Progress in marketing knowledge

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ABSTRACT

By drawing on an empiricist tradition, and on the literature discussing the philosophical problems of marketing knowledge, we seek to develop practical guidelines for developing empirical generalisations. In particular we suggest three criteria for the development of marketing knowledge: ensuring falsifiability and theoretical competition; overcoming uncertainty through replication; and using extension to develop generalisations and identify boundary conditions. By way of demonstration, these criteria are applied to assessments of the Dirichlet model, the Servqual instrument, and market share modelling. We conclude with a renewed plea that more of the academic research effort in marketing be devoted to replicating and extending existing results, and determining the conditions under which existing theories do, and do not, hold.

CITATION


A Meta-Meta-Analysis of Effect Sizes in Marketing Research. Martin Eisend. Published: 1 May 2015. by American Marketing Association. in Journal of Marketing. Journal of Marketing , Volume 79, pp 23-40; doi:10.1509/jm.14.0288. Publisher Website. Google Scholar. Keywords: Progressed Marketing / Marketing Knowledge / Meta Meta / Marketing Research / analysis / sizes. Scifeed alert for new publications. Never miss any articles matching your research from any publisher. Share this article. Click here to see the statistics on "Journal of Marketing". Comments from sciforum. Marketing engineering is currently defined as "a systematic approach to harness data and knowledge to drive effective marketing decision making an implementation through a technology-enabled and model-supported decision process". The term marketing engineering can be traced back to Lilien et al. in "The Age of Marketing Engineering" published in 1998; in this article the authors define marketing engineering as the use of computer decision models for making marketing decisions. Marketing managers