

## **Advanced Topics in Marketing - Fall 2022**

Instructors: The course will be taught by several professors from IESE Marketing department. See each session for the name of the instructor. Prof. Albert Valenti coordinates the course.

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### **Introduction**

This course aims to foster four competencies that are essential for a successful academic career in marketing:

1. Literacy in selected substantive areas of marketing study (topics), as supported by an understanding of the area's origin and future directions, key papers, conceptual foundations, and diverse methodological approaches.
2. Ability to efficiently summarize and critically evaluate research.
3. Ability to identify interesting and relevant marketing problems and extensions of existing research and formulate corresponding research questions.
4. Ability to advance research from the conceptual to the empirical stage by identifying and operationalizing appropriate research methods for a particular research question.

Collectively, the readings and term project in this course will help transition students into the process of developing research ideas, undertaking research for dissertations and publications in problem-focused journals such as *Journal of Marketing*, and making substantive contributions that advance and inform marketing practice.

To realize these goals, we have identified substantive domains in marketing that reflect the practical and problem-focused approach of the course and strengths of the department. For each area, we carefully selected notable papers that illustrate what constitutes a timely and substantial contribution, and a few key papers that will help you understand how a stream of literature develops over time.

### **Objectives**

This course aims to provide an introduction to research on marketing. The objective of the seminar is to familiarize students with different domains, based on articles that appeared in the top journals. The sessions are organized in topic areas, rather than method areas. It is not the intention to be exhaustive in topic areas covered, merely to sample the domain.

### **Learning Outcomes**

1. Know the type of research that is done in top journals.
2. Understand the most common threats to reliability and validity in marketing research.
3. Being able to design a research study in marketing.

### **Competences**

General Competences (refer to list of general competences in the MRM):

- Critical Thinking
- Conceptualization, development, and operationalization of research ideas
- Judgment

Specific Competences:

- Understand and apply appropriate research in marketing
- Assess reliability and validity of research conclusions
- Design research studies in marketing and outside
- Debate research studies objectively

### **Content**

See course outline below.

### **Methodology**

The class discussion format will be the following. For each session, there will be discussants who will lead the discussion for one or two papers. The discussants will be nominated by the professor teaching that session. The discussant's role is to entertain a lively discussion in the class of that paper(s). That means the discussant prepares a presentation (1) briefly summarize the papers' finding(s) and contribution(s) (1-2 sentences using their own words), (2) criticize the paper in a constructive way (in other words, do you believe the argument made), (3) what would be interesting follow-up questions to ask, and in particular, how the assigned reading(s) could inspire research in his or her own area of expertise or interest, and (4) what interesting phenomena one can observe in practice related to the topic of discussion. In addition, students can perform a backward and forward citation search to look for other papers, that discuss this topic. All students need to have read the assigned paper in depth, be ready to answer questions about it and have thought about the relevance of it, follow-up questions, etc., so they can engage in a lively debate with their classmates.

The discussant should reflect critically on the main assigned paper of the class and potentially also the supplementary materials. This means that she may raise criticisms on the work that the entire class has read. The discussant should also reflect on the relevance of the topic and readings to society, as well as on research areas that are of particular interest to him or her. Furthermore, the discussant should elaborate on how they can use the insights or topic under study in their field. Sharing of real practice examples on the topic of interest in the session by any student, especially the discussant, with the rest of the class and the professor is greatly appreciated. In total the discussant should be ready to entertain class discussion for about 30 to 40 minutes (including class interaction).

### **Term Paper and Presentation**

The objective of the term paper is to give you the opportunity to work on a new research idea, possibly inspired by the class readings. The term paper should focus on a creative and novel marketing question. The term paper should consist of research question/s, contribution to the literature, research design, and expected results. Students should submit a file of 10 pages max. (double spaced, with all included such as cover page and references). Besides the written paper, you will present your paper in class (last sessions)

You can present a research project you are working on at the moment or choose to write a paper on a different topic. It should not be a problem if you have presented it already in another class, but if you intend to do so, notify the professor.

You should get approval from Prof. Valenti on the topic of your term paper. Send him an abstract of the project and arrange a meeting to discuss the topic and align expectations. The deadline for the paper will be communicated during the course.

## Evaluation

- Class participation in general: 20%
- Class participation as discussion leader: 20%
- Term paper and presentation: 60%

## Course Outline

Session	Date	Topic	Professor
1-2	Oct 13 <sup>th</sup>	<b>The experiential advantage: differences between material and experiential purchases</b>	<b>Iñigo Gallo</b>
3-4	Oct 27 <sup>th</sup>	<b>Brand extensions</b>	<b>Iñigo Gallo</b>
5-6	Nov 4 <sup>th</sup>	<b>Creativity and technology</b>	<b>Claire Linares</b>
7-8	Nov 8 <sup>th</sup>	<b>Non-traditional and biological methods of market research I</b>	<b>Elena Reutskaja</b>
9-10	Nov 10 <sup>th</sup>	<b>Face perception and consumer behavior</b>	<b>Claire Linares</b>
11-12	Nov 15 <sup>th</sup>	<b>Marketing metrics</b>	<b>Albert Valenti</b>
13-14	Nov 17 <sup>th</sup>	<b>Customer satisfaction</b>	<b>Albert Valenti</b>
15-16	Nov 18 <sup>th</sup>	<b>Non-traditional and biological methods of market research II</b>	<b>Elena Reutskaja</b>
17-18	Nov 21 <sup>st</sup>	<b>Distance effect and consumer choices</b>	<b>Albert Valenti</b>
19-20	Dec 7 <sup>th</sup>	<b>Final presentations</b>	<b>Albert Valenti</b>

## Course Bibliography

### **The experiential advantage: differences between material and experiential purchases**

1. Van Boven, L., & Ashworth, L. (2007). Looking forward, looking back: anticipation is more evocative than retrospection. *Journal of Experimental Psychology: General*, 136(2), 289.
2. Gilovich, T., & Gallo, I. (2020). Consumers' pursuit of material and experiential purchases: A review. *Consumer Psychology Review*, 3(1), 20-33.

3. Weingarten, E., & Goodman, J. K. (2021). Re-examining the experiential advantage in consumption: A meta-analysis and review. *Journal of Consumer Research*, 47(6), 855-877. When do consumers prefer one source of information over others?
4. Gilovich, T., & Gallo, I. (Working paper). The moderating role of material versus experiential purchases.

### **Brand extensions**

1. Aaker, D. A., & Keller, K. L. (1990). Consumer Evaluations of Brand Extensions. *Journal of Marketing*, 54(1), 27-41.
2. Völckner, F., & Sattler, H. (2007). Empirical generalizability of consumer evaluations of brand extensions. *International Journal of Research in Marketing*, 24(2), 149-162.
3. Monga, A. B., & John, D. R. (2007). Cultural differences in brand extension evaluation: The influence of analytic versus holistic thinking. *Journal of Consumer Research*, 33(4), 529-536.
4. Park, C. W., Milberg, S., & Lawson, R. (1991). Evaluation of brand extensions: The role of product feature similarity and brand concept consistency. *Journal of Consumer Research*, 18(2), 185-193.

### **Creativity and technology**

1. Mehta, R., Dahl, D. W., & Zhu, R. J. (2017). Social-recognition versus financial incentives? Exploring the effects of creativity-contingent external rewards on creative performance. *Journal of Consumer Research*, 44(3), 536-553.
2. Yang, H., Chattopadhyay, A., Zhang, K., & Dahl, D. W. (2012). Unconscious creativity: When can unconscious thought outperform conscious thought?. *Journal of Consumer Psychology*, 22(4), 573-581.
3. Przybylski, A. K., & Weinstein, N. (2013). Can you connect with me now? How the presence of mobile communication technology influences face-to-face conversation quality. *Journal of Social and Personal Relationships*, 30(3), 237-246.
4. Ward, A. F., Duke, K., Gneezy, A., & Bos, M. W. (2017). Brain drain: The mere presence of one's own smartphone reduces available cognitive capacity. *Journal of the Association for Consumer Research*, 2(2), 140-154.
5. Linares, C., & Sellier, A. L. (2021). How bad is the mere presence of a phone? A replication of Przybylski and Weinstein (2013) and an extension to creativity. *PloS one*, 16(6), e0251451
6. Brucks, M. S., & Levav, J. (2022). Virtual communication curbs creative idea generation. *Nature*, 605(7908), 108-112.

### **Non-traditional and biological methods of market research I**

No readings in this session

### **Face perception and consumer behavior**

1. Cryder, C., Botti, S., & Simonyan, Y. (2017). The charity beauty premium: Satisfying donors' "want" versus "should" desires. *Journal of Marketing Research*, 54(4), 605-618.
2. Todorov, A., Mandisodza, A. N., Goren, A., & Hall, C. C. (2005). Inferences of competence from faces predict election outcomes. *Science*, 308(5728), 1623-1626.
3. Hassin, R., & Trope, Y. (2000). Facing faces: studies on the cognitive aspects of physiognomy. *Journal of personality and social psychology*, 78(5), 837.

4. Madan, S., Savani, K., & Johar, G. V. (2022). How you look is who you are: The appearance reveals character lay theory increases support for facial profiling. *Journal of Personality and Social Psychology*.
5. Wang, Y., & Kosinski, M. (2018). Deep neural networks are more accurate than humans at detecting sexual orientation from facial images. *Journal of personality and social psychology*, 114(2), 246.
6. Wang, D. (2022). Presentation in self-posted facial images can expose sexual orientation: Implications for research and privacy. *Journal of Personality and Social Psychology*, 122(5), 806.

## **Marketing metrics**

### *Required:*

1. Gupta, Sunil, and Valarie Zeithaml (2006), "Customer Metrics and Their Impact on Financial Performance," *Marketing Science*, 25(6), 718–739.
2. De Haan, Evert, Peter C. Verhoef, and Thorsten Wiesel (2015), "The Predictive Ability of Different Customer Feedback Metrics for Retention," *International Journal of Research in Marketing*, 32(2), 195–206.
3. Zhang, Y., Bradlow, E. T., & Small, D. S. (2015), Predicting customer value using clumpiness: From RFM to RFMC. *Marketing Science*, 34(2), 195-208.
4. McCarthy, Daniel M., Peter S. Fader, and Bruce GS Hardie (2017), "Valuing subscription-based businesses using publicly disclosed customer data." *Journal of Marketing*, 17-35.

### *Optional:*

1. Verhoef, Peter C (2003), "Understanding the effect of customer relationship management efforts on customer retention and customer share development." *Journal of Marketing*, 30-45.
2. Kumar, V. (2016), "Introduction: Is Customer Satisfaction (Ir)relevant as a Metric" *Journal of Marketing*, 80(5), 108–109.
3. Reichheld, Frederick F. (2003), "The One Number You Need to Grow," *Harvard Business Review*, 81(12), 46–55.
4. Pauwels, Koen and Bernadette Van Ewijk (2020), "Enduring Attitudes and Contextual Interest: When and Why Attitude Surveys Still Matter in the Online Consumer Decision Journey," *Journal of Interactive Marketing*, 52 (C), 20-34.
5. Verhoef, Peter C., Werner J. Reinartz, and Manfred Krafft (2010), "Customer engagement as a new perspective in customer management." *Journal of Service Research* 247-252.
6. Lemon, Katherine N., and Peter C. Verhoef (2016), "Understanding customer experience throughout the customer journey." *Journal of Marketing* 69-96.
7. Hanssens, Dominique M., and Koen H. Pauwels (2016), "Demonstrating the value of marketing." *Journal of Marketing* 173-190.

## **Customer satisfaction**

### *Required:*

1. Anderson, Eugene W., and Mary W. Sullivan (1993), "The Antecedents and Consequences of Customer Satisfaction for Firms," *Marketing Science*, 12(2), 125–143.

2. Dong, Songting, Min Ding, Rajdeep Grewal, and Ping Zhao (2011), "Functional Forms of the Satisfaction–Loyalty Relationship," *International Journal of Research in Marketing*, 28(1), 38–50.
3. Hogreve, Jens, Anja Iseke, Klaus Derfuss, and Tönnjes Eller (2017), "The Service–Profit Chain: A Meta-analytic Test of a Comprehensive Theoretical Framework," *Journal of Marketing*, 81(3), 41–61.
4. Khwaja, A., Yang, N (2022), "Quantifying the link between employee engagement, and customer satisfaction and retention in the car rental industry," *Quantitative Marketing and Economics* 20, 275–292.

*Optional:*

1. Edmans, Alex (2011), "Does the Stock Market Fully Value Intangibles? Employee Satisfaction and Equity Prices," *Journal of Financial Economics*, 101(3) 621–640.
2. Heskett, James L., Thomas O. Jones, Gary W. Loveman, W. Earl Sasser Jr., and Leonard A. Schlesinger (2008), "Putting the Service-Profit Chain to Work," *Harvard Business Review*, 76, 82–98.
3. Homburg, Christian, Jan Wieseke, and Wayne D. Hoyer (2009), "Social Identity and the Service–Profit Chain," *Journal of Marketing*, 73(2), 38–54.
4. Maxham III, James G., Richard G. Netemeyer, and Donald R. Lichtenstein (2008), "The Retail Value Chain: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Performance," *Marketing Science*, 27(2), 147–167.
5. Oliver, Richard L. (2010), *Satisfaction: A Behavioral Perspective on the Consumer*, 2nd ed. Armonk, NY: M.E. Sharpe.
6. Rego, Lopo L., Neil A. Morgan, and Claes Fornell (2013), "Reexamining the Market Share–Customer Satisfaction Relationship," *Journal of Marketing*, 77(5), 1–20.
7. Lariviere, Bart, Timothy L. Keiningham, Lerzan Aksoy, Atakan Yalçın, Forrest V. Morgeson III, and Sunil Mithas (2016), "Modeling Heterogeneity in the Satisfaction, Loyalty Intention, and Shareholder Value Linkage: A Cross-Industry Analysis at the Customer and Firm Levels," *Journal of Marketing Research*, 53(1), 91–109.
8. Dotson, J., & Allenby, G. (2010). Investigating the strategic influence of customer and employee satisfaction on firm financial performance. *Marketing Science*, 29, 895–908.

## **Non-traditional and biological methods of market research II**

*Eye-tracking:*

1. M Wedel, R Pieters (2007) "Informativeness of Eye movements for visual marketing" Six cornerstones. *Visual Marketing: From Attention to Action - Taylor & Francis Group LLC*.
2. Reutskaja, E., Nagel, R., Camerer, C. F., & Rangel, A. (2011). Search dynamics in consumer choice under time pressure: An eye-tracking study. *American Economic Review*, 101(2), 900-926.

*Brain-imaging:*

3. Camerer, C. F., Loewenstein, G., & Prelec, D. (2004). Neuroeconomics: Why economics needs brains. *The Scandinavian Journal of Economics*, 106(3), 555-579.
4. Samuel M. McClure, Jian Li, Damon Tomlin, Kim S. Cypert, Latané M. Montague, and P. Read Montague (2004). Neural Correlates of Behavioral Preference for

Culturally Familiar Drinks. *Neuron*, Volume 44, Number 2, October 14, pages 379–387.

5. Hilke Plassmann, Thomas Zoëga Ramsøy, Milica Milosavljevic (2012), “Branding the Brain – A Critical Review”, *Journal of Consumer Psychology*, 22 (1), 18–36.
6. Reutskaja, E., Lindner, A., Nagel, R., Andersen, R. A., & Camerer, C. F. (2018). Choice overload reduces neural signatures of choice set value in dorsal striatum and anterior cingulate cortex. *Nature Human Behaviour*, 2(12), 925-935.

*Emotion-recognition:*

7. Teixeira, T., Picard, R., & El Kaliouby, R. (2014). Why, when, and how much to entertain consumers in advertisements? A web-based facial tracking field study. *Marketing Science*, 33(6), 809-827.

*Optional:*

1. Adolphs, R., Mlodinow, L., & Barrett, L. F. (2019). What is an emotion? *Current Biology*, 29(20), R1060-R1064.
2. Barrett, L. F., Adolphs, R., Marsella, S., Martinez, A. M., & Pollak, S. D. (2019). Emotional expressions reconsidered: Challenges to inferring emotion from human facial movements. *Psychological Science in the Public Interest*, 20(1), 1-68.

**Distance effect and consumer choices**

*Required:*

1. Blum, B. S., & Goldfarb, A. (2006). Does the internet defy the law of gravity?. *Journal of International Economics*, 70(2), 384-405.
2. Burtch, G., Ghose, A., & Wattal, S. (2014). Cultural differences and geography as determinants of online prosocial lending. *Mis Quarterly*, 38(3), 773-794.
3. Chintagunta, P. K., & Chu, J. (2021). Geography as branding: Descriptive evidence from Taobao. *Quantitative Marketing and Economics*, 19(1), 53-92.
4. Valentí, Albert, and Victor Martínez-de-Albéniz. "Shopping Distancing: The Impact of Travel Cost on Shopping Destination Choices."

*Optional:*

1. Park, C. H., & Park, Y. H. (2016). Investigating purchase conversion by uncovering online visit patterns. *Marketing Science*, 35(6), 894-914.
2. Vroegrijk, M., Gijbrecchts, E., & Campo, K. (2013). Close encounter with the hard discounter: A multiple-store shopping perspective on the impact of local hard-discounter entry. *Journal of Marketing Research*, 50(5), 606-626.