

BUSI4231 Contemporary Themes in Marketing

Reading list for MBA module Contemporary Themes in Marketing

View Online



- Crosby, L. A., & Johnson, S. L. (2001). Technology: Friend or Foe to Customer Relationships? *Marketing Management*, 10(4), 10–11.
<http://connection.ebscohost.com/c/articles/5829372/technology-friend-foe-customer-relationships>
- de Mooij, M., & Hofstede, G. (2010). The Hofstede model. *International Journal of Advertising*, 29(1), 85–110. <https://doi.org/10.2501/S026504870920104X>
- Hemmasi, M., Strong, K. C., & Taylor, S. A. (1994). Measuring service quality for strategic planning and analysis in service firms. *Journal of Applied Business Research*, 10(4).
<http://search.proquest.com/openview/1406b1c83aedc35a012de973cd4b230b/1?pq-origsite=gscholar&cbl=30135>
- Hofstede, G. (1994). The business of international business is culture. *International Business Review*, 3(1), 1–14. [https://doi.org/10.1016/0969-5931\(94\)90011-6](https://doi.org/10.1016/0969-5931(94)90011-6)
- Jobber, D., & Ellis-Chadwick, F. (2013). *Principles and practice of marketing* (7th ed). McGraw-Hill Higher Education.
- Nguyen, B., & Mutum, D. S. (2012). A review of customer relationship management: successes, advances, pitfalls and futures. *Business Process Management Journal*, 18(3), 400–419. <https://doi.org/10.1108/14637151211232614>
- O'Malley, L., & Mitussis, D. (2002). Relationships and technology: strategic implications. *Journal of Strategic Marketing*, 10(3), 225–238.
<https://doi.org/10.1080/09652540210152521>
- Palmer, R. A., & Millier, P. (2004). Segmentation: Identification, intuition, and implementation. *Industrial Marketing Management*, 33(8), 779–785.
<https://doi.org/10.1016/j.indmarman.2003.10.007>
- Roy, S. K., Mutum, D. S., & Nguyen, B. (2017). *Services marketing cases in emerging markets: an Asian perspective*. Springer.
- Urban, G. L. (2004). The Emerging Era of Customer Advocacy. *MIT Sloan Management Review*, 45(2), 77–82.
<http://search.proquest.com/openview/0389e23b6b2158d47aec08e653b944d6/1?pq-origsite=gscholar&cbl=26142>
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. *Journal*

of Marketing, 68(1), 1-17.

<http://journals.ama.org/doi/abs/10.1509/jmkg.68.1.1.24036?code=amma-site>

Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362-375. <https://doi.org/10.1177/009207002236911>

Zinkhan, G. M. (2002). Promoting services via the Internet: new opportunities and challenges. *Journal of Services Marketing*, 16(5), 412-423. <https://doi.org/10.1108/08876040210436885>