

**1****Bringing place back in [Texto impreso] : regional clusters, project governance and new product outcomes / Paul Tracey, Jan B. Heide and Simon J. Bell**

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. 12-16

**Abstract:** The authors examine new product outcomes in the context of regional clusters. On the basis of prior research on marketing relationships, clusters, and social networks, they propose that the overall configuration of a cluster helps promote particular governance practices among its members. These practices have distinct value-creating properties, and when they are brought to bear on a specific new product development project within a cluster, they promote performance outcomes such as product novelty and speed to market. Ultimately, these performance effects are reinforced by the configuration of the cluster itself. In general, the authors propose that new product outcomes result from complex interactions between a cluster's macro-level configuration and its micro-level governance processes. More broadly, their framework points to the importance of geographical variables and to the role of "place" in marketing decision making.

Journal of marketing. -- 2014, v. 78, n. 6, november, p. 1-16

1. Interfirm relationships 2. Regional clusters 3. Transaction cost theory 4. Social network theory 5. New product development

**2****Cause marketing effectiveness and the moderating role of price discounts [Texto impreso] / Michelle Andrews ... [et al.]**

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. 140-142

**Abstract:** Can cause marketing (CM) be effective? If so, do price discounts moderate CM effectiveness? Despite the prevalence of linking product sales with donations to charity, field evidence of CM effectiveness is lacking. This is of particular concern for managers who wonder whether the findings of laboratory experiments extend to actual consumer purchases. Using large-scale randomized field experiments with more than 17,000 consumers, this research documents that CM can significantly increase consumer purchases. Notably, the answer to the second question is more complicated. Under the moderating role of price discounts, the impact of CM on sales purchases may follow an inverted U-shaped relationship—that is, strongest when price discounts are moderate rather than deep or absent. Follow-up lab experiments reveal that consumers' warm-glow good feelings from CM represent the underlying process. These findings provide novel insights into the boundary conditions and mechanisms of the sales impact of CM for researchers and managers alike.

Journal of marketing. -- 2014, v. 78, n. 6, november, p. 120-142

1. Cause marketing 2. Social responsibility 3. Warm glow 4. Discounts 5. Field experiment

**3****Footprints in the sands of time [Texto impreso] : a comparative analysis of the effectiveness of customer satisfaction and customer company identification over time / Till Haumann ... [et al.]**

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. 99-102

**Abstract:** Previous research has identified customer satisfaction and customer-company identification as two of the most important concepts in relationship marketing. Yet despite their proclaimed importance, research on their long-term effectiveness is surprisingly scarce. Furthermore, comparative research acknowledging the concepts' different theoretical roots and illuminating the differences in their long-term effectiveness is lacking. In addition, little is known about how competitive actions affect the long-term effectiveness of both concepts. This study makes a first attempt to address these research gaps and offers a comparative analysis of the effectiveness of customer satisfaction and customer-company identification in driving important customer outcomes over time. Latent growth analyses of rich longitudinal data from customers over nine measurement points spanning 43 weeks (n = 6,930) show that customer satisfaction and customer-company identification have positive initial effects on customers' loyalty and willingness to pay but differ in their ability to maintain these positive effects over time. Whereas the positive effects of customer satisfaction decrease more rapidly, the effects of customer-company identification are significantly more persistent. Analysis of the moderating effects of relative competitive advertising suggests that customer-company identification is more effective at immunizing customers against competitive actions.

Journal of marketing. -- 2014, v. 78, n. 6, november, p. 78-102

1. Customer Satisfaction 2. Customer company identification 3. Customer loyalty 4. Customer willingness to pay 5. Latent growth modeling

**4****Ideological challenges to changing strategic orientation in commodity agriculture [Texto impreso] / Melea Press ... [et al.]**

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. 117-119

**Abstract:** Why do some firms not change their strategic orientation despite economic incentives to do so? Most current literature on changing strategic orientations has focused on an antecedents and outcomes approach to business orientations. Intimated, but rarely addressed, are the notions that (1) strategic orientations may be thought of as ideologies and (2) such ideologies are likely to contend with each other. Taking such a perspective may be helpful in discussing why it is challenging to transition to more sustainable strategic orientations even in the presence of financial incentives to do so. In assessing the transition to organic production and marketing in a commodity agriculture context, the authors find that contending ideologies restrict its adoption. In addition, they suggest that strategic orientations are not adopted or contested solely within firms but also among them. The authors find that ideological contestation among firms in this context takes the form of a marketplace drama between a chemical, productionist orientation and an organic orientation in which protagonists mobilize several forms of legitimacy.

Journal of marketing. -- 2014, v. 78, n. 6, november, p. 103-119

1. Ideology 2. Legitimacy 3. Strategic orientation 4. Agriculture 5. Sustainability

**5****The influence of initial possession level on consumers' adoption of a collection goal [Texto impreso] : a tipping point effect / Leilei Gao, Yanliu Huang and Itamar Simonson**

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. 153-154

**Abstract:** Previous research has typically treated collection as a top-down process and focused on its later stages. However, collections may start by accident and are often triggered by incidental, bottom-up factors. The authors propose that a small number of possessions (i.e., a few more than one) represent an unjustified and, thus, unstable possession level that prompts a status change. They examine the collection tipping point at which obtaining items belonging to a series (e.g., a couple of collectible Coke cans) often gives rise to a decision to start a collection. Consumers then seek additional items to fulfill their emerging goal. In six lab studies and one field study, the authors investigate the tipping point at which a collection "project" begins and explore the psychological processes underlying that tipping point. In addition, they discuss the theoretical and managerial implications of this research.

Journal of marketing. -- 2014, v. 78, n. 6, november, p. 143-156

1. Collections 2. Tipping point 3. Decision making 4. Justification 5. Marketing tactics

**6****Know your customer [Texto impreso] : how salesperson perceptions of customer relationship quality form and influence account profitability / Ryan R. Mullins ... [et al.]**

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:** Firms often utilize salesperson intelligence in marketing strategies to improve sales performance. However, this approach is problematic if the information is based on inaccurate perceptions. In light of this, the authors introduce a theoretical model to study the antecedents and profit impact of salesperson perceptions of customer relationship quality. Dyadic analyses using matched survey responses from salesperson-customer dyads and secondary performance data reveal several insightful findings. Results show that self-efficacious salespeople are upwardly biased, whereas customer-oriented salespeople are downwardly biased in their perceptions of customer relationship quality. However, managers can correct these inaccuracies using a behavior-based control system. Response surface analyses illustrate that the effects of salesperson accuracy and inaccuracy are distinct and curvilinear. During later relationship phases, salespeople profit more from salesperson accuracy in high- and low-quality relationships (i.e., a U-shaped effect). Yet the increasingly harmful impact of salesperson inaccuracy on profit is more severe during earlier relationship phases. Together, these findings highlight the benefits of measuring salesperson perceptions and how to manage them.

Journal of marketing. -- 2014, v. 78, n. 6, november, p. 38-58

1. Salesperson accuracy 2. Customer relationship management 3. Dyadic modeling 4. Perceptual bias 5. Response surface analysis

**7****Managing customer and organizational complexity in sales organizations [Texto impreso] / Christian Schmitz and Shankar Ganesan**

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. 75-77

**Abstract:** Salespeople face increasingly complex work environments, both externally with customers and internally with various departments in their own organizations. Because managing such customer and organizational complexity is crucial to performance, the authors conceptualize and develop measures of customer and organizational complexity and examine the effects on salesperson outcomes. In line with job demands-resources theory, salespeople leverage personal and supervisory resources to manage complexity. The test of the conceptual model uses matched salespeople-sales manager data gathered from a large business-to-business firm. The empirical findings reveal that personal resources (sales self-efficacy) help manage complexity in general but create greater role stress in the face of customer complexity. The effectiveness of supervisory resources (transactional leadership behavior) is contingent on the type of complexity and the personal resources available to a salesperson. These results indicate not only how salespeople manage different complexities but also how sales managers should adapt their leadership behaviors to enhance salesperson performance.

Journal of marketing. -- 2014, v. 78, n. 6, november, p. 59-77

1. Sales management 2. Salesperson performance 3. Customer complexity 4. Organizational complexity 5. Job demands-resources theory

**8****Willing to pay more, eager to pay less [Texto impreso] : the role of customer loyalty in price negotiations / Jan Wieseke, Sascha Alavi and Johannes Habel**

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. 33-35

**Abstract:** This article is the first to empirically examine the effect of customer loyalty in retail price negotiations. Across three field studies and one negotiation experiment, the authors establish what they call the "loyalty-discount cycle": in price negotiations with salespeople, loyal customers receive deeper discounts that, in turn, increase customer loyalty, resulting in a downward spiral of a company's price enforcement. The reason for the positive effect of customer loyalty on discount is twofold: (1) loyal customers demand a reward for their loyalty and invoke their elevated perceived negotiation power, and (2) to retain loyal customers, salespeople grant discounts more willingly. Furthermore, the mechanisms are moderated by the basis of a customer's loyalty (price vs. quality) and the length of the relationship between the salesperson and the customer. To escape the loyalty-discount cycle, salespeople can use functional and relational customer-oriented behaviors. The study helps managers and salespeople optimize their price enforcement and servicing of loyal customers.

Journal of marketing. -- 2014, v. 78, n. 6, november, p. 17-37

1. Customer loyalty 2. Price negotiations 3. Personal selling 4. Retailing 5. Pricing