How Emerging Technologies Impact Marketing Research Practices

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ABSTRACT

New technologies are presenting increased competition for the attention of critical marketing public relations audiences, and research is playing an increasingly important role in targeting and reaching those audiences. Business research in marketing often and rightfully tends to either build on well-established past research topics or follow well-established practices in industry. However, as technology advances, it might be possible to foresee some more enduring trends and focus research on future issues rather than on past issues. One approach would be to study emerging technologies with rapidly declining costs. Each of these emerging technologies spawns myriad applications that have the potential to dramatically impact existing markets. Interesting research topics include the study of the impact of these applications on different market participants (e.g., final consumers, the seller, the seller of complementary services, intermediaries, information providers, competitors, other industries). Research topics also include the interactive ability to rapidly customize marketing strategy by identifying individuals at particular points in time and under particular demand conditions. Five of these technologies include enhanced search services, biometrics and smart cards, enhanced computational speed, M-commerce, and GPS tracking.

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