

## ADM4012 - Tópicos Especiais em Agronegócios e Organizações

### SEMINÁRIOS - AULA 2 (16/08/2016)

| Horário     | Texto  | Responsável           | Duração |
|-------------|--|-----------------------|---------|
| 14h00-15h00 | Capítulo 1 - SHETH, J.; GARDNER, D. M.; GARRET, D. E. <b>Marketing Theory: evolution and evaluation.</b> John Wiley & Sons, 1988.  | Sara M. Zimmermann    | 01h00   |
| 15h00-15h30 | HOLLANDER, S.C.; RASSULI, K.M. JONES, D.G.B.; DIX, L.F. Periodization in Marketing History, <b>Journal of Macromarketing</b> , 25 (June), 32-41, 2005.   | Mario R. Scotton      | 00h30   |
| 15h45-16h15 | ENWORTHY, T. P.; SPARKS, J. R. A scientific realism perspective on scientific progress in marketing: An analysis of theory testing in marketing's major journals. <b>European Management Journal</b> , 2016.         | Gislaine M. Dias      | 00h30   |
| 16h15-16:45 | HUNT, S.D. The nature and scope of marketing. <b>Journal of Marketing</b> , v. 40, n. 3, p. 17-28, 1976.   | Wagner H. Yanaguizawa | 00h30   |
| 16h45-17h15 | SUMMERS, J.O. Guidelines for conducting research and publishing in marketing: from conceptualization through the review process. <b>Journal of the Academy of Marketing Science</b> , v. 29, n. 4, p. 405-415, 2001. | Jaqueline Assis       | 00h30   |