

DOCTORAL COURSE DESCRIPTION

Subject	Science Category	Faculty	Department
Marketing Theory and Methods	03S	Faculty of Economics and Business Administration	Marketing

Form of implementation	Volume of the subject in credits	Form of implementation	Volume of the subject in credits
lectures		consultations	1
individual	6	seminars	

Annotation
<p>The aim of the course “Marketing Theory and Methods” is to help a doctoral student to inquire into the essence of the key marketing theories, linking them with the research methods that are most relevant to their nature. The course not only helps accumulating knowledge on the marketing theories and methods, but also develops analytical skills and abilities of abstract thinking.</p> <p>Key topics:</p> <ol style="list-style-type: none"> 1. Evolution of marketing theories and methods <ol style="list-style-type: none"> 1.1. Evolution of marketing theories/ schools of marketing thought 1.2. Newest theoretical directions and methods (post-modern marketing, Marketing 3.0., Marketing 4.0., Marketing 5.0., etc.). 2. Theoretical background of consumer behaviour: <ol style="list-style-type: none"> 2.1. Evolutionary, cognitive, motivational and emotional behavioural theories 2.2. Interpersonal (group) theories of consumer behaviour analysis 3. Theoretical grounding of marketing methods: <ol style="list-style-type: none"> 3.1. Value of offerings and brand management 3.2. Services, relationships and sustainable development 3.3. Digital marketing and use of technologies 3.4. Global marketing 4. Marketing methods. <p>Study methods:</p> <p>1. Analysis of requires and additionally recommended sources (consultations and individual work). Consulting helps to discuss key groups of the recommended sources and topics. They outline the role of the key sources (scientific articles) in the development of marketing thought and in regards to other theoretical concepts. Consultations help to link the materials of this course with the individual topics of work of each doctoral student, assist in developing strategies for individual search for additional sources of literature.</p> <p>2. Development of a research paper that aims to base individual topic of doctoral studies (consultations and individual work). Consulting helps to find the link between individual topics of work of each doctoral student with analysed theories.</p>

The purpose of the research paper is to review theories that could ground the analysis of the selected topic of a dissertation, which would develop and disclose skills and abilities of individual research work. A doctoral student needs to analyse 1-3 theories that are relevant to his/her topic of dissertation and present how they may be used in disclosing the key research idea. The list of analysed sources has to be significantly broadened beyond the list of sources that are recommended for this course. This would develop and disclose skills and abilities of a student in searching and using relevant sources of literature. The length of the paper is up to 10 pages (Times New Roman 12, 1,5 spacing).

The final grade is made up from:

- Answering to 2-4 questions of the Exam Committee and scientific discussion 70%
- Quality of the paper and scientific discussion on the analysed issues 30%.

Required reading

1. Burke, P. J. (2018). Contemporary social psychological theories. 2nd ed. Stanford University Press. 416 p.
2. Hunt, S. D. (2014). Marketing theory: foundations, controversy, strategy, and resource-advantage theory. Routledge. 46 p.
3. Selection of articles on the course topics (provided during the course).

Recommended reading

1. Marketing theory: evolution and evaluation. Sheth, J., Gardner, D. M., Garrett, D. E. John Willey & Sons, 1988.
2. Handbook of Theories of Social Psychology. Editors: Van Lange, P. A. M., Kruglanski, A. W., Higgins, E. T. Vol. 1 & 2. Sage Publications, 2011.
3. Additional list of articles (provided during the course).

Consulting Professors	Degree	Key publications during last 5 years
Sigitas Urbonavičius	Prof. Dr.	<ul style="list-style-type: none"> Hollebeek, L. D., Menidjel, C., Sarstedt, M., Jansson, J., & Urbonavicius, S. (2024). Engaging consumers through artificially intelligent technologies: Systematic review, conceptual model, and further research. <i>Psychology & Marketing</i>, 41(4), 880-898. Urbonavicius, S. (2023). Relative power of online buyers in regard to a store: How it encourages them to disclose their personal data?. <i>Journal of Retailing and Consumer Services</i>, 75, 103510. Degutis, M., Urbonavičius, S., Hollebeek, L. D., & Anselmsson, J. (2023). Consumers' willingness to disclose their personal data in e-commerce: A reciprocity-based social exchange perspective. <i>Journal of Retailing and Consumer Services</i>, 74, 103385. Urbonavicius, S., Degutis, M., Zimaitis, I., Kaduskeviciute, V., & Skare, V. (2021). From social networking to willingness to disclose personal data when shopping online: Modelling in the context of social exchange theory. <i>Journal of Business Research</i>, 136, 76-85. Urbonavicius, S. (2021). Chernobyl: Analysis of Young Travellers' Motivations to Visit a Unique Dark Tourism Destination. <i>Tourism: An International Interdisciplinary Journal</i>, 69(1), 127-139.
Vytautas Dikčius	Prof. Dr.	<ul style="list-style-type: none"> Dikcius, V., Urbonavicius, S., Pakalniskiene, V., & Pikturniene, I. (2020). Children's influence on parental purchase decisions: Scale development and validation. <i>International Journal of Market Research</i>, 62 (4), 449–467. Doi: 10.1177/1470785319872377 Dikcius, V., Urbonavicius, S., Adomaviciute, K., Degutis, M., & Zimaitis, I. (2021). Learning Marketing Online: The Role of Social Interactions and Gamification Rewards. <i>Journal of Marketing Education</i>, 43(2), 159-173. doi:10.1177/0273475320968252 Dikčius, V., Adomavičiūtė-Sakalauske, K., Kiršė, S., & Zimaitis, I. (2023). The impact of cultural dimensions on online store loyalty. <i>Journal of Business Economics and Management</i>, 24(3), 576-593. Dikcius, V., Adomaviciute-Sakalauske, K., Vilkaite-Vaitone, N., & Kirse, S. (2024). Attitudinal Loyalty Towards Online Stores Between Loyal and Disloyal Clients: Differences Across Four Countries. <i>Organizations and Markets in Emerging Economies</i>, 15(1 (30)), 74-89. Vilkaite-Vaitone, N., Kirse, S., Adomaviciute-Sakalauske, K., Dikcius, V., & Zimaitis, I. (2024). The usefulness of gamification for enhancing customer loyalty to small e-tailers. <i>EuroMed Journal of Business</i>. Vol. ahead-of-print No. ahead-of-print. doi:10.1108/EMJB-09-2023-0240
Ramūnas Časas	Assoc Prof. dr.	<ul style="list-style-type: none"> Bakhsh, N. N., Hollebeek, L. D., Riivits-Arkonsuo, I., Clark, M. K., & Casas, R. (2023). Proactive service recovery performance in emerging (vs. developed) market-based firms: the role of clients' cultural orientation. <i>Organizations and Markets in Emerging Economies</i>, 14(2), 260-285. Dikcius, V., Kirse, S., Casas, R., & Koncanina, A. (2019). Drivers of attitudinal and behavioural loyalty in B-2-B markets. <i>Engineering Economics</i>, 30(1), 94-102.

Approved by the Doctoral Committee of the Management Field of Vilnius University on November 8, 2024, Protocol No. (7.17 E) 15600-KT-589