



m.core
MARKETING & CONSUMER RESEARCH



in focus

Dear alumni,

Welcome to 2025!

We hope you had an amazing start to a happy, inspiring, and prosperous new year! In this newsletter, we're excited to give you a fresh look into our research, teaching, and project-oriented activities.

2024 in Review: m.core Wrapped

With our [first-ever m.core Wrapped](#), we offer you a glimpse back at the incredible year 2024. A huge thank you to everyone who accompanied us and made this year remarkable!

Looking Ahead to 2025

We're also looking forward to many new and inspiring moments in the new year!

Stay in focus with us!

PD Dr. Monika Koller
Head of Institute

Prof. Bernadette Kamleitner
Deputy Head of Institute

No. 11, 2025

Contents

Newsflash 1

In Focus

People 3

Projects 4

Publications 9

Events and Initiatives

Long Night of Research 12

Marketing Insights 13



Keep in touch 14

PS: Another alumni would also like to stay in touch and in focus?
No problem. To subscribe or unsubscribe to the newsletter, simply send us a short e-mail to: [mcore@wu.ac.at](mailto:mc core@wu.ac.at).



Welcome to Tatiana Karpukhina!

Tatiana Karpukhina has joined our team as Assistant Professor. She earned her PhD in Social and Economic Science at WU. In her teaching and research Tatiana strives to combine academic rigor with business practicality. Her research interests focus on consumer psychology of problem-solving, innovation and sustainable nutrition.

Monika Koller appointed as Academic Director

Our Head of the Institute Monika Koller has now also taken on the role of Academic Director of the Executive MBA in Strategic Marketing & Sales at the WU Executive Academy. Find out more about the MBA [here](#).



The m.core team at ACR 2024 in Paris

A big part of our team attended the Association for Consumer Research Conference in Paris. Monika Koller and Eva Marckhgott presented the research projects "Neurology in Consumer Research" (*Andrija Javor, Monika Koller, Nick Lee*) and "Visual Boundaries in Urban Settings" (*Monika Koller, Barbara Hartl, Bernadette Kamleitner, Ana Mir, Teresa Wieltsch, Eva Marckhgott*).

Long Night of Research

Monika Koller and Eva Marckhgott represented our Institute at the Long Night of Research (Lange Nacht der Forschung) at WU. They discussed various topics related to psychological ownership (the feeling that something is 'mine') with the visitors and asked them for their most valuable possession. [Find out more in this newsletter](#).



We congratulate Megan Bröer!

Every year, the best theses of the WU Marketing master's program are honored by the marketing research company *marketmind*. Megan Bröer placed 2nd with her excellent thesis on the topic "Beyond the Endowment Effect: Is the Grass Greener on the Other Side?". Her work was supervised by Burçak Bas. Congratulations!

For more news and information, visit the following platforms:

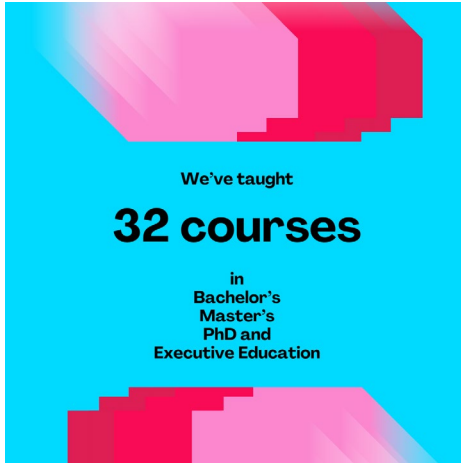


Newsflash - our year 2024

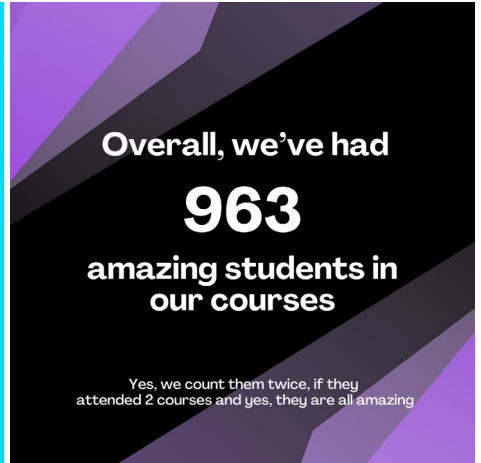
Every year, the audio streaming provider Spotify publishes its annual year-in-review, offering users a compilation of data on their streaming behavior, such as their most-listened songs, favorite artists, and top genres. Inspired by this, we created our own year-in-review, and we're excited to share our very first m.core Wrapped!



m.core
MARKETING & CONSUMER RESEARCH
2024
Wrapped

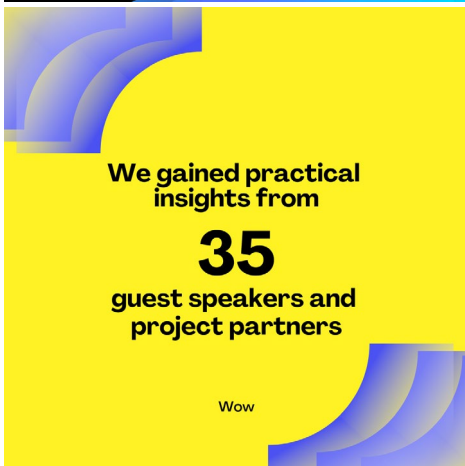


We've taught
32 courses
in
Bachelor's
Master's
PhD and
Executive Education



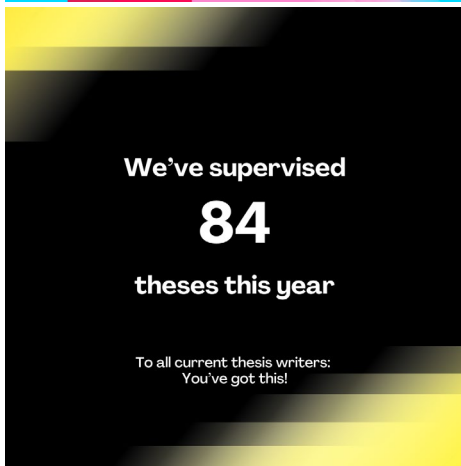
Overall, we've had
963
amazing students in
our courses

Yes, we count them twice, if they attended 2 courses and yes, they are all amazing



We gained practical
insights from
35
guest speakers and
project partners

Wow

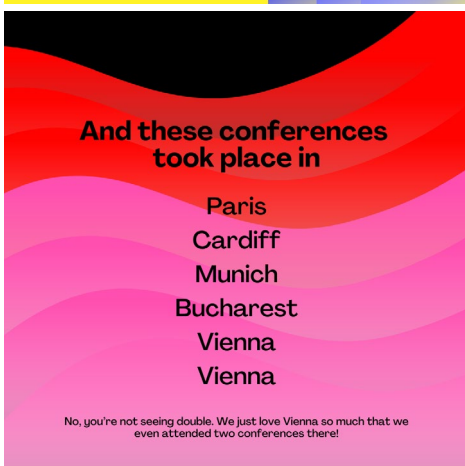


We've supervised
84
theses this year

To all current thesis writers:
You've got this!



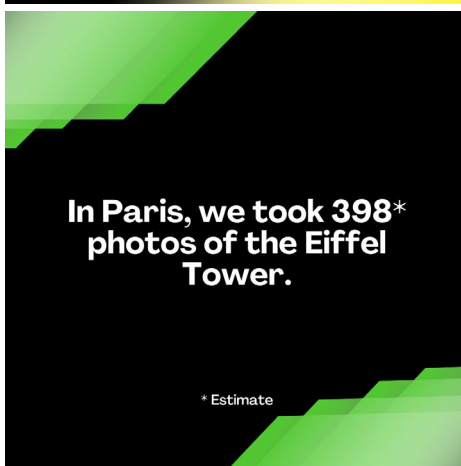
We attended
conferences about
Marketing
Consumer Research
Data Science
Neuroscience &
Information Systems
Psychology



And these conferences
took place in

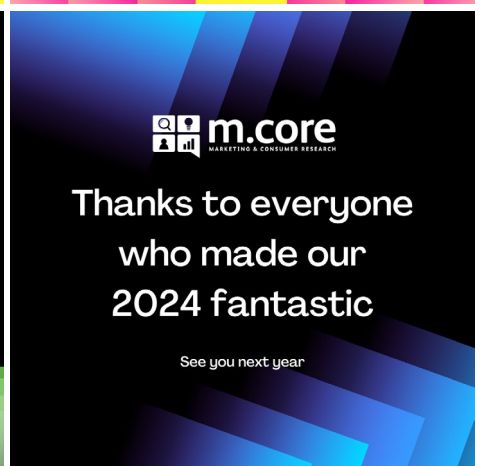
- Paris
- Cardiff
- Munich
- Bucharest
- Vienna
- Vienna

No, you're not seeing double. We just love Vienna so much that we even attended two conferences there!



In Paris, we took **398***
photos of the Eiffel
Tower.

* Estimate



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MARKETING & CONSUMER RESEARCH

Thanks to everyone
who made our
2024 fantastic

See you next year



In this section, we put the focus on people. We continue the series with our Research and Teaching Associate [Susanne Ruckelshausen, MSc.](#)



You have been part of the team at the Institute for Marketing & Consumer Research for four years now. What are your research interests?

During my time at m.core, I have had the opportunity to work on a wide variety of topics, ranging from interdependent online privacy to sustainable reuse practices. Although these topics may seem quite distinct at first, they are connected by a shared theme: understanding what constitutes responsible and ethical consumer behavior. A key focus of my work has been exploring how we can encourage consumers to make more morally responsible choices. This overarching theme has provided me with the opportunity to explore important questions such as: Is the sharing of others' data in an app download context perceived as a norm violation, and how can we prevent such interdependent privacy infringements? Additionally, what factors contribute to a sense of ownership over used items, and how can this sense of ownership be leveraged to extend a product's lifecycle? These inquiries have deepened my understanding of how ethical and responsible consumer behavior can be shaped across different contexts.

What were your personal highlights of the academic year 2024?

A major highlight was publishing joint work with my supervisor, Bernadette Kamleitner. Especially, our paper in the renowned Journal of Business Ethics marked a significant milestone in my PhD journey. I also greatly appreciated the opportunity to present and discuss my projects at conferences and doctoral colloquia, including the CBSIG Conference in Vienna and the EMAC Doctoral Colloquium in Bucharest. To top off the conference season of 2024, I had the pleasure to travel to Paris for the ACR conference jointly with my m.core colleagues, which was a fantastic way to end an enriching year of academic collaboration and growth.

What are you looking forward to in 2025?

I am excited about the prospect of new collaborations on research projects and teaching opportunities and I am grateful to be in an environment where I can thrive, surrounded by amazing colleagues and exceptional opportunities.

About the person:

Susanne Ruckelshausen is a Teaching and Research Associate as well as PhD candidate at the Institute for Marketing & Consumer Research. She completed her Bachelor's degree in Psychology and a Master's degree in Cross-cultural Psychology at Osnabrück University. She is primarily interested in moral consumer behavior. She is currently conducting research on interdependent privacy infringements and sustainable consumer behavior.





Teaching project "Marketing 360 degrees"



The Master course Marketing 360 Degrees, taught by Monika Koller and Eva Marckhgott, provides students with a unique opportunity to revisit key marketing concepts while gaining an outlook on future career possibilities. This capstone course bridges the gap between the comprehensive knowledge gained over the past two years and the exciting opportunities awaiting graduates.

First, students embarked on a Marketing Safari to observe and analyze marketing practices in their "natural habitat." They presented their findings and expertly connected these real-world observations to the theories and concepts they've studied during their Master's program, showcasing their ability to think critically and apply their learning.

But the course doesn't stop at reflection - it also offers a glimpse into the future. "I'm about to finish my master's degree. Now what?" is a question many students face. To address this, **Marketing 360 Degrees** features two **Conference Days**, during which alumni of the program return to WU to share their career journeys, insights, and advice.



The Conference Days 2024 brought together an impressive lineup of 13 alumni speakers, representing various industries, roles, and career stages. Their stories not only inspired students but also demonstrated the diverse paths available to them after graduation.

A big **thank you** goes out to our speakers **Katharina Beck, Manuel Nussbaumer, Rebecca Jelenko, Tanja Leonhard, Lina Mežapuķe, Tea Smlatic, Julie Sufana, Lisa Gilg, Paul Michalitsch, Kristina Brantl, Julia Müller-Pernt, Marcel Kilic, and Michael Bach** and our dedicated students for making this event a true success!



This course encapsulates what makes the Master program in Marketing at WU special: a perfect blend of theoretical foundations, practical applications, and forward-looking insights.





Teaching project „Applied Innovation“

Most problems that are worth solving don't have the one correct solution. How to approach those? How not to get lost when facing the messy reality of the real-world challenges? How to come up with innovative solutions that actually work?

Tatiana Karpukhina's Master elective, Applied Innovation, walks students through a portfolio of problem-solving techniques designed to tackle such challenging questions.



Throughout the semester students not only learn but also practice problems-solving working on real and relevant problems together with local Austrian businesses. This year, students took on the challenges from these three amazing companies:

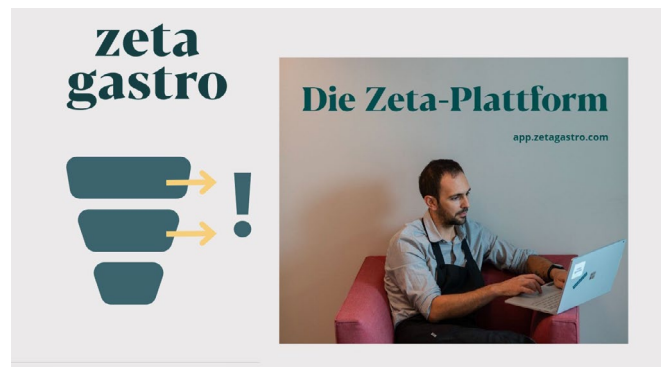
Bruckners Bierwelt looked to establish cross-channel sales and go digital while keeping a personal touch.



The New Originals Company wanted to inspire European consumers to cook and enjoy tofu.



Zeta Gastro thought to reach the right customers and optimize their online sales funnel.



After diving deeper into the businesses' day-to-day, trying on different problem-solving techniques, and developing actionable solutions together with the project partners students delivered a host of actionable and original solutions that companies are excited to try on.





Teaching project „Marketing for a Better World: Societal Challenges and Consumer Dynamics “

In a world shaped by complex societal challenges - from climate change to mental health crises - marketing has the potential to be a force for good. Eva Marckhgott's Master elective, Societal Challenges and Consumer Dynamics, empowers students to explore the intersection of pressing global issues and evolving consumer needs.

This highly interactive course invites students to address real-world problems by identifying innovative market responses such as new business models, communication strategies, or products that align with both consumer expectations and societal demands.

Throughout the semester, students had the opportunity to collaborate with four inspiring guest speakers:

Bernadette Frech, CEO of **Instahelp**, discussed bridging the gap in mental health support access and the students gave great presentations on the various topics.

Natalie Zoebl-Pawloff, Head of High Level Engagement and Marketing at **Greenpeace Austria**, explored strategies to engage younger generations in environmental activism.



Lina Mežapuķe from **waterdrop** shared insights on reducing plastic waste while inspiring healthier lifestyles.



Kristina Brantl, Head of Sales at **everwave**, showcased solutions for combating plastic pollution in oceans and rivers.



Through engaging case studies and collaborative discussions, students developed innovative strategies, proving how marketing can rise to the challenge of making the world a better place - one idea at a time.





Teaching project "Consumer Psychology and Behavior"

Course 1 "Consumer Psychology and Behavior" of our specialization "Marketing and Consumer Research", serves as an introduction to the key topics in consumer research. In this course, students gain a foundational understanding of consumer behavior from both psychological and business perspectives. Led by two instructors with distinct academic backgrounds, Susanne Ruckelshausen and John Price, this course offers students a unique and multifaceted exploration of the subject. Susanne, who holds a degree in psychology, and John, who holds a degree in business, provide diverse insights into the complexities of consumer research.

Throughout the course, students engage deeply with scientific literature and are encouraged to translate complex research findings into accessible, creative presentations for their peers. A central part of the course involves group work, where students read a scientific paper, collaborate to create a role-play, and film their work. By collaborating, exchanging, and actively learning from each other, they interpret the paper in a way that is relevant to their own experience. In their role plays, they successfully transfer the main findings of the paper to situations that they encounter in everyday life.

The course also challenges students to reflect on their own consumption behavior. Consumer behavior is not limited to purchasing decisions but extends into nearly every aspect of daily life, including activities such as dating, donating, attending religious services, listening to music, supporting a sports team, paying taxes, and even voting. As Gad Saad, an evolutionary psychologist at Concordia University, put it, "to study consumer behavior is to explore human nature at its most fundamental level using the modern world as its backdrop." This perspective encourages students to broaden their understanding of consumer behavior,

allowing them to grasp the depth and impact of consumption in everyday life.

Throughout the course, students explore several key questions, such as:

- What **motivates** us (to consume)?
- How do we use our **senses** to make sense of the world and how does this affect our **perception** (e.g., of marketing interventions)?
- What catches our **attention**?
- How do we **learn** and **remember** (marketing interventions)?
- Which psychological mechanisms are at play when we form an **attitude** towards something?
- How can we **persuade** consumers (e.g., to consume more sustainably)?
- How do we make (consumption) **decisions**?
- How do others **influence** us when making these decisions?

We would like to extend our heartfelt gratitude to our students for their insightful contributions and thought-provoking questions, which continue to enrich the course experience.

Reach out to john.price@wu.ac.at
susanne.ruckelshausen@wu.ac.at





Research series "Im Fokus"

Stay in focus not only with our newsletter, but also with our research series.



What is your opinion on certain topics?
What do others think?
How well can you judge the opinion of others?

Our monthly research series "Im Fokus" explores recent questions relevant for research and practice.

Explore the various topics and find out what our participants think:

Please note that this research series and the reports are only available in German.



What do you usually eat? Do you think healthy food tastes good?



What do you think of the one-way deposit?



How satisfied are you with your living situation? How often do you ventilate?



Do you like chocolate? From which countries and which is your favourite chocolate brand?



How much time a day do you spend in front of a screen?



Who should have a right to your contacts stored on your mobile phone?



What characterises a local supermarket?



What do you do with an empty plastic bottle in a public space?

Every month, we explore these and many other questions.

Are you curious to find out more?

[Here you can find all results and take part in our current survey!](http://www.wu.ac.at/mcore/research/im-fokus)

www.wu.ac.at/mcore/research/im-fokus





Marketing Research

Javor Andrija, [Koller Monika](#), Lee Nick, & Breiter Hans. 2023. Vulnerable consumers: marketing research needs to pay more attention to the brain health of consumers. *Marketing Letters*, 34, 337–342.

<https://doi.org/10.1007/s11002-022-09654-3>

Abstract:

In our *Marketing Letters*' article, we present ideas on how the clinical approach can help to put a greater focus on the potential vulnerability of consumers, due to their brain health status. We suggest that both, academic research and marketing practice, should think about potential implications along with consumer protection.

Contemporary marketing has gathered extensive evidence on consumer behaviour and has developed corresponding strategies: e.g., tailoring marketing to specific segments, or accompanying consumers throughout their lifecycle, just to name two out of a multitude of valuable approaches. However, one major boundary condition to our existing marketing knowledge is the fact that this knowledge has been based primarily on respondents that do not include members of certain groups, such as minorities, privileged or impoverished classes, and marginalized consumers (e.g., special needs populations). As a potential solution which goes beyond contemporary marketing research and practice, we introduce the *clinical* approach. Doing so not only opens up a completely new perspective on how to deal with different *respondent groups*, but also contributes to the important topic of *causal inference* and to the discussion of *ethics in marketing research*.

The *clinical approach* addresses the importance of neurology in marketing and consumer behaviour. We propose that marketing needs to pay closer attention

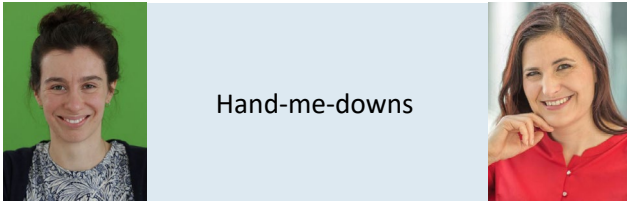
to the brain health of consumers.

Neurology is distinct from neuroscience, although they are often conflated. Neurology is a clinical field, in that it is the branch of medicine that is concerned with the nervous system, and its structure, function, and diseases (Viets, 1948). Neurology naturally often relies on knowledge developed from neuroscience, a field that has traditionally defined itself broadly as the scientific study of the nervous system, including the brain (Pickersgill, 2013). Specifically, studies in neurology pursue the goal of amelioration of a disease or treatment/care of neurological patients.

We believe that a neurological approach to marketing research can offer much to both a) challenge our existing understanding of marketing, and also b) allow marketing scholarship to respond more effectively to a number of the grand challenges we face in today's world. This includes a better understanding of the needs of respondents, as well as addressing them in an ethical manner.

Clinical studies provide additional value to our understanding of fundamental areas in marketing such as causality and psychological phenomena. Making causal inferences is a primary goal in marketing (Varian, 2016). Although experiments have proven to be valuable tools in this regard, any experimental setting is still subject to noise of several kinds. Adding clinical consumer insights would significantly contribute in this area and boost our knowledge in marketing on a multitude of core psychological phenomena and may therefore pave the path for a more thorough theory development. Further research needs to elaborate on what the clinical approach can do, but more importantly on what it should and shouldn't do when it finds its way into the marketing researcher's toolbox. Our research also contributes to the general discussion on ethical challenges of marketing, as most marketing authors agree that certain customer populations, such as ill, disabled, or disadvantaged/powerless individuals need special protection and argue that biological disorders must not be misused by being targeted by specifically-confined marketing activities (Ariely and Berns, 2008).





Ruckelshausen Susanne & Kamleitner Bernadette. 2024. Hand-me-downs: the wallflower of pre-ownership and a special case for psychological ownership. In : Pia A. Albinsson, B. Y. Perera, and Stephanie J. Lawson (Eds.), *Understanding Collaborative Consumption*, 111-123. Edward Elgar Publishing Ltd. <https://doi.org/10.4337/9781035307531.00017>

Abstract:

Hand-me-downs refer to the practice of passing on used items to family, friends, or acquaintances without expecting compensation. This practice involves the permanent transfer of goods, such as clothing or personal possessions, fostering social connections, and reducing waste. Unlike market-based second-hand exchanges, hand-me-downs focus on resource circulation within personal relationships. The current book chapter explores the psychological dynamics of hand-me-downs and compares them to second-hand markets. Both practices contribute to sustainable consumption by extending the life cycle of products. However, their effectiveness in promoting long-term use largely depends on whether people are willing to embrace pre-owned items as their own. This process of appropriation is influenced by psychological ownership (PO), which is the feeling that an object belongs to an individual. Hand-me-downs may face barriers to PO due to several unique features:

- **Known Pre-owner:** The knowledge of a previous owner can cause feelings of contamination or disgust, limiting the appeal of the object. However, if the prior owner is someone trusted, like a friend or family member, these negative feelings can be mitigated, and the object may become more desirable.
- **No Compensation:** The lack of payment for hand-me-downs means there is no financial

investment, which typically fosters a stronger sense of ownership. Consequently, recipients may struggle to feel that it is truly theirs, reducing their psychological attachment to it. Additionally, the absence of cost may contribute to the stigma of receiving hand-me-downs, which could further diminish their desirability.

- **Initiation by Pre-owner:** Unlike second-hand purchases, where the consumer actively seeks and acquires an item, hand-me-downs are typically initiated by the giver. This lack of agency can reduce the recipient's sense of control and investment, both of which are important for the development of PO.
- **Limited Choice:** Hand-me-downs often come in limited options, which may not align with the recipient's preferences. This lack of choice reduces the appeal of the object and limits the opportunities for the recipient to engage in the acquisition process. The absence of choice can inhibit the development of PO by preventing the recipient from exercising control over the acquisition.

Despite these challenges, hand-me-downs have the potential to overcome some of the barriers typically associated with second-hand consumption, such as contamination concerns. The chapter suggests that factors like the relationship between giver and receiver, the condition of the item, and the recipient's individual circumstances are important in determining whether hand-me-downs foster psychological ownership. Understanding these dynamics could help improve the acceptance and use of hand-me-downs, ultimately contributing to more sustainable consumption.





Interdependent Privacy Infringements



Ruckelshausen Susanne, Kamleitner Bernadette & Mitchell Vincent (2024). Selling Who You Know: How We Justify Sharing Others' Data. *Journal of Business Ethics*, 1-37.

<https://doi.org/10.1007/s10551-024-05649-4>

Abstract:

Many apps request access to users' contacts or photos and many consumers agree to these requests. However, agreeing is ethically questionable as it also gives apps access to others' data. This behavior is at odds with offline practices and still poorly understood. Introducing a novel application of the theory of neutralization, we explore how people justify the giving away of others' data, i.e. interdependent privacy infringements, and the emerging norms surrounding this behavior. Kaptein and van Helvoort (2019) suggest four generic categories of neutralization ((1) distorting the facts, (2) negating the norm, (3) blaming the circumstances, (4) hiding behind oneself). While the first two categories deny deviant behavior and thus a norm violation, the latter two indicate a norm violation, but deny responsibility. We extend theorizing about neutralizations by empirically juxtaposing how offenders and victims justify interdependent privacy infringements. We moreover extend the framework by allowing for the possibility that people embrace full responsibility. We explored the use of neutralizations across four studies.

A first qualitative pilot study revealed complex responses and sometimes contradictory justification strategies. The seeming opposition of emotional reactions and rational arguments indicate that social norms are not yet firmly in place but are currently being shaped.

In studies 1 and 2, we explored the relative dominance of neutralization categories when people are forced to choose between them. While approximately half of the participants denied that any norm violation had occurred, the other half of participants acknowledged the presence of a norm violation and the dominant way of doing so was to fully embrace responsibility and (self-) blame the offender. In addition, we observe significant differences between perspectives. We observe a rather robust pattern suggesting that offenders feel that they violated a norm while victims are much less likely to assume that offenders are willing to take responsibility.

Study 3 assesses the complementary perspectives of victims own moral judgements and offenders second-guesses about these and follows up on the possibility that a concrete and practical understanding of how the sharing happens, may reduce its moral acceptability. Results replicate an earlier key observation. While the vast majority of participants considered the behavior a norm violation themselves, this verdict was less frequent during second-guessing. In addition, results show that victims consider the behavior overall less acceptable than their second-guesses about others might have indicated. Further, realizing the power of a single click seems to increase offenders' propensity to accept full blame while reducing their propensity to claim that nothing happened.

Overall, results suggest that there is no clarity about the existence of norms. While social norms are a powerful regulatory mechanism, currently they are unlikely to curb the particular problem of interdependent privacy infringements.



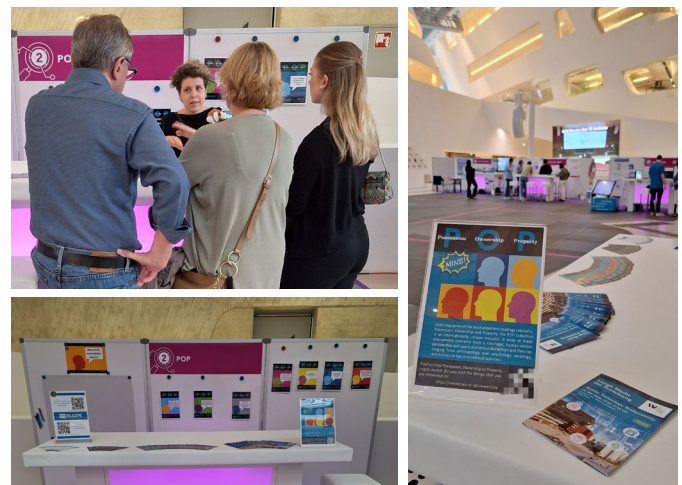
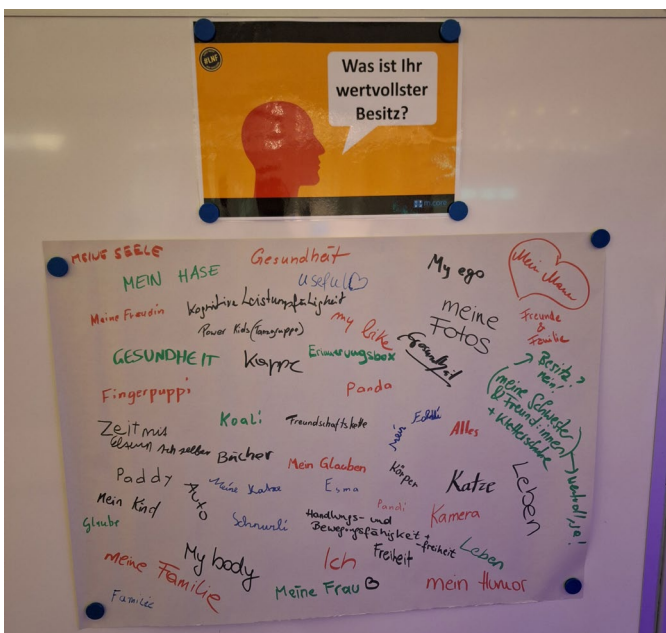


Long Night of Research

The Long Night of Research is the largest research event in German-speaking countries, held every two years to celebrate and share scientific discoveries. This year, WU Vienna proudly participated once again, offering an engaging and diverse program. Despite heavy rain during the event, the turnout was excellent, and the atmosphere was vibrant and lively.

Our Institute was represented by Monika Koller and Eva Marckhgott, who introduced visitors to the concept of psychological ownership - the feeling that something is "mine." A highlight of their station was asking visitors about their most valuable possession.

This collection is a curated repository of seminal scholarly works on ownership, spanning disciplines such as anthropology, psychology, sociology, history, law, and political science. By exploring the complex relationships between people and their possessions, the POP collection continues to inform and deepen our understanding of ownership in its many forms.



Through engaging discussions and activities like those at the Long Night of Research, we are reminded of the significance of this research in connecting with people's lives and values.

More on the topic:

[Long Night of Research 2024](#)

[Blog - The Science of Ownership](#)

[POP-Collection \(„Possession, Ownership and Property“\)](#)

[m.core's Research - The Experience of Ownership](#)

[Vidoe Playlist- The Science of Ownership](#)

Responses ranged widely, from tangible items like “my camera” and “my car” to intangible treasures such as “my faith,” “my life,” and even “my ego.” Particularly striking were the thoughtful answers from children and teenagers.

The Institute's contribution to the event ties into its [POP \(Possession, Ownership, and Property\) collection](#).

Events and initiatives

M

arketing Insights

The course Marketing Insights, taught by Monika Koller and Eva Marckhgott, offers students a unique opportunity to delve into some of the most current issues in contemporary marketing and consumer research. With content evolving each semester, the course serves as a platform for in-depth and critical discussions, blending academic, practical, and societal perspectives. Students are challenged to apply their customer-centered knowledge to real-world problems while enhancing their professional training in marketing and consumer research.



Real-Life Case Studies with Henkel

In both the summer and winter term of 2024, students collaborated with Henkel on real-life case studies. Representatives from Henkel pitched diverse challenges - from adhesives and facade paint to detergents, dishwasher soap, and haircare - at the start of each term. Students worked in teams, refining their solutions before presenting them during a field trip to Henkel's headquarter in the heart of Vienna. They also got the chance to visit Henkel's impressive factory. The experience combined industry insights, valuable feedback, and hands-on learning.

Exciting Visit to LOOP

What's it like to work at a creative digital agency? Our students found out during a half-day visit to LOOP's Vienna office. After an office tour and a deep dive into LOOP's exciting projects, students engaged in networking over coffee and snacks. They then tackled real-world case studies, designing creative campaigns and receiving direct feedback from LOOP executives.



Inspiring Guest Lectures

This year's Marketing Insights courses also featured a series of guest speakers who enriched the students' learning experience:

- **Nunu Kaller**, environmental activist, engaged students in discussions about fast fashion, greenwashing, and the EU's new consumer empowerment directive.
- **Verena Polzer** from **NielsenIQ** provided insights into market trends derived from scanner data and shared the latest developments in Austria's retail and FMCG landscape.
- **Sascha Worrich**, Gallery Manager at **Wienerroither & Kohlbacher**, podcast host and founder, shared his expertise in art marketing, offering a fascinating look at the dynamics of the primary and secondary art markets and the impact of digitalization on the art world.
- **Tamer Aslan**, founder of **City Games Vienna**, introduced students to urban gaming through the interactive game Prato Magico and shared his entrepreneurial journey in this unique market.

Marketing Insights continues to stand out as a course that bridges the gap between theory and practice, inspiring students to think critically and creatively about the dynamic world of marketing and consumer behavior.



You can find all interviews of our video series Marketing Insights at <https://www.wu.ac.at/mcore/gesellschaft-praxis/marketing-insights-videos/> and on [YouTube](#)



m.core

Science inspired by consumers



Keep in touch

Contact with our alumni, our students and to science and practice is a special concern for us. Use our platforms to stay in touch and up to date.



All information about the m.core institute can be found on our homepage.
wu.ac.at/mcore



Here you can find brief and succinct news messages.
facebook.com/WU.mcore



On LinkedIn, we mainly provide insights from the world of consumer research. The platform also offers you the opportunity to network with other alumni.
<https://www.linkedin.com/company/mcore-wu>



On Instagram, you can take a glimpse on what moves us at the moment. Above all, this platform allows a look behind the scenes and illustrates the interdisciplinary everyday life of the m.core institute.
www.instagram.com/mcore_wu



Our YouTube channel offers you exciting insights. See research results in our video series 1 Paper 1 Minute, get insights into the POP collection and experience interviews with well-known people from science and practice.
youtube.com/channel/UC8VDH-0BCxP3SPBcBscNkCA

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