

CoRe: Facilitating consumer-centered management

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Numerous examples from management practice such as Apple, Google, and Uber show that consumer-centric management is the key company success. However, successfully managing consumer relationships requires developing a thorough understanding of their varying needs and wants. Specifically, marketers now recognize that consumer behavior is a dynamic process, which goes well beyond what happens at the point-of-sale. The analysis of consumer behavior covers the entire consumption process and requires a holistic method approach.

In a joint research cluster Prof. Dr. Marko Sarstedt (Chair of Marketing), Prof. Dr. Dr. B. Vogt (Chair of Empirical Economics) and Prof. Dr. Susanne Enke (Chair of International Management) team up to generate insights about different consumer groups, their preferences, and the mechanisms that trigger certain behaviors. We conduct and disseminate rigorous research that generates innovative insights, relevant to business practice.

Our research interests mainly cover three main topics:

› **Choice Anomalies** (<https://www.core.ovgu.de/ConsumerInsights.html>) , › **Physiology of Consumer Behavior** (<https://www.core.ovgu.de/ResearchMethodology.html>) and › **Research Methodology** (<https://www.core.ovgu.de/DataQuality.html>)

Our objectives are to

- ▶ Foster a collaborative environment among academic researchers and practitioners;
- ▶ Conduct cutting edge research on consumer behavior and related topics; and
- ▶ Offer support and training to social science researchers.