

# Report on the 6th Working Group Meeting of AG MARKETING

Friederike Paetz, Raoul V. Kübler and Alexa B. Burmester

**Abstract** This article reports on the 6th meeting of the working group AG MARKETING within the GfKI Data Science Society. The meeting was held on May 10, and 11, 2024 at Kühne Logistics University in Hamburg, Germany. The meeting constituted the kick-off meeting for a special issue in Schmalenbach Journal of Business Research under the theme „The Value of User Generated Data for Managerial Decision Making“ with Raoul V. Kübler, Alexa B. Burmester, Friederike Paetz and Martin Klarmann as Guest Editors.

## 1 Introduction

This year’s meeting of the working group AG MARKETING of the Data Science Society (Gesellschaft für Klassifikation e.V.) was a kick-off meeting for

---

Friederike Paetz

Anhalt University of Applied Sciences, Strenzfelder Allee 28, 06406 Bernburg, Germany,

✉ [friederike.paetz@hs-anhalt.de](mailto:friederike.paetz@hs-anhalt.de)

Raoul V. Kübler

ESSEC Business School France, 3 Av. Bernard Hirsch, 95000 Cergy, France

✉ [kubler@essec.edu](mailto:kubler@essec.edu)

Alexa B. Burmester

Kühne Logistics University, Großer Grasbrook 17, 20457 Hamburg, Germany

✉ [alexa.burmester@klu.org](mailto:alexa.burmester@klu.org)

ARCHIVES OF DATA SCIENCE, SERIES A  
(ONLINE FIRST)

KIT SCIENTIFIC PUBLISHING

Vol. 11, No. 1, 2026

DOI 10.5445/10.5445/IR/1000193605

ISSN 2363-9881



all those interested in the accompanying special issue “The Value of User Generated Data for Managerial Decision Making“ in *Schmalenbach Journal of Business Research*, whose call-for-papers was initiated by the working group.

In an innovative format, five groups developed initial structures and content for potential papers of the special issue. The relevant topics ranged from User Generated Content (UGC) Information Potential, UGC Sources and Characteristics, UGC Operationalization and Measurement to Digital Responsibility and UGC and Sustainability.

Based on several pre-specified research questions the participants formed teams of up to six lead authors and worked on the papers’ research agendas. In particular, the teams tackled (inter alia) the following research questions:

- Which User Generated Content can solve which marketing problems?
- How can we track and trace customer satisfaction through User Generated Content?
- How can we approximate established customer mindset metrics through User Generated Content?
- What is the role of User Generated Content in customer decision making and how can we understand its relevance for different customer segments?
- How can we unveil customer insights through image data analysis?

After a first round of teams’ presentations of research agendas, the teams used the input from fruitful group discussions and revised their agenda accordingly. The second round of presentations included the pre-final research agendas of all teams.

After less than 16 months, the final articles are now published; Baier et al (2025), Schröder et al (2025), Blits et al (2025), Christ et al (2025), Kübler et al (2025a) and an editorial is available (Kübler et al, 2025b).

In particular, Baier et al (2025) provide insights into the collection and analysis of various types of UGC from apps, websites and platforms to strengthen UGC-based decision support for marketing managers. Schröder et al (2025) scrutinize the role of user-generated content across the stages of the customer journey and the decision process by a structured literature review of 342 research UGC articles. Blits et al (2025) examine how firms and consumers emphasize environmental, social, and economic sustainability in their online communication by conceptualizing the interplay between sustainability-related

firm-generated and user-generated content. Additionally, the authors develop a custom dictionary that enables researchers and practitioners to identify and analyze sustainability-related textual data. Christ et al (2025) propose a governance model for User Generated Data that adopts an ecosystem approach and incorporates three key dimensions - object, authority, and subject - to provide a clear understanding of the governance scope, the allocation of governing power, and the impacted stakeholders. Kübler et al (2025a) propose a four-step process to best approximate survey-based consumer mindset metrics. This approach facilitates to mirror consumer attitudes alongside the different levels of the decision-making process based on UGC discussions on brands, products, and services.

## References

- Baier D, Decker R, Asenova Y (2025) Collecting and analyzing user-generated content for decision support in marketing management: An overview of methods and use cases. *Schmalenbach Journal of Business Research* 77:419–455, DOI 10.1007/s41471-025-00208-7
- Blits J, Yegoryan N, Mandler T, Burmester AB (2025) Speaking of sustainability... the triple bottom line in firm- and user-generated content. *Schmalenbach Journal of Business Research* 77:557–584, DOI 10.1007/s41471-025-00215-8
- Christ A, Carl V, Kurtz C, Lobschat L, Mueller B, Zimmer M (2025) Taking digital responsibility for data: toward a governance model for user-generated data. *Schmalenbach Journal of Business Research* 77:527–556, DOI 10.1007/s41471-025-00225-6
- Kübler R, Adler S, Welke L, Sarstedt M, Pauwels K (2025a) Mining consumer mindset metrics with user-generated content. *Schmalenbach Journal of Business Research* 77:497–525, DOI 10.1007/s41471-025-00219-4
- Kübler R, Burmester A, Paetz F, Klarmann M (2025b) How to harness the potential of user-generated content for management decisions. *Schmalenbach Journal of Business Research* 77:407–418, DOI 10.1007/s41471-025-00226-5
- Schröder N, Schultz C, Paetz F, Grzadziel A, Clegg M (2025) Finding and evaluating community structure in networks. *Schmalenbach Journal of Business Research* 77:457–496, DOI 10.1007/s41471-025-00214-9