



## Innovation Research Seminar

**Stephan Hankammer, M.A.**

Nudging Customers Towards More Sustainable Choices



When and Where:

**11 January 2017**

2.00 to 3.30 pm

**TIM Social Area**

Kackertstraße 7

3. Etage



Stephan  
Hankammer  
online

**Summary:** Progress in production and information technology has enabled great possibilities for personalized production meeting individual customer needs. An essential factor for marketing customized products effectively is the interaction between the company and its customers: the co-creation process. Notwithstanding its importance in research and practice, one major consumer trend has not been covered yet in research on co-creation: sustainable consumption. Since the amount, composition and visualization of information presented during the co-creation process of mass customized products could impact the purchase decision, the question to investigate is how customers can be nudged successfully towards more sustainable choices. In the course of this study, several consumer choice experiments are conducted with the help of a product configurator to shed light on distinct design effects of the co-creation phase.

**Speaker Bio:** Stephan Hankammer is a research associate and doctoral student at the Technology and Innovation Management Group since 2014. He studied Business Administration, European Studies and Philosophy at the WWU Münster, University of Granada, Philipps-University Marburg and University of Sevilla. In 2016 he spent 3 months as a visiting researcher at Politecnico di Milano's Department of Management, Economics and Industrial Engineering. Stephan Hankammer coordinates a European research project, which aims at enhancing the sustainability of consumer electronics goods through the implementation of mass customization using the example of TV sets.

**Format:** Presentation and Discussion