

Journal of Marketing

January 2012
Volume 76, Number 1

- | | | |
|---|-----|--|
| The Effect of Business-Cycle Fluctuations on Private-Label Share: What Has Marketing Conduct Got to Do with It? | 1 | Lien Lamey, Barbara Deleersnyder, Jan-Benedict E.M. Steenkamp, & Marnik G. Dekimpe |
| Generating Sales While Providing Service: A Study of Customer Service Representatives' Ambidextrous Behavior | 20 | Claudia Jasmand, Vera Blazevic, & Ko de Ruyter |
| The Effect of Brand Acquisition and Disposal on Stock Returns | 38 | Michael A. Wiles, Neil A. Morgan, & Lopo L. Rego |
| The Effect of Marketer-Suggested Serving Size on Consumer Responses: The Unintended Consequences of Consumer Attention to Calorie Information | 59 | Gina S. Mohr, Donald R. Lichtenstein, & Chris Janiszewski |
| Measuring and Managing Returns from Retailer-Customized Coupon Campaigns | 76 | Rajkumar Venkatesan & Paul W. Farris |
| Go Green! Should Environmental Messages Be So Assertive? | 95 | Ann Kronrod, Amir Grinstein, & Luc Wathieu |
| Belief in a Just World: Consumer Intentions and Behaviors Toward Ethical Products | 103 | Katherine White, Rhiannon MacDonnell, & John H. Ellard |
| How Can Stressed Employees Deliver Better Customer Service? The Underlying Self-Regulation Depletion Mechanism | 119 | Kimmy Wa Chan & Echo Wen Wan |

Journal of Marketing

March 2012
Volume 76, Number 2

- | | | |
|--|-----|---|
| Brand Love | 1 | Rajeev Batra, Aaron Ahuvia, & Richard P. Bagozzi |
| Linking Customer and Financial Metrics to Shareholder Value: The Leverage Effect in Customer-Based Valuation | 17 | Christian Schulze, Bernd Skiera, & Thorsten Wiesel |
| Consumer Participation in Coproduction: "I Made It Myself": Effects on Consumers' Sensory Perceptions and Evaluations of Outcome and Input Product | 33 | Sigurd Villads Troye & Magne Supphellen |
| Optimizing Service Productivity | 47 | Roland T. Rust & Ming-Hui Huang |
| When Do Consumers Eat More? The Role of Appearance Self-Esteem and Food Packaging Cues | 67 | Jennifer J. Argo & Katherine White |
| Service Sweethearting: Its Antecedents and Customer Consequences | 81 | Michael K. Brady, Clay M. Voorhees, & Michael J. Brusco |
| Developing New-to-the-Firm Products: The Role of Micropolitical Strategies | 99 | Rajesh Sethi, Zafar Iqbal, & Anju Sethi |
| When Do Third-Party Product Reviews Affect Firm Value and What Can Firms Do? The Case of Media Critics and Professional Movie Reviews | 116 | Yubo Chen, Yong Liu, & Jurui Zhang |

Journal of Marketing

May 2012
Volume 76, Number 3

- | | | |
|---|-----|--|
| Multiple Identification Foci and Their Countervailing Effects on Salespeople's Negative Headquarters Stereotypes | 1 | Jan Wieseke, Florian Kraus, Michael Ahearne, & Sven Mikolon |
| How and When Does Customer Orientation Influence Frontline Employee Job Outcomes? A Meta-Analytic Evaluation | 21 | Alex R. Zablah, George R. Franke, Tom J. Brown, & Darrell E. Bartholomew |
| Dealing with Institutional Distances in International Marketing Channels: Governance Strategies That Engender Legitimacy and Efficiency | 41 | Zhilin Yang, Chenting Su, & Kim-Shyan Fam |
| Marketing Performance Measurement Systems: Does Comprehensiveness Really Improve Performance? | 56 | Christian Homburg, Martin Artz, & Jan Wieseke |
| Unprofitable Cross-Buying: Evidence from Consumer and Business Markets | 78 | Denish Shah, V. Kumar, Yingge Qu, & Sylia Chen |
| Adding Bricks to Clicks: Predicting the Patterns of Cross-Channel Elasticities Over Time | 96 | Jill Avery, Thomas J. Steenburgh, John Deighton, & Mary Caravella |
| Customer Uncertainty Following Downsizing: The Effects of Extent of Downsizing and Open Communication | 112 | Christian Homburg, Martin Klarmann, & Sabine Staritz |
| Firm Innovativeness and Its Performance Outcomes: A Meta-Analytic Review and Theoretical Integration | 130 | Gaia Rubera & Ahmet H. Kirca |

Journal of Marketing

July 2012
Volume 76, Number 4

- | | | |
|---|-----|--|
| What Is Quality? An Integrative Framework of Processes and States | 1 | Peter N. Golder, Debanjan Mitra, & Christine Moorman |
| Alliance Portfolio Resource Diversity and Firm Innovation | 24 | Anna S. Cui & Gina O'Connor |
| The Impact of Brand Equity on Customer Acquisition, Retention, and Profit Margin | 44 | Florian Stahl, Mark Heitmann, Donald R. Lehmann, & Scott A. Neslin |
| When More Is Less: The Impact of Base Value Neglect on Consumer Preferences for Bonus Packs over Price Discounts | 64 | Haipeng (Allan) Chen, Howard Marmorstein, Michael Tsiros, & Akshay R. Rao |
| Finding a Home for Products We Love: How Buyer Usage Intent Affects the Pricing of Used Goods | 78 | Aaron R. Brough & Mathew S. Isaac |
| Brand Concepts as Representations of Human Values: Do Cultural Congruity and Compatibility Between Values Matter? | 92 | Carlos J. Torelli, Ayşegül Özsumer, Sergio W. Carvalho, Hean Tat Keh, & Natalia Maehle |
| When Is Ours Better Than Mine? A Framework for Understanding and Altering Participation in Commercial Sharing Systems | 109 | Cait Poynor Lamberton & Randall L. Rose |
| Choice of Cause in Cause-Related Marketing | 126 | Stefanie Rosen Robinson, Caglar Irmak, & Satish Jayachandran |

Journal of Marketing

September 2012
Volume 76, Number 5

- | | | |
|--|-----|---|
| Multicomponent Systems Pricing: Rational Inattention and Downward Rigidities | 1 | Sourav Ray, Charles A. Wood, & Paul R. Messinger |
| The Innovation Effect of User Design: Exploring Consumers' Innovation Perceptions of Firms Selling Products Designed by Users | 18 | Martin Schreier, Christoph Fuchs, & Darren W. Dahl |
| You Get What You Pay For: The Effect of Top Executives' Compensation on Advertising and R&D Spending Decisions and Stock Market Return | 33 | Imran S. Currim, Jooseop Lim, & Joung W. Kim |
| How to Organize Pricing? Vertical Delegation and Horizontal Dispersion of Pricing Authority | 49 | Christian Homburg, Ove Jensen, & Alexander Hahn |
| Social Influence Effects in Online Product Ratings | 70 | Shrihari Sridhar & Raji Srinivasan |
| Can Automated Group Recommender Systems Help Consumers Make Better Choices? | 89 | Thorsten Hennig-Thurau, André Marchand, & Paul Marx |
| Return Shipping Policies of Online Retailers: Normative Assumptions and the Long-Term Consequences of Fee and Free Returns | 110 | Amanda B. Bower & James G. Maxham III |
| Double Standard: The Role of Environmental Consciousness in Green Product Usage | 125 | Ying-Ching Lin & Chiu-chi Angela Chang |

Journal of Marketing

November 2012
Volume 76, Number 6

Sheth Foundation/ <i>Journal of Marketing</i> Award	vii	
Harold H. Maynard Award	viii	
Marketing Science Institute/H. Paul Root Award	viii	
Principles and Principals: Do Customer Stewardship and Agency Control Compete or Complement When Shaping Frontline Employee Behavior?	1	Jeroen Schepers, Tomas Falk, Ko de Ruyter, Ad de Jong, & Maik Hammerschmidt
The Double-Edged Sword of Foreign Brand Names for Companies from Emerging Countries	21	Valentyna Melnyk, Kristina Klein, & Franziska Völckner
Mapping the Play of Organizational Identity in Foreign Market Adaptation	38	Julien Cayla & Lisa Peñaloza
How Doppelgänger Brand Images Influence the Market Creation Process: Longitudinal Insights from the Rise of Botox Cosmetic	55	Markus Giesler
Employees' Decision Making in the Face of Customers' Fuzzy Return Requests	69	Sijun Wang, Sharon E. Beatty, & Jeanny Liu
Creating Major Innovations with Customers: Insights from Small and Young Technology Firms	87	Nicole E. Coviello & Richard M. Joseph
Beyond the "Like" Button: The Impact of Mere Virtual Presence on Brand Evaluations and Purchase Intentions in Social Media Settings	105	Rebecca Walker Naylor, Cait Poyner Lamberton, & Patricia M. West
Do Customers and Employees Enjoy Service Participation? Synergistic Effects of Self- and Other-Efficacy	121	Chi Kin (Bennett) Yim, Kimmy Wa Chan, & Simon S.K. Lam
Subject and Author Index to Volume 76	141	