

Reflections On Channels Research

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Abstract (Document Summary)

Marketing channels as a field of study has received increased attention in recent years. Two central causes for this popularity are: 1. The paradigms and constructs scholars have uncovered working with channels are rich and exciting. 2. Business executives have recognized that managing marketing channel relationships is as important as any other corporate activity. The study of marketing channels is now at a critical stage in which a variety of paths can be followed. There are several subjects that should be the focus of future research activity. The first concerns the impact of dual distribution on channel management, given the fact that old line direct selling organizations like IBM and Xerox are becoming interested in third-party channels. Another concerns the ramifications of joint ventures and strategic alliances, and yet another centers on the impact of future antitrust legislation on marketing channels. In addition, the sales management area must be joined in some way with the channels area.