

**Institute of Marketing
CRC 649 "Economic Risk"**

**Second Workshop on
Marketing Metrics, Risk and
Performance Modelling**



PRELIMINARY PROGRAM

May 6

3:00-3:30 pm	Registration and Reception at the Institute of Marketing, Humboldt-Universität zu Berlin, School of Business and Economics, Spandauer Str. 1	
3:30-3:40 pm	Welcome Address	Oliver Günter, Dean, School of Business and Economics, Humboldt-Universität zu Berlin
3:40-4:00 pm	Introduction to the Workshop	L. Hildebrandt, Humboldt-Universität zu Berlin, W. Härdle, Speaker CRC 649, Humboldt-Universität zu Berlin

Session 1 (Room 220)

4:00-4:45 pm	Small Sample Properties of the Pareto/Negative Binomial Distribution Model	D. Hoppe & U. Wagner, University of Vienna
4:45-5:15 pm	<i>Coffee Break</i>	
5:15-6:00 pm	The Risk of Corporate Reputation: Linking Publication of Reputation Rankings to Share Prices	S. Tischer, A. Eckert & L. Hildebrandt, Humboldt-Universität zu Berlin
6:00-6:45 pm	The impact of market orientation on corporate brand performance	M. Dunes, Université Paris Dauphine, France
7:00 pm	<i>Dinner & Networking (Restaurant Vivolo)</i>	



May 7

8:30-9:00 am	Registration & Coffee at the Institute of Marketing	
9:00-09:45 am	Marketing strategies in economic crises: What national-brand manufacturers do, versus what they should do, in such high-risk settings.	M. Dekimpe, Tilburg University
9:45-10:30 am	Now or Never: Use the Financial Crisis to Get Serious about Customer Equity Reporting	B. Skiera, Goethe-Universität Frankfurt am Main
10:30-11:00 am	<i>Coffee Break</i>	

Session 2 (Room 220)

11:00-11:45 am	Context Matters: Experimental findings on protection against interdependent events	C. Schade, A. Kostanovskaya et al., Humboldt-Universität zu Berlin
11:45-12:30 am	Drivers of the cost of capital: The joint role of non-financial metrics	A. Himme, M. Fischer, University of Passau
12:30-1:30 pm	<i>Lunch</i>	

Session 3 (Room 220)

1:30-2:15 pm	The Spotlight-Viewer Methodology: Implicit Measurement of Advertising Effectiveness by Recording Goal-Directed Behavior	S. Berger, IMC University of Applied Sciences Krams & U. Wagner, University of Vienna
2:15-3:00 pm	Impact of Experiences during the Financial Crisis on Investment Behavior – The mediating Role of Trust and Risk Perceptions	M. Paulssen, Geneva University, Switzerland
3:00-3:30 pm	<i>Coffee Break</i>	
3:30-4:15 pm	Does a Delayed Product Launch violate Brand Trust?	S. Herm, Technische Universität Berlin
4:15-5:00 pm	Resource Allocation in Marketing	K. Raman, Northwestern University, USA
5:00 pm	Special Event & Reception	
7:30 pm	<i>Dinner (Berlin Mitte)</i>	