Appendix

Steps towards a theory of marketing

<table>
<thead>
<tr>
<th>Author</th>
<th>Publication Title</th>
<th>Content</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Powell (1910)</td>
<td>Co-operative marketing of Californian fresh fruit</td>
<td>Driven by the opening of the U.S. railroad in 1869, Californian fruit companies employ “marketing” to bring fruits to the Eastern markets.</td>
<td>Practice</td>
</tr>
<tr>
<td>Shaw (1912)</td>
<td>Some problems in market distribution</td>
<td>Quarterly Journal of Economics. Features market distribution and middlemen issues. Regarded of very high impact for practice. Includes differentiation, consumer surplus, branding, etc.</td>
<td>Practice</td>
</tr>
<tr>
<td>Butler (1917)</td>
<td>Marketing methods</td>
<td>Presents practical issues of marketing like sales and distribution.</td>
<td>Practice</td>
</tr>
<tr>
<td>Carver (1917)</td>
<td>Standardization in marketing</td>
<td>Paper argues for fixed standards of weights and measures for (agricultural) products.</td>
<td>Practice</td>
</tr>
<tr>
<td>Bartels (1944)</td>
<td>Marketing principles</td>
<td>Principles concerning marketing tasks, economics, truisms, etc.</td>
<td>Requirements</td>
</tr>
<tr>
<td>Converse (1945)</td>
<td>The development of the science of marketing</td>
<td>Empirical survey of the importance of marketing periodicals, organization, concepts, institutions.</td>
<td>Observation</td>
</tr>
<tr>
<td>Bartels (1946)</td>
<td>Marketing Theory: Its essential Nature</td>
<td>Proceeding from a Conference. States that there are marketing theories but no one marketing theory. Differentiates between theory and metatheory of marketing.</td>
<td>Requirements</td>
</tr>
<tr>
<td>Alderson/Cox (1948)</td>
<td>Towards a theory of Marketing</td>
<td>States that a theory might be developed but that there is none jet.</td>
<td>Observation</td>
</tr>
<tr>
<td>Vaile (1949)</td>
<td>Towards a theory of marketing - A comment</td>
<td>There is a lot of marketing engineering. One should rather use theories of other disciplines for marketing.</td>
<td>Observation</td>
</tr>
<tr>
<td>Cox/Alderson (1950)</td>
<td>Theory in marketing</td>
<td>20 articles about theories in pricing, competition, etc.</td>
<td>Theory</td>
</tr>
<tr>
<td>Author</td>
<td>Title</td>
<td>Description</td>
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<tr>
<td>Bartels (1951)</td>
<td>Can marketing be a Science?</td>
<td>Discusses meaning, objectives and status of science in marketing literature.</td>
<td>Observation</td>
</tr>
<tr>
<td>Hutchinson</td>
<td>Marketing as a science: an appraisal</td>
<td>Argumentation against marketing as a science.</td>
<td>Observation</td>
</tr>
<tr>
<td>Alderson (1957)</td>
<td>Marketing behavior and executive action</td>
<td>The functional theory of marketing is a theory of executive behavior. Presents new generalizations and some theoretical requirements towards a marketing theory</td>
<td>Theory</td>
</tr>
<tr>
<td>Baumol (1957)</td>
<td>On the role of marketing theory</td>
<td>What is a theory, what is a marketing theory and is there a space for such an approach?</td>
<td>Observation</td>
</tr>
<tr>
<td>Lazer/Kelly (1958)</td>
<td>Managerial marketing: perspectives and viewpoints</td>
<td>Marketing as a management process occurring in an environment. Social concept of marketing, strong consumer orientation, normative values</td>
<td>Theory</td>
</tr>
<tr>
<td>Schwartz (1963)</td>
<td>Development of marketing theory</td>
<td>The measurement of relationships is essential for theory formulation. Problems arise with the generalization of social behavior.</td>
<td>Theory</td>
</tr>
<tr>
<td>Howard (1965)</td>
<td>Marketing Theory</td>
<td>Marketing theory consists of organization theory, decision theory and behavioral theory. Main viewpoint: executive decision.</td>
<td>Theory</td>
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<tr>
<td>Halbert (1965)</td>
<td>Meaning and Sources of Marketing Theory</td>
<td>Identifies elements and relationships</td>
<td>Theory</td>
</tr>
<tr>
<td>Bartels (1968)</td>
<td>A General Theory of Marketing</td>
<td>Seven theories sum up to form one general marketing theory: social initiative, economic (market) separations, market roles, expectations, interactions, flows and systems, behavior constraints, social change and marketing evolution, social control of marketing</td>
<td>Theory</td>
</tr>
<tr>
<td>Lazer (1969)</td>
<td>Marketing's changing social relationships</td>
<td>Marketing is more than a technology of the firm. It is an institution of social control.</td>
<td>Theory</td>
</tr>
<tr>
<td>Hunt (1971)</td>
<td>The morphology of theory and the general</td>
<td>States that Bartels' (1970) general theory is not a theory.</td>
<td>Observation</td>
</tr>
<tr>
<td>Year</td>
<td>Authors</td>
<td>Title</td>
<td>Description</td>
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<tr>
<td>1973</td>
<td>Hunt</td>
<td>Lawlike generalizations and marketing theory</td>
<td>Argues against a critique of Pinson et al, who responded to Hunt’s critique of Bartels general theory.</td>
</tr>
<tr>
<td>1974</td>
<td>Bartels</td>
<td>Identity crisis in marketing</td>
<td>Identifies a crisis in the broadening scope of marketing. Marketing as a social process, decision making, distribution, etc.</td>
</tr>
<tr>
<td>1974</td>
<td>Ryans/Spijker</td>
<td>Current status of marketing theory. Europe-American</td>
<td>Survey about the importance of marketing. One result: the pursuit of a general theory should be the goal of marketing theorists.</td>
</tr>
<tr>
<td>1979</td>
<td>Bagozzi</td>
<td>Towards a formal theory of marketing exchanges</td>
<td>Analyzes exchange as the fundamental framework of viewing marketing.</td>
</tr>
<tr>
<td>1991</td>
<td>Howard/Savins/Howell/Ryans</td>
<td>The evolution of marketing theory in the United States and Europe</td>
<td>Successor survey for Ryans/Spijker 1974. Increasing interest in marketing theory but many academics prefer to work on specific dimensions rather than on general theory.</td>
</tr>
<tr>
<td>1992</td>
<td>Randall</td>
<td>New Weltanschauung-An integration of marketing theory and practice</td>
<td>Discusses marketing as an art or a science. Introduces Association of Marketing Theory and Practice as an umbrella for both issues.</td>
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<tr>
<td>1995</td>
<td>Hunt/Morgan</td>
<td>The comparative advantage theory of competition</td>
<td>Elaborates a new paradigm for marketing thought. The resource-advantage theory based on competitive advantage.</td>
</tr>
<tr>
<td>1996</td>
<td>Bubik</td>
<td>Geschichte der Marketing-Theorie</td>
<td>Historical analysis of Marketing Theory. Shows, that there is no theory of marketing that fulfills the requirements of (U.S.) definitions of scientific theory. Identifies many attempts to integrate theories.</td>
</tr>
<tr>
<td>Wilkinson/Young (2002)</td>
<td>Marketing theory in the next millennium. Looking backwards and forwards.</td>
<td>Introduction to a special issue on the future of marketing. Marketing principles stay constant but may be adopted based on technology.</td>
<td>Observation</td>
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<tr>
<td>Kleinaltenkamp/Jakob (2002)</td>
<td>German approaches to business-to-business marketing theory - origins and structure</td>
<td>Discusses the character of German marketing thought which focuses on New Institutional Economics-applications to marketing research</td>
<td>Theory</td>
</tr>
<tr>
<td>Roth/Gmü (2004)</td>
<td>Struktur und Entwicklungslinien der Marketingforschung (Zitationsanalyse)</td>
<td>Empirical co-citation analysis to cluster marketing research. States that there is no common paradigm or set of publications in marketing</td>
<td>Observation</td>
</tr>
<tr>
<td>Vargo/Lusch (2004)</td>
<td>Evolving a new dominant logic for marketing</td>
<td>Services shall replace goods as the main subject of exchange in marketing.</td>
<td>Theory</td>
</tr>
</tbody>
</table>
References


Alderson, Wroe (1957), *Marketing behavior and executive action - a functionalist approach to marketing theory*, Homewood, Ill.: Richard D. Irwin.


_____ (2003), Free Gift Inside!!, Chichester: Capstone.


Chalmers, Alan F. (1999), What is This Thing Called Science?, St. Lucia, Queensland: University of Queensland Press.

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Watzlawick, Paul (1981a), Die erfundene Wirklichkeit - Wie wissen wir, was wir zu wissen glauben? - Beiträge zum Konstruktivismus, München, Zürich: Piper & Co.


