

20
YEARS

**CONNECT.
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ANZMAC 2018**

This is to certify that

**Rico Piehler, Michael Schade, Barbara Kleine-Kalmer
and Christoph Burmann**

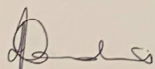
have been awarded the prize for

BEST PAPER IN THE TRACK
DIGITAL MARKETING AND SOCIAL MEDIA

for the paper

**Antecedents and Consequences of Consumers'
Online Brand-Related Activities (COBRAs) on
Social Networking Sites**

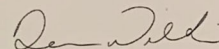
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