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


• 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.

EMERGING RESEARCH TRENDS, continued

• Product Packaging and Its Design.

• The Use of Multiple Channels by Firms.

• Manufacturer, Distributor, and Retailer Pricing Practices.
EMERGING RESEARCH TRENDS, continued

- **The Internet and Social Marketing.**

- **Customer Service Representatives’ Behavior.**

- **Branding and Brand Equity.**
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?