3rd Workshop on

Marketing Metrics, Risk and Performance Modeling

Preliminary PROGRAM

May 5

06:00-06:45 pm	Registration and Reception at the Institute of Marketing, School of Business and Economics, Humboldt-Universität zu Berlin
07:00 pm	*Dinner & Networking (Barist)*

May 6

08:30-09:00 am	Registration & Coffee at the Institute of Marketing	
	Session 1 *(Room 203)*	
09:00-09:15 am	Welcome	Wolfgang Härdle, Coordinator of CRC 649, Humboldt-Universität zu Berlin
09:15-09:30 am	Introduction to the Workshop	Lutz Hildebrandt, Humboldt-Universität zu Berlin
09:30-10:30 am	The Geometric Brownian Law of Halving	Kalyan Raman, Northwestern University Evanston
10:30-11:00 am	*Coffee Break*	
	Session 2 *(Room 203)*	
11:00-11:45 am	The impact of intermediate advertising effects on effectiveness and profit	Daniel Klapper, Goethe Universität Frankfurt am Main
11:45-12:30 am	Competition, money back guarantees and returns	Amir Heiman, The Hebrew University Rehovot
12:30-01:30 pm	*Lunch*	
	Session 3 *(Room 203)*	
01:30-02:15 pm	Analyzing the dynamics of satisfaction, recommendation and customer acquisition — A longitudinal study on durables	Henning Kreis & Till Dannewald Freie Universität Berlin
02:15-03:00 pm	Effectiveness of Trust Building through Social Bonding – The Moderating Role of Perceived Risk	Marcel Paulssen, Université de Genève
03:00-03:30 pm	*Coffee Break*	
	Session 4 *(Room 203)*	
03:30-04:00 pm	Do promotion-induced phantom positions in out-of-stock situations alleviate the similarity substitution hypotheses?	Jana Diels & Nicole Wiebach, Humboldt-Universität zu Berlin
04:00-04:30 pm	Measuring the impact of critical incidents on Brand Equity	Sven Tischer & Lutz Hildebrandt Humboldt-Universität zu Berlin
04:30-05:00 pm	Integrated Choice and Latent Variable Models – Structure, Estimation, and Applications	Dirk Temme, Bergische Universität Wuppertal
05:00-05:30 pm	Panel Discussion	Yasemin Boztuğ Daniel Klapper Kalyan Raman
05:30 pm	Final Remarks & Reception	
07:00 pm	*Conference Dinner (Vivolo)*	

Collaborative Research Center 649 Economic Risk