

The Place, Value & Identity Research Pole at NEOMA Business School is proud to welcome Professor Ulrich Orth (Christian-Albrecht University, Kiel, Germany) for a research seminar entitled:

Consumer Response to Visual Complexity in Service Contexts: A Multi-Category, Multi-Method Perspective

Focusing on numerous practical setting (retail environments, servicescapes), Dr. Orth will offer some theoretical background, and then introduce his own studies on drivers of visual complexity (e.g., assortment variety, design of packages and service interiors). Outcomes such as evaluation of product attractiveness, store attractiveness, approach, avoidance and the explanatory process (metacognition, misattribution of affect through processing fluency) will be discussed, especially metacognition, which may complement the prevailing perspectives of cognition and affect. A variety of contexts including wine, yoghurt, wine stores, coffee shops, and deli stores are used. As well, methods including psychometric experiments, surveys, and eye tracking will be described.



Dr. Orth is an accomplished marketing researcher. Dr. Orth's research interests include buyer behavior and psychology, often in the context of visual design, consumer-brand-relationships, and cross-cultural issues. Dr. Orth has published widely, his articles appearing in numerous leading journals, including the *Journal of Marketing*, *Journal of Retailing*, *Journal of Advertising*, *European Journal of Marketing*, *Journal of International Marketing*, *International Journal of Research in Marketing*, and *Journal of Social Psychology*. He is also the Editor in Chief of the *International Journal of Wine Business Research*.

Thursday November 7th 2013, from 9h30-11h30
Salle du Conseil, Reims Campus

This seminar is open to all – we simply ask that you **confirm your presence** to Elisabeth Patin (elisabeth.patin@neoma-bs.fr) **before October 18th 2013**.

About the Place, Value & Identity Research Pole:

The Place, Value and Identity Research Pole focuses on the opportunities and challenges that arise when firms and actors use resources from an identified geographic area. Current areas of expertise of the pole are (but not limited to): terroir, oenotourism, appellations (i.e. AOC), brand equity, management and valuation of place, legislation related to place actors, etc. The research that is conducted within the pole is relevant for all products that use origin as a key differentiating, success or value factor as well as all products with a regional or national identity. We consider origin to be useful in a multitude of business domains such as marketing (place branding, place services, place products, brand equity), logistics, finance, law, management, economics and human resources management. Researchers (including students) interested in joining the Centre should contact the co-chairs: David Menival (david.menival@neoma-bs.fr) and Nathalie Spielmann (nathalie.spielmann@neoma-bs.fr).