

Dr. Sören Köcher

Referierte Zeitschriftenbeiträge

Köcher, S., Jugovac, M., Jannach, D., Holzmüller, H. H. (forthcoming): "New Hidden Persuaders: An Investigation of Attribute-Level Anchoring Effects of Product Recommendations," *Journal of Retailing*. [VHB3: A]

Köcher, S., Paluch, S. (forthcoming): "'My Bad': Investigating Service Failure Effects in Self-Service and Full-Service Settings," *Journal of Services Marketing*. [VHB3: C]

Rosenthal-von der Pütten, A. M., Hastall, M., Köcher, S., Meske, C., Heinrich, T., Labrenz, F., Ocklenburg, S. (forthcoming): "'Likes' as Social Rewards: Their Role in Online Social Comparison and Decisions to Like Other People's Selfies," *Computers in Human Behavior*.

Köcher, S., Köcher, S. (forthcoming): "Should We Reach for the Stars? Examining the Convergence between Online Product Ratings and Objective Product Quality and Their Impacts on Sales Performance," *Journal of Marketing Behavior*.

Husemann-Kopetzky, M., Köcher, S. (2017): "Price Endings that Matter: A Conceptual Replication of Implicit Egotism Effects in Pricing," *Journal of Marketing Behavior*, Vol. 2 (4), 313-324.

Köcher, S., Holzmüller, H. H. (2014): "Zu viel des Guten? Eine Analyse der Wirkung von Verbraucherschutzinformation," *Zeitschrift für betriebswirtschaftliche Forschung*, Vol. 66 (4), 306-343. [VHB3: B]

Huber, F., Köcher, S., Vogel, J., Meyer, F. (2012): "Dazing Diversity – Investigating the Determinants and Consequences of Decision Paralysis," *Psychology & Marketing*, Vol. 29 (6), 467-478. [VHB3: B]

Referierte Konferenzbeiträge

Köcher, S., Blut, M., Iyer, G. R. (2018): "Perceptions of Fairness of Self-Service Technologies in Service Delivery," 47th Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA, May 2018.

Köcher, S., Köcher, S. (2018): "Online Ratings as a Risk Reducer - The Impact of the Presence of Online Customer Ratings on Decision Making Processes," American Marketing Association (AMA) Winter Educators' Conference, New Orleans, LA, February 2018.

Wulf, L., Köcher, S., Holzmüller H. H. (2017): "When Certifying Sustainability Can Backfire – Assessing Side Effects of Sustainability Labels on Non-Certified Products of the Same Brand," American Marketing Association (AMA) Summer Educators' Conference, San Francisco, CA, August 2017. *Best Paper in Track Sustainability and Corporate Social Responsibility*

Wulf, L., Köcher, S. (2017): "The Bright and Dark Sides of Product Certifications – Exploring Side Effects on Consumers' Perceptions of Non-Certified Products," 46th Academy of Marketing Science (AMS) Annual Conference, Coronado, CA, May 2017.

Kessenbrock, A., Köcher, S. (2017): "Information Search at The Point of Sale – How Information Source Influences Customers' Purchase Channel Switching Intention," 46th Academy of Marketing Science (AMS) Annual Conference, Coronado, CA, May 2017.

Heix, S., Wulf, L., Köcher, S., Holzmüller, H. H.: (2017) "Is Two Really Better than One? The Effects of Dual Language Labelling on Consumer Perceptions and Purchase Intention," 46th Academy of Marketing Science (AMS) Annual Conference, Coronado, CA, May 2017.

Köcher, S., Jannach, D., Jugovac, M., Holzmüller, H. H. (2016): "Investigating Mere-Presence Effects of Recommendations on the Consumer Choice Process," Joint Workshop on Interfaces and Human Decision Making for Recommender Systems, Boston, MA, September 2016.

Köcher, S., Holzmüller, H. H. (2016): "New Hidden Persuaders – An Investigation of Anchoring Effects of Recommender Systems on Consumer Choice," 45th Academy of Marketing Science (AMS) Annual Conference, Orlando, FL, May 2016.

Küsgen, S., Köcher, S. (2016): "The Influence of Customer Product Ratings on Purchase Decisions," 45th Academy of Marketing Science (AMS) Annual Conference, Orlando, FL, May 2016.

Kessenbrock, A., Köcher, S., Holzmüller, H. H. (2016): "Face-to-Face vs. Digital Communication: The Effect of Communication Channels at the Point of Sale," 45th Academy of Marketing Science (AMS) Annual Conference, Orlando, FL, May 2016.

Köcher, S., Holzmüller, H. H. (2016): "Enticing Recommendations: An Investigation of Anchoring Effects of Recommender Systems on Consumer Choice," American Collegiate Retailing Association (ACRA) Annual Conference, Secaucus, NJ, April 2016.

Küsgen, S., Köcher, S., Iyer, G. R. (2016): "Cross-national Differences in the Impacts of Skewness of Online Reviews: A Study of Global Retailing," American Collegiate Retailing Association (ACRA) Annual Conference, Secaucus, NJ, April 2016.

Schikofsky, J., Köcher, S., Dannewald, T. (2016): "How We Decide to Decide: Measuring Compensatory Decision Processing Strategies," American Marketing Association (AMA) Winter Educators' Conference, Las Vegas, NV, February 2016. [VHB3: D]

Faupel, U., Köcher, S. (2016): "You Win Some, You Lose Some: An Investigation of Favorable and Unfavorable Effects of Partial Assortment Certifications," American Marketing Association (AMA) Winter Educators' Conference, Las Vegas, NV, February 2016. [VHB3: D]

Kessenbrock, A., Köcher, S., Holzmüller, H. H. (2016): "Mobile In-Store Behavior: How Digital Content Enhances Salespersons' Persuasiveness," American Marketing Association (AMA) Winter Educators' Conference, Las Vegas, NV, February 2016. [VHB3: D]

Küsgen, S., Köcher, S., Paluch, S. (2015): "Disagreement in Online Ratings: The Effect of Standard Deviation and Skewness of Customer Rating Distributions on Product Quality Perceptions," 18th Academy of Marketing Science (AMS) World Marketing Congress, Bari, Italy, July 2015.

Köcher, S., Küsgen, S., Holzmüller, H. H. (2015): "Knocking Opportunities: The Impact of Damage Values on Opportunistic Customer Claiming Behavior after Service Failure," 18th Academy of Marketing Science (AMS) World Marketing Congress, Bari, Italy, July 2015.

Rosenberger III, P. J., Yun, J. H., Rahman, M. M., Köcher, S., de Oliveira, M. (2015): "Beyond the Goal Line: A Cross-Country Investigation of the Determinants of Football Fan Loyalty in Germany, Brazil and China," 48th Academy of Marketing Conference, Limerick, Ireland, July 2015.

Köcher, S. (2015): "Illusory Points: The Effect of the Magnitude of Loyalty Program Currencies on Participation Decisions," 44th European Marketing Academy (EMAC) Annual Conference, Leuven, Belgium, June 2015. [VHB3: D]

Küsgen, S., Köcher, S., Paluch, S. (2015): "When Opinions Differ: The Impact of Standard Deviation and Skewness of Customer Rating Distributions on Product Quality Perceptions," 44th European Marketing Academy (EMAC) Annual Conference, Leuven, Belgium, June 2015. [VHB3: D]

Holzmüller, H. H., Köcher, S., Küsgen, S. (2015): "Jumping at the Chance: How Damage Values Trigger Opportunistic Customer Claiming Behavior," 44th European Marketing Academy (EMAC) Annual Conference, Leuven, Belgium, June 2015. [VHB3: D]

Köcher, S., Blut, M., Holzmüller, H. H., Iyer, G. R. (2015): "Price Discrimination and its Role in the Acceptance of Self-Service Technologies," American Marketing Association (AMA) Winter Educators' Conference, San Antonio, TX, February 2015. [VHB3: D]

Köcher, S., Paluch, S., Küsgen, S. (2014): "The Recommendation Bias: The Effects of Social Influence on Individual Rating Behavior," 17th Academy of Marketing Science (AMS) World Marketing Congress, Lima, Peru, August 2014.

Köcher, S., Paluch, S., Küsgen, S. (2014): "Good Idea, Bad Idea? An Investigation of Positive and Negative Effects of Idea Contests," American Marketing Association (AMA) Summer Educators' Conference, San Francisco, CA, August 2014. [VHB3: D]

Köcher, S., Blut, M., Holzmüller, H. H. (2014): "Why Paying Less is Unfair? The Impact of Pricing on the Acceptance of Self-Service Technologies," 21st International Conference on Recent Advances in Retailing and Consumer Services Science, Bucharest, Romania, July 2014.

Köcher, S., Paluch, S., Küsgen, S. (2014): "Open Innovation: A Double-Edged Sword?" 43rd European Marketing Academy (EMAC) Annual Conference, Valencia, Spain, June 2014. [VHB3: D]

Paluch, S., Köcher, S., Kessenbrock, A. (2014): "Why Dissatisfied Customers Buy Again? The Role of Self-Attribution," 43rd European Marketing Academy (EMAC) Annual Conference, Valencia, Spain, June 2014. [VHB3: D]

Paluch, S., Köcher, S. (2014): "Self-Service Dissatisfaction-Paradox," 23rd Annual Frontiers in Services Conference, Miami, FL, June 2014.

Cziehso, G., Köcher, S. (2014): "When 3 Price Components are Fairer than 2 or 4 - Consumers' Reactions to Price Increases in Tariff Schemes," 43rd Academy of Marketing Science (AMS) Annual Conference, Indianapolis, IN, May 2014.

Köcher, S., Paluch, S. (2014): "The Self-Service Paradox: Being Unhappy but Buying Again," American Marketing Association (AMA) Winter Educators' Conference, Orlando, FL, February 2014. [VHB3: D]

Köcher, S., Dannewald, T. (2013): "The Freedom Bias: Empirical Evidence for a Neglected Tariff-Choice Anomaly," Association for Consumer Research (ACR) North American Conference, Chicago, IL, October 2013. [VHB3: C]

Köcher, S., Blut, M. (2013): "About the Relevance of Irrelevance – Does Medium Magnitude in Loyalty Programs Matter?" American Marketing Association (AMA) Summer Educators' Conference, Boston, MA, August 2013. [VHB3: D]

Köcher, S., Blut, M. (2013): "The Illusion of Points: Investigating the Effects of Medium Magnitude in Loyalty Programs," 42nd European Marketing Academy (EMAC) Annual Conference, Istanbul, Turkey, June 2013. [VHB3: D]

Köcher, S., Paluch, S. (2013): "E-Service Tariffs: Investigating the Moderating Effects of Ease of Use and Usefulness on Tariff Choice of Video on Demand Services," 42nd Academy of Marketing Science (AMS) Annual Conference, Monterey Bay, CA, May 2013.

Köcher, S., Blut, M.; Pahl, F. (2013): "The Pricing of Self-Service Technologies: When Price Discrimination Backfires," American Marketing Association (AMA) Winter Educators' Conference, Las Vegas, NV, February 2013. [VHB3: D]

Köcher, S., Blut, M. (2012): "Give-and-Take in Loyalty Programs – The Asymmetric Effects of Medium Magnitude," American Marketing Association (AMA) Summer Educators' Conference, Chicago, IL, August 2012. [VHB3: D]

Huber, F., Köcher, S., Vogel, J., Meyer, F. (2010): "Dazing Diversity – A New Approach for Investigating the Determinants and Consequences of Decision Paralysis," German French Austrian (GFA) Conference on Quantitative Marketing, Vienna, Austria, September 2010.

Huber, F., Köcher, S., Meyer, F., Vogel, J. (2010): "The Paralyzed Customer: An Empirical Investigation of Antecedents and Consequences of Decision Paralysis," European Association for Consumer Research (EACR) Conference, London, England, July 2010.

Bücher/Herausgeberschaften

Köcher, S. (2015): The Paradox of Points – Theoretical Foundation and Empirical Evidence of Medium Magnitude Effects in Loyalty Programs, Wiesbaden: Springer Gabler.

Huber, F., Vogel, J., Matthes, I., Köcher, S. (2009): Der paralyisierte Konsument – Eine empirische Studie zur Unentschlossenheit bei der Wahl von Mobilfunktarifen, Lohmar: Eul.

Buchbeiträge und Beiträge zu Sammelwerken

Huber, F., Köcher, S., Meyer, F., Vogel, J. (2011): "The Paralyzed Customer: An Empirical Investigation of Antecedents and Consequences of Decision Paralysis," in Bradshaw, A.; Hackley, C.; Maclaran, P. (eds.): European Advances in Consumer Research, Vol. 9, Duluth, MN: Association for Consumer Research, 417-423.