

## Berufungsvorträge "Marketing"

<b>Montag, 23.2.2009</b>		
<b>WU Wien, 1090 Wien, Augasse 2-6</b>		
<b>Großer Sitzungssaal, 2. OG, Kern D</b>		
15.00 - 16.30	ao. Univ.Prof. Dr. Andrea Hemetsberger	"Born to Be Wild" - Consumer Devotion and the Transformative Power of Brands
16.30 - 18.00	PD Dr. Carsten Baumgarth	Are brand oriented companies more successful? Concept of brand orientation and empirical results
18.00 - 19.30	Dr. habil. Yasemin Boztug	<i>dzt. nicht bekannt</i>

<b>Dienstag, 24.2.2009</b>		
<b>WU Wien, 1090 Wien, Nordbergstraße 15</b>		
<b>UZA 4, 7. Stock, Kern D, SR 7.06</b>		
15.00 - 16.30	Prof. Dr. Franz-Rudolf Esch	Brand-Based Brand Equity
16.30 - 18.00	Prof. Dr. Thomas Otter	Constrained choice across contexts - resolving conflicting usage situations

<b>Donnerstag, 5.3.2009</b>		
<b>WU Wien, 1090 Wien, Augasse 2-6</b>		
<b>Großer Sitzungssaal, 2. OG, Kern D</b>		
14.30 - 16.00	G.K. Kalyanamaran	Asymmetric Market Reactions to New Product Announcements
16.00 - 17.30	Prof. Dr. Manfred Krafft	Love at First Sight? Effects of Direct Mail Design on Consumer Response Behavior
17.30 - 19.00	Prof. Dr. Henrik Sattler	The Impact of Brand Extension Success Factors on Brand Extension Price Premium

<b>Montag, 9.3.2009</b>		
<b>WU Wien, 1090 Wien, Augasse 2-6</b>		
<b>Großer Sitzungssaal, 2. OG, Kern D</b>		
13.00 - 14.30	Prof. Dr. Franziska Völckner	Measuring and Examining Category Brand Relevance: A Multi-Country Study
14.30 - 16.00	ao. Univ.Prof. Dr. Thomas Reutterer	Modeling Profitability Dynamics in Evolving Customer-Firm Relationships

o. Univ.Prof. Dr. Fritz Scheuch  
Vorsitzender

