

INDEX

- Academic marketing researchers, implications for, 43–45
- Accessibility, 288–289
- Accountability, marketing
 - impact of advertising intensity, 224
 - classification of selected articles, 202
 - contributions, 220–225
 - correlations and descriptive statistics, 221
 - data and sample, 217
 - environmental performance, 197–198
 - limitations and future research directions, 225–226
 - marketing actions, 200
 - marketing actions impact on environmental and social performance, 216–220
 - impact of marketing intensity, 222
 - measures and models, 217–220
 - measuring environmental and social performance, 202–204
 - method, 201–204
 - related frameworks, 200–201
 - results, 204, 216, 220
 - impact of selling, general, and administrative expenses intensity, 223
 - social performance, 198–200
- Accountable, 49–50
- Accountants, 16
- Accounting, 16, 19
 - equation, 27–29
 - performance model, 142–144
 - rules, 21–25
- Activism, 4
- Actors, 235, 247
 - actor-level analysis, 256–257
- Adobe Advertising Cloud TV, 156–160
- Adobe Analytics. *See* Omniture SiteCatalyst
- Advertising Intensity, 217–218
- Affective commitment, 271–272
- Affiliation network, 235
- Age, 83–84
- Aggregate data approaches
 - to attribution, 161–162
 - advantages and disadvantages of aggregate data, 163–164
- Aggregate store and service portfolios, 297–301
- Akaike information criterion (AIC), 218–220
- Algorithmic approach, 170
- Algorithmic attribution models, 171–173
- Ambience, 287–288
- American Customer Satisfaction Index (ACSI), 51–52, 283–284
- ANOVA, 122
- Antecedents of brand equity, 77, 79–80
- Artificial intelligence, 5
- Asset, 19–20
- Attention, interest, desire, and action model (AIDA model), 51
- Attitudinal drivers of WOM, 264
 - data, 264
 - drivers of word of mouth, 266–267
 - nature of word of mouth, 265
 - simultaneous impact of, 267–273
- Attractiveness, 286
- Attribution modeling
 - channel analysis breadth in, 165–169

- data handling approaches in, 156–165
 - experimentation and optimization of, 174–178
 - optimizing, 176–178
 - process for successful adoption of, 178–180
 - testing efficacy of attribution models, 174–176
- Backfire effects, 269
- Backward-looking, 5
- Balance sheet, 17
- Baseline market-based assets creation, 33
- Bidirectional network ties, 235
- Big data, 4
 - handling, 182–183
- Bimodal network, 235
- Binary framework, 116
- Blame, 112
- Brand deal
 - depth, 87
 - level, 87
- Brand equity, 6, 64–65, 75–77
 - data and measures, 84–85
 - determinants of price and volume premium, 81–84
 - distribution of revenue premium, 89–90
 - and effect on price, volume, and revenue premiums, 91–99
 - extended framework on brand equity and antecedents, 77, 79–80
 - large number of manufacturer brands endangered, 99–102
 - model fitting, 87–89
 - model formulation, 85
 - price vs. volume premium, 90–91
 - relative importance of brand equity antecedents on price and volume premiums, 102–105
 - revenue premium, 81
- Brand value chain (BVC), 78
- Brand value creation, 78
- Brand(s), 75–76
 - awareness, 52
 - consideration, 52
 - continuity, 168–169
 - display sales, 87
 - evaluation, CFMs for, 64–66
 - feature sales, 87
 - liking, 52
 - management, 77
 - positioning, 77, 79–80, 83, 86, 93, 96
 - price deal sales, 87
 - structure, 79–80, 82–83, 93
 - valuation, 30, 66
- Branding, 75–76
 - strategy, 79–82, 85, 91, 93
 - structure, 86
- Brick-and-mortar stores
 - conceptual framework, 286–289
 - data and methodology, 289–295
 - future research implications, 310–311
 - managerial and societal implications, 309–310
 - related literature, 283–285
 - results, 296–306
- Budget allocation, 184
- Buzz, 9
- Calculative commitment, 272–273
- California Consumer Privacy Act (CCPA), 162
- Cash flow statement, 17
- Category assortment, 82–83
- Category characteristics, 84, 87, 96, 99
- Category-level measure, 87
- Cause-related marketing, 4
- Centrality, 255
- Channel analysis breadth in
 - attribution modeling, 165–169
- Citizen Satisfaction Index (CSI), 283–284
- City centers, 280
- Click, 169

- Clickstream, 161–162
 - advantages and disadvantages of
 - Clickstream data, 162–163
 - dealing with challenges of data, 164–165
- Coca-Cola advertising, 23
- Coca-Cola Company, 26
- Codifiability, 135–136
- Commitment, 271
- Common alternative, 6
- Common attribution models, 169–173
 - differences in marketing attribution models, 169–171
 - heuristic and algorithmic attribution models, 171–173
- Community living, 4
- Complexity, 135–136
- Congruity theory, 116
- Consensus strategy, 134
- Consumer behavior, 10
- Consumer services, 303, 305
- Consumer-packaged goods (CPG), 76
- Consumers failure perceptions and attributions, 112–113
- Coordination, 131–132
- Core set, 133
- Corporate social responsibility (CSR), 58, 61, 194–195, 199
 - composite measure of, 218
- Cost per acquisition (CPA), 177–178
- COVID-19, 4
- Critical brand management decisions, 79–80
- Cross-network interactions, 255–256
- Custom-weighted attribution (CWA), 171
- Customer behavior, CFMs with, 56–61
- Customer characteristics, 83–84, 86, 96
- Customer effort score (CES), 51–52
- Customer equity (CE), 6, 50
- Customer experience (CX), 274
- Customer feedback metrics (CFMs), 50–51
 - impact of, 60
 - for brand evaluation, 64–66
 - challenges of, 66–68
 - classification, 52–54
 - dashboard creation, validation, and usage, 62–64
 - deep dive into customer-focused feedback metrics, 54–56
 - drivers of, 59
 - future, 68–70
 - history of, 51–52
 - to make marketing more accountable, 61–66
 - in McKinsey's customer decision journey model, 53
 - relation CFMs with customer behavior and firm performance, 56–61
 - relation to retention, 64
 - selection to include in dashboard, 61–62
- Customer influence value (CIV), 194–195
- Customer knowledge value (CKV), 194–195
- Customer lifetime values (CLVs), 6, 50, 194–195
- Customer referral value (CRV), 194–195
- Customer satisfaction, 54–55, 270
- Customer valuation, 30
- Customer-focused feedback metrics, deep dive into, 54–56
 - customer satisfaction, 54–55
 - net promoter score, 55–56
 - other CFMs, 56
- Customer-focused metrics and analytics, 5
- Dashboard creation, 62–64
- Data handling approaches in attribution modeling, 156–165
- Density, 255

- Dependent variable, 85
- Descriptives, 296–297
- Direct traffic reduced approach, 170
- Distribution, 296
- Diversity, 283–284
- Dollar Index, 86
- Dynamic capabilities of market orientation, 130–131

- Econometrical model, 55
- Economic balance sheet of business
 - look like, 31–32
 - challenge of value arising, 31–32
 - market-based assets, 31
- Economic commitment, 272–273
- Education, 83–84
- Efficacious attribution models, 174
- Ego network, 235
- Emotions, 271
- Environmental disclosure score, 218
- Environmental performance (EP), 8, 194, 197–198
 - marketing actions impact on, 216–220
 - measuring, 202–204
- Extended framework on brand equity and antecedents, 77–80
- External attribution, 113
- External reporting, 16

- Facebook, 156–160
 - spend, 161
- Failure and multiple loci causal agents, 114–115
- Financial accountants, 23
- Financial accounting, 16–18
 - accounting conventions fail to represent economic reality, 21–30
 - accounting created to solve, 18–21
 - actions to measure and report intangible value, 29–30
 - concerns about accounting rules, 21–25
 - economic balance sheet of business look like, 31–32
 - financial statements, 32–43
 - IAS, 25–26
 - material complaint, 26–29
- Financial performance (FP), 194
- Financial reporting, 5–6
- Financial statements, 32–43
 - adjustment for market-based assets approach, 33–34
 - example of adjusting, 34–41
 - implications for academic marketing researchers, 43–45
 - implications for senior marketers, 42–43
 - information needed to adjust, 32–33
 - limitations of adjusting for market-based approach, 40–42
- Firm performance, 8–9
 - CFMs with, 56–61
 - intrafirm networks and, 245
 - measures of, 4–7
- Firms, 49–50, 67
 - balance economic profits, 194
 - marketing, 153–154
- Forced commitment, 272–273
- Forward-looking, 5
- Fractional attribution. *See* Shapley value attribution (SVA)
- FTA, 170

- General Data Protection Regulation (GDPR), 162
- Generally accepted accounting principles (GAAP), 17–18
- German Federal Statistical Office, 289
- Global Financial Crisis, 21–22
- Google, 156–160
 - Google Ads, 161
 - Google Analytics, 156–160
- Granularity, 5
- Greenhouse gas (GHG), 8, 218

- Handelsverband Deutschland (HDE), 281
- Heterogeneity among store and service provider categories, 302–305
- Heuristic approach, 170
- Heuristic attribution models, 171–173
- Hierarchical Bayes model, 275
- Hierarchical interaction, 170
- Hierarchical interaction attribution (HIA), 171, 173
- Household
 - affluence, 83–84
 - size, 83–84
- HR professionals, 24
- Hypothesized model, 139

- Identifiable asset, 19
- Income statement, 17
- Independent variables, 85–87
- Indirect economic value, 194–195
- Industry-level CFMs, 53–54
- Inner city, 280, 284
 - attractiveness, 283–284
- Instagram, 156–160
- Intangible assets, 22, 27
- Inter-organizational networks, 8–9
- Internal attribution, 113
- Internal reporting, 16
- International Accounting Standards (IAS), 25–26
- International Accounting Standards Board (IASB), 17–18, 25
- International Integrated Reporting Framework (IRF), 200–201
- International Organization for Standardization (ISO), 66
- Interorganizational networks, 246–247
- Intrafirm networks, 8–9
 - and firm performance, 245
- Key performance indices (KPIs), 51–52

- Last touch attribution (LTA), 155, 170
- Latent Dirichlet allocation (LDA), 69
- Lead, 171
- Learning, 131–133
- Level of analysis, 249, 256–257
- Linking marketing, 5
- Locus, 114

- Managerial accounting. *See also* Financial accounting, 16–17
- Manufacturer brand
 - joint effect of store image and manufacturer brand equity, 118–123
 - in product failures, 114–115
- Market asset, 6
- Market exploration, 133, 140
- Market orientation, 7, 49–50, 130, 132, 150–151
 - accounting performance model, 142–144
 - capabilities, 130–136
 - capability, 140
 - data, 139–140
 - exploration, 133, 141
 - framework, 136–139
 - fundamental market orientation capabilities, 132–136
 - limitations and future research, 147
 - measures, 140–142
 - research method, 139–142
 - results, 142–146
 - self-reported performance model, 145–146
 - tacitness, 135, 141
 - tests of measure validity and reliability, 142
 - theoretical contribution, 146–147
- Market-based assets approach, 31
 - adjusting level of assets related to marketing, 34
 - adjustment for, 33–34
 - baseline market-based assets creation, 33

- estimating marketing investments and marketing expenses, 33–34
 - limitations of adjusting for market-based approach, 40–42
- Marketers, 5–6
- Marketing, 3, 10
 - academia, 4
 - adjusting level of assets related to, 34
 - analytics, 4
 - expenses, 33–34
 - intensity, 217–218
 - investments, 33–34
 - mix, 84, 87, 99
 - SNR review in, 235–247
- Marketing accountability, 194
 - marketing accountability for marketing and nonmarketing outcomes, 3–4
 - measures of firm performance, 4–7
 - measures of social interaction, 7–9
 - measures related to societal outcomes, 9–10
- Marketing Accountability Standards Board (MASB), 30
 - brand investment, 76
- Marketing actions, 200
 - impact on environmental and social performance, 216–220
- Marketing attribution, 154–155, 157, 160
 - differences in, 169–171
 - future research agenda for, 180–185
- Marketing–Performance Outcome Chain framework, 130, 136–137, 139
 - hypothesized model of effects, 138
- Markov chain, 170
- Markov chain attribution (MCA), 171–172
- Matched market testing, 175
- Matching, 22–23
 - costs and revenues, 23
- Material complaint, 26–29
- Materiality, 20
- Multichannel attribution models, 176
- Multichannel data-driven attribution models
 - background literature, 155–156
 - brand continuity, 168–169
 - channel analysis breadth in attribution modeling, 165–169
 - Clickstream and aggregate data approaches to Attribution, 161–162
 - common attribution models, 169–173
 - data handling approaches in attribution modeling, 156–165
 - experimentation and optimization of attribution models, 174–178
 - future research agenda for marketing attribution, 180–185
 - offline-only attribution research, 166
 - Omnichannel attribution research, 167–168
 - online-only attribution research, 166–167
 - process for successful adoption of attribution models, 178–180
- Multiloci attributions, 113
 - cause of product failure, 123
 - establishing multiple loci, 117–118
 - failure and multiple loci causal agents, 114–115
 - joint effect of store image and manufacturer brand equity, 118–123
 - limitations, 124–125
 - recommendations, 125
 - role of manufacturer brand and store image in product failures, 114–115

- theoretical and managerial implications, 124
 - theoretical background and hypotheses, 114
- Multitouch, 169
- National brands, 90
- National business systems (NBS), 199
- Net promoter score (NPS), 50, 55–56
- Networks
 - dynamics and evolution, 256
 - mechanisms, 251
 - mode, 248
 - ties, 235
 - and WOM, 236–244
- Node, 235
- Nonexhaustive list, 52
- Nonreduced traffic reduced approach, 170
- North American Industry Classification System (NAICS), 274–275
- Offline-only attribution research, 166
- Omnichannel attribution research, 167–168
- Omnichannel frameworks, 183
- Omniture SiteCatalyst, 167
- Online-only attribution research, 166–167
- Open-ended questions, 117
- OpenStreetMap (OSM), 282, 289–290
- Operationalization, 290–291
- Opportunity, 171
- Ordinary least squares (OLS), 291
- Organizational theory, 233–234
- Overstating intangibles, 18
- Pixier, 170
- Place branding, 283–284
- Position-based attribution (PBA), 171
- Price premium, 6, 78, 85, 90–91
 - brand equity and effect on, 91–99
 - determinants of, 81–84
 - relative importance of brand equity antecedents on, 102–105
- Private label, 76, 79–80, 82–85
- Proactive market orientation, 130
- Probit, 170
 - attribution, 171
- Probit model attribution (PMA), 172
- Procter and Gamble, 84
- Product attractiveness, 52, 136–139
- Product awareness, 52
- Product failures, 112, 114
 - manufacturer brand and store image in, 114–115
- Product innovativeness, 136–139, 142
- Product superiority, 141
- Product variations, 82
- Product-as-a-Service, 133
- Profit maximization, 184
- Profitability, 142–144
- Proportional hazard, 170
- Proportional hazard attribution (PHA), 171, 173
- Purchase price allocation (PPA), 22
- Quality vs. quantity effects in cities' store and service provider portfolios, 305–306
- Random coefficient simultaneous equation model (RCSEM), 87–89
- Reactive market orientation, 130
- Retail agglomerations, 281–282, 284–285
- Retail brand equity, 112–113
- Return on assets (ROA), 218–220
- Return on investment model (ROI model), 56–58, 156, 160
- Return on sales, 136–139
- Revenue, 81
- Revenue premium. *See also* Price premium, 6, 76, 78, 81
 - brand equity and effect on price, volume, and, 91–99
 - distribution of, 89–90

- Root mean square error of approximation (RMSEA), 142
- Sale, 171
- Sales growth, 142
- Salesperson performance, 8–9
social networks and, 244–245
- Same-session vs. 7-day, 170–171
- Self-brand connection (SBC), 273
- Self-reported performance model, 145–146
- Self-reported profitability, 142
- Selling, general, and administrative expenses Intensity (SG&A Intensity), 217–218
- Senior marketers, implications for, 42–43
- SERVQUAL, 53
- Shapley value, 170
- Shapley value attribution (SVA), 169–171
- Sharing economy platforms, 133
- Shopping streets, 281–282
- Single touch, 169
- Social capital theory, 245
- Social disclosure scores, 218
- Social function, 9–10
- Social interaction, measures of, 7–9
- Social listening, moving to, 68–70
- Social network research (SNR), 8–9, 233–235
actors, 247
antecedents of network formation and position, 257–258
classification schema, 251–252
compositional performance, 253
compositional process, 254
configurational performance, 252–253
configurational process, 253–254
consequences of social networks, 249
cross-network interactions, 255–256
beyond density and centrality, 255
direct measures of network processes, 258
interorganizational networks, 246–247
intrafirm networks and firm performance, 245
level of analysis, 249
level of analysis, 256–257
network boundaries, 248–249
network dynamics and evolution, 256
network impact, 249–251
network mechanisms, 251
network mode, 248
practical considerations of, 247–251
research agenda, 254
research agenda and classification schema, 251–258
review in marketing, 235–247
selective review of marketing subareas using, 237–243
social networks and salesperson performance, 244–245
- Social networks, 8–9, 235
- Social performance (SP), 8, 194, 198, 200
marketing actions impact on, 216–220
measuring, 202–204
- Societal well-being, 4
- Stakeholders, 49–50
- Standardize reporting, 19
- Stimulus–Organism–Response model (SOR model), 286
- Store and service portfolio, 287
- Store image
joint effect of store image and manufacturer brand equity, 118–123
in product failures, 114–115
- Strength of weak ties (SWT), 233–234
- Structural equation model (SEM), 291–295
- Structural VARA, 171

- Swedish Customer Satisfaction
 - Barometer (SCSB), 51–52
- System dependence, 135–136
- Tacit knowledge, 135
- Tangible assets, 27
- Teachability, 135–136
- Text-mining technique, 68
- Time decay attribution (TDA), 171
- Touch, 169
- Town center management (TCM),
 - 281
- Twitter, 156–160
- TwitterScraper, 69
- Underreporting of intangibles, 18
- Unidirectional network tie, 235
- Uniform resource locator (URL), 167
- Urbanity, 283–284
- US Financial Accounting Standards
 - Board (FASB), 17–18
- US Patent and Trademark Office
 - (USPTO), 85
- Validation, 62–64
- Valuation, 21
 - model, 76
- Vector autoregression (VAR),
 - 170
- Vector autoregression attribution
 - (VARA), 171–173
- Vector of dummy variables, 86
- Video-mining technique, 68
- Virtual reality, 5
- Vis-à-vis manufacturer, 116
- Voice-mining technique, 68
- Volume premium. *See also*
 - Revenue premium,
 - 6, 78, 90–91
 - brand equity and effect on,
 - 91–99
 - determinants of, 81–84
 - model, 86
 - relative importance of brand equity antecedents on,
 - 102–105
- Web analytics tool, 156–160
- Word of mouth (WOM), 8–9, 235,
 - 249–250, 264
 - drivers of, 266–267
 - nature of, 265
 - networks and, 236–244
- YouTube, 156–160