ΕΡΕΥΝΗΤΙΚΑ ΣΕΜΙΝΑΡΙΑ ΤΜΗΜΑΤΟΣ ΜΑΡΚΕΤΙΝΓΚ & ΕΠΙΚΟΙΝΩΝΙΑΣ

Πρόσκληση

Το Τμήμα Μάρκετινγκ & Επικοινωνίας σας προσκαλεί σε ερευνητικό σεμινάριο με προσκεκλημένο εισηγητή τον **καθηγητή Tammo Bijmolt**, Professor in Marketing Research at the University of Groningen. Το σεμινάριο έχει τίτλο ″**How to Do Well by Doing Good: A Meta-Analysis of Consumer Responses to Cause-Related Marketing**″ και θα λάβει χώρα τη **Δευτέρα 17 Φεβρουαρίου 2020 και ώρα 15:00-18:00** στο νέο κτίριο του Οικονομικού Πανεπιστημίου Αθηνών, επί των οδών Τροίας 2, Κιμώλου και Σπετσών.

Τα ερευνητικά σεμινάρια του Τμήματος Μάρκετινγκ & Επικοινωνίας είναι ανοικτά προς όλα τα μέλη ΔΕΠ και υποχρεωτικά για τους Υποψήφιους Διδάκτορες του Τμήματος.

Ακολουθεί περιγραφή της ομιλίας και σύντομο βιογραφικό σημείωμα του εισηγητή.

Η Οργανωτική Επιτροπή

Γιώργος Μπάλτας   Διονύσης Σκαρμέας   Πάρις Αργουσλίδης

How to Do Well by Doing Good:

A Meta-Analysis of Consumer Responses to Cause-Related Marketing

Cause-related marketing (CM) that ties a brand's philanthropic engagement to a sales promotion gains momentum in both marketing research and practice. Due to this dual nature, CM may evoke both positive (i.e., warm glow) and negative (i.e., consumer skepticism) consumer responses. To what extent and under what conditions CM might influence attitudinal and behavioral outcomes is unclear. This meta-analysis therefore synthesizes the empirical evidence about both the CM main effect and relevant CM moderators across 160 papers, reporting 229 studies. The authors find a moderate and positive main effect of CM (mean d = .347, CLES = .597; p < .001). Yet, this effect is highly contingent on contextual factors and campaign execution, nonprofit partner selection, and promotional characteristics (i.e., donation size transparency, and campaign communication). The meta-analysis reconciles previously inconclusive evidence on the most studied CM moderators (fit between the for-profit and the donation target, hedonic product type, donation level) and further reveals several significant novel CM moderators (e.g., the role of reference prices, number of donation targets, campaign framing). Overall, the generalizations inform researchers and managers about expected effect sizes when executing CM, compare its effectiveness to other CSR activities and price promotions, and provide a systematic agenda for further research.

Keywords: cause-related marketing; meta-analysis; corporate social responsibility.

ΣΥΝΤΟΜΟ ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ ΤΟΥ PROFESSOR TAMMO BIJMOLT

Tammo H.A. Bijmolt is Professor in Marketing Research at the University of Groningen, the Netherlands and director of the Groningen Digital Business Centre. His research interests include loyalty programs, retailing, e-commerce, advertising, and meta-analysis. On these topics, Tammo Bijmolt has been involved in numerous research projects in collaboration with companies and international co-authors. His publications have appeared in leading international journals, such as Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Consumer Research, International Journal of Research in Marketing, and Psychometrika. He is Associate editor of the International Journal of Research in Marketing, and member of the editorial boards of Journal of Marketing, Journal of Retailing, and the International Journal of Electronic Commerce. He won the best paper award in 2007 and the J.B. Steenkamp long-term impact award in 2017 of the International Journal of Research in Marketing, the best paper award in 2011 of the Journal of Interactive Marketing, and the best paper award in 2015 and 2017 of the European Journal of Marketing. Tammo Bijmolt (co-)supervised 21 PhD students, some of which are now Associate or Full Professor themselves. He is vice-president conferences of the European Marketing Academy (EMAC). Finally, he has been involved in numerous research-based consultancy projects, and served as marketing and research expert in around fifteen legal cases involving market research projects, especially on branding and advertising.

Some recent articles in international, refereed journals:

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