



# The Marketing/Finance Interface: Two Divergent and Complementary Views of the Firm

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## Abstract

Economics is the mother discipline of both marketing and finance. In recent years, marketing researchers have largely looked to scholars in psychology and sociology for inspiration. The economic roots of marketing are sometimes forgotten. One way to recapture this lost heritage is by turning to the sister discipline of finance, an area of inquiry that has made great strides in terms of applying economic principles to business problems. The purpose of this special issue is to explore the interface between marketing and finance. The following essay provides an introduction to this issue. It also provides a background for thinking about the ways in which the two disciplines diverge and the ways in which they are complementary.

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2017, Industrial Marketing Management

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...While these areas share typically close proximity with sales and their re-alignment and redefinition has begun to receive some attention (c.f. Malshe, 2011), organizations should also inspect transitional spaces between sales and

organizational units further apart from it including financial management (F), accounting (A) and information technology (T), or FAT. While several scholars have hinted that the key to greater organizational success could lie in studying the interfaces between these areas and sales and marketing (c.f. De Ruyter & Wetzels, 2000; Zinkhan & Verbrugge, 2000), those calls have produced little research to this point. That said, this permaculture principle argues quite strongly that sales managers should study these FAT spaces very closely and consider if the expertise in these areas is being captured and used by sales and if expertise in sales is being used and captured by these areas...

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2017, Journal of Hospitality and Tourism Management

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...According to the Marketing Science Institute, linking key marketing metrics to the investor community, such as stock analysts, represents a top-priority issue on chief marketing officers' agendas (Rust, Ambler, Carpenter, Kumar, & Srivastava, 2004). Zinkhan and Verbrugge (2000) argued that the integration between marketing and finance have become critical as firms increasingly focus on enhancing economic value. The present study aims to fill the gap by quantifying the value of mobile app introduction through the event study methodology...

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2016, Australasian Marketing Journal

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...The body of literature on accounting–marketing integration suggests opposing views in terms of outcome – while some studies have observed strategic marketing synergies (e.g., Downie, 1997; Gleaves et al., 2008; Roslender and Hart, 2003; Roslender and Wilson, 2008), others<sup>1</sup> report that accounting–marketing integration has been ineffective. For example, Field and Gabhart (1981) (cited in Barker, 2008) lamented that accounting and marketing are non-integrated as ‘cats and dogs’, a view that is supported by arguments that accounting and marketing remain apart (Downie, 1997; Gleaves et al., 2008; Zinkhan and Verbrugge, 2000a, 2000b). These notions require empirical validation...

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...Together with this new relationship perspective, marketing is expected to visibly contribute to shareholder value creation (Day and Fahey, 1988), implying a radical change from traditional consumer welfare maximization to firm value maximization. As a result of this reconceptualization, literature on the marketing–finance interface (Zinkhan and Verbrugge, 2000) and the impact of marketing actions on firm value develops (Srinivasan and Hanssens, 2009; Stewart, 2009). Srivastava et al. (1998) describe the role of marketing as developing and managing market-based assets, which arise when the firm interacts with external entities...

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