

# Bachelorseminar Marketing & Vertrieb SoSe 2016

## Themen und Auswahlprozess

Institut für Informationswirtschaft und Marketing (IISM)  
Forschergruppe Marketing & Vertrieb



# Zielgruppe und Bewerbungsprozess

- Zielgruppe:
  - Interessenten an einer Bachelorarbeit im Marketing
  - Die Teilnahme vor dem Schreiben der Bachelorarbeit wird dringend empfohlen
  
- Anzahl Plätze:
  - Es stehen 12 Seminarplätze zur Verfügung
  - Platzbeschränkung macht Bewerbungsprozess nötig
  
- Die Bewerbung für das Seminar erfolgt über die Plattform <https://portal.wiwi.kit.edu>
  
- Auswahlmechanismus:
  - Modifiziertes Bestenprinzip, d.h. die leistungsstärksten Bewerber werden – unter Berücksichtigung von Studienplanung u. Schwerpunktsetzung – zuerst berücksichtigt.
  
- Fragen zum Bewerbungsprozess bitte an [sven.feurer@kit.edu](mailto:sven.feurer@kit.edu)

# Termine

- Themen online: ab 22.1.2016
- Bewerbungsfrist: bis zum 30. Januar 2016, 12:00 Uhr
- Bekanntgabe der ersten Zusagen: 1. Februar 2016
- Frist zur Annahme zugesagter Plätze: bis zum 5. Februar 2016, 17:00 Uhr
- Vorbesprechung (Anwesenheitspflicht!): 17. Feb. 2016, 15:00-16:30 Uhr, 20.21, 115
- Bearbeitungsstart: 17. Februar 2016
- Abgabe der Seminararbeit: 9. Juni 2016, 12:00 Uhr
- Präsentation (Anwesenheitspflicht!): 30. Juni 2016, 10:15-13:00 Uhr, 20.21, 115  
1. Juli 2016, 10:15-13:00 Uhr, 20.21, 115

# (Grobe) Form der Seminararbeit (1/2)

## ■ Zielsetzung:

Im Rahmen des Seminars sollen die Teilnehmer lernen, mit wissenschaftlichen Arbeiten im Marketing umzugehen. Konkret besteht ihre Aufgabe darin, sich mit einer aktuellen Forschungsarbeit intensiv vertraut zu machen und die zitierte Literatur zu beschaffen und zu lesen. Zudem sollen sie die empirischen und statistischen Verfahren nachvollziehen und die Ergebnisse sicher interpretieren. Abschließend sollen die Teilnehmer die betrachtete Studie in Beziehung setzen zu aus dem Studium bekannten Inhalten und den Beitrag der analysierten Studie kritisch würdigen.

## ■ Umfang:

Schriftliche Arbeit: nicht mehr als 15 Seiten

Präsentation im Seminar: 15 Minuten + 10 Minuten Diskussion

## (Grobe) Form der Seminararbeit (2/2)

### ■ **Bewertung der Leistung:**

60% Seminararbeit

30% Präsentation

10% Beteiligung am Seminar

### ■ **Konkretisierung:**

Genauere Hinweise zur konkreten Ausgestaltung werden in der Vorbesprechung am 17. Februar 2016 gegeben.

# Zu den Themen

- Gemäß der vorgestellten Zielsetzung (Folie 4), beziehen sich die einzelnen Themen des Seminars auf aktuelle Forschungsarbeiten im Marketing
- Eine Liste der aktuellen Themen finden Sie auf den Folien 7 bis 13.
- Die Präferenzen können im Seminarmodul angegeben werden. Die Zuteilung der Themen erfolgt nach einem modifizierten Bestenprinzip, d.h. der beste Bewerber bekommt zuerst seinen Erstwunsch erfüllt, dann der zweitbeste Bewerber usw.
- Themen werden nicht doppelt vergeben, d.h. es kann einem Teilnehmer auch ein Thema zugeteilt werden, das er oder sie nicht explizit als Themenwunsch genannt hat
- Eigene Themenvorschläge durch Studierende sind nicht möglich

# Themenliste (1/7)

1. Gershoff, A. D., Frels, J. K. (2015), **What Makes It Green? The Role of Centrality of Green Attributes in Evaluations of the Greenness of Products**, *Journal of Marketing*, 79(1), 97-110.



An increasing body of research addresses consumers' green product purchasing behavior, and yet little work has examined how consumers form perceptions of the greenness of products in the first place. Drawing on theories of attribute centrality (the degree to which an attribute is integral in defining an object), the authors argue that products with identical environmental benefits will be judged more or less green depending on whether the benefit stems from a central versus a peripheral attribute. They present four studies that support the hypotheses and explore factors that influence the effect of central attributes, including product category membership and integration of the green attribute with other elements of the product. They include controls for firm motivations and importance of the attribute to the individual consumer. The authors conclude the article with managerial and public policy implications, such as advice for firms on where to make green investments for maximum consumer impact and insight for public policy makers on the need for consumer assistance in objectively evaluating products with identical environmental benefits that achieve those benefits in different ways.

2. Fuchs, C., Schreier, M., van Osselaer, S. M. (2015), **The Handmade Effect: What's Love Got to Do with It?**, *Journal of Marketing*, 79(2), 98-110.



Despite the popularity and high quality of machine-made products, handmade products have not disappeared, even in product categories in which machinal production is common. The authors present the first systematic set of studies exploring whether and how stated production mode (handmade vs. machine-made) affects product attractiveness. Four studies provide evidence for the existence of a positive handmade effect on product attractiveness. This effect is, to an important extent, driven by perceptions that handmade products symbolically “contain love.” The authors validate this love account by controlling for alternative value drivers of handmade production (effort, product quality, uniqueness, authenticity, and pride). The handmade effect is moderated by two factors that affect the value of love. Specifically, consumers indicate stronger purchase intentions for handmade than machine-made products when buying gifts for their loved ones but not for more distant gift recipients, and they pay more for handmade gifts when purchased to convey love than simply to acquire the best-performing product.

# Themenliste (2/7)

3. Heath, T. B., Chatterjee, S., Basuroy, S., Hennig-Thurau, T., Kocher, B. (2015), **Innovation Sequences over Iterated Offerings: A Relative Innovation, Comfort, and Stimulation Framework of Consumer Responses**, *Journal of Marketing*, 79(6), 71-93.



Innovations commonly involve changes to iterated market offerings (e.g., new games, car models, film sequels). To better understand consumer iteration responses, the authors develop and test a theoretical framework grounded in (1) prior innovations serving as reference states (comparators) for later innovations and (2) consumer desires for both comfort and stimulation. In Study 1's online game, prior innovations and loss aversion (greater loss than gain impact) moderate evaluations of current innovations, whereby an introduction-weaker-stronger innovation sequence (Periods 1–3 of four periods) generates more entertainment than an introduction-stronger-weaker sequence because the former's weak-opening-then-rise does less harm than the latter's strong-opening-then-drop. Study 2 replicates Study 1 and shows that an introduction-weaker-weaker sequence produces enough habituation and diminishing negative returns to outperform an introduction-stronger-weaker sequence at Period 4. Study 3 offers marketplace corroboration with a film industry test in which minor (fewer) innovations perform better (e.g., sales, return on investment) earlier in franchises, whereas major (many) innovations perform better later, thereby reconciling prior research's opposing prescriptions for the use of major versus minor sequel innovations. The framework and results implicate carefully sequenced innovations for managing consumer iteration responses, including the possibility of interspersing weaker/minor innovations among stronger/major innovations.

# Themenliste (3/7)

4. Petersen, J. A., Kushwaha, T., Kumar, V. (2015), **Marketing Communication Strategies and Consumer Financial Decision Making: The Role of National Culture**, *Journal of Marketing*, 79(1), 44-63.



Consumers frequently make important financial decisions that have short- and long-term impacts on their welfare. The authors expect that these financial decisions are a function of consumers' past experiences and interactions with a financial services firm as well as consumers' long-term priorities (e.g., national culture). They determine how three cultural dimensions (long-term orientation, uncertainty avoidance, and masculinity) and marketing communication type (promotion focused vs. prevention focused) affect three key consumer financial decisions: (1) savings rate, (2) use of credit, and (3) spending pattern. To do so, they empirically test both the direct effect of national culture on consumer financial decision making and its moderating effect on the link between a firm's marketing efforts and consumer financial decision making. Drawing on regulatory focus theory, the authors develop and empirically test their hypotheses using a customer database from a multinational financial services firm based in the United Arab Emirates, with customers originating from 34 countries. They find that national culture directly affects consumer financial decision making and moderates the impact of marketing efforts by the financial services firm, which suggests that financial services firms should account for national culture when managing customers.

# Themenliste (4/7)

5. Hattula, J. D., Herzog, W., Dahl, D. W., & Reinecke, S. (2015), **Managerial Empathy Facilitates Egocentric Predictions of Consumer Preferences**, *Journal of Marketing Research*, 52(2), 235-252.



Common wisdom suggests that managerial empathy (i.e., the mental process of taking a consumer perspective) helps executives separate their personal consumption preferences from those of consumers, thereby preventing egocentric preference predictions. The results of the present investigation, however, show exactly the opposite. First, the authors find that managerial empathy ironically accelerates self-reference in predictions of consumer preferences. Second, managers' self-referential tendencies increase with empathy because taking a consumer perspective activates managers' private consumer identity and, thus, their personal consumption preferences. Third, empathic managers' self-referential preference predictions make them less likely to use market research results. Fourth, the findings imply that when explicitly instructed to do so, managers are capable of suppressing their private consumer identity in the process of perspective taking, which helps them reduce self-referential preference predictions. To support their conclusions, the authors present four empirical studies with 480 experienced marketing managers and show that incautiously taking the perspective of consumers causes self-referential decisions in four contexts: product development, communication management, pricing, and celebrity endorsement.

6. Corgnet, B., Gómez-Miñambres, J., & Hernán-González, R. (2015), **Goal Setting and Monetary Incentives: When Large Stakes Are Not Enough**. *Management Science*, 61(12), 2926-2944.



The aim of this paper is to test the effectiveness of wage-irrelevant goal-setting policies in a laboratory environment. In our design, managers can assign a goal to their workers by setting a certain level of performance on the work task. We establish our theoretical conjectures by developing a model in which assigned goals act as reference points to workers' intrinsic motivation. Consistent with our model, we find that managers set goals that are challenging but attainable for a worker of average ability. Workers respond to these goals by increasing effort and performance and by decreasing on-the-job leisure activities with respect to the no-goal-setting baseline. Finally, we study the interaction between goal setting and monetary rewards and find, in line with our theoretical model, that goal setting is most effective when monetary incentives are strong. These results suggest that goal setting may produce intrinsic motivation and increase workers' performance beyond what is achieved by using solely monetary incentives.

# Themenliste (5/7)

7. Hall, Z. R., Ahearne, M., & Sujan, H. (2015), **The Importance of Starting Right: The Influence of Accurate Intuition on Performance in Salesperson–Customer Interactions.** *Journal of Marketing*, 79(3), 91-109.



Salespeople make two types of judgments about customers in face-to-face interactions: those that are more intuitive and those that are more deliberative. The authors evaluate the influence of accurate intuitive and deliberative judgments on the performance of salespeople. To evaluate this influence, the authors employ matched survey, observational, and objective field data obtained before, during, and after salesperson–customer interactions. The results reveal that accurate intuitive judgments improve selling performance by enabling more appropriate initial sales strategies. These judgments not only help increase the effectiveness of salespeople's selling efforts but also reduce the amount of selling time, resulting in improved selling efficiency. However, performance is compromised when inaccurate deliberative judgments follow accurate intuitive judgments. The findings also identify different antecedents to judgment accuracy. Intuitive accuracy is influenced by domain-specific experience, similarity to the customer, and empathy for the customer, whereas listening skills and customer orientation influence deliberative accuracy.

8. Bolander, W, Satornino, C. B., Hughes, D. E., & Ferris, G. R. (2015), **Social Networks Within Sales Organizations: Their Development and Importance for Salesperson Performance,** *Journal of Marketing*, 79(6), 1-16.



Although the study of salesperson performance traditionally has focused on salespeople's activities and relationships with customers, scholars recently have proposed that salespeople's intraorganizational relationships and activities also play a vital role in driving sales performance. Using data from 286 salespeople in a unique social network analysis, the authors explore the effects of salespeople's intraorganizational relationships on objective salesperson performance as well as the role of political skill in developing intraorganizational relationships. The results indicate that two types of social network characteristics (i.e., relational centrality and positional centrality) contribute substantially to salesperson performance. Moreover, salespeople's political skill is shown to be an antecedent to relational centrality but, surprisingly, not positional centrality. This finding demonstrates that researchers should not assume that all centralities represent similar underlying network characteristics. In light of these results, the authors discuss several implications for both managers and researchers as well as directions for further research.

# Themenliste (6/7)

9. Anderson, E., Song, L., Simester, D., & Tucker, C. E. (2015), *Harbingers of Failure*, *Journal Of Marketing Research*, 52(5), 580-592.



The authors identify customers, termed “Harbingers of failure,” who systematically purchase new products that flop. Their early adoption of a new product is a strong signal that a product will fail—the more they buy, the less likely the product will succeed. Firms can identify these customers through past purchases of either new products that failed or existing products that few other customers purchase. The authors discuss how these insights can be readily incorporated into the new product development process. The findings challenge the conventional wisdom that positive customer feedback is always a signal of future success.

10. Tucker, C. E. (2015), *The Reach and Persuasiveness of Viral Video Ads*, *Marketing Science*, 34(2), 281-296.



Many video ads are designed to go *viral* so that the total number of views they receive depends on customers sharing the ads with their friends. This paper explores the relationship between the number of views and how persuasive the ad is at convincing consumers to purchase or to adopt a favorable attitude towards the product. The analysis combines data on the total views of 400 video ads, and crowd-sourced measurement of advertising persuasiveness among 24,000 survey responses. Persuasiveness is measured by randomly exposing half of these consumers to a video ad and half to a similar placebo video ad, and then surveying their attitudes towards the focal product. Relative ad persuasiveness is on average 10% lower for every one million views that the video ad achieves. The exceptions to this pattern were ads that generated views *and* large numbers of comments, and video ads that attracted comments that mentioned the product by name. Evidence suggests that such ads remained effective because they attracted views due to humor rather than because they were outrageous.

# Themenliste (7/7)

11. Bartling, B., Brandes, Leif, and Schunk, D. (2015), Expectations as Reference Points: Field Evidence from Professional Soccer, *Management Science* 61(11), 2646-2661.



We show that professional soccer players and their coaches exhibit reference-dependent behavior during matches. Controlling for the state of the match and for unobserved heterogeneity, we show on a minute-by-minute basis that players breach the rules of the game, measured by the referee's assignment of cards, significantly more often if their teams are behind the expected match outcome, measured by preplay betting odds of large professional bookmakers. We further show that coaches implement significantly more offensive substitutions if their teams are behind expectations. Both types of behaviors impair the expected ultimate match outcome of the team, which shows that our findings do not simply reflect fully rational responses to reference-dependent incentive schemes of favorite teams to falling behind. We derive these results in a data set that contains more than 8,200 matches from 12 seasons of the German Bundesliga and 12 seasons of the English Premier League.

12. Kumar, V., Bhagwat, Y., & Xi (Alan), Z. (2015), Regaining "Lost" Customers: The Predictive Power of First-Lifetime Behavior, the Reason for Defection, and the Nature of the Win-Back Offer, *Journal Of Marketing*, 79(4), 34-55.



Service firms, which have high attrition rates, are finding it exceedingly difficult to grow their customer base. Despite their extensive retention efforts, customers still defect. For these firms, "lost" customers may pose a rewarding "last-resort" opportunity. Reacquiring customers who left the firm may help these firms not only regain their lost profits but also usurp profits from competitors. However, some pertinent questions remain as to whether lost customers are worth the investment in reacquisition and whether they will remain profitable if reacquired. This is the first study to empirically demonstrate how (1) the lost customers' first-lifetime experiences and behaviors, (2) the reason for defection, and (3) the nature of the win-back offer made to lost customers are all related to the likelihood of their reacquisition, their second-lifetime duration, and their second-lifetime profitability per month. The study shows that the stronger the first-lifetime relationship with the firm, the more likely a customer is to accept the win-back offer. This study also presents relevant implications for managers interested in identifying new avenues for growth through effective resource allocation on the reacquisition and management of lost customers. Finally, the authors outline if and when managers should choose between maximizing reacquisition and profitability.