

Marketing Seminar
Making Sense of Changing Decision Processes
Summer 2017

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Every three years the Marketing Science Institute (MSI) publishes a list of timely research questions (<http://www.msi.org/research/2016-2018-research-priorities/>). These research priorities are identified by a group of researchers and practitioners and address open questions, which are critical to answer in a dynamic and digitized environment. One of the current MSI research priorities is “Making Sense of Changing Decision Processes”.

Since consumers are now always connected, they have more choice in what they attend to. Now, the critical question for firms is how they can insert themselves — or their product or service — into the customer decision process at the right time in the right context to have an influence?

Based on this fundamental question MSI proposes several related research questions:

- How are fragmentation of attention and digital distraction influencing motivation, involvement, and decision making?
- How do we trade off privacy concerns versus the benefits of personalization, sharing data versus convenience, customization versus intrusion, annoyance versus effectiveness? What is the role of trust and authenticity in digital environments?
- How does mobile change decision making and behavior? What is the impact of mobile on search, networks, choice, behavior, the overall journey/path to purchase — and specific contexts such as complex decisions, finance, health, pricing, and payment?
- How is brand consideration and evaluation different in multi-channel environments or on different devices or screens?
- How do consumers deal with large amounts of ubiquitous information about everything? What simplified decision heuristics and processing patterns are used by consumers?
- To what extent do customer perceptions and experiences spill over from one domain or context to another? Does a customer’s experience with a provider in an unrelated category influence their expectations of and experience with your brand?
- What is the science of emotion in the digital, mobile, always on, and always connected age? What is the role of emotions in experience? How do we design customer experiences that lead to maximal enjoyment, happiness, and utility?
- How marketing can drive positive change in behavior: new approaches to help consumers make “good” decisions and “smarter choices”?
- How does engaging in technology change consumers? How does it influence emotions, decision making, and behavior?
- How are wearables, monitoring devices, and biometrics changing decision making and behavior?

In the course of this seminar, you conduct an empirical study to address one of the above research questions and write a seminar paper. You present your research model, the results of your study, and write a seminar paper.

Learning objectives

After participating in this seminar, you are able to elaborate on the potential influence of digitalization on the decision processes.

The seminar intends to develop your *academic writing* and *analytical skills*. Moreover, you can train your presentation and communication skills.

Seminar Requirements

The seminar consists of three mandatory group* assignments:

- (1) Presentation of conceptual model and discussion (15% of final grade)
Based on the literature you develop a conceptual model and hypotheses. The conceptual model serves as the basis for your market research study.
- (2) Presentation of the results of your market research study and discussion (15% of final grade)
- (3) Writing a research paper (70% of final grade)
The research paper comprises a motivation for the research question, literature review, conceptual model + hypotheses, design of market research study, results and discussion.

* The final group size depends on the number of seminar participants. We aim for a group size of 3 students.

All three assignments have to be passed to get 12 ECTS for the seminar.

Organizational issues

- Applications for the seminar are to be made via the general MCM application process for seminars (email invitation to apply).
- Please note that submissions of research papers and presentations after the submission deadline (see time table) cannot be accepted. You will receive a confirmation email about your submission shortly after the submission deadline.
- For specific questions, please contact Dr. Sonja Gensler (s.gensler@uni-muenster.de).

Timetable

What?	When?	Where?
Kick-off meeting incl. allocation of topics (not mandatory if you have other obligations)	April 19, 2017 (16-18 hrs)	HMB seminar room*
Group meetings with supervisor	Appointments will be arranged based on individual needs	To be announced
Presentation of conceptual model (10 minutes + 20 minutes discussion)	May 11, 2017 (12:00 to 16:00 hrs)	HMB seminar room*
Presentation of results (10 minutes + 20 minutes discussion)	June 23, 2017 (10:00 to 14:00 hrs)	HMB seminar room*
Deadline for handing in research paper (paper-based and electronically)	July 10, 2017 (12 hrs)	MCM 202 s.gensler@uni-muenster.de

* Heribert Meffert Bibliothek: Raum 110