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

MBA





Balis, Janet. 'Brand Marketing through the Coronavirus Crisis'. Harvard Business Review, n.d. https://hbr.org/2020/04/brand-marketing-through-the-coronavirus-crisis.

Bennett, Roger C., and Robert G. Cooper. 'Beyond the Marketing Concept'. Business Horizons 22, no. 3 (1979): 76–83. https://doi.org/10.1016/0007-6813(79)90088-0.

Brennan, Ross, and Robin Croft. 'The Use of Social Media in B2B Marketing and Branding: An Exploratory Study'. Part of Journal of Customer Behaviour 11, no. 2 (2012): 101–15. https://doi.org/10.1362/147539212X13420906144552.

Cachon, Gérard P., and Robert Swinney. 'The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior'. Management Science 57, no. 4 (2011): 778–95. https://doi.org/10.1287/mnsc.1100.1303.

Choo, Chun Wei. 'The Art of Scanning the Environment'. Part of Bulletin of the American Society for Information Science and Technology 25, no. 3 (2005): 21–24. https://doi.org/https://doi.org/10.1002/bult.117.

Day, George S. 'The Capabilities of Market-Driven Organizations.' Journal of Marketing 58, no. 4 (1994): 37–52. https://doi.org/10.1177/002224299405800404.

Evans, Martin. 'MARKETING INTELLIGENCE: SCANNING THE MARKETING ENVIRONMENT'. Part of Marketing Intelligence & Planning 6, no. 3 (1988): 21–29. https://doi.org/https://doi.org/10.1108/eb045773.

Evans, Nathaniel J. Evans, Joe Phua, Jay Lim & Hyoyeun Jun, Joe Phua, Jay Lim, and Hyoyeun Jun. 'Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent'. Journal of Interactive Advertising 17, no. 2 (2017): 138–49. https://www.tandfonline.com/doi/full/10.1080/15252019.2017.1366885?needAccess=true.

Gary Warnaby, Dominic Medway. 'What about the "Place" in Place Marketing?' 13 (25AD): 345-63. https://journals.sagepub.com/doi/10.1177/1470593113492992.

Gourville, John, and Dilip Soman. 'Pricing and the Psychology of Consumption.' Harvard Business Review 80, no. 9 (2002): 90–96.

https://birmingham-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=TN_b uh_7269422&context=Ebsco&vid=44BIR_VU1&lang=en_US&search_s cope=CSCOP_44BIR_DEEP&adaptor=44BIR_Ebsco_1&tab=local&query=any ,contains,Pricing%20and%20the%20Psychology%20of%20Consumption,%20soman& offset=0.

Hameling, Colleen.M, A Bleier, and Robert .W Palmatier. 'Creating Effective Online Customer Experiences'. Journal of Marketing 83(2) (n.d.): 98–119. https://journals.sagepub.com/doi/full/10.1177/0022242918809930.

Hinterhuber, Andreas, and Stephan Llozu. 'Is It Time to Rethink Your Pricing Strategy', 2012. https://sloanreview.mit.edu/article/is-it-time-to-rethink-your-pricing-strategy/.

Jaworski, Bernard, Ajay K Kohli, and Arvind Sahay. 'Market-Driven Versus Driving Markets'. Journal of the Academy of Marketing Science 28 (2000): 45–54. https://doi.org/10.1177/0092070300281005.

Kachouie, Reza, Felix Mavondo, and Sean Sands. 'Dynamic Marketing Capabilities View on Creating Market Change'. European Journal of Marketing 52, no. 5–6 (2018): 1007–36. https://research.monash.edu/en/publications/dynamic-marketing-capabilities-view-on-creat ing-market-change.

Kamleitner, Bernadette, Brett AS Martin, and Carina Thurridl. 'A Cinderella Story: How Past Identity Salience Boosts Demand for Repurposed Products'. Journal of Marketing 83, no. 6 (2019): 76–92. https://journals.sagepub.com/doi/full/10.1177/0022242919872156.

Kotler, Philip, Gary Armstrong, Sridhar Balasubramanian, and Philip Kotler. Principles of Marketing. Nineteenth edition. Upper Saddle River: Pearson, 2023. https://app.kortext.com/Shibboleth.sso/Login?entityID=https%3A%2F%2Fidp.bham.ac.uk% 2Fshibboleth&target=https://app.kortext.com/borrow/2332088.

Kumar, Nirmalya, Lisa Sheer, and Phillip Kotler. '"From Market Driven to Market Driving", European Management Journal'. European Management Journal 18, no. 2 (2000): 129–42. https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=6195&context=lkcsb_resea rch.

Kumar, V, Eli Jones, Rajkumar Venkatesan, and Robert P Leone. 'Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing?' Journal of Marketing 75, no. 1 (2011): 16–30. https://journals.sagepub.com/doi/full/10.1509/jm.75.1.16.

Levitt, Theordore. Marketing Myopia. Harvard Business Review Press, 2008. http://www.vlebooks.com/vleweb/product/openreader?id=Birmingham&isbn=9781633690 585.

LIm, Leon Gim, Kapil R Tuli, and Rajdeep Grewal. 'Customer Satisfaction and Its Impact on the Future Costs of Selling'. Journal of Marketing 84, no. 4 (2020): 23–44. https://journals.sagepub.com/doi/full/10.1177/0022242920923307.

Michaelidou, Nina, Nikoletta Theofania Siamagka, and George Christodoulides. 'Usage, Barriers and Measurement of Social Media Marketing: An Exploratory Investigation of Small and Medium B2B Brands'. Part of Industrial Marketing Management 40, no. 7 (2011): 1153–59. https://doi.org/https://doi.org/10.1016/j.indmarman.2011.09.009. Nakano, Satoshi, and Fumiyo N Kondo. 'Customer Segmentation with Purchase Channels and Media Touchpoints Using Single Source Panel Data'. Journal of Retailing and Consumer Services 41 (2018): 142-52.

https://ideas.repec.org/a/eee/joreco/v41y2018icp142-152.html.

Narver, John C, and Stanley F Slater. 'The Effect of a Market Orientation on Business Profitability'. Journal of Marketing 54, no. 4 (1990): 20-35. https://doi.org/https://doi.org/10.2307/1251757.

Palmer, Adrian. Principles of Services Marketing. Seventh edition. Maidenhead, Berkshire: McGraw-Hill Education, 2014. https://ebookcentral.proguest.com/lib/bham/detail.action?docID=6212388.

Peter, J. Paul, Klaus G. Grunert, and Jerry Olson. Consumer Behaviour and Marketing Strategy. [European ed.]. London: McGraw-Hill, 1999.

Poela, Karolien, and Siegfried Dewitte. 'The Role of Emotions in Advertising: A Call to Action'. Journal of Advertising 48, no. 1 (2019): 81-90. https://www.tandfonline.com/doi/full/10.1080/00913367.2019.1579688.

Rao, Akshay R, Mark E Bergen, and Scott Davis. 'How to Fight a Price War'. Harvard Business Review, 2000. https://hbr.org/2000/03/how-to-fight-a-price-war.

Ruiz, Diaz, Carlos Baker, Jonathan J Mason, Katy Tierney, and Kieran Ruiz. 'Market-Scanning and Market-Shaping: Why Are Firms Blindsided by Market-Shaping Acts?' Journal of Business & Industrial Marketing 35, no. 9 (2020): 1389-1401. https://eprints.lancs.ac.uk/id/eprint/144289/.

Salvi, Fabiana, and Antoni Serra Cantallops. 'New Consumer Behavior: A Review of Research on eWOM and Hotels'. Part of International Journal of Hospitality Management 36 (2014): 41-51. https://doi.org/https://doi.org/10.1016/j.ijhm.2013.08.007.

Schmuck, Desiree, Jorg Matthes, and Brigitte Naderer. 'Misleading Consumers with Green Advertising? An Affect-Reason-Involvement Account of Greenwashing Effects in Environmental Advertising'. Journal of Advertising 47(2) (2018): 127-45. https://www.tandfonline.com/doi/full/10.1080/00913367.2018.1452652.

Sheth, Jagdish N, and Can Uslay. 'Implications of the Revised Definition of Marketing: From Exchange to Value Creation'. Journal of Public Policy and Marketing 26, no. 2 (2007): 302-7. https://doi.org/https://doi.org/10.1509/jppm.26.2.302.

Sinha, Indrajit. 'Cost Transparency: The Net's Real Threat to Prices and Brands'. Harvard Business Review 78, no. 2 (2000): 43-50. https://hbr.org/2000/03/cost-transparency-the-nets-real-threat-to-prices-and-brands.

Vargo, Stephen L., and Robert F. Lusch. 'Why "service"?' Journal of the Academy of Marketing Science 36, no. 1 (March 2008): 25-38. https://doi.org/10.1007/s11747-007-0068-7.

Veloutsou, Cleopatra, and Luiz Moutinho. 'Brand Relationships through Brand Reputation and Brand Tribalism. Journal of Business Research'. Journal of Business Research 62, no. 3 (2009): 314-22. https://www.sciencedirect.com/science/article/pii/S0148296308001483.

Voorveld, Hilde A. M, Guda van Noort, Daniel G Muntinga, and Fred Bronner. 'Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type'. Journal of Advertising 47(1) (2018): 38–54. https://www.tandfonline.com/doi/full/10.1080/00913367.2017.1405754.

Weitz, B. A., and S. D. Jap. 'Relationship Marketing and Distribution Channels'. Journal of the Academy of Marketing Science 23, no. 4 (1 September 1995): 305–20. https://doi.org/10.1177/009207039502300411.