

# RESEARCH TRADITIONS IN MARKETING

Edited by

LAURENT LILLENFELS



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# Research Traditions In Marketing

**Douglas Brownlie**



## **Research Traditions In Marketing:**

*Research traditions in marketing* Gilles Laurent, Gary L. Lilien, Bernard Pras, 2012-12-06 Divergence A Source of Creative Thinking The outstanding job accomplished by Bernard Gary and Gilles is really praiseworthy not only did they succeed in completing within a remarkably short span of time the editing of the contributions to the conference that marked the 20th Anniversary of the European Institute for Advanced Studies in Management they have also managed to elicit numerous insightful comments from a host of dashing young scholars as well as from the fortunate few established authorities whose findings have long become leading articles in the best academic journals who now chair those journals editorial boards and after whom great scientific awards have been named In so doing our dedicated triumvirate has blended together pieces of diverse research traditions some of them quite puzzling and mixed significantly differentiated styles of expression The controversial display of self confidence by some distinguished colleagues the amazingly emotional good old memories revived by their peers the scapegoat finding and moralizing confessions produced by some of their disciples together with the detached systematic rigidity of some others all combine to produce a multivarious patchwork that may well prove the existence of a marketing scholar lifecycle This cartoon like four class typology might even make it worth the reader's while to indulge in some guesswork to discover the sequence of the four stages as an exercise and then partition the author population accordingly Research Traditions in Marketing Kristian Möller, 1992 **The SAGE Handbook of Marketing Theory** Pauline Maclaran, Michael Saren, Barbara Stern, Mark Tadajewski, 2009-12-04 Bringing together the latest debates concerning the development of marketing theory featuring original contributions from a selection of leading international authors this collection aims to give greater conceptual cohesion to the field by drawing together the many disparate perspectives and presenting them in one volume The contributors are all leading international scholars chosen to represent the intellectual diversity within marketing theory Divided into six parts the Handbook covers the historical development of marketing theory its philosophical underpinnings major theoretical debates the impact of theory on representations of the consumer the impact of theory on representations of the marketing organisation and contemporary issues in marketing theory **Rethinking Marketing** Douglas Brownlie, 1999-03-23 This is an important text It brings together critical reflections on the discipline's contribution in terms of theory practice and pedagogy and as such is equally as insightful and challenging as some of its recent predecessors eg Brown et al 1996 Brown and Turley 1997 Brown 1998 The book represents a useful point of departure for those setting off on their own critical journeys and thus it should be included on the reading lists of all those carrying out masters or doctoral research in marketing Journal of Marketing Management This book provides a challenging and stimulating coverage of a broad range of key issues in contemporary marketing such as marketing philosophy marketing ethics the market **The Routledge Companion to Marketing History** D.G. Brian Jones, Mark Tadajewski, 2016-01-29 The Routledge Companion to Marketing History is the first collection of readings that surveys the

broader field of marketing history including the key activities and practices in the marketing process With contributors from leading international scholars working in marketing history this companion provides nine country specific histories of marketing practice as well as a broad analysis of the field including the histories of advertising retailing channels of distribution product design and branding pricing strategies and consumption behavior While other collections have provided an overview of the history of marketing thought this is the first of its kind to do so from the perspective of companies industries and even whole economies The Routledge Companion to Marketing History ranges across many countries and industries engaging in substantive detail with marketing practices as they were performed in a variety of historical periods extending back to ancient times It is not to be missed by any historian or student of business

*Dynamic Modelling for Supply Chain Management* Adolfo Crespo Márquez, 2010-01-29 *Dynamic Modelling for Supply Chain Management* discusses how to streamline complex supply chain management by making the most of the growing number of tools available The reader is introduced to the basic foundations from which to develop intelligent management strategies as the book characterises the process and framework of modern supply chain management The author reviews supply chain management concepts and singles out important factors in the management of modern complex production systems Particular attention is paid to modern simulation modelling tools that can be used to support supply chain planning and control The book explores the operational and financial impacts of various potential problems offering a compilation of practical models to help identify solutions A useful reference on supply chain management *Dynamic Modelling for Supply Chain Management* will benefit engineers and professionals working in a variety of areas from supply chain management to product engineering

Marketing in Central and Eastern Europe Erdener Kaynak, 2014-02-04 Since the sudden opening of the markets in Central and Eastern Europe CEE in 1989 there has been a growing need to investigate the fundamental changes occurring in the countries marketing environment the lucrative market opportunities created by the changes and the inscrutable marketing practice followed by local and international companies *Marketing in Central and Eastern Europe* helps you understand the changes taking place in these valuable and challenging markets and introduces you to the emerging opportunities and effective marketing strategies to be employed in the region Researchers specializing in CEE business managers of international companies operating in or contemplating entering CEE markets and students studying CEE business East West business or marketing in transitional economies will better understand the region by examining issues of cross cultural inquiry commonality and market segmentation *Marketing in Central and Eastern Europe* also provides you with a region relevant market analysis to determine environmental dimensions of emerging markets a preliminary report on market entry strategies in Poland an assessment of foreign direct investment opportunities in Hungary a study of Western style marketing applied in transitional economies an analysis of marketization and Westernization used as classifying dimensions information on increasing the validity of post command economy research and application Although the book s

chapters cover a variety of topics and use different research approaches and methodologies they have a common theme there is a great interest in and an equally great need to scientifically investigate rapidly emerging market opportunities marketing environment issues and marketing strategy problems with respect to transitional economies of Central and Eastern Europe

Organizational Culture, Business-to-Business Relationships, and Interfirm Networks Arch G. Woodside, 2010-08-18

Provides in depth understanding about business to business B2B and organizational relationships This title includes descriptions on how B2B networks form function and develop and is for readers who want to delve into how B2B relationships actually work and frequently do not work

**Marketing Theory** Michael J Baker, Michael Saren, 2010-03-31

Electronic Inspection Copy available for instructors here Building on the popularity of the first edition published in 2000 the Second Edition brings together revised and new original chapters from an outstanding team of contributors providing an authoritative overview of the theoretical foundations and current status of thinking on topics central to the discipline and practice of marketing Summary of key features A marketing theory text written specifically for students Provides an introduction and overview of the role of theory in marketing Contributors are leading well established authorities in their fields Explains key concepts for students in a clear readable and concise manner Provides full in depth coverage of all topics with recommended further readings

Routledge Handbook on Consumption Margit Keller, Bente Halkier, Terhi-Anna

Wilska, Monica Truninger, 2017-02-10 Consumption research is burgeoning across a wide range of disciplines The Routledge Handbook on Consumption gathers experts from around the world to provide a nuanced overview of the latest scholarship in this expanding field At once ambitious and timely the volume provides an ideal map for those looking to position their work find new analytic insights and identify research gaps With an intuitive thematic structure and resolutely international outlook it engages with theory and methodology markets and businesses policies politics and the state and culture and everyday life It will be essential reading for students and scholars across the social and economic sciences

Marketing Performativity

Katy Mason, Hans Kjellberg, Johan Hagberg, 2018-10-11 Marketing Performativity Theories practices and devices addresses concerns about the theory practice gap so often discussed by marketing scholars and indeed reframes this gap by asking how is marketing theory performative How does marketing theory shape action Who uses it in practice and to what effects The individual contributions in this book look at how marketing theories are used in practice and what this means for our understanding of the practicing theorising landscape of marketing The book begins by considering what performativity is and how this concept is used in the marketing literature It then considers three themes concerning the performativity of marketing that emerge from the contributions before presenting ten empirical studies that ask how why and to what effect marketing theories are used and performed in marketing practice The book also summarises the implications of three themes and sketches research areas for further developing our understanding of the performativity of marketing This book was originally published as a special issue of the Journal of Marketing Management

**Qualitative Consumer and Marketing**

**Research** Krittinee Nuttavuthisit, 2019-02-13 This book presents both theoretical research methods and practical uses of qualitative consumer and marketing research in Asia as well as approaches to research with extended viewpoints and case studies on the specific research practices identifying the distinctive characteristics and conditions of the Asian market Starting with an introduction and a rationale for qualitative consumer and marketing research which discuss interpretive research perspectives and key qualitative research traditions underlying the research it then elaborates on research design formulating research directions research questions research methods research validity and reliability as well as research ethics The book goes on to cover various key data collection techniques such as interviews focus groups observation and ethnography online observation and netnography and other alternative tools like projective techniques autodriving and diaries These include design of research setting samples and sampling strategy context time and research procedures from entry to access and completion of the research project with resources planning In addition the book also addresses data analysis and interpretation as well as presentation dissemination and sharing of research results through both academic and practical courses Lastly it derives key concepts by reviewing classic research traditions and methods together with academic and practical studies

**International Employer Brand Management** Lena Christiaans, 2012-11-28 The increasing globalization of business activities forces companies to recruit highly skilled employees all over the world In order to attract these talents employers have to differentiate themselves through a unique employer brand appealing to diverse target audiences However in the absence of research on international students preferences for employer characteristics it is difficult for multinational companies to decide on a feasible degree of employer brand standardization Lena Christians investigates the impact of between country differences such as in national culture or economic wealth on students preferences in relation to individual differences of students within the same country In combination with a segmentation of the European graduate market the results provide readers with inside on which elements of the employer value proposition are suitable for standardization in which target groups

Marketing Theory Jagdish N. Sheth, Atul Parvatiyar, Can Uslay, 2024-11-13 Presents a comprehensive and up to date account of the evolution and underlying rationale of marketing theories Marketing is a dynamic discipline subject to evolutionary changes over time Over the years many schools of marketing thought have enriched the discipline Today some of the schools are only found in history books while others have transformed into new modern schools of thought shaped by changing marketing contexts and the emergence of digital technology Marketing Theory examines 16 schools of marketing thought that emerged evolved and dominated the marketing discipline over the course of a century Written by a team of noted experts this acclaimed book provides in depth evaluations of each school utilizing a rigorous metatheoretical framework based on scientific criteria such as syntax semantics and pragmatics In this new global expanded edition Marketing Theory identifies four new schools of marketing thought that have emerged in the past 30 years each with separate chapters devoted to their assessment It remains a must read book for

doctoral students in marketing as well as young scholars and practitioners who want to understand the rationale and theoretical tenets of the various schools and contextualize their role in developing contemporary marketing theory New to this Edition New chapters on four new schools of marketing thought New content on contenders for a general theory of marketing Market Orientation Service Dominant Logic Rule of Three Theory and Resource Advantage R A Theory of Competition New and expanded coverage of Relationship Marketing with greater emphasis on R A Theory Now includes insightful questions for analysis and advanced level discussions for every chapter Wiley Advantage Covers the main concepts and principles underlying marketing theory and practice Provides a comprehensive typology for the 16 major schools of marketing thought Describes concepts and axioms useful in generating a practical theory of marketing Offers a practical approach to marketing theory that generates a more realistic view of marketing issues Illustrates how marketing problems have been solved in the real world of business by connecting theory to practice Includes extensive references throughout including many pioneering yet lesser known works

*Building Models for Marketing Decisions* Peter S.H. Leeflang, Dick R. Wittink, Michel Wedel, Philippe A. Naert, 2013-06-29 This book is about marketing models and the process of model building Our primary focus is on models that can be used by managers to support marketing decisions It has long been known that simple models usually outperform judgments in predicting outcomes in a wide variety of contexts For example models of judgments tend to provide better forecasts of the outcomes than the judgments themselves because the model eliminates the noise in judgments And since judgments never fully reflect the complexities of the many forces that influence outcomes it is easy to see why models of actual outcomes should be very attractive to marketing decision makers Thus appropriately constructed models can provide insights about structural relations between marketing variables Since models explicate the relations both the process of model building and the model that ultimately results can improve the quality of marketing decisions Managers often use rules of thumb for decisions For example a brand manager will have defined a specific set of alternative brands as the competitive set within a product category Usually this set is based on perceived similarities in brand characteristics advertising messages etc If a new marketing initiative occurs for one of the other brands the brand manager will have a strong inclination to react The reaction is partly based on the manager's desire to maintain some competitive parity in the marketing variables

**Marketing Metaphors and Metamorphosis** P. Kitchen, 2008-08-01 Metaphors are widely used within marketing literature yet so far have remained unacknowledged This book aims to redress that omission Such widely known topics such as globalization of markets viral marketing and many others are in fact metaphors moreover marketing itself may be a metaphor underlying many exchanges and relationships

Multicultural Perspectives in Customer Behaviour Maria Piacentini, Charles Cui, 2013-09-13 With globalisation taking centre stage in the business world and multiculturalism affecting markets and societies there is a need to understand the ways that customers respond to the changing marketplace from international and multicultural perspectives This book is timely in addressing

important themes raised in the most recent marketing literature such as global consumer culture and the impact of Western culture on consumer behaviour in other countries consumer acculturation processes and the impact on identity conflicts and the strategies people use to manage them globalisation vs localised strategies and the interaction of local and global influences on customer behaviour climate change and global warming the impact on consumer behaviour and the implications for social responsibility and cross cultural customer research including important methodological questions around the application of sociological group level measures to psychological individual level phenomenon in marketing contexts The papers in this edition address those themes reporting on studies from a range of countries including Germany Greece China and Austria and a number of cultural groups in the UK These papers draw on quantitative and qualitative methodologies reflecting the full range of methods employed in contemporary consumer research This book was originally published as a special issue of the Journal of Marketing Management

**The SAGE Handbook of Qualitative Methods in Health Research** Ivy Bourgeault, Robert Dingwall, Ray de Vries, 2010-08-19 The Sage Handbook of Qualitative Methods in Health Research is a comprehensive and authoritative source on qualitative research methods The Handbook compiles accessible yet vigorous academic contributions by respected academics from the fast growing field of qualitative methods in health research and consists of A series of case studies in the ways in which qualitative methods have contributed to the development of thinking in fields relevant to policy and practice in health care A section examining the main theoretical sources drawn on by qualitative researchers A section on specific techniques for the collection of data A section exploring issues relevant to the strategic place of qualitative research in health care environments The Sage Handbook of Qualitative Methods in Health Research is an invaluable source of reference for all students researchers and practitioners with a background in the health professions or health sciences

**A History of American Consumption** Terrence Witkowski, 2017-09-14 The United States has been near the forefront of global consumption trends since the 1700s and for the past century and more Americans have been the world's foremost consuming people Informed and inspired by the literature from consumer culture theory as well as drawing from numerous studies in social and cultural history A History of American Consumption tells the story of the American consumer experience from the colonial era to the present in three cultural threads These threads recount the assignment of meaning to possessions and consumption the gendered ideology and allocation of consumption roles and resistance through anti consumption thought and action Brief but scholarly this book provides a thought provoking introduction to the topic of American consumption history informed by research in consumer culture theory By examining and explaining the core phenomenon of product consumption and its meaning in the changing lives of Americans over time it provides a valuable contribution to the literature on the subjects of consumption and its causes and consequences Readable and insightful it will be of interest to scholars and advanced students in consumer behaviour advertising and marketing and business history

*Analysis of Large and Complex Data* Adalbert F.X.



Wilhelm,Hans A. Kestler,2016-08-03 This book offers a snapshot of the state of the art in classification at the interface between statistics computer science and application fields The contributions span a broad spectrum from theoretical developments to practical applications they all share a strong computational component The topics addressed are from the following fields Statistics and Data Analysis Machine Learning and Knowledge Discovery Data Analysis in Marketing Data Analysis in Finance and Economics Data Analysis in Medicine and the Life Sciences Data Analysis in the Social Behavioural and Health Care Sciences Data Analysis in Interdisciplinary Domains Classification and Subject Indexing in Library and Information Science The book presents selected papers from the Second European Conference on Data Analysis held at Jacobs University Bremen in July 2014 This conference unites diverse researchers in the pursuit of a common topic creating truly unique synergies in the process

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