# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>List of Tables</td>
<td>xiii</td>
</tr>
<tr>
<td>List of Figures</td>
<td>xv</td>
</tr>
<tr>
<td>List of Abbreviations</td>
<td>xix</td>
</tr>
<tr>
<td>Foreword: My Reflections about Jagdish Sheth by Philip Kotler</td>
<td>xxiii</td>
</tr>
<tr>
<td>Preface</td>
<td>xxvii</td>
</tr>
<tr>
<td><strong>Part I: Rethinking and Re-envisioning Marketing</strong></td>
<td></td>
</tr>
<tr>
<td>1. Reimagine Marketing</td>
<td>3</td>
</tr>
<tr>
<td>Yoram 'Jerry' Wind</td>
<td></td>
</tr>
<tr>
<td>2. Daring to Understand and Change Thinking</td>
<td>17</td>
</tr>
<tr>
<td>Gerald Zaltman</td>
<td></td>
</tr>
<tr>
<td>3. Envisioning Marketing Advances in an Era of Disruptions: A Bottom-up</td>
<td>25</td>
</tr>
<tr>
<td>Perspective from Subsistence Marketplaces</td>
<td></td>
</tr>
<tr>
<td>Madhubalan Viswanathan</td>
<td></td>
</tr>
<tr>
<td>4. Advancing the Study of Marketing’s Impacts on Society</td>
<td>39</td>
</tr>
<tr>
<td>William L. Wilkie</td>
<td></td>
</tr>
<tr>
<td>5. Should Government Regulate Questionable Goods and Services?</td>
<td>51</td>
</tr>
<tr>
<td>Philip Kotler</td>
<td></td>
</tr>
<tr>
<td>6. The Historical Roots of Marketing’s Badge of Infamy</td>
<td>64</td>
</tr>
<tr>
<td>Robert Winsor and David W. Stewart</td>
<td></td>
</tr>
<tr>
<td><strong>Part II: Marketing for a Better World</strong></td>
<td></td>
</tr>
<tr>
<td>7. Environmental Sustainability Innovations, Sustainability Stakeholders</td>
<td>79</td>
</tr>
<tr>
<td>and the Triple Bottom Line</td>
<td></td>
</tr>
<tr>
<td>Rajan Varadarajan</td>
<td></td>
</tr>
<tr>
<td>8. Building Sustainable and Socially Impactful Businesses at the Base</td>
<td>93</td>
</tr>
<tr>
<td>of the Pyramid</td>
<td></td>
</tr>
<tr>
<td>Amitava Chattopadhyay</td>
<td></td>
</tr>
</tbody>
</table>
9 From Bystanders to Owners: Marketing Sustainability Ownership to Stakeholders to Secure Our Future Well-being
CB Bhattacharya

10 Sustainability as a Key Component of Marketing Strategy: A Societal Approach
Marcelo L. D. S. Gabriel

11 Pioneering Research on Sustainability
Omar Rodriguez Vila and Sundar Bharadwaj

Part III: Managing Marketing in a Turbulent World

12 Organizing Marketing for an Era of Digital Turbulence
George S. Day

13 Harnessing Disruptions for Marketing Strategies
Rajeev Batra

14 Economic Tremors and Earthquakes: Sharing, the Sharing Economy, Crowdfunding, Cryptocurrencies and DAOs
Russell Belk

15 Funding by the Masses: Crowdfunding Platforms and Their Disruption of Traditional Marketing Functions
Yee Heng TAN and Srinivas K. Reddy

16 Customer Journey Modelling: An Integrated Approach to Quantify the Importance, Contribution and Efficiency of Paid, Owned and Earned Media
JoAnn Sciarrino, Jim Friedman, Todd Kirk, Kim Kitchings and John Prudente

17 Increasing Marketing’s Impact: Making Everyone a Marketer
Edgar Leonard, Neil Bedwell and Nicholas Roth

Part IV: Enhancing Customer Experience and Value

18 Innovating the Customer Experience
Ruth N. Bolton

19 Customer Centricity in the Digital Age: Rediscovering Value
G. Shaineshe

20 The Contextual Nature of Value in Use
Michael Kleinaltenkamp and Dimitri Dekanozishvili
Thomas Werani

22 The 4 As of Marketing Framework and Social Network Platforms
Md Tarique Newaz, Dennis Arnett and Mayukh Dass

23 Value of Outsourcing Sales and Marketing by CPG Companies in the Age of Retail Disruptions
Atul Parvatiyar, Naveen Donthu and Thomas W. Gruen

Part V: Understanding and Managing Customers

24 Organizational Buying Behaviour: Where We Have Been and Where We Need to Go In
Robert E. Spekman and Robert J. Thomas

25 Practical Tools and Frameworks for Customer Management in Business Marketing
Douglas Bowman

26 Interactivity and International Business
Håkan Håkansson and Ivan Snehota

27 Are You Ready for Relationship Marketing? It Is a Business Challenge
Christian Grönroos

28 Trust in Persons, Organizations and Systems
W. Fred van Raaij

29 Can Brand Custodians Cope with Fake News? Marketing Assets in the Age of Truthiness and Post-fact
Pierre R. Berthon, Ivan Fedorenko, Leyland F. Pitt and Sarah Lord Ferguson

Part VI: Marketing Technologies, Analytics and Research Methods

30 The Evolution of Marketing Technology
Jürgen Kai-Uwe Brock

31 Influence of Technology and Data on Customized Marketing Strategy
V. Kumar and Divya Ramachandran
x / Handbook of Advances in Marketing in an Era of Disruptions

32 How and Why Artificial Intelligence, Mixed Reality and Blockchain Technologies Will Change Marketing We Know Today
Denish Shah and Emily Shay

33 Contemporary Disruptions in the Realm of Research Methods in Marketing
Dawn Iacobucci

34 The Two Stars of Marketing Analytics: Automated and Directed Systems
Arvind Rangaswamy

35 Modelling Choice of Multiple Items
Vithala R. Rao

36 Integrating Social Media in Marketing Research Courses
Naresh K. Malhotra and Steven M. Burgess

Part VII: Pushing the Frontiers of Marketing Discipline

37 Seating Gigerenzer, Gladwin, McClelland, Sheth and Simon at the Same Table: Constructing Workbench Theories of Decision Processes That Predict Outcomes Accurately
Arch G. Woodside

38 International Marketing as a Discipline
Johnny K. Johansson

39 The Next Frontier in Marketing: Self-sustaining Marketing, Society and Capitalism through Collaborative Yet Disruptive Partnerships
Can Uslay

40 Conscious Marketing: Meaning and Application
Gary Ottley, Nada Nasr Bechwati and Rajendra Sisodia

Part VIII: Jagdish Sheth: Impact, Views and Tributes

41 Musings on the Past, Present and Future: An Interview with Jag Sheth
Rajendra Sisodia and Atul Parvatiyar

42 Young Jagdish: A Tribute to His Early Years
Morris B. Holbrook

43 I Am Standing; No, I Do Not Use Grecian Formula; No, I Am Not an International Grad Student: An Essay in Appreciation of Jag Sheth
Terry Clark and Martin Key
Contents / xi

44 Jagdish Sheth: Evangelizing in and about Emerging Markets
   Mona Sinha

45 A Personal Tribute to Jagdish N. Sheth
   Richard P. Bagozzi

46 Multiplicative 4 Ps That Characterize Jag Sheth
   Paul Baines

47 Reflections on Jagdish Sheth: A Marketing Role Model
   Leonard L. Berry

48 Jagdish Sheth: Heart of Marketing
   Ruth N. Bolton

49 A Personal Tribute to Jagdish Sheth for His 80th Birthday
   George S. Day

50 Jag Sheth: Thanks to a True Giant!
   Gary Frazier

51 Some of My Background with Jagdish Sheth
   Tomas Hult

52 A Tribute to Jag Sheth: An Extraordinary, One-of-a-Kind Career
   Shelby D. Hunt

53 Jag the Compassionate Master Academic
   Ajay K. Kohli

54 Jag Sheth: Tribute to a Game Changer
   Richard J. Lutz

55 Jag Sheth: A Blessed Man and an Amazing Role Model
   Vijay Mahajan

56 Tribute to a Timeless Scholar with a Brilliant Mind and a Bountiful Heart
   A. Parasuraman

57 Why Do I Admire Jag Sheth?
   C. Whan Park

58 Jagdish Sheth: A Living Legend, My Guru, Mentor and Benevolent Benefactor
   Atul Parvatiyar
59  Jagdish Sheth: Scholar, Innovator, Mentor and Philanthropist  
    Adrian Payne  

60  A Tribute to Professor Jagdish Sheth: A Consummate Marketer  
    Vithala R. Rao  

61  Jag Sheth: A Friend, Guide, Mentor and Father Figure  
    Rajendra Sisodia  

62  Dr Jagdish N. Sheth: A Servant Leader Scholar, Helpful Scholar,  
    Energetic Scholar, Teacher Scholar and Humble Scholar  
    Rajan Varadarajan  

63  Jagdish Sheth: The Jaguar of Marketing  
    Madhubalan Viswanathan  

64  Jagdish Sheth: A Statement of Personal Impact and Appreciation  
    Stephen L. Vargo  

About the Editors and Contributors