

5th Cologne Symposium on Digital Transformation

Cologne, May 22, 2017

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Program

Agenda for Monday May 22, 2017

08:30 – 09:00	Registration
09:00 – 09:15	Welcome Prof. Dr. Werner Reinartz University of Cologne
09:15 – 10:25	Prof. Hernan Bruno, Ph. D. University of Cologne <i>“Wearout or Weariness? Measuring Potential Negative Consequences of Online Ad Volume and Placement”.</i>
10:25 – 11:35	Prof. Enric Junqué de Fortuny, Ph. D. Rotterdam School of Management <i>„Unlocking the Value of Sparse Behavioral Data“.</i>
11:35 – 12:00	Break
12:00 – 13:10	Prof. S. Sriram, Ph. D. University of Michigan, Ross School of Business <i>„Paywalls: Monetizing Online Content“.</i>
13:10 – 14:10	Lunch Break
14:10 – 15:20	Prof. Cait Lamberton, Ph. D. University of Pittsburgh, Katz Graduate School of Business <i>“Themes & Territories: Digital, Social and Mobile from 2001 to the Present”.</i>
15:20 – 16:30	Prof. Dr. Stefan Wagner, ESMT Berlin <i>“Freemium Pricing: Evidence from a Large-scale Field Experiment”.</i>
16:30 h	Get together



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