



Innovation Research Seminar

Bastian Kindermann, MPhil

The impact of marketing scholarship



Summary: Marketing scholarship has traditionally been accused of “borrowing excessively” from fields such as psychology, sociology or economics, while not providing reciprocal payback. Some suggest that these unbalanced idea flows are particularly prevalent in the area of theory. But what really is behind such claims? Can they actually be substantiated in empirical evidence? It is this study’s objective to shed light on the idea in- and outflows of the discipline of Marketing. Drawing on a network analysis approach, we examine citation patterns of more than 38,000 articles published between 2000 and 2014 in 30 academic journals from the field of Marketing and related disciplines. A subsequent topic modeling analysis allows us to identify and further characterize those topics that constitute Marketing’s idea outflow. Related findings provide intriguing insights on the impact of Marketing scholarship on related disciplines.

Speaker Bio: Bastian Kindermann is a research associate and doctoral student at the Innovation, Strategy and Organisation Group and the Chair of Marketing. He studied Management and Economics at the Ruhr-University Bochum and Innovation, Strategy and Organisation at the University of Cambridge. His current research interests focus on theory development in Business scholarship.

Explorative Format: Seminar participants are invited to discuss the presented research results and contribute positive ideas with emphasis on the conceptual background and the method section.

When and where:

10 May 2016

10am to 12pm

TIM Social Area

Kackertstraße 7

3rd Floor



Find Bastian
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online