

FORSCHUNGSFÖRDERUNG Q4 2017

1. ADVERTISING OVER TIME: A BIG DATA ANALYTICS PILOT STUDY

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2. Förderantrag				
Förderinstrument:				
<input type="checkbox"/> Standortübergreifende DFG Sachhilfe		<input type="checkbox"/> Standortübergreifender BMBF/BMWI Projektantrag		
<input type="checkbox"/> Industriefinanziertes Promotionsstipendium		<input type="checkbox"/> Entwicklung eines neuen, strategisch relevanten standortübergreifenden Themas		
<input type="checkbox"/> Standortübergreifende Top-Publikationen		<input type="checkbox"/> Tagungszuschuss für standortübergreifende Publikation bei hochwertigen Tagungen		
<input type="checkbox"/> Themenspezifische gemeinsame Workshops/ Kolloquien		<input checked="" type="checkbox"/> Forschungsförderung (z.B. Finanzierung eines Experiments; Panelstudien, etc.)		
<input type="checkbox"/> Andere: Begründung der gesonderten Forschungsförderung				
Fördervolumen:				13.000,00 €
Titel des Förderprojektes:				
Advertising over Time: A Big Data Analytics Pilot Study				
Kurzzusammenfassung des Förderprojektes (70-100 Worte):				
<p>Advertising is based on a rich history and has seen far-reaching developments in society, as well as striking events that have changed our lives. In recent years, more and more printed content has been digitized and is now available in digital formats. This digitization of content archives makes it possible to examine data sources over very long periods of time. Focusing on digital archives of (printed) magazines, which cover magazines' content over many decades, we consider and propose to investigate various aspects of advertising content over time and to reveal industrial drivers of specific advertising styles and formats. In order to perform this research, we build on state-of-the-art techniques from the field of big data analytics and specifically propose to identify and instantiate design principles for interactive analytics systems in the context of analytical advertising research enabling a tight cooperation between human and the system.</p>				

2. STRUCTURING AND EXPLORING DIGITALIZATION RESEARCH IN INFORMATION SYSTEMS, MARKETING, AND MANAGEMENT: AN ANALYSIS INFRASTRUCTURE PILOT

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<input type="checkbox"/> Andere: Begründung der gesonderten Forschungsförderung				
Fördervolumen:				13.000,00 €
Titel des Förderprojektes:				
Structuring and Exploring Digitalization Research in Information Systems, Marketing, and Management: An Analysis Infrastructure Pilot				
Kurzzusammenfassung des Förderprojektes (70-100 Worte):				
<p>The body of knowledge on digitalization of organizations and society is growing rapidly. Besides the core field of Information Systems, other disciplines such as Marketing and Management increasingly emphasize the role of IT and deliver valuable contributions. Survey- and SEM-based studies represent an important pillar for many consumer-centered topics. Against this background, insights on existing constructs, relations and networks of constructs, and path relations are essential but to date, there exists no structured repository to support scholars in this regard. This project's objective is hence to build a structured online repository on survey-based research to facilitate background and meta analyses.</p>				

3. ABOUT CHOICE UNDER UNCERTAINTY AND RELATED CONSUMPTION IN DIGITAL ENVIRONMENTS

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<input type="checkbox"/> Themenspezifische gemeinsame Workshops/ Kolloquien	<input type="checkbox"/> Forschungsförderung (z.B. Finanzierung eines Experiments; Panelstudien, etc.)
<input type="checkbox"/> Andere: Begründung der gesonderten Forschungsförderung	
Fördervolumen:	10.158,00 €
Titel des Förderprojektes:	
About Choice Under Uncertainty And Related Consumption In Digital Environments	
Kurzzusammenfassung des Förderprojektes (70-100 Worte):	
<p>Recent developments in digital/mobile technologies have created a data-rich environment that offers new opportunities to marketing managers and researchers to develop a better understanding how far consumers choice and subsequent consumption behavior of digital products/services are interrelated. In particular, the study of choice and consumption of digital contractual settings (such as online subscriptions) allows to investigate not only consumers purchase decisions, but also their consumption behavior overtime and therefore lead to a new understanding of customers' lifecycle. We propose to conduct a pilot study in which we investigate the well known compromise effect (Simonson 1989) and subsequent decisions, consumption and usage behaviour of digital services. We expect that people choosing a compromise option (i.e. of an online subscription) will experience low choice and consumption satisfaction, which might lead to decreased consumption of the digital service but increased purchases of complementary digital services (to complement the 1st compromise choice).</p>	

4. COGNITIVE ILLUSIONS FUELLED BY SEARCH ENGINES: A COGNITIVE-ECOLOGICAL APPROACH TO PREFERENCES FOR MAJOR BRANDS

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<input type="checkbox"/> Andere: Begründung der gesonderten Forschungsförderung				
Fördervolumen:				4.948,00 €
Titel des Förderprojektes:				
Cognitive Illusions fuelled by Search Engines: A Cognitive-Ecological Approach to Preferences for Major Brands				
Kurzzusammenfassung des Förderprojektes (70-100 Worte):				
<p>Online shops provide consumers with a variety of search functions, in particular sorting and filtering. While these search functions render information search highly efficient, they may have unwanted side effects. Based on a cognitive-ecological sampling approach, we elaborate on cognitive illusions residing from the use of sorting and filtering functions. We propose and demonstrate that consumers exhibit a preference for sampling by desirable attributes which in turn yields non-representative information samples and ultimately causes biased brand evaluations in favour of high-market share brands.</p>				