

Riding the Waves: Revealing the Impact of Intra-year Category Demand Cycles on Advertising and Pricing Effectiveness

This article investigates how intra-year category demand cycles affect advertising and pricing effectiveness and actions, and shows that consumers in general are more responsive to advertising but less to price decreases at demand peaks, while brands in general increase their advertising at peaks.

Uncovering the Importance of Relationship Characteristics in Social Networks: Implications for Seeding Strategies

Scholars have identified a new method to recover the importance of relationships in social networks (i.e., Facebook, Twitter, LinkedIn etc.), helping to understand the spread of information in diffusion processes and viral marketing.

A Dynamic Model for Digital Advertising: The Effects of Creative Format, Message Content, and Targeting on Engagement

Measuring the performance of digital ads over time and across targeted consumers, this study finds that carryover rates for animated ads are greater than rates for static ads.

Influencing Acquisition Performance in High-Technology Industries: The Role of Innovation and Relational Overlap

We highlight the value of relational overlap (IO) in the acquisition context and highlight that (unlike IO that help acquisitions) relational overlap (RO) hurts acquisition performance, suggesting that firms should consider overlaps across both resources in their acquisition decisions.

Do Disclosures of Customer Metrics Lower Investors' and Analysts' Uncertainty but Hurt Firm Performance?

Forward-looking disclosures of customer metrics lower the investors' and analysts' uncertainty but do not have a negative impact on future cash-flows of the firm.

Values That Shape Marketing Decisions: Influence of Chief Executive Officers' Political Ideologies on Innovation Propensity, Shareholder Value, and Risk

We examine the influence of CEOs' political ideologies on firms' innovation propensity. CEOs' degree of political liberalism is found to positively impact firms' rate of new product introductions. This impact is weakened, however, when CEOs have low power and high equity-pay ratios.

Tipping the Scale: The Role of Discriminability in Conjoint Analysis

Simply expanding an attribute's scale can shift choice toward alternatives that perform well on that attribute and thus impact metrics derived from conjoint analysis such as attribute importance and screening.

What Are Likes Worth? A Facebook Page Field Experiment

Facebook pages can influence offline customer behavior when used as a platform for traditional advertising.

Viral Marketing Works Best With Emotional Appeals

While some ads go "viral," their value to the brand is limited if they do not improve brand evaluation and purchase. Ads with emotional appeals (i.e., those that use drama, mood, music and other emotion-eliciting strategies) are more likely to be shared than informative appeals. Emotional appeals that make the brand integral boost shares while also bolstering brand related outcome.