

Master of Business Administration (International Business)
MBA (IB)
Semester II

Course: INTERNATIONAL MARKETING RESEARCH

Marks: 100

Duration: 60 Hrs.

Objective: The objective of this paper is to acquaint the students with the tools and techniques of international marketing research so as to develop a rational marketing strategy in the area of international business.

Suggested Readings:

Kumar.V., International Marketing Research, PHI Learning Private Ltd. New Delhi.

Unit(s) - I, II, III, IV and V

Craig, C.S., and Douglas, S.P., *International marketing research*, John Wiley, New York.

Unit(s) – I and II

Malhotra N. K., and Dash, S., *Marketing research: An applied orientation*, Pearson Education, India.

Unit(s) - II, III, IV and V

Aaker, D. A., Kumar, V., and George S. D., *Marketing research*, Wiley India.

Unit(s) - II, III, IV and V

Hair, J.F., Black, W.C. et al., *Multivariate data analysis*, Pearson Education, New Delhi.

Unit(s) - V

David Silverman Qualitative Research-issues of theory, method and practice(3ed), Sage publication.

Unit(s) – II and III

Zikmund, W. and Babin, B., *Essential of marketing research*, South-Western, Cengage Learning.

Unit(s) - II, III, IV and V

Schmidt, M.J., Hollensen, S., *Marketing research: An international approach*, Prentice Hall.

Andy Field, *Discovering Statistics Using SPSS* (3rd Ed), Sage Publication.

Unit(s) - II, III, IV and V

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Title of research paper	Weblink
A Framework for Conceptual Contributions in Marketing	https://journals.sagepub.com/doi/pdf/10.1509/jmkg.75.4.136
Emerging Issues in Sales Forecasting and Decision Support Systems	https://link.springer.com/content/pdf/10.1007%2FBF02723360.pdf
What Constitutes a Theoretical Contribution?	
A longitudinal analysis of supplier involvement in buyers' new product development: working relations, inter-dependence, co-innovation, and performance outcomes	https://link.springer.com/content/pdf/10.1007%2Fs11747-013-0360-7.pdf
Discriminant validity testing in marketing: an analysis, causes for concern, and proposed remedies	https://link.springer.com/content/pdf/10.1007%2Fs11747-015-0455-4.pdf
The past, present, and future of measurement and methods in marketing analysis	https://link.springer.com/content/pdf/10.1007%2Fs11002-020-09527-7.pdf
A cross-cultural comparison of millennials' engagement with and donation to nonprofits: a hybrid U&G and TAM framework on to	https://link.springer.com/content/pdf/10.1007%2Fs12208-021-00292-5.pdf
The methodologies of the marketing literature: mechanics, uses and craft	https://link.springer.com/content/pdf/10.1007%2Fs13162-021-00210-2.pdf
Facing crisis periods: a proposal for an integrative model of environmental scanning and strategic issue diagnosis	https://link.springer.com/content/pdf/10.1007%2Fs11846-020-00431-y.pdf
Theoretical dilemmas, conceptual review and perspectives disclosure of the sharing economy: a qualitative analysis	https://link.springer.com/content/pdf/10.1007%2Fs11846-020-00418-9.pdf
2019 Academic Marketing Climate Survey: motivation, results, and recommendations	https://link.springer.com/content/pdf/10.1007%2Fs11002-021-09569-5.pdf
Cultural dimensions in online purchase behavior: Evidence from a cross-cultural study	https://link.springer.com/content/pdf/10.1007%2Fs43039-021-00022-z.pdf
Marketing survey research best practices: evidence and recommendations from a review of JAMS articles	https://link.springer.com/content/pdf/10.1007%2Fs11747-017-0532-y.pdf
Organizational Culture and Marketing: Defining the Research Agenda	https://www-jstor-org.du.remotlog.com/stable/pdf/1251521.pdf?ab_segments=0%2Fbasic_search_gsv2%2Fcontrol&refreqid=fastly-default%3Aabc35d5d5ef15fb70d2363fa28842e622
https://www.jstor.org/stable/pdf/10.1086/376806.pdf?refreqid=excelsior%3Aec8d653a78a7dc85e76086e92734c760	A Critical Review of Construct Indicators and Measurement Model Misspecification in Marketing and Consumer Research
The Sales Force's Role in International Marketing Research and Marketing Information Systems	https://www-jstor-org.du.remotlog.com/stable/pdf/40471848.pdf?ab_segments=0%2Fbasic_search_gsv2%2Fcontrol&refreqid=fastly-default%3A57bafc3ea66de529a31b8248dc9499fa

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Data Collection in a Flat World: The Strengths and Weaknesses of Mechanical Turk Samples	https://onlinelibrary.wiley.com/doi/full/10.1002/bdm.1753
What Constitutes a Theoretical Contribution?	https://www.jstor.org/stable/pdf/258554.pdf?refreqid=excelsior%3A64a9a5bb3ce7019a574872a6f99785ae
International marketing research: A global project management perspective	https://pdf.sciencedirectassets.com/272044/1-s2.0-S0007681307X01046/1-s2.0-S0007681306001091/main.pdf?
Globalization and trends in international marketing research in Asia	https://pdf.sciencedirectassets.com/271680/1-s2.0-S0148296300X01920/1-s2.0-S0148296300002198/main.pdf?
Managerial Problem Identification	https://pdf.sciencedirectassets.com/271690/1-s2.0-S0305048300X00631/1-s2.0-0305048389900170/main.pdf?X
Research: Articulating Questions, Generating Hypotheses, and Choosing Study Designs	https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3952905/
<u>Focus Groups and the Nature of Qualitative Marketing Research</u>	https://www.jstor.org/stable/3150774
How to design good experiments in marketing: Types, examples, and methods	https://pdf.sciencedirectassets.com/271714/1-s2.0-S0019850121X00028/1-s2.0-S0019850121001784/main.pdf?X
The Effect of Air Pollution on Food Preferences	https://link.springer.com/content/pdf/10.1007%2Fs11747-021-00809-8.pdf
Survey methods in an age of austerity Driving value in survey design	https://journals.sagepub.com/action/doSearch?filterOption=thisJournal&SeriesKey=mrea&AllField=survey
Four facets of rigor	https://link.springer.com/content/pdf/10.1007%2Fs11747-019-00665-7.pdf
Using mixed methods designs in the Journal of Business Research, 1990–2010☆	https://pdf.sciencedirectassets.com/271680/1-s2.0-S0148296313X00098/1-s2.0-S0148296312000252/main.pdf?Xs
Green marketing orientation: Conceptualization, scale development and validation	https://pdf.sciencedirectassets.com/271680/1-s2.0-S0148296317X00088/1-s2.0-S0148296317301777/main.pdf
Standardization or Adaptation of the International Marketing Mix: The Role of the Local Subsidiary/Representative	https://www-jstor-org.du.remotlog.com/stable/pdf/25048797.pdf?ab_segments=0%2Fbasic_search_gsv2%2Fcontrol&refreqid=fastly-default%3A86114afba0cd04d75a005434c8bec76f
<u>Managerial and Public Attitudes Toward Ethics in Marketing Research</u>	https://www-jstor-org.du.remotlog.com/action/doBasicSearch?Query=international+environment+

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	research+in+marketing&so=rel
Triangulation in industrial qualitative case study research: Widening the scope	https://pdf.sciencedirectassets.com/271714/1-s2.0-S0019850120X00034/1-s2.0-S0019850118306916/main.pdf?

An indicative list of journals

Journal of Marketing
Business Horizons
Journal of International Marketing
Journal of Business Research
Journal of International Business Studies
American Marketing Journal
Journal of Marketing Research
World Development
The Journal of Personal Selling and Sales Management
International Journal of Information Management
Industrial Marketing Management
Journal of Business Ethics

A Framework for Conceptual Contributions in Marketing	https://journals.sagepub.com/doi/pdf/10.1509/jmkg.75.4.136
Emerging Issues in Sales Forecasting and Decision Support Systems	https://link.springer.com/content/pdf/10.1007%2F02723360.pdf

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What Constitutes a Theoretical Contribution?	
A longitudinal analysis of supplier involvement in buyers' new product development: working relations, inter-dependence, co-innovation, and performance outcomes	https://link.springer.com/content/pdf/10.1007%2Fs11747-013-0360-7.pdf
Discriminant validity testing in marketing: an analysis, causes for concern, and proposed remedies	https://link.springer.com/content/pdf/10.1007%2Fs11747-015-0455-4.pdf
The past, present, and future of measurement and methods in marketing analysis	https://link.springer.com/content/pdf/10.1007%2Fs11002-020-09527-7.pdf
A cross-cultural comparison of millennials' engagement with and donation to nonprofits: a hybrid U&G and TAM framework on to	https://link.springer.com/content/pdf/10.1007%2Fs12208-021-00292-5.pdf
The methodologies of the marketing literature: mechanics, uses and craft	https://link.springer.com/content/pdf/10.1007%2Fs13162-021-00210-2.pdf
Facing crisis periods: a proposal for an integrative model of environmental scanning and strategic issue diagnosis	https://link.springer.com/content/pdf/10.1007%2Fs11846-020-00431-y.pdf
Theoretical dilemmas, conceptual review and perspectives disclosure of the sharing economy: a qualitative analysis	https://link.springer.com/content/pdf/10.1007%2Fs11846-020-00418-9.pdf
2019 Academic Marketing Climate Survey: motivation, results, and recommendations	https://link.springer.com/content/pdf/10.1007%2Fs11002-021-09569-5.pdf
Cultural dimensions in online purchase behavior: Evidence from a cross-cultural study	https://link.springer.com/content/pdf/10.1007%2Fs43039-021-00022-z.pdf
Marketing survey research best practices: evidence and recommendations from a review of JAMS articles	https://link.springer.com/content/pdf/10.1007%2Fs11747-017-0532-y.pdf
https://www.jstor.org/stable/pdf/10.1086/376806.pdf?refreqid=excelsior%3Aec8d653a78a7dc85e76086e92734c760	A Critical Review of Construct Indicators and Measurement Model Misspecification in Marketing and Consumer Research
https://www.jstor.org/stable/pdf/258554.pdf?refreqid=excelsior%3A64a9a5bb3ce7019a574872a6f99785ae	What Constitutes a Theoretical Contribution?
Data Collection in a Flat World: The Strengths and Weaknesses of Mechanical Turk Samples	https://onlinelibrary.wiley.com/doi/full/10.1002/bdm.1753

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The Effect of Air Pollution on Food Preferences	https://link.springer.com/content/pdf/10.1007%2Fs11747-021-00809-8.pdf
Four facets of rigor	https://link.springer.com/content/pdf/10.1007%2Fs11747-019-00665-7.pdf