

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

MBA

View Online



1.

Kotler P, Armstrong G, Balasubramanian S, Kotler P. Principles of marketing [Internet]. Nineteenth edition. Upper Saddle River: Pearson; 2023. Available from: <https://app.kortext.com/Shibboleth.sso/Login?entityID=https%3A%2F%2Fidp.bham.ac.uk%2Fshibboleth&target=https://app.kortext.com/borrow/2332088>
2.

Levitt T. Marketing Myopia [Internet]. Harvard Business Review Press; 2008. Available from: <http://www.vlebooks.com/vleweb/product/openreader?id=Birmingham&isbn=9781633690585>
3.

Day GS. The capabilities of market-driven organizations. *Journal of Marketing*. 1994;58(4):37-52.
4.

Bennett RC, Cooper RG. Beyond the marketing concept. *Business Horizons*. 1979;22(3):76-83.
5.

Sheth JN, Uslay C. Implications of the Revised Definition of Marketing: From Exchange to Value Creation. *Journal of Public Policy and Marketing*. 2007;26(2):302-307.

6.

Jaworski B, Kohli AK, Sahay A. Market-Driven Versus Driving Markets. *Journal of the Academy of Marketing Science*. 2000;28:45-54.

7.

Narver JC, Slater SF. The effect of a market orientation on business profitability. *Journal of Marketing*. 1990;54(4):20-35.

8.

Choo CW. The Art of Scanning the Environment. Part of *Bulletin of the American Society for Information Science and Technology*. 2005;25(3):21-24.

9.

Evans M. MARKETING INTELLIGENCE: SCANNING THE MARKETING ENVIRONMENT. Part of *Marketing Intelligence & Planning*. 1988;6(3):21-29.

10.

Kumar N, Sheer L, Kotler P. 'From market driven to market driving', *European Management Journal*. *European Management Journal* [Internet]. 2000;18(2):129-142. Available from: https://ink.library.smu.edu.sg/cgi/viewcontent.cgi?article=6195&context=lkcsb_research

11.

Kumar V, Jones E, Venkatesan R, Leone RP. Is market orientation a source of sustainable competitive advantage or simply the cost of competing? *Journal of Marketing* [Internet]. 2011;75(1):16-30. Available from: <https://journals.sagepub.com/doi/full/10.1509/jm.75.1.16>

12.

Nakano S, Kondo FN. Customer segmentation with purchase channels and media touchpoints using single source panel data. *Journal of Retailing and Consumer Services* [Internet]. 2018;41:142-152. Available from:

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

13.

Ruiz D, Baker C, Mason JJ, Tierney K, Ruiz K. Market-scanning and market-shaping: why are firms blindsided by market-shaping acts? *Journal of Business & Industrial Marketing* [Internet]. 2020;35(9):1389–1401. Available from: <https://eprints.lancs.ac.uk/id/eprint/144289/>

14.

Kachouie R, Mavondo F, Sands S. Dynamic marketing capabilities view on creating market change. *European Journal of Marketing* [Internet]. 2018;52(5–6):1007–1036. Available from: <https://research.monash.edu/en/publications/dynamic-marketing-capabilities-view-on-creating-market-change>

15.

Brennan R, Croft R. The use of social media in B2B marketing and branding: An exploratory study. Part of *Journal of Customer Behaviour*. 2012;11(2):101–115.

16.

Cachon GP, Swinney R. The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior. *Management Science*. 2011;57(4):778–795.

17.

Salvi F, Cantallops AS. New consumer behavior: A review of research on eWOM and hotels. Part of *International Journal of Hospitality Management*. 2014;36:41–51.

18.

Peter JP, Grunert KG, Olson J. *Consumer behaviour and marketing strategy*. [European ed.]. London: McGraw-Hill; 1999.

19.

Kamleitner B, Martin BA, Thurridl C. A Cinderella Story: How past identity salience boosts demand for repurposed products. *Journal of Marketing* [Internet]. 2019;83(6):76–92. Available from: <https://journals.sagepub.com/doi/full/10.1177/0022242919872156>

20.

Hameling ColleenM, Bleier A, Palmatier R. W. Creating effective online customer experiences. *Journal of marketing* [Internet]. 83(2):98–119. Available from: <https://journals.sagepub.com/doi/full/10.1177/0022242918809930>

21.

Llm LG, Tuli KR, Grewal R. Customer satisfaction and its impact on the future costs of selling. *Journal of Marketing* [Internet]. 2020;84(4):23–44. Available from: <https://journals.sagepub.com/doi/full/10.1177/0022242920923307>

22.

Vargo SL, Lusch RF. Why "service"? *Journal of the Academy of Marketing Science*. 2008 Mar;36(1):25–38.

23.

Palmer A. *Principles of services marketing* [Internet]. Seventh edition. Maidenhead, Berkshire: McGraw-Hill Education; 2014. Available from: <https://ebookcentral.proquest.com/lib/bham/detail.action?docID=6212388>

24.

Balis J. Brand marketing through the coronavirus crisis. *Harvard Business Review* [Internet]. Available from: <https://hbr.org/2020/04/brand-marketing-through-the-coronavirus-crisis>

25.

Veloutsou C, Moutinho L. Brand relationships through brand reputation and brand tribalism. *Journal of Business Research*. *Journal of Business Research* [Internet].

2009;62(3):314–322. Available from:
<https://www.sciencedirect.com/science/article/pii/S0148296308001483>

26.

Rao AR, Bergen ME, Davis S. How to Fight a Price War. Harvard Business Review [Internet]. 2000; Available from: <https://hbr.org/2000/03/how-to-fight-a-price-war>

27.

Hinterhuber A, Llozu S. Is it Time to Rethink Your Pricing Strategy. 2012; Available from: <https://sloanreview.mit.edu/article/is-it-time-to-rethink-your-pricing-strategy/>

28.

Sinha I. Cost Transparency: The Net's Real Threat to Prices and Brands. Harvard Business Review [Internet]. 2000;78(2):43–50. Available from: <https://hbr.org/2000/03/cost-transparency-the-nets-real-threat-to-prices-and-brands>

29.

Gourville J, Soman D. Pricing and the Psychology of Consumption. Harvard Business Review [Internet]. 2002;80(9):90–96. Available from: https://birmingham-primo.hosted.exlibrisgroup.com/primo-explore/fulldisplay?docid=TN_buh_7269422&context=Ebsco&vid=44BIR_VU1&lang=en_US&search_scope=CSCOP_44BIR_DEEP&adaptor=44BIR_Ebsco_1&tab=local&query=any,contains,Pricing%20and%20the%20Psychology%20of%20Consumption,%20soman&offset=0

30.

Gary Warnaby, Dominic Medway. What about the 'place' in place marketing? 25AD;13:345–363. Available from: <https://journals.sagepub.com/doi/10.1177/14705931113492992>

31.

Weitz BA, Jap SD. Relationship Marketing and Distribution Channels. Journal of the Academy of Marketing Science. 1995 Sep 1;23(4):305–320.

32.

Michaelidou N, Siamagka NT, Christodoulides G. Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Part of Industrial Marketing Management*. 2011;40(7):1153–1159.

33.

Voorveld HAM, Noort G van, Muntinga DG, Bronner F. Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising [Internet]*. 2018;47(1):38–54. Available from:
<https://www.tandfonline.com/doi/full/10.1080/00913367.2017.1405754>

34.

Schmuck D, Matthes J, Naderer B. Misleading Consumers with Green Advertising? An Affect–Reason–Involvement Account of Greenwashing Effects in Environmental Advertising. *Journal of Advertising [Internet]*. 2018;47(2):127–145. Available from:
<https://www.tandfonline.com/doi/full/10.1080/00913367.2018.1452652>

35.

Evans NJE Joe Phua, Jay Lim & Hyoyeun Jun, Phua J, Lim J, Jun H. Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising [Internet]*. 2017;17(2):138–149. Available from:
<https://www.tandfonline.com/doi/full/10.1080/15252019.2017.1366885?needAccess=true>

36.

Poela K, Dewitte S. The role of emotions in advertising: A call to action. *Journal of Advertising [Internet]*. 2019;48(1):81–90. Available from:
<https://www.tandfonline.com/doi/full/10.1080/00913367.2019.1579688>