

# ISBM Research

## QUARTERLY

PENNSYLVANIA STATE UNIVERSITY  
SMEAL College of Business

**ISBM**  
Institute for  
the Study of  
Business Markets

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### Welcome



Gary L. Lilien



Raj Grewal

When you receive this issue, we hope you will be about to leave for our biennial academic conference (p. 1). And it is less than a month until our 25th Anniversary Members meeting (p. 4), a real milestone and a gala event you will not want to miss. We hope you will attend both.

This issue begins a new feature that we hope you will find exciting: A Data Resources Program highlight. Each month, Qiong Wang, Data Resources Program Director will highlight one of the data resources. In this issue she focuses on Forrester Research Inc.'s Business Data Service (p. 2).

Raj Grewal provides an update of our ISBM PhD Seminar Series (p. 5), beginning its third year of operation. This fall we will begin a proseminar series, featuring multiple top academics giving one or two sessions each. Please encourage your doctoral students to take advantage of ISBM PhD Seminar Series course offerings.

Please advise your PhD students that the 2008 ISBM Dissertation Support Award Competition deadline, September 15, is fast approaching! (p. 3).

It is with some sadness that we bid goodbye to Matt Aistrich, who is leaving academia to return to industry. Matt has launched our Educational Resources Program, but that program now needs a new director. With the program just underway, we seek a B-to-B academic who is keen to collect and share academic pedagogic material (and tips) on B-to-B marketing at all levels from undergrad to PhD. Please contact either of us if you are interested in taking on this important and exciting opportunity.

### IN THIS ISSUE WE FEATURE . . .

...**Ajay Kohli**, new editor of the *Journal of Marketing* and a long-time member of the ISBM/B-to-B clan (p. 5). He presents his perspective on the Journal and has kindly answered several of the key questions you passed on following the last issue.

*All the best.*

**Gary and Raj**

**Gary L. Lilien**  
Research Director  
Institute for the Study of Business Markets

**Raj Grewal**  
Associate Research Director  
Institute for the Study of Business Markets

### THERE'S STILL TIME TO REGISTER...ISBM ACADEMIC CONFERENCE 2008: ADVANCES IN B-TO-B MARKETING

**August 6 - 7, 2008**



Rady School

University of California, San Diego  
Rady School of Management  
Otterson Hall  
9500 Gilman Drive  
La Jolla, CA 92093-0553  
U.S.A.

Updates and complete conference details can be found at the conference website <http://www.smeal.psu.edu/isbm/seminars/events/aca08.html> or contact the Conference Coordinator, Lori Nicolini ([LNicolini@psu.edu](mailto:LNicolini@psu.edu)) to register.

## Data Resources Program Update and Highlight on Forrester Research Inc's Business Data Service

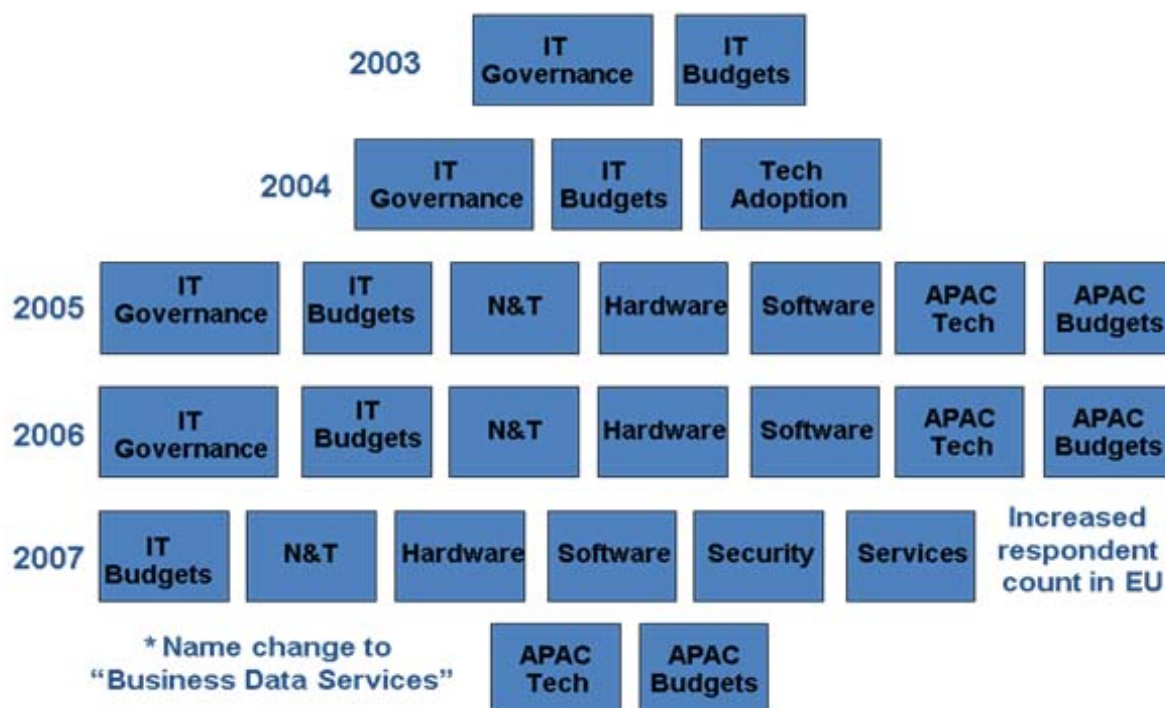
Over the past three years, the Data Resources Program (DRP) has been striving to identify and access data resources for B-to-B researchers. As of today, the DRP currently houses information on over 200 potential data sources, with new sources being added regularly. The goal of DRP is to act as a connection between B-to-B researchers and data resources to facilitate B-to-B research and support B-to-B marketers in general.

Beginning with this issue of the ISBM quarterly newsletter, we highlight one data resource in each issue. In this issue our focus is on Forrester Research's Business Data Service (BDS), where Forrester is an ISBM member company.

As an independent technology and market research company, Forrester Research provides advice about technology's impact on business and consumers. Its BDS includes interviews across 14,000 companies across the countries and regions involving Australia, Canada, China, France, Germany, India, Japan, South Korea, Taiwan, UK, and USA to uncover trends within

- IT budgets and spending
- Technology usage and adoption
- Vendor preferences
- Drivers behind IT decisions

The types of data offered by BDS from the year of 2003 are depicted in the following graph.



Moreover, BDS can classify business data at the SIC code level across the following industries:

7 Industry Segmentation	17 Industry Segmentation
Manufacturing	Agriculture, Food, & Beverage
	Consumer Product Manufacturing
	Chemicals and Metals
	Electronics
	Industrial Manufacturing
Retail	Retail & Distribution
Services	Transportation Services
	Business and Consumer Services
Media, Entertainment & Leisure	Media and Leisure
Energy, Utilities, Waste Management, Construction	Construction
	Energy, Utilities, and Waste Management
	Telecommunications Services
Finance & Insurance	Financial Services
	Insurance
Public Sector	Education and Non-profits
	Healthcare
	Government

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# ISBM's 2008 Business Marketing Doctoral Support Award Competition

Penn State's Penn State's *Institute for the Study of Business Markets* announces its eighteenth annual Business Marketing Doctoral Support Award Competition. Up to five candidates in accredited doctoral programs will receive dissertation support awards. Dissertations in any area of Business-to-Business (industrial) marketing or in any of the methodological areas that support advances in business marketing will be considered. See "Research Priorities" under the ISBM Research section of the ISBM website [www.isbm.org](http://www.isbm.org) for more information.

**In addition to applications from PhD students in marketing, we encourage applications from students in economics, management science, organizational psychology, statistics, anthropology and other disciplines whose developments help advance our understanding of the operation of the business marketplace.**

## THE AWARD CONSISTS OF:

- Up to \$7,500 in financial assistance to be used for travel, conference attendance, data collection, and other expenses of conducting and presenting the results of the research.
- Assistance, as needed, in gaining the cooperation of both ISBM member firms and non-member firms for data, interviews, etc.
- Use of databases held by or accessible to the ISBM, as needed.

The outstanding submission, if awarded, will receive the ISBM Dissertation Proposal Prize, an additional award of \$2,500.

## SUBMISSION INFORMATION:

PhD candidates interested in the competition should submit an abstract of their research **not to exceed five double-spaced pages**, along with a current vita and a vita of their dissertation advisor. The abstract should address the potential importance of their work to business marketing practice, its theoretical contributions, the research methodology, and the amount and kind of support requested. The abstract must be submitted by email no later than **15 September 2008**.

Proposals will be judged by an academic panel, consisting of representatives of the ISBM and qualified faculty members from other universities. Finalists will be notified by **10 October 2008**. Final proposals **not to exceed 15 double-spaced pages** are due on **15 November**. Winners will be announced by **1 February 2009**.

Any pages of the abstract and/or proposal (not including reference pages) exceeding the page limits will not be considered in the review process. Request samples of abstracts or proposals by sending an email to [LNicolini@psu.edu](mailto:LNicolini@psu.edu).

Instructions on submission requirements as well as more information about the ISBM and the competition may be found on the ISBM website [www.isbm.org](http://www.isbm.org) under the ISBM Research/Awards Competition link. Entries should be sent, following the instructions on the website, to [LNicolini@psu.edu](mailto:LNicolini@psu.edu).

## STATUS UPDATE ON THE ISBM EDUCATIONAL RESOURCES PROGRAM

ISBM began its Educational Resources Program (ERP) a year ago with the aim of supporting the teaching of courses related to business marketing at all university levels (undergraduate, masters, doctoral, executive education). The first step in this process has been to collect materials and design a website to provide access to and evaluations B-to-B texts, cases, videos, software, course outlines, presentations and the like. Furthermore, via the tools on the website, B-to-B educators will be able to interact with and learn from one another.

The website design is complete, and we have collected a foundation of core materials. Beyond the website and the continued collection of such materials, there are likely many other ways for the ISBM to support B-to-B educators. But those other ways will have to await the arrival and appointment of a new ERP Director as I am leaving academia. Hence, I end this short update on a bittersweet note.

I have enjoyed the challenge and the satisfaction of getting the ERP off the ground, but I have decided to return to my native Finland and take a job in industry. Hence, the ISBM is seeking a new B-to-B faculty member with extensive teaching experience and familiarity with courses related to business markets to take over the role of Educational Resources Director. Gary and Raj's editorial in this newsletter provides further details on the call for a new Educational Resources Director.

My warm thank you to everyone who has helped out the ERP with materials and advice!

### Matt Aistrich

Educational Resources Director  
Institute for the Study of Business Markets



Matt Aistrich

# From the Membership: ISBM 25<sup>th</sup> Anniversary Members' Meeting ... Still Time to Register!

We welcome and encourage B-to-B academics to mix with ISBM member practitioners at all ISBM meetings—but this one is a special one....it commemorates our 25th Anniversary! The lineup is outstanding and we promise a truly special event.

We've gathered an outstanding lineup of speakers who have had – and are having – a great impact on our practice, to cover:

## 25 Years of B-to-B Research, Practice, and Progress

- The most important lessons we've learned – to carry forward
- The things we must unlearn – that won't work – that we must forget

## Speakers include...

- Martha Rogers - Peppers & Rogers
- Bob Cooper - Stage-Gate
- Tom Nagle - Strategic Pricing Group
- Victor Hunter - Hunter Business Group
- Peter Burris - Forrester Research
- Sam Parker - AT&T
- Mike Kullman - DuPont
- John Jacko - Kennametal
- Fred Wiersema - Customer Insight Group

Plus...a Special Dinner Presentation by Dr. Irv. Gross, Co-Founding Director, ISBM

The date and location are:  
20-21 August, 2008

The Penn Stater Conference Hotel  
State College, Pennsylvania, USA

For full conference information and to register see:  
<http://www.smeal.psu.edu/isbm/seminars/events/08spr.html>

Please call in for registration - the conference fee for academics is \$250.00.

**Gary L. Lilien**  
Research Director  
Institute for the Study of Business Markets



## ISBM Data Resources Program *continued from page 2*

Furthermore, BDS provides surveys from both small and medium business (SMB) and large enterprises (ENT). A snapshot of the characteristics of business data that BDS provides is shown as below.

BUSINESS DATA SURVEY GRID AND RESPONDENT COUNT

	North America 8,400 respondents		EU 3,800 respondents		APAC 1,450 respondents
	SMB	E	SMB	E	E
Networks & Telecom	800	700	400	300	
Hardware	700	700	400	300	
Software	800	700	400	300	
Security★	800	700	400	300	
Services★		700		300	
IT Budgets	1,000	800	400	300	
Global Tech Adoption					750
Global Budgets					700

Note: "SMB" refers to a company of 6-999 employees. "ENT" refers to a company with 1000+ employees

★ New in 2007

BDS has 24 individual studies

We cordially invite researchers to consider Forrester's BDS. B-to-B researchers are most welcome to contact the DRP if they are interested in getting DRP's help to work with Forrester.

*continued on page 6*

## From the Editor, Journal of Marketing



Ajay Kohli

It is a huge honor and responsibility to serve as the editor of the *Journal of Marketing*. I am deeply indebted to the previous editor, Roland Rust for the outstanding work he did during his term, and for helping make the transition as smooth as possible.

The *Journal of Marketing* is in excellent shape today, thanks to the efforts of Roland Rust and his predecessors. I would like to build on their fine work. I would like JM to be the place readers turn to first when looking for substantive insights they can rely on.

I would like the work published in the *Journal* to be interesting, rigorous, and of broad appeal. What's interesting, like beauty, is a little hard to define but very real. One yardstick of interestingness is how much thinking and action on the part of how many people will change due to a given piece of research. Work published in JM

must be rigorous, not just technically, but also conceptually. Shoddy conceptualization can only lead to shoddy insights, no matter how sophisticated the technical aspects of the research. The *Journal* has many stakeholders—academics, practitioners, public policy makers, consumers. Research published in JM should have clear and significant implications for the behavior of one or more of these stakeholders.

JM will publish research on any topic using any method, provided the criteria noted above are met. I am of the firm belief that no research method is perfect; each has its own strengths and weaknesses. A key consideration in the publication of an article in JM is whether the article offers novel substantive insights, and whether the research method used to reach the conclusions engenders a reasonable level of confidence in the substantive insights.

There are many sectors in the global economy, and the *Journal* welcomes work with significance for any of these sectors. The B2B sector is about half the US economy. Sliced differently, the services sector is even bigger. I

would welcome research that has something useful to say about marketing in these sectors.

An editor can shape a journal, but only to an extent. A journal is primarily a product of the efforts of authors and reviewers. What gets published in a journal is a function of the work that is submitted to the journal to begin with. What gets accepted for publication is significantly influenced by the reviewers of the research. That said, as Editor, I will be willing to encourage a paper that I felt was particularly interesting and useful even if some reviewers were not favorably disposed towards it. I will endeavor to provide authors with as fair, timely and constructive reviews as possible.

I look forward to working with you!

**Ajay K. Kohli**  
Editor  
*Journal of Marketing*

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## IPSS Update: ISBM Ph.D. Seminar Series



Ph.D. Web Based Seminars

Time does indeed fly! Believe it or not, this Fall we start the third year and fifth assortment of IPSS course offerings. We have two new and exciting endeavors planned for the B-to-B Ph.D. student for Fall 2008.

First, **Sandy Jap** and **Wes Johnston** will co-teach a course on **Organizational Buying Behavior and Market Design**. This course will cover the history and the current state-of-the-art of organizational buying behavior and market design in the academic literature. The course will address these issues from conceptual, theoretical, and methodological perspectives. Participants will develop an understanding of the current state of knowledge in the domain and discuss current and possible future, fruitful research streams. Details will soon follow in an updated IPSS brochure and are available on request from IPSS.

Second, this Fall we will launch the inaugural IPSS Pro-Seminar Series. An IPSS pro-seminar is a course where four to six instructors take a session or two to introduce students to their area of expertise within the B-to-B research domains. We have an impressive line-up of instructors for Fall 2008 – including **Robert Dwyer, Srinath**

**Gopalakrishna, V. Kumar, Aric Rindfleisch, Bart Weitz** – and expect the course to be repeated with a different set of instructors in Spring 2009. The 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.

Please bring these two seminars to your promising B-to-B Ph.D. students.

For more information about IPSS, see “IPSS” under the ISBM Research section of our website [www.isbm.org](http://www.isbm.org) or e-mail me [rug2@psu.edu](mailto:rug2@psu.edu).

**Raj Grewal**  
Associate Research Director  
Institute for the Study of Business Markets



Raj Grewal

## From the Editor, Journal of Marketing Q&A *continued from page 5*

**W**e asked for your questions for Professor Kohli as the new editor of the *Journal of Marketing*, and here are his responses to some of those questions:

**Q** In light of recent calls to understand customers more deeply, especially in B-to-B markets, I am curious about how Dr. Kohli sees that progressing in scholarly research. In particular, I wonder if B-to-B researchers in particular, given the complex institutional nature of the B-to-B buying process, should be placing greater emphasis on more qualitative research methods (e.g., ethnography, phenomenology, grounded theory used much more commonly in consumer research)? If you agree, as JM editor, how can you encourage such work to be submitted and published in the journal? In a much more rigorous manner that might produce different insights that complement and enrich the progress that has been gained through a traditional focus on modeling choice, behavior, and cause-effect relationships in structural models, etc.

**A** JM is very open to articles using any research method that provides reliable insights into marketing phenomena. This includes qualitative methods, and there are several examples of qualitative work published in the Journal in the recent past. It is important, however, that an article have something concrete, specific and useful to say about the phenomenon investigated. The Journal is a bridge between the academic and practitioner worlds, and it is important for an article to

provide clear implications for practitioners. I intend to stress these points in my messages at various forums such as campus presentations, editorials, and other media (such as this ISBM Newsletter).

**Q** Surveying managers is a potent means of capturing latent constructs in business markets. However, this methodology is much maligned in marketing – where deep statistical analysis of databases on consumer markets are becoming the norm. As business markets comprise 50% of commerce, according to Department of Commerce, what is your opinion on publishing survey research in JM for important business marketing problems?

**A** JM is very open to publishing high quality research using surveys of managers. (Like other methods, however, surveys can be done well or poorly.) Each research method, including the survey method, has its own strengths and limitations. It is important for authors and reviewers to bear this in mind.

**Q** Research in business markets is different from modeling and consumer behavior research. Do you see any difference in criteria (not standards) that you might use to evaluate research on business markets?

**A** I am not sure I understand the question fully. Let me offer some thoughts that may be helpful. JM is most interested in research articles that make a substantive contribution, are conceptually and methodologically rigorous, and have a broad appeal. The Journal is very interested in articles that are innovative and hold the promise of changing the thinking and actions of a large number of stakeholders (e.g., managers, public policy makers, consumers). The Journal is very open to a variety of different research methods and approaches for generating reliable insights.

**Q** As someone who has conducted significant research in the B-to-B domain, what topics and approaches would you most like to see pursued by young researchers in particular?

**A** Personally, I would like to see young researchers pursue topics and approaches they find inherently interesting and engaging (rather than those suggested by others). This is important for producing research that meets the highest standards of scholarship.

## ISBM Data Resources Program *continued from page 4*

In addition to informing researchers about numerous data resources, the DRP is interactive. It includes a feedback mechanism so that the research community may share experiences and knowledge specific to the data sources that members have evaluated and used. We encourage B-to-B researchers to share both their comments to the DRP and their experiences with specific data resources. Feel free to email me ([qiongwang@psu.edu](mailto:qiongwang@psu.edu)) for information about this program.

**Qiong Wang**  
Data Resources Program Director  
Institute for the Study of Business Markets



Qiong Wang

### COMMENTS... IDEAS...

We would love to hear from you. If you wish to comment on this article (or have thoughts for future articles), please pass them on. Your suggestions will make the newsletter better and more responsive to your needs. Please email your correspondence to:

Newsletter Editor  
Lori Nicolini ([LNicolini@psu.edu](mailto:LNicolini@psu.edu))

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