

Seminar Marketing : The Digital Consumer (summer term 2021)

Content

The seminar covers current challenges of consumptions ongoing digitalization. It therefore sheds light on online consumer behavior and the corresponding psychological processes. In online environments customers are able to use communities to discuss product or services related topics. In order to control that process, companies have the opportunity to establish their own firm-sponsored online community. However, investigations about consumer behavior in these communities are still rare.

The seminar will provide insights into current academic research in the relevant areas and prepare you for the new business of understanding and managing firm-sponsored online communities.

In particular, the seminar focuses on consumer behavior in online communities. Specific topics include the evolution of firm-sponsored communities over time, the motivation of experts taking part in these communities and the perception and the behavior of community members to certain characteristics of online communities.

Reference

Manchanda, Puneet, Grant Packard, and Adithya Pattabhiramaiah. "Social dollars: The economic impact of customer participation in a firm-sponsored online customer community." *Marketing Science* 34.3 (2015): 367-387.

Seminar requirements

The seminar consists of two mandatory assignments:

- Writing a research paper (70% of final grade)
- Presentation of the key insights of your research paper and discussion (30% of final grade)

Both 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
- A short session at the beginning of the seminar will introduce participants of the seminar to the overall topic of digitalization as well as organizational issues. Attendance for this session is recommended but not mandatory.
- Please note that submissions of research papers and presentations after the submission deadline cannot be accepted.

Preliminary Timetable

What	When	Where
Introductory session	End of August	tba
Distribution of topics	End of August	Via E-Mail / Doodle
Individual meeting with supervisor	Second week in September	ZOOM /Skype (tbd)
Optional 2 nd speed dating meeting with supervisor		
Submission of research papers and presentations	End of October	Digitally
Presentation of research papers	End of October	tba