



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 2008

1. Channel Management

Mark Bergen, Carolyn I. Anderson Professor of Business Education Excellence and Chair of the Department of Marketing & Logistics Management, University of Minnesota

George John, Pillsbury-Gerot Chair in Marketing, University of Minnesota

This course is designed to provide a foundation for doctoral students interested in examining channels issues (designing and/or managing channels). It will identify, review and critique a variety of theoretical topics in the channels field. The major objectives are:

- to help you understand the scope, methods and perspectives employed in the area,
- to help you become more sophisticated consumers of channels research, and
- to help you clarify your own research interests.

We will look at channels comprised of inter-dependent institutions involved in the task of moving goods and services from the point of production to point of consumption. We will examine the structures and processes that characterize these channels and study their causes and consequences. It should be clear from the outset that channels is a very broad field of study, and that it is impossible to cover every relevant topic and perspective. We will draw on a number of different streams of work including work on vertical integration, inter-firm contracting, intra-firm and hybrid contracting, relational contracting and channel relationships. This course is not intended to be a comprehensive review of the literature. We have purposely restricted our reading list to a very limited number of papers in order to dig deeply into each paper.

A set of required readings will be scheduled, and it is vital that you come prepared to discuss these in class. Our style is to combine some lecture time with discussion time. Usually, we will ask one or more students to take the lead on specific papers. The final assignment will be a written research proposal for a topic in channels of distribution that will be presented and discussed in the last class session.

This course will be offered on Mondays, 11:00am–1:00pm ET. Session begins January 14, 2008.

2. Innovation Strategy

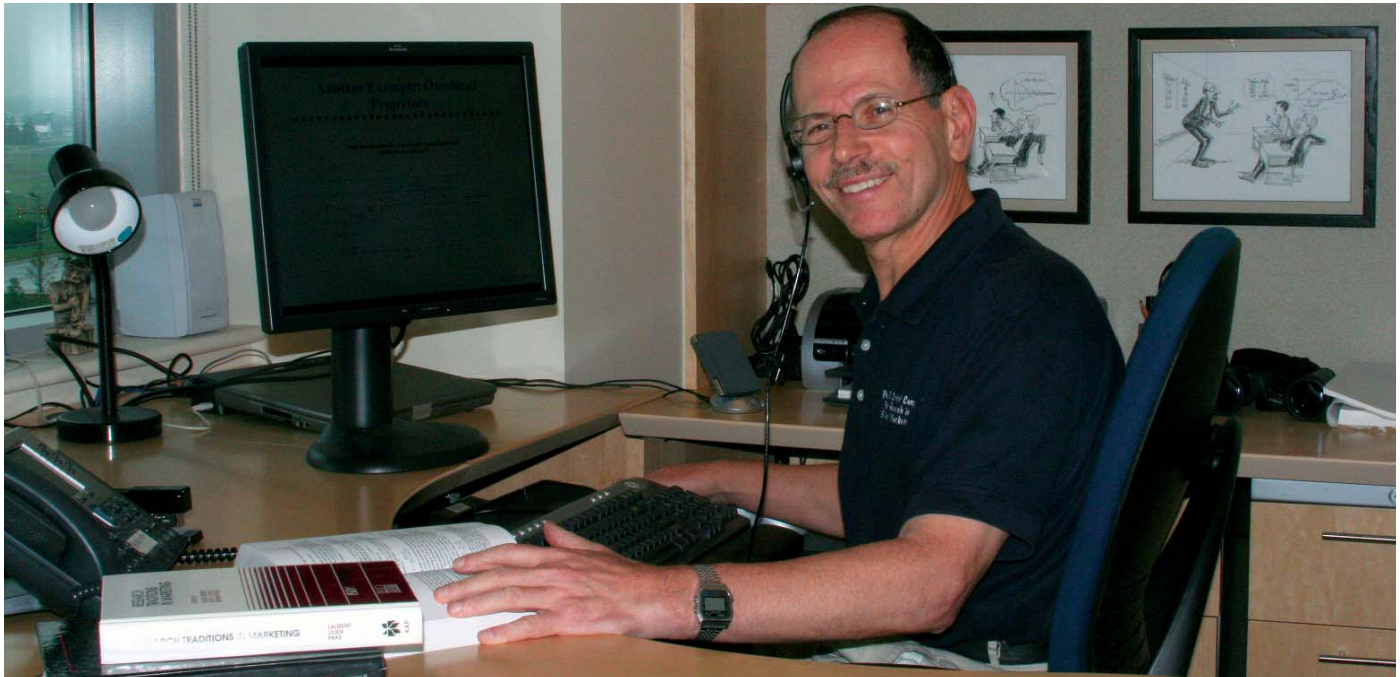
Gerard J. Tellis, Director of the Center for Global Innovation, Neely Chair of American Enterprise, and Professor of Marketing, University of Southern California, Los Angeles

Innovation—the use of new technology to create new business models, products, and services—is a powerful force in world economies. Innovation is responsible for the steady improvement in consumers' standard of living throughout history. Radical innovation creates entirely new markets and improves the quality of products while also reducing prices. It can propel small outsiders into leadership positions and bring down mighty incumbents that fail to innovate. Firms at the leading edge of innovation tend to dominate world markets and promote the international competitiveness of their home economy. Innovation also enables the creation of rent generating patents that can enrich corporations and entire nations. Thus, innovation simultaneously drives firms' success, economic growth, and consumer welfare. Researchers need to understand the causes, dynamics, and impact of innovation in order to advise managers and policy makers how to harness this powerful force in today's highly competitive markets.

This seminar will give students an appreciation of the issues, competing viewpoints, research methods, major findings, and unresolved problems in the area of innovation strategy. A tentative list of topics is:

1. Technological evolution & innovation
2. Incumbent strategy
3. Organizing for innovation
4. Market entry strategy
5. Diffusion of innovations
6. Global innovation
7. Payoff from innovation

This course will be offered on Wednesdays during March and April, 1:00pm–3:00pm ET.



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 5, 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 (Fall 2008)*
- ▶ **Organizing Buying Behavior and Market Design** — *Sandy Jap & Wes Johnston (Fall 2008)*
- ▶ **Sales Management** — *Barton Weitz (Spring 2009)*
- ▶ **Social Network Analysis** — *Christophe Van den Bulte (Spring 2009)*
- ▶ **Qualitative Research Methods** — *Abbie Griffin (Fall 2009)*
- ▶ **Strategic Brand and Business Performance Management** — *Rajendra Srivastava and Rajashri Srinivasan (Fall 2009)*

CONTACT INFORMATION

Academic Director
Rajdeep Grewal, (rug2@psu.edu)

Administrative Director
Lori Nicolini, (LNicolini@psu.edu)

ISBM Ph.D. Seminar Series (IPSS)
Institute for the Study of Business Markets
Smeal College of Business
The Pennsylvania State University
484 Business Building
University Park, PA 16802
USA

+1-814-863-2782 • WWW.IPSS.ISBM.ORG

Committees

ADVISORY BOARD

| | | |
|------------------------------------|---|-----------------------------------|
| Hans Baumgartner | Professor of Marketing and Charles and Lillian Binder Faculty Fellow | Penn State University |
| Mark Bergen | Carolyn I. Anderson Professor of Business Education Excellence | University of Minnesota |
| Anne Coughlan | Associate Professor of Marketing | Northwestern University |
| Robert Dwyer | Joseph S. Stern Professor of Marketing | University of Cincinnati |
| Srinath Gopalakrishna | Associate Professor of Marketing | University of Missouri–Columbia |
| Abbie Griffin | Royal L. Garff Endowed Chair in Marketing | University of Utah |
| Thomas Gruca | Associate Professor of Marketing and Lloyd J. and Thelma W. Palmer Research Fellow | University of Iowa |
| Jan Heide | Irwin Maier Chair in Marketing | University of Wisconsin |
| Sandy Jap | Caldwell Research Fellow Associate Professor of Marketing | Emory University |
| George John | Pillsbury–Gerot Chair in Marketing | University of Minnesota |
| Wesley Johnston | CBIM Roundtable Professor of Marketing | Georgia State University |
| Ajay Kohli | Isaac Stiles Hopkins Chair in Marketing | Emory University |
| Viswanathan Kumar | ING Chair Professor | University of Connecticut |
| Donald Lehman | George E. Warren Professor of Business | Columbia University |
| James Narus | Professor of Business Marketing | Wake Forest University |
| Ralph Oliva | Professor of Marketing and ISBM Executive Director | Penn State University |
| Robert W. Palmatier | Assistant Professor of Marketing, Evert McCabe Faculty Fellow | University of Washington |
| David Reibstein | William S. Woodside Professor and Professor of Marketing | University of Pennsylvania |
| Aric P. Rindfleisch | Associate Professor in Marketing | University of Wisconsin–Madison |
| Venkatesh Shankar | Professor of Marketing and Coleman Chair in Marketing | Texas A&M University |
| Rajashri Srinivasan | Assistant Professor | University of Texas, Austin |
| Rajendra Srivastava | Roberto C. Goizueta Chair in e-Commerce and Marketing Executive Director, Zyman Institute of Brand Science | Emory University |
| Richard Staelin | Edward and Rose Donnell Professor of Business Administration | Duke University |
| Jan-Benedict E.M. Steenkamp | C. Knox Massey Professor of Marketing and Marketing Area Chair | University of North Carolina |
| 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

Professor Rajdeep Grewal, *Penn State*
Professor Abbie Griffin, *University of Utah*
Professor Gary Lilien, *Penn State*
Professor Richard Staelin, *Duke University*

INSTRUCTIONAL DELIVERY COMMITTEE

Professor Rajdeep Grewal, *Penn State*
Professor Abbie Griffin, *University of Utah*
Professor Ajay Kohli, *Emory University*
Professor Gary Lilien, *Penn State*
Professor Mark Bergen, *University of Minnesota*
Professor George John, *University of Minnesota*
Professor Gerald J. Tellis, *University of Southern California*

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





**Institute for
the Study of
Business Markets**

ISBM Ph.D. Seminar Series (IPSS)

Institute for the Study of Business Markets
Smeal College of Business
The Pennsylvania State University
484 Business Building
University Park, PA 16802
USA

This publication is available in alternative media on request.
The Pennsylvania State University is committed to affirmative
action, equal opportunity, and the diversity of its workforce.
MPC95478jlg



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