

Winter AMA Pre-Conference 2016, Las Vegas: ****Social Media Marketing**

Friday, February 26, 2016 | 8:00 a.m. - 1:00 p.m.

Digital social media, such as Facebook, Twitter, Spotify, and YouTube, have become increasingly important elements of consumers' daily routines and, as such, are attracting a growing level of attention by marketers and marketing scholars.

Social media change the nature of social interactions, which enables new ways for the consumer to express positive as well as negative feelings and thoughts about a brand. Brands can use social media, either in the form of social network sites or company-owned pages, to establish powerful brand communities, but can also elevate their after-sale service via social media through individualized consumer communication. Social networks further lead to a substantially accelerated diffusion (and broader reach of) information and require a different handling with more-active-than-ever customers.

Such key changes in the market environment as well as the newly available data on social interactions in the digital age have important ramifications for the management and marketing of products and services, ranging from a better understanding of consumer needs, new ways to collect and transform new data, and the development of new metrics to changes in the way the organization manages its strategic resources and processes.

To shed new light on the important topic of social media marketing, this pre-conference will bring together social media marketing experts from around the world to present their latest research on the key challenges in understanding consumer behavior as well as managing products/brands and services in the digital age, and to discuss major challenges.

The pre-conference closely fits the overarching theme of the Winter AMA 2016 "What Happens in Marketing, Stays Digital: Rethinking Marketing for Success in the Era of Unlimited Data" by addressing key challenges for marketers that result from the new nature of social interactions and the newly available data in the digital age. The pre-conference will be organized by the collaborative research unit "Marketing in the Context of Digital Social Media," funded by the German Research Foundation (FOR 1452)*.

Pre-Conference Agenda

08:00 AM – Welcome & Breakfast

08:30 AM – *An Attempt to Structure an Unstructurable Field* – **Thorsten Hennig-Thurau [Münster] & Henrik Sattler [Hamburg]**

09:00 AM – *Some Thoughts on What We Still Need to Learn* – **Charles Hofacker [Florida State]**

09:30 AM – *In the Age of Social Media, We Can Measure Almost Everything. But Should We? (working title)* – **Caroline Wiertz [Cass London]**

10:00 AM – Refreshments

10:15 AM – *Social Media Metrics (working title)*– **Vithala Rao [Cornell]**

10:45 AM - : The customer engagement ecosystem – **Edward C. Malthouse [Northwestern]**

11:15 AM – *Concluding Discussion: A Panel on the Present, Past, and Future of Social Media Marketing* **[with presenters and additional members of the research unit]**

12:00 PM - Lunch

The number of participants is limited for this event; a first-come-first-served rule applies. The German Research Foundation will act as a sponsor/co-host for this event. In addition, a pre-conference fee of \$40 applies.

**The international fellows board of the collaborative research unit consist of Ansim Ansari (Columbia University), Tammo Bijmolt (University of Groningen), Peter Gloor (MIT), Jacob Goldenberg (IDC Herzliya), Harald van Heerde (Massey University), Andreas Hermann (University of St. Gallen), Mark Houston (Texas Christian University), Barak Libai (IDC Herzliya), Valentyna Melnyk (Massey University), Oded Netzer (Columbia University), Koen Pauwels (Özyeğin University), Arvind Rangaswamy (Penn State University), Vithala Rao (Cornell University), John Robert (London Business School), and Caroline Wiertz (City University London). Focal members of the research unit are Henrik Sattler (speaker, University of Hamburg), Thorsten Hennig-Thurau (University of Münster), Sönke Albers (The KLU), Christian Barrot (The KLU), Michel Clement (University of Hamburg), Mark Heitmann (University of Hamburg), Detlef Schoder (University of Cologne), and Franziska Völckner (University of Cologne).*

See more at: <https://www.ama.org/events-training/Conferences/Pages/Winter-Marketing-Educators-Conference.aspx>