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App popularity [Texto impreso] : where in the world are consumers most sensitive to price and user ratings? / Raoul Kübler ... [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. 41-44

Many companies compete globally in a world in which user ratings and price are important drivers of performance but whose importance may differ by country. This study builds on the cultural, economic, and structural differences across countries to examine how app popularity reacts to price and ratings, controlling for product characteristics. Estimated across 60 countries, a dynamic panel model with product-specific effects reveals that price sensitivity is higher in countries with higher masculinity and uncertainty avoidance. Ratings valence sensitivity is higher in countries with higher individualism and uncertainty avoidance, while ratings volume sensitivity is higher in countries with higher power distance and uncertainty avoidance and those that are richer and have more income equality. For managers, the authors visualize country groups and calculate how much price should decrease to compensate for a negative review or lack of reviews. For researchers, they highlight the moderators of the volume and valence effects of online ratings, which are becoming ubiquitous in this connected world.

Journal of marketing. -- 2018, v. 82, n. 5, september, p. 20-44

1. Price sensitivity 2. Rating sensitivity 3. Mobile apps 4. Dynamic panel model 5. Hofstede's cultural factors

2

Device switching in online purchasing [Texto impreso] : examining the strategic contingencies / Evert de Haan ... [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. 17-19

The increased penetration of mobile devices has a significant impact on customers' online shopping behavior, with customers frequently switching between mobile and fixed devices on the path to purchase. By accounting for the attributes of the devices and the perceived risks related to each product category, the authors develop hypotheses regarding the relationship between device switching and conversion rates. They test the hypotheses by analyzing clickstream data from a large online retailer and apply propensity score matching to account for self-selection in device switching. They find that when customers switch from a more mobile device, such as a smartphone, to a less mobile device, such as a desktop, their conversion rate is significantly higher. This effect is larger when product category-related perceived risk is higher, when the product price is higher, and when the customer's experience with the product category and the online retailer is lower. The findings illustrate the importance of focusing on conversions across the combination of devices used by customers on their path to purchase. Focusing on the conversions on a single device in isolation, as is usually done in practice, significantly overestimates conversions attributed to fixed devices at the expense of those attributed to mobile devices.

Journal of marketing. -- 2018, v. 82, n. 5, september, p. 1-19

1. Mobile 2. Device switching 3. Online conversion 4. Cross-device 5. Perceived risk

3**Hands off my brand! [Texto impreso] : the financial consequences of protecting brands through trademark infringement lawsuits/ Larisa Ertekin, Alina Sorescu and Mark B. Houston**

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. 63-65

Well-known brands are frequently imitated, misused, or tampered with. Firms facing these threats routinely turn to the legal system and file trademark infringement lawsuits in an attempt to prevent revenue losses and brand equity dilution. In this article, the authors address the largely unexplored issue of brand protection. First, they categorize all major types of trademark infringement. Second, using signaling and prospect theories, they present a conceptual model that outlines the financial consequences of defending a brand in court. The authors test the predictions of this framework using a large sample of trademark infringement lawsuits and find that although investors react negatively in the short term to firms' filing and even to firms' winning such cases, the long-term performance of firms that successfully leverage the legal system to protect their brands is positive.

Journal of marketing. -- 2018, v. 82, n. 5, september, p. 45-65

1. Brand protection 2. Brand threats 3. Trademark infringement litigations 4. Event study 5. Stock market reaction to lawsuits

4**Investigating the influence of characteristics of the new product introduction process on firm value [Texto impreso] : the case of the pharmaceutical industry / Amalsh Sharma, Alok R. Saboo and V. Kumar**

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. 83-85

Scholars identify several benefits of new product introductions (NPI), yet prior literature largely overlooks how the process of NPI generates marketplace insights and influences subsequent products. Building on the concept of absorptive capacity, the authors argue that the influence of products on firm value depends on process characteristics, namely, the pace, irregularity, and scope of NPI. Using data collected from multiple sources for products introduced by pharmaceutical firms between 1991 and 2015 and robust econometric methods that account for endogeneity and unobserved heterogeneity, this study reveals that pace and scope have an inverted U-shaped effect on firm value, whereas irregularity negatively influences firm value. Moreover, strategic emphasis and product complexity negatively moderate the relationship of the irregularity and scope of NPI with firm value. This research documents the importance of adopting a portfolio approach to the sequential introduction of new products and incorporating insights gained from previous product introductions; it cautions managers against evaluating products in isolation. The authors discuss the economic significance of these results and provide actionable guidance for managers.

Journal of marketing. -- 2018, v. 82, n. 5, september, p. 66-85

1. New product introduction 2. Innovation 3. Process research 4. Event study 5. Firm value

5

Self-selected sales incentives [Texto impreso] : evidence of their effectiveness, persistence, durability and underlying mechanisms/ Raghu Bommaraju and Sebastian Hohenberg

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. 123-124

Drawing on goal-setting theory, this study develops a new self-selected incentive scheme. Within this scheme, a sales employee chooses an individualized goal–reward level combination from a menu the firm proposes given the employee's past performance. To test the effects of the self-selected incentive scheme, the authors conducted two field experiments at two Fortune 500 companies. Results of both experiments show that, compared with two equivalent quota systems, sales employees' performance increased substantially under the self-selected incentive scheme. In addition, findings reveal that the performance increase induced by this scheme is substantially greater for sales employees with a high variation in past performance and for employees with a low past-performance level. Moreover, the authors find that the effects of the self-selected incentive scheme not only are durable when offered again but also persist after the scheme is discontinued. Through two additional online experiments, the authors extend the findings of the field studies, isolate the self-selected incentive scheme's three underlying mechanisms, and examine each mechanism's relative strength.

Journal of marketing. -- 2018, v. 82, n. 5, september, p. 106-124

1. Difference-in-differences 2. Field experiment 3. Goal-setting theory 4. Incentives 5. Sales force

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Status games [Texto impreso] : market driving through social influence in the U.S. wine industry / Ashlee Humphreys and Gregory S. Carpenter

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. 157-159

Research on market orientation finds that market-driven firms succeed by identifying and appealing to consumer needs. Yet many technologically innovative firms achieve remarkable success by taking a market-driving approach. The ways that firms drive markets without disruptive innovation, however, remain unclear. Adopting a market-systems perspective, the authors conduct an ethnographic analysis of producers, distributors, retailers, critics, and consumers in the U.S. wine market. They find that firms drive the market by playing a status game. Firms pursue a vision and advance that vision among influencers inside and outside the industry to gain recognition. Winners of the status game influence and drive social consensus by setting benchmarks and shaping consumer preferences to the firm's advantage. High status is difficult to imitate, creating an advantage that can endure for years or decades.

Journal of marketing. -- 2018, v. 82, n. 5, september, p. 141-159

1. Market orientation 2. Status 3. Competitive advantage 4. Social influence 5. Market driving

7

When and how board members with marketing experience facilitate firm growth [Texto impreso] / Kimberly A. Whitler, Ryan Krause and Donald R. Lehmann

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

Scholars have expressed concern that marketing's influence at the strategic levels of the firm is waning. Consistent with this view, only 2.6% of firms' board members have marketing experience. The authors suggest that this is shortsighted and that including more marketing-experienced board members (MEBMs) will increase firm growth by (1) helping firms prioritize growth as a strategic objective and (2) contributing their expertise to improve the effectiveness of revenue growth strategies. Drawing on the behavioral model of corporate governance, the authors develop a theoretical framework explicating the situational, dispositional, and structural influence moderators that alter the impact of MEBMs on firm growth. Using 64,086 director biographies from S&P 1500 firms, the authors find that MEBMs positively affect firm-level revenue growth and that this relationship is strengthened or weakened by important contingencies that occur in the firm. The findings suggest that the common practice of not including experienced marketers on boards of directors puts firms at a competitive disadvantage.

Journal of marketing. -- 2018, v. 82, n. 5, september, p. 86-105

1. Marketing-experienced board member 2. Chief of marketing 3. Board of directors 4. Revenue growth 5. Board diversity 6. Upper echelons

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Why consumers don't see the benefits of genetically modified foods and what marketers can do about it [Texto impreso] / Sean T. Hingston and Theodore J. Noseworthy

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. 138-140

Evidence from four studies suggests that the moral opposition toward genetically modified (GM) foods impedes the perception of their benefits, and critically, marketers can circumvent this moral opposition by employing subtle cues to position these products as being "man-made." Specifically, if consumers view the GM food as man-made, and if they understand why it was created, moral opposition to the product diminishes, and the GM food's perceived benefits increase, which subsequently increases purchase intentions for the product. This effect is replicated in the field (in both controlled and naturalistic settings), in a laboratory experiment, and with an online consumer panel. The results suggest that marketers can help consumers better consider all information when assessing the merits of GM foods by using packaging and promotion strategies to cue consumers to view the GM food for what it is (i.e., a man-made object created with intent). The findings have implications for the recent GM food labeling debate.

Journal of marketing. -- 2018, v. 82, n. 5, september, p. 125-140

1. Genetically modified organisms 2. Moral opposition 3. Food and health 4. Utilitarian benefits 5. Field studies