

PROF. DR. MARCUS BECKER

Publikationen

Artikel

BECKER, M., BEKETOV, M., WITTKE, M. (2021). Machine Learning in Automated Asset Management Processes 4.1. *Die Unternehmung - Swiss Journal of Business Research and Practice*, 75 (3), 411-431. doi:10.5771/0042-059X-2021-3-411.

Monografien

BECKER, M. (2017). *Arbitragetheorie und konvexe Steuern* (1 ed.). Norderstedt: Books on Demand.

Buchbeiträge & Kapitel

KAMRAN, Q., BECKER, M. (2023). Towards a theory of luxury branding. A phenomenological approach of brand culture semantics in cyber-physical realities. In Umashankar, N.; Lisjak, M. (Eds.), *AMA Winter Academic Conference. Reconnecting and reconceiving the marketplace* (pp. 98-114). American Marketing Association.

KAMRAN, Q., BECKER, M., HANSON, N. (2023). Analyzing the essence of strategy. Towards aligning cyberphysical dimensions in marketing. In Umashankar, N.; Lisjak, M. (Eds.), *2023 AMA Winter Academic Conference. Reconnecting and reconceiving the marketplace* (pp. 943-954). American Marketing Association.

KAMRAN, Q., BECKER, M., RESCH, F. (2023). Towards the design of a decision support system for marketing. A contemporary approach combining insights from theory and practice. In Umashankar, N.; Lisjak, M. (Eds.), *2023 AMA Winter Academic Conference. Reconnecting and reconceiving the marketplace* (pp. 1090-1101). American Marketing Association.

KAMRAN, Q., HOSPODARSCH, N., BECKER, M. (2023). Design for a serial entrepreneurship in cyber-physical realities. Deciphering visionary management models for marketing. In Umashankar, N.; Lisjak, M. (Eds.), *2023 AMA Winter Academic Conference. Reconnecting and reconceiving the marketplace* (pp. 894-908). American Marketing Association.

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BECKER, M., KAMRAN, Q., RESHANI, A. (2021). The Design of an Artificial General Marketing Intelligence (AGMI)., *AMA Winter Academic Conference*.

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BECKER, M., LÖFFLER, A. (2018). Arbitrage and Non-linear Taxes., *Doctoral Research Seminar WU Wien*.

BECKER, M. (2016). Arbitrage and nonlinear tax scales., *arqus Tagung*.

Working Papers

BECKER, M. (2014). *Das Risikoneutrale Wahrscheinlichkeitsmaß mit und ohne Steuern (Risk Neutral Probability Measure With and Without Taxes)*. Social Science Research Network (SSRN.com).

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