

07-08 May 2009     **Marketing Metrics, Risk and Performance Modelling**

On May 07-08 2009 the CRC and the Institute of Marketing welcomed more than 30 participants to a workshop on “Marketing Metrics, Risk and Performance Modelling”. Marketing metrics accounting for the concept of risk are only rarely used in quantitative modelling approaches. Therefore, the major reason for hosting this workshop was to stimulate a discussion about an increasing modelling of risk in the field of marketing. On the occasion of this event researchers from Europe and the US came together to listen to and discuss eight talks about current findings on different metrics to predict marketing performance. The use of accounting metrics was presented by Joachim Gassen (Humboldt-Universität zu Berlin). The highlight of the workshop was the invited talk by Paul Farris (Darden School of Business, University of Virginia). Other very contributing talks were given by Sönke Albers (Christian-Albrechts University of Kiel), Udo Wagner (University of Vienna) and Harald Hruschka (University of Regensburg). Presentations of latest research results by former Humboldt graduates Michaela Draganska (Stanford University), Daniel Klapper (Johann Wolfgang Goethe-University Frankfurt), Till Dannewald (Infas TTR) and Henning Kreis (Freie Universität Berlin) completed the scientific part of the workshop. After the talks in the lecture rooms in Spandauer Str. 1 the workshop faded into a celebratory conference dinner at the Rodeo Club.