

How Strong (or Weak) are Marketing Exports? Analysis of the use of Marketing knowledge in Economics? doctoral dissertations

Autoria

Fernando Antonio Monteiro Christoph D'Andrea - dodandrea@gmail.com

Prog de Pós-Grad em Admin/Esc de Admin - PPGA/EA/UFRGS - Universidade Federal do Rio Grande do Sul

Lucas Roecker Lazzarin - lucas.lazzarin@hotmail.com

Prog de Pós-Grad em Admin/Esc de Admin - PPGA/EA/UFRGS - Universidade Federal do Rio Grande do Sul

Carlos Alberto Vargas Rossi - cavrossi@ea.ufrgs.br

Prog de Pós-Grad em Admin/Esc de Admin - PPGA/EA/UFRGS - Universidade Federal do Rio Grande do Sul

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Resumo

Marketing is grounded in Economics, but Economics seems mostly unaware of the knowledge Marketing produces. In this study, we review the literature to understand the historical and academic relationships between these sciences; the use of Marketing knowledge by other sciences (knowledge exports); and the importance of exchanges and interdisciplinarity for the advance of science and for the study of complex problems. Then, knowing Marketing's potential to help understanding Economics phenomena, we reviewed recent dissertations as proxies of Economics studies. We employ multimethods involving documents collection and selection to the quantitative analysis and interviews. Results show that circa 10% of Brazilian Economics PhD dissertations focus on topics directly related to Marketing, but the reference to Marketing studies is scarce, almost null. This is probably related to the disciplinary boundaries, a narrow view of the scope of Marketing and even a preconception about the scientific relevance of Marketing as a whole.

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Abstract: Marketing is grounded in Economics, but Economics seems mostly unaware of the knowledge Marketing produces. In this study, we review the literature to understand the historical and academic relationships between these sciences; the use of Marketing knowledge by other sciences (knowledge exports); and the importance of exchanges and interdisciplinarity for the advance of science and for the study of complex problems. Then, knowing Marketing's potential to help understanding Economics phenomena, we reviewed recent dissertations as proxies of Economics studies. We employ multimethods involving documents collection and selection to the quantitative analysis and interviews. Results show that circa 10% of Brazilian Economics PhD dissertations focus on topics directly related to Marketing, but the reference to Marketing studies is scarce, almost null. This is probably related to the disciplinary boundaries, a narrow view of the scope of Marketing and even a preconception about the scientific relevance of Marketing as a whole.

Keywords: Marketing Science; Marketing Knowledge; Scope of Marketing; Marketing and Economics; Interdisciplinarity.

INTRODUCTION

As noticed by Day and Montgomery (1999), Rossi; Bortoli; and Castilhos (2014) and Barcelos; Rossi (2015), Marketing, as a science, has little or no direct influence over other social sciences, not even in Economics, its *mother* science. Why would that be? Marketing and management have a sister-like relationship (Shaw, Jones, McLean, 2010; Bartels, 1988):

Prior to the academic study of marketing, various thinkers dating back to the ancient Greek Socratic philosophers, Plato and Aristotle, discussed macromarketing issues, such as how marketing was integrated into society (Shaw, 1995). Throughout the Middle Ages, the Medieval schoolmen, from St Augustine of Hippo to St Thomas of Aquinas, wrote about micromarketing concerns, such as how people could practice marketing ethically and without sin (Jones and Shaw, 2002). Most historians agree, however, that marketing as an academic discipline emerged as a branch of applied economics (Shaw, Jones, McLean, 2010).

Before the emergence of the first "Marketing" courses (Bartels, 1988), marketing topics were taught under Economics. Economics was the base from which Marketing emerged (Shaw, Jones, McLean, 2010), mainly the Classical and Neoclassical Schools (Bartels, 1988) and the German Historical and American Institutional Schools (Jones, Monieson, 1990), to the point that some early definitions of Marketing theories were described as "modifications of applications of older economic theories" (Converse, 1951, p. 2).

The first Marketing course occurred in the University of Michigan in 1902 (Weld, 1941), it emerged as a reunion of business disciplines: advertising, retailing, wholesaling, pricing, sales, and others that, when joined together in a comprehensive curricula dealing with market phenomena from that particular perspective, formed the Marketing discipline (Ferrell et al., 2015). The separation from Economics started in mid-1910's when the National Association of Teachers of Marketing and Advertising was established, but until 1950's Marketing academics were commonly called "market economists" (Ferrell et al., 2015).

To illustrate that fact, Shaw; Jones & McLean (2010) present the early schools of Marketing thought – Functional, Commodities and Institutions – as modifications and adaptations of then known Economic Theories. More than a century later, Marketing and Economics have evolved, Marketing diversified a lot, borrowing from other sciences such as

Psychology and Anthropology and developing deeper intersections with Mathematics and Operations Research (Bass, 1995).

QUESTIONING THE SCOPE OF THE MARKETING SCIENCE

Developments in marketing theory from 1950's to 1970's proposed a broadening in its scope to include social and macro-level issues. The discipline preoccupations nowadays cover a wide range: from comprehending consumers, to understanding the role of companies in the societal impacts and the importance of cultures for the evolution of markets, a variety of methodological approaches have been used, from the mostly quantitative to very qualitative.

Bartels (1974) states that Marketing underwent an identity crisis in which its definition was questioned as technology (Kotler, Levy, 1969) - allowing a broadening of the scope of the area, or as a class (Luck, 1969) - restricting it to the context of the commercial market. This can be observed also as a crisis of Marketing's role and domain, should it be related to management as a technology, to economics and markets as specific processes, or should it expand its domain to cover social problems.

Scholarly discussions defined the discipline as a technology, based on Kotler and Levy (1969) and as a social process, as proposed by Hunt (1976), that expanded its scope to involve topics way beyond simple commercial exchanges supported by financial transactions. Marketing science became broadly responsible for Marketing actions and impacts as well as by firms' roles as social institutions. Marketing should go beyond privately held, for-profit companies, and assume responsibilities to positively influence people's daily lives, in order to meet the broad and democratic needs and desires of society (Lazer, 1969), stimulating conscious consumption and looking for long term benefits – or at least do not cause harm – and should go well beyond simple short-time Economics utilitarian perspectives.

Either one agrees or not to the broadening movement, it is a fact that Marketing and Economics are deeply related. It looks natural that at least part of the knowledge produced by each of the areas would be convergent and even complementary.

So, Marketing evolved from Economics and it is now established as a Science or, at the very least, as an academic discipline. By its nature and since its very beginning, Marketing usually imports ideas from other sciences, but is it exporting the knowledge that it produces to elsewhere in academia? Is the knowledge generated by marketing studies recognized by other scientific areas, specially by Economics, as relevant to the study of their shared subjects? How is Marketing seen, used and referred by its parent science, Economics?

Here we collaborate to answering such questions. Our objective is to understand if and how marketing knowledge influences and collaborates to the academic studies on Economics.

This study is important beyond the self-interests of Marketing to be recognize as a science, we also need to consider the Economics side and why it would be relevant for it to dialogue with Marketing knowledge. The modern scientific thinking imposed a particular form of production of knowledge: slicing the world, using specific methods of observation, within disciplinary boundaries (Alvarenga, 2011; Rubin-Oliveira, Franco, 2014). But the solution of increasingly complex problems necessarily involves the diversification of initiatives and ways of thinking and acting, especially with regard to the production of scientific knowledge (Alvarenga, 2011). In that way, it is imperative to consider movements of convergence of disciplines and the creation of new theories and knowledge from its extension (MacInnis, Folkes, 2009; Alvarenga, 2011).

Interdisciplinarity presupposes new ways of research and knowledge production, because it implies theoretical and methodological exchanges, generation of new concepts and methodologies, and growing degrees of intersubjectivity to deal with the multiple nature of complex phenomena (CAPES, 2014; MacInnis, Folkes, 2009; Rubin-Oliveira, Franco, 2014). Phenomena related to markets and consumption fall into this type of approach, being

increasingly recognized by their complexities, a fact that challenges not only academics but the whole society in most diverse instances – the current importance of those topics in people's daily lives and their impacts in their well-being in the present and the future requires discussions that are not under scope of this work. But, it is hard to isolate variables and sciences and infer single and direct causalities in any Social Science, let alone doing that in the set of market and consumption phenomena. These two subjects constitute the core of the Marketing domain of study, and are recurrent in other sciences, especially Economics. The deepness of this intersection and the very close relationship between those related sciences calls for interdisciplinarity and increasing exchanges between Marketing and Economics in order to try to further understand this class of phenomena.

METHODS

To represent Marketing's influence on its parent discipline we took some steps. First, we defined the research universe, composed by all the Economics PhD dissertations published in Brazil from 2011 to 2016. To get this information we used the Brazilian Association for Graduate Studies in Economics (*Associação Nacional dos Centros de Pós-Graduação em Economia* – ANPEC; ANPEC, 2017). Their website provides a list of all the Grad courses in Economics in Brazil, from where we took a list of PhD programs in Brazil.

We then visited the Universities websites looking for deeper information on their PhD programs, we have also, when the information was not directly available, emailed each of the secretaries asking for missing information, we classified the programs by: University's and Program name, country's State and Region, financing method (Public / Private), Grad courses offered (Masters Degrees, PhD's or both), initial offering of the PhD degree and number of dissertations presented in each of the years within our context.

The third step consisted of making a list of the PhD dissertations by year from 2011 to 2016. In the fourth step we used the information from the websites and the dissertations repositories to further analyze the works looking, in Portuguese and English, for a set of words and radicals that are commonly associated to Marketing (as discussed and agreed in a graduate seminar composed by a professor and, three PhD and one MSc, students) and that would indicate possible relations between the Economics dissertations and the plethora of knowledge that Marketing deals with, those words and radicals were: Company (Business/*Empresa*), Management (*Administração*), Market (*Mercado*), Consum (for consumer, *consumidor*, consumption, *consume*), Product (*Produto*), Price (*Preço*), Distrib (for distribution and *distribuição*), Communic (for communication and *comunicação*), Place (*Praça*), Promotion (*Promoção*), Advertising (*Propaganda*) and Exchange (*Troca*). The titles, keywords and abstracts of the works were analyzed looking for these words/radicals, a list was made on Microsoft Excel to classify the works that contained at least one of these words.

The fifth step: based on the presence of the selected marketing-related words, we have subjectively selected the works that were actually connected to Marketing, for example, there were works that contained the relevant words, but, when the further analyzed, we saw that the theme was actually not related to the Marketing, this was done independently by the two researchers and, in disagreement, a brief discussion was made to settle the dispute.

The sixth step was to position each of selected dissertations according to a relevant marketing classification, to that we have used Hunt's (2002) classification of marketing in 8 areas, according to three criteria: Profit/Non-Profit, Micro/Macro, Positive/Normative. The Profit/Non-Profit dichotomy is straightforward, it discusses the use of Marketing in the study of monetary exchanges or the application of the knowledge in non-profit environments, including governments. The Micro/Macro dichotomy deals with the scale of analysis, micro studies are near to Marketing technologies studies or individual consumer behavior and macro studies analyzes the social process, market (trans)formations, critical marketing and other

macro-level issues. The Positive/Normative dichotomy provides categories based on whether the focus of the analysis is primarily descriptive or prescriptive. Positive Marketing tries to describe, explain, predict, and understand Marketing activities, processes, and phenomena that already exist and how they are, it deals with what Marketing is. Normative Marketing focus on prescribing what marketing should do or what kinds of Marketing systems a society should have, it deals with what Marketing should be (Hunt, 1976).

After that, dissertations were classified using Hunt's (1976; 2002) framework, as can be seen in Figure 1. Both of us have checked each dissertations for its classification, when divergences emerged we dialogued and decided for one of the solutions, so every work was classified only in one of the possible cases that Hunt (2002) presents.

		Positive	Normative
Profit	Micro	1	2
	Macro	3	4
Non Profit	Micro	5	6
	Macro	7	8

Figure 1: The different domains of Marketing studies.

Source: The authors (2017) adapted from Hunt (1976) Table 1 - The Scope of Marketing.

To give a clearer idea of the type of studies found, we used Hunt's (2002) framework to develop a simpler classification. We divided the 8 areas into four and positioned the areas previously theorized into one or more of the new categories, as follows: 1. Marketing Mix (for profit and non-profit): areas 1, 2, 5 and 6 of Hunt's framework; 2. Consumption Studies: areas 3 and 7; 3. Macromarketing: areas 7 and 8; 4. Marketing Dynamics and their Interfaces with the Market: areas 2, 3 and 4.

This approach was used to classify the dissertations. To get as much information as possible, we applied a multi-method approach, supported by Davis, Golicic and Boerstler (2011) who stated that the use of multiple methods in researches in Marketing is able to produce more robust and compelling results and, therefore more knowledge, than the use of single method. So, this study involves different empirical collection strategies, implying in a series of stages of search, categorization, analysis, interviews and interpretation.

To do so, after the prior categorization of the works, we randomly chose one fifth of the marketing-related dissertations to perform interviews with its authors, we contacted them and scheduled the interview using video conference, following an interview script developed ad-hoc for this study (previously discussed in class with 4 graduate students and a Professor).

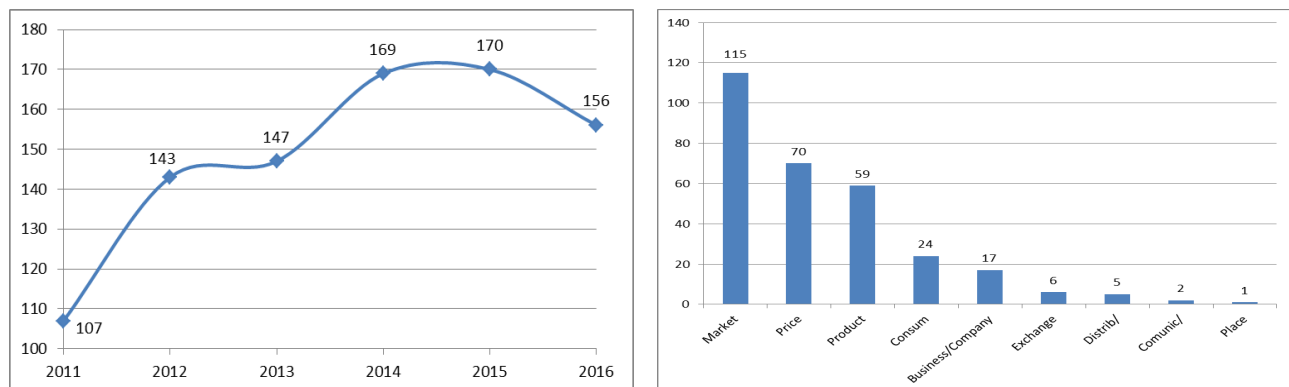
The scope of the interview was to understand the author's biography and its previous contact (or lack of) with Marketing science, the objectives of his/her works and the perceived relations with Marketing, exploring the references used to deal with marketing questions, inquiring the motives of use/non use of Marketing studies, and finally we tried to learn about barriers to improve the use of Marketing knowledge in Economics research and education. All the conversations were recorded with the consent of the author interviewee. After the qualitative data collection, we analyzed the responses and established some inferences about the use and non-use of Marketing knowledge in Economics, especially at the level of doctoral research, but also at the level of teaching and exploring the academic structure, according to the information gathered from the interviews.

Quantitative results

Initially we will present the quantitative results. In total there are currently 45 Graduate programs in Economics in Brazil, pretty much all of them started by offering only a Master degree, in fact a big part of the programs to date still offers only that kind of degree, 19 out of the 45, or 42%, the remaining 26 programs offer both Masters and PhD's. There is no case of a PhD only school in that knowledge area in Brazil. The two most developed regions, South-East and South have around 75% of the Schools. The northern region, the largest territory in Brazil and with circa 16 million individuals (IBGE, 2012) has only one program. The vast majority of the courses is public founded. The first program dates from 1972, at the Federal University of Viçosa, in Minas Gerais; the first program in Rio, opened in 1974 at Getúlio Vargas Foundation and the first one in São Paulo at Unicamp dates from 1977. The newest PhD program started in 2015.

There was a total of 892 graduates in the period, spread in 22 different programs - four programs have not formed doctors in that period. The yearly number of dissertations has been quite homogeneous, apart from the first year of the series, all the other years ranging from a minimum of 143 in 2012 to a maximum of 170 in 2015, averaging 148 new Doctors in Economics per year, Figure 2 presents the data.

Figure 2 (left): Number of graduated PhD in Economics in Brazil per year. Figure 3 (right): Recurrence of Marketing related-terms in selected PhD dissertations.



Font of both figures: The authors (2017).

Out of the 892 dissertations, 210 or 23,54% of the total, were classified as possibly related to Marketing due to the presence of words commonly associated with the Marketing discipline (as explained in the Methods), three of the words: “Management”, “Promotion” and “Advertising” were not mentioned at all, while all the other have been found in one or more of the dissertations, the most common of the selected words were: “Market” with around 38,5% of the mentions, “Price” with 23,4% and “Product” with 19,7%, Figure 3 shows the absolute number of mentions for each of the words related to Marketing. This data serves as a first indication of how is Marketing should be capable of exporting its knowledge to its parent discipline; it is now necessary to further understand if that actually happens.

To do so, we have made a deeper analysis of the 210 dissertations, out of those, *eighty* were selected as possibly having relation with Marketing themes - correspond to around 9% of the total number presented by Economics PhD's in Brazil from 2011 to 2016. We stress that it is this is a *possibility* because the themes of these dissertations dealt with areas and specificities that are naturally dealt with by Marketing as well, but it is not possible to affirm that they do deal with Marketing directly only using that measure. All the remaining 130 works were analyzed by at least two researches independently and were considered not directly related to Marketing due to their method, their scope or any other characteristic.

Using Hunt's (1976; 2002) and our idea based on this framework, we have classified the 80 dissertations. We found that the vast majority, more than 80%, dealt with for-profit

areas of the marketplace, the remaining part talks about non-profit (including government) subjects. Furthermore, something around 73% of the works dealt with the positive instance, the remaining 27% of the works had a more normative approach. Figure 4 positions the percentages of each kind of work on Hunt's Marketing framework.

		Positive	Normative
Profit	Micro	6%	8%
	Macro	53%	15%
Non Profit	Micro	-	1%
	Macro	14%	4%

Figure 4: Categorizing selected PhD dissertations in the different domains of Marketing studies.

Source: The authors (2017) based on Hunt (1976) Table 1 - The Scope of Marketing.

Our classification in four types of studies presented the results from a different perspective, as can be seen in Table 1. Most of the works deal with Market Dynamics and Companies Interfaces with Markets, the second larger category deals with Marketing Mix, especially related to Prices; Consumption Studies and Macro Marketing appear less.

Table 1: Topics of study covered by the Marketing-related PhD dissertations.

Type of Study	Quantity	%	Contacted	Interviewed
Marketing Mix (for profit and non-profit)	21	26,3%	7	0
Consumption Studies	10	12,5%	5	1
Macromarketing	16	20,0%	2	1
Marketing Dynamics and their Interfaces with the Market	33	41,3%	6	2
Total	80	100,0%	20	4

Source: The authors (2017).

In spite of the significant number of Economics PhD's dissertations that have, in one way or another, deep thematic convergence with Marketing, the capacity of our discipline to export its knowledge Economics, is still unknown. Our data collection and analysis shows that less than 10% of the recent PhD's dissertations are somehow related to Marketing topics, but are the researchers using Marketing literature to give stronger conceptual basis to their work? Why this kind of approach happens or does not happen?

In what follows we present results of the interviews with some authors, trying to further understand if Marketing is being able to export the knowledge that it generates and more: how and why it happens.

The authors of the 20 dissertations (see Table 1) were contacted and received information about the nature and objectives of the research. We were able to carry out four interviews that shed light to some of the questions previously proposed. The interviews were done via videoconferences with Skype and/or Google Hangouts, based on an interview script and a subsequent an analysis of each speech, we especially looked for direct or indirect references to Marketing. The four interviewees conducted doctoral researches in the following subjects: fuel retail (E1), youth nutritional consumption (E2), livestock market (E3) and sugary drinks consumption (E4). As the interviews were conducted in Portuguese, the direct citations are translations made by the authors of this paper.

None of the authors interviewed accept that her/his research could be directly related to Marketing. "It has nothing to do with Marketing" were the first words of interviewer E3 –

they also do not think that they could significantly benefit from Marketing knowledge in their dissertations, in their opinion, their studies had nothing to do with Marketing because they were not focused on advertising: "[Marketing] could be related if you analyze the effects of advertising on consumer decisions but that was not exactly what I focused on (...) I studied the socioeconomic variables and price elasticity on consumption" (E2). Thus, the fact of not studying advertising nor producing knowledge that "can help companies" (E2),

In short, all the four interviewees asserted that their dissertations is not strongly related to Marketing because it does not deal with advertising or with strategies for companies (they see Marketing as having a very narrow scope), but with consumption patterns, public policies for healthy consumption, market transformation, analyzes of purchasing power, price impact on market through taxes structure, etc. an they infer that those topics are not studied by Marketing. Those quotes summarize how Marketing is seen by the recent Economics' PhDs, mostly as adverting and unrelated to Markets more broadly. Some of the main results of this qualitative research step are presented below, in convergent topics.

DISCIPLINARY BOUNDARIES AS A BARRIER TO MARKETING KNOWLEDGE USE AND INTERDISCIPLINARITY

The role of the doctoral supervisor was indicated as a barrier to adopt more Marketing references by E1: "I could not do anything in the Marketing area because I have no Marketing orientation (...) it is very difficult, the only area that is common between Economics and Management is Finance, for the other areas you do not have a supervisor (...) that would require a co-supervisor". Besides that, the approval of a doctoral project imposes limits to the use of non-economic theories: "I do not know any master's or doctorate in Economics that has a research area related to Marketing, although in my university there is a research area in human resources (...) but Marketing is more distant [from Economics]" (E1).

Thereby, we can infer that the disciplinary structure of a PhD program and its appliances imposes difficulties to the interdisciplinarity, besides the generalized assumption that Marketing is restricted to advertising strategies and its impacts in consumer behavior.

Moreover, the difficulty of obtaining data and different empirical strategies are indicated as a barrier to relate Economic studies to Marketing: "in a study of market power of companies that make regular and dietary soft drinks to see if they have been able to gain more market power by inserting (...) the healthier appeal, of course it is not healthy, but it has that appeal, but I did not have access to data" (E2).

Related to Marketing sources: only one reference to a Marketing journal was found among the four dissertations of which authors were interviewed: an article published in Marketing Science, Assymetric Wholesale Pricing: Theory and Evidence, by Hay, Chen, Bergen and Levy (2006), but when questioned about the reference, the author stated that it was cited a few times and used because of its method. The author justifies the reference affirming that international journals of marketing are "very good" (E1) and many economists publish there, but in Brazil, the Economics and Management areas (e.g. Finance, Human Resource and Marketing) are more distant from Economics. These propositions are consistent with another E4 that stated that her unique contact with Marketing occurred during her one-year stay in the USA as part of her PhD program, because there was a research group studying advertising impacts on problems of obesity, in Brazil she never saw something similar.

Other references to "Marketing" appeared in the dissertations, however they were related to other areas such as medical and health sciences or grey literature, like Unicef publications (e.g.: Ofcom, 2004).

THE ECONOMICS UNDERSTANDING OF CONSUMER AS A IMPORTANT BUT STILL INCIPIENT CONTRIBUTION

Questioned about the teaching of Economics, as an proposed element that constitute a barrier to use of Marketing knowledge in Economics studies, all the interviewees affirmed and agreed that the theory of consumer choice (*Teoria do Consumidor*), very popular in Economics, could greatly benefit from an higher integration to Marketing knowledge and Psychology (Anthropology was not cited), because "Marketing, advertising, affects the demand curve" (E3):

We affirm that the individual is rational and that he/she wants to acquire the maximum possible of welfare by consuming a certain amount of products that fit within his/her budget ... but besides the prices and besides the welfare that the products provide for him/her, there are the Marketing [advertising] influences, a more psychological issue, marketing showing products to consumers, diverse information that maybe consumers would not have if it were not for the advertisements, which is a way to influence the consumer's decision, and which in this standard model of microeconomics is not addressed (E4)

Other areas of Economics, among which: microeconomics, firm strategy, economics of healthy (including obesity), were indicated as potential beneficiaries of an improvement in the consumer understanding through Marketing knowledge assimilation. But the interviewees agreed that this integration is hard because of supporting theories, vocabulary, previous knowledge, class preparation and so on - in fact, interdisciplinarity is difficult, and the disciplinary boundaries limits its enlargement.

THE PERCEIVED NARROW (AND TOO FOCUSED) SCOPE OF MARKETING

Marketing seems to be perceived by interviewees as a subarea of Management, with its domain strictly related to communication/advertising technologies and strategies to push demand, so that marketing studies are faced as researches about psychological and profitable impacts of advertising in consumer behavior by improving sales in an individual firm level. Those Economics' PhD's do not consider the existence of studies on consumption, externalities, business-to-business, price elasticity, product offers, innovations, distribution, logistics and shop convenience, consumer culture, consumer well-being, macro-level analysis or "society at large". Those areas are ignored by the PhDs in our study.

That seems to perfectly explain why Economics researchers working with public policies and market transformations to improve social wellbeing through consumption shifts did not show concerns about Marketing studies, beyond a repeatedly declared interesting in advertising's (harmful) potential. About it, E4 proposes that important marketing issues to a specific subject in study can be better achieved by studies in the area of the subject; more specifically: to explore food marketing to children, she uses references in pediatrics journals, because marketing publications would be focused on strategies to increase the product sales for children, not considering healthy impacts of the consumption nor the children wellbeing. That is, the critical perspective of Marketing is simply ignored.

CONSIDERATIONS, LIMITATIONS AND FUTURE STUDIES SUGGESTIONS

Marketing has notable convergence with the Economics Sciences. In this paper we have shown that around 10% of recent Economics PhD dissertations in Brazil are related to Marketing subjects. However, the influence of Marketing over Economics studies seems to be very low, even denied by the recent PhD's, and almost never explicitly mentioned. The very few references to marketing knowledges were cited indirectly, through other studies from other areas which, in turn, properly referred marketing studies.

The reasons for these non-quotations were inferred through the interviews: the biased perception of the economics PhDs towards Marketing is a big reason. Marketing's topics are seen as very distant from Economics' and restricted to advertising and consumer psychological behavior based on advertising impacts. Most important, Economics professionals believe that research in Marketing is made only to help companies. It became

clear that the Economists see Marketing from a very narrow perspective, as stated previously by Luck, (1969); Rossi, Bortoli, Castilhos (2014) and Barcellos, Rossi (2015).

Besides that misunderstanding about the Marketing Science, there are a declared interest about integrating Marketing knowledge to Economics understanding of consumer, through, for instance, the Economics theory of consumer choice. But there are disciplinary and scholarly barriers to this integration, specially related to the lack of knowledge and willingness of professors in Economics to foster this kind of exchange.

An integrated database of Brazilian PhD's dissertations does not exist, and imposed difficulties to the unroll of this research, even with the easiness of the digital world and with the existence of an entity such as ANPEC, which should facilitate the exchange of intra and inter-area knowledge. This fact surely complicates the acquiring and analysis of data, so we believe that it would be a good interdisciplinary initiative if ANPEC could develop and maintain such a database, this kind of resource tends to facilitate the exchange of information and to create stronger ties amongst the research centers and the scholars.

We can propose, together with the PhDs interviewed that some transformations in the academic apparatus, including comprehensive databases containing data on the dissertations, but not resumed to them, is essential to improve the knowledge exchanges that can enlarge the quality of studies and the science itself through interdisciplinary paradigm. It would also be good for an increased interdisciplinarity, to have professors and students to navigate among other Post Graduate areas while in Grad School. Advisors should encourage their students to take courses in correlated areas as a way to increase their understanding of the phenomena that they intend to study.

Furthermore, Marketing Science has to look inside itself, from what we were able to understand from the interviews, Marketing is wrongly perceived by other areas, even by areas so close as Economics. It is, thus, very important to Marketing to position itself clearly among other areas of science. Marketing has to create and develop a good and well rounded image among other academic disciplines, Marketing has to use its techniques, advertising included, to spread the knowledge of our science in academia. Marketing has to understand its possible consumers and, in the end, it has to promote its own product correctly, this could be the role of institutions such as AMA in the USA and ANPAD in Brazil.

We believe that it would be important to perform a similar kind of research in North America and in Europe, it would also be interesting to be able to get more interviews with recent authors, this would make a stronger case for the findings of this paper and would, at the same time, increase awareness of the communication problems that Marketing faces. Furthermore it would be interesting to develop similar researches having other areas of study as focus, to understand how Marketing influences other business related areas, such as Finance, Entrepreneurship, Innovation, Human Resources and even Operations.

Marketing is a very insightful discipline, it has many different touch points with a series of other areas of studies. It is our job as scholars to better understand our public and to better communicate our products to our possible audience, by doing that, in the future, Marketing knowledge will be much more able to export its knowledge to related disciplines.

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