



University of Cologne  
Faculty of Management, Economics and Social Sciences

Research seminar series

***Digital Transformation and Value Creation***

Summer 2017

<i>Date and time</i>	<i>Room</i>	<i>Speaker and topic</i>
Thursday, June 1, 2017 12:00-1:30 pm	Lecture hall VI	<b>Dainis Zēgners</b> University of Cologne, <a href="#">website</a> <i>“Building an Online Reputation with Free Content: Evidence from the E-book Market”</i>
Thursday, June 29, 2017 12:00-1:30 pm	Lecture hall VI	<b>Markus Reisinger</b> Frankfurt School of Finance & Management, <a href="#">website</a> <i>“Personalized Pricing and Optimal Brand Distribution”</i>
Thursday, July 6, 2017 12:00-1:30 pm	Lecture hall VI	<b>Oliver Emrich</b> Johannes Gutenberg-University Mainz, <a href="#">website</a> <i>“Personalizing mental fit for online shopping applications – How the success of recommendations depends on mental categorization and mental budgeting”</i>
Thursday, July 13, 2017 12:00-1:30 pm	Lecture hall VI	<b>Mareike Möhlmann</b> Warwick Business School, <a href="#">website</a> <i>“Trust in the Sharing Economy”</i>

Presentations will take place in the **main building**, lecture Hall **VI** ([here](#))

Sandwiches and coffee will be served

Questions? Email Jörn Grahl ([grahl@wiso.uni-koeln.de](mailto:grahl@wiso.uni-koeln.de))

Anyone interested is welcome to attend!