Explaination and Prediction in Marketing Research
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Sprache/Language: Deutsch/English

Prediction has been considered an indispensable element of the scientific method. Theories are evaluated on the basis of their ability to make falsifiable predictions about new observations. Marketing researchers, however, have generally deemphasized the importance of prediction relative to explanation, which involves testing causal hypotheses about theoretical constructs. This common practice is not without problems, considering that marketing sets out to derive actionable recommendations for marketing practice.

The aim of this thesis to carry out a review of empirical studies published in top-tier journals to shed further light on this common practice. Specifically, the review should analyze whether studies followed a purely explanatory focus, prediction focus, or a combination of the two. The review should also document, which prediction statistics are being used.

Introductory literature:

