

# PREVIOUS VOLUME CONTENTS

RMR INAUGURAL ISSUE

EDITOR NARESH K. MALHOTRA

EDITORIAL: REVIEW OF MARKETING RESEARCH

*Naresh K. Malhotra*

A RE-APPRAISAL OF THE ROLE OF EMOTION IN  
CONSUMER BEHAVIOR: TRADITIONAL AND  
CONTEMPORARY APPROACHES

*Allison R. Johnson and David W. Stewart*

THE EYE OF THE BEHOLDER: BEAUTY AS A CONCEPT  
IN EVERYDAY DISCOURSE AND THE COLLECTIVE  
PHOTOGRAPHIC ESSAY

*Morris B. Holbrook*

CONSUMER INFORMATION ACQUISITION: A REVIEW  
AND AN EXTENSION

*Lan Xia and Kent B. Monroe*

THE RESOURCE-ADVANTAGE THEORY OF COMPETITION:  
A REVIEW

*Shelby D. Hunt and Robert M. Morgan*

TOWARD AN INTEGRATED MODEL OF BUSINESS  
PERFORMANCE

*Sundar G. Bharadwaj and Rajan Varadarajan*

CONSUMERS' EVALUATIVE REFERENCE SCALES  
AND SOCIAL JUDGMENT THEORY: A REVIEW AND  
EXPLORATORY STUDY

*Stephen L. Vargo and Robert F. Lusch*

CORRESPONDENCE ANALYSIS: METHODOLOGICAL  
PERSPECTIVES, ISSUES AND APPLICATIONS

*Naresh K. Malhotra, Betsy Charles Bartels, and Can Uslay*

*REVIEW OF MARKETING RESEARCH: VOLUME 2*

EDITOR NARESH K. MALHOTRA

## REVIEW OF MARKETING RESEARCH: SOME REFLECTIONS

*Naresh K. Malhotra*CONSUMER ACTION: AUTOMATICITY, PURPOSIVENESS,  
AND SELF-REGULATION*Richard P. Bagozzi*LOOKING THROUGH THE CRYSTAL BALL: AFFECTIVE  
FORECASTING AND MISFORECASTING IN CONSUMER  
BEHAVIOR*Deborah J. MacInnis, Vanessa M. Patrick,  
and C. Whan Park*CONSUMER USE OF THE INTERNET IN SEARCH FOR  
AUTOMOBILES: LITERATURE REVIEW, A CONCEPTUAL  
FRAMEWORK, AND AN EMPIRICAL INVESTIGATION*Brian T. Ratchford, Myung-Soo Lee,  
and Debabrata Talukdar*CATEGORIZATION: A REVIEW AND AN EMPIRICAL  
INVESTIGATION OF THE EVALUATION FORMATION  
PROCESS*Gina L. Miller, Naresh K. Malhotra, and Tracey M. King*INDIVIDUAL-LEVEL DETERMINANTS OF CONSUMERS'  
ADOPTION AND USAGE OF TECHNOLOGICAL  
INNOVATIONS: A PROPOSITIONAL INVENTORY*Shun Yin Lam and A. Parasuraman*THE METRICS IMPERATIVE: MAKING MARKETING  
MATTER*Donald R. Lehmann*MULTI-LEVEL, HIERARCHICAL LINEAR MODELS AND  
MARKETING: THIS IS NOT YOUR ADVISOR'S OLS MODEL*James L. Oakley, Dawn Iacobucci, and Adam Duhachek*

*REVIEW OF MARKETING RESEARCH: VOLUME 3*

EDITOR NARESH K. MALHOTRA

REVIEW OF MARKETING RESEARCH: A LOOK AHEAD

*Naresh K. Malhotra*

MANAGING CUSTOMER RELATIONSHIPS

*Ruth N. Bolton and Crina Tarasi*

A CRITICAL REVIEW OF MARKETING RESEARCH ON  
DIFFUSION OF NEW PRODUCTS

*Deepa Chandrasekaran and Gerard J. Tellis*

ON THE DISTINCTION BETWEEN CULTURAL AND  
CROSS-CULTURAL PSYCHOLOGICAL APPROACHES  
AND ITS SIGNIFICANCE FOR CONSUMER PSYCHOLOGY

*Giana M. Eckhardt and Michael J. Houston*

CONSUMER RESPONSES TO PRICE AND ITS CONTEXTUAL  
INFORMATION CUES: A SYNTHESIS OF PAST RESEARCH,  
A CONCEPTUAL FRAMEWORK, AND AVENUES FOR  
FURTHER RESEARCH

*Dhruv Grewal and Larry Compeau*

STORE BRANDS: FROM BACK TO THE FUTURE

*Serdar Sayman and Jagmohan S. Raju*

LANGUAGE, THOUGHT, AND CONSUMER RESEARCH

*Dwight R. Merunka and Robert A. Peterson\**

YOU OUGHT TO BE IN PICTURES: ENVISIONING  
MARKETING RESEARCH

*Russell W. Belk*

*REVIEW OF MARKETING RESEARCH: VOLUME 4*

EDITOR NARESH K. MALHOTRA

REVIEW OF MARKETING RESEARCH: TAKING STOCK

*Naresh K. Malhotra*

FORMAL CHOICE MODELS OF INFORMAL CHOICES:  
WHAT CHOICE MODELING RESEARCH CAN (AND CAN'T)  
LEARN FROM BEHAVIORAL THEORY

*Jordan J. Louviere and Robert J. Meyer*

HOW MUCH TO USE? AN ACTION-GOAL APPROACH  
TO UNDERSTANDING FACTORS INFLUENCING  
CONSUMPTION QUANTITY

*Valerie S. Folkes and Shashi Matta*

INTEGRATING PURCHASE TIMING, CHOICE AND  
QUANTITY DECISIONS MODELS: A REVIEW OF MODEL  
SPECIFICATIONS, ESTIMATIONS AND APPLICATIONS

*V. Kumar and Anita Man Luo*

BRAND EXTENSION RESEARCH: A CROSS-CULTURAL  
PERSPECTIVE

*Michael A. Merz, Dana L. Alden, Wayne D. Hoyer,  
and Kalpesh Kaushik Desai*

A REVIEW OF EYE-TRACKING RESEARCH IN MARKETING

*Michel Wedel and Rik Pieters*

ROLE THEORY APPROACHES FOR EFFECTIVENESS  
OF MARKETING-ORIENTED BOUNDARY SPANNERS:  
COMPARATIVE REVIEW, CONFIGURAL EXTENSION  
AND POTENTIAL CONTRIBUTION

*Jagdeep Singh and Argun Saatcioglu*

PRICE CONTRACT DESIGN TEMPLATES: GOVERNING  
PROCUREMENT AND MARKETING OF INDUSTRIAL  
EQUIPMENT

*George John*

REVIEW OF MARKETING RESEARCH: VOLUME 5

EDITOR NARESH K. MALHOTRA

REVIEW OF MARKETING RESEARCH: THE FIRST FIVE VOLUMES

*Naresh K. Malhotra*

CONSUMER JUDGMENT FROM A DUAL-SYSTEMS PERSPECTIVE: RECENT EVIDENCE AND EMERGING ISSUES

*Samuel D. Bond, James R. Bettman,  
and Mary Frances Luce*

CAN YOU SEE THE CHASM? INNOVATION DIFFUSION ACCORDING TO ROGERS, BASS AND MOORE

*Barak Libai, Vijay Mahajan, and Eitan Muller*

EXPLORING THE OPEN SOURCE PRODUCT DEVELOPMENT BAZAAR

*Balaji Rajagopalan and Barry L. Bayus*

A NEW SPATIAL CLASSIFICATION METHODOLOGY FOR SIMULTANEOUS SEGMENTATION, TARGETING, AND POSITIONING (STP ANALYSIS) FOR MARKETING RESEARCH

*Wayne S. DeSarbo, Simon J. Blanchard,  
and A. Selin Atalay*

METHODS FOR HANDLING MASSIVE NUMBER OF ATTRIBUTES IN CONJOINT ANALYSIS

*Vithala R. Rao, Benjamin Kartono, and Meng Su*

A REVIEW AND COMPARATIVE ANALYSIS OF LADDERING RESEARCH METHODS: RECOMMENDATIONS FOR QUALITY METRICS

*Thomas J. Reynold and Joan M. Phillips\**

METRICS FOR THE NEW INTERNET MARKETING COMMUNICATIONS MIX

*Randolph E. Bucklin, Oliver Rutz, and Michael Trusov*

*REVIEW OF MARKETING RESEARCH: VOLUME 6*

EDITOR NARESH K. MALHOTRA

REVIEW OF MARKETING RESEARCH: ACCUMULATING  
KNOWLEDGE*Naresh K. Malhotra*A REVIEW OF PRIOR CLASSIFICATIONS OF PURCHASE  
BEHAVIOR AND A PROPOSAL FOR A NEW TYPOLOGY*Hans Baumgartner*MEASURING CUSTOMER LIFETIME VALUE: MODELS  
AND ANALYSIS*Siddharth S. Singh and Dipak C. Jain*

LEARNING MODELS

*S. Sriram and Pradeep K. Chintagunta*CUSTOMER CO-CREATION: A TYPOLOGY  
AND RESEARCH AGENDA*Matthew S. O'Hern and Aric Rindfleisch*CHALLENGES IN MEASURING RETURN ON MARKETING  
INVESTMENT: COMBINING RESEARCH AND PRACTICE  
PERSPECTIVES*Koen Pauwels and Dave Reibstein*THE SERVICE-DOMINANT LOGIC OF MARKETING:  
A REVIEW AND ASSESSMENT*Stephen L. Vargo, Robert F. Lusch,  
Melissa Archpru Akaka, and Yi He*MARKETING IN A WORLD WITH COSTS OF PRICE  
ADJUSTMENT*Shantanu Dutta, Mark E. Bergen, and Sourav Ray*

**REVIEW OF MARKETING RESEARCH: VOLUME 7**

**EDITOR NARESH K. MALHOTRA**

**REVIEW OF MARKETING RESEARCH: ANALYZING  
ACCUMULATED KNOWLEDGE AND INFLUENCING  
FUTURE RESEARCH**

*Naresh K. Malhotra*

**A BACKWARD GLANCE OF WHO AND WHAT MARKETING  
SCHOLARS HAVE BEEN RESEARCHING, 1977–2002**

*John B. Ford, Douglas West, Vincent P. Magnini, Michael  
S. LaTour, and Michael J. Polonsky*

**DYNAMIC STRATEGIC GOAL-SETTING: THEORY  
AND INITIAL EVIDENCE**

*Mark B. Houston, S. Ratneshwar, Lisa Ricci,  
and Alan J. Malter*

**INTERNET CHANNEL CONFLICT: PROBLEMS  
AND SOLUTIONS**

*Eric Anderson, Duncan Simester, and Florian Zettelmeyer*

**REFERRAL EQUITY AND REFERRAL MANAGEMENT:  
THE SUPPLIER FIRM'S PERSPECTIVE**

*Mahima Hada, Rajdeep Grewal, and Gary L. Lilien*

**A CRITICAL REVIEW OF QUESTION-BEHAVIOR  
EFFECT RESEARCH**

*Utpal M. Dholakia*

**CONSUMER COGNITIVE COMPLEXITY AND THE  
DIMENSIONALITY OF MULTIDIMENSIONAL  
SCALING CONFIGURATIONS**

*Naresh K. Malhotra, Arun K. Jain, Ashutosh Patil,  
Christian Pinson, and Lan Wu*

**STRUCTURAL MODELING OF HETEROGENEOUS DATA  
WITH PARTIAL LEAST SQUARES**

*Edward E. Rigdon, Christian M. Ringle,  
and Marko Sarstedt*