

MAJOR EXAM CARD

Curriculum name	Management and quality sciences	
Major exam name	New trends in marketing	
<i>Exam name in English</i>		
Authors of the major exam card	1. Dr. Lidia Danik, SGH prof.	
	2. Prof. Marzanna Witek-Hajduk	
Exam form	Written - 120 min.	Max 50 points
	Oral	Max 50 points
Thematic scope of the exam		
1.	Opportunities and threats to the development of private labels.	
2.	The impact of the Internet on customer value.	
3.	Multichannel in shaping the customer journey. Added value from the use of new technological solutions.	
4.	Symbolic consumption (or conspicuous consumption) nowadays: manifestations and meaning.	
5.	Shaping relationships with B2B partners.	
6.	Entrepreneurial marketing and the early internationalization of SMEs.	
7.	Branding and enterprise competitiveness in the domestic and international market.	
8.	Competition between manufacturer brands and retailer brands-conditions and strategies.	
9.	Types of strategic orientations, with a focus on brand orientation and market orientation.	
10.	The influence of chosen strategic orientations (e.g. market orientation) on company performance.	
11.	Models of brand development in the international market.	
12.	The country-of-origin (COO) paradigm and its dimensions-significance from the consumer and strategic perspective. Relevance in management and quality sciences, and underlying theoretical concepts.	
13.	Determinants of industrial buyers' behaviour.	
14.	Social media in B2B marketing.	
15.	Uncertainty in B2B relationships.	
16.	Nowcasting consumer behavior using publicly available data.	

Basic literature	
1.	T. Doligalski, (2015), Internet-based customer value management, Springer
2.	W.D.Hoyer, M. Kroschke , B. Schmitt, K. Kraume, S. Venkatesh, (2020), Transforming the Customer Experience Through New Technologies, Journal of Interactive Marketing.
3.	N. Barwitz, P. Maas, (2018), Understanding the Omnichannel Customer Journey: Determinants of Interaction Choice, Journal of Interactive Marketing, Volume 43, pp. 116-133.
4.	M. N. Kastanakis, G. Balabanis (2014), Explaining variation in conspicuous luxury consumption: An individual differences' perspective, Journal of Business Research, 67(10), pp. 2147-2154.
5.	I. Kowalik, L. Danik, B. Francioni (2020), Specialized marketing capabilities and foreign expansion of the international new ventures, Journal of Small Business Management.
6.	D. Ford, L.E. Gadde, H. Hakansson, I. Snehota (2011), <i>Managing Business Relationships</i> , 3rd Ed., Wiley.
7.	F. Habibi, C.Hamilton, M. Valos, M. Callaghan (2015), E-marketing orientation and social media implementation in B2B marketing, European Business Review, Vol. 27 No. 6, pp. 638-655.
8.	I. Kowalik, L. Danik, E.Pawęta, (2020), Entrepreneurial marketing in the transition economies (Chapter 7 in: <i>Entrepreneurial Marketing and International New Ventures</i> , Routledge, Kowalik I. (ed.), Routledge, s.779-791.
9.	Witek-Hajduk, M.K., Grudecka, A. (Eds.) (2023), <i>Country of origin effect in international business. Strategic and consumer perspectives</i> . Routledge. ISBN 978-1-032-53787 DOI: 10.4324/9781003413639, Introductory Chapter, Chapter 1; Chapter 9.
10.	M.K. Witek-Hajduk, A. Grudecka (2019), Country of origin from a management perspective of emerging market companies, International Journal of Management and Economics, 2019, vol. 55, pp. 1–18.
11.	M.K. Witek-Hajduk, P. Zaborek (2020), Cooperation and Competition in manufacturer-key retailer relationships: a business model perspective, E+M Ekonomie a Management, Vol. 23(1), pp. 167-183.
12.	E. Tomczyk, T. Doligalski (2015), Predicting New Car Registrations: Nowcasting with Google Search and Macroeconomic Data, [in:] Sł. Partycki (ed.), <i>E-społeczeństwo w Europie Środkowej i Wschodniej. Teraźniejszość i perspektywy rozwoju</i> , Wydawnictwo KUL, Lublin, p. 228-236.
13.	A.Sestino, M.I. Prete, L. Piper, L., G.Guido (2020), Internet of Things and Big Data as enablers for business digitalization strategies. Technovation, 98,102173.

Supplementary literature	
1.	T. Clauss, R.R. Bouncken (2019), Social power as an antecedence of governance in buyer-supplier alliances, <i>Industrial Marketing Management</i> , Vol. 77, pp. 75-89.
2.	B. Hagen, A. Zucchella, P.M. Ghauri (2019), From fragile to agile: marketing as a key driver of entrepreneurial internationalization, <i>International Marketing Review</i> 36(2), pp.260-288
3.	M. P. Miles, A.Gilmore, P. Harrigan, G.Lewis, G., Z.Sethna (2015), Exploring entrepreneurial marketing. <i>Journal of Strategic Marketing</i> , 23(2), pp. 94–111.
4.	M. Urde, C. Baumgarth, B.Merrilees (2011), Brand orientation and market orientation —From alternatives to synergy, <i>Journal of Business Research</i> , Vol. 66, No. 1, 2013, pp. 13-20.
5.	L.M.C.B Sepulcri, E.W. Mainardes, D.M. Marchiori (2020), Brand orientation: a systematic literature review and research agenda, <i>Spanish Journal of Marketing - ESIC</i> , Vol. 24 No. 1, pp. 97-114.
6.	R. Herstein, R. Berger , E.D. Jaffe. (2014), How companies from developing and emerging countries can leverage their brand equity in terms of place branding", <i>Competitiveness Review</i> , 24(4), p. 295.
7.	Y. Chen, Y. Su (2012), Do country-of-manufacture and country-of-design matter to industrial brand equity?, <i>Journal of Business and Industrial Marketing</i> , 27 (1), pp. 57-68.
8.	M.K. Witek-Hajduk, A. Grudecka (2021), Does the developed-country brand name still matter? Consumers' purchase intentions and ethnocentrism and materialism as moderators, <i>Journal of Product & Brand Management</i> , Vol. 31 No. 6, pp. 854-869,
Name of the major subject related in terms of the curriculum with the major exam	
1.	Marketing