

Department of Business Administration
Fall Trimester 2020

RESEARCH SEMINAR: New Realities
(6 ECTS, MA*, module-no. 3663)

Lecturer: Prof. Dr. Philipp Rauschnabel

Time: TBD

Recommended prerequisites:
Marketing basics

Content:

The module covers the basics of new realities (e.g. Augmented Reality, Mixed Reality, Virtual Reality) as a media component of digital marketing. The students receive a practice-relevant research question, which they work on independently in groups during the trimester. Mid-term results are regularly discussed and presented. The relevant specific details will be communicated at the beginning of each eve

Learning objectives:

After successful participation, the students know the essential concepts of new realities, corresponding technologies and application examples in marketing. They can evaluate these critically. The students also understand relevant aspects of user behavior and can independently derive recommendations for action.

Proof of performance:
Portfolio

Bibliography:

Current International Journals (depending on topic)

Current case studies

Current literature on practical applications

Prof. Rauschnabel: List of publications:

2019

Schulten, Matthias; Rauschnabel, Philipp A.. Content Marketing - Einfluss durch inhaltliche Relevanz. F.A.Z. Media. 2019. No. 3. S. 84-85.

Herzfeldt, Erna; Rauschnabel, Philipp A.. Ein Zeichen, zehn Bedeutungen. : Studie zur Bedeutung von Hashtags. PR Journal.de. 2019.

Rauschnabel, Philipp A.. Hashtag study. : Hashtags – more than just a # symbol!. Swiss Post Blog. 2019.

Braml, Thomas; Rauschnabel, Philipp A.; Rochi, Martin; Kraus, Michael A.. Die Rolle von Augmented Reality in der Stadt der Zukunft. bdvb aktuell. 2019. No. 144. S. 18 - 20.

Rauschnabel, Philipp A.; Felix, Reto; Hinsch Christian. Is Augmented Reality an effective Tool in Brand Management?. 2019.

Rauschnabel, Philipp A.; Felix, Reto; Hinsch, Chris. Augmented reality marketing. : How mobile AR-apps can improve brands through inspiration. Journal of Retailing and Consumer Services. Vol. 49. 2019. S. 43-53.

*For advanced Bachelor exchange students it is possible to participate in the course at Master level, as the level will be adapted for them

Sheldon, Pavica; Herzfeldt, Erna; Rauschnabel, Philipp A. Culture and Social Media. : The Relationship Between Cultural Values and Hashtagging Styles. Behaviour and Information Technology. 2019.

Krey, Nina; Chuah, Stephanie Hui-Wen; Ramayah, Thurasamy; Rauschnabel, Philipp A. How functional and emotional ads drive smartwatch adoption. : The moderating role of consumer innovativeness and extraversion. Internet Research. 2019.

Sheldon, Pavica; Rauschnabel, Philipp A.; Honeycutt, James. The Dark Side of Social Media. : Psychological, Managerial, and Societal Perspectives. : Academic Press. 2019. 188 S.

Sheldon, Pavica; Herzfeldt, Erna; Rauschnabel, Philipp A. Exploring the relationship between cultural values and hashtagging style on social media. . Annual meeting of the Southern States Communication Association, Montgomery, AL. 2019.

Ahuvia, Aaron; Rauschnabel, Philipp A.; Rindfleisch, Aric. Materialism and Brand Love. : A Sub-Dimensional Analysis. in: Fetscherin, Marc (Ed.). . 6th International Consumer Brand Relationship Conference. : 19-21 May, 2019 | Cancun, Mexico : Conference Proceedings. 2019. S. 29-30.

Rauschnabel, Philipp A.; Sheldon, Pavica; Herzfeldt, Erna. What motivates users to hashtag on social media?. Psychology & Marketing. Vol. 36. 2019. No. 5. S. 473-488.

Krey, Nina; Ramayah, T.; Chuah, Stephanie Hui-Wen; Ramayah, T.; Rauschnabel, Philipp A. How functional and emotional ads drive smartwatch adoption. : The moderating role of consumer innovativeness and extraversion – A PLS-SEM approach. Internet Research. Vol. 29. 2019. No. 3. S. 578-602.

2018

tom Dieck, M. Claudia; Jung, Timothy; Rauschnabel, Philipp A. Determining Visitor Engagement through Augmented Reality at Science Festivals. : An Experience Economy Perspective. Computers in Human Behavior. Vol. 82. 2018. S. 44-53.

Rauschnabel, Philipp A. Virtually enhancing the real world with holograms. : an exploration of expected gratifications of using augmented reality smart glasses. Psychology & Marketing. Vol. 35. 2018. No. 8. S. 557-572.

Felix, Reto; Hinsch, Chris; Rauschnabel, Philipp A.; Schlegelmilch, Bodo B. Religiousness and Environmental Concern. : A Multi-Level and Multi Country Analysis of the Role of Indulgence and Life-Satisfaction. Journal of Business Research. Vol. 91. 2018. S. 304-312.

Alvarez-Milán, Agazelim; Felix, Reto; Rauschnabel, Philipp A.; Hinsch, Christian. Strategic customer engagement marketing. : A decision making framework. Journal of Business Research. Vol. 92. 2018. S. 61-70.

Rauschnabel, Philipp A.; He, Jun; Ro, Young K. Antecedents to the Adoption of Augmented Reality Smart Glasses. : A Closer Look at Privacy Risks. Journal of Business Research. Vol. 92. 2018. S. 374-384.

Herz, Marc; Rauschnabel, Philipp A. Understanding the Diffusion of Virtual Reality Glasses. : The Role of Media, Fashion and Technology. Technological Forecasting and Social Change. 2018.

Chuah, Stephanie Hui-Wen; Rauschnabel, Philipp A.; Tseng, Ming-Lang; Ramayah, T. Reducing temptation to switch mobile data service providers over time: the role of dedication vs. constraint. Industrial Management & Data Systems. Vol. 118. 2018. No. 8. S. 1597-1628.

Hein, Daniel W. E.; Rauschnabel, Philipp A.; He, Ji Biao; Richter, Lars; Ivens, Björn S. What Drives the Adoption of Autonomous Cars? . ICIS. 2018.