

**Department of International Business  
National Taiwan University**

**Spring, 2011**

Ph.D. Seminar

**Seminar on Marketing Management V**

國企所博士班

行銷專題研討(五)

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**Course Objective:**

The purpose of this course is to (1) provide an overview of academic research in important marketing fields for doctoral students; (2) familiarize doctoral students with sufficient knowledge and tools in academic marketing research; (3) enable doctoral students to improve the ability of working research problems out through research logic training; and (4) facilitate doctoral students with skills and capabilities of proposing, designing and performing academic research.

Academic paper review/presentation/discussion and research proposal discussion are designed to train and help doctoral students learn how to conduct a good academic marketing research. Doctoral students will be evaluated based on their (1) attendance, (2) preparation for discussion, (3) contribution to discussion, and (4) term research proposal.

**Tentative Course Requirements:**

Class Attendance (Required)  
Academic Paper Review/Presentation/Discussion  
Term Research Proposal

## **Tentative Topics Covered**

Academic papers selected from the following important fields will be discussed in each session. Paper list will be announced and distributed in class.

### **1. Services Marketing**

Service quality, Self-service technologies, Customer-service employee relationship management, and Customer retention

### **2. Channel (B2B) Marketing**

Marketing channel member collaboration and relationship management.

### **3. Marketing Strategy**

Theories of marketing strategy, market reaction, and competitive responses