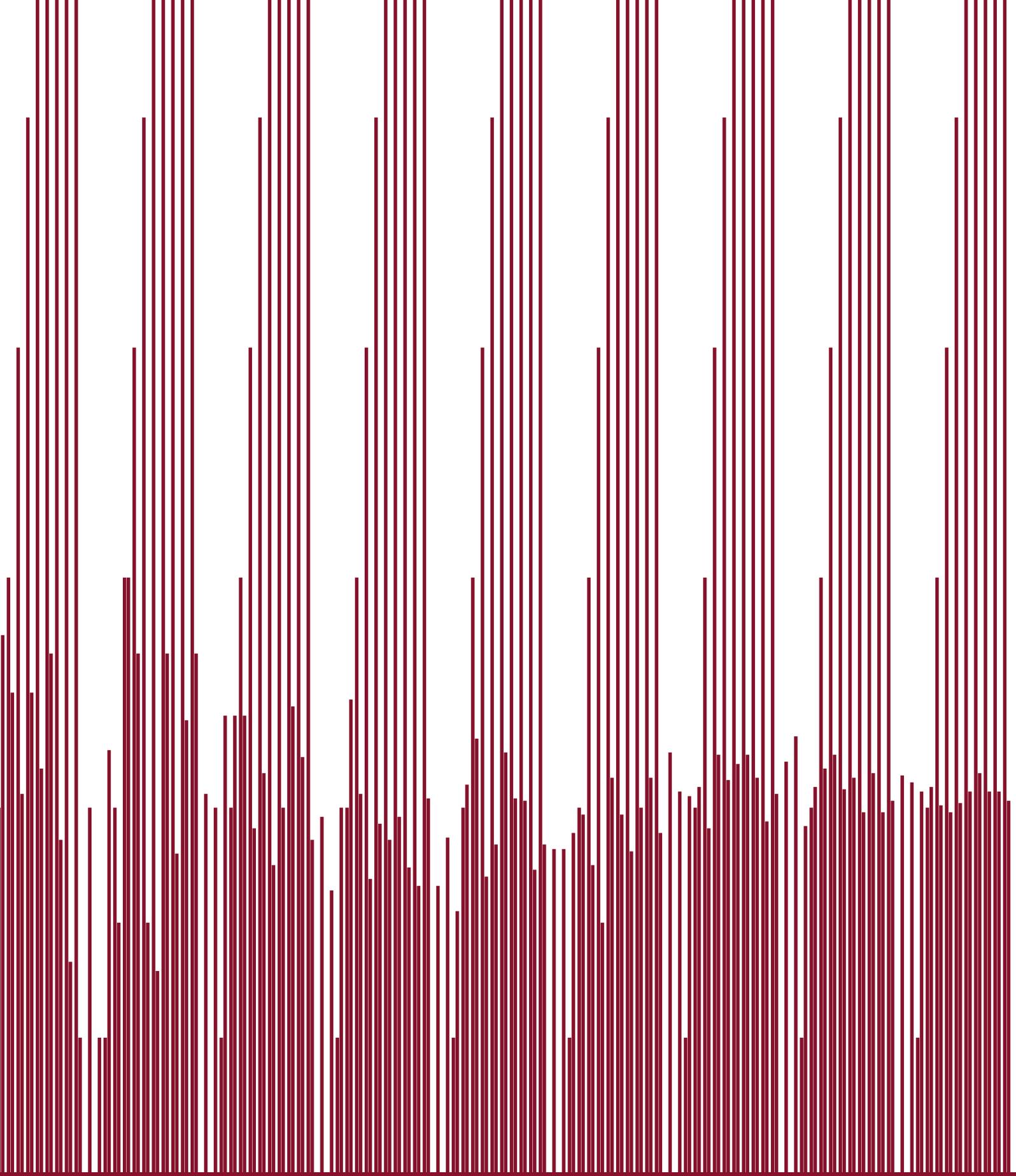
The difference between the sample average \bar{X}_n and the population average \bar{X}_N is the product of three terms:

1. a *data quantity* measure, $\sqrt{(N - n)/n}$, where N is the population size
2. a *problem difficulty* measure, σ_x , the standard deviation of X
3. a *data quality* measure, $\rho_{R,X}$, the correlation between X_j and the response indicator R_j

$$s. e. = \frac{\sigma}{\sqrt{n}} \text{ (ONLY correct under SRS)}$$

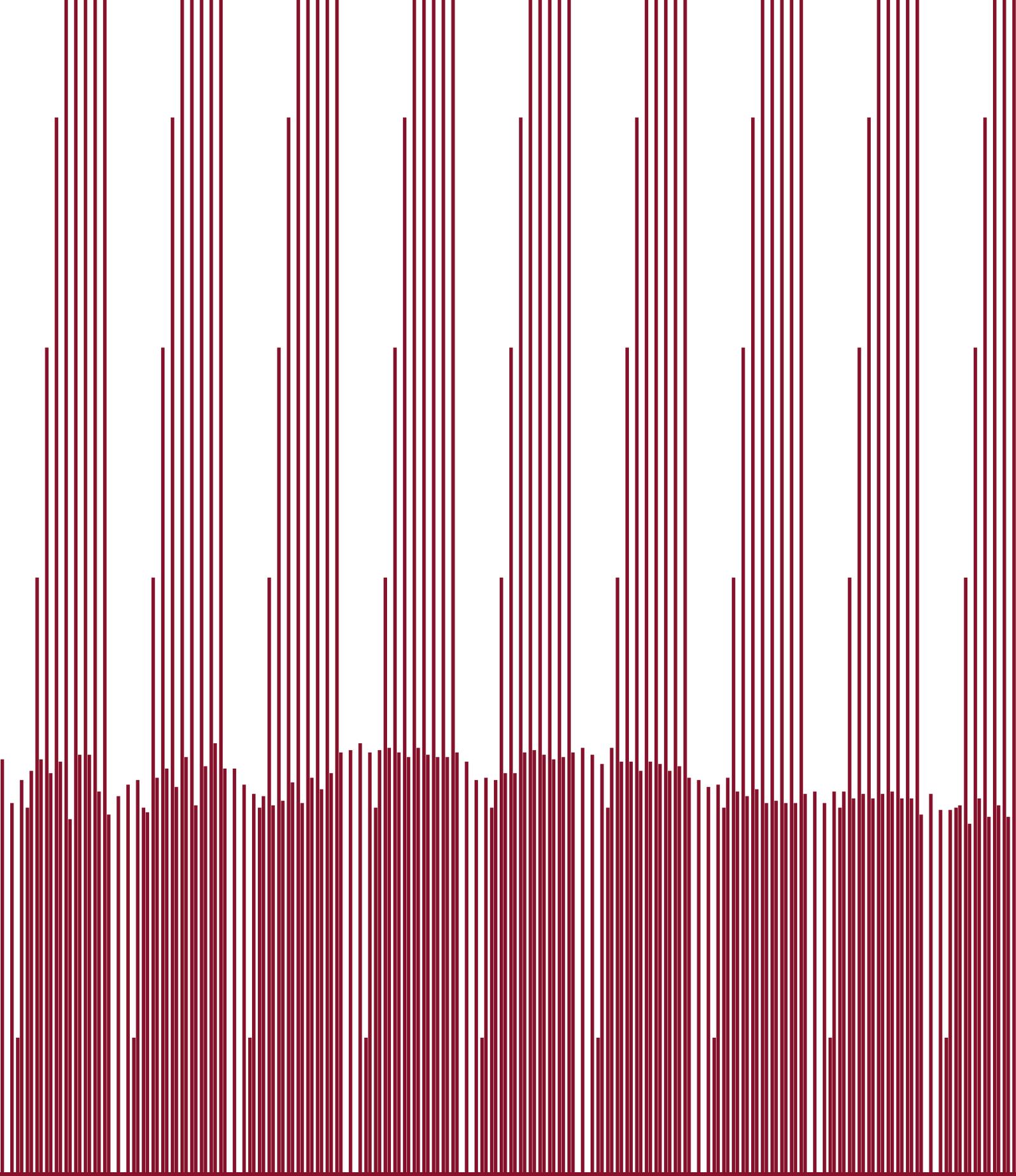
Meng (Annals of)

In our internal research seminar series, we invite both up-and-coming as well as established academic speakers from Germany, Europe, and abroad to present their ongoing research projects and to connect and discuss with the members of the UoC marketing area.



"Customer reviews of beauty products over time"

M. Sc. Philip Pollmann-Schweckhorst

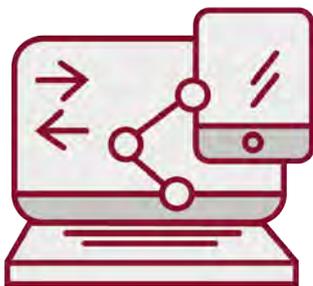


TEACHING

Mission Statement

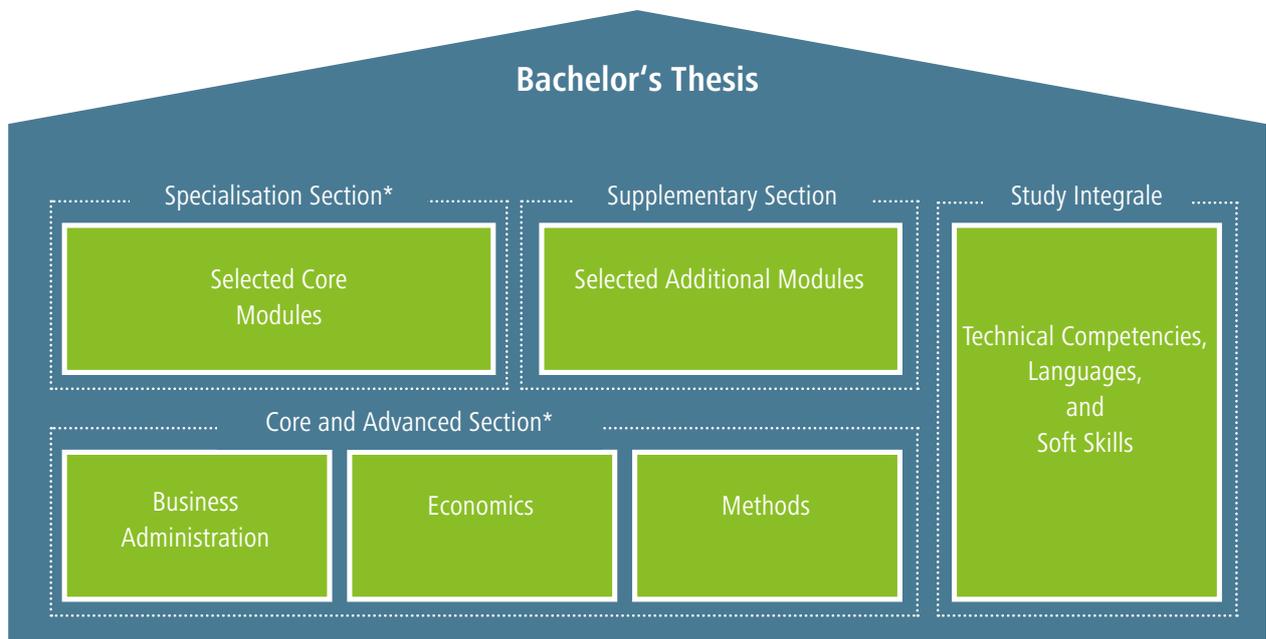
The objective of our teaching is to convey knowledge, theories, and methods in marketing. Theories and methods are critical, because knowledge may become obsolete, whereas theories and methods can always be used to address new challenges.

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.



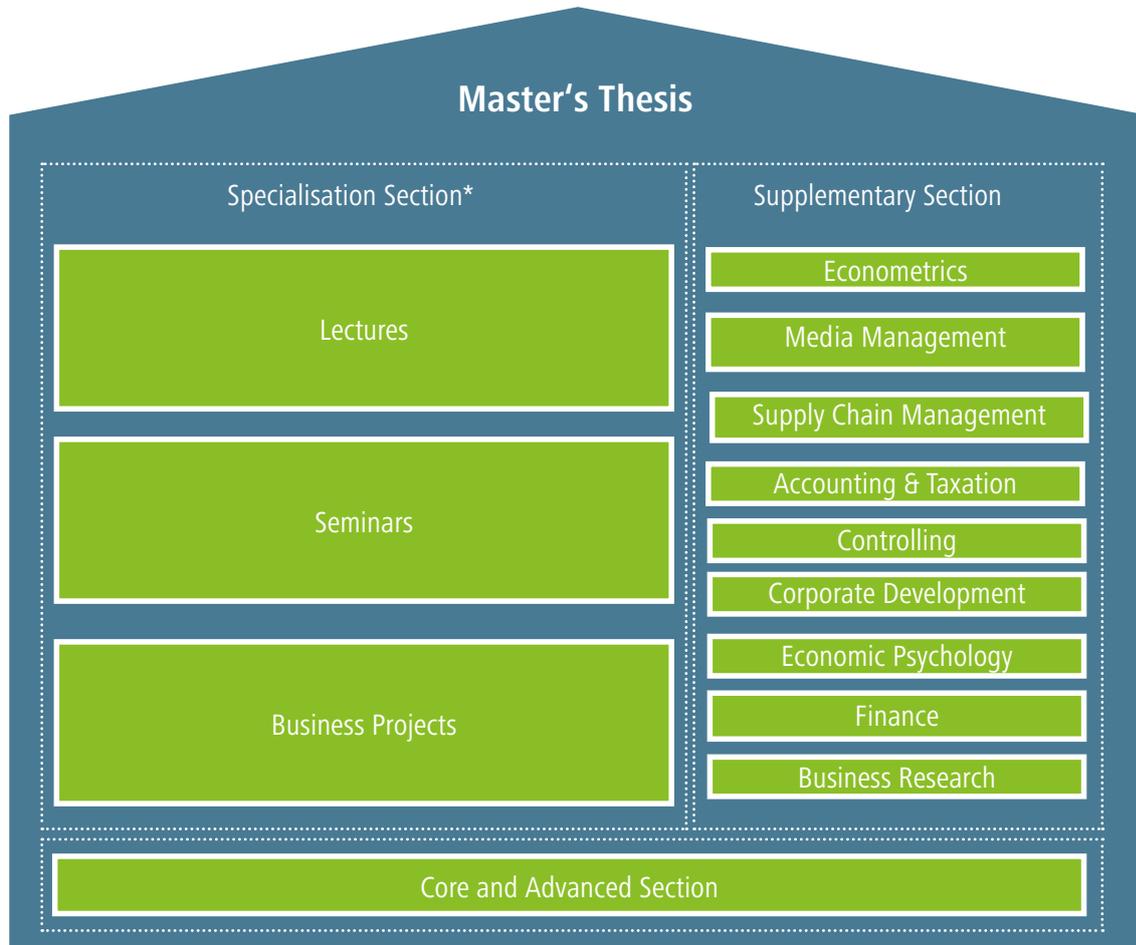
Program Structure

The bachelor of science in business administration is divided into four sections. The Core and Advanced Section include 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 Study Integrale conveys additional topics such as language and IT skills, as well as other non-related competencies.



*offered by the Marketing Area

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



*offered by the Marketing Area

Within the program of the **master of science in business administration**, students can specialise 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.

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.

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



Course Program: Academic Year 2022

Bachelor Degree Program			
Course Name	Contents	Lecturer(s)	Students
Bachelor Seminar Marketing	Depending on the general topic of the main seminar (changes in every term), amongst others: <ul style="list-style-type: none"> • Retailing • E-Commerce • Customer Management • Brand Management • Employer Branding • Product Management • Communication Management • Market Research • Media Management • Mobile Marketing • Marketing of Movies • Digital Marketing and Data Protection • Digital Marketing and Analytics • Attribution Modeling 	Prof. Marc Fischer	10
		Friederike Gobrecht	15
		Dr. Martin Hirche	14
		Paula Liebig	20
		Prof. Werner Reinartz	19
		Julia Reinhard	13
Concepts of Marketing Mix Management	Theoretical concepts of product innovation, brand management, pricing, and communication management	Dr. Jan Klostermann	212
Introduction to Marketing	Introduction to the basic concepts, methods and activities in marketing ("e.g.,"consumer behavior, market research, marketing strategy, marketing mix)	Dr. Julian R. K. Wichmann	214
		Dr. Martin Hirche	590
Methods of Marketing Mix Management	Design and implementation of market research projects. This course provides the core idea of market research (e.g., data collection methods, statistical tests) and application of multivariate data analysis methods and regression	Prof. Hernán A. Bruno	298
Service management using the example of the trade fair industry (in cooperation with Koelnmesse GmbH)	Introduction to strategic and operational challenges in service management based on the example of the trade fair industry	Hon.-Prof. Dr. Christian Glasmacher	16
Theoretical Foundations of Service Management	Introduction to theories and methods from current service research and their practical implications	Asst.-Prof. Martin P. Fritze	
Bachelor' Theses	Supervised conceptual or empirical thesis about a wide range of marketing topics, e.g., brand and media management, e-commerce, product innovations, consumer behavior, and many others	Prof. Hernán A. Bruno	7
		Prof. Marc Fischer	30
		Asst.-Prof. Martin P. Fritze	7
		Prof. Werner Reinartz	28
		Prof. Franziska Völckner	28

Master Degree Program			
Course Name	Content	Lecturer(s)	Students
Applied Digital Marketing and Business Analytics - A Case Based Course	The course is conducted in cooperation with Simon-Kucher & Partners, and addresses students who want to step in the shoes of a strategy and marketing consultant	Prof. Franziska Völckner	7
Brand Management	Introduction to brand management (e.g., customer-based brand equity, brand value, branding strategies, brand portfolio management)	Prof. Franziska Völckner	133
Brand Management in the New Consumer World	Apply conceptual frameworks and tools from marketing and brand management at real life challenges for consumer brands	Dr. Jörn Küpper	14
Business Model Innovation and Entrepreneurship	Comprehensive overview of the basic concepts, theories, and methods in product innovation management and their practical application, especially in the context of digitization challenges	Hon.-Prof. Dr. Markus Pfeiffer	20
Business Project I in Cooperation with Henkel	Developing a benefit-based marketing strategy for a smart healthcare product within a multi-sided stakeholder environment, focusing on end-users as a stakeholder group in cooperation with Henkel	Dr. Thomas P. Scholdra	11
Business Project II in Cooperation with Henkel	Developing a benefit-based marketing strategy for a smart healthcare product within a multi-sided stakeholder environment, focusing on institutions as a stakeholder group in cooperation with Henkel	Dr. Thomas P. Scholdra	12
Business Project in Cooperation with Könitz and Boehringer Ingelheim	Developing marketing solutions to leverage digital marketing tools or identify key opinion leaders	Prof. Marc Fischer	5
Business Project in Marketing: Disruptive Marketing Solutions with L'Oréal	Solving an applied marketing case, being confronted with realistic issues from the marketing department of a multinational company	Jens W. Paschmann	13
Business Simulation	Learn how to make strategic business decisions by using a strategic marketing simulation game	Jens W. Paschmann	13
CEMS-Business Project in Cooperation with Beiersdorf	Key objective of the project is to better understand how different important internal KPIs (market shares & brand penetration) relate and should be leveraged	Philip Pollmann-Schweckhorst	4
CEMS-Business Project in Cooperation with Cartier	Students analyze the role of CSR activities in the luxury industry	Lars Gemmer	4
CEMS-Business Project in Cooperation with Groupe SEB	CEMS-Business Project in Cooperation with Groupe SEB How to fully leverage the potential of mobile applications in the direct-to-consumer business model?	Dr. Julian R. K. Wichmann	5
CEMS-Business Project in Cooperation with Mercedes	Data in the city – how to scale up a new business field in the automotive industry?	Dr. Julian R. K. Wichmann	5
CEMS Case Studies in Marketing	Students learn how to approach and solve case studies, present solutions, and create their own case study	Prof. Werner Reinartz	19
Consumer Centric New Product Development	This course introduces and discusses a fundamental process model of proven workstreams which allows to transform consumer insights into winning product concepts, pair it with a meaningful brand carrier, consistently orchestrate the relevant consumer touchpoints (prototyping) and make a volume/ prediction in the context of a business plan	Hon.-Prof. Dr. Hans-Willi Schroiff	
Customer Relationship Management	This course gives a unified treatment of the strategic and tactical aspects of customer relationship management as we know it today. It stresses developing an understanding of economic customer value as the guiding concept for marketing decisions.	Prof. Werner Reinartz	80

Course Program: Academic Year 2022

Master Degree Program			
Course Name	Content	Lecturer(s)	Students
Digital Strategy and Marketing	Understand the technological trends that are changing the operation of business, restructuring industries and enabling new business models	Prof. Hernán A. Bruno	62
Digital Transformations, Consumer Well-Being, and Sustainability	Exposure to research on consumer research and digital transformations in fields such as virtual reality, sharing economy, and blockchain technologies	Asst.-Prof. Martin P. Fritze	15
Empirical Consumer Research Studies	Consumption & Consumer behavior in the Circular Economy by setting up and conducting an empirical study on the topic	Dr. Magdalena Bekk	17
Management Skills	Think positive, act positive – towards a more confident self	Zeynep Karagür	22
Marketing@University of Cologne	Apply basic concepts, theories, and methods in marketing strategy and product innovation management to real-world challenges using the example of the education industry	Prof. Franziska Völckner	13
Marketing Models: Principles and Applications Using R	Students are introduced to loading, transforming, cleaning, exploring, visualizing, analyzing and reporting data using the statistical program "R"	Prof. Hernán A. Bruno	13
Marketing of Digital Innovation	Dealing with the interplay between marketing and digital innovations, it provides a general framework of the paradigm shift in the era of digitalization	Andrea Schöndeling	91
Marketing Performance Management	Theoretical foundation and practical relevance of Marketing performance management (e.g., discussion of fundamental instruments for the evaluation of Marketing activities such as market response models)	Prof. Marc Fischer	56
Master Seminar New Product Management	The goal of the seminar is to develop a more detailed understanding of a specific topic out of the field of the profile group marketing	Prof. Marc Fischer	12
Practical Applications in Retailing	Practical application of various marketing concepts, among them market and value positioning, retail brand building, vertical integration process, and internationalization	Dr. Peter Linzbach	23
Quantitative Applications in Marketing	The special focus lies on a clear, accurate and thorough reporting of statistical analyses with a problem-solving orientation in a marketing context	Dr. Thomas P. Scholdra	9
Retailing	Fundamental concepts of retail management (e.g., category management, retail pricing, store brands) and consumer behavior in retailing	Prof. Werner Reinartz	37
Service and Media Marketing	Organizational challenges of media management, and broad instruments for planning and controlling media management with respect to films, music, and print media products	Prof. Marc Fischer	39
Master's Theses	Supervised conceptual or empirical thesis about a wide range of marketing topics, e.g., brand and media management, e-commerce, product innovations, consumer behavior, and many others	Prof. Hernán A. Bruno	4
		Prof. Marc Fischer	19
		Asst.-Prof. Martin P. Fritze	2
		Prof. Werner Reinartz	17
		Prof. Franziska Völckner	19

Doctoral Degree Program

Course Name	Lecturer(s)	Contents
Conceptual Rigor	Prof. Franziska Völckner	This course focuses on developing a compelling scholarly manuscript, with a particular focus on writing a powerful introduction and understanding reviews as well as drawing conclusions for developing revision strategies. It includes, among other things, a discussion of existing articles and positioning a project relative to the existing literature
How to Publish in A-Journals	Prof. Marc Fischer	Analysis of existing papers and discussion of revision strategies on one the hand, and presentations and discussions within the seminar sessions on the other hand



External Teaching Activities

Course Name	Lecturer/Advisor	University	Term
Strategic Marketing (Master)	Dr. Julian R. K. Wichmann	ESCP Berlin	Winter 21/22
Data Analysis for Marketing Decisions	Prof. Hernán A. Bruno	Erasmus University, Rotterdam, Netherlands	Summer 22
Digital Marketing and Operation	Prof. Hernán A. Bruno	University of Cologne	Summer 22
Strategic Marketing Management	Prof. Hernán A. Bruno	Erasmus University, Rotterdam, Netherlands	Summer 22
Master's Theses	Dr. Julian R. K. Wichmann	Vrije Universiteit Amsterdam	Summer 22
Marketing Strategy Performance: Theory, Models, and Empirical Applications	Prof. Marc Fischer	German Academic Association of Business Research	Summer 22

Guest Lectures: Academic Year 2022

BACHELOR DEGREE PROGRAM

Guest Lecturer	Title	Course	Term	Logo
Dr. Martin Gehring, Head of Automotive Practice, Simon-Kucher & Partners	Introduction to Pricing Strategy and Behavioral Economics	Introduction to Marketing	Winter 21/22	
Anna Weste, General Manager Consumer Products Division Austria – Germany, L'Oréal Deutschland GmbH	Marketing Strategies & Tactics	Introduction to Marketing	Winter 21/22	
Karin Diefenbach, Brand Manager, Dorothea Ruther, HR, Ferrero	Markenrelaunch von Mon Chérie	Einführung ins Marketing	Summer 22	
Dr. Gordon Euchler, Director Creative Consultancy, Deloitte	Creativity in the boardroom	Einführung ins Marketing	Summer 22	
Selen Yildizgördü, Online Marketing Manager, Kaufland, Lorena Esser, HR Manager, Kaufland	From classic retail to the marketplace [Vom klassischen Retail zum Marktplatz]	Einführung ins Marketing	Summer 22	

MASTER DEGREE PROGRAM

Guest Lecturer	Title	Course	Term	Logo
Simon Eder, Head of Analytics, Zalando	Profit-Optimal Payment Risk Steering. A Zalando case study on CRM	Customer Relationship Management	Winter 21/22	
Dr. Jens Rühle, Executive Board Member, Kaufland.de	CRM in Grocery Retailing	Customer Relationship Management	Winter 21/22	
Peter Soltoft, External Lecturer, Copenhagen Business School	ISS case study	Customer Relationship Management	Winter 21/22	
Joel Schumacher, Team Lead Influencer Hauls, ABOUT YOU SE & Co. KG	Data-Driven Influencer-Marketing	Marketing of Digital Innovations	Winter 21/22	
Dr. Maria Bartschat, Coach and Consultant	How to foster innovation in teams	Marketing of Digital Innovations	Winter 21/22	
Dr. Christian Sprinkmeyer, Chief Digital Officer, tonies GmbH	Digital @ Tonies	Marketing of Digital Innovations	Winter 21/22	
Alexander Schwenck, Director Marketing & Press Relations, Richemont	Marketing for IWC Schaffhausen	Marketing Performance Management	Winter 21/22	
Sandra Bredthauer, People Operations Lead, Eva Zehentleitner, Talent Recruiter DE, Picnic	Retail Trends & Retail Formats: Using Data Efficiently	Retailing	Winter 21/22	
Yannick Distelrath, Sales group leader, Dorothea Ruthe, HR & Org. Entwicklung, Ferrero	Drivers of Success for Retailers and Manufacturers	Retailing	Winter 21/22	
Alexander Bockisch, Head of Market Strategy Flexible Packaging, Fanny Nowroth, Junior Manager Academic Relations, Henkel	Henkel Adhesive Technologies: Branding & Innovation in B2B Markets	Brand Management	Summer 22	

MASTER DEGREE PROGRAM

Guest Lecturer	Title	Course	Term	Logo
Cornelia Großmann, Associate Partner, Batten & Company	Brand Equity Valuation in Practice	Brand Management	Summer 22	
Clemence Kurtz, Head of Brand Management, Verena Wirth, Brand Manager, Pernod Ricard Deutschland	Brand Management @ Pernod Ricard Deutschland	Brand Management	Summer 22	
Josephine Rose, E-Marketing Lead American Brands, Martin Spielvogel, Director Talent Acquisition, L'Oréal Austria Germany	Brand Management @ L'Oréal	Brand Management	Summer 22	
Dr. Niklas Schaffmeister, Managing Partner, Bianca Winterkamp, Consultant, GLOBEONE	How to Build Companies & Brands With Purpose	Brand Management	Summer 22	
Mattias Steimel, Marketing Director Dermatology, Bayer	Innovation at Bayer Consumer Health	Service and Media Marketing	Summer 22	

Marketing Area – University Services

Prof. Hernán A. Bruno

- Member of the Commission of the Doctoral Program (Promotionsausschuss) (2021-today)
- Academic Director of the Doctoral Program for business studies ("BWL"), WiSo Faculty, University of Cologne (2020-today)
- Speaker for the Key Research Initiative "Analytics and Transformation," WiSo Faculty, University of Cologne (2020-today)

Prof. Marc Fischer

- Elected member of the Faculty Commission ("engere Fakultät"), WiSo Faculty, University of Cologne (2021-today)
- Member of Dean's advisory council, WiSo Faculty, University of Cologne (2021-today)
- Speaker of the Marketing Area, WiSo Faculty, University of Cologne (2021-today)
- Co-leader of Key Research Initiative "Analytics and Transformation," WiSo Faculty, University of Cologne (2020-today)
- CEMS Academic Director and program director, Master in International Management: CEMS network is a global alliance of 34 leading business schools in 33 countries, WiSo Faculty, University of Cologne (2017-today)
- Member of the Centre for Business Intelligence and Data Analytics (BIDA), University of Technology Sydney (2016-today)
- Head of the student talent program "Circle of Excellence in Marketing," WiSo Faculty, University of Cologne (2012-today)
- Trustee for MTP student organization, University of Cologne (2011-today)

Asst.-Prof. Martin P. Fritze

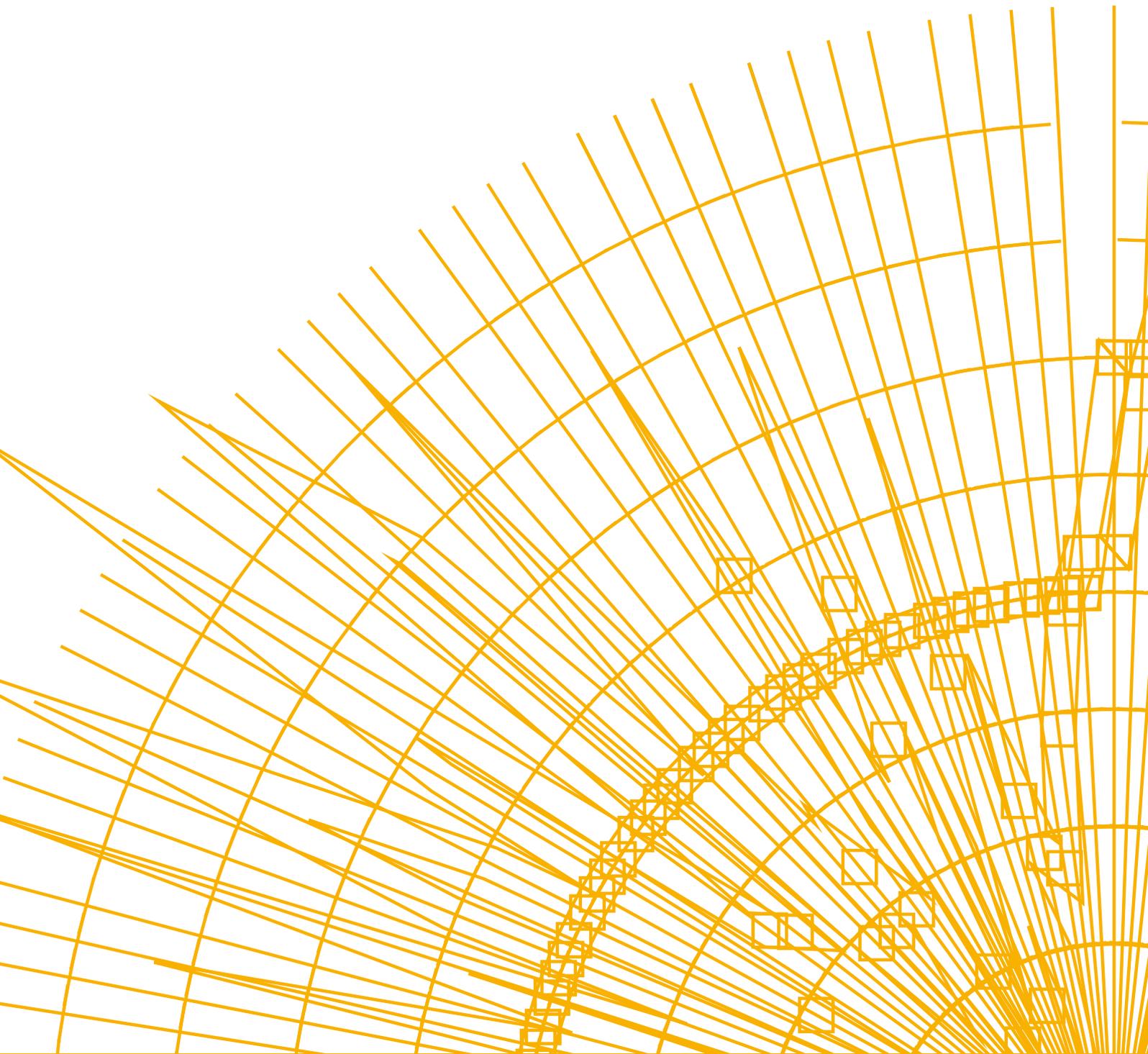
- Member of PhD admission committees, Cologne Graduate School, University of Cologne (2020-today)
- Member of several PhD examination committees, WiSo Faculty, University of Cologne (2018-today)

Prof. Werner Reinartz

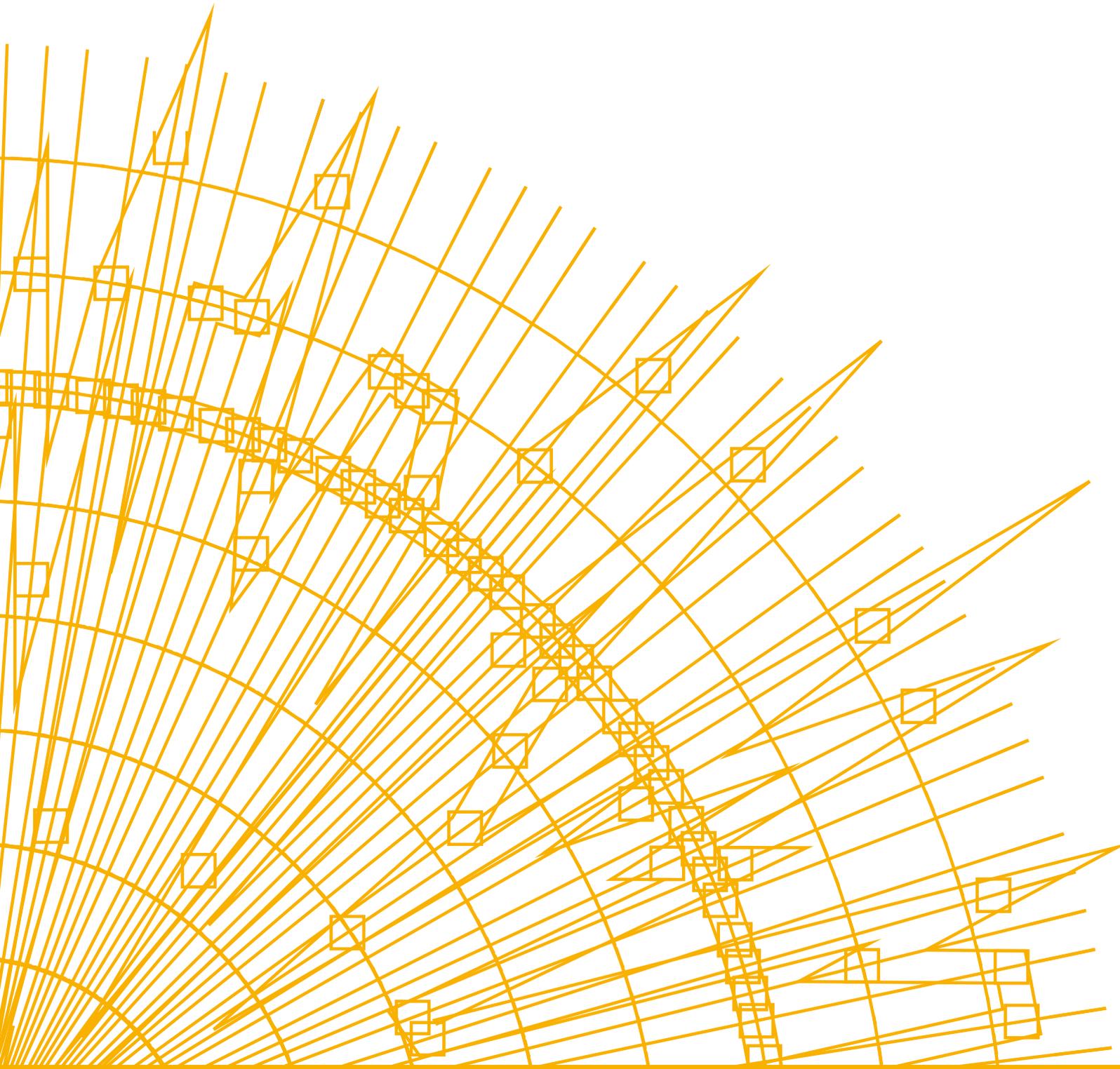
- Member of the Studienbeirat (student advisory board) of the WiSo Faculty (2020-today)
- Member of Examination Committee Business Information Systems (Wirtschaftsinformatik) (2019-today)
- Academic Director for study program Marketing Master, WiSo Faculty, University of Cologne (2019-today)
- Elected member of the Faculty Evaluation Committee, WiSo Faculty, University of Cologne (2016-today)
- Member of several search committees for Professorships, WiSo Faculty, University of Cologne (2007-today)

Prof. Franziska Völckner

- Academic Director of the B.Sc. in Business Administration, WiSo-Faculty, University of Cologne (2019-today)
- Member of the University Council (Hochschulrat) of the University of Cologne (2016-today)
- Deputy Member of the Academic Career Development Committee, WiSo-Faculty, University of Cologne (2021-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)
- Member of the managing board of the Center for Brand Management and Marketing (which offers the student-talent program "ZMM+") (2003-today)
- Speaker of the Marketing Area, WiSo-Faculty, University of Cologne (2019-2021)



“Gamification can reduce people’s cognitive performance, unless game elements are linked with relevant information”
Dr. Magdalena Bekk



TRANSFER

The Platformization of Brands

In today's platform era, marketplaces and matchmakers such as Amazon, Alibaba, and co. have become powerful intermediaries to brand offerings: These brand aggregation platforms offer consumers virtually endless shelves, provide product recommendations and reviews, and allow them to easily compare offerings. As such, traditional brands struggle to keep direct contact with its consumers and to build and maintain customer relationships.

But brands are not standing by idly; they are building own platform offerings with the goal to reconquer the direct interface to consumers. Importantly, these platforms are not mere copies of the highly transaction-focused Amazon and its peers. Instead, they focus on increasing the number of touchpoints and establishing direct and intimate relationships with consumers.

To do so, these brands build upon their core offering and provide value around it by holistically addressing consumers' various needs associated with the core offering. For example Nike's training platform Nike Run Club offers an expansive array of functionalities revolving around Nike's core offering of sports apparel such as a community of fellow runners, running competitions and challenges, and routing and tracking features. As a result, Nike can establish and leverage daily touchpoints with many consumers and extend its core offering to comprehensively address consumers' running-related needs. We call this novel type of platform brand flagship platform, which we introduce and discuss in the paper "The Platformization of Brands" published in the *Journal of Marketing* as well as an accompanying article in the *Harvard Business Review* entitled "Building Your Own Brand Platform."

We conceptualize digital platforms as places where consumers and third parties crowdsource products, services, and related content generated by (provided to) the platform participants. That is, rather than only the brand itself providing value, a brand flagship platform considerably expands its offering while simultaneously maintaining feasibility by incorporating consumers and third parties into the value creation process. Let's return to the example of Nike Run Club for illustrative purposes.

The platform does not only sell custom sportswear but also offers social events, fitness challenges, and leaderboards created by the community. Moreover, users can find expert guidance, motivational music playlists, personal training by third-parties as well as exclusive Nike products on the platform. Many of these functionalities only thrive through the integration of consumers (e.g., challenges, leaderboards, and other



community feature) and third parties (e.g., expert guidance, music playlists, coaching). Hence, consumers are benefiting from Nike's expansion as they combine various elements of the service to find the most compatible product-service-content combination for their needs. Typically, the value created on brand flagship platforms can be classified by five distinct platform building blocks: transaction block (e.g., providing products for sale), community block (e.g., forums and profiles), benchmarking block (e.g., tracking runs, leaderboards), guidance block (e.g., AI coaching), and inspiration block (e.g., video content, blogs). Hence, brand flagship platforms do not only nor primarily serve as a sales channel for the brand. Instead their goal is to build an ecosystem surrounding the brand's core offering by providing a mix of customized products, services, and content; and involving consumers, professionals, and third-party companies in the value creation. The degree of crowdsourcing and -sending taking place on a flagship platform has important strategic implications for a brand because it affects how to set up and run the platform as well as which type of consumer relationship emerges from it. Hence, brands need to pursue the flagship platform style that best suits their strategic goals.

The platform as an instrument. These platforms enable low degrees of crowdsourcing and crowdsending so that value creation is strongly driven by the brand itself. As such value creation is typically focused on the brand's core offering and the platforms' functionalities tend to focus on enabling transactions or providing functional extensions to the brand's core offering. As a result, relationships with consumers tend to be superficial as they use the platform only to meet immediate consumption-related needs. Example: Philips Sonicare. Example: Philips Sonicare

The platform as a guide. Platforms in this category foster high degrees of crowdsourcing but low degrees of crowdsending. Users of these platforms profit from the brand and third-party businesses but they usually do not create any significant value themselves. The goal of the platform is to expand the platform's scope by inviting companies and professionals from related areas to join. By doing so, consumers are able to satisfy different but related needs which creates a genuine bond with the platform's brand. Example: Whistle (by Mars)

The platform as a canvas. Here, the brand encourages a high level of crowdsending while crowdsourcing is limited. As such, consumers can freely create value and interact with each other with limited oversight by the brand which requires a more laid-back platform management style. The high level of engagement with the brand leads to a strong attachment meaning that consumers strongly identify with the brand. At the same time, however, the limited oversight bears risks such as anti-social and fraudulent behaviours taking place on the platform. Example: Lego Ideas

The platform as a companion. These platforms enable both intensive crowdsourcing and -sending. As such, consumers are highly involved in the platform receiving and generating value. Through a continuous give and take, this platform type is highly flexible and adaptable so that it is able to grow with the consumer. This perpetual companionship can elicit strong

feelings of attachment and identification in consumers. Example: Nike Run Club Bosch DIY & Garden.

In order to do build a brand flagship platform, managers must rethink their market and start shifting the place of value creation from selling goods to satisfying consumers' varied needs associated with the brand's core offering. It should be a slow adaptation process rather than an "all or nothing" approach. The transition consists of three important steps.

- *First* brands should have a clear vision of the territory they want to cover. They determine how far and how fast they want to stray from their traditional territory while consumers define the needs that they want to see satisfied.
- *Second*, each brand must decide which strategic goal(s) they are pursuing and adjust their platform offering accordingly. This also implies an adjustment of observed KPIs. Especially as a brand strives towards strong relationships, its KPIs evolve beyond sales towards a broader system that captures the engagement and value provided by and generated from the various platform participants.
- *Third*, managers need to decide which parts of the value creation they want to make, buy (from third-party firms), or earn (from consumers). Importantly, a flagship platform with varied functionalities can only be feasible if the brand relegates some parts of the value creation to third-parties and consumers. Hence, managers must confidently give up some control in the process.

Quellen:

Wichmann, Julian R.K., Nico Wiegand, and Werner Reinartz (2022), "The Platformization of Brands," *Journal of Marketing*, 86(1), 109-131.

Wichmann, Julian R.K., Nico Wiegand, and Werner Reinartz (2022), "Platformizing the Brand-Consumer Relationship," *Harvard Business Review*, 100(5), 46-53.

Wichmann, Julian R.K., Nico Schauerer, and Werner Reinartz (2023), "Eine eigene Plattform für Ihre Marke," *Harvard Business Manager*, 45(1), 34-43.



Publications in Business Media

Business Journal Publications

Reinartz Werner and Rajkumar Venkatesan (2022), "A Better Way to Calculate the ROI of your Marketing Investment," *Harvard Business Review* Special Issue "Marketing in the Age of Connection," (Winter), 108-109.

Reinartz, Werner, Julian R. K. Wichmann, and Thomas P. Scholdra (2022), "Measure and understanding of marketing effectiveness," [Marketingeffektivität messen und verstehen], White Paper, the Center for Research in Retailing (IFH), University of Cologne.

Wichmann, Julian R. K. and Werner Reinartz (2022), "How brands can build own platforms," [Wie Marken Plattformen bauen können], *Markenartikel – Das Magazin für Markenführung*, 8/2022, 45-48.

Wichmann, Julian R. K., Nico Wiegand, and Werner Reinartz (2022), "Building Your Own Brand Platform," *Harvard Business Review*, 100 (5), 47-53.

Blogs

Wichmann, Julian R. K. (2022), "The platformization of brands – How brands can regain access to their consumers by building their own platforms," [Plattformpapers.com/blog/](https://www.plattformpapers.com/blog/).



Interviews and Media

Asst.-Prof. Martin P. Fritze was interviewed in *Frankfurter Allgemeine Zeitung*, on hope for the past ["Hoffen auf vergangene Zeiten"], March.

German TV channels ProSieben and Sat1 interviewed **Asst.-Prof. Martin P. Fritze** on Luxury Consumption and Luxury Brands (also shown at Sat1 "Frühstücksfernsehen"), May.

Canvas8 interviewed **Dr. Julian R. K. Wichmann** on platformization of brands ["Forget Amazon! The science of flagship platforms"], April.

Dr. Julian R. K. Wichmann was interviewed for *International Journal of Research in Marketing* Newsletter Nr. 1 on "The Next Generation of Marketing-Mix in the Evolving World," September.

Prof. Werner Reinartz commented on Primark's Online strategy in *Express Online* ["Primark-Frust Warum der Textil-Discounter Kundinnen und Kunden online im Stich lässt"], March.

Prof. Werner Reinartz reflected on the values of the honorable merchant in Shopping Places ["Werte des Ehrbaren Kaufmanns"], October.

Prof. Werner Reinartz was interviewed in *Immobilien Aktuell* on the subject of the inner-city retailing situation ["Bremsspurten in den Innenstädten unausweichlich"], October.

LOUT.plus provided details on **Prof. Werner Reinartz'** IFH Associates on marketing effectiveness measurement ["Marketing-Effektivitäts-Messung: Es klemmt im Handel"], November.

Prof. Werner Reinartz commented in the *Frankfurter Allgemeine Zeitung (FAZ)* on the role that private labels play in retailers' go-to-market strategy ["Eigenmarken sind nicht nur Billig"], 21. November 2022.





Key Notes and Practitioner Presentations

Fischer, Marc, "Evaluating Marketing Performance: Do (Marketing) Executives and Investors Prefer the Same Measures?," Marketing Alumni der Universität Münster, Rotonda Business Club Cologne, June 8.

Reinartz, Werner (2022), "Measuring and understanding marketing effectiveness" [Marketingeffektivität Messen und Verstehen], Faszination Handel, University of Cologne, September 6.

Wichmann, Julian R. K. and **Werner Reinartz**, "Platformization of Brands" [Die Plattformisierung der Marken], (Gesamtverband Kommunikationsagenturen Deutschland) GWA Online Session, GWA, virtual, March 15.

Wichmann, Julian R. K., "How studies and analyzes can be enriched with contextual information" [Wie Studien und Analysen mit Kontextinformationen angereichert werden können], presentation, LINK Enhanced Data (YouGov Switzerland), virtual, November 10.



IFH Activities

The IFH Association has been operating as a non-profit organization since 1929 positioning itself at the interface between research and practice. It promotes the exchange of knowledge between academia and commerce in practice. One core activity each year is the publishing of a major topical white paper.

We dedicated this year's study to the focal topic of "Measuring and understanding marketing effectiveness". The whitepaper was published in the Fall 2022 and presented at the annual members' event "Fascination Retailing".

As early as the 19th century, John Wanamaker knew: "half of the money I spend on advertising is wasted, I just don't know which half". This quote, infamous among marketers, is as relevant today as it was 100 years ago, because although the skills to measure marketing activities and their success have improved considerably, new challenges have also emerged that make it much more difficult to accurately measure and evaluate the effectiveness of marketing activities and individual marketing tools: almost every year there are new technologies, channels and formats through which customers receive advertising, gather information and make purchases. Hence, a correct measurement of marketing effectiveness is not only a voluntary activity. Rather, it's a call of duty for companies for appropriate budget allocation, expenditure justification, as well as efficiency increase. This is particularly important for retailers in the current times of rising costs and shrinking margins. Yet, according to a recent survey of CMOs, only about a quarter of companies continuously measure the effectiveness and ROIs of their marketing campaigns (Moorman 2021). Our own research also shows weaknesses and untapped potential of marketing effectiveness' measurement in companies today. Against this background, the focus study of the IFH associates aimed to answer the following questions:

- 1) How can marketing effectiveness' measurement be conceptualized?
- 2) What insights into marketing effectiveness' measurement can we compile from the academic literature?
- 3) How can we systematize methods for marketing effectiveness' measurement?
- 4) Which recommendations for a successful marketing effectiveness' measurement can be derived?



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

IFH-Associates (Förderverein)

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

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

Board of the IFH associates



JOSEF SANKTJOANSER
Owner PETZ-REWE GmbH



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



DR. MICHAEL P. KUCK
Chairman Noweda eG



DR. SVEN SPORK
Head of Corporate Affairs
REWE Group



DR. MARKUS ACKERMANN
Board Member & Director
Multichannel Distance Retail
Otto Group



DR. BENEDIKT ERDMANN
CEO of Soennecken eG



CHRISTIANE GIESEN
CHRO at Metro AG



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



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



OLIVER KLINCK
CEO eBay Germany



KARSTEN KÜHN
Member of the Board
HORNBACH Baumarkt AG



FRANK SCHUFFELEN
CEO ANWR Group eG



THOMAS STOLLETZ
Managing Director Poco
Einrichtungsmärkte



TORSTEN TOELLER
Founder and Managing
Director Fressnapf Holding
SE



WILHELM WEISCHER
Managing Director
BabyOne Franchise- und
Systemzentrale GmbH

Event: Fascination Retailing

After two years of COVID-related physical absence, the flagship event of the IFH FÖRDERER – FASZINATION HANDEL – was finally able to take place physically again in the premises of the University of Cologne. On September 6th 2022, Prof. Dr. Werner Reinartz and Dr. Kai Hudetz led through the exciting program on the subject of “Advertising impact and effectiveness.” A topic that could hardly have been closer to the pulse of time.

Prof. Dr. Werner Reinartz broke the ground with his presentation of the new focus study of the IFH FÖRDERER “Measuring and understanding marketing effectiveness.” He highlighted that it is important to measure results of advertising campaigns rather than just hope for their success. Of course, when it comes to data analysis, a certain player should not be missing: Dr. Alexander Ellert from Google Germany explained how Google carries out the data-driven marketing campaigns for its own products and what role comprehensive pre-testing plays in this.

In the subsequent presentations, the participants learned first-hand that the opinions about the effectiveness of leaflets, as a

means of communication across the retail sector, diverge. While Frank Sperl from EDEKA Südwest, together with Benjamin Thym, CEO from the Offerista Group, made a clear plea for the printed leaflets, not least because of their reach, Dr. Julia Marotta and Hannah Gärtner from the REWE Group explained why the market giant will focus on digital brochures and communications in the future. One of the reasons: digital leaflets allow easier access to and measurement of customer data. In addition, IFH MEDIA ANALYTICS Managing Director Andreas Riekötter presented the results of the latest survey on the topic of offer communication in times of crisis. He showed that leaflets performed particularly well in terms of conveying credible price information.

Even beyond the presentation themselves, the participants enjoyed the opportunity to participate in the question and answer sessions and to pick up valuable practical tips for their companies. Afterwards, the conversations were deepened over delicious finger food and participants and speakers enjoyed the lively face-to-face exchange, which was missing in recent years due to COVID.

Speaker	Topic
Prof. Dr. Werner Reinartz (Director IFH Associates, University of Cologne)	Measuring and understanding marketing effectiveness
Dr. Julia Marotta (Area Manager, Business Insights REWE Group) Hannah Gärtner (Project Manager, Business Insights REWE Group)	Marketing Effectiveness — Learnings from Practice at REWE
Andreas Riekötter (Managing Director, IFH MEDIA ANALYTICS)	Cross-media offer communication — more relevant than ever?
Benjamin Thym (CEO & Founder, Offerista Group) Frank Sperl (Business Unit Manager Marketing, EDEKA Südwest)	Quo vadis commercial advertising?
Dr. Alexander Ellert (Pixel Media Lead EMEA Google Deutschland)	How Google analyzes marketing impact (resp. advertising impact)?





The Marketing Accountability Standards Board (MASB)

The Marketing Accountability Standards Board (MASB), established in 2007 and authorized by the Marketing Accountability Foundation, is an independent, private sector, self-governing group of academics and practitioners that establishes marketing measurement and accountability standards intended for continuous improvement in financial performance, and for the guidance and education of users of performance and financial information.

MASB sets standards and processes for evaluating marketing measurement to ensure credibility, validity, transparency, and understanding. The Board does not endorse specific measures.

Rather, it documents how measures stack up against the Marketing Metric Audit Protocol (MMAP). The intention is that the market will select specific measures based on these evaluations. The Board's Dynamic Marketing Metrics Catalogue is intended to be the primary vehicle for documentation and publication.

Board members meet twice every year at its summits to discuss and foster the advancements in marketing metrics and methods in practice and academia. Prof. Marc Fischer is a founding member of the Advisory Council. The council includes prominent personalities from the academic and business world (see below).



PROF. BOBBY CALDER

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



PROF. MARC FISCHER

Founding Advisory Council member, Director of the Chair in Marketing Science and Analytics at the University of Cologne, and Professor of Marketing at the University of Technology, Sydney Business School



PROF. DAVID REIBSTEIN

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



PROF. JERRY WIND

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



PROF. VITHALA RAO

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



JEFF BEZZO

Senior Director FP&A – Global Brands, SC Johnson



JEFF LONG

Director for Commercial and Shopper Insights, MillerCoors LLC



CAMERON WILLIAMS

Sr. Director, Global Beverages/ Snacks Finance, PepsiCo



GREG BANKS

COO and President of Mad-dock Douglas



CHRIS MURPHY

President of Analytics, Millward Brown

You want to know more about MASB or about the membership?

Please find further information under:

www.theMASB.org

Contact: info@themasb.org



Institute of Trade Fair Management

The Institute of Trade Fair Management is associated with the Chair in Marketing and Brand Management (Prof. Franziska Völckner) and the Juniorprofessorship for Trade Fair Management and Marketing (Asst.-Prof. Martin P. Fritze). The Institute of Trade Fair Management was co-founded by the University of Cologne and the Koelnmesse GmbH in 1999 as the first institute dedicated to trade fair management at a German university level. Since then, the Institute of Trade Fair Management has become a competence center for the trade fair industry that is recognized 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 teaching program focuses on bachelor students and covers strategic and operative issues in trade fair management, such as brand management, internationalization strategies as well as the application of marketing concepts and methods to the trade fair industry. Guest lectures by trade show managers, workshops, and excursions to trade show venues complement the teaching program. Furthermore, the Institute of Trade Fair Management supervises bachelor's and master's theses.

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>



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PROF. EM. WERNER DELFMANN

Affiliated Member of the Institute of Trade Fair Management and Marketing

International Summer University (ISU)

The Institute of Trade Fair Management organizes the International Summer University for Trade Fair Management (ISU) in cooperation with UFI, the Global Association of the Exhibition Industry and Koelnmesse GmbH. The three-day seminar is targeted at the middle and senior management of trade fair venues, organizers and associated companies. The ISU functions as a platform for exchanging the expertise of participants with international colleagues from the industry and academia. The program includes practical workshops, presentations on scientific management concepts, and their transfer to current topics in the trade fair business, and discussions. Social events, get-togethers and an excursion provide opportunities for networking activities.

Since its launch in 2006, more than 300 trade-show 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.

Note: This year's edition of the ISU had to be canceled due to the Corona pandemic.



Circle of Excellence in Marketing

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

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

Impressions from



Students from the University of Cologne participated in the following CoEM workshops in 2022:

Company	Location	Workshop Contents	Date
Unilever	virtual	New Communication Strategy for the Knorr Brand	March 25
Bain & Company	virtual	Advanced Marketing in Consumer Goods	June 10
L'Oréal	virtual	Medical Efficacy Meets TikTok Hype	June 16
EY Parthenon	virtual	European Media Company Wants to Invest in Online Gaming - Attractive or Not?	September 23
Johnson & Johnson	virtual	Marketing in the Pharmaceutical Industry	November 25



CoEM workshops



Circle of Excellence
in Marketing

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



Center for Brand Management and Marketing (ZMM)

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

The ZMM

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

The “ZMM+” Program

The “ZMM+” program is exclusively dedicated to a small group of eligible, outstanding students. It provides them with an even more comprehensive mentoring program. In addition to all the benefits of the ZMM, this exclusive program entitles participants to engage in selected interactions with top managers in company workshops (e.g., case studies). Further offerings include contacts with alumni of the ZMM, get-togethers with the Chair of Marketing and Brand Management, and special networking events.

Company	Location	Workshop Contents	Date
Capgemini Invent	Online	Structured Thinking	January 17
Horbach	Cologne	Salary Negotiations	April 21
Batten & Company	Online	ZMM+ applicant day in collaboration with Batten & Company	April 26
Henkel	Online	Brand Management	May 10
Batten & Company	Online	Consulting Day – A day in the life of a strategic management consultant	June 11
ZMM	Cologne	ZMM+ summer party with Globeone and Pernod Ricard Deutschland	June 24
L'Oréal	Dusseldorf	POS of the future	June 30
Kapten & Son	Cologne	Fireside Evening	July 07
Henkel	Online	ZMM+ applicant day in collaboration with Henkel	October 28
Globeone	Cologne	The Power of Purpose during Transformations	November 10
Simon-Kucher & Partners	Cologne	Networking event “Get to know Simon-Kucher & Partners”	November 17

Werden Sie Teil des ZMM+ Programms!



Sind Sie interessiert an ...

- ▶ ... spannenden Firmenevents (Workshops, Cases, etc.)?
- ▶ ... der Erweiterung Ihres professionellen Netzwerks mit Firmen wie Henkel, L'Oréal, Simon-Kucher & Partners, etc.?
- ▶ ... der Erweiterung Ihres persönlichen Netzwerks mit anderen Studierenden?

Bewerben Sie sich für das ZMM+ Programm!

Was? Halbstündiges Gespräch mit dem **z|m|m** und einem Partnerunternehmen

Wie? Motivationsschreiben, Lebenslauf und Notenspiegel an fillmann@wiso.uni-koeln.de



www.zmm.uni-koeln.de



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





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Connect. Share. Follow.



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