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**Assessing performance outcomes in marketing [Texto impreso] / Constantine S. Katsikeas ... [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. 19-20

**Abstract:** Research in marketing has increasingly focused on building knowledge about how firms' marketing contributes to performance outcomes. A key precursor to accurately diagnosing the value firms' marketing creates is conceptualizing and operationalizing appropriate ways to assess performance outcomes. Yet, to date, there has been little conceptual development and no systematic examination of how researchers in marketing should conceptualize and measure the performance outcomes associated with firms' marketing. The authors develop a theory-based performance evaluation framework and examine the assessment of such performance outcomes in 998 empirical studies published in the top 15 marketing journals from 1981 through 2014. The results reveal a large number of different performance outcome measures used in prior empirical research that may be only weakly related to one another, making it difficult to synthesize findings across studies. In addition, the authors identify significant problems in how performance outcomes in marketing are commonly conceptualized and operationalized. They also reveal several theoretically and managerially important performance areas in which empirical knowledge of marketing's impact is limited or absent. Finally, they examine the implications of the results, provide actionable guidelines for researchers, and suggest a road map for systematically improving research practice in the future.

Journal of marketing. -- 2016, v. 80, n. 2, march, p. 1-20

1. Marketing performance 2. Outcome measures 3. Conceptualization 4. Operationalization 5. Guidelines

2

**Exploring the effects of 'what' (product) and 'where' (website) characteristics on online shopping behavior [Texto impreso] / Girish Mallapragada, Sandeep R. Chandukala and Qing Liu**

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. 36-38

**Abstract:** Understanding factors that influence online shopping and managing consumer relationships is not a trivial task for firms, considering the many pertinent factors that influence behavior, including the product being shopped (i.e., the "what") and the context of the website itself (i.e., the "where"). This study investigates the impact of these characteristics on an online transaction's basket value, after incorporating the role of other aspects of the browsing process including page views and visit duration. The authors estimate a multivariate mixed-effects Type II Tobit model with a system of equations to explain variation in shopping basket value, using data involving 773,262 browsing sessions resulting in 9,664 transactions across 43 product categories from 385 unique websites. The results support the assertions that contextual factors are associated with online browsing. For example, a website's scope in terms of product variety is associated positively with visit durations and basket values but negatively with page views. Furthermore, a website's communication functionality is positively associated with basket value for hedonic products. Insights suggest managerial implications involving product and website strategies for online retailers.

Journal of marketing. -- 2016, v. 80, n. 2, march, p. 21-38

1. Online retailing 2. Multivariate mixed-effects models 3. Product heterogeneity 4. Basket value 5. Website functionality

**3****Motivating sales reps for innovation selling in different cultures [Texto impreso] / Sebastian Hohenberg and Christian Homburg**

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. 118-120

**Abstract:** Innovation commercialization, an important managerial challenge, depends heavily on the sales force for its success. However, little empirical research has examined how firms should direct sales reps in this task in a global, multicultural context. Drawing on self-determination theory, this study investigates how to motivate sales reps for innovation selling in different cultures with various financial and nonfinancial steering instruments. The authors collected data in two waves from sales reps in 38 countries on four continents, making this study one of the largest international investigations in sales research. Results reveal that steering instruments should correspond closely with reps' national culture in terms of power distance, individualism, uncertainty avoidance, and long-term orientation. For example, findings show that whereas individualism strengthens the positive relationship between variable compensation for innovation-sales results and financial innovation performance through innovation-selling motivation, power distance and uncertainty avoidance weaken this relationship. Results also reveal that long-term orientation strengthens the positive relationship between supervisor appreciation for innovation-sales results and financial innovation performance through innovation-selling motivation.

Journal of marketing. -- 2016, v. 80, n. 2, march, p. 101-120

1. Business-to-business marketing 2. Innovation 3. National culture 4. Sales force steering 5. Self-determination theory

**4****New product creativity [Texto impreso] : understanding contract specificity in new product introductions / Tereza Dean, David A. Griffith and Roger J. Calantone**

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. 57-58

**Abstract:** Introducing new products necessitates that manufacturers not only carefully craft the initial contract terms with retailers but also consider how the specificity of the terms influences a retailer's relational behaviors throughout the duration of the contract, contingent upon the new product's success. The authors develop a series of hypotheses to investigate new product introductions using a multimethod design consisting of a survey of manufacturers and a repeated measures experiment with retailers. The results indicate that manufacturers craft increasingly specific contract terms as new product creativity increases when frequency of new product introductions and performance ambiguity are higher. When they are lower, the positive influence of new product creativity on contract specificity weakens and can in some instances become negative. The results also indicate that there is no significant change in a retailer's relational behaviors throughout a contract's duration when contract specificity is lower, regardless of the new product's success. However, under the condition of higher contract specificity, the retailer's relational behaviors increase (decrease) over a contract's duration when the new product is successful (unsuccessful).

Journal of marketing. -- 2016, v. 80, n. 2, march, p. 39-58

1. New product creativity 2. Contract specificity 3. Safeguarding 4. Adaptation 5. Relational behaviors

## 5

**Understanding the impact of in-process promotional messages [Texto impreso] : an application to online auctions / Caroline Ducarroz, Sha Yang and Eric A. Greenleaf**

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. 99-100

**Abstract:** In-process promotions focus on promotional activities during marketing events such as auctions, crowdfunding, or fund-raising. Firms can observe consumers' responses to these promotions and use this information to adjust future promotions sent during the same events. The authors study the impact of promotions on market outcomes and focus on one use of such promotions: messages sent during online auctions, in which the outcome is the final auction price. They propose that the effect of these messages can be understood by observing their aggregate impact on final auction prices and by examining how messages affect behaviors at the bid level, namely, new-bidder entry and jump bidding. These bid-level behaviors can, when summed at the auction level, affect auction prices. Besides examining the messages' impact on bidder behavior, the authors study the auctioneer's strategy in issuing these messages. They distinguish between informative messages, which focus on product attributes, and persuasive messages, which try to motivate the message recipients to bid. They test hypotheses derived from their framework using data from online auctions of Air France airline tickets. The authors also conduct "what-if" simulations to help auctioneers identify the optimal number of messages to send during an auction.

Journal of marketing. -- 2016, v. 80, n. 2, march, p. 80-100

1. In-process promotion 2. Pricing 3. Online auctions 4. Bayesian estimation

## 6

**Washing away your sins? [Texto impreso] : corporate social responsibility, corporate social irresponsibility, and firm performance/ Charles Kang, Frank Germann and Rajdeep Grewal**

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. 77-79

**Abstract:** The authors address the questions of whether and how corporate social responsibility (CSR) relates to firm performance and, in so doing, identify four mechanisms pertaining to this relationship: (1) slack resources lead to CSR (i.e., slack resources mechanism) (2) CSR improves performance (i.e., good management mechanism), (3) CSR makes amends for past corporate social irresponsibility (CSI) (i.e., penance mechanism), and (4) CSR insures against subsequent CSI (i.e., insurance mechanism). Using an integrative approach, the authors incorporate the four mechanisms in their empirical model specification. Specifically, to model the interplay among CSR, CSI, and firm performance and to test the four mechanisms simultaneously, they propose a structural panel vector autoregression specification. In support of the good management mechanism, results from an unbalanced panel data set of more than 4,500 firms and up to 19 years suggest that firms that engage in CSR are likely to benefit financially from their CSR investments. Moreover, the authors do not find support for the slack resources or the insurance mechanism. In contrast, and in support of the penance mechanism, often firms' CSR seems to trail their CSI. However, the results also suggest that the penance mechanism is ineffective in offsetting negative performance effects due to CSI.

Journal of marketing. -- 2016, v. 80, n. 2, march, p. 59-79

1. Corporate social irresponsibility 2. Corporate social responsibility 3. Firm performance 4. Mechanisms 5. Structural panel vector autoregressive model