

# Activity Report 2015/2016

Chair of Market Research

Excellence in  
Management  
Education

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## FOREWORD



This report provides an overview of the activities at the Chair of Market Research in the academic year 2015/2016. Specifically, it describes research projects, lectures at all academic levels (Bachelor, Master, and Doctoral program), as well as our services for the WHU – Otto Beisheim School of Management.

I would like to take this opportunity to thank Katharina Weiss, Christopher Beisecker, Bettina Bielesch, Marion Stadler, and Kristina Schmidt for their outstanding work and commitment.

Furthermore, I am grateful to my colleagues Martin Fassnacht, Otto Beisheim Endowed Chair of Marketing and Commerce and Speaker of the Marketing Group, Ove Jensen, Chair of Sales Management and Business-to-Business Marketing, Tillmann Wagner, Chair of Services Marketing, Tim Oliver Brexendorf, Head of the Henkel Center for Consumer Goods, and Christian Schlereth, Chair of Digital Marketing – it is a pleasure to be a member of the Marketing and Sales Group. Finally, I would like to thank the Dean, Markus Rudolf, as well as the WHU Foundation for their trust and continued support of the Chair of Market Research.

Vallendar, September 2016

A handwritten signature in black ink that reads "Walter Herzog".

Prof. Dr. Walter Herzog



# 1. TEAM



**Professor Dr. Walter Herzog**  
Chairholder

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Prof. Herzog studied at the University of Mannheim (Germany) from 1999 to 2004. In 2008, he received his PhD from the University of St. Gallen (Switzerland), and he was a visiting scholar at the University of Michigan from 2007 to 2008. Since 2009, he is responsible for the Chair of Market Research at WHU. His research mainly focuses on management and consumer behavior. Furthermore, Prof. Herzog conducts methodological research on measurement theory and causal inference. His research has been published in marketing journals (e.g., Journal of Marketing Research, Journal of Marketing) and statistics journals (e.g., Structural Equation Modeling). Prof. Herzog teaches methods courses such as “Market Research Methods” (bachelor’s level), “Advanced Methods of Market and Management Research” (master’s level), and “Latent Variable Modeling” (doctoral level).



**Katharina Weiss**  
Personal Assistant

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Katharina Weiss has been working for the chair since October 2009.

## 1. TEAM



**Christopher Beisecker**  
Research Assistant

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Christopher Beisecker has been working as a research assistant and doctoral candidate at the Chair of Market Research since February 2016. His research interests are focused on consumer and management behavior, in particular egocentrism in managerial judgments. He graduated from WHU's Master in Management program with the thesis "The influence of scarcity signals on consumers' product and brand evaluations", in which he investigated consumer perceptions of limited edition products for luxury and mainstream brands. Before his doctoral studies, he gained business experience during internships at different management consulting firms as well as industrial corporations in the automotive, consumer goods, energy, and insurance industry.



**Marion Stadler**  
External Doctoral Student

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From October 2013 to December 2015, Marion Stadler was working as a research assistant and doctoral candidate at the Chair of Market Research. Her research interests are decision processes based on market research data and causal judgments. She graduated in Psychology from the University of Regensburg and wrote her diploma thesis "Benefit and Acceptance of Recommender Systems in the Car" in close cooperation with Continental AG. Furthermore, she gained business experience in internships in the areas of innovation management and market research.

## 1. TEAM



**Bettina Bielesch**  
External Doctoral Student

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From February 2013 to August 2015, Bettina Bielesch was working as a research assistant and doctoral candidate at the Chair of Market Research. Her research interests encompass consumer behavior, corporate social responsibility, and innovation management. She holds a Master degree in International Business from Maastricht University with a focus on Strategic Marketing. In her Master thesis “How Thin is Too Thin? The Impact of Extremely Thin Media Models on Women: Applying an Evolutionary Perspective” she investigated the influence of exposure to thin media models on females’ subsequent eating behavior. Before her doctoral studies she gained several years of working experience in management consulting in the field of marketing-mix optimization, customer analysis, and CRM in the automotive, consumer goods, and retail industry. Since fall 2015, Ms. Bielesch is manager in the area “Corporate Strategy & Development” at Boehringer Ingelheim.



**Dr. Kristina Schmidt**

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From October 2009 to February 2014, Kristina Schmidt was working as a research assistant and doctoral candidate at the Chair of Market Research. She completed her graduate studies in business administration at the University of Mannheim, majoring in marketing, organizational behavior, and intercultural studies. During her studies, Kristina worked as a student assistant at the Chair of Marketing III. Her graduate thesis “The Impact of Co-branding on Consumer Perception and Buying Intention – An Experimental Investigation of Multiple Co-brands” received an award for excellent research efforts of the Stiftung Marketing at the University of Mannheim. Moreover, she gained practical experiences in the automotive and the telecommunications industry. In March 2014, she accepted a position as assistant professor of marketing at Aston Business School, UK, and completed her doctoral studies in October 2014. Since April 2016, Dr. Schmidt is assistant professor of marketing at the University of Southampton. Furthermore, she supports the Chair of Market Research at WHU as an external lecturer.

## 2. TEACHING

The Chair of Market Research offers courses on the bachelor's level ("Market Research Methods"), on the master's level ("Advanced Methods of Market and Management Research"), as well as in the doctoral program ("Latent Variable Modeling"). Overall, the students evaluated the courses positively – on a scale from 1 (excellent) to 5 (poor), the average satisfaction with the respective courses was:

- Market Research Methods: 1.44 (fall term), 1.43 (spring term)
- Advanced Methods of Market and Management Research: 1.15
- Latent Variable Modeling: 1.40

### 2.1 BACHELOR OF SCIENCE PROGRAM

#### **Market Research Methods**

Fall Term 2015/Spring Term 2016  
2 SWS, 3 ECTS

Market research methods translate data into useful information, thereby improving marketing managers' decisions and the company's market orientation. Market research projects provide answers to strategic questions, such as:

- Are the customers satisfied with the company?
- How do customers perceive the company and its products?
- Which instruments increase customer satisfaction?
- Which marketing activities pay off?

This course provides a sound theoretical and applied introduction to the methods of data generation and data analysis. Furthermore, the course enables participants to conduct market research projects and to critically evaluate market research findings of third parties (e.g., consultants). Moreover, participants will be familiarized with the limitations of the discussed methods.

### 2.2 MASTER OF SCIENCE PROGRAM

#### **Advanced Methods of Market and Management Research**

Fall Term 2015  
2,5 SWS; 5 ECTS

General managers, management consultants, investment advisors, brand managers as well as sales managers need an excellent knowledge of market and management research methods for at least three reasons:

- First, knowledge of analytical methods enables you to soundly answer crucial questions facing any business: How do our customers and employees perceive us? How do our activities influence customer and employee behavior? Thus, knowledge of analytical methods enables you to make better decisions.
- Second, knowledge of analytical methods enables you to back up your discussion position with empirical evidence and quantitative facts. In internal debates, those who are able to provide empirical evidence and quantitative facts typically have the most powerful arguments. Thus, knowledge of analytical methods increases your internal authority and enables you to better champion your ideas.
- Third, knowledge of analytical methods enables you to detect methodological flaws and to challenge false claims made by others (for instance, management consultants, market researchers, internal opposition). As Benjamin Disraeli has noted, "there are three kinds of lies: lies, damned lies, and statistics". Thus, knowledge of analytical methods enables you to defend against assertions and manipulative tactics.

Finally, the course is an excellent preparation for students who are considering a PhD thesis after their MSc studies.

## 2. TEACHING

### 2.3 DOCTORAL PROGRAM

#### Latent Variable Modeling

Spring Term 2016

2 SWS; 3 ECTS

The general latent variable model (or special cases of it such as ANOVA models, regression models, factor analysis models, structural equation models, etc.) is applied in almost every scientific study in business administration. A sound knowledge of the model and its underlying assumptions is crucial when you set up your studies, write up results in an appropriate way, defend your methodological approach against reviewers, and ultimately get your papers published.

Course objectives:

- The course provides a solid review of the statistical theory and the assumptions underlying the latent variable model. It should be noted that the statistical concepts are presented in an accessible way; graduate course work in advanced statistical methods is not necessary.
- Participants learn how to estimate latent variable models by means of the Mplus software program. Mplus is an easy to use software package for the estimation of general latent variable models. For further information visit: [www.statmodel.com](http://www.statmodel.com).
- Latent variable models are used in many scientific disciplines (e.g., psychology, sociology, and biology) and there are certain discipline-specific methodological paradigms and trends. The course covers modeling issues and trends that are specific to the area of business administration.

Participants and topics of the seminar papers:

Peggy Bellmann  
(Center for Sports and Management)  
*Sports sponsorship as strategic HR tool – How companies can leverage their sports sponsorships internally to drive employee engagement and commitment*

Santo Centineo  
(Chair of Mergers and Acquisitions)  
*Treiber und Folgewirkungen von emotionsbezogenen Kundenreaktionen: Eine empirische Analyse des serbischen Retail-Banking-Marktes*

Oliver Mohr  
(Chair of Monetary Economics)  
*Latent Variable Modeling of the Natural Rate of Interest*

Ali Özdakak  
(Chair of Mergers and Acquisitions)  
*Do IPOs help finance M&As?*

Niels Patschke  
(Chair of Logistics and Services Management)  
*The influence of Supply Chain functions on strategic decision making*

Dennis Schmitz  
(Chair of Production Management)  
*Multilevel Structural Equation Modeling – Theoretical Foundations, Derivation and Application*

Torsten Steinbach  
(Chair of Logistics and Services Management)  
*Antecedents of performance-based contracting for logistics services – an agency theory perspective*

Marc Steuber  
(Chair of Production Management)  
*Benchmarking Global Production Sourcing Decisions: Why and Where Firms Off- and Reshore*

Tobias Streicher  
(Center for Sports and Management)  
*Affective Forecasting*

Sabine Winkler  
(Allianz Endowed Chair of Finance)  
*Empirical evidence of price responsiveness of new housing supply*



## 3. THESES

### 3.1 BACHELOR OF SCIENCE PROGRAM

Yasmin Schwietzer  
*"Do You Think What I Think?" Impact of  
Projection on Managerial Decision Making*

Felix Bevermann  
*Insights From Statistics for Management:  
Uncovering Red Flags Managers Should be  
Aware of When Identifying Causality in Data*

Jasper Rollmann  
*Awareness About a Remote Secondary  
Audience: Effects on Customers' Service  
Performance Evaluations*  
Supervisor: Tillmann Wagner, Chair of Services  
Marketing

Steffen Sachs  
*Sales Personalities and Sales Positions*  
Supervisor: Ove Jensen, Chair of Sales  
Management and Business-to-Business  
Marketing

### 3.2 DOCTORAL PROGRAM

#### Supervision

Christopher Beisecker  
*Managerial Bias Avoidance and the  
Projection of Rationality onto Consumers*  
Second Supervisor: tba

Bettina Bielesch  
*Impact of Corporate Social Responsibility and  
Innovation Strategies on Consumer Behavior*  
Second Supervisor: Tillmann Wagner, Chair of  
Services Marketing

Marion Stadler  
*Intuitive Thinking Eliminates Egocentric  
Processing of Data*  
Second Supervisor: Tillmann Wagner, Chair of  
Services Marketing

Joséphine Süptitz  
*Valuable Zombies – How Customers Contribute  
to CLV After Their Death*  
Supervisor: Christian Schlereth, Chair of Digital  
Marketing

Cord-Christian Troebbs  
*The Impact of Customer Discounts on Frontline  
Employees*  
Supervisor: Tillmann Wagner, Chair of Services  
Marketing

#### Co-Supervision

Dr. Marlon Braumann  
*Conceptual Foundations and Case Studies of  
Salesforce Compensation Plans*  
Supervisor: Ove Jensen, Chair of Sales  
Management and Business-to-Business  
Marketing

Dr. Philipp Kluge  
*Marketing Luxury Goods Online*  
Supervisor: Martin Fassnacht, Chair of Marketing  
and Commerce

## 4. RESEARCH

### 4.1 CONFERENCE CONTRIBUTIONS

Hattula, J., Herzog, W., & Dhar, R. (2016). When touchscreen interfaces inflate certainty: The role of instrumental need for touch. *10th Triennial Choice Symposium*, Lake Louise, AB, Canada. [Workshop: The Influence of Expression Modalities on Preference Construction and Decision Making].

Schmidt, K., Herzog, W., & Hammerschmidt, M. (2016). The effect of customer surveys on non-respondents' attitudes and behaviors. *Academy of Marketing Science World Marketing Congress*, Paris, France.

### 4.2 REVIEW ACTIVITIES

Regular review activities for journals such as:

- Journal of Marketing Research
- Structural Equation Modeling
- European Journal of Marketing
- Behavior Research Methods
- Educational and Psychological Measurement
- Journal of Educational and Behavioral Statistics
- Schmalenbach Business Review
- Zeitschrift für Betriebswirtschaft
- Electronic Markets
- Marketing Review St. Gallen

### 4.3 OTHER "INTELLECTUAL CONTRIBUTIONS"

In November 2015, the following article was included in the Marketing Science Institute's Journal Selections and was acknowledged as one of the most impactful articles of the year that are "noteworthy for their managerial relevance and potential to improve marketing practice":

Hattula, J., Herzog, W., Dahl, D. W., & Reinecke, S. (2015). Managerial empathy facilitates egocentric predictions of consumer preferences. *Journal of Marketing Research*, 52(2), 235-252.



## 5. SERVICES PROVIDED TO THE SCHOOL

### **Statistics and methods consultations for faculty members and doctoral students:**

- Within the reporting period, 49 consultations/ meetings took place (exemplary topics: methodological comments in review processes, problems with data analyses or software)
- Every year, approximately 20 papers of doctoral students are reviewed (written reviews) and discussed (PhD course "Latent Variable Modeling")

### **Strategy Project "Teaching Quality"**

- Preparation of the "Teaching Report 2015" which covers students' evaluations of courses in all academic programs. The new report also contains evaluations of the doctoral program and the executive education program. Students' evaluations of WHU courses remain on a very high level across all programs.
- Publication date: December 2015

### **Contribution to the school's focus on sustainability**

WHU is committed to both research on sustainability-related topics as well as educating students in ethical and sustainable management behavior. At the Chair of Market Research, this strategic orientation is reflected by Bettina Bielesch's dissertation thesis that explores the "Impact of Corporate Social Responsibility and Innovation Strategies on Consumer Behavior".

### **Successful job placement:**

- Dr. Kristina Schmidt is assistant professor of marketing at the University of Southampton
- Dr. Johannes Hattula is assistant professor of marketing at Imperial College London
- Dr. Peter Fischer is assistant professor of marketing at the University of St. Gallen
- Ms. Bettina Bielesch (dissertation work almost completed) is manager in the area "Corporate Strategy & Development" at Boehringer Ingelheim

### **Member, Recruitment Committee Financial Accounting (Maximilian Müller)**

### **Member, Committee "Außerplanmäßige Professur" (Tim Brexendorf)**



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