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Corporate social responsibility and shareholder wealth [Texto impreso] : the role of marketing capability / Saurabh Mishra and Sachin B. Modi

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

References: p. 44-46

Abstract: Despite the positive societal implications of corporate social responsibility (CSR), there remains an extensive debate regarding its consequences for firm shareholders. This study posits that marketing capability plays a complementary role in the CSR–shareholder wealth relationship. It further argues that the influence of marketing capability will be higher for CSR types with verifiable benefits to firm stakeholders (i.e., consumers, employees, channel partners, and regulators). An analysis utilizing secondary information for a large sample of 1,725 firms for the years 2000–2009 indicates that the effects of overall CSR efforts on stock returns and idiosyncratic risk are not significant on their own but only become so in the presence of marketing capability. Furthermore, the results reveal that although marketing capability has positive interaction effects with verifiable CSR efforts—environment (e.g., using clean energy), products (e.g., providing to economically disadvantaged), diversity (e.g., pursuing diversity in top management), corporate governance (e.g., limiting board compensation), and employees (e.g., supporting unions)—on stock returns (and negative interaction effects with these CSR efforts on idiosyncratic risk), it has no significant interaction effect with community-based efforts (e.g., charitable giving).

Journal of marketing. -- 2016, v. 80, n. 1, January, p. 26-46

1. Corporate social responsibility 2. Marketing capability 3. Stock returns 4. Idiosyncratic risk

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Does the customer matter most? [Texto impreso] : exploring strategic frontline employees' influence of customers, the internal business team and external business partners / Christopher R. Plouffe ... [et al.]

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

References: p. 120-123

Abstract: Marketing relationships have evolved from simple dyadic transactions between the firm and its customers into scenarios in which the firm's frontline employees are required to manage a portfolio of stakeholder relationships. The authors begin by characterizing the "strategic" frontline employee (SFLE) as a focal marketing employee who, in the execution of his or her work, must influence a variety of stakeholder target groups, including (1) customers, (2) the internal business team, and (3) external business partners. The authors leverage data from SFLEs at two firms to explore the similarities and differences in SFLE influence tactic effectiveness across the three stakeholder groups. They find that the effectiveness of influence tactics in driving performance differs across stakeholder target types and, somewhat surprisingly, that the SFLE's influence of both the internal business team and external business partners has a greater effect on his or her performance than does influence directed at customers. The authors close with a discussion of the implications for theory and practice.

Journal of marketing. -- 2016, v. 80, n. 1, January, p. 106-123

1. Frontline employees 2. Influence 3. Performance 4. Relationship portfolio 5. Sales

3**The effectiveness of customer participation in new product development [Texto impreso] : a meta-analysis / Woojung Chang and Steven A. Taylor**

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

References: p. 62-64

Abstract: Although the returns of customer participation on new product development (NPD) performance can vary substantially, the current literature lacks a systematic conceptual and empirical integration showing when customer participation is valuable in enhancing NPD performance. Building on knowledge management theory, the authors present a conceptual framework that synthesizes a variety of contingency factors. A meta-analysis empirically examines the moderating effects of contextual factors between customer participation and NPD performance. The analysis reveals that involving customers in the ideation and launch stages of NPD improves new product financial performance directly as well as indirectly through acceleration of time to market, whereas customer participation in the development phase slows down time to market, deteriorating new product financial performance. Furthermore, the benefits of customer participation on NPD performance are greater in technologically turbulent NPD projects, in emerging countries, in low-tech industries, for business customers, and for small firms. The authors discuss several theoretical and managerial implications about when to engage customers in the innovation process.

Journal of marketing. – 2016, v. 80, n. 1, January, p. 47-64

1. Customer participation 2. New product development 3. New product development performance 4. Knowledge management 5. Meta-analysis

4**From social to sale [Texto impreso] : the effects of firm-generated content in social media on customer behavior / Ashish Kumar ... [et al.]**

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

References: p. 24-25

Abstract: Given the unprecedented reach of social media, firms are increasingly relying on it as a channel for marketing communication. The objective of this study is to examine the effect of firm-generated content (FGC) in social media on three key customer metrics: spending, cross-buying, and customer profitability. The authors further investigate the synergistic effects of FGC with television advertising and e-mail communication. To accomplish their objectives, the authors assemble a novel data set comprising customers' social media participation data, transaction data, and attitudinal data obtained through surveys. The results indicate that after the authors account for the effects of television advertising and e-mail marketing, FGC has a positive and significant effect on customers' behavior. The authors show that FGC works synergistically with both television advertising and e-mail marketing and also find that the effect of FGC is greater for more experienced, tech-savvy, and social media-prone customers. They propose and examine the effect of three characteristics of FGC: valence, receptivity, and customer susceptibility. The authors find that whereas all three components of FGC have a positive impact, the effect of FGC receptivity is the largest. The study offers critical managerial insights regarding how to leverage social media for better returns.

Journal of marketing. – 2016, v. 80, n. 1, January, p. 7-25

1. Social media analytics 2. Firm-generated content 3. Digital marketing 4. Customer relationship management 5. Propensity score matching/difference-in-differences

5

Warm glow or extra charge? [Texto impreso] : the ambivalent effect of corporate social responsibility activities on customers' perceived price fairness / Johannes Habel ... [et al.]

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

References: p. 104-105

Abstract: Prior research has firmly established that consumers draw benefits from a firm's engagement in corporate social responsibility (CSR), especially the feeling of a "warm glow." These benefits positively affect several desirable outcomes, such as willingness to pay and customer loyalty. The authors propose that consumers do not blindly perceive benefits from a firm's CSR engagement but tend to suspect that a firm's prices include a markup to finance the CSR engagement. Taking customers' benefit perceptions and price markup inferences into account, the authors suggest that CSR engagement has mixed effects on consumers' evaluation of price fairness and, thus, on subsequent outcomes such as customer loyalty. The authors conduct one qualitative study and four quantitative studies leveraging longitudinal field and experimental data from more than 4,000 customers and show that customers indeed infer CSR price markups, entailing mixed effects of firms' CSR engagement on price fairness. The authors find that perception critically depends on customers' CSR attributions, and they explore the underlying psychological mechanisms. They propose communication strategies to optimize the effect of CSR engagement on perceived price fairness.

Journal of marketing. -- 2016, v. 80, n. 1, January, p. 84-105

1. Corporate social responsibility 2. Price fairness 3. Cost perceptions 4. Behavioral pricing

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When does (mis) fit in customer orientation matter for frontline employees' job satisfaction and performance? [Texto impreso] / Bulent Menguc ... [et al.]

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

References: p. 81-83

Abstract: The role of coworkers' customer orientation (CO) in influencing an employee's CO has received sparse attention in the literature. This research serves two purposes. First, the study draws on person-group fit theory to develop and test a model of a frontline employee's CO relative to that of his or her coworkers as well as the effects of CO (mis)fit on job satisfaction and service performance through coworker relationship quality. Second, the authors propose three work-group characteristics—group size, service climate strength, and leader-member exchange differentiation—that they expect to mitigate the (negative) positive effect of employee-coworker CO (mis)fit on coworker relationship quality. Data collected in a multirespondent (i.e., frontline employees and supervisors) longitudinal research design indicate that as group size increases, service climate becomes stronger, and group leaders develop different exchange relationships with employees, the inherently (negative) positive role of employee-coworker CO (mis)fit in influencing coworker relationship quality diminishes. Furthermore, coworker relationship quality fully mediates the associations of employee-coworker CO (mis)fit with job satisfaction and service performance. The authors close with a discussion of the theoretical and practical implications of the boundary conditions of CO (mis)fit.

Journal of marketing. -- 2016, v. 80, n. 1, January, p. 65-83

1. Customer orientation 2. (Mis) fit 3. Coworker relationship quality 4. Person-group fit theory