

## RESUME SUMMARY: JOHN A. WEBER

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John A. Weber (Ph.D., University of Wisconsin, 1970) is Associate Professor Emeritus of Marketing at the University of Notre Dame. He taught full time at Notre Dame for 43 years (1969-2011) and continues to teach one course per term. His current courses include Marketing with Social Media and Marketing Planning for Growth (focusing on selling complex, high value Business to Business market solutions). He has also been a visiting professor at the Graduate Schools of Business at New York University, Boston University, and the University of Michigan. He has previously been named the Outstanding Teacher in the Notre Dame Executive MBA Program, is a three-time winner of the Kaneb Teaching Award for Outstanding Teaching at the undergraduate level at Notre Dame and was named the first Notre Dame Executive Programs Fellow, reflecting his continuing contributions to Notre Dame Executive Education.

Professor Weber has been professionally recognized for developing innovative and highly applicable techniques for planning corporate growth. He has published over sixty articles, monographs, books, and computers programs. His works have appeared in many journals, including: *California Management Review*, *Journal of Finance*, *Academy of Management Journal*, *Long Range Planning*, *Columbia Journal of World Business*, *Psychology & Marketing*, *Journal of Business Ethics*, *Journal of International Business Studies*, *Management International Review*, *Southern Economic Journal*, *Industrial Marketing Management*, *Journal of Business and Industrial Marketing*, and *Harvard Business Review*.

His most recent book (2013) is *Growth Juice: How to Grow Your Sales*, 2013, 420 pages (self-published on CreateSpace in hard copy and on Kindle, Nook, & iStore in e-pub formats). That book focuses on growing sales for complex Business to Business market solutions. His earlier corporate growth planning work and models were summarized in his book, *Growth Opportunity Analysis*, in his *Path Marketing Analysis* and *Strategic Market Segmentation* computer programs, and in widely re-published articles. His corporate growth planning work is an integral part of the marketing knowledge base and continues to be cited in marketing and international marketing texts authored by leading marketing scholars. He has also developed an innovative simulation game (*GBSIM - Global Business Simulation*) to introduce Executive MBAs, graduate and undergraduate business students to some of the many challenges of carrying on business across borders.

He has worked with a large number of major firms, including more than thirty Fortune 500 companies, helping them to sort out marketing problems and identify new sales and profit opportunities. Corporate clients have included General Electric, AT&T, IBM, 3M, Xerox, Bristol-Myers, International Paper, Bell South, Miles Labs, Pioneer Seed, Honeywell, Mastic, Nekoosa, Bradley, Thomaston Mills, Kellogg, Certainteed, Uniroyal, Whirlpool, American Greetings, Square D, Cabot, Richards Medical, Continental Can (JSC/ CCA), Camshaft Machine, Adria Labs, Jeld-Wen, Dukane, Gould, Hammermill, Sears, Federal Express, Union Camp and numerous other corporations manufacturing and marketing a wide range of industrial and consumer products and services worldwide.

Professor Weber has lived and worked in Latin America and Europe as well as the United States. He has been a member of the steering committee of the U.S. Government's Fowler-McCracken Commission on Corporations and World Hunger, has served on panels and task forces of the U.S. Chamber of Commerce in Washington, and has made presentations at numerous professional meetings such as those of the Academy of International Business, the Institute of Management Science, the Institute for the Study of Business Markets, and the American Marketing Association. He was a long time member of the Editorial Review Board for *Multinational Business Review* and continues a long tenure as member of the Editorial Review Board of *Industrial Marketing Management*. For a number of years he served on the Advisory Council of IBM's Advanced Business Institute in Palisades, NY. He has also been on the Board of Directors for the Northern Indiana Alzheimer's Association. He recently concluded a six year term on the Notre Dame Faculty Athletic Board, most recently serving as Chair of the Academic Integrity subcommittee of that Board. He also recently completed a nine year term on the University Committee on Libraries at Notre Dame, including a two year term as Chair of that Board.

He and his wife, Lore, have been married since 1967. They have three children [Hans (9/69); Heidi (8/71), and Sonia (8/73)] and seven grandchildren [Finnegan (8/98), Maggie (5/00), and Abby

(3/04) Weber; Jack (8/03), and Mia Clark (11/05); and twins Max and Campbell (6/08) Stewart].

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**EDUCATION:**

- University of Wisconsin (Madison), Ph. D., 1970. Interdisciplinary degree in Business (Marketing and International Business), Economic Development, and Ibero-American Studies.
- Marquette University, B.A., 1964. Languages (Latin, Spanish) and Mathematics.

**PERSONAL:**

- Married, 1967. Wife, Lore, (Associate Professional Specialist, Department of German and Russian, University of Notre Dame); three children; seven grandchildren.

**EMPLOYMENT HISTORY:**

- University of Notre Dame, 1969 to present. Associate Professor (since 1975), Assistant Professor of Marketing (1969-75). Teaches undergraduate students, MBAs, and Executive MBAs.
- Visiting professor assignments teaching at graduate schools of business at University of Michigan (1994-95); Boston University, Brussels (1977-78); and New York University (1970).
- Papal Volunteer for Latin America (similar to Peace Corps), 1964-65.

**SCHOLARSHIPS & FELLOWSHIPS**

- William O'Beers Fellowship, University of Wisconsin.
- Ford Research Fellow, University of Wisconsin.

**DISTINCTIONS, HONORS, AWARDS**

- Three time Kaneb Teaching Award winner (Outstanding Teaching at Undergraduate Level, U. of Notre Dame), 2006, 2003, 2000.
- Names first 'Notre Dame Executive Programs Fellow,' 2003
- Member, Advisory Council of IBM's Advanced Business Institute, Palisades, New York, 2000-04
- Honorary Member of Notre Dame Class of 1981 (6/6/01)
- Outstanding Teaching Award, Notre Dame Executive MBA Program, 1992
- Member of Steering Committee of the U.S. Government's Fowler-McCracken Commission on World Hunger, Washington, DC, 1980s
- Member, U.S. Chamber of Commerce International Investment Panel, Washington, DC, 1970s
- Member, U.S. Chamber of Commerce Task Force on Technology Transfer, Washington, DC, 1970s.
- Beta Gamma Sigma (National Business Honor Society)

**EDITORIAL ACTIVITIES**

- Member, Editorial Board, *Industrial Marketing Management*, 1999 - continuing
- Member, Editorial Board, *Multinational Business Review*, 1999-2004
- Guest Editor, *Industrial Marketing Management*, (Vol. 30:2) 2001
- Ad hoc reviewer for *Journal of Marketing*, *Sloan Management Review*, *Psychology & Marketing*, *Journal of Business and Industrial Marketing*, *Journal of Teaching International Business*, *Journal of Academy of Marketing Science*, AMA Educators' Conferences.

**TEACHING / COURSES:**

- Marketing with Social Media (2013+)
- Business to Business Marketing I: Planning Growth in B2B Markets (2007+ ND BBA & MBA)
- Business to Business Marketing II: Building the Business Case for B2B Market Solutions (2007+ ND BBA & MBA)
- Designing Strategies for Business Markets (2004-06 ND BBA & MBA)
- Communicating Strategies to Business Markets (2004-06 ND BBA & MBA)
- Selling e-business solutions (2001-03, ND BBA & MBA)
- Global Business Environment (1982-2001 ND EMBA; 1989-2001, ND BBA; 1978, BU-MBA)
- Models for Marketing Planning (1997, ND MBA)
- Quantitative Methods for Marketing (1987-93, ND BBA)
- Marketing Models (1993/94, ND BBA & MBA)
- International Marketing (1969-1990, ND BBA & MBA)
- International Business Operations (1969-1988, ND BBA & MBA; 1994-UM, MBA & Exec. MBA)
- Marketing Strategy (1978, BU MBA; early 1970s, ND BBA)
- Marketing Management, (1977, BU MBA)
- Marketing Planning (1993/94, ND BBA & MBA; 1977, BU MBA)
- Introductory Marketing (1969-80, ND BBA)
- Latin American Business (1970, NYU MBA)

**BOOKS & MONOGRAPHS**

- Weber, John A. (2013), *Growth Juice: How to Grow Your Sales*, 2013, (self-published hard copy on Amazon's CreateSpace and in e-pub formats for Kindle, Nook, & iStore), 420 pages.
- \_\_\_\_\_ (1995, 1991, 1987, 1984 - computer version 1995+), *Identifying and Solving Marketing Problems with Gap Analysis / Path Marketing Analysis*, (Notre Dame, IN: Strategic Business Systems), 200 pages.
- \_\_\_\_\_ (1995, 1991, 1988), *Global Business Simulation (GBSIM)* – Computer Model and Administrator's Manual, (Notre Dame, IN: Strategic Business Systems), 170 pages.
- \_\_\_\_\_ (1986), *Corporate Hunger Projects*, (A Report for the Fowler-McCracken Commission, U.S. Government), 170 pages.
- \_\_\_\_\_ (1982), *Satt Fart Pa Forsaljningen; Med Marknadsstrukturanalys*, (Denmark: Institutet for Lederskab, OCH Lonsomhed Aps), 203 p. (Swedish translation of book published earlier in United States by Reston/Prentice Hall - incorporates changes and adaptations specifically for the Swedish market).
- \_\_\_\_\_ (1980), *Sæt Fart I Salget :Med Markedsstruktur-Analyse*, (Denmark: Institutet for Lederskab, OG Lonsomhed Aps), 225 p. (Danish translation of book published earlier in United States by Reston/Prentice Hall - incorporates changes and adaptations specifically for the Danish market.)
- \_\_\_\_\_ (1976), *Growth Opportunity Analysis*, (Englewood Cliffs, New Jersey: Reston/Prentice Hall, Inc., 1976), 256 pages.
- \_\_\_\_\_ (1976), *Growth Opportunity Analysis, Instructors Manual*, (Englewood Cliffs, New Jersey: Reston/Prentice Hall, Inc., 1976), 256 pages.
- \_\_\_\_\_ (1970), *Private Foreign Investment in Developing Countries*, (Ann Arbor, Michigan: University Microfilms), 353 pages.

**CASES & BOOK CHAPTERS**

- Weber, John A. (2013), "Ethics in Selling: A Case Study Stake-holder focused Approach," Ch. 16 in J. Sherry and P.E. Murphy (2013), *Marketing and the Common Good*,
- \_\_\_\_\_ (2005), "Wave Runners Galore: Case on Selling Integrity," in P.E. Murphy et al., *Marketing Ethics: Cases and Readings* (Pearson/Prentice Hall), pp 107-8.

## REFEREED PUBLICATIONS

### REFEREED JOURNAL ARTICLES:

- Weber, John A. (2007), "Business Ethics Training: Insights from Learning Theory," *Journal of Business Ethics* (Jan, 2007), Springer - Volume 70, Number 1 / January, 2007 Pages 61-85.
- \_\_\_\_\_ (2002), "Managing the Marketing Budget in a Cost Constrained Environment," *Industrial Marketing Management*, Vol. 31. No. 8, pp 705-717.
- \_\_\_\_\_ (2001), "Illusions of Marketing Planners," *Psychology and Marketing*, Vol. 18, no. 6, 527-563.
- \_\_\_\_\_ (2001), "Partnering with Resellers in Business Markets," *Industrial Marketing Management*, Vol. 30, No. 2, pp 87-99.
- \_\_\_\_\_, Robert Mirani and Deanne Moore (2001), "Emerging Technologies for Enhancing Supplier-Reseller Partnerships," *Industrial Marketing Management*, Vol. 30, No. 2, 2001, 101-114.
- \_\_\_\_\_ (2000), "Partnering with Distributors to Stimulate Sales: a Case Study," *Journal of Business and Industrial Marketing*, Vol. 15, No. 2/3, pp 154-62.
- \_\_\_\_\_ and Utpal M. Dholakia (2000), "Including Marketing Synergy in Acquisition Analysis: A Step-Wise Approach," *Industrial Marketing Management* Vol. 29 (2), 157-78.
- \_\_\_\_\_ and Utpal Dholakia (1998), "Planning Market Share Growth in Mature Industrial Markets," *Industrial Marketing Management*, Vol. 27 (September), 401-28.
- \_\_\_\_\_ (1997), "Exploring for Competitive Advantages in Business Markets," in *Industrial Marketing Management*, Vol. 26 (November), 531-54.
- \_\_\_\_\_ and Utpal Dholakia, with Regina F. Maruca (1996), "Successful Acquisitions: Looking for Marketing Synergies," summary in *Executive Briefings, Harvard Business Review*, Vol. 76:6 (Nov/Dec), 10-12.
- \_\_\_\_\_ (1994), "Using Purchase Influence Niching for Better Focus in Industrial Marketing Plans: Observations and Examples." *Industrial Marketing Management*, Vol. 23 (December), 419-438.
- \_\_\_\_\_ (1979), "Comparing Growth Opportunities in the International Marketplace", *Management International Review*, (Vol. 19, 1:79), 47-56.
- \_\_\_\_\_ (1977), "Using Market Structure Profiles to Compare Strategic Growth Opportunities", *California Management Review*, (Vol. XX: No. 1, Fall, 1977), 34-48.
- \_\_\_\_\_ (1976), "Planning Corporate Growth with Inverted Product Life Cycles", *Long Range Planning*, (Vol. 9: No.5, October, 1976), 12-29.
- \_\_\_\_\_ (1974), "Worldwide Strategies for Market Segmentation", *Columbia Journal of World Business*, (Vol. IX: No. 4, Winter, 1974), 31-38.
- \_\_\_\_\_ (1973), "Reply - Economic Journals: Policies, Trends, and a Warning", *Southern Economic Journal*, (Vol. XXXIX: No. 2, September, 1973), 124-26.
- \_\_\_\_\_ (1973), "Keeping Abreast of Developments in the Field of Finance", *Journal of Finance*, (Vol. XXVII: No. 1, March, 1973), 161-66.
- \_\_\_\_\_ (1972), "Editorial and Publishing Policies of Major Management Journals", *Academy of Management Journal*, (Vol. 15: No. 2, June, 1972), 240-46.
- \_\_\_\_\_ (1972), "Keeping Up-to-Date on Marketing Developments", *Marketing Horizons*, (Vol. XI: No.5, May, 1972), 16-19.
- \_\_\_\_\_ (1972), "Keeping Informed on Current Developments in Business", *Journal of Business* (SH), (Vol. 10: No. 2, May, 1972), 14-21.
- \_\_\_\_\_ (1972), "Economic Journals: Policies, Trends, and Problems", *Southern Economic Journal*, (Vol. XXXVIII: No. 4, April, 1972), 559-65.
- \_\_\_\_\_ (1971), "Keeping Current on New Developments in Accounting", *International Journal of Accounting Education and Research*, (Vol. 7: No. 1, Fall, 1971), 116-23.
- \_\_\_\_\_ (1971), "1970 Survey of International Business Journals", *Journal of International Business Studies*, (Vol. 2: No. 2, Fall, 1971), 68-70.

**REFEREED PROCEEDINGS PUBLISHED:**

- Weber, John A (2009). "Measuring Ethical Sensitivity to Specific Selling Practices," Proceedings of Global Business Development Institute Conference, Las Vegas, NV, March 22-25, 2009.
- Weber, John A. (2000), "Managing the Marketing Budget in a Cost Constrained Environment," in *Business Marketing in the Decade Ahead: The Key Challenges We Face*, Vol. 3 ed. Michael K. Rich and Wes Johnston, Georgia State University, Atlanta, GA: Center for the Study of Business and Industrial Markets, 6.23-6.49.
- \_\_\_\_\_ (1999), "Empirical Explorations with PATHMOD as an Integrative, Aggregate Market Response Model," in *Enhancing Knowledge Development in Marketing, Proceedings of 1999 AMA Summer Educators' Conference*, Vol. 10, ed. Gordon, Peter J. and Bert J. Kellerman, Chicago: American Marketing Assn., 242-244.
- \_\_\_\_\_ (1999), "Partnering with Distributors to Stimulate Sales: A Case Study in the Paper Industry," in *Connecting to Customers: Value, Volume, and One-to-One*, Vol. 2 ed. Michael K. Rich and Wes Johnston, Georgia State University, Atlanta, GA: Center for the Study of Business and Industrial Markets, 91-103.
- \_\_\_\_\_ (1998), "Benchmarking Distribution Performance in Business Markets: An Empirical Study," in *Enhancing Knowledge Development in Marketing, Proceedings of 1998 AMA Summer Educators' Conference*, Vol. 9, ed. Goodstein, Ronald C. and Scott R. Mackenzie, Chicago: American Marketing Assn., 328-330.
- \_\_\_\_\_ (1998), "Market Share Objectives and Realities: Empirical Explorations Using a Hierarchical Share Planning Model," in *Marketing Theory and Applications. Proceedings of 1998 AMA Winter Educators' Conference*, Vol. 9, ed. Dhruv Grewal and Connie Pechmann, Chicago: American Marketing Assn., 92-95.
- \_\_\_\_\_ (1998), "Relative Importance of Alternative Marketing Mix Growth Opportunities for Business Marketing Planners: An Empirical Study," in *Keys to Marketing Effectiveness: Working Smarter, Not Harder*, Vol. 1 ed. Naveen Donthu and Wes Johnston, Georgia State University, Atlanta, GA: Center for the Study of Business and Industrial Markets, 115-120.
- \_\_\_\_\_ (1997), "Marketing Planners' Views of Attributes Influencing Brand Preferences in Business Markets: An Empirical Study," in *Marketing Theory and Applications. Proceedings of 1997 AMA Winter Educators' Conference*, Vol. 8, ed. Debbie Thorne LeClair and Michael Hartline, Chicago: American Marketing Assn., 181-3.
- \_\_\_\_\_ (1996), "Integrative Competitive Analysis," in *Enhancing Knowledge Development in Marketing. Proceedings of the 1996 AMA Educators' Conference*, Vol. 7, ed. Cornelia Droege and Roger Calontone, Chicago: American Marketing Assn., 299-301.
- \_\_\_\_\_ and Carl M. Mela (1995), "Using Spreadsheets to Teach Quantitative Methods in Marketing," in *Marketing Theory and Applications. Proceedings of the 1995 AMA Winter Educators' Conference*, Vol. 6, ed. D. W. Stewart and N. J. Vilcassim, Chicago: American Marketing Assn., 34-45.
- \_\_\_\_\_ (1991), "Global Business Simulation (GBSIM) – A Simulation Exercise To Aid In Globalizing the Marketing Curriculum," in Proceedings of the 1991 AMA Microcomputers in Marketing Education Conference, 59-71.
- \_\_\_\_\_ (1985), "Pedagogical Guidelines for a Course in Marketing Planning on the Personal Computer," American Marketing Association's Conference on Microcomputers in Marketing (10/85, VPI - Blacksburg, Va.).
- \_\_\_\_\_ (1981), "An Operational Framework for Measuring a Firm's Served Markets," in *The Changing Marketing Environment: New Theories and Applications*, Proceedings of 1981 AMA Summer Educators' Conference, Series No. 47, ed. Bernhardt, Kenneth, et al. Chicago: American Marketing Assn., 20-23.
- \_\_\_\_\_ (1978) (with Zoher Shipchandler) "The Worldwide Evolution of Consumer Spending Patterns", 1978 Proceedings of the Academy of International Business Annual Meeting, 142-44.
- \_\_\_\_\_ (1977) (with Yusaku Furuhashi, "Internationalizing the Undergraduate Business

Program at the University of Notre Dame", 1977 Proceedings of the Academy of International Business Annual Meeting, 186-88.

#### **ACADEMIC PAPERS PRESENTED:**

- Weber, John A (2010). "World Economic Life Cycle: Good Times Ahead," invited presentation to Stuart Florida Notre Dame Club and to 165 members of Lifelong Learning Institute, Indian River State College, Stuart Flo. 1/15/10.
- \_\_\_\_\_ (2010). "World Economic Life Cycle: Good Times Ahead," invited presentation to 265 members of Lifelong Learning Institute, Indian River State College, Vero Beach, Flo. 1/14/10.
- \_\_\_\_\_ (2009). "Measuring Ethical Sensitivity to Specific Selling Practices," Proceedings of Global Business Development Institute Conference, Las Vegas, NV, March 22-25, 2009.
- \_\_\_\_\_ (2005), "Self-Discovery in Ethics in Professional Selling," paper presented at Notre Dame Ethics in Business Conference, Nov. 17-18, 2005.
- \_\_\_\_\_ (2005), "Integrity in Selling," paper presented at Notre Dame Ethics in Business Conference, May, 2005.
- \_\_\_\_\_ (2003), "Integrity in Selling," workshop presented at American Marketing Assn 2003 Summer Educators' Conference, Chicago 8/15 - 18/03.
- \_\_\_\_\_ (2003), "Helping Professional Sales Teams Self Discover More Ethical Selling Practices," Joint Conference of the Institute for the Study Business Markets and the Center for Business and Industry, Orlando, Fl, Feb. 14-17, 2003.
- \_\_\_\_\_ (2001), "Outline of Concepts, Theories and Constructs for Profiling Consumer (B2C) and Customer (B2B) Values and Related Marketing Strategies," at IBM's 'Consortium on Customer Value,' held at the IBM Advanced Business Institute in Palisades, New York, January 5-6, 2001.
- \_\_\_\_\_ (2000), "E-Commerce Educational Initiatives" at *IBM's Second Annual Academic Conference on Education in Electronic Commerce* at the T. J. Watson Research Center in Hawthorne, New York on 10/11/2000.
- \_\_\_\_\_ (2000), "Customer Value Assessment Projects," at the American Marketing Association Business Marketing Consortium at Northwestern University, August 3-5, 2000.
- \_\_\_\_\_ (2000) organized and presented in session on "Teaching Innovations for the MBA B2B Marketing" at the American Marketing Association Business Marketing Consortium at Northwestern University, August 3-5, 2000.
- \_\_\_\_\_ Weber, John A. (2000), "Managing the Marketing Budget in a Cost Constrained Environment," at the Joint Conference of the Institute for the Study of Business Markets and the Center for Business and Industrial Marketing, in Atlanta, Georgia, 1/15-1/18/99.
- \_\_\_\_\_ Weber, John A. (1999), "Empirical Explorations with PATHMOD as an Integrative, Aggregate Market Response Model," at the *AMA Summer Educators' Conference*, San Francisco, CA, 8/7-8/10/99.
- \_\_\_\_\_ Weber, John A. (1999), "Partnering with Distributors to Stimulate Sales: A Case Study in the Paper Industry," at the *Joint Conference of the Institute for the Study of Business Markets and the Center for Business and Industrial Marketing*, in Atlanta, Georgia, 1/16-1/19/99.
- \_\_\_\_\_ (1998), "Benchmarking Distribution Performance in Business Markets: An Empirical Study," at the *AMA Summer Educators' Conference*, Boston, MA, 8/15-8/18/98.
- \_\_\_\_\_ (1998), "Market Share Objectives and Realities: Empirical Explorations Using a Hierarchical Share Planning Model," at the *AMA Winter Educators' Conference*, Austin, TX, 2/21-2/24/98.
- \_\_\_\_\_ (1998), "Relative Importance of Alternative Marketing Mix Growth Opportunities for Business Marketing Planners: An Empirical Study," at the *Joint Conference of the Institute for the Study of Business Markets and the Center for Business and Industrial Marketing*, Atlanta, Georgia, 1/17-1/20/98.
- \_\_\_\_\_ (1997), "Marketing Planners' Views of Attributes Influencing Brand Preferences in Business Markets: An Empirical Study," at the *AMA Winter Educators' Conference*, St. Petersburg,

FL, 2/15-2/18/97.

- \_\_\_\_\_ (1997), "Complexes of Marketing Planners: Empirical Study, Strategic Implications and Research Opportunities," at the *Joint Conference of the Institute for the Study of Business Markets and the Center for Business and Industrial Marketing*, Atlanta, Georgia, 1/19-1/22/97.
- \_\_\_\_\_ (1996), "Integrative Competitive Analysis," at *1996 AMA Summer Educators' Conference*, San Diego, CA, 8/3/-8/6/96.
- \_\_\_\_\_ and Carl F. Mela (1995), "Using Spreadsheets to Teach Quantitative Methods in Marketing," at *1995 AMA Winter Educators' Conference*, San Diego, CA, 2/95.
- \_\_\_\_\_ (1991), "Global Business Simulation (GBSIM) – A Simulation Exercise To Aid In Globalizing the Marketing Curriculum," at the *1991 AMA Conference on Microcomputers in Marketing Education Conference* (part of *1991 AMA Summer Educators' Conference*), San Diego, August 15-17.
- \_\_\_\_\_ (1990), "Growth Opportunities in the Global Marketplace", Notre Dame CBA Business Partners - (5/90, South Bend, IN).
- \_\_\_\_\_ (1985), "Pedagogical Guidelines for a Course in Marketing Planning on the Personal Computer," *American Marketing Association's Conference on Microcomputers in Marketing* (10/85, VPI - Blacksburg, Va.).
- \_\_\_\_\_ (1985), "New Arguments for Protectionism," *National Transportation Fraternity* (Local Chapter, Delta Nu Alpha - 10/85, South Bend, IN).
- \_\_\_\_\_ (1985), "World Conditions Impacting International Trade," *Michiana World Trade Club* (4/85, South Bend, IN).
- \_\_\_\_\_ (1985), "Growth Opportunities in the International Marketplace," *CBA Forum on International Business* (3/85, Notre Dame, IN).
- \_\_\_\_\_ (1981), "An Operational Framework for Measuring a Firm's Served Markets," in *The Changing Marketing Environment: New Theories and Applications*, *1981 AMA Educators' Conference*.
- \_\_\_\_\_ (1979), "Internationalizing the Introductory Business Courses". Also organized and chaired the Panel on Internationalization of Business College Education. *Academy of International Business Annual Meeting* (8/79, Las Vegas, Nev.).
- \_\_\_\_\_ (1977), "Estimating Incremental Sales with Inverted Product Life Cycles", *The Institute for Management Science* (3/77, Local Chapter Meeting, South Bend, IN).
- \_\_\_\_\_ (1976), "International Market Structure Profile Analysis". Also discussant for International Marketing Session. *Academy of International Business Annual Meeting* (11/76, New York, NY).
- \_\_\_\_\_ (1975), "Formulating External Affairs Strategies for Multinational Firms", *Academy of International Business Annual Meeting* (12/75, Dallas, TX).
- \_\_\_\_\_ (1974), "Computerized Education in External Affairs of the Multinational Firm", *Academy of International Business Annual Meeting* (10/74, San Francisco, CA).
- \_\_\_\_\_ (1973), "Update on the Survey of Business and Economic Journals", *Association for University Bureaus of Business and Economic Research Annual Meeting* (11/73, New Orleans, La.).

## **COMPUTER PROGRAMS AND RELATED MATERIALS:**

- Weber, John A. (1995, 1991, 1988), *Global Business Simulation* (Notre Dame, In: Strategic Business Systems). This includes the GBSIM computer program and GBSIM Administrator's Manual.
- *Large Scale Menu-Driven Computer Programs for Strategic Marketing Planning* (included along with each of these planning programs are multi-media tutorials in disk, video, and written formats)
- Weber, John A. (1995), *Video Tutorial for Strategic Market Segmentation*. (Notre Dame, IN: Strategic Business Systems).
- \_\_\_\_\_ (1995), *Video Tutorial for Path Marketing Analysis*. (Notre Dame, IN: Strategic Business Systems).
- \_\_\_\_\_ (1995), *Path Marketing Analysis Computer Model* (Notre Dame, IN: Strategic Business

Systems).

- \_\_\_\_\_ (1995), *Strategic Market Segmentation Computer Model* (Notre Dame, IN: Strategic Business Systems).
- \_\_\_\_\_ (1995), *Path Marketing Analysis Tutorial* (Notre Dame, IN: Strategic Business Systems), 67 p.
- \_\_\_\_\_ (1995), *Strategic Market Segmentation Tutorial* (Notre Dame, IN: Strategic Business Systems), 57 p.

## SERVICE:

### UNIVERSITY COMMITTEES AND ACTIVITIES:

- University Committee on Intellectual Property Rights (2008 + continuing)
- Chair, Subcommittee on Academic Integrity, University Faculty Board on Athletics (2007-8)
- Chair, University Committee on Libraries (2005 - 2007)
- University Library Committee (1999-2008)
- University Faculty Board on Athletics (2002-continuing); Subcommittee on Academic Integrity
- Judicial Review Board (1999-continuing)
- Foik Awards Committee, University Libraries (2005)
- University Library Director 5 Year Review Committee (2002-3)
- Ten Year University of Notre Dame NCAA Review Committee (2002-3)
- University CBA Dean's Review Committee (1994)
- Committee on Research and Sponsored Research (1980-1985)
- CBA Dean's Search Committee (1980/81)
- University Committee on Scholarships and Prizes (1975-77)
- University Freshman Year of Studies Committee (CBA rep) (1972-75)
- Faculty Advisor – AIESEC (various years)

### COLLEGE OF BUSINESS COMMITTEES AND ACTIVITIES

- EMBA Curriculum Planning Committee (2002- continuing)
- Business College Council (1999-2002; 1973-79 - secretary for three years)
- Business College Council, Subcommittee on Minors (2002)
- Initiation and continuing nurturing of partnership between IBM and Notre Dame Executive Programs (2001- continuing)
- Initiation and continuing nurturing of partnership between Selling Professionals International (SPI) and Notre Dame Executive Programs (2001- continuing)
- College of Business Technology Committee (1999; 1993-94; 1986-89)
- MBA Curriculum Planning Committee (1989-1994)
- Strategic Planning Committee - two subcommittees (international & undergraduate curriculum) (1989/91)
- Search Committee for Herrick Chair in International Business (1984-87)
- MBA Honesty Committee, Chairman (1984-89)
- MBA Admissions Committee (1980-89)
- MBA First Year Coordinating Committee (1980-86)
- Coordinator - Evaluation of MSA Plan for CBA Strategic Planning Session (1986)
- Second Year MBA Coordinating Committee (1973-1980)
- International Business Committee, Originator and Chairman (1975-79)
- Multinational Corporation Task Force — 1978-80, Co-Chairman of one subcommittee (1978-79)
- College Curriculum Review Committee - Chairman, Law Task Force (1978-79)
- Faculty Forum Committee (1978-79)
- Faculty Services Committee, member and chairman (1974-76)
- Faculty Scholarship Committee, member and co-chairman of subcommittee (1974-75)

**DEPARTMENT OF MARKETING COMMITTEES AND ACTIVITIES:**

- Undergraduate Marketing Club, Faculty Moderator (1995-continuing; 1979-82)
- Marketing Department Undergraduate Curriculum Committee (2001-05; 2008-09)
- Marketing Department Alumni Committee (2006-7)
- Faculty Coordinator for First Notre Dame Sports Marketing Symposium, Spring, 1998
- Sales Performance in Business Markets Initiative Committee (2001- 2004)
- Marketing Department Committee on Appointments & Promotions (1992-1994; 1976-89)
- Coordinator and paper reader for GTE Young Scholars Program (1984-85)
- Marketing Curriculum Review Committee (1978-83)
- Marketing Department Standing Committee on Honesty - member and chairman (1979-82)
- General involvement in Marketing Department faculty recruiting activities and student activities - continuing

**SERVICE TO PROFESSIONAL ASSOCIATIONS:**

- Guest Editor *Industrial Marketing Management*, Special Issue on 'Partnering with Resellers in Business Markets' (Vol. 30:2) 2001
- Member, Editorial Board, *Industrial Marketing Management*, 1999, continuing
- Member, Editorial Board, *Multinational Business Review* (1999-2005)
- Regular reviewer for *Industrial Marketing Management* (1994+), ad hoc reviewer for *Journal of Marketing*, *Sloan Management Review*, *Psychology & Marketing*, *Journal of Business and Industrial Marketing*, *Journal of Teaching International Business*, *Journal of Academy of Marketing Science*, AMA Educators' Conferences.
- Book reviewer for Allyn & Bacon, Southwestern Publishing Co., NTC Business Books, and Prentice Hall...
- Membership in *Academy of International Business* and *American Marketing Association*.
- Paper presenter, discussant, and panel organizer for above organizations (see list of publications and papers presented).
- Service on Constitution Development Committee of Academy of International Business, 1974-75.

**SERVICE TO THE NATIONAL AND INTERNATIONAL CIVIC COMMUNITY:**

- Service on Steering Committee of the U.S. Government's Fowler-McCracken Commission on World Hunger (1985-89).
- Service on U.S. Chamber of Commerce International Investment Panel (1975-77).
- Service on U.S. Chamber of Commerce Task Force on Technology Transfer (1975-77).
- A major proposal was developed during the mid-1980s (at the request of Dean Frank Reilly) and submitted for undertaking a three year study and program to stimulate and facilitate more corporate involvement in world hunger issues. This proposal included seven inter-related research studies and multiple supporting research vehicles (including databases, a survey panel, workshops, monographs, and extensive collaboration with existing and emerging programs both inside and outside of the Notre Dame community).
- Washington, D.C. contacts developed through membership (1985-90) on the Steering Committee of the U.S. Government's Fowler-McCracken Commission on World Hunger and through previous membership on U.S. Chamber of Commerce Panel on International Investment and as member of Task Force on Technology Transfer of U.S. Chamber of Commerce and through numerous recent trips to Washington to develop large scale proposal for stimulating and facilitating more corporate involvement in corporate hunger issues.
- Related to Hunger Proposal (1985-87) professional contacts established with governmental agencies such as: United Nations, the World Bank, U.S. Congress (through participation on the Fowler-McCracken Commission), the White House Office for Private Enterprise, appropriate divisions within the State Department and U.S. Agency for International Development (AID), the Peace Corps, Food for Peace Program, the Department of Commerce, and the Department of Transportation;
- with key policy-making institutions in the private sector such as: The International Management and

Development Institute (IMDI), the Fund for Multinational Management Education (FMME), the Industry Council for Development (ICD), the U.S. Chamber of Commerce, the Overseas Development Council (ODC), the Overseas Private Investment Corporation (OPIC);

- and with Private Voluntary Organizations (PVOs) such as: Interaction, The End Hunger Network, The End Hunger Project, ACCION International, Sharing International, C.A.R.E., Save the Children, Global Exchange, The International Executives Service Corps, Technoserve, and dozens of other PVOs active in the struggle against world hunger.

#### **SERVICE TO THE LOCAL CIVIC COMMUNITY:**

- Alzheimer's Association (Northern Indiana Chapter)
  - Board of Directors (1997-2000)
  - Chairperson for Public Information (1997-2000)
- Crusader (fund-raising) for local neighborhood (1992-continuing) for:
  - Cancer Society
  - American Diabetes Association
  - American Heart Association

#### **SERVICE TO THE CORPORATE COMMUNITY:**

- Member, Advisory Council of IBM's Advanced Business Institute, Palisades, New York, 2000-2005.
- Collaborative work with a number of major firms applying research hypotheses while simultaneously aiding them in deciphering marketing problems and identifying new sales and profit opportunities. Corporate collaborators have included companies such as: 3M, Adria Labs, American Greetings, AT&T, Beckett Paper, Bell South, Bradley, Bristol-Myers, Broan Mfg., Cabot, Camshaft Machine, Certainteed, Citizens Bank, Continental Can (JSC/CCA), Crane Paper, Dan River, Dukane, Elco, Federal Express, Fort Howard Paper, Fuller, General Electric, Gory Industries, Gould, Graphic Controls, Hammermill, Hanes, Honeywell, IBM, International Paper, Jannock, Jeld-Wen, Kellogg, Macklanburg-Duncan, Mastic, Miles Labs, Nekoosa, Pioneer Seed, Producers' Rice Mill, Richards Medical, Sears, Square D, Storage Technology, Texas Instruments, Thomas Industries, Thomaston Mills, Union Camp, Uniroyal, Whirlpool, and Xerox, among others.
- Corporate training in Notre Dame Executive Development Programs for Miles and Arthur Andersen (1982-1992)
- Corporate training in Notre Dame Executive Development Business Certificate Program (1996-2002)
- Student projects directed – arranging and directing numerous student marketing projects with many business firms in the local community.