MKT 912
Performing Research and Publishing in Marketing

Planning a high-quality, do-able, scholarly study in marketing, doing the study, writing-up a publishable paper; submitting the paper to a B, A, or A* journal

Learning Goals

- To transform a current research project into a publishable paper suitable for a top-level marketing journal (or a top-level conference)
- To provide opportunity to exercise and extend scholarly analytical skills in order to facilitate students' ability to conduct sound academic research
- To practice and improve scientific paper writing skills

Course Organization

In this course students will write a publishable paper before January 1, 2020. Arch Woodside will provide and discuss four sources of data and discuss the use of these data in the first group session; additional sources of data from students may be available for use to meet the course requirements. To this end, the course will consist of one-to-one meetings between each student team and the lecturer (A. G. Woodside), as well as group sessions for discussions and presentations. One-to-one meetings are intended to work and elaborate on critical issues regarding data analysis, paper positioning, and scientific writing. Group sessions are intended to provide students the opportunity to go beyond the scope of their own research project to familiarize with and learn from other students' projects during the course.

There is a set of mandatory readings that must be prepared/read prior to class that the reading is assigned. Each student will provide a summary and critique of two readings during the group sessions. Each summary/critique should include 10 to 25 PowerPoint slides; the slides should cover theory, literature review, discussion of analysis, findings, conclusions, evaluation of the contribution that the article makes; and a suggestion for additional research that relates to the article

General Information

Lecturer	Prof. Arch G. Woodside
Credit Points	8 ECTS
Language	English
Grading	Article Presentation 1: 20% Article Presentation 2: 20% Data Analysis: 20% Written Paper: 60%
Term	Fall Semester
Range of Application	Doctoral Program, MMBR

UNIVERSITÄT MANNHEIM
Fakultät für Betriebswirtschaftslehre

AACSB ACCREDITED
EFMD EQUIS ACCREDITED
ASSOCIATION OF MBAs AMBA ACCREDITED

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Formal / recommended prerequisite(s)

It is recommended that students are PhD students and have completed a Master of Science (or MBA) degree before enrolling in this course.

Course Deliverables

- Participation, discussion, and two 15-minute presentations in class. Students are responsible for:
  - Delivering two presentations of articles in the mandatory readings in the group meetings. Please contact me as two which two articles you wish to present in class. Please prepare PPT slides, about 10 to 25 slides for each of the articles. Include a slide showing each table and figure appearing in the article, plus additional slides.

  - Please plan on completing data analyses that include comparing findings using multiple regression analysis (MRA) and a qualitative comparative analysis (QCA) and/or algorithms. Examples of using the three methods will be given during our meetings and you will have opportunities to practice using the three methods.

  - Plan on writing one brief complete paper for submission to a scholarly journal. The paper will include a cover page, abstract page, text pages, a page of references and two to eight tables and figures.

- A manuscript suitable for credible submission to a ranked marketing journal or conference.
  - The manuscript should focus on a marketing related phenomenon and will be based on the data available. Topic, positioning, scope and target journal as well as questions related to data analysis and presentation are to be discussed with the lecturer in one-to-one meetings.

Elements of Course Grade

Weights given to each assignment are as follows: 20% for first in class article/chapter presentation; 20% for the second in class presentation; 20% for data analysis; 40% on the quality and completeness of the written paper.

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Dates and Times

The course will be taught on the following dates:

Session	Date	Time	Place
Kick-off session 1	Monday, Sep 16	08:30 am – 12:30 pm	L5, 1, Roche Forum
Group Meeting 2	Wednesday, Sep 18		
Group Meeting 3	Monday, Sep 23		
Group Meeting 4	Wednesday, Sep 25		
Group Meeting 5	Monday, Sep 30		
Group Meeting 6	Wednesday, Oct 2		
Group Meeting 7	Monday, Oct 7		
Group Meeting 8	Wednesday, Oct 9		

- Additional individual/team meetings: one or two meetings per week with A.G. Woodside on the research/writing projects.
- Manuscript submission: Completed a day between October 12 and December 31, 2019.

Kick-off session 1	Please bring PC laptop to class meeting. In class use of QCA for set of data provided. Discussion of World Value Survey data files. Read first 3 chapters in Ragin (reading #16) before our first class meeting.
Group Meeting 2	Read papers #2, #3, #4 before our meeting. A volunteer is needed for each of these three readings to present in an in-depth report on each.
Group Meeting 3	Read papers #7, #8, #9 before this meeting. A volunteer is needed for each of these three readings to present in an in-depth report on each.
Group Meeting 4	Read papers #12, #13, #14 before this meeting. A volunteer is needed for each of these three readings to present in an in-depth report on each.
Group Meeting 5	Read Ragin, chapters 4, 5, and reading #19. A volunteer is needed for each of these three readings to present in an in-depth report on each.
Group Meeting 6	Read #23 and #24. A volunteer is needed for each of these three readings to present in an in-depth report on each.
Group Meeting 7	Presentations of studies by each team
Group Meeting 8	Final course quiz

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Required Materials

- 01 Woodside Case Study Research Quant and Qual QUT Sep 2019
- 02 Feurer Baumbach Woodside IMR-03-2014-0075 published
- 03 Schwartz 1 Published chapter 2018
- 04 Schwartz 1994 - Are there universal aspects in the content of human values
- 05 Dusa Venn diagrams
- 06 Rauch Deker Woodside 2015 P&M
- 07 Van den Broeck et al., I want to be a billionaire Annals 2019 World Value Survey
- 08 Woodside Megehee Isaksson Fergusion 2019 JBIM proofs with corrections showing
- 09 Woodside Accurate case outcome modeling P&M 2019
- 10 National culture well-being entrepreneur CALIBRATED DATA Schwartz fsqca10 rev (1)
- 11 hotel room service experiment 6 Sep 19
- 12 Leischnig-Woodside2019_Article_WhoApprovesFraudulenceConfigur
- 13 Gigerenzer Fast and Frugal _Reasoning_1996
- 14 Woodside Good practices with page numbes 21 Jan 16
- 15 Germany data file
- 16 Ragin Redesigning Social Inquiry (1)
- 17 Woodside Complexity+Turn entire book 2017 (1)
- 18 WV6_Data_United_States_2011_Spss_v20180912
- 19 Brenes et al. IMM with page numbers
- 20 CALIBRATING Woodside Normalizing and calibrating responses to a 7-point scale 3 Dec 14
- 21 F00005840-WV6_Questionnaire_UnitedStates_2011_English
- 22 F00000692-WVS_Questionnaire_Germany_2006_VersionB
- 23 Krauss why randomized trials have problems
- 24 Woodside Good Practices 2016 JBR with page numbers
- 24 WV6_Data_China_2013_Spss_v20180912
- 25 Happiness China German USA
- 26 Woodside Good Practices 2016 JBR with page numbers

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