

1**Learned helplessness among newly hired salespeople and the influence of leadership [Texto impreso] / Jeffrey P. Boichuk ... [et all.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 109-111

Abstract: This article investigates the sales force socialization process, wherein newly hired salespeople often face failureprone environments. Drawing from the learned helplessness paradigm, the authors hypothesize that cumulative periods of sales performance failure are associated with sales-oriented behavior intentions. In addition, the authors examine the influence of leadership, expecting core transformational leadership to have a diminishing effect as unmet sales goals accumulate. Study 1 finds support for these hypotheses using panel survey data from 221 new hires during six months of a furniture retailer's sales force socialization process. Then, aiming to uncover the underlying mechanism driving salesperson helplessness and a managerial approach that has a sustained impact, the authors conduct Study 2, a scenario-based experiment focused on the business-to-business insurance industry. The authors find that perceived task difficulty mediates the focal relationship and that error management enables core transformational leadership to have a lasting effect such that new hires have the lowest sales-oriented behavior intentions when transformational sales managers encourage them to make errors during their interactions with customers and to actively learn from their failures.

Journal of marketing. -- 2014, v. 78, n. 1, january, p. 95-111

1. Core transformational leadership 2. Error management 3. Sales force socialization 4. Sales-oriented behaviors 5. Sales performance failure

2**Making choices while smelling, tasting and listening [Texto impreso] : the role of sensory (dis)similarity when sequentially sampling products / Dipayan Biswas ... [et all.]**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 124-126

Abstract: Marketers are increasingly allowing consumers to sample sensory-rich experiential products before making purchase decisions. The results of seven experimental studies (two conducted in field settings, three conducted in a laboratory, and two conducted online) demonstrate that the order in which consumers sample products and the level of (dis)similarity between the sensory cues of the products influence choices. In the absence of any moderators, when sampling a sequence of sensory-rich experiential products (e.g., fragrances, chocolates, flavored beverages, music) with similar sensory cues (e.g., smell, taste, color, sound), consumers prefer the first product in the sequence. However, when sampling a sequence of products with dissimilar sensory cues, consumers prefer the last product. These findings (1) contribute to a better understanding of the role of sequential sensory cues on consumer choice formation, (2) have implications for effects related to sensory habituation and sensory trace fading, and (3) help resolve apparent inconsistencies in prior research on order effects in the context of choices for sequentially sampled experiential products.

Journal of marketing. -- 2014, v. 78, n. 1, january, p. 112-126

1. Sensory cues 2. Sequential and order effects 3. Sampling 4. Sensory habituation and traces 5. Retail displays

3**Marketing in computer-mediated environments [Texto impreso] : research synthesis and new directions / Manjit S. Yadav and Paul A. Pavlou**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 36-40

Abstract: Although an extensive body of research has emerged on marketing in computer-mediated environments, the literature remains fragmented. As a result, insights and findings have accumulated without an overarching framework to provide structure and guidance to the rapidly increasing research stream, which is detrimental to long-term knowledge development in this area. To address this issue, the authors organize and synthesize findings from the literature using a framework structured around four key interactions in computer-mediated environments: consumer-firm interactions, firm-consumer interactions, consumer-consumer interactions, and firm-firm interactions. The proposed framework serves a valuable organizational function and helps identify a broad spectrum of gaps in the literature to advance the next generation of knowledge development.

Journal of marketing. -- 2014, v. 78, n. 1, january, p. 20-40

1. Computer-mediated 2. Environments 3. Internet marketing 4. Digital marketing strategy 5. Internet and telecommunication technologies 6. Theory development

4**Not all fun and games [Texto impreso] : viral marketing for utilitarian products / Christian Schulze, Lisa Schöler and Bernd Skiera**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 15-16

Abstract: The success of products such as FarmVille has prompted many firms to engage in viral marketing on Facebook and other social media websites. Yet is the viral marketing approach adopted for games suitable for other, more utilitarian products? This study aims to answer questions that link product characteristics and contexts to viral marketing success: Should primarily utilitarian products rely on the same sharing mechanisms for their viral marketing campaigns as less utilitarian products? If not, why is this the case, and how should viral marketing for primarily utilitarian products differ? This empirical study analyzes the Facebook viral marketing campaigns of 751 products and reveals that the same sharing mechanism that made FarmVille so successful is the worst possible mechanism for promoting primarily utilitarian products. These findings are in line with theory from social psychology: because consumers do not visit Facebook to learn about utilitarian products, they rely on simple cues and heuristics to process viral marketing messages about these products. This study thus contributes to literature on viral marketing in general and sharing mechanisms in particular; it also offers practical, hands-on recommendations to marketing managers in charge of designing viral marketing campaigns for both more and less utilitarian products.

Journal of marketing. -- 2014, v. 78, n. 1, january, p. 1-19

1. Social media marketing 2. Viral marketing 3. Utilitarian 4. Sharing mechanisms 5. Facebook 6. Apps

5**Service quality [Texto impreso] : the impact of frequency, timing, proximity and sequence of failures and delights / K. Sivakumar, Mei Li and Beibei dong**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 56-58

Abstract: Service delivery often involves a series of events or stages of exchange between a service provider and its customer. At each stage, performance can meet, exceed, or fall below the customer's expectations. This article contributes to the literature by examining how the patterns of distribution (frequency, timing, proximity, and sequence) of service failures and delights affect customers' perceptions of service quality. The authors propose a conceptual model based on mental accounting principles derived from prospect theory and develop a series of research propositions to explicate the links between distribution patterns of service failures/delights and service quality perceptions. The study integrates prospect theory with service encounter research and provides a comprehensive theory-driven platform for exploring the impact of various service failure and delight distribution patterns. In addition, it offers important managerial implications for service design and resource allocation regarding when, how often, how close, and in what order delights and failures should take place to maximize gains from delights and minimize losses from failures.

Journal of marketing. -- 2014, v. 78, n. 1, january, p. 41-58

1. Service quality 2. Service failure 3. Service delight 4. Prospect theory 5. Mental accounting

6**Synergistic effects of relationship managers' social networks on sales performance [Texto impreso] / Gabriel R. González, Danny P. Claro and Robert W. Palmatier**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 92-94

Abstract: This article integrates relationship marketing and social network perspectives to develop and test a model that links objective sales performance with the informational and cooperative benefits that stem from relationship managers' (RMS') social capital structure (brokerage and density) and relations (formal and informal networks). The authors demonstrate the effect of cross-network and overlap-network synergies on performance. Data about both formal and informal networks of 464 employees, including 101 RMS, demonstrate that RMS' performance improves with cross-network synergy when informational benefits from wide-reaching, nonoverlapping ties in the informal network combine with the cooperative benefits of a densely interconnected formal network. In addition, the effects of formal and informal social capital structure on performance increase significantly when RMS have a high degree of network overlap between their formal and informal networks.

Journal of marketing. -- 2014, v. 78, n. 1, january, p. 76-94

1. Relationship marketing 2. Social capital 3. Network theory 4. Network synergy 5. Network overlap

7**Targeted online advertising [Texto impreso] : using reciprocity appeals to increase acceptance among users of free web services / Jan H. Schumann, Florian Von Wangenheim and Nicole Groene**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 72-75

Abstract: The Internet is dominated by free web services that depend on advertising revenues and powerful marketing tools to support their business models. Targeted online advertising enables websites to increase their advertising revenues by selectively displaying advertisements according to users' browsing behavior, sociodemographics, and interests. Yet targeting also creates negative consumer reactions, and websites confront increasing regulatory pressures to inform consumers about their practices. It is critical for such advertising-supported websites to address those challenges proactively. In one scenario experiment and two field studies, the authors show that a normative reciprocity argument is generally more effective than the current industry practice of using a utilitarian argument related to advertising relevance to increase acceptance of targeted online advertising. However, in some cases, this dominance switches depending on specific website characteristics such as website utility and level of user-generated content. Managers of free websites should remind their users of the free services they enjoy when asking permission to target them online or to use their personal information.

Journal of marketing. -- 2014, v. 78, n. 1, january, p. 59-75

1. Free web services 2. Targeting 3. Advertising 4. Privacy concerns 5. Reciprocity

8**When three charms but four alarms [Texto impreso] : identifying the optimal number of claims in persuasion settings / Suzanne B. Shu and Kurt A. Carlson**

Este artículo se encuentra disponible en su edición impresa y electrónica. Los datos para su localización y/o acceso electrónico están accesibles a través del enlace al título de la publicación.

References: p. 138-139

Abstract: How many positive claims should firms use to produce the most positive impression of a product or service? This article posits that when consumers know that the message source has a persuasion motive, the optimal number of positive claims is three. Increasing the number of claims improves consumer perceptions until the fourth claim, at which point consumers' persuasion knowledge causes them to view all the claims with skepticism. The studies herein establish and explore this pattern, which the authors refer to as the "charm of three." An initial experiment indicates that impressions peak at three claims for sources with a persuasion motive but not for sources without a persuasion motive. The second experiment indicates that this effect occurs for attitudes and impressions and that increased skepticism at four or more claims explains the effect. Two final experiments examine the mental process by which the charm of three occurs by investigating how cognitive load and sequential claims influence the effect.

Journal of marketing. -- 2014, v. 78, n. 1, january, p. 127-139

1. Behavioral decision making 2. Impression formation 3. Perception 4. Set-size effect