



SALTY Conference 2019

>> <https://www.wu.ac.at/en/salty-2019/>

>> [Link Map hotel & dinner locations](#)

September 22.-24., 2019

Wirtschaftsuniversität Wien, WU Vienna

Welthandelsplatz 1, 1020 Vienna



Sunday, September 22

- 7.00 PM [Dinner for Doctoral Students @ 7 Stern Bräu](#)
(Siebensterngasse 19, 1070 Wien)
- 7.00 PM [Dinner for Profs and Post-Docs @ Motto am Fluss](#)
(Franz-Josefs-Kai 2, 1010 Wien)

Monday, September 23

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|----------|--|---------------|
| 8.00 AM | Registration & Coffee @ WU (Welthandelsplatz 1, 1020 Vienna) | LC Infodesk |
| 8.45 AM | Welcome to SALTY 2019 @ WU | LC Festsaal 1 |
| 9.15 AM | S. El Kihal (Frankfurt School) "Leveraging the power of images in predicting product return rates" | LC Festsaal 1 |
| 10.15 AM | Coffee Break | LC Foyer |
| 10.45 AM | S. Stolz (WHU) "How conversion impacts usage activity dynamics in freemium" | LC Festsaal 1 |
| 11.45 AM | Lunch | Mensa |
| 1.15 PM | S. Yan (Goethe) "Do ads harm news consumption?" | LC Festsaal 1 |
| 2.15 PM | Restroom Break | |
| 2.30 PM | C. Otten (Hamburg) "Author ecoverse" | LC Festsaal 1 |
| 3.15 PM | Coffee Break | |
| 3.45 PM | M. Fritze (Köln) "Talk this way, walk this way: Inducing the adoption of behavior by giving it a name" | LC Festsaal 1 |
| 4.30 PM | End of 1. Conference Day @ WU | LC Foyer |
| 5.30 PM | Tram Tour @ 1. District (Meeting point: Schwedenplatz / Corner Rotenturmstraße) | |
| 7.00 PM | Dinner & Party Time @ Labstelle (Lugeck 6, 1010 Wien) | |

Tuesday, September 24

8.30 AM	Arrival and Coffee	LC Foyer
9.00 AM	M. Schreier (WU)	LC Festsaal 1
9.45 AM	Restroom Break	
10.00 AM	M. Spann (LMU) "Field experiments"	LC Festsaal 1
10.30 AM	Coffee Break	LC Foyer
11.00 AM	S. Kerkhoff und L. Fiedler (McKinsey) "On the importance of experiments and the test & learn principle in analytics"	LC Festsaal 1
12.00 PM	Goodbye Vienna and Hello WHU	LC Festsaal 1
12.15 PM	Lunch Bags	Mensa

Campus Map:

