



The DFG Research Unit “How Social Media is Changing Marketing” hosts the

Hamburg-Cologne Marketing Camp 2019

on 14th January 2019,
at Warburg-Haus (Heilwigstr. 116, 20249 Hamburg)

Program

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| 11:00 – 11:15 | Introduction and Welcome – Prof. Dr. Karen Gedenk |
| 11:15 – 12:30 | Prof. Dr. Jacob Goldenberg, IDC Herzliya
“Unstructured Data in Faces” |
| 12:30 – 13:30 | Lunch Break |
| 13:30 – 14:45 | Prof. Dr. Oded Netzer, Columbia University
“When Words Sweat: Identifying Signals for Loan Default in the Text of Loan Applications “ |
| 14:45 – 15:00 | Coffee Break |
| 15:00 – 16:15 | Prof. Dr. Miguel Brendl, University of Basel
“tbd“ |
| 16:15 – 16:45 | Coffee break |
| 16.45 – 18:00 | Prof. Dr. Hannes Datta, Tilburg University
“tbd “ |

Speakers

Miguel Brendl is Professor of Marketing at the University of Basel. Before he had tenured positions at Northwestern University's Kellogg School of Management (with a co-appointment at the psychology department), and at INSEAD, and taught at the psychology departments of the Universities of Heidelberg and Konstanz. He holds a PhD in psychology from Columbia University. In his research, Miguel Brendl investigates the origins of psychological utility, that is, how people form preferences toward choice options. Behaviors include buying decisions, consumption behavior (e.g., social media activity), investment decisions (e.g., saving for retirement), or brand preferences. He draws on theories of motivation, conditioning, and (social) cognition. The ongoing research focuses on two areas: 1. Understanding the role of motivation and anticipatory pleasure in influencing behavior. 2. Reversing negative emotional brand associations.

Hannes Datta is Associate Professor of Marketing at Tilburg University. In his work, he develops advanced econometric models that guide managerial decision-making. He is an expert in the area of digital media consumption (e.g., on streaming services and on digital TV), and has gained substantial experience working with large data sets and cloud computing. Apart from his interest in new media, he works on projects in the area of retailing, e.g., on generalizing marketing response elasticities in emerging markets.

Jacob Goldenberg is Professor of Marketing at the Arison School of Business at the IDC Herzliya, and a visiting professor at Columbia Business School. He received his Ph.D. from the Hebrew University of Jerusalem in a joint program of the School of Business Administration and Racach Institute of Physics. His research focuses on creativity, new product development, diffusion of innovation, complexity in market dynamics and social networks effects. Jacob Goldenberg has published in leading journals such as Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science, Nature Physics and Science. In addition, he is the author of two books. His scientific work had been covered by the New York Times, Wall Street Journal, Boston Globe, BBC news, Harold Tribune.

Oded Netzer is Professor of Business at Columbia Business School (Columbia University). His research centers on one of the major business challenges of the data-rich environment of the 21st century: developing quantitative methods that leverage data to gain a deeper understanding of customer behavior and guide firms' decisions. He focuses primarily on building statistical and econometric models to measure consumer preferences and understand how customer choices change over time, and across contexts. His research has won multiple awards and has been published in the leading scholarly journals. He serves on the editorial board of several leading journals including Marketing Science, Management Science, Quantitative Marketing and Economic, and International Journal of Research in Marketing.