This seminar will discuss topics related to scale development and consumer research. The format will be discussion-based and we will review 3-4 papers per session. In addition, each student should identify 1 additional paper that relates to one of the papers or topics for that day and be prepared to briefly summarize the paper and draw key linkages with the assigned papers.

Key Deliverables:

1. Four 1-page reaction summary brought to the start of each class providing your thoughts regarding the papers assigned for each class period (due at start of classes 1-4)
2. A new multi-item measurement scale to assist with your research (due start of class 4)
3. 2 page final research proposal (due at start of final class)
4. 10 minute Powerpoint presentation slide deck (to be presented during final class)
Readings

Days 1 and 2: Scale Development and Measurement


Day 3 and 4: Current Consumer Research


Han, DaHee, Ashok Lalwani and Adam Duhachek (2015), “Power, Power Distance and Charity Giving,” working paper.