



UNIVERSIDADE ESTADUAL DE MARINGÁ – UEM
PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO – PPA
Mestrado e Doutorado em Administração
Centros de Ciências Sociais Aplicadas - Departamento de Administração
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PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD-4075	1º/2022

DISCIPLINA: Gestão de Marketing e Inovação

PROFESSOR: Dr. Valter Afonso Vieira

EMENTA:

Estudo da relação entre a organização e o mercado, sob uma perspectiva de marketing, tendo em vista ações empreendedoras, e processos de inovação por parte das organizações.

AValiação:

33% Apresentação dos seminários

33% Contribuição com os colegas

33% Qualidade do draft do *paper* entregue (draft é uma proposta de até 3 folhas de uma ideia), entrega última aula

CONTEÚDO PROGRAMÁTICO:

**Alphabetical list*

Alliance network asymmetry (Josimari)

Chief Marketing Officer (Rodrigo)

Chief Marketing Officer and compensation (Anne)

Marketing Miopic and its role on performance (Anne)

Marketing investments and venture capital (Rodrigo)

Customer company identification (Nayara)

Customer company identification and customer satisfaction (Josimari)

Dependence buyer and supplier industrial marketing (Marcos Scheb.)

Innovation in marketing management (Ednaldo)

Network and industrial marketing (Ednaldo)

Organizational and professional identification in marketing sales (Flávia)

Owned and Paid social media (Thiago)

Social Media Marketing (Thiago)

Stewardship in Marketing (Mariana)

Time under pressure in retail and marketing (Hercílio)

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DISCIPLINA: GESTÃO DE MARKETING E INOVAÇÃO

AULA	CH	DATA	TEMA	CAPÍTULOS
1,00	4	30-mar-22	Apresentação disciplina	Prof. Dr. Valter
2,00	8	6-abr-22	Owned and paid social media	Thiago
3,00	12	8-abr-22	Dependence buyer and supplier industrial marketing	Marcos Scheb
4,00	16	13-abr-22	Social media marketing	Thiago
5,00	20	20-abr-22	Innovation	Ednaldo
6,00	24	22-abr-22	Organizational and professional identification	Flávia
7,00	28	27-abr-22	Network and industrial marketing	Ednaldo
8,00	32	29-abr-22	Stewardship in Marketing	Mariana
9,00	36	4-mai-22	Chief Marketing Officer and its role (Anne)	Anne
10,00	40	6-mai-22	Customer Company Identification	Nayara
11,00	44	11-mai-22	Chief Marketing Officer and compensation plan	Anne
12,00	48	13-mai-22	Alliance network asymetry	Josimari
13,00	52	18-mai-22	Chief Marketing Officer and venture capital	Rodrigo
14,00	56	25-mai-22	Chief Marketing Officer and firm performance	Rodrigo
15,00	60	20-mai-22	Time under pressure in retail and marketing	Hercílio

PROFESSOR:

Valter Afonso Vieira (Resumo do CV): vavieira@uem.br Graduado em Administração de Empresas pela Universidade Norte do Paraná (UNOPAR), Pós-Graduado em Tutoria de Educação a Distância pelo Núcleo de Educação a Distância da Universidade Federal do Paraná (NEAD-UFPR), Mestre em Administração pelo Programa de Pós-Graduação em Administração da Escola de Administração da Universidade Federal do Rio Grande do Sul (PPGA/EA/UFRGS) e Doutor em Administração pelo Programa de Pós-Graduação em Administração da Universidade de Brasília, (PPGA/UnB), na área de concentração Marketing e Comportamento do Consumidor. Ministrou diversas disciplinas na graduação e nos programas de Pós-Graduação Lato-Sensu. Possui experiência como professor, pesquisador, coordenador de estágio supervisionado, orientador e examinador de monografias de graduação e especialização, e coordenador de curso de bacharelado. Já publicou mais de 110 artigos científicos em congressos e periódicos, tanto nacionais como internacionais. Seus trabalhos já foram citados mais de 100 vezes por outros pesquisadores, gerando um índice H-Hirsch de 5. Consegui 3 prêmios de Melhor Artigo Científico (Best Paper) em competição nacional, sendo (a) XII PROVAR-FIA Varejo, (b) II CLAV Varejo da FGV e (c) II EMA da Anpad. Obteve 2 indicações para prêmio, ficando entre os top 3, sendo (d) 1 trabalho indicado para premiação na área de marketing do XXX EnAnpad 2006 (Salvador-BA) e (d) 1 trabalho indicado para premiação no III EMA 2010 (Florianópolis-SC). Possui o prêmio de melhor avaliador no III CLAV-FGV de varejo. Suas áreas de interesse são: administração, varejo, planejamento estratégico, desempenho empresarial, métodos de pesquisa e marketing. É Autor do livro "Escalas em Marketing; métrica de resposta do consumidor e de desempenho empresarial" Ver site: http://www.editoraatlas.com.br/Atlas/webapp/detalhes_produto.aspx?prd_des_ean13=9788522462759

APRESENTAÇÕES/SEMINÁRIOS:

Encontrar o gap e contribuição na introdução/conclusão
Mostrar o achado mais relevante
Verificar qual é o tipo de literatura utilizada

Analisar no que o método é inovador, qual instrumento foi utilizado

Identificar o tipo de amostra empregado

Correlacionar o trabalho com algo da prática (Google news; exame; Istoé; etc)

Apresentar as tabelas e gráficos (sempre)

Mostrar as estatísticas mais relevantes

BIBLIOGRAFICA BÁSICA

Park, S. (2020). *Marketing management* (Vol. 3). Seohee Academy.

Biemans, W. (2018). *Managing innovation within networks*. Routledge.

Kotabe, M. M., & Helsen, K. (2020). *Global marketing management*. John Wiley & Sons.

BIBLIOGRAFIA COMPLEMENTAR

Deepak, R. K. A., & Jeyakumar, S. (2019). *Marketing management*. Educreation Publishing.

Hollensen, S. (2018). *Marketing management*. Pearson UK.

PERIÓDICOS:

Journal of Consumer Research

Journal of Consumer Psychology

Journal of Marketing

Journal of Marketing Management

Journal of Marketing Research

Journal of International Research in Marketing

Journal of Retailing,

Journal of the Academy of Marketing Science,

Marketing Management

Recherche et Applications Marketing

RAC – Revista de Administração Contemporânea

RAE - Revista de Administração de Empresas RAE-FGV

RAUSP - Revista de Administração RA-USP

Anais: EMA, EnAnpad, EMAC, Advances in Consumer Behavior

MANUSCRITOS

Apresentação

1. Valter Afonso Vieira.

Stewardship in Marketing (Mariana)

2. Hensen, N., Keeling, D. I., de Ruyter, K., Wetzels, M., & de Jong, A. (2016). Making SENS: exploring the antecedents and impact of store environmental stewardship climate. *Journal of the Academy of Marketing Science*, 44(4), 497-515.
3. De Ruyter, K., De Jong, A., & Wetzels, M. (2009). Antecedents and consequences of environmental stewardship in boundary-spanning B2B teams. *Journal of the Academy of Marketing Science*, 37(4), 470-487.
4. Schepers, J., Falk, T., De Ruyter, K., De Jong, A., & Hammerschmidt, M. (2012). Principles and principals: do customer stewardship and agency control compete or complement when shaping frontline employee behavior?. *Journal of Marketing*, 76(6), 1-20.

Dependence buyer and supplier industrial marketing (Marcos Scheb.)

1. Yang and Yang, Z., Jiang, Y., & Xie, E. (2019). Buyer-supplier relational strength and buying firm's marketing capability: An outside-in perspective. *Industrial Marketing Management*.
2. Yang, Z., Zhang, H., & Xie, E. (2017). Relative buyer-supplier relational strength and supplier's information sharing with the buyer. *Journal of Business Research*, 78, 303-313.
1. Frazier, G. L., Maltz, E., Antia, K. D., & Rindfleisch, A. (2009). Distributor sharing of strategic information with suppliers. *Journal of marketing*, 73(4), 31-43.
2. Sa Vinhas, A., Heide, J. B., & Jap, S. D. (2012). Consistency judgments, embeddedness, and relationship outcomes in interorganizational networks. *Management Science*, 58(5), 996-1011.

Organizational and professional identification in marketing sales (Flávia)

1. Hekman, D. R., Steensma, H. K., Bigley, G. A., & Hereford, J. F. (2009). Effects of organizational and professional identification on the relationship between administrators' social influence and professional employees' adoption of new work behavior. *Journal of Applied Psychology*, 94(5), 1325-1335
2. Kraus, F., Haumann, T., Ahearne, M., & Wieseke, J. (2015). When sales managers and salespeople disagree in the appreciation for their firm: The phenomenon of organizational identification tension. *Journal of Retailing*, 91(3), 486-515.
3. Vieira, V. A., da Silva, J. D., & Gabler, C. (2019). Overcoming over-identification: The power of organizational prestige in optimizing sales performance. *Marketing Intelligence & Planning*.
4. Gabler, C. B. et al. (2014). The effect of environmental orientation on salesperson effort and participation: The moderating role of organizational identification. *Journal of Personal Selling & Sales Management*, 34(3), 173-187.

Time under pressure in retail and marketing (Hercílio)

1. Agnihotri, R. et al. (2014). Examining the drivers and performance implications of boundary spanner creativity. *Journal of Service Research*, 17(2), 164-181.
2. Fournier, C. et. al. (2013). Polychronicity and scheduling's role in reducing role stress and enhancing sales performance. *Journal of Personal Selling and Sales Management*, 33(2), 197-209.
3. Rostami, Amin, et al. (2019). Under pressure: The pros and cons of putting time pressure on your Salesforce. *Journal of Business Research*, 103(1), 153-162.

Customer company identification (Nayara)

1. Wolter, J. S. & Cronin Jr, J. J. (2016). Re-conceptualizing cognitive and affective customer-company identification: The role of self-motives and different customer-based outcomes. *Journal of the Academy of Marketing Science*, 44(3), 397-413.
2. Wolter, J. S., Bock, D., Smith, J. S. & Cronin Jr, J. J. (2017). Creating ultimate customer loyalty through loyalty conviction and customer-company identification. *Journal of Retailing*, 93(4), 458-476.
3. Wolter, J. S., Donovan, D. T., & Giebelhausen, M. (2021). The corporate reputation and consumer-company identification link as a sensemaking process: A cross-level interaction analysis. *Journal of Business Research*, 132, 289-300.

Chief Marketing Officer and its role (Anne)

1. Bansal, N., Joseph, K., Ma, M., & Wintoki, M. B. (2017). Do CMO incentives matter? An empirical investigation of CMO compensation and its impact on firm performance. *Management Science*, 63(6), 1993-2015.
2. Fabrizi, M. (2014). Chief marketing officer's equity incentives: economic determinants and effects on shareholder value. *European Journal of Marketing*.
3. Lee, H., & Scott, C. J. (2013). The Impact Of Customer Satisfaction On Chief Marketing Officers Compensation. *Journal of Applied Business Research (JABR)*, 29(1), 35-44.

Chief Marketing Officer and compensation plan (Anne)

4. Nath, P., & Mahajan, V. (2011). Marketing in the C-suite: a study of chief marketing officer power in firms' top management teams. *Journal of marketing*, 75(1), 60-77.
5. Rubel, O., & Prasad, A. (2016). Dynamic incentives in sales force compensation. *Marketing Science*, 35(4), 676-689.
6. Wright, P., Kroll, M., & Elenkov, D. (2002). Acquisition returns, increase in firm size, and chief executive officer compensation: The moderating role of monitoring. *Academy of Management journal*, 45(3), 599-608.

Chief Marketing Officer and venture capital (Rodrigo)

1. Kroll, M., Simmons, S. A., & Wright, P. (1990). Determinants of chief executive officer compensation following major acquisitions. *Journal of Business Research*, 20(4), 349-366.
2. Fabrizi, M. (2014). Chief marketing officer's equity incentives: economic determinants and effects on shareholder value. *European Journal of Marketing*.
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Chief Marketing Officer and firm performance (Rodrigo)

1. Nath, P., & Bharadwaj, N. (2020). Chief marketing officer presence and firm performance: Assessing conditions under which the presence of other C-level functional executives matters. *Journal of the Academy of Marketing Science*, 48(4), 670-694.

2. Abernathy, J. L., Kubick, T. R., & Masli, A. (2013). The economic relevance of chief marketing officers in firms' top management teams. *Journal of Business & Economics Research*, 11(12).
3. Kaur, P., Ramaswami, S. N., & Bommaraju, R. (2021). The Chief Marketing Officer: an antidote to myopic earnings management practices. *Marketing Letters*, 32(2), 165-178.

Alliance network asymmetry (Josimari)

1. Chakravarty, A., Zhou, C., & Sharma, A. (2020). Effect of alliance network asymmetry on firm performance and risk. *Journal of Marketing*, 84(6), 74-94.
2. Wang, L., Li, J., & Huang, S. (2018). The asymmetric effects of local and global network ties on firms' innovation performance. *Journal of Business & Industrial Marketing*.
3. Borah, S. B., Mallapragada, G., Bommaraju, R., Venkatesan, R., & Thongpapanl, N. (2021). Interfirm collaboration and exchange relationships: An agenda for future research. *International Journal of Research in Marketing*.

Owned and Paid social media (Thiago) 6 abril

1. Vieira, V. A., Agnihotri, R., de Almeida, M. I. S., & Lopes, E. L. (2022). How cashback strategies yield financial benefits for retailers: The mediating role of consumers' program loyalty. *Journal of Business Research*, 141, 200-212.
2. Vieira, V. A., de Almeida, M. I. S., & Schreiner, T. F. (2022). Amplifying retailers' sales with a hub's owned and earned social media: The moderating role of marketplace organic search. *Industrial Marketing Management*, 101, 165-175.
3. Vieira, V. A., de Almeida, M. I. S., Agnihotri, R., da Silva, N. S. D. A. C., & Arunachalam, S. (2019). In pursuit of an effective B2B digital marketing strategy in an emerging market. *Journal of the Academy of Marketing Science*, 47(6), 1085-1108.

Social Media Marketing (Thiago)

1. Stephen, Andrew T., & Jeff Galak (2012), The effects of traditional and social earned media on sales: A study of a microlending marketplace, *Journal of Marketing Research*, 49 (5), 624-639.
2. Kumar, V., Choi, J. B., & Greene, M. (2017). Synergistic effects of social media and traditional marketing on brand sales: capturing the time-varying effects. *Journal of the Academy of Marketing Science*, 45(2), 268-288.
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Innovation (Ednaldo)

1. Sorescu, A. B., & Spanjol, J. (2008). Innovation's effect on firm value and risk: Insights from consumer packaged goods. *Journal of Marketing*, 72(2), 114-132.
2. Srinivasan, S., Pauwels, K., Silva-Risso, J., & Hanssens, D. M. (2009). Product innovations, advertising, and stock returns. *Journal of Marketing*, 73(1), 24-43
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Network and industrial marketing (Ednaldo)

4. Johnsen, R. E., & Ford, D. (2008). Exploring the concept of asymmetry: A typology for analysing customer-supplier relationships. *Industrial marketing management*, 37(4), 471-483.
5. Rindt, J., & Mouzas, S. (2015). Exercising power in asymmetric relationships: The use of private rules. *Industrial Marketing Management*, 48, 202-213.
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PARTICIPAÇÃO EM AULA/SEMINÁRIO:

Participação em aula e Apresentações O aluno responsável pela apresentação do tópico deverá procurar fazê-la integrando os papers de leitura em um único contexto, trabalhando com os referenciais teóricos, metodologias e os resultados de pesquisa numa única apresentação, e não discuti-los independentemente. Se for aplicável, é

recomendável o desenvolvimento de simulações com modelos/exemplos semelhantes. A apresentação deverá favorecer a discussão dos participantes do curso, e esta será incentivada.