

Lecture: Thursday | July 5th, 2018 | 10:15 a.m. – 11:45 p.m.

Prof. Dr. Manfred Krafft
University of Muenster, Muenster



Academic foundation: Sales

Lecture Title:

“Value-Centered Business Models in Sales – Are they Suitable for the Trade Fair Industry?”

Content of the Lecture:

A growing number of manufacturers are migrating from product-centered to value-centered business models. This trend is a consequence of increasing competitive pressure, technological advancements and customer demands. The concepts of value-centered business models and value-creating sales will be presented together with several examples from different industries. We will discuss preliminary findings from research and explore whether and how value-centered business models could be utilized in settings such as the trade fair industry.

CV of Prof. Dr. Manfred Krafft

Manfred Krafft is director of the Institute of Marketing and full professor at University of Muenster, Germany. Prior to his current position, he was the Otto Beisheim Endowed Chair of Marketing at WHU. He earned his Ph.D. from the University of Kiel, Germany. Until end of 2016, he served as editor-in-chief of Journal of Personal Selling & Sales Management. He is also a member of the editorial review boards of several leading academic journals. Manfred is known for his academic contributions in CRM, channels and sales management. His papers have been published in, among others, Journal of Marketing, Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Personal Selling & Sales Management, Journal of Retailing, and Journal of Service Research. Manfred was the winner of the inaugural Practice Prize of the INFORMS Society for Marketing Science. His books on International Direct Marketing, Sales Management, and Retailing in the 21st Century have appeared in French, English, German, and Korean.