1

The dynamic interplay between recordered music and live concerts [Texto impreso] : the role of piracy, unbundling and artist characteristics / Dominik Papies and Harald J. Van Heerde

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. 85-87

The business model for musicians relies on selling recorded music and selling concert tickets. Traditionally, demand for one format (e.g., concerts) would stimulate demand for the other format (e.g., recorded music) and vice versa, leading to an upward demand spiral. However, the market for recorded music is under pressure due to piracy and the unbundling of albums, which also entail threats for the traditional demand spiral. Despite the fundamental importance of recorded music and live concerts for the multibillion-dollar music industry, no prior research has studied their dynamic interplay. This study fills this void by developing new theory on how piracy, unbundling, artist fame, and music quality affect dynamic cross-format elasticities between record demand and concert demand. The theory is tested with a unique data set covering weekly concert and recorded music revenues for close to 400 artists across more than six years in the world's third-largest music market, Germany. The cross-format elasticity of record on concert revenue is much stronger than the reverse elasticity of concert on record revenue. The results show the key role of piracy, unbundling, and artist characteristics on these cross-format elasticities, which have implications for the business model of the music industry.

Journal of marketing. -- 2017, v. 81, n. 4, july, p. 67-87

1. Music 2. Record sales 3. Concerts 4. Piracy 5. Unbundling

2

Group marketing [Texto impreso] : theory, mechanisms and dynamics / Colleen M. Harmeling ... [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. 23-24

Group marketing uses the psychological mechanisms underlying group influence to drive customer behaviors that are beneficial to the firm. It is predicated on the firm's ability to guide two necessary and sufficient conditions: (1) a customer's awareness of an affiliation with the focal group and (2) exposure to group norms. By examining what it means to be affiliated with a group; determining how group norms are inferred, applied, and maintained; and testing a wide variety of ways in which these conditions become manifest, this research demonstrates the theoretical foundations of group marketing. Groups influence purchase behaviors by altering information and identity appraisals during decision making. Time in a purchase domain emerges as a critical determinant of the strength of group influence. Although previous research has suggested that social influence diminishes over time, a longitudinal field study and an experiment reveal that this prediction holds only when information appraisal dominates; an opposite effect arises when identity appraisal dominates. Group efficacy strengthens, but product price weakens, the effects of groups on purchase behaviors.

Journal of marketing. -- 2017, v. 81, n. 4, july, p. 1-24

1. Group marketing 2. Group dynamics 3. Conforming purchase behavior 4. Dynamic group influence 5. Group norms

3

Harvesting brand information from social tags [Texto impreso]/ Hyoryung Nam, Yogesh V. Joshi and P. K. Kannan

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. 107-108

Social tags are user-defined keywords associated with online content that reflect consumers' perceptions of various objects, including products and brands. This research presents a new approach for harvesting rich, qualitative information on brands from user-generated social tags. The authors first compare their proposed approach with conventional techniques such as brand concept maps and text mining. They highlight the added value of their approach that results from the unconstrained, open-ended, and synoptic nature of consumer-generated content contained within social tags. The authors then apply existing text-mining and data-reduction methods to analyze disaggregate-level social tagging data for marketing research and demonstrate how marketers can utilize the information in social tags by extracting key representative topics, monitoring common dynamic trends, and understanding heterogeneous perceptions of a brand.

Journal of marketing. -- 2017, v. 81, n. 4, july, p. 88-108

1. Social tags 2. User-generated content 3. Brand associative networks 4. Text mining 5. Topic modeling

---

4

On the competitive and collaborative implications of category captainship [Texto impreso] / Yasin Alan, Jeffrey P. Dotson and Mümin Kurtulus

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. 142-143

Category captainship (CC) is a retailing practice wherein a retailer collaborates with one of the manufacturers in a product category (referred to as the captain) to develop and implement a category management strategy. Although CC has been studied using both theoretical models and surveys, empirical evidence on the benefits and drawbacks of CC is scarce. The authors use a unique data set collected during a CC implementation to empirically examine the impact of CC on the retailer, the captain, and the other manufacturers in the category. The authors find that both the retailer's private label and the captain benefit from CC because of pricing and assortment changes. They also find that some competing manufacturers benefit from CC while others suffer. Specifically, the manufacturers that closely compete with the captain benefit, whereas the manufacturers that are in close competition with the private label suffer because the retailer protects its private label. The authors show that category sales would have been higher if the retailer had not protected its private label. This study sheds light on how joint consideration of assortment and pricing, the presence of a private label, and product characteristics may influence the outcomes of CC implementations.

Journal of marketing. -- 2017, v. 81, n. 4, july, p. 127-143

1. Category management 2. Category captainship 3. Private label 4. Retailing 5. Channel partnerships

5

Predicting mobile advertising response using consumer colocation networks [Texto impreso] / Peter Pal Zubcsek, Zsolt Katona and Miklos Sarvary

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. 124-126

Building on results from economics and consumer behavior, the authors theorize that consumers' movement patterns are informative of their product preferences, and this study proposes that marketers monetize this information using dynamic networks that capture colocation events (when consumers appear at the same place at approximately the same time). To support this theory, the authors study mobile advertising response in a panel of 217 subscribers. The data set spans three months during which participants were sent mobile coupons from retailers in various product categories through a smartphone application. The data contain coupon conversions, demographicand psychographic information, and information on the hourly GPS location of participants and on their social ties in the form of referrals. The authors find a significant positive relationship between colocated consumers' response to coupons in the same product category. In addition, they show that incorporating consumers' location information can increase the accuracy of predicting the most likely conversions by 19%. These findings have important practical implications for marketers engaging in the fast-growing location-based mobile advertising industry.

Journal of marketing. -- 2017, v. 81, n. 4, july, p. 109-126

1. Mobile commerce 2. Mobile targeting 3. Location-based advertising 4. Price promotion 5. Network analysis

---

6

Relative strategic emphasis and firm-idiosyncratic risk [Texto impreso] : the moderating role of relative performance and demand instability/ Kyuhong Han, Vikas Mittal and Yan Zhang

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. 41-44

Firms may allocate scarce resources to two fundamental strategic processes: value creation and value appropriation. The relative investment in these processes (i.e., a firm's relative strategic emphasis) may be associated with firmidiosyncratic risk. Empirically, a firm's relative strategic emphasis is represented by the difference between its advertising expenditure and its research-and-development expenditure. Using data from 2,403 firms over the period of 2000–2014, the authors find that firms' relative strategic emphasis on value appropriation versus value creation reduces firm risk, though in a contingent manner. This association is weaker when firms have larger positive or negative relative performance. Furthermore, these contingent associations are stronger when demand instability in an industry is higher. Overall, the results demonstrate that a firm's strategic emphasis should be examined in light of its relative performance, as well as in the context of current market conditions, when making judicious resource allocation decisions.

Journal of marketing. -- 2017, v. 81, n. 4, july, p. 25-44

1. Firm-idiosyncratic risk 2. Relative strategic emphasis 3. Relative performance 4. Demand instability 5. Financial metrics

7

Return on engagement initiatives [Texto impreso] : a study of a business-to-business mobile App / Manpreet Gill, Shrihari Sridhar 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. 65-66

Firms are increasingly offering engagement initiatives to facilitate firm–customer interactions or interactions among customers, with the primary goal of fostering emotional and psychological bonds between customers and the firm. Unlike traditional marketing interventions, which are designed to prompt sales, assessing returns on engagement initiatives (RoEI) is more complex because sales are not the primary goal and, often, direct sales are not associated with such initiatives. To assess RoEI across varying institutional contexts, the authors propose and empirically implement a methodological framework to investigate a business-to-business mobile app that a tool manufacturer provides for free to engage its buyers. The data include sales by buyer firms that adopted the app over 15 months, as well as a control group of buyers that did not adopt. The results from a difference-in-differences specification, together with selection on observables and unobservables, show that the app increased the manufacturer's annual sales revenues by 19.11%–22.79%; even after accounting for development costs, it resulted in positive RoEI. This RoEI was higher when buyers created more projects using the app, so customer participation intensity appears to underlie RoEI. This article contributes to engagement literature by providing a methodological framework and empirical evidence on how the benefits of engagement initiatives materialize.

Journal of marketing. -- 2017, v. 81, n. 4, july, p. 45-66

1. Causal effects 2. Engagement initiatives 3. Mobile applications 4. Returns

---

8

Salesperson solution involvement and sales performance [Texto impreso] : the contingent role of supplier firm and customer-supplier relationship characteristics / Nikolaos G. Panagopoulos, Adam A. Rapp and Jessica L. Ogilvie

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. 163-164

Salespeople play a crucial role in their firms' efforts to provide customer solutions. However, little research has examined how salesperson involvement in customer solutions can be conceptualized, whether it pays off, and what boundary conditions might heighten its performance effects. This study addresses these gaps and offers a conceptualization of salesperson solution involvement by focusing on the set of salesperson-related activities that enact the four relational processes inherent in customer solutions. The authors collect a unique data set that includes a wide range of firms, industries, and countries, as well as the perspectives of both salespeople and customers, across five studies. Results validate the stability of the conceptualization across contexts. They also reveal that salesperson solution involvement is systematically related to increases in both subjective and objective, time-lagged measures of sales performance. Finally, results show that the performance effects of salesperson solution involvement are amplified under higher levels of firm's product portfolio scope, sales unit cross-functional cooperation, and customer–supplier relationship tie strength. Surprisingly, customer adaptiveness is not found to moderate the performance effects of salesperson solution involvement.

Journal of marketing. -- 2017, v. 81, n. 4, july, p. 144-164

1. Salesperson 2. Customer solutions 3. Activities 4. Performance 5. Customer relationships