

Publikationen 2005-2013

Joachim Büschken

(1) Artikel:

Büschken, J.; Otter, T.; Allenby, G. (2013): [The Dimensionality of Customer Satisfaction Survey Responses and Implications for Driver Analysis](#), *Marketing Science*, Vol. 32 (4), pp. 533-553.

Ma, S.; Büschken, J. (2011): [Counting your customers from an "always a share" perspective](#), *Marketing Letters*, Vol. 22 (3), pp. 243-257.

Büschken, J. (2009): [When Does Data Envelopment Analysis Outperform a Naïve Efficiency Measurement Model?](#), *European Journal of Operational Research*, Vol. 192 (2), pp. 647-657.

Büschken, J. (2007): [Determinants of Brand Advertising Efficiency – Evidence from the German Car Market](#), *Journal of Advertising*, Vol. 36 (3), pp. 51-73.

(2) Working papers:

Büschken, J.; Ma, S. (2012): When are Your Customers Active and is Their Buying Regular or Random? A Erlang Mixture State-Switching Model for Customer Scoring, SSRN: <http://papers.ssrn.com/sol3/papers.cfm>

Hardt, N.; Büschken, J. (2010): Estimating Structural Equation Models with Ordinal Data and Scale Use Heterogeneity, SSRN: <http://ssrn.com/abstract=1705385>

Büschken, J.; Otter, T.; Allenby, G. (2010): Do We Halo or Form? A Bayesian Mixture Model for Customer Satisfaction Data, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1620863; im Review bei: *Marketing Science*, Status: revise and resubmit

Büschken, J.; Jungbluth, M. (2009): Customer Scoring and Competition – The Case of Retail Format Competition, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1342278

Büschken, J.; Allenby G. (2009): Bayesian Estimation of Structural Equation Models with R – A User Manual, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1433709

Büschken, J.; T. Huth (2009): Stage-Specific Effects of Organizational Structure and Boundary-Spanning on the Performance of New Product Development Teams, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1394229

Büschken, J. (2007): Does Improving Customer Satisfaction Really Increase the Market Value of Equity? Revisiting the ACSI Customer Satisfaction Data, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1394320

Büschken, J. (2007): Conversion of Shoppers in Brick-and-Mortar Retailing – An Analysis of Observational Data, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1394241

(3) Bücher

Büschken, J. (2005): Higher Profits through Customer Lock-In, Thomson South Western Educational Publishing.

Büschken, J.; Backhaus, K.; Voeth, M. (2005): *International Marketing*, Palgrave Macmillan, New York.

Verzeichnis aktueller und regelmäßig durchgeführter Lehrveranstaltungen:

Bachelor (Grundstudium):

- Marketing-Einführung, Vorlesung, 2 SWS (deutsch)

Bachelor (Fortführung):

- Customer Management, interaktiv und fallstudienbasiert, 4 SWS, englisch
- Käuferverhalten und Marktforschung, interaktiv und fallstudienbasiert, 4 SWS, deutsch

Master:

- Marketing-Strategy, interaktiv und fallstudienbasiert, 4 SWS, englisch
- Marketing-Decisions, interaktiv und fallstudienbasiert, 4 SWS, englisch
- Customer Base Analysis, interaktiv und fallstudienbasiert, 4 SWS, englisch

Ph.D.:

- Bayesianische Modellierung im Marketing, 4 SWS, deutsch

Berufsgleitend an der WFI:

- Marketing Einführung (Bachelor); Modul über 4 Tage
- Customer Management (Bachelor): Modul über 4 Tage
- Customer Management (Master): Modul über 2 Tage
- Marketing-Strategie (Master): Modul über 2 Tage