

Seminar on Marketing Strategy

Seminar Faculty:

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This seminar examines emerging topics in marketing management and strategy. Its primary objective is to expose each of you to some of the current thinking and future research possibilities on this topic.

Seminar Objectives and Teaching Philosophy

Through this seminar, we will seek to gain exposure to some concepts, theories, models, and paradigms that constitute marketing strategy and management. Because discussion and debate are fundamental to a seminar of this type, it is important that everyone prepare for each meeting by keeping up with readings, and by being prepared to discuss, debate, and challenge. Everyone is expected to enter fully the discussion each time we meet. Excellent preparation is the foundation of quality involvement and we hope preparation for this seminar will be a high priority for you.

The sessions will be run as a seminar. Basically, each of us will critically review a set of readings, think about them carefully, and with the help of discussion leader teams, reflect upon and discuss these readings within a supportive communal setting. Each participant will take turns running the show as a discussion leader. The seminar faculty will set the stage by designing the seminar and crafting our reading lists. You are the main actors for which this stage was built. To be more concrete, we see our roles as discussion moderators, commentators, and facilitators. Although we may offer some personal views from time to time, we do not plan to lecture or tell you what marketing strategy is about. Part of the joy of being in a research seminar is to discover what a given topic means to you through an interactive process of connecting your prior knowledge and beliefs to a set of scholarly ideas (expressed in readings) within a collective context.

Draft List of Topics and Readings

Session 1 (December 17, Morning)

Introduction:

Jaworski, Bernard J. and Ajay K. Kohli, (1993) "Market Orientation: Antecedents and Consequences," *Journal of Marketing*, 57 (July), 53-70.

Bolton, Ruth et al. (2005), "Marketing Renaissance: Opportunities and Imperatives for Improving Marketing Thought, Practice, and Infrastructure," *Journal of Marketing*, 69 (October), 1-25.

Chandy, Rajesh and Narasimhan, Om (2015). "Millions of Opportunities: An Agenda for Research in Emerging Markets," *Customer Needs and Solutions*, 2(4), 251-263.

Gellerman, Andrew (2016). "What has happened down here is the winds have changed - Statistical Modeling, Causal Inference, and Social Science",
<http://andrewgelman.com/2016/09/21/what-has-happened-down-here-is-the-winds-have-changed/>

Davis, Murray (1971), "That's Interesting! Towards a Phenomenology of Sociology and a Sociology of Phenomenology," *Philosophy of the Social Sciences*, 1, 309-44.

Supplementary Readings:

Chandy, Rajesh (2003), "Research as Innovation: Rewards, Perils, and Guideposts for Research and Reviews in Marketing," *Journal of the Academy of Marketing Science*, 31 (Summer), 351-55.

Varadarajan, Rajan (1996), "From the Editor: Reflections on Research and Publishing," *Journal of Marketing*, 60 (October), 3-6.

Sternberg, R. J. (1992), "How to Win Acceptance by Psychology Journals: 21 Tips for Better Writing," *APS Observer*, September, 12-18.

Session 2 (December 17, 2018, Afternoon)

Better Marketing for a Better World: Insights from Emerging Markets

Jensen, Robert (2007), "The Digital Divide: Information (Technology), Market Performance, and Welfare in the South Indian Fisheries Sector," *Quarterly Journal of Economics*, 122 (August), 879-924.

Anderson, Stephen J, Rajesh Chandy and Zia Bilal (2018), "Pathways to Profits:^[1]_{SEP}The Impact of Marketing versus Finance Skills on Business Performance," *Management Science*, Forthcoming

Hassan, Magda, Jaideep Prabhu, Rajesh Chandy and Om Narasimhan (2018), "The Marketing Lives of Micro-entrepreneurs: Why Do Some Differentiate More than Others?" *Working paper*.

Zhang, Thomas, Rajesh Chandy, and Om Narasimhan (2018), "Too Busy to Innovate: How Infrastructure and Slack Time Drive Innovation Adoption in Emerging Markets," *Working paper*.

Session 3 (December 18, 2018, Morning)

New Opportunities in Research on Marketing Strategy: Inspiration from Adjacent Fields

Alesina, Alberto, Paola Giuliano and Nathan Nunn (2013), "On the origins of gender roles: Women and the plough," *Quarterly Journal of Economics*, 128(2), 469-530.

Jensen, Robert T. and Emily Oster (2009), "The Power of TV: Cable Television and Women's Status in India," *Quarterly Journal of Economics*, 124(3), 1057-1094.

Bloom, N., Eifert, B., Mahajan, A., McKenzie, D., & Roberts, J. (2013). Does management matter? Evidence from India. *Quarterly Journal of Economics*, 128(1), 1-51.

Jensen, Robert T. (2010), "Economic opportunities and gender differences in human capital: Experimental evidence for India", National Bureau of Economic Research.

Session 4 (Dec 18, 2018, Afternoon)

Marketing's Value to a Firm

Background Reading

Bharadwaj, Sundar G. and Rajan Varadarajan (2005), "Toward an Integrated Model of Business Performance," in N. K. Malhotra (Ed.) *Review of Marketing Research*, Volume 1 (Armonk, NY: M. E. Sharpe), 207-243].

Assigned Readings

Srivastava, Rajendra K., Tasadduq A. Shervani, and Liam Fahey (1998), "Market-Based Assets and Shareholder Value: A Framework for Analysis," *Journal of Marketing*, 62 (January), 2-18.

Frank Germann, Peter Ebbes, and Rajdeep Grewal (2015) The Chief Marketing Officer Matters!. *Journal of Marketing*: May 2015, Vol. 79, No. 3, pp. 1-22.

Dominique M. Hanssens and Koen H. Pauwels (2016) Demonstrating the Value of Marketing. *Journal of Marketing*: November 2016, Vol. 80, No. 6, pp. 173-190.

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

Challagalla, Goutam, Brian R. Murtha, and Bernard Jaworski (2014), "Marketing Doctrine: A Principles-Based Approach to Guiding Marketing Decision Making in Firms," *Journal of Marketing*, 78(4), 4-20.

Session 5 (Dec 19, 2018, Morning)

Marketing Capabilities, Orientation and Performance

Background Reading:

Srinivasan, Shuba and Dominique M. Hanssens (2009), "Marketing and Firm Value: Metrics, Methods, Findings and Future Directions," *Journal of Marketing Research*, 46 (June), 293-312.

Christine Moorman and George S. Day (2016) Organizing for Marketing Excellence. *Journal of Marketing*: November 2016, Vol. 80, No. 6, pp. 6-35

Assigned Reading

Barney, Jay (1991), "Firm Resources and Sustained Competitive Advantage," *Journal of Management*, 17 (1), 99-120.

Teece, David J., Pisano, Gary, and Amy Shuen (1997), "Dynamic Capabilities and Strategic Management," *Strategic Management Journal*, 18 (7), 509-533.

Xiong, Guiyang, and Sundar Bharadwaj. "Asymmetric Roles of Advertising and Marketing Capability in Financial Returns to News: Turning Bad into Good and Good into Great." *Journal of Marketing Research* 50, no. 6 (2013): 706-724.

Sorescu, Alina, Rajesh Chandy and Jaideep Prabhu (2008), "Why Do Some Acquisitions Do Better than Others," *Journal of Marketing Research*, XLIV(February), 57-72.

V. Kumar, Eli Jones, Rajkumar Venkatesan, and Robert Leone (2011), "Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing," *Journal of Marketing*, 75 (January), 16 – 30.

Simone Wies and Christine Moorman (2015) Going Public: How Stock Market Listing Changes Firm Innovation Behavior. *Journal of Marketing Research*: October 2015, Vol. 52, No. 5, pp. 694-709.

Session 6 (December 19, Afternoon)

Research Pitches

Interested participants will offer a 10 minute pitch that describes a research idea that is related to the topics covered to gain feedback to target a top journal. The pitches need to address the following:

1. What is the research question(s)?
2. Why pursue this research?
3. What are the next steps planned to implement this research?