



**1<sup>st</sup> NIMCon**

**NIM Market Decisions Research Meeting 2022**

September 25-27, 2022

## → NIM Market Decisions Research Meeting

### PROGRAM

#### Sunday, September 25<sup>th</sup>

17:00 Informal Opening at NIM

#### Monday, September 26<sup>th</sup>

09:00 – 09:30 Andreas Neus Welcome  
Matthias Unfried

09:30 – 10:15 Tobias Vogel Any Publicity is good Publicity? On the relations between brand exposure, brand familiarity and brand attitudes

10:15 – 11:00 Sascha Topolinski Maybe favors: Nudging a better world

11:00 – 11:15 Coffee break

11:15 – 12:00 Thorsten Erle Emoji in online consumer contexts: boon or bane?

12:00 – 12:45 Anand Krishna Asymmetric effects of regulatory focus on consumer behavior

12:45 – 14:00 Lunch

14:00 – 14:45 Michael Zürn Responding to market disruptions with innovation: The Psychological Foundations of Threat Rigidity

14:45 – 15:30 Matthias Unfried There's fair and there's fair – Social interaction between humans and machines

15:30 – 15:45 Coffee break

15:45 – 16:30 Sabrina Schneider The Human-Algorithm Connection in Decision Making: In Whom we Trust

16:30 – 17:15 Elena Freisinger Past over Future? How managerial cognition of the past shapes the business model innovation decision for the future

18:30 Dinner

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Tuesday, September 27<sup>th</sup>

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10:00 – 10:45	Martin Matzner	Mining Businesses using Digital Trace Data for Insights on Organizations and Human Behavior
10:45 – 11:30	Sven Laumer	Algorithms in decision-making: Examining individuals' perceptions of algorithms that aim to balance gender ratios in management
11:30 – 12:00	Coffee break	
12:00 – 12:45	Jella Pfeiffer	Conversational Agents with Voice: How Social Presence influences User Behavior in Microlending Decisions
12:45 – 13:30	Carolin Kaiser René Schallner	How Artificial Attention shapes Human Intention
13:30		Wrap-up and farewell

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### Contact

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## NIM Market Decisions Research Meeting

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### ATTENDEES

Tobias Biro	Nuremberg Institute for Market Decisions
Dr. Fabian Buder	Nuremberg Institute for Market Decisions
Holger Dietrich	Nuremberg Institute for Market Decisions
Prof. Thorsten Erle	Tilburg University
Jun.-Prof. Elena Freisinger	Ilmenau University of Technology
Nina Hesel	Nuremberg Institute for Market Decisions
Dr. Carolin Kaiser	Nuremberg Institute for Market Decisions
Dr. Christine Kittinger-Rosanelli	Nuremberg Institute for Market Decisions
Dr. Anand Krishna	University of Würzburg
Sandra Lades	Nuremberg Institute for Market Decisions
Prof. Sven Laumer	University of Erlangen-Nuremberg
Dr. Vladimir Manewitsch	Nuremberg Institute for Market Decisions
Prof. Martin Matzner	University of Erlangen-Nuremberg
Dr. Andreas Neus	Nuremberg Institute for Market Decisions
Prof. Jella Pfeiffer	University of Gießen
Prof. Sabrina Schneider	MCI Management Institute Innsbruck
René Schallner	Nuremberg Institute for Market Decisions
Birgit Stoltenberg	Nuremberg Institute for Market Decisions
Prof. Sascha Topolinski	University of Cologne
Dr. Matthias Unfried	Nuremberg Institute for Market Decisions
Prof. Tobias Vogel	Darmstadt University of Applied Sciences
Dr. Michael Zürn	Nuremberg Institute for Market Decisions