



FAKULTÄT FÜR
WIRTSCHAFTSWISSENSCHAFT

Publikationsbericht 2025

Lehrstuhl BWL, insb. Marketing

1. LEITUNG

Prof. Dr. Marcel Lichters

2. VERÖFFENTLICHUNGEN

BEGUTACHTETE ZEITSCHRIFTENAUFsätze

Naughton, Paul; Schramm, Joshua; Lichters, Marcel

The eyes eat first - Improving consumer acceptance of plant-based meat alternatives by adjusting front-of-pack labeling

Food quality and preference - Amsterdam : Elsevier . - 2025, insges. 13 S.

[Imp.fact.: 4.9]

Schramm, Joshua Benjamin

Incentive alignment in conjoint analysis - a meta-analysis on predictive validity

Marketing letters - New York, NY : Springer Science + Business Media B.V, Bd. 36 (2025), Heft 3, S. 533-546

[Imp.fact.: 2.5]

Schramm, Joshua Benjamin; Lichters, Marcel

Incentive alignment in anchored MaxDiff yields superior predictive validity

Marketing letters - New York, NY : Springer Science + Business Media B.V, Bd. 36 (2025), Heft 1, S. 1-16

[Imp.fact.: 2.5]

Schramm, Joshua Benjamin; Lichters, Marcel

validateHOT - an R package for the analysis of holdout/validation tasks and other choice modeling tools

The journal of open source software - [Erscheinungsort nicht ermittelbar]: [Verlag nicht ermittelbar], Bd. 10 (2025), Heft 107, Artikel 6708, insges. 5 S.

NICHT BEGUTACHTETE ZEITSCHRIFTENAUFsätze

Bohorquez Camacho, Laura Daniela; Lichters, Marcel; Amor, Pedro J.

Automated emotion recognition in marketing research - a systematic literature review of current image and video-based methods

Magdeburg: Otto-von-Guericke-Universität Magdeburg: Faculty of Economics and Management, 2025, 1 Online-Ressource (33 Seiten, 0,45 MB) - (Working paper series; Otto von Guericke Universität Magdeburg, Faculty of Economics and Management; 2025, no. 02)

Lichters, Marcel

Marketing methods and analysis - R examples used during market research lectures

Magdeburg: Otto-von-Guericke Universität, 2025, 1 Online-Ressource

Lichters, Marcel

Sensory marketing & product innovation - R lecture examples for sensory product research

Magdeburg: Otto-von-Guericke Universität, 2025, 1 Online-Ressource

Schramm, Joshua Benjamin; Lichters, Marcel; Guhl, Daniel

Anchoring methods for MaxDiff and their predictive validity in product choice

SSRN eLibrary - [Erscheinungsort nicht ermittelbar]: Social Science Electronic Publ. . - 2025, insges. 51 S.