



OBJECTIVE

To provide a range of short, Ph.D. level seminars in Business-to-Business (B-to-B) Marketing. These seminars, delivered electronically by some of the world's leading scholars, provide access to developments and methods necessary for doctoral students worldwide who are considering research careers in B-to-B Marketing.

OFFERINGS

IPSS offers electronic participation in substantive and methodological courses essential for Ph.D. students with research interests in business markets. Substantive topics include theory development in business markets, sales management, marketing channel management, and new product development and marketing, among others. Methodological topics include qualitative research methods, social network analysis, and structural equation modeling, among others. Courses are repeated in a two to three year cycle.



ISBM Ph.D. Seminar Series (IPSS)

Course Offerings Fall 2008

1. Organizing Buying Behavior and Market Design

Wes Johnston, CBIM Roundtable Professor of Marketing, Georgia State University

Sandy Jap, Caldwell Research Fellow Associate Professor of Marketing, Emory University

The overall objectives of this course are to create an understanding of the history and the current state-of-the-art of organizational buying behavior in the academic literature, to develop an ability to critique such literature from a contribution perspective as well as a theoretical and methodological viewpoint, and to develop the skills to synthesize the literature and construct research approaches to extend this literature.

In the first half of the course, we will be focusing on the history and development of the organizational buying literature and in the second half of the course, we will focus on how buyers can manage and design effective electronic market mechanisms, such as auctions. By the session's end you should be fully literate in the research and conceptual paradigms of the organizational buying behavior literature and capable of extending the knowledge in the area.

From a substantive standpoint, the course will explore the following issues:

- The buying center and buying behavior, and the influence and participation processes that may occur.
- Vendor choice and buyer-seller relationships
- E-Procurement problems and the design of market mechanisms
- Bidding behavior and seller strategies in online reverse auction markets

This course will be offered on Mondays beginning at 11:00AM EST. Course Dates: 9/15/08, 9/29/08, 10/13/08, 10/27/08, 11/3/08, 11/17/08, 11/24/08, 12/1/08, and 12/8/08.

2. IPSS (ISBM Ph.D. Seminar Series) Inaugural Pro-Seminar

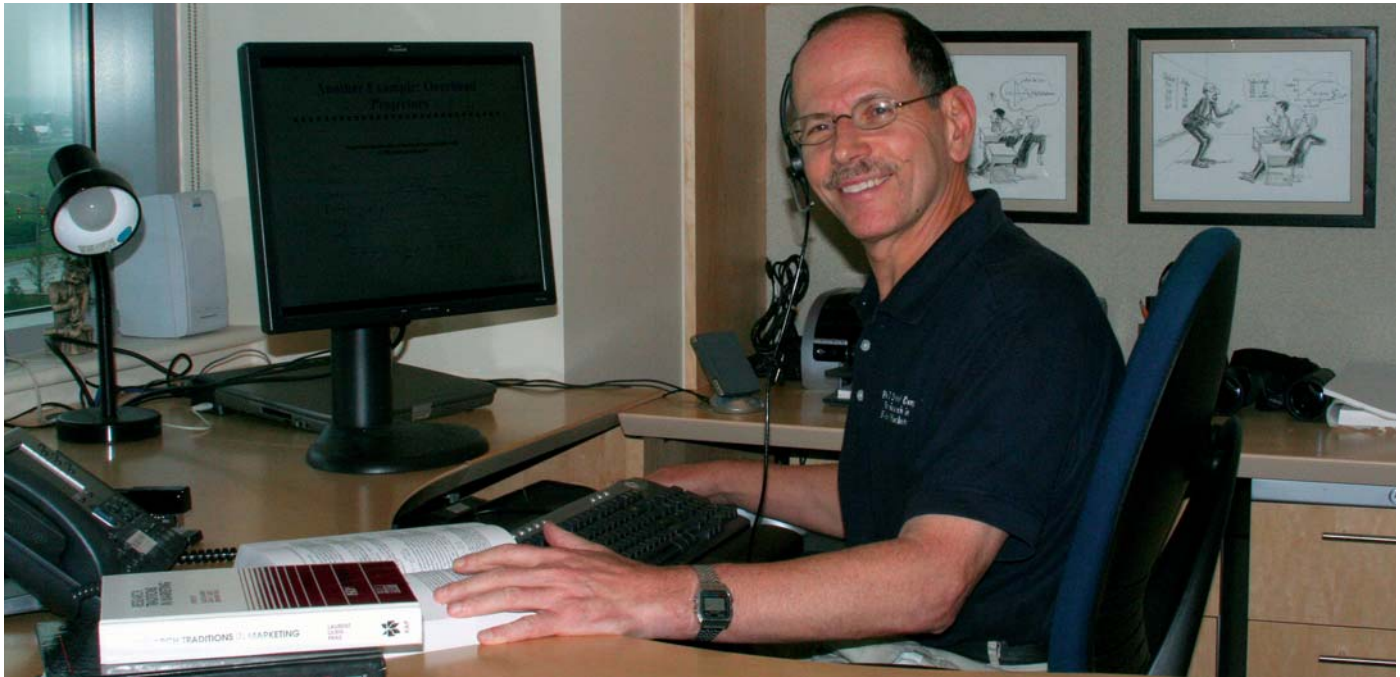
This Fall (2008) we will launch the inaugural IPSS Pro-Seminar Series. An IPSS pro-seminar is a course where four to six instructors take 1-2 sessions to introduce students to their area of expertise within the B-to-B research domain. We have an impressive line-up of instructors for Fall 2008 – Robert Dwyer, Srinath Gopalakrishna, V. Kumar, Aric Rindfleisch, and Bart Weitz – and we expect the course to be repeated with a different set of instructors in Spring 2009.

To fulfill the requirements of the course, students will be required to write a paper in the domain that one of the instructors covers and will be graded by that instructor and another ISBM affiliated faculty member.

The dates and topics for the pro-seminar this fall are noted below. We encourage all B-to-B students to consider taking the pro-seminar.

Dates	Instructor	Topic
Sept. 20 and 27, 2008	Srinath Gopalakrishna	Integrated Marketing Communications (IMC) in B-to-B Markets
Oct. 11 and 18, 2008	Robert Dwyer	Packing the Buying Center into the Lab
Nov. 1 and 8, 2008	Aric Rindfleisch	Transaction Cost Economics
Nov. 14, 2008	V. Kumar	Can B-to-B Marketing be held Accountable and Profitable?
Nov. 15 and 22, 2008	Bart Weitz	Sales Force Management, Personal Selling Effectiveness.

The meeting time for this course is 11:00AM EST on the specified dates. A technology session will be scheduled before the Pro-Seminar begins.



IPSS remote delivery process

ADMISSION PROCEDURE

Students must first apply to the IPSS program to determine eligibility.

Applicants must provide:

- Statement of purpose indicating interest in B-to-B Marketing,
- One recommendation letter,
- Relevant transcripts,
- Any relevant research papers if available (for more advanced students), and
- Proof of completion of prerequisites for methods courses.

See www.ipss.isbm.org for application details.

The Admissions Committee (see next page) reviews applications and makes admissions decisions.

Applications Due by August 15, 2008

COURSE DELIVERY AND PARTICIPATION

Each course consists of six to ten sessions of 90-120 minutes each, meeting weekly or biweekly. Class time will be determined by the instructor in consultation with the Instructional Delivery Committee. The courses will be taught via Microsoft Live Meeting. To learn more about Microsoft Live Meeting, please visit www.livemeeting.com. Students must have a computer with a broadband Internet connection and a phone line. During each session, each student must log in to the Live Meeting Site and be connected to the conference line for the duration of the class.

Each year, students are encouraged to attend the ISBM Ph.D. Camp, normally held just before the Summer American Marketing Association (AMA) meeting, for organizational and socialization meetings.



FEES AND SCHOLARSHIPS

Full and partial scholarships are available to defray the per course fee of \$500. No qualified student will be excluded from any IPSS course on the basis of need. The fees are due only after admission and scholarship decisions have been made and not at the time of application.

ACADEMIC REQUIREMENTS AND INTEGRITY

Students registered for seminars will receive grades of A, B, C, or F depending on their performance. A grade of C or better entitles the student to a course completion certificate. Students are required to sign an academic integrity agreement to obtain a grade or certificate.

Planned Offerings

- ▶ **Theory Construction** — Ajay Kohli
- ▶ **Sales Management** — Barton Weitz
- ▶ **Social Network Analysis** — Christophe Van den Bulte
- ▶ **Qualitative Research Methods** — Abbie Griffin
- ▶ **Strategic Brand and Business Performance Management** — Rajendra Srivastava and Rajashri Srinivasan
- ▶ **Channel Management** — Mark Bergen and George John
- ▶ **Innovation Strategy** — Gerard J. Tellis

CONTACT INFORMATION

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Committees

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Professor Gary Lilien, *Penn State*
Professor Wesley Johnston, *Georgia State University*
Professor Sandy Jap, *Emory University*

Go to www.ipssbios.isbm.org for biographies of Faculty, Advisory Board and Committees.





**Institute for
the Study of
Business Markets**

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Web-based Ph.D. Seminars in Business Marketing

A range of short, Ph.D. level seminars in Business-to-Business (B-to-B) Marketing delivered electronically by some of the world's leading scholars, providing access to leading developments and methods necessary for doctoral students worldwide who are considering research careers in B-to-B Marketing.

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