

The First International Symposium on Crypto-Marketing

August 31st, 2021 – September 1st, 2021

ZOOM & University of Lucerne

Hosted by:

Professor Dr. Reto Hofstetter
Professor of Digital Marketing
University of Lucerne

Felicia Rohlfen, MSc
Research Assistant and PhD Candidate
University of Lucerne

Melanie Clegg, MSc
Research Assistant and PhD Candidate
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Participants:

Prof. Dr. Bernd Schmitt
Robert D. Calkins Professor of
International Business
Columbia Business School

Prof. Dr. Z. John Zhang
Professor of Marketing
The Wharton School

Prof. Dr. Amit Gandhi
Professor of Economics and Marketing
The Wharton School

Prof. Dr. Cait Lambertson
Professor of Marketing
The Wharton School

Prof. Dr. Jehoshua Eliashberg
Professor Emeritus of Marketing
Professor Emeritus of Operations,
Information and Decisions
The Wharton School

Prof. Dr. Emanuel de Bellis
University of St. Gallen

Prof. Dr. Puneet Manchanda
Isadore and Leon Winkelman Professor &
Professor of Marketing
Senior Editor, Marketing Science

The First International Symposium on Crypto-Marketing

Agenda August 31st, 2021

14:00 – 17:30 CEST

14:00 – 14:15

Welcome and introduction

Professor Dr. Reto Hofstetter

University of Lucerne

14:15 – 14:45

Non-fungible tokens from a business perspective

Marc Baumann

Head of Marketing & Communications at
Blockchain Suisse

14:45 – 15:15

Non-fungible tokens in advertising

Martin Stoev

CEO at AdHash

15:15 – 15:45

Non-fungible token certificates in luxury, art and digital media

Daniel Haudenschild

CEO at ORIGYN Foundation

15:45 – 18:30

Implications of non-fungible tokens for marketing theory and practice – (price, place, product and promotion)

Discussion among attending scientists

Agenda September 1st, 2021

14:00 – 16:45 CEST

14:00 – 14:45

Non-fungible tokens from a technological standpoint

Prof. Dr. Tim Weingärtner

Lucerne University of Applied Sciences and Arts; Blockchain Lab, Lucerne School of Information Technology

14:45 – 15:15

Legal issues related to non-fungible tokens

Nicole Beranek Zanon

HÄRTING Rechtsanwälte AG

15:15 – 16:45

Implications of non-fungible tokens for marketing theory and practice – (price, place, product and promotion)

Discussion among attending scientists