

Gambrinus Fellowship Program 2018



## The Psychological Drivers and Outcomes of Social Media Use

### Lecturer:

- **Professor Keith Wilcox, Ph.D., Barbara and Meyer Feldberg Associate Professor of Business, Columbia University, New York**
- Professor Wilcox's research examines consumer judgment and decision-making, with a specific focus on the role of feelings in decision-making and self-control. He is also interested in understanding the factors that motivate consumers to purchase counterfeit and genuine luxury brands. He has published articles in the Journal of Marketing Research and the Journal of Consumer Research. Additionally, his research has been featured in the New York Times, Time Magazine and Psychology Today.

### Place & Time:

- Monday, December 17th, 2018 (12am-2pm) / IBZ (Emil-Figge-Straße 59), Großer Saal