

Potential PhD Research Topic. Marketing influence when using a customer management model versus the influence of Finance and Accounting

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Abstract

Brand management and customer management models are two ways to show the value of intangible marketing assets on the balance sheet. Brand management creates willingness to pay more for a firm's product or services because the product or service comes from the brand rather than some generic source. Customer management seeks to increase the value of the firm's customer base by identifying the customers that the firm can serve most profitably and tailoring offerings to those customers. The CMO and CFO can also roll up the value of individual customers to a measure of overall firm value. This PhD will examine if marketing has more influence in the C-suite with finance and accounting when following a customer management model? 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

This PhD will examine the trade-off between accounting conservatism (Ahmed and Duellman 2011; Li 2015; Ruch and Taylor 2015) and the use of customer focused strategy, normally defined as the difference between R&D expenditure versus advertising expenditure (Chauvin and Hirschey 1993; Mizik and Jacobson 2003; Srinivasan et al. 2011). Of interest will also be the impact of relative advertising and R&D spend (Luo and Donthu 2006). Other factors to be consider may be market conditions such market munificence and competitor activity (Feng et al. 2017) as well as choice of strategy as a cost leader versus brand differentiator (McAlister et al. 2016). Investment in marketing may also increase firm value indirectly through the development of marketing assets (Srivastava et al. 1998).

Secondary data will be sourced from Refinitiv, 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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