Overview

Day and Montgomery (1999), in the article “Charting New Directions for Marketing in the 21st Century,” note that rethinking the role of theory is one of the most important challenges for academic research as the discipline enters the 21st century. Despite this challenge the top journals in our discipline are giving less attention to theory development (Yadav 2015). For example, a review by Yadav (2010) of articles published in leading marketing journals provide evidence to heighten the concern over the lack of innovation in approaches for theorizing in the marketing discipline and the decline in conceptual articles. This trend is also identified by Stewart and Zinkhan (2006) and MacInnis (2011). In this Special Session we respond to the challenge for fresh thinking in this area with presentations by leading international scholars exploring innovative approaches for theorizing. While the presentation will focus on theorizing in marketing in general, they also focus specifically about their approach applies to theorizing about innovation and growth in strategies in marketing.

Presentation 1: Organic theory development about innovation and growth in marketing
Manjit Yadav, Texas A&M University, USA

Over the years, a number of editors of scholarly journals in marketing have voiced concerns regarding the state of theory and the dearth of organic marketing theories (i.e., home-grown marketing theories or indigenous marketing theories) and have called upon marketing scholars to address these critical issues. However, some marketing scholars have suggested that the sociology of the discipline might be a reason for the dearth of organic marketing theories. That is, as opposed to the “not invented here syndrome,” an impediment to organic theory
development in marketing may be the “liability of invented here syndrome.” Notwithstanding concerns regarding whether the sociology of the discipline being an impediment to organic theory development, there is need to examine specific substantive issues in marketing that should be the focus of organic theory development. For instance, in some substantive areas related to innovation and growth, legitimate concerns regarding the appropriateness of applying a theory developed in another discipline should spur the exploration of organic marketing theory development opportunities. However, in other substantive areas where the appropriateness of a theory developed in a basic discipline to understand, explain and predict a marketing phenomenon is persuasively argued and corroborated by empirical evidence, the need for organic marketing theory development may be less pronounced. This paper presents a framework to facilitate a careful analysis of these and related theory-development issues of considerable significance in the marketing discipline.

Presentation 2: From variables based correlational marketing theory to event and mechanism based theorizing
Ian F. Wilkinson, University of Sydney, Louise Young, University of Western Sydney, Australia

Much of our discipline’s theory development is dominated by models of variables and how they are correlated. However, there are other ways of doing science, including those reflected in approaches such as analytical sociology and computational social science, using techniques such as agent-based models. These seek to explain complex systems’ behaviour in terms of actors acting and interacting, the sequences of events taking place over time and the causal mechanisms and processes producing them. Event and mechanism based theorizing is linked to new ways of thinking and methodologies of studying and modelling behaviour. It is a move from analytical and reductionist thinking to synthesis and algorithmic thinking. It uses computational social science methods and agent based models, which are a form of mathematical model made explicit and written down in computer code. These approaches have only recently begun to penetrate the discipline of marketing and other social sciences. They are resisted because they are new, because they challenge traditional ways of thinking and explaining things and because they require different empirical skills to do.

Presentation 3: Corpus-Linguistic: A new methodological framework for theorizing about innovation and growth
Sandra D. Smith, Julia Fehrer and Roderick J Brodie, University of Auckland, New Zealand

In the last decade computer based analysis of textual data has become increasingly sophisticated and is emerging as a powerful methodology to enhance theorizing in marketing. We explore how a methodological framework, using corpus-linguistic techniques, can be embedded in a theorizing process. Corpus-linguistics provides a powerful new methodology to theorize through drawing on large bodies of text. The methodology explores language use on the basis of a text
corpus, drawing on both quantitative and qualitative computer based text analysis techniques. It incorporates methodological innovations for the identification of recurring lexical patterns, the comparison of corpora, and the enhancement of dictionaries. More specifically, corpus-linguistic facilitates a theorizing process that identifies relationships between emerging concepts that are repeatedly used in the literature, to aid theory development in marketing. In this paper we discuss the application of this new approach to theorizing about innovation and growth.

Presentation 4: What’s behind “value-in-use”? A microfoundational approach to investigating innovation and growth strategies in marketing
Lucas Pfisterer, Stefan Roth, University of Kaiserslautern, Germany and Roderick J Brodie, University of Auckland, New Zealand

Marketing scholars have been discussing the concepts of value co-creation and value-in-use for more than a decade now. However, contributions to these discussions have been on a rather theoretical and conceptual level. Several attempts have been made to apply the general and abstract concepts in practice (e.g. McColl-Kennedy et al., 2012; Payne et al., 2008) but only a few scholars have recognized the importance to systematically connect the general ideas of Service Dominant Logic with empirical evidence by a bridging theory (Brodie et al., 2011; Karpen et al., 2012). In this paper presentation, we connect the two levels of analysis by applying a microfoundational theorizing approach to this issue. We first review the concept of value-in-use from a SDL perspective. We then present the conception and first results of an empirical study to shed light on the microfoundations of value-in-use and investigate innovation and growth strategies in marketing based on our findings.

Bios of Session Chairs

Roderick J. Brodie is Professor in the Department of Marketing at the University of Auckland of Business School, New Zealand. His 180 publications have appeared in leading international journals. He is an associate editor for Marketing Theory and the Journal of Service Research and has served on the Editorial Boards of the Journal of Marketing, the International Journal of Research in Marketing. In 1998 was the founding president of ANZMAC and in 2004 he was made one of the founding Fellows. In 2011 he was made a Fellow of EMAC.

Manjit S. Yadav is Macy’s Foundation Professor and Professor of Marketing, Mays Business School, Texas A&M University. His current research focuses on marketing strategy in digital environments, particularly issues related to innovation and technological change. His work has been published in a number of leading journals, including Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, and Sloan Management Review. He is the Editor of AMS Review and a member of the Editorial Boards of Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and Journal of Interactive Marketing. Dr. Yadav is a recipient of the Harold H. Maynard Award that recognizes an article published in Journal of Marketing “for its significant contribution to marketing theory and thought.”
Bios of Presenters

**Julia Fehrer** is a PhD student at University of Bayreuth Germany Research Fellow, Centre of Digital Enterprise University of Auckland, Auckland, New Zealand. Prior to starting her PhD she was Senior Consultant Marketing Strategy for GENERALI Insurances, Adliswil, Switzerland.

**Lucas Pfisterer** is a Doctoral Candidate and Research Associate at the Department of Marketing, University of Kaiserslautern, Germany. His research focuses on marketing theory and includes issues of customer value creation, value co-creation, and customer usage processes. Among others, his work has been published in Marketing Theory and has been presented at the 2013 ANZMAC Conference.

**Stefan Roth** is Professor of Marketing at the University of Kaiserslautern, Germany. Stefan has published research on topics in services marketing, pricing and negotiation management, supply chains and distribution channels. Among others, his articles have been published in Journals such as Journal of Service Research, Australasian Marketing Journal, Journal of Product and Brand Management, and Marketing Theory. In addition, Stefan runs a behavioural research laboratory at the University of Kaiserslautern.

**Sandra D. Smith** is a lecturer in the Department of Marketing at the University of Auckland Business School, New Zealand. A common thread running through her research is an interest in how actors in various marketing networks use language to create meaning, particularly in relation to brands. With a background in applied linguistics, Sandra has pursued innovative data analysis techniques, including the use of corpus-linguistics tools. Sandra has published in the European Journal of Marketing and Marketing Theory.

**Ian F. Wilkinson** is Honorary Professor of Marketing at the University of Sydney and a Professor in the Institute of Entrepreneurship and Relationship Management at the University of Southern Denmark. He has published over 250 research papers and 4 books. His current work focuses the development and management of business relations and networks as complex adaptive systems. His research has been funded by grants from the Australian Research Council, the Australian Trade Commission and various University Research Grants.

**Louise Young** is Professor of Marketing at the University of Western Sydney and at the Institute of Entrepreneurship and Relationship Management at the University of Southern Denmark. Current work focuses the evolution of business relationships and networks and the methods which enable their study. She has published over 150 research papers considering these and related topics. Her research has been funded by grants from the ARC, the CSIRO, Austrade and various University Research Grants.