



**KADIR HAS UNIVERSITY  
FACULTY OF MANAGEMENT  
INAUGURAL RESEARCH CAMP  
5-6 APRIL 2018**

**LOCATION: KADIR UNIVERSITY, CIBALI CAMPUS, GALATA SALON**

**FIRST DAY: 5 APRIL 2018 THURSDAY**

**THEME: HOW TO PUBLISH IN PREMIER SCHOLARLY JOURNALS**

13:00-13:30	Registration
13:30-13:45	<i>Welcoming Speech</i> Prof. Sondan Durukanoğlu Feyiz-President
13:45-14:45	<i>Generating Ideas for Publishing Scholarly Research</i> Prof. V. Kumar (Georgia State University)
14:45-15:45	<i>How to Craft a Manuscript for a Top Journal</i> Prof. Neil A. Morgan (Indiana University)
15:45-16:00	Coffee Break
16:00-17:00	<i>Publishing in Specialized Journals</i> Prof. Constantine S. Katsikeas (Leeds University Business School)
17:00-18:00	<i>From Genesis to Success: Managing the Publication Process from an Author's Perspective</i> Prof. Alok Saboo (Georgia State University)

**SECOND DAY: 6 APRIL 2018 FRIDAY**

**THEME: CUSTOMER AND BUSINESS ANALYTICS**

09:30-10:00	Registration
10:00-11:15	<i>How Does Marketing Work on MARS?</i> Prof. Neil A. Morgan (Indiana University)
11:15-11:30	Coffee break
11:30-13:00	<i>Regaining Lost Customers But Only to Lose Them Again</i> Prof. V. Kumar (Georgia State University)
13:00-14:30	FREE TIME
14:30-16:00	<i>Learning from Product Recalls: Roles of the Stock Market and Organizational Defense Mechanisms</i> Prof. Alok Saboo (Georgia State University)

\*Program language is English and participation is free of charge.

\*\*RSVP (nihal.pederli@khas.edu.tr) by 30 March 2018, Friday.

## **Regaining Lost Customers but only to Lose them Again**

**V. Kumar**  
**Georgia State University**

### **ABSTRACT**

This presentation will share the findings of three studies that focus on lost customers and their behaviors afterward. Service firms, which have high attrition rates, are finding it exceedingly difficult to grow their customer base. Despite their extensive retention efforts, customers still defect. The first study empirically demonstrates how (a) the lost customers' first lifetime experiences and behaviors, (b) the reason for defection, and (c) the nature of the winback offer made to lost customers are all related to the second lifetime profitability. Even after firms develop win-back strategies to rectify issues that cause customer churn and rebuild the relationship with lost customers some customers churn again. In the second study, to examine customers' repeat churn behavior, we develop a *Mixture Cure Competing Risks* model, jointly estimating the second lifetime duration, multiple churn reasons, and customers' heterogeneity in exhibiting a related churn reason. We find support for the existence of a cured group of returning customers, defined as those who are not susceptible to churn due to a repeated reason. Our findings suggest that mitigating repeat churn behavior can extend customers' second lifetime tenure and increase profitability by \$150,000 over the lifetime of the customers in the sample (leading to gains of over \$15 million for deferring second lifetime churn in a million returning customers), depending on the type of churn. Finally, in the third study, we show that it is possible to predict to which competing firms the lost customers might end up with leading to understanding of the marketplace dynamics.

## **Learning from Product Recalls: Roles of the Stock Market and Organizational Defense Mechanisms**

**Alok Saboo**  
**Georgia State University**

### **ABSTRACT**

Product recall is a marketing failure that should prompt firms to invest in improving their marketing capabilities to avoid future recalls. Yet, firms need to divert resources for short-term crisis management immediately after the recall. Therefore, firms may not want to expend additional resources for learning unless the incentive to do so is strong. In the context of public firms, we consider the mediating role of the stock market in incentivizing recalling firms to improve their marketing capability post-recall, as well as the impact of these changes on the rate of future recalls. Further, we argue that this mediating role is contingent on several moderators, as predicted by organizational defense theory. The resulting moderated-mediation model reveals that severity, as perceived by investors (i.e., stock market penalty), completely mediates the effect of recall severity (i.e., consumer injuries) on improvements in marketing capability. Multiple contingent factors such as branding strategy, operational capability, competitors' recall and customer relationship intensity significantly influence this mediated effect. Finally, post-recall improvements in marketing capability reduces the rate of future recalls.

## **How Does Marketing Work on MARS?**

**Neil A. Morgan  
Indiana University**

### **ABSTRACT**

The past decade has witnessed a dramatic shift in the landscape for marketing and marketers. An explosion of digitally enabled data, devices, media, and channels and shifting uses and preferences among consumers and customers have radically altered the environment in which marketing takes place and presented enormous challenges for firms who seek to be successful in the new landscape. We use the acronym M.A.R.S. (Mobile, Analytics, Real-time, Social) as the descriptor of some of the most disruptive changes, and to indicate just how different the environment is from the traditional marketing environment (Earth). To better understand the nature of the challenges and the effectiveness of different responses, the Mobile Marketing Association and Forbes has funded a Marketing Organization Structure Think tank (MOSST) to study the evolution in the marketing organization (structure, process, knowledge, and culture). In this session the results of the first phase of this research involving 75 companies across a range of marketplaces will be presented—unpacking the source and nature of the challenges, how they are manifest, and offering a roadmap for how firms can best navigate these challenges.



## V. KUMAR

**V. Kumar (VK)** is the Regents' Professor, Richard and Susan Lenny Distinguished Chair & Professor, Executive Director, Centre for Excellence in Brand and Customer Management, Director of the Ph.D. Program at the J. Mack Robinson College of Business, Georgia State University, Atlanta, GA. VK is also honored as the Chang Jiang Scholar, HUST, China; Fellow, Hagler Institute for Advanced Study, TAMU, College Station, TX; and Senior Fellow, Indian School of Business, India.

VK has been recognized with eight lifetime achievement awards in marketing strategy, inter-organizational issues, retailing, business-to-business marketing, and marketing research from the AMA and other professional organizations. He also has had the privilege and the honor of being named as editor-in-chief of the *Journal of Marketing*, the number one ranked academic journal in the field of marketing.

VK has published in many scholarly journals in marketing including the *Harvard Business Review*, *Sloan Management Review*, *Journal of Marketing*, *Journal of Marketing Research*, and *Marketing Science*. His books include *Managing Customers for Profit*, *Customer Relationship Management*, and *Marketing Research*. He has been chosen as a Legend in Marketing where his work is published in a 10-volume encyclopedia with commentaries from scholars worldwide.

VK has extensive consulting experience working on marketing research projects for companies including IBM, Comcast, HSBC, P&G, ING, Prudential, Wells Fargo, ICICI, Pitney Bowes, Chick-fil-A, BP/AMOCO, AOL, MGM Mirage, Polo Ralph Lauren, AllState, Home Depot, Equifax, PeopleSoft, Sigma Genosys, Houston Cellular, AT&T, Southwestern Bell, Exxon, Builders Square, American Airlines, Coca-Cola Foods, Channelview Bank, DuPont, First Interstate Bank, Houston Lighting and Power, GTE, San Jacinto Girls Scouts, Inc., Scientific Software Intercomp, Inc., Gallery Furniture, and Texas Children's Hospital. Dr. Kumar has also directed marketing research projects for clients including Coca-Cola Foods, Compaq Computers, Baker-Hughes, Houston Northwest Medical Center, The Daily Cougar Newspaper, Arch Chemicals, IKON, Bristol Myers Squibb, ABB, etc. Dr. Kumar is an expert on working with customer databases to build efficient direct marketing and database marketing programs for Fortune 500 firms dealing with consumer and industrial products. He also builds models and develops marketing programs with the point-of-sale retail scanner data of grocery stores and supermarkets. Dr. Kumar also interacts with A. C. Nielsen and Information Resources, Inc. in analyzing large scanner databases of supermarkets. Dr. Kumar has also served as an expert witness in lawsuits related to market opportunities. He also served on the board of the business research division of one of the fastest growing advertising agencies in the United States of America for over five years and has also served on the Board of one of the Aditya Birla Group of companies.



## NEIL A. MORGAN

**Neil A. Morgan** is a Professor and PetSmart Distinguished Chair of Marketing at Indiana University's Kelley School of Business. He has previously held faculty positions at UNC's Kenan-Flagler Business School, Cambridge University's Judge Business School, and Cardiff University's Cardiff Business School, and been a visiting professor at the University of Michigan's Ross School of Business. He received his Ph.D. in Business Administration from the University of Wales.

His research interests span marketing and strategic management issues but mainly focus on marketing strategy implementation and linkages between marketing-related resources and capabilities and firm performance.

His work has been published in numerous journals including: *Journal of Marketing*, *Marketing Science*, *Strategic Management Journal*, *Journal of Operations Management*, *Decision Sciences*, *International Journal of Research in Marketing*, and *Journal of the Academy of Marketing Science*.

His research has been widely recognized, including: AMA Global Marketing SIG "Excellence in Global Marketing Research Award" (2013); Emerald "Citation of Excellence" Award (2013); and Finalist *Journal of Marketing* Harold H. Maynard Award (2013, 2015 and 2016) and MSI/Root Award (2015). His current research projects focus on marketing performance assessment, the role of the CMO and marketing department, marketing's role in enhancing efficiency, and brand management and CRM capabilities.

Neil serves as Co-Editor of *Journal of Marketing* (2017-date) and Associate Editor of *Journal of the Academy of Marketing Science* (2015-date). He also serves as a member of numerous other editorial boards including: *Journal of International Business Studies*, *International Journal of Research in Marketing*, and *Journal of International Marketing*.

Neil has consulted for a large number of firms in a variety of industries and in different parts of the world including the US, Europe, Asia, Latin America, Russia, and South Africa. He is also a multi-award winning MBA teacher and a frequent speaker in management development and executive education programs around the world. Clients include: IBM, Johnson & Johnson, Hitachi Data Systems, Publix, Raychem, Microsoft, Dade Behring, Cummins, Ingersoll Rand, Coca-Cola, Exxon Mobil, U.S. Navy, National City, Performance Food Group, Asia-Pacific Breweries, ConAgra, Deutsche Bank, Kaiser Permanente.



## CONSTANTINE S. KATSIKEAS

**Constantine S. Katsikeas** is the Arnold Ziff Research Chair and Professor of Marketing and International Management, and the Founder and Director of the Global and Strategic Marketing Research Center at Leeds University Business School (LUBS), University of Leeds. He served as Department Chair in the periods 2004-2010 and 2014-2016, and as Associate Dean for Faculty in the period 2011-2016. He was Vice President of the Academy of Marketing Science between 2012 and 2014. He also served as Faculty Executive Board Member in LUBS from 2007 to 2010 and from 2014 to 2016. Prior to this, he held the Sir Julian Hodge Chair in Marketing and International Business at Cardiff Business School, Cardiff University.

His interests are global marketing and exporting, sales management, cross-border relationships, strategic alliances, and competitive strategy. He has published widely and his articles have appeared in *Journal of Marketing*, *Strategic Management Journal*, *Organization Science*, *Journal of International Business Studies*, *Decision Sciences*, *Journal of International Marketing*, *Journal of World Business*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Industrial Marketing Management*, *Management International Review*, *Long Range Planning*, *International Marketing Review*, and other journals. He is the recipient of the American Marketing Association's 2013 and 2015 Excellence in Global Marketing Award for outstanding research, which has significantly influenced the direction of global marketing, the 2006 Hans B. Thorelli 5-Year Research Award by the American Marketing Association Foundation, and the 1999 S. Tamer Cavusgil Award for the best *Journal of International Marketing* article that advances the practice of international marketing management.

He is the Editor-in-Chief of *Journal of International Marketing*, published by the American Marketing Association, Editor–Marketing of *Journal of International Business Studies*, published by the Academy of International Business, and Area Editor of *Journal of the Academy of Marketing Science*, published by the Academy of Marketing Science. He was Associate Editor of *British Journal of Management* (2004–2007) and serves on the editorial boards of *Journal of Marketing*, *Journal of Marketing Research*, *Management International Review*, *Industrial Marketing Management*, *Journal of Business Research*, and *British Journal of Management*, *Journal of Marketing Management*. He is an active member of the American Marketing Association, Academy of International Business, Academy of Marketing Science, and European Marketing Academy. He has led management development courses on strategic marketing, direct marketing, international management and export management, sales management, key account management, and competitive strategy. He has taught managers from a wide range of organizations including Toyota, Delhaize Le Lion, Aramco, Coca Cola, Atkins, Siemens, Boehringer Ingelheim, Sabic, Nadec, Philip Morris, Minerva, Audi, Mitsui Chemicals, Fortnum & Mason, A1 Telekom Austria, Mercedes-Benz, FirstPlus, Prozone, AB Vassilopoulos, GlaxoSmithKline, and Johnson & Johnson.



## ALOK R. SABOO

**Alok R. Saboo** is assistant professor of marketing and assistant director of the Center for Excellence in Brand & Customer Management (CEBCM) at J. Mack Robinson College of Business, Georgia State University. He is listed in *Marquis Who's Who in the World* since 2017 and was named by Poets and Quants as one of the *Top 40 Professors Under 40 Worldwide*.

Alok is primarily interested in investigating the effectiveness of firms' marketing actions and helping firms increase the returns on their marketing investments. His research falls in three broad areas: 1) enhancing outcomes of organizational actions such as mergers and acquisitions or product recalls, 2) developing dynamic marketing resource allocation approaches, and 3) improving marketing actions such as those related to innovation and customer management.

His research is published or forthcoming in premier journals including *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing*, *Management Information Systems Quarterly (MISQ)*, *International Journal of Research in Marketing*, and *Journal of Service Research*. He currently serves on the editorial review board of *Journal of Marketing* and *Journal of Business Research* and regularly serves as a referee for several top-tier journals.

Alok teaches product and brand management at the undergraduate level and marketing management at the graduate level. He received his Ph.D. in marketing from the Pennsylvania State University. Before joining the Ph.D. program in 2007, he worked as a product manager at ICICI Prudential Life Insurance and as a CRM consultant at Tata Consultancy Services Ltd.