A cordial invitation to the 4th talk of the
Brown Bag Seminar
Recent Developments in Data Science:

Discrete Choice Experiments: Recent Advances and Why They Still Matter in the Digital Age

By

Prof. Dr. Christian Schlereth

Date:	31.01.2022 (Monday) from 10:30 to 12:00
Location:	Online via Zoom (link in StudIP)
Link and further information:	Course 39740 Seminar: Doctoral Seminar "Recent Developments in Data Science" in Stud.IP

Abstract:

Discrete Choice Experiments (DCEs, also known as choice-based conjoint) are an essential evidence-based research tool to understand better and predict individual and group decisions made by managers, organizations, and consumers. DCEs are suited to empirically study frequently asked research questions from many disciplines, such as, e.g., consumers' trade-off between product characteristics and price in Marketing; households' trade-off between interest rates and risk in Household Finance; and app-users' trade-off between capabilities and privacy concerns in Information Systems. In this talk, I will introduce discrete choice experiments, briefly outline their core underlying theory, and present recent advances in that area. Finally, I will address, why despite the increased use of online A/B testing, their relevance also increased in the digital age.

Speaker:

Prof. Dr. Christian Schlereth

Since October 2014, Christian Schlereth holds the Professor position for Digital Marketing at the WHU – Otto Beisheim School of Management. Prior to his position, he worked at Goethe University Frankfurt, and held his Assistant Professor position from 2011 until 2014. He also spent 11 months as a visiting fellow at CenSoC - the Centre for the Study of Choice at the University of Technology in Sydney. In 2021, he got appointed to the ambassador council of Welthungerhilfe.

His research primarily addresses questions about the use of digitization, whether its benefits can be quantitatively determined, and what implications can be derived for practice. In this context, he works on topics such as measuring preferences and willingness to pay for technical innovations. As part of his research, he developed the survey software DISE (http://www.dise-online.net/demo.aspx), focusing on advanced preference measurement techniques. In most projects, his chair cooperates with well-known companies from the respective field.

His research has received several awards, including the Schmalenbach Prize, the Horizont Foundation Award for his dissertation, and the IJRM Best Paper Award in the Special Issue for Marketing and Innovation. He has also received three teaching awards.