Professor: Justin Webb (Lead), Sunil Erevelles, Jared Hansen, Sangkil Moon, Reggie Silver
Course:  Current Topics Research Seminar 1
Room:  TBD
Meeting Time:  8:00 to 5:00.

Office Hours: By appointment

Contact Information:
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Fax: 704-687-1380
Email: justin.w.webb@uncc.edu (please email me directly instead of via Canvas)

Focus of the Course: Review of current topics in the fields of management, marketing and operations management and information systems and development of research skills in the respective focus areas.

Objectives

Knowledge-oriented goals
1. To review and synthesize of current topics in entrepreneurship
2. To review and synthesize of current topics in marketing
3. To review and synthesize of current topics in information systems
4. To develop an appreciation of data analysis
5. To explore the latest ideas for doing empirical research

Skills-oriented goals:
To increase theory-building skills, in particular to enhance the following abilities:
1. to articulate theoretically interesting, well-focused topics
2. to develop logical argumentation in support of a model
3. to define internally consistent theoretical constructs and identify non-trivial relationships among them
4. to identify critical assumptions and boundary conditions for a theory
5. to write compelling research questions or propositions

Expectations
- understand the core research questions and methods embodied in a particular stream of literature,
- evaluate the theoretical significance and methodological rigor of the material,
- frame relevant questions and critique
Course Design

Meetings discussions
We will meet once a month for 5 months. Each class day is led by a faculty member in either marketing, information systems or management.

Each student is expected to identify and discuss major themes and subtopics – What are the key contributions of each paper? What are the methodological issues in studying this topic?

Assignment
Pick one of the journal articles assigned in this class. Following Professor Webb’s instructions, deconstruct the introduction, theoretical framework, and proposition/hypothesis development (note, the reading that you choose must have each of these sections!). Use the deconstructed reading as a template to write your own article introduction, theoretical framework, and proposition/hypothesis development. In other words, you should seek to “plagiarize” the template article’s structure, format, and language without plagiarizing its content. Deconstruct your own article to explicitly show how it matches the template article.

Therefore, you have 2 submissions: (1) the deconstructed template article, and (2) your own article that you deconstruct to match the template.

Due date: November 16 – email submissions to justin.w.webb@uncc.edu

Grading
Grades will be based on the following weights:
40% Class-related discussion and assignments
30% Template article deconstructed
30% Your own article deconstructed
Course Information Guidelines

1. **Statement on Diversity.** The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

2. **Documented Disability.** Any student who feels s/he may need an accommodation based on the impact of a documented disability should contact me privately to discuss your specific needs.

3. **Severe Weather.** Students will be responsible for any academic work which they miss due to absences caused by severe weather conditions. It is the individual student's responsibility to take the initiative to make up any missed class work.

4. **Classroom expectations.** This syllabus contains the policies and expectations I have established for this course. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students. Students who fail to abide by these policies and expectations, risk losing the opportunity to participate further in the course.

5. **Orderly and productive classroom conduct.** I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The orderly questioning of the ideas of others, including mine, is welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in an orderly fashion.

6. **Academic integrity.** Cheating and disruptive behavior have significant consequences. All students are required to read and abide by the Code of Student Academic Integrity which governs student behavior relating to academic work. Violations of the Code of Student Academic Integrity, including plagiarism, will result in disciplinary action as provided in the Code. Definitions and examples of plagiarism are set forth in the Code. The Code is available from the Dean of Students Office or online at: [http://www.legal.uncc.edu/policies/ps-105.html](http://www.legal.uncc.edu/policies/ps-105.html). All UNC Charlotte students are expected to be familiar with the Code and to conduct themselves in accord with these requirements. To clarify, any academic dishonesty can result in a grade of F for the course. Academic dishonesty also pertains to violating the “rules” of this syllabus. Anyone violating this policy will receive an F for the course.

7. **Materials.** All materials submitted as part of course requirements become the property of the instructor. Students desiring to retain copies of their work should make such copies before turning in their materials.

8. **Communication devices in classroom.** The use of cell phones, beepers, or other communication devices is disruptive, and is therefore prohibited during class.

9. **Computers in the classroom.** Students are permitted to use computers during class for note-taking and other class-related work only
## Schedule

<table>
<thead>
<tr>
<th>Class Day</th>
<th>Date</th>
<th>Course Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>July 13</td>
<td>Course Introduction; Gender; Poverty Alleviation (Webb)</td>
</tr>
<tr>
<td>2</td>
<td>August 10</td>
<td>Why Businesses Fail; A Focus on the Business of Healthcare (Silver)</td>
</tr>
<tr>
<td>3</td>
<td>September 8</td>
<td>Marketing and the Firm; Product; Personality (Hansen)</td>
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<tr>
<td>4</td>
<td>October 12</td>
<td>Social Media and Social Media Analytics; Consumers in Marketing and Regression (Moon)</td>
</tr>
<tr>
<td>5</td>
<td>November 9</td>
<td>Customer Satisfaction and Marketing Strategy; Brand Management; The Innovation Triad (Erevelles)</td>
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</tbody>
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**FINAL ASSIGNMENT IS DUE via email to justin.w.webb@uncc.edu**

## Readings:

### CLASS DAY 1:

**Gender:**


Poverty/Social Enterprise:


CLASS DAY 2: Please see Canvas for additional instructions.


CLASS DAY 3: Please see Canvas for additional instructions.

Marketing & The Firm


Peter C. Verhoef and Peter S.H. Leeflang (2009), ”Understanding the Marketing Department's Influence Within the Firm,” Journal of Marketing, Vol. 73, No. 2

Manjit S. Yadav (2010), The Decline of Conceptual Articles and Implications for Knowledge Development,” Journal of Marketing, Vol. 71, No. 1

Product


Personality


**CLASS DAY 4:**

**Topic A: Social Media + Social Media Analytics**

**Focal Articles**


**Additional References by the Instructor**


**Topic B: Consumers in Marketing + Regression**

**Focal Articles**


**Additional References by the Instructor**


**Assignment**

Students will be asked to write a proposal on a marketing subject (e.g., social media, consumer segmentation) under the assumption that they are writing an article targeting a good marketing journal. The proposal should contain a title, an abstract, a research overview. More details on this assignment will be provided in class.

**CLASS DAY 5:**

**CONSUMER SATISFACTION AND MARKETING STRATEGY**


**BRAND MANAGEMENT**


THE INNOVATION TRIAD


