



8th Departmental Seminar, 2009/2010

***Managing Distributors' Changing Motivations
over the Course of a Joint Program***

- Speaker** : Dr. Danny T. Wang
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School of Business, The University of Hong Kong
- Convener** : Dr. Henry Fock
Assistant Professor, Department of Marketing
- Language** : English
- Date** : February 5, 2010 (Friday)
- Time** : 11:00 a.m. – 12:30 p.m.
- Venue** : WLB705B, Wing Lung Bank Building for Business Studies
Hong Kong Baptist University, Shaw Campus

Abstract: Ensuring joint program participation by distributors is essential to channel management. While studies confirm that firms can promote distributor participation by attending to their motivations, we argue that distributors may change their motivations over the course of a joint program, driven by an increase of program-related information and how their peer distributors behave. Drawing insights from the information asymmetry literature, we postulate that distributors' ex ante commitment is driven by their motivation to avoid losses, and once they participate, their ex post adaptation reflects rent-seeking motivations. Our study also examines how the participation of peer distributors operates as an information signal that moderates the motivation-participation link for the focal distributor. In the context of an actual sales program, our study confirms the postulate of motivation shift and the salience of network-based information in distributors' program participation. The results show that a manufacturer needs to manage its distributors' participation in a discriminant, process-oriented and system-sensitive manner by addressing the latter's diverse motivations, changing goals in the joint program, and influences from peer distributors.

About the Speaker: Danny T. Wang is Research Assistant Professor in Marketing, at School of Business, The University of Hong Kong. He received his B.Sc. in Urban and Environmental Sciences at Peking University, M.Phil in Financial Geography at Hong Kong Baptist University, and Ph.D. specializing in Economic Geography and International Business at The University of Hong Kong.

Dr. Wang's research centers on two streams. One emphasizes on MNC competitive strategies and strategic marketing in China. The other revolves around FDI spillovers and financial center development in emerging economies. Danny's scholarly work has appeared or is forthcoming in *Journal of Marketing*, *International Journal of Research in Marketing*, *Geoforum*, *Tidschrift voor Economische en Sociale Geografie*, among others. He has received a General Research Grant from Hong Kong RGC (2009-2011) for his research on FDI spillovers.

Dr. Wang's teaching interests include Principles of Marketing, International Marketing, and Marketing Management in China. His industry experience includes economist in Economics & Strategic Planning Department, Bank of China (Hong Kong) Ltd.

ALL ARE WELCOME

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