

# Journal Of Applied Marketing Theory

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Marketing Theory and Applications 1990

Marketing Theory Shelby D. Hunt 2014-12-18 One of the true classics in Marketing is now thoroughly revised and updated. "Marketing Theory" is both evolutionary and revolutionary. As in earlier editions, Shelby Hunt focuses on the marketing discipline's multiple stakeholders. He articulates a philosophy of science-based 'tool kit' for developing and analyzing theories, law-like generalizations, and explanations in marketing science. Hunt adds a new dimension to the book, however, by developing arguments for the position that Resource-Advantage Theory provides the foundation for a general theory of marketing and a theoretical foundation for business and marketing strategy. Also new to this edition are four chapters adapted and updated from Hunt's "Controversy in Marketing Theory" that analyze the 'philosophy debates' within the field, including controversies with respect to scientific realism, qualitative methods, truth, and objectivity.

Marketing Theory: Philosophy of Science Perspectives Ronald F. Bush 2011-10-15

Sport Business in Leading Economies James J. Zhang 2017-12-04 From a renowned group of international scholars, this new work examines how leading economic countries use sport business to drive and further economic development by raising brand awareness (country as a brand), transforming lagging communities, and enhancing travel and tourism in the country.

Key Account Management in Business-to-Business Markets Stefan Wengler 2007-11-06 Stefan Wengler provides a well founded answer to the question of the economic value and shows the need for the implementation of key account management. He presents a comprehensive, but easy-to-handle decision-making model that supports the decision on the most efficient key account management organization for individual companies. In addition, he gives a comprehensive overview on the key account management conception and its controlling tools.

Global Sport Management Brenda G. Pitts 2016-12-08 The international nature of the sport industry presents many management challenges and opportunities for sport organisations. This book brings together cutting-edge research from leading sport management scholars around the world, surveying a wide range of topics and issues facing the sport industry today. It represents an essential platform for the international exchange of ideas, best practice and research in sport management studies. The globalisation of the sport industry has brought increased complexity to organisations' operations in terms of regulation, competition and multiculturalism. Drawing on a wealth of original research from fifteen countries, this book addresses a variety of global, regional, national and community issues that are central to successful sport management. Combining both qualitative and quantitative studies, it explores key themes, such as managing resources and organisational change, marketing and promotion, law and regulation, sport-for-development and research protocols. Global Sport Management Studies: Contemporary issues and inquiries is essential reading for all students and scholars of sport management, sport business and sport marketing, as well as for any professional working in the sport and leisure industries.

Political Marketing Jennifer Lees-Marshment 2009-09-10 This book is the first comprehensive textbook on political marketing. Drawing on the latest theoretical work and applying it to a wide variety of international case studies, it provides an essential resource for all students of political marketing.

Handbook of Research on the Impact of Fandom in Society and Consumerism Wang, Cheng Lu 2019-10-25 Fans of specific sports teams, television series, and video games, to name a few, often create subcultures in which to discuss and celebrate their loyalty and enthusiasm for a particular object or person. Due to their strong emotional attachments, members of these fandoms are often quick to voluntarily invest their time, money, and energy into a related product or brand, thereby creating a group of faithful and passionate consumers that play a significant role in multiple domains of contemporary culture. The Handbook of Research on the Impact of Fandom in Society and Consumerism is an essential reference source that examines the cultural and economic effects of the fandom phenomenon through a multidisciplinary lens and shapes an understanding of the impact of fandom on brand building. Featuring coverage on a wide range of topics such as religiosity, cosplay, and event marketing, this publication is ideally designed for marketers, managers, advertisers, brand managers, consumer behavior analysts, product developers, psychologists, entertainment managers, event coordinators, political scientists, anthropologists, academicians, researchers, and students seeking current studies on the global impact of this particularly devoted community.

The Routledge Handbook of Hospitality Management Ioannis S Pantelidis 2014-03-26 Hospitality is an industry characterised by its complex nature and numerous sectors including hotels, hostels, B&Bs, restaurants, pubs, nightclubs and contract catering. However, despite its segmentation, there are key issues that are pertinent to all subsectors. The Routledge Handbook of Hospitality Management adopts a strategic approach and explores and critically evaluates current debates, issues and controversies to enable the reader to learn from the industry's past mistakes as well as future opportunities. Especially relevant at a time when many sectors of the industry have to re-evaluate and reinvent themselves in response to the economic downturn the Handbook brings together specialists from both industry and academia and from a range of geographical regions to provide state-of-the-art theoretical reflection and empirical research. Each of the five inter related sections explores and evaluates issues that are of extreme importance to hospitality organisations, many of which have not been adequately explored before: external and internal customers, debates surrounding finance, uncertainty risk and conflict, sustainability, and e-Hospitality and Technology. This book is an invaluable resource for all those with an interest in hospitality, encouraging dialogue across disciplinary boundaries and areas of study. It is essential reading for students, researchers & academics and managers of Hospitality as well as those of Tourism, Events, Marketing, and Business Management.

Sport Facility Operations Management Eric C. Schwarz 2015-06-05 Anybody working in sport management will be involved in the operation of a sports facility at some point in their career. It is a core professional competency at the heart of successful sport business.

Sport Facility Operations Management is a comprehensive and engaging textbook which introduces cutting-edge concepts in facilities and operations management, including practical guidance from professional facility managers. Now in a fully revised and updated second edition—which introduces new chapters on capital investment and operational decision-making—the book covers all fundamental aspects of sport facility operations management from a global perspective, including: ownership structures and financing options planning, design, and construction processes organizational and human resource management financial and operations management legal concerns marketing management and event planning risk assessment and security planning benchmarking and performance management Each chapter contains newly updated real-world case studies and discussion questions, innovative 'Technology Now!' features and step-by-step guidance through every element of successful sport facilities and operations management, while an expanded companion website offers lecture slides, a sample course syllabus, a bank of multiple-choice and essay questions, glossary flashcards links to further reading, and appendices with relevant supplemental documentation. With a clear structure running from planning through to the application of core management disciplines, Sport Facility Operations Management is essential reading for any sport management course.

Advanced Theory and Practice in Sport Marketing Eric C. Schwarz 2022-08-11 Now in a fully revised and updated fourth edition, Advanced Theory and Practice in Sport Marketing is still the only textbook to introduce key theory and best practice in sport marketing at an advanced level. The book goes beyond the introductory sport marketing course by exploring advanced marketing theories related to topics such as ethics and social responsibility, international marketing, marketing research and information systems, data analytics, consumer behavior, product and logistics management, branding and brand management, sales management, promotions, social media and networking, destination marketing, and evaluating performance. New to this edition are sections on pricing structures and strategies, experiential marketing, new digital marketing communications and technology, emotional intelligence in sport marketing, and social entrepreneurship. This is also one of the first books to consider the challenges of sports marketing in a post-COVID world. Every chapter contains extended case studies and theory-to-practice insights from marketing professionals around the world. This is an essential textbook for courses on sport marketing, and invaluable recommended reading for any general course on sport business, sport management, sport development, or marketing. Ancillary resources include a test bank, PowerPoint slides, and a master course syllabus.

An Applied Service Marketing Theory Christian Grönroos 1980

Technological Solutions for Modern Logistics and Supply Chain Management Luo, ZongWei 2013-01-31 Technological Solutions for Modern Logistics and Supply Chain Management highlights theories and technological growth in applied research as well as advances in logistics, supply chains, and industry experiences. Aiming to enhance the expansions made towards an efficient and sustainable economy, this book is essential for providing researchers, practitioners and academicians with insight into a wide range of topics.

Marketing and Humanity Orië Berezan 2018-11-15 This volume expands the field of consumer behavior in marketing in order to understand the “real world”, of underserved and underexplored populations, modern-day social issues, and power and agency. Connecting with others is a fundamental human requirement to survive and thrive psychologically, spiritually, and physically, for both individuals and society. Rather than focusing on normative marketing concepts, this book encourages readers to explore new substantive domains, and analyze them from a holistic perspective. It is organized into four sections, namely “marketing to consumers as...” (1) “mindful, happy and social”, (2) “intersectional, diverse, and inclusive”, (3) “information seekers”, and (4) “social change agents”. Consisting of fifteen chapters written by leading scholars in marketing, specific topics considered here include mindfulness, happiness, loneliness, sex and gender in advertising, privacy, skin lightening, information overload, health and technology, mitigating extremism, charitable behavior, and corporate social responsibility, among others.

Market Research in Health and Social Care Mike Luck 2003-09-02 The shift to managed markets has meant that whilst planners and purchasers of health and social services seek information on needs, managers who provide these services seek information on performance and response. Market research contributes to both. This text is a comprehensive and rigorous introduction to the relevance, planning and management of market research in the areas of health and social care that have developed in Britain and most other industrialised countries. It features: \* an explanation of how managed markets provide the context for market research \* a comprehensive guide to choosing the appropriate survey method \* recommendations for commissioning, monitoring and implementing results \* practical advice on producing successful student projects \* a comparative international perspective. Intended for managers and students of public sector management and marketing, this outstanding book contains instruction on research methods, practical advice for managers and professionals on how to commission, monitor and implement the results of market research, and an excellent selection of case studies.

Entrepreneurship Marketing Sonny Nwankwo 2010-12-02 Small and medium-sized enterprises (SMEs) dominate the market in terms of sheer number of organizations. Their role in the business world is difficult to overstate. Despite this, there is a high failure rate among smaller organizations, which can be explained to a significant degree by a lack of marketing understanding in this sector. Introducing the importance of marketing to entrepreneurial firms this book guides the student through the fundamentals of marketing within the SME context, providing a more value-added learning experience than your standard marketing run-through. The authors deal directly with "people issues" (i.e. everyday entrepreneurial marketing interactions) to prepare students for the "dragon's den" of entrepreneurialism. This new and lively textbook provides a fresh and unfettered approach for marketing students who require a more real-world understanding of the impact of their discipline on entrepreneurial firms. The growing student body involved with studying entrepreneurship will also benefit from the customer insight offered by this approach.

Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior Soares, Ana Maria 2020-02-21 Unprecedented changes in consumer shopping habits pose major challenges for retailers who need to consider the multidimensional nature of shopping in order to design and provide engaging consumer experiences. The intersection between in-store and online shopping is also fundamental to meet the fast-changing consumer behavior. Comprehending how environmental and sensory dimensions, leisure, entertainment, and social interactions influence shopper emotions may enhance the shopping experience. Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior is an essential reference source that discusses methods for enhancing the shopping experience in an era of competition among shopping offline- and online-destinations, as well as predicting emerging changes in consumer behavior and shopping destinations and new technologies in retailing. Featuring research on topics such as consumer dynamics, experimental marketing, and retail technology, this book is ideally designed for retail managers, designers, advertisers, marketers, customer service representatives, merchandisers, industry professionals, academicians, researchers, students, and practitioners.

Marketing education: constructing the future 2006

Applied Strategic Marketing Karel Jan Alsem 2019-03-08 This book, originally published in Dutch, provides a uniquely practical approach to strategic marketing planning. Combining a comprehensive overview of theory with practice, each chapter takes the reader step by step through the strategic marketing process. Beginning with identifying the value proposition, it moves on to the situational analysis that underpins the corporate strategy, and finally details the overall implementation and creation of a customer and brand values. Applied

Strategic Marketing equips the reader with the necessary tools and techniques to develop and deliver a thorough and effective marketing strategy. With a broad range of international case studies that bring the theory to life, this well-renowned and updated translation is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing. It should also be of interest to marketing practitioners who want a clear overview to aid them in the planning process.

Research Methodology in Marketing Martin Eisend 2019-03-01 This textbook describes and explains the fundamentals of applying empirical methods for theory building and theory testing in marketing research. The authors explain the foundations in philosophy of science and the various methodological approaches to readers who are working empirically with the purpose of developing and testing theories in marketing. The primary target group of the book are graduate students and PhD students who are preparing their empirical research projects, e.g. for a master thesis or a dissertation.

Introduction to Marketing Adrian Palmer 2004 This is a concise introduction to the principles of marketing, offering both critical analysis and applied case studies. It is ideal as a one semester introductory title for students studying at both undergraduate and postgraduate level.

Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty Harlan E. Spotts 2014-11-10  
??This volume includes the full proceedings from the 2004 Academy of Marketing Science (AMS) Annual Conference held in Vancouver, Canada, entitled Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty. It includes papers aimed to create awareness of the issues, trends, and advances associated with current marketing theories and practices. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.?

Safety and Security in Tourism Noel Scott 2013-09-13 Natural disasters, wars and conflicts, epidemics, and other major crises can devastate a tourism service or destination. Though there is extensive literature and research on preparation and coping with tourism crises, there is a gap in information on how to best market and recover from the destruction of caused to tourism businesses and destinations. This book fills the gap by comprehensively examining how to rebuild the market for a tourism service or destination after a catastrophe. This important book presents leading experts from around the world providing useful instruction on effective ways to plan for future crisis response and strategies for recovering business. A crisis may arise from several types of destructive occurrences, from natural physical destruction of important infrastructure to acts of terrorism. Because of the broad range of potential problems, there is no single strategy for which to deal with crises. The book explores a wide range of catastrophes, from Hurricane Katrina to tsunamis to war, taking a detailed look at management and administrative strategies which can help stimulate tourism recovery. This book explores stealth and catastrophic risks, risk perceptions, mediating the effects of natural disasters on travel intention, and various marketing strategies designed to bring customers back. This volume may become one of the most crucial resources in a tourism professional's library. The book is extensively referenced and includes several tables and figures to clearly explain data. This book is essential reading for tourism researchers, tourism educators, tourism industry managers, and tourism industry administrators. This book was published as a special issue of the Journal of Travel & Tourism Marketing.

Service Quality Roland T. Rust 1994 In this book leading scholars and practitioners present the latest research and theory in customer satisfaction and services marketing with a wealth of stimulating ideas. Topics discussed include: the measurement of the managerial impact on service quality improvement; new methods of assessing the various elements of service quality; and philosophies of the nature of customer value. The diverse viewpoints of the contributors reveal the variety of emerging ideas on the subject of service quality.

Applied Marketing, Loose-Leaf Daniel Padgett 2019-04-02 Applied Marketing is a concise product that provides the very latest examples of marketing techniques and campaigns from today's business world without compromising on traditional theories of marketing.

Marketing is about decision making and professors want material that will help students develop their critical thinking skills so they can think like a marketer and see that marketing is everywhere around them. Who better to develop such a product than a practitioner, Andrew Loos of Attack Marketing, and an academic, Daniel Padgett of Auburn University. Together these authors provide insights into what employers need, know the latest tools used by companies today and can help students smoothly move from the classroom to their careers. Applied Marketing connects traditional marketing with customer-perspective marketing, thus teaching students the value of allowing customers to feel more connected to the product, brand and company.

Rivalry in Sport Cody T. Havard 2020-07-01 This book focuses on how rivalry influences fan perceptions and behaviors, the role of organizations to responsibly promote rivalries, and discusses how to decrease negative and group-member deviance surrounding sport rivalry. Rivalry is a phenomenon that helps organizations and participants increase their output while also engaging fans. The author argues that the goal of rivalry should be to increase engagement and interest in the product without stepping over a sometimes invisible line resulting in fan or group member negativity, deviance, and violence. Through the introduction of two scales that specifically measure how group members react to out-groups in the sport setting, this book offers scholars deeper insights into what rivalry means and how it can be used to responsibly promote the sport product.

Internal Marketing Richard J. Varey 2000 This work represents a resource of the current research and conceptual development in internal marketing. It features case studies covering a wide range of sector and industry applications.

Research Anthology on Business Strategies, Health Factors, and Ethical Implications in Sports and eSports Management Association, Information Resources 2020-11-27 From issues of racism to the severity of concussions to celebrity endorsements, the sports industry continues to significantly impact society. With the rise of eSports and its projection as the next billion dollar industry, it is vital that a multifaceted approach to sports research be undertaken. On one side, businesses are continually offering new methods for marketing and branding and finding the best ways to enhance consumer engagement and the consumer experience. On the other side, there has been progress and new findings in the physical fitness and training of the athletes themselves along with discussions on their psychology and wellbeing. This two-tiered approach to analyzing sports and eSports from a practical business perspective, along with a lens placed on the athletes themselves, provides a comprehensive view of the current advancements, technologies, and strategies within various aspects of the sports and esports industry. Research Anthology on Business Strategies, Health Factors, and Ethical Implications in Sports and eSports covers the latest findings on all factors of sports: the branding and marketing of sports and eSports, studies on athletes and consumers, a dive into the ethics of sports, and the introduction of eSports to the industry. This wide coverage of all fields of research recently conducted leads this book to be a well-rounded view of how sports are functioning in modern times. Highlighted topics include branding tactics, consumer engagement, eSports history and technologies, ethics and law, and psychological

studies of athlete wellness. This book is ideal for sports managers, athletes, trainers, marketers, brand managers, advertisers, practitioners, stakeholders, researchers, academicians, and students interested working in the fields of sports medicine, law, physical education, assistive technologies, marketing, consumer behavior, and psychology.

Hispanic Marketing Felipe Korzenny 2017-06-14 Hispanic Marketing: The Power of the New Latino Consumer focuses on using cultural insights to connect with Latino consumers. Now in its third edition, the book provides marketers with the skills necessary to perform useful Hispanic market analysis and thus develop effective integrated marketing communication strategies. Brought to you by three leaders in the field of Hispanic Marketing, this third edition now includes: twenty-seven new case studies which emphasize digital marketing applications theories and discussions on recent changes to Hispanic culture and society concepts of social identity, motivation, cognitive learning, acculturation, technology adaptation and the influence of word of mouth in relation to the Hispanic market a brand new companion website for course instructors with PowerPoint slides, videos, testbank questions and assignment examples Replete with marketing strategies that tap into the passion of Hispanic consumers, this book is the perfect companion for anyone specializing in Hispanic marketing who aims to build a meaningful connection between their brand and target markets.

APPLIED MARKETING ANALYTICS USING SPSS Giri, Arunangshu 2020-12-01 Marketing analytics is important to today's business organizations as it lets them measure performance of their marketing resources and channels and in turn plays a vital role in making business strategies and decisions. The present book, following application-based approach, helps readers to understand the usage of analytics in different marketing contexts such as identifying customer preferences, customer-segmentation, pricing, forecasting, advertising, competitive analysis, perceptual mapping, etc. using SPSS software (Modeler, Statistics and AMOS Graphics). Practical applications in each chapter, with supported screenshots, guide readers to apply different analytical techniques in marketing as they learn. This book is an indispensable companion for the postgraduate students of management with specialization in marketing. Also, the book will prove valuable for the Management Development Programs, Data Analysts, and Researchers in the field. It enables them to identify marketing problems, carry out research efficiently, process the data in a simple way using SPSS, and create reports in a systematic manner. TARGET AUDIENCE • MBA (Marketing) • Data Analysts • Management Development Programme

Ethnic Marketing Guilherme Pires 2014-12-05 A globalization process epitomised by historically large cross-border population movements with rapidly improving networking and communication technologies, has resulted in the growth of ethnic diversity across newly industrialised economies. Instead of adapting to a dominant, host country culture, many ethnic minorities seek to preserve their identities, both as diasporic communities and within their adopted countries. For marketers it has been recognised as crucial to understand the unique needs of these individuals and to develop superior marketing strategies that meet their preferences. Ethnic Marketing shows the rich opportunities that ethnic minority communities have to offer, as well as offering instruction on the design and implementation of effective social and business marketing strategies. The text offers practical guidance on assessing the needs of individual ethnic communities and a guide to marketing to these communities within various countries. Since the publication of Pires' and Stanton's 2005 book there has been continuing changes in the political, social and economic environment in many countries which have growing ethnic minorities. Incorporating new research across disciplines on the marketing relevance of ethnic minorities, this book also integrates contributions and excerpts from in-depth interviews conducted with leading marketing experts, whose views and insights stimulate discussion and result in an invaluable guide to best practice in ethnic marketing across the world, plus expert insights into the future of this dynamic area. This is an excellent resource for researchers and advanced marketing students taking both postgraduate and undergraduate courses in marketing management or strategy, as well as government, marketing practitioners and businesses seeking ways to reach ethnic communities.

An Integrated Approach to Environmental Management Dibyendu Sarkar 2015-11-02 Covers the most recent topics in the field of environmental management and provides a broad focus on the theoretical and methodological underpinnings of environmental management Provides an up-to-date survey of the field from the perspective of different disciplines Covers the topic of environmental management from multiple perspectives, namely, natural sciences, engineering, business, social sciences, and methods and tools perspectives Combines both academic rigor and practical approach through literature reviews and theories and examples and case studies from diverse geographic areas and policy domains Explores local and global issues of environmental management and analyzes the role of various contributors in the environmental management process Chapter contents are appropriately demonstrated with numerous pictures, charts, graphs, and tables, and accompanied by a detailed reference list for further readings

Foundations of Marketing Theory Shelby D. Hunt 2002 Shelby Hunt's revision of "Foundations of Marketing Theory" continues the tradition of the previous three by providing a clear framework for advancing marketing thought and research.

Development of Marketing Theory George Schwartz 1963

Marketing Theory Michael J Baker 2010-03-31 Electronic Inspection Copy available for instructors here Building on the popularity of the first edition, published in 2000, the Second Edition brings together revised and new, original chapters from an outstanding team of contributors providing an authoritative overview of the theoretical foundations and current status of thinking on topics central to the discipline and practice of marketing. Summary of key features: - A marketing theory text written specifically for students - Provides an introduction and overview of the role of theory in marketing - Contributors are leading, well-established authorities in their fields - Explains key concepts for students in a clear, readable and concise manner. - Provides full, in-depth coverage of all topics, with recommended further readings

Handbook of Relationship Marketing Jagdish N Sheth 2000 As businesses increasingly stress the importance of cooperation and collaboration with suppliers and customers, relationship marketing is emerging as the 'core' of all marketing activity. In recent years, there has been an explosive growth in business and academic interest in relationship marketing, yet no comprehensive book has been available to present key concepts, theories, and applications. The editors of this volume have assembled an authoritative and global cast of chapter contributors and crafted a volume that will become the seminal, founding work in this growing field. Their approach is eclectic, including a broad coverage of topics, diverse theoretical and conceptual paradigms, and global viewpoints.

Marketing Research William G. Zikmund 2010-08-16 Marketing Research 2nd Asia-Pacific edition continues to equip students with the knowledge and skills required to successfully undertake marketing research. Combining a solid theoretical foundation with a practical, step-by-step approach, the marketing research process is explored through a learning model which is reinforced throughout the text. Using a raft of contemporary local and international examples, data sets and case studies to explain traditional marketing research methods, Marketing Research also examines new theories and techniques such as grounded theory, ethnography, phenomenology, automated interviewing, text, data mining and the increasing use of online panels. To strength its 'learning by doing' approach, this edition of Marketing Research integrates Qualtrics: a robust and easy-to-use online survey tool that provides students with a platform for designing, distributing and evaluating survey results. For analysing data, the text covers both SPSS and EXCEL outputs. Finally, each stage of research reporting is explained, as well as a range of presentation methodologies. This text is indispensable for students

studying marketing research in any business or marketing course.

Economics and Management of Networks Gérard Cliquet 2007-03-20 Previous research on the institutional structure of franchising networks (Bri-ley et al. 1991; Lutz 1995; Shane 1998; Lafontaine and Shaw 1999, 2005; -fuso 2002; Penard et al. 2003a,b) does not explain the governance structure of the franchising firm as an institutional entity that consists of two interrelated parts: Residual decision rights and ownership rights. The latter includes not only residual income rights of franchised outlets but also residual income rights of franchisor-owned outlets. Previous studies primarily examines the incentive, signalling and screening effects of fees, royalties and other contractual provisions from the point of view of organizational economics (see Dnes 1996 for a review) without taking into account the interactions between residual decision and residual income rights as interrelated parts of the governance structure. This paper fills this gap in the literature. According to the property rights view, decision rights should be allocated according to the distribution of intangible knowledge assets between the franchisor and franchisee and ownership rights should be assigned according to the residual decision rights. Since ownership rights are diluted in franchising networks, the dilution of residual income rights of franchised outlets is compensated by residual income rights of company-owned outlets. Under a dual ownership structure, company-owned outlets compensate the disincentive effect of low royalties for the franchisor, and low royalties strengthen the investment incentives for the franchisee.

Understanding Rivalry and Its Influence on Sports Fans Havard, Cody T. 2019-03-29 While rivalries are a key aspect of the sports world, they are not well understood. It is essential to study how rivalries influence fan behavior in order to predict and identify their effect on social interaction, consumer behavior, and the entertainment industry. Understanding Rivalry and Its Influence on Sports Fans is an essential reference source that discusses what causes and influences rivalry, as well as how it impacts sport fans. Featuring research on topics such as bracketed morality, competitive sports, and social identity, this book is ideally designed for academics, students, and researchers studying the rivalry phenomenon across such disciplines as psychology, sociology, political science, sport and entertainment, consumer behavior, and marketing.

Cause-Related Marketing M. Mercedes Galan-Ladero 2021-03-27 This textbook uses a case study approach to present a variety of cause-related marketing campaigns that have been developed by companies, and NGOs. These innovative case studies help students understand how such campaigns affect for-profit and non-profit organizations, customers, and society in general. This book also offers numerous useful examples to understand the theory of cause-related marketing and how it can be applied in different countries and cultural contexts. Lecturers will find the teaching notes provided with each case useful for the classroom.