

"ژورنال منتخب الزویر در حیطه بازاریابی و مدیریت"
چکیده ی مقاله های زیر در صورت تمایل قابل ترجمه می باشند.

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1. Most Downloaded

Digital marketing: A framework, review and research agenda

Abstract

We develop and describe a framework for research in digital marketing that highlights the touchpoints in the marketing process as well as in the marketing strategy process where digital technologies are having and will have a significant impact. Using the framework we organize the developments and extant research around the elements and touchpoints comprising the framework and review the research literature in the broadly defined digital marketing space. We outline the evolving issues in and around the touchpoints and associated questions for future research. Finally, we integrate these identified questions and set a research agenda for future research in digital marketing to examine the issues from the perspective of the firm.

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2.Recent Article

Consumer power and choice deferral: The role of anticipated regret

Abstract

This paper examines the influence of social power on consumers' propensity to defer choice. Based on the notion that elevated power reduces regret anticipation—the fear of making a wrong choice—it is proposed that power influences the extent of choice deferral by reducing consumers' susceptibility to anticipated regret. Because of the regret-based mechanism, power can increase or decrease consumers' propensity to defer choice, depending upon the situational factors that are associated with anticipated regret, such as salience of regret, outcome reversibility (e.g., return policy), and locus-of-regret (postponing vs. choosing now). Using different manipulations of power, seven studies provide consistent support for the proposed effects and show that situational factors and marketing strategies can induce, turn off, or even reverse the effect of power on deferral. Theoretical contributions and managerial implications are discussed.

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3.Most Cited

Drivers of consumer-brand identification

Abstract

The concept of consumer-brand identification (CBI) is central to our understanding of how, when, and why brands help consumers articulate their identities. This paper proposes and tests an integrative theoretical framework of the antecedents of CBI. Six drivers of CBI, a moderator, and two consequences are posited and tested with survey data from a large sample of German household consumers. The results confirm the influence of five of the six drivers, namely, brand-self similarity, brand distinctiveness, brand social benefits, brand warmth, and memorable brand experiences. Further, we find that all five of these antecedents have stronger causal relationships with CBI when consumers have higher involvement with the brand's product category. Finally, CBI is tied to two important pro-company consequences, brand loyalty and brand advocacy. Theoretical and managerial significance of the findings are discussed.

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4. Open Access Article

مقاله های زیر بصورت کامل قابل دریافت و در صورت تمایل قابل ترجمه می باشد

What should be the dependent variable in marketing-related event studies?

Abstract

Most event studies rely on cumulative abnormal returns, measured as percentage changes in stock prices, as their dependent variable. Stock price reflects the value of the operating business plus non-operating assets minus debt. Yet, many events, in particular in marketing, only influence the value of the operating business, but not non-operating assets and debt. For these cases, the authors argue that the cumulative abnormal return on the operating business, defined as the ratio between the cumulative abnormal return on stock price and the firm-specific leverage effect, is a more appropriate dependent variable. Ignoring the differences in firm-specific leverage effects inflates the impact of observations pertaining to firms with large debt and deflates those pertaining to firms with large non-operating assets. Observations of firms with high debt receive several times the weight attributed to firms with low debt. A simulation study and the reanalysis of three previously published marketing event studies shows that ignoring the firm-specific leverage effects influences an event study's results in unpredictable ways.

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