

## Dr. Sarah Köcher (née Küsgen)

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### Publications

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#### Journal Publications

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- Köcher, Sa. and Köcher, Sö., (2021), "The Mode Heuristic in Service Consumers' Interpretations of Online Rating Distributions," *Journal of Service Research* (forthcoming).
- De Keyser, A., Köcher, Sa., Alkire (née Nasr), L., Verbeeck, C., and Kandampully, J. (2019), "Frontline Service Technology Infusion: Conceptual Archetypes and Future Research Directions", *Journal of Service Management*, 30 (1), 156-183.
- Köcher, S. and Köcher, S. (2018), "Should We Reach for the Stars? Examining the Convergence between Online Product Ratings and Objective Product Quality and Their Impacts on Sales Performance," *Journal of Marketing Behavior*, 3 (2), 167-183.

#### Doctoral Dissertation

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- Köcher, S. (2018), "Reaching for the Stars: Consumers' Interpretations of Online Rating Distributions and Their Validity as an Indicator of Product Quality", Dortmund (<http://dx.doi.org/10.17877/DE290R-19111>).

#### Conference Publications

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- Köcher S., Köcher, S., and Alkire (née Nasr), L. (2019), "The Evolution of Influencer-Follower Relationships: A Life-Cycle Approach", *Academy of Marketing Science (AMS) Conference*, Vancouver, Canada, June 2019.
- Köcher, S., Köcher, S., and Alkire (née Nasr), L. (2019), "#followme: Developing and Testing a Life-Cycle Model of Influencer-Follower Relationships", *AMA Winter Academic Conference*, Austin, Texas, February 2019.
- Köcher, S. and Köcher, S. (2018), "Online Ratings as a Risk Reducer - The Impact of the Presence of Online Customer Ratings on Decision Making Processes", *AMA Winter Academic Conference*, New Orleans, USA, February 2018.
- Nasr, L., Köcher, S., Albrecht, K., De Keyser, A., and Kandampully, J. (2017), "The Future of Technology in Service – A Research Agenda", *Frontiers in Service Conference*, New York, USA, June 2017.
- Nasr, L., Köcher, S., Albrecht, K., De Keyser, A., and Kandampully, J. (2017), "The Future of Technology in Service – A Research Agenda", *QUIS15 Symposium*, Porto, Portugal, June 2017.
- Nasr, L., Albrecht, K., De Keyser, A., Küsgen, S., Zhang, T., and Kandampully, J. (2016), "Technology Revolution in Service: An Integrated View from Marketing, Operations and Human Resources", *Frontiers in Service Conference*, Bergen, Norwegian, June 2016.
- Kandampully, J., Albrecht, K., De Keyser, A., Küsgen, S., Nasr, L., and Zhang, T. (2016), "Technology in Service: Its Role in Marketing, Operations and Human Resources", *SERVSIG Conference*, Maastricht, Netherlands, June 2016.

- Küsgen, S., and Köcher, S. (2016), "The Influence of Customer Product Ratings on Purchase Decisions", *Academy of Marketing Science (AMS)*, Lake Buena Vista, Florida, May 2016.
- Küsgen, S. and Köcher, S. (2016), "The Impact of Customer Product Ratings on Purchase Decision Making", *ACRA Annual Conference*, New Jersey, NJ, April 2016.
- Küsgen, S., Köcher, S., and Iyer, G. R. (2016), "Cross-National Differences in the Impacts of Skewness of Online Reviews: A Study of Global Retailing", *ACRA Annual Conference*, New Jersey, NJ, April 2016.
- Köcher, S., Küsgen, S., and Holzmüller, H. H. (2015), "Knocking Opportunities: The Impact of Damage Values on Opportunistic Customer Claiming Behavior after Service Failure", *18th Academy of Marketing Science (AMS) World Marketing Congress*, Bari, Italy, July 2015.
- Küsgen, S., Köcher, S., and Paluch, S. (2015), "Disagreement in Online Ratings: The Effect of Standard Deviation and Skewness of Customer Rating Distributions on Product Quality Perceptions", *18th Academy of Marketing Science (AMS) World Marketing Congress*, Bari, Italy, July 2015.
- Holzmüller, H. H., Köcher, S., and Küsgen, S. (2015), "Jumping at the Chance: How Damage Values Trigger Opportunistic Customer Claiming Behavior after Service Failure", *44th European Marketing Academy (EMAC) Annual Conference*, Leuven, Belgium, May 2015.
- Küsgen, S., Köcher, S., and Paluch, S. (2015), "When Opinions Differ: The Impact of Standard Deviation and Skewness of Customer Rating Distributions on Product Quality Perceptions", *44th European Marketing Academy (EMAC) Annual Conference*, Leuven, Belgium, May 2015.
- Paluch, S., Küsgen, S., and Egbert, D. (2015), "Keep it Real – the Magic of Online Shopping Experience", *American Marketing Association (AMA) Winter Educators' Conference*, San Antonio, TX, February 2015.
- Köcher, S., Paluch, S., and Küsgen, S. (2014), "The Recommendation Bias: The Effects of Social Influence on Individual Rating Behavior", *17th Academy of Marketing Science (AMS) World Marketing Congress*, Lima, Peru, August 2014.
- Köcher, S., Paluch, S., and Küsgen, S. (2014), "Good Idea, Bad Idea? An Investigation of Positive and Negative Effects of Idea Contests", *American Marketing Association (AMA) Summer Educators' Conference*, San Francisco, CA, August 2014.
- Köcher, S., Paluch, S., and Küsgen, S. (2014), "Open Innovation: A Double-Edged Sword?" *43rd European Marketing Academy (EMAC) Annual Conference*, Valencia, Spain, June 2014.

### **Invited Talks**

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„Klimabewusster Alltag - Klimabewusste Gesellschaft vs. Paradoxes Verhalten von Individuen“, Podiumsdiskussion mit Experten aus dem Umweltministerium, Verbraucherzentrale, Fridays-for-Future und Wissenschaft, Global Young Faculty, Mercator Research Center Ruhr (MERCUR), Februar 2021, Live Stream auf YouTube ([https://www.youtube.com/watch?v=sS2PF5DKF\\_0&t=1629s](https://www.youtube.com/watch?v=sS2PF5DKF_0&t=1629s))

- „Stakeholdermobilisierung für pseudonyme Vertrauensinfrastrukturen“, Fachgespräch des BMWi und VDE, Expertenpanel, November 2020, auf Einladung von Dr. Sebastian Hallensleben, VDE e.V.
- „Vertrauenswürdigkeit digitaler Informationen“, Fachgespräch des BMWi und VDE, Expertenpanel, Mai 2020, auf Einladung von Dr. Sebastian Hallensleben, VDE e.V.
- “#followme: exploring the impact of influencer marketing on followers’ lives”, Lehrstuhl für Marketing, McCoy College of Business, Texas State University, Februar 2019, auf Einladung von Prof. Dr. Raymond Fisk und Prof. Dr. Linda Alkire
- “Neue Trends im Influencer Marketing”, Rotarac Club Dortmund, Dortmund, März 2019, auf Einladung des Vorstandes
- “Influencer Marketing – Trends im Online Marketing”, Rotary Club Dortmund, Dortmund, August 2018, auf Einladung von Prof. Dr. Stefan Dieterle
- “Changing Consumer Experiences Using Gamification and Engagement Technologies”, Expertenpanel, Academy of Marketing Science (AMS) World Marketing Congress, Lima, Peru, August 2014, auf Einladung von Prof. Dr. Leyland Pitt
- “Was passiert mit unseren Daten? Zwischen permanenter Bedrohungs-Paranoia und Post-Privacy”, Expertenpanel zu ‘Big Data’, Lehrstuhl für Techniksoziologie, TU Dortmund, Dortmund, Juli 2014, auf Einladung von Prof. Dr. Johannes Weyer