REFERENCES

- Aaker, D.A., 1992. Strategic Market Management, John Wiley & Sons, Inc., New York.
- Adams, D.A., R.R. Nelson and P.A. Todd, 1992. Perceived Usefulness, Ease of Use, and Usage of Information Technology: A Replication, MIS Quarterly, June, pp. 227-247.
- Ajzen, I. and M. Fishbein, 1980. Understanding Attitudes and Predicting Social Behavior, Prentice-Hall, Inc., Englewood Cliffs, New Jersey.
- Anthony, R.N., 1965. Planning and Control Systems: A Framework for Analysis, Studies in Management Control, Graduate School of Business Administration Harvard University, Boston.
- Avolio, B.J., D.A. Waldman and M.A. McDaniel, 1990. Age and Work Performance in Nonmanagerial Jobs: The effects of Experience and Occupational Type, Academy of Management Journal, Vol. 33, No. 2, (June), pp. 407-422.
- Bariff, M.L. and E.J. Lusk, 1977. Cognitive and Personality tests for the Design of Management Information Systems, *Management Science*, Vol. 23, No. 8, (April), pp. 820-829.
- Bayer, J., S. Lawrence and J.W. Keon, 1988. PEP: an Expert System for Promotion Marketing, in: *Applied Expert Systems*, edited by: Turban, E. and P.R. Watkins, Elsevier Science Publishers B.V., North-Holland, pp. 121-141.
- Benbasat, I. and B.R. Nault, 1990. An Evaluation of Empirical Research in Managerial Support Systems, *Decision Support Systems*, 6, pp. 203-226.
- Benbasat, I. and A.S. Dexter, 1982. Individual Differences in the Use of Decision Support Aids, *Journal of Accounting Research*, Vol. 20, No. 1, (Spring), pp. 1-11.
- Bronner, R., 1973, Entscheidung unter Zeitdruck, Tubingen.
- Burke, R.R., 1991. Reasoning with Empirical Marketing Knowledge, International Journal of Research in Marketing, Vol. 8, No. 1, pp. 75-90.
- Burke, R.R., A. Rangaswamy, J. Wind and J. Eliashberg, 1990. A Knowledge-Based system for Advertising Design, *Marketing Science*, Vol. 9, No. 3, (Summer), pp. 212-229.
- Buzzell, R.D. and B.T. Gale, 1987. The PIMS principles, linking strategy to performance, The Fire Press, New York.
- Camerer, C.F. and E.J. Johnson, 1989. The Process-Performance Paradox in Expert Judgment: How can Experts Know So Much and Predict So Badly?, Wharton.
- Campen, P.A.F.M. van, K.R.E. Huizingh, P.A.M. Oude Ophuis and B. Wierenga, 1991. Marketing Decision Support Systemen bij Nederlandse Bedrijven, Eburon, Delft.
- Chakravarti, D., A. Mitchell, and R. Staelin, 1979. Judgment Based Marketing Decision Models: An Experimental Investigation of the Decision Calculus Approach, *Management Science*, Vol. 25, No. 3, pp. 251-263.

- Chakravarti, D., A. Mitchell, and R. Staelin, 1981. Judgment Based Marketing Decision Models: Problems and Possible Solutions, *Journal of Marketing*, Vol. 45, Fall, pp. 13-23.
- Chervany, N.L., G.W. Dickson and K.A. Kozar, 1972. An experimental gaming framework for investigating the influence of management information systems on decision effectiveness, *Management Information Systems Research Center Working Paper 71-12*, Minneapolis, Minnesota.
- Churchill, G.A., Jr., 1991. Marketing Research, Methodological Foundations, fifth edition, Dryden Press.
- Cole, C.A. and G.J. Gaeth, 1990. Cognitive and Age-Related Differences in the Ability to Use Nutritional Information in a Complex Environment, Journal of Marketing Research, Vol. XXVII, (May), pp. 175-184.
- Cook, T.D. and D.T. Campbell, 1979. Quasi-Experimentation, Design & Analysis Issues for Field Settings, Rand Mc Nally College Publishing Company, Chicago.
- Cook, V.J., 1987. Introduction to Strategic Studies in MARKSTRAT, Journal of Business Research, 15, pp. 467-468.
- Cook, V.J., jr., and J.R. Page, 1987. Assessing Marketing Risk, Journal of Business Research, Vol. 15, pp. 519-530.
- Curren, M.T., V.S. Folkes and J.H. Steckel, 1992. Explanations for Successful Marketing Decisions: The Decision Maker's Perspective, *Journal of Marketing*, Vol. 56, pp. 18-31.
- Davis, F.D., 1989. Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology, MIS Quarterly, (September), pp. 318-340.
- Davis, F.D., R.P. Bagozzi and P.R. Warshaw, 1989. User acceptance of computer technology: a comparison of two theoretical models, *Management Science*, Vol. 35, No. 8, (August), pp. 982-1003.
- Deshpande, R. and G. Zaltman, 1982. Factors Affecting the Use of Market Research Information: A Path Analysis, *Journal of Marketing Research*, Vol. XIX, February, pp. 14-31.
- De Waele, M., 1978. Managerial Style and the Design of Decision Aids, *OMEGA*, Vol. 6, No. 1, pp. 5-13.
- Dickson, G.W., J.A. Senn and N.L. Chervany, 1977. Research in Management Information Systems: The Minnesota Experiments, *Management Science*, Vol. 23, No. 9, pp. 913-923.
- Dodgson, H., 1987. Management Learning in Markstrat: The ICL Experience, Journal of Business Research, Vol. 15, pp. 481-489.
- Fox Utsey, M., 1987. Profit Potential as a Martingale Process, Journal of Business Research, Vol. 15, pp. 531-533.
- Franz, C.R. and D. Robey, 1987. Strategies for Research on Information Systems in Organizations: a critical analysis of research purpose and time frame, in: *Critical issues in Information Systems Research*, edited by Boland jr., R.J. and R.A. Hirschheim, John Wiley & Sons.

- Fudge, W.K. and L.M. Lodish, 1977. Evaluation of the effectiveness of a model based salesman's planning by field experimentation, *Interfaces*, Vol. 8, No. 1, Part 2.
- Gatignon, H., 1987. Strategic Studies in Markstrat, Journal of Business Research, Vol. 15, pp. 469-480.
- Glazer, R., J.H. Steckel and R.S. Winer, 1987. Group Process and Decision Performance in a Simulated Marketing Environment, *Journal of Business Research*, Vol. 15, pp. 545-557.
- Glazer, R., J.H. Steckel and R.S. Winer, 1989. The formation of key marketing variable expectations and their impact on firm performance: some experimental evidence, *Marketing Science*, Vol. 8, No. 1, Winter, pp. 18-34.
- Glazer, R., J.H. Steckel and R.S. Winer, 1992. Locally Rational Decision Making: The Distracting Effect of Information on Managerial Performance, *Management Science*, Vol. 38, No. 2, pp. 212-226.
- Goslar, M.D., G.I. Green and T.H. Hughes, 1986. Decision Support Systems: An Empirical Assessment for Decision Making, *Decision Sciences*, Vol. 17, pp. 79-91.
- Green, D.H. and A.B. Ryans, 1990. Entry Strategies and Market Performance, Causal Modeling of a Business Simulation, *Journal of Product Innovation Management*, Vol. 7, pp. 45-58.
- Hendrickson, A.R., P.D. Massey and T.P. Cronan, 1993. On the Test-Retest Reliability of Perceived Usefulness and Perceived Ease of Use Scales, MIS Quarterly, June, pp. 227-230.
- Hogarth, R.M. and S. Makridakis, 1981. The value of decision making in a complex environment: an experimental approach, *Management Science*, Vol. 27, No. 1, (January), pp. 93-107.
- Hogarth, R.M. and S. Makridakis, 1988. Consider the principal finding: a reply to William T. Ross, *Management Science*, Vol. 34, No. 5, (May), pp. 672-673.
- Huber, G.P., 1983. Cognitive Style as a Basis for MIS and DSS designs: Much Ado about Nothing?, *Management Science*, Vol. 29, No. 5, (May), pp. 567-579.
- Hunt, R.G., F.J. Krzystofiak, J.R. Meindl and A.M. Yousry, 1989. Cognitive Style and Decision Making, *Organizational Behavior and Human Decision Processes*, 44, pp. 436-453.
- Huysmans, J.H.B.M., 1970. The effectiveness of the cognitive-style constraint in implementing operations research proposals, *Management Science*, Vol. 17, No. 1, (September), pp.92-104.
- Ives, B., S. Hamilton and G.B. Davis, 1980. A framework for research in computer-based management information systems, *Management Science*, Vol. 26, No. 9, pp. 910-934.
- Jarvenpaa, S.L., G.W. Dickson and G. DeSanctis, 1985. Methodological Issues in Experimental IS Research: Experiences and Recommendations, MIS Quarterly, (June), pp. 141-156.

- Jenkins, A.M., 1983. MIS Design Variables and Decision Making Performance, a Simulation Experiment, UMI Research Press, Ann Arbor, Michigan.
- Johnson, E.J., 1988. Expertise and Decision under Uncertainty: Performance and Process, in: *The nature of Expertise*, edited by Chi, M.T.H., R. Glaser and M.J. Ferr, Erlbaum, Hillsdale N.J., pp. 209-228.
- Kaufman, C.F. and P.M. Lane, 1991. The Experience of Time Pressure, in: Proceedings 20th European Marketing Academy Conference, (21-23 May), Dublin.
- Kim, J.O. and C.W. Mueller, 1978. Factor Analysis, Statistical Methods and Practical Issues, in: *Quantitative Applications in the Social Sciences*, editor: Uslaner, E.M., Sage Publications, Inc., California.
- Kinnear, T.C. and S.K. Klammer, 1987. Management Perspectives on Markstrat, Journal of Business Research, Vol. 15, pp. 491-501.
- Lant, T.K. and D.B. Montgomery, 1987. Learning from Strategic Success and Failure, *Journal of Business Research*, Vol. 15, pp. 503-517.
- Lant, T.K., 1992. Aspiration Level Adaption: An Empirical Exploration, Management Science, Vol. 38, No. 5, pp. 623-644.
- Larréché, J.C., 1979. Integrative Complexity and the Use of Marketing Models, in: TIMS Studies in the Management Sciences, 13, pp. 171-187.
- Larréché, J.C., 1987. On Simulations in Business Education and Research, Journal of Business Research, Vol. 15, pp. 559-571.
- Larréché, J.C. and H. Gatignon, 1990. MARKSTRAT2, The Scientific Press, Redwood City.
- Larréché, J.C. and D.B. Montgomery, 1977. A Framework for the Comparison of Marketing Models: A Delphi Study, *Journal of Marketing Research*, Vol. XIV, (November), pp. 487-498.
- Lilien, G.L., P. Kotler and K.S. Moorthy, 1992. Marketing Models, Prentice Hall, Englewood Cliffs, New Jersey.
- Little, J.D.C., 1970. Models and Managers: the concept of a decision calculus, *Management Science*, Vol. 16, No. 8, pp. B466-B485.
- Little, J.D.C., 1975. BRANDAID: a Marketing Mix Model, part I: structure, part II: implementation, *Operations Research*, Vol. 23, pp. 628-673.
- Little, J.D.C., 1979. Decision Support Systems for Marketing Managers, Journal of Marketing, Vol. 43, Summer 1979, pp. 9-26.
- Lodish, L.M., 1971. CALLPLAN: an Interactive Salesman's Call Planning System, *Management Science*, Vol. 19, No. 4, part II, (December), p. 25 p 40.
- Lodish, L.M., E. Curtis, M. Ness and M.K. Simpson, 1988. Sales Force Sizing and Deployment Using a Decision Calculus Model at Syntex Laboratories, *Interfaces*, Vol. 18, (January-February), pp. 5-20.
- Lucas, H.C. jr., 1973. A descriptive model of information systems in the context of the organization, *Data Base*, Vol. 5, pp. 27-36.

- Lucas, H.C. jr., 1975a. Behavioral Factors in System Implementation, in: *Implementing Operations Research / Management Science*, edited by Schultz, R.L. and D.P. Slevin, American Elsevier Publishing Company, New York, pp. 203-215.
- Lucas, H.C. jr., 1975b. Performance and the use of an information system, Management Science, Vol. 21, No. 8, pp. 908-919.
- Lucas, H.C. jr., 1975c. Why information systems fail, Columbia University Press, New York.
- Lucas, H.C. jr. and N.R. Nielsen, 1980. The impact of the mode of information presentation on learning and performance, *Management Science*, Vol. 26, No. 10, (October), pp. 982-993.
- Mason, R.O. and I.I. Mitroff, 1973. A program for research on management information systems, Management Science, Vol. 19, No. 5, pp. 475-487.
- McIntyre, S.H., 1982. An Experimental Study of the Impact of Judgment-Based Marketing Models, *Management Science*, Vol. 28, No. 1, pp. 17-33.
- McKenney, J.L. and P.G.W. Keen, 1974. How managers' minds work, Harvard Business Review, (May-June), pp. 79-90.
- Mock, T.J., 1973. A longitudinal study of some information structure alternatives, *Data Base*, Vol. 5, pp. 40-45.
- Montgomery, D.B. and G.L. Urban, 1969. Management Science in Marketing, Prentice Hall, Inc., Englewood Cliffs, New Jersey.
- Montgomery, D.B. and G.L. Urban, 1970, Marketing Decision-Information Systems: An Emerging View, *Journal of Marketing Research*, Vol. VII, (May), pp. 226-234.
- Moriarty, R.T. and G.S. Swartz, 1989. Automation to Boost Sales and Marketing, *Harvard Business Review*, January-February, pp. 100-108.
- Naert, P. and P. Leeflang, 1978. Building Implementable Marketing Models, Martinus Nijhoff Social Sciences Division, Leiden.
- Neale, M.A. and G.B. Northcraft, 1986. Experts, Amateurs and Refrigerators: Comparing Expert and Amateur Negotiators in a Novel Task, Organizational Behavior and Human Decision Processes, 38, pp. 305-317.
- Perdue, B.C. and J.O. Summers, 1986. Checking the Success of Manipulations in Marketing Experiments, *Journal of Marketing Research*, Vol. XXIII, (November), pp. 317-326.
- Perkins, W.S. and R.C. Rao, 1990. The Role of Experience in Information Use and Decision Making by Marketing Managers, Journal of Marketing Research, Vol. XXVII, (February), pp. 1-10.
- Rangaswamy, A., R.R. Burke, J. Eliashberg and J. Wind, 1987. Expert Systems for Marketing, Working Paper No. 86-036R The Wharton School, University of Pennsylvania, Philidelphia.
- Robey, D., 1979. User Attitudes and Management Information System Use, Academy of Management Journal, Vol. 22, No. 3, (September), pp. 527-538.

Ross, W.T., 1987. A re-examination of the results of Hogarth and Makridakis' "The value of decision making in a complex environment: an experimental approach", *Management Science*, Vol. 33, No. 2, (February), pp. 288-296.

Rothstein, H.G., 1986. The Effects of Time Pressure on Judgment in Multiple Cue Probability Learning, Organizational Behavior and Human

Decision Processes, 37, pp. 83-92.

Sawyer, A.G., P.M. Worthing and P.E. Sendak, 1979. The role of laboratory experiments to test marketing strategies, *Journal of Marketing*, Vol. 43, (Summer), pp. 60-67.

Schewe, C.D., 1976. The Management Information System User: An Exploratory Behavioral Analysis, Vol. 19, No. 4, December, pp. 577-590.

- Schultz, R.L. and D.P. Slevin, 1972. Behavioral Considerations in the Implementation of Marketing Decision Models, in: *Proceedings Spring and Fall Conference AMA*, pp. 494-498.
- Schultz, R.L. and D.P. Slevin, 1975. Implementation and Organizational Validity: An Empirical Investigation, in *Implementing Operations Research / Management Science*, edited by Schultz, R.L. and D.P. Slevin, American Elsevier Publishing Company, Inc., New York.
- Simon, H.A., 1977. The new science of management decision, revised edition, Prentice Hall, Inc., Englewood Cliffs.
- Sharda, R., S.H. Barr and J.C. McDonnel, 1988. Decision Support System Effectiveness: a Review and an Empirical Test, *Management Science*, Vol. 34, No. 2, pp. 139-159.
- Stevens, J., 1986. Applied Multivariate Statistics for the Social Sciences, Lawrence Erlbaum Associates, Publishers, Hillsdale New Jersey.
- Szymanski, D.M., S.G. Bharadwaj and P.R. Varadarajan, 1993. An Analysis of the Market Share-Profitability Relationship, *Journal of Marketing*, Vol. 57, July, pp. 1-18.
- Tabachnick, B.G. and L.S. Fidell, 1989. Using Multivariate Statistics, 2nd edition, Harper & Row Publishers, New York.
- Taylor, R.N., 1975. Age and Experience as Determinants of Managerial Information Processing and Decision Making Performance, Academy of Management Journal, Vol. 18, No. 1, (March), pp. 74-81.
- Van Horn, R.L., 1973. Empirical Studies of Management Information Systems, Data Base, 5, (Winter), pp. 172-180.
- Wheelwright, S.C. and S. Makridakis, 1985. Forecasting Methods for Management, 4th edition, John Wiley & Sons, New York.
- Wierenga, B., 1992. Knowledge Based Systems in Marketing: Purpose, Performance, Perceptions and Perspectives, in: Marketing for Europe Marketing for the Future, Proceedings of the 21st annual conference of the European Marketing Academy, edited by Grunert, K.G. and D. Fuglede, Aarhus, Denmark.

Wierenga, B. en G.H. van Bruggen, (1992a). Marketing Management Support Systemen: een veelzijdig Instrumentarium voor de Marketeer,

Tijdschrift voor Marketing, April, pp. 32-38.

- Wierenga, B. en G.H. van Bruggen (1992b). Marketing Management Support Systemen: Gebruik en Effectiviteit, Tijdschrift voor Marketing, May, pp. 54-61.
- Wierenga, B. and P. Oude Ophuis, 1993. Marketing Decision Support Systems: Adoption, Use and Satisfaction, in: Marketing for the New Europe: Dealing with Complexity, Proceedings of the 22nd annual conference of the European Marketing Academy, edited by Chias, J. and J. Sureda, Barcelona, Spain.
- Witkin, H.A. and D.R. Goodenough, 1981. Cognitive Styles: Essence and Origins, Psychological Issues Monograph 51, International Universities Press, Inc., New York.
- Witkin, H.A., P.K. Oltman, E. Raskin and S.A. Karp, 1971. A Manual for the Embedded Figures Tests, Consulting Psychologists Press, Inc., Palo Alto, California.
- Wright, P., 1974. The harassed decision maker: time pressure, distractions and the use of evidence, *Journal of Applied Psychology*, Vol. 59, No. 5, pp. 555-561.
- Zinkhan, G.M., E.A. Joachimsthaler and T.C. Kinnear, 1987. Individual Differences and Marketing Decision Support System Usage and Satisfaction, Journal of Marketing Research, Vol. XXIV, pp. 208-214.
- Zmud, R.W., 1979. Individual Differences and MIS success: a review of the empirical literature, *Management Science*, Vol. 25, No. 10, pp. 966-979.