

# 3<sup>rd</sup> Cologne Symposium on Value Creation in a Changing Customer and Media Environment

Cologne, July 09, 2015

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## AGENDA

EXCELLENT

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### Agenda for July 09, 2015

09:30 – 10:00	Registration
10:00 – 10:15	<b>Welcome</b> <b>Franziska Völckner</b> <b>Professor of Marketing, University of Cologne</b>
10:15 – 11:15	<b>Caroline Wiertz</b> <b>Professor of Marketing, Cass Business School, City University London</b> <i>“Advertising to Early Trend Propagators? Evidence from Twitter”.</i>
11:15 – 11:45	Short Break
11:45 – 12:45	<b>Arvind Rangaswamy</b> <b>Anchel Professor of Marketing, The Smeal College of Business, Penn State University</b> <i>“Modeling Marketing Processes Using Online Data: The Structure and Evolution of User Reviews and Consideration Sets”.</i>
12:45 – 13:45	Lunch Break
13:45 – 14:45	<b>Hannes Datta</b> <b>Assistant Professor of Marketing, Tilburg School of Economics and Management, Tilburg University</b> <i>“Variety in the Age of Access: How Spotify changes the music economy”.</i>
14:45 – 15:00	Short Break
15:00 – 16:00	<b>Christoph Fuchs</b> <b>Professor of Marketing, TUM School of Management, Technische Universität München</b> <b>Visiting Professor, Rotterdam School of Management, Erasmus University</b> <i>“The Value of Marketing Crowdsourced New Products: Evidence from a Randomized Field Experiment”.</i>
16:00 – 18:00	<b>Get Together</b>

### Venue

Seminargebäude, Tagungsraum (Universitätsstraße 37, 50931 Köln)



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