

Marketing Monthly

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Varadarajan, Yadav, and Shankar win Prestigious JAMS/Sheth Award

Congratulations to Distinguished Professor and Ford Chair Rajan Varadarajan, Associate Professor and Mays Fellow Manjit Yadav and Professor and Coleman Chair Venky Shankar. Their paper, “First-Mover Advantage in an Internet-Enabled Market Environment: Conceptual Framework and Propositions,” that appeared in the Fall 2008 issue of the *Journal of the Academy of Marketing Science (JAMS)*, has been selected by the editorial board as the recipient of the 2009 JAMS/Sheth Award for outstanding contribution to the field of marketing. A general announcement of the award will go out to the editorial board via e-mail shortly, an announcement will appear in a forthcoming issue of *JAMS*, and the authors will be recognized at the Academy of Marketing Science annual meeting in Baltimore in May.

The abstract of their paper states: The competitive market environment has evolved from a physical market environment (PME) to an Internet-enabled market environment (IME) encompassing the physical and electronic marketplaces. At the same time, an increasing number of information products are available in both analog and digital forms. For information products in digital form, the IME also serves as a distribution channel. Such developments raise questions concerning the extent to which extant perspectives on first-mover advantage developed in the context of the PME hold in the IME, generally, and for information products specifically. We address this issue by developing a conceptual framework that focuses on selected sources of first-mover advantage delineated in the extant literature and advance propositions concerning sources that will have a greater or lower effect in the IME relative to the PME. A central message for first-movers in the IME that emerges from our conceptual analysis is to focus on achieving superior positions in resources that would enable them to get close to the customers fast, create switching costs, and retain them through ongoing investments in multi-faceted innovations. A second message that emerges for first-movers in the IME is they must take note of and make strategic adjustments for the potentially diminished significance of some traditional sources of first-mover advantage. These sources include spatial preemption, preemptive investment in capacity, and consumers’ choice behavior under conditions of uncertainty about product quality. We discuss the implications for further conceptual and empirical work in this area of increasing significance.

Dotzel to Receive AFS Award

Doctoral student Thomas Dotzel has been selected to receive a 2009 Texas A&M University Association of Former Students' (AFS) Distinguished Graduate Student Teaching Award. Thomas, who has taught Marketing 440 (Services Marketing), is most deserving of this university-wide recognition. His numeric student evaluations have been stellar, qualitative feedback exemplary, and willingness to assist students outside of class visible to many. In addition, Thomas has been a true team player who is always willing to substitute teach for other

marketing department doctoral students and faculty when they have been ill or out of town. The AFS will present its graduate student awards on **Wednesday, March 25, 2009 at 3:00 p.m. in the recently renovated Clayton Williams Building** just off George Bush Drive. You are invited to attend the event if you like. Thomas, who will be assuming his new position as assistant professor of marketing at McGill University in Montreal this summer, will receive both a framed certificate and cash honorarium. Congratulations Thomas! We are very proud of you.

Berry Book Among “Best Business Books of All Time”

Leonard L Berry, Texas A&M distinguished professor of marketing, has had his book, *Discovering the Soul of Service* (Free Press, 1999), listed among the books included in *The 100 Best Business Books of All Time* written by Jack Covert and Todd Sattersten. The two authors have also launched a Web site called “My Favorite Business Book,” see <http://100bestbiz.com> for more information and to see the complete list of books included, go to <http://100bestbiz.com/more-on-the-100-best>.

Lampo and Winterich Selected for Inaugural SLATE Awards

Senior Lecturer Sandi Lampo and **Assistant Professor Karen Winterich** have been selected to receive inaugural **Texas A&M University System Student Led Awards for Teaching Excellence (SLATE)**. This distinct honor is expressly designed to allow students to recognize those teachers who go above and beyond the typical expectations to deliver a first-rate education. As the announcement letter indicates:

Texas A&M University has excelled in hiring individuals who enjoy sharing their knowledge through teaching; however, your students have chosen you as one of the best teachers at this institution. While there is also a monetary component to this award, we wanted to take this opportunity to give you the warmest, most heartfelt thanks we can muster from every student who has ever had the pleasure of taking your class. We truly do appreciate everything that you've done.

TAMU System Chancellor Michael McKinney and TAMU Student Body President Mark Gold will host a reception in Sandi and Karen’s (and the other 44 recipients’) honor this Friday, March 6th from 3:00 to 5:00 p.m. in the Rotunda of the Academic Building. **Congratulations Sandi and Karen!**

Manuscript News

The Society for Consumer Psychology (SCP) held its annual conference in San Diego, CA on February 12th-14th, 2009. For the first time, the SCP conference had over 300 attendees and hosted its first annual Doctoral Consortium with over 80 doctoral students in attendance. Yaacov Trope and Richard Thaler were distinguished speakers at the conference. **Assistant Professors Kelly Haws and Karen Winterich** both presented their work at the conference.

- ▶ **Kelly Haws presented research co-authored with Karen Winterich** entitled “Differential Effects of Positive Emotions on Consumption Behavior.”

The abstract of their paper states: Discrete positive emotions are found to differentially affect subsequent consumption behaviors. In our series of studies, hopefulness increases self-control compared to happiness. In addition, pride functions similar to happiness in that self-control is reduced compared to hopefulness. We examine differences in temporal focus as well as the perceived hedonicness of the product to further understand the effect of positive emotion on consumption.

- ▶ **Karen Winterich** presented work on a project entitled, “I’m Already Dirty, Might as Well Cheat: The Impact of Disgusting Products on Consumers’ Moral Judgments.” This work is co-authored with Andrea Morales, Arizona State University, and Vikas Mittal, Rice University.

The abstract of their paper states: Both physical and moral disgust can influence consumers’ behaviors, with recent work indicating that when immorality is elicited, consumers feel the need to physically cleanse themselves. We examine the reverse of this phenomenon. In two studies, we find that when consumers touch or evaluate disgusting versus neutral products, they have a lower, rather than higher, personal moral standard; specifically, disgusted consumers evaluate immoral behaviors in which they have a choice to engage less negatively and consequently are more likely to engage in them.

- ▶ **Congratulations to Doctoral Student Thomas Dotzel** on having the second essay from his dissertation accepted for presentation at the INFORMS Marketing Science Conference to be held at the University of Michigan in June 2009. The title of Thomas’ second essay is: *Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations*. A Mays Business School Dean’s *Doctoral Dissertation Research Grant* will fund Thomas’ trip to the INFORMS conference.

The abstract of his dissertation’s second essay states: Both developed and developing economies worldwide are becoming increasingly services-driven. By some estimates, the value of business-to-business (B2B) commerce dwarfs that of business-to-consumer (B2C). Yet not much is known about B2B services. In particular, firms competing in business markets are constantly seeking to introduce service innovations to satisfy customers and improve firm value. The Institute for the Study of Business Markets (ISBM) points out that “as firms continue to seriously “mix” service offerings [...] with hard product offerings, the issue of computing the value, demonstrating value, and documenting value is becoming ever more important.” However, there is a paucity of research on B2B service innovations (B2B-SIs) and their value to firms. We empirically address this issue by studying both the determinants and outcomes of B2B-SIs, while controlling for both firm- and market-specific factors. Furthermore, we investigate how these effects are different from those of business-to-consumer service innovations (B2C-SIs). We develop a modeling system that relates service innovation, customer satisfaction and firm value to one another. We estimate our model on a unique panel data of service

innovations assembled from multiple data sources across multiple industries. Preliminary results indicate that while B2B-SIs have positive effects on both customer satisfaction and firm value, there is insufficient evidence for the effects of B2C-SIs on customer satisfaction or firm value. Our findings offer executives important insights about the value and the determinants of different types of service innovations for their companies.

March News from our Center for Retailing Studies

► **Gallery Furniture to Design CRS Retailing Interactive Library**

Dynamic. Stylish. Inviting. HD. These are some of the words that will soon describe the remodeled end of the hallway outside of the Center for Retailing Studies. Jim McIngvale, owner of Gallery Furniture, said, “Let’s do it!” when asked by Cheryl Holland Bridges to partner to create an interactive library for students to study, learn and become excited about retailing.

Initial plans for the area feature two or three flat panel televisions broadcasting current business news, recorded interviews with retailing executives and ad campaigns from CRS sponsor companies, including Gallery Furniture. Comfortable couches and chairs will encourage students to spend more time with the Center, and provide additional seating for students waiting to meet with academic advisors.

Acclaimed interior designer William Stubbs will provide the master plan for the space’s style and function. Stubbs is named on *Architectural Digest’s* top 100 List of the World’s Top Designers and Architects.

Work in the space may begin as early as late spring.

► **Recruiters’ Feedback from the Retailing Career Fair**

Below are comments from recruiters who attended the recent Retailing Career Fair. Though none were completely new, they may be of value to each of you as you educate and guide students toward career choices in a very different economic environment.

- 1) Marketing/Research budgets are often the first to be cut in a recession. Our MKTG majors are best advised to be open to broader career paths as jobs are more limited in these areas right now.
- 2) Corporate marketing positions are usually held by those with several years experience. A willingness to start “at entry level” to learn the business is much appreciated; an expectation to run the business in two years is a major turnoff.
- 3) Students should research company executive training programs, internships, new-hire career paths, etc. so that they approach a career fair booth knowing where they can fit into the organization. Their conversations with recruiters should define how they can contribute to the organization, rather than asking what the organization has to offer them.

As for the positive comments, Aggies always outshine other universities in professional appearance, resume organization, experience as student leaders and friendliness. Keep up the good work in these areas!

► **Scholarship and Zale Scholar Applications now on-line**

The Center is accepting applications for scholarships to be applied to the Summer or Fall 2009 semesters. These awards serve to recognize student achievement and encourage the pursuit of retailing careers. Please encourage your students to apply!

Download: [Scholarship Application](#)

The Center seeks top students to join the prestigious M.B. Zale Leadership Scholar program. These students serve as the ambassadors of the Center, hosting all visiting executive professors and assisting the Center in major programs such as the Retailing Summit. The benefits of participation are many including building confidence through interaction with professional retailers, establishing important contacts, earning 3 hours of academic credit and traveling with the Center to Dallas and New York City.

Download: [Zale Scholar Application](#)

Applications for scholarships and the Zale Scholar program are due **Friday, April 3** at 5:00 PM. Students may apply for both the scholarships and Zale Scholar program by completing only one application and noting so in the comments.

► **REMINDER: Sponsor Forum & Zale Lecture**

Join us **March 31 for the Sponsor Forum**. Faculty and Ph.D. students are invited to participate in the executive briefing and breakout sessions. Events will be held in 701 Rudder Tower.

SPONSOR FORUM SCHEDULE:

1:45 PM	Welcome Report on the Center's recent Thought Leadership Conference and upcoming research initiatives
2:15 PM	State of Retailing Today – an outside perspective BDO Seidman, LLP
3:00 PM	Managing the brand in good times and bad The Richards Group
3:45 PM	Discussion Groups
5:00 PM	Return to report on group work

6:00 PM Networking Reception
University Club

The twelfth annual M.B. Zale Visionary Merchant Lecture Series will be held **Wednesday, April 1 at 11:30 AM** in Ray Auditorium honoring OfficeMax Chairman and CEO Sam K. Duncan.

Faculty are invited to the luncheon immediately following at 12:45 in the Hagler Building. Transportation from Mays will be provided.

Please RSVP for both the Forum and Zale Luncheon to [Brittney Williams](#).

► **Celebrating Brittney Williams' Engagement!**

We proudly announce that Brittney Williams is engaged to a wonderful young man named Gregory Cooks.

The pair will wed on Saturday, April 25 in Bryan, Texas. To celebrate this happy occasion, CRS invites our department to a reception honoring Brittney and Greg on **Wednesday, April 8 at 3:30 PM** in the CRS conference room. Please join us to bestow our best wishes to the special couple.

Department of Marketing News

► **Happy Birthday** wishes this month to:

Assistant Professor Ram Janakiraman (March 2nd)
Senior Lecturer Sandi Lampo (March 26th)

► During the month of March the Marketing Department Display Case (located outside our main offices in Wehner 220) will feature information and pictures from **the Center for Retailing Studies' first-ever Thought Leadership Conference** that was held in late January.

► **National Collegiate Sales Competition:** Seven student members of the Texas A&M chapter of Pi Sigma Epsilon competed in the National Collegiate Sales Contest held at Kennesaw State University in Georgia, February 25 through March 1, 2009. Over 100 students representing 55 universities competed in the 20 minute role-play based sales competition. Approximately 25 companies also held a job fair during the competition where several of the A&M students found promising leads for future sales careers. The students were accompanied to the competition by Professor Kerry Litzenberg, who along with Charles Futrell teach our department's sales classes. Our student representatives at the competition were: Brittany Burns, Rodney Eckert, Rush Hannigan, Dusty Oney, Kelly Pepping, Michelle Popek, and Reed Vestal. Funds for the team to travel were provided by Liberty Mutual, Shell and the companies hosting the competition and career fair. Although our Aggie students did not make it out of the first round of the competition this first time, they learned a lot about sales and especially appreciated the career advice of the companies in attendance.

We want to include your activities and news in the next issue of the *Marketing Monthly*. Simply submit them to Jeff Conant at:
j-conant@tamu.edu