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ATTRIBUTION THEORY IN THE ORGANIZATIONAL SCIENCES

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Background. Gestalt psychologist Fritz

Heider is often described as the "father of attribution theory", during the early years of the 20th century.. In his 1920s dissertation,

Heider addressed the problem of phenomenology: why do perceivers attribute

the properties such as color to perceived objects, when those properties are mental constructs?, History. The roots of marketing

attribution can be traced to the psychological theory of attribution. By most accounts, the current application of attribution theory in

marketing was spurred by the transition of advertising spending from traditional, offline ads to digital media and the expansion of

data available through digital channels such ..., Summary: Attribution Theory attempts to explain the world and to determine the cause

of an event or behavior (e.g. why people do what they do). Originator: Bernard Weiner (1935-) Key terms: Attribution, locus of

control, stability, controllability Attribution Theory (Weiner) Weiner developed a theoretical framework that has become very

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