

A Marketing Research Tool for conducting online experiments in university-industry relationships (UIR)

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Abstract

The rapid advances of information technology as well as its outcomes, such as as of the Web 2.0, have undoubtedly put a wide range of topics on the research agenda of marketing researchers. The attention of marketing researchers has been drawn to web experiments, which can be used to conduct online field experiments in online environments, because conducting such experiments has become not only more affordable and therefore increasingly popular but more relevant as well. The turn overs in e-commerce exceeding those of offline stores in some countries are just one example for the web experiment's relevance.

The goal of this paper is to present and describe a research method for conducting such online experiments in a fashion that enables the use of existing, live web content, thus leading to a real world context within the experiment. Further the paper describes advantages this research method can have. This is done by comparing it to traditional methods as well as existing software and by highlighting the method's advantages within the context of university-industry relationships.

The method or tool called Silent Surfer, drawn from theory as well as research methods of marketing and information science, has an interdisciplinary character leading to a unique way of conducting online experiments. The uniqueness lies in the integrated process of conducting the experiment as well as the "real world" online surrounding this method can offer. The Silent Surfer enables web experiments to be conducted in an integrated manner, by integrating e-mail, information pages, web experiment artifact with live web content as well as a concluding online questionnaire into a seamless process.

The Silent Surfer provides realistic "real world" context for conducting online experiments, whilst simultaneously reducing costs for conducting such experiments. By building on existing web content, the method enables quick and easy testing of ideas online. The Silent Surfer's approach allows for the productive environment, such as the systems of an onlineshop, to be left untouched. Whereas by using traditional methods security issues prohibiting cooperation may arise, the Silent Surfer enables cooperation without raising such issues. The relevance of this advantage applies mainly to large enterprises, where productive systems and security issues are quite a delicate matter and typically not negotiable in favor of a university-industry cooperation.

The use of the Silent Surfer method can typically result in reducing costs, saving time and enhancing the quality of communication and therefore being beneficial to university-industry relationships. Further, the tool provides a good example for the applicability of tools developed by scientific communities to solve problems of practitioners.

Keywords

Online Marketing, research tool, web experiment tool, A/B testing, research method, integrated online experiment tool

Marketing Paper

Nicholas Stacey,Aubrey Wilson



Marketing Paper:

Marketing Calculator Guy R. Powell, 2012-08-22 This book uncovers the components of driving increased marketing effectiveness and can be applied to just about every industry and marketing challenge. It demystifies how marketers can significantly improve their measurement and management infrastructure in order to improve their return on marketing effectiveness and ROI. They will be able to significantly improve their tactical and strategic decision making and finally be able to respond to John Wannamachers half of my advertising is wasted I just don't know which half. With this in hand they will be able to avoid the budget cutting axe become a critical component of corporate success and enhance their careers. Even in a crowded theoretical marketing environment there are three new concepts being introduced: 1 The Marketing Effectiveness Framework to help marketers talk the talk of marketing effectiveness within marketing and with the C Suite 2 The Marketing Effectiveness Continuum to help marketers understand the organizational issues and change management associated with delivering long lasting enhanced marketing effectiveness 3 The Marketing Accountability Framework to help marketers begin to collect data that is meaningful to improving their marketing effectiveness and to become accountable for their results. It is one of the only marketing books covering the topic at a global level. It includes a great number of specific case studies from North America, Asia, Europe and Africa. The cases cover the following industries: Telecommunications, consumer packaged goods, home repair services, travel, utilities, software, restaurants, alcoholic and non alcoholic beverages and others. It can also be used to support marketing education at the university level. Whether the reader is a marketer, business analyst, C level executive, this book will help them to understand the key issues surrounding the measurement of marketing effectiveness. More than that however is how each of the concepts can be directly applied to their marketing environment. Each of the concepts are applied to the different types of businesses: business to business, OEM, consumer, NGO and others so they can quickly make them actionable.

How to Get Published in the Best Marketing Journals David W. Stewart, Daniel M. Ladik, 2019 This essential guide edited by experienced journal editors is the definitive sourcebook for prospective authors who are seeking direction and advice about developing academic papers in marketing that will have a high probability of publication in the best journals in the discipline. It brings together a wealth of contributors all of whom are experienced researchers and have been published in the leading marketing journals.

Industrial Marketing Research (RLE Marketing) Nicholas Stacey, Aubrey Wilson, 2014-09-15 The book provides a comprehensive analysis of the techniques and mechanics of the research process and the management implications of industrial marketing research. It reveals not only how to do marketing research but also the full range of its profitable applications and shows how to develop an internal department and how to buy industrial marketing research. When originally published this was the first book to be published in the UK or USA devoted solely to the important modern management tool of industrial marketing research.

Handbook of Research on Mobile Marketing Management Pousttchi, Key, Wiedemann, Dietmar G., 2009-11-30 This book provides a

compelling collection of innovative mobile marketing thoughts and practices Provided by publisher Advances in Tourism Destination Marketing Metin Kozak,Juergen Gnoth,Luisa L.A Andreu,2009-09-10 This volume provides original insight into the operational opportunities challenges and constraints in managing Tourism Destination Marketing It explores how the various tourist destination systems including tourist places as seen by the tourist public and private tourism organisations and the social and physical environment can effectively communicate and co operate together at a profit for each Advances in Destination Marketing offers a comprehensive review of a wide range of aspects related to marketing tourism products including networks in destinations consumer experiences in destinations destination branding destination image events in destinations and destination tourism products Throughout the book a network analysis perspective is applied to offer alternative solutions of how each system can share network knowledge and system knowledge so profits can be created effectively and maximised The exploration of new topics such as Destination Networks and Destination Branding as well as original international empirical research and case studies from well known researchers in the area provides new thinking on Marketing Tourism Destinations The relevance of the arguments and the salient conclusions are valuable in the study of an ever dynamic and burgeoning industry This stimulating volume will be of interest to higher level students academics researchers within Tourism and practitioners in the industry

Marketing/communications ,1898 **Social Marketing** Marvin E. Goldberg,Martin Fishbein,Susan E. Middlestadt,2018-07-06 Social Marketing marketing in the service of societal problems Does this approach represent dangerous social engineering or is it the best hope we have to treat what are often regarded as intransigent problems For both academics and practitioners involved with social marketing the domain remains in its infancy Programs and approaches are being developed and implemented by practitioners academics are defining what it is where it comes from and where it is going This book incorporates many of the presentations made at the Role of Advertising in Social Marketing Conference sponsored by the Society for Consumer Psychology Professionals from academia government and non government organizations address a highly diverse and interesting set of societal concerns ranging from organ donation to violence in sports from efforts to promote safe sex and family planning to better understand cigarette smokers and their perceptions Are marketing s four Ps product price place and promotion enough to help solve these problems or does social marketing at the end of the 1990s need to call on other Ps such as political persuasion This volume thoughtfully addresses theoretical and empirical issues challenging academics and practitioners alike to find out how to borrow the best of marketing for application in social marketing

Artificial Intelligence in Marketing K. Sudhir,Olivier Toubia,2023-03-13 Review of Marketing Research pushes the boundaries of marketing broadening the marketing concept to make the world a better place Here leading scholars explore how marketing is currently shaping and being shaped by the evolution of Artificial Intelligence AI

Global Political Marketing Jennifer Lees-Marshment,Chris Rudd,Jesper Stromback,2009-10-16 There is increasing awareness of growing similarities in political marketing practices around the

world Global political marketing is a comprehensive analysis of why how and with what affect parties use political marketing in a range of political systems presidential parliamentary two and multi party and established and emerging democracies Written by a team of 25 international expert authors the volume explores the impact of systemic features such as the party and electoral system analysing how parties use marketing through 14 detailed country studies The book explores the notion that political marketing is used by parties to both sell and design political products is by no means confined to the opposition and that many opinions besides those of the voters are considered in product design including ideological anchors expert opinion and party members input The authors also explore how other factors impact on political marketing effectiveness such as the ability of governments to communicate delivery stay in touch the role of the media and party unity and culture Finally the work discusses the democratic implications of market oriented parties highlighting the need for debate about the relationship between citizens and governments and the prospects for democracy in the 21st century Including a practitioner perspective as well as rigorous academic analysis this collection provides the first global comprehensive overview of how political parties market themselves it will be of great interest to all scholars of political marketing parties and elections and comparative politics

Marketing Theory Michael J Baker, Michael Saren, 2016-05-16 Marketing Theory introduces and explains the role of theory in marketing by uncovering its histories disciplinary underpinnings subfields discourses and debates From strategy and ethics to digital marketing and consumer behaviour leading marketing experts shine a light on what can be a challenging perspective of marketing In this new Third Edition there are up to date examples from global companies such as Pepsi Amazon and H entirely new chapters on Digital and Social Media Marketing and Service Dominant Logic SD L and contributions from Global Specialists including Bob Lusch Patrick Murphy and Susan Hart Ideal for Upper level undergraduate and postgraduate marketing students studying marketing theory critical marketing and the history of marketing modules

Marketing Analytics Robert W. Palmatier, J. Andrew Petersen, Frank Germann, 2022-03-24 All customers differ All customers change All competitors react All resources are limited Robert W Palmatier s dynamic First Principles of Marketing framework provides the structure for this research based action orientated guide to organizing analytics tools marketing models and methodologies When should you use a specific technique in data analytics How does each new analytics technique improve performance Which techniques are worth time and investment to implement As organizations prioritize digital growth to better connect with customers it is vital that you are able to respond confidently to these questions enabling you to utilize marketing analytics to better understand your business and increase revenue Marketing Analytics will help you to Learn how to contextualize models and statistical analysis within the foundational principles of marketing through the use of a problem centric framework Understand technical analyses by engaging with a pertinent range of vivid examples and a running case study to contextualize practical jargon free descriptions Embark on an applied learning pathway with a comprehensive companion website including datasets and walk through videos on

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and applications of ICT in support of economic and regional developments around the globe Provided by publisher

Marketing Communication Richard J. Varey, 2002 Providing a fresh and innovative framework for the management of marketing communication processes this textbook uses references to communication studies cultural studies and critical management studies to shift the focus from message making to relationship building Providing a contemporary examination of marketing as a social process author Varey focuses on a planned integrated marketing communication programme He combines a managerial perspective with current communication and marketing theory to develop a contemporary set of principles incorporating such recent developments as e communication and new media It investigates the issues of organizing and locating marketing in a business corporation management responsibility for planning and decision making the role of the marketing communication manager in contemporary society With a good balance of theory and practice and UK and European case studies this noteworthy book covers a range of issues of significance to both the public and private sectors and large medium and small businesses *Services Marketing Self-Portraits: Introspections, Reflections, and Glimpses from the Experts* Raymond P. Fisk, Stephen J. Grove, Joby John, 2012-03-15

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