

0063 Marketing Research
Department of International Business

Course Code:	Lecturer: HSIEH, Ming-huei
Prerequisites: Marketing Management IV	Time: 9:10- 12:20AM, Wednesday

Course Objectives

The course focuses on the use of scientific research as a problem solving tool. This encompasses the understanding and application of appropriate research designs, mainly qualitative data gathering methods, data analysis processes and report writing and presentation. Linked to this attempt are the four following aims: 1.) To develop a research proposal including planing, organising and designing a qualitative research to help solve the identified research gaps; 2.) To conduct a research project including gathering and analysing data; and 3.) To develop skills and knowledge to discriminate "good" from "bad" qualitative research papers in academic journals.

Teaching and Learning Strategy

The course will be conducted using a combination of discussion (of exercises/readings) and speeches (presented by guest speakers). Class sessions will be mainly used to clarify concepts, ideas and general rules. Several in-class and out-of-class exercises will have to be worked out individually or teams by the class participants.

Major Categories of Assessment

A. Assignment and class participation (including oral brief and presentation slide): 40%

Great emphases will be placed on weekly assignments (including papers and exercises) in terms of grading. Students will be evaluated based on their (1) attendance in class; (2) preparation for discussion; (3) contributions to the discussions and (4) the written outline of the papers assigned. The written outline will be done by the student who is responsible for presenting the specific paper; other student musts come prepared with the assignments so that meaningful discussions can be initiated. Grades will reflect the lecturer's perceptions of student quality and quantity of inputs to class learning.

B. Proposal and Final Term Paper: 30% each

Students will be responsible for submitting a research proposal and a term paper in relation to qualitative research project and making a 20-minute presentation to the class on weeks 9 and 18 respectively. By week 5, each student should propose a research project either focusing on marketing management or consumer research. Students should start designing and implementing their projects since then. Through out the semester, the participants are able to use their learning in the entire course including qualitative data collocation-, analytic techniques, and are able to write up a research proposal as well as an academic paper. More specific, they should be able to develop a problem statement (e.g., research gap), generate research objectives, write up the literature survey, choosing theoretical lens, design a discussion guide, conduct interviews with consumers or managers/employees (in an organization), analyse data and writing up a paper. This endeavour helps to integrate students' individual thinking and jointly develop a good research work. During the presentation, each student could peer-assess other student's performance. The assessments will be taken account and those who provide valuable insight will earn extra credit.

Tentative Course Outline (Provisional)

Week 1	Introduction: reviewing the syllabus
2 (9/26)	<p>Introduction to Qualitative Research: Description, Definition, Types of Research and their Philosophical Bases</p> <p>A.) Readings//</p> <ol style="list-style-type: none"> 1. Babbie: Chapter 2, pp. 36-50 2. Strauss, Anselm and Corbin, Juliet: Chapter 1 3. Yin: Chapter 1 4. 胡：劉仲冬，量與社會研究的爭議 pp. 121-139 5. Evert Gummesson. 2005, Qualitative research in marketing: Road-map for a wilderness of complexity and unpredictability, <i>European Journal of Marketing</i>. Vol.39, Iss. 3/4; pg. 309- <p>B.) Exercise// Each student presents a research topic that she/he is interested and discuss the nature of the research and the differences between a quantitative and qualitative research</p>
3 (10/3)	<p>Research Design and Planning I: Theory Testing (Positivist) V.S. Theory Development (Interpretivist)</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Yin: Chapter 2 2. Eisenhardt, K. M. "Building Theories from Case Study Research," <i>Academy of Management Review</i> (4:4), 1989, pp. 532-550. 3. Eisenhardt and Graebner . 2007. "Theory building from cases: Opportunity and challenges", <i>Academy of Management Journal</i>, vol. 50, no. 1. pp 25-32. 4. Woodside and Wilson 2003. "Case Study Research Methods for Theory Building" <i>Journal of Business & Industrial Marketing</i>, Vol. 18, no. 6/7, pp493-508. 5. Kenneth F. Hyde. "Recognising deductive processes in qualitative research" <i>Qualitative Market Research</i>. Bradford: 2000.Vol. 3, Iss. 2; pg. 82-96 (handout) 6. Amine, L. S., Chao, M. C. H., & Arnold, M. J. 2005. Executive insights: Exploring the practical effects of country of origin, animosity, and price-quality issues: Two case studies of Taiwan and Acer in China. <i>Journal of International Marketing</i>, 13(2): 114-150.
4 (10/10)	National Holiday
5 (10/17)	<p>Research Design and Planning II: Reliability and Validity of Interpretivist case study</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Golden-Biddle. K. and K. Locke. 1993. "Appealing work: an investigation of how ethnographic texts convince." <i>Organizational Science</i> vol. 4: 595-616. 2. Klein and Myers' (1999) A set of principles for conducting and evaluating interpretive field studies in information system, <i>MIS quarterly</i> Vol. 23 No. 1 pp.67-94. 3. Gabriel Cepeda and David Martin 2005. "A review of case studies publishing in Management Decision 2003-2004," <i>Management Decision</i>, Vol. 43, no. 5/6, pp 851-876. 4. Geoff Walsham, 2006 "Doing interpretive research", <i>European Journal of Information System</i>, vol. 15, pp 320-330. 5. Arnold, Stephen and Eileen Fischer, 1994, "Hermeneutics and consumer research," <i>Journal of consumer Research</i>, 21(June), 55-70. 6. Thompson, C J. 1997. Interpreting consumers: a Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption stories. <i>Journal of Marketing Research</i>, Nov, 34, 4: 438-455
6 (10/24)	<p>Data Collection-I: 1) observational, 2)on-line, 3) photographic</p> <p>A).Readings:</p> <ol style="list-style-type: none"> 1. Miles M and Huberman, M. (1994) <i>Qualitative Data Analysis: An Expanded Sourcebook</i> :

	<p>Chapter 2 and Chapter 3</p> <ol style="list-style-type: none"> 2. Yin: Chapters 3 and 4 3. Ian Alam, 2005. "Fieldwork and data collection in qualitative marketing research", <i>Qualitative Market Research</i>, Vol. 8, no. 1, pp97-112 4. <u>Holbrook, Morris B., Debra Lynn Stephens, Ellen Day, Sarah M. Holbrook, and Gregor Strazar</u> . "A Collective Stereographic Photo Essay on Key Aspects of Animal Companionship: The Truth About Dogs and Cats." <i>Academy of Marketing Science Review</i>. 2001. Vol. 2001; p. 1. 5. <u>Robert V Kozinets</u>. "The field behind the screen: Using netnography for marketing research in online communities" <i>JMR, Journal of Marketing Research</i>. Feb 2002. Vol. 39, Iss. 1; p. 61 6. <u>Holt, Douglas B.</u> "How consumers consume: A typology of consumption practices" <i>Journal of Consumer Research</i>. Gainesville: Jun 1995. Vol. 22, Iss. 1; p. 1 (16 pages). <p>B). Things to note when collecting case data</p>
7 (10/31)	<p>Data Collection –II: focus groups and action research</p> <p>A.) Readings:</p> <ol style="list-style-type: none"> 1. 歐素汝譯 (2000) 《焦點團體：理論與實務》：Chapters 1, 2 and 4 2. Nevid and Maria 1999, Multicultural Issues in Qualitative Research. <i>Psychology and marketing</i>, 16, 4: pp305-325 3. <u>Henrietta O'Connor, Clare Madge</u>. 2003, "Focus groups in cyberspace": Using the Internet for qualitative research, <i>Qualitative Market Research</i>. Bradford: Vol.6, Iss. 2; pg. 133, 11 pgs. 4. <u>Elfriede Penz</u>. "Researching the socio-cultural context: putting social representations theory into action." <i>International Marketing Review</i>, 2006. Vol. 23, Iss. 4; p. 418 5. DeLorme, D. E., Zinkhan, G. M., & Hagen, S. C. 2004. The process of consumer reactions to possession threats and losses in a natural disaster. <i>Marketing Letters</i>, 15(4): 185-199. 6. Wilson, H. N. 2004. Towards rigor in action research: A case study in marketing planning. <i>European Journal of Marketing</i>, 38(3/4): 378-400. 7. Cristine Vllaster, 2004. "Internal brand building in cultural organizations: a road map towards action research", <i>Qualitative Market Research</i>, vol 7, no. 2, pp 100-113. <p>B.) Exercise: SIMULATION SESSIONS: Focus group conduction</p>
8 (11/7)	<p>Data Analysis I: 1) Generating and Coding Qualitative Data, and 2) Building valid Conclusions from Multiple Sources</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Yin: Chapter 5 2. Strauss: chapters 5, 8 3. Miles and Huberman: Chapters 4, 5, 6 4. Grunert, K. G., Jeppesen, L. F., Jespersen, K. R., Sonne, A.-M., & al, e. 2005. Market orientation of value chains: A conceptual framework based on four case studies from the food industry. <i>European Journal of Marketing</i>, 39(5/6): 428-455. 5. Trauth, E.M., and Jessup, L.M. "Understanding Computer-Mediated Discussions: Positivist and Interpretive Analyses of Group Support System Use," <i>MIS Quarterly</i> (24:1), 2000, pp. 43-79. 6. Choi, Lee and Kim. 2005. "Lessons from the rich and famous: A cross-cultural comparison of celebrity endorsement in advertising." <i>Journal of Advertising</i>, Summer , 34, 2, pp. 85-98. 7. <u>Rudolf R. Sinkovics, Penz and Ghauri</u>, 2005. "Analyzing textual data in international marketing research," <i>Qualitative Market Research</i>, Vol.8, no. 1, pp. 9-38. 8. <u>Timothey Dewhirst and Brad Davis</u>, 2005. "Brand Strategy and integrated marketing communication (IMC) – a case study of player's cigarette brand marketing. <i>Journal of Advertising</i>, Vol. 34. No.3, pp.81-92
9 (11/14)	<p>Guest Speaker: Dr. 周子銓 (台科大), whose presentation will be focusing on action research and grounded theory</p>

10 (11/21)	<p>Proposal Presentation and Discussion Research Question, Research Gap, Research Design, Interviewing Guide, and Analytical methods should be identified in your proposal</p>
11 (11/28)	<p>Data Analysis II: Grounded Theory and others</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Strauss: chapters 9, 10 2. Roy Saddaby, 2006. "What grounded theory is not?" <i>Academy of Management Journal</i>, Vol. 49, no. 4, pp 633-42. (hand-out) 3. Goulding, C. (2000), "Grounded theory and consumer behavior: principles, practice, and pitfalls", <i>Advances in Consumer Research</i>, Vol. 27, September, pp. 261-266 4. Christina Goulding. 2005, Grounded theory, ethnography and phenomenology: A comparative analysis of three qualitative strategies for marketing research, <i>European Journal of Marketing</i>, Vol.39, Iss. 3/4; pg. 294-308 5. Gala. 2001. "From Context to Constructs: The Use of Grounded Theory in Operationalising Contingent Process Models" <i>European Journal of Information System</i>, 10, pp. 2-14. 6. Arnould, Eric, J. and Melanie Wallendorf, 1994, "Market-oriented ethnography: Interpretation building and marketing strategy formulation," <i>Journal of Marketing Research</i>, 31 (November), 484-504. (move from week 11)
12 (12/05)	<p>Process model I</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Homburg, Workman, Jr. and Jensen 2000. "Fundamental Changes in Marketing Organization: The Movement Toward a Customer-Focused Organizational Structure" <i>Journal of Academy of Marketing Science</i>, Vol 28., No.4, pp459-78. 2. Kenneday, Goolsby and Arnould, " Implementing a Customer Orientation: Extension of Theory and Application." <i>Journal of Marketing</i>, Vol 67 (October 2003), p67-81. 3. Gary Burchill; Charles H. Fine, 1997, "Time versus Market Orientation in Product Concept Development: Empirically- Based Theory Generation," <i>Management Science</i>, Vol. 43, No. 4, pp. 465-478. 4. Orlikowski, W. J. 1996. "Improving organizational transformation over time: a situated change perspective." <i>Information System Research</i>, vol. 7, no.1, pp. 63-92. 5. Rindova and Kotha. " Continuous "morphing": competing through dynamic capabilities, form, and function," <i>Academy of Management Journal</i>, 2001, vol.44, no.6, pp1263-1280 6. Gary, F. Gebhardt, et. Al. 2006 "Creating a market orientation: A longitudinal, multifirm, grounded analysis of cultural transformation, <i>Journal of marketing</i>, vol 70, Oct., pp 37-55. 7. Sanchez, R. 1999. Modular architectures in the marketing process. <i>Journal of Marketing</i>, 63: 92-111. 8. Morgan, Neil A., Anderson, Eugene W., Mittal, Vikas 2005, Understanding Firms' Customer Satisfaction Information Usage . <i>Journal of Marketing</i>, Jul2005, Vol. 69, Issue 3 9. Burgelman, Robert A. 1994 "Fading memories: A process theory of strategic business exit in dynamic environments" <i>Administrative Science Quarterly</i>. Vol.39, no. 1. pp. 24-57. 10. Montealegre, R. "A Process Model of Capability Development: Lessons from the Electronic Commerce Strategy at Bolsa de Valores de Guayaquil" <i>Organization Science</i>, 13(5), 2002, 514-531.
13 (12/12)	<p>Process model II</p> <p>Readings:</p> <ol style="list-style-type: none"> 1. Pettigrew. "Longitudinal Field research on Change: Theory and Practices:" <i>Organization Science</i>, Vol. 1, No. 3 August 1990, pp267-292. 2. Langley, A. 1999. "Strategies for theorizing from process data." <i>Academy of Management Review</i>, vol. 24, no. 4, pp.691-701. 3. Barley, S. "Image of Imaging: Notes on doing longitudinal field work", <i>Organization Science</i>, Vol. 1, No. 3 August 1990, pp220-247.

	<ol style="list-style-type: none"> 4. Van De Ven, A and Huber G. (1990) "Longitudinal Field Research Methods for studying Processes of Organizational Change", <i>Organization Science</i>, Vol. 1, No. 3 August 1990., pp212-219. 5. Van de Ven and Pool. "Methods for Studying Innovation Development in the Minnesota Innovation", <i>Organization Science</i>, Vol. 1, No. 3 August 1990, pp313-335. 6. Leonard-Barton, D. 1990. A dual methodology for case studies: Synergistic use of a longitudinal single site with replicated multiple sites. <i>Organization Science</i>, 1(3): 248-266.
14 (12/19)	<p>Guest Speaker: Dr. SL Pan (National University of Singapore)</p> <ol style="list-style-type: none"> 1. Teaching-based Case Study (TBC) and Research-based Case Study (RBC) 2. Journal papers submission for publication consideration 3. Writing up a qualitative research paper
15 (12/26)	<p>Status Report: Progress, modification and research design (if any), coding and discussion</p> <p>A). In-class Exercise: A Video of XXX (10%) For this exercise, students are to work on answering the questions raised (see below). Students are expected to submit at the end of the class a two-page summary of the in-class exercise. Two students per group will discuss and answer the questions provided and submit their answers at the end of the class.</p> <p>Students are expected to answer the following questions, after watching the video:</p> <ul style="list-style-type: none"> • What is the central message of your case study? And, why is it interesting? • What is the theoretical perspective which you will be taking? Specifically, what theory or framework will you be using (to make sense of the "story" you perceived)? • What are the 3 main findings that you are likely to propose for this case study? • What are your conclusion: the theoretical contributions and managerial implications? <p>B). Term project: progress, coding, preliminary conclusion and discussion</p>
16 (12/27)	<p>Readings –</p> <ol style="list-style-type: none"> 1. Stephen L. Vargo and Rober F. Lusch 2004. <i>Evolving to a new dominant logic for marketing. Journal of marketing</i>, 68 (January): 1-17. 2. Narayandas, D., & Rangan, V. K. 2004. Building and sustaining buyer-seller relationships in mature industrial markets. <i>Journal of Marketing</i>, 68(3): 63-77. (Dyadic) 3. Flint, D. J., Woodruff, R. B., & Gardial, S. F. 2002. Exploring the phenomenon of customers' desired value change in a business-to-business context. <i>Journal of Marketing</i>, 66(4): 102-117. (trustworthiness) 4. Price, L. L., & Arnould, E. J. 1999. Commercial friendships: Service provider--client relationships in context. <i>Journal of Marketing</i>, 63(4): 38-56. 5. Levina, N., & Ross, J. W. 2003. From the vendor's perspective: Exploring the value proposition in information technology outsourcing. <i>MIS Quarterly</i>, 27(3): 331-364. 6. Elsbach, Kimberly D. and RoderickM. Kramer. 2003. "Assessing creativity in Hollywood Pitch Meetings: Evidence for a Dual-Process Judgment Model of Creativity Judgments." <i>Academy of Management Journal</i>, vol.46. no. 3, pp. 283-301. 7. Tuli, Kohli and Bharadwaj "Rethinking customer solution: from product bundle to relational process," <i>Journal of Marketing</i>, Vol 71 (July 2007), p1-17. 8. Danis, W. M., & Parkhe, A. 2002. Hungarian-Western partnerships: A grounded theoretical model of integration processes and outcomes. <i>Journal of International Business Studies</i>, 33(3): 423-455. (Dyadic)
17(1/2)	<p>Readings:</p> <ol style="list-style-type: none"> 1. Thompson and Arsel 2004. The Starbucks brandscape and consumers' (Anticorporate) Experiences of Globalization. <i>Journal of Consumer Research</i>, Vol 31, December, p631-642. 2. Craig, Aric and Zeinep, 2006. Emotional Branding and the Strategic Value of the Doppelgänger Brand Image. <i>Journal of Marketing</i>, Jan2006, Vol. 70 Issue 1, p50-64. 3. Fournier, S. 1998. Consumers and their brands: Developing relationship theory in consumer

	<p>research. <i>Journal of Consumer Research</i>, 24(4): 343-373.</p> <p>4. Albert M Muñiz Jr, Hope Jensen Schau. 2002. "Religiosity in the Abandoned Apple Newton Brand Community." <i>Journal of Consumer Research</i>. Vol. 31, Iss. 4; pg. 737-48</p>
18(1/9)	<p>Readings:</p> <ol style="list-style-type: none"> 1. Thompson, Howard R. Pollio, and William B. Locander (1994), "The spoken and the unspoken: A hermeneutic approach to understanding the cultural viewpoints that underline consumers' expressed meaning," <i>Journal of consumer research</i>, 21 (December), 432-52 2. Kates, Steven M. (2002), "The Protean Quality of Subcultural Consumption: An Ethnographic Account of Gay Consumers", Gainesville: Journal of Consumer Research., Vol. 29, p. 383-400. 3. Schouten, John W, McAlexander, James H. "Subcultures of consumption: An ethnography of the new biker," Journal of Consumer Research. Gainesville: Jun 1995. Vol. 22, Iss. 1; p. 43 (19 pages) 4. Ringberg, Odekerken-Schroder and Christensen, "A Cultural Models Approach to Service Recovery." <i>Journal of Marketing</i>, Vol. 71 (July 2007), 194-214. 5. Leung, Bhagat, Buchan, Erez and Gibson. " <i>Culture and International business: recent advances and their implications for future research.</i>" <i>Journal of International Business Studies</i>, 36, p357-378. 6. Holt, 1997, "post-structuralist lifestyle analysis: Conceptualizing the social patterning of consumption," <i>Journal of Consumer Research</i>, 23 (March), 326-50. 7. Hope Jensen Schau and Gilly, 2003. "We are what we post? Self presentation in personal web space", <i>Journal of Consumer Research</i>, Vo.30, no. 3, pp 385-404
19(1/16)	Term Project Presentation and Submission

Bibliography

Core texts

1. Robert K. Yin, "Case Study Research: Design and Method"
2. Strauss, Anselm and Corbin, Juliet. "***Basics of Qualitative Research: Procedures and Techniques for Developing Grounded Theory.***"
3. Miles, Mathew B. & Huberman, M. (1994). *Qualitative data analysis: An expanded source book*. Thousand Oaks, CA: Sage
4. 歐素汝譯 (2000) 《**焦點團體：理論與實務**》。台北：弘智。 **Stewart and Shamdasani (Focus Groups: Theory and Practice.**

Supplementary texts

1. Babbie, Earl (2002). *The Basic of Social Research*, 2nd. Wadsworth.
2. 胡幼慧編 (1996)。《**質性研究：理論、方法、及本土女性研究實例**》，台北：巨流。 Alasuutari, Pertti, (1995) 。 *Qualitative Method and Cultural Studies*. London: Sage.
3. **畢恆達，2005. 教授為什麼沒告訴我**。台北：學富。
4. 陳向明 (2002)。《**社會科學質的研究**》，台北：五南。
5. 吳芝儀、李奉儒譯 (1995)。《**質的評鑑與研究**》，台北：桂冠。(原書 Patton, Michael Q. [1955]. *Qualitative evaluation and research methods.*)
6. Creswell, John W. (1994). *Research Design-Qualitative and Quantitative Approaches*, Sage .
7. Carbtree, Benjamin F. & W. L. Miller. (1999) *Doing Qualitative Research*. 黃惠雯等譯，2003。《**質性方法與研究**》，台北：韋伯。(對訪談、焦點團體、紮根詮釋、有詳細說明與案例，值得參考)

8. Feldman, Martha S. (1995). *Strategies for interpreting qualitative data*. Thousand Oaks, CA: Sage.