Bachelorseminar Marketing & Vertrieb SoSe 2018

Themen und Auswahlprozess

Institut für Informationswirtschaft und Marketing (IISM)
Forschungsgruppe 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

Termine

Themen online:	ab 17.1.2018
Bewerbungsfrist:	bis zum 26. Januar 2018, 12:00 Uhr
Bekanntgabe der ersten Zusagen:	29. Januar 2018
Frist zur Annahme zugesagter Plätze:	bis zum 2. Februar 2018, 17:00 Uhr
Vorbesprechung (Anwesenheitspflicht!):	12. Feb. 2018, 16:00-17:30 Uhr, 20.21, 115
Bearbeitungsstart:	12. Februar 2018
Abgabe der Seminararbeit:	7. Juni 2018, 12:00 Uhr
Präsentation (Anwesenheitspflicht!):	29. Juni 2018, 10:15-17:00 Uhr, 20.21, 115 06. Juli 2018, 10:15-17:00 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 12. Februar 2018 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. **Huyghe, E., J. Verstraeten, M. Geuens, and A. van Kerckhove (2017), Clicks as a Healthy Alternative to Bricks: How Online Grocery Shopping Reduces Vice Purchases, Journal of Marketing Research, 54, 1, 61-74.**

Although consumers are concerned about their health, obesity statistics suggest that contextual factors often lead them to choose unhealthy alternatives (i.e., vices) rather than healthy ones (i.e., virtues). Noting the increasing prevalence of online grocery shopping, the authors focus on shopping channels as one such contextual factor and investigate how food choices made online differ from food choices made in a traditional brick-and-mortar store. A database study and three lab experiments demonstrate that consumers choose relatively fewer vices in the online shopping environment. Moreover, this shopping channel effect arises because online channels present products symbolically, whereas offline stores present them physically. A symbolic presentation mode decreases the products' vividness, which in turn diminishes consumers' desire to seek instant gratification and ultimately leads them to purchase fewer vices. These findings highlight several unexplored differences between online and offline shopping, with important implications for consumers, public policy makers, and retailers.

2. **Panagopoulos, N. G., A. A. Rapp, and J. L. Ogilvie, Salesperson Solution Involvement and Sales Performance: The Contingent Role of Supplier Firm and Customer–Supplier Relationship Characteristics, Journal of Marketing, 81(4), 144-164.**

Salespeople play a crucial role in their firms' efforts to provide customer solutions. However, little research has examined how salesperson involvement in customer solutions can be conceptualized, whether it pays off, and what boundary conditions might heighten its performance effects. This study addresses these gaps and offers a conceptualization of salesperson solution involvement by focusing on the set of salesperson-related activities that enact the four relational processes inherent in customer solutions. The authors collect a unique data set that includes a wide range of firms, industries, and countries, as well as the perspectives of both salespeople and customers, across five studies. Results validate the stability of the conceptualization across contexts. They also reveal that salesperson solution involvement is systematically related to increases in both subjective and objective, time-lagged measures of sales performance. Finally, results show that the performance effects of salesperson solution involvement are amplified under higher levels of firm's product portfolio scope, sales unit cross-functional cooperation, and customer–supplier relationship tie strength. Surprisingly, customer adaptiveness is not found to moderate the performance effects of salesperson solution involvement.

Themenliste (2/7)

3. **Park, E., R. Rishika, R. Janakiraman, M. Houston, and B. Yoo (2018), Social Dollars in Online Communities: The Effect of Product, User, and Network Characteristics, 82(1), 90-114.**

Online communities have experienced burgeoning popularity over the last decade and have become a key platform for users to share information and interests, and to engage in social interactions.Drawing on the social contagion literature, the authors examine the effect of online social connections on users' product purchases in an online community. They assess how product, user, and network characteristics influence the social contagion effect in users' spending behavior. The authors use a unique large-scale data set from a popular massively multiplayer online role-playing game community—consisting of users' detailed gaming activities, their social connections, and their in-game purchases of functional and hedonic products—to examine the impact of gamers' social networks on their purchase behavior. The analysis, based on a double-hurdle model that captures gamers' decisions of playing and spending levels, reveals evidence of "social dollars," whereby social interaction between gamers in the community increases their in-game product purchases. Interestingly, the results indicate that social influence varies across different types of products. Specifically, the effect of a focal user's network ties on his or her spending on hedonic products is greater than the effect of network ties on the focal user's spending on functional products. Furthermore, the authors find that user experience negatively moderates social contagion for functional products, whereas it positively moderates contagion for hedonic products. In addition, dense networks enhance contagion over functional product purchases, whereas they mitigate the social influence effect over hedonic product purchases. The authors perform a series of tests and robustness checks to rule out the effect of confounding factors. They supplement their econometric analyses with dynamic matching techniques and estimate average treatment effects. The results of the study have implications for both theory and practice and help provide insights on how managers can monetize social networks and use social information to increase user engagement in online communities.

Themenliste (3/7)

4. Datta, Hannes, K. Ailawadi, H. van Heerde (2017), How Well Does Consumer-Based Brand Equity Align with Sales-Based Brand Equity and Marketing-Mix Response?, Journal of Marketing, 81, 3, 1-20.

Brand equity is the differential preference and response to marketing effort that a product obtains because of its brand identification. Brand equity can be measured using either consumer perceptions or sales. Consumer-based brand equity (CBBE) measures what consumers think and feel about the brand, whereas sales-based brand equity (SBBE) is the brand intercept in a choice or market share model. This article studies the extent to which CBBE manifests itself in SBBE and marketing-mix response using ten years of IRI scanner and Brand Asset Valuator data for 290 brands spanning 25 packaged good categories. The authors uncover a fairly strong positive association of SBBE with three dimensions of CBBE—relevance, esteem, and knowledge—but a slight negative correspondence with the fourth dimension, energized differentiation. They also reveal new insights on the category characteristics that moderate the CBBE–SBBE relationship and document a more nuanced association of the CBBE dimensions with response to the major marketing-mix variables than heretofore assumed. The authors discuss implications for academic researchers who predict and test the impact of brand equity, for market researchers who measure it, and for marketers who want to translate their brand equity into marketplace success.

5. Keller, K., M. Dekimpe, I. Geyskens (2016), Let your banner wave? Antecedents and performance implications of retailers' private-label branding strategies, Journal of Marketing, 80, 4, 1-19.

The authors study the drivers and performance implications of retailers' branding strategies for their premium and economy private-label tiers. Retailers can opt for store-banner branding and use their store-banner name and/or logo to reveal their ownership, or they can use stand-alone branding and avoid an explicit link between store brand and retail banner. Hypotheses are tested on a large pan-European sample of premium and economy tiers that were introduced over almost 15 years. For the premium tier, retailers' propensity to use store-banner branding is higher when they have a hi–lo price format and a higher brand equity, and when they have used store-banner branding in the past (on their standard tier and in other markets). The attractiveness of using store-banner branding for the premium tier also varies across countries: it is more likely to be chosen when the retail environment is less concentrated, when uncertainty avoidance and rule of law are higher, and when power distance is lower. For most of these drivers, the effect is significantly weaker for the economy tier. Retailers whose premium-tier branding decision is congruent with the proposed contingency framework perform better. For the economy tier, congruence is not associated with higher performance.

Themenliste (4/7)

6. **Wang, K., and A. Goldfarb (2017), Can offline stores drive online sales?, Journal of Marketing Research, 54(5), 706-719.**

The authors use evidence from store openings by a bricks-and-clicks retailer to examine the drivers of substitution and complementarity between online and offline retail channels. The evidence supports the coexistence of substitution across channels and complementarity in demand. In places where the retailer has a strong presence, the opening of an offline store is associated with a decrease in online sales and search; however, in places where the retailer does not have a strong presence, the opening of an offline store is associated with an increase in online sales and search. The evidence suggests that whereas online and offline channels may be substitutes in distribution, they are complements in marketing communications. Specifically, the type of marketing communication driving complementarity seems to be information about the existence of the brand. For example, the authors observe a large increase in new customer acquisition and sales, and little difference between fit and feel products and other products. Thus, it is the presence of the store, rather than information about the attributes of the products in the store, that drives complementarity.

7. **Kopalle, P. K., R. J. Fisherm B. L. Sud, and K. D. Antia (2017), The Effects of Advertised Quality Emphasis and Objective Quality on Sales, Journal of Marketing, 81(2) 114-126.**

Given that consumers value quality, and advertising content informs consumers' beliefs about quality, it is not surprising that high-quality brands emphasize quality in their advertising content. What is less obvious is whether firms with lower-quality brands should also follow suit and emphasize quality in their advertising to signal a higher quality. We examine this issue and study the effectiveness of quality-based advertising messages. Our field study relates brands' monthly sales to their advertised quality claims across 1,876 print ads in national magazines and Consumer Reports–based product quality ratings over more than two decades. Contrary to the generally held yet erroneous belief in the efficacy of low-quality products emphasizing quality in their advertising, we demonstrate that (1) it is not beneficial for a low-quality firm to emphasize quality in its advertising, and (2) it is effective for a high-quality firm to do so. An analysis of parameter values from a published category-agnostic simulation and an experiment that examines consumers' responses to quality claims in a second product category yields convergent insights.

Themenliste (5/7)

8. **Mochon, D, K. Johnson, J. Schwartz, and D. Ariely (2017), What Are Likes Worth? A Facebook Page Field Experiment, Journal of Marketing Research, 54, 2, 306-317.**

Despite the tremendous resources devoted to marketing on Facebook, little is known about its actual effect on customers. Specifically, can Facebook page likes affect offline customer behavior, and if so, how? To answer these questions, the authors conduct a field experiment on acquired Facebook page likes and find them to have a positive causal effect on offline customer behavior. Importantly, these likes are found to be most effective when the Facebook page is used as a platform for firm-initiated promotional communications. No effect of acquired page likes is found when customers interact organically with the firm's page, but a significant effect is found when the firm pays to boost its page posts and thus uses its Facebook page as a platform for paid advertising. These results demonstrate the value of likes beyond Facebook activity itself and highlight the conditions under which acquiring likes is most valuable for firms.

9. **Müller-Stewens, J., T. Schlager, G. Häubl, and A. Herrmann (2017), Gamified Information Presentation and Consumer Adoption of Product Innovations, Journal of Marketing, 81, 2, 8-24.**

This research examines the effect of gamified information presentation—conveying information about a product innovation in the form of a game—on consumer adoption of that innovation. The key hypothesis is that gamified information presentation promotes consumer innovation adoption and that it does so through two parallel psychological processes—by increasing consumer playfulness, which stimulates curiosity about the innovation, and by enhancing the perceived vividness of information presentation, which increases the perceived advantage of the innovation relative to (less innovative) competing products. Evidence from seven studies, including two field experiments, supports this theorizing. The results also show that for gamified information presentation to increase innovation adoption, it is essential that the information is integrated into the game. These findings advance the understanding of the psychological forces that govern how consumers respond to receiving product information in the form of games, and they have important practical implications for how firms might use gamified information presentation to promote sales of new products.

Themenliste (6/7)

10. **Lanzolla, G., Hans T. W. Frankort (2016), The online shadow of offline signals: Which sellers get contacted in online B2B marketplaces? Academy of Management Review, 59, 1, 207-231.**

This article extends the understanding of what impels buyers to contact particular sellers in online business-to-business (B2B) marketplaces, which are typically characterized by sparse social structures and concomitant limitations in observing social cues. Integrating an institutional perspective with signaling theory, our core argument is that offline seller characteristics that are visible online—in particular, geographic location and legal status—convey credible signals of seller behavior because they provide buyers with information on sellers' local institutional quality and the institutionally induced obligations and controls acting on sellers. Using unique data from a large, Italian, online B2B marketplace between the fourth quarter of 1999 and July 2001, we find that both sellers' local institutional quality and their legal statuses affect a buyer's likelihood of contacting a seller. Moreover, consistent with the idea that a buyer's own local institutional quality generates a relevant reference point against which sellers are evaluated, we find that a buyer is progressively more likely to contact sellers the higher their local institutional quality relative to the buyer. Jointly, our findings imply that, in online B2B marketplaces, signals conveyed by sellers' geographic locations and legal statuses may constitute substantive sources of competitive heterogeneity and market segmentation.

11. **Fürst, A., M. Leimbach, and J.-K. Prigge (2017), Organizational Multichannel Differentiation: An Analysis of Its Impact on Channel Relationships and Company Sales Success, Journal of Marketing, 81, 1, 59-82.**

This article examines whether and how a company's division of segment- and task-related responsibilities among multiple sales channels affects the relationships in the multichannel (MC) system and, ultimately, the company's sales success. Building on open systems theory, the authors develop an overarching framework of organizational MC differentiation that distinguishes between two generic approaches: segment differentiation and task differentiation. They predict that these two approaches affect key relationship and performance outcomes of an MC system, but do so differently and contingent on key characteristics of the company's customers. Drawing on a multi-informant survey in a business-to-business context as well as on objective performance data, the authors find that segment differentiation tends to mitigate horizontal conflict and inhibit cooperation, while task differentiation reduces primarily vertical conflict and promotes cooperation. Moreover, depending on customer characteristics, segment differentiation may damage channel relationships overall and, in turn, limit company sales success, whereas task differentiation unambiguously promotes channel relationships and thus drives company sales success. These findings offer novel insights into the relationship and performance impact of MC systems' organizational structure and provide useful guidance on how managers should allocate segment- and task-related responsibilities among multiple sales channels.

Themenliste (7/7)

12. **Maltarich, M. A., A. J. Nyberg, G. Reilly, D. Abdulsalam, and M. Martin (2017), Pay-for-performance, sometimes: An Interdisciplinary approach to integrating economic rationality with psychological emotion to predict individual performance, Adacemy of Management Journal, 60, 6, 2155-2174.**

This interdisciplinary study integrates economics- and psychology-based explanations to promote a clearer understanding of how employees respond to the pay-for-performance (PFP) system. By examining the combined performance predictions in the common, but rarely studied, situation in which employees do not meet expectations, we can more clearly view how economic rationality and psychological factors combine to explain employee behaviors in response to PFP. We test our hypotheses using unique longitudinal data from the health care industry. The theoretical insights contribute to a PFP theory that explains how and why PFP functions, and in doing so reconciles prior research inconsistencies.