Reviewing the marketing theory adoption journey for studies using QCA as a methodological approach: Insights, gaps and agenda for future research ☆

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ABSTRACT

Purpose: This study identifies how complex phenomena in real-world marketing challenges and opportunities have been studied and reported since the introduction of Qualitative Comparative Analysis (QCA) as a methodology and set of data analysis and theory development tools in 1987. We provide insights into idea adoption journeys investigated by marketing researchers and published in A* and A-ranked Marketing Journals (ABDC list). This article discusses the application of diffusion of innovation theory to conceptualize the adoption of QCA as a research methodology in marketing. The study identifies some trends in the literature, and outlines opportunities for future research. We focus on four main research questions:

RQ_1: How quickly and thoroughly was QCA adopted as a theory-testing and theory-development methodology by Marketing research scholars?

RQ_2: Focusing on A- and A*-ranked journals in marketing, who were the leading authors and editors in disseminating QCA and its variants as a methodology and set of technology-based tools?

RQ_3: Which marketing phenomena came under investigation using this methodology?

RQ_4: Which of the variants of QCA (csQCA, mvQCA or fsQCA) are most used in studying marketing phenomena?

Design/methodology/approach: We provide a theoretically informed structural analysis of published marketing research studies using the Idea Journey theoretical framework, drawing on academic analysis and insights published in 216 marketing-related articles across 36 A and A* marketing journals listed in the Scopus database.

Findings: QCA as a methodology and a set of tools is not yet firmly established in academic marketing literature. In general, single articles appeared in a few top marketing journals over the 30-year period (1987–2018) covered by this study. The highest proportion of articles appeared in the Journal of Business Research, where the editor acted as an advocate and consciously and actively promoted the use of the method to study social phenomena. Of the 287 papers uncovered in the structured literature review of marketing journals, only 216 were about marketing phenomena. The remaining articles covered topics ranging from management to innovation and social media, which were somewhat related, but not pure marketing. Furthermore, the locus of research covered by the current marketing/QCA literature lies at meso-levels and micro-levels. This reveals opportunities for future research to explore marketing phenomena at a more macro level, and to revisit outdated marketing theories or adapted social scientists' understandings of current phenomena.

Research limitations/implications: The paper identifies gaps in the stages of adoption of QCA as a research methodology and a set of tools in reporting idea journeys investigating modern marketing phenomena that have not previously been covered by the extant academic literature. It suggests some research areas that need to be addressed to help inform improvements in policy and practice. A key limitation is that it

draws information only from academic journal articles, and only from A-ranked journals in a single quality list (ABDC). However, this study provides opportunities for considerable future developments – even in the form of a more robust, wider-ranging literature review. In addition, a study that considers how QCA has helped in developing marketing theory over the last three decades may be a positive prompt for quality research, and of value to the research community.

Originality/value: The paper extends both methodology and marketing research by reconciling insights from a fragmented emerging literature, and highlights the dynamics and interrelationships in the extant literature. This study helps to inform potential improvements in research and practice by identifying gaps in the adoption journey that have not been covered by the extant academic literature.

1. Introduction

The complexity of marketing phenomena and marketing theories used to explain marketplace activities and scaffold practice and practitioners' decisions has been increasing exponentially over the last three decades (Brynjolfsson, Hu and Rahman, 2013; Dellaert and Stremersch, 2005; Sinclair and Agyeman, 2005). Several factors, including the rise of global brands; multi-cultural communities with diverse demographic compositions; technological advancements to aid global communication networks; and international supply chains that enable global distribution, have added to this complexity.

Several scholars offer advice on how to deal with complex, multi-factor, macro-societal phenomena (Fiss, 2011; Gilovich, 1991; Gigerenzer, 1991; Kan, Adegbite, El Omari, and Abdellatif, 2016; Kent 2009a, 2009b; Wagemann and Schneider, 2010; Woodside, 2013), and urge researchers to use appropriate tools to ensure quality research (Ragin 1994) that adheres to principles of fit and predictive validity (Marx and Dusa 2011; Kan, Adegbite, El Omari, and Abdellatif, 2016). Woodside (2010) advocates that researchers should test the quality of research results against three criteria: knowledge generalization (predictive validity); accuracy (coverage and fit of the theory to the phenomenon); and complexity (marketing phenomena may have multiple causal or explanatory paths).

Qualitative Comparative Analysis (QCA) is proposed as a method that addresses some of the criticisms of both qualitative (Woodside, Ko and Huan, 2012) and quantitative studies (Greckhamer, Misangyi, Elms, and Lacey, 2008; Kent, 2009a, 2009b) by achieving high levels of generalizability and accuracy (Woodside, 2010). "(QCA is a new analytic technique that uses Boolean algebra to implement principles of comparison used by scholars engaged in the qualitative study of macrosocial phenomena" (Ragin, 1994, p. x). QCA as a research method and a set of analytical tools is a useful analytical method for cross-case analysis (Miles and Huberman, 2003) that focuses on the complexity that characterizes the cases under investigation, thus confirming Fiss's (2007) proposition that it is a helpful tool to reduce research limitations and the misuse of methods. "QCA helps to highlight the asymmetric nature (i.e., positive or negative instances of a management phenomenon that the same determinants cannot explain), as well as the configurational (i.e., positive or negative instances of a management phenomenon that isolated determinants do not explain) and causal complexities (i.e., management phenomenon determinants that link with complementarity and/or substitutability relations which vary according to the context) of a management phenomenon" (Kan et al., 2016, p. 1462). As QCA "sits midway between exploration and hypothesis-testing research" (Kent, 2005, p. 226), and was originally designed to analyse between 5 and 50 cases (Woodside and Baxter, 2013), it is suited to the study of complex social and organizational phenomena.

A study by Rihoux et al. (2013, p. 182) notes that "QCA has entered over the past few years, a phase of mainstreaming in quite a few disciplines", referring to political science and sociology, and confirms that management studies have become the discipline with the fastest uptake of QCA in recent years. This study investigates to what extent QCA techniques are now recognized as valid and legitimate research techniques in their own right in the respective marketing disciplines, as indicated by publications in A*- and A-ranked journals (ABDC quality list).

As QCA methods and technologies (see software and research aids in Compasss, 2016) have now had over three decades (1987–2018) to be adopted, diffused and improved, this seems an opportune time to analyse and reflect on the QCA methodology journey, with specific reference to marketing research. The structured analysis of this study may help to identify the nature of the challenges this new methodology, supported by new technology, has experienced in the marketing discipline and offer marketing scholars insights into knowledge gaps that require investigation.

The main purpose of this study is to investigate the adoption of QCA as a research methodology in marketing, and the role of thought leaders and innovators in diffusing the methodology in the marketing domain. The four questions this study seeks to understand are:

RQ1: How quickly and thoroughly was QCA adopted as a theory-testing and theory-development methodology by Marketing research scholars?

RQ2: Focusing on A- and A-ranked journals in marketing, who were the leading authors and editors in disseminating QCA and its variants as a methodology and set of technology-based tools?*

RQ3: Which marketing phenomena came under investigation using this methodology?

RQ4: Which of the variants of QCA (csQCA, mvQCA or fsQCA) are most used in studying marketing phenomena?

Answering these questions will help to promote valuable, useful theories to relevant audiences to ensure QCA's adoption. The thorough investigation will further aid new scholars, Ph.D. candidates and marketing research scholars to identify the gaps in theory testing and theory development that require further investigations and re-testing of theories to further the body of knowledge and contribute to new marketing theories.

To address these aims, the paper proceeds as follows. Section 1 describes the specific role of QCA in researchers' toolkits. Section 2 provides a brief overview of recent reviews of organizational and management research using QCA techniques. Section 3 explains the methods used to capture and analyse insights from existing A-ranked marketing literature, using QCA, and tracks the idea adoption journey for QCA as a research methodology in marketing. The final section draws conclusions and proposes an agenda for future research based on insights emerging from the analyses in this paper.

2. Overview of QCA as a methodology and a set of tools

QCA is a method that combines qualitative and quantitative methods to study the relationship between multiple factors and a
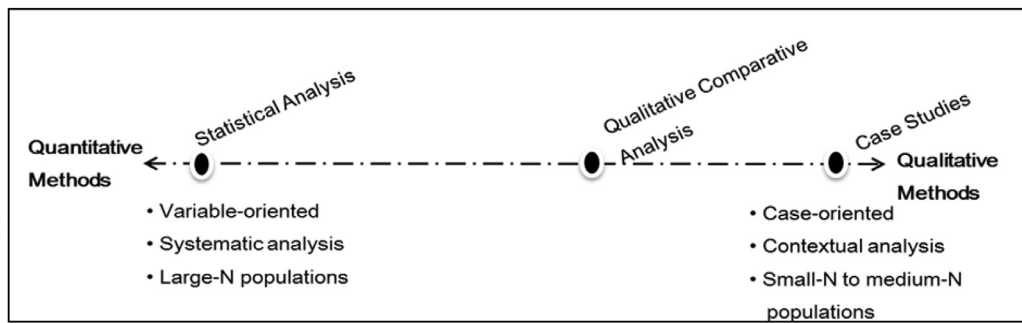
Fig. 1. Spectrum of research methodology. (Adapted from Jordan et al. (2011, p.1161)).

specific outcome. According to Rihoux and Grimm (2006, p. 1), this research strategy is more likely to result in "in-depth insight in the complexity of the cases, while still attempting to produce some level of generalization". In contrast to net effect thinking, where each variable is considered to be able to affect the outcome, or the level of probability of the outcome, in isolation and regardless of the other variables, QCA considers how combinations of conditions and case aspects affect the specified outcome.

In addition, QCA techniques allow for different factors or causal paths to lead to the same outcome, termed "conjunctural causation" (Rihoux and Ragin, 2009). "Unlike more quantitative methods that are based on correlation, QCA seeks to establish logical connections between combinations of causal conditions and an outcome, the result being rules that summarize the sufficiency between subsets of all of the possible combinations of the causal conditions (or their complements) and the outcome. Each rule is a possible path from the causal conditions to the outcome" (Lambert and Fairweather, 2010, p. 1). According to Rihoux and Grimm (2006, p. 18), "By studying combinations of conditions, it is possible to unravel the conditions or contexts that enable or disable specific connections (e.g. between education and the avoidance of poverty)".

QCA is both a research strategy and a set of research tools (Jordan et al., 2011; Rihoux, 2006; Rihoux and De Meur, 2009) and was developed by Ragin (1987) to bridge the divide between qualitative and quantitative approaches (Woodside and Zhang, 2012). (see Fig. 1 for its positioning). As a research strategy, QCA (including csQCA, mvQCA and fsQCA) provides a middle ground between statistical analysis methods based on large-N studies (typically quantitative), which may lose the ability to examine causal links, and small-N case-oriented (typically qualitative) methods (Gross, 2010; Jordan et al., 2011; Rihoux, 2006), with their limited generalisability.

In essence, the technique involves understanding the interplay between variables or conditions, configurations of variables, and a specific outcome (or absence of a specific outcome) (Ragin, 1987, 2000). QCA differs from traditional qualitative research in seeing causal relationships as complex, asymmetric and equifinal (Wagemann and Schneider, 2007). The term equifinality refers to multiple routes to certain outcomes (Rihoux, 2006); different causal paths may lead to the same outcome (De Meur and Rihoux, 2002). In other words, it allows for the possibility that the phenomenon can be explained by or result from several combinations of antecedent conditions that are all capable of generating the same outcome.

QCA differs from standard statistical analysis in that sets, subsets, unions and intersections of sets are not seen as correlated, or as co-variables that result in quantifiable net effects, but as sufficient conditions to develop causal claims (Ragin, 2000, 2008). According to Jordan et al. (2011, p. 1160), QCA is an appropriate family of configurational comparative methods to use when "the

underlying question is which of a combination of conditions trigger a given outcome". QCA rejects permanent causality, but views causality as context- and conjuncture-sensitive (Ragin, 1987) and "allows different configurations of cases conceived as combinations of qualitative attributes" (Ragin, 2000, p. 181). Information about antecedent conditions and outcomes is transformed into sets of variables by creating a calibrated set ranging between the two thresholds of non-membership (0.0) and full membership (1.0). QCA researchers use theoretical information and arguments to create a calibrated set of membership and use intensive theoretical and collected knowledge of cases to determine which empirical evidence to consider (Wagemann and Schneider, 2010).

3. Extant records of the QCA journey in organizational studies and management

In pursuit of an answer to our research questions, our study found three inventory-type literature review articles. The first is an article by Jordan et al. (2011), which identified 338 journal articles referencing Ragin's (1987) ground-breaking book *The Comparative Method* and QCA-related journal articles. Jordan et al. (2011) find that the majority of the articles published since Ragin's foundational work were in the fields of sociology (33%) and political science (government and public administration: 30%).

The second review study (Rihoux, Álamos-Concha, Bol, Marx and Rezsöhazy, 2013) is a systematic mapping of published QCA studies using a very inclusive search of the Web of Science and the COMPASSS database, covering approximately 313 peer-reviewed journal articles (2013, p. 176), and a total of approximately 900 publications, including peer-reviewed journal articles, books, book chapters, monographs, and various other publications. Rihoux et al. (2013, p.176) conclude "that the broader use of QCA started to pick up quite late after the publication of Charles Ragin's seminal volume (1987)… only from 2003 to 2004 onward". Rihoux et al. (2013) surmise that the English textbook on the method (Ragin, 2009) as well as the availability of various software options (R and STATA), ensured a wider dissemination and adoption of the methodology (QCA) over various disciplines. In the early stages of awareness, work from three core disciplines; political science (51%); sociology and anthropology (34%); and economics and management sciences (26%) appeared in peer-reviewed articles. It is only after 2007 that the QCA variates (derived from crisp set QCA or csQCA) multi-variate QCA (mvQCA) and fussy-set QCA (fsQCA) showed a sharp increase, responding to availability of the first English textbook (Rihoux and Ragin, 2009), various research aids (Compasss.org includes software) and training offered by a larger pool of international instructors (German textbook and courses by Schneider and Wagemann in 2007). According to this review, the principal field of study using QCA and its variants is still political science (Rihoux et al., 2013), but the fastest-growing follower is management studies, "not surprisingly because QCA appears

4   *R. De Villiers and P. Tipgomut / Australasian Marketing Journal xxx (xxxx) xxx*

particularly well suited for many core management studies topics" (Rihoux et al., 2013, p. 177).

The third review study focused on publications of studies in Management, offering a critical review of all the uses of QCA in management studies until February 2015 (Kan et al., 2016). The article structures the extant literature in management issues and discusses how management research scholars use QCA to investigate these issues. The value of Kan et al.'s (2016) review lies in illuminating new knowledge production opportunities in management scholarship. It also aids the expansion of the primary empirical research toolbox, offering a formalization of qualitative analysis methods and technology. Covering a range of sub-disciplines (general management, marketing, innovation, strategy, human resources, organisational studies, production and operations, information systems, finance, public management, operations research) the article finds 22 (of a total of 94) published articles in the field of marketing. This 23.4% contribution from marketing scholarly research constituted the second highest contributing domain (after general management). This finding highlights the relevance of QCA for the marketing domain. As Kan et al. (2016) conclude, their findings indicate that future research should direct effort into "general management and marketing [as these] are the areas that apply QCA the most." (Kan et al., 2016, p. 1462).

The review studies described above first identified articles using QCA in the Web of Science database, and then triangulated the results with the Compasss database. This paper follows this established method of delimiting the scope of the investigation as pioneered by Rihoux et al. (2013) and Kan et al. (2016). Our study extends the prior studies by investigating an additional seven years of research (Rihoux's study stopped at 2011 and Kan et al.'s literature review of marketing includes articles up to 2014). In addition, this study investigates a finely graded question, as it relates to the focus of this journal on investigations into complex marketing phenomena. This study also focuses on when early adopters in marketing applied the QCA method, and which topics they investigated using the variants of QCA, thus identifying thought leaders within the marketing discipline.

4. Marketing thought leaders and early influencers

Without specifically providing a clear definition of "marketing thought leaders", Wilkie and Moore (2003) report on the roles of academic authors; research scholars and publishing practitioners; the AMA and its mouthpiece the Journal of Marketing (JM); and a host of publications and their editors in advancing thought about and theory in marketing. It is clear from this article that journal articles played a significant, if not the primary role in thought development in marketing in recent years.

Although the study by Wilkie and Moore (2003) gives full credit to the role of books and other knowledge channels, it is quite clear that journals and academic articles remain both thought-provoking and research-provoking catalysts for young marketers to broaden and deepen their knowledge in marketing. Wilkie and Moore (2003) used the procedure of analysing the titles of articles in ranked journals, and the words within these titles, to determine and predict changes in marketing foci, and shifts in thoughts and paradigms in the field.

A comprehensive note by Woodside (2016), considering adoption of QCA by marketing scholars, is not included earlier as a literature review study, although it is of great importance to the focus here on thought leaders. The research note appears in the *Journal of Business to Business Marketing* (a C-ranked journal on the ABDC list). Woodside (2016) identifies Fiss (2011), Hubbard (2016), McClelland (1998), Ordanini et al. (2014), and Woodside and Baxter (2013) as early espousers of QCA. "Though having made little dent in stopping the practice, Armstrong (2012), along with Hubbard (2016), Gigerenzer (2004), and Zadeh (1996), have been troublemakers in attacking NHST as a mindless statistical procedure for decades" (Woodside, 2016, p. 330). Woodside (2016) describes "trouble makers" who acted as thought leaders and who, for more than two decades, attempted to shift the dominant practice of using null hypothesis statistical testing (NHST) and symmetrical statistical analysis to somewhat precise outcome testing (SPOT).

5. Method and analysis

5.1. Identifying qualifying criteria and full data set

The aim of this paper is to analyse the entire journey to date, as reflected in highly ranked academic journals over the last three decades (since Ragin's (1987) publication).

To determine the broad areas of marketing in which QCA has been used, research published in ranked, peer-reviewed academic journals over the two decades from 1998 to 2018 was investigated. The first step was to identify which journals to include in the study. Given both the quality of journals included in the Australasia Business Deans' Council (ABDC) ranked list (2016), and the thought leadership criteria used in selecting journals for inclusion in this list, it was decided to consider studies published in the top-ranked marketing journals on the ABDC quality list. A list of 36 A*- and A-ranked journals was identified, with titles containing the words marketing, consumer or business, and stressing "marketing" as a particular focus. The initial search used Google Scholar, Scopus and Web of Science to search for articles containing both "marketing" and "QCA" in their titles or abstracts. A limited number of studies were found, which raised concerns about the validity and usefulness of the search. In order to be thorough, each journal's website, containing all its publications over this period were searched, using the same combination of terms. This converged to a contracted database of 13 journals, containing a total of 378 separate and unique papers. At the time this study was undertaken (submitted for publication in July 2018), 3,349 journals listed in the Scopus database included the words QCA, fsQCA, mvQCA or csQCA over all disciplines and all domains. One could argue that the 378 articles identified, given the delimitation and search criteria discussed below, in Marketing, Advertising, Retail and Sales Journals is a noteworthy tip (11.05%) of the proverbial iceberg of 3,349 articles with QCA in the title or abstract listed in Scopus. The substantial growth in the number of articles since the total of 22 listed by Kan et al. (2016) is remarkable. This led to two of our research questions: Which authors and journals can be regarded as thought leaders (innovators and early adopters)?; and (2) Which focal areas came under investigation using this methodology in the early years of QCA adoption?

A structured search of these 13 A* and A-ranked journals for the period January 1988 to June 2018 was undertaken. The length of time is an important consideration when investigating the method-adoption journey. QCA as a research methodology for complex social phenomena was brought to the attention of the research community by Ragin (1987). Ragin's paper represented the first widespread dissemination of QCA, and so 1988 represented the first possible stage in the idea adoption journey for this method. The endpoint of June 2018 was chosen on the pragmatic basis that this was the last possible date to capture data before completing our paper.

5.2. Coding methods and mapping

For each of the A*- and A-ranked journal articles studied, we followed previously employed, validated methodological mapping

Table 1
Distribution of Marketing Research over the 20-year period 1998–2018.

ABDC quality ranked Academic Marketing Journals (MAQ publications)		RANK	1998–2000	2001–2003	2004–2006	2007–2009	2010–2012	2013–2015	2016–2018*	TOT
EJM	European Journal of Marketing	A*		1					3	**4**
IMM	Industrial Marketing Management	A*					1	4	11	**16**
IJRM	International Journal of Research in Marketing	A*								**0**
MS	Journal of Consumer Research	A*								**0**
JCR	Journal of Marketing	A*						1		**1**
JR	Journal of Marketing Research	A*	2							**2**
JSR	Journal of Retailing	A*								**0**
JAMS	Journal of Service Research	A*						1	1	**2**
JAM	Journal of the Academy of Marketing Science	A*							1	**1**
MA	Marketing Science	A*						1		**1**
TRB	Transportation Research Methodological	A								**0**
IJCR	International Journal of Consumer Studies	A								**0**
IMR	International Marketing Review	A			1				1	**2**
JA	Journal of Advertising	A								**0**
JAR	Journal of Advertising Research	A								**0**
JBM	Journal of Brand Management	A							1	**1**
JBIR	Journal of Business and Industrial Marketing	A							1	**1**
JBR	Journal of Business Research	A					1	21	135	**157**
JCA	Journal of Consumer Affairs	A								**0**
JCP	Journal of Consumer Psychology	A								**0**
JIM	Journal of Interactive Marketing	A								**0**
JIM	Journal of International Marketing	A								**0**
JMa	Journal of Macromarketing	A								**0**
JMM	Journal of Marketing Management	A			1					**1**
JPPM	Journal of Public Policy and Marketing	A								**0**
JRCS	Journal of Retailing and Consumer Services	A						1	7	**8**
JSM	Journal of Services Marketing	A						1	2	**3**
JStM	Journal of Strategic Marketing	A								**0**
JTT	Journal of Travel and Tourism Marketing	A								**0**
JVM	Journal of Vacation Marketing	A								**0**
JIP	Marketing Intelligence and Planning	A								**0**
ML	Marketing Letters	A								**0**
MT	Marketing Theory	A								**0**
P&M	Psychology and Marketing	A						3	13	**16**
PRR	Public Relations Review	A								**0**
QME	Quantitative Marketing and Economics	A								**0**
TOT	**Total number of articles**	**-**								**216**

* Note: The table allows for (mostly) 3-year intervals, but note that the period of 2016-2018 is not complete since the article was submitted in July 2018, and thus does not cover marketing publications after June 2018.

processes (e.g., Kan et al. 2016; Rihoux et al. 2013), and considered that the original intention for QCA (Ragin 1987) was to study small- and intermediate-N research situations, investigating low numbers of conditions, and not explicitly to be used in combination with other methods.

In total 216 A&A*-ranked journal articles[1] were identified as addressing the marketing-QCA dual-investigation criteria. Table 1 shows the number of articles identified per journal per year over the last two decades.

This filtering methodology is conceptually similar to the methods used by Kan et al. (2016). Our search extended to the keywords, abstract, introduction and conclusion of the chosen journals. We are confident that this additional, thorough, journal-by-journal search covered all the published articles that met the selection criteria. The two review articles mentioned earlier in this study, in fact, found fewer articles meeting the same criteria over the same period of their studies than the current study.

We acknowledge that an important limitation of this review is its restricted focus on one communication channel; academic journal articles for highly ranked, peer-reviewed journals with a focus on A*- and A-ranked publications. The rationale for this focus is that these highly ranked, high-impact journals are likely to attract thought leaders and primary research influencers, but it does exclude other obvious sources such as lesser ranked journal articles, Ph.D. theses, books and book reviews, editorial comments, research monographs, and conference proceedings, which are all channels that scholars use to engage with a wider audience.

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[1] We included all journal articles except calls for papers, book reviews, teaching cases, short commentary and poems.
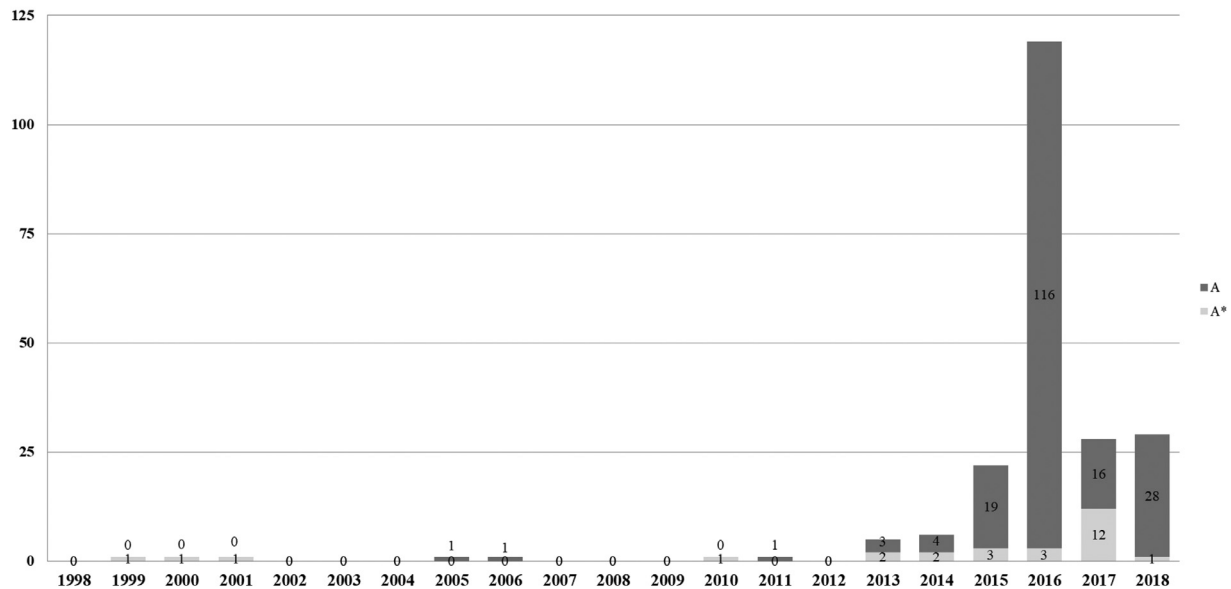
Number of A*- and A-papers by Year (1998 – 2018)

Fig. 2. A* and A-ranked Marketing Publications using QCA (and its variants) as a method to analyse and interpret the data.

5.3. Research method: content analysis

In line with RQ$_3$[2] and to establish the key theme and purpose of each individual article, a systematic analysis of the downloaded articles was carried out. A full data set recorded the authors, titles, keywords, and abstracts of all articles in the set. From these, we created a theme table of research methods (QCA and its variants), and the focus of the research (topic/theme). Using NVivo as an analysis tool, we removed 162 stop words, including various dates, numerals, and non-theme related words. In addition, we completed thematical analyses using Excel Pivot tables and Leximancer data analysis software. The resulting thematic analyses appear in Section 5.3 of this paper.

6. Analysis and findings

6.1. Exponential growth in the last five years

Table 1 shows the number of peer-reviewed research papers in Marketing that were published in A* or A-ranked journals, and that used QCA or its variants as data analysis methods (MAQ articles). The first article we could find that met the MAQ criteria was published in 1999, in the Journal of Marketing Research (Viswanathan and Childers, 1999) and investigated how product attributes influence product categorization. The paper uses fsQCA as a method, and has been cited 146 times. (For details of specific papers, citations to date, methods used and their foci, please see the Bibliography at the end of this paper.) Table 2 shows the entire base of qualifying papers over the two decades, 1998–2018.

Fig. 2 visually displays the exponential growth in the volume of MAQ over time: from zero in 1998, to five articles in 2013 and at its peak, 119 MAQ articles in 2016. It is notable that a large proportion of articles is concentrated in a small number of journals. By far the largest number of articles appeared in the *Journal of Business Research* (JBR): 157 papers out of the overall total of 216 articles (1998–2018).

Fig. 2 clearly establishes the dramatic changes in the MAQ landscape in 2016. In 2016, JBR published 105 of the total of 119 MAQ

papers published that year, a remarkable 88.2% of all 2016 MAQs and a staggering 72.7% of all published articles over the entire period (1998–2018). The second largest number of MAQ articles (2016) appeared in *Psychology and Marketing (P&M)*, with eight relevant MAQ publications. Third in terms of quantity (see Fig. 3) with two MAQ research studies is the A*-ranked journal, *Industrial Marketing Management (IMM)*.

It is remarkable (see Table 3) that 72.7% of all the MAQ articles uncovered by our research were published in a single journal *(JBR)*, with 93.1% of all MAQ published since the method was launched appearing in only five journals: JBR, P&M, IMM, JRCS and EJM (See Bibliography in Appendix A for the full list of citations.)

6.2. Thought leaders and disseminators

To answer research question two (RQ$_2$), as to who were the thought leaders disseminating QCA, we used three methods. The first was to identify early adopters by investigating the first five years of MAQ publications (1999–2003). The year 1998 was not included here since there were no MAQ publications that year. The second was to identify authors who appeared most often and were most cited in the 216 MAQ publications over the entire period, using EXCEL pivot tables and NVivo frequency counts. The third method was to investigate the visionary editors who desk-accepted, send out for review and published the early papers in the top five MAQ journals. We asked the editors – specifically with regard to the phenomenal increase in 2016 – for their views on contextual factors that might have led to the tipping point and remarkable increase. We also sought insights into contextual factors from the Compasss website for the three years (2013–2015) prior to the outlier of 2016.

6.2.1. Authors of the first five years under investigation (1998–2002)

Our literature review identified only three articles published over this 5-year period, all between 1999 and 2001. The authors, all published in A*-ranked journals, are Viswanathan, and Childers (1999), cited 146 times; Varki et al. (2000), cited 39 times; and Beynon et al. (2001), cited 39 times according to Google Scholar. (See the Bibliography in Appendix A for full citations.)

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[2] RQ$_3$: Which focal areas came under investigation using this methodology?

Table 2
All A* and A-ranked Journal Publications, covering Marketing and using QCA as a method (or combined method).[a]

Rank	Journal	Number of marketing focus
A*	European Journal of Marketing	4
A*	Industrial Marketing Management	16
A*	International Journal of Research in Marketing	0
A*	Journal of Consumer Research	0
A*	Journal of Marketing	1
A*	Journal of Marketing Research	2
A*	Journal of Retailing	0
A*	Journal of Service Research	2
A*	Journal of the Academy of Marketing Science	1
A*	Marketing Science	1
A*	Transportation Research Part B: Methodological	0
A	International Journal of Consumer Studies	0
A	International Marketing Review	2
A	Journal of Advertising	0
A	Journal of Advertising Research	0
A	Journal of Brand Management	1
A	Journal of Business and Industrial Marketing	1
A	Journal of Business Research	157
A	Journal of Consumer Affairs	0
A	Journal of Consumer Psychology	0
A	Journal of Interactive Marketing	0
A	Journal of International Marketing	0
A	Journal of Macromarketing	0
A	Journal of Marketing Management	1
A	Journal of Public Policy and Marketing	0
A	Journal of Retailing and Consumer Services	8
A	Journal of Services Marketing	3
A	Journal of Strategic Marketing	0
A	Journal of Travel and Tourism Marketing	0
A	Journal of Vacation Marketing	0
A	Marketing Intelligence and Planning	0
A	Marketing Letters	0
A	Marketing Theory	0
A	Psychology and Marketing	16
A	Public Relations Review	0
A	Quantitative Marketing and Economics	0
	Total A*	**27**
	Total A	**189**
	Total	**216**

[a] We retained journals with zero publications, to indicate that a large number of Marketing Journals still (after 20 years) have no papers meeting the MAQ selection criteria.
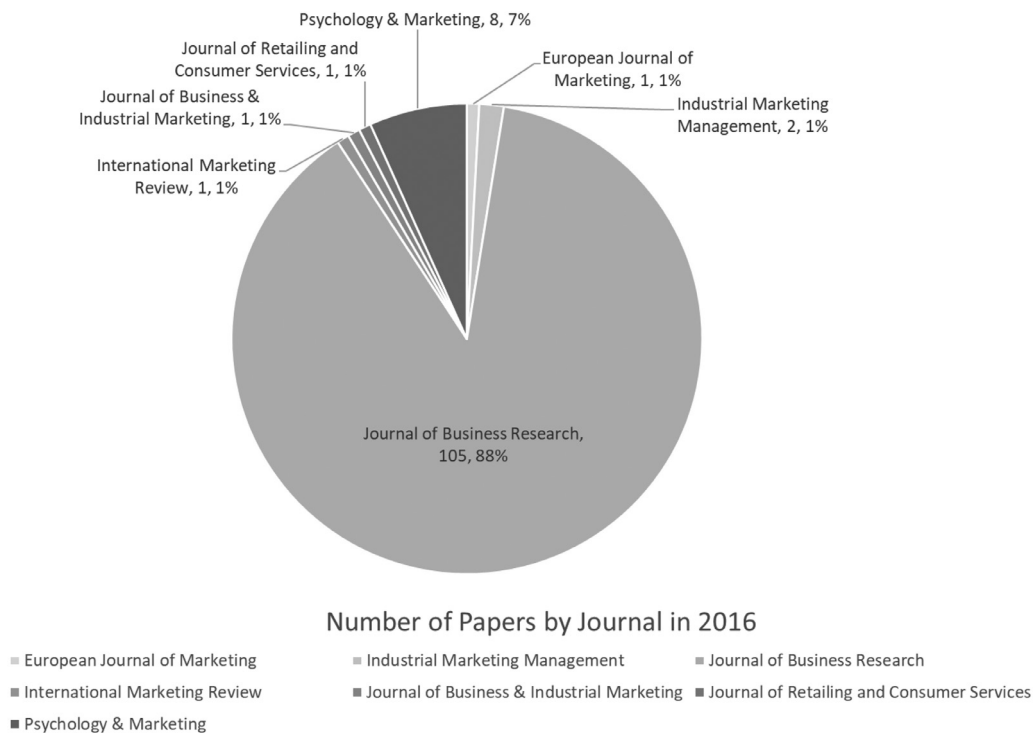

Fig. 3. Pie chart indicating MAQ journal articles published in 2016.

Table 3
Percentage of MAQ articles by top 5 journals for the period 1998–2018.

| No. of published articles	A* or A-ranked Journals in Marketing, publishing QCA	Percentage (216 articles)
157	Journal of Business Research (JBR)	72.7
16	Psychology and Marketing (P&M)	7.4
16	Industrial Marketing Management (IMM)	7.4
8	Journal of Retailing and Consumer Services (JRCS)	3.7
4	European Journal of Marketing (EJM)	1.9
201	**Total of TOP 5 A* and A-ranked Marketing Journals**	**93.1**
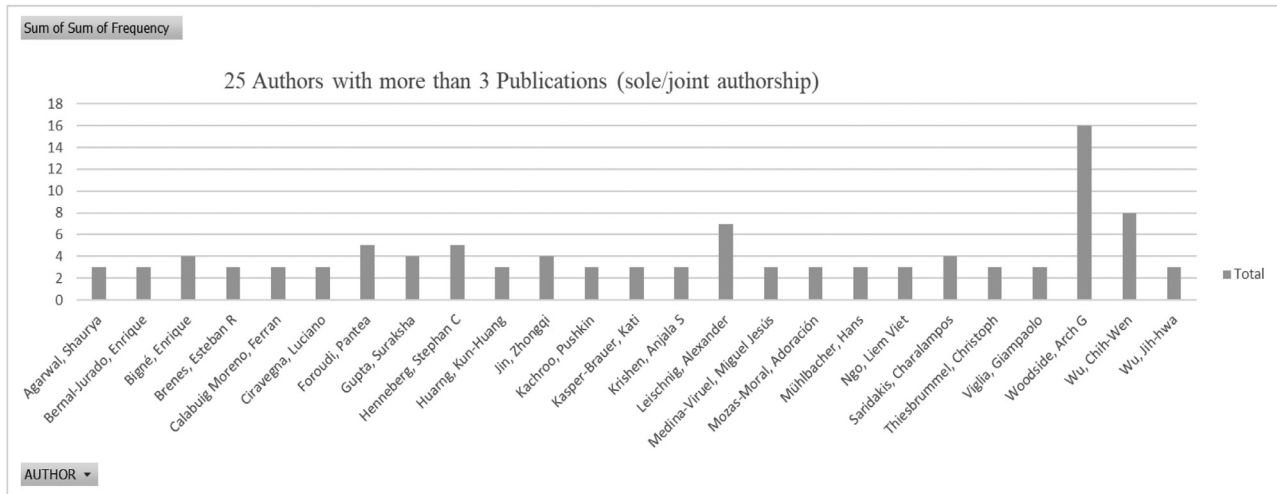
Fig. 4. MAQ authors as thought leaders.

Table 4
Top five thought leading MAQ authors.

Authors	Number of publications (1998–2018)
Woodside, Arch G.	16
Wu, Chih-Wen	8
Leischnig, Alexander	7
Henneberg, Stephan C.	6
Foroudi, Pantea	5

6.2.2. Most prolific authors over the full period (1998–2018)

To ensure accuracy we used both Excel pivot tables and NVivo thematic analysis to determine the most prolific authors (as individuals) over the entire period (1998–2018). The pivot chart in Fig. 4 indicates authors who published more than twice in these top-ranked journals, either as sole author or in collaborative teams.

A total of 648 authors (with some repetition due to numerous publications) appear on the MAQ list. The top five authors appear in Table 4.

Considering one measure of peer impact, citations, Table 5 illustrates the top-ranked journal articles and their authors (over the entire 1998-2018 period).

6.2.3. Ranked journals as disseminators of QCA methodology and research tools

In the first five years, *Journal of Marketing Research* (1999; 2000) and *European Journal of Marketing* (2001) were the primary publishers of MAQ papers. Both these journals made no further contribution to the diffusion of information and knowledge until 2016, when the *EJM* published another three papers in 2016, 2017 and 2018. In the last 5-year period (the VIQ_Z period of this study see Fig. 6), *Journal of Business Research* actively promulgated QCA as a methodology (Woodside, A.G., personal communication, 2018). See Fig. 5 for all MAQ journal publications over the two decades of dissemination.

6.3. Concentrated publications for the period of dissemination

Reports on "the first five years" of start-ups, ideas, inventions and product and institutional innovations and radical technological innovations (Barling and Lang, 2003; Craig and Moores, 2006; Gurbaxani, 1990; Rogers, 2010; Shane and Ulrich, 2004; Shea and Basch, 1990; Soffer, Nachmias and Ram, 2010) are ubiquitous, but no term or designation has been found to succinctly describe this well-referenced period. We use VEQ_1 (see Fig. 6) to indicate the 5-year period after a new invention, knowledge or idea, product, process, technology or service has been introduced into a domain, discipline, organization or population/universe (for data). We indicate the 5-year period around the turning point, which is the point of maximum uptake of the phenomenon over the investigated period, as VEQ_X. For this analysis VEQ_1 is the period 1999–2003; and $VEQ_4 = VEQ_X = (2014–2018)$.

Our study finds that 95% of all MAQ publications happened in VEQ_X, which is as expected, also the last five years of this review. It is notable that only 5% of MAQ articles took more than 15 years to be published. It is also interesting to note that the during the initial VEQ_1 period, A*-ranked journals like IMM and JRS published articles using QCA and fsQCA, but did not publish again until 2010. Quite disturbingly, a single MAQ article appeared in A*/A-ranked journals between 2001 and 2010. It is quite notable that 2016 saw a sharp incline in published MAQ articles. Our requests for information from the relevant journals (JBR: P&M; JRCS; and IMM) resulted in the following revelations:

"The year 2016 was my final year as JBR Editor in Chief. Starting in 2013 and accelerating in 2015 and accelerating again in 2016, I directed authors to shift away from writing (one) directional hypotheses and to stop using NHST and to replace both with asymmetric theory/analysis. Then, this message, instruction, stopped after my post at JBR ended at the start of 2017. I sent readings to dozens and dozens of authors during
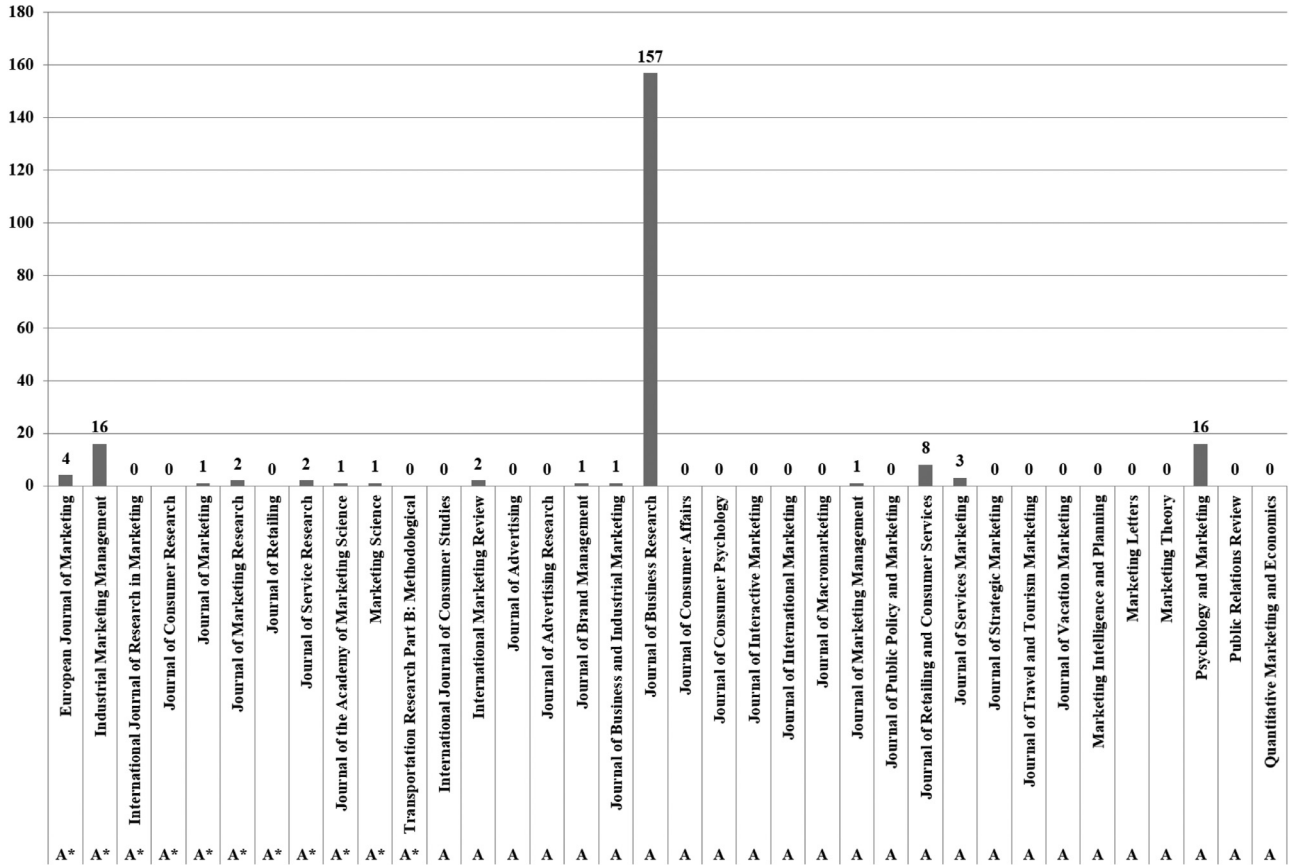
Fig. 5. The total number of MAQ papers by the 36 A and A* Journals over two decades of QCA advocacy.
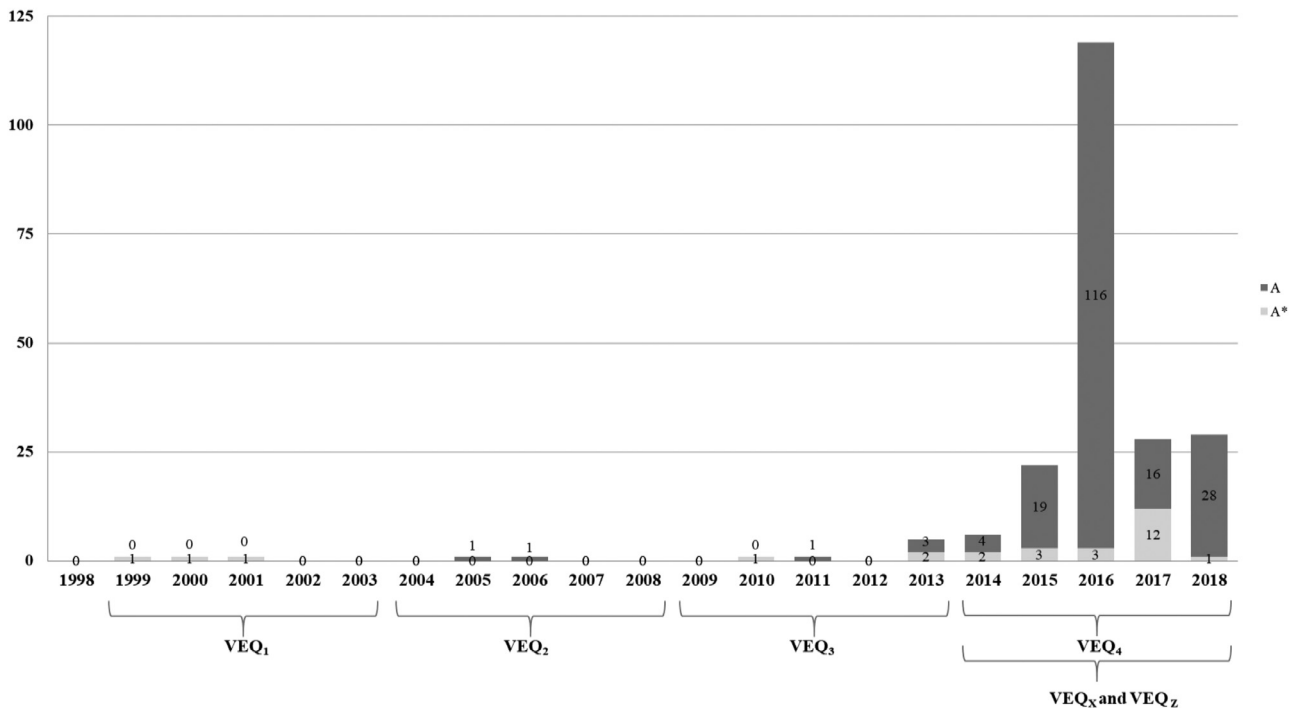

Fig. 6. Number of A* and A-ranked QCA papers by VEQ$_n$ period.

Table 5
The top five most cited papers (and their authors) for the period 1998–2018.

Citations	Author(s)	Title	Journal	Year published
211	Ordanini, A.Parasuraman, A.Rubera, G.	When the Recipe Is More Important Than the Ingredients: A Qualitative Comparative Analysis (QCA) of Service Innovation Configurations	JSR	2014
199	Woodside, A.G.	Embrace• perform• model: Complexity theory, contrarian case analysis, and multiple realities	JBR	2014
153	Wu, P-L.Yeh, S-S.Woodside, A.G.	Applying complexity theory to deepen service dominant logic: Configural analysis of customer experience-and-outcome assessments of professional	JBR	2014
147	Viswanathan, M.Childers, T.L.	Understanding how product attributes influence product categorization: development and validation of fuzzy set-based measures of gradedness in product categories	JMR	1999
130	Woodside, A.G.	Bridging the chasm between survey and case study research: Research methods for achieving generalization, accuracy, and complexity	IMM	2010

2013–2016. Encouraging the use of "SPOT" started in 2016, as I recall." (A.G. Woodside, personal communication, July 18, 2018).

"[T]here was no special initiative to encourage the submission of manuscripts that employed QCA …The fact that P&M has been able to achieve leadership status in the publication of articles that employ QCA is a tribute to the statistical sophistication and forward-looking thinking of many highly educated reviewers on the *Psychology & Marketing* editorial board." (R.J. Cohen, personal communication, July 28, 2018).

It seems that the only specific and conscious shift to publish more asymmetrical, non-traditional studies was made by the editor-in-chief of JBR. Further evidence of this conscious championing of QCA as the methodology is the special issue titled: "Set-Theoretic Research in Business", (*Journal of Business Research 69(4)*) which included almost 50 articles applying QCA (http://www.compasss.org/software.htm). Some indication of Woodside's thought leadership and championing of the invention is the notable decline after his editorship ended in 2017/18.

6.4. Themes and methods

6.4.1. Themes in the first five years (1998–2002), VEQ$_1$

The first MAQ article identified is the A* paper by Viswanathan and Childers, (1999), focusing on "how product attributes influence product categorization". The very first article this study extracted, which specifically and intentionally brings the new methodology to the attention of marketing scholars, is that of Varki et al. (2000), entitled "Modeling fuzzy data in qualitative marketing research" in JMR (see Bibliography). In the abstract, the authors highlight that "Qualitative data in marketing research are often fuzzy, because they involve open-ended descriptions of complex phenomena. The authors also propose a moment-based measure of overall data fuzziness that is bounded by 0 (completely crisp) and 1 (completely fuzzy)." The topic of the last seminal work in the initiation (first five years) period is "Knowledge discovery in marketing: An approach through rough set theory" (Beynon et al., 2001).

6.4.2. Themes over the next five years (2004–2008)

A single article appears in this period, in the JMM (2005) with the themes: "service elimination" and "business decision-making" (2005).

6.4.3. Themes of all topics over the three decades (1998–2018)

Key themes were analysed using NVivo thematic analysis software, Leximancer quantitative content analysis, and manual classification based on the keywords and abstracts of each article. The themes that emerged are shown in Fig. 7.

A theme table (Table 6, Figs. 8 and 9) indicates the over-arching themes as analysed by marketing scholars over the entire research period of 1999–2018. By far the largest number of papers (N=49)

focused on consumer behaviour studies, followed by studies in the domain of Marketing Management (N=33). The next biggest topic area is Marketing Strategy. These figures seem to indicate a fairly good balance between tactical and strategic issues. The lowest number of MAQ articles tackled issues in marketing research methodology (N=8) and digital commerce (N=7). The latter two low levels are of concern since both are concerned with complex, current phenomena and thus indicate low levels of adoption in appropriate sub-disciplines. This finding seems to indicate that there is not yet adequate insight into the role of QCA in theory testing and its value in finding success recipes in low (N=4) and high case analyses. In line with Kent's (2005, p. 226) finding, this may indicate that researchers use QCA mostly to test theories instead of using this method for exploratory analyses.

Macro issues such as marketing strategy and digital commerce; meso-themes such as innovation, brand and relationship management; and micro-themes such as understanding consumer decisions using digital media have been investigated by marketing scholars. Not surprisingly, the largest number of MAQ articles addressed consumer behaviour topics. This field lends itself to the use of QCA due to the likely equifinality of success recipes and the complexity of antecedent conditions that are likely to affect the outcome. In line with the findings from earlier review articles (Rihoux et al., 2013; Kan et al., 2016), marketing management studies appear as the second highest number of studies. It is surprising that such a low number of QCA methodology papers have been published to assist in the dissemination of the theory, and to help scholars to apply this methodology specifically to marketing phenomena. The lowest number of articles (7 of 216; 3.2%) investigated digital marketing phenomena. This seems to indicate a gap in the adoption of this methodological approach and an opportunity for scholars to study these contemporary marketing phenomena using QCA. The word tree (Fig. 9) and theme table (Table 6) provide insight into the different types of marketing phenomena being investigated in academic literature, how often these phenomena were explored, by which authors, and in which of the journals in the scope of this study they were published (see MAQ in the next section).

Given the MAQ research sourcing criteria, it is reasonable that QCA-terminology such as "analysis; comparative; qualitative; fsQCA; fuzzy; performance and findings" appears at the top of the word tree. Marketing terminology appears in the third tier with words such as "customer"; "theory", "brand"; "social" and the fourth tier with terminology: "marketing"; "value"; "business"; "model" and the method word "configurations".

Once the theme table was constructed, core categories related to the themes were identified using Leximancer Software (see Fig. 10).

Fig. 10 (Leximancer Word Bubbles at 33%) illustrates the limited range of themes, theories, models and frameworks studied by marketing scholars over the three decades of MAQ research.

Fig. 7. Main themes in the form of an Nvivo Word Cloud.

Table 6
Theme table: Words appearing more than 50 times in the 216 articles NVivo word-count and weighted percentage (%).

Word	Count	Weighted percentage (%)	Word	Count	Weighted percentage (%)
Qualitative	170	0.97	…		
Comparative	167	0.95	Behaviour	63	0.36
Fuzzy	152	0.86	Influence	63	0.36
Performance	149	0.85	Market	62	0.35
fsqca	130	0.74	Quality	62	0.35
Customer	125	0.71	Knowledge	60	0.34
Theory	122	0.69	Online	58	0.33
Brand	121	0.69	Relationships	58	0.33
Social	117	0.66	Combinations	57	0.32
Service	114	0.65	Complex	55	0.31
Firms	106	0.60	Product	53	0.31
Innovation	98	0.56	Management	53	0.30
Marketing	96	0.55	Satisfaction	53	0.30
Configurations	95	0.54	Media	52	0.30
Value	89	0.51	Organizational	51	0.29
Model	86	0.49	Trust	51	0.29
Loyalty	78	0.44	Variable	50	0.28
Relationship	67	0.38	Effects	50	0.28

A similar picture to the one identified using thematic analysis tools such as NVivo and Excel Pivot tables appears when using Leximancer as a research tool. To the left of the central bubble ("studies") the methodological themes appear: "results"; "performance"; "approach"; comparative" and "necessary". Marketing themes are illuminated to the right of the diagram, indicating foci: "product"; "brand"; "loyalty"; and "findings". The analysis indicates that findings combine concepts such as: "value, customer, online, quality, service and relationships".

The next section concludes the paper and suggests several research areas and opportunities that warrant academic investigation.

7. Conclusions and research agenda

This article extends the previous investigations into the adoption of QCA to management sciences (e.g., Curchod, 2003, Fiss, 2007; Kan et al. 2016) for the particular discipline of marketing.

		Brand Management	Consumer Behaviour	Digital Commerce	Innovation	Marketing Management	Marketing Strategy	Relationship Management	Research Methodology	Service Marketing	Social Media	Others
A* Level	European Journal of Marketing		EJM1				EJM2					EJM3, EJM4
	Industrial Marketing Management		IMM1	IMM2	IMM3	IMM4, IMM5, IMM6, IMM7, IMM8	IMM9, IMM10, IMM11	IMM12, IMM13, IMM14	IMM15	IMM16		
	Journal of Marketing						JM1					
	Journal of Marketing Research						JMR1		JMR2			
	Journal of Service Research										JSR1, JSR2	
	Journal of the Academy of Marketing Science				JAMS1							
	Marketing Science			MS1								
A Level	International Marketing Review		IMR1									IMR2
	Journal of Brand Management	JBM1										
	Journal of Business and Industrial Marketing				JBIM1							
	Journal of Business Research	JBR1, JBR2, JBR3, JBR4, JBR5, JBR6, JBR7, JBR8, JBR9, JBR10	JBR11, JBR12, JBR13, JBR14, JBR15, JBR16, JBR17, JBR18, JBR19, JBR20, JBR21, JBR22, JBR23, JBR24, JBR25, JBR26, JBR27, JBR28, JBR29, JBR30, JBR31, JBR32, JBR33, JBR34, JBR35, JBR36, JBR37, JBR38, JBR39, JBR40, JBR41, JBR42, JBR43, JBR44, JBR45, JBR46, JBR47, JBR48	JBR49, JBR50, JBR51	JBR52, JBR53, JBR54, JBR55, JBR56, JBR57, JBR58, JBR59, JBR60, JBR61, JBR62, JBR63, JBR64, JBR65	JBR66, JBR67, JBR68, JBR69, JBR70, JBR71, JBR72, JBR73, JBR74, JBR75, JBR76, JBR77, JBR78, JBR79, JBR80, JBR81, JBR82, JBR83, JBR84, JBR85, JBR86, JBR87, JBR88, JBR89, JBR90, JBR91, JBR92, JBR93, JBR94	JBR95, JBR96, JBR97, JBR98, JBR99, JBR100, JBR101, JBR102, JBR103, JBR104, JBR105, JBR106, JBR107, JBR108, JBR109, JBR110, JBR111, JBR112	JBR113, JBR114, JBR115, JBR116, JBR117, JBR118, JBR119, JBR120, JBR121, JBR122, JBR123, JBR124	JBR125, JBR126, JBR127, JBR128, JBR129, JBR130	JBR131, JBR132, JBR133, JBR134, JBR135, JBR136, JBR137, JBR138, JBR139, JBR140	JBR141, JBR142, JBR143, JBR144, JBR145, JBR146, JBR147, JBR148, JBR149, JBR150	JBR151, JBR152, JBR153, JBR154, JBR155, JBR156, JBR157
	Journal of Marketing Management									JMM1		
	Journal of Retailing and Consumer Services	JRCS1	JRCS2	JRCS3, JRCS4						JRCS5, JRCS6		JRCS7, JRCS8
	Journal of Services Marketing		JSM1							JSM2, JSM3		
	Psychology and Marketing	PM1, PM2	PM3, PM4, PM5, PM6, PM7, PM8			PM9	PM10				PM11, PM12, PM13, PM14, PM15, PM16	
	Total	14	49	7	17	35	25	15	8	18	16	12

Fig. 8. Matrix of Journals and their foci (themes) over the period 1998–2018. (Note: See the full citations in the Bibliography in Appendix A).

Fig. 9. NVivo analysis: Word tree for themes from all MAQ articles 1998–2018.
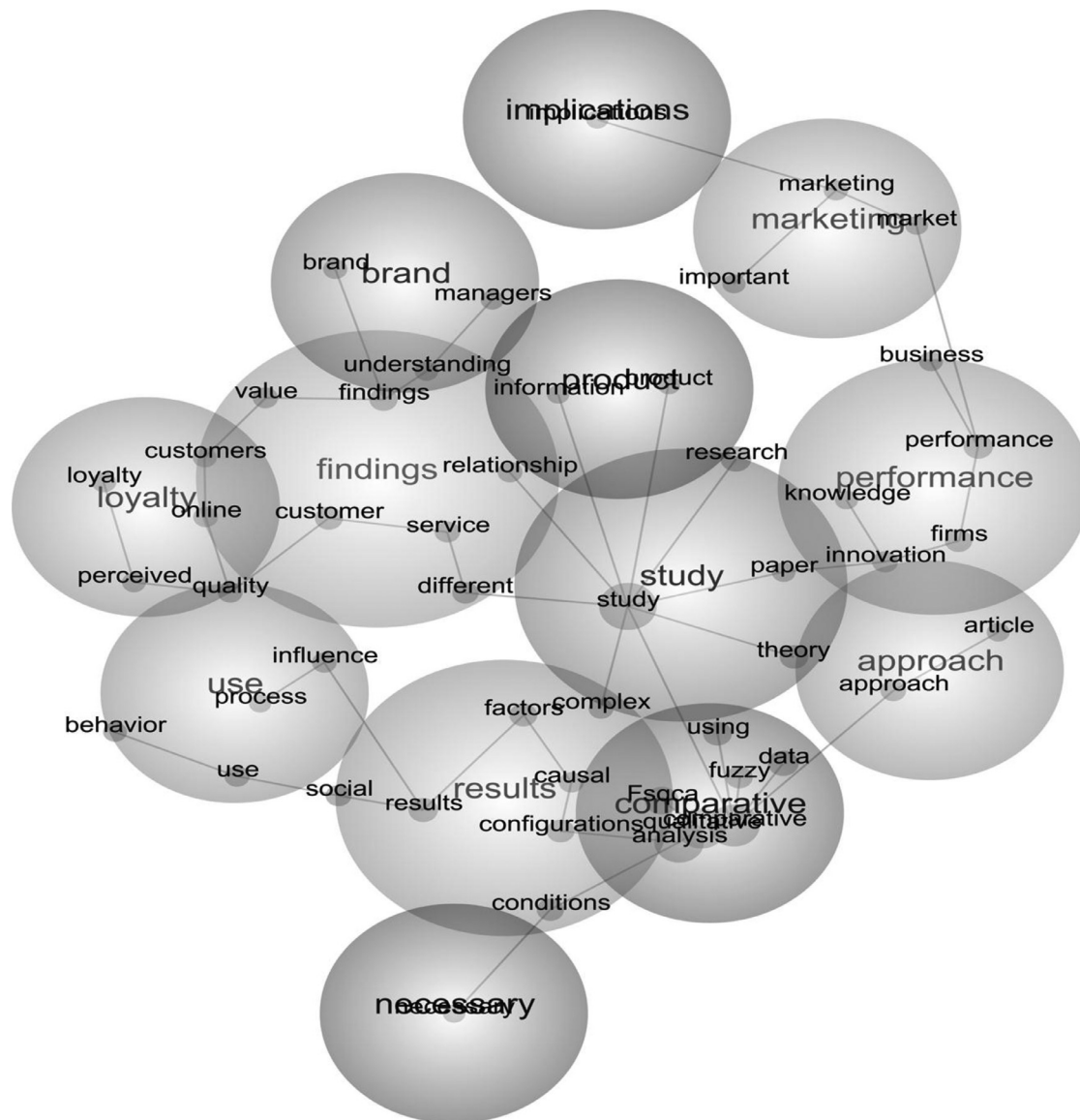
Fig. 10. Thematic Analysis of MAQ journal articles over the period (1998–2018).

From the comparison between general management publications and marketing publications in A- and A*-ranked journals, the acceptance of QCA into the mainstream of marketing thought was noticeably slower than in sociology and management science. From 2013, articles on marketing topics were appearing with increased regularity in the broader-based *Journal of Business Research* (JBR) and in the more closely focused *Industrial Marketing Management* (IMM) and *Psychology and Marketing* (P&M). The study indicates that scholar A.G. Woodside played a key role as catalyst, mentor, guide and decision maker to promote and diffuse the ideas and technology supporting QCA; firstly as a visionary editor and champion, but secondly as an advocate and self-confessed mentor to early-career scholars.

This study does not agree with Woodside's (2016) note that scientific research in marketing has reached the "tipping point" of acceptance. Based on our study of the 36 A* and A-ranked journals in marketing, the mere 216 articles found to use QCA in model testing, compared to the thousands of published papers in social science, communication, and political science, show that QCA is still in the minority. Woodside records a wish that by 2020 the paradigm shift to asymmetric modelling (i.e., theory and analytics for using SPOT) will be accepted and employed "by a substantial share of management science literature in general and the business-to-business literature in particular" (Woodside, 2016, p. 332). For this wish to become a reality, and following the advice of Roger (2010), Lorenzi, Novak, Weiss, Gadd, and Unertl (2008) and Moore (2004; 2014) on how to progress to the early majority phase (also termed the mainstream) of diffusion, scientists could (i) change the perceived attributes of the invention; (ii) use champions to promote the invention; (iii) change norms within the system; and (iv) activate peer networks to diffuse the invention. It is clear that although leaders like Woodside, and other authors and editors mentioned here, attempted some, if not all, of these four strategies, concerted, conscious and well-resourced attempts are more likely to result in quicker and wider acceptance. A few champions to push the invention in the large marketing science community are not enough to change the norms of quality research practice and acceptable standards of generalizability and accuracy (Kan et al., 2016; Woodside 2010, 2012). Although changing norms may take a long time, it can be done. Champions should unite to prepare post-graduate marketing students and doctoral candidates, through doctoral colloquiums and other targeted chan-

nels, to consider the method at least as part of their research toolkit.

7.1. Future research agenda

This study focused on MAQ journal publications. Future literature review articles could consider the wider range of research and researcher development sources including tutorials, teacher notes, textbooks, course outlines, and various other industry-related research outlets such as practitioner journals and industry-reports, to offer a more comprehensive study of the diffusion of QCA methodology in marketing research. The theme table of publications should provide scholars with an agenda for theory progression and possible gaps for future research.

The extent of the above questions requires the use of theories that enhance the robustness of the insights and understandings these enquiries will provide. This represents another stimulating research area that can aim, for example, at:

- theorizing the conditions under which researchers accept and diffuse new research methods and tools to ideas;

- theorizing the process(es) through which QCA, asymmetrical thinking and new research methods become established in research practices, both in and beyond marketing;
- developing research decision-making frameworks aimed at assisting marketing scholars and both academic and practitioner researchers;
- critiquing current QCA applications in marketing literature, in order to promote the development of newer and sounder practices.

While not exhausting the empirical and theoretical challenges that surround the uptake and implementation of QCA as a methodology and set of tools, the scope of the above research avenues and research questions shows that academic QCA-based research still has much potential. Further championing by visionaries and thought leaders is necessary. More focused examinations of the impact of QCA methodological approaches on marketing theory testing and theory development are likely to add considerably to our understanding of the development of sound marketing research practices.

Appendix A. Academic journals reviewed.

Marketing Topic	Code	Bibliography
Brand management	JBM1	An, J., Do, D. K. X., Ngo, L. V., and Quan, T. H. M. (2018). Turning brand credibility into positive word-of-mouth: integrating the signaling and social identity perspectives. *Journal of Brand Management*, 1-19.
	JBR1	Alonso-Dos-Santos, M., Guardia, F. R., Campos, C. P., Calabuig-Moreno, F., and Ko, Y. J. (2018). Engagement in sports virtual brand communities. *Journal of Business Research, 89*, 273-279.
	JBR2	Chatzipanagiotou, K., Veloutsou, C., and Christodoulides, G. (2016). Decoding the complexity of the consumer-based brand equity process. *Journal of Business Research, 69*(11), 5479-5486.
	JBR3	De Villiers, R. (2015). Consumer brand enmeshment: Typography and complexity modeling of consumer brand engagement and brand loyalty enactments. *Journal of Business Research, 68*(9), 1953-1963.
	JBR4	Foroudi, P., Jin, Z., Gupta, S., and Foroudi, M. M. (2018). Perceptional components of brand equity: Configuring the symmetrical and asymmetrical paths to brand loyalty and brand purchase intention. *Journal of Business Research, 89*, 462-474.
	JBR5	Grohs, R., Raies, K., Koll, O., and Mühlbacher, H. (2016). One pie, many recipes: Alternative paths to high brand strength. *Journal of Business Research, 69*(6), 2244-2251.
	JBR6	Gupta, S., Malhotra, N. K., Czinkota, M., and Foroudi, P. (2016). The local brand representative in reseller networks. *Journal of Business Research, 69*(12), 5712-5723.
	JBR7	Meneses, R., Brito, P. Q., and Gomes, P. C. (2016). From offshore-provider to brand creator: fsQCA of footwear industry. *Journal of Business Research, 69*(11), 5540-5546.
	JBR8	Mühlbacher, H., Raies, K., Grohs, R., and Koll, O. (2016). Drivers of brand strength: Configural paths to strong cognitive brand equity. *Journal of Business Research, 69*(8), 2774-2780.
	JBR9	Raïes, K., Mühlbacher, H., and Gavard-Perret, M.-L. (2015). Consumption community commitment: Newbies' and longstanding members' brand engagement and loyalty. *Journal of Business Research, 68*(12), 2634-2644.
	JBR10	Torres, P., Augusto, M., and Godinho, P. (2017). Predicting high consumer-brand identification and high repurchase: Necessary and sufficient conditions. *Journal of Business Research, 79*, 52-65.
	JRCS1	Miquel, M.-J., Caplliure, E.-M., Pérez, C., and Bigné, E. (2017). Buying private label in durables: Gender and other psychological variables. *Journal of Retailing and Consumer Services, 34*, 349-357.
	PM1	Alonso Dos Santos, M., Calabuig Moreno, F., Rejón Guardia, F., and Pérez Campos, C. (2016). Influence of the Virtual Brand Community in Sports Sponsorship. *Psychology & Marketing, 33*(12), 1091-1097.
	PM2	Woodside, A. G., Persing, A., Ward, B., and DeCotiis, A. R. (2018). Advertising archetypes' impact on physician engagement and behavior in the context of healthcare products. *Psychology & Marketing, 35*(7), 533-541.
Consumer behaviour	EMJ1	Saridakis, C., and Angelidou, S. (2018). A case-based generalizable theory of consumer collecting. *European Journal of Marketing, 52*(5/6), 946-972.
	IMM1	Woodside, A. G. (2015). The general theory of behavioral pricing: Applying complexity theory to explicate heterogeneity and achieve high-predictive validity. *Industrial Marketing Management, 47*, 39-52.
	IMR1	Feurer, S., Baumbach, E., and Woodside, A. G. (2016). Applying configurational theory to build a typology of ethnocentric consumers. *International Marketing Review, 33*(3), 351-375.
	JBR11	Afonso, C., Silva, G. M., Gonçalves, H. M., and Duarte, M. (2018). The role of motivations and involvement in wine tourists' intention to return: SEM and fsQCA findings. *Journal of Business Research, 89*, 313-321.
	JBR12	Ageeva, E., Melewar, T., Foroudi, P., Dennis, C., and Jin, Z. (2018). Examining the influence of corporate website favorability on corporate image and corporate reputation: Findings from fsQCA. *Journal of Business Research, 89*, 287-304.
	JBR13	Bigerna, S., Bollino, C. A., and Micheli, S. (2016). Italian youngsters' perceptions of alternative fuel vehicles: A fuzzy-set approach. *Journal of Business Research, 69*(11), 5426-5430.
	JBR14	Bigne, E., Llinares, C., and Torrecilla, C. (2016). Elapsed time on first buying triggers brand choices within a category: A virtual reality-based study. *Journal of Business Research, 69*(4), 1423-1427.
	JBR15	Brochado, A., Santos, M., Oliveira, F., and Esperança, J. (2018). Gambling behavior: Instant versus traditional lotteries. *Journal of Business Research, 88*, 560-567.
	JBR16	Chou, S.-Y., Shen, G. C., Chiu, H.-C., and Chou, Y.-T. (2016). Multichannel service providers' strategy: Understanding customers' switching and free-riding behavior. *Journal of Business Research, 69*(6), 2226-2232.
	JBR17	Foroudi, P., Jin, Z., Gupta, S., Melewar, T., and Foroudi, M. M. (2016). Influence of innovation capability and customer experience on reputation and loyalty. *Journal of Business Research, 69*(11), 4882-4889.
	JBR18	Fotiadis, A., Xie, L., Li, Y., and Huan, T.-C. T. (2016). Attracting athletes to small-scale sports events using motivational decision-making factors. *Journal of Business Research, 69*(11), 5467-5472.
	JBR19	Gentina, E., Huarng, K.-H., and Sakashita, M. (2018). A social comparison theory approach to mothers' and daughters' clothing co-consumption behaviors: A cross-cultural study in France and Japan. *Journal of Business Research, 89*, 361-370.
	JBR20	Gonçalves, H. M., Lourenço, T. F., and Silva, G. M. (2016). Green buying behavior and the theory of consumption values: A fuzzy-set approach. *Journal of Business Research, 69*(4), 1484-1491.
	JBR21	Hsiao, Y.-H., Chen, L.-F., Chang, C.-C., and Chiu, F.-H. (2016). Configurational path to customer satisfaction and stickiness for a restaurant chain using fuzzy set qualitative comparative analysis. *Journal of Business Research, 69*(8), 2939-2949.
	JBR22	Huang, H. (2016). Media use, environmental beliefs, self-efficacy, and pro-environmental behavior. *Journal of Business Research, 69*(6), 2206-2212.
	JBR23	Huang, L.-T. (2016). Flow and social capital theory in online impulse buying. *Journal of Business Research, 69*(6), 2277-2283.
	JBR24	Jiang, T.-H., Chen, S.-L., and Chen, J. K. (2016). Examining the role of behavioral intention on multimedia teaching materials using FSQCA. *Journal of Business Research, 69*(6), 2252-2258.
	JBR25	Kasnakoglu, B. T., Yilmaz, C., and Varnali, K. (2016). An asymmetric configural model approach for understanding complainer emotions and loyalty. *Journal of Business Research, 69*(9), 3659-3672.
	JBR26	Krishen, A. S., Agarwal, S., Kachroo, P., and Raschke, R. L. (2016). Framing the value and valuing the frame? Algorithms for child safety seat use. *Journal of Business Research, 69*(4), 1503-1509.
	JBR27	Leischnig, A., Kasper-Brauer, K., and Thornton, S. C. (2018). Spotlight on customization: An analysis of necessity and sufficiency in services. *Journal of Business Research, 89*, 385-390.
	JBR28	Megehee, C. M. (2016). Flipping Lewin on his head: There is nothing as usefully theoretical as a good practice. *Journal of Business Research, 69*(11), 5124-5127.

Marketing Topic	Code	Bibliography
	JBR29	Millán, C. L., Garzon, D., and Navarro, S. (2016). C2C interactions creating value in the Route of Santiago. *Journal of Business Research, 69*(11), 5448-5455.
	JBR30	Moreno, F. C., Prado-Gascó, V., Hervás, J. C., Núñez-Pomar, J., and Sanz, V. A. (2016). Predicting future intentions of basketball spectators using SEM and fsQCA. *Journal of Business Research, 69*(4), 1396-1400.
	JBR31	Navarro, S., Llinares, C., and Garzon, D. (2016). Exploring the relationship between co-creation and satisfaction using QCA. *Journal of Business Research, 69*(4), 1336-1339.
	JBR32	Olya, H. G., and Altinay, L. (2016). Asymmetric modeling of intention to purchase tourism weather insurance and loyalty. *Journal of Business Research, 69*(8), 2791-2800.
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