

Management and Marketing *Public Webinar*

The Emergence and Effect of Customer Orientation in Digital Sharing Platforms



Aric Rindfleisch

John M. Jones Professor of Marketing
Executive Director of the Illinois MakerLab
University of Illinois

Date: 10 Jun 2021 (Thu)

Time: 09:00 – 10:30 a.m. (Public lecture)
10:30 – 11:00 a.m. (Q&A session)

Venue: Online via Zoom

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Aric Rindfleisch (aric@illinois.edu) is the John M. Jones Professor of Marketing and Executive Director of the Illinois MakerLab at the University of Illinois (the world's first business school-based 3D Printing lab). Aric's research, which currently focuses on digital marketing and manufacturing, has been published in several leading academic journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Operations Management*, *Strategic Management Journal*, among others. His research has won numerous awards and has been cited by the Chicago Tribune, New York Times, and Huffington Post. Aric is also an award-winning teacher and was named by Princeton Review as one of the Best 300 Professors in America. He has taught at all levels, ranging from undergraduates to doctoral students and also teaches three popular Coursera classes (Marketing in a Digital World, Marketing in an Analog World & The 3D Printing Revolution), which have a combined total of over 500,000 learners around the world.

Abstract

The concept of customer orientation has served as a key foundation for marketing thought and practice for over three decades. This concept assumes that market transactions largely occur between firms and customers. However, the advent of the digital revolution has enabled new types of exchange within peer-sharing platforms that do not fit neatly within this model. Thus, the relevance of customer orientation for these new digital platforms is uncertain. Our research investigates this issue by conducting a multi-method examination of the emergence and effect of customer orientation among contributors to digital sharing platforms. Our first study employs depth interviews among 15 contributors who share digital product creations in an online platform, while our second study combines a survey among 189 contributors along with archival data of the performance of their offerings. The results suggest that the nature of customer orientation and the manner in which it emerges are considerably different in digital sharing platforms compared to traditional market transactions. In particular, our research reveals that customer orientation can emerge organically without conventional customers or firms and that it is positively related to market performance.