

Doctoral Workshop: Dr. Martin Mende and Dr. Maura Scott

What's a Contribution? An Interactive and Exploratory Coproduction Experience

University of Passau, Monday, May 12th, 2014

- **Part 1: Lessons learned from Scott, Mende, and Bolton (2013):** The goal of this section of the workshop is to share insights from the (review process-related) experience of publishing this paper in the *Journal of Marketing Research*.

Scott, Maura L., Martin Mende, and Lisa E. Bolton, (2013) "Are Consumers Judging the Book by Its Cover? How Consumers Decode Conspicuous Consumption Cues in Buyer-Seller Relationships," *Journal of Marketing Research*, 50 (3) 334-47.

- **Part 2: Research idea pitch & development**

- Developing research projects that have the potential to be published in top-tier journals is fundamental for (marketing) scholars. This section of the workshop aims to help doctoral students in developing research that is targeted at top-level journals in marketing. As such, the purpose of this section is to critically reflect and help identify the contribution your research aims to make to marketing knowledge.
- As preparation, each participant is asked to read current papers related to the publication process. Specifically:
 1. MacInnis, Deborah J. (2011), "A Framework for Conceptual Contributions in Marketing," *Journal of Marketing*, 75(4), 136-154.
 2. Lynch, John G., Joseph W. Alba, Aradhna Krishna, Vicki G. Morwitz, and Zeynep Guerhan-Canli (2012), "Knowledge Creation in Consumer Research: Multiple Routes, Multiple Criteria," *Journal of Consumer Psychology*, 22(4), 473-485.
 3. Rust, Roland T., and Ming-Hui Huang (2014), "The Service Revolution and the Transformation of Marketing Science," *Marketing Science*, forthcoming, available at <http://pubsonline.informs.org/doi/pdf/10.1287/mksc.2013.0836>
 4. Anderson, Laurel, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo, Martin Mende, et al. (2013) "Transformative Service Research: An Agenda for the Future," *Journal of Business Research*, 66 (8), 1203-10.
- Participating students will write a contribution statement for their doctoral research (idea) (targeting a corresponding journal, e.g., JMR, JM, JCR, MS); please see guidelines as posted by JCR: <http://www.ejcr.org/contribution-statement.htm>
- Each student will also pitch his/her research idea to the group: To prepare for the meeting, please put your ideas in a powerpoint or word format, and take us through some of the following topics, please bring handouts (bullet points are just fine):

- 1) Your research question: What seems interesting/important about this question to you? What is original about your contribution relative to the existing body of knowledge in marketing? What are the key implications of your proposed findings for better understanding marketing?
- 2) Of the papers we assigned to you, how do you think some of these might possibly relate to your research question? Are there any connections in terms of the contribution you propose to make?
- 3) What papers other than the ones we assigned (e.g., that you may have looked at) relate to your question and help identify your contribution? How/why do they relate?
- 4) If there are papers that have studied related questions, are there aspects of those studies that might be relevant for what you are interested in? (e.g., the study method or stimuli that was used, how they measured a particular construct, etc.). How does your work go beyond these papers?

Additional readings (optional)

1. Grant, Adam M., and Timothy G. Pollock (2001), "From the Editors: Publishing in AMJ – Part 3: Setting the Hook," *Academy of Management Journal*, 54(5), 873–879.
2. Ladik, Daniel M. and David W. Stewart (2008), "The Contribution Continuum," *Journal of the Academy of Marketing Science*, 36, 157–165.
3. Ortinau, David J. (2011), "Writing and Publishing Important Scientific Articles: A Reviewer's Perspective," *Journal of Business Research*, 64 (2), 150-156.
4. Peracchio, Laura A., and Jennifer E. Escalas (2008), "Tell Me a Story: Crafting and Publishing Research in Consumer Psychology," *Journal of Consumer Psychology*, 18(3), 197-204.
5. Sawyer, Alan G., Juliano Laran, and Jun Xu (2008), "The Readability of Marketing Journals: Are Award-Winning Articles Better Written?" *Journal of Marketing*, 72 (January), 108–117.
6. Shugan, Steven M. (2007), "The Editor's Secrets," *Marketing Science*, 26(5), 589-595.
7. Stewart, David W. (2002): "Getting published: Reflections of an Old Editor," *Journal of Marketing*, 66(4), 1-6.
8. _____, _____ (2009): "The Role of Method: Some Parting Thoughts from a Departing Editor," *Journal of the Academy of Marketing Science*, 37, 381-383.
9. _____, _____ (2008): "Academic Publishing in Marketing: Best and Worst Practices," *European Business Review*, 20 (5), 421 – 434.