



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 Spring 2009

1. Sales Management

Barton A. Weitz, JC Penney Eminent Scholar, University of Florida

The objectives of this seminar are to review theories and academic research focusing on issues related to increasing sales force productivity (i.e., increasing the effectiveness of salespeople) and identify promising areas and conceptual frameworks for further research. The course is divided into three segments: (1) personal selling effectiveness, including the characteristics and behaviors of effective salespeople; (2) strategic sales management issues, such as outsourcing sales activities, sales force organization, and territory design; and (3) tactical sales management issues, such as the selection, training, motivation, compensation, and evaluation of salespeople. Economics, psychology, and organizational behavior theories that provide a foundation for investigating these issues will be reviewed. The examined research employs a variety of methods, including analytical and OR modeling, surveys, and experiments; however, the emphasis remains on substantive issues examined in the research rather than methods.

Special attention is directed toward existing and potential research that addresses the evolving role of the sales force in a firm's marketing activities. Some such issues include:

- Developing long-term partnering relationships with customers rather than making immediate sales
- Team and multi-level selling
- Coordinating sales activities with marketing and other functional areas
- Cross-cultural selling and sales management issues
- The impact of technological developments such as sales force automation systems and the Internet on selling and sales management

This course will be offered on Wednesday beginning at 11:00AM EST. This course will begin February 25, 2009. A technology session will be scheduled for students before the course begins.

2. Methodological Challenges in Business Research

Srinath Gopalakrishna, Professor of Marketing, University of Missouri and
Gerrit van Bruggen, Professor of Marketing, Erasmus University

This course will comprise of two modules, each with 50% of the grade. The first titled "Mathematical Models in B-to-B Research," will be taught by Professor Srinath Gopalakrishna. The second module titled "Data Issues in B-to-B Research" will be taught by Professor Gerrit van Bruggen.

Module 1: Mathematical Models in B-to-B Research

The purpose of this module is to familiarize the students with quantitative/mathematical modeling approaches to investigate and address marketing phenomena and decision problems in the B-to-B domain. Following a brief review of basic principles, the module will focus attention on decisions in the marketing communications and sales force domains. Selected problems that are amenable to model building will be explored and issues involving model formulation, estimation, implementation and validation will be discussed. The seminar will involve a careful reading and appraisal of selected research papers with significant modeling content that will serve as a foundation for pursuing high-quality research on interesting and important topics in the future. One to two written assignments will be required of all students. Every session will involve lectures and other formal input from the instructor and seminar-style discussion of selected papers. Students will be encouraged to build a model for one of their own research ideas.

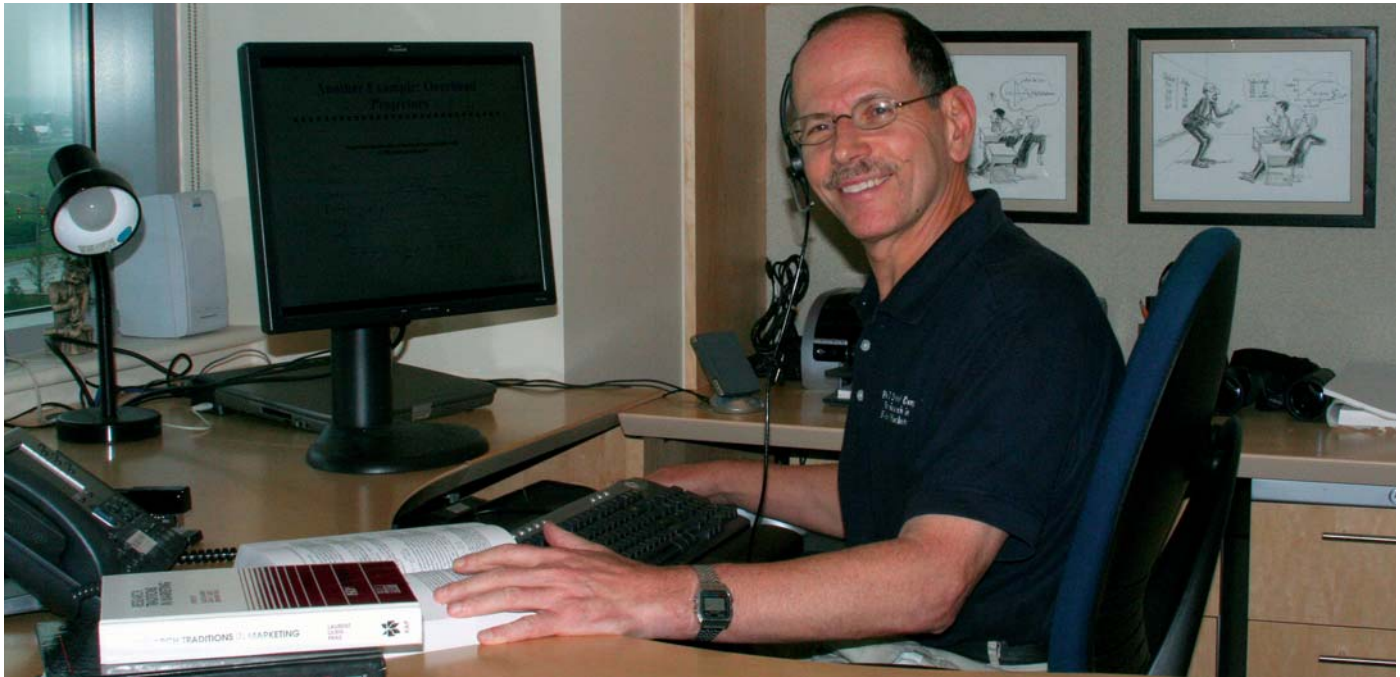
This module will be offered on Fridays beginning at 11:00AM EST. This session will be held March 20, 27, April 3 and 10, 2009.

Module 2: Data Issues in B-to-B Research

B-to-B researchers doing empirical research on organizations often face multiple challenges in the process of collecting and analyzing data. In this course we will discuss a number of the issues researchers need to deal with. For example, which data collection method(s) to apply, whether and how to use and select informants, and how to analyze informant data. Furthermore, we will discuss the value of laboratory experiments in B-to-B research.

In this course we will review important papers that have dealt with the various issues. Students will be challenged to design a data collection - and analysis plan for one of their own empirical studies.

This module will be offered on Fridays beginning at 9:00AM EST. This session will be held April 24, May 1, 8, and 15, 2009. A technology session will be scheduled for students before this course 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 January 16, 2009

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
- ▶ Social Network Analysis — Christophe Van den Bulte
- ▶ Qualitative Research Methods — Abbie Griffin
- ▶ Strategic Brand and Business Performance Management — Rajendra Srivastava and Raji Srinivasan
- ▶ Channel Management — Mark Bergen and George John
- ▶ Innovation Strategy — Gerard J. Tellis
- ▶ Organizational Buying Behavior and Market Design — Wesley Johnston and Sandy Jap
- ▶ ISBM Pro-Seminar — various instructors

CONTACT INFORMATION

Academic Director
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Committees

ADVISORY BOARD

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Gerard J. Tellis	Director of the Center for Global Innovation, Neely Chair of American Enterprise and Professor of Marketing	University of Southern California
Gerrit van Bruggen	Professor of Marketing	Erasmus University
Christophe Van den Bulte	Associate Professor of Marketing	University of Pennsylvania
P. Rajan Varadarajan	Jenna & Calvin R. Gruet Professor of Business Administration	Texas A&M University
Barton Weitz	J.C. Penney Eminent Scholar Chair and Executive Director of The Center for Retailing Education and Research	University of Florida

ADMISSIONS COMMITTEE

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Professor Abbie Griffin, *University of Utah*
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Professor Rajdeep Grewal, *Penn State*
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Professor Ajay Kohli, *Georgia Institute of Technology*
Professor Gary Lilien, *Penn State*
Professor Bart Weitz, *University of Florida*
Professor Srinath Gopalakrishna, *University of Missouri-Columbia*
Professor Gerrit van Bruggen, *Erasmus University*

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





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the Study of
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action, equal opportunity, and the diversity of its workforce.
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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.

PENNSTATE



SMEAL College of Business