



**Hungarian Academy of Sciences, Section IX, Marketing Science Subcommittee together with the  
B2B Marketing Working Committee  
invite you to the following workshop:**

## **Behavioral Research vs. Design Science Research**

**Organizers:**

**Institute of Marketing- and Communication Sciences at Corvinus University of  
Budapest  
Hungarian Academy of Sciences, Section IX,  
B2B Marketing Working Committee**

**10th of October 2025**

**10:00 – 12:00**

**Corvinus University of Budapest, Main Building, Faculty Club**

**10:00-11:00: Keynote speech**

**Keynote speaker: Jörg Henseler (Twente University):  
„Behavioral Research vs. Design Science Research”**

**11:00-12:00 – Contributions and discussion**

*The language of the workshop is English*

*The workshop is implemented with the support of the Project K-146356 financed from the  
National Research, Development and Innovation Fund*

**Participation at the event is free of charge, but registration is compulsory.  
You can register: [here](#) !**

We are looking forward to meeting you at the workshop.

Yours Sincerely,

Ariel Mitev  
Vice President  
Marketing Science  
Sub-Committee

Judit Simon    Zsuzsanna Szalkai  
B2B Marketing Working  
Committee

Tamás Bokor  
Head of the Institute  
of Marketing- and  
Communication  
Sciences at CUB

Dr. Henseler's speech will be based on the following abstract and literature:

The prevailing marketing paradigm predominantly adopts a behavioral approach, focused on explaining the existing world rather than designing solutions or artifacts to shape a better future. However, this orientation is plagued by a pervasive relevance problem. Here we distinguish between ex ante relevance and ex post relevance and diagnose that solving ex ante relevance is the key challenge marketing science is currently facing. By adopting a different paradigm - marketing as design science - scholars can solve this problem. The adoption of a design paradigm, focusing on 'how can we solve the problem?', alongside a behavioral paradigm, addressing 'how does the phenomenon work?', is poised to enhance ex ante relevance. Design science is rooted in a teleological perspective where relevance forms the purpose of scientific inquiry. In this paper the authors stress the significance of a design-oriented approach to marketing science and show its possibilities and points of attention. The talk will delve into theory development within marketing as design science and offer a framework for cultivating an indigenous theory of marketing design. Additionally, it will examine paradigmatic differences and organizational consequences resulting from the adoption of marketing as design science. By embracing a design-oriented approach, marketing scientists can help marketing practitioners to create solutions that actually help them to move forward.

Henseler, J., Guerreiro, M. (2020): Design and marketing: Intersections and challenges, Creativity and Innovation Management, <https://doi.org/10.1111/caim.12412>

Auxiliary Theories (book chapter with Florian Schubert) in Henseler, Jörg (2021). Composite-based structural equation modeling: Analyzing latent and emergent variables, New York: Guilford Press, ISBN 9781462545605.

Stange, Raphael; Schiele, Holger; Henseler, Jörg (2022). Advancing purchasing as a design science: Publication guidelines to shift towards more relevant purchasing research. [Journal of Purchasing and Supply Management](#), 28 (1), 100750, doi:10.1016/j.pursup.2022.100750

Henseler, Jörg (2015). [Is the whole more than the sum of its parts? On the interplay of marketing and design research](#), Inaugural lecture, University of Twente

The keynote speaker:

**Jörg Henseler**, PhD, is Full Professor and Chair of Product–Market Relations in the Faculty of Engineering Technology of the University of Twente in The Netherlands. He is also Visiting Professor at NOVA Information Management School, NOVA University of Lisbon, Portugal, and Distinguished Invited Professor in the Department of Business Administration and Marketing at the University of Seville, Spain. His broad-ranging research interests encompass empirical methods of marketing and design research as well as the management of design, products, services, and brands. A highly cited researcher, Dr. Henseler is a leading expert on partial least squares (PLS) path modeling, a composite-based structural equation modeling (SEM) technique that bridges design and behavioral research. He has written dozens of scholarly articles, edited or authored several books, served as guest editor for three special journal issues, and chaired conferences on PLS. He serves on several journal editorial boards and has been an invited speaker on SEM at universities around the world, as at the Corvinus University of Budapest, too. Dr. Henseler chairs the scientific advisory board for the ADANCO software program and regularly provides seminars on PLS path modeling at the PLS School.