Workshop: Cause Marketing

Program November 8 (preliminary - speakers are confirmed)

9:45 - 10:30 hrs. Welcome reception

10:30 – 11:00 hrs. Daniel Västfjäll (Linköping University - Psychology): The power of a picture: Emotion, images and giving

11:00 – 11:30 hrs. Christina Schwamp (University of Hamburg - Marketing): How direct competition of cause-related marketing campaigns alters consumer preferences and cause importance

11:30 – 11.45 hrs. Coffee break

11.45 – 12.30 hrs. Maja Adena (Social Science Research Center Berlin – Behavioural economics): Can mass fundraising harm your core business? A field experiment on how fundraising affects ticket sales

12.30 – 13:00 hrs. Discussion

13:00 – 14:00 hrs. Lunch

14:00 – 14:30 hrs. Jan Schmitz (ETH Zürich – Behavioural economics): TBA

14:30 – 15:00 hrs. Marijke Leliveld (University of Groningen – Marketing): Who pays for the donation? The effect of consumers’ implicit assumptions on the attractiveness of a cause-related marketing campaign

15:00 – 15:15 hrs. Coffee break

15:15 – 15:45 hrs. Stephan Dickert (Queen Mary University London – Marketing; University of Klagenfurt – Psychology): The role of the perception of victim numbers in donation decisions

15:45 – 16:15 hrs. Discussion (and coffee)

16:15 – 17:15 hrs. Speed dating session

17:15 – 17:30 hrs. Closing