COURSE DESCRIPTION

Organizations are now recognizing the importance of demand-supply integration to their growth and success. While marketing and supply chain management are an essential part of any business qualification, it is becoming increasingly essential to understand the need for integration between synergize marketing and SCM.

This course acquaints students with the current research areas and specific research topics being conducted by RBS marketing and supply chain faculty. It has a pro-seminar format where different faculty members present their areas of research to students every week. Students need to come up with idea papers based on the different topics being presented in class.

COURSE OBJECTIVES

The aim of the course is to provide students in the early stage of their graduate work with an overview of different research areas in marketing and supply chain, as well as the current research topics that the RBS doctoral faculty are working on. The goal is for students to leave the course with a stronger sense of their own research path and to foster collaborations with the faculty and other students in the respective departments as well as inter-disciplinary research activities. Students should be able to articulate the area of research interests by the end of the semester.

COURSE FORMAT AND CONTENTS

The course will consist of readings, discussion, in-class exercises, idea papers, and short presentations.

The course will provide an overview of the following topics.

Marketing Department

  Consumer Behavior
  Marketing Models
Marketing Strategy

Supply Chain Management Department

Risk and Supply Chain Disruption
Supply Chain Relationship Management
Service and Healthcare Operations

GRADING CRITERIA

Each student must produce a research paper at the end of the semester. The paper should contain introduction and motivation, literature search, methodology and/or models, and expected outcomes in terms of hypotheses or propositions. The closer the paper is to a complete paper ready to submit to a journal, the higher grade will be. In the process, each student must select an advisor or two, who will supervise the research on a regular basis.

These papers will be presented at the end of the semester as part of the Marketing-SCM joint seminars.

TENTATIVE CLASS SCHEDULE

Week 1: Cross-Cultural Approaches and Experiential Consumption (Sonia Monga and Gabbie Tonietto)

a) Cross-cultural Research: A Dynamic View

During this portion of class, we will be focusing on cultural research within consumer behavior. While initial research on culture focused on countries as representations of cultures (e.g., US = individualistic, China = collectivistic), more recently the dynamic view of cultural influence looks at within culture variations. The first paper provides an overview of this approach, and the latter two papers focus on the effects on analytic-holistic thinking on branding, from the lens of cross-cultural and within cultural variations.

Required Reading:


b) Experiential Consumption
While traditional marketing focused largely on how consumers spend their money, a growing interest lies in how consumers spend their time. In this section, we will focus on the consumption of experiences. We will discuss how this literature emerged and its implications for consumer happiness and well-being and for marketers of experiences and services.

**Required Reading:**


**Recommended readings:**

**Week 2: Evolutionary and Social Psychological Approaches to Consumer Behavior (Kristina Durante)**

Can understanding the evolution of the human brain help us understand markets? While it may seem like a bridge too far, the purpose of this section is to demonstrate the power and insight of using evolution and neuroscience to understand consumer choice. An evolutionary lens provides a powerful tool for understanding the private, often hidden, reasons that guide decision-making. This insight can give marketers an edge in CRM, predicting trends, and improving forecast models. Through readings and examples, we will become familiar with specific evolutionarily-informed theories applied to core areas of consumer research. We will discuss the strengths and limitations of an evolutionary-informed research program and, through this discussion, students will come up with one testable hypothesis that draws from evolutionary theory.

**Reading Materials:**


**Week 3-4: Risk and Disruption in Supply Chain (Arash Azadegan)**

Organizations face internal, inter-organizational and environmental risks. Such risks can lead to disruptions that cause damage to internal operations and broader supply chains.
Organizations can mitigate the effects of risks and limit the damages caused by disruptions by enhancing their resilience capabilities. In this module, we focus on better understanding of the established and more recent risk and disruption management literature in supply chain.

**Reading Materials:**

**a) Supply Chain Risk**

**b) Supply Chain Disruption**

**c) Supply Chain Resilience**

**Week 5-6: Marketing Strategy in a Global World (Can Uslay and Shen Yeniyurt)**

The purpose of this section is to provide you with a summary overview of research in the marketing strategy domain including its theoretical foundations, methods, and potential future research directions. The goal is to expose the students to the fundamentals of marketing strategy in increasingly global markets and let them identify interesting research question(s).

**Reading materials:**
a) Fundamentals of Marketing Strategy


b) Global Marketing Strategy


**Week 7-8:: Inter-Organizational Relationship Studies in Supply Chain Literature (Arash Azadegan)**

Supply chain management literature has focused on explain when, how and why organizations develop relationships with their suppliers. Research in supplier relations attempts to identify the process and steps involved in developing supplier relations and differentiating relationships to be developed with various groups of suppliers. Research in supply chain integration explores the antecedents and benefits of integration (i.e. coordination and collaboration) with suppliers. Finally, research in supply networks moves beyond the dyadic (buyer-supplier) perspective and considers how broader structure of the supply chain affect relations and performance.

**Reading Materials:**

a) **Supplier Relations**


b) **Supply Chain Integration**


c) Supply Networks


Week 9-10: Analytical Empirical Marketing Models (Richard Schaefer)

Reading materials:

a) Analytical Models


b) Empirical Models


**Week 11-12: Service and Healthcare Operations (Xin Ding)**

In this section, we will first review main research ideas and topics in service operations. Specifically, we will review how service ops researchers have been addressing management decisions pertaining to service strategy management, service operations design, process analysis, capacity management, and service quality management. Next, we will switch to professional services with a focus on healthcare industry by reviewing major topics underlying the value-based purchasing plan (VBP): cost, quality, experience, and safety. Relevant databases and research methodology will be discussed.

**Reading materials:**

**a) Service Operations Management**

- **History & trends:**

- **Interaction with marketing and other business functions:**

- **Professional service operations:**

b) Healthcare Operations Management

- Cost:

- Quality:

- Experience:

- Safety:
  o Institute of Medicine: To Err is Human. 2009.

Week 13-14: Final Presentations (Dates change to Friday for Marketing/SCM Joint Seminar)
SUPPORT SERVICES

If you are a military veteran or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of mental health services, please use our readily available services. Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/

If you are in need of physical health services, please use our readily available services. Rutgers Health Services – Newark: http://health.newark.rutgers.edu/

If you are in need of legal services, please use our readily available services: http://rusls.rutgers.edu/

If you are in need of additional academic assistance, please use our readily available services. Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc
Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]