

Prof. Sören Köcher - Publikationen

Rosenthal-von der Pütten, Astrid M.; Hastall, Matthias R.; Köcher, Sören et al.

“Likes” as social rewards: Their role in online social comparison and decisions to like other People’s selfies

Computers in Human Behavior. Bd. 92. Elsevier BV 2019 S. 76 - 86

Köcher, Sören

The paradox of points: Theoretical foundation and empirical evidence of medium magnitude effects in loyalty programs

Wiesbaden: Springer Gabler 2015 163 S.