1 Title
Marketing & Management Research: Multidisciplinary Perspectives and Methodologies

2 Faculty
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3 Outline
This is a 4-day PhD course about interdisciplinary marketing & management research and an introduction to related quantitative models. It is designed with the goal of providing exposure to cutting-edge topics in various disciplines and its applications in marketing research.

Topics include:
- Marketing strategy
- Marketing–finance interface
- Marketing–information systems interface
- Customer relationship management
- Social media
- Mobile marketing
- Corporate social responsibility and sustainability

An introduction to quantitative models includes:
- Linear regression and selected problems (heteroscedasticity, autocorrelation, multicollinearity,...)
- Panel regression (fixed and random effects models)
- Vector–autoregressive models

Particularly, the learning objectives of the course include:
1) Read and critique the literature on the applications of the above topics in marketing, finance, accounting, management, and information systems literature
2) Identify interesting and important research questions in those fields
3) Understand the various (econometric) models to match different research questions
4) Draft and prepare to submit research projects to top A+ journals in marketing (JM/JMR/MKSC), management (SMJ/AMJ), accounting (JAR/AR/JAE), finance (JF/JFE/RFS), and information systems (ISR/MISQ/MGSC).

**Paper presentations:** Each day, students will be assigned to present the papers; focusing on Hypotheses, Model, Data, Contributions; **10 min**, PPT based.

**Presentation of project proposals** from PhD students: Hypotheses, Model, Data, Contributions; **40 min**; PPT based.

### 4 Administration

#### 4.1 Tentative schedule

**Day 1: April 22**  
[Xueming Luo + Sascha Raithel]

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>13:30 – 15:00</td>
<td><strong>Introduction by Xueming Luo</strong></td>
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<tr>
<td>15:00 – 15:15</td>
<td>Break</td>
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<tr>
<td>15:15 – 16:15</td>
<td><strong>Paper presentation</strong> 10 min</td>
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<tr>
<td></td>
<td>Paper #1</td>
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<tr>
<td></td>
<td><strong>Presentation and prediscussion of project</strong> 50 min</td>
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<td></td>
<td>Project presentation #1</td>
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<td>16:15 – 16:25</td>
<td>Break</td>
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<tr>
<td>16:25 – 17:25</td>
<td><strong>Paper presentation</strong> 10 min</td>
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<tr>
<td></td>
<td>Paper #2</td>
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<tr>
<td></td>
<td><strong>Presentation and prediscussion of project</strong> 50 min</td>
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<td>Project presentation #2</td>
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**Day 2: April 23**  
[Xueming Luo + Sascha Raithel]

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>09:00 – 10:00</td>
<td><strong>Paper presentation</strong> 10 min</td>
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<tr>
<td></td>
<td>Paper #3</td>
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<tr>
<td></td>
<td><strong>Presentation and prediscussion of project</strong> 50 min</td>
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<td></td>
<td>Project presentation #3</td>
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<tr>
<td>10:00 – 10:10</td>
<td>Break</td>
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<tr>
<td>10:10 – 11:10</td>
<td><strong>Paper presentations</strong> 10 min</td>
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<td>Paper #4</td>
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Presentation and prediscussion of project 50 min
Project presentation #4

11:10 – 11:20 Break

11:20 – 12:20 Paper presentation 10 min
Paper #5
Presentation and prediscussion of project 50 min
Project presentation #5

12:20 – 13:30 Lunch

13:30 – 14:30 Paper presentation 10 min
Paper #6
Presentation and prediscussion of project 50 min
Project presentation #6

14:30 – 14:40 Break

14:40 – 15:40 Paper presentation 10 min
Paper #7
Presentation and prediscussion of project 50 min
Project presentation #7

15:40 – 15:50 Break

15:50 – 16:50 Paper presentation 10 min
Paper #8
Presentation and prediscussion of project 50 min
Project presentation #8

16:50 – 17:00 Break

17:00 – 17:30 Project intensive training 30 min
Projects to be assigned

18:00 – 19:30 Research talk by Xueming Luo

Day 3: April 24 [Xueming Luo + Sascha Raithel]

09:00 – 10:30 Paper presentation 10 min
Paper #9
Presentation and prediscussion of project 50 min
Project presentation #9
Project intensive training 30 min
Projects to be assigned

10:30 - 10:45  Break
10:45 - 12:15  Paper presentation 10 min
   Paper #10
   Presentation and prediscussion of project 50 min
   Project presentation #10
   Project intensive training 30 min
   Projects to be assigned

12:15 - 13:15  Lunch
13:15 - 14:45  Paper presentation 10 min
   Paper #11
   Project intensive training 80 min
   Projects to be assigned

14:45 - 15:00  Break
15:00 - 16:30  Project intensive training 90 min
   Projects to be assigned

Day 4: April 25  [Sascha Raithel]
09:00 - 10:30  Lab Session 90 min
   Linear regression and selected problems
10:30 - 10:45  Break
10:45 - 12:15  Lab Session 90 min
   Introduction to panel regression
12:15 - 13:15  Lunch
13:15 - 15:00  Lab Session 105 min
   Introduction to vector-autoregressive modeling

Professor Xueming Luo intends to select some students
and invite them to work with him on his ongoing projects!
4.2 Location
Ludwig-Maximilians-University, Munich

4.3 Max. number of participants
The number of participants is limited to [10] because of the extensive efforts for the toward-publication submissions to top journals.

4.4 Cost
The course fee amounts to EUR 600.

5 Prerequisites
Prior exposure to regression analysis is highly recommended.

6 Course Material
Will be provided prior to and during the workshop.

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7 To Prepare

Eviews 6, either the student version (available for $39.95) or the academic version (CD-rom only, available for $420) at [http://www.eviews.com/general/prices/prices_acad.html](http://www.eviews.com/general/prices/prices_acad.html)

Or R, SAS, LIMDEP, STATA, and other options.

8 Assessment

The grade will be based on three things:

1. Attendance, class Q&A (25% of the grade)
2. Literature oral presentation and PPTs (25% of the grade)
3. Project oral presentation and PPTs before the intensive training and project implementation during/after the intensive training (50% of the grade)

9 Credits

The course is eligible for 6 ECTS.