

Vienna, June 2014

Suggested Readings & Seminal Papers Collection

The below compilations of books and articles provide an overview of contributions, which are considered as central for the development of our discipline. They should be included in the core reading list of any doctoral / PhD student with a focus on Marketing and supervised at the Institute for Service Marketing and Tourism. This is also the reading list for the final exam within WU's doctoral study programs ("Fachprüfung im Hauptfach"; an "*" indicates mandatory readings). Copies of the books and articles are available upon request.

What makes business research scientific?

A nice, easy to read and nevertheless almost complete introduction to the philosophy of science is provided by Peter Godfrey-Smith in his book:

1. *Godfrey-Smith, Peter (2003): *Theory and Reality. An Introduction to the Philosophy of Science*. Chicago & London: The University of Chicago Press.

The philosophical arguments covered in the following books might fit with the research agenda of most doctoral students:

2. Shadish, William R., Thomas D. Cook, and Donald T. Campbell (2002): *Experimental and Quasi-Experimental Designs for Generalized Causal Inference*. New York, NY: Houghton Mifflin, Inc.
3. Pearl, Judea (2009): *Causality: Models, Reasoning and Inference*. New York, NY: Cambridge University Press.
4. Bagozzi, Richard (1980): *Causal models in Marketing*. New York: Wiley (out of print).

Very useful overviews on the past methodological developments that made the *marketing discipline* as it is today are provided in the following books:

5. Bagozzi, Richard P.: *Advanced Methods of Marketing Research*, Part 1 & 2, Cambridge, Mass.: Blackwell 1994
6. Eliashberg, J., Lilien G.L. (Hrsg.): *Marketing*, Handbooks in Operations Research and Management Science, Vol. 5, Amsterdam: North-Holland 1993
7. *Wedel, Michel, Kamakura, Wagner A.: *Market Segmentation, Conceptual and Methodological Foundations*, Boston: Kluwer 2000

8. Rossi, Peter E., Greg M. Allenby, Robert McCulloch (2005): *Bayesian Statistics and Marketing*. Wiley
9. *Lilien, Gary L., Arvind Rangaswamy (2006): *Marketing Engineering*. 2nd edition. CreateSpace Independent Publishing
10. Hanssens, Dominique M., Leonard J. Parsons, Randall L. Schultz (2001): *Market Response Models. Econometric and Time Series Analysis*. 2nd edition. Kluwer Academic Publishers
11. Leeflang, Peter S.H., Dick r. Wittink, Michel Wedel, Philippe A. Naert (2000): *Building Models for Marketing Decisions*. Kluwer Academic Publishers
12. Louviere, Jordan J., David A. Hensher, Joffre D. Swait (2000): *Stated Choice Methods. Analysis and Applications*. Cambridge University Press.

Some *useful general advice* on how to select a research topic, write an article, and deal with reviews is covered in the following readings:

13. Shugan, Steve (2007): The Editor's Secrets, *Marketing Science*, 25 (5), 589-595.
14. Shugan, Steve (2003): Defining Interesting Research Problems, *Marketing Science*, 22 (1), 1-15.
15. Bergh, D. (2002): Deriving Greater Benefit from the Reviewing Process, *Academy of Management Journal*, 45 (4), 633-636.
16. Holbrook, Morris B. (1986): A Note on Sadoomasochism in the Review Process: I Hate When That Happens, 50 (3), 104-108.
17. Lee, A.S. (1995): Reviewing a manuscript for publication, *Journal of Operations Management*, 13, 87-92.
18. Stewart, D. (2002): Getting Published: Reflections of an old editor, *Journal of Marketing*, 66 (4), 1-6.
19. Whetten, D.A. (1989): What Constitutes a Theoretical Contribution?, *The Academy of Management Review*, 14 (4), 490-495.
20. Sutton, Robert I. and Barry M. Staw (1995): What Theory Is Not, *Administrative Science Quarterly*, 40, 3 (Sept), 371-384.
21. *Armstrong, Scott J. (2003): Discovery and Communication of Important Marketing Findings: Evidence and Proposals. *Journal of Business Research*, Vol. 56, p. 69-84 with commentaries by Rossiter and Lehmann, p. 85-90 and a response to the commentary, p. 91-92.

Seminal Papers

The below list of papers will assist you in spotting the 'good' journals and in establishing your own judgment criteria of what may be examples of excellent research. The papers itemized in the list are either 'real' seminal articles launching a new research idea and kicking off an new stream of research (e.g. Guadagni & Little, Hauser & Shugan, or Allenby, Arora & Ginter), or they just proved to be particularly valuable in inspiring the work of our doctoral candidates and of ourselves.

RESEARCH METHODS & CUSTOMER ANALYSIS

Customer Base Analysis and CRM

22. Morrison D.G. and Schmittlein D.C. (1988), "Generalizing the NBD Model for Customer Purchases: What Are the Implications and is it Worth the Effort?" (with Discussion and Rejoinder), *Journal of Business and Economic Statistics*, 6 (2), 145-166.
23. Goodhardt Gerald J., Andrew S.C. Ehrenberg and Christopher Chatfield (1984), "The Dirichlet: A Comprehensive Model of Buying Behaviour," *Journal of the Royal Statistical Society*, 147 (5), 621-55.
24. Schmittlein D. C., Morrison, D. G. and Colombo R. (1987), "Counting Your Customers: Who Are They and What Will They Do Next", *Management Science*, 33 (1), 1-24.
25. *Gupta S., D. R. Lehmann and J. A. Stuart (2004), "Valuing customers," *Journal of Marketing Research*, 41 (1), 7-18.
26. * Netzer O., Lattin J. and Srinivasan V. (2008), "A Hidden Markov Model of Customer Relationship Dynamics", *Marketing Science*, 27 (2), 185-204.
27. Schweidel D. and Knox G. (2013), "Incorporating Direct Marketing Activity into Latent Attrition Models", *Marketing Science*, 32 (3), 471-487.
28. Fader P., Hardie B. and Lee K. (2005), "Counting Your Customers the Easy Way: An Alternative to the Pareto/NBD Model", *Marketing Science*, 24 (2), 275-284.
29. Fader P. and Hardie B (2009), "Probability Models for Customer-Base Analysis", *Journal of Interactive Marketing*, 23, 61-69.

Structural Equation Models & Causality

30. *Baumgartner, H. and Homburg, C. (1996), "Applications of Structural Equation Modeling in Marketing and Consumer Research: A Review", *International Journal of Research in Marketing*, 13, 139-161.

31. Anderson, J. and Gerbing, D. (1988), "Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach", *Psychological Bulletin*, 103 (3), 411-423.
32. Borsboom Denny, Mellenbergh Gideon J. and van Heerden Jaap (2003), "The Theoretical Status of Latent Variables", *Psychological Review*, 110 (2), 203-19.
33. *Fornell Claes, Bookstein and Fred L. (1982), "Two Structural Equation Models: LISREL and PLS applied to consumer exit-voice theory", *Journal of Marketing Research*, 19, 440-452.
34. Hulland John, Chow Yiu Ho and Lam Shunyin (1996), "Use of causal models in marketing research: A review", *International Journal of Research in Marketing*, 16, 181-197.
35. *Podsakof P.M., MacKenzie S.B., Lee J. and Podsakoff N. P. (2003), "Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies", *Journal of Applied Psychology*, 88 (5), 879-903.
36. Steenkamp J. and Baumgartner H. (2000), "On the use of structural equation models for marketing modeling", *International Journal of Research in Marketing*, 17, 195-202.
37. Judea Pearl (2010), "The Foundations of Causal Inference", *Sociological Methodology*, 75.
38. Elwert F. (2013), "Garphical Causal Models", *Handbooks of Sociology and Social Research*.

Choice Models

39. *Guadagni Peter M., and John D.C. Little. (1983), "A Logit Model of Brand Choice Calibrated on Scanner Data", *Marketing Science*, 1(2), 203–238.
40. *Wagner A. Kamakura and Gary J. Russell (1989), "A Probabilistic Choice Model for Market Segmentation and Elasticity Structure", *Journal of Marketing Research*, 26 (4), 379.
41. *GM Allenby and PE Rossi (2003), "Bayesian Statistics and Marketing", *Marketing Science*, 22(3), 304.
42. Tversky Amos (1972), "Elimination by aspects: A theory of choice," *Psych. Rev.*, 79, 281-299.
43. Kohli R. and K. Jedidi (2006), "Representation and Inference of Lexicographic Preference Models and their Variants," *Marketing Science*, 26 (3), 380-399.

44. *Puneet Manchanda, Asim Ansari and Sunil Gupta (1999), "The" Shopping Basket": A Model for Multicategory Purchase Incidence Decisions", *Marketing Science*, 18 (2), 95.
45. Gilbride Timothy J. and Allenby Greg M. (2004), "A Choice Model with Conjunctive, Disjunctive, and Compensatory Screening Rules", *Marketing Science*, 23 (3), 391-406.
46. Chintagunta Pradeep, Jain Dipak and Vilcassim Naufel (1991), "Investigation Heterogeneity in Brand Preferences in Logit Models for Panel Data", *Journal of Marketing Research*, 28 (4), 417-428.
47. Jain Dipak, Vilcassim Naufel and Chintagunta Pradeep (1994), "A Random-Coefficients Logit Brand-Choice Model Applied to Panel Data", *Journal of Business & Economic Statistics*, 12 (3), 317-328.
48. Russell G. and Petersen A. (2000), "Analysis of Cross Category Dependence in Market Basket Selection", *Journal of Retailing*, 76 (3), 367-392.

Integrated Choice Models

49. Gupta Sunil (1988), "Impact of Sales Promotions on When, What, and How Much to Buy", *Journal of Marketing Research*, 25, 342-355.
50. *Hanneman Michael (1984), "Discrete/Continuous Models of Consumer Demand", *Econometrica*, 52 (3), 541-561.
51. Arora N., Allenby G. and Giner J.A (1995), "Hierarchical Bayes Model of Primary and Secondary Demand", *Marketing Science*, 17 (1), 29.
52. Chiang J. (1991), "A Simultaneous Approach to the Whether, What and How Much To Buy Questions", *Marketing Science*, 10 (4), 297.

Conjoint Measurement

53. *Hauser J., G. J. Tellis and A. Griffin (2006), "Research on innovation: A review and agenda for Marketing Science," *Marketing Science*, 25 (6), 687-717.
54. Paul Green and V. Srinivasan (1990), "Conjoint Analysis in Marketing: New Developments with Implications for Research and Practice", *Journal of Marketing*, 54 (4), 3.
55. Greg M. Allenby and James L. Ginter (1995), "Using Extremes to Design Products and Segment Markets", *Journal of Marketing Research*, 32 (4), 392.
56. Greg M. Allenby, Neeraj Arora and James L. Ginter (1998), "On the Heterogeneity of Demand", *Journal of Marketing Research*, 35 (3), 384-389.

57. *Carroll J. Douglas and Green Paul E. (1995), "Psychometric methods in marketing research: Part I, conjoint analysis", *Journal of Marketing Research*, 32 (4), 385.

Market Response Models & Forecasting

58. *Dekimpe Marnik and Hanssens Dominique M. (2000), "Time-series models in marketing: Past, present and future", *Intern. J. of Research in Marketing*, 17, 183-193.
59. AJ Silk and GL Urban (1978), "Pre-Test-Market Evaluation of New Packaged Goods: A Model and Measurement Methodology", *Journal of Marketing Research*, 15 (2), 171.
60. Vijay Mahajan, Eitan Muller and Frank M. Bass (1990), "New Product Diffusion Models in Marketing: A Review and Directions for Research", *Journal of Marketing*, 54 (1), 1.
61. Bass F., Krishnan T. and Jain D. (1994), "Why The Bass Model Fits Without Decision Variables", *Marketing Science*, 13 (3), 203.

Analyzing "New" (User-Generated, Unstructured, Clickstream, ...) Data

62. Hui Sam, Fader Peter and Bradlow Eric (2009), "Path Data in Marketing: An Integrative Framework and Prospectus For Model Building", *Marketing Science*, 28 (2), 320-335.
63. Netzer Oded, Feldman Ronen, Goldberg Jacob and Fresko Moshe (2012), "Mine Your Own Business: Market-Structure Surveillance Through Text Mining", *Marketing Science*, 31 (3), 521-543.
64. Lee Thomas and Bradlow Eric (2011), "Automated Marketing Research Using Online Customer Reviews", *Journal of Marketing Research*, 48, 881-894.
65. Moe Wendy and Schweidel David (2012), "Online Product Opinions: Incidence, Evaluation, and Evolution", *Marketing Science*, 31 (3), 372-386.

MARKETING STRATEGY & MARKETING MIX DECISIONS

Representing Perceptions and Preferences

66. *Carroll J. Douglas and Green Paul E. (1997), "Psychometric methods in marketing research: Part II, multidimensional scaling", *Journal of Marketing Research*, 34 (2), 193.
67. DeSarbo, W., Howard, D. and Jedidi, K. (1991), "Multiclus: A new method for simultaneously performing multidimensional scaling and cluster analysis", *Psychometrika*, 56 (1), 121-136.

68. Dillon William R., Frederick Donald G. and Tangpanichdee Vanchai (1985), "Decision Issues in Building Perceptual Product Spaces with Multi-Attribute Rating Data", *Journal of Consumer Research*, 12 (1), 47.
69. Elrod Terry (1988), "Choice Map: Inferring a product-market map from panel data", *Marketing Science*, 7 (1), 21.
70. Hoffman D. and Franke G. (1986), "Correspondence Analysis: Graphical Representation of Categorical Data in Marketing Research", *Journal of Marketing Research*, 23 (3), 213-227.
71. Wedel Michael and Steenkamp Jan-Benedict (1991), "A Clusterwise Regression Method for Simultaneous Fuzzy Market Structuring and Benefit Segmentation", *Journal of Marketing Research*, 28 (4), 385-396.
72. Reutterer Thomas and Natter Martin (2000), "Segmentation-based competitive analysis with MULTICLUS and topology representing networks", *Computers & Operations Research*, 27, 1227-1247.

Strategy, Implementation and Metrics

73. Hauser John R. and Shugan Steven M. (1983), "Defensive marketing strategies", *Marketing Science*, 2 (4), 319.
74. Little John (1970), "Models and Managers: The Concept of a Decision Calculus", *Management Science*, 16 (8), B466--B485.
75. Little John (2004), "Models and Managers: The Concept of a Decision Calculus", *Management Science*, 50 (12), 1841.
76. Leeflang Peter and Wittink Dick (2000), "Building models for marketing decisions: Past, present and future", *International Journal of Research in Marketing*, 17, 105-126.
77. Wedel Michel, Kamakura Wagner and Böckenholt Ulf (2000), "Marketing Data, models and decisions", *International Journal of Research in Marketing*, 17, 203-208.
78. Ataman Berk, Harald Van Heerde and Carl Mela (2010), "The Long-Term Effect of Marketing Strategy on Brand Sales", *Journal of Marketing Research*, 47 (5), 866-882.
79. Lehmann D. R. and D. J. Reibstein (2006), "Marketing Metrics and Financial Performance", *Academy of Marketing Science. Journal*, (BUCH!)
80. Moorman C. and D. R. Lehmann (2003), "Assessing Marketing Strategy Performance", *Cambridge, MA: Marketing Science Institute*.

Pricing and Sales Force

81. Tellis Gerard (1988), "The Price Elasticity of Selective Demand: A Meta-Analysis of Econometric Models of Sales", *Journal of Marketing Research*, 25 (4), 4.
82. Bijmolt Tammo, Van Heerde Harald and Pieters Rik (2005), "New Empirical Generalizations on the Determinants of Price Elasticity", *Journal of Marketing Research*, 42, 141-156.
83. Zoltners A. A. and P. Sinha (2005), "Sales Territory Design: Thirty Years of Modeling and Implementation," *Marketing Science*, 24 (3), 313-331.

Communications, Networks and (e)WOM

84. Van Den Bulte C. and S. Wuyts (2007), "Social Networks in Marketing", *Cambridge, MA: Marketing Science Institute*.
85. Godes D. and D. Mayzlin (2004), "Using online conversations to study word-of-mouth communication," *Marketing Science*, 23 (4), 545-60.
86. Iyengar Raghuram, Van den Bulte Christophe and Valente Thomas (2011), "Opinion Leadership and Social Contagion in New Product Diffusion", *Marketing Science*, 30 (2), 195-212.

SERVICE MARKETING

Service-dominant Logic

87. *Vargo S. L. and Lusch R. F. (2004), "Evolving to a New Dominant Logic For Marketing", *Journal of Marketing*, 68 (1), 1-17.
88. *Vargo S. L. and Lusch R. F. (2006), "Service-dominant logic: reactions, reflections and refinements", *Marketing Theory*, 6, 281-288.
89. Rust Roland and Chung Tuck (2006), "Marketing Models of Service and Relationships", *Marketing Science*, 25 (6), 560.
90. Rust Roland and Huang M. (2012), "The Service Revolution And The Transformation of Marketing Science", *Marketing Science*, 33 (2), 206-221.

Service quality, customer Satisfaction and Market Performance

91. Gupta S. and V. Zeithaml (2006), "Customer metrics and their impact on financial performance", *Marketing Science*, 25 (6), 718-739.

92. *Oliver Richard L. (1993), "Cognitive, Affective, and Attribute Bases of the Satisfaction Response", *Journal of Consumer Research*, 20 (3), 418-430.
93. Cronin J. J. and Taylor S. A. (1992), "Measuring Service Quality: A Reexamination and Extension", *Journal of Marketing*, 56, 55-68.
94. Parasuraman A., Zeithaml V. A. and Berry L. L. (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research", *Journal of Marketing*, 49, 41-50.
95. *Parasuraman A., Zeithaml V. A. and Berry L. L. (1988), "SERVOQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality", *Journal of Retailing*, 64, 12-40.
96. Rust Roland, Inman Jeffrey, Jia Jianmin and Zahorik Anthony (1999), "What You Don't Know About Customer – Perceived Quality: The Role of Customer Expectation Distributions", *Marketing Science*, 18 (1), 77.
97. Sivakumar K., Li M. and Dong B. (2014), "Service Quality: The Impact of Frequency, Timing, Proximity, and Sequence of Failures and Delights", *Journal of Marketing*, 78, 41-58.

JUDGMENT AND DECISION MAKING

Context Effects

98. Shafir E., Simonson I. and Tversky A. (1993), "Reason-based choice. Special Issue: Reasoning and decision making", *Cognition*, 49 (1-2), 11-36.
99. Simonson I. (1989), "Choice based on reasons: the case of attraction and compromise effects", *Journal of Consumer Research*, 16, 158-174.
100. *Simonson I. and Tversky, A. (1992), "Choice in context: tradeoff contrast and extremeness aversion", *Journal of Marketing Research*, 29, 281-295.
101. *Tversky A. and Simonson I. (1993), "Context dependent preferences: The relative advantage model", *Management Science*, 39(10), 1179-1189.

Prospect Theory

102. *Kahneman D. and Tversky A. (1979), "Prospect theory: an analysis of decision under risk", *Econometrica*, 47, 263-291.
103. Thaler R.H. (1985), "Mental accounting and consumer choice", *Marketing Science*, 4, 199-214.

Heuristics and Biases

104. *Gigerenzer G. and Goldstein D. G. (1996), „Reasoning the fast and frugal way: Models of bounded rationality“, *Psychological Review*, 103, 650-669.
105. *Tversky A. and Kahneman D. (1974), “Judgment under uncertainty: Heuristics and biases“, *Science*, 185, 1124-1131.
106. *Tversky A. and Kahneman D. (1981), “The framing of decisions and the psychology of choice“, *Science*, 211, 453-458.
107. Tversky A. and Kahneman D. (1983), “Extensional versus intuitive reasoning: The conjunction fallacy in probability judgment“, *Psychological Review*, 90, 293–315.
108. Tversky A. and Kahneman D. (1986), “Rational choice and the framing of decisions“, *Journal of Business*, 59, 251-278.

Constructed Preferences

109. Bettman J. R., Luce M. F. and Payne J. W. (1998), “Constructive consumer choice processes“, *Journal of Consumer Research*, 25 (3), 187—217.
110. *Payne J.W., Bettman J.R. and Johnson E.J. (1988), “Adaptive strategy selection in decision making“, *Journal of Experimental Psychology: Learning, memory and cognition*, 14(3), 534-552.

Self-Control, Affect

111. Shiv B. and Fedorikhin A. (1999), “Heart and mind in conflict: The interplay of affect and cognition in consumer decision making“, *Journal of Consumer Research*, 26, 278–292.
112. Zajonc Robert B. (1980), “Feeling and Thinking: Preferences Need No Inferences“, *American Psychologist*, 35, 151-171.
113. Pham Michel Tuan (1998), “Representativeness, relevance, and the use of feelings in decision making“, *Journal of Consumer Research*, 25(2), 144-159.
114. *Pham Michel Tuan (2007), “Emotion and Rationality: A Critical Review and Interpretation of Empirical Evidence,“ *Review of General Psychology*, 11 (2), 155-178.