

DL MBA - Marketing (07 28050)/DL MSc International Marketing (07 28077) (DWL)

MBA

View Online



[1]

Balis, J. Brand marketing through the coronavirus crisis. Harvard Business Review.

[2]

Bennett, R.C. and Cooper, R.G. 1979. Beyond the marketing concept. Business Horizons. 22, 3 (1979), 76–83. DOI:[https://doi.org/10.1016/0007-6813\(79\)90088-0](https://doi.org/10.1016/0007-6813(79)90088-0).

[3]

Brennan, R. and Croft, R. 2012. The use of social media in B2B marketing and branding: An exploratory study. Part of Journal of Customer Behaviour. 11, 2 (2012), 101–115. DOI:<https://doi.org/10.1362/147539212X13420906144552>.

[4]

Cachon, G.P. and Swinney, R. 2011. The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior. Management Science. 57, 4 (2011), 778–795. DOI:<https://doi.org/10.1287/mnsc.1100.1303>.

[5]

Choo, C.W. 2005. The Art of Scanning the Environment. Part of Bulletin of the American Society for Information Science and Technology. 25, 3 (2005), 21–24. DOI:<https://doi.org/https://doi.org/10.1002/bult.117>.

[6]

Day, G.S. 1994. The capabilities of market-driven organizations. *Journal of Marketing*. 58, 4 (1994), 37–52. DOI:<https://doi.org/10.1177/002224299405800404>.

[7]

Evans, M. 1988. *MARKETING INTELLIGENCE: SCANNING THE MARKETING ENVIRONMENT*. Part of *Marketing Intelligence & Planning*. 6, 3 (1988), 21–29. DOI:<https://doi.org/https://doi.org/10.1108/eb045773>.

[8]

Evans, N.J.E., Joe Phua, Jay Lim & Hyoyeun Jun et al. 2017. Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*. 17, 2 (2017), 138–149.

[9]

Gary Warnaby, Dominic Medway 25AD. What about the 'place' in place marketing? 13, (25AD), 345–363.

[10]

Gourville, J. and Soman, D. 2002. Pricing and the Psychology of Consumption. *Harvard Business Review*. 80, 9 (2002), 90–96.

[11]

Hameling, Colleen.M. et al. Creating effective online customer experiences. *Journal of marketing*. 83(2), 98–119.

[12]

Hinterhuber, A. and Llozu, S. 2012. Is it Time to Rethink Your Pricing Strategy. (2012).

[13]

Jaworski, B. et al. 2000. Market-Driven Versus Driving Markets. *Journal of the Academy of*

Marketing Science. 28, (2000), 45-54. DOI:<https://doi.org/10.1177/0092070300281005>.

[14]

Kachouie, R. et al. 2018. Dynamic marketing capabilities view on creating market change. European Journal of Marketing. 52, 5-6 (2018), 1007-1036.

[15]

Kamleitner, B. et al. 2019. A Cinderella Story: How past identity salience boosts demand for repurposed products. Journal of Marketing. 83, 6 (2019), 76-92.

[16]

Kotler, P. et al. 2023. Principles of marketing. Pearson.

[17]

Kumar, N. et al. 2000. 'From market driven to market driving', European Management Journal. European Management Journal. 18, 2 (2000), 129-142.

[18]

Kumar, V. et al. 2011. Is market orientation a source of sustainable competitive advantage or simply the cost of competing? Journal of Marketing. 75, 1 (2011), 16-30.

[19]

Levitt, T. 2008. Marketing Myopia. Harvard Business Review Press.

[20]

Lim, L.G. et al. 2020. Customer satisfaction and its impact on the future costs of selling. Journal of Marketing. 84, 4 (2020), 23-44.

[21]

Michaelidou, N. et al. 2011. Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Part of Industrial Marketing Management*. 40, 7 (2011), 1153–1159.
DOI:<https://doi.org/https://doi.org/10.1016/j.indmarman.2011.09.009>.

[22]

Nakano, S. and Kondo, F.N. 2018. Customer segmentation with purchase channels and media touchpoints using single source panel data. *Journal of Retailing and Consumer Services*. 41, (2018), 142–152.

[23]

Narver, J.C. and Slater, S.F. 1990. The effect of a market orientation on business profitability. *Journal of Marketing*. 54, 4 (1990), 20–35.
DOI:<https://doi.org/https://doi.org/10.2307/1251757>.

[24]

Palmer, A. 2014. *Principles of services marketing*. McGraw-Hill Education.

[25]

Peter, J.P. et al. 1999. *Consumer behaviour and marketing strategy*. McGraw-Hill.

[26]

Poela, K. and Dewitte, S. 2019. The role of emotions in advertising: A call to action. *Journal of Advertising*. 48, 1 (2019), 81–90.

[27]

Rao, A.R. et al. 2000. How to Fight a Price War. *Harvard Business Review*. (2000).

[28]

Ruiz, D. et al. 2020. Market-scanning and market-shaping: why are firms blindsided by

market-shaping acts? *Journal of Business & Industrial Marketing*. 35, 9 (2020), 1389–1401.

[29]

Salvi, F. and Cantallops, A.S. 2014. New consumer behavior: A review of research on eWOM and hotels. *Part of International Journal of Hospitality Management*. 36, (2014), 41–51. DOI:<https://doi.org/https://doi.org/10.1016/j.ijhm.2013.08.007>.

[30]

Schmuck, D. et al. 2018. Misleading Consumers with Green Advertising? An Affect–Reason–Involvement Account of Greenwashing Effects in Environmental Advertising. *Journal of Advertising*. 47(2), (2018), 127–145.

[31]

Sheth, J.N. and Uslay, C. 2007. Implications of the Revised Definition of Marketing: From Exchange to Value Creation. *Journal of Public Policy and Marketing*. 26, 2 (2007), 302–307. DOI:<https://doi.org/https://doi.org/10.1509/jppm.26.2.302>.

[32]

Sinha, I. 2000. Cost Transparency: The Net's Real Threat to Prices and Brands. *Harvard Business Review*. 78, 2 (2000), 43–50.

[33]

Vargo, S.L. and Lusch, R.F. 2008. Why "service"? *Journal of the Academy of Marketing Science*. 36, 1 (Mar. 2008), 25–38. DOI:<https://doi.org/10.1007/s11747-007-0068-7>.

[34]

Veloutsou, C. and Moutinho, L. 2009. Brand relationships through brand reputation and brand tribalism. *Journal of Business Research*. 62, 3 (2009), 314–322.

[35]

Voorveld, H.A.M. et al. 2018. Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*. 47(1), (2018), 38–54.

[36]

Weitz, B.A. and Jap, S.D. 1995. Relationship Marketing and Distribution Channels. *Journal of the Academy of Marketing Science*. 23, 4 (Sep. 1995), 305–320.
DOI:<https://doi.org/10.1177/009207039502300411>.