


PROGRAMA DE PÓS-GRADUAÇÃO EM ADMINISTRAÇÃO – PPA	
	UNIVERSIDADE ESTADUAL DE MARINGÁ – UEM Centros de Ciências Sociais Aplicadas - Departamento de Administração Av. Colombo, 5.790 – Zona 07 – 87020-900 – Maringá – PR. – Fone/fax: (44) 3261-4976 / 3261-4941

PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD4082	1º/2012

DISCIPLINA: Varejo e Vendas
PROFESSOR: Dr. Valter Afonso Vieira

EMENTA:
 Apresentar os conceitos e práticas fundamentais da administração de varejo em marketing, assim como a discussão de temas atuais e tendências comerciais no contexto mercadológico.

AVALIAÇÃO:
 30% Apresentação dos seminários
 10% Folha de síntese de cada artigo (de 2 páginas)
 40% Qualidade do *paper* entregue
 20% Qualidade dos artigos novos relacionados ao *paper*
 Trabalho individual

CONTEÚDO PROGRAMÁTICO:

Experiência em compras
 Preço
 Lealdade
 Política Pública
 Introdução Vendas
 Vendas
 Inovação
 Modelos de Vendas e Previsão
 Emoções nas vendas
 Mix de marketing
 Novos produtos e vendas

BIBLIOGRAFICA BÁSICA

Experiência no Varejo

Joseph Alba, John Lynch, Barton Weitz, Chris Janiszewski, Richard Lutz, Alan Sawyer, and Stacy Wood, (1997) Interactive Home Shopping: Consumer, Retailer, and Manufacturer Incentives to Participate in Electronic Marketplaces *Journal of Marketing* vol. 61, 1997.

No. * MSI/H. Paul Root Award Previous Winners

Grewal, Dhruv, Michael Levy, and V. Kumar, (2009) Customer Experience Management in Retailing: An Organizing Framework, *Journal of Retailing*. Vol. 85 (1), pp. 1- 14.

Mark J. Arnold and Kristy E. Reynolds, (2005) Hedonic Shopping Motivations, *Journal of Retailing*, 2005.

*William R. Davidson Award, Honorable Mention

Preço no Varejo

Priya Raghubir, (2006) Coupons in Context: Discounting Prices of Decreasing Profits, *Journal of Retailing*,

*William R. Davidson Award, Best paper

Peter T. L. Popkowski Leszcyc, Anna Sahgal, and Ashish Sinha, (2006) The Effect of Multi-Purpose Shopping on Pricing and Location Strategy for Grocery Stores *Journal of Retailing*,

*William R. Davidson Award, Honorable Mention

Aradhna Krishna, Richard Briesch, Donald R. Lehmann, Hong Yuan, (2004) A Meta-Analysis of the Impact of Price Presentation on Perceived Savings *Journal of Retailing*,

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Lealdade no Varejo

Karen Gedenk and Scott A. Neslin, (2001) The Role of Retail Promotion in Determining Future Brand Loyalty: Its Effect on Purchase Event Feedback *Journal of Retailing*,

*William R. Davidson Award

Kumar, V., Shah, D (2004) Building and sustaining profitable customer loyalty for the 21st century *Journal of Retailing*, v 80, n.4, January 2004, p. 317-329

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Vendedores

Lo, D., Ghosh, M., Lafontaine, F. The Incentive And Selection Roles Of Salesforce Compensation Contracts. *Journal of Marketing Research*, 2011.

Christian Homburg, Michael Müller, & Martin Klarmann; When Should the Customer Really Be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters, *Journal of Marketing*, 2011.

MinChung Kim & Leigh M. McAlister Stock Market Reaction to Unexpected Growth in Marketing Expenditure: Negative for Salesforce, Contingent on Spending Level for Advertising; *Journal of Marketing*, 2011.

Modelos de Marketing para Vendas

Samuel G. Barton, (1965) A Marketing Model for Short-Term Prediction of Consumer Sales, *Journal of Marketing Research*,

*MSI/H. Paul Root Award Previous Winners

Christian Homburg Ove Jensen Harley Krohmer (2008) Configurations of Marketing and Sales: A Taxonomy, *Journal of Marketing Research*, 72, 2, 133-154

Noah Lim, Michael J. Ahearne, Sung H. Ham (1985) Designing Sales Contests: Does the Prize Structure Matter? *Journal of Marketing Research*, Volume: 46 , Issue: 3 , Pp.: 356 - 371

Emoções e Vendas

Willem Verbeke, Richard P. Bagozzi (2000) Sales Call Anxiety: Exploring What It Means When Fear Rules a Sales Encounter, *Journal of Marketing*, Volume: 64, Issue: 3 , pp.: 88 - 101

Christian Homburg Ove Jensen (2007) The Thought Worlds of Marketing and Sales: Which Differences Make a Difference? *Journal of Marketing*, Volume: 71 , Issue: 3 , pp.: 124 - 142

Frank Q. Fu, Keith A. Richards, Douglas E. Hughes, & Eli Jones Motivating Salespeople to Sell New Products: The Relative Influence of Attitudes, Subjective Norms, and Self-Efficacy, *Journal of Marketing Research*, 2011

Rouzies, Dominique, Erin Anderson, Ajay K. Kohli, Ronald E. Michaels, Barton A. Weitz, and Andris A. Zoltners (2005), Sales And Marketing Integration: A Proposed Framework, *Journal of Personal Selling & Sales Management*, 25(2): p.113-122.

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Pierre Chandon, Brian Wansink, Gilles Laurent (2000) A Benefit Congruency Framework of Sales Promotion Effectiveness, *Journal of Marketing*, Volume: 64 , Issue: 4 , Pp.: 65 - 81

Kissan Joseph (2001) On the Optimality of Delegating Pricing Authority to the Sales Force, *Journal of Marketing*, Volume: 65 , Issue: 1 , Pp.: 62 - 70

Dominique Rouziès, Anne T. Coughlan, Erin Anderson, Dawn Iacobucci (2009) Determinants of Pay Levels and Structures in Sales Organizations *Journal of Marketing*, Volume: 73, Issue: 6, Pp.: 92 - 104

Bart J. Bronnenberg , Jean-Pierre Dubé, & Carl F. Mela (2010) Do DVRs Influence Sales? *Journal Marketing Research*, (forthcoming).

Impacto dos novos produtos sobre Vendas

Micheal, Kamel, Linda Rochford, and Thomas R. Wotruba (2003), How New Product Introductions Affect Sales Management Strategy: The Impact of Type of Newness of the New Product, *Journal of Product Innovation Management*, 20(4): 270-283.

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Vendas e Propaganda

Assmus, G., Farley, J. U., & Lehmann, D. R. (1984), How Advertising Affect Sales: Meta-Analysis of Econometric Results, *Journal of Marketing Research*, v.21, n.1 (February), 65-74.

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Deborah J. MacInnis, Ambar G. Rao, Allen M. Weiss (1981) Assessing When Increased Media Weight of Real-World Advertisements Helps Sales, *Journal of Marketing Research*, Volume: 39 , Issue: 4 , Pp.: 391 - 407

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Kapil R. Tuli, Sundar G. Bharadwaj, Ajay K. Kohli (1983) Ties That Bind: The Impact of Multiple Types of Ties with a Customer on Sales Growth and Sales Volatility, *Journal of Marketing Research*, Volume: 47 , Issue: 1 , Pp.: 36 – 50

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Kumar, V. and Denish Shah (2004), Building and Sustaining Profitable Customer Loyalty for the 21st Century, *Journal of Retailing*, Vol. 80 (4), pp. 317 – 330.

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Cupons de Desconto Varejo

Kumar, V., Morris George and Joseph Pancras (2008), Cross-buying in Retailing: Drivers and Consequences, *Journal of Retailing*, Vol 84 (1), pp. 15 – 25.

* Winner, 2009 Davidson Award for the Best Paper Published in the Journal of Retailing

Kumar, V. and Srinivasan Swaminathan (2005), The Different Faces of Coupon Face Value Elasticity: Implications for Manufacturers and Retailers, *Journal of Retailing*, Vol. 81 (1), pp. 1 – 25.

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CRONOGRAMA

1. Apresentação
2. Seminário
3. Apresentação dos Artigos para réplica
4. Seminário
5. Seminário
6. Questionário
7. Seminário
8. Seminário
9. Seminário
10. Seminário
11. Seminário
12. Resultados
13. Seminário
14. Seminário
15. Apresentação Resultados