

Halo (Spillover) Effects in Social Media: Do Product Recalls of One Brand Hurt or Help Rival Brands?

Abhishek Borah and Gerard J. Tellis

- *We examine whether a focal firm's product recall has a "perverse halo" of negative online chatter for competitors, which then damages those competitors' sales and stock market performance.*
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Homogeneous Contracts for Heterogeneous Agents: Aligning Sales Force Composition and Compensation

Øystein Daljord, Sanjog Misra, and Harikesh S. Nair

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The Influence of Serotonin Deficiency on Choice Deferral and the Compromise Effect

Marcel Lichters, Claudia Brunnlieb, Gideon Nave, Marko Sarstedt, and Bodo Vogt

- *This study investigates the role of the neurotransmitter serotonin in consumer decision making, showing that low serotonin levels increase peoples' tendency to avoid buying and reduce a well-known behavioral bias, "the compromise effect."*
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Can Sales Uncertainty Increase Firm Profits?

Niladri Syam, James D. Hess, and Ying Yang

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Advertising Effectiveness: The Moderating Effect of Firm Strategy

Leigh McAlister, Raji Srinivasan, Niket Jindal, and Albert A. Cannella

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Investigating How Word-of-Mouth Conversations About Brands Influence Purchase and Retransmission Intentions

Andrew M. Baker, Naveen Donthu, and V. Kumar

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Consumer Preferences for Annuity Attributes: Beyond Net Present Value

Suzanne B. Shu, Robert Zeithammer, and John W. Payne

- *Using a choice-based stated-preference survey, we estimate consumers' valuation for attributes of a financial product, single immediate life annuities, and find that attributes directly influence*

preferences beyond their impact on the annuity's expected present value, consistent with psychological theories of consumer financial decision making.

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Lower Connectivity Is Better: The Effects of Network Structure on Redundancy of Ideas and Customer Innovativeness in Interdependent Ideation Tasks

Andrew T. Stephen, Peter Pal Zubcsek, and Jacob Goldenberg

- *This research looks at how online network connectedness – who is connected to whom – affects customers' abilities to generate creative, innovative ideas for products in crowdsourcing tasks, and finds that too much connectivity can stifle innovative thinking.*
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Community Participation and Consumer-to-Consumer Helping: Does Participation in Third Party-Hosted Communities Reduce One's Likelihood of Helping?

Scott A. Thompson, Molan Kim, and Keith Marion Smith

- *Firms have had little guidance on the impact that brand community and product category community participation have on consumer-to-consumer (C2C) helping, but this research demonstrates that brand community participation increases helping toward fellow community members and reduces helping toward rival brand communities; surprisingly, product category community participation reduces helping toward brand communities.*
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