

Advanced Topics in Marketing Research – Summer Semester 2018

Seminar Topic: "Decision Making: The Role of Social Preferences and Ethical Issues"

Student Individual Research Topics:

1. (Un-)Ethical Decision-Making in Organizations: The Influence of Managers' Affective States and Cognitive Predispositions

Jones, T. M. (1991). Ethical Decision Making by Individuals in Organizations: An Issue-Contingent Model. *Academy of Management Review*, 16(2), 366-395.

Treviño, L. K., Weaver, G. R., & Reynolds, S. J. (2006). Behavioral Ethics in Organizations: A Review. *Journal of Management*, 32(6), 951-990.

2. Going Green Against the Odds? But How Effective Are Marketing-Mix "Greening" Activities?

Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), 158-174.

Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). "Greening" the marketing mix: do firms do it and does it pay off? *Journal of the Academy of Marketing Science*, 41(2), 151-170.

3. Pro or Against What's "Green"? How Product-Category Characteristics Drive Organic Goods Consumption

Van Doorn, J., & Verhoef, P. C. (2011). Willingness to pay for organic products: Differences between virtue and vice foods. *International Journal of Research in Marketing*, 28(3), 167-180.

Van Doorn, J., & Verhoef, P. C. (2015). Drivers of and Barriers to Organic Purchase Behavior. *Journal of Retailing*, 91(3), 436-450.

4. Personalized Discounts and Deals: The Effects of Exclusive Price Promotions on Price Fairness Perceptions

Haws, K. L., & Bearden, W. O. (2006). Dynamic Pricing and Consumer Fairness Perceptions. *Journal of Consumer Research*, 33(3), 304-311.

Weisstein, F. L., Monroe, K. B., & Kukar-Kinney, M. (2013). Effects of price framing on consumers' perceptions of online dynamic pricing practices. *Journal of the Academy of Marketing Science*, 41(5), 501-514.

5. Aging, Cognitive Function and Decision-Making Capacity: Are Older Consumers More Vulnerable?

Hettich, D., Hattula, S., & Bornemann, T. (2017). Consumer Decision-Making of Older People: A 45-Year Review. *The Gerontologist*, gn007.

Cole, C. A., & Balasubramanian, S. K. (1993). Age Differences in Consumers' Search for Information: Public Policy Implications. *Journal of Consumer Research*, 20(1), 157-169.

6. Sustainability as Key to Success? The Effect of Corporate Social and Environmental Responsibility on Firm Performance

King, A. A., & Lenox, M. J. (2001). Does It Really Pay to Be Green? An Empirical Study of Firm Environmental and Financial Performance. *Journal of Industrial Ecology*, 5(1), 105-116.

Kang, C., Germann, F., & Grewal, R. (2016). Washing Away Your Sins? Corporate Social Responsibility, Corporate Social Irresponsibility, and Firm Performance. *Journal of Marketing*, 80(2), 59-79.

7. Consumer-Related Food Waste: The Potential of Marketing to Inspire Behavioral Change

Yakovovitch, N., & Grinstein, A. (2016). Materialism and the Boomerang Effect of Descriptive Norm Demarketing: Extension and Remedy in an Environmental Context. *Journal of Public Policy & Marketing*, 35(1), 91-107.

Loebnitz, N., Schuitema, G., & Grunert, K. G. (2015). Who Buys Oddly Shaped Food and Why? Impacts of Food Shape Abnormality and Organic Labeling on Purchase Intentions. *Psychology & Marketing*, 32(4), 408-421.

8. The Eco-Friendly Consumer: Influences on Consumer Conservation Efforts

Wang, W., Krishna, A., & McFerran, B. (2017). Turning Off the Lights: Consumers' Environmental Efforts Depend on Visible Efforts of Firms. *Journal of Marketing Research*, 54(3), 478-494.

White, K., MacDonnell, R., & Dahl, D. W. (2011). It's the Mind-Set That Matters: The Role of Construal Level and Message Framing in Influencing Consumer Efficacy and Conservation Behaviors. *Journal of Marketing Research*, 48(3), 472-485.

9. When Corporate Social Responsibility Backfires: Consumer Reactions on For-Profit Social Ventures

Lee, S., Bolton, L. E., & Winterich, K. P. (2017). To Profit or Not to Profit? The Role of Greed Perceptions in Consumer Support for Social Ventures. *Journal of Consumer Research*, ucx071.

Hildebrand, D., DeMotta, Y., Sen, S., & Valenzuela, A. (2017). Consumer Responses to Corporate Social Responsibility (CSR) Contribution Type. *Journal of Consumer Research*, ucx063.

10. Sharing Product Experiences: How Contextual and Consumer Features Affect Word-of-Mouth Communications

Chen, Z. (2017). Social Acceptance and Word of Mouth: How the Motive to Belong Leads to Divergent WOM with Strangers and Friends. *Journal of Consumer Research*, ucx055.

Dubois, D., Bonezzi, A., & De Angelis, M. (2016). Sharing With Friends Versus Strangers: How Interpersonal Closeness Influences Word-of-Mouth Valence. *Journal of Marketing Research*, 53(5), 712-727.

11. Can Buy Me Love: How Gift Giving Cultivates Social Relationships

Chan, C., & Mogilner, C. (2017). Experiential Gifts Foster Stronger Social Relationships Than Material Gifts. *Journal of Consumer Research*, 43(6), 913-931.

Polman, E., & Maglio, S. J. (2017). Mere Gifting: Liking a Gift More Because It Is Shared. *Personality and Social Psychology Bulletin*, 43(11), 1582-1594.

12. The Moralistic Consumer? Is (or Can) Consumer Behavior (Be) Guided by Morals?

Falk, A., & Szech, N. (2013). Morals and Markets. *Science*, 340(6133), 707-711.

Luedicke, M., Thompson, C. J., & Giesler, M. (2010). Consumer Identity Work as Moral Protagonism: How Myth and Ideology Animate a Brand-Mediated Moral Conflict. *Journal of Consumer Research*, 36(6), 1016-1032.

13. How Can Consumers Be Motivated to Reuse or Repair Durables (Instead of Repurchasing and Wasting Them)?

Matsumoto, M., Kenichiro, C., & Endo, H. (2017). Comparison of U.S. and Japanese Consumers' Perceptions of Remanufactured Auto Parts. *Journal of Industrial Ecology*. 21(4), 966-979.

Trudel, R., Argo, J. J., & Meng, M. D. (2016). The Recycled Self: Consumers' Disposal Decisions of Identity-Linked Products. *Journal of Consumer Research*, 43(2), 246-264.

14. Is the Authentic Self the Most Moral? The Entanglement of Self and Morality

Winterich, K. P., Morales, A. C., & Mittal, V. (2014). Protect Thyself: How Affective Self-Protection Increases Self-Interested, Unethical Behavior. *Organizational Behavior and Human Decision Processes*, 125 (2), 151-161.

Newman, G. E., De Freitas, J., & Knobe, J. (2015). Beliefs About the True Self Explain Asymmetries Based on Moral Judgments. *Cognitive Science*. 39(1), 96-125.

15. Freedom and Constraint: Can Choice-Limitation Achieve Better Outcomes for the Consumer?

Murray, K., & Häubl, G. (2011). Freedom of Choice, Ease of Use, and the Formation of Interface Preferences. *MIS Quarterly*, 35(4), 955-976.

Iyengar, S. S., & Lepper, M. R. (2000). When choice is demotivating: Can one desire too much of a good thing? *Journal of Personality and Social Psychology*, 79 (6), 995-1006.