



GRADUATE SCHOOL

GM1114 Relationship Marketing, 7.5 credits

Relationsmarknadsföring, 7,5 högskolepoäng

Second Cycle

Reading list for GM1114, to be valid from autumn semester of 2021

Reading list was confirmed by Graduate School on 2021-06-22 to be valid from 2021-08-30.

See appendix.

Literature GM1114 Relationship Marketing, autumn 2021

Course Text: G. Shainesh and Jagdish N Sheth (2006) 'Customer Relationship Management- A Strategic Perspective', Laxmi Publications, New Delhi. (Soft copies of chapters will be shared on Canvas).

Additional Resources: CRM MOOCs on edX by G. Shainesh at <https://www.edx.org/course/customer-relationship-management-crm-iimbx-mk210x>

Case Analysis Module 1

McWilliams, G. (2004). Best Buy's New Customer Approach. The Wall Street Journal (Annexure 1, Pages 6-8). <https://www.wsj.com/articles/SB109986994931767086>

Additional Recommended Readings Module 1

Zealley, J., Wollan, R. and Bellin, J., 2018. Marketers need to stop focusing on loyalty and start thinking about relevance. Harvard Business Review <https://hbr.org/2018/03/marketers-need-to-stop-focusing-on-loyalty-and-start-thinking-about-relevance>

Christof Binder and Dominique M. Hanssens, (2015) 'Why Strong Customer Relationships Trump Powerful Brands' Harvard Business Review, April.

Avery, J., Fournier, S. and Wittenbraker, J., (2014). Unlock the mysteries of your customer relationships. Harvard Business Review, 92(7), pp.72-81. Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. Journal of Service Research, 14(3), 252-271.

Egol, M., Hyde, P., Ribeiro, F. and Tipping, A. (2004) The Customer-Centric Organization: From Pushing Products to Winning Customers' https://www.strategyand.pwc.com/media/file/The_Customer_Centric_Organization.pdf

Roland Rust, Valarie A. Zeithaml, and Katherine N. Lemon (2004), "Customer-Centered Brand Management," Harvard Business Review, September, pp. 110-118.

Case Analysis Module 2

Muyllé, S. and Standaert, W. (2017). BNP Paribas Fortis: The 'James' Banking Experience. IVEY Publishing. <https://www.iveycases.com/ProductView.aspx?id=86093>

Additional Recommended Readings Module 2

Tarasi, C. O., Bolton, R. N., Gustafsson, A., & Walker, B. A. (2013). Relationship Characteristics and Cash Flow Variability: Implications for Satisfaction, Loyalty, and Customer Portfolio Management. Journal of Service Research, 16(2), 121-137.

Shainesh, G. (2012), 'Effects of Trustworthiness and Trust on Loyalty Intentions: Validating a Parsimonious Model in Banking', International Journal of Bank Marketing, Vol. 30, Iss: 4, 267 – 279.

Nitzan, I., & Libai, B. (2011). Social Effects on Customer Retention. Journal of Marketing, 75(6), 24-38.

- Lemon, K. N., & Wangenheim, F. V. (2009). The reinforcing effects of loyalty program partnerships and core service usage a longitudinal analysis. *Journal of Service Research*, 11(4), 357-370.
- Senn, C. (2006). The Executive Growth Factor: How Siemens Invigorated Its Customer Relationships. *Journal of Business Strategy*, 27(1), 27-34.
- Anderson, J. C., Narus, J. A., & Van Rossum, W. (2006). Customer Value Propositions in Business Markets. *Harvard Business Review*, 84(3), 90.
- Narayandas, D. (2005). Building loyalty in business markets. *Harvard Business Review*, 83(9), 131-139.
- Lam, S. Y., Shankar, V., Erramilli, M. K., & Murthy, B. (2004). Customer Value, Satisfaction, Loyalty, and Switching Costs: An Illustration from a Business-To-Business Service Context. *Journal of the Academy of Marketing Science*, 32(3), 293-311.
- Reinartz and V. Kumar (2003), "The Mismanagement of Customer Loyalty," *Harvard Business Review*, 80 (July) 86-94.
- Uncles, Mark D., Grahame R. Dowling, and Kathy Hammond (2003), "Customer Loyalty and Customer Loyalty Programs," *Journal of Consumer Marketing*, 20 (4/5), 294-316.
- Homburg, C., Workman Jr, J. P., & Jensen, O. (2002). A Configurational Perspective on Key Account Management. *Journal of Marketing*, 66(2), 38-60.

Case Analysis Module 3

Dubois, D., InYoung, C., Niessing, J. and Wee, J. (2016). Digital Transformation: Enriching Experiences through Content Strategies along the Customer Journey. Harvard Business Publishing Education. <https://cases.insead.edu/accor-hotels/> <https://hbsp.harvard.edu/product/IN1251-PDF-ENG?Ntt=AccorHotels+and+the+Digital+Transformation&itemFindingMethod=Search>

Additional Recommended Readings Module 3

Wang, Z. and Kim, H.G., 2017. Can social media marketing improve customer relationship capabilities and firm performance? Dynamic capability perspective. *Journal of Interactive Marketing*, 39, pp.15-26.

<https://www.sciencedirect.com/science/article/pii/S109499681730018X>

Baird, C. H., & Parasnis, G. (2011). From Social Media to Social Customer Relationship Management. *Strategy & Leadership*, 39(5), 30-37.

Hopkins, M.S. and Brokaw, L. (2011) Matchmaking With Math: How Analytics Beats Intuition to Win Customers, *MIT Sloan Management Review*, 52(2), 35-41.

Case Analysis Module 4

Kenneth G. Hardy, Renee Zatzman, (2008). Cineplex Entertainment: The Loyalty Program. IVEY Publishing. <https://www.iveycases.com/ProductView.aspx?id=5798&CM=true&HID=203>

Additional Recommended Readings Module 4

Clauss, T., Harengel, P. and Hock, M., 2019. The perception of value of platform-based business models in the sharing economy: determining the drivers of user loyalty. *Review of Managerial Science*, 13(3), pp.605-634. <https://link.springer.com/article/10.1007/s11846-018-0313-0>

Nastasoiu, A. and Vandenbosch, M., 2019. Competing with loyalty: How to design successful customer loyalty reward programs. *Business Horizons*, 62(2), pp.207-214.

Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing. *MIT Sloan Management Review*, 52(1), 41-49.

Reinartz, W., Krafft, M., & Hoyer, W. D. (2004). The Customer Relationship Management Process: Its Measurement and Impact on Performance. *Journal of Marketing Research*, 293-305.