

Seminar Marketing : The Digital Consumer (summer term 2022)

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 and in virtual realities. Specific topics include the evolution of firm-sponsored communities over time and the motivation of experts taking part in these communities as well as the potential of social virtual reality in the context of B2C and C2C interactions.

Reference

Manchanda, Puneet, Grant Packard, and Adithya Pattabhiramaiah (2015): "Social dollars: The economic impact of customer participation in a firm-sponsored online customer community", *Marketing Science*, 34, 367-387.

Wedel, Michel, Enrique Bigné, and Jie Zhang (2020): "Virtual and augmented reality: Advancing research in consumer marketing", *IJRM*, 37, 443–465.

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 July	ZOOM
Distribution of topics	End of July	Learnweb / E-Mail
1 st Meeting with supervisor	Midth of August	ZOOM /Skype
2 nd Meeting with supervisor	Start of September	ZOOM /Skype
Submission of research papers and presentations	End of September	Learnweb
Presentation of research papers	End of September	ZOOM