WU

WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

SALTY 2025

VIENNA, AUSTRIA

14-16 SEPTEMBER

Table of Contents

Welcome to SALTY Vienna

We are looking forward to hosting you at WU Vienna for the conference. This brochure contains key information about the program and logistics to help you navigate the days ahead.

If you have any urgent questions during the conference, please feel free to reach out to us directly:

Nils (+43 678 12 11 963)

Siham (+49 173 23 91 010)

We wish you an inspiring and enjoyable conference experience!

Warm regards,

Nils & Siham

Conference Hosts


Siham El Kihal
WU Vienna

Nils Wlömert
WU Vienna

Conference Venue – WU Campus

The conference venue is the new university campus of WU Vienna. Its architecture reflects WU's vision for a modern university – diversity, open-mindedness, social responsibility, and innovation. The resulting architecture is a stunning mix of styles that has gained the campus a place in most architectural and tourist guides within a mere year of its creation

The **main venue for the conference** will be the iconic Library & Learning Center (LC) at the heart of the university campus, designed by renowned Iraqi-British architect Zaha Hadid. The building's cantilevered roof with its striking glass monitor facing the Prater Park is visible from afar.
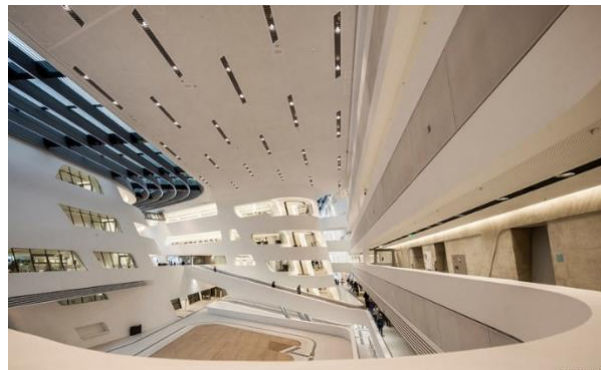
For your convenience, you can also use one of the two digital pathfinders below:

- Digital Campus map (including the option to show the route from the subway station)
- Google maps link

How to get to the conference venue

Address of the WU Campus:

The conference takes place at WU Campus, located in the second district of Vienna. The address is Welthandelsplatz 1, 1020 Vienna.

How to get to WU Campus by…

…public transport: Campus WU is located between the two U2 subway stations Messe-Prater and Krieau. The Library & Learning Center (LC) is roughly the same distance from each of the two subway stations (5–10 minutes).

Bus line 82A (3 stops around the campus: Trabrennstraße, Südportalstraße, Welthandelsplatz) and streetcar line 1 (stop Prater Hauptallee) also stop close to Campus WU.

…bike/scooter: It is easy to spontaneously rent a bike in Vienna with the WienMobil bicycle rental that you can find across the city. The WienMobil bike sharing stations are located at the south entrance of Campus WU and at the subway stations Messe-Prater and Krieau. Of course, you can also rent a scooter from one of the providers available in the city (Lime and Voi).

…car: The car is the slowest option to get around in Vienna. Anyways, if you are coming by car, you can park in the underground parking garage located under the main boulevard running through the campus (cost is 2,20€/hour). The entrance to the garage is on Trabrennstrasse.

For more detailed information, check out the following website: https://www.wu.ac.at/en/the-university/campus/orientation-directions/

How to navigate to the conference venue once you are at WU Campus

Once you are at WU campus, the static map below and the interactive map, accessible via this link (https://campus.wu.ac.at/en/), will help you navigate around the WU campus and find the conference venue. The conference takes place in the LC (Learning Center) building. Some call it "the Spaceship". If you see it, you will know why (see picture above on page 3). You cannot miss it.

The **conference registration** (to obtain your badge if you are already registered or to purchase a last-minute ticket) can also be found in the LC building.
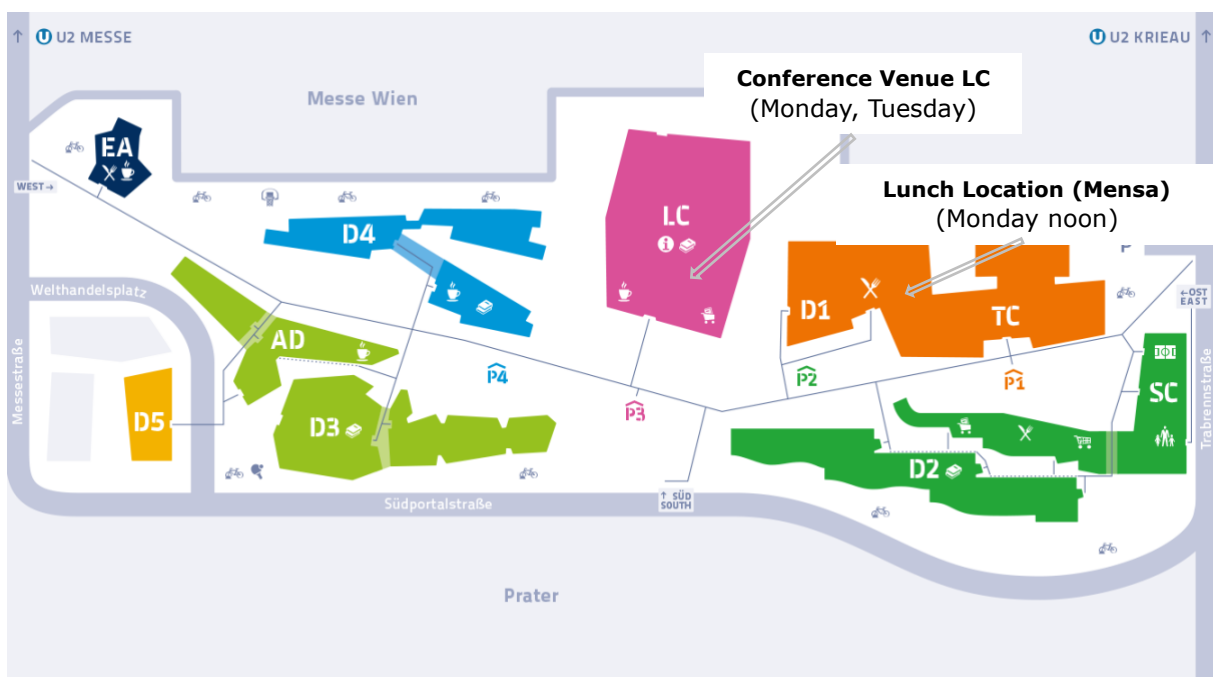
Where to eat on WU Campus

There is nothing worse than being hungry at a conference. Don't worry, we will take care of your physiological needs during the conference. However, if you are looking for more before/ after the conference, there are also plenty of opportunities to eat on the WU Campus. See the map below for an overview.
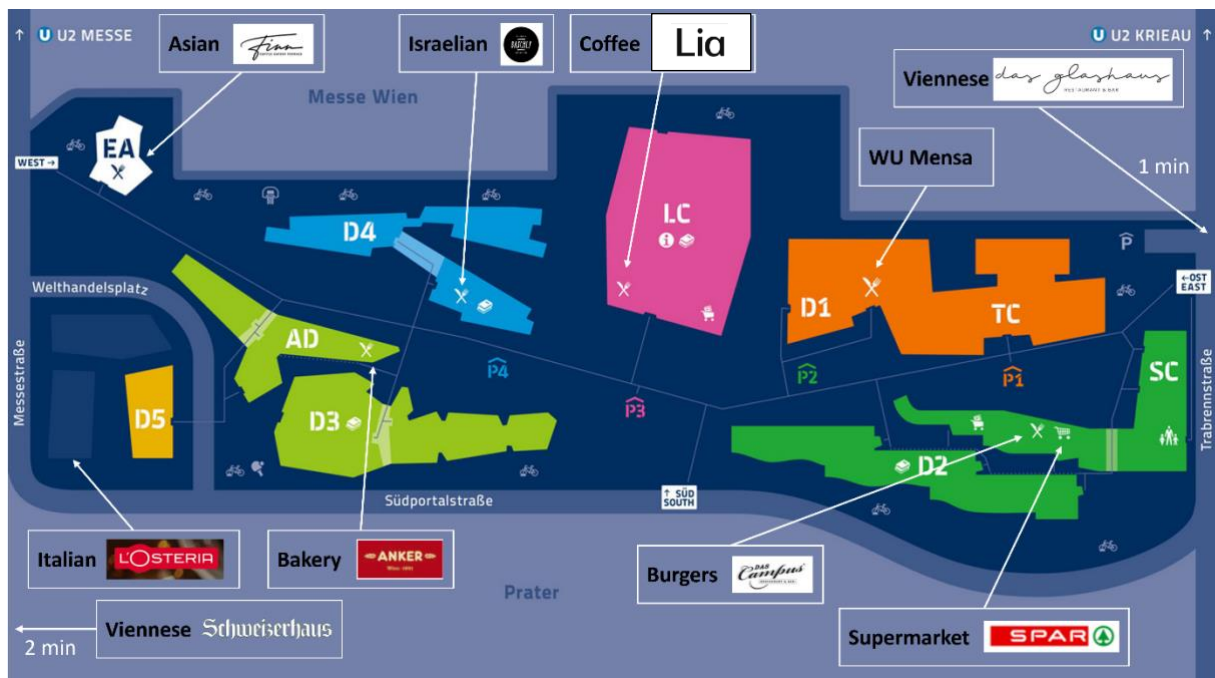
Useful things to know about the conference venue

Information desk

If you have any questions about the conference or beyond, you can always contact the information desk. The information desk, which also serves as the registration desk, will be located in the LC building on Monday and Tuesday. At the information desk, you can also store your luggage or hand in your jacket.

Meeting Spaces

We are at a big campus with (mostly) open-door policies. There are chairs and tables nearly everywhere. Feel free to get yourselves comfortable wherever you like. For any specific needs, ask at the information desk.

Guests

Please inform us in advance if you are planning to bring guests to any events. We try to accommodate all wishes, but do face space restrictions.

Waste

This year, Austria has introduced a deposit system for plastic bottles and beverage cans. Please dispose of empty bottles and cans in the designated containers. Thank you for your cooperation!

Emergency Contact

EMERGENCY NUMBERS: +43 1 31336 4622 or +43 1 31336 6709

+43 1 40100 is always getting you a cab

Monday afternoon activity - <u>The Vienna State Opera</u>

On Monday afternoon at 5:30 p.m., we will have a tour of the Vienna State Opera. The meeting point is at the visitors' entrance on the left side of the building, as indicated below.

Visitors Entrance
Ringstraße/Operngasse

How to get to the Vienna State Opera

The location is Opernring 2, 1010 Vienna. The closest metro station is Karlsplatz. If you go by tram, the stop Oper/Karlsplatz is right in front of the building.

If you are commuting from Henriette: [route from Henriette](#)

If you are commuting from Motel One: [route from Motel One](#)

If you are commuting from WU Campus: [route from WU Campus](#)

If you travel to the Vienna State Opera from another location, you can plan your public transport trip [here](#) or on Google Maps.

Conference Dinner – location and transfer

The conference dinner will be held on Monday evening, September 15, at Salonplafond, located in the Museum of Applied Arts (MAK) (doors open at 7:00 p.m.).

If you did not opt out of the dinner during registration, we have reserved a seat for you 😊 The ticket price includes all drinks and food for this event.

How to get to the Conference Dinner Location

The location is Stubenring 5, 1010, Vienna. The closest metro station is U3 Stubentor (same name as the tram D or tram 2 stop) – from there, it is a 2-minute walk.

If you join the tour of the Vienna State Opera on Monday afternoon, it will only be a short 3-stop ride on tram 2 to Stubentor station (about 15 minutes) from there after the tour finishes at 6:45 p.m.

If you are commuting from Henriette: route from Henriette

If you are commuting from Motel One: route from Motel One

If you are commuting from WU Campus: route from WU Campus

If you travel to the dinner from another location, you can plan your public transport trip here or on Google Maps.

Program Overview

Sunday, September 14

16.00	Vienna Guided Tour Hofburg to St. Stephens Cathedral	
19.00	Dinner for Doctoral Students 7Stern Bräu	Siebensterngasse 19, 1070 Vienna
20.00	Dinner for Professors and Post-Docs Neni am Prater	Perspektivstraße 8, 1020 Vienna

Monday, September 15

08.30 - 09.00	Registration & Coffee	LC Infodesk / Forum
09.00 - 09.30	Welcome Words: SALTY 2025 Siham El Kihal, Nils Wlömert	Festsaal 1
09.30 - 10.20	**Alexandra Becker, University of Tübingen** Privacy Regulations and Advertising in Offline Markets	Festsaal 1
10.20 - 10.35	Coffee Break	Forum
10.35 - 11.25	**Gijs van Bussel, KU Leuven** Strength in Numbers: Analyzing the Influence of Employee Marketing Intensity on Firm Performance	Festsaal 1
11.30 - 12.20	**Marc Fischer, University of Cologne** The Mission and Vision of the New Journal of Marketing Editorial Team	Festsaal 1
12.30 - 14.00	Lunch Break you get your voucher for lunch with your registration	Mensa

Time		Location
14.00 - 14.50	**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	Coffee Break	Forum
15.00 - 15.50	**Presentation McKinsey**	Festsaal 1
15.50 - 16.00	Group Photo with all participants	LC Infodesk / Forum
16.15 - 17.45	Speed Dating McKinsey Speed Dating McKinsey Speed Dating McKinsey Speed Dating McKinsey	LC - 1.068 LC - 1.076 LC - 1.082 LC - 1.090
17.30 - 18.45	Guided tour: The Vienna State Opera Meeting Point: Visitors Entrance	Opernring 2, 1010 Vienna Ringstraße / Operngasse
19.00 - 24.00	Conference Gala-Dinner Salonplafond	Stubenring 5, 1010 Vienna

Tuesday, September 16

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

Speaker

Alexandra Becker, University of Tübingen

"Letting Customers Choose vs. Choosing for Customers: Long-Run Effects of Stopping Personalized Promotions"

Abstract:

We investigate the economic consequences of two distinct approaches that loyalty programs can take in response to increasing consumer privacy awareness: (1) allowing individual customers to opt out of targeted promotions, and (2) removing targeting uniformly for all customers. We empirically evaluate both approaches using a combination of observational and experimental data from a large multi-vendor loyalty program (MVLP) in a European country, comprising over 4 million customers and four years of transaction histories. First, we exploit a change in the program's membership structure that offered customers an explicit opt-out from data sharing and targeted promotions. Using a stacked difference-in-differences design, we find no significant effect of the opt-out on customer spending or engagement. This suggests that opt-out policies primarily act as a sorting mechanism: only privacy-sensitive customers who might place less value on targeted promotions self-select out, leaving their purchasing behavior largely unchanged. Second, we analyze multiple large-scale field experiments in which targeted promotions are uniformly discontinued for a random subset of customers by selected retailers within the loyalty program. In contrast to the opt-out scenario, this universal removal of targeting resulted in a statistically significant decline in purchase related KPIs such as customer spending and purchase frequency. The negative effects persisted over time, suggesting substantial long-run consequences for loyalty program performance. We further observe an asymmetric response across retailer types and customer segments, and little evidence for cross-retailer spillover effects within the MVLP. Taken together, our findings give valuable insights into how firms can design loyalty programs that are both privacy-conscious and economically viable.

Yu-Jen (Andy) Chuang, Goethe University Frankfurt

"Ads with Benefits: Field Experiments in Reward Advertising"

Abstract:

Reward advertising allows users to engage with ads in exchange for rewards provided by publishers. For example, in a mobile gaming app like Candy Crush Saga, a user might choose to watch a 30-second video ad to receive extra lives, a feature they would otherwise need to purchase with real money. Users can gain access to more valuable content without monetary payment, while publishers, such as mobile apps, can also benefit by generating higher ad revenue through selling ad spaces at higher prices to advertisers. However, whether publishers benefit from reward advertising remains unclear. On one hand, offering features as rewards can draw users' attention and increase demand for features. On the other hand, when users choose to watch ads instead of paying, it may reduce their likelihood of making in-app purchases, potentially decreasing purchase-driven revenue. In addition, publishers face challenges in determining the size of rewards to offer in the advertisement. Our study examines the impact of introducing reward advertising on user demand for in-app features and assesses whether publishers achieve greater profitability after implementing reward advertising. We conducted large-scale field experiments in collaboration with a global networking app publisher. Our findings provide insights into the effectiveness of reward advertising for publishers.

Nadine Eckel, University of Münster

"Words That Convince – The Impact of Sensory Language on the Effectiveness of Online Product Reviews"

Abstract:

As consumers increasingly rely on online product reviews to inform their purchasing decisions, online retailers and review platforms are striving to identify and promote the most helpful reviews. This research introduces sensory language as a novel factor that influences the helpfulness of these reviews, emphasizing its nuanced role depending on the review's valence. We employed a multi-method approach, analyzing thousands of reviews on Amazon using natural language processing as well as lab experiments. The results indicate that a higher degree of sensory language reduces the helpfulness of negative reviews. Conversely, for more positive reviews, it seems to increasingly enhance the review's helpfulness. However, while sensory language can improve the helpfulness of positive reviews, excessive use may undermine credibility and, in turn, decrease helpfulness (and purchase intent). These findings deepen our understanding of sensory language effectiveness in the context of product reviews and provide actionable insights for managers. For instance, when encouraging customers to write reviews, online retailers and review platforms should prompt them to use sensory language when the review is positive to maximize helpfulness. Additionally, managers should also prioritize reviews with higher (lower) levels of sensory language in positive (negative) reviews, placing them at the top of the review list or marking them as most relevant, to boost effectiveness.

Marc Fischer, University of Cologne

"The Mission and Vision of the New Journal of Marketing Editorial Team"

Marc Fischer informs about the mission of the new JM editor team and their vision for the journal. He will discuss publication policies and what is expected from authors, emphasizing topics such as achieving rigor in relevance.

Vincent Ruess, University of Cologne

"Agnostic Customers: How Dangerous Is It To Your Brand?"

Abstract:

Brands are more than products. They are symbols that consumers use to express who they are and what they stand for. As a result, customer groups can differ not only in demographics or preferences, but also in values and identities. In particular, the ideological divide between liberal and conservative consumers can create antagonistic constellations, in which opposing segments actively avoid or reject one another's brand choices.

This study develops a scalable and theory-driven metric – the Customer Antagonism Index – to quantify the degree of identity-based tension within a brand's customer base. The index is calculated using large-scale survey data from YouGov, covering political identities and brand perceptions of U.S. consumers across brands.

We link this metric to multiple indicators of brand performance, including customer-based brand equity (CBBE), sales, and stock returns. We find that higher customer antagonism is associated with lower brand performance. We examine how these effects vary depending on whether brands are consumed publicly, serve as social identity signals, or reflect strong personal values.

This study extends prior experimental research on dissociative groups and political polarization by providing real-world, scalable evidence of the risks that identity-driven fragmentation poses for brand management. It underscores the importance of understanding customer base composition and addressing identity-related tensions in brand positioning strategies, particularly in politically polarized environments.

Gijs van Bussel, KU Leuven

"Strength in Numbers: Analyzing the Influence of Employee Marketing Intensity on Firm Performance"

Abstract:

Technological and digital advancements imply that the optimal number of human employees within an organization has turned into a major strategic decision for companies. The marketing function, in particular, has been reshaped by these developments. Against this background, this study investigates the relationship between employee marketing intensity and firm performance, addressing an underexplored aspect of marketing's importance in organizations. While prior research has uncovered the role of marketing in the upper echelons and of marketing expenditures for firm success, it has overlooked the impact of employees executing marketing strategies. Using a proprietary dataset on employees' online professional profiles, we explore how the number of marketing employees relative to total employees (marketing intensity) influences firm performance (i.e., Return on Assets). Our analysis of 4,017 U.S. firms over 15 years reveals an inverted U-shaped relationship between marketing intensity and future firm performance. Additionally, we test for two industry-level moderators, (i) industry growth and (ii) industry concentration, and two firm-level moderators, (i) firm digital transformation level and (ii) firm advertising expenditures. We find that higher industry growth, higher industry concentration, and increased digital transformation level flatten the inverted U-shaped relationship, while advertising expenditures does not act as a moderating factor. These findings have important implications for marketing and HR managers, as well as marketing researchers.

Johanna Verenkotte, Ludwig-Maximilians-Universität München

Johanna Verenkotte, Ludwig-Maximilians-Universität München

"The Impact of Data-Usage Disclosure on Consumer Review Behavior"

Abstract:

This research investigates how disclosing apps' data-use practices affects consumer review behavior. While previous studies have examined how privacy disclosures influence primary outcomes, such as data sharing or advertising effectiveness, this study investigates review behavior, an important yet understudied secondary outcome. We use Apple's introduction of Privacy Nutrition Labels (PNLs), which require apps to disclose their data practices, as our identification strategy. Using a difference-in-differences design and a large-scale panel dataset combining App Store and Play Store data, we compare review volumes and ratings between the two marketplaces before and after the introduction of PNLs. Our findings show that review volumes in the App Store declined relative to the Play Store after the rollout of PNLs, while average review ratings remained stable. Additional analyses reveal that PNL labels disclosing tracking purposes amplify this reduction, whereas labels indicating less intrusive data practices attenuate it. We interpret these findings as indicative of a reciprocity-based mechanism, whereby salient data collection may be perceived as an implicit access fee, reducing users' motivation to provide reviews. Our findings contribute to the literature on privacy, electronic word-of-mouth, and platform design by showing how privacy disclosures can have unintended downstream effects on consumer behavior. We derive implications for platform owners, app developers, and regulators.

Participants

Nadia	Abou Nabout	WU Vienna
Isin	Acun	WU Vienna
Sönke	Albers	Kühne Logistics University (KLU)
Maximilian	Althaus	Goethe University Frankfurt am Main
Roman	Antoschin	WHU - Otto Beisheim School of Management
Yana	Asenova	Kühne Logistics University (KLU)
Christian	Barrot	Kühne Logistics University (KLU)
Alexandra	Becker	University of Tübingen
Jan-Michael	Becker	BI Norwegian Business School
Jan	Becker	Kühne Logistics University (KLU)
Aseem	Behl	University of Tübingen
Sophie	Berghüser	LMU Munich School of Management
Jonah	Blits	Kühne Logistics University (KLU)
Ali	Boluki	University of Groningen
Robert	Bootz	University of Cologne
Hani	Bououdina	Copenhagen Business School
Alexa	Burmester	Kühne Logistics University (KLU)
Sumon	Chaudhuri	WU Vienna
Yu-Jen (Andy)	Chuang	Goethe University Frankfurt am Main
Ugurcan	Dündar	WU Vienna
Nadine	Eckel	University of Münster

Alexander	Edeling	KU Leuven
Felix	Eggers	Copenhagen Business School
Siham	El Kihal	WU Vienna
Pauline	Engel	LMU Munich School of Management
Nicklas	Engels	University of Cologne
Frederik	Ferié	University of Münster
Lars	Fiedler	McKinsey & Company, Inc.
Johannes	Fillmann	University of Cologne
Marc	Fischer	University of Cologne
Martin Paul	Fritze	LMU Munich School of Management
Matthias	Frühwirth	WU Vienna
Tanja	Gach	WU Vienna
Nastasia	Gallitz	LMU Munich School of Management
Karen	Gedenk	University of Hamburg
Lars	Gemmer	University of Cologne
Bruno	Gerhartz	University of Münster
Michael	Gerke	McKinsey & Company, Inc.
Weilong KM	Gu	LMU Munich School of Management
Anil	Gürbüz	WHU - Otto Beisheim School of Management
David	Hähnchen	LMU Munich School of Management
Jan	Heinemann	University of Hamburg
Christian	Hotz-Behofsits	WU Vienna
Lixiao	Hu	University of Cologne
Maximilian	Kaiser	University of Hamburg

Lena	Kamp	Universität Münster
Marion	Kattner	WU Vienna
Kristina	Klein	University of Bremen
Jan	Klostermann	University of Cologne
Mara Leonie	Konduschek	University of Münster
Manfred	Krafft	University of Münster
Thilo	Kraft	Goethe University Frankfurt am Main
Victoria	Kramer	University of Münster
Antonia	Leiße	University of Hamburg
Luisa	Leman	University of Hamburg
Julia Diana	Lenk	University of Hamburg
Paula	Liebig	University of Cologne
Timo	Mandler	NEOMA Business School
Kerstin	Mayer	University of Hamburg
Caroline	Meder	McKinsey & Company, Inc.
Selei	Meiners	University of Bremen
Isabel Sophie	Münch	University of Münster
Thuong	Ngo	Kühne Logistics University (KLU)
Dominik	Papies	University of Tübingen
Jens	Paschmann	University of Cologne
Eva	Pflanzer	LMU Munich School of Management
Ulrike	Phieler	WU Vienna
Charlotte	Pietschmann	University of Bremen
Henni	Pudlik	University of Hamburg

Matthias	Pum	McKinsey & Company, Inc.
Leonard	Rackowitz	University of Hamburg
Christina	Reh	HSLU- Lucerne University of Applied Sciences and Arts
Daniel	Ringel	UNC Chapel Hill
Vincent	Ruess	University of Cologne
Julian	Ruoff	University of Tübingen
Philip	Sander	University of Hamburg
Henrik	Sattler	University of Hamburg
Dieter	Scharitzer	WU Vienna
Christian	Schlereth	WHU - Otto Beisheim School of Management
Christine	Schmidt	WU Vienna
Eva	Schuhbeck	LMU Munich School of Management
Christian	Schulze	Frankfurt School of Finance & Management
Edlira	Shehu	University of Groningen
Ankita	Singh	Kühne Logistics University (KLU)
Felix Anton	Sklenarz	McKinsey & Company, Inc.
Niklas	Sommer	University of Münster
Martin	Spann	LMU Munich School of Management
Samuel	Stäbler	Tilburg University
Lucas	Stich	University of Würzburg
Carina	Töller	University of Cologne
Kim	Uhlendorf	University of Cologne
Gijs	van Bussel	KU Leuven
Madeleen	van Veen	University of Münster

Johanna	Verenkotte	LMU Munich School of Management
Besarta	Veseli	University of Hamburg
Kristina	Viets	University of Cologne
Franziska	Völckner	University of Cologne
Vanessa	von Salzen	University of Bremen
Charlotte	Weber	University of Hamburg
Manuel	Weber	WHU - Otto Beisheim School of Management
Nils	Wlömert	WU Vienna
Yun	Xu	LMU Munich School of Management
Daria	Yudaeva	WU Vienna
Jakob	Zgonc	University of Tübingen