



# Theoriekonstruktion im Marketing (German Edition)

*Christina Jordan*

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Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,3, Humboldt-Universität zu Berlin (Institut für Marketing), 11 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Ziel jeder wissenschaftlichen Tätigkeit ist es, einen Zuwachs an Erkenntnis durch Generierung von verallgemeinerbarem Wissen, erklärungskräftigere Theorien, exaktere Beschreibungen und bessere Methodologien zur Lösung von wissenschaftlichen Problemen zu erhalten. Die zentrale Grundlage einer fundierten Forschung bildet dabei die Bildung von Theorien und Hypothesen über Phänomene. Diese wurde von den Wissenschaften lange nicht genügend beachtet.

In der Marktforschung wurde eine ganzheitliche Methode zur Theoriekonstruktion entwickelt, die die Wichtigkeit der Konzeptbildung in den Vordergrund stellt und besser auf die komplexen Fragestellungen und kausalen Wirkungsstrukturen dieses Forschungsgebietes zugeschnitten ist, als die bisherigen Arbeitsweisen.

Diese Arbeit wird nun zuerst die Philosophien der bisherigen Forschungsmethoden und deren Mängel beschreiben. Anschließend wird die Methodik des ganzheitlichen Ansatzes nach Bagozzi (1984) beleuchtet, der eine Brücke zwischen den Ideologien der Wissenschaft und den Forschungskonzepten schlägt und den Grundstein für eine solide Theoriekonstruktion legt. Schlussendlich werden Kritikpunkte dieser kausalanalytischen Analyseverfahren sowie alternative Ansätze und neue Methoden zur Theoriekonstruktion betrachtet und diskutiert.

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