List of articles used for the 1st and 2nd parts of commenting assignment on Perusall platform

Here is a list of articles that constitute the 1st and the 2nd parts of the reading packages for providing comments on Perusall.

Bachelor's level – Marketing strategy

1st Part

1. Cohen, E. A. (1987). Strategy, by Edward N. Luttwak

2. Dawar, N. & Bagga, C. K. (2015). A better way to map brand strategy

3. Gebhardt, G. F., Carpenter, G. S., & Sherry Jr, J. F. (2006). Creating a market orientation: A longitudinal, multifirm, grounded analysis of cultural transformation

4. Martin, R. L. (2007). How successful leaders think

5. Möller, K. (1991). Marketing and strategy interface

6. Martin, R. L. (2013). Strategic choices need to be made simultaneously, not sequentially

7. Wolfe, R., Babiak, K., Cameron, K., Quinn, R. E., Smart, D. L., Terborg, J. R., & Wright, P. M. (2007). Moneyball: A business perspective

8. Zinkhan, G. M., & Pereira, A. (1994). An overview of marketing strategy and planning

2nd Part

1. Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework

2. Lewnes, A., & Keller, K. (2019). 10 principles of modern marketing

3. Martin, R. L. (2010). The execution trap

4. Payne, A., Ballantyne, D., & Christopher, M. (2005). A stakeholder approach to relationship marketing strategy: The development and use of the "six markets" model

5. Joshi, A., & Giménez, E. (2014). Decision-driven marketing

6. Katsikeas, C., Leonidou, L., & Zeriti, A. (2020). Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions

7. Nambisan, S., & Luo, Y. (2022). Think Globally, Innovate Locally

8. de Swaan Arons, M., van den Driest, F., & Weed, K. (2014). The ultimate marketing machine

Bachelor's level – Sustainability and CSR

1st Part

1. Bhattacharya, C. B., & Polman, P. (2016). Sustainability lessons from the front lines

2. Buxel, H., Esenduran, G., & Griffin, S. (2015). Strategic sustainability: Creating business value with life cycle analysis

3. Hult, G. T. M. (2011). Market-focused sustainability: market orientation plus!

4. Baldassarre, F., & Campo, R. (2016). Sustainability as a marketing tool: To be or to appear to be?

5. Johnstone, M. L., & Tan, L. P. (2015). Exploring the gap between consumers' green rhetoric and purchasing behaviour

6. Kiron, D., Unruh, G., Reeves, M., Kruschwitz, N., Rubel, H., & ZumFelde, A. M. (2017). Corporate sustainability at a crossroads

7. Reilly, A. H., & Hynan, K. A. (2014). Corporate communication, sustainability, and social media: It's not easy (really) being green

8. Holt, D. B. (2012). Constructing sustainable consumption: From ethical values to the cultural transformation of unsustainable markets

9. Longo, C., Shankar, A., & Nuttall, P. (2019). "It's not easy living a sustainable lifestyle": How greater knowledge leads to dilemmas, tensions and paralysis

2nd Part

1. Falck, O., & Heblich, S. (2007). Corporate social responsibility: Doing well by doing good

2. Evans, R., & Siesfield, T. (2020). Measuring the business value of corporate social impact: Beyond social value to enterprise performance

3. Sprinkle, G. B., & Maines, L. A. (2010). The benefits and costs of corporate social responsibility

4. Kramer, M. R., & Porter, M. E. (2006). Strategy and society: The link between competitive advantage and corporate social responsibility

5. Serafeim, G. (2020). Social-impact efforts that create real value

6. Weijo, H., Martin, D. M., & Schouten, J. W. (2014). Against ethics and CSR: A call for a science-based market-holistic approach to sustainability in business

7. Eckhardt, G. M., Belk, R., & Devinney, T. M. (2010). Why don't consumers consume ethically?

Bachelor's level – Pricing

1st Part

1. Indounas, K. (2006). Making effective pricing decisions

2. Kienzler, M. (2018). Value-based pricing and cognitive biases: An overview for business markets

3. Jedidi, K., & Jagpal, S. (2009). Willingness to pay: measurement and managerial implications

4. Hinterhuber, A. (2008). Customer value-based pricing strategies: why companies resist

5. Cross, R. G., & Dixit, A. (2005). Customer-centric pricing: The surprising secret for profitability

6. Iyengar, R., Jedidi, K., & Kohli, R. (2008). A conjoint approach to multipart pricing

7. Radler, B. (1993). A case study of conjoint analysis: new approaches to product line decisions

2nd Part

1. Rao, V. R. (1984). Pricing research in marketing: The state of the art

2. Hinterhuber, A., & Liozu, S. (2012). Is it time to rethink your pricing strategy?

3. Shafer, S. M., Smith, H. J., & Linder, J. C. (2005). The power of business models

4. Gourville, J., & Soman, D. (2002). Pricing and the psychology of consumption

5. Baye, M. R., Gatti, J. R. J., Kattuman, P., & Morgan, J. (2007). A dashboard for online pricing

6. Sahay, A. (2007). How to reap higher profits with dynamic pricing

7. Mohammed, R. (2018). The Good-Better-Best approach to pricing

8. Fisher, M., Gallino, S., & Li, J. (2023). A step-by-step guide to real-time pricing

Bachelor's level – The Cutting edge of Influencer Marketing

1st Part

1. Audrezet, A., & De Kerviler, G. (2019). How brands can build successful relationships with influencers.

2. Yu, J., Dickinger, A., So, K. K. F., & Egger, R. (2024). Artificial intelligence-generated virtual influencer: Examining the effects of emotional display on user engagement.

3. Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience.

4. Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media.

5. Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing.

6. McMullan, K., Laurell, C., & Pitt, L. (2022). Managing the tensions in marketer-influencer relationships.

7. Mero, J., Vanninen, H., & Keränen, J. (2023). B2B influencer marketing: Conceptualization and four managerial strategies.

8. Shamim, K., Azam, M., & Islam, T. (2024). How do social media influencers induce the urge to buy impulsively? Social commerce context.

2nd Part

1. Närvänen et al. (2020). Parasocial relationships of Generation Z consumers with social media influencers

2. Pöyry, E., Pelkonen, M., Naumanen, E., & Laaksonen, S. M. (2021). A call for authenticity: Audience responses to social media influencer endorsements in strategic communication.

3. Rosengren, S., & Campbell, C. (2021). Navigating the future of influencer advertising: Consolidating what is known and identifying new research directions.

4. Chu, S. C., Deng, T., & Mundel, J. (2024). The impact of personalization on viral behavior intentions on TikTok: The role of perceived creativity, authenticity, and need for uniqueness.

5. Myers, S., Sen, S., Syrdal, H., & Woodroof, P. (2024). The impact of Persuasion knowledge cues on social media engagement: A look at pet influencer marketing.

6. Thomas, V. L., & Fowler, K. (2021). Close encounters of the AI kind: Use of AI influencers as brand endorsers.

7. Scholz, J. (2021). How consumers consume social media influence.

Master's level – Value: The Most Important Concept in Marketing

1st Part

1. Arvidsson, A. (2011). Ethics and value in customer co-production.

2. Figueiredo, B., & Scaraboto, D. (2016). The systemic creation of value through circulation in collaborative consumer networks.

3. Çalışkan, K., & Callon, M. (2009). Economization, part 1: shifting attention from the economy towards processes of economization.

4. Arnould, E. J. (2014). Rudiments of a value praxeology.

5. Zhong, J., & Chen, T. (2023). Antecedents of mobile payment loyalty: An extended perspective of perceived value and information system success model.

6. Hamilton, M., Kaltcheva, V. D., & Rohm, A. J. (2016). Social media and value creation: the role of interaction satisfaction and interaction immersion.

7. Graeber, D. (2013). It is value that brings universes into being.

8. Holbrook, M. B. (Ed.). (1999). Consumer value: a framework for analysis and research.

9. Karababa, E., & Kjeldgaard, D. (2014). Value in marketing: Toward sociocultural perspectives.

10. Appadurai, A. (1988). The social life of things.

2nd Part

1. Lambek, M. (2008). Value and virtue.

2. Gollnhofer, J. F., Weijo, H. A., & Schouten, J. W. (2019). Consumer movements and value regimes: Fighting food waste in Germany by building alternative object pathways.

3. Miller, D. (2008). The uses of value.

4. Lambek, M. (2013). The value of (performative) acts.

5. Skålén, P., Cova, B., Gummerus, J., & Sihvonen, A. (2023). Marketing-as-practice: A framework and research agenda for value-creating marketing activity.

6. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence.

7. Türe, M. (2014). Value-in-disposition: Exploring how consumers derive value from disposition of possessions.

8. Levy, D., Reinecke, J., & Manning, S. (2016). The political dynamics of sustainable coffee: Contested value regimes and the transformation of sustainability.

9. Venkatesh, A., & Peñaloza, L. (2014). The value of value in CCT.

10. Echeverri, P., & Skålén, P. (2021). Value co-destruction: Review and conceptualization of interactive value formation.

Master's level – Consumer Culture in the Age of Algorithms

1st Part

1. Hallinan, B., & Striphas, T. (2016). Recommended for you: The Netflix Prize and the production of algorithmic culture

2. Gilbert, A. S. (2018). Algorithmic culture and the colonization of life-worlds.

3. Dourish, P. (2016). Algorithms and their others: Algorithmic culture in context.

4. Darmody, A., & Zwick, D. (2020). Manipulate to empower: Hyper-relevance and the contradictions of marketing in the age of surveillance capitalism.

5. Culpepper, P. D., & Thelen, K. (2020). Are we all Amazon primed? Consumers and the politics of platform power.

6. Cochoy, F., Licoppe, C., McIntyre, M. P., & Sörum, N. (2020). Digitalizing consumer society: equipment and devices of digital consumption.

7. Cluley, R. (2020). The politics of consumer data.

8. Carah, N., & Angus, D. (2018). Algorithmic brand culture: participatory labour, machine learning and branding on social media.

9. Boyd, D., & Crawford, K. (2012). Critical questions for big data.

10. Berg, L., & Gornitzka, Å. (2012). The consumer attention deficit syndrome: Consumer choices in complex markets.

2nd Part

1. Hoyer, W. D., Kroschke, M., Schmitt, B., Kraume, K., & Shankar, V. (2020). Transforming the customer experience through new technologies.

2. Hornborg, A. (2015). The political economy of technofetishism: Agency, Amazonian ontologies, and global magic.

3. Murray, S. (2021). Secret agents: Algorithmic culture, Goodreads and datafication of the contemporary book world.

4. Airoldi, M., & Rokka, J. (2022). Algorithmic consumer culture.

5. Ritzer, G. (2015). Automating prosumption: The decline of the prosumer and the rise of the prosuming machines.

6. Ruckenstein, M., & Granroth, J. (2020). Algorithms, advertising and the intimacy of surveillance.

7. Ruppert, E., Isin, E., & Bigo, D. (2017). Data politics.

8. van Nuenen, T. (2019). Algorithmic authenticity: Sociotechnical authentication processes on online travel platforms.

9. Ritzer, G., & Miles, S. (2019). The changing nature of consumption and the intensification of McDonaldization in the digital age.

10. Hoffman, D. L., & Novak, T. P. (2018). Consumer and object experience in the internet of things: An assemblage theory approach.

Master's level – The Cutting Edge of Digital Marketing

1ˢᵗ Part

1. Horst, P., & Duboff, R. (2015). Don't let big data bury your brand.

2. Grewal, D., Hulland, J., Kopalle, P. K., & Karahanna, E. (2020). The future of technology and marketing: A multidisciplinary perspective.

3. Flavián, C., Ibáñez-Sánchez, S., & Orús, C. (2019). The impact of virtual, augmented and mixed reality technologies on the customer experience.

4. Erevelles, S., Fukawa, N., & Swayne, L. (2016). Big Data consumer analytics and the transformation of marketing.

5. Deighton, J. (2019). Big data.

6. Campbell, C., Sands, S., Ferraro, C., Tsao, H. Y. J., & Mavrommatis, A. (2020). From data to action: How marketers can leverage AI.

7. Boyd, D., & Crawford, K. (2012). Critical questions for big data.

8. Jung, S., & Dubois, D. (2023). When and How Slow Motion Makes Products More Luxurious.

9. Berger, J., Moe, W. W., & Schweidel, D. A. (2023). What Holds Attention? Linguistic Drivers of Engagement.

10. Paul, J., Ueno, A., & Dennis, C. (2023). ChatGPT and consumers: Benefits, pitfalls and future research agenda.

2ⁿᵈ Part

1. Larivière, B., Bowen, D., Andreassen, T. W., Kunz, W., Sirianni, N. J., Voss, C., ... & De Keyser, A. (2017). "Service Encounter 2.0": An investigation into the roles of technology, employees and customers.

2. Malter, A. J., & Rindfleisch, A. (2019). Transitioning to a digital world.

3. Jeong, H., Wang, C., & Suri, R. (2023). Let me take a# selfie# variety: How consumer selfie affects variety seeking.

4. Ritzer, G. (2015). Automating prosumption: The decline of the prosumer and the rise of the prosuming machines.

5. Sands, S., Ferraro, C., Campbell, C., & Tsao, H. Y. (2021). Managing the human–chatbot divide: how service scripts influence service experience.

6. Scholz, J., & Duffy, K. (2018). We ARe at home: How augmented reality reshapes mobile marketing and consumer-brand relationships.

7. Scholz, J., & Smith, A. N. (2016). Augmented reality: Designing immersive experiences that maximize consumer engagement.

8. Sivarajah, U., Kamal, M. M., Irani, Z., & Weerakkody, V. (2017). Critical analysis of Big Data challenges and analytical methods.

9. Thompson, C. J. (2019). The 'big data'myth and the pitfalls of 'thick data'opportunism: on the need for a different ontology of markets and consumption.

10. Wamba, S. F., Gunasekaran, A., Akter, S., Ren, S. J. F., Dubey, R., & Childe, S. J. (2017). Big data analytics and firm performance: Effects of dynamic capabilities.