

Foreword

The aim of Dr. Bungert's dissertation research is, in general, to invent a new approach to the termination of conflict in interdependent mixed-motive situations. More specifically, the conflict situation was in form of a price war setting.

Dr. Bungert based some of his investigation on the concept of competitive market signaling concept. Research conducted over the past decade or so allows to argue that competitive signaling provides interesting explanations of factors and structures that may be relevant to firm/business interaction in competitive markets and, thus, to conflict resolutions in general. In addition, Dr. Bungert combines approaches of game theory and social psychology in experimental research into a very creative framework. More precisely, Dr. Bungert managed not only to "solve" the research problem assigned – he did so by employing most commonly used members of the marketing mix such as pricing/coupons or advertising. Naturally, thus, his work can be expected to have immediate managerial relevance and bearing. Further, the methodology employed (experiments, logit/probit analysis, etc.) is clearly reflective of state-of-the-art research methods in the marketing discipline.

For business theory, the findings offer the practising managers a variety of suggestions how their marketing moves are likely to be perceived, processed and reacted to by their competitors. Furthermore, this work provides insight into some fundamental opportunities and caveats in the use of marketing moves in the termination of non-beneficial price competition. There is much reason to expect that Dr. Bungert's research will be viewed as contributing to the research areas focusing on signaling, price wars, and conflict resolution.

Finally, it seems worth noting that Dr. Bungert's dissertation research greatly benefited from his ability to spend quality time as a visiting doctoral student in the Marketing Department of the Krannert School, Purdue University. The sponsorship of the University of Mainz is greatly appreciated. Clearly, efforts such as this research-based international exchange facilitates and accelerates high-level research such as Dr. Bungert's. It should further be noted that Dr. Bungert's research has already received international attention as the research was presented at the Marketing Science Institute's invitational conference on competitor reaction in Boston, MA.

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