

DOUGLAS BOWMAN

A. GENERAL INFORMATION

Goizueta Business School
Emory University
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Academic Degrees Received

1993: Ph.D. - Marketing, The Wharton School, University of Pennsylvania, Philadelphia, PA
(Sept 1989-May 1993).

Dissertation: The Role of Buyer-Seller Relationships and Service Quality in Business-to-Business Services Marketing

Advisors: John U. Farley, C.V. Starr Distinguished Research Fellow, The Amos Tuck School, Dartmouth College, Hanover, NH, and Professor Emeritus (formerly Ira Lipman Professor, Professor of Marketing, and Director, Joseph H. Lauder Institute of Management and International Studies), The Wharton School, University of Pennsylvania, Philadelphia, PA

David C. Schmittlein, John C. Head III Dean of the MIT Sloan School of Management, Boston, MA (formerly Ira A. Lipman Professor, Professor of Marketing, Deputy Dean, Department Head of Marketing, Vice Dean and Director Wharton Doctoral Programs, The Wharton School, University of Pennsylvania, Philadelphia, PA)

Review Committee: George S. Day (Marketing, Penn); Hubert Gatignon (Marketing, INSEAD); Bruce Kogut (Management, Columbia); Robert A. Stine (Statistics, Penn)

1992: M.A. - Managerial Science and Applied Economics, The Wharton School, University of Pennsylvania, Philadelphia, PA.

1987: MBA, Richard Ivey School of Business, The University of Western Ontario, London, Ont. (Canada).

1985: B.A.Sc. - Electrical Engineering with Computer Engineering Option (Co-op), The University of Waterloo, Waterloo, Ont. (Canada).
Degree obtained through the cooperative education program that combines academic learning and work experience through a series of alternating academic and work terms. Satisfactory performance is required in both areas in order to graduate.

Academic Appointments at Emory

- June 2015-present: Senior Associate Dean for Working Professionals Programs
- Nov 2011-present: McGreevy Term Chair in Marketing
- June 2010-June 2015: Senior Associate Dean for External Relations
- Spring 2010-present: Co-Director, Emory Marketing Analytics Center (EmoryMAC)
- Sept 2007-present: Professor of Marketing
- Sept 2002-Aug 2004: Appointed the Caldwell Research Fellow (2 year limit)
- 2004-present: Research Faculty, Emory Institute of Brand Science
- July 1999-Aug 2007: Associate Professor of Marketing (tenured), Goizueta Business School, Emory University, Atlanta, GA (hired July 1998)

Academic Appointments Elsewhere

- Aug 1993-Jun 1999: Assistant Professor of Management (Marketing Area), Krannert Graduate School of Management, Purdue University, West Lafayette, IN. (hired by Emory July 1998)
- Jan-May 1992: Lecturer in Marketing (taught Market Research), The Wharton School, University of Pennsylvania, Philadelphia, PA.
- 1990-93: Research Associate, Wharton-PIMS Strategy Research Center, The Wharton School, University of Pennsylvania, Philadelphia, PA. (David J. Reibstein, Director)
- 1989-90: Research Assistant, The Wharton School, University of Pennsylvania, Philadelphia, PA. (supervisors: Professors William Ross and Arvind Rangaswamy)

Industry Positions Held

<u>Employer</u>	<u>Position</u>	<u>Date</u>
<i>Full-time:</i>		
NorTel Networks	Strategic planning, budgeting	Mar/88-Aug/89
NorTel Canada	Analyst – new products, mfr’g costs	Jun/87-Feb/88
<i>Summer:</i>		
IBM Canada	Financial Analyst	May/86-Aug/86
Bell Canada	Mgr. – Transmission Design	Apr/85-Aug/85
<i>Co-op:</i>		
Garrett Canada Ltd.	Jr. Design Engineer	Sep/84-Dec/84
Bell-Northern Research	Integrated Circuit Design Eng’r	Jan/84-Apr/84
IBM Canada	Jr. Mkt’g & Systems Engineer	May/83-Aug/83; Sep/82-Dec/82
Atomic Energy of Canada	Engineering Associate	Jan/82-Apr/82; Apr/81-Aug/81

Licenses, Registrations, Certifications

CPA/CMA (Certified Professional Accountant / Certified Management Accountant; non-practicing),
1991 - present

Awards and Honors

A. Emory University (*Associate Prof. to Professor*) 1999-present:

McGreevy Term Chair in Marketing, 2011-present.

2009 Google and WPP Marketing Research Award (\$55,000) (with Manish Tripathi)

Best Reviewer Award over the period 2003-05, *Journal of Marketing*.

Finalist (1 of 6) for the 2005 William F. O'Dell Award given to the article published in *JMR* in 2000 that has made the most significant long-term contribution to marketing theory, methodology, and/or practice.

Finalist (1 of 4) for the 2004 Best Paper Award for papers published in *International Journal of Research in Marketing* during the previous year.

The Caldwell Research Award, 2002-04 (to recognize outstanding research productivity at the rank of associate professor, and provide support for enhancing the development and growth of their research and scholarship).

Listed in Who's Who in America, 2002-present.

2001 Paul E. Green Award for the paper published in the *Journal of Marketing Research* during the previous year that shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing

Teaching Only:

Emory Williams Award (Emory's highest teaching honor), 2013

Marc F. Adler Price for Excellence in Teaching (all degree programs over 3-yr period), 2004

Finalist for Outstanding BBA Instructor, 2001-02

Finalist for Outstanding EvMBA Instructor (6 selected from approx. 70 faculty), 2000-01

Service Only:

Donald Keough Outstanding Service Award, 2008

B. Purdue University (*Assistant Prof.*) 1993-99:

Center for International Business Education and Research (CIBER) Foreign Travel Award, 1995, 1998

Center for International Business Education and Research (CIBER) Summer Research Award, 1997

Center for the Management of Manufacturing Enterprises (CMME) Summer Support Grant, 1996

Purdue Research Foundation (PRF) Summer Faculty Grant (2-3 awarded from approx. 80 School of Management faculty; max. 2 per lifetime), 1996, 1998

Purdue Research Foundation (PRF) Research Grant (for Ph.D. student support), 1996-97

Caterpillar Foundation Outstanding Junior Faculty Member 1995-96

Purdue Research Foundation (PRF) International Travel Grant, 1995, 1998

Teaching Only:

The Outstanding (undergraduate) Teacher Award (1 selected from approx. 80 faculty; the only award for undergrad business teaching), 1994-95, 1995-96, 1996-97, 1997-98; runner-up (2-3 selected from approx. 80 faculty) 1998-99

finalist for Charles Murphy (university-wide) Outstanding Teacher Award (20 finalists from approx. 3,000 faculty; the only university-wide teaching award), 1994-95, 1995-96, 1997-98

runner-up for The Salgo-Noren Outstanding (MBA) Teaching Award (2-3 runners-up from approx. 80 faculty; the only award for MBA teaching), 1995-96, 1996-97, 1997-98, 1998-99 Distinguished (MBA) Teacher designation (ratings are at least 4 on a 5 point scale; awarded to approx. half the faculty teaching in a given module) every module taught since the program was established

C. University of Pennsylvania (*Ph.D. Student*) 1989-93:

American Marketing Association (AMA) Doctoral Consortium Fellow, 1992
Richard D. Irwin Doctoral Dissertation Fellowship, 1992-93
Institute for the Study of Business Markets (ISBM) Marketing Doctoral Fellow, 1992-93
Fishman-Davidson Ph.D. Fellowship, 1992-93
ARCO Chemical Company Doctoral Dissertation Fellowship, 1992-93
Social Sciences Research Council of Canada (SSHRC) Doctoral Fellowship, 1990-93

D. The University of Western Ontario (*MBA Student*) 1985-87:

Ontario Graduate Scholarship (OGS), 1985-87
Associates Plan for Excellence Scholarship, 1985-86

E. The University of Waterloo (*Engineering undergrad, Co-op program*) 1980-85:

Offered National Sciences and Engineering Research Council (NSERC) Award for graduate studies (U.S. equivalent is an NSF award for graduating seniors in engineering and the sciences), 1985
Bell Canada Scholarship, 1980-85
Undergraduate Research Assistantship (for highest GPA students)
Sir Sanford Fleming Outstanding Work Report Award

Membership in Academic, Professional Scholarly Societies

American Economic Association, 1991-97

American Marketing Association (AMA), 1989-present

- Member, Board of Directors Audit & Finance Committee, 2014-present
- Chair-elect, AMA Market Research Council, 2012-13
- Member, AMA Market Research Council, 2007-14
- Treasurer, AMA Marketing Research Special Interest Group, 1996-97

American Statistical Association (ASA), 1991-2010

Institute for Operations Research and the Management Sciences (INFORMS), 1989-present

- Vice Present for Meetings, 2015-present
- Vice President for Membership, Society on Marketing Science (ISMS), 2006-09.

CMA Ontario (SMAO) / CPA Ontario, 1987-present

B. CREATIVE ENDEAVOR, RESEARCH, SCHOLARSHIP

Research Interests / Themes

Theme#1 Customer relationship management: Explaining and empirically assessing the drivers of observed customer purchasing behavior, especially as they relate to customer retention in business markets.

Theme#2 Marketing mix strategy: Explaining and measuring the effects of marketing mix variables.

Theme#3 Competitive marketing strategy: Empirically investigating the effects of competition on marketing strategy.

Publications in Refereed Journals

“Calculating, Claiming and Creating Value in Business Markets,” *Marketing Letters*, 2010 (with Gary Lilien et al), 21, 287-99.

“CRM Strategy and CRM Implementation Effectiveness: Issues and Insights,” *Journal of Service Research*, 2006 (with Tim Bohling, Steve LaValle, Vikas Mittal, Das Narayandas, Garish Ramani, Rajan Varadarajan), 9(2), 184-94.

“Linking Customer Management Effort to Customer Profitability in Business Markets,” *Journal of Marketing Research*, 41(4), 2004, 433-47 (with Das Narayandas).

“Determinants of Product Use Compliance Behavior,” *Journal of Marketing Research*, 41(3), 2004, 324-38 (with Carrie Heilman and Seethu Seetharaman).

“Tigers, Dragons, and Other: Profiling High Performance in Asian Firms,” *Journal of International Marketing*, 12(3), 2004, 5-29 (with Rohit Deshpande and John Farley) (lead article).

“Marketing Actions and the Value of Customer Assets: A Framework for Customer Asset Management,” *Journal of Service Research*, 5(1), 2002, 39-54 (with Paul Berger, Ruth Bolton, Elten Briggs, V. Kumar, A. Parasuraman, Creed Terry).

“Segmenting Consumers Using Multiple Category Purchasing Data,” *International Journal of Research in Marketing*, 19(3), 2002, 225-52 (with Carrie Heilman).
Finalist (1 of 4) for the journal’s 2002 Best Paper Award.

“Managing Customer-Initiated Contacts with Manufacturers: The Impact on Share-of-Category Requirements and Word-of-Mouth Behavior,” *Journal of Marketing Research*, 38 (August), 2001, 281-97 (with Das Narayandas) (lead article).
Re-printed as Marketing Science Institute (MSI) Working Paper 01-110, Fall 2001.
Summarized as “Customers Value Treatment, Not Tangibles,” *Marketing News*, July 16, 2001, p.24.

“Cross-National Empirical Generalization in Business Services Buying Behavior,” *Journal of International Business Studies*, 31(4), 2000, 667-85. (with John Farley and David Schmittlein).

“The Evolution Brand Preferences and Choice Behaviors of Consumers New to a Market,” *Journal of Marketing Research*, 37 (May), 2000, 139-55 (with Carrie Heilman and Gordon Wright) (lead article).

Finalist (1 of 6) for the journal’s 2005 O’Dell Award given to the paper published within the past 5 years deemed to have made the most significant, long-run contribution to marketing theory, and/or methodology, and/or practice.

2001 Paul E. Green Award for the paper published in the *Journal of Marketing Research* during the previous year that shows or demonstrates the most potential to contribute significantly to the practice of marketing research and research in marketing.

Summarized as “Develop Buyer Profile for Consumers,” *Marketing News*, April 24, 2000, pp.57-58.

Summarized in industry newsletters (e.g., KPMG Retail Studies report).

“The Long Term Impact of Promotions on Consumer Stockpiling Behavior,” *Journal of Marketing Research*, 35 (May), 1998, 250-62 (with Kamel Jedidi and Carl Mela).

Summarized as “Market Makers: Some of the Familiar Ways to Market Consumer Goods are Proving to be Costly Failure,” *The Economist*, March 14, 1998, pp.67-68.

Summarized by the Associated Press and printed in a number of newspaper articles including, “U.S. Consumers Are Wise to Ways of Marketers,” *Chicago Tribune*, December 28, 1997.

“Buyer Behavior in Business Services,” *International Journal of Research in Marketing*, 14, 1997, 499-508 (with Shilpa Lele-Pingle).

“Order of Entry As A Moderator of the Effects of the Marketing Mix on Market Share,” *Marketing Science*, 15(3), 1996, 222-42 (with Hubert Gatignon).

“Determinants of Competitor Response Time to a New Product Introduction,” *Journal of Marketing Research*, 32 (February), 1995, 42-53 (with Hubert Gatignon).

Work in the Review Process (with the author(s) or with a journal)

“Internet Source Reliance and Information Search Outcomes for Service High in Experience Attributes” (w/ Alberto SaVinhas) (R2 at JSR)

“Supply and Demand of Legal and Pirated Information Goods” (w/ Tony Koschmann) (R1 at JM)

“Secondary Brand Functional and Emotional Valuations as Moderators of the Effect of the Primary Brand on Co-Brand Sales” (w/ Tony Koschmann) (R1 at JM)

Work-in-Progress

“The Impact of Platform Preannouncements on the PLC of Complimentary Hedonic Goods” (w/ Yu Yu and Ashish Sood) (next week to JM)

“The Portfolio of Product-Market Brand Equity Outcomes as an Explanation for Firm Value and Volatility” (with Vijay Viswanathan) (reject and resubmit as new paper from *JMR*).

“Customer Retention in Business Services” (revisions from *JMR* are not doable given the data, so will re-submit as a new paper).

“Pricing Strategy across a Product Portfolio as an Explanation for Firm Value and Volatility” (with Vijay Viswanathan).

“The Impact of Introducing a Customer Loyalty Program on Category Sales and Profitability” (w/ Chen Lin) (reject& resubmit at *JMR*, but they’re aren’t doable, so we’ll try another journal)

Book Chapters

“Marketing Analytics,” in *American Marketing Association Senior Certified Professional Marketer*.

“Evolution of Buyer-Seller Relationships,” in Gary L. Lilien and Rajdeep Grewal, Eds., *Handbook of Business to Business Marketing*, Edward Elgar Publishing, 2012.

“Marketing Response and Marketing Mix Models,” in J. Eliashberg, Ed., *Frontiers and Trends in Marketing*, Now Publishers, Boston, MA, 2010 (with Hubert Gatignon).

“Linking Customer Management Effort to Growth and Profitability,” in Edward D. Hess and Robert K. Kazanjian, Eds., *The Search for Organic Growth*, Cambridge University Press, Cambridge, UK, 2006, pp.192-210 (with Das Narayandas).

“Survival Models for Marketing Strategy,” in Christine Moorman and Donald R. Lehmann, Eds., *Assessing Marketing Strategy Performance*, Marketing Science Institute: Cambridge, MA, 2004, pp.115-144.

Papers Presented at Regional, National, and International Society Meetings and/or Educational Institutions

“Store Format and Price Perceptions,” INFORMS 2015 Marketing Science Conference, Baltimore, MD (with Tony Koschmann)

“The Impact of Brand Competition on Whether, When, and How Much to Buy,” INFORMS 2014 Marketing Science Conference, Atlanta, GA (with Tony Koschmann)

“Cannibalization or Sampling? Quantifying the Quality of Piracy and its Effect on Experiential Goods,” INFORMS 2013 Marketing Science Conference, Istanbul, Turkey (with Tony Koschmann)

“Brand Deployment Consistency and Market Share,” INFORMS 2012 Marketing Science Conference, Boston, MA (with Harry Antonio)

“Brand Consistency and Consumer Packaged Goods,” INFORMS 2013 Marketing Science Conference, Istanbul, Turkey (with Harry Antonio)

“Consumer Choices Across Seemingly Disparate Product Categories: Latent Traits,” INFORMS 2012 Marketing Science Conference, Boston, MA (with Chen Lin)

“Empirically Investigating the Relationship Between What Brands Do and What Consumers Say (Social Media), Sense (Mindset), and Do (Purchase),” INFORMS 2011 Marketing Science Conference, June 2011, Desert Spring, CA (with Manish Tripathi).

“Completing the Customer Generated Content Loop: Linking Customer Complaint Data to CGM,” INFORMS 2012 Marketing Science Conference, Boston, MA (with Manish Tripathi)

“A Comprehensive Model of Brand-generated and Consumer-Generated Communications,” INFORMS 2013 Marketing Science Conference, Istanbul, Turkey (with Manish Tripathi)

“A Latent Trait Model of Consumer in Seemingly Disparate Categories,” INFORMS 2011 Marketing Science Conference, June 2011, Houston, TX; Frank M. Bass UT-Dallas FORMS Conference, January 2012, Dallas, TX (with Chen Lin).

“Quantifying the Effects of Social Media Activity on Brand Sales and Market Share,” INFORMS 2010 Marketing Science Conference, June 2010, Cologne, Germany; Wharton Executive Forum - PhD Track, June 2011, San Francisco, CA (with Manish Tripathi).

- “The Impact of Introducing a Customer Loyalty Program on Category Sales and Profitability”
INFORMS 2009 Marketing Science Conference, June 2009, Ann Arbor, MI (with Chen Lin).
- “Exploring Sales Patterns for Fast-Decay Product Categories” 2009 AMA Winter Educator’s
Conference, February 2009, Tampa, FL; INFORMS 2009 Marketing Science Conference, June 2009,
Ann Arbor, MI; AMA 2009 PDMA International Conference, November 2009, Anaheim, CA; AMA
2010 PDMA Global Conference on Innovation, November 2010, Orlando, FL (with Ashish Sood).
- “Determinants of Duration in Business Services,” AMA Winter Educator’s Conference, February 2008,
Austin, TX; INFORMS 2008 Marketing Science Conference, June 2008, Vancouver; Wharton-
INSEAD Conference in Honor of Erin Anderson, October 2008, Philadelphia
- “The Portfolio of Product-Market Outcomes as an Explanation for Firm Value and Volatility,”
INFORMS 2008 Marketing Science Conference, June 2008, Vancouver; INFORMS 2009 Marketing
Science Conference, June 2009, Ann Arbor, MI (with Vijay Viswanathan)
- “Antecedents and Consequences of Search Patterns across Multiple Channels in Non-Contractual
Services Purchases,” INFORMS 2007 Marketing Science Conference, June 2007, Singapore (with
Alberto Sa Vinhas)
- “The Impact of Breadth and Depth of Brand Extensions in a Brand Architecture,” INFORMS 2007
Marketing Science Conference, June 2007, Singapore (with Vijay Viswanathan)
- “The Impact of Shelf Placement on SKU Sales,” INFORMS 2006 Marketing Science Conference, June
2006, Pittsburgh, PA (with Astrid Keel)
- “Calibrating the Brand Value Chain,” INFORMS 2006 Marketing Science Conference, June 2006,
Pittsburgh, PA (with Raj Srivastava)
- “The Moderating Effect of Short-term versus Long-term Tactics on the Marketing Mix,” INFORMS
2005 Marketing Science Conference, June 2005, Atlanta, GA (with Sundar Bharadwaj and Sri
Venkataraman)
- “Modeling Sustained Superior Brand Performance: A Longitudinal Analysis,” INFORMS 2004
Marketing Science Conference, June 2004, Rotterdam, The Netherlands (with Sundar Bharadwaj and
C.B. Bhattacharya)
- “Enabling Consumer Values Through Customer-defined Service Configurations: How Blocking Software
Influences Internet Usage,” INFORMS 2003 Marketing Science Conference, June 2003, College
Park, MD; AMA Marketing and Public Policy Conference, May 2002, Atlanta, GA (with Diana
Robertson)
- “Determinants of the Evolution of Product Use Compliance,” Midwest Marketing Camp, June 2002,
Urbana-Champaign, IL; INFORMS 2002 Marketing Science Conference, June 2002, Edmonton,
Alberta (with Carrie Heilman and P.B. Seetharaman).
- “Segmenting Consumers Using Multi-Category Purchasing Data,” INFORMS 2002 Marketing Science
Conference, June 2002, Edmonton, Alberta (with Carrie Heilman).

- “Context as a Moderator of the Effect of Customer Management Effort on Customer Profitability in Industrial Markets,” INFORMS 2001 Marketing Science Conference, July 2001, Wiesbaden, Germany; MSI Conference on Customer Profitability, July 2002, Fontainebleau, France (with Das Narayandas)
Re-titled: “Linking Customer Management Effort to Customer Profitability in Industrial Markets,” 2003 INFORMS National Meeting, October 2003, Atlanta, GA; ISBM Academic Workshop, August 2004, Boston, MA (with Das Narayandas).
- “Private Brand Proneness in Frequently Purchased Consumer Goods Categories: Perceived Risk Explanations for Across Time, Across Category, and Across Consumer Variation,” INFORMS 2000 Marketing Science Conference, June 2000, Los Angeles, CA. (with Carrie Heilman and Teresa Obis)
- “Managing Customer Initiated Contact: The Impact on Customer Loyalty,” Goizueta Business School Cross-Area Knowledge Seminar, October, 2000; AMA Fifth Conference on Relationship Marketing, October 2000, Atlanta, GA; INFORMS/AMA Frontiers in Services Research Conference, September 2000, Nashville, TN; INFORMS 1999 Marketing Science Conference, May 1999, Syracuse, NY; INFORMS 1999 Fall Conference, November 1999, Philadelphia, PA; AMA Winter Educator’s Conference, February 2000, San Antonio, TX (with Das Narayandas)
- “The Asymmetric Effect of a Marketing Versus Manufacturing Motive on the Evolution of Firm Partnerships,” INFORMS 1999 Marketing Science Conference, May 1999, Syracuse, NY; INFORMS 1999 Fall Conference, November 1999, Philadelphia, PA. (with Shilpa Lele-Pingle)
- “The Impact of Feature Innovation and Evolution on Category Diffusion,” INFORMS 1998 Fall Conference, October 1998, Seattle, WA; INFORMS 1999 Marketing Science Conference, May 1999, Syracuse, NY. (with Hubert Gatignon)
- “Cross-National Empirical Generalization of a Supplier Selection and Usage Model,” INFORMS 1998 Marketing Science Conference, July 1998, Fontainebleau, France. (with John Farley and Dave Schmittlein)
- “The Evolution of Consumer Choice Over the Lifetime in a Category,” Goizueta Business School Cross-Area Knowledge Seminar, October 1999; INFORMS 1998 Marketing Science Conference, July 1998, Fontainebleau, France; INFORMS 1999 Fall Conference, November 1999, Philadelphia, PA; AMA Winter Educator’s Conference, February 2000, San Antonio, TX. (with Carrie Heilman and Gordie Wright)
- “Assessing the Importance of Market Research Choice on Firm Performance,” INFORMS 1998 Marketing Science Conference, July 1998, Fontainebleau, France. (with Francisco Saez-Martinez)
- “Allocating Marketing Mix Resources,” INFORMS 1997 Fall Conference, October, 1997, Dallas, TX.; Midwest Marketing Camp, May 1998, Iowa City, IA. (with Hubert Gatignon)
- “Customer Retention in Business Services,” First Annual Midwest Marketing Camp, June, 1997, Iowa City, IA; INFORMS 1998 Marketing Science Conference, July 1998, Fontainebleau, France.
- “Industrial Supplier Replacement Decisions,” INFORMS 1997 Marketing Science Conference, March 1997, Berkeley, CA. (with Carl Mela)

- “Can Continued Promotion Continue to Increase Demand,” INFORMS 1996 Marketing Science Conference, March 1996, Gainesville, FL. (with Kamel Jedidi and Carl Mela)
- “Exploring Regional Differences in Market Response,” INFORMS 1995 Marketing Science Conference, July 1995, Sydney, Australia. (with Bruce Hardie)
- “The Impact of Competitive Context on the Allocation of Marketing Mix Resources,” ORSA/TIMS 1994 Marketing Science Conference, March 1994, Tucson, AZ. (with Hubert Gatignon)
- “The Role of Buyer-Seller Relationships and Service Quality in Business-to-Business Service: A Study of Global Foreign Exchange Services,” 1993 ISBM (The Institute for the Study of Business Markets) Conference, June 1993, University Park, PA.
- “Determinants of Duration in Interorganizational Relationships,” ORSA/TIMS 1992 Marketing Science Conference, March 1993, St. Louis, MO. (with John Farley and Dave Schmittlein)
- “Determinants of Competitor Response Time to a New Product Introduction,” 1992 ORSA/TIMS Marketing Science Conference, July 1992, London, England. (with Hubert Gatignon)
- “Order of Entry As a Moderator of the Effects of Marketing Mix on Market Share,” 1992 ORSA/TIMS Marketing Science Conference, July 1992, London, England. (with Hubert Gatignon)
- “Franchising: Theories, Propositions, and Managerial Implications,” Conference on Business Marketing: The State of Theory and Practice, December 1990, Fort Lauderdale, FL. (with Arvind Rangaswamy)
- Invited presentations at institutions that include: Case Western Reserve University, Dartmouth College, Emory University, Harvard University, Indiana University, North Carolina State University, Notre Dame University, NYU, University of Houston, University of South Carolina, University of Texas at Dallas, University of Toronto, University of Utah, University of Western Ontario, University of Wisconsin – Madison, Vanderbilt University, Washington University.

Discussant

2000 AMA Conference on Relationship Marketing, October 2000, Atlanta, GA.

New Product Strategy Session, 1995 American Marketing Association Winter Educators’ Conference, February 1995, LaJolla, CA.

Research Agenda-Setting Conferences

Managing the Customer Asset II, September 2005, Storrs, CT. Invited conference for twenty-five leading scholars to set an agenda for future research. Conference summary papers are published in the *Journal of Service Research*, 2006.

Managing the Customer Asset, June 2001, Boston, MA. Invited conference for twenty-five leading scholars to set an agenda for future research. Conference summary papers are published in the *Journal of Service Research*, 2002.

Major Conference Organization

General Chair, 2014 INFORMS Marketing Science Conference, Emory University, June 2014 (selection made in August 2012).

Co-Chair, Marketing Analytics Track, INFORMS Marketing Analytics Conference, San Antonio, TX, March 2013.

Chair, 2007 AMA Advanced Research Techniques Forum, Sante Fe, NM, June 2007.

Organizing Committee, 2006 AMA Advanced Research Techniques Forum, Monterey, CA, June 2006.

General Chair, 2005 INFORMS Marketing Science Conference, Emory University, June 2005 (selection made in August 2002).

Member, 2005 INFORMS Marketing Science Doctoral Consortium Committee (1 of 3), Emory University, June 2005.

Co-chair (with Sundar Bharadwaj and Jagdish Sheth), 2002 AMA-Sheth Foundation Doctoral Consortium, Emory University, June 2002.

Presentations at Marketing Doctoral Consortiums

2015 AMA-Sheth Foundation Doctoral Consortium, London Business School, June 2015

2013 AMA DocSig Pre-Conference, Las Vegas, NV, February 2013

2009 AMA-Sheth Foundation Doctoral Consortium, Georgia State University, June 2009

2008 AMA-Sheth Foundation Doctoral Consortium, University of Missouri, June 2008

2005 AMA-Sheth Foundation Doctoral Consortium, University of Connecticut, July 2005

2005 INFORMS Marketing Science Doctoral Consortium, Emory University, June 2005

2002 AMA-Sheth Foundation Doctoral Consortium, Emory University, June 2002

Evidence of Practitioner/Managerial Impact of Research Activities

Articles based upon or citing my research have appeared in outlets such as *The Economist*, *Marketing News*, the *Financial Times*, on the Associated Press wire service (appearing in the *Chicago Tribune* and a number of other national newspapers), and *Knowledge @ Emory*.

Appeared on local television to discuss my research. Appeared on *CNN* and *MS-NBC* as a guest to discuss consumer trends, provide business analysis, to name a few.

Listed in Who's Who in America, 2002-present.

Presentation to Industry Associations and Conferences

“Empirically Investigating the Relationship Between What Brands Do and What Consumers Say (Social Media), Sense (Mindset), and Do (Purchase),” 2011 AMA Advanced Research Techniques (A/R/T)

Forum, June 2011, Desert Springs, CA (with Manish Tripathi, Larry Friedman, Melinda Smith de Borrero and Natasha Stevens)

“Quantifying the Effects of Social Media Activity on Brand Sales and Market Share,” 2010 AMA Advanced Research Techniques (A/R/T) Forum, June 2010, San Francisco, CA (with Manish Tripathi, Dan Young, Melinda Smith and Natasha Stevens)

“A Comprehensive Model of the Effects of Brand-Generated and Consumer-Generated Media,” 2009 Google and WPP Marketing Research Awards Program, November 2010, New York, NY (with Manish Tripathi)

“Linking Customer Management Effort to Customer Profitability in Industrial Markets,” 2004 AMA Advanced Research Techniques (A/R/T) Forum, June 2004, Whistler, BC (with Das Narayandas)

“Determinants of Product Use Compliance,” 2003 AMA Advanced Research Techniques (A/R/T) Forum, June 2003, Monterey, CA (with Carrie Heilman and Seethu Seetharaman)

“Customer Profitability in Industrial Markets,” Marketing Science Institute (MSI) Conference on Customer Relationship Management, July 2002, Fontainebleau, France (with Das Narayandas).

“Managing Customer Initiated Contacts with Manufacturers,” Society of Consumer Affairs Professionals (SOCAP), April 2001, Boston, MA (with Das Narayandas).

“Trade Promotion Effectiveness,” Planning, Measuring and Evaluating Trade Promotions Conference, Institute for International Research, August 2001, Atlanta, GA.

“The Evolution Brand Preferences and Choice Behaviors of Consumers New to a Market,” 2001 AMA Advanced Research Techniques (A/R/T) Forum, June 2001, Amelia Island, FL (with Carrie Heilman)

Evidence of Involvement in Graduate Research Program

A. Emory University (*Associate Prof. to Professor*) 1999-present (program awarded its first Ph.D. in 2006):

- Tony Koschmann (in progress; expected 2016) (chairperson)
- Norah Xu (in progress; expected 2016, initial placement: Old Dominion University)
- Yanwen Wang (March 2014, initial placement: University of Colorado)
- Chen Lin (May 2012) (co-chairperson with S.Jap)
 - initial placement: Michigan State University
- Vijay Viswanathan (May 2010) (chairperson)
 - initial placement: Northwestern University
- Astrid Keel (May 2008) (chairperson)
 - initial placement: Auburn University
 - honorable mention, Levy and Weitz Doctoral Dissertation Competition (AMA Retailing Special Interest Group)
- Cem Bahadir (August 2007, initial placement: University of South Carolina)
- Kapil Tuli (May 2006, initial placement: Singapore Management University)

Outside of Marketing or Outside of Emory:

- Laura McClelland (Emory, Organization and Management, May 2012, initial placement: Virginia Commonwealth University)
- Tanya Mark (University of Western Ontario, Marketing, December 2007, initial placement: University of Guelph)

B. Purdue University (*Assistant Prof.*) 1993-99:

Doctoral Dissertation Committees (since the mid-1980's, Purdue has awarded approximately one Ph.D. in Marketing every 1-2 years; 3 were awarded over the period 1994-1999):

- Carrie Heilman (Aug 1997) (co-chairperson with G.Wright)
 - initial placement: Olin School of Business, Washington University, St. Louis, MO
 - holder of Purdue Research Foundation dissertation fellowship (competitive across all Purdue schools)
 - current placement: Associate Professor of Marketing, University of Virginia
- Shilpa Lele-Pingle (Aug 1998) (chairperson)
 - runner-up 1997 Marketing Science Institute (MSI) dissertation competition
 - initial placement: School of Management, Syracuse University, Syracuse, NY
 - current placement: Ipsos (market research firm)
 - holder of Purdue Research Foundation dissertation fellowship (competitive across all Purdue schools)

Outside of Marketing:

- Mark Jekanowski (Purdue University, Ag. Econ., May 1998, initial placement: US Dept. of Agriculture)
- Brent Gloy (Purdue University, Ag. Econ., August 1999; initial placement: Cornell University)
- Linda Whipker (Purdue University, Ag. Econ., December 2000)

Reviewing and Other Professional Activities Related to Scholarship

Current Editorial Board Memberships:

International Journal of Research in Marketing (IJRM)

Journal of the Academy of Marketing Science (JAMS)

Journal of Business-to-Business Marketing (JBBM)

Journal of Marketing (JM)

- Best Reviewer Award (1 of 6) for period, 2002-2005
- Chair, 2005 MSI/Root Award (best paper, practice) Committee
- Chair, 2005 Maynard Award (best paper, theory) Committee

Journal of Marketing Research (JMR)

- Member (1 of 3), 2005 Green Award (best paper) Committee

Journal of Relationship Marketing (JRM)

Marketing Science (MKS)

- 3rd most productive reviewer over 2002-2006 (listed in issue 25(4))

Past Editorial Board Memberships:

Journal of Consumer Psychology (JCP)

Management Science (MS) (Area Editor)

Ad hoc Referee for:

American Marketing Association (AMA) Educator's Conference

Journal of Business (JB)

Journal of Consumer Research (JCR)

Journal of Retailing (JR)
Journal of Service Research (JSR)
Managerial and Decision Economics (MDE)
Marketing Letters
National Science Foundation (NSF)
Sloan Management Review (SMR)
The Journal of Product and Brand Management (JPBM)

Elected Positions:

INFORMS Society on Marketing Science (ISMS), Vice President for Meetings, 2015-present.
INFORMS Society on Marketing Science (ISMS), Vice President for Membership, 2006-07; 2007-09.
American Marketing Association (AMA), Special Interest Group (SIG) for Marketing Research, Treasurer, 1996-97.

Other Service to Journals:

2008 Paul E. Green Award (Best Paper), Committee Chairperson, *Journal of Marketing Research*, 2008.
2005 Harold H. Maynard Award (Best Paper, Marketing Theory / Thought), Committee Chairperson, *Journal of Marketing*, 2005.
2005 MSI/H. Paul Root Award (Best Paper, Practice of Marketing), Committee Chairperson, *Journal of Marketing*, 2005.
2005 Paul E. Green Award (Best Paper), Committee Member (1 of 3), *Journal of Marketing Research*, 2005.

C. TEACHING ACTIVITIES

Courses Developed (indicated with a *) and Taught (multiple sections in parentheses)

Undergraduate:

Digital Marketing senior seminar (Emory, 5 sessions)*, Fall'13
Product and Brand Management (Emory, 14 weeks)*, Fall'99, Fall'00, Fall'01, Fall'02, Fall'03, Fall'04, Fall'05, Spring'13, Spring'14, Fall'14, Fall'15
Marketing Management (Purdue, 17 weeks), Fall'93 (3), Fall'94 (2), Fall'95 (2), Fall'96 (2).
Marketing Research (Wharton, 14 weeks), Spring'92.

MBA:

Product and Brand Management – Healthcare (Emory, 14 weeks)*, Spring'15, Spring'16.
Product and Brand Management (Emory, 12 weeks)*, Fall'99, Fall'00 (2), Fall'01 (2), Fall'02 (2), Fall'03 (2), Fall'04 (2), Fall'05 (2), Spring'11, Spring'12, Spring'13, Spring'14, Fall'15.
Syndicated Data Analysis for Brand Scientists* (module), Spring'05, Spring'06, Spring'07, Spring'08, Spring'09, Spring'10, Spring'11, Spring'12, Spring'13, Spring'14, Spring'15.
Management Practice (co-taught)*, Fall'08, Spring'09, Summer'09, Fall'09, Spring'10.
Managing the Changing Role of Marketing: Emerging Topics (Purdue, 8 weeks)*, Spring'95.
Marketing Management I (Purdue, 8 weeks)*, Fall'97 (2), Fall'98 (2).
Marketing Management II (Purdue, 8 weeks)*, Spring'96 (2), Spring'97 (2), Spring'98 (2), Spring'99 (2).
Marketing in a Global Economy (Purdue, 8 weeks)*, Spring'94, Spring'96, Spring'97, Spring'98, Spring'99.

ExecMBA:

Advanced Topics in Marketing*, Fall'12 (co-taught), Spring'13 (co-taught), Fall'13, Spring'14, Fall'14, Spring'15.
Product and Brand Management (Emory)*, Fall'03-Spring'04, Fall'04-Spring'05, Fall'05-Spring'06, Fall'06-Spring'07, Fall'07, Fall'08-Spring'09, Fall'15, Spring'16.

PhD:

Empirical Models in Marketing (Emory 14 weeks)*, Spring'04, Spring'06, Spring'08, Spring'10, Spring'12, Spring'14, Spring'16.
Data Analysis and Measurement in Marketing (Purdue, 17 weeks)*, Spring'95.

Recognition Received for Teaching/Impact on Students

A. Emory University (*Associate Prof. to Professor*) 1999-present:

2013: Emory Williams Teaching Award (1 from the business school; Emory University's highest teaching honor: honors faculty for fostering participation, inquiry and creative expression in the classroom; proving a model for teaching and scholarship; and serving as a mentor to students.)

2004-05: Interviewed for feature in *Businessweek's Guide to the Best Business Schools*, 9th Edition, McGraw-Hill (Emory's rank = 20)

2004: Marc F. Adler Prize for Excellence in Teaching (1 selected from approx. 75 faculty; honors teaching quality, course innovation and relevance to real-world problem solving in all Goizueta Business School programs over a 3 year period.)

2002-03: Featured in *Businessweek's Guide to the Best Business Schools*, 8th Edition, McGraw-Hill (Emory's rank = 22)

2001-02: Finalist for BBA Distinguished Teacher Award

2000-01: Finalist for EvMBA Distinguished Teacher Award (1 of 6)
List as "Outstanding Faculty", *Businessweek's Guide to the Best Business Schools*, 7th Edition, McGraw-Hill (Emory's rank = 28).

B. Purdue University (*Assistant Prof.*) 1993-99:

1998-99: Runner-up for The Outstanding (undergraduate) Teacher Award in the School of Management (1 selected from approx. 80 faculty; the only award for undergrad business teaching).

Runner-up for The Salgo-Noren Outstanding (MBA) Teaching Award (2-3 runners-up from approx. 80 faculty; the only award for MBA teaching).

Distinguished (MBA) Teacher designation (ratings are at least 4 on a 5 point scale; awarded to approx. half the faculty teaching in a given module).

List as "Outstanding Faculty", *Businessweek's Guide to the Best Business Schools*, 6th Edition, McGraw-Hill (Purdue's rank = 24).

1997-98: The Outstanding (undergraduate) Teacher Award in the School of Management (1 selected from approx. 80 faculty; the only award for undergrad business teaching).

School of Management nominee for the Purdue University Outstanding Teaching Award in Honor of Charles B. Murphy (university-wide teaching award) (20 finalists from approx. 3,000 faculty; the only university-wide teaching award).

Runner-up for The Salgo-Noren Outstanding (MBA) Teaching Award (2-3 runners-up from approx. 80 faculty; the only award for MBA teaching).

Distinguished (MBA) Teacher designation (ratings are at least 4 on a 5 point scale; awarded to approx. half the faculty teaching in a given module).

1996-97: The Outstanding (undergraduate) Teacher Award in the School of Management (1 selected from approx. 80 faculty; the only award for undergrad business teaching).

Runner-up for The Salgo-Noren Outstanding (MBA) Teaching Award (2-3 runners-up from approx. 80 faculty; the only award for MBA teaching).

Distinguished (MBA) Teacher designation (ratings are at least 4 on a 5 point scale; awarded to approx. half the faculty teaching in a given module).

List as “Outstanding Faculty”, *Businessweek’s Guide to the Best Business Schools*, 5th Edition, McGraw-Hill (Purdue’s rank = 2nd tier).

1995-96: The Outstanding (undergraduate) Teacher Award in the School of Management (1 selected from approx. 80 faculty; the only award for undergrad business teaching).

School of Management nominee for the Purdue University Outstanding Teaching Award in Honor of Charles B. Murphy (university-wide teaching award) (20 finalists from approx. 3,000 faculty; the only university-wide teaching award).

Runner-up for The Salgo-Noren Outstanding (MBA) Teaching Award (2-3 runners-up from approx. 80 faculty; the only award for MBA teaching).

1994-95: The Outstanding (undergraduate) Teacher Award in the School of Management (1 selected from approx. 80 faculty; the only award for undergrad business teaching).

School of Management nominee for the Purdue University Outstanding Teaching Award in Honor of Charles B. Murphy (university-wide teaching award) (20 finalists from approx. 3,000 faculty; the only university-wide teaching award).

List as “Outstanding Faculty”, *Businessweek’s Guide to the Best Business Schools*, 4th Edition, McGraw-Hill (Purdue’s rank = 19).

Recognition Received for Service

A. Emory University (*Professor*) 2007-present:

2007-08: Donald Keough Outstanding Service Award

D. SERVICE, UNIVERSITY OUTREACH ACTIVITIES, AND EXECUTIVE EDUCATION

Senior Associate Dean for External Relations (June 2015-present)

- Evening MBA (~250 students; 2 Program Office staff; ranked #8 by Bloomberg Businessweek)
 - Initiated programs to enhance the student experience: student-faculty dinner (2-3 per semester); Evening Speaker Series (2 per semester; 9-10pm).
 - In response to requests for more flexibility in terms of paths to graduation, re-worked the ACE schedule to make them accessible for first year students; piloting a weekend elective in spring 2016.

- Executive MBA (~160 students; 3 Program Office staff; 2 formats)
 - Initiated programming to improve the student experience: student-alumni dinners; peer advising; student-faculty mixers
 - Worked with the Education Committee to design a new Weekend MBA for Executives curriculum that provides curriculum flexibility that allows students to select one or more Areas of Concentration, and schedule flexibility by removing Friday daytime classes after the first year.

Senior Associate Dean for External Relations (June 2010-June 2015)

- School strategy: Conducted research of faculty, staff, students, alumni, the Alumni Advisory Board, and the Goizueta Advisory Board to support development of the eight Goizueta Advantage themes
- School branding: Using input from multiple constituencies, developed a new over-arching messaging framework for the school: eight Goizueta Advantage themes -> student outcomes (Creating Opportunities; Real-Time Returns; Access to Excellence) -> World-Class Business Programs
- Website: Provided strategic direction for the design and launch of the school's new website.
- Alumni: Using input from alumni, faculty, students and staff re-freshed Goizueta magazine with alumni and friends as the target to give them 'brag' points about their school.
- Market research: Instituted an annual large-scale perceptions survey of MBA applicants.
- Messaging and Media: Provided strategic guidance to move the school in more aggressive communications plans using new copy and new media. Moved the program messaging from being ad hoc to being centered on intellectual capital, student experiences, and student outcomes.
- Staff development: Assisted in conceiving and developing a multi-session education program for school staff.

Co-Director, Emory Marketing Analytics Center (Spring 2010-present)

- Conceived and founded a research and education initiative to position Goizueta Business School to play a leading role in the emerging are of marketing analytics.
- Center strategy: developed the over-arching strategic direction as three pillars: research; teaching (courses); and outreach (conferences; workshops).
- Development: solicited resources (funds and data) from businesses to support the initiative.

Advising and Counseling Students

A. Emory University (*Associate Prof. to Professor*) 1999-present:

School:

- Faculty Advisor, Goizueta Marketing Association (MBA), 2001-present
- Faculty Advisor, Emory Ice Hockey Club, 2009-11
- Faculty Advisor, Emory Marketing Club (BBA), 2001-2003

B. Purdue University (*Assistant Prof.*) 1993-99:

University:

- Faculty Fellow, Richard Owen Hall Residence, 1996-99
The faculty fellows program promotes interaction between students and faculty. The university President appoints faculty fellows. My family and I would eat with a group of students once a week, occasionally invite students to our home, and occasionally participate in hall activities.
- Faculty Co-Advisor (with 2 from Eng'g), Purdue Solar Racing Club, 1995-97

School:

- Faculty Advisor, Society for International Managers (MBA), 1993-99
- Faculty Advisor, Purdue Marketing Association (undergraduate), 1994-99
- Writing letters of recommendation for graduate school (2-10 students each year).
- MBA Admissions, Ad hoc interviewer, 1997-99

Supervising Directed Studies

A. Emory University (*Associate Prof. to Professor*) 1999-present:

- PhD: Spring 2005 – 2 students; Spring 2007 – 1 student; Spring 2011 – 1 student
- MEMBA: Spring 2004 – 1 student; Spring 2005 – 4 students; Spring 2008 – 1 student
- WEMBA: Spring 2000 – 1 student; Fall 2014 – 1 student.
- FTMBA: Spring 2003 – 2 students; Fall 2003 – 1 student; Spring 2004 – 3 students; Spring 2005 – 1 student; Fall 2005 – 3 students; Spring 2006 – 3 students; Fall 2006 – 1 student; Fall 2007 – 3 students; Fall 2008 – 2 students; Fall 2009 – 1 student; Spring 2010 – 4 students (3 projects); Fall 2010 – 1 student; Spring 2012 – 1 student; Fall 2014 – 1 student; Spring 2016 – 2 students
- EvMBA: Spring 2002 – 1 student; Fall 2002 – 2 students; Fall 2006 – 1 student; Summer 2008 – 3 students
- BBA: Spring 2002 – 1 student; Spring 2000 – 3 students (2 projects/topics)

B. Purdue University (*Assistant Prof.*) 1993-99:

- MBA, Spring 1998 – 3 students (2 projects/topics); Spring 1996 – 2 students; Summer 1996 – 1 student
- Undergrad, Spring 1995 – 3 students; Spring 1996 – 8 students (2 projects/topics); Fall 1996 – 2 students

University Outreach and Speaking

A. Emory University (*Associate Prof. to Professor*) 1999-present:

University:

- Family Weekend: Oct 2004, Oct 2005, Oct 2006, Oct 2007, Oct 2008, Oct 2009, Oct 2010, Oct 2011, Oct 2012, Oct 2013, Oct 2014
- Undergraduate (freshman) Admissions: Apr 2012; Apr 2013; Apr 2014; Apr 2015

School:

- EvMBA Bring Your Boss to Breakfast, Feb 2015
- FTMBA Virtual class visit, Feb 2014
- Alumni Back-to-School Event, Sep 2011
- Goizueta @ Work, Jul 2011, Mar 2012
- Exec MBA Open House: Sep 2005, Aug 2006, Sep 2009
- MBA Welcome Weekend: Apr 2003, Apr 2004, May 2004, Apr 2005, Apr 2006, Apr 2009, Apr 2010, Apr 2011, Apr 2014
- Evening MBA Open House: Apr 2011, Mar 2013
- Television: interview guest on MS-NBC to discuss consumer buying behavior; interview guest on CNN to evaluate firms' marketing strategy
- Graduate Business Conference (MBA student leaders from all top 30 b-schools): Apr 2002
- Inside Goizueta (minority student prospects for MBA): Oct 2007
- Goizueta Super Saturday (prospective MBAs): Sep 2007, Oct 2007, Sep 2009, Sep 2010

- MBA Orientation for International Students: May 2002, Aug 2002, May 2003, Aug 2003, May 2004, May 2005, May 2007, Aug 2007
- MBA Marketing Club: Fall 2000, Spring 2001, Fall 2002
- Goizueta Marketing Strategy Competition (MBA): Fall 2001
- BBA Orientation / Junior Seminar: Aug 2000, Jan 2001, Aug 2001, Jan 2002, Oct 2002, Jan 2003, Oct 2003, Oct 2004
- BBA Marketing Club: Nov 1999, Aug 2001

B. Purdue University (*Assistant Prof.*) 1993-99:

University:

- Television: Featured professor in the School of Management profile aired during half-time of televised athletic events and on various airings of Boiler-TV (university television)
- Purdue University President's Council (donors over \$1k) Class Sessions: Nov 1996
- Purdue Office of Admissions, "Purdue's For Me" Program (prospective students accepted into the School of Management): Feb, Mar, Apr (2) 1998
- Purdue Office of Admissions, Scholar's Day (high GPA prospective students): Oct 1995
- Purdue Math Department, "Math Applications in Business", freshman in mathematics:, Sept 1997

School:

- MBA Orientation, Case Study Method of Instruction: Aug 1996, Aug 1997, Aug 1998
- MBA Admit Weekend, Faculty Q&A Panel: Apr 1996, Apr 1997, Apr 1998
- MBA Orientation, Faculty Q&A Panel: Aug 1996, Aug 1997
- Krannert School Alumni Association Board of Directors: Fall Meeting, Oct 1995
- 4-H Summer Program at Purdue, session offered by School of Management: Summer 1997
- Krannert (undergrad) Employers' Forum, Faculty Speaker: Sep 1997
- Guest Instructor (1 week, 3 sessions), Introduction to Business: Sep 1996
- Krannert Undergraduate Admissions, "We Mean Business" Program: Sep 1995

University, School, or Departmental Administrative Service

A. Emory University (*Associate Prof. to Professor*) 1999-present:

University:

- Chair, University Research Committee (URC), 2009-2013
First Emory faculty member from a professional school to be appointed chair. Manage an annual budget of approximately \$1.2m.
- Member, Campus Life Faculty Advisory Committee, 2009-13
- Member (Business School rep), Laney Graduate School Advisory Committee, 2009-10
- Emory Parent Council, 2008-2010
- Chair, University Research Committee – Social Sciences Division, 2006-2008
The University Research Committee (URC) (23 members) evaluates proposals from Emory University faculty for up to \$30k in research funding. Each year over \$1mm is awarded university-wide.
 - Member (Business School rep), University Research Committee, 2004-2006

School:

- Marketing Area Coordinator, 2007-15
- Chair, Ad hoc Student Surveys Committee, 2013-15
- Chair, MBA Admissions-Program-Placement Ad Hoc Committee, 2009

- Member, Deans Ad Hoc Advisory Committee on Cost Consolidation, Spring 2009
- Chair, MBA Curriculum Development Committee, 2007
- Member (1 of 5), Ad Hoc Promotion & Tenure Committee, 2005-2006
- Member, Personnel Committee (Tenure & Promotion; 1 of 10 members; 2 per functional area; 4-yr term limit), 2001-2004
 - Member (1 of 3) of four Peer Evaluation Committees (data gathering and summary)
 - Member (1 of 5) of Non-Tenure Track procedures sub-committee, 2002
- Member, Eve-MBA Program Committee, 2006-2007
- Chair, Fulltime MBA Program Committee, 2002-2006, 2007-present
 - Member, 2001-2002; 2007-present
- Member, Modular (i.e., includes distance learning) Exec MBA Task Force, 2001
- Member, BBA Program Committee, 1999-2002

Department / Area:

- Faculty Advisor, Goizueta Marketing Association (MBA Club), 2001-present
- Faculty Advisor, Emory Marketing Club (BBA club), 2001-2003
- Coordinator, Marketing Colloquium Series, 2000-2001

B. Purdue University (*Assistant Prof.*) 1993-99:

School:

- Member, Undergraduate Advisory Committee, 1995-97
- Member, Information Technology Access Committee, 1995-97
- Member, Grievance Committee, 1994-96 (served on 2 active committees)

Department / Area:

- Member, Curriculum Development Committee, 1997
- Member, Recruiting Committee, 1995-98
- Member, Ph.D. Examination Committee, 1995-98
- Member, Ph.D. Admissions, 1994-98

Professional Association Service

- Chair, AMA Marketing Insights Council, 2012-13
 - Board Advisory position for all the AMA's activities related to the market research profession (industry and academics)
- Member, AMA Market Research Council, 2007-14
- Institute for the Study of Business Markets (ISBM) B2B Leadership Board, 2011-13

Executive Education and Consulting

A. University-sponsored Education:

ESCADE EMBA program at Emory, Summer 2014
Marketing Analytics Essentials, Summer 2013
Marketing for Non-Marketing Professionals, Summer 2013
Customer Value, Summer 2013, Fall 2013, Spring 2014, Spring 2015
Goizueta Development Program (for GBS staff), Spring 2012, Fall 2013
SunTrust, Emory University, Summer 2010, Fall 2010, Spring 2011, Fall 2013
PrintPak, Emory University, Fall 2009
Tencate, Emory University, Spring 2009
Genuine Parts, Emory University, Spring 2007, Spring 2008

Intercontinental Hotels Group (Staybridge Suites), Sales Leadership Program, Emory University, Spring 2007, Fall 2008
LIMAK Global Exec MBA, Emory University, Summer 2006, Summer 2007, Summer 2008, Summer 2010, Summer 2011, Summer 2012, summer 2013
Home Depot, Advanced Leadership Program (ALP), Emory University, Spring 2006
Emory University, Excellence Through Leadership, Spring 2006, Fall 2006, Fall 2008, Fall 2010, Fall 2012
Intercontinental Hotels Group, Senior Leadership Program, Emory University, Summer 2005, Spring 2006
Syngenta, Advanced Leadership Program (ALP) – Purdue University, Fall 2005 - Fall 2006, Fall 2008, Spring 2009
Management Development Program (MDP), Emory University, Spring 2005, Fall 2005, Summer 2006, Fall 2006, Spring 2007, Summer 2007, Fall 2007, Fall 2008, Fall 2010, Summer 2011, Spring 2012, summer 2012, Fall 2012
Cox Communications, Marketing Leadership Program, Emory University, Spring 2005
MEPI Program for Young Middle-Eastern Women, Emory University, Fall 2005, Fall 2006
Linde AG, Leadership Development Program, Duke CE, Spring 2005, Spring 2006
Coca-Cola Co. – The McDonald’s Group, Emory University, Spring 2002-Fall 2004, faculty director
National Conference for Agri-Business, Purdue University, Fall 2003
Coca-Cola Co., Executive Development Program, Emory University, Spring 2003
Coca-Cola Co., Finance Becoming a Business Partner Program, The Wharton School, Spring 2003
ASTA Advanced Management Forum, Purdue University, Spring 2003
DowAgro, Marketing Program, Purdue University, Spring 2002
Suez, Suez University, Emory University, Spring 2002
Lockheed-Martin, Leadership Development Program, Emory University, Spring 2001
Strategic Pricing, Emory University, Spring 2001-02, faculty co-director
Marketing Strategies, Emory University, Fall 2000
Strategic Customer Management, Emory University, Spring 2001-2003, faculty co-director
Brand Management in the 21st Century, Emory University, Spring 2000-2003, faculty director
Developing Leaders in High Potential Managers, Emory University, Fall 1999

B. Sample of Corporate-sponsored Education and Consulting:

Burson-Marsteller, Washington, DC
Dimock Stratton LLP, Toronto, Canada (expert witness testimony)
Eli Lilly, Asia
Earthlink, Atlanta, GA
Group BMW, Germany
Intercontinental Hotels Group, Atlanta, GA
Knobbe, Martens, Olson and Bear LLP, Irvine, CA (expert witness testimony)
Satyam Computer, India
3SVA, Kuwait
Whirlpool, North America, Europe, South America

E. PERSONAL DATA

Marital Status: Married Sharon (BMath’85, Waterloo; BEd’86, UWO) and their children Andrew (BS’12, Emory; MD’16, MCG), Thomas (BBA’14, Emory), and Christopher (BA’18, Yale)

Citizenship: dual – U.S. and Canada

Activities and Interests: running, fitness, scoring a goal or two for my ice hockey team.

December, 2015