

Marketing-Department mit 14 Beiträgen auf der diesjährigen EMAC Konferenz in Istanbul vertreten.

Das Marketing-Department der Freien Universität Berlin ist dieses Jahr mit insgesamt vierzehn Beiträgen auf der European Marketing Academy Conference (EMAC) in Istanbul vertreten. Folgende Beiträge werden im Rahmen der Konferenz präsentiert:

Konferenzbeiträge:

Bode, Christian/ Geiger, Ingmar: How Do Market Research Departments Influence the Use of Market Research Information?

Danatzi, Ilias/ Kleinaltenkamp, Michael: The Effects of Structural and Social Dimensions of Perceived Fairness and Unfairness on the Quality of Buyer-Seller Relationships - A Transaction Cost Perspective

Fischer, Andreas/ Kleinaltenkamp, Michael: Multistage Marketing in Downstream Supply Chains - Antecedents and Impacts

Frese, Tobias/ Geiger, Ingmar: Effectual vs. Predictive Decision Logics: Antecedents and Impact on Product and Business Model Innovation

Geiger, Ingmar: Issue Management and Agenda Setting in Business-to-Business Sales Negotiations

Gottschalk, Sabrina: The Impact of Word-of-Mouth on Service Failure Reactions

Herm, Steffen/ Möller, Jana: Brand Identification by Product Design in Different Evaluation Modes

Kreis, Henning/ Dannewald, Till: Effects of Failure in Consumption Systems.

Lautenschläger, Sandra/ Pick, Doreén: Attribution Theory in Marketing – A Content Analysis and Implications for Marketing Theory

Schönhoff, Alejandro/ Geiger, Ingmar/ Kleinaltenkamp, Michael: Does Multi-stage Marketing Pay?

Poster-Präsentationen:

Mafael, Alexander/ Gottschalk, Sabrina: Cutting through the Online Review Jungle – Exploring eWOM Handling Strategies

Beiträge im EMAC Doctoral Colloquium:

Asche, Moritz: Mobile Value-Added-Services Revisited - Which Impact has the Perceived Value from Mobile Value-Added-Services to the Related Core Service?

Sibum, Marie: Degree of Dispersion of Marketing Activities: Antecedents and Consequences

Siray, Sibel: Combining Marketing Theory and Path Dependence – Measuring and Delocking Rigid Consumer Behavior