

Report on the 6th meeting of WG MARKETING



The 6th meeting of the AG MARKETING took place on May 10 and 11, 2024 at the Kühne Logistics University in Hamburg under bright sunshine. Under the overarching theme "2024 Conference on Data Analysis and Classification in Marketing", 20 international participants met for intensive work and exchange.

This year's meeting of the working group of the Gesellschaft für Klassifikation e.V. was a kick-off meeting for all those interested in the accompanying special issue "The Value of User Generated Data for Managerial Decision Making" in Schmalenbach's Journal of Business Research, whose call-for-papers is initiated by the working group.

In an innovative format, several groups developed initial structures and content for potential papers for the special issue. The relevant topics range from "UGC & The role in Marketing and Decision Making" to "UGC & Digital Responsibility" and "UGC & Willingness-to-pay". Intensive work phases, short pitches of the developed ideas, supportive discussions and subsequent revisions led to fantastic first drafts.

And a relaxed balance was also provided: against the vibrant backdrop of the 835th Hafengeburtstag, the participants enjoyed excellent regional food, great conversations and a huge fireworks display.

Many thanks go to Prof. Dr. Raoul Kübler and Prof. Dr. Friederike Paetz for organizing this format and especially to Prof. Dr. Alexa Burmester for the local organization at Kühne Logistics University.

