INTRODUCTION

Replications and Extensions in Marketing and Management Research

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This special issue of the Journal of Business Research is the first of any major business journal, to our knowledge, that devotes an entire issue to the subject of replications and extensions in marketing and management research. Although most scholars who adhere to the scientific method acknowledge the importance of replications and extensions in the advancement of science, it would seem that there has been some implicit hesitancy on the part of editors and reviewers to publish replication research. Arch Woodside, the editor of JBR is to be commended for his initiative in instigating this special issue, and we thank him for the honor of editing it.

Given the paucity of explicit channels for the dissemination of replication-affiliated research, it should come as no surprise that the Call for Papers for this special issue produced a substantial number of submissions for consideration. Seventy-five manuscripts were submitted, with the pool demonstrating a high degree of eclecticism—a previously assumed characteristic but, nonetheless, one that caused much consternation to both the editors and reviewers! The special issue editors tried, in all cases, to match, as closely as possible, reviewer(s) to manuscripts. Our goal was to obtain three reviews for each manuscript, although this was not always possible. This necessitated the compilation of an extensive listing of reviewers for the special issue—83, to be exact—a number that we are certain far surpasses the number of ad hoc reviewers for most special issues.

The 10 papers in this special issue have, as a common thread, the topic of replication. The papers are coarsely divided between the marketing and management disciplines, although there is overlap between the two, as is commonly the case.

In the first paper, the influence of brand awareness on consumer choice is the subject of a $2 \times 2 \times 2$ experiment by Macdonald and Sharp. In this study (which replicates and extends Hoyer and Brown [1990]), additional support was found for the original study using an alternate product category as the experimental stimulus.

In an interesting twist on replication research, Shimp and Moody discuss the shortcomings of uncritical acceptance (read: citation) of unsubstantiated research findings in the extant literature in a given area. Their research investigates Feinberg’s “credit card” effect—the purported increase in value attributed to goods and services in the presence of a credit card stimulus. Nonfindings from this study support the practice of replication as an on-going process in the study of marketing phenomena.

The impact of retrenchment on performance is the focal point of the research conducted by Castrogiovanni and Bruton. Their findings lend support to a boundary condition on the results of the original research by Robbins and Pearce (1992).

In a study that simultaneously investigates the power of three organizational growth determinants (industry, strategy, and top management attributes), Weinzimmer replicates several of the extant studies in the growth literature. In addition to finding main effects for each of the three, an interaction was found between industry/strategy and strategy/top management determinants.

Internationalization is the focus of the study of Palich, Carini, and Seaman. Specifically, these authors look at the impact of internationalization on the diversification±performance relationship. Using a sample of Fortune 500 firms, they found support for the international impediments theory.

In 1991, Sawyer and Howard found that involvement was a significant predictor of the efficacy of open-ended advertisements. Ahearn, Gruen, and Saxton replicate and then extend these findings with the use of a more complex product than the original stimulus and find a boundary condition on product complexity.

Petty and Cacioppo’s well-known Elaboration Likelihood
Ad Hoc Reviewers for the Special Issue

Avery Abernethy, Auburn University
Emin Babakus, University of Memphis
Barry Babin, University of Southern Mississippi
Dewayne Ball, University of Nebraska
Tom Barry, Southern Methodist University
William O. Bearden, University of South Carolina
Paul N. Bloom, University of North Carolina
Lance E. Brouthers, University of Texas at San Antonio
Scott Burton, University of Arkansas
Alan J. Bush, University of Memphis
Gary Carini, Baylor University
Les Carlson, Clemson University
James Clark, James Madison University
Leslie Cole, University of Virginia
Catherine Cole, University of Iowa
Marjorie Cooper, Baylor University
Roger Davis, Baylor University
Gary Dicer, University of Tennessee
Michael Dowling, University of Georgia
Charles Duke, Clemson University
Mark G. Dunn, Baylor University
Richard Durand, University of Maryland
Andrew Ehrenberg, London Business School
Basil Englis, Penn State Great Valley
Michael Etzel, University of Notre Dame
O.C. Ferrell, Memphis State University
Roy Howell, Texas Tech University
Raymond Hubbard, Drake University
Tammy Hunt, University of North Carolina at Wilmington
James Hunt, North Carolina at Wilmington
Eva Hyatt, Appalachian State University
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Esswar Iyer, University of Massachusetts
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Daniel Jennings, Texas A & M University
Tom Jensen, University of Arkansas
Richard Johnson, University of Missouri–Columbia
Mark Johnston, Rollins College
Kay Keels, Emory University
James Kenderdine, University of Oklahoma
V. Kumar, University of Houston
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Charles W. Lamb, Jr., Texas Christian University
DanaLascu, University of Richmond
Linda Livingstone, Baylor University
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Robert Mittelstaedt, University of Nebraska
Mary Mobley, Augusta College
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Richard G. Netemeyer, Louisiana State University
Leslie Palich, Baylor University
Wesley E. Patton, III, Appalachian State University
Robert A. Peterson, University of Texas–Austin
Robert E. Pitts, De Paul University
William M. Pride, Texas A & M University
Daniel Rajaratnam, Baylor University
Glen Riecken, East Tennessee State University
Edward Rigdon, Georgia State University
James A. Roberts, Baylor University
Randall L. Rose, University of South Carolina
Byron Sharp, University of South Australia
Terence Shimp, University of South Carolina

Mark G. Dunn, Baylor University

With the increasing emphasis on customer satisfaction in the marketplace, the work of Slater and Narver, who extend their prior research on the relationship between market orientation and business profitability, is particularly timely. They test this relationship in a multitude of industries, and find that there is a significant relationship between the two constructs, although an expected correlation between entrepreneurial orientation and business profitability is not found.

Continuing the emphasis on customer satisfaction, Boles, Johnson, and Barksdale replicate and extend the Crosby, Evans, and Cowles (1990) study on relationship quality, using the business-to-business environment as a setting. Their study provides general support for the original research and, of course, generalizability to a different environment than in the original study.

In the final article in this special issue, Easley, Madden, and Dunn assess the current environment for replication research can be evaluated.

We hope the readers of this special issue of the J Busn Res find these articles both thought-provoking and useful for future research. Furthermore, it is our hope that the publication of this special issue inspires other editors, reviewers, and authors to consider the efficacy of replication-related research.

We appreciate the efforts of the authors who submitted manuscripts to the special issue, and gratitude is further extended for the revisions undertaken by those whose papers were ultimately accepted for the special issue. Finally, we are grateful to the Hankamer School of Business at Baylor University for support.