

Sheth Foundation 2007 Doctoral Consortium at Arizona State University

Some Ideas for Generating Ideas

5/16/07 11:00 - 12:30 pm

Steven M. Shugan

How to come up with good ideas
BA 253

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MARKETING SCIENCE

www.marketingscience.org

current editor-in-chief: Steve Shugan

ISI Web of KnowledgeSM
Journal Citation Reports[®]

3rd of 94 business journals 2005

Rank	Journal	Impact Factor
1	ACAD MANAGE REV	4.254
2	J MARKETING	4.132
3	MARKET SCI	3.788
4	ADMIN SCI QUART	2.719
5	J MARKETING RES	2.611
6	J FINANCE	2.549
7	ACAD MANAGE J	2.200
8	J FINANC ECON	2.385
9	J CONSUM RES	2.161
10	J RISK UNCERTAINTY	2.100

Why Publish in Marketing Science

... more
articles than
JM & JMR

Year	New submissions
2000	124
2001	124
2002	185
2003	220
2004	233
2005	290
2006	325
2007	393 (est.)

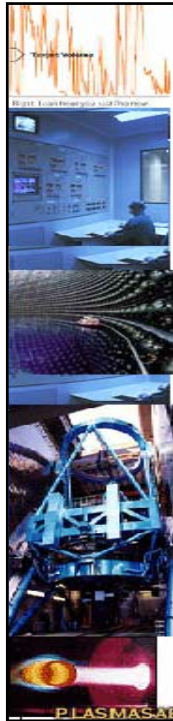
- INFORMS Sponsor
- On Financial Times List MBA-rankings
- Accessible- libraries throughout world
- Accessible- EBSCO, ProQuest ABI/INFORM, JSTOR, INFORMS (on-line), Web-of-Science (abstracts)...
- Transparent
- FAST! Minimum Revisions
- Directed Revisions
- Link for Own Posting
- Specialized AE System (2 chances)
- Completely Double Blind
- Paperless

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Good ideas? Most Cited...

Year of publication	Rank (1=best)	Most cited articles in that year as of 4/18/2007
2004	1	van Heerde HJ, Leeflang PSH, Wittink DR. 2004. Decomposing the sales promotion bump with store data. <i>Marketing Sci.</i> 23 (3) 317-334.
	2	Anderson ET, Simester DI. 2004. Long-run effects of promotion depth on new versus established customers: Three field studies. <i>Marketing Sci.</i> 23 (1) 4-20.
	2	Godes D, Mayzlin D. 2004. Using online conversations to study word-of-mouth communication. <i>Marketing Sci.</i> 23 (4) 545-560.
2005	1	Besanko D, Dube JP, Gupta S. 2005. Own-brand and cross-brand retail pass-through. <i>Marketing Sci.</i> 24 (1) 123-137.
	2	Mittal V, Anderson EW, Sayrak A, et al.. 2005. Dual emphasis and the long-term financial impact of customer satisfaction. <i>Marketing Sci.</i> 24 (4) 544-555.
	2	Shugan SM. 2005. Editorial: Brand loyalty programs: Are they shams?. <i>Marketing Sci.</i> 24 (2) 185-193.
2006	1	Chintagunta P, Erdem T, Rossi PE, et al.. 2006. Structural modeling in marketing: Review and assessment. <i>Marketing Sci.</i> 25 (6) 604-616.
	1	Eliashberg J, Elberse A, Leenders MAAM. 2006. The motion picture industry: Critical issues in practice, current research, and new research directions. <i>Marketing Sci.</i> 25 (6) 638-661.
Last 12 years	2	Rust RT, Chung TS. 2006. Marketing models of service and relationships. <i>Marketing Sci.</i> 25 (6) 560-580.
	1	Novak TP, Hoffman DL, Yung YF. 2000. Measuring the customer experience in online environments: A structural modeling approach. <i>Marketing Sci.</i> 19 (1) 22-42.
	2	Bolton RN. 1998. A dynamic model of the duration of the customer's relationship with a continuous service provider: The role of satisfaction. <i>Marketing Sci.</i> 17 (1) 45-65.
	3	Lynch JG, Ariely D. 2000. Wine online: Search costs affect competition on price, quality, and distribution. <i>Marketing Sci.</i> 19 (1) 83-103.

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Editorials related to Idea Generation

- Steven M. Shugan. 2003. Defining Interesting Research Problems. *Marketing Sci.* Vol. 22, No. 1, Winter 2003 pp. 1–15
- Steven M. Shugan. 2004. Defining Interesting Research Problems. *Marketing Sci.* Vol. 23, No. 4, Fall 2004 pp. 469–475

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Current Methods

- Explanation – most popular
 - Goal: Explain an Observation
 - Comment: Should ask decision-maker even if decision-maker does not know
 - Must test against alternatives
- Methodology
 - Goal: Develop tools to extract info from data
 - Comment: Be sure a tool is needed
 - Must Compare to alternative methods
- Measurement
 - Goal: Measure a construct
 - Comment: Understand philosophy of measurement
 - Must show reliability and accuracy
- Prescription
 - Goal: Help a decision-maker
 - Comment: Need not replace decision-maker
 - Must demonstrate improvement for decision-maker

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Best Method

- Start with a research question
- Determine if Important
- Determine if Answer Known
- Determine your answer
- Provide compelling evidence for your answer
- Examples
 - How to exploit advance selling?
 - Why retailers price promote?
 - What is the best metric?


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Possible Audiences for Our Research

- Researchers
- Consultants
- Consumers
- Educators
- Funding agencies
- Investors
- Litigators
- Market analysts
- Market research professionals
- Popular news media
- Practitioners (e.g., managers)
- Public policy (i.e., law)makers
- Regulators
- Researchers in other disciplines
- Students
- Textbook writers

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Some Advances In Technology: Issues & Research

- Changing Search Costs
- Communication Speed/Content
- Information Storage/Retrieval
- Biometrics & Identification
- Computational Speed/Rapid Change
- GPS Tracking
- Electronic Journals




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Winners & Losers

- **Winners:** Research that adapts, summarizes, allow exogenous constraints, allows evolution, considers speed-of-reaction
- **Unclear:** Research that requires more data, study conventional decisions
- **Losers:** Research that ignores change, fail to help decision-makers, fail to make testable predictions



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