

EMERGING RESEARCH TRENDS: HOW TO LEAD AND SHOULD WE FOLLOW

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Agenda

- Acknowledgments
- Knowledge Development in Marketing
- Determinants of Knowledge Development
- Conclusions

Thanks to:

- Ryan Langan, Ph.D. Candidate, University of South Florida
- My family (Kyoung, Jean 19, and Ryan 13)

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KNOWLEDGE DEVELOPMENT IN MARKETING

- Marketing is the academic discipline that focuses on how firm's gain and maintain end-customer relationships. Marketing is a unique and vital discipline, with many diverse constituents.
- Knowledge in marketing represents the sum or range of what has been discovered and learned about firm and consumer decision-making and behavior as they apply to how firms gain and maintain end-customer relationships.
- A number of important research trends are emerging.

EMERGING RESEARCH TRENDS

- **Marketing Manager Use of Metrics in Decision-Making.**
Imran Currim and Ofer Mintz (2013), “What Drives Managerial Use of Marketing and Financial Metrics, and Does Metric Use Impact Marketing Mix Performance,” JM, 77 (March), forthcoming.
- **End-customer Inputs into New Product Development.**
Martin Schreier, Christopher Fuchs, Emanuelle Prandelle, and Darren Dahl (2013), “All that is Users Might not be Gold: Exploring Consumer Preferences for User Developed Products of Luxury Fashion Products,” in process at JM.
- **Sustainable Products and Associated Trade-offs.**
Ying-Ching Lin and Angela Chang (2012), “Double Standard: The Role of Environmental Consciousness in Green Product Usage,” JM, 76 (September), 125-134.

EMERGING RESEARCH TRENDS, continued

- **Product Packaging and Its Design.**

Gina Mohr, Donald Lichtenstein, and Chris Janiszewski (2012), “The Effect of Marketer-Suggested Serving Size on Consumer Responses: ... Consumer Attention to Calorie Information,” *JM*, 76 (January), 59-75.

- **The Use of Multiple Channels by Firms.**

Venkatesh Shankar and Tarun Kushwaha (2013), “Are Multichannel Customers Really Valuable: The Moderating Role of Product Category Characteristics,” *JM*, 77 (July), forthcoming.

- **Manufacturer, Distributor, and Retailer Pricing Practices.**

Christian Homburg, Ove Jensen, and Alexander Hahn (2012), “How to Organize Pricing? Vertical Delegation and Horizontal Dispersion of Pricing Authority,” *JM*, 76 (September), 40-69.

EMERGING RESEARCH TREND, continued

- **The Internet and Social Marketing.**
Shihari Sridhar and Raji Srinivasan (2012), “Social Influence Effects in Online Product Ratings,” JM, 76 (September), 70-88.
- **Customer Service Representatives’ Behavior.**
Claudia Jasmand, Vera Blazevic, and Ko de Ruyter (2012), Generating Sales While Providing Service: A Study of Customer Service Representatives’ Ambidextrous Behavior,” JM, 76 (January). 20-37.
- **Branding and Brand Equity.**
Valentyna Melnyk, Kristina Klein, and Franziska Volckner (2012), “The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries,” JM, 76 (November), 21-37.

What kind of papers are of interest to JM?

- Rigorous research with actionable implications
- Papers with new theoretical/substantive insights and findings
(not methodological papers)
- Any topic
- Any method
 - Archival data, experiments, surveys, historical methods, qualitative approaches, etc. all are welcome
- Theory-based articles
 - But these are not easy

Acceptance criteria: Screen 1

Interesting?

- New? Non-obvious?
- Change thinking/action?



Acceptance criteria: Screen 2

Interesting?

- New? Non-obvious?
- Change thinking/action?

Valid?

- Methodological rigor
- Conceptual rigor



Acceptance criteria: Screen 3

Interesting?

Valid?

Broad
Appeal?



- Number of scholars, managers, policy makers?

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PASSION

- Do not jump on any bandwagon.
- Your passion should dictate the research topics you focus upon.
- Understand your passion.

RESEARCH CAPABILITY

- Work with the right people; have a mentor or two.
- Focus in a particular area of research (your brand equity).
- Thoroughly comprehend the literature in your specialty area.
- Work very hard, but attain balance in life.
- Develop critical research skills.

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WE ARE LUCKY

- We work in a great profession.
- Our profession has impact.
- We actually make money based on doing what we love to do!

BUT WE MUST DO BETTER

- We must focus on enhancing knowledge development in marketing.
- We must understand emerging research trends, but select research topics that we love.
- We should lead through publishing high quality articles that enhance knowledge development in our discipline.
- We must learn from others, but never follow; chart your own course.

Thank You!

Discussion?