

GRA 8231 Developing and Managing Digital Organizations (2018/2019)

[View Online](#)

1.

White, T. B., Zahay, D. L., Thorbjørnsen, H. & Shavitt, S. Getting too personal: Reactance to highly personalized email solicitations. *Marketing Letters* **19**, 39-50 (2008).

2.

Jaworski, B. J. & Kohli, A. K. Market Orientation: Antecedents and Consequences. *Journal of Marketing* **57**, (1993).

3.

Martin, R. The Age of Customer Capitalism. *Harvard Business Review* **88**, 58-65 (2010).

4.

Shocker, A. D., Ben-Akiva, M., Boccara, B. & Nedungadi, P. Consideration set influences on consumer decision-making and choice: Issues, models, and suggestions. *Marketing Letters* **2**, 181-197 (1991).

5.

Keller, K. L., Sternthal, B. & Tybout, A. Three Questions You Need to Ask About Your Brand. *Harvard Business Review* **80**, 80-86 (2002).

6.

Sternthal, Brian ; Tybout, Alice. Three questions you need to ask about your brand. *Harvard Business Review* **80**, 80-86 (2002).

7.

Müller-Stewens, Jessica ; Schlager, Tobias ; Häubl, Gerald ; Herrmann, Andreas. Gamified Information Presentation and Consumer Adoption of Product Innovations. *Journal of Marketing* **81**, (2017).

8.

Kim, J. & Forsythe, S. Sensory enabling technology acceptance model (SE-TAM): A multiple-group structural model comparison. *Psychology and Marketing* **25**, 901–922 (2008).

9.

Rijdsdijk, S. A., Hultink, E. J. & Diamantopoulos, A. Product intelligence: its conceptualization, measurement and impact on consumer satisfaction. *Journal of the Academy of Marketing Science* **35**, 340–356 (2007).

10.

Rigby, D. K., Reichheld, F. F. & Schefter, P. Avoid the Four Perils of CRM. *Harvard Business Review* **80**, 101–109 (2002).

11.

Liu, Y. The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty. *Journal of Marketing* **71**, 19–35 (2007).

12.

Johnson, M. D. & Selnes, F. Customer Portfolio Management: Toward a Dynamic Theory of Exchange Relationships. *Journal of Marketing* **68**, 1–17 (2004).

13.

Wolters, P T J. THE CONTROL BY AND RIGHTS OF THE DATA SUBJECT UNDER THE GDPR. *Journal of Internet Law* **22**, 1–18 (2018).

14.

Goddard, M. The EU General Data Protection Regulation (GDPR): European Regulation that has a Global Impact. *International Journal of Market Research* **59**, 703–705 (2017).

15.

Wedel, Michel ; Kannan, P. Marketing Analytics for Data-Rich Environments. *Journal of Marketing* **80**, (2016).

16.

Hinz, O., Skiera, B., Barrot, C. & Becker, J. U. Seeding Strategies for Viral Marketing: An Empirical Comparison. *Journal of Marketing* **75**, 55–71 (2011).

17.

Fulgoni, G. M. Fraud in Digital Advertising: A Multibillion-Dollar Black Hole How Marketers Can Minimize Losses Caused by Bogus Web Traffic. **56 (2)**, 123–125 (2016).

18.

Simonson, I. Determinants of Customers' Responses to Customized Offers: Conceptual Framework and Research Propositions. *Journal of Marketing* **69**, 32–45 (2005).

19.

Floyd, K., Freling, R., Alhoqail, S., Cho, H. Y. & Freling, T. How Online Product Reviews Affect Retail Sales: A Meta-analysis. *Journal of Retailing* **90**, 217–232 (2014).

20.

Edelman, D. C. & Singer, M. Competing on Customer Journeys: You have to create new value at every step. vol. 88 (12) 88–100
<https://hbr.org/2015/11/competing-on-customer-journeys> (2015).

21.

Larsen, K. R. Automated Machine Learning for Business. (Pearson Education (US), 2018).

22.

Charles C. Snow Øystein D. Fjeldstad Arthur M. Langer. Designing the digital organization. (2017).

23.

Zeithaml, V. & Bitner, M. Services Marketing: Integrating Customer Focus Across the Firm. (McGraw-Hill Education; 3rd edition, 2003).

24.

Brown, T. Design Thinking. Harvard Business Review **86**, 84–92 (2008).

25.

Brown, T. & Katz, B. Change by design: how design thinking transforms organizations and inspires innovation. (Harper Business).

26.

Brown, T. & Martin, R. Design for Action. Harvard Business Review **93**, 56–13 (2015).

27.

Elsbach, K. D. & Stigliani, I. Design Thinking and Organizational Culture: A Review and Framework for Future Research. Journal of Management **44**, 2274–2306 (2018).

28.

Iskander, N. Design Thinking Is Fundamentally Conservative and Preserves the Status Quo. <https://hbr.org/2018/09/design-thinking-is-fundamentally-conservative-and-preserves-the-s>

tatus-quo (2018).

29.

Kelley, T. & Kelley, D. Reclaim Your Creative Confidence. Harvard Business Review **90**, 115–118 (2012).

30.

Liedtka, J. Perspective: Linking Design Thinking with Innovation Outcomes through Cognitive Bias Reduction. Journal of Product Innovation Management **32**, 925–938 (2015).

31.

LIEDTKA, J. Why Design Thinking Works. Harvard Business Review **96**, 72–79 (2018).

32.

Simon, H. A. The Science of Design: Creating the Artificial. in The sciences of the artificial 111–138 (MIT Press).

33.

Simon, H. A. Social Planning: Designing the Evolving Artifact. in The sciences of the artificial 139–167 (MIT Press).

34.

Garud, R., Jain, S. & Tuertscher, P. Incomplete by Design and Designing for Incompleteness. Organization Studies **29**, 351–371 (2008).

35.

Schmiedgen, J., Rhinow, H., Köppen, E. & Meinel, C. Parts without a whole? : the current state of Design Thinking practice in organizations. vol. Technische Berichte nr. 97 (2015).

36.

Schneider, J. Understanding Design Thinking, Lean, and Agile. (O'Reilly Media, 2017).

37.

Simon, H. A. The sciences of the artificial. (MIT Press).

38.

Stickdorn, M. & Stickdorn, M. This is service design doing: applying service design in the real world : a practitioner's handbook. (O'Reilly Media, Inc, 2018).