

# Department of Marketing

**WU**  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS





## CAMPUS WU

Diversity, open-mindedness, responsibility, and innovation – the new Campus WU is the concrete realization of WU’s vision for a modern university. The new architecture reflects the values and ideas WU stands for. Apart from its impressive, award-winning architecture, WU’s

modern campus also boasts a range of attractive dining options and publicly accessible grounds that encourage students, staff, and area residents to explore Campus WU and enjoy its unique atmosphere. Campus WU provides meeting places and open spaces and has given Vienna’s second district a whole new neighborhood.

## KEY FACTS WU VIENNA

22.000 students	3.000 student work stations	27% international students	100.000 m <sup>2</sup> campus
2.400 employees	60 institutes	40 partner universities	7 building complexes

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# Preface

Marketing is like a race without a finishing line. At WU Vienna, marketing is truly an exciting and challenging field to be in: Few other careers can offer such a combination of so many different disciplines, from economics and business administration to psychology and statistics; you'll find all of it here. Additionally, marketing is one of the most vital functions of a business. It helps a company create value by better understanding the needs of its customers and providing them with innovative products and services. And if you can't attract customers, your business won't survive.

There is another reason why marketing is a rewarding and smart career choice: It provides us with endless learning opportunities due to its wide range of subject areas, including consumer behavior, advertising, retailing, and many more. In the field of online marketing alone there are countless subfields, such as search engine optimization, pay-per-click, conversion rate optimization, or social media management.

At the Department of Marketing, we strive to make an impact on marketing research, on business practice, and in the classroom.

- › Our teaching approach: We educate responsible, prudent employees and entrepreneurs who are well prepared for the many new challenges of the next decades. We train our students' critical thinking skills and teach them how to apply theory in practice.
- › Rigor and relevance in research: We believe that excellence in research not only helps the department become an internationally visible research institution, but that it also directly translates into a better teaching environment and forms the basis for recognition in business practice.
- › Close relationships with the business community: We maintain close ties to the business community, allowing us to explore real-life management thinking, collaborate in research projects, and assist our business partners with specific management problems.

## **Peter Schnedlitz**

Chair of the Department of Marketing

"The red ribbon was cut on the brand new WU campus during an official ceremony, together with CEOs and representatives of leading Austrian companies. From left to right these are: Bernhard Haider (Hofer/Aldi), Eva Maria Egghart-Pickl (Lidl), Martina Steinberger-Voracek (Henkel), Gerhard Drexel (Spar), Peter Schnedlitz (WU), Alfred Hudler (Vöslauer), Sonja Gahleitner (Unilever), Günter Thumser (Henkel), Erich Riegler (Rewe)."



# Mission Statement

The Department of Marketing is made up of six institutes in closely related disciplines. Building on multifaceted cooperation with the business and marketing communities, the department's vision is to become one of the leading institutions in marketing research and education.

The Department of Marketing with its six institutes acts as a competence center for research and teaching in core marketing disciplines such as marketing management, international marketing, consumer behavior, service marketing and tourism, interactive marketing & social media, and retailing. This concentration of resources is a major advantage for the university and contributes significantly to WU's institutional and international profile. Close cooperation with the business and marketing communities adds to the department's outstanding reputation.

The department's research programs combine cutting-edge theory and practical applications to provide graduates with state-of-the-art knowledge and skills for creating, communicating, and delivering value to customers with customized products and services in a profitable and sustainable manner.

Our intention is to become one of the leading institutions in marketing research and education in the German speaking region, Europe, and beyond. We at the Department of Marketing at WU Vienna aim to make significant contributions to the marketing discipline.

## OVERVIEW OF THE DEPARTMENT OF MARKETING

### Head of Department & Department-level Team

Institutes	<b>Interactive Marketing &amp; Social Media</b> Prof. Dr. Nadia Abou Nabout <a href="http://wu.ac.at/imsm">wu.ac.at/imsm</a>	<b>Marketing Management</b> Prof. Dr. Martin Schreier <a href="http://wu.ac.at/mm">wu.ac.at/mm</a>
	<b>International Marketing Management</b> Prof. Dr. (mult.) Bodo B. Schlegelmilch <a href="http://wu.ac.at/en/imm">wu.ac.at/en/imm</a>	<b>Retailing and Marketing</b> Prof. Dr. Peter Schnedlitz <a href="http://wu.ac.at/retail">wu.ac.at/retail</a>
	<b>Marketing &amp; Consumer Research</b> Prof. DDr. Bernadette Kamleitner <a href="http://wu.ac.at/mcore">wu.ac.at/mcore</a>	<b>Service Marketing and Tourism</b> Prof. Dr. Thomas Reutterer <a href="http://wu.ac.at/sm">wu.ac.at/sm</a>

## KEY FACTS DEPARTMENT OF MARKETING

<b>80 People</b>	<b>507 Students</b> (per year)	<b>821 Publications, mentioned 529 times in the media</b> (in last 5 years)
<ul style="list-style-type: none"><li>› 6 Professors</li><li>› 7 Associate Professors</li><li>› 10 Assistant Professors</li><li>› 3 Senior Lecturers/Scientists</li><li>› 25 PhD Students</li><li>› 14 Office Manager</li><li>› 15 Student Assistants</li></ul>	<ul style="list-style-type: none"><li>› 440 BSc students</li><li>› 60 MSc students</li><li>› 7 PhD students</li></ul>	<ul style="list-style-type: none"><li>› 13 Star Journal Articles*</li><li>› 339 Journal Articles</li><li>› 323 Conference Presentations</li><li>› 68 Popular Science Articles</li><li>› 47 Book Chapters</li><li>› 31 Academic Books</li></ul>

\* Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Marketing Science, International Journal of Research in Marketing, Management Science.

# Department Snapshots

We aim to generate rigorous academic research that is highly relevant to marketing practice, and build upon this foundation to create engaging and insightful learning experiences for our students – the researchers and practitioners of tomorrow. Here are a few snapshots that highlight some of our recent achievements in these endeavors.



Prof. Martin Schreier "shooting" the clip for the Researcher of the Month Award, LC building

## RESEARCH AWARDS

The Department of Marketing has a strong research output, which is underlined by a number of both internal and external research awards. For instance, WU Vienna presented Prof. Martin Schreier as WU's first **"Researcher of the Month"** in 2016 to honor his experimental field research on how new product ideas generated by customers can outperform products developed by companies' in-house designers. We recently also received **Best Paper Awards** from international journals (e.g., Journal of Interactive Marketing, 2015, Carina Thüridl) and conferences (e.g., ANZMAC, 2016, Monika Koller) as external recognition of our work.



Nils Wlömert, LC Building

## TRANSFER TO BUSINESS PRACTICE

We work hard to increase the dissemination of our research insights into business practice, a fact that was illustrated by the inclusion of two of the Department's articles in the distinguished **Marketing Science Institute's (MSI) "must-read" list for practitioners**. Specifically, MSI's leading marketing experts recommend the articles of Nils Wlömert/Dominik Papies and Michael Platzer/Thomas Reutterer due to their high relevance and potential to improve marketing practice. We are also active in executive and professional teaching and honored to announce that the worldwide Association of MBAs (AMBA) has recently appointed the Department's Prof. Bodo B. Schlegelmilch as **AMBA's Vice Chair**.



Tatiana Karpukhina receiving the marketmind Best Thesis Award, Campus WU

## EXCELLENCE IN TEACHING

Excellence in teaching is a core objective of our Department. Thus, we are very proud of the achievements of both our students and educators. Prof. Bernadette Kamleitner received the 2017 **Lamb-Hair-McDaniel Outstanding Marketing Teacher Award** initiated by the reputable Academy of Marketing Science. Additionally, our student Fabian Nindl won the **ECR Academic Student Award** in 2015, Tatiana Karpukhina received the **marketmind Best Thesis Award** in 2016, and students of our Master in Marketing program have received the competitive **Talenta Best Thesis Award** in three subsequent years (2015–2017).

# Bachelor's Programs

WU's bachelor's programs offer a comprehensive education in the essentials of business administration and a wide range of different specializations and electives that allow students to customize their program.

## CONTENT AND STRUCTURE

WU offers two bachelor's programs: the **Bachelor's Program in Business, Economics and Social Sciences** and the **Bachelor's Program in Business Law**. These are full-time, German-taught bachelor's degree programs, each with a duration of three years and worth a total of 180 ECTS credits.

The **Bachelor's Program in Business, Economics and Social Sciences** offers a choice of four majors – Business Administration, International Business Administration, Economics and Socioeconomics, and Business Information Systems – and many different specializations (SBWL programs) and electives. The **Bachelor's Program in Business Law** provides a unique opportunity to combine a full legal education with solid training in the fundamentals of business administration.

Both bachelor's programs commence with a study entry and orientation period (STEOP). After successful completion of the entry courses, the following period provides students with a common body of knowledge (CBK) that is identical for all bachelor's programs.

The following main study period takes four semesters to complete and allows students to delve deeper into specific fields of interest. In this phase, the Department of Marketing offers two basic courses to develop a solid knowledge of fundamental marketing concepts (course: Marketing) and a basic understanding of the principles of academic work (course: Academic Research Techniques). Moreover, the Department's institutes offer **five SBWL programs** that allow students to deepen their knowledge in key marketing disciplines (see next page).

## QUALIFICATION AND CAREER PROSPECTS

The bachelor's programs provide a sound education in all areas of business administration and focus on equipping students with problem-solving and creative skills.

Graduates of these programs have a wide variety of career opportunities in national and international business practice, in SMEs or big corporations, private industry, public sector, or NPOs. The wide scope of the program qualifies graduates to start a career in many different positions, areas of operations, and business sectors.

For further information on application criteria, the admission process, and application deadlines please see: [wu.ac.at/en/programs/application-and-admission](https://wu.ac.at/en/programs/application-and-admission)

## BACHELOR'S PROGRAMS AT A GLANCE

Duration	Six semesters, full-time degree programs
Start	BSc: Every winter & summer semester, LL.B.: Every winter semester
Language of instruction	German (unless otherwise stated)
Credits	180 ECTS credits
Degree awarded to graduates	Bachelor of Science (WU) Bachelor of Laws (LL.B.)

# Department of Marketing: Specializations (SBWLs)

The Department of Marketing offers five specializations (SBWL programs) focusing on the academic expertise of each institute.

## SBWL CONSUMER RESEARCH AND MARKETING COMMUNICATION

The Consumer Research & Marketing Communication specialization equips students with skills and knowledge in core marketing areas such as consumer behavior, marketing communication, and brand management. It focuses on business practice and prepares students for a successful career in marketing.

## SBWL INTERNATIONAL MARKETING MANAGEMENT (ENGLISH)

International Marketing Management focuses on identifying opportunities and risks in global market environments. A variety of teaching approaches, such as case studies and business simulations, help students learn how to develop global marketing strategies. The language of instruction is English.

## SBWL MARKETING

The program aims to train students' marketing-relevant problem solving skills. An emphasis is put on marketing planning, marketing mix instruments, and applying qualitative and quantitative research methods to solve real-world marketing problems.

## SBWL RETAILING AND MARKETING

This program offers students a well-founded education in marketing theory, methods, and techniques with a retailing-management orientation. Students gain valuable qualifications for their professional future. Empirical projects included in the curriculum provide graduates with important skills, practical knowledge and experience.

## SBWL SERVICE & DIGITAL MARKETING

The Service & Digital Marketing program prepares students for the specific challenges of an increasingly service-dominated, digitalized business environment. The SBWL's aim is in particular to equip students with marketing analytics skills, which have become essential for marketing managers.

## STUDENT VOICE

"From my experience with the Department of Marketing I can say that working with them has always been a pleasure. They consist of a delightful and young group of colleagues and if not by age then at least by heart. The department always includes student representatives and student interests in their decision-making and thoughts. They don't take themselves too serious and are always good for a joke (if you scored above 70%)."

LEA HEMMERLE, BSC STUDENT  
& MEMBER OF STUDENTS' COUNCIL (ÖH)



Lea Hemmerle



# Master of Science (MSc) Marketing

WU's Master in Marketing program combines cutting-edge theory and practical applications to provide graduates with the know-how and necessary skills to succeed in marketing, in both private businesses and non-profit organizations.

## CONTENT AND STRUCTURE

The master's program of the Department of Marketing recognizes the dynamic and technologically innovative nature of contemporary marketing activities. The program provides students with a solid understanding of marketing concepts and management tools, but it also focuses on developing the practical transfer skills needed in today's competitive marketing environment. This is achieved by using a rich blend of practical and project based, active learning elements.

The courses in the first year of the program develop students' core knowledge and skills. They gain a thorough grounding in customer-focused management, consumer behavior, and marketing research tools, as well as in important strategic and instrumental aspects of marketing.

To put their first-year learning experience into practice, we encourage students to complete an internship during the summer break.

The second year of the program supports students' individual development by allowing them to customize their studies through increased flexibility and a choice of



PD Dr. Christina Holweg  
Program Director



Mag. Astrid Oberhumer  
Program Manager

marketing electives. By fine-tuning their program, students can aim for qualification as a marketing specialist or executive, a career in academia, or in advanced marketing management consulting. Alternatively, selected students can opt for our double degree program with Bocconi University (Milan, Italy) or spend an exchange semester abroad at one of WU's over 100 prestigious partner universities on graduate level.

## QUALIFICATION AND CAREER PROSPECTS

Graduates from this program will have numerous career opportunities in a variety of organizations, such as multinational companies, small and medium enterprises, consulting, research centers, and educational institutions.

## APPLICATION CRITERIA AND ADMISSION

The admission process is selective and ensures that only the best candidates enroll in the program. Applicants have to meet several criteria, including:

- › A bachelor's degree or other equivalent degree from a recognized Austrian or foreign post-secondary institution
- › Proficiency in English
- › The GMAT is required for all applicants except WU alumni. Applicants who have received their bachelor's degree from WU can submit their weighted grade point average (GPA) and a letter of recommendation instead of the GMAT.

## AT A GLANCE

Duration	Four semesters, full-time degree program
Start	Every winter semester
Language of instruction	English
Credits	120 ECTS credits
Degree awarded to graduates	Master of Science (WU), optional double degree
Contact	msc.marketing@wu.ac.at





MSc Marketing Class of 2016

## PROGRAM STRUCTURE

### 1st semester

The Role of Marketing in a Knowledge-Based Society	Customer-Centric Management	Marketing Research Design and Analysis	Global Marketing Strategy	Consumer and Buyer Behavior	Presenting or Negotiating in a Foreign Language
2.5 ECTS	7.5 ECTS	7.5 ECTS	5 ECTS	5 ECTS	5 ECTS

### 2nd semester

Marketing Communications	New Product Development and Brand Management	Marketing Engineering and Marketing Models	Marketing Metrics and Performance Measurement	Personal Skills
7.5 ECTS	7.5 ECTS	5 ECTS	5 ECTS	5 ECTS

### 3rd semester

Electives: › Retail and Sales Management › Service Marketing and Customer Relationship Management › Advanced Topics in Marketing Management › International Marketing Management › Advanced Topics in Marketing Communication and Consumer Behavior › Marketing Project Management › Interactive Marketing and Social Media › B2B Marketing			Advanced Marketing Research Methods	Double Degree with Bocconi University (3 slots)
Choice of 4 (5 ECTS credits each) <sup>1</sup>			5 ECTS	

### 4th semester

Marketing and Society Interface	Master Thesis	Marketing Study Project
5 ECTS	20 ECTS	7.5 ECTS

<sup>1</sup>Instead of the electives, students who do an exchange semester can attend 20 ECTS of courses in any field of business administration at the partner university abroad

For further information on admission requirements, the application process, and application deadlines, please visit the program's website at [wu.ac.at/en/programs/masters-programs/marketing/overview](https://www.wu.ac.at/en/programs/masters-programs/marketing/overview)

# Internationalization

WU offers its faculty, researchers, and students many opportunities for international exchange. The Department of Marketing organizes the "Research Seminar Series" and the "Study Days" to help connect our faculty with outstanding international scholars from the field of marketing.

## RESEARCH SEMINAR SERIES

**Organizers: Thomas Reutterer, Martin Schreier**

The "Research Seminar Series" hosted by WU's Department of Marketing helps our faculty get and stay in touch with outstanding international researchers in the field of marketing. Scholars from the world's top universities are invited to present their research and to discuss current trends and developments in all major areas of marketing

research, including consumer behavior, marketing modeling and marketing strategy. In addition to networking opportunities, this Research Seminar Series allows WU faculty and PhD students to keep track of the recent theoretical and methodological developments in the marketing community and helps them both seek and receive early feedback on their own marketing research. These seminars are open to all WU faculty members and students.

## GUEST SPEAKERS IN THE RESEARCH SEMINAR SERIES

### SPRING 2016

**Dina Mayzlin**, University of Southern California (US)  
**Catherine Tucker**, Massachusetts Institute of Technology (US)  
**Jeffrey Inman**, University of Pittsburgh (US)  
**Michel Wedel**, University of Maryland (US)  
**Derek D. Rucker**, Northwestern University (US)  
**Puneet Manchanda**, University of Michigan (US)

### FALL 2016

**Els Gijsbrechts**, Tilburg University (NL)  
**Bas Donkers**, Erasmus University Rotterdam (NL)  
**Barak Libai**, Interdisciplinary Center Herzliya (ISR)  
**Priya Raghubir**, New York University Stern (US)  
**Michael Trusov**, University of Maryland (US)

### SPRING 2015

**Constantine S. Katsikeas**, Leeds University (UK)  
**Matthias Sutter**, University of Innsbruck (AT)  
**F.G.M. (Rik) Pieters**, Tilburg University (NED)  
**Ajay K. Kohli**, Georgia Institute of Technology (US)  
**Ravi Dhar**, Yale University (US)  
**Gerard J. Tellis**, University of Southern California (US)

### FALL 2015

**Gerald Häubl**, University of Alberta (CAN)  
**Michael Norton**, Harvard University (US)  
**Rajesh Chandy**, London Business School (GB)  
**Christine Moorman**, Duke University (US)  
**Stijn van Osselaer**, Cornell University (US)

### SPRING 2014

**Hans Baumgartner**, Pennsylvania State University (US)  
**Kathleen Vohs**, University of Minnesota (US)  
**Alexander Chernev**, Northwestern University (US)  
**Oded Netzer**, Columbia University (US)  
**Harald van Heerde**, Massey University (NZ)

### FALL 2014

**Richard Bagozzi**, University of Michigan (US)  
**Stefan Stremersch**, Erasmus University Rotterdam (NED)  
**Chezy Ofir**, Hebrew University Jerusalem (ISR)  
**Peter Fader**, WHARTON University of Pennsylvania (US)  
**Bart Bronnenberg**, Tilburg University (NED)

### SPRING 2013

**Vicki G. Morwitz**, New York University (US)  
**Eric A. Greenleaf**, New York University (US)  
**Gita V. Johar**, Columbia University (US)  
**C. Page Moreau**, University of Colorado at Boulder (US)  
**Ko de Ruyter**, Maastricht University (NED)

### FALL 2013

**J. Scott Armstrong**, WHARTON University of Pennsylvania (US)  
**Russell W. Belk**, York University (CAN)  
**Klaus Wertenbroch**, INSEAD (FR)  
**G. Thomas M. Hult**, Michigan State University (US)  
**Jacob Goldenberg**, The Hebrew University of Jerusalem (ISR)  
**Michel Tuam Pham**, Columbia University (US)

### SPRING 2012

**Marnik G. Dekimpe**, Tilburg University (NED),  
Catholic University Leuven (BEL)  
**Simona Botti**, London Business School (UK)  
**Leigh McAlister**, University of Texas at Austin (US)  
**Joseph Nunes**, University of Southern California (US)  
**Darren Dahl**, University of British Columbia (CAN)

### FALL 2012

**Pradeep K. Chintagunta**, University of Chicago (US)  
**Roland T. Rust**, University of Maryland (US)  
**Bruce Hardie**, London Business School (UK)  
**Berend Wierenga**, Erasmus University Rotterdam (NED)  
**Chris Janiszewski**, University of Florida (US)



Harvard Case Method Teaching Seminar@WU

## STUDY DAYS

**Organizers: Thomas Reutterer, Martin Schreier**

The "Study Days" hosted by WU's Department of Marketing are an excellent opportunity to connect our Faculty with outstanding international scholars from the Marketing field. Once per semester, we invite several scholars from top institutions to present a current research project.

In addition, selected students from the Department of Marketing present their work in plenum or in parallel sessions (depending on their stage in the PhD process). The gained feedback from our guests allows our students to increase the quality of their work.

The seminars are open to WU faculty members and students.

## GUEST PROFESSORS OF THE STUDY DAYS

### JANUARY 2015

**Mario Pandelaere**, Ghent University (BEL)  
**Anja Lambrecht**, London Business School (UK)  
**Ulrike Kaiser**, WU Vienna

### MAY 2016

**Gal Oestreicher-Singer**, Tel Aviv University (IL)  
**Nils Wlömert**, WU Vienna  
**Nina Mažar**, University of Toronto (CAN)  
**Jie Zhang**, University of Maryland (US)

### JANUARY 2014

**Nailya Ordabayeva**, Erasmus University Rotterdam (NL)  
**Michael Haenlein**, ESCP Europe Business School (F)  
**Koen H. Pauwels**, Özyeğin University (TR)

### JUNE 2014

**Skander Essgaier**, KOC University (TR)  
**Jan R. Landwehr**, Goethe University (GER)  
**Stefano Puntoni**, Erasmus University Rotterdam (NL)  
**Valentina Melnik**, Massey University (NZ)

### JANUARY 2013

**Christoph Fuchs**, Erasmus University Rotterdam (NL)  
**Caleb Warren**, Bocconi University (I)  
**Katrin Talke**, TU Berlin (GER)

### JUNE 2013

**Ju-Young Kim**, Goethe University (GER)  
**Nicolas Gladly**, ESSEC Business School (F)  
**Zachary Chad Estes**, Bocconi University (I)

## HARVARD CASE METHOD TEACHING SEMINAR@WU

In December 2016, the Department of Marketing hosted a Harvard Business Publishing Case Method Teaching Seminar at the WU Vienna Campus. 40 participants from all over the world and 10 WU professors and lecturers experienced an exciting workshop that offered novel insights for both beginners and experts in case method teaching.

The workshop was held by Prof. Dr. Robert D. Austin who has written and published more than 50 case studies. In line with the philosophy of Case Method Teaching, the workshop evolved around a series of case studies that allowed participants to experience the challenges and possibilities associated with this approach first hand from both a student's and teacher's perspective. The participants agreed that the workshop was highly valuable in

helping them to reflect and further develop their own teaching style.

## PARTNER UNIVERSITIES

WU offers its faculty, researchers and students an international network of about **240 partner universities** worldwide. About 1,000 international exchange students from abroad come to WU every year, and about 1,000 WU students broaden their horizons by choosing to go on exchange to one of WU's numerous international partner universities, or by enrolling in one of the International Summer University programs held all over the world.

Further Information:

**[wu.ac.at/en/students/study-abroad/  
partner-universities](http://wu.ac.at/en/students/study-abroad/partner-universities)**



# Business Partners & Collaborations

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We have many years of experience in running successful projects, both in the world of academia and in practice. Business partners can cooperate with us in various ways to get in touch with high-potential students, and benefit from the specific marketing expertise of each of the Department's institutes.



Kerstin Neumayer



Takis Kouretsidis



Ulrike Glatt



Raphael Landthaler

"We recently introduced new self-checkout systems in our markets and cooperated with the Department of Marketing and its students to learn more about how customers accept and use these systems. As a WU graduate, it was very important for me to be personally involved in this project and be directly in touch with the students. The project's results provided vital insights and actionable implications for the optimization of our checkout points."

**KERSTIN NEUMAYER**

CEO MERKUR AG, REWE Group

"The volume and granularity of data that we receive from our business partners has rapidly increased over the past years. As a consequence, marketing analytics has become an indispensable part of our daily business. The challenge for us is to derive relevant insights from the data that help us to create added value for artists and music consumers. Through their expertise in state-of-the-art research methods, the team at WU's Department of Marketing is helping us to leverage the opportunities that data-based decision support systems provide."

**TAKIS KOURETSIDIS**

Director Finance Sales, Universal Music Group

"Fresh thoughts paired with high motivation, expertise, and personal commitment characterized our cooperation with the students and team at WU. The valuable insights that we have gained make me very optimistic about future collaborations and projects with the Department of Marketing!"

**ULRIKE GLATT**

Marketing Manager, Henkel Beauty Care,  
Cosmetics Austria, Henkel CEE GmbH

"SK Rapid Vienna was facing several questions related to the service landscape of our new stadium. The expertise of WU's Department of Marketing and its students' creativity helped us a great deal in developing answers to these questions. We are very much looking forward to continuing this fruitful cooperation."

**RAPHAEL LANDTHALER**

Director Finance and Business Development,  
SK Rapid GmbH

## SELECTED REFERENCES

## ART GOES MARKETING

Inspired by French Millefeuille pastry, the multilayered D2 building inspires the impression of permeability and closeness while providing privacy and dynamic perspectives. Beneath this vibrant surface, the clarity of the black-and-white concept of the Japanese architecture atelier Hitoshi Abe exposes the interior space of the Department of Marketing as a perfect context for presenting paintings and sculptures.

The Department of Marketing uses this unique venue to host exhibitions of local artists. Every six months, a new guest artist and his/her works are featured in a ceremonial vernissage at the Department.

The interdisciplinary dialogue between art and marketing stimulates creative thinking and opens room for novel perspectives, qualities that are critical in both research and teaching.



# Alumni

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Our graduates have numerous career opportunities in a variety of organizations, such as multinational companies, small and medium enterprises, consulting firms, research centers, or educational institutions. Read their stories and get a feeling for your career prospects after completing your studies at WU's Department of Marketing.



Dietrich Mateschitz



Nadine Rünzler



Rajan Goll



Tobias Grabler

"Red Bull is a marketing philosophy, a world-view made to be shared with others. While being a global brand, Red Bull is also a very down-to-earth company that stands for directness, tolerance, and authenticity. We like to recruit people who recognize and tackle problems using a holistic mindset. It is no coincidence that many of the members of our board of directors are WU alumni with backgrounds in managing the brands of large consumer goods companies such as P&G or Unilever."

## DIPL.-KFM. DIETRICH MATESCHITZ

Founder of Red Bull GmbH, WU Alumnus

"Specializing in marketing was definitely the best choice I made during my undergraduate studies. Thanks to the Department of Marketing, I was able to participate in a real consulting project with a real customer. The challenging, yet rewarding experience helped me discover my passion for consulting and become a consultant at IBM right after I graduated. During my studies at the department, I had the opportunity to "practice" consulting, client presentations and much more, which prepared me for the situations I am now facing on a daily basis."

## RAJAN GOLL, MSC

Head Business Analyst & Business Consultant, IBM Austria

"The MSc Marketing program at WU was a highly enriching experience on both a personal and professional level. The hands-on projects in small-sized classes coupled with close collaborations with top professors and international colleagues have given me the necessary skills for my current position as International Brand Manager at Rauch Fruchtsäfte. Working at the headquarters of a globally active company allows me to work in all aspects of international marketing. Traveling to different countries and presenting to foreign business partners are an essential part of my job for which the international orientation of the MSc program also was an ideal preparation."

## NADINE RÜNZLER, MSC

International Brand Manager Carpe Diem  
(RAUCH Fruchtsäfte GmbH & Co OG)

"WU's MSc Marketing ideally prepared me for my position at Global Management Services Ltd. in Hong Kong. The MSc Marketing program helped me to develop a truly customer-centric view and gave me the confidence to perform and succeed in the international sourcing and sales markets my company operates in. Lastly, during the MSc Marketing program we had plenty of opportunities to showcase our work in front of our project partners, who very often were CEOs or CMOs of renowned companies. This was the perfect training for my regular exposure to the board members, which is an integral part of my job."

## TOBIAS GRABLER, MSC

Associate Manager Global Management Services Ltd  
Hong Kong (Peek & Cloppenburg Group)



# Department-level Team

The Department Chair represents the Department of Marketing in its internal and external relations. The administrative staff organizes the Research Seminar Series and the MSc in Marketing program. The researchers and lecturers contribute to the overall teaching and research activities of the Department of Marketing.

## Head of Department



**Dr. Peter Schnedlitz**  
Professor  
Head of Department



**DDr. Bernadette Kamleitner**  
Professor  
Deputy Head of Department



**PD Dr. Christina Holweg**  
Associate Professor  
MSc in Marketing Program Director

## Administrative Staff



**Mag. Angelika Schöller**  
Executive Assistant to the Head of the Department



**MMag. Lieselotte Aschenbrenner**  
Executive Assistant to the Head of the Department  
Research Seminar Series & Study Days Coordination



**Mag. Astrid Oberhumer**  
MSc in Marketing Program Manager

## Scientific Staff



**Dr. Pascal Güntürkün**  
Assistant Professor



**Dr. Brigitte Bojkowszky**  
Senior Lecturer



**Dr. Margit Kastner**  
Senior Lecturer



# Institute for Interactive Marketing & Social Media

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Digital technologies and social media have a profound impact on consumer behavior and the ways in which businesses compete in today's global marketplace. In our research and teaching activities, we focus on the implications of these changes from a managerial perspective.

The Institute for Interactive Marketing & Social Media (IMSM) aims to be a leading institution for research and education in the area of digital marketing. The rapid growth of digital technologies and social media has a profound impact on consumer behavior, leading to radically new businesses and challenging incumbents to adapt their marketing strategies. Therefore, our goal is to do research that focuses on new business problems and groundbreaking innovations arising from developments in information technology. To tackle and solve these problems, we use

empirical data (mostly in the form of "big data") and apply quantitative methods with the aim of improving marketing decision-making. Our students are prepared to be the next generation of digital marketing managers with strong analytical skills and a well-founded knowledge of the mechanics of the digital marketing ecosystem, the social media environment, and the challenges in these areas. Finally, we strongly believe that it is IMSM's responsibility to facilitate the dissemination of knowledge about digital marketing within society.

"We are an energetic, young team passionate about generating and disseminating knowledge in the field of interactive marketing & social media. With our interdisciplinary background in marketing, statistics, economics, and computer science, we apply state-of-the-art research methods from various fields to educate students, advance knowledge in the academic community, and help companies as well as policy makers make better decisions in a digital and data-driven world."

NADIA ABOU NABOUT



**Dr. Nadia Abou Nabout**  
Professor  
Head of Institute

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# Team

We are an energetic, young team passionate about generating and disseminating knowledge in the field of digital marketing & social media. Our institute brings together interdisciplinary expertise in marketing, statistics, economics, and computer science, which we apply in our research and teaching activities.



**Dr. Nils Wlömert**  
Assistant Professor



**Sila Ada, MSc**  
Teaching and Research  
Associate



**Christina Uhl, MSc**  
Teaching and Research  
Associate



**DI Christian Hotz-Behofsits**  
Teaching and Research  
Associate



**Björn Hoppe, MSc**  
External PhD student



**Julia Gföller**  
Office Management

## RESEARCH COLLABORATIONS

We closely collaborate with researchers from German-speaking countries as well as worldwide. We foster international exchange with our coauthors by holding research colloquiums four times a year, in which we discuss recent research projects and get early feedback to improve them.

## SELECTED PARTNER UNIVERSITIES

- › Goethe University Frankfurt
- › Frankfurt School of Finance & Management
- › University of Hamburg
- › Karlsruhe Institute of Technology
- › University of Tübingen
- › University of Southern Denmark
- › University of Zurich
- › University of Groningen



# Teaching

The specialization (SBWL) in Service and Digital Marketing prepares students for the specific challenges of an increasingly service-dominated, digitalized business environment. The SBWL program's aim is to equip students with marketing analytics skills, which have become essential for marketing managers in a digital world.

## SBWL SERVICE AND DIGITAL MARKETING

<b>1st Semester</b>	<b>Course 1:</b> Service Marketing	<b>Course 2:</b> Digital Marketing
<b>2nd Semester</b>	<b>Course 3:</b> Marketing Research	<b>Course 4 &amp; 5 (electives):</b> eCommerce, Social Network Analysis, Social Media Intelligence, Online Marketing Simulation, eServices and Tourism, Service Innovation Management, etc.
<b>Optional</b>	<b>Enrichment course</b>	<b>Bachelor's Thesis</b>

### OBJECTIVES

We offer the SBWL program "Service and Digital Marketing" in cooperation with the Institute for Service Marketing and Tourism (Prof. Reutterer). This cooperation allows us to offer a top-quality, practically oriented education that prepares our students for the marketing and management challenges in an increasingly digitalized and service-dominated economy. In today's economy, data play an increasingly important role in managerial decision making (data-driven marketing), and professionals with the ability to structure and analyze data to help guide managerial decision-making are highly sought after. This SBWL program places a special focus on equipping students with the analytical skills necessary to master these challenges.

The program objectives are:

- › Provide students with the management skills and knowledge they need to solve marketing problems in service-oriented organizations
- › Equip students with knowledge about the challenges in the field of digital marketing and how to solve marketing problems through data analytics
- › Teach students state-of-the-art marketing research methods that help them solve marketing problems
- › Give students the opportunity to apply and implement what they have learned in real-life practical projects

- › Allow students to deepen their acquired knowledge according to their preferences in a broad range of elective courses (e.g., eCommerce, Social Network Analysis, Social Media Intelligence, Online Marketing Simulation, eServices and Tourism, Service Innovation Management) using a project-oriented approach

### PROGRAM STRUCTURE

Through the cooperation of the two institutes, students enjoy a great variety of core and applied courses in the highly intertwined fields of service marketing and digital marketing (see table). The SBWL consists of five courses, each worth two credit hours, and can be successfully completed in two semesters. The curriculum is made up of three core courses and two electives. In their first semester, students take the core courses "Service Marketing" and "Digital Marketing". In the following semester, students take the core course "Marketing Research," as well as two elective courses. A choice of various electives in each of the specialization areas "Service Marketing" and "Digital Marketing" is offered. This means that students can decide to specialize in one of the two areas (by selecting two electives in the same field) or choose one elective in each of the areas. In addition, an enrichment course is offered in the second semester to help familiarizing students with the fundamentals of marketing analytics. Finally, writing their final thesis with IMSM provides students with the opportunity to apply what they have learned and conduct their own research projects, with the aim of deriving managerially relevant insights.

# Research

Our research is guided by real-world business problems at the interface of marketing and information systems. Utilizing our interdisciplinary background and state-of-the-art quantitative research methods, we derive insights from “big” data to help companies and policy makers make better decisions.

## RESEARCH FOCUS

Our research is located at the interface of marketing and information systems and focuses on radically new technologies in marketing. For instance, some of the projects deal with one of the most fascinating companies of our times, Google, and its revenue model, search engine advertising. In addition, our current research focuses on real-time bidding and programmatic buying, which enable automated trading of advertising impressions via advertising exchanges (similar to financial stock markets) – a really new and exciting field to work in (with lots of big data)! Other projects are concerned with analyzing consumer preferences for new media business models (e.g., streaming services like Spotify), testing methods to predict their market potential, and investigating their influence on existing business models. We work with companies to help them make better marketing decisions, which gives us extensive industry collaborations to build on. Our research is always guided by real-world business issues, as demonstrated by our participation in the finals of the Gary L. Lilien ISMS-MSI Practice Prize Competition and our close collaboration with numerous corporate partners (e.g., InteractiveMedia, Havas Media, Universal Music).

## SELECTED PUBLICATIONS

- › On-Demand Streaming Services and Music Industry Revenues – Insights from Spotify’s Market Entry. **International Journal of Research in Marketing**, 33(2): 314-327, 2016 (N. Wlömert, D. Papies).
- › Predicting New Service Adoption with Conjoint Analysis: External Validity of BDM-Based Incentive-Aligned and Dual Response Choice Designs. **Marketing Letters**, 27(1): 195-210, 2016 (N. Wlömert, F. Eggers).
- › Empirical Generalizations in Search Engine Advertising. **Journal of Retailing**, 90(2): 206-216, 2014 (N. Abou Nabout, M. Lilienthal, B. Skiera).
- › PROSAD: A Bidding Decision Support System for PProfit Optimizing Search Engine Advertising. **Marketing Science**, 32(2): 213-220, 2013 (B. Skiera, N. Abou Nabout). Finalist in the Gary L. Lilien ISMS-MSI Practice Prize Competition.
- › An Analysis of the Profitability of Fee-Based Compensation Plans for Search Engine Marketing. **International Journal of Research in Marketing**, 29(1): 68-80, 2012 (N. Abou Nabout, B. Skiera, T. Stepanchuk, E. Gerstmeier). IJRM Best Paper Award 2012.
- › Music for Free? How Free Ad-funded Downloads Affect Consumer Choice. **Journal of the Academy of Marketing Science**, 39(5): 777-794, 2011 (D. Papies, F. Eggers, N. Wlömert).



Research Colloquium, Vienna 2017

# Institute for International Marketing Management

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The institute (IMM) focuses on generating and sharing knowledge in international marketing management. We aim to provide an internationally oriented education by blending the latest theoretical advances with practical applications.

IMM's research and teaching deal with a wide range of marketing and management-related issues, and take an international approach in addressing challenges in these fields. This includes, for instance, the study of global marketing and innovation strategies, global consumer behavior, and discourses on the role of sustainability

and corporate social responsibility in an international context. The institute's faculty members are committed to publishing the results of their research in renowned international journals, and IMM's practically oriented teaching incorporates the findings of this research.

"The Institute for International Marketing Management focuses on diverse aspects of globalization from a corporate, consumer, and policy perspective. For students, it offers a supportive and stimulating learning environment, which aims to combine theoretical rigor with practical relevance."

**BODO SCHLEGELMILCH**



**Dr. mult. Bodo  
Schlegelemlch**  
Professor  
Head of Institute



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# Team

Team members of IMM are intent on maintaining strict academic standards in all their activities without sacrificing practical relevance. Apart from our own faculty, as an IMM student, you will likely encounter renowned guest professors from a range of international universities.



**Dr. Barbara Stöttinger**  
Associate Professor  
Dean of the  
WU Executive Academy



**Dr. Elfriede Penz**  
Associate Professor  
Deputy Head of Institute



**Dr. Katerina Makri**  
Assistant Professor



**Mag. Agnieszka Zablocki**  
Teaching and Research  
Associate



**Mag. Philipp Simbrunner**  
Teaching and Research  
Associate



**Pamela Taylor**  
Office



**Olivera Jeremic**  
Office



**Hanife Özdemir**  
Office

## SELECTED IMM EXTERNAL PROFESSORS

- › Martin Eisend, Ph.D., Professor at Freie Universität Berlin (Germany)
- › Michael Houston, Ph.D., Professor at Carlson School of Management, University of Minnesota (USA)
- › Stefan Mouzas, Ph.D., Professor at Lancaster University (UK)
- › Linda Price, Ph.D., Professor at Eller College of Management, University of Arizona (USA)
- › Katherine White, Ph.D., Professor at Sauder School of Business (Canada)
- › Rajan Natarajan, Ph.D., Professor at Auburn University (USA)
- › Mark Cleveland, Ph.D., Professor at University of Western Ontario (Canada)

# Teaching

IMM's teaching activities aim to promote the spirit of internationalization. Our educational approach combines case studies, business simulations, group work, and practical seminars with corporate partners.

## STRUCTURE OF THE BACHELOR PROGRAM AT IMM

<b>1st Semester</b>	<b>Compulsory Courses</b> Foundations Applications	<b>Electives (Selection)</b> Global Business to Business Marketing Global Marketing Research Global Consumer Behavior
<b>2nd Semester</b>	<b>Compulsory Courses</b> Global Business Planning Seminar	<b>Electives (Selection)</b> Marketing in Emerging Markets Global Social Media Marketing Global Branding

## SPECIALIZATION (SBWL) IN INTERNATIONAL MARKETING MANAGEMENT

Students who have completed the SBWL program in International Marketing Management (IMM) have learned to master complex decision-making situations in global marketing management. The SBWL program gives students the necessary skills to analyze risks and opportunities in an international environment, develop and implement appropriate strategies, and create suitable control and evaluation mechanisms.

The program also teaches students how to communicate their results and ideas convincingly. Students hone their communication skills by presenting projects and case studies and by defending their arguments during group projects and seminars. All courses are taught in English.



## STRUCTURE OF THE SPECIALIZATION

Admission to the SBWL program requires the successful completion of the basic Marketing Course and an entrance exam, which is conducted at the beginning of each semester and covers the basic concepts of marketing. Students admitted to the program then complete the mandatory Foundations and Applications in Global Marketing Management courses followed by the Global Business Planning seminar in the final semester of their IMM specialization.

IMM students can also choose from several interesting electives, which change every semester and are in part taught by managers or external, international lecturers.

## SPECIAL FEATURES

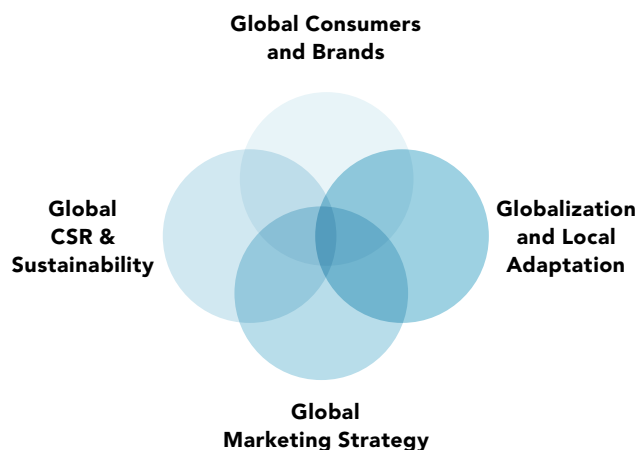
One of the greatest assets of the SBWL program in International Marketing Management is the international make-up of its faculty: Professors from all over the world teach IMM students in their respective fields of expertise, and experienced managers prepare them for successful marketing careers. We also use a wide variety of teaching approaches, including simulations, case studies, and workshops.

# Research

IMM's faculty strives to generate practically relevant and academically rigorous research. Their research is published in books and highly respected journals read by leading scholars and senior executives.

## MAIN AREAS OF RESEARCH

In its research activities, the Institute for International Marketing Management aims to combine rigor and relevance. The research interests of the institute's faculty members demonstrate a strong international perspective and include the following key areas:



A comprehensive list of publications is available at:  
[bach.wu.ac.at/d/research/organization/3811/#publications](http://bach.wu.ac.at/d/research/organization/3811/#publications)

The members of the Institute for International Marketing Management regularly publish their work in renowned journals such as Strategic Management Journal, Journal of International Business Studies, Journal of the Academy of Marketing Science, Journal of International Marketing, or Journal of World Business, and serve on numerous editorial boards. They are active members of the scientific community and act as reviewers for many journals and conferences.

Over the past few years, institute faculty has maintained a busy conference schedule, including, for instance, prominent talks at conferences of the European Marketing Academy, the American Marketing Association, and the Academy of Marketing Science.

Apart from publishing papers in scientific journals, IMM faculty have also authored and edited numerous scientific books, including the following:

- › Global Marketing Strategy: An Executive Digest (Springer)
- › The New Role of Regional Management (Palgrave-Macmillan)
- › Global Marketing Management – A European Perspective: (Financial Times/ Prentice Hall)
- › Diversity in European Marketing: (Springer Gabler)





# Institute for Marketing & Consumer Research

The m.core institute strives for outstanding quality and inspiration in teaching and research within the area of consumer behavior and marketing communications. Focusing on theoretical as well as practical implications, the institute's mission is to generate and disseminate knowledge valuable for students, academics and practitioners alike.

The Institute for Marketing & Consumer Research (m.core) stands for excellence and relevance in teaching and research on consumer behavior and on the challenges involved in communicating with consumers. Our goal is the generation and dissemination of theory-driven,

methodologically sound, and practically relevant knowledge. We aim to generate this knowledge in a dialogue with students, academia, and practitioners. We are committed to sharing our insights at the highest international standards and to the benefit of all our stakeholders.

## OUR MOTTO:

**"Science inspired by consumers."**

We aim to live by this guiding principle in the field, in the laboratory, and in the classroom.

"Our expertise is on a world in which research meets both businesses and consumers. This is a world of inspiration. We succeed if we are open to different perspectives, ideas and the twists of ever changing realities. We succeed if we manage to turn inspirational beginnings into realities. But most of all, we succeed if we manage to inspire each other, our students and all those we do research for. And I am proud to say we do."

BERNADETTE KAMLEITNER



**DDr. Bernadette Kamleitner**  
Professor  
Head of Institute



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# Team

m.core comprises a multidisciplinary team. Our team members are experts in the fields of marketing, psychology and communications. Emphasizing team spirit, all members of the institute contribute to our international success.



**PD Dr. Monika Koller**  
Deputy Head of Institute



**Michail Kokkoris, PhD**  
Assistant Professor



**Mag. Sandra Holub**  
Teaching and Research Associate



**Eva Marckhgott, MSc**  
Teaching and Research Associate



**Renato Regis, MSc**  
Teaching and Research Associate



**Ruta Ruzeviciute, MSc**  
Teaching and Research Associate



**Mag. Sophie Süßenbach**  
Teaching and Research Associate



**Carina Thürridl, MSc**  
Teaching and Research Associate



**Mag. Gerlinde Spicko**  
Senior Scientist



**Helga Karl**  
Office



**Patrick Lerch**  
Office

## SELECTED LECTURERS & GUEST PROFESSORS

- › Prof. Dipayan Biswas
- › Prof. Zachary Estes
- › Prof. Nick Lee
- › Mag. Carina Havlicek
- › Ing. Thomas Kastner
- › Dr. Stefan Schiel
- › Dr. Gertraud Schrattenecker
- › PhDr. Ferdinand Stürgkh, MSc, MAS

# Teaching

We live by the words of composer Johannes Brahms who famously said: “Without craftsmanship, inspiration is a mere reed shaken in the wind.” Students at the m.core institute acquire a broad set of insights which enable them to shape and inspire the interplay between consumers, brands and businesses in their professional futures.

## CONSUMER RESEARCH AND MARKETING COMMUNICATION

1st Semester	Course 1: Consumer Behavior	Course 2: Brand Management	Course 5: Special Topics in Consumer Research
2nd Semester	Course 3: Communication	Course 4: Applied Consumer Research	
Optional	e.g., Effective Business Presentations, Conflict Solving and Sales Training, Marketing Practice Insights		

Our prize-winning teaching includes teaching at bachelor, master and PhD level. Much of it is centred on our bachelor's-level specialization (SBWL) “**Consumer Research and Marketing Communication**”. Our SBWL equips students with a comprehensive theoretical and applied understanding of the core areas of consumer behavior and research, marketing communication, and brand management. After completing the SBWL program, our students have obtained a sound methodological and statistical education in this field. All of our students work on real-life projects, giving them the opportunity to develop an understanding of consumer research and marketing in practice.

The SBWL starts with an entrance exam at the beginning of the semester. Only the top 40 students are admitted and enter into course 1 “**Consumer Behavior**” which

provides an overview of the scope of consumer behavior, its practical importance, and theories explaining its psychological foundations.

Course 2 “**Brand Management**” blends theoretical and practical approaches and introduces students to the strategies and techniques of branding. The course focuses on strategic brand management but also touches on how brands influence consumer behavior.

In course 3, “**Communication**,” students become acquainted with the various facets of marketing communication, including ethics. Students discuss and learn about the pros and cons of different communication instruments, advertising strategies, and media planning. After this course students will be able to identify target audiences, know what messages to send, and understand how to evaluate marketing campaigns.

The “**Applied Research Project**” (Course 4) is organized in cooperation with a corporate partner. Teams of students have the opportunity to apply their acquired knowledge to realistic, complex scenarios, and are familiarized with all different stages of consumer research projects: designing, conducting, analyzing, and reporting.

Course 5 “**Special Topics**” enables students to gain insights into timely issues. Its content changes every semester as we invite different international experts from academia and practice to share their knowledge with our students.





# Research

Jack London once said: "You can't wait for inspiration. You have to go after it with a club." We follow this spirit, although we use different tools. We daringly cross disciplinary boundaries, face societal challenges and scour the world for the partners needed to achieve research excellence and relevance.

It is no coincidence that the institute's name includes the word research. We are uniquely positioned for interdisciplinary research. Our team is composed of psychologists, marketers, and communication specialists who all provide different perspectives on a diverse set of phenomena, which is also reflected in our versatile research foci and our core expertise in the field of ownership as a powerful experience. In doing so, we embrace our mission: Taking inspiration from consumers, striving for relevance by focusing on issues that are relevant to our stakeholders, as well as involving them in the knowledge generation process. Moreover, we aim for excellence by endeavoring to advance theory and application at the international level. Numerous publications in multidisciplinary academic journals (e.g., Marketing Letters, Journal of Experimental Social Psychology, International Journal of Advertising, Behavioral Decision Making, Journal of Economic Psychology, Plos One, Journal of Business Research) and third-party funded research projects are evidence of this commitment. Additionally, m.core is an active contributor to the scientific community. As such we:

- › **Collaborate** with academic research partners from all over the world, from the US to Europe to Asia and Australia (e.g., Yale University, University of South Florida, University of Warwick)

- › **Serve** as reviewers, track and session chairs for major conferences (e.g., EMAC, ACR, SCP, AMS), editorial members and reviewers for top-tier journals in the field (e.g., Marketing Letters, Journal of Service Research, PlosOne, Journal of Economic Psychology, Psychology & Marketing, European Journal of Marketing, International Journal of Psychophysiology), and reviewers for international grant proposals (e.g., National Science Foundation, EPSRC)
- › **Organize** scientific events (e.g., international SCP conference), symposia (e.g., psychological ownership or neuroscience) and workshops
- › **Present** our work at major international conferences in the field (e.g., SCP, ACR, AMA) and workshops
- › **Are active members** of numerous international academic organizations (e.g., ACR, SCP, SJDM, SPSP, EMAC, ANZMAC)
- › **Publish our own blog** ([thescienceofownership.org](http://thescienceofownership.org)) and research series ([wu.ac.at/mcore/research/im-fokus](http://wu.ac.at/mcore/research/im-fokus))
- › **Act** as an interface between academia, society and industry (e.g., membership in Austrian Advertising Council, editorship of Transfer journal), conducting projects with partners from various fields in industry as well as disseminating knowledge via easy accessible channels (e.g., TV, print, online and social media)

For a full list of publications and projects see:

[bach.wu.ac.at/d/research/organization/3813/#publications](http://bach.wu.ac.at/d/research/organization/3813/#publications)

## M.CORE'S RESEARCH TOPICS

### Consumer Behavior & Psychology

- › **Ownership**
- › **Decision Making**
  - › Financial & Purchase Decisions
  - › Prosocial & Sustainable Behavior
  - › Sharing & Participating

### Marketing Communication & Application

- › **Product Experience & Design**
- › **Communication Strategies**
  - › Advertising & Promotion
  - › Packaging
- › **Sensory Marketing**
- › **Branding**

**Methods & Tools:** quantitative and qualitative research, lab and field experiments, survey and longitudinal studies, measurement and scale development, structural equation modeling, psycho-physiological and neuroscientific measurement

# Institute for Marketing Management

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The Institute for Marketing Management aims to be an important hub in the generation and dissemination of new marketing knowledge. In both our research and teaching we seek to achieve an optimal balance between rigor and relevance and actively pursue exchange and collaboration with the corporate world.

Our teaching and research interests are anchored in the core topics of marketing, including customer-centric management, product and brand strategy, creativity and new product development, and consumer behavior. In our research, we study important marketing topics and trends from the real world with an aim to advancing marketing theory using rigorous empirical methods. Our high-quality

teaching imparts the latest theories of marketing with high practical impact to our students. We are dedicated to offering an optimal blend of theory and practice and to bringing real-world matters into the classroom, preparing our students for outstanding careers in marketing and marketing-related positions.

“Good marketing research, whether applied or more basic, can help both marketers and consumers alike. For example, our research helps companies develop new and better products that are more effective in addressing customers’ needs. We are also experimenting with new ways to integrate the customer’s voice into companies’ value creation process. Some current keywords along these lines are user-design, mass customization, and crowdsourcing. All in all, we frequently observe that consumers want to and can be much more than merely passive recipients of marketing offers.”

MARTIN SCHREIER



**Dr. Martin Schreier**  
Professor  
Head of Institute

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# Team

Our core team is supported by a network of renowned scholars in marketing and industry experts.



**Dr. Claudia Klausegger**  
Assistant Professor  
Deputy Head of Institute



**Dr. Dieter Scharitzer**  
Assistant Professor



**Dr. Ulrike Kaiser**  
Assistant Professor



**Dr. Janet Kleber**  
Assistant Professor



**Mag. Rosalia Bitterl**  
Teaching and Research  
Associate



**Isabel Eichinger, MSc**  
Teaching and Research  
Associate



**Mag. Silke Hieke, BSc**  
Teaching and Research  
Associate



**Tatiana Karpukhina, MSc**  
Teaching and Research  
Associate



**Christian Spadt**  
Office



**Sandra Tichy**  
Office

## SELECTED EXTERNAL LECTURERS AND ADJUNCTS

- › Dr. Fritz Scheuch, Emeritus Professor
- › Dr. Rainer Hasenauer, Honorary Professor
- › Dr. Ewald Judt, Honorary Professor
- › Dr. Wolfgang Schildorfer, Senior Researcher  
HiTec Marketing
- › Dr. Marion Pötz, Associate Professor,  
Copenhagen Business School
- › Dr. Emanuela Prandelli, Associate Professor,  
Bocconi University
- › Dr. Reinhard Zuba, Arthur D. Little
- › Dr. Alexander Zauner, marketmind GmbH
- › Dr. Bernd Hartweger, Consultant and Entrepreneur



# Teaching

Our teaching provides our students with the key methods, tools, and techniques to “do” marketing management in practice. We are strongly dedicated to preparing our students for a successful career in marketing and marketing-related management positions.

## SBWL MARKETING

<b>1st Semester</b> Foundations of Marketing Management	<b>Course 1:</b> Product Management I: Marketing Planning	<b>Course 2:</b> Product Management II: Marketing Mix	<b>Course 3:</b> Marketing Research Methods
<b>2nd Semester</b> Applied Marketing Management	<b>Course 4:</b> Marketing Across Industries /or/ Hot Topics in Marketing	<b>Course 5:</b> Marketing Research Project /or/ Marketing Consulting Project	

### SPECIALISATION (SBWL) OBJECTIVES

The Marketing specialization (SBWL) is a demanding program based on method and research-based teaching with a strong practical orientation. Our graduates have learned how to effectively study and monitor the market and how to craft and execute a winning marketing strategy. They are also familiar with the most important marketing tools and tactics and they know how to use quantitative and qualitative research methods to understand consumers and to generate customer insights.

Our graduates can be found in management-level marketing positions in national and international companies (e.g., product and brand management, strategic marketing, market research, marketing and business consulting, or

corporate communications). The SBWL program Marketing is also the ideal preparation for a subsequent Master of Science program (e.g., with a focus on marketing, general management, international management, or innovation).

### BRINGING REAL-WORLD ISSUES INTO THE CLASSROOM

All courses allow students to apply what they have learned in practice. One particular highlight is Course 5, in which all students actually complete a real marketing project, using the acquired theoretical knowledge and method skills on the spot. This gives students hands-on experience in selected sectors and industries. Here are some recent examples of Course 5 projects:

- › For one of Henkel’s cosmetic brands, we conducted in-store field research and ran focus groups to develop a strategy to strengthen the brand’s positioning
- › For the Vienna-based client Ottakringer Brauerei, we conducted qualitative and quantitative field research in all provinces to identify regional market opportunities
- › We conducted market research including controlled eye-tracking studies to generate practicable insights into the ideal magazine cover for the client Verlagsgruppe News (publisher of the magazines News, Woman, profil, etc.)
- › The Privatstiftung für Brustgesundheit worked with us to conduct focus groups with potential donors and analyzed best practice examples to develop a sustainable fundraising concept



# Research

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In our research we aim to contribute to pushing the frontiers of marketing knowledge. Our papers are published in top-tier journals in marketing and management.

Our research interests are broadly anchored in core topics of marketing management. One of our recent lines of research, for example, revolves around user-centered ideation and design (e.g., user-design, customization, crowdsourcing). Here, we are particularly interested in the potential of user-involvement for a company's new product development efforts and in the broader consequences of customer empowerment strategies on consumer behavior.

Our research has been published in the field's top journals and has received prestigious prizes and best paper awards. Our research is also frequently featured in various international media outlets including the **Harvard Business Review**, as well as in German-speaking media including TV, radio stations, and newspapers.

## SELECTED PUBLICATIONS

- › The value of marketing crowdsourced new products as such: Evidence from two randomized field experiments. **Journal of Marketing Research**, 2017 (H. Nishikawa, M. Schreier, C. Fuchs, S. Ogawa).
- › The self-expressive customization of a product can improve your performance. **Journal of Marketing Research**, 2017 (U. Kaiser, M. Schreier, C. Janiszewski).
- › Mental imagery, impact, and affect: A mediation model for charitable giving. **PLoS One**, 11(2): 1-15, 2016 (S. Dickert, J. Kleber, D. Västfjäll, P. Slovic).
- › Why and when consumers prefer products of user-driven firms: A social identification account. **Management Science**, 61(8): 1978-1988, 2015 (D. Dahl, C. Fuchs, M. Schreier).
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# Institute for Retailing and Marketing

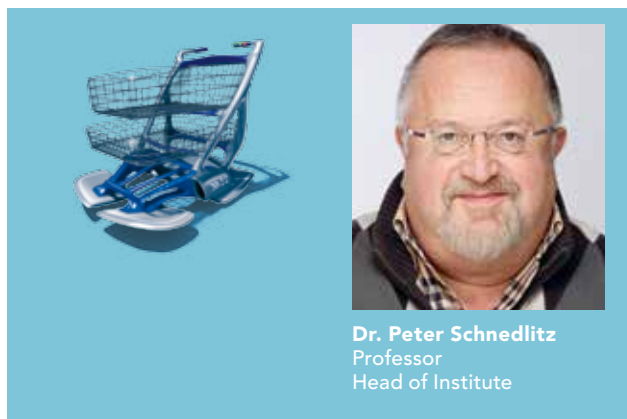
The Institute for Retailing and Marketing has a longstanding reputation for its close relationship with companies in the retail sector. Our aim is to make students familiar with the challenges of the world of retailing and to offer a well-grounded education oriented to retailing management and related important issues.

The main strength of the Institute for Retailing and Marketing lies in its balanced mix of theory and practice. The institute's research focuses not only on traditional retail and marketing topics, but also includes relevant current issues like corporate social responsibility, poverty, technological innovation, and social media as seen from a

retail perspective. Bachelor's and master's theses written at the institute are generally based on empirical studies. Our students obtain valuable qualifications for their future careers, and many of the institute's approximately 2,500 graduates are employed in well-known companies in retailing, manufacturing, banking, and consulting.

"Nothing is as practical as good theory. And nothing is as relevant to theory as good practice. Our 2,500 graduates are our ambassadors."

PETER SCHNEDLITZ



## CONTACT

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# Team

Our core team is supported by a network of renowned scholars in marketing and industry experts.



**PD Dr. Christina Holweg**  
Associate Professor  
Deputy Head of Institute



**Dr. Cordula Cerha**  
Assistant Professor



**Dr. Eva Lienbacher**  
Assistant Professor  
Deputy Head of Institute



**Dr. Verena Harrauer**  
Assistant Professor



**Mag. Nicole Rychly**  
Teaching and Research  
Associate



**Mag. Anton Salesny**  
Teaching and Research  
Associate



**Fabian Nindl, MSc**  
Teaching and Research  
Associate



**Christian Spadt**  
Office



**Tanja Gach**  
Office



**Ruth Angerer**  
Office

## SELECTED EXTERNAL LECTURERS AND ADJUNCTS

- › Prof. Dr. Herbert Kotzab (University of Bremen)
- › Prof. Dr. Christoph Teller (University of Surrey)
- › Dr. Thomas Huber
- › Mag. Johannes Linsbichler
- › Harriet von Oelhafen
- › Dr. Wolfgang Weitzl
- › Dr. Robert Zniva

## SELECTED PARTNER UNIVERSITIES

- › HEC Montréal
- › University of Zagreb
- › University of Florida
- › University of Stirling



# Teaching

Courses at the Institute for Retailing and Marketing provide students with a solid foundation for a future career in the business world or a career in academia.

## BACHELOR

### Compulsory Courses

- › Retail Marketing (4 ECTS)
- › Methods of Retail & Marketing Research (4 ECTS)

### Electives

- › Communication and Sales Training (4 ECTS)
- › Consumer Behavior (4 ECTS)
- › Controlling and Key Account Management (4 ECTS)
- › Distribution Logistics (4 ECTS)
- › E-Commerce Management & Strategy (4 ECTS)
- › Retail Marketing Consulting Project (4 ECTS)

### Free Electives

- › Academic Research Techniques for Bachelor Students (2 ECTS)
- › "Praxisdialog" Expert Talks (4 ECTS)

## LEARNING OBJECTIVES

The Institute for Retailing and Marketing offers solid training in the theories, methods, and techniques of marketing, with a focus on the specific aspects of retail management. The institute seeks to give its students a sound understanding of the theoretical foundations of retail marketing and the skills needed for dealing with specific problems in real-life practice. Interdisciplinary work is a priority at the institute, reflected in, for example, project-based courses and bachelor's theses that frequently involve business partners.

With the "Praxisdialog" expert lectures, the institute offers students an elective that places special emphasis on establishing a personal dialog with industry representatives and gives insights into their work and responsibilities.

Field trips and company visits give students hands-on opportunities to familiarize themselves with the processes and workflows at industrial enterprises and retail companies.

The institute's graduates have a good general understanding of the foundations of retail marketing, are able to critically analyze retail-related issues, are team players, and are in touch with the practical realities of the field.

## COURSES

In the bachelor's program, two compulsory courses on the fundamentals of retail marketing are taught at the institute, followed and complemented by numerous in-depth electives that focus on key aspects of retailing, such as sales, logistics, communication, and practical retail marketing consulting projects (see table).

## BACHELOR'S THESIS

Students who choose to write their bachelor's thesis at the Institute for Retailing and Marketing benefit from close supervision and guidance. Usually, empirical approaches are used to investigate thesis topics. The thesis projects often form part of larger practical or research oriented collaborations. The numerous awards received by the institute's students – including, for instance, the ECR Academic Award – testify to the high quality of their work.

## ACADEMIC ADVISORS

Members of the institute's staff act as academic advisors, providing support to students who spend a semester abroad at Keio University, the University of Western Ontario, Nanyang Technological University, the Singapore Management University, or the National University of Singapore.

# Research

Research at the Institute for Retailing and Marketing focuses on relevant topics in retailing management and aims to provide answers to the questions faced by industrial and retail enterprises.

## RESEARCH FOCUS

The institute's main areas of research include retail marketing, retail research, logistics and supply chain management, ECR and category management, key account management, and sustainability in the retail sector. The institute places special emphasis on investigating trends in the retail sector, including convenience, e-commerce, and demographic change.

## RESEARCH PROJECTS

Over the past few years, the institute's researchers have been involved in publicly financed research projects and numerous doctoral research projects. These projects deal with topics such as price knowledge, convenience, corporate social responsibility (CSR), preventing food waste in retailing, impoverished consumers, efficient consumer response (ECR), category management, and consumers' choice of shop types in the retail sector.

## PUBLICATIONS

The journal *European Retail Research (ERR)* and the book series *Handel und Marketing*, edited by institute faculty, regularly publish the results of retail-related studies. Members of the institute's faculty have recently published papers in the following internationally renowned, retail-related journals: *Journal of Public Policy & Marketing*, *International Journal of Physical Distribution and Logistics Management*, *Journal of Marketing Management*, *International Review of Retail, Distribution and Consumer Research (IRRDCR)*, *Journal of Nonprofit & Public Sector Marketing*, and *Supply Chain Forum: An International Journal*.

## SELECTED PUBLICATIONS

- › Impact of Environment on Performance Measurement Design and Processing in Retailing. *International Journal of Retail & Distribution Management*, 44 (3): 320-335, 2016 (V. Harrauer, P. Schnedlitz).
- › What a Waste! Exploring the Human Reality of Food Waste from the Store Manager's Perspective. *Journal of Public Policy and Marketing JPP&M*, 35 (1): 3-25, 2016 (V. Gruber, C. Holweg, C. Teller).

- › Unsaleable Grocery Products, their Residual Value and Instore Logistics. *International Journal of Physical Distribution and Logistics Management*, 46 (6/7): 634-658, 2016 (C. Holweg, C. Teller, H. Kotzab).
- › Ältere Konsumenten in Handel und Marketing. Wiesbaden: Springer. 2016 (R. Zniva).
- › Performance Measurement im Einzelhandel. Multiperspektivische Diskussion zur Implementierung und Verwendung von Erfolgskennzahlen auf der operativen Einzelhandelsebene. Wien: Peter Lang. 2016 (V. Harrauer).
- › Do Older Consumers Change the Marketplace? Investigating the Person-Environment Relationship in Food Shopping. *Advances in Consumer Research*, 42, 2015 (R. Zniva, E. Lienbacher, P. Schnedlitz).
- › Corporate Social Responsibility im Handel. Diskussion und empirische Evidenz des alternativen Betriebstyps Sozialmarkt. Wiesbaden: Springer. 2013 (E. Lienbacher).

## AWARDS

- › Grand Decoration of Honour in Silver for Services to the Republic of Austria 2015: Prof. Peter Schnedlitz
- › WU Best Paper Award 2016: Dr. Christina Holweg
- › ECR Academic Partnership Award 2015 (outstanding): Dr. Verena Harrauer (doctoral thesis)
- › Outgoing Research Grant 'WU High Potential Contact Weeks' 2015: Dr. Robert Zniva
- › Viennese Chamber of Commerce Award 2015: Dr. Robert Zniva
- › Outgoing Research Grant 'WU Visiting Fellow' 2014: Dr. Eva Lienbacher
- › Outgoing Research Grant 'WU Post-doc Research Contracts' 2014: Dr. Eva Lienbacher
- › Stephan Koren Award 2013: Dr. Eva Lienbacher (doctoral thesis)
- › Maria Schaumayer Award 2012: Dr. Eva Lienbacher (doctoral thesis)
- › Vienna Award for Retailing Research 2012: Dr. Eva Lienbacher (doctoral thesis)

# Institute for Service Marketing and Tourism

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According to marketing pioneer Philip Kotler, "Every business is a service business." Our research and teaching activities reflect this particular service-dominant view on marketing.

Research and teaching at the Institute for Service Marketing and Tourism focus on service-related aspects of marketing management and recognize recent changes in a dynamic service landscape. Many service industries are being radically transformed by technological advances. This ongoing development offers tremendous business opportunities and makes service marketing an exciting and challenging field of study. Our research is interdisciplinary in nature, with ties to statistics, economics, psychology, and information systems. We use statistical and marketing

science methods to develop, refine, and apply marketing models to support managerial decision-making. To serve the needs of our industry partners and interested policy makers, we try to maintain a balance of basic and applied research. Our students are seeking research-driven course content and wish to acquire hard skills in marketing research, business analytics, and decision making. Our practice-oriented and experiential teaching formats ensure that students acquire the qualifications they need to translate their skills into effective marketing programs.

"As technology is changing the way consumers communicate, acquire information, and make decisions, the meaning of service and the natural habitat of marketing managers are changing as well. In such an increasingly data-rich business environment, marketing and customer analytics are key success factors. We acknowledge this in our research and teaching."

THOMAS REUTTERER



**Dr. Thomas Reutterer**  
Professor  
Head of Institute



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# Team

Our research and teaching approach to marketing requires interdisciplinary team members and adjuncts with expertise in statistics, economics, psychology, and information systems.



**Dr. Birgit Löhndorf**  
Assistant Professor



**Dr. Anke Schneider**  
Assistant Professor



**Mag. Kathrin Gruber**  
Teaching and Research Associate



**Mag. Radoslaw Karpienko**  
Teaching and Research Associate



**Filipe Sengo Furtado, MSc**  
Teaching and Research Associate



**Martin Reisenbichler, MA**  
Teaching and Research Associate



**Mag. Barbara Stangl**  
Teaching and Research Associate



**Mag. Stefan Wiesel-Severin**  
Teaching and Research Associate



**Belinda Haid, Bakk. phil.**  
Office Management



**Katrin Kirchmayr, BSc**  
ÖGAF Secretary

## SELECTED EXTERNAL LECTURERS AND ADJUNCTS

- › Michael Platzer, Associate Researcher, Vienna
- › Thomas Haller, Othmar Schwarz & Julian Hatbauer, Simon, Kucher and Partners, Vienna
- › Wolfgang Sovis, Consultant, Stockerau, Austria
- › Christian Buchta, Associate Researcher, Vienna
- › Josef Mazanec, Professor Emeritus
- › Andreas Zins, Associate Professor (on leave)

## SELECTED PARTNER UNIVERSITIES

- › Columbia University
- › University of Pennsylvania
- › University of South Florida
- › Bar-Ilan University Israel
- › University of Zürich



# Teaching

The specialization (SBWL) Service and Digital Marketing prepares students for the specific challenges of an increasingly service-dominated, digitalized business environment. The SBWL program's aim is to equip students with marketing analytics skills, which have become essential for marketing managers.

## SBWL SERVICE AND DIGITAL MARKETING

<b>1st Semester</b>	<b>Course 1:</b> Service Marketing	<b>Course 2:</b> Digital Marketing
<b>2nd Semester</b>	<b>Course 3:</b> Marketing Research	<b>Course 4 &amp; 5 (electives):</b> eCommerce, Social Network Analysis, Social Media Intelligence, Online Marketing Simulation, eServices and Tourism, Service Innovation Management, etc.
<b>Optional</b>	<b>Enrichment course</b>	<b>Bachelor's Thesis</b>

### SPECIALIZATION (SBWL) OBJECTIVES

We offer the SBWL program "Service and Digital Marketing" in cooperation with the Institute for Interactive Marketing & Social Media (Prof. Abou Nabout). This cooperation allows us to offer a top-quality, practically oriented education that prepares our students for the marketing and management challenges in a digitalized and service-dominated economy. In today's economy, data plays an increasingly important role in managerial decision making (data-driven, evidence-based marketing), and professionals with the ability to structure and analyze data to help guide managerial decision-making are highly sought after. This SBWL program places a special focus on equipping students with the analytical skills necessary to master these challenges.

The program aims to:

- › Provide students with the management skills and knowledge they need to solve marketing problems in service-oriented organizations
- › Equip students with knowledge about the challenges in the field of digital marketing and how to solve marketing problems through data analytics
- › Teach students state-of-the-art marketing research methods and evidence-based marketing
- › Give students the opportunity to apply and implement what they have learned through real-life practical projects

- › Allow students to deepen the acquired knowledge according to their preferences in a broad range of elective courses (e.g., eCommerce, Social Network Analysis, Online Marketing Simulation, Customer Value Management, eServices and Tourism, Service Innovation Management) using a project-oriented approach

### PROGRAM STRUCTURE

Through the cooperation of the two institutes, students enjoy a great variety of core and applied courses in the highly interconnected fields of service and digital marketing (see table). The SBWL program consists of five courses, each worth two credit hours, and can be successfully completed in two semesters. The curriculum is made up of three core courses and two electives. In the first semester, students complete the core courses "Service Marketing" and "Digital Marketing." In the second semester, students take the core course "Marketing Research" and two electives. A choice of three electives in each of the specialization areas "service marketing" and "digital marketing" is available. This means that students can decide to specialize in one of the two areas (by selecting two electives in the same field) or choose one elective in each of the areas. In addition, an enrichment course is offered to help familiarize students with the fundamentals of marketing analytics.

Finally, writing their final thesis with institute members provides students with the opportunity to apply what they have learned and conduct their own research projects, with the aim of gaining managerially relevant insights.

# Research

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Our research projects follow an empirical research tradition. We develop tools for marketing and consumer analytics and investigate various marketing phenomena of managerial relevance.

## RESEARCH FOCUS

With our research projects, we strive to make a significant contribution to the development of the marketing discipline. We have a strong empirical research tradition and typically apply advanced management and marketing science methods to provide decision-making support for managerial issues. As managerial problems generally do not come in neat, 'intradisciplinary' packages, much of our research requires collaboration across disciplinary borders.

Prior research findings have been published in highly reputed journals including Marketing Science, the Journal of Marketing, the Journal of Interactive Marketing, the Journal of Service Research, the Proceedings of the National Academy of Sciences (PNAS), or the European Journal of Operational Research (EJOR).

Work conducted by the institute's faculty covers a broad spectrum of research topics. The following is a brief selection of the major topics currently under investigation at the institute:

## CUSTOMER VALUE AND RELATIONSHIP MANAGEMENT

In this research area we are particularly interested in studying and forecasting the dynamics in evolving customer-firm relationships using advanced statistical methods. In a multi-product company context (e.g., in retailing), we investigate the role of specific products categories in attracting valuable customer groups to the company. Another important stream of research aims to leverage regularity patterns in past transaction timings to improve predictions of future customer behavior.

## SERVICE QUALITY AND CUSTOMER SATISFACTION

Because it is directly related to customer satisfaction, customer loyalty, and company value, service quality perceptions play a crucial role in service marketing. In our research, we investigate how customers form their quality expectations over time and how variations in service quality affect the overall customer experience. In this field of research we also explore the specific role of employees in the service delivery process.

## ELECTRONIC SERVICES AND TOURISM

The key drivers in this research area are recent advances in information technology and their impact on the marketing environment. Using sentiment analysis and text-mining technologies, we analyze user-generated content to obtain new insights for marketing decision makers. A further project is investigating how low-level features of pictures affect individuals' emotional responses. Using eye-tracking data, we are also exploring the impact of different variations of data visualization formats on the quality of managers' decisions.

## MARKETING SCIENCE METHODS

In interdisciplinary teams we aim to develop, adopt, and empirically test the performance of newly emerging analytical, computationally intense methods and/or modeling approaches to marketing problems. Selected areas of interest include the application of data mining techniques, model-based clustering, psychometric methods, or cohort-analysis in various fields of marketing research.

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Subway: U2 stations "Messe-Prater" or "Krieau"  
Bus: 82A, "Südportalstraße" stop