

- 1 **Group Marketing: Theory, Mechanisms, and Dynamics**
Colleen M. Harmeling, Robert W. Palmatier, Eric (Er) Fang and Dainwen Wang
[Abstract](#) | [Full Text](#) | [PDF \(986 KB\)](#) | [Supplemental Material](#)
- 25 **Relative Strategic Emphasis and Firm-Idiosyncratic Risk: The Moderating Role of Relative Performance and Demand Instability**
Kyuhong Han, Vikas Mittal and Yan Zhang
[Abstract](#) | [Full Text](#) | [PDF \(855 KB\)](#) | [Supplemental Material](#)
- 45 **Return on Engagement Initiatives: A Study of a Business-to-Business Mobile App**
Manpreet Gill, Shrihari Sridhar and Rajdeep Grewal
[Abstract](#) | [Full Text](#) | [PDF \(749 KB\)](#)
- 67 **The Dynamic Interplay Between Recorded Music and Live Concerts: The Role of Piracy, Unbundling, and Artist Characteristics**
Dominik Papies and Harald J. van Heerde
[Abstract](#) | [Full Text](#) | [PDF \(754 KB\)](#) | [Supplemental Material](#)
- 88 **Harvesting Brand Information from Social Tags**
Hyoryung Nam, Yogesh V. Joshi and P.K. Kannan
[Abstract](#) | [Full Text](#) | [PDF \(1551 KB\)](#) | [Supplemental Material](#)
- 109 **Predicting Mobile Advertising Response Using Consumer Colocation Networks**
Peter Pal Zubcsek, Zsolt Katona and Miklos Sarvary
[Abstract](#) | [Full Text](#) | [PDF \(830 KB\)](#) | [Supplemental Material](#)
- 127 **On the Competitive and Collaborative Implications of Category Captainship**
Yasin Alan, Jeffrey P. Dotson and Mumin Kurtuluş
[Abstract](#) | [Full Text](#) | [PDF \(743 KB\)](#) | [Supplemental Material](#)
- 144 **Salesperson Solution Involvement and Sales Performance: The Contingent Role of Supplier Firm and Customer–Supplier Relationship Characteristics**
Nikolaos G. Panagopoulos, Adam A. Rapp and Jessica L. Ogilvie
[Abstract](#) | [Full Text](#) | [PDF \(687 KB\)](#) | [Supplemental Material](#)