

List of Papers

Marketing

1. Van den Bulte Christophe, Yogeh V. Joshi (2007), "New Product Diffusion with Influentials and Imitators", *Marketing Science*, 26 (3), 400-21.
2. Granovetter, M.S. (1973), "The Strength of Weak Ties," *American Journal of Sociology*, 78 (May), 1360-1380.
3. Reingen, Peter H., and Jerome B Kernan,, (1986), Analysis of Referral Networks in Marketing: Methods and Illustration, *Journal of Marketing Research*, Vol.23, 4, 370 – 9.
4. Watts, Duncan. J. and Steven. H. Strogatz (1998), "Collective Dynamics of 'Small-World' Networks," *Nature* (393) pp. 440-442.
5. Goldenberg Jacob, Libai Barak and Muller Eitan, (2001), Talk of the Network: A Complex Systems Look at the Underlying Process of Word-of-Mouth, *Marketing Letters* 12:3 p. 209-21.
6. Tanny, S. M and Derzko, N. A. (1988). "Innovators and Imitators in Innovation Diffusion Modeling," *Journal of Forecasting*, vol. 7, 225-34.
7. Midgley, David F. and Graham R. Dowling (1978), "Innovativeness: The Concept and Its Measurement," *Journal of Consumer Research*, 4, 229-242.
8. Golder, Peter N. and Gerard J. Tellis (1993), "Pioneer Advantage: Marketing Logic or Marketing Legend?," *Journal of Marketing Research*, 30 (2), 158-70.
9. Chandy, Rajesh and Gerard J. Tellis (2000) "The Incumbent's Curse? Incumbency, Size and Radical Product Innovation," *Journal of Marketing*, 64, 3 (July), 1 to 17.
10. Chandy, Rajesh and Gerard J. Tellis (1998), "Organizing For Radical Product Innovation," *Journal of Marketing Research*, 35 (November), 474-487.

Management & OB

The students of Management &OB need to choose a paper on which their research is based or from the list of Marketing or:

PSYCHOLOGICAL CONDITIONS OF PERSONAL ENGAGEMENT AND DISENGAGEMENT AT WORK

WILLIAM A. KAHN

◊ *Academy of Management Review*
2000, Vol. 25, No. 2, 389-408.

CENTRIFUGAL AND CENTRIPETAL FORCES IN RADICAL NEW PRODUCT DEVELOPMENT UNDER TIME PRESSURE

WILLOW A. SHEREMATA

Organizational images and member identification

Dutton, Jane E.; Dukerich, Janet M.; Harquail, Celia V.
Administrative Science Quarterly; Jun 1994; 39, 2; ABI/INFORM Global
pg. 239

Organizational Images
and Member
Identification

Jane E. Dutton
University of Michigan
Janet M. Dukerich
University of Texas at Austin
Celia V. Harquail
University of Michigan

We develop a model to explain how images of one's work organization shape the strength of his or her identification with the organization. We focus on two key organizational images: one based on what a member believes is distinctive, central, and enduring about his or her organization and one based on a member's beliefs about what outsiders think about the organization. According to the model, members assess the attractiveness of these images by how well the image preserves the continuity of their self-concept, provides distinctiveness, and enhances self-esteem. The model leads to a number of propositions about how organizational identification affects members' patterns of social interaction.*

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The Strength of Weak Ties You Can Trust: The Mediating Role of Trust in Effective Knowledge Transfer

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NEW PRODUCT SEARCH OVER TIME: PAST IDEAS IN THEIR PRIME?

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Implementing Computerized Technology: An Organizational Analysis

Katherine J. Klein, Amy Buhl Conn, and Joann Speer Sorra
University of Maryland

Relational embeddedness and learning: The case of bank loan managers and their...
Brian Uzzi, Ryon Lancaster
Management Science, Apr 2003, 49, 4, ABINFORM Global
pg. 383

Relational Embeddedness and Learning: The Case of Bank Loan Managers and Their Clients

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Finance

The students of Finance need to choose a paper on which their research is based.

Information Systems

1. Galliers, R. and Land, F., Choosing appropriate information systems research methodologies, *Communications of the ACM*, Vol.30, No.11, November 1987, pp. 900-902.
2. Keen, P., "Relevance and Rigor in Information Systems Research", In Nissen, H-E., Klein, H. and Hirschheim, R. (eds.) *Information Systems Research: Contemporary Approaches and Emergent Traditions*, North-Holland, Amsterdam, 1991, pp.27-49.
3. Baroudi, J. and Orlikowski, W., "The Problem of Statistical Power in MIS Research", *MIS Quarterly*, March 1989, pp.87-106.
4. Mason, R., McKenney, J. and Copeland, D., "An historical method for MIS research: Steps and assumptions", *MIS Quarterly*, Vol.21, No.3, September 1997, pp.307-320
5. Beath, C. and Orlikowski, W., "The Contradictory Structure of Systems Development Methodologies: Deconstructing the IS-User Relationship in Information Engineering", *Information Systems Research*, Vol.5, No.4, 1994, pp.350-377.
6. Cooper, R. (1988): "Review of Management Information Systems Research: A Management Support Perspective," *Information Processing & Management*. Vol. 24, No. 1, 1988, pp.73-102.
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11. Benbassat, I. and R. Weber (1996) "Research Commentary: Rethinking Diversity in Information Systems Research" *Information Systems Research* (7) 4, pp 389-399.
12. Benbassat, I. and R. W. Zmud, (2003) "Identity Crisis within the IS Discipline: Defining and Communicating the Discipline's Core Properties" *MISQ* (27) 1, pp 183-194.