

Lecture: Wednesday | July 4th 2018 | 09:45 a.m. – 11:00 a.m.

Prof. Dr. Andreas Eisingerich
Imperial College London, London



Academic foundation: Innovation

Lecture Title:

“Exploring Innovation and Consumer Engagement in a Digitized World”

Content of the Lecture:

Engaging consumers in a noisy and competitive marketplace remains a key challenge for business today. Yet, business’ ability to cut through the noise and reach out to consumers in a meaningful way is critical to long-term consumer-business relationships. We discuss latest research findings and explore the important role of a business’ innovation culture and how to enhance consumer-business attachment in a digitized market environment.

CV of Prof. Dr. Andreas Eisingerich

Dr. Andreas B. Eisingerich is Professor of Marketing at Imperial College Business School, Vice-Head of the Management Group, and Programme Director of the Full-Time MBA. He holds a BSc degree from the London School of Economics, and a PhD from the University of Cambridge, Judge Business School, where he also earned his master degree. Prior to joining Imperial College Business School, Dr Eisingerich managed the Center for Global Innovation at the University of Southern California's Marshall School of Business in Los Angeles.

Dr Eisingerich is best known for his work on consumer brand engagement, service innovation, and technology marketing strategies. Current research projects are on the gamification of mHealth apps in the context of smoking cessation, reducing the demand for illegal wildlife products, and consumer relationships with brands in different business and industry contexts. Recently Dr Eisingerich published a book together with Professor C. Whan Park and Deborah J. MacInnis called *Brand Admiration: Building a Business People Love* (Wiley; 2016), exploring how brand admiration can be built, strengthened, and leveraged over time.