



Special Report

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Leigh McAlister

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Introduction

MSI gives member companies access to the best marketing minds to help shape marketing practice. We do that in five ways:

1. Opportunity to network with the best marketing minds in practice
2. Opportunity to network with the best marketing minds in academia
3. Early access to leading-edge thinking
4. Opportunity to shape the research agenda for marketing academics
5. Opportunity to work directly with the best marketing minds in academia as they build insight.

The papers collected here exemplify all these elements of the MSI “promise.”

The collection grew out of MSI’s “Research Generation Workshop” in Atlanta, May 13-14, 2004. That workshop convened six steering groups of the best thinkers in marketing practice and academia. Each steering group focused on one of MSI’s high-priority research topics. In a plenary session, each steering group’s academic leader presented a review of what is known about that group’s priority research topic. Steering groups then met separately to further develop the presented overviews and to lay out the most fruitful future research directions. The workshop ended with a second plenary session in which each steering group’s practitioner leader presented the results of the steering group’s deliberations.

The papers in this collection are the fruit of that labor. Because the six priority research topics are at different stages of development, these papers differ in length and in their treatment of the topic. Because the topics of advertising response and brands and branding are fairly well developed, those overview papers provide satisfyingly comprehensive reviews of what is known and fairly well-charted directions for future research. Because the topic of effective marketing organizations is less well studied, that review is briefer and the directions for future research more open ended. Three of the overviews (customer metrics, new products/innovation, brands and branding) provide new structural frameworks for linking the existing research.

The papers are arranged in this collection alphabetically, by title:

“Advertising Response” by Greg Allenby and Dominique Hanssens

“Brands and Branding: Research Findings and Future Priorities” by Kevin Lane Keller and Donald R. Lehmann

“Customer Metrics: The Past, the Present, and the Future in Academia and Practice” by Sunil Gupta and Valarie Zeithaml

“Marketing Organizations: Changing Structures and Roles” by Ajay K. Kohli and Rohit Deshpandé

“Metrics for Linking Marketing to Financial Performance” by Rajendra Srivastava and David J. Reibstein

“Research on Innovation: A Review and Agenda for Marketing Science” by John Hauser, Gerard J. Tellis, and Abbie Griffin.

Participants in the Research Generation Workshop were:

Advertising Response

Greg Allenby, Ohio State University
Bill Bean, Pepsi-Cola Company
Peter Danaher, University of Auckland
Geraldine Fennell, Ohio State University
Dominique Hanssens, UCLA
Jeff Hunter, General Mills, Inc.
Wayne McCullough, DaimlerChrysler
Prasad Naik, University of California, Davis
Thomas Otter, Ohio State University
John Porter, ACNielsen Marketing Research
Alan Sawyer, University of Florida
Tim Teran, Citibank, N.A.
Rao Unnava, Ohio State University

Brands and Branding

Rajeev Batra, University of Michigan
Susan Broniarczyk, University of Virginia
Kathleen Chattin, Intel Corporation
Delaine Hampton, The Procter & Gamble Company
Kevin Lane Keller, Dartmouth College
Darin Klein, Intel Corporation
Ed Lebar, Young & Rubicam Inc.
Donald Lehmann, Columbia University
Regina Lewis, Allied Domecq QSR
Carl Mela, Duke University
Sanjay Sood, UCLA
Susan Wagner, The Gillette Company

Customer Satisfaction/Customer Value/Customer Metrics

Eugene Anderson, University of Michigan
Robert Blattberg, Northwestern University
Shirish Dant, Aetna, Inc.
Melinda Denton, Wells Fargo & Company
Peter Fader, University of Pennsylvania
Sunil Gupta, Columbia University
Carolyn Marconi, The Vanguard Group
Jan-Benedict E.M. Steenkamp, Tilburg University
Earl Taylor, then at Research International
Susan Toner, IBM Corporation
Valarie Zeithaml, University of North Carolina

The Effective Marketing Organization/Role of Marketing

Rohit Deshpandé, Harvard Business School
Steven Fischer, Hewlett-Packard Company
Rajdeep Grewal, Penn State University
Ajay Kohli, Emory University
Neil Morgan, University of North Carolina
Shari Morwood, IBM Corporation
Paul Nunes, Accenture
Scott Sanderude, Praxair, Inc.
Rajan Varadarajan, Texas A&M University
John Workman, Creighton University

Metrics: Linking Marketing to Financial Performance

Kusum Ailawadi, Dartmouth College
David Bernstein, Verizon Information Services
Simeon Chow, NOP World
Paul Farris, University of Virginia
Steve Harrington, Hewlett-Packard Company
Michael Lotti, Eastman Kodak Company
Natalie Mizik, Columbia University
David Reibstein, University of Pennsylvania
Raji Srinivasan, University of Texas at Austin
Rajendra Srivastava, Emory University
Stan Sthanunathan, The Coca-Cola Company
Gordon Wyner, Millward Brown, Inc.

New Products/Innovation

Pradeep Bansal, AT&T Laboratories
Barry Bayus, University of North Carolina
Rajesh Chandy, University of Minnesota
James Figura, Colgate-Palmolive Company
Peter Golder, New York University
David Goulet, The Procter & Gamble Company
Abbie Griffin, University of Illinois, UC
David Harkleroad, IBM Corporation
John Hauser, MIT
Martin Hörnqvist, Electrolux
Gerard Tellis, University of Southern California

I thank the participants for their investment in this effort to synthesize knowledge in areas of top concern to managers. I hope the results will provide valuable guidance to managers and academics alike.

Leigh McAlister
Executive Director