

Berufungsvorträge "Marketing with focus on Consumer Behavior", "Marketing with focus on Service Marketing" und "Marketing Management"

Mittwoch, 8.9.2010		
WU Wien, 1090 Wien, Augasse 2-6		
Großer Sitzungssaal, 2. OG, Kern D		
13.30 - 15.00	Prof. Dr. Silke Bambauer-Sachse	Under which conditions is temporal reframing of prices really beneficial?
15.00 - 16.30	Prof. Dr. Michael Bosnjak	Meta-Analysis in Consumer Behavior and Marketing Research

Freitag, 10.9.2010		
WU Wien, 1090 Wien, Nordbergstraße 15		
UZA 4, 7. Stock, Kern D, SR 7.06		
12.30 - 14.00	Prof. Dr. Martin Eisend	Publicity versus advertising: A meta-analytic investigation of consumer responses
14.00 - 15.30	Dr. Markus Giesler	Marketplace Networking as a Social Process: An Actor-Network Analysis of Cosmetic Botox

Mittwoch, 15.9.2010		
WU Wien, 1090 Wien, Nordbergstraße 15		
UZA 4, 7. Stock, Kern D, SR 7.06		
13.30 - 15.00	ao. Univ.Prof. Dr. Andrea Hemetsberger	The Meaning of Retro Brands for Young Consumers
15.00 - 16.30	DDR. Bernadette Kamleitner	Mental Cost-Benefit Associations and their Influence on Consumer Decisions

Freitag, 1.10.2010		
WU Wien, 1090 Wien, Augasse 2-6		
Großer Sitzungssaal, 2. OG, Kern D		
12.00 - 13.30	ao. Univ.Prof. Dr. Thomas Reutterer	Managing customer relationships with targeted promotions

Dienstag, 5.10.2010		
WU Wien, 1090 Wien, Augasse 2-6		
Großer Sitzungssaal, 2. OG, Kern D		
9.30 - 11.00	Prof. Dr. Klaus Schöfer	Cultural Moderation in the Formation of Service Recovery Satisfaction Judgments: A Cognitive-Affective Perspective
11.00 - 12.30	PD Dr. Martin Schreier	Customer Empowerment
15.00 - 16.30	Prof. Dr. Gianfranco Walsh	Service-Offshoring – A Problem for Customers?

Donnerstag, 7.10.2010		
WU Wien, 1090 Wien, Nordbergstraße 15		
UZA 4, 7. Stock, Kern D, SR 7.06		
12.30 - 14.00	Prof. Dr. Mark Heitmann	Lehrvortrag: Partitioning Prices based on Price Psychology Forschungsvortrag: Pricing Add-Ons as Totals: How Changing Price Display can Influence Consumer Choice
14.00 - 15.30	Prof. Dr. David Woisetschlager	The Swings and Roundabouts of Promotions in Contractual Service Relationships
15.30 - 17.00	Univ.Prof. Dr. Andreas Eggert	Who owns the customer? Disentangling customer loyalty in indirect distribution channels

Freitag, 8.10.2010		
WU Wien, 1090 Wien, Nordbergstraße 15		
UZA 4, 7. Stock, Kern D, SR 7.06		
12.30 - 14.00	Dr. David A. Griffith	Understanding Relationship Management Practices in Business-to-Business Markets
14.00 - 15.30	Prof. Constatine S. Katsikeas	Developing Green Marketing Programs - Are They Beneficial?

Dienstag, 12.10.2010		
WU Wien, 1090 Wien, Augasse 2-6		
Großer Sitzungssaal, 2. OG, Kern D		
15.00 - 16.30	Prof. Dr. Martin Natter	Should firms further reduce the power of their marketing departments?