

# Bachelorseminar Marketing & Vertrieb SoSe 2017

## 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](mailto:sven.feurer@kit.edu)

# Termine

- Themen online: ab 18.1.2017
- Bewerbungsfrist: bis zum 27. Januar 2017, 12:00 Uhr
- Bekanntgabe der ersten Zusagen: 30. Januar 2017
- Frist zur Annahme zugesagter Plätze: bis zum 3. Februar 2017, 17:00 Uhr
- Vorbesprechung (Anwesenheitspflicht!): 15. Feb. 2017, 17:00-18:30 Uhr, 20.21, 115
- Bearbeitungsstart: 15. Februar 2017
- Abgabe der Seminararbeit: 8. Juni 2017, 12:00 Uhr
- Präsentation (Anwesenheitspflicht!):  
29. Juni 2017, 10:15-15:00 Uhr, 20.21, 115  
30. Juni 2017, 10:15-15:00 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 15. Februar 2017 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 12.
- 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 (1/6)

1. **Jindal, R. P., K. R. Sarangee, R. Echambadi, and Sangwon Lee (2016), Designed to Succeed: Dimensions of Product Design and Their Impact on Market Share, Journal of Marketing, 80, 4, 72-89.** [Betreuer: Sven Feuer]



This research examines the relationship between product design and market share, a topic of considerable significance that has not been addressed in the published literature. Drawing from diverse disciplines such as marketing, industrial design, and engineering, the authors conceptualize design as being composed of three distinct product-level dimensions: function, form, and ergonomics. Furthermore, the authors examine the interplay among these design dimensions and their impact on the market share of a product. Empirical results using integrated repeated cross-sectional data obtained from several different sources in the U.S. light vehicle industry reveal an important strategic trade-off concerning design capabilities. Firms can either “design for satisfaction,” by investing in both function and ergonomics, or “design for delight,” by investing in form design capabilities so as to reap share rewards. The authors also show that older-generation vehicles with superior form designs do much better in terms of share than corresponding older vehicles with higher levels of either function or ergonomics. Implications of these results for academic researchers and managers are discussed.

2. **Hohenberg, S. and C. Homburg (2016), Motivating Sales Reps for Innovation Selling in Different Cultures, Journal of Marketing, 80, 2, 101-120.** [Betreuer: Maximilian Lüders]



Innovation commercialization, an important managerial challenge, depends heavily on the sales force for its success. However, little empirical research has examined how firms should direct sales reps in this task in a global, multicultural context. Drawing on self-determination theory, this study investigates how to motivate sales reps for innovation selling in different cultures with various financial and nonfinancial steering instruments. The authors collected data in two waves from sales reps in 38 countries on four continents, making this study one of the largest international investigations in sales research. Results reveal that steering instruments should correspond closely with reps’ national culture in terms of power distance, individualism, uncertainty avoidance, and long-term orientation. For example, findings show that whereas individualism strengthens the positive relationship between variable compensation for innovation-sales results and financial innovation performance through innovation-selling motivation, power distance and uncertainty avoidance weaken this relationship. Results also reveal that long-term orientation strengthens the positive relationship between supervisor appreciation for innovation-sales results and financial innovation performance through innovation-selling motivation.

# Themenliste (2/6)

3. Habel, J., L. M. Schons, S. Alvi, and J. Wieseke (2016), **Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers' Perceived Price Fairness**, *Journal of Marketing*, 80, 1, 84-105. [Betreuer: Maximilian Lüders]



Prior research has firmly established that consumers draw benefits from a firm's engagement in corporate social responsibility (CSR), especially the feeling of a "warm glow." These benefits positively affect several desirable outcomes, such as willingness to pay and customer loyalty. The authors propose that consumers do not blindly perceive benefits from a firm's CSR engagement but tend to suspect that a firm's prices include a markup to finance the CSR engagement. Taking customers' benefit perceptions and price markup inferences into account, the authors suggest that CSR engagement has mixed effects on consumers' evaluation of price fairness and, thus, on subsequent outcomes such as customer loyalty. The authors conduct one qualitative study and four quantitative studies leveraging longitudinal field and experimental data from more than 4,000 customers and show that customers indeed infer CSR price markups, entailing mixed effects of firms' CSR engagement on price fairness. The authors find that perception critically depends on customers' CSR attributions, and they explore the underlying psychological mechanisms. They propose communication strategies to optimize the effect of CSR engagement on perceived price fairness.

4. Menguc, B., S. Auh, C. S. Katsikeas, and Y. S. Jung (2016), **When Does (Mis)Fit in Customer Orientation Matter for Frontline Employees' Job Satisfaction and Performance?** *Journal of Marketing*, 80, 1, 65-83. [Betreuer: Maximilian Lüders]



The role of coworkers' customer orientation (CO) in influencing an employee's CO has received sparse attention in the literature. This research serves two purposes. First, the study draws on person-group fit theory to develop and test a model of a frontline employee's CO relative to that of his or her coworkers as well as the effects of CO (mis)fit on job satisfaction and service performance through coworker relationship quality. Second, the authors propose three workgroup characteristics—group size, service climate strength, and leader-member exchange differentiation—that they expect to mitigate the (negative) positive effect of employee-coworker CO (mis)fit on coworker relationship quality. Data collected in a multirespondent (i.e., frontline employees and supervisors) longitudinal research design indicate that as group size increases, service climate becomes stronger, and group leaders develop different exchange relationships with employees, the inherently (negative) positive role of employee-coworker CO (mis)fit in influencing coworker relationship quality diminishes. Furthermore, coworker relationship quality fully mediates the associations of employee-coworker CO (mis)fit with job satisfaction and service performance. The authors close with a discussion of the theoretical and practical implications of the boundary conditions of CO (mis)fit.



# Themenliste (3/6)

5. Rossi, F. and P. K. Chintagunta (2016), **Price Transparency and Retail Prices: Evidence from Fuel Price Signs in the Italian Highway System**, *Journal of Marketing Research*, 53, 3, 407-423. [Betreuer: Maximilian Lüders]



Price transparency initiatives are typically undertaken by third parties to ensure that consumers can compare the prices of competing offers in markets in which obtaining such information is costly. Such practices have recently become widespread, yet it is unclear whether the increased price competition due to lower search costs overcomes the potential for collusion between competitors due to lower price coordination costs. Motivated by this question, the authors investigate the effect of mandatory price posting (on large electronic signs) on the pricing behavior of competing gas stations in the Italian highway system. The authors find that when prices are posted, the average price of gasoline decreases by 1 euro cent per liter, which represents about 20% of stations' margins. About half the price decrease can be attributed to the introduction of a sign posting a station's own price and those of its nearest neighbors, with the other half due to the introduction of other signs posting the prices of other stations on the same road. Despite the price reduction, however, the introduction of signs seems to have little impact on price dispersion, suggesting that price uncertainty persists even after the policy is implemented. Analysis of customer transaction data confirms this finding, showing that less than 10% of consumers use the posted price information effectively.

6. Ahmad, S. and A. Sinha (2016), **When It Pays to Wait: Optimizing Release Timing Decisions for Secondary Channels in the Film Industry**, *Journal of Marketing*, 80, 4, 20-38. [Betreuer: Martin Moosbrugger]



This study examines the optimization of interrelease timing decisions, focusing on box office and DVD sales in the U.S. motion picture industry. It aims to improve managerial decision making by jointly modeling the revenue in these two channels through a copula modeling approach. As in previous studies, the authors find that the time lag from box office release to DVD release should be increased to optimize total movie performance, but they conclude that previous studies have systematically underestimated the optimal time lag. This study is the first to challenge the assumption of a negative decay in DVD performance as a function of time; its results suggest that a delayed DVD release is still optimal for maximizing revenue in the DVD channel. This study's model suggests that, on average, individual movies are approximately eight weeks away from their optimal lag and that the net impact of optimizing would be improvements in total and DVD revenue by 2.5% and 5.6%, respectively. Therefore, this model is expected to enhance managerial decisionmaking by offering the ability to predict the optimal time lag for individual movies.

# Themenliste (4/6)

7. **Bronnenberg, B. J., J. B. Kim, and C. F. Mela (2016), Zooming In on Choice: How Do Consumers Search for Cameras Online?, *Marketing Science*, 35, 5, 693-712.** [Betreuer: Martin Moosbrugger]



We describe online consumers' search behavior for differentiated durable goods using a data set that captures a detailed level of consumer search and attribute information for digital cameras. Consumers search extensively, engaging in 14 searches on average prior to purchase. Individual level search is confined to a small part of the attribute space. Early search is highly predictive of the characteristics of the camera eventually purchased. Search paths through the attribute space are state dependent and display "lock-in" as the search unfolds. Finally, the first-time discovery of the chosen alternative usually takes place toward the end of the search sequence. We discuss these and other findings in the context of optimal search strategies and discuss the prospects for consumer learning during search.

8. **De Langhe, B., P. M. Fernbach, D. R. Lichtenstein (2016), Navigating by the Stars: Investigating the Actual and Perceived Validity of Online User Ratings, *Journal of Consumer Research*, 42, 6, 817-833.** [Betreuer: Martin Moosbrugger]



This research documents a substantial disconnect between the objective quality information that online user ratings actually convey and the extent to which consumers trust them as indicators of objective quality. Analyses of a data set covering 1272 products across 120 vertically differentiated product categories reveal that average user ratings (1) lack convergence with *Consumer Reports* scores, the most commonly used measure of objective quality in the consumer behavior literature, (2) are often based on insufficient sample sizes which limits their informativeness, (3) do not predict resale prices in the used-product marketplace, and (4) are higher for more expensive products and premium brands, controlling for *Consumer Reports* scores. However, when forming quality inferences and purchase intentions, consumers heavily weight the average rating compared to other cues for quality like price and the number of ratings. They also fail to moderate their reliance on the average user rating as a function of sample size sufficiency. Consumers' trust in the average user rating as a cue for objective quality appears to be based on an "illusion of validity."

# Themenliste (5/6)

9. Valesia, F., J. C. Nunes, and A. Ordanini (2016), **What Wins Awards Is Not Always What I Buy: How Creative Control Affects Authenticity and Thus Recognition (But Not Liking)**, *Journal of Consumer Research*, 42, 6, 897-914. [Betreuer: Martin Moosbrugger]



Being lauded is not the same as being liked; celebrated products that win awards frequently fail to stand out in terms of commercial success. This work documents how *creative control*, the extent to which the same entity takes responsibility for all stages of the creative process, impacts which products are singled out for recognition but does not play a comparable role in determining what consumers like and thus purchase. Using real-world data, study 1 demonstrates how songs by performers who write their own material are more likely to garner acclaim but do not excel in terms of sales. Study 2 replicates the pattern of results in the lab. Study 3 reproduces the effect in a new domain (beer) using different measures of recognition. Study 4 shows *creative authenticity*, the extent to which a product is considered a faithful execution of its creator's vision, mediates the effect of creative control on recognition. Further, study 4 highlights the contingent role played by the perceived trustworthiness of the creator on this relationship. Finally, study 5 presents a boundary condition such that when consumers do *not* feel confident in their appraisals of an experience, creative control's impact on recognition and liking runs in parallel.

10. Dean, T., D. A. Griffith, and R. J. Calantone (2016), **New Product Creativity: Understanding Contract Specificity in New Product Introductions**, *Journal of Marketing*, 80, 2, 39-58. [Betreuerin: Verena Rieger]



Introducing new products necessitates that manufacturers not only carefully craft the initial contract terms with retailers but also consider how the specificity of the terms influences a retailer's relational behaviors throughout the duration of the contract, contingent upon the new product's success. The authors develop a series of hypotheses to investigate new product introductions using a multimethod design consisting of a survey of manufacturers and a repeated measures experiment with retailers. The results indicate that manufacturers craft increasingly specific contract terms as new product creativity increases when frequency of new product introductions and performance ambiguity are higher. When they are lower, the positive influence of new product creativity on contract specificity weakens and can in some instances become negative. The results also indicate that there is no significant change in a retailer's relational behaviors throughout a contract's duration when contract specificity is lower, regardless of the new product's success. However, under the condition of higher contract specificity, the retailer's relational behaviors increase (decrease) over a contract's duration when the new product is successful (unsuccessful).

# Themenliste (6/6)

11. Chang, W., and S. A. Taylor (2016), **The effectiveness of customer participation in new product development: a meta-analysis.** *Journal of Marketing*, 80, 1, 47-64. [Betreuerin: Verena Rieger]



Although the returns of customer participation on new product development (NPD) performance can vary substantially, the current literature lacks a systematic conceptual and empirical integration showing when customer participation is valuable in enhancing NPD performance. Building on knowledge management theory, the authors present a conceptual framework that synthesizes a variety of contingency factors. A meta-analysis empirically examines the moderating effects of contextual factors between customer participation and NPD performance. The analysis reveals that involving customers in the ideation and launch stages of NPD improves new product financial performance directly as well as indirectly through acceleration of time to market, whereas customer participation in the development phase slows down time to market, deteriorating new product financial performance. Furthermore, the benefits of customer participation on NPD performance are greater in technologically turbulent NPD projects, in emerging countries, in low-tech industries, for business customers, and for small firms. The authors discuss several theoretical and managerial implications about when to engage customers in the innovation process.

12. Giebelhausen, M., H. H. Chun, Cronin Jr, J. J., and G. T. M. Hult (2016), **Adjusting the Warm-Glow Thermostat: How Incentivizing Participation in Voluntary Green Programs Moderates Their Impact on Service Satisfaction,** *Journal of Marketing*, 80, 4, 56-71 [Betreuerin: Verena Rieger]



In Study 1, the authors find that people are more satisfied with a service experience when they choose to participate in the provider's voluntary green program (e.g., recycling)—an effect mediated by the “warm glow” of participation. The downside, however, is that this same mechanism decreases satisfaction among people who choose not to participate. In Study 2, analysis of data from the J.D. Power Guest Satisfaction Index suggests that incentivizing the program (i.e., compensating the program participants) paradoxically increases satisfaction for those who do not participate but decreases satisfaction among those who do. Studies 3 and 4 explore how manipulating incentive characteristics might enable managers to maximize satisfaction for both groups. Study 3 indicates that, compared with no incentive, an “other-benefiting” incentive increases warm glow and satisfaction for green program participants but decreases them among nonparticipants. Study 4, however, suggests that mixed incentive bundles (i.e., providing both self-benefiting and other-benefiting options) maximize warm glow and satisfaction for both groups—the ideal outcome for managers.