

Potential PhD Research Topic. Impact of Advertising creativity and effectiveness on Firm value.

Principal Supervisor: Professor Steven D'Alessandro

Associate Supervisor: Professor Domenico Gasbarro (Murdoch University)

Abstract

This PhD will examine the relationship between the top 100 firms over five years (2018-2023) of award points for creativity, effectiveness and media on Firm value. Results will be contrasted with firms that did not receive nominations or points during this time. More details on rankings, points process is available from the World Advertising Research Council (WARC) at <https://www.warc.com/>. All candidates should prepare a short 10-page proposal with budget as to how they would complete this thesis in around three years. Skills in R and Python are recommended also for this PhD.

Keywords: Marketing, Finance, Accounting, Customer management models, customer value Advertising.

Further details

While much has been written about the impact of advertising spend on firm value (Chemmanu and Yan 2019; Edeling and Fischer 2016; Wang et al. 2009) there is not a great deal of literature dealing with the effectiveness of the spend (Angulo-Ruiz et al. 2018; Sun and Price 2016; Xiong and Bharadwaj 2013). What is not know is how well outstanding or award-winning campaigns influence firms with similar relative spends and overall marketing capabilities (Ang et al. 2022). This PhD will attempt to examine this gap in the theory and practice, by focusing on recognised award winners of advertising creativity, effectiveness and media effectives, usually 100 firms, with outcomes of their peers in the stock market.

Secondary data will be sourced from WARC and COMPUSTAT. Candidates need a solid background in Finance, Marketing and /or Econometrics. All candidates should prepare a short 10-page proposal with budget as to how they would complete this thesis in around three years. Scholarships are competitive at Edith Cowan, and candidates need apply directly to the university before being considered by the supervisory team.

References

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