

1

Converging on a new theoretical foundation for selling [Texto impreso] / Nathaniel N. Hartmann, Heiko Wieland and Stephen L. Vargo

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. 16-18

This article demonstrates that the sales literature is converging on a systemic and institutional perspective that recognizes that selling and value creation unfold over time and are embedded in broader social systems. This convergence illustrates that selling needs a more robust theoretical foundation. To contribute to this foundation, the authors draw on institutional theory and service-dominant logic to advance a service ecosystems perspective. This perspective leads them to redefine selling in terms of the interaction between actors aimed at creating and maintaining thin crossing points—the locations at which service can be efficiently exchanged for service—through the ongoing alignment of institutional arrangements and the optimization of relationships. This definition underscores how broad sets of human actors engage in selling processes, regardless of the roles that characterize them (e.g., firm, customer, stakeholder). A service ecosystems perspective reveals (1) that selling continues to be an essential activity, (2) how broader sets of actors participate in selling processes, and (3) how this participation may be changing. It leads to novel insights and questions regarding gaining and maintaining business, managing intrafirm and broad external selling actors, and sales performance.

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1. Marketing theory 2. Selling and sales management 3. Institutional theory 4. Service-dominant logic

2

Design crowdsourcing [Texto impreso] : the Impact on new product performance of sourcing design solutions from the "crowd" / B.J. Allen, Deepa Chandrasekaran, and Suman Basuroy

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References: p. 122-123

The authors examine an increasingly popular open innovation practice, "design crowdsourcing," wherein firms seek external inputs in the form of functional design solutions for new product development from the "crowd." They investigate conditions under which managers crowdsource design and determine whether such decisions subsequently boost product sales. The empirical analysis is guided by qualitative insights gathered from executive interviews. The authors use a novel data set from a pioneering crowdsourcing firm and find that three concept design characteristics—perceived usability, reliability, and technical complexity—are associated with the decision to crowdsource design. They use an instrumental variable method accounting for the endogenous nature of crowdsourcing decisions to understand when such a decision affects downstream sales. The authors find that design crowdsourcing is positively related to unit sales and that this effect is moderated by the idea quality of the initial product concept. Using a change-score analysis of consumer ratings, they find that design crowdsourcing enhances perceived reliability and usability. They discuss the strategic implications of involving the crowd, beyond ideation, in helping transform ideas into effective products.

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1. Product design 2. Crowdsourcing 3. User design 4. Open innovation 5. New product development

3**The effect of a data breach announcement on customer behavior [Texto impreso] : evidence from a multichannel retailer / Ramkumar Janakiraman, Joon Ho Lim, and Rishika Rishika**

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. 103-105

In this study, the authors assess the effects of a data breach announcement (DBA) by a multichannel retailer on customer behavior. They exploit a natural experiment and use individual customer transaction data from the retailer to conduct a detailed and systematic empirical examination of the effects of a DBA on customer spending and channel migration behavior. To identify the effects, the authors compare the change in customer behavior before and after the DBA between a treatment group (customers whose information is breached) and a control group (customers whose information is not breached) using the difference-in-differences modeling framework. They find that although the data breach results in a significant decrease in customer spending, customers of the firm migrate from the breached to the unbreached channels of the retailer. The findings further reflect that customers with a higher retailer patronage are more forgiving because the negative effects of the DBA are lower for customers with a higher level of patronage. The authors propose and empirically test for the role of customer data vulnerability as the behavioral mechanism that drives customer behavior subsequent to a DBA. The authors offer prescriptions for managers on how to engage with customers following DBAs.

Journal of marketing. -- 2018, v. 82, n. 2, march, p. 85-105

1. Customer data breach 2. Data vulnerability 3. Multichannel retailing 4. Natural experiment 5. Difference-indifferences

4**The effect of review writing on learning engagement in channel partner relationship management [Texto impreso] / Elizabeth Aguirre [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. 82-84

To develop the knowledge and skill sets of channel partner firms, manufacturers increasingly introduce learning programs as part of their relationship management strategies. However, the engagement of channel partners in these programs tends to be low. The current research, conducted in collaboration with a Fortune 100 information technology company, examines ways to strengthen learning engagement. In accordance with self-regulated learning theory, the authors propose and demonstrate that when channel partners write reviews of a learning module that they attended, beyond providing ratings, they are better able to reflect on the relevance of their learning experience and are further engaged in learning activities. The audience and focus of these written reviews determine the engagement of the channel partner sales personnel; therefore, review writing is a valuable, informal mechanism to motivate them. These effects are moderated by characteristics of both the channel partner (salesperson's learning orientation and identification with the manufacturer) and the relationship with the manufacturer (length and exclusivity).

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1. Partner relationship management 2. Self-regulated learning 3. Feedback systems 4. Review writing

5

The new regulator in town: [Texto impreso] : the effect of Walmart's sustainability mandate on supplier shareholder value / Katrijn Gielens [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. 139-141

Suppliers are increasingly being forced by dominant retailers to clean up their supply chains. These retailers argue that their sustainability mandates may translate into profits for suppliers, but many suppliers are cynical about these mandates because the onus to undertake the required investments is on them while potential gains may be usurped by the mandating retailer. We examine whether supplier fears are justified by studying the impact of Walmart's sustainability mandate on its suppliers' (short-term) shareholder value. Although about two-thirds of suppliers are indeed financially harmed, approximately one-third benefit. To delve deeper into this variation, we relate suppliers' short-term abnormal returns to Walmart's appropriation power and explore whether and to what extent a supplier's referent and expert power sources, derived from its marketing and operational characteristics, respectively, can counteract Walmart's appropriation attempts. We find that the supplier's marketing characteristics (its environmental reputation, brand equity, and advertising) provide it with the countervailing power needed to resist Walmart's appropriation attempts. In contrast, cost-efficient suppliers and suppliers that invest heavily in R&D have more difficulty withstanding Walmart's squeeze attempts.

Journal of marketing. -- 2018, v. 82, n. 2, march, p. 124-141

1. Retailing 2. Power dependence 3. Sustainability 4. Walmart 5. Financial event study

6

Share repurchases and myopia [Texto impreso] : implications on the stock and consumer markets / David Bendig ... [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. 38-41

Investor demand has promoted share repurchases to the dominating payout instrument for U.S. firms. However, critics worry that the repurchase boom leads to firms neglecting long-term investments. Even worse, scholars have shown that investor pressure also motivates firms to cut marketing investments with the aim of boosting short-term income, a practice called myopic marketing management. Extant theory still lacks an understanding of whether and how the cooccurrence of share repurchases and myopic marketing affects firm stakeholders such as investors and consumers. Using a large-scale cross-industry sample, the authors reveal that there is a higher share of firms cutting marketing investments among repurchasing firms than among nonrepurchasing firms. Furthermore, investors immediately respond negatively to myopic firms that also repurchase shares. Finally, repurchases and myopic marketing are also associated with an increase in product recalls. This first study to assess share repurchases through a marketing lens hence reveals negative effects on both the stock and the consumer markets.

Journal of marketing. -- 2018, v. 82, n. 2, march, p. 19-41

1. Marketing-finance interface 2. Myopic marketing management 3. Earnings management 4. Product recalls 5. Share repurchase

7

Strategic information transmission in peer-to-peer lending markets [Texto impreso] / Fabio Caldieraro ... [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. 62-63

Peer-to-peer (P2P) marketplaces, such as Uber, Airbnb, and Lending Club, have experienced massive growth in recent years. They now constitute a significant portion of the world's economy and provide opportunities for people to transact directly with one another. However, such growth also challenges participants to cope with information asymmetry about the quality of the offerings in the marketplace. By conducting an analysis of a P2P lending market, the authors propose and test a theory in which countersignaling provides a mechanism to attenuate information asymmetry about financial products (loans) offered on the platform. Data from a P2P lending website reveal significant, nonmonotonic relationships among the transmission of nonverifiable information, loan funding, and ex post loan quality, consistent with the proposed theory. The results provide insights for platform owners who seek to manage the level of information asymmetry in their P2P environments to create more balanced marketplaces, as well as for P2P participants interested in improving their ability to process information about the goods and services they seek to transact online.

Journal of marketing. -- 2018, v. 82, n. 2, march, p. 42-63

1. Asymmetric information 2. Consumer-to-consumer interactions 3. Consumer financial decision making 4. Electronic commerce 5. P2P platforms

8

Toward an optimal donation solicitation [Texto impreso] : evidence from the field of the differential influence of donor-related and organization-related information on donation choice and amount / Tatiana M. Fajardo, Claudia Townsend, and Willy Bolander

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. 151-152

The present research decomposes consumer donation behavior into two components: donation choice (i.e., whether to donate) and donation amount (i.e., how much to donate). It then considers how information related to the donor and information related to characteristics of the soliciting organization may differentially influence the two decisions. Results from four field experiments suggest that donor-related appeals have a greater effect on the donation choice decision (vs. organization-related appeals), whereas organization-related appeals have a greater effect on the donation amount decision (vs. donor-related appeals). This might lead one to conclude that presenting both types of appeals in a solicitation is ideal. However, the studies presented herein also suggest that this strategy may backfire. The simultaneous presentation of donor- and organization-related appeals can hamper both donation response rates and average contribution amounts. To address this issue, the authors identify and test an alternative solicitation strategy for maximizing solicitation effectiveness. This strategy involves a multistep request process that capitalizes on an understanding of the differential influence of donor- and organization-related information on donation choice and amount decisions.

Journal of marketing. -- 2018, v. 82, n. 2, march, p. 142-152

1. Charitable solicitations 2. Donation behavior 3. Field experiments 4. Fund-raising 5. Nonprofit marketing