

MKTG 6106 (Fall 2018)
ADVANCED TOPICS IN MARKETING
(SEMINAR IN MARKETING STRATEGY)
Dr. Dipankar Chakravarti

DETAILED READING LIST

MODULE 1: MACRO PERSPECTIVES

August 24 COURSE OVERVIEW: A PRACTITIONER FRAMEWORK

Foundational Reference Texts:

1. Kotler, Philip and Kevin L. Keller (2016), *Marketing Management*, (15th Ed.), Pearson.
2. Llien, Gary L, Philip Kotler and K. Sridhar Moorthy (1992), *Marketing Models*, Prentice Hall.

Contemporary References:

1. Moorman, Christine and Donald R. Lehmann (eds.) (2010) "Assessing Marketing Strategy Performance." Marketing Science Institute.
2. Winer, Russell and Scott A. Neslin (2014), "The History of Marketing Science." World Scientific.

August 31 MARKETING: ROLE IN CREATING FIRM & SOCIETAL VALUE

Foundational:

1. Srivastava, Rajendra K, Tassduq A. Shervani and Liam Fahey (1998), "Market Based Assets and Shareholder Value: A Framework for Analysis," *Journal of Marketing*, 62, 1, January, 2-18.
2. Mizik, Natalie and Robert Jacobson (2003), "Trading off Between Value Creation and Value Appropriation: The Financial Implications of Shifts in Strategic Emphasis," *Journal of Marketing*, 62, 1, January, 2-18.

Contemporary:

1. Saboo, Alok, Anindita Chakravarty and Rajdeep Grewal (2016), "Organizational Debut on the Public Stage: Marketing Myopia and the Initial Public Offerings," *Marketing Science*, 35, 4, July-August, 656-675.
2. Habel, Johannes, Laura Marie Schons, Sasha Alavi and Jan Wieseke (2016), "Warm Glow or Extra Charge? The Ambivalent Effect of CSR Activities on Customers' Perceived Price Fairness," *Journal of Marketing*, 80, 1, January, 84-105.

Review/Synthesis:

1. Srinivasan, Shubha and Dominique M. Hanssens (2009), Marketing and Firm Value: Metrics, Methods, Findings and Future Directions," *Journal of Marketing Research*, 46, 3, 293-312.
2. Edeling, Alexander and Marc Fischer (2016), "Marketing's Impact on Firm Value: Generalizations from a Meta-Analysis," *Journal of Marketing Research*, 53, 4, August, 515-534.

September 7

MARKETING: ROLE WITHIN THE ORGANIZATION

Foundational:

1. Kohli, Ajay K. and Bernard J. Jaworski (1990), "Market Orientation: The Construct, Research Propositions and Managerial Implications," *Journal of Marketing*, 54, 2, (April), 1-18.
2. Dutta, Shantanu, Om Narasimhan and Surendra Rajiv (1999), "Success in High Technology Markets: Is Marketing Capability Critical?" *Marketing Science*, 18, 4, 547-568

Contemporary:

1. Feng, Hui, Neil Morgan and Lopo L. Rego (2015), "Marketing Department Power and Firm Performance," *Journal of Marketing*, 79,5, (September), 1-20.
2. Sarin, Shikhar, Goutam Challagalla and Ajay K. Kohli (2012), Implementing Changes in Marketing Strategy: The Role of Perceived Outcome and Process Oriented Supervisory Actions," *Journal of Marketing Research*, 53, 4, August, 564-580.

Review/Synthesis:

1. Kirca, Ahmet H., Satish Jaychandran and William O. Bearden (2005), 'Market Orientation: A Meta-Analytic Review and Assessment of Its Antecedents and Impact on Performance,' *Journal of Marketing*, 69, 2 (April), 24-41.
2. Gebhardt, Gary. Gregory Carpenter and John F. Sherry Jr. (2006), "Creating a Market Orientation: A Longitudinal, Multi-firm, Grounded Analysis of Cultural Transformation," *Journal of Marketing*, 70, 4 (October), 37-55.
3. Germann, Frank, Peter Ebbes, and Rajdeep Grewal (2015), "The Chief Marketing Officer Matters!," *Journal of Marketing*, 79, 3 (May), 1-22.

MODULE 2: THE FIRM AND ITS MARKETS

September 14:

CUSTOMERS (VALUES & RELATIONSHIPS)

Foundational:

1. Verhoef, Peter C. (2003), "Understanding the Effects of Customer Relationship Management Efforts on Customer Retention and Customer Share Development," *Journal of Marketing*, 67, 4, (October), 30-45.
2. Gupta, Sunil, Donald R. Lehmann and Jennifer A. Stuart (2004), "Valuing Customers," *Journal of Marketing Research*, 41, 1, 7-18.

Contemporary:

1. Sundar, Sarang, V. Kumar and Yi Zhao (2016), "Measuring the Lifetime Value of a Customer in the Consumer Packaged Goods Industry," *Journal of Marketing Research*, 53, 6, December.
2. Ascarza, Efva, Peter Ebbes, Oded Netzer, and Matthew Danielson (2017), Beyond the Target Customer: Social effects of Customer Relationship Management Campaigns." *Journal of Marketing Research*, 54, 3, 347-363

Review/Synthesis:

1. Palmatier, Robert W., Rajiv P. Dant, Dhruv Grewal and Kenneth Evans (2006), "Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis," *Journal of Marketing*, 70, 4, October, 136-153.
2. Kumar, V. (2018), "A Theory of Customer Valuation: Concepts, Metrics, Strategy and Implementation," *Journal of Marketing*, 82, 1, (January), 1-19.

September 21: COMPETITION & COMPETITIVE ADVANTAGE

Foundational:

1. Hunt, Shelby D. and Robert M. Morgan (1995), "The Comparative Advantage Theory of Competition," *Journal of Marketing*, 59, 2, April, 1-15.
2. Boulding, William and Marcus Christen (2003), "Sustainable Pioneering Advantage? Profit Implications of Market Entry Order." *Marketing Science*, 22, 3, Fall, 371-392.

Contemporary:

1. Singh, Shubhranshu (2017), "Competition in Corruptible Markets." *Marketing Science* 36, 3, 361-381.
2. Sabnis, Gaurav and Rajdeep Grewal (2015), "Cable News Wars on the Internet: Competition and User-Generated Content," *Information Systems Research*, 26, 2, 301-309.

Review/Synthesis:

1. Branco, Fernando and J. Miguel Villas Boas (2015), "Competitive Vices," *Journal of Marketing Research*, 52, 6, (December), 801-816.
2. Montgomery, David B., Marian Chapman Moore, and Joel E. Urbany (2005), "Reasoning About Competitive Reactions: Evidence from Executives," *Marketing Science*, 24, 1, Winter, 138-149.

September 28 INNOVATION, ADOPTION & DIFFUSION PROCESSES

Foundational:

1. Bass, Frank M. (1969), "A New Product Growth Model for Consumer Durables," *Management Science*, 15, January, 215-227.
2. Talukdar, Debabrata, K. Sudhir and Andrew Ainslie (2002), "Investigating New Product Diffusion Across Products and Countries," *Marketing Science*, 21, 1, Winter, 97-114.
3. Chandy, Rajesh K. and Gerard J. Tellis (2000), "The Incumbent's Curse? Incumbency, Size, and Radical Product Innovation," *Journal of Marketing*, 64, 3, July, 1-17.

Contemporary:

1. Kornish, Laura and Karl T. Ulrich (2014), "The Importance of the Raw Idea in Innovation: Testing the Sow's Ear Hypothesis," *Journal of Marketing Research*, 51, 1, (February), 14-26.
2. Berger, Jonah and Katherine L. Milkman (2007), "What Makes Online Content Viral?" *Journal of Marketing Research*, 49, 2, (April), 192-205.
3. Trusov, Michael, Anand V. Bodapati and Randolph E. Bucklin (2010), "Determining Influential Users in Internet Social Networks," *Journal of Marketing Research*, 47, 4, August 425-443.

Review/Synthesis:

1. Hauser, John R., Gerald Tellis, and Abbie Griffin (2006), "Research on Innovation: A Review and Agenda for Marketing Science," *Marketing Science*, 25, 6, (November-December), 687-717
2. You Ya, Gautham G. Vadakkepatt, and Amit M. Joshi (2015), "A Meta-Analysis of Electronic Word-of-Mouth Elasticity," *Journal of Marketing*, 79, 2, (March), 19-39.
3. Sorescu Alina, Sorin M. Sorescu, Will J. Armstrong and Bart Devoldere (2018), "Two Centuries of Innovation and Stock Market Bubbles," *Marketing Science*, 37, 4, (July-August), 507-529.

October 5: MARKET STRUCTURE AND SEGMENTATION

Foundational:

1. Day, George S., Allan D. Shocker and Rajendra K. Srivastava (1979), "Customer Oriented Approaches to Identifying Product-Markets," *Journal of Marketing*, 43, 3, Fall, 8-19.
2. Hauser, John R. and Steven M. Shugan (1983), "Defensive Marketing Strategies," *Marketing Science*, 2, 4, Fall, 319-360.
3. Urban, Glen L, Philip L. Johnson, and John R. Hauser (1984), "Testing Competitive Market Structures," *Marketing Science*, 3, 2, (Spring), 83-112.

Contemporary:

1. Zhu, Ting, Vishal Singh and Mark D. Manuszak (2009), "Market Structure and Competition in the Retail Discount Industry," *Journal of Marketing Research*, 46, 4, (August), 453-466.
2. Lambrecht, Anja, Catherine Tucker and Caroline Wiertz (2018), "Advertising to Early Trend Propagators: Evidence from Twitter." *Marketing Science*, 37, 2, (March-April) 177-199.

Review/Synthesis:

1. Bronnenberg, Bart J., Sanjay K.Dhar and Jean-Pierre Dube (2007), "Consumer Packaged Goods in the United States: National Brands, Local Branding," *Journal of Marketing Research*, 44, 1, February, 4-13.
2. France, Stephen and Sanjoy Ghose (2016), "An Analysis and Visualization Methodology for identifying and Testing Market Structure," *Marketing Science*, 35, 1, (January-February), 182-197.

October 12 Flex Date (Schedule TBD)

MODULE 3: MANAGING THE MARKETING MIX

October 19: BRANDING AND BRAND EQUITY

Foundational:

1. Keller, Kevin L. and Donald R. Lehmann (2006), "Brands and Branding: Research Findings and Future Priorities" *Marketing Science*, 25, 6, November, 740-759.
2. Erdem, Tulin, Joffre Swait and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70, 1, January, 34-49

Contemporary:

1. Kelly Hewett, William Rand, Roland T. Rust and Harald Van Heerde (2016), "Brand Buzz in the Echoverse," *Journal of Marketing*, 80, 3, (September), 1-24.
2. Culotta, Aron and Jennifer Cutler (2016), "Mining Brand Perceptions from Twitter Social Networks," *Marketing Science*, 35, 3, May-June, 343-362

Review/Synthesis:

1. Lovett Mitchell J, Renanan Peres and Ron Sachar (2013) "On Brands and Word of Mouth," *Journal of Marketing Research*, 50, 4, August, 427-444.
2. Stahl, Florian, Mark Heitmann, Donald R. Lehmann and Scott A. Neslin (2012), "The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin, *Journal of Marketing*, 76, 4, July, 44-63.

October 26: PRODUCTS AND SERVICE

Foundational:

1. Urban, Glen L. and Gerald M. Katz (1983), "Pre-Test-Market Models: Validation and Managerial Implications," *Journal of Marketing Research*, 20, 3, (August), 221-234.
2. Boulding, William, Ajay Kalra, Richard Staelin and Valarie Zeithaml (1993), "A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions," *Journal of Marketing Research* 30, 1, (February), 7-27.
3. Moorman, Christine and Anne S. Miner (1998), "The Convergence of Planning and Execution: Improvisation in New Product Development," *Journal of Marketing*, 62, 3, July, 1-20.

Contemporary:

1. Shugan, Steven, Jihwan Moon, Qiaoni Shi and Nanda S. Kumar (2017), "Product Line Bundling: Why Airlines Bundle High-End While Hotels Bundle Low-End," *Marketing Science*, 36, 1, (January-February), 1-20.
2. Toubia, Olivier and Oded Netzer (2017), "Idea Generation, Creativity, and Prototypicality," *Marketing Science*, 36, 1, (January-February), 1-20.

Review/Synthesis:

1. Homburg, Christian, Martin Schwemmie and Christina Kuehnl (2015), "New Product Design: Concept, Measurement and Consequences," *Journal of Marketing*, 79, 3, (May), 41-56.
2. Golder, Peter N., Debanjan Mitra and Christine Moorman (2012), "What Is Quality? An Integrative Framework of Processes and States," *Journal of Marketing*: 76, 4, (July), 1-23.
3. Chu, Junhong and Pradeep K. Chintagunta (2009), "Quantifying the Economic Value of Warranties in the U.S. Server Market," *Marketing Science*, 28.1, (January-February), 99-121.

November 2 MARKETING COMMUNICATIONS

Foundational:

1. Little, John D.C. (1979), "Aggregate Advertising Models: The State of the Art," *Operations Research*, 27, 4, (July-August), 629-667.
2. Lodish, Leonard M., Magid Abraham, Stuart Kalmenson, Jeanne Livelsberger, Beth Lubetkin, Bruce Richardson, and Mary Ellen Stevens (1995), "How T.V. Advertising Works: A Meta-Analysis of 389 Real-World Split Cable T.V. Advertising Experiments," *Journal of Marketing Research*, 32, 2, 125-139.

Contemporary:

1. Dranganska, Michaela, Wesley R. Hartman and Gena Stanglein (2014), "Internet versus Television Advertising: A Brand Building Comparison," *Journal of Marketing Research*, 51, 5, October, 578-590
2. Sahni, Navdeep (2016), "Advertising Spillovers: Evidence from Online Field Experiments and Implications for Returns from Advertising," *Journal of Marketing Research*, 53, 6, (December), 969-987.
3. Gong, Shiyang, Juanjuan Zhang, Ping Zhao and Xuping Jiang (2017), "Tweeting as a Marketing Tool." *Journal of Marketing Research*, 54, 6, (December), 833-850.

Review/Synthesis:

1. Sethuraman, Raj, Gerard J. Tellis and Richard A. Briesch (2011), "How Well Does Advertising Work? Generalizations from a Meta-Analysis of Brand Advertising Elasticities," *Journal of Marketing Research*, 48, 3, June, 457-471.
2. Bart, Yakov, Andrew T. Stephen and Miklos Sarvary (2014), "Which Products are Best Suited to Mobile Advertising? A Field Study of Mobile Advertising Effects on Consumer Attitudes and Intentions," *Journal of Marketing Research*, 51, 3, (June), 270-287.
3. Kohler, Christine, Murali K. Mantrala, Sonke Albers, and Vamsi K. Kanuri (2017), "A Meta-Analysis of Marketing Communication Carryover Effects." *Journal of Marketing Research*, 54, 6, (December), 990-1008.

Foundational:

1. Pauwels, Koen, Dominique M. Hanssens, and S. Siddarth (2002), "The Long-Term Effects of Price Promotions on Category Incidence, Brand Choice, and Purchase Quantity," *Journal of Marketing Research*, 39, 4, November, 421-439.
2. Amaldoss, Wilfred and Sanjay Jain (2005), "Pricing of Conspicuous Goods: A Competitive Analysis of Social Effects," *Journal of Marketing Research*, 42, 1, (February), 30-42.

Contemporary:

1. Lambrecht, Anja and Catherine Tucker (2012), "Paying with Money or Effort: Pricing When Consumers Anticipate Hassle," *Journal of Marketing Research*, 49, 1, (February), 66-82.
2. Nair, Harikesh, Sanjog Mishra, William Hornbuckle IV, Ranjan Mishra and Anand Acharya (2017) "Big Data and Marketing Analytics in Gaming: Combining Empirical Models and Field Experimentation." *Marketing Science*, 36, 5, (September-October), 683-698.
3. Hui, Sam K., J. Jeffrey Inman, Yanliu Huang and Jacob Suher (2013) "The Effect of In-Store Travel Distance on Unplanned Spending: Applications to Mobile Promotion Strategies" *Journal of Marketing*, 77, 2, (March), 1-16.

Review/Synthesis:

1. Jiwoong and K. Sudhir (2010), "A Customer Management Dilemma: When is it Profitable to Reward One's Own Customers?" *Marketing Science*, 29, 4, 671-689.
2. Israeli, Ayelet, Eric Anderson and Anne T. Coughlan (2016), "Minimum Advertised Pricing: Patterns of Violation in Competitive Retail Markets," *Marketing Science*, 35, 4, (July-August), 539-564.

Additional Readings on Participative Pricing:

1. Srivastava, Joydeep, Dipankar Chakravarti and Amnon Rapoport (2000), "Price and Margin Negotiations in Marketing Channels: An Experimental Study of Sequential Bargaining Under One-Sided Uncertainty and Opportunity Cost of Delay," *Marketing Science*, 19, 2, Spring, 163-185.
2. Cheema, Amar, Dipankar Chakravarti and Atanu Sinha (2012), "Bidding Behavior in Descending and Ascending Auctions" *Marketing Science*, 31, 5, (September-October), 779-800.

November 16

SALESFORCE & PERSONAL SELLING

Foundational:

1. Basu, Amiya K. Rajiv Lal, V. Srinivasan and Richard Staelin (1985), "Salesforce Compensation Plans: An Agency Theoretic Perspective," *Marketing Science*, 4, 4, Fall, 267-291.
2. Weitz, Barton A., Harish Sujan and Mita Sujan (1986), "Knowledge, Motivation and Adaptive Behavior: A Framework for Improving Selling Effectiveness," *Journal of Marketing*, 50, 4, (October), 174-191.

Contemporary:

1. Chung, Doug J. and Das Narayandas (2017), "Incentives Versus Reciprocity: Insights from a Field Experiment." *Journal of Marketing Research*, 54, 4, (August), 511-524.
2. Hall, Zachary R., Michael Ahearne, and Harish Sujan (2015), "The Importance of Starting Right: The Influence of Accurate Intuition on Performance in Salesperson-Customer Interactions," *Journal of Marketing*, 79, 3, 91-109.

Review/Synthesis:

1. Aric Rindfleisch and Jan B. Heide, (1997), "Transaction Cost Analysis: Past, Present, and Future Applications," *Journal of Marketing*, 61, 4, 30-54.
2. Daljord, Oystein, Sanjog Mishra and Harikesh Nair (2016), "Homogeneous Contracts for Heterogeneous Agents: Aligning Salesforce Composition and Compensation," *Journal of Marketing Research*, 53, 2, April, 161-182.
3. Hartmann, Nathaniel N., Heiko Weiland, and Stephen L. Vargo (2018), "Converging on a New Theoretical Foundation for Selling." *Journal of Marketing*, 82, 2, (March), 1-18.

November 30

DISTRIBUTION CHANNELS

Foundational:

1. Mcguire, Timothy W. and Richard Staelin (1983), "An Industry Equilibrium Analysis of Downstream Vertical Integration" *Marketing Science*, 2, 2, Spring, 161-191.
2. Jap, Sandy G. and Shankar Ganesan (2000), "Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment," *Journal of Marketing Research*, 37, 2, (April), 227-245

Contemporary:

1. Janakiraman, Ramkumar, Joon Ho Lim, and Rishika Rishika (2018), "The Effect of a Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer." *Journal of Marketing*, 82, 2, (March), 85-105.
2. Cui, Tony Haitao and Paula Malucci (2016), "Fairness Ideals in Distribution Channels," *Journal of Marketing Research*, 53, 6, (December), 969-987.
3. Wang, Kitty and Avi Goldfarb (2017), "Can Offline Stores Drive Online Sales?" *Journal of Marketing Research*, 54, 5, 706-719

Review/Synthesis:

1. Grewal, Rajdeep, Amit Saini, Alok Kumar, F. Robert Dwyere and Robert Dahlstrom (2018), "Marketing Channel Management by Multinational Corporations in Foreign Markets." *Journal of Marketing*, 82, 4, (July), 49-69.
2. Avery, Jill, Thomas Steenburgh, John Deighton and Mary Caravella (2012), "Adding Bricks to Clicks: Predicting the Patterns of Cross-Channel Elasticities over Time," *Journal of Marketing*, 76, 3, (May), 96-111.

December 7 Class Presentations (Class will start at 1. 30 p.m.)

Course Summary

Review/Synthesis:

1. Kumar, V. (2018), "Transformative Marketing: The Next 20 Years." *Journal of Marketing*, 82, 4, July, 1-12.
2. Meyer, Robert (2018), "Reflections on Transformative Marketing: The Next 20 Years." *Journal of Marketing*, 82, 4, (July), 13-14.
3. Varadarajan, Rajan (2018), "A Commentary on "Transformative Marketing: The Next 20 Years." *Journal of Marketing*, 82, 4, (July), 15-18.

December 15 Revised Term Papers Due