

**M798 Special Topics Seminar:
A Dyadic Perspective of Specific Marketing Domains**

Spring 2008

Instructors: Shanker Krishnan (skrishna@indiana.edu)
Rebecca Slotegraaf (rslotegr@indiana.edu)

Class meeting time: Friday 9.30am to 12.30pm

Readings: Available from instructors

Objectives

The marketing field is generally classified into 3 broad areas; namely, strategy, consumer behavior, and modeling. Most marketing doctoral seminars tend to focus on one of these three areas, providing students with a deeper appreciation and understanding of specific theories and perspectives within that area. Yet many research domains within the marketing field are examined across these areas, relying on distinct literature, using different empirical approaches, and offering unique insights. Unfortunately, it is rare that a marketing doctoral seminar approach a set of marketing topics through the different lenses.

M798 is designed to address several marketing topics from two lenses: the firm and the consumer. At the end of the semester, seminar participants should be able to:

- Develop an awareness of both firm level and consumer level perspectives on specific marketing topics;
- Appreciate the differences in perspective, philosophy and method; and
- Be able to develop research ideas that blend these two perspectives.

Nature of the course

The course will be conducted in a typical seminar format, with individual sessions focusing on discussion of the assigned readings. While preparing for each session, you should attempt to develop an understanding of the paper as it relates to the overall topic. Further, sessions are piggy-backed in that the firm-level and consumer-level perspectives are addressed in contiguous sessions.

It is important to note that while each class dedicated to a specific topic will take either a firm perspective or consumer perspective, the specific integration of the two topics is not necessarily the focus of the discussion. Instead, you are expected to appreciate the differences and utilize this information as you prepare your research proposals during the semester.

Grade Components

Class participation 50%
Research idea papers 50%

Class participation

- Class participation is an important and integral part of any doctoral seminar. *Everyone* enrolled in the seminar is expected to play an active role in discussing the assigned readings. The evaluation of class participation will be based on your level of preparation and the quality of your contributions to the class discussion.
- Each week, seminar participants are required to prepare a one-page summary of each assigned paper.
 - For each paper, the summary should have the following format:
 - Complete citation (in bold) at top of the page (use *JM* format)
 - Purpose of the paper
 - Critique of the following:
 - Theoretical foundation
 - Methodology and analysis
 - Results & conclusions

Bring these summaries to each class to aid in class participation. These summaries will also be very helpful study and reference tools as you prepare for your future scholarly and professional career.

In addition, develop two research questions (e.g., future research ideas) and submit them by email to Rebecca or Shanker before 6am on the day of the seminar. One page maximum.

Research proposals

- To encourage the development of new ideas, you are required to develop three research proposals over the course of the semester. These proposals will examine a specific topic, and consider both firm-level and consumer-level perspectives. Students will also present each of these ideas during specifically earmarked sessions, to develop presentation skills and receive feedback.
- Proposals are expected to be 5-10 pages in length, and follow a typical proposal format: Introduction to problem/issue, Research Question, Literature review, Hypotheses, Discussion of contribution. Each paper will be evaluated on the basis of the potential to make an important contribution to the literature and clarity of the idea. Both instructors will read each proposal and provide feedback.

Course Schedule

<u>Week</u>	<u>Topic</u>	<u>Session Leader</u>
Jan 11	Brand Equity	Krishnan
Jan 18	Brand Equity	Slotegraaf
Jan 25	Brand Management	Slotegraaf
Feb 1	Brand Management	Krishnan
Feb 7 (TBD)	Student Presentations	
Feb 15	New Products	Krishnan
Feb 22	New Products	Slotegraaf
Feb 29	Product Management	Slotegraaf
March 7	Product Management	Krishnan
March 14	No class ~ Spring Break	
March 21	Student Presentations	
March 28	Marketing Communications	Krishnan
April 4	Marketing Communications	Slotegraaf
April 11	Promotions	Krishnan
April 18	Promotions	Slotegraaf
April 25	No class	
April 28	Student Presentations	

Brand Equity

Jan 11 – Customer perspective (Krishnan)

Keller, Kevin Lane (1993), "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," *Journal of Marketing*, Vol. 57 (January), 1-22.

John, Deborah Roedder, Barbara Loken, Kyeongheui Kim, and Alokparna Basu Monga (2006), "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," *Journal of Marketing Research*, 43 (November), 549-563.

Jennifer Aaker (1997), "Dimensions of Brand Personality," *Journal of Marketing Research*, 34 (August), 347-356.

Fournier, Susan (1998), "Consumers and Their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (March), 343-373.

Erdem, Tülin, Joffre Swait, and Ana Valenzuela (2006), "Brands as Signals: A Cross-Country Validation Study," *Journal of Marketing*, 70 (January), 34-49.

Yorkston, Eric and Geeta Menon (2004), "A Sound Idea: Phonetic Effects of Brand Names on Consumer Judgments," *Journal of Consumer Research*, 31 (June), 43-51.

Jan 18 – Firm perspective (Slotegraaf)

Aaker, David A. (1991), "What is Brand Equity?" in Managing Brand Equity, The Free Press, New York: 1-33.

Kamakura, Wagner A. and Gary J. Russell (1993), "Measuring Brand Value with Scanner Data," *International Journal of Research in Marketing*, 10, 9-22.

Aaker, David A. and Robert Jacobson (1994), "The Financial Information Content of Perceived Quality," *Journal of Marketing Research*, 31 (May), 191-201.

Ailawadi, Kusum L., Donald R. Lehmann, and Scott A. Neslin (2003), "Revenue Premium as an Outcome Measure of Brand Equity," *Journal of Marketing*, 67, 1-17.

Rao, Vithala R., Manoj K. Agarwal, and Denise Dahlhoff (2004), "How is Manifest Branding Strategy Related to the Intangible Value of a Corporation?" *Journal of Marketing*, 68 (October), 126-141.

** Keller, Kevin Lane and Donald R. Lehmann (2003), "How Do Brands Create Value?" *Marketing Management*, May/June, 26-31.

** Keller, Kevin Lane and Donald R. Lehmann (2006), "Brands and Branding: Research Findings and Future Priorities," *Marketing Science*, 25 (6), 740-759.

** denotes relevant background reading that is not required for class participation.

Brand Management

Jan 25 – Firm perspective (Slotegraaf)

Lane, Vicki and Robert Jacobson (1995), "Stock Market Reactions to Brand Extension Announcements: The Effects of Brand Attitude and Familiarity," *Journal of Marketing*, 59 (January), 63-77.

Slotegraaf, Rebecca J. and Koen Pauwels (forthcoming), "The Impact of Brand Equity and Innovation on the Long-term Effectiveness of Promotions," *Journal of Marketing Research*.

Varadarajan, Rajan, Mark P. DeFanti, and Paul S. Busch (2006), "Brand Portfolio, Corporate Image, and Reputation: Managing Brand Deletions," *Journal of the Academy of Marketing Science*, 34(2), 195-205.

Morgan, Neil A., and Lopo L. Rego, "The Marketing and Financial Performance Consequences of Firms' Brand Portfolio Strategy," *target journal: Journal of Marketing Research*.

Rao, Akshay, Liu Qu, and R. W. Ruekert (1999), "Signaling Unobservable Quality Through a Brand Ally," *Journal of Marketing Research*, 36 (2), 258-268.

** Rao, Akshay R. and Robert W. Ruekert (1994), "Brand Alliances as Signals of Product Quality," *Sloan Management Review*, 36 (1), 87-97.

Feb 1 – Customer perspective (Krishnan)

Aaker, Jennifer, Susan Fournier, and S. Adam Brasel (2004), "When Good Brands Do Bad," *Journal of Consumer Research*, 31 (June), 1-16.

Mao, Huifang, Xueming Luo, and Shailendra Pratap Jain (2007), "Consumer Responses to Brand Elimination: An Attribution-Based Contingency Model," Working Paper, University of Central Florida.

Desai, Kalpesh Kaushik and Kevin Lane Keller (2002), "The Effects of Ingredient Branding Strategies on Host Brand Extendibility," *Journal of Marketing*, 66 (January), 73-93.

Meyvis, Tom and Chris Janiszewski (2004), "When Are Broader Brands Stronger Brands? An Accessibility Perspective on the Success of Brand Extensions," *Journal of Consumer Research*, 31 (September), 346-357.

Pullig, Chris, Carolyn J. Simmons, and Richard G. Netemeyer (2006), "Brand Dilution: When Do New Brands Hurt Existing Brands?" *Journal of Marketing*, 70 (April), 52-66.

Kumar, Piyush (2005), "The Impact of Cobranding on Customer Evaluation of Brand Counterextensions," *Journal of Marketing*, 69 (July), 1-18.

Votolato, Nicole L. and H. Rao Unnava (2006), "Spillover of Negative Information on Brand Alliances," *Journal of Consumer Psychology*, 16 (2), 196-202.

** denotes relevant background reading that is not required for class participation.

Optional Related Readings

- Muthukrishnan, A.V. and Amitava Chattopadhyay (2007), "Just Give Me Another Chance: The Strategies for Brand Recovery from a Bad First Impression," *Journal of Marketing Research*, 44 (May), 334-345.
- Roehm, Michelle L. and Michael K. Brady (2007), "Consumer Responses to Performance Failures by High-Equity Brands," *Journal of Consumer Research*, 34 (December), 537-545.
- Roehm, Michelle L. and Alice M. Tybout (2006), "When Will a Brand Scandal Spill Over, and How Should Competitors Respond?" *Journal of Marketing Research*, 43 (August), 366-373.
- Swaminathan, Vanitha, Karen L. Page, and Zeynep Gürhan-Canli (2007), "My" Brand or "Our" Brand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations," *Journal of Consumer Research*, 34 (August), 248-259.
- Matta, Shashi and Valerie S. Folkes (2005), "Inferences About the Brand from Counterstereotypical Service Providers," *Journal of Consumer Research*, 32 (September), 196-206.
- Monga, Alokparna Basu and Loraine Lau-gesk (2007), "Blending Cobrand Personalities: An Examination of the Complex Self," *Journal of Marketing Research*, 44 (August), 389-400.
- Johar, Gita Venkataramani, Jaideep Sengupta, and Jennifer L. Aaker (2005), "Two Roads to Updating Brand Personality Impressions: Trait Versus Evaluative Inferencing," *Journal of Marketing Research*, 42 (November), 458-469.
- Shine, Bung Chul, Jongwon Park, and Robert S. Wyer Jr. (2007), "Brand Synergy Effects in Multiple Brand Extensions," *Journal of Marketing Research*, 44 (November), 663-670.
- Monda, Alokparna Basu and Deborah Roedder John (2007), "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," *Journal of Consumer Research*, 33 (March), 529-536.
- Levin, Irwin P. and Aron M. Levin (2000), "Modeling the Role of Brand Alliances in the Assimilation of Product Evaluations," *Journal of Consumer Psychology*, 9 (1), 43-52.

New Products

Feb 15 – Customer perspective (Krishnan)

Moreau, C. Page and Darren W. Dahl (2005), "Designing the Solution: The Impacts of Constraints on Consumers' Creativity," *Journal of Consumer Research*, 32 (June), 13-22.

Gill, Tripat and Laurette Dubè (2007), "What is a *Leather Iron* or a *Bird Phone*? Using Conceptual Combinations to Generate and Understand New Product Concepts," *Journal of Consumer Psychology*, 17(3), 202-217.

Gregan-Paxton, Jennifer, Steve Hoeffler, and Min Zhao (2005), "When Categorization Is Ambiguous: Factors That Facilitate the Use of a Multiple Category Inference Strategy," *Journal of Consumer Psychology*, 15 (2), 127-140.

Zhang, Shi and Arthur B. Markman (2001), "Processing Product Unique Features: Alignability and Involvement in Preference Construction," *Journal of Consumer Psychology*, 11(1), 13-28.

Herzenstein, Michal, Steven S. Posavac, and J. Joško Brakus (2007), "Adoption of New and Really New Products: The Effects of Self-Regulation Systems and Risk Salience," *Journal of Marketing Research*, 44 (May), 251-260.

Wood, Stacy L. and C. Page Moreau (2006), "From Fear to Loathing? How Emotion Influences the Evaluation and Early Use of Innovations," *Journal of Marketing*, 70 (July), 44-57.

** Thompson, Debora Viana, Rebecca W. Hamilton, and Roland T. Rust (2005), "Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," *Journal of Marketing Research*, 42 (November), 431-442.

Feb 22 – Firm perspective (Slotegraaf)

Atuahene-Gima, Kwaku (2005), "Resolving the Capability-Rigidity Paradox in New Product Innovation," *Journal of Marketing*, 69 (October), 61-83.

Moorman, Christine and Rebecca J. Slotegraaf (1999), "The Contingency Value of Complementary Capabilities in Product Development," *Journal of Marketing Research*, 36, 239-257.

Chandy, Rajesh, Brigitte Hopstaken, Om Narasimhan, and Jaideep Prabhu (2006), "From Invention to Innovation: Conversion Ability in Product Development", *Journal of Marketing Research*, 43 (August), 494-508.

Rindfleisch, Aric and Christine Moorman (2001), "The Acquisition and Utilization of Information in New Product Alliances: A Strength-of-Ties Perspective," *Journal of Marketing*, 65 (April), 1-18.

Sorescu, Alina B., Rajesh K. Chandy, and Jaideep C. Prabhu (2003), "Sources and Financial Consequences of Radical Innovation: Insights from Pharmaceuticals," *Journal of Marketing*, 67 (October), 82-102.

Ganesan, Shankar, Alan J. Malter, and Aric Rindfleisch (2005), "Does Distance Still Matter? Geographic Proximity and New Product Development," *Journal of Marketing*, 69 (October), 44-60.

** Hauser, John, Gerard J. Tellis, and Abbie Griffin (2006), "Research on Innovation: A Review and Agenda for *Marketing Science*," *Marketing Science*, 25 (6), 687-717.

** ** denotes relevant background reading that is not required for class participation.

Product Management

Feb 29 – Firm perspective (Slotegraaf)

Sorescu, Alina, Venkatesh Shankar, and Tarun Kushwaha (2007), "New Product Preannouncements and Shareholder Value: Don't Make Promises You Can't Keep," *Journal of Marketing Research*, 44 (August), 468-489.

Reddy, Srinivas K., Susan L. Holak, and Subodh Bhat (1994), "To Extend or Not to Extend: Success Determinants of Line Extensions," *Journal of Marketing Research*, 31 (May), 243-62.

Zhang, Jie and Aradhna Krishna (2007), "Brand-level Effects of Stockkeeping Unit Reductions," *Journal of Marketing Research*, 44 (November), 545-559.

Tellis, Gerard J., Stefan Stremersch, and Eden Yin (2003), "The International Takeoff of New Products: The Role of Economics, Culture, and Country Innovativeness," *Marketing Science*, 22 (2), 188-208.

Slotegraaf, Rebecca J. and J. Jeffrey Inman (2004), "Longitudinal Shifts in the Drivers of Satisfaction with Product Quality: The Role of Attribute Resolvability," *Journal of Marketing Research*, 41 (August), 269-280.

March 7 – Customer perspective (Krishnan)

Okada, Erica Mina (2005), "Justification Effects on Consumer Choice of Hedonic and Utilitarian Goods," *Journal of Marketing Research*, 42 (February), 43-53.

Chernev, Alexander (2007), "Jack of All Trades or Master of One? Product Differentiation and Compensatory Reasoning in Consumer Choice," *Journal of Consumer Research*, 33 (March), 430-444.

Broniarczyk, Susan M. and Andrew D. Gershoff (May 2003), "The Reciprocal Effects of Brand Equity and Trivial Attributes," *Journal of Marketing Research*, 40, 161-175.

Okada, Erica Mina (2006), "Upgrades and New Purchases," *Journal of Marketing*, 70 (October), 92-102.

Broniarczyk, Susan M., Wayne D. Hoyer, and Leigh M. McAlister. (1998), "Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction," *Journal of Marketing Research*, 35 (May), 166-177.

Morales, Andrea C. (2005), "Giving Firms an "E" for Effort: Consumer Responses to High-Effort Firms," *Journal of Consumer Research*, 31 (March), 806-812.

Shih, Chuan-Fong and Alladi Venkatesh (2004), "Beyond Adoption: Development and Application of a Use-Diffusion Model," *Journal of Marketing*, 68 (January), 59-72.

Marketing Communications

March 28 – Customer perspective (Krishnan)

Pieters, Rik and Michel Wedel (2004), "Attention Capture and Transfer in Advertising: Brand, Pictorial, and Text-Size Effects," *Journal of Marketing*, 68 (April), 36-50.

Appleton-Knapp, Sara L., Robert A Bjork, and Thomas D. Wickens (2005), "Examining the Spacing Effect in Advertising: Encoding Variability, Retrieval Processes, and Their Interaction," *Journal of Consumer Research*, 32 (September), 266-276.

Malaviya, Prashant (2007), "The Moderating Influence of Advertising Context on Ad Repetition Effects: The Role of Amount and Type of Elaboration," *Journal of Consumer Research*, 34 (June), 32-40.

Chakravarti, Amitav and Chris Janiszewski (2004), "The Influence of Generic Advertising on Brand Preferences," *Journal of Consumer Research*, 30 (March), 487-502.

Garretson, Judith A. and Scot Burton (2005), "The Role of Spokescharacters as Advertisement and Package Cues in Integrated Marketing Communications," *Journal of Marketing*, 69 (October), 118-132.

Holzwarth, Martin, Chris Janiszewski, and Marcus M. Neumann (2006), "The Influence of Avatars on Online Consumer Shopping Behavior," *Journal of Marketing*, 70 (October), 19-36.

Liu, Yong (2006), "Word of Mouth for Movies: Its Dynamics and Impact on Box Office Revenue," *Journal of Marketing*, 70 (July), 74-89.

April 4 – Firm perspective (Slotegraaf)

Berens, Guido, Cees B.M. van Riel, and Gerrit H. vanBruggen (2005), "Corporate Associations and Consumer Product Responses: The Moderating Role of Corporate Brand Dominance," *Journal of Marketing*, 69 (July), 35-48.

Assmus, Gert, John U. Farley, and Donald R. Lehmann (1984), "How Advertising Affects Sales: Meta-Analysis of Econometric Results," *Journal of Marketing Research*, 21 (1), 65-74.

Conchar, Margy P., Melvin R. Crask, and George M. Zinkhan (2005), "Market Valuation Models of the Effect of Advertising and Promotional Spending: A Review and Meta-Analysis," *Journal of the Academy of Marketing Science*, 33 (Fall), 445-460.

Narayanan, Sridhar, Ramarao Desiraju, and Pradeep K. Chintagunta (2004), "Return on Investment Implications for Pharmaceutical Promotional Expenditures: The Role of Marketing-mix Interactions," *Journal of Marketing*, 68 (October), 90-105.

Manchanda, Puneet, Jean-Pierre Dube, Khim Yong Goh, and Pradeep K. Chintagunta (2006), "The Effect of Banner Advertising on Internet Purchasing," *Journal of Marketing Research*, 43 (February), 98-108.

** Batra, Rajeev, Donald R. Lehmann, Joanne Burke, and Jae Pae (1995), "When Does Advertising Have an Impact? A Study of Tracking Data," *Journal of Advertising Research*, 35 (5), 19-32.

** denotes relevant background reading that is not required for class participation.

Promotions

April 11 – Customer perspective (Krishnan)

- Naylor, Rebecca Walker, Rajagopal Raghunathan, and Suresh Ramanathan (2006), "Promotions Spontaneously Induce a Positive Evaluative Response," *Journal of Consumer Psychology*, 16 (3), 295-305.
- Thomas, Manoj and Vicki Morwitz (2005), "Penny Wise and Pound Foolish: The Left-Digit Effect in Price Cognition," *Journal of Consumer Research*, 32 (June), 54-64.
- Coulter, Keith S. and Robin A. Coulter (2007), "Distortion of Price Discount Perceptions: The Right Digit Effect," *Journal of Consumer Research*, 34 (August), 162-173.
- Lalwani, Ashok K. and Kent B. Monroe (2005), "A Reexamination of Frequency-Depth Effects in Consumer Price Judgments," *Journal of Consumer Research*, 32 (December), 480-485.
- DelVecchio, Devon, H. Shanker Krishnan, and Daniel C. Smith (2007), "Cents or Percent? The Effects of Promotion Framing on Price Expectations and Choice," *Journal of Marketing*, 71 (July), 158-170.
- Wathieu, Luc, A.V. Muthukrishnan, and Bart J. Bronnenberg (2004), "The Asymmetric Effect of Discount Retraction on Subsequent Choice," *Journal of Consumer Research*, 31 (December), 652-657.
- Janiszewski, Chris and Marcus Cunha, Jr. (2004), "The Influence of Price Discount Framing on the Evaluation of a Product Bundle," *Journal of Consumer Research*, 30 (March), 534-546.

April 18 – Firm perspective (Slotegraaf)

- Blattberg, Robert C., Richard Briesch, and Edward J. Fox (1995), "How Promotions Work," *Marketing Science*, 14, G122-G130.
- Tellis, Gerard J. and Fred S. Zufryden (1995), "Tackling the Retailer Decision Maze: Which Brands to Discount, How Much, When and Why?" *Marketing Science*, 14, 271-299.
- Blattberg, Robert C. and Kenneth J. Wisniewski (1989), "Price-Induced Patterns of Competition," *Marketing Science*, 8, 291-309.
- Steenkamp, Jan-Benedict E. M., Vincent R. Nijs, Dominique M. Hanssens, and Marnik G. Dekimpe (2005), "Competitive Reactions to Advertising and Promotion Attacks," *Marketing Science*, 24, 35-53.
- Srinivasan, Shuba, Koen Pauwels, Dominique M. Hanssens, and Marnik G. Dekimpe (2004), "Do Promotions Benefit Manufacturers, Retailers, or Both?" *Management Science*, 50, 617-629.
- Ailawadi, Kusum L., Donald R. Lehmann, and Scott A. Neslin (2001), "Market Response to a Major Policy Change in the Marketing Mix: Learning from Procter & Gamble's Value Pricing Strategy," *Journal of Marketing*, 65, 44-61.