

## Research Area Digitalization & Online Communication

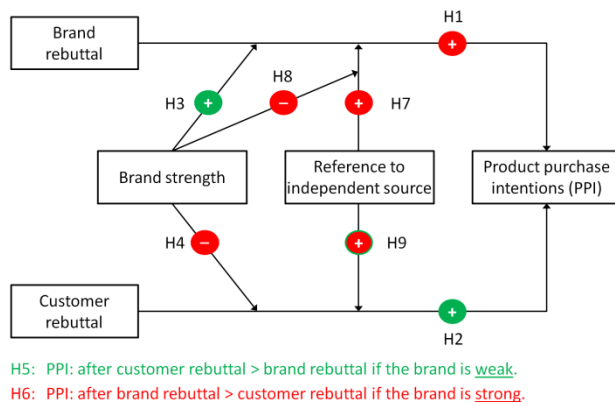


Figure. Effects of consumer reviews

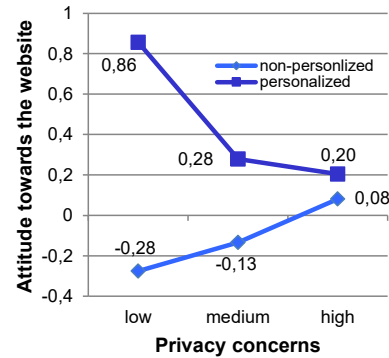


Figure. Privacy concerns.

### Profile:

Today, digitalization further strengthens the importance of the Internet. In order to succeed in the market successfully, companies face the challenge of integrating the Internet into their corporate strategies even more than before. At the same time, the requirements for the implementation and continuous support of the numerous Internet channels are increasing.

For more than a decade, social media have played a major role in online communication. Consumers are very easily able to reach a large audience. This helps companies to gain significantly better and more up-to-date insights into the needs and wants of consumers. However, consumer empowerment also requires differentiated monitoring in order to be able to act promptly in the event of difficulties.

The number of competitors increases in the context of globalization and easily possible price comparisons. On the one hand, this diversity is pleasing for consumers, on the other hand, they are confronted with more and more information and a higher level of complexity. Brands will therefore continue to play a very relevant role due to their function as a trust anchor. Additionally, increasing diversity of information and the growing loss of communication sovereignty, building a clear, independent and targeted brand image is increasingly challenging.

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### Scientific research areas:

- brand communication
- word of mouth & consumer reviews
- personalized communication
- website satisfaction
- online purchasing behavior
- online trust
- Internet of things
- digitalization

### Publications (selection):

Ullrich, S.; Esch, F.-R.; (2016): Markenkommunikation im Internet [online brand communication], in: Esch, F.-R. (Ed.): Handbuch Markenführung [handbook of brand management], Springer Verlag, Wiesbaden.

Ullrich, S.; Brunner, C. B. (2015): Negative Online Consumer Reviews: Effects of Different Responses, Journal of Product & Brand Management, Vol. 24, Nr. 1.

Ullrich, S.; Esch, F.-R. (2013): „Wirkungen personalisierter Internetauftritte – Eine Untersuchung der direkten und indirekten Wirkungen der Personalisierung sowie des Einflussfaktors Datenschutzbedenken“ [Effects of personalized web sites - examination of direct and indirect personalized effects and the factor privacy concerns], in: Marketing ZFP – Journal of Research and Management, Vol. 35., Nr. 3.