

# BUSI4231 Contemporary Themes in Marketing

Reading list for MBA module Contemporary Themes in Marketing

View Online



@article{Crosby\_Johnson\_2001, title={Technology: Friend or Foe to Customer Relationships?}, volume={10},  
url={http://connection.ebscohost.com/c/articles/5829372/technology-friend-foe-customer-relationships}, number={4}, journal={Marketing Management}, author={Crosby, L. A. and Johnson, S. L.}, year={2001}, pages={10-11} }

@article{Hemmasi\_Strong\_Taylor\_1994, title={Measuring service quality for strategic planning and analysis in service firms}, volume={10},  
url={http://search.proquest.com/openview/1406b1c83aedc35a012de973cd4b230b/1?pq-origsite=gscholar&cbl=30135}, number={4}, journal={Journal of Applied Business Research}, author={Hemmasi, Masoud and Strong, Kelly C and Taylor, Steven A.}, year={1994} }

@article{Hofstede\_1994, title={The business of international business is culture}, volume={3}, DOI={10.1016/0969-5931(94)90011-6}, number={1},  
journal={International Business Review}, author={Hofstede, Geert}, year={1994}, month={Mar}, pages={1-14} }

@book{Jobber\_Ellis-Chadwick\_2013, address={Maidenhead, Berkshire}, edition={7th ed}, title={Principles and practice of marketing}, publisher={McGraw-Hill Higher Education}, author={Jobber, David and Ellis-Chadwick, Fiona}, year={2013} }

@article{de Mooij\_Hofstede\_2010, title={The Hofstede model}, volume={29}, DOI={10.2501/S026504870920104X}, number={1}, journal={International Journal of Advertising}, author={de Mooij, Marieke and Hofstede, Geert}, year={2010}, month={Jan}, pages={85-110} }

@article{Nguyen\_Mutum\_2012, title={A review of customer relationship management: successes, advances, pitfalls and futures}, volume={18}, DOI={10.1108/14637151211232614}, number={3}, journal={Business Process Management Journal}, author={Nguyen, Bang and Mutum, Dilip S.}, year={2012}, month={Jun}, pages={400-419} }

@article{O'Malley\_Mitussis\_2002, title={Relationships and technology: strategic implications}, volume={10}, DOI={10.1080/09652540210152521}, number={3}, journal={Journal of Strategic Marketing}, author={O'Malley, Lisa and Mitussis, Darryn}, year={2002}, month={Jan}, pages={225-238} }

@article{Palmer\_Millier\_2004, title={Segmentation: Identification, intuition, and implementation}, volume={33}, DOI={10.1016/j.indmarman.2003.10.007},

number={8}, journal={Industrial Marketing Management}, author={Palmer, R.A. and Millier, P.}, year={2004}, month={Nov}, pages={779-785} }

@book{Roy\_Mutum\_Nguyen\_2017, address={Switzerland}, title={Services marketing cases in emerging markets: an Asian perspective}, publisher={Springer}, author={Roy, Sanjit Kumar and Mutum, Dilip S. and Nguyen, Bang}, year={2017} }

@article{Urban\_2004, title={The Emerging Era of Customer Advocacy}, volume={45}, url={http://search.proquest.com/openview/0389e23b6b2158d47aec08e653b944d6/1?pq-origsite=gscholar&cbl=26142}, number={2}, journal={MIT Sloan Management Review}, author={Urban, Glen L.}, year={2004}, pages={77-82} }

@article{Vargo\_Lusch\_2004, title={Evolving to a New Dominant Logic for Marketing}, volume={68}, url={http://journals.ama.org/doi/abs/10.1509/jmkg.68.1.1.24036?code=amma-site}, number={1}, journal={Journal of Marketing}, author={Vargo, Stephen L. and Lusch, Robert F.}, year={2004}, pages={1-17} }

@article{Zeithaml\_Parasuraman\_Malhotra\_2002, title={Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge}, volume={30}, DOI={10.1177/009207002236911}, number={4}, journal={Journal of the Academy of Marketing Science}, author={Zeithaml, V. A. and Parasuraman, A. and Malhotra, A.}, year={2002}, month={Oct}, pages={362-375} }

@article{Zinkhan\_2002, title={Promoting services via the Internet: new opportunities and challenges}, volume={16}, DOI={10.1108/08876040210436885}, number={5}, journal={Journal of Services Marketing}, author={Zinkhan, George M.}, year={2002}, month={Sep}, pages={412-423} }