

SALTY Conference 2025

September 14 – 16, 2025

WU Vienna, University of Economics and Business

Welthandelsplatz 1, 1020 Vienna



Sunday, September 14

04.00 - 06.00 PM	OPTIONAL (pre-booked) Activity: Vienna Guided Tour	Helmut-Zilk- Platz, 1010 Wien
07.00 PM	<u>Come Together for Doctoral Students @7Stern Bräu</u>	Siebensterngasse 19, 1070 Wien
08.00 PM	<u>Dinner for Professors and Post-Docs @Neni Prater</u>	Perspektivstraße 8, 1020 Wien

Monday, September 15

08.30 - 09.00 h	Registration & Coffee LC Conference venue	LC Infodesk/ Forum
09.00 - 09.30 h	Welcome Words: SALTY 2025@WU, Siham El Kihal, Nils Wlömert	Festsaal 1
09.30 - 10.20 h	Alexandra Becker, University of Tübingen / Privacy Regulations and Advertising in Offline Markets	Festsaal 1
10.20 - 10.35 h	Coffee Break	Forum
10.35 - 11.25 h	Gijs van Bussel, KU Leuven / Strength in Numbers: Analyzing the Influence of Employee Marketing Intensity on Firm Performance	Festsaal 1
11.30 - 12.20 h	Marc Fischer, University of Cologne / The Mission and Vision of the New Journal of Marketing Editorial Team	Festsaal 1
12.30 - 14.00 h	Lunch Break	Mensa
14.00 - 14.50 h	Nadine Eckel, University of Münster / Words That Convince – The Impact of Sensory Language on the Effectiveness of Online Product Reviews	Festsaal 1
14.50 - 15.00 h	Coffee Break	Forum
15.00 - 15.50 h	Presentation McKinsey	Festsaal 1
15.50 - 16.00 h	Group photo with all participants	Forum
16.15 - 17.45 h	Speed Dating McKinsey (Seperate emails regarding time slots)	LC Meeting Rooms
17.30 - 18.45 h	Guided tour: The Vienna State Opera	Opernring 2, 1010 Vienna
19.00 - 24.00 h	<u>Conference Gala-Dinner @Salonplafond</u>	Stubenring 5, 1010 Wien

Tuesday, September 16

08.30 - 09.00 h	Arrival and Coffee	Festsaal 2
09.00 - 09.50 h	Andy Chuang, Goethe University Frankfurt / Ads with Benefits: Field Experiments in Reward Advertising	Festsaal 1
09.50 - 10.00 h	Short Break	
10.00 - 10.50 h	Vincent Ruess, University of Cologne / Antagonistic Customers: How Dangerous Is It to Your Brand?	Festsaal 1
10.50 - 11.10 h	Coffee Break	Festsaal 2
11.10 - 12.00 h	Johanna Verenkotte, LMU Munich / The Impact of Data-Usage Disclosure on Consumer Review Behavior	Festsaal 1
12.00 - 12.10 h	Goodbye Vienna	Festsaal 1
From 12.10 h	Lunch to go	Festsaal 2