



CGS INFOMAIL

No. 11

April 22-26, 2024

This week's presentations

Monday, April 22, 2024

Seminar	Time & Location	Seminar Type		Speaker	Subject
		Virtual	In Person		
Dean's Office – Appeal Presentations for Assistant Professorship in Marketing (W1)	2pm – 4pm Faculty Meeting Room, Room 20		●	David Olk (University of Cologne)	Healthy first: The impact of health-based product sorting on consumer choice
Virtual MD Seminar Series	4pm – 5pm Registration	●		Nikhil Agarwal (MIT Economics)	Combining Human Expertise with Artificial Intelligence: Experimental Evidence from Radiology

Tuesday, April 23, 2024

Seminar	Time & Location	Seminar Type		Speaker	Subject
		Virtual	In Person		
Dean's Office – Appeal Presentations for Assistant Professorship in Marketing (W1)	9.30am – 11.30am Faculty Meeting Room, Room 20		●	Reinhold Kessler (University of Cologne)	The Impact of Apple's App Tracking Transparency on App Monetization
ECONtribute and C-SEB Design & Behavior Seminar	12am – 1pm SSC Building Room 3.206		●	Manuel Menkhoff (LMU Munich)	The Devil is in the Tail: Macroeconomic Tail Risk Expectations of Firms
University of Bonn – Institute for Applied Microeconomics	1pm – 2pm Schaumburg-Lippe-Straße 5-9, 53113 Bonn		●	Teresa Backhaus, Marvin Immesberger & Hans-Martin von Gaudecker (IZA)	A Model of Retirement Behavior
ECONtribute and Cologne Center for Comparative Politics	2pm – 3.30pm Building 211, Lecture Hall H114		●	Corinna Kröber (University of Greifswald)	Political Science and Political Economy Lecture
Career Tuesday	5pm – 6.30pm Registration	●			International Career





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Wednesday, April 24, 2024

Seminar	Time & Location	Seminar Type		Speaker	Subject
		Virtual	In Person		
ECONtribute and C-SEB Seminar	12am – 1.15pm SSC Building, Room 3.206		●	Yanos Zylberberg (University of Bristol)	State of the Art: Economic Development Through the Lens of Paintings
Max Planck Institute for the Study of Societies	4pm – 5.30pm Paulstr.3, 50676 Cologne Registration via info@mpifg.de	●		Michael A. Wilkinson (London School of Economics and Political Science)	The End of History and the Last European

Thursday, April 25, 2024

Seminar	Time & Location	Seminar Type		Speaker	Subject
		Virtual	In Person		
Marketing Area	2pm – 3.30pm Sibille-Hartmann-Str. 2-8, 50969 Cologne Room -1.501		●	Dipayan Biswas (University of South Florida)	Did AI Design This Product? Generative AI, Product Design, and Sensory Perception

Friday, April 26, 2024

Seminar	Time & Location	Seminar Type		Speaker	Subject
		Virtual	In Person		
Dean's Office – Appeal Presentations for Assistant Professorship in Marketing (W1)	9.30am – 11.30am Faculty Meeting Room, Room 20		●	Maximilian Frieß (University of Cologne)	The Role of Sales and Marketing for B2B High-tech Start-ups' Growth
Dean's Office – Appeal Presentations for Assistant Professorship in Marketing (W1)	2pm – 4pm Faculty Meeting Room, Room 20		●	Narine Yegoryan (University of Cologne)	When Zeros Count: Confounding in Preference Heterogeneity and Attribute Non-Attendance

