

Annual Meeting of the Marketing Section within the VHB

Hamburg, March 23 – 24, 2023

Location: Edmund-Siemers-Allee 1, Westwing, Room 221

Preliminary Program (as of February 8, 2023)

Thursday, March 23, 2023

Starting 12.00 h	Check-in and light lunch
13.30 – 13.45 h	Welcome (Henrik Sattler (Dean), Karen Gedenk)
13.45 – 15.15 h	Sascha Alavi & Anna Gabriel: Customer Personality Prediction Tools in Sales – Boon or Bane? Victoria Kramer, Manfred Krafft, Stefan Worm & Sundar Bharadwaj: Enhancing Solution Effectiveness: The Role of Customer Adaptiveness Anne Cordts, Johannes Habel & Martin Klarmann: Zooming In on the Customer? How the Communication Format Affects Employee Learning About Customers and Relationship Outcomes
15.15 – 15.45 h	Coffee Break
15.45 – 17.15 h	Manuel Reppmann, Laura Marie Edinger-Schons, Stephan Harms & Johann Nils Foege: Activating the Sustainable Consumer: The Role of Customer Involvement in Corporate Sustainability Pascal Güntürkün, Sinika Studte, Michel Clement, Eva-Maria Merz, Jonathan Tan, Elisabeth Huis in 't Veld & Eamonn Ferguson: Why Opt-Out Defaults Diminish Living Organ Donations Stefan Worm, Ashkan Faramarzi, Maria Koval & Shekhar Misra: Does Corporate Social Responsibility Matter for Marketing Performance?
17.15 – 17.30 h	Coffee Break
17.30 – 18.00 h	DFG Fachkollegium: Kandidatenvorstellung und Diskussion Manfred Krafft, Universität Münster (vorgeschlagen von der WK Marketing und vom VHB-Vorstand für die Wahl ins DFG Fachkollegium) Karen Gedenk (Moderation)
18.00 h	Walk along the Alster to the restaurant 'Bobby Reich'
18.30 h	Dinner at 'Bobby Reich', Fernsicht 2, 22301 Hamburg

Friday, March 24, 2023

Starting 8.30 h	Check-In
9.00 – 10.00 h	Publikationsmedienrating des VHB – Bericht zum Stand und Diskussion Karen Gedenk
10.00 – 10.30 h	Coffee Break
10.30 – 12.00 h	Christian Schulze, Maximilian Kaiser & Florian Elsaesser: ROAS Management Melanie Clegg: Unveiling the Mind of the Machine Alina Herting, Ronny Behrens & Thorsten Hennig-Thurau: How Consumer Experiences in the Metaverse Affect Existing Channels: The Case of Virtual Movie Watching
12.00 – 13.00 h	Lunch
13.00 – 14.30 h	Lukas Jurgensmeier & Bernd Skiera: Measuring Fair Competition on Digital Platforms Wiebke I.Y. Keller & Dominik Papies: The Impact of Price Transparency on Retailer Pricing Simeng Han, Werner J. Reinartz, Bernd Skiera & Thomas P. Scholdra: Firms' Focus on Brand and Customer Management: Measurement, Development, and Financial Consequences
14.30 – 15:00 h	Coffee Break
15.00 – 16.00 h	Arash Laghaie & Thomas Otter: Measuring Evidence for Mediation in the Presence of Measurement Error Daniel Wentzel: Conceptual Contributions in Marketing Scholarship: Evolutionary Patterns, Underlying Mechanisms, and Rebalancing Options
16.00 – 16.30 h	Coffee Break
16.30 – 18.00 h	Kommissionsangelegenheiten (VHB members only)
18.00 h	Transfer to the 'Hotel Hafen Hamburg'
18.30 h	Dinner at 'Hotel Hafen Hamburg', Seewartenstraße 9, 20459 Hamburg