Job Flows and Flexibility at the Margin

This paper provides an empirical analysis of the effects of easing the regulations on fixed-term contracts on job flows by type of contract. Using rich longitudinal data and a new index of flexibility at the margin, we estimate a Panel VAR model that allows us to account for reverse causality and the simultaneity of job flows.

Our results show that in a period in which the main employment protection legislation change was the extension of the maximum duration of fixed-term contracts, a shock in flexibility at the margin causes higher destruction and lower creation of fixed-term contracts.

This paper shows that allowing the use of fixed-term contracts for a longer period of time promotes the maintenance of existing fixed-term contracts and a substitution of open-ended for fixed-term contracts. Finally, another important finding is that flexibility at the margin only has significant effects on shrinking sectors.

The role of consumer brand-engagement in a digital marketing era

The purpose of this research is to understand the role of consumer-brand engagement in a digital marketing era. We explore the consumer-brand engagement construct in relation to consumers as the engagement subjects, and brands (i.e., brand/companies) as the engagement objects. Our intention is to contribute to advancing the theoretical knowledge of this subject and to provide useful insights that can be used by practitioners, particularly companies that use interactive platforms to create consumer-brand relationships.

Our research starts with an extensive and systematic literature review, followed by three studies applying different research methodologies: a quantitative research methodology through two focus groups a quantitative research method based on self-administered questionnaires, and a text-mining. With this option, we aim to provide a comprehensive understanding of consumer-brand engagement in the online environment.

Based on our findings, we argue that engagement is a multidimensional construct, with several dimensions operating towards brand advocacy. We found that information/content emerges as the most important stimuli of web experience for online engagement, followed by interactive features. We claim that brand advocacy is an outcome of online engagement and that engagement acts as a mediator between stimuli of experience and brand advocacy. We also claim that affection and activation dimensions act as mediators between stimuli of experience and brand advocacy. We propose that positive sentiments towards the brand, and the perceived knowledge of the value of their opinion, lead consumers to contribute with their referential endeavour to advocate a brand.

We also suggest several managerial implications. We encourage marketers and managers to take full advantage of social media platforms, considering how the diverse set of experiences enhance consumer engagement, how to build positive-oriented activities and positive content generation towards the brand, how to involve consumers in the co-creational process (i.e., new, or existing, products and services), the need to reflect on how to manage negative consumer engagement, and suggest that managers should also pay close attention to consumers’ engagement in relationships with other competing brands.

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