

PLANO DE ENSINO

CARGA HORÁRIA	CRÉDITOS	CÓDIGO	SEM./ANO
60 H/A	04	DAD5003	1º/2018

DISCIPLINA: Métodos Quantitativos Avançados em Administração

PROFESSOR: Dr. Valter Afonso Vieira

EMENTA:

Apresentar os conceitos e práticas fundamentais da análise multivariada de dados aplicada a ciência social aplicada. A disciplina toma por base a aplicação de conceitos de análise correlacional, e de análise multivariada de dados, como forma de oferecer ao aluno o suporte quantitativo necessário ao desenvolvimento de suas pesquisas.

CONTEÚDO PROGRAMÁTICO

Prova individual e sem consulta (assunto da prova Capítulos 1, 2, 4 e 7)
 Gráficos, pizza, blox plot, etc
 Viés (Bias)
 Correlação
 Análise de cluster
 Regressão
 Regressão logística
 Teste de diferença de média, padronização Z, kruskall wallis
 ANOVA
 ANOVA/ANCOVA
 MANCOVA
 Medidas repedidas
 Análise fatorial exploratória
 Análise Multinível
 Mediação e Moderação

AVALIAÇÃO:

25% Apresentação dos seminários (PowerPoint e o que desejar)

---O aluno deve apresentar o capítulo do livro e seu conteúdo, usando o PowerPoint. Caso o aluno encontre o PPT do Andy Fields na internet ele pode usar o slide em inglês; Caso o aluno queira montar o slide fique a vontade. O foco é apresentar o ponto principal do conteúdo da matéria para os demais colegas. Apresentar figuras, tabelas e dados relevantes.

25% Orientação para com a aplicação dos exercícios e das bases de dados para com a turma

---O aluno deve usar uma(s)/várias das bases de dados do Andy Field e explicar qual é a ideia do comando, do teste, de como se interpreta e da saída do SPSS. Os demais alunos devem saber fazer o teste e interpretar todos os achados. No dia da regressão logística, o foco é aprender como se faz, como é o resultado, como é o achado, etc.

25% Prova individual sem consulta, 1º dia de aula

---O professor vai disponibilizar o conteúdo da aula 30 dias antes. Então estude os capítulos iniciais para uma prova em sala de aula. O livro que será usado é o Andy Field 4ª ed de 2013, inglês.

25% Exercícios entregues em 2 momentos (impresso e individual ou dupla; SMART ALEX'S TASKS)

primeira entrega (ver excel)

segunda entrega (ver excel)

será recebido a atividade via PDF no e-mail vavieira@uem.br encaminhar apenas no dia da entrega e não antes

---O aluno deve fazer os exercícios ao final do capítulo. Eu coloquei para fazer em capítulos. O aluno deve fazer os exercícios, interpretar os achados, fazer as análises e entregar o documento na data respectiva. Por isso é fundamental que o aluno faça o exercício antes de vir para a aula, para aprender e tirar dúvida com o seminarista do dia.

REFERÊNCIAS COMPLEMENTARES DE PERIÓDICOS

ANÁLISE FATORIAL EXPLORATÓRIA

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

Hans Haans and Els Gijsbrechts (2010) Sales Drops from Closing Shops: Assessing the Impact of Store Outlet Closures on Retail Chain Revenue, *Journal Marketing Research*.

Kusum L. Ailawadi, Jie Zhang, Aradhna Krishna, and Michael W. Kruger (2010), When Wal-Mart Enters: How Incumbent Retailers React and How This Affects Their Sales Outcomes *Journal of Marketing Research*, (forthcoming)

ANOVA/MANOVA

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

ANCOVA/ANOVA

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*,

*William R. Davidson Award, Best paper

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

Pan, Y. Zinkhan, (2006) G.M Determinants of retail patronage: A meta-analytical perspective *Journal of Retailing* Volume 82, Issue 3, 2006, p. 229-243

ANÁLISE FATORIAL EXPLORATÓRIA

- 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 Klarman; 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.
- 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

FATORIAL/REGRESSÃO/MODERAÇÃO

- 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.
- M. Berk Ataman, Harald J. Van Heerde, and Carl F. Mela (2010), The Long-Term Effect of Marketing Strategy on Brand Sales, *Journal Marketing Research*, (forthcoming).
- Ahearne, Michael, Florian Kraus and Son Lam (2013), ""Performance Impact of Middle Managers' Adaptive Strategy Implementation: the Role of Social Capital," *Strategic Management Journal*, forthcoming.
- Ahearne, Michael, Til Haumann, Florian Kraus, and Jan Wieseke (2013), "It's a Matter of Congruence: How Interpersonal Identification between Sales Managers and Salespersons Shapes Sales Success," *Journal of the Academy of Marketing Science*, forthcoming.
- Ahearne, Michael, Son Lam, Babak Hayati, and Florian Kraus (2013), "Intrafunctional Competitive Intelligence and Sales Performance: A Social Network Perspective", *Journal of Marketing*, 77(6), 37-56.
- Lam, Son K., Michael Ahearne, Ryan Mullins, Babak Hayati, and Niels Schillewaert (2013), "Exploring the Dynamics of Antecedents to Customer-Brand Identification with a New Brand," *Journal of the Academy of Marketing Science.*, 41(2), 234-252.

REGRESSÃO/MODELAGEM DE EQUAÇÃO ESTRUTURAL

- Wieseke, Jan, Florian Kraus, Michael Ahearne, and Sven Mikolon (2012), "Multiple Identification Foci and Their Countervailing Effects on Salespeople's Negative Headquarters Stereotypes," *Journal of Marketing*, 76(3), 1-20.
- Steenburgh, Thomas and Michael Ahearne (2012), "Motivating Salespeople: What Really Works," *Harvard Business Review*, July/August 2012.
- Ahearne, Michael, Florian Kraus, Son Lam, and Jan Wieseke (2012) "Toward a Contingency Framework of Interpersonal Influence in Organizational Identification Diffusion," *Organizational Behavior and Human Decision Processes*, 118(2), 162-178.

MODERAÇÃO

- Lam, Son, Michael Ahearne, and Schillewaert (2012), "A multinational examination of the symbolic instrumental framework of consumer brand identification," *Journal of International Business Studies*, 43(2), 306-331.
- Ahearne, Michael, Florian Kraus, and Son Lam (2010), "The Diffusion of Market Orientation throughout the Organization: A Social Learning Theory Perspective," *Journal of Marketing*, 74(5), 63-80

Ahearne, Michael, Jeff Boichuk, Willy Bolander, Zach Hall and William Zahn (2013), "Learned Helplessness among Newly Hired Salespeople and the Influence of Leadership", *Journal of Marketing*, forthcoming.

MODELAGEM EQUAÇÕES ESTRUTURAIS e MEDIAÇÃO

Lam, Son, Michael Ahearne, Ye Hu and Schillewaert (2010), "Resistance to Brand Switching when a Radically New Brand is Introduced: A Social Identity Theory Perspective," *Journal of Marketing*, 74(3), 65-69.

Ahearne, Michael, Adam Rapp, Douglas Hughes and Rupinder Jindal (2010), "Managing Salesforce Product Perceptions and Control Systems in the Success of New Product Introductions," *Journal of Marketing Research*, 47(4), 745-757.

Hughes, Douglas and Michael Ahearne (2010), "Energizing the Reseller's Sales Force: The Power of Brand Identification," *Journal of Marketing*, 74(4), 81-96.

REGRESSÃO e DISCRIMINANTE

Ahearne, Michael (2014) Learned Helplessness among Newly Hired Salespeople and the Influence of Leadership *Journal of Marketing*, v.21, n.1 (February), 65-74.

Ahearne, Michael (2014). Earnings Management Practices in Sales and Strategic Accounts Survey Report (forthcoming) *Journal of Marketing Research*

Holger Ernst, Wayne D. Hoyer, & Carsten Rübsaamen (2010) Sales, Marketing and R&D Cooperation across New Product Development Stages: Implications for Success , *Journal of Marketing Research*,

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.

Ahearne, Michael, Son Lam, John Mathieu and Willy Bolander (2010), "Why are Some Salespeople Better at Adapting to Organizational Change," *Journal of Marketing*, 74(3), 65-69.

Ahearne, Michael, Scott MacKenzie, Philip Podsakoff, John Mathieu and Son Lam (2010), "The Role of Consensus in Sales Team Performance," *Journal of Marketing Research*, 47(3), 458-469.

Rapp, Adam, Michael Ahearne, John Mathieu and Tammy Rapp (2010), "Managing Sales Teams in a Virtual Environment," *International Journal of Research in Marketing*, 27(2), 108-118.

REFERÊNCIA PRINCIPAL:

Field, A. (2013). *Discovering statistics using IBM SPSS statistics*. www.statisticshell.com/

REFERÊNCIA COMPLEMENTAR:

Anderson, David R.; Sweeney, Dennis J. Williams, Thomas A. *Estatística aplicada à administração e economia*. Tradução de Luiz Sérgio de Castro Paiva. São Paulo: Pioneira Thomson Learning, 2005.
Cooper, D.R., Schindler, P.S. *Business Research Methods*. 7. ed. New York: McGraw-Hill Irwin, 2001.
Malhotra, N. K. *Pesquisa de Marketing: Uma Orientação Aplicada*. 3. ed. Porto Alegre: Bookman, 2001.

DOCENTE:

Valter Afonso Vieira (Resumo do CV): Graduado em Administração de Empresas pela Universidade Norte do Paraná (UNOPAR), Pós-Graduado em Tutoria de Educação a Distância pelo Núcleo de Educação a Distância da Universidade Federal do Paraná (NEAD-UFPR), Mestre em Administração pelo Programa de Pós-Graduação em Administração da Escola de Administração da Universidade Federal do Rio Grande do Sul (PPGA/EA/UFRGS), Doutor em Administração pelo Programa de Pós-Graduação em Administração da Universidade de Brasília, (PPGA/UnB) e Livre-Docente pela USP.