

1**The chief marketing officer matters! [Texto impreso] / Frank Germann, Peter Ebbes and Rajdeep Grewal**

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. 21-22

Abstract: Marketing academics and practitioners alike remain unconvinced about the chief marketing officer's (CMO's) performance implications. Whereas some studies propose that firms benefit financially from having a CMO in the C-suite, other studies conclude that the CMO has little or no effect on firm performance. Accordingly, there have been strong calls for additional academic research regarding the CMO's performance implications. In response to these calls, the authors employ model specifications with varying identifying assumptions (i.e., rich data models, unobserved effects models, instrumental variable models, and panel internal instruments models) and use data from up to 155 publicly traded firms over a 12-year period (2000–2011) to find that firms can indeed expect to benefit financially from having a CMO at the strategy table. Specifically, their findings suggest that the performance (measured in terms of Tobin's q) of the sample firms that employ a CMO is, on average, approximately 15 greater than that of the sample firms that do not employ a CMO. This result is robust to the type of model specification used. Marketing academics and practitioners should find the results intriguing given the existing uncertainty surrounding the CMO's performance implications. The study also contributes to the methodology literature by collating diverse empirical model specifications that can be used to model causal effects with observational data into a coherent and comprehensive framework.

Journal of marketing. -- 2015, v. 79, n. 3, may, p. 1-22

1. Chief marketing officer performance implications 2. Marketing-finance interface 3. Panel data 4. Endogeneity 5. Instrumental variable

2**Have we progressed marketing knowledge? [Texto impreso] A meta-meta-analysis of effect sizes in marketing research / Martín Eisend**

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. 39-40

Abstract: This study measures the value and progress of knowledge produced in marketing research by using meta-analytic effect sizes as a measure of scientific knowledge. The author combines the results of 176 meta-analyses that include data from more than 7,500 primary studies published between 1918 and 2012. The 1,841 meta-analytic effect sizes show that a considerable body of marketing knowledge has been developed, as expressed by a meta-meta-analytic correlation of .24. This medium-sized effect is as strong or stronger than effects that have been found in compilations of meta-analyses in other, more basic fields of inquiry (e.g., psychology), which shows that marketing is a successful academic discipline. The effect sizes vary across subject areas, with pricing showing the strongest effects, followed by consumer behavior; methods and new product development show the weakest effects. This finding reveals different degrees of knowledge production and varying benchmarks to assess the contribution of future research outcomes in these subject areas. Marketing knowledge follows a discontinuous model of progress: knowledge has increased over time, but at a decreasing rate; the marketing field, which is currently characterized by fragmentation and specialization, has reached a stage of maturity. The findings provide implications for further research regarding how to measure, evaluate, and progress knowledge in marketing.

Journal of marketing. -- 2015, v. 79, n. 3, may, p. 23-40

1. Marketing knowledge 2. Knowledge accumulation 3. Effect size 4. Meta-analysis

3**The importance of starting right [Texto impreso] : the influence of accurate intuition on performance in salesperson-customer interactions / Zachary R. Hall, Michael Ahearne and Harish Sujan**

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. 107-109

Abstract: Salespeople make two types of judgments about customers in face-to-face interactions: those that are more intuitive and those that are more deliberative. The authors evaluate the influence of accurate intuitive and deliberative judgments on the performance of salespeople. To evaluate this influence, the authors employ matched survey, observational, and objective field data obtained before, during, and after salesperson–customer interactions. The results reveal that accurate intuitive judgments improve selling performance by enabling more appropriate initial sales strategies. These judgments not only help increase the effectiveness of salespeople's selling efforts but also reduce the amount of selling time, resulting in improved selling efficiency. However, performance is compromised when inaccurate deliberative judgments follow accurate intuitive judgments. The findings also identify different antecedents to judgment accuracy. Intuitive accuracy is influenced by domain-specific experience, similarity to the customer, and empathy for the customer, whereas listening skills and customer orientation influence deliberative accuracy.

Journal of marketing. -- 2015, v. 79, n. 3, may, p. 91-109

1. Customer needs 2. Salesperson performance 3. Intuition 4. Thin-slice research 5. Cognitive-experimental self-theory

4**New product design [Texto impreso] : concept, measurement and consequences / Christian Homburg, Martin Schwemmler and Christina Kuehnl**

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. 54-56

Abstract: Product design is a source of competitive advantage for companies and is an important driver of company performance. Drawing on an extensive literature review and consumer interviews, the authors define product design and its dimensions. Using data from three samples (6,418 U.S. consumers and 1,083 and 583 European consumers), the authors develop and validate a new scale to measure product design along the dimensions of aesthetics, functionality, and symbolism. In addition, they investigate the impact of these design dimensions on purchase intention, word of mouth, and willingness to pay. The results indicate that the design dimensions positively influence willingness to pay and also have a positive effect on purchase intention and word of mouth, both directly and indirectly through brand attitude.

Journal of marketing. -- 2015, v. 79, n. 3, may, p. 41-56

1. Consumer behavior 2. Product design 3. Scale development 4. Aesthetics 5. Functionality 6. Symbolism

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The role of within trip dynamics in unplanned versus planned purchase behavior [Texto impreso] / Timothy J. Gilbride, J. Jeffrey Inman and Karen Melville Stilley

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. 72-73

Abstract: The recent surge in the importance of shopper marketing has led to an increased need to understand the drivers of unplanned purchases. The authors address this issue by examining how elements of the current shopping trip (e.g., lagged unplanned purchase, cumulative purchases) and previous shopping trips (e.g., average historical price paid by the shopper) determine unplanned versus planned purchases on the current trip. Using a grocery field study and frequent-shopper-program data, the authors estimate competing models to test behavioral hypotheses using a hierarchical Bayesian probit model with state dependence and serially correlated errors. The results indicate that shoppers with smaller trip budgets tend to exhibit behavior consistent with a self-regulation model (i.e., an unplanned purchase decreases the probability of a subsequent unplanned vs. planned purchase), but this effect reverses later in the trip. In contrast, shoppers with medium-sized trip budgets tend to exhibit behavior consistent with a cuing theory model (i.e., an unplanned purchase increases the probability of a subsequent unplanned vs. planned purchase), and this effect increases as the trip continues. The article concludes with a discussion of implications for research and practice.

Journal of marketing. -- 2015, v. 79, n. 3, may, p. 57-73

1. Shopper marketing 2. In store decisión making 3. Self regulation 4. Cuing theory 5. Autocorrelated probit models

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Should firms use small financial benefits to express appreciation to consumers? [Texto impreso] : understanding and avoiding trivialization effects / Peggy J. Liu, Cait Lamberton and Kelly L. Haws

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. 88-89

Abstract: Firms commonly add small financial benefits to communications designed to acknowledge consumers' loyalty or support. Yet is it always better to provide some financial benefit as opposed to simply saying "thank you"? Although this question has important implications for customer relationship management, research has not yet provided an answer. This article demonstrates that, indeed, a financial acknowledgment (defined as an acknowledgment with a monetary benefit) can lead to less positive outcomes than offering a verbal acknowledgment (defined as an acknowledgment without a monetary benefit), a phenomenon termed the "trivialization effect." The results explain this effect in terms of shifting evaluation standards: whereas a verbal acknowledgement is evaluated relative to verbal gratitude expression norms, a financial acknowledgment is evaluated relative to both verbal norms and customers' monetary expectations. The authors also demonstrate two practical, theory-consistent ways firms can structure financial acknowledgments to eliminate the trivialization effect. Thus, this research shows both the peril of small financial benefits as a means of expressing customer appreciation and practical, low-cost ways to salvage their potential.

Journal of marketing. -- 2015, v. 79, n. 3, may, p. 74-90

1. Customer appreciation 2. Customer relationship management 3. Firm consumer relationship 4. Trivialization 5. Compensation 6. Benefit 7. Gratitude