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## MARKETING THEORY

### Conceptual and Causal Modeling in Marketing

**Period:** a.y. 2023/2024 - I Sem

**Instructor:**

**Class times:**

Tue 10.15 - 13.30

Fri 14.45 - 18.00

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Department of Mktg

Room 4C1-03

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#### Course description

The course provides the conceptual foundations of the marketing discipline and introduces students to the development of research ideas in the different areas of marketing. It has three specific goals:

- Introducing the epistemology of causal modeling in marketing.
- Understanding the different approaches to research in marketing.
- Stimulating the conceptual development of research proposals.

The first two sessions provide the general logic underlying conceptual models and, especially, discusses the theoretical assumptions of causality. Sessions 3 and 4 introduce the students to the conceptual domains of the marketing discipline. Sessions 5 and 6 discuss the typical contribution in the sub-field of marketing strategy. Sessions 7 and 8 discuss the typical contribution in the sub-field consumer behavior. Sessions 9 and 10 discuss the typical contribution in the sub-field of empirical modeling. Sessions 11 and 12 discuss the possibility to contribute across the sub-fields, and exchange early ideas for the development of a research proposal. The article-mix for each session aims to reflect the inclusion of both old milestone papers and more recent pieces.

#### Course Material

The content of the sessions, the slides and the readings are the material for the course. The slides and the readings will be made available on Blackboard. Please note that the list of readings is preliminary: papers might be added/changed in due course.

## Tentative Syllabus and List of Topics

### SESSIONS 1/2 – CONCEPTUAL MODELING AND CAUSAL ORDER

To be read in advance:

- Salganik et al., 2006. Experimental Study of Inequality and Unpredictability in an Artificial Cultural Market. *Science*, 311, 854-856.

Material for the class:

- Davis J.A., 1985. *The Logic of Causal Order*. Sage
- Bagozzi R.P., 1984. A Prospectus for Theory Construction in Marketing. *Journal of Marketing*, 48, 11-29.
- Slides

### SESSIONS 3/4 – RESEARCH TYPES AND ORIENTATIONS IN MARKETING

To be read in advance:

- Tucker C., Zhang J., 2011. How Does Popularity Information Affect Choices? A Field Experiment. *Management Science*, 57(5), 828-842.

Material for the class:

- Hunt S., 1983. General Theories and Fundamental Explananda of Marketing. *Journal of Marketing*, 47, 9-17.
- Srivastava R., Shervani T., Fahey L., 1999. Marketing, Business Processes, and Shareholder Value: An Organizational Embedded View of Marketing Activities and the Discipline of Marketing. *Journal of Marketing*, 63, 168-179.
- Calder B., Tybout A., 1987. What Consumer Research Is .... *Journal of Consumer Research*, 14, 136-140.
- Brinberg D., Hirschmann E., 1986. Multiple Orientations for the Conduct of Marketing Research: An Analysis of the Academic/Practitioner Distinction. *Journal of Marketing*, 50(4), 1-19.
- Slides

### SESSIONS 5/6 – HOW TO CONTRIBUTE TO THE MARKETING STRATEGY FIELD

To be read in advance:

- Jindal N. 2020. The Impact of Advertising and R&D on Bankruptcy Survival: A Double-Edged Sword. *Journal of Marketing*, 84(5), 22-40.

Material for the class:

- Garnefeld I., Eggert A., Helm S., Tax S., 2013. Growing Existing Customers' Revenue Streams Through Customer Referral Programs. *Journal of Marketing*, 77, 17-32.
- Ulaga W., Reinartz, W., 2011. Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully. *Journal of Marketing*, 75, 5-23.
- Tirunillai S., Tellis G., 2014. Mining Marketing Meaning from Online Chatter: Strategic Brand Analysis of Big Data Using Latent Dirichlet Allocation. *Journal of Marketing Research*, 51, 463-479.
- Kirca A., Jayachandran S., Bearden W.O., 2005. Market Orientation: A Meta-Analytic Review and Assessment of Its Antecedents and Impact on Performance. *Journal of Marketing*, 69, 24-41.
- Slides



## SESSIONS 7/8 – HOW TO CONTRIBUTE TO THE CONSUMER BEHAVIOR FIELD

To be read in advance:

- Finkelstein S., Fishbach A. 2011. Tell Me What I Did Wrong: Experts Seek and Respond to Negative Feedback. *Journal of Consumer Research*, 39(1), 22-38.

Material for the class:

- Goldstein N.J., Cialdini R.B., Griskevicius V. 2008. A Room with a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels. *Journal of Consumer Research*, 35(3), 472-482
- van Laer T., Escalas J.E, Ludwig S., van Den Hende E.A. 2018. What Happens in Vegas Stays on TripAdvisor? A Theory and Technique to Understand Narrativity in Consumer Reviews. *Journal of Consumer Research*, 46, 267-285.
- Berger, J., Milkman K. 2012. What Makes Online Content Viral? *Journal of Marketing Research*, 49 (May), 192-205
- Giesler M. 2008. Conflict and Compromise: Drama in Marketplace Evolution. *Journal of Consumer Research*, 34 (April), 739-753.
- Slides

## SESSIONS 9/10 – HOW TO CONTRIBUTE TO THE EMPIRICAL MODELING FIELD

To be read in advance:

- Proserpio D., Zervas G. (2017) Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews. *Marketing Science* 36(5):645-665.

Material for the class:

- Moorthy K., 1993. Theoretical Modeling in Marketing. *Journal of Marketing*, 57, 92-106.
- Elberse A., Eliashberg L., 2003. Demand and Supply Dynamics for Sequentially Released Products in International Markets: The Case of Motion Pictures, *Marketing Science*, 22(3), 329-354
- Tucker C., Zhang J., 2010. Growing Two-Sided Networks by Advertising the User Base: A Field Experiment. *Marketing Science*, 29(5), 805-814
- Zhang S., Metha N., Singh P.V., Srinivasan K. (2021) Can an Artificial Intelligence Algorithm Mitigate Racial Economic Inequality? An Analysis in the Context of Airbnb. *Marketing Science*, 40(5), 813-820
- Slides

## SESSIONS 11/12 – HOW TO CONTRIBUTE ... ACROSS FIELDS ...

To be read in advance:

- Golder P. N., Dekimpe M.G., An J.T., van Heerde H.J., Kim D.S.U., Alba J. W. 2023. Learning from Data: An Empirics-First Approach to Relevant Knowledge Generation. *Journal of Marketing*, 87(3), 319-336.

Material for the class:

- Berger J., Humphreys A., Ludwig S., Moe W.W., Netzer O., Schweidel D.A., 2019. Uniting the Tribes: Using Text for Marketing Insight. *Journal of Marketing*, 57, 92-106.
- Boegershausen J., Datta H., Borah A., Stephen A.T. 2022. Fields of Gold: Scraping Web Data for Marketing Insights. *Journal of Marketing*, 86(5), 1-20.
- MSI Research Priority Report - available at:  
<https://www.msi.org/wp-content/uploads/2022/10/MSI-2022-24-Research-Priorities-Final.pdf>
- Slides

### **Assessment Methods.**

All classes format is the following. First, students have to read, present, and discuss the article assigned in advance: a discussion leader will be selected before the class, who is expected to guide the presentation of each paper.

Second, students have to interactively discuss all the articles and papers during the class. Any evidence that a student is not prepared for the readings will seriously detract from the grade.

At the end of each class, all students have to write a brief synopsis for all the articles that have been discussed (max. four line, single-spaced for each article) and send it to the instructor before the next session. The synopses should provide the response to the following question: what is the main message each paper tries to deliver?

At the end of the course, students are asked to develop a brief paper (max. 7 pages, single spaced) that includes a possible research path on a specific marketing topic.

Specifically, students are asked to: i) surf across the issues of JM, JMR, JCR, MKSC in the last three to four years, and choose a topic they prefer; ii) develop a short paper, in which proposing a research path to extend knowledge on that selected topic.

Students will be evaluated as follows:

Class participation:	40 points
Final paper:	60 points

### **Faculty Bio.**

Andrea Ordanini is BNP Paribas Professor of Marketing and Service Analytics, at Bocconi University, Milan, Italy. He has been a visiting researcher at the London School of Economics and the University of California at Irvine. His research interests focus on services marketing and consumption of cultural goods and covers both conceptual and empirical research endeavors. His research was published on top journals of the discipline, such as the Journal of Marketing, Journal of Consumer Research, and Marketing Science. In 2021, one of his papers got the AMA Hunt/Maynard award for providing the best conceptual contribution in the marketing field.