

NETWORKS AND RELATIONSHIPS IN THE EXPERIENCE ECONOMY

Academic Level: BSc

Credit Value: 5 ECTS

Hours in class: 32 hours

Lecturer Sheresheva, Marina Y., Berezka, Svetlana M.

Aim of the course is to provide basic understanding of business networking in the experience economy era

Teaching Methods Lectures, seminars, presentations, discussions, case-studies

Plan of the course / Course schedule / Course outline

Topic	
Class 1. Introduction: Management 2.0. Social network analysis. Business ecosystems. Network typologies	4
Class 2. Relationship marketing. Value for customer in the experience economy	4
Class 3. Marketing partnerships and co-branding.	4
Class 4. Tourism destinations and networking in tourism	4
Class 5. Hotel chains and restaurant chains	4
Class 6. Networks and relationships in entertainment and sport events	4
Class 7. Digitalization. CRM and SNS in the experience economy	4
Exam (project report)	4

Assessment Methods / Grading

	Grading (max)
Assignments in class	30%
Essay (individual written assignment)	20%
Group project report (written assignment)	40%
Group project report presentation	10%

Evaluation criteria

- **Written assignments:** topic coverage, quality of comments (50% if late)
- **Assignments in class:** activity, scope of participation, quality of comments
- **Exam:** report & presentation quality

Reader

- Balaeva, O., Burnatseva, E., Predvoditeleva, M., Sheresheva, M., & Tretyak, O. Network strategies of hospitality companies in emerging and transitory economies: Evidence from

- Russia. Service science research, strategy and innovation: Dynamic knowledge management methods, 2012. P.519-546.
- Baur D. K. A. W. New ways to leverage Web 2.0: Social media content for market intelligence and customer interaction: Dissertation, Berlin, ESCP Europe Wirtschaftshochschule Berlin, 2016.
 - Besser T.L., Miller N. The structural, social, and strategic factors associated with successful business networks // *Entrepreneurship & Regional Development*. 2011. Vol. 23. No. 3–4. P. 113–133.
 - Blackett T., Russell N. Co-branding - the science of alliance // *Journal of Brand Management*. 2000. Vol. 7. No. 3. P. 161-170.
 - Contractor F.J., Kundu S.K. Modal Choice in a World of Alliances: Analyzing Organizational Forms in the International Hotel Sector // *Journal of International Business Studies*. 1998. Vol. 29, No. 2. P.325-357.
 - Corsaro D., Snehota I. Perceptions of change in business relationships and networks // *Industrial Marketing Management*. 2012. Vol. 41. P. 270–286.
 - Ferdinand, N., Kitchin, P. *Events Management: An International Approach*. Sage, 2012. Part 1 Chapters 1-2, Part 2 Chapters 3-6, Part 3 Chapters 11-12, Part 4 (Extended Case Studies)
 - Gilmore J.H., Pine II B.J. Customer experience places: the new offering frontier // *Strategy & Leadership*. 2002. Vol. 30. No. 4. P. 4-11.
 - Gilmore J.H., Pine II B.J. Differentiating hospitality operations via experiences: Why selling services is not enough. *The Cornell Hotel and Restaurant Administration Quarterly*. 2002. Vol. 43, No. 3. P. 87-96.
 - Gilmore J.H., Pine II B.J. *Authenticity: What consumers really want* (Vol. 1). Boston, MA: Harvard Business School Press, 2007.
 - Hunt S.D., Morgan R.M. Relationship marketing in the era of network competition // *Marketing Management*. 1994. Vol. 3. No. 1. P. 19-28.
 - Micanti, P., Baruffa, G., Frescura, F. (2007). Reliable D-Cinema multicasting over heterogeneous networks // *Journal of Communications*. Vol. 2. No. 5. P.25-34. <http://ojs.academypublisher.com/index.php/jcm/article/viewFile/02052534/165>
 - Mingaleva, Z.; Sheresheva, M.; Oborin, M.; Gvarliani, T. (2017). Networking of small cities to gain sustainability, *Entrepreneurship and Sustainability Issues*. Vol. 5. No. 1. P.140-156.
 - Porter M. Location, competition, and economic development: local clusters in a global economy // *Economic Development Quarterly*. 2000. Vol.14. No.1. P.15-34.

Optional reading

- Aarstad J., Ness H., Haugland S.A. Network position and tourism firms' co-branding practice // *Journal of Business Research*. 2015. Vol. 68. No.8. P. 1667-1677.
- Achrol R.S. Changes in the Theory of Interorganizational Relations in Marketing: Toward a Network Paradigm // *Academy of Marketing Science Journal*. 1997. Vol.25. Nr.1.
- Acland, C.R. *Screen traffic: Movies, multiplexes, and global culture*. Duke University Press, 2003.
- Alexandris K., Dimitriadis N., Kasiara, A. The behavioural consequences of perceived service quality: An exploratory study in the context of private fitness clubs in Greece // *European Sport Management Quarterly*. 2001. Vol.1. No. 4. P.280-299.
- Barthelemy J. Opportunism, knowledge, and the performance of franchise chains // *Strategic Management Journal*. 2008. Vol.29. pp. 1451–1463.
- Baxter S. M., Ilicic J. Three's company: Investigating cognitive and sentiment unit imbalance in co-branding partnerships // *Journal of Brand Management*. 2015. Vol. 22. No.4. P. 281-298.
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