

SANDY D. JAP

Goizueta Business School, Emory University
Ph. 404.727.6386, fax 404.727.3552
sandy.jap@emory.edu

1300 Clifton Road
Atlanta, GA 30322
<http://sandyjap.com>

Employment

| <i>Start</i> | <i>Employer</i> | <i>Position</i> |
|--------------|---|--|
| 2017-present | Emory University, Goizueta Business School | Sarah Beth Brown Endowed Professor of Marketing |
| 2011-2015 | | Goizueta Term Chair Professor of Marketing |
| 2009-2011 | | Dean's Term Chair Professor of Marketing |
| 2009-Present | | Professor of Marketing |
| 2008-2009 | University of Pennsylvania, The Wharton School | Visiting Associate Professor of Marketing |
| 2004-2006 | Emory University, Goizueta Business School | Caldwell Research Fellow Associate Professor of Marketing |
| 2003-2004 | | Associate Professor of Marketing with tenure |
| 2001-2002 | | Associate Professor of Marketing |
| 1995-2001 | Massachusetts Institute of Technology, Sloan School of Management | Assistant Professor of Marketing |

Education

| <i>Degree</i> | <i>School</i> | <i>Date</i> |
|--|-----------------------|-------------|
| Doctor of Philosophy in Marketing | University of Florida | August 1995 |
| Bachelor of Science (with honors) in Marketing | University of Florida | May 1989 |

Awards

James M. Comer Award (2023) runner up for best contribution to Selling and Sales Management Theory, received for “The Big Open Spaces in Sales Negotiation Research,” with Stefanie L. Boyer.

American Marketing Association (AMA) Fellow, 2023, a distinction given to members who have made significant contributions to the research, theory, and practice of marketing, and/or to the service and activities of the AMA over a prolonged period of time.

Lou Stern Award, 2021, for the article in marketing channels and distribution with greatest impact on the field between three and eight years after publication. Received for the 2013 *Journal of Marketing* publication: "Passive and Active Opportunism in Interorganizational Exchange," with Steven Seggie and David Griffith.

2020 Top 2% of most cited scholars and scientists worldwide across 22 scientific fields and 176 subfields for career-long impact by citations (Ioannidis, John PA, Kevin W. Boyack, and Jeroen Baas, 2020, "Updated science-wide author databases of standardized citation indicators." *PLoS Biology* 18, no. 10:e3000918). <https://www.emorybusiness.com/2022/05/12/goizueta-business-school-faculty-rank-in-the-top-two-percent-of-scholars-worldwide/>

2020 Marketing Science Institute (MSI) Academic Fellow, as an elite academic expert in core research domains and methodologies.

2019 Marketing Management Association (MMA) Innovative Marketing Award, for innovative contributions to the marketing discipline.

2018 Leonard L. Berry Marketing Book Award Finalist, this award recognizes innovative ideas published in a book within the last three years that has had a significant impact in marketing and related sub-fields. Received for *Partnering with the Frenemy*

Winner of the AMA Global Marketing SIG Research in Excellence Award in 2018 for the article with Luis Filipe Lages and David A. Griffith (2008), "The Role of Past Performance in Export Ventures: A Short-Term Reactive Approach," *Journal of International Business Studies*, 39(2), 304-325.

Sarah Beth Brown Endowed Professor of Marketing, 2017, given by the John and Rosemary Brown Family Foundation in honor of their daughter, Sarah Beth, who is an Emory alum.

Winner of the Business Horizon Best Article Award in 2017 for the article with Frédéric Dalsace, "The Friend or Foe Fallacy, or Why Your Best Customers Don't Need Your Friendship," *Business Horizons*, 60, 483-93.

ISBM Fellow, 2016, given by the Institute for Business Markets at the Pennsylvania State University to a recognized senior scholar/thought leader in one or more domains of B2B marketing.

Lifetime Achievement Award, 2016, given by the American Marketing Association (AMA) Interorganizational Special Interest Group (IOSIG) for (1) long-term and significant contributions to various streams of interorganizational research such as channel management, interfirm alliances, buyer-seller relationships, and relationship marketing among others, (2) sustained record of research excellence in the domain, and (3) service to the academy and/or profession.

DSEF Fellow, 2016, given by the Direct Selling Education Foundation, for the opportunity to work with Foundation and industry executives to gain deeper insights into direct selling as a channel of distribution as a go-to-market business strategy and pathway to micro-entrepreneurship.

Goizueta Term Chair, 2011, an internal term chair award that includes a reduced teaching load and

expanded research budget.

Dean's Term Chair, 2009, an internal term chair award that includes a reduced teaching load and expanded research budget.

Lou Stern Award, 2007, for the article on marketing channels and distribution with greatest impact on the field between three and eight years after publication. Received for the 2000 *Journal of Marketing Research* publication: "Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment," with Shankar Ganesan.

Caldwell Research Fellow Award, 2004, an internal award for research excellence that includes the title of Caldwell Research Fellow and a \$5,000 annual cash prize, both awarded for a period of two consecutive years.

O'Dell Award Finalist, 2004, for the 1999 *Journal of Marketing Research* publication: "'Pie-Expansion' Efforts: Collaboration Processes in Buyer-Supplier Relationships." This annual award is given by the Editorial Board to the paper that has the greatest impact on the field.

Marketing Science Institute's Young Scholar Award, 2003, given to top twenty "potential leaders of the next generation of marketing academics." The criteria include receiving a Ph.D. within the last eight years, the number of articles published in leading marketing journals, and potential managerial interest in the scholar's research.

Best Article published in JPSSM in 2001, "The Strategic Role of the Salesforce in Developing Customer Satisfaction Across the Relationship Lifecycle" published in the Special Issue on Strategic Issues in Salesforce Management.

Frank Batten Young Scholar Award, 2000, given to the top junior faculty in Operations and Information Technology for exemplary research in EBusiness and Supply Chain Management.

Dissertation Award, sponsored by the Academy of Marketing Science and Mary Kay Cosmetics, 1996.

Doctoral Consortium Representative, sponsored by the American Marketing Association, hosted by the University of Santa Clara, 1994.

Alden G. Clayton Doctoral Dissertation Proposal Competition Award, sponsored by the Marketing Science Institute, 1993, \$5,000.

Doctoral Dissertation Competition Finalist, sponsored by the Institute for the Study of Business Markets, the Pennsylvania State University, 1993.

Graduate Minority Fellowship Award, sponsored by the University of Florida, 1991-1994.

Consortium Faculty

The AMA-Sheth Doctoral Consortium

- University of Manchester, Manchester, UK June 11-14, 2024
- BI Norwegian Business School, Oslo, NORWAY, June 14-17, 2023
- University of Texas at Austin, Austin, TX June 29-July 2, 2022
- Indiana University, Bloomington, IN, August 9-11, 2021
- New York University, NYC NY, June 13-16, 2019
- London Business School, London, UK, July 15-18, 2015
- Northwestern University, Evanston, IL, June 25-29, 2014
- University of Michigan, Ann Arbor, MI, June 6-9, 2013
- University of Washington, Seattle, WA, June 13-17, 2012
- Oklahoma State University, Stillwater, OK, June 15-18, 2011
- Texas Christian University, Ft. Worth, TX, June 2-5, 2010
- University of Missouri, Columbia, MO, June 4-8, 2008
- Emory University, Atlanta GA, June 9, 2002
- University of Miami, Miami, FL, June 14, 2001
- University of Western Ontario, London, Ontario, CANADA August 5, 2000

Marketing Strategy Consortium

- University of Georgia, Athens, GA, Jun 5-7, 2023
- Texas A&M University, College Station, TX, Jun 27-29, 2022
- University of Texas at Austin, TX, Dec 4-5, 2020

AMA Global Marketing SIG Doctoral Consortium,

- Universita di Verona, Verona, ITALY, May 24, 2024
- Universidad de Chile, Santiago, CHILE, May 30, 2023
- Buneos Aires, ARGENTINA, May 19, 2019

9th AIM-AMA Sheth Foundation Doctoral Consortium, June 26, 2021

Marketing Management Association Doctoral Student Teaching Consortium, San Juan, PUERTO RICO, September 16-17, 2015 and Pittsburgh, PA September 20, 2017.

AMA Faculty Consortium on New Horizons in Selling and Sales Management, Texas-Christian University, Ft. Worth, TX, June 12-14, 2013.

AMS Doctoral Consortium, Reims, France, July 19-21, 2011.

INFORMS Society of Marketing Science Doctoral Consortium, University of Maryland, MD, June 12, 2003.

AMA Faculty Consortium on Supply and Value Chain Management, Texas-Christian University, Ft. Worth, TX, November 1, 2003.

AMA Faculty Consortium on E-Commerce, Texas A&M University, College Station, TX, July 14-17, 2001.

Research Grants

Direct Selling Education Foundation research grant, 2023, \$4,000.

Direct Selling Education Foundation research grant, 2018, \$5,000. 2019, \$5,000.

Research grant, Marketing Science Institute-Wharton Interactive Media Initiative Modeling Multichannel Research Competition Award, 2010, \$3,000, with Ernan Haruvy and Robert Zeithammer.

Research grant, Mack Center for Technological Innovation, the Wharton School at the University of Pennsylvania, 2009, \$3,500.

Research grant, Goizueta Business School Ad-Hoc Research Awards, 2007-2010

Research grant, “Creating Win-Win Solutions in Electronic Spaces: Enabling Collaborative Processes in the Supply Chain,” The Integrated Supply Chain Management Program, MIT, 1999-2000, \$15,000.

Research grant, “E-Procurement Strategies and Their Impact on Supply Relationships,” Center for eBusiness@MIT, MIT, 1999-2000, \$150,000.

•*Seed grant*, Leaders for Manufacturing, MIT, \$10,000

•*Seed grant*, MIT-Ford Alliance, \$10,000

Research grant, “Sharing the Payoffs of Collaborative R&D Relationships.”

•International Center for Research on the Management of Technology, MIT, 1996-97 \$25,000.

•Lean Aerospace Initiative, MIT, 1997-98 \$75,000.

•Center for Innovation in Product Development, MIT, 1997-98, \$16,000.

Research grant, “Measuring Relationship Value in the Supply Chain,” Integrated Supply Chain Management Program, Center for Transportation Studies, MIT, 1996-97, \$24,000.

Research grant, “Achieving Strategic Advantages in Long-Term, Buyer-Supplier Relationships,” Marketing Science Institute, 1993, \$5,000.

Refereed Journal Publications

Google Scholar Citations as of June 2024: **13,942**

H-index as of June 2024: **37**

1. Wang, Qiong, Erik Mooi, Steven Seggie and Sandy D. Jap (2024), “The Show Must Go On: The Role of Contract Frames in Safeguarding Relationship Continuity” *Journal of the Academy of Marketing Science*, <https://doi.org/10.1007/s11747-024-01023-y>,
2. Ben B. Beck, Stefan Wuyts, and Sandy D. Jap, (2024) “Guardians of Trust: How Review Platforms

Can Fight Fakery and Build Trust,” *Journal of Marketing Research*, 61(4), 682-99.

<https://doi.org/10.1177/00222437231195576>

- <https://www.emorybusiness.com/2023/10/12/fake-news-fake-reviews-building-trust-with-online-shoppers/>

• Featured at Federal Trade Commission (FTC) informal hearing on Proposed Trade Regulation Rule on the Use of Consumer Reviews and Testimonials, Feb 13, 2024.

- <https://www.wsj.com/articles/5-for-a-good-online-review-no-way-says-new-ftc-rule-e27275fe>

3. Stefanie L. Boyer and Sandy D. Jap (2023), “The Big Open Spaces in Sales Negotiation Research,” invited commentary forthcoming at the *Journal of Personal Selling and Sales Management*. DOI: 10.1080/08853134.2022.2039874
 - Runner up, *James M. Comer Award* for best contribution to Selling and Sales Management Theory in 2023
4. TI Tongil Kim and Sandy D. Jap (2022), “Can Encroachment Benefit Hotel Franchisees?” *Journal of Marketing*, 86(2), 147-65. <https://journals.sagepub.com/doi/10.1177/00222429211008136>
5. Jap, Sandy D., Whitney Gibson, and Denise Zmuda (2021), “Winning the New Channel War on Amazon and 3rd Party Platforms,” *Business Horizons*, 65, 365-77.
[https://authors.elsevier.com/sd/article/S0007-6813\(21\)00092-6](https://authors.elsevier.com/sd/article/S0007-6813(21)00092-6)
6. Thomas, Jacquelyn S, Sandy D. Jap, William R. Dillon, and Richard A. Briesch (2021), “Investigating the Role of Product Assortment in Technology Enabled Sales Platforms,” *Journal of Interactive Marketing*, 55(August), 31-51.
7. Robertson, Thomas S., Ryan Hamilton, Sandy D. Jap (2020), “Many (Un)Happy Returns? The Changing Nature of Product Returns in Retail,” invited commentary in the *Journal of Retailing*, 96(2), 172-77. <https://doi.org/10.1016/j.jretai.2020.04.001>
8. Bradlow, Eric T., Peter N. Golder, Joel Huber, Sandy Jap, Aparna A. Labroo, Donald R. Lehmann, John Lynch, Natalie Mizik, and Russell S. Winer (2020), “Relaunching *Marketing Letters*, editorial, 31:311-314.
9. Golder, Peter N. and Sandy D. Jap (2020), “Launching the Idea Corners Section of *Marketing Letters*,” editorial, 31, 1-2.
10. Spann, Martin, Robert Zeithammer, Marco Bertini, Ernan Haruvy, Sandy D. Jap, Oded Koenigsberg, Vincent Mak, Peter Popkowski Leszczyc, Bernd Skiera, and Manoj Thomas, (2018), “Participative Pricing Mechanisms: Beyond Posted Prices,” *Customer Needs and Solutions* 5:121-36.
11. Golder, Peter N., Sandy D. Jap, and Joel H. Steckel (2017), “The Future of *Marketing Letters*: Vision, Review Process, and a New Type of Paper – Idea Corners,” editorial, 28, 335-9.
12. Wang, Qiong and Sandy Jap (2017), “Benevolent Dictatorship and Buyer-Supplier Exchange,” *Journal of Business Research*, 78(September) 204-16.

13. Dalsace, Frédéric, and Sandy D. Jap (2017), “The Friend or Foe Fallacy, or Why Your Best Customers Don’t Need Your Friendship,” *Business Horizons*, 60, 483-93.
 • Winner of the *Business Horizon* Best Article Award in 2017
14. Jap, Sandy D., Noel Gould, and Annie Liu (2017), “Managing Mergers: Why People First Can Improve Brand and IT Consolidations” *Business Horizons*, 60, 123-134.
15. Seggie, Steven H., David A. Griffith, and Sandy D. Jap (2013), “Passive and Active Opportunism in Interorganizational Exchange,” *Journal of Marketing*, 77(6), 73-90.
 • Winner of the Lou Stern Award in 2021
16. Jap, Sandy D., Diana C. Robertson, Aric Rindfleisch, and Ryan P. Hamilton (2013), “Low Stakes Opportunism” *Journal of Marketing Research*, 50(2), 216-27.
17. Haruvy, Ernan and Sandy D. Jap (2013), “Differentiated Bidders and Bidding Behavior in Procurement Auctions,” *Journal of Marketing Research*, 50(2), 241-58.
18. Lin, Chen, Sriram Venkatraman, and Sandy D. Jap (2013), “Media Multiplexing Behavior: Implications for Targeting and Media Planning,” *Marketing Science*, 32(2), 310-24.
19. Sa Vinhas, Alberto, Jan B. Heide and Sandy D. Jap (2012), “Consistency Judgments, Embeddedness, and Outcomes in Organizational Networks,” *Management Science*, 58(5), 996-1011.
20. Jap, Sandy D., Diana C. Robertson and Ryan Hamilton, (2011) “The Dark Side of Rapport: Agent Misbehavior Face-to-Face and Online,” Special Issue on Marketing Within the Enterprise and Beyond, Pradeep Chintagunta and Preyas Desai eds., *Management Science*, 57(9), 1610-22.
21. Wang, Qiong, Ujwal Kayande, and Sandy D. Jap, (2010) “The Seeds of Dissolution: Discrepancy and Incoherence in Buyer-Supplier Exchange,” *Marketing Science*, 29(6), 1109-24.
22. Van Bruggen, Gerrit H., Kersi Antia, Sandy D. Jap, Werner Reinartz, and Florian Pallas (2010) “Managing Marketing Channel Multiplicity,” *Journal of Service Research*, Special Issue of the Third Thought Leadership Conference, 13(3), 331-40.
23. Overby, Eric and Sandy Jap (2009), “Electronic and Physical Market Channels: A Multi-Year Investigation in a Market for Products of Uncertain Quality,” *Management Science*, 55(6), 940-57.
24. Shankar Ganesan, Morris George, Sandy Jap, Robert Palmatier, and Barton Weitz (2009), “Supply Chain Management and Retailer Performance: Emergent Trends, Issues and Implications for Research and Practice,” Special Issue on Retailing Thought Leadership, *Journal of Retailing*, 85(1) 84-94.
25. Sandy D. Jap and Prasad Naik (2008), “*BidAnalyzer*: A Method for Estimation and Selection of Dynamic Bidding Models,” *Marketing Science*, 27(6), 949-60.
 • Lead article
26. Jap, Sandy D. and Ernan Haruvy (2008), “Interorganizational Relationships and Bidding Behavior in

- Industrial Online Reverse Auctions," *Journal of Marketing Research*, 45(5), 550-61.
27. Haruvy, Ernan, Peter T. L. Popkowski Leszczyc, Octavian Carare, James C. Cox, Eric A. Greenleaf, Sandy D. Jap, Wolfgang Jank, Young-Hoon Park, and Michael H. Rothkopf (2008), "Competition Between Auctions," Special Issue: 7th Triennial Invitational Choice Symposium, *Marketing Letters*, 19(5), 431-448.
28. Lages, Luis Filipe, Sandy D. Jap, and David A. Griffith (2008), "The Role of Past Performance in Export Ventures: A Short-Term Reactive Approach," *Journal of International Business Studies*, 39(2), 304-325.
• Winner of the AMA Global Marketing SIG Research in Excellence Award in 2018
29. Jap, Sandy D. and Erin Anderson (2007), "Testing a Life-Cycle Theory of Cooperative Interorganizational Relationships: Movement Across Stages and Performance," *Management Science*, 53(2), 260-75.
• Fifth most influential article on business relationships from 1990-2020 (Priyanka Sharma, Surajit Saha & M S Balaji (2022) Retrospective View and Thematic Analysis of Business-to-Business Relationships through Bibliometric Analysis, Journal of Business-to-Business Marketing, DOI: 10.1080/1051712X.2022.2039478)
30. Jap, Sandy D. (2007), "The Impact of Online Reverse Auction Design on Buyer-Supplier Relationships," *Journal of Marketing*, 71(1), 146-59.
31. Bercovitz, Janet, Sandy D. Jap, and Jackson Nickerson (2006), "The Antecedents and Performance Implications of Cooperative Exchange Norms," *Organization Science*, 17(6), 724-40.
32. Steckel, Joel, Russ Winer, Randy Bucklin, Benedict Dellaert, Xavier Drèze, Gerald Häubl, Sandy Jap, John Little, Tom Meyvis, Alan Montgomery, and Arvind Rangaswamy (2005), "Choice in Interactive Environments," Special Issue: Sixth Invitational Choice Symposium, *Marketing Letters*, 16(3-4), 309-20.
33. Erin Anderson and Sandy D. Jap (2005), "The Dark-Side of Close Relationships," *Sloan Management Review*, 46(3), 75-82.
34. Jap, Sandy D. and Erin Anderson (2003), "Safeguarding Interorganizational Performance and Continuity Under *Ex Post Opportunism*," *Management Science*, 49(12), 1684-1701.
• SSRN's Top Ten Download List for ORG: Other Interorganizational Networks and Organizational Behavior as of 12/11/2011.
35. Jap, Sandy D. (2003), "An Exploratory Study of the Introduction of Online Reverse Auctions," *Journal of Marketing*, 67(3), 96-107.
36. Jap, Sandy D. (2002), "Online, Reverse Auctions: Issues, Themes, and Prospects for the Future," invited article for The Marketing Science Institute-*Journal of the Academy of Marketing Science* Special Issue on Marketing to and Serving Customers Through the Internet: Conceptual Frameworks, Practical Insights and Research Directions, Parsu Parasuraman and George Zinkhan,

- eds., **30**(4), 506-25.
37. Jap, Sandy D. and Jakki Mohr (2002), "Leveraging Internet Technologies in B2B Relationships," *California Management Review*, 44(4), 24-38.
38. Jap, Sandy D. (2001a), "Pie-Sharing in Complex Collaboration Contexts," *Journal of Marketing Research*, **38**(1), 86-99.
39. Jap, Sandy D. (2001b) "Perspectives on Joint Competitive Advantages in Buyer-Supplier Relationships," *International Journal of Research in Marketing*, Special Issue on Competition and Marketing, **18**(2001), 19-35.
40. Jap, Sandy D. (2001c), "The Strategic Role of the Salesforce in Developing Customer Satisfaction Across the Relationship Lifecycle," *Journal of Personal Selling and Sales Management*, Special Issue on Strategic Issues in Salesforce Management, **21**(2), 95-108.
• Selected by the editorial board as the Best Article published in JPSSM for 2001.
41. Jap, Sandy D. and Shankar Ganesan (2000), "Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment," *Journal of Marketing Research*, **37**(2), 227-45.
• Winner of the Lou Stern Award, 2007.
• #3 in top 10 most cited articles in *JMR* from 2000-2006 and 2000-2001.
42. Jap, Sandy D. (1999), "'Pie-Expansion' Efforts: Collaboration Processes in Buyer-Supplier Relationships," *Journal of Marketing Research*, **36**(4), 461-475.
• Finalist for the 2004 O'Dell Award, given by the *Journal of Marketing Research*.
• #10 of 10 most cited ISBM sponsored papers
• Winner of the 1996 Academy of Marketing Science and Mary Kay Cosmetics Dissertation Award.
• Winner of the 1993 *Alden G. Clayton Doctoral Dissertation Proposal Competition Award*, sponsored by the Marketing Science Institute.
• Finalist in the 1993 Doctoral Dissertation Competition, sponsored by the Institute for the Study of Business Markets, the Pennsylvania State University.
43. Jap, Sandy D., Chris Manolis, and Barton A. Weitz (1999), "Relationship Quality and Buyer-Seller Interactions in Channels of Distribution," *The Journal of Business Research*, Special Issue on Relationship Marketing, **46**(3), 303-314.
44. Fein, Adam J. & Sandy D. Jap (1999), "Managing Consolidation in Your Channel," *Sloan Management Review*, **41**(1), 61-72.
45. Weitz, Barton A. and Sandy D. Jap (1995), "Relationship Marketing and Distribution Channels," *Journal of the Academy of Marketing Science*, Invited Commentary, Special Issue on Relationship Marketing, **23**(4), 305-320.
• #9 of 50 most cited articles in *Journal of the Academy of Marketing Science* as of June 2008.
• #21 of 50 most frequently read articles in the *Journal of the Academy of Marketing Science* as of Nov 2007
• Also reprinted in the *Handbook of Relationship Marketing*, editors Jagdish Sheth and Atul

- Parvatiyar, Sage Publications, Thousand Oaks, CA (1999).
46. Jap, Sandy D. (1993), "An Examination of the Effects of Multiple Brand Extensions on the Brand Concept," in *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild, eds., 20, 607-11.

Working Papers and Projects

Eileen Fischer and Sandy D. Jap, "Mastering New Tricks of Trade: Marketing Practice Updating by Micro-Entrepreneurs" reject and resubmit at the *Journal of Marketing*.

Managerial Publications

Jap, Sandy D. (2018) "Why Do Business Relationships Often Fail and How Can You Turn That Trend Around?" *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*: 25, eds: Ronald Paul Hill, Catherine Mary Lamberton, Jennifer Swartz.

Jap, Sandy D. and Timothy J. Gilbride (2016), "Multichannel Sales Attribution and Media Optimization," Marketing Science Institute, Working Paper Series, #16-116, <http://www.msi.org/reports/multichannel-sales-attribution-and-media-optimization/>

- *MSI's Top Download Award, 2017*

Haruvy, Ernan, Sandy D. Jap, and Robert Zeithammer (2012), "Auctions versus Posted Price Internet Channels: A Seller's Perspective on When to Make and When to Take," Marketing Science Institute, Working Paper Series, #12-113, <http://www.msi.org/reports/auctions-versus-posted-price-internet-channels-a-sellers-perspective-on-whe/>

Beall, Stewart, Craig Carter, Phillip L. Carter, Thomas Germer, Thomas Hendrick, Sandy Jap, Lutz Kaufmann, Debbie Maciejewski, Robert Monczka, Ken Petersen (2003), "The Role of Reverse Auctions in Strategic Sourcing," *Center for Advanced Purchasing Studies (CAPS)*, research paper.

Jap, Sandy D. (2000), "Going, Going, Gone" *Harvard Business Review*, November- December 2000, p. 30.

Books

Jap, Sandy D. (2016), *Partnering with the Frenemy*, Pearson FT Press. ISBN-10: 0134386353, ISBN-13: 978-0134386355.

- Finalist, 2018 Leonard L. Berry Marketing Book Award – recognizes innovative ideas published in a book within the last three years that has had a significant impact in marketing and related sub-fields.

Coughlan, Anne and Sandy D. Jap (2016), *A Field Guide to Channel Strategy: Building Routes to Market*, Createspace, ISBN-10: 1539987744, ISBN-13: 978-1539987741.

Book Chapters and Edited Publications

Haruvy, Ernan and Sandy D. Jap (2021), “Auctions and the Design of B2B Markets,” in *Handbook on Business to Business Marketing*, invited chapter, eds. Gary Lilien, J. Andrew Petersen, and Stefan Wuyts, Edward Elgar Publishing, 579-95.

Haruvy, Ernan and Sandy D. Jap (2012), “Designing B2B Markets, in *Handbook on Business to Business Marketing*, invited chapter, eds. Gary Lilien and Rajdeep Grewal, Edward Elgar Publishing, 639-56.

Jap, Sandy D. and David Reibstein (2010), “Introduction to the Special Issue on B2B Research,” co-edited issue of *Marketing Letters*.

Anne Stringfellow and Sandy D. Jap (2005), “Leveraging Marketing’s Influence in Team and Group Settings,” invited book chapter for *Does Marketing Need Reform*, eds. Jagdish Sheth and Raj Sisodia, M.E. Sharpe: Armonk, NY, 229-36.

Jap, Sandy D. and Erin Anderson (2004), “Challenges and Advances in Marketing Strategy Field Research,” invited chapter in *Cool Tools for Assessing Marketing Strategy Performance*, eds. Christine Moorman and Don Lehmann, Marketing Science Institute, 269-92.

Jap, Sandy D. and Prasad Naik (2004), “Special Issue: Online Pricing,” co-edited issue of the *Journal of Interactive Marketing*, 18(4).

Jap, Sandy D. (2001), “The Relationship-Technology Interface: A Path to Competitive Advantage,” lead chapter invited in *New Directions in Supply Chain Management: Technology, Strategy, and Implementation*, eds. Tonya Boone and Ram Ganeshan, American Management Association, p. 3-23.

Coursera Certificate Specialization (2021)

<https://www.coursera.org/specializations/marketingchannelstrategy>

This specialization consists of a series of four courses totaling 30 hours of teaching. Students developed marketing channel strategy skills via (1) frameworks to create value in how customers want to buy via the provision of channel benefits, (2) identification of the necessary activities to create these benefits, and the use of (3) incentives and (4) governance structures to make it all work. Additional skills include how to carefully select channel partners, apply appropriate policies and pricing agreements, manage strategic partnerships, and the design of multiple and direct sales channels. Additional applications include how these ideas extend to social business channels in emerging economies, entrepreneurship (startup) environments, and challenges in selling on third party platforms/marketplaces such as Amazon, eBay, and Taobao.

Invited Talks

Research Seminar, University of Texas at Austin, Austin TX, December 6, 2024.

Direct Selling Association Legal & Regulatory Conference, “Five Years IN: A Lookback at the Direct Selling Self-Regulatory Council,” Washington DC, October 18, 2024.

Institute for the Study of Business Markets (ISBM) Webinar Series, “Guardians of Trust: How Review Platforms and Firms Can Fight Fakery and Build Consumer Trust, October 10, 2024.

AMA Sheth Doctoral Consortium, “Learning from Legends” opening plenary, University of Manchester, June 12, 2024.

AMA Marketing Public Policy Conference (MPPC), “Getting Research from Interesting to Action,” Special Session on Industry Self-Regulation, Washington, DC, June 7, 2024

Institute for the Study of Business Markets (ISBM) Joint Academic Conference & Members Meeting, “Reflections on the Future of B2B Marketing” opening plenary, The Pennsylvania State University, June 5, 2024.

Institute for the Study of Business Markets (ISBM) PhD Camp, “Creatively Obtaining Data”, The Pennsylvania State University, June 4, 2024.

AMA Global Marketing SIG Doctoral Consortium, “Crafting Impactful Research,” University of Verona, Verona, ITALY, May 24, 2024.

Congressional Direct Selling Caucus briefing, “The Future of Work and Young Workers’ Attitudes on Direct Selling,” Capitol Hill, Washington DC, April 17, 2024.

AMA Sheth Doctoral Consortium, “Conceptualizing the Future as a Key Marketing Stakeholder,” BI University, Oslo, NORWAY, June 16, 2023.

Marketing Strategy Consortium, “How Can Researchers Work with People Outside Academia to Improve the World?” University of Georgia, Athens, GA, June 6, 2023.

AMA Global Marketing SIG Doctoral Consortium, “Rigor and Relevance in Marketing Research,” May 30, 2023, Universidad de Chile, Santiago, CHILE.

The Marketing Mad Men Show, “An Esteemed Marketing Professor Walks into a Studio...” May 3, 2023. Atlanta, GA. <https://omny.fm/shows/the-marketing-madmen/96-an-esteemed-marketing-professor-walks-into-a-st>

Journal of Marketing Special Session on New Paradigms, “What is Marketing’s Role in Creating Value and Driving Inclusive Growth?” AMA Winter Educator’s Conference, Nashville, TN, February 11, 2023.

Ivey Business School, “Trust Guardians: How Review Platforms Can Fight Fakery and Build Trust,” October 28, 2022. University of Western Ontario, London, CANADA.

Ivey Executive Marketing Roundtable, Ivey Business School, “Strategies for Making Partnerships Work,” October 27, 2022. University of Western Ontario, London, CANADA.

AMA-Sheth Foundation Consortium, “Diversity, Equity and Inclusion in the Classroom: Why, How and

Who,” University of Texas, Austin, TX, June 30, 2022.

Marketing Strategy Consortium, “Publishing Sales and B2B Research,” June 26, 2022, Texas A&M University, College Station, TX.

Marketing Science Institute (MSI) Omnichannel Management and Decision Analytics Workshop, June 23, 2022.

Institute for the Study of Business Markets (ISBM) PhD Camp, “Critical Career Milestones,” August 14, 2021.

AMA-Sheth Foundation Consortium, “Generating Impactful Research,” August 9, 2021. Indiana University, Bloomington, IN.

9th AIM-AMA Sheth Foundation Doctoral Consortium, “Crafting an Effective Manuscript and Managing the Review Process,” June 26, 2021.

American Marketing Association, Winter Educator’s Conference, opening plenary panel, February 17, 2021.

Marketing Strategy Consortium, “B2B Research Frontiers: What’s Next?” December 5, 2020. University of Texas at Austin.

Direct Selling Association Engage 2020: Changemakers, DSEF Panel, “Is Direct Selling Poised for Success in the New Normal?”, November 5, 2020 <https://www.dsa.org/dsa-engage-the-change-makers/session-recordings>

WAP Woman Wednesday, Intervarsity’s The Well, “Dear Mentor,” <http://thewell.intervarsity.org/wap-woman-wednesdays/sandy-jap-wap-woman-wednesday>, https://www.podbean.com/media/share/pbtzrbn-fffbec?utm_campaign=w_share_ep&utm_medium=dlink&utm_source=w_share September 9, 2020

Direct Selling Association, On-the-Go Learning Webinar Series, “Social Selling Insights for the Transition – Building Authentic Relationships Online,” May 28, 2020
<https://www.dsa.org/membership/member/educational-programs/dsa-on-the-go-learning/social-selling-insights-for-the-transition-building-authentic-relationships-online/>

Direct Selling Association Party Plan Council Panel, April 15, 2020
<https://vimeo.com/408137020/6aca69564b>

Marketing in Uncertain Times Town Hall Panel, Institute for the Study of Business Markets, March 31, 2020. <https://youtu.be/yaUyUNy9oP0>

“Winning the *NEW* Channel War on Amazon and Third Party Platforms

- Direct Selling Association’s Engage 2022 Annual Meeting, Boca Raton, FL June 6, 2022.
- Kettering Executive Network, Atlanta, GA, June 3, 2022.

- MSI Virtual Intensive Webinar, February 11, 2020. <https://www.msi.org/video/winning-the-new-channel-war-on-amazon-and-3rd-party-platforms/>
- ISBM Members Meeting, Spartanburg, SC, Feb 5-6, 2020.
- Sales Management Association's Sales Force Productivity Conference, Atlanta, GA on October 15, 2018. <https://vimeo.com/318070093/7e60210e82>

“Transform Your Salesforce Into Influencers?” Direct Selling Association Sales & Marketing Conference, Lake Tahoe, NV December 12-13, 2019.

“Marketing Research to Take Us Into the Future,” JMS China Marketing Science Conference, keynote speaker, Chengdu, CHINA, October 25-27, 2019.

“Open to Innovation: Sowing the Seeds and Reaping the Benefits Over the Course of Your Career,” Marketing Management Association Fall Educator’s Conference, Santa Fe, NM, September 19, 2019.

“The Performance Impact of Digital Parties and Social Media in Direct Selling Multichannel Strategies,” The Thought Leadership on the Sales Profession Conference, Stanford University, May 31, 2019.

“Balancing Research, Teaching, Service and a Personal Life,” Global Marketing SIG conference Doctoral Consortium, Buenos Aires, ARGENTINA, May 21, 2019.

“Career Management Issues,” Global Marketing SIG conference Doctoral Consortium, Buenos Aires, ARGENTINA, May 21, 2019.

“Developments in Global Marketing,” Global Marketing SIG conference, Buenos Aires, ARGENTINA, May 21, 2019.

“Multichannel Management: Challenge or Success – What the Research Shows,” Direct Selling Association Fall Conference, Washington, DC, November 6, 2018.

“Value Creation at the Bottom of the Pyramid,” Goizueta Business School Evening MBA Open House, April 19, 2018

“The Case for Franchise Encroachment”

- University of Colorado at Boulder, Boulder, CO, February 2, 2018
- Hong Kong Baptist University, HONG KONG, July 11, 2017
- Hong Kong Polytechnic, HONG KONG, July 10, 2017
- University of Bocconi, Milan, ITALY, June 13, 2017
- Koç University, Istanbul, TURKEY, April 28, 2017
- City University of London, London, UK March 3, 2017
- Aka “Building Trust, One Location at a Time,” Special Session on Managing Spillovers and Terminations, AMA Winter Educator’s Conference, Orlando, FL, February 11, 2017

“Finding Research Ideas,” Institute for the Study of Business Markets ISBM B2B PhD camp, August 3, 2016.

“Advanced Research Methodologies,” The PhD Project, Atlanta, GA, August 4, 2016.

“The Long-Run Impact of Organic Search Results on Paid Search Performance,” 10th Triennial Invitational Choice Symposium, Lake Louise, AB, CANADA, May 15-17, 2016.

“Managing Carryover in Multichannel Systems: Optimizing Push and Pull,” Distinguished Speaker, Lehigh University Research Symposium, Allentown, PA, April 21-22, 2016.

“Partnering with the Frenemy”

- Canada Life Speaker Series, Ivey Business School, University of Western Ontario, October 27, 2022
- Kettering Executive Network, Atlanta GA, March 9, 2021
- ISBM Marketing Excellence and Insights Roundtable, Pittsburgh, PA, September 25, 2019
- IvyExec Webinar, May 24, 2018 <https://www.youtube.com/watch?v=BiHdcz3fi6c&feature=youtu.be>
- GBS EvMBA Bring Your Boss to Breakfast, Atlanta, GA February 16, 2018
- Sales Management Association’s Sales Force Productivity Conference, Atlanta, GA October 17, 2017
- Direct Selling Association Fall Conference, Washington DC, November 8, 2017
- Public Relations Society of America (PRSA) Georgia, January 12, 2017
- #Goizueta Engage Conference, Atlanta, GA, October 28, 2016
- Keynote speaker, Chief Marketing Officer Leadership Forum: Spotlight on B2B Marketing, Atlanta, GA, October 27, 2016
- Atlanta Journal-Constitution (AJC) Decatur Book Festival, Atlanta, GA September 4, 2016
- Institute for the Study of Business Markets Big Talk: The Stakeholder Value Chain, Chicago, IL, May 4-5, 2016.
- Scott Madden Goizueta@Work, Atlanta, GA, April 8, 2016.
- Marketing Science Institute, M2M Webinar Series, February 11, 2016
<http://www.msi.org/video/partnering-with-the-frenemey/>
- Keynote speaker, Buckhead Business Association, Atlanta, GA, January 14, 2016.

“Going to Market in the 21st Century”

- Marketing Science M2M Webinar Series, April 18, 2018 <http://www.msi.org/video/multichannel-management-in-the-21st-century/> Slides: <http://www.msi.org/webinars/past/>
- Keynote speaker, University of Francisco Marroquin, Guatemala City, Guatemala on March 1, 2018 <https://newmedia.ufm.edu/video/marketing-day-going-to-market-in-the-21st-century/>
- Global Travel Management Companies (GTMC): the Voice of Business Travel Conference, San Marco Island, FL May 18, 2016.
- Furniture Today Bedding Conference, Tucson, AZ, May 10-12, 2016.
- Keynote speaker, Therapeutic International Annual Meeting, Naples, FL, October 28-29, 2015.
- Within (Women in the Home and Furnishings Industry Today) Annual Conference, Atlanta, GA, August 19, 2015.

“Balancing Research, Teaching, Service and a Personal Life,” Marketing Management Association Doctoral Consortium

- San Juan, Puerto Rico, September 16-17, 2015
- Pittsburgh, PA, September 21, 2017

2015

AMA Sheth Doctoral Consortium, London Business School, London, UK
University of Iowa Marketing Camp, Iowa City, IA
Distinguished Speaker, the Haring Symposium, Indiana University, Bloomington, IN
AMA Winter Educator's Conference, San Antonio, TX

2014

Marketing in Israel Conference, Tel-Aviv and Jerusalem, ISRAEL
Hebrew University, Jerusalem, ISRAEL
University of Washington Marketing Camp, Seattle, WA
AMA-Sheth Doctoral Consortium, Northwestern University, Evanston, IL
Institute for the Study of Business Markets (ISBM) B2B PhD Camp, San Francisco, CA
Marketing Science Institute (MSI) Conference on Orchestrating Marketing in B2B, Boston, MA
University of Cologne Procurement Design Workshop, Cologne, GERMANY

2013

University of Florida, Gainesville, FL
AMA-Sheth Doctoral Consortium, University of Michigan, Ann Arbor, MI
The Pennsylvania State University, Supply Chain Management Group, State College, PA
Industrial Marketing and Purchasing Group (IMP) Annual Conference Atlanta, GA
Marketing Science Institute (MSI) Immersion Conference, Boston, MA
SASFAA (Southern Association of Student Financial Aid Administrators) Annual Conference, Atlanta, GA
Marketing Science Institute (MSI) Board of Trustees Meeting, Boston, MA

2012

University of Illinois at Champaign-Urbana
HEC Paris
ISBM Biennial Academic Conference, University of Chicago, Chicago, IL
Southern Methodist University, Dallas, TX
Thought Leadership on the Sales Profession Conference, Harvard Business School, Boston, MA
Texas A&M University, College Station, TX

2011

Wachovia Distinguished Scholar, Florida State University, Tallahassee, FL
Interorganizational Research Camp, BI Norwegian Business School, Oslo, NORWAY

2010

Tilburg University Marketing Camp, Tilburg, NETHERLANDS
ISMS & MSI Practice and Impact of Marketing Science Invitational Conference, MIT, Boston, MA
Wharton Interactive Media Initiative WIMI & MSI Crossplatform and Multichannel Customer Behavior Invitational Conference

2009

The University of Houston, Houston, TX
Interorganizational Research Camp, Özyegin University, Istanbul, TURKEY

Frankfurt University, Frankfurt, GERMANY

2008

University of Pittsburgh Sheth Marketing Camp, Pittsburgh, PA
University of Alberta, Edmonton, CANADA
The Wharton School, Philadelphia, PA
Kellogg Marketing Camp, Northwestern University, Evanston, IL
University of Texas at Austin, Austin, TX

2007

ISBM Visiting Scholar Program, The Pennsylvania State University, State College, PA
University of Iowa Research Camp, Iowa City, IA
The 7th Triennial Invitational Choice Conference, Philadelphia, PA
Case Western University, Cleveland, OH
University of Alabama, Tuscaloosa, AL
HEC Paris, Paris, FRANCE
Xi'an Jiaotong University, P.R. CHINA

2006

Stellner Distinguished Scholar, University of Illinois at Urbana-Champaign, IL
Ray Keyes Distinguished Lecturer in Marketing, Boston College, Boston, MA
Erasmus University, Rotterdam School of Management, the NETHERLANDS
Boston University, School of Management, Boston, MA

2005

Tulane University

2004

The 6th Triennial Invitational Choice Symposium, Estes Park, CO
University of Georgia, Athens, GA

2003

Marketing Science Institute-AMA Marketing Strategy Interest Group Conference on Cool Tools
for Assessing Marketing Strategy Performance, Chicago, IL
Institute for the Study of Business Markets Members Meeting, Orlando, FL

2002

Arizona State University, Phoenix, AZ
University of Alabama, Tuscaloosa, AL

2001

Journal of the Academy of Marketing Science Conference on Marketing to and Serving Customers
Through the Internet: Conceptual Frameworks, Practical Insights and Research Directions, Boca
Raton, Florida
University of Florida, Gainesville, FL
Tsinghua University, Beijing, CHINA

Fudan University, Shanghai, CHINA

Marketing Science Institute/Journal of the Academy of Marketing Science Conference on Marketing to and Serving Customers Through the Internet: Conceptual Frameworks, Practical Insights and Research Directions, Boca Raton, FL.

IMBA Program, Lingnan University, Guangzhou, CHINA

Marketing Science Institute's Conference on B2B ECommerce, Austin, TX

MIT Center for EBusiness Annual Sponsors Conference, Cambridge, MA

ISCM Integrated Supply Chain Management Cambridge, MA,

CFO Magazine's Best Practices Conference, Chicago, IL and Boston, MA

University of Groningen, the Netherlands

MIT International Motor Vehicle Program Sponsors Meeting, Boston, MA

MIT Affiliates Program in Logistics, Cambridge, MA

2000

Harvard University, Boston, MA

INSEAD, Fontainebleau, FRANCE

The University of Groningen, NETHERLANDS

University of Michigan, Ann Arbor, MI

Emory University, Atlanta, GA

Washington University, St. Louis, MO

Texas Christian University, Fort Worth, TX

MIT E-Business Research Seminar, Cambridge, MA

University of Groningen, the NETHERLANDS

Wheaton College, Wheaton, IL

Frank Batten Young Scholars Award Conference, Williamsburg, VA

1999

Competition in Marketing Conference, Mainz, Germany

National Initiative for Supply Chain Integration Symposium, Phoenix, AZ

MIT Lean Aerospace Initiative Plenary Session, Cambridge, MA

MIT Integrated Supply Chain Management Conference on Change Management and Partnerships in Improving Supply Chain Management Performance

The Rand Corporation, Washington D.C.

MIT Lean Aerospace Initiative Breakout Session, Cambridge, MA

MIT Lean Aerospace Initiative Research Seminar, Cambridge, MA

MIT Lean Aerospace Initiative Plenary Workshop, Cambridge, MA

MIT International Center for Research on Management of Technology Global Strategies Meeting, UK

MIT International Center for Research on Management of Technology, Cambridge, MA

1998

Gibb Clarke Visiting Speaker, University of Western Ontario, Ivey Business School, London, Ontario, CANADA

Emory University, Atlanta Georgia

Ohio State University, Columbus OH

1997

MIT Integrated Supply Chain Management Executive Seminar, Cambridge, MA
Advanced Business Concepts for Logistics and Transportation Conference, Cambridge, MA

1994

University of Southern California, Los Angeles, CA
Harvard University, Cambridge, MA
Ohio State University, Columbus, OH
MIT Sloan School of Management, Cambridge, MA
Texas Christian University, Fort Worth, TX
University of Missouri at Columbia, MO
University of Illinois at Champaign-Urbana, Champaign, IL
University of Miami, Miami, FL
Emory Research Conference on Relationship Marketing, Atlanta, GA, June 12, 1994.

Conference Leadership

Co-Chair, Thought Leadership Conference on Trust, Emory University, August 2023.

Co-Chair, Theory and Practice in Marketing, Emory University, May 10-12, 2022.

Co-Chair, Best Practices in Teaching Channel and Sales Strategy Management

- Winter AMA preconference, February 2018
- Emory University, Atlanta, GA, May 18-20, 2017.

Chair, Marketing Science Institute (MSI) Orchestrating Marketing in a B2B Environment, Atlanta, GA, October 15-16, 2014.

Co-Chair, Emory Marketing Analytics Center (MAC) Best Practices Conference, Atlanta, GA, May 2011, 2012.

Co-Chair, Erin Anderson Invitational B2B Research Conference, the Wharton School, Philadelphia, PA, October 16-19, 2008.

Special Faculty Development Track Co-Chair, American Marketing Association's Summer Educator Conference, 2007.

Conference Co-Chair, Marketing Science Conference, Emory University, 2005.

Interorganizational Relationships Track Chair, American Marketing Association's Winter Educator Conference, 2005.

Planning Committee, AMA Sheth Doctoral Consortium, Emory University, 2002.

Press

Please refer to <http://sandyjap.com/media.htm> for the latest listings

Goizueta Effect podcast on Partnering with the Frenemy, July 28 2022
<https://goizueta-effect.emory.edu/episodes/partnering-with-the-frenemy>

Subjects Taught

Emory University Goizueta Business School

BUS/MKT 648/648P/648M, Marketing Channel Strategy & B2B2C (MBA, EvMBA, EMBA)
MKT 741 Marketing Strategy Seminar (PhD)
BUS 742 Advanced Topics in Marketing (PhD)
BUS 743 Customer Relationship Management (PhD)
BUS 749 Pro-Seminar in Marketing (PhD)
BUS 698 Mid-semester Travel Module (MBA, EvMBA)
BUS 644, 444 Marketing Analytics Consultancy (BBA, MBA)
BUS 643, 443 Customer Relationship Management (BBA,MBA)
BUS 340 Marketing Management core (BBA)
BUS 445 Marketing and the Internet (BBA)
BUS 448 Marketing Channel and Retail Strategy (BBA)
BUS 540, 540P Marketing Management core (MBA, evMBA)

Wharton School at the University of Pennsylvania

MAR 777, 277 Marketing Strategy (MBA, Undergraduate)

MIT Sloan School of Management

15.826 Marketing Channels (MBA)
15.812 Marketing Management core (BS & non-Sloan graduate students)
15.810 Marketing Management core (MBA)

Warrington School of Business, University of Florida

MAR 3231Retailing Systems & Management (BS)

Institute for the Study of Business Markets at the Pennsylvania State University

Channel Strategy & B2B2C
PhD Seminar Series (IPSS) Business Markets

Service

To the Field

Designing a Career in the Marketing Academy Initiative Advisory Board, 2022-23
Marketing Science Institute (MSI) Executive Director Council (Cabinet) 2023-present
Marketing Science Institute (MSI) Board of Directors, 2022-2023
Advisory Board, *Marketing Letters*, 2022-present
Idea Corner Co-Editor, *Marketing Letters*, 2021-2022
Co-Editor in Chief, *Marketing Letters*, 2017-2020
American Marketing Association (AMA) Foundation Advisory Board Past Chairperson 2018-2019
Parlin Award Board of Governors, 2018

AMA National Board of Directors 2016-2018
AMA Foundation Advisory Board Chairperson 2016-2018
ISMS Advisory Council 2018-2019
MSI Roundtable on Commercialization, Academic Advisor 2015-2016
AMA Executive Council and Academic Council Immediate Past President 2014-2015
AMA Executive Council and Academic Council President 2013-2014
AMA Executive Council and Academic Council President-Elect 2012-2013
AMA Executive Council and Academic Council President-Elect Designate 2011-2012
Elected Member, AMA Academic Council, 2008-2010
AMA Foundation Committee, 2013-2015
Area Editor, *International Journal of Research in Marketing*, 2006-2015
Editorial Review Board, *Journal of Marketing Research*, 2001-2016
Editorial Review Board, *Marketing Science*, 2016-present
Editorial Review Board, *Marketing Letters*, 2005-2017
Editorial Review Board, *Journal of Marketing* 2001-08, 2016-present
Editorial Review Board, *International Journal of Research in Marketing*, 2015-present
Co-editor, *Marketing Letters, Special Issue on B2B Research* 2010
Co-editor, *Journal of Interactive Marketing, Special Issue on Online Pricing* 2004
Chairperson, *Howard Dissertation Award* 2011
Chairperson, *Lou Stern Award Selection Committee*, 2006
Member, Interorganizational Special Interest Group (IOSIG) Lifetime Award Committee, 2013, 2016
Member, *Lou Stern Award Selection Committee*, 2004
Member, *Steenkamp Award Selection Committee* 2009
Member, *Erin Anderson Award Committee* 2010, 2011
Member, *Journal of Marketing* Editor Search Committee 2013
Member, *AMA IOSIG Lifetime Achievement Award Selection Committee* 2017, 2018
Member, *AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award Committee* 2013, 2015
Chairperson, *Erin Anderson Award Committee* 2012-14

Ad-Hoc Reviewer

Journal of Consumer Research
Management Science
Marketing Science
Organization Science
Production and Operations Management
Information Systems Research
Academy of Management Review
National Science Foundation
International Journal of Production Economics
International Journal of Research in Marketing
Journal of the Academy of Marketing Science
Journal of International Business Studies
John Howard Dissertation Competition
Journal of Operations Management
Journal of Retailing
California Management Review

American Marketing Association Educators' Conference

Advances in Consumer Research

International Journal of Research in Marketing Special Issue on Competition and Marketing

Institute for the Study of Business Markets Doctoral Dissertation Award Competition

Marketing Science Institute's Alden G. Clayton Dissertation Proposal Competition

Marketing Management by Russ Winer

US-Israel Binational Science Foundation

Journal of Engineering and Technology Management

Institutional Service

Emory

Marketing Area Coordinator, 2023-2026

GBS Research Award Committee 2024-present

GBS Diversity, Equity, and Inclusion Committee 2020-2023

GBS Executive Committee Chairperson 2021-2023

GBS Executive Committee 2020-2023

University Tenure and Promotion Advisory Committee 2017-2020

GBS PhD Review Committee 2018-2019

Center for Faculty Development and Excellence Advisory Board 2017-2018

Class and Labor Committee – Phase 2 – Faculty Issues, 2013-2016

Advisory Committee Member for Director of Institutional Research Search, 2012-13

University Appointments Committee 2011-2013

Co-Founder and Research Director, Emory Marketing Analytics Initiative (MAC) 2010-2012. Raised over \$100,000 for its establishment.

Promotion & Tenure Committee, 2004-2006, 2009-2013, 2023-PRESENT

Marketing PhD Coordinator and PhD Committee 2008-2011

GBS Research Committee 2007-2008

BBA Program Liason 2007-2008

BBA Program Committee 2007-2008, 2011-2015

BBA Curriculum Design Committee 2005

EvMBA Committee 2002-2004

Honor Code Committee 2002-2004

Institutional Review Board Committee, 2002-2003

Hightower Seminar Coordinator, Spring 2002

MBA Committee, Fall 2001I

MIT

Advisory Group Member to the Institute's Financial Aid Strategy Group, Fall 1998. Sloan Women Faculty Co-Host, Fall 1998.

Marketing Group Seminar Coordinator, Fall 1996 and 1997, Spring 1997 and 1998.

Marketing Group Recruiting Coordinator, Fall 1997.

Board Activities

Designing a Career in the Marketing Academy Initiative Advisory Board, 2022-present

Marketing Science Institute (MSI) Board of Directors, 2022-2023

Advisory Board, *Marketing Letters*, 2022-present
Breakthru House Board, 2023-present
Advisory Board, Chinese Scholar Marketing Association (CSMA) 2021-present
Direct Selling Education Foundation Academic Advisory Council 2023-present
ISBM Advisory Board 2020-present
Inxception Advisory Board 2018-present
American Marketing Association (AMA) Foundation 2016-2019
ISMS Advisory Board 2018-2019
Emory Center for Faculty Development and Excellence Advisory Board 2017-2019
American Marketing Association (AMA) Board of Directors 2016-2018
Advisory Board, Women in the Academy and Professions (WAP), Intervarsity Christian Fellowship, 2014-present
Institute for the Study of Business Markets (ISBM) at the Pennsylvania State University

- ISBM LLC Advisory Board 2020-present
- B2B Leadership Board 2011-present
- ISBM Phd Seminar Series (IPSS) Advisory Board, 2007-present

B2E Markets, Solutions Advisory Board, 2001-2003
Nordia Technologies, Advisory Board, 2000-2003
E-Cumulate.Com, Advisory Board, 1999-2001
Daybreak Pregnancy Resource Center, Board of Trustees, Boston, MA, 1996-1999.

Doctoral Thesis Committees and Supervisory Work at Emory

Chair, Rodrigo Gueselaga, placed at Pontificia Universidad Católica, Chile

Chair, Jada Childs

Co-Chair, Chen Lin, placed at Michigan State University

Committee Member, Vijay Viswanathan, placed at Northwestern University Medill School of Journalism

Committee Member, Eric Overby, placed at Georgia Tech University in Information Technology.

Committee Member, Jade Sturdy, placed at University of Texas at Austin

Committee Member, Steven Seggie, Michigan State University, placed at Bilkent University, Ankara, Turkey

Committee Member, Yongfu He, University of Alberta, placed at Monash University, Australia

Committee Member, Chloé Renault, HEC Paris, placed at Facilitation et Innovation Collaborative @Codesign-it!

Committee Member, Zeynep, Müge Guzel, Koç University

Committee Member, Karen Anne Wallach, placed at University of Alabama at Huntsville

Masters Thesis Supervision at MIT

Leaders for Manufacturing MBA: Gregory Mont Thornton (2001); Scott Ball, John Creighton (2000); Will Graylin, Rafael Omar de Jeszs (2000); Bing Wang (1999), Jay Burkholder (1998); Jennifer Hsu and David Greenstein (1997), Michael Lynch (1996)

Masters of Logistics Thesis: Michel Galland and Tyler Rameson (2000)

Masters of Management of Technology Thesis: HirotakaYamanami (2000); Thomas J. Fiske and Paul J. Landewehrle, Boik Sohn (1998); Nosa M. Eweka (1996).

MIT Engineering and Computer Science Thesis: Joyce Lo (1999)

Sloan Fellows Thesis: Pierre Corriveau and Wolfgang Hanrieder (1997)

Consulting

Ascension, Covestro, Chamberlain Group, Management Insight Technologies, Marketing Attribution Partners

Litigation Consulting (on behalf of)

Access Business Group International v. Aqua Bio Technology ASA and Restorsea, LLC (Preliminary Injunction) 2016, US District Court, Southern District of New York, G6RTACCD, 16 CV 2130 (KPF), deposition and federal court testimony

Western Digital Corporation v. US Commissioner of Internal Revenue 2021, US Tax court, Irvine, CA docket 18984-18, 4818-19, expert witness rebuttal.

Gardner-Denver vs Accurate Air Engineering, Atlas Copco 2024, US District Court Central District of California, Wester Division, Case No. 2:22-cv-04408, expert witness rebuttal.