ABOUT THE INSTRUCTOR
Professor: Dr. Nandini Nim
Office: COBA 224
Email: nnim@utep.edu
Tel No: 915-747-8402 (office) and 678-908-8563 (cell)
Office Hours: By Appointment

ABOUT THE COURSE
This MKT 6364 – Topics in International Marketing seminar has been designed as a face-to-face (F2F) course. We would meet weekly on Thursdays from 9:00 to 11:50 am in BUS 302, except for the assigned holidays. Please check the UTEP Spring 2024 semester calendar.

COURSE DESCRIPTION AND OBJECTIVES
This doctoral seminar is intricately designed to acquaint students with the fundamental concepts, theories, and paradigms that underscore the crucial role of marketing strategy within the broader organizational framework. The seminar pursues various objectives:

a. Immersing students in exploring contemporary challenges in marketing strategy research.
b. Providing an understanding of diverse research approaches.
c. Introducing pivotal findings and refining critical evaluation and synthesis skills.

The overarching goal is to furnish doctoral students with a comprehensive understanding of marketing strategy fundamentals. Throughout the course, participants will gain insight into key research topics, develop critical analysis skills, synthesize literature, cultivate research ideas, explore diverse approaches to critical questions, and craft a strategic research paper.

The course covers a range of topics, including but not limited to innovation, branding, customer relationship management, pricing, communications, and new technologies such as artificial intelligence, with a focus on interdisciplinary research across business domains.

COMPONENTS AND ASSESSMENTS
1. Assigned Readings – You have been assigned 4-5 research articles for each session. You are expected to read all these articles before the class. There are some suggested optional readings for each topic that are not required but can help you expand your horizons. You are expected to read journal articles in advance for each class. You can
   Also, you will be assigned two sessions for this course. Your job is to lead the discussion in that session based on the readings and critically evaluate its research question, methods, data, results, and contributions. Each discussion is worth 10 points of your final grade. We will talk more about it during the first session.

2. Research Proposal and Idea Presentation – You must submit your research proposal for this seminar based on a topic that is interesting and relevant to your research area. The criterion for a good idea is that it should connect your knowledge and understanding from previous seminars to marketing strategy research. Your proposal should highlight key research questions, supporting literature, hypotheses, data, methods, and academic and managerial contributions.
• This proposal should not be over 10 pages, including figures, references, and tables. Use Times New Roman 12 font size with 1.5 spacing. Make sure to submit a Word file titled Proposal _YourLastName_Topic.
• You will be asked to briefly present your proposal in class (Wednesday, February 21). Prepare 5-6 slides covering all the significant aspects of your proposal. You will have 8 minutes for the presentation and 4 minutes for the Q&A. At this stage, you will receive feedback on the proposal (from the instructor and your research group) so that you can develop it further. This part is worth 20 points. The deadline for the written proposal is Sunday, February 18, at 11.59 pm. Please submit your proposal in Blackboard Dropbox.

3. Final Research Presentation – The last session of this course (May 2) is assigned for the final research paper presentation to the class. At this point, you are expected to have substantially developed your research proposal, made significant progress, and have some initial results and defined contributions to the literature. You will receive final feedback on your work. Consider this assessment like a conference presentation. You will be given 15 minutes for presentation and 5 for Q&A. This part is worth 20 points.

4. Research Paper Submission – You are required to submit an advanced research paper by the end of this course. You are expected to have incorporated the feedback and improved the writing and storytelling. Your paper will be sent to other professors and Ph.D. students for a blind review. You will get detailed feedback on the paper, hoping you can develop this seminar paper into an actual publication.

• This part is worth 40 points; its deadline is Thursday, April 25. Please submit your papers in the Backboard Dropbox. Make sure to submit a Word file titled YourLastName_Topic.
• The paper should not be over 25 pages, including figures, references, and tables. Use Times New Roman 12 font size with double spacing.
• Add datafile and code if you have used any secondary or primary dataset.
• Format this paper following the Journal of Marketing guidelines available at https://journals.sagepub.com/author-instructions/jmx

Points Summary:

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Grade Policy:

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### COURSE SCHEDULE (TENTATIVE – SUBJECT TO CHANGE) *

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<th>Session</th>
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<tr>
<td>1</td>
<td>January 18</td>
<td>Introduction and Strategy Research Overview</td>
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<tr>
<td>2</td>
<td>January 25</td>
<td>Resources, Competencies, and Capabilities</td>
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<td>3</td>
<td>February 1</td>
<td>Market Orientation, Transaction Costs, and S-D Logic</td>
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<td>4</td>
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<td>Business Models, Platforms, and Ecosystem</td>
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<td>5</td>
<td>February 15</td>
<td>Marketing - Finance Interface</td>
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<td>6</td>
<td>February 21 (Wed)</td>
<td>Data and New Methods and Proposal Presentations</td>
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<td>7</td>
<td>February 29</td>
<td>Customer Relationships</td>
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<td>8</td>
<td>March 7</td>
<td>New Products and Innovation</td>
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<td>9</td>
<td>March 14</td>
<td>Spring Break</td>
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<td>10</td>
<td>March 21</td>
<td>Branding Research</td>
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<td>11</td>
<td>March 28</td>
<td>Retailing and Pricing</td>
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<td>Integrated Marketing Communications</td>
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<td>Sales and Frontlines Research</td>
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<td>Research Presentations</td>
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A detailed list of papers to cover in each session is given on Pages 5-12.

### CLASS POLICIES

The instructor and student will closely adhere to the following policies:

- Blackboard (BB) is the main portal for the course. All communication will be done through BB and in the classroom. You must access BB frequently (i.e., at least once daily) for announcements and other course material. Sometimes, I may send important/critical information via email. So be sure to 1) have a UTEP email address and 2) check your email at least once daily. You are responsible for frequently accessing your email account and BB to check for all messages and announcements. Unfortunately, I may not be able to send any broadcast (i.e., to the entire class) email messages to addresses outside the UTEP (i.e., miners) domain. Please use BB’s email to contact me.

- You must review the syllabus very carefully and understand all class components.

- The instructor will not accept any late assignments. The grade for late assignments will be 0 (zero). All assignments must be turned in online on the date that those assignments are due.

- We all will be respectful and polite towards each other. It includes class discussions, written assignments, discussion boards, and other activities.

- We will all follow classroom etiquette concerning mobile phones, laptops, and other personal devices. If there is an emergency, you can quietly leave the room and attend a call. Laptops should be used for taking notes and completing class activities only.

- You are expected to come to class on time. Inform me via email if you are running late for any reason.

- All attempts at cheating, plagiarism, or other inappropriate behavior cause disciplinary action. The instructor intends to fully pursue these serious matters of the class, department, and university policies and regulations.
ACCOMMODATIONS
If you need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, by email at cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass.

ACADEMIC DISHONESTY
The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve based on the quality of the work produced by the individual. Students are expected to uphold the highest academic integrity standards in the classroom and all other academic activities. Any form of academic dishonesty insults the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. Therefore, it is imperative that the members of this academic community understand the regulations about academic integrity and that all faculty members insist on adherence to these standards.

Any student who commits an act of academic dishonesty is subject to discipline. Academic dishonesty includes but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give an unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation to failing grades on the work in question to failing grades in the course, suspension, or dismissal, among others.

All research papers, term papers, or other writing-intensive assignments must follow the APA style. Students must submit all papers with appropriate citations, references, etc. If you are unsure of the parameters of this writing style, please contact the instructor for further information. Style guides are available in the University Bookstore.

COPYRIGHT STATEMENT FOR COURSE MATERIALS
All materials used in this course are protected by copyright law. The course materials are only for students currently enrolled in this course and only for this course. They may not be further disseminated.

TECH SUPPORT
Contact UTEP’s IT Helpdesk at https://www.utep.edu/technologysupport/ or call 915-747-4357.

The Faculty Senate recommended the following list of student services:

- Student Counseling Center: http://sa.utep.edu/counsel/; (915) 747-5302
- Student Health Center: http://chs.utep.edu/health; (915) 747-5624
- Career Center: http://sa.utep.edu/careers; 103 Union West; (915) 747-5640
- Minetracker: https://minetracker.utep.edu/; Events, news, and organizations
### Session Details

#### Session 1 – Strategy Research Overview

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<th>Empirical Inquiry Without Hypotheses: A Question-Driven, Phenomenon-Based Approach to Strategic Management Research</th>
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#### Session 2 – Resources, Competencies, and Capabilities

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<th>The Cornerstones of Competitive Advantage: A Resource-Based View</th>
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<th>Toward An Action-Based View of Dynamic Capabilities for International Business</th>
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### Session 3 – Market Orientation, Transaction Costs, and S-D Logic

1. **Transaction Cost Theory: Past, Present and Future**  

2. **Evolving to a New Dominant Logic for Marketing**  


4. **Market Orientation, Marketing Capabilities, and Firm Performance**  

Optional:

5. **The Service-Dominant Logic and a Hierarchy of Operant Resources: Developing Masterful Operant Resources and Implications for Marketing Strategy**  

6. **Agency Theory**  

7. **Service-Dominant Logic 2025**  

### Session 4 – Business Models, Platforms, and Ecosystems

1. **Platform Ecosystems as Meta-Organizations: Implications for Platform Strategies**  

2. **Business Models as Service Strategy**  

3. **Data-driven Business Model Innovation**  

4. **Cross-Border Marketing Ecosystem Orchestration: A Conceptualization of Its Determinants and Boundary Conditions**  

Optional:

5. **Global Platforms and Ecosystems: Implications for International Business Theories**  
6. Towards a Theory of Ecosystems


8. Marketing Perspectives on Digital Business Models: A Framework and Overview of the Special Issue

Session 5 – Marketing-Finance Interface

1. The Marketing–Finance Interface: A New Integrative Review of Metrics, Methods, And Findings And An Agenda For Future Research

2. Marketing and Firm Value: Metrics, Methods, Findings, and Future Directions

3. The Role of Chief Marketing Officers for Venture Capital Funding: Endowing New Ventures with Marketing Legitimacy

4. Customer-Based Corporate Valuation for Publicly Traded Noncontractual Firms

Optional:

5. Do Board Chairs Matter? The Influence of Board Chairs on Firm Performance

6. The Chief Marketing Officer Matters!
**Session 6 – Data and New Methods**

1. **Fields of Gold: Scraping Web Data for Marketing Insights**

2. **Event Study Methodology in the Marketing Literature: An Overview**

3. **Machine Learning for Pattern Discovery in Management Research**

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**Session 7 – Customer Relationships**

1. **Customer Engagement: The Construct, Antecedents, and Consequences**


3. **Understanding Customer Experience Throughout the Customer Journey**


**Optional:**

5. **Creating Enduring Customer Value**


7. **Customer Experience Journeys: Loyalty Loops versus Involvement Spirals**

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**Session 8 – New Products and Innovation**

1. **New Product Design: Concept, Measurement, and Consequences**
2. **The Incumbent’s Curse? Incumbency, Size, And Radical Product Innovation**  

3. **Understanding Cultural Differences In Innovation: A Conceptual Framework And Future Research Directions**  

4. **Leapfrogging, Cannibalization, and Survival During Disruptive Technological Change: The Critical Role Of Rate Of Disengagement**  

Optional:

5. **Delimiting Disruption: Why Uber is Disruptive, But Airbnb Is Not**  

6. **The Innovator’s Dilemma: When New Technologies Cause Great Firms To Fail**  

7. **Innovation in the Digital Economy: A Broader View of its Scope, Antecedents, and Consequences**  

### Session 9 – Branding

1. **The Platformization of Brands**  

2. **Employee-Based Brand Equity: Why Firms With Strong Brands Pay Their Executives Less**  

3. **Three Themes for the Future of Brands in a Changing Consumer Marketplace**  

4. **Branding in a Hyperconnected World: Refocusing Theories and Rethinking Boundaries**  

Optional:

5. **Global Brand Building and Management in the Digital Age**  

6. **Hands Off My Brand! The Financial Consequences of Protecting Brands Through Trademark Infringement Lawsuit**  

7. **Brand Love**  

8. **How Brands Acquire Cultural Meaning**  
### Session 10 – Retailing and Pricing Research

1. **Cross-Channel Effects of Omnichannel Retail Marketing Strategies: A Review of Extant Data-Driven Research**  

2. **Modeling Emerging-market Firms’ Competitive Retail Distribution Strategies**  

3. **Relational Price Discounts: Consumers’ Metacognitions and Nonlinear Effects of Initial Discounts on Customer Retention**  

4. **Accurately Measuring Willingness to Pay for Consumer Goods: A Meta-Analysis of The Hypothetical Bias**  

Optional:

5. **An Empirical Study of Uniform and Differential Pricing in the Movie Theatrical Market**  

6. **Evolution of Retail Formats: Past, Present, And Future**  

7. **Leveraging Distribution to Maximize Firm Performance in Emerging Markets**  

### Session 11 – Integrated Marketing Communications

1. **The Future of Digital Communication Research: Considering Dynamics and Multimodality**  

2. **Providers versus Platforms: Marketing Communications in the Sharing Economy**  

3. **Influencer Marketing Effectiveness**  

4. **The Polarity of Online Reviews: Prevalence, Drivers, and Implications**  

Optional:

5. **Social Media Marketing Strategy: Definition, Conceptualization, Taxonomy, Validation, and Future Agenda**  

6. **Improving Consumer Mindset Metrics and Shareholder Value Through Social Media: The Different Roles of Owned and Earned Media**

7. A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry

8. Integrating Marketing Communications: New Findings, New Lessons, and New Ideas

### Session 12 – New Technologies and Marketing

1. The Merchants of Meta: A Research Agenda to Understand the Future of Retailing in the Metaverse

2. A Strategic Framework for Artificial Intelligence in Marketing

3. Touch Versus Tech: When Technology Functions as a Barrier or a Benefit to Service Encounters

4. Platform-Based Mobile Payments Adoption in Emerging and Developed Countries: Role of Country-Level Heterogeneity and Network Effects

Optional:

5. The Future of Technology and Marketing: A Multidisciplinary Perspective

6. When Conscientious Employees Meet Intelligent Machines: An Integrative Approach Inspired by Complementarity Theory and Role Theory

7. Blockchain Meets Marketing: Opportunities, Threats, And Avenues For Future Research

### Session 13 – Society and Marketing

1. On the Relation Between Corporate Social Responsibility and Financial Performance

2. The New Regulator in Town: The Effect of Walmart’s Sustainability Mandate on Supplier Shareholder Value
3. **Corporate Social Responsibility, Customer Orientation, and the Job Performance of Frontline Employees**  

4. **The Impact of Corporate Social Responsibility on Brand Sales: An Accountability Perspective**  

**Optional:**

5. **Red, blue, and purple firms: Organizational political ideology and corporate social responsibility**  

6. **Corporate Social Responsibility in Business-to-Business Markets: How Organizational Customers Account for Supplier Corporate Social Responsibility Engagement**  

7. **When Algorithms Fail: Consumers’ Responses to Brand Harm Crises Caused by Algorithm Errors**  

8. **Shareholder Activism and Firms’ Voluntary Disclosure of Climate Change Risks**  

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**Session – 14 Sales and Frontlines**

1. **The Threat from Within: Account Managers’ Concern About Opportunism by Their Own Team Members**  

2. **Energizing the Reseller’s Sales Force: The Power of Brand Identification**  

3. **Motivating Sales Reps for Innovation Selling in Different Cultures**  

4. **Why Do Salespeople Quit? An Empirical Examination of Own And Peer Effects on Salesperson Turnover Behavior**  

**Optional:**

5. **Departures and Customer Reassignment Strategies in Business-to-Business Markets**  

6. **Does Selective Sales Force Training Work?**  