

# **Marketing and Innovation**

**FRANK, Bjoern**

## **1. Area of expertise, research area, or current themes in his/her research**

In my research group, research topics range across the marketing areas of customer relationship management (customer satisfaction, customer loyalty), international marketing (culture, economic development), environmental marketing (corporate social responsibility, subjective well-being), and innovation management (new product development, new product adoption). In these areas my students and I collect questionnaire-based survey data from consumers and managers and subsequently analyze these data with statistical methods. In particular, I am interested in how national/organizational culture and sustainable business practices influence consumer behavior and firm profitability.

## **2. Supervision Policy**

A doctoral thesis includes four separate, conceptually related research projects. These projects consist of developing novel, theory-based research hypotheses and of testing these hypotheses through statistical analysis of collected data. Based on these four research projects, students are expected to write four research articles publishable in leading international refereed marketing journals, to submit these articles to such journals, and to revise them based on reviewer comments. Publication success is a requirement for graduation.

## **3. Advice to prospective students**

Before entering the doctoral course under my supervision, students are expected to have a solid knowledge of marketing, statistical research methodology, and scientific writing in English language. Based on these skills, accepted students will need to actively drive forward a difficult large-scale research project, to actively collect their own data to test their research hypotheses, to actively engage in information search and problem-solving activities, and to write and repeatedly revise/improve academic articles. Successful completion of the doctoral course thus requires a very high level of self-motivation, self-discipline, and initiative.

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