

50th Annual Meeting of the Marketing Section within the VHB

Preliminary Program (as of January 22, 2020)

Location: Aula in Schloss Münster (aula in the Muenster palace)

Thursday, January 23, 2020 (Presentations and Discussions **in German**)

Starting 12.00	<i>Check-In & Lunch Break in the foyer of the Muenster palace</i>
13.30-14.00	Welcome and Introduction, Theresia Theurl (University of Muenster, Dean of the School of Business and Economics) Manfred Krafft (University of Muenster, Organizer)
14.00-15.00	Podium 1: Die Pionierzeit der Marketingforschung von 1970 bis 1995 Hermann Diller, Universität Erlangen-Nürnberg Richard Köhler, Universität zu Köln Heribert Meffert, Westf. Wilhelms-Universität Münster Moderation: Klaus Backhaus, Westf. Wilhelms-Universität Münster Die Teilnehmer der Podiumsdiskussion werden Einblicke in die frühen Jahre der deutschen Marketingwissenschaft gewähren, und dabei auch die Arbeit weiterer Pioniere (Dichtl, Krober-Riel und andere) würdigen. Welche Hürden mussten überwunden werden, wie gelang es, Marketing zu einem beliebten Fach zu entwickeln oder Manager für Fragen der marktorientierten Unternehmensführung zu gewinnen? Was lehren uns die Erfahrungen der frühen Jahre für die heutige Zeit bzw. zukünftige Herausforderungen in Forschung und Lehre?
15.00-16.00	Podium 2: Going International – Sichtbarkeit und Erfolg der deutschen Marketingforschung von 1995 bis 2020 Sönke Albers, KLU Hamburg (zugleich Moderator) Werner Reinartz, Universität zu Köln Henrik Sattler, Universität Hamburg Ab Mitte der 1990er Jahre war viel Bewegung in der deutschen Marketingwissenschaft zu spüren – Nachwuchstalente zog es in PhD-Programme im Ausland, die Präsenz deutscher Forscher auf internationalen Konferenzen nahm exponentiell zu, englischsprachige Veröffentlichungen wurden angestrebt, internationale Konferenzen in Deutschland ausgerichtet und Herausgeberrollen in führenden Zeitschriften übernommen. Die Teilnehmer der Podiumsdiskussion berichten aus ihren Erfahrungen der letzten 25 Jahre, diskutieren (Miss-) Erfolgsfaktoren, aktuelle Herausforderungen und Stärken sowie Schwächen der Marketingforschung im deutschsprachigen Raum.
16.00-16.30	<i>Coffee Break</i>
16.30-17.30	Podium 3: Where do we go from here? – Oder: wie sieht die deutsche Marketingwissenschaft der Zukunft aus? Stefan Mayer, Eberhard-Karls-Universität Tübingen Tobias Schäfers, Copenhagen Business School Simone Wies, Johann-Wolfgang Goethe Universität Frankfurt

	<p>Moderation: Martin Spann, Ludwig-Maximilian-Universität München</p> <p>Neben der Retrospektive soll ein Ausblick gewagt werden: Welche aktuellen und zukünftigen Entwicklungen in Forschung und Lehre berühren uns als Marketingforscher? Fragen der digitalen Transformation, der Nachhaltigkeit, neuer Technologien oder Methoden erscheinen viel versprechend. In der Lehre stellen sich Herausforderungen, die das Berufsbild des Hochschullehrers substanziell verändern können. Das Podium wird verschiedene Perspektiven beleuchten (Erkenntnisobjekte, empirisches Arbeiten, KI, unstrukturierte Daten, Kooperationen mit Forschern und Unternehmen etc.).</p>
17.30-17.45	<i>Break</i>
17.45-19.00	<p>Kommissionsangelegenheiten (nur für VHB-Mitglieder)</p> <p>Agenda:</p> <p>(1) Vorstellung neue Mitglieder</p> <p>(2) Bericht: Marketing ZFP (Bernhard Swoboda)</p> <p>(3) Kurzbericht: ... (N. N.)</p> <p>(4) Wahl einer/s Vorsitzenden für die Amtszeit 2020/21</p> <p>(5) Wahl einer/s stellvertretenden Vorsitzenden für die Amtszeit 2020/21</p> <p>(6) Bericht: Nominierung VHB Preise (insbesondere Best Paper Award)</p> <p>(7) Zukunft der Kommissionstagungen und neue VHB-Tagung</p> <p>(8) Ausblick 82. VHB-Jahrestagung in Frankfurt (17.-20. März 2020)</p> <p>(9) Nächste Jahrestagung der WK Marketing in 2021 auf der 83. VHB-Jahrestagung in Düsseldorf (##.-##.##.2021)</p>
Starting 19.30	<p><i>Informal Dinner (NB! food and drinks <u>not covered</u> by registration fee!)</i></p> <p>il Cucchiaio d'Argento - "Der Silberne Löffel", Überwasserstr. 3, 48143 Muenster www.der-silberne-loeffel.de</p>

Friday, January 24, 2020 (Presentations and Discussions **in English**)

Starting 8.00	<i>Check- In (and Coffee)</i>
9.00-10.00	<p>Key Note 1: The tiny Trump in all of us</p> <p>Luk Warlop, BI Oslo; President of EMAC</p> <p>In his key note, Luk Warlop talks about the potentially dysfunctional consequences of identification with the customer role. The basic idea is that in many market exchanges the customer has the more powerful position, often strengthened by the service-oriented behavior of the supplier. This has a number of consequences which amount to a mild form of increased narcissism (which is the tiny Trump in all of us), with some predictable downstream consequences for customer cognitions, feelings, and behavior.</p>
10.00-11.00	<p>Key Note 2: International Research Collaboration: Why I Love Germany</p> <p>Wayne D. Hoyer, University of Texas, Austin; Recipient of Humboldt Research Award</p> <p>Moderator: Kay Peters, University of Hamburg</p> <p>Wayne Hoyer talks about insights from many years of collaboration with German colleagues. In 2018, he received the Humboldt Research Award for his valuable achievements. He used the prize money for a Sabbatical and spent one year in Germany with his base camp in Münster. During that time, he visited several universities in Germany and other European countries.</p>
11.00-11.20	<i>Coffee Break</i>
11.20-12.00	<p>Research presentation: Sales Incentives & Employee Health: The Hidden Costs of Performance</p> <p>Sascha Alavi, University of Bochum</p> <p>Abstract: Positive effects of variable compensation on salespeople’s motivation, effort, and performance have been firmly established in prior literature. Complementing prior research, this article is the first to examine the effect of variable compensation on salespeople’s health. Drawing on the conservation of resources theory, the authors suggest that variable compensation can harm salespeople’s health because it increases work stress and effort, thereby fostering burnout. In addition, the authors suggest that the stress-related effect of variable compensation is particularly pronounced for salespeople with high performance volatility and low emotional stability. To test their hypotheses, the authors conducted four field studies with over 1,300 salespeople, including one naturalistic field experiment in which salespeople’s share of variable compensation was manipulated. Results provide strong evidence for the hypothesized effects. By elucidating unintended side-effects of variable compensation, the study contributes to research on sales force incentives and employee health. Furthermore, the study’s results can help managers to make better decisions when designing sales force compensation plans.</p>

12.00-12.30	<p>Research presentation: Consumer privacy and the future of data-based innovation and marketing</p> <p>Alexander Bleier, Frankfurt School of Finance & Management</p> <p>Abstract: Digitization allows firms to increasingly build their innovation and marketing efforts around consumers' personal data. In this conceptual research, we employ a privacy perspective based on contextual integrity to examine how such practices can trigger privacy concerns and how privacy concerns in turn color further progress in these digital domains to an unprecedented degree. Moreover, we propose that small entrepreneurial firms are often at a particular disadvantage compared to large incumbent firms. At the same time, we also highlight that there are several strategies firms can use to mitigate privacy concerns and that in some circumstances, privacy concerns may also exert positive effects by stimulating privacy innovation and providing a source of competitive advantage.</p>	
12.30-13.30	<i>Lunch Break in the foyer of the Muenster palace</i>	<p>12.30-15.30 Parallel: Editors Meeting of Marketing ZFP, Room S 055 (basement, Muenster palace)</p>
13.30-14.15	<p>Research presentation: Nature and Scope of Future Marketing</p> <p>Helge Löbler, University of Leipzig</p> <p>Abstract: In his seminal paper “the nature and scope of marketing” Shelby Hunt (1976) proposed answers to the question: “Can a new model of the scope of marketing help resolve the ‘nature of marketing’ and ‘marketing science’ controversies?” (Hunt, 1976, p. 17). Thereby he offered a structure (borrowed from chemistry) to develop and discuss his answers. Using this structure my presentation will critically discuss the contribution of “Service Dominant logic” in marketing and offer some new avenues for further development of marketing. Hunt, S.D. (1976), “The Nature and Scope of Marketing”, Journal of Marketing, Vol. 40 No. 3, p. 17.</p>	
14.15-15.00	<p>Research presentation: One question, many answers? On the relevance of decisions in applied empirical research</p> <p>Dominik Papies, University of Tübingen</p> <p>Abstract: Empirical researchers in marketing and other disciplines face a myriad of decisions in any given empirical research project. These decisions concern, e.g., the question of which units to analyze, whether to aggregate observations, the choice of covariates, and the specific estimation approach. Although many researchers are aware of the possibility that these decisions likely matter for the coefficients they estimate for the variables of interest, publications rarely explore the extent to which the results depend on these decisions. In this research, we compile a large set of typical decisions that researchers face and explore the sensitivity of estimated coefficients to these decisions. To empirically illustrate the approach, we apply all these decisions to a large data set of scanner panel data that we use to estimate price elasticities. The results suggest substantial variation across specifications. We discuss potential implications of this finding.</p>	

15.00-15.30	<i>Coffee Break</i>
15.30-16.15	<p>Research presentation: Access-Based Services as Substitutes for Material Possessions: The Role of Psychological Ownership</p> <p>Martin P. Fritze, University of Cologne</p> <p>Abstract: Access-based services—in which consumers do not physically own material goods but gain access to services by registering with the provider—have risen in popularity as an alternative to individual ownership and conventional consumption. Yet, companies still face key challenges in promoting these services. Prior research indicates that consumers assign significant importance to their material possessions; the current study investigates how psychological ownership, or the mental state of perceiving something as one’s own, attained through access-based services might lead customers to increase their service use and forgo material ownership and consumption. Four studies, using cross-sectional, longitudinal, and experimental data, as well as combined self-reports with usage data, demonstrate this effect. Firms that offer access-based services can increase customers’ service psychological ownership, which acts as a psychological substitute for physical ownership and increases access-based service use. The results suggest ways managers can leverage the psychological power of ownership feelings, rather than try to fight the lack of actual ownership, in access-based consumption contexts.</p>
16.15-17.00	<p>Research presentation: Marketing-Interfaces: Organizing for Customer Reacquisition Management</p> <p>Arnd Vomberg, University of Groningen</p> <p>Abstract: While reacquiring customers can lead to beneficial outcomes, a company’s reacquisition process is often unpleasant for employees, who may be required to admit and address failures and are therefore reluctant to attempt reacquisition. As many organizational environments continue to reward success and punish failures, companies need to understand how to create an organizational environment stimulating customer reacquisitions. This study investigates the role of failure tolerance and formal reacquisition policies for successful customer reacquisition management. Finally, this study shows that reacquisition performance is positively related to financial performance, a finding that emphasizes the managerial and organization-level importance of reacquisition management.</p>
17.00-17.15	<i>Coffee Break</i>
17.15-18.00	<p>Research presentation: A Meta Analysis of the Service Transition Literature</p> <p>Stefan Worm, BI Oslo</p>

18.00-18.30	<p>Research presentation: Don't leave me hanging - Examining the Effects of Unfinished Teasers on Consumers' Purchases and Consumption</p> <p>Gerrit Cziehso, University of Münster</p> <p>Abstract: Teasers provide previews of digital content, such as online articles, often in a strategically unfinished form, such that the teaser starts a new sentence but does not finish it, with the aim of triggering curiosity, increasing consumption, and encouraging purchases of digital content. Contrary to managerial expectations though, our experimental studies confirm that, compared with finished teasers, unfinished teasers result in fewer purchases for fee-based digital content, but the effect reverses for freely accessible content. According to the mediation analyses, increased curiosity and consumers' persuasion knowledge together explain these contrary effects for commercially sold versus freely available content. These findings call into question existing practices related to content teasers and offer novel insights into the complexity of consumers' reactions to prevalent advertising techniques in digital marketplaces.</p>
19.00	<p><i>Conference Dinner</i></p> <p>Restaurant A2 am Aasee, Annette-Allee 3, 48149 Muenster www.a2amsee.de</p>