SAVE THE DATE!

L'Equipe de Recherche CEROS - MIL (Management – Identité – Légitimité) de l'Université Paris Ouest Nanterre la Défense a le plaisir de vous inviter à un Workshop qui sera animé le **jeudi 9 octobre 2014** par le Prof. Bernd Skiera (University of Frankfurt et professeur invité à l'Université Paris Ouest – UFR SEGMI).

Les personnes intéressées sont priées de s'inscrire <u>avant le 15 septembre 2014</u> auprès de <u>mpcoll@u-paris10.fr</u>, en indiquant si elles seront présentes :

- ☐ **A la présentation du matin (9h-12h30)**
- ☐ **Au déjeuner (12h30-14h)**
- ☐ **A la présentation de l'après-midi (14h-16h)**
- ☐ **A l'ensemble du programme de la journée (8h30-16h)**

Speaker: Bernd Skiera

Chaired Professor of Marketing and Electronic Commerce at Faculty of Business and Economics (University of Frankfurt, Germany)

Brief Bio: Bernd Skiera

Bernd Skiera took over the very first chair of electronic commerce at a German University in spring 1999, at Johann Wolfgang Goethe-University in Frankfurt/Main (www.skiera.de). He is also a director of the E-Finance Lab (www.efinance-lab.com). His current research focuses on electronic commerce, online marketing, pricing and customer-based firm valuation.

His publications appeared in very prestigious journals such as Management Science, Marketing Science, Journal of Marketing Research, Journal of Marketing, Journal of Product Management, Journal of Management Information Systems, and International Journal of Research in Marketing. He is a winner of the Journal of Marketing's 2011 MSI/H. Paul Root Award and he was a finalist for this award in 2012, 2011 and 2008.

PROGRAM OF THE RESEARCH CLASS & SEMINAR
(Thursday, October 9th, 2014)

COFFEE AND WELCOME - From 8.30 to 9.00

MORNING - From 9.00 to 12.30
Using Stated Preferences to Measure Consumers' Preferences and their Willingness-to-pay

The class with the doctoral students from "Economie, Organisations, Société" will focus on measurement of preferences and willingness-to-pay of single-unit and multiple-unit products via ranking-based conjoint, choice-based conjoint and self-explicated approaches.

LUNCH - From 12.30 to 14.00

AFTERNOON - From 14.00 to 16.00
Organic Search Engine Value-at-Risk - How exposed are websites to the risk of losing visibility in the organic ranking in search engines?

For many firms, e.g., media and ecommerce businesses, visibility in organic search is important to attract new customers and to retain existing ones. However, the search engine visibility of a web page varies over time driven by changes in the competitive environment, consumer behavior and algorithmic updates of the search engine. A lasting decrease in search engine visibility can pose a significant risk to firms as Expedia recently had to experience (http://searchengineland.com/expedia-loses-25-of-their-search-visibility-in-google-possibly-over-unnatural-links-182113?utm_campaign=socialflow&utm_source=plus.url.google.com&utm_medium=social). Given that this risk is relatively new, management and investors often find it hard to judge about the extent of the actual threat.

The aim of this presentation is to increase transparency about the risk to lose search engine visibility. We develop models to compute the Search-Engine-Visibility-at-Risk and the Search-Engine-Value-at-Risk of a web page. These metrics predict the potential loss of search engine visibility and can be reported by firms internally or even published externally (e.g., in annual reports). We validate our model in an empirical study that covers more than 1000 websites over four years. The results show that the degree of search engine risk differs strongly across firms and industries. The average firm has a 5% probability to lose 60% of its organic search visibility within the next year.

Practical information
The course as well the research seminar will take place in the same room (G614 – **building G** – sixth floor). The lunch will take place in the « small » room G614 in order to enjoy research discussions between the two presentations.

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How to come to Nanterre: https://www.u-paris10.fr/pied-de-page/venir-a-paris-ouest-nanterre-la-defense-146044.kjsp?RH=1253624148651&RF=1253624217915