

## SHANKAR GANESAN

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Mendoza College of Business  
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<https://scholar.google.com/citations?user=HS9sKisAAAAJ&hl=en&oi=ao>

### Education

Ph. D., University of Florida, Gainesville.  
M.B.A., Indian Institute of Management, Bangalore, India.  
B. E., Visvesvaraya National Institute of Technology, Nagpur, India.

### Academic Experience

2023 – present	Raymond W. and Kenneth G. Herrick Collegiate Professor of Marketing, Mendoza College of Business, University of Notre Dame
2014 -- 2023	John Cardinal O'Hara, C.S.C. Chair, Department of Marketing, University of Notre Dame
2013 – present	Professor, Department of Marketing, University of Notre Dame
2011 – 2013	Karl Eller Professor of Marketing, Eller College of Management, The University of Arizona, Tucson
2008 – 2011	Office Depot Professor of Marketing, Eller College of Management, The University of Arizona, Tucson
2007 – 2008	McCoy-Rogers Professor of Marketing, Eller College of Management, The University of Arizona, Tucson
2005 – 2007	McCoy-Rogers Faculty Fellow, Eller College of Management, The University of Arizona, Tucson
2003 – 2006	Director, Ph.D. Program in Marketing, The University of Arizona, Tucson
2001 - 2005	Lisle & Roslyn Payne Fellow in Marketing, Department of Marketing, Eller College of Management, The University of Arizona, Tucson, AZ

1999 - 2007	Associate Professor, Department of Marketing, Eller College of Management, The University of Arizona, Tucson
1993 - 1999	Assistant Professor, Department of Marketing, The R. B. Pamplin College of Business, Virginia Tech, Blacksburg
1991 - 1993	Assistant Professor, Department of Marketing, School of Business, State University of New York, Albany

### **Research Interests**

- Interorganizational Relationships
- AI in B2B
- Retailing
- Product Recalls; Data Breaches
- Salesforce Management
- Service Failures and Recovery

### **Honors and Awards**

- AMA Doctoral Consortium Faculty, Manchester Business School (2024)
- AMA Doctoral Consortium Faculty, BI Norwegian Business School (2023)
- AMA Interorganizational SIG Lifetime Achievement Award (2022)
- AMA Retailing and Pricing SIG Lifetime Achievement Award (2022)
- Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice (2020)
- AIM- AMA Sheth Foundation Doctoral Consortium Faculty Fellow (2019)
- Lou Stern Award for Long-term Contribution to Interorganizational Research (2018)
- AMA Doctoral Consortium Faculty, University of Notre Dame (2016)
- Invited Speaker, Siemens Academic Leadership Forum, Feldafing, Germany (2015)
- AMA Doctoral Consortium Faculty, London Business School (2015)
- Oxford University Marketing Camp, Said Business School, Oxford (2015)
- AMA Doctoral Consortium Faculty, Northwestern University (2014)
- Invited Speaker, Siemens Academic Leadership Forum, Feldafing, Germany (2013)
- Speaker, Publish or Perish: Finding the Right Direction, AEMARK, Madrid (2013)
- Finalist, William O'Dell Award, Journal of Marketing Research (2013)
- Honorable Mention, Davidson Award, Journal of Retailing (2013)
- AMA Doctoral Consortium Faculty, University of Michigan (2013)
- Speaker, Ventana Medical Systems: Roche (2012)
- Speaker, Capital Forum on the Development of Modern Service Industry, Beijing, China (2012)
- Keynote Speaker, Commerce Economy Forum (CEF), Beijing, China (2012)

- Keynote Speaker, 5th Latin American Retail Congress, Sao Paulo, Brazil (2012)
- Inaugural AIM-AMA Sheth Foundation Doctoral Consortium Faculty, Bangalore (2012)
- AMA Doctoral Consortium Faculty, University of Washington (2012)
- Speaker, Tucson AMA Chapter (2012)
- Speaker, Siemens Academic Leadership Forum, Feldafing, Germany (2011)
- Editor-in-Chief, Journal of Retailing (2011 - 2014)
- Outstanding Faculty, Executive MBA Module on Customer Value Proposition (2011)
- Karl Eller Professorship, Eller College of Management (2011)
- Faculty leader, Executive Program, Business of Biomedicine, Ventana Medical Systems (Roche) (2011)
- AMA Doctoral Consortium Faculty, Georgia State University (2009)
- Speaker, Interorganizational Camp, Ozyegin University, Istanbul, Turkey (2009)
- Speaker, Doctoral Consortium, University of St. Gallen, Switzerland (2009)
- Craig and Lauri Forte Faculty Excellence Award (2008)
- Office Depot Professorship, Eller College of Management (2008)
- AMA Doctoral Consortium Faculty, University of Missouri (2008)
- Speaker, Erin Anderson Memorial Conference, Wharton (2008)
- Outstanding Reviewer Award, Journal of Retailing (2007)
- AMA's Louis W. Stern Award for the Best Article on Marketing Channels and Distribution (2007)
- McCoy-Rogers Professorship (2007)
- Eller College BPA Student Council's Faculty Appreciation Award (2006)
- McCoy-Rogers Faculty Fellowship (2005)
- Robert D. Buzzell Marketing Science Institute Best Paper Award (2005)
- AMA Doctoral Consortium Faculty, University of Connecticut, Storrs (2005)
- Lisle and Roslyn Payne Fellowship (2001)
- Certificate of Teaching Appreciation, Eller College of Business and Public Administration (2001)
- Mortar Board Certificate for Outstanding Teaching (2001)
- Journal of Marketing Outstanding Reviewer Award for 1993-96 (1996)
- American Marketing Association Doctoral Dissertation Competition Award (1991)
- American Marketing Association Doctoral Consortium Candidate - University of Florida (1989)

## **Publications**

### Books

*Handbook of Marketing and Finance* (2012), Editor, Shankar Ganesan, Edward Elgar Publishers, Cheltenham, UK

### Book Chapters & Reports

Ganesan, Shankar (2012), "Introduction to the Marketing-Finance Interface," in *Handbook of Marketing and Finance*, Editor, Shankar Ganesan, Edward Elgar Publishers.

Liu, Yong, Yubo Chen, and Shankar Ganesan (2012), "Product-harm Crises and Firm Valuation," in *Handbook of Marketing and Finance*, Shankar Ganesan, Editor, Edward Elgar Publishers.

Ho, Dixon, and Shankar Ganesan (2012), "Coopetition in Business-to-Business Markets," in *Handbook of Business-to-Business Marketing*, Editors, Rajdeep Grewal and Gary Lilien Edward Elgar Publishers

Chen, Yubo, Shankar Ganesan, and Yong Liu (2008), "Does a Firm's Recall Strategy Affect its Financial Value?" *MSI Reports*, Issue 3, 23-41.

Ganesan, Shankar, Alan J. Malter, and Aric Rindfleisch (2003), "Does Distance Still Matter? The Role of Geographic Proximity in New Product Development," *MSI Reports*, Issue 4, 111-134.

Webster, Fredrick, Alan Malter, and Shankar Ganesan (2003), "Can Marketing Regain its Seat at the Table," *MSI Reports*, Issue 3, 29-48. **(Winner of the 2005 Robert D. Buzzell MSI Best Paper Award)**

Brinberg, David and Shankar Ganesan (1993), "An Application of Foa's Resource Exchange Theory to Product Positioning," in U. G. Foa, J. Converse, Kjell Tornblom and E. B. Foa (Editors), *Resource Theory: Explorations and Applications*, Orlando, FL: Academic Press, 219 - 231.

#### Journal Articles<sup>1</sup>

Maximilian Dax, Eva Katharina Tyssen, Christian Schmitz & Shankar Ganesan (2019), "Do salespeople matter in competitive tenders?" *Journal of Personal Selling & Sales Management*, 39:4, 370-385 **(Honorable mention, Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice)**

Watson IV, George F., Stefan Worm, Robert W. Palmatier, and Shankar Ganesan (2015), "The Evolution of Marketing Channels: Trends and Research Directions," *Journal of Retailing*, 91 (4), 546-568.

Schmitz, Christian, Ganesan, Shankar (2014), "Managing Customer and Organizational Complexity in Sales Organizations," *Journal of Marketing*, 78(6), 59-77.

Ganesan, Shankar (2014), "From the Editor: Reflections on the 2012–2014 period," *Journal of Retailing*, 90(4), 443-444.

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<sup>1</sup> Total Google Citations = 23573

Ho, Dixon and Shankar Ganesan (2013), "Does Knowledge-Base Compatibility Help or Hurt Knowledge Sharing between Suppliers in Coopetition? The Role of Customer Participation," *Journal of Marketing*, 77 (6), 91-107

Ganesan, Shankar (2012), "From the Editor- Journal of Retailing in the Global Marketplace," *Journal of Retailing*, 88 (2), 189-190

Ahearne, Michael, Adam Rapp, Babu John Mariadoss, and Shankar Ganesan (2012), "Challenges of CRM implementation in Business-to-Business Markets: A Contingency Perspective," *Journal of Personal Selling and Sales Management*, 32 (1), 117-129

Ho, Dixon, Shankar Ganesan and Harmen Oppewal (2011), "The Impact of Store-Price Signals on Consumer Search and Store Evaluations," *Journal of Retailing*, 87 (2), 127-141 (**Honorable Mention Winner, Journal of Retailing Davidson Award for Best Paper Published in 2011**)

Ganesan, Shankar, Steven P. Brown, Babu L. John, and Dixon H. Ho (2010), "Buffering and Amplifying Effects of Commitment in Business-to-Business Relationships," *Journal of Marketing Research*, 47 (2), 361-373 (**Winner of the Louis W. Stern Award for the Long-term Contribution to Interorganizational Research, 2018**)

Verhoef, Peter C., Rajkumar Venkatesan, Leigh McAlister, Edward C. Malthouse, Manfred Krafft, and Shankar Ganesan (2010), "CRM in Data Rich Multichannel Retailing Environments: A Review and Future Research Directions," *Journal of Interactive Marketing*, 24 (2), 121-137

Bradford, Kevin, Steven Brown, Shankar Ganesan, Gary Hunter, Vincent Onyemah, Robert Palmatier, Dominique Rozies, Rosann Spiro, Harish Sujan, and Barton Weitz (2010), "The Embedded Salesforce: Connecting Buying and Selling organizations," *Marketing Letters*, 21 (3), 239-253

Chen, Yubo, Shankar Ganesan, and Yong Liu (2009), "Does a Firm's Product Recall Strategy Affects its Financial Value? An Examination of Strategic Alternatives during Product-harm Crises," *Journal of Marketing*, 73 (6), 214-226.

Ganesan, Shankar, Morris George, Sandy Jap, Robert W. Palmatier, and Barton Weitz (2009), "Supply Chain Management and Retailer Performance: Emerging Trends, Issues, and Implications for Research and Practice," *Journal of Retailing*, 85(1), 84-94.

Rindfleisch, Aric, Alan J. Malter, Shankar Ganesan, and Christine Moorman (2008), "Cross-sectional Versus longitudinal Survey Research: Concepts, Findings, and Guidelines," *Journal of Marketing Research*, 45 (3), 261-279 (**Lead Article in Issue, Finalist William O' Dell Award, 2013**)

Ambrose, Maureen, Ron Hess, and Shankar Ganesan (2007), "The Relationship between Justice and Attitudes: An Examination of Justice Effects on Event and System-related Attitudes," *Organizational Behavior and Human Decision Processes*, 103(1), 21-36.

Hess, Ron, Shankar Ganesan, and Noreen Klein (2007), "Interactional Service Failures in a Pseudorelationship: The Role of Organizational and Employee Attributions," *Journal of Retailing*, 83 (1), 79-87

Ganesan, Shankar, Alan J. Malter, and Aric Rindfleisch (2005), "Does Distance Still Matter? Geographic Proximity and New Product Development," *Journal of Marketing*, 69 (October), 44-60.

Webster, Fredrick, Alan Malter, and Shankar Ganesan (2005), "The Decline and Dispersion of Marketing Competence," *MIT Sloan Management Review*, 46 (Summer), 35-43.

Hess, Ron, Shankar Ganesan, and Noreen Klein (2003), "Service Failure and Recovery: The Impact of Relationship Factors on Customer Satisfaction," *Journal of Academy of Marketing Science*, 31 (Spring), 127-145.

Brown, Steven, Shankar Ganesan, and Goutam Challagalla (2001), "Self-efficacy as a Moderator of Information-Seeking Effectiveness," *Journal of Applied Psychology*, 86 (October), 1043-1051.

Jap, Sandy, and Shankar Ganesan (2000) "Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment," *Journal of Marketing Research*, 37 (May), 227-245. **(Winner of the Louis W. Stern Award for the Best Article on Marketing Channels and Distribution, 2007)**

VandeWalle, Don, Shankar Ganesan, Goutam Challagalla, and Steven Brown (2000), "An Integrated Model of Feedback-Seeking Behavior: Disposition, Context, and Cognition," *Journal of Applied Psychology*, 85 (December), 996-1003.

Ganesan, Shankar and Ronald L. Hess (1997), "Dimensions and Levels of Trust: Implications for Commitment to a Relationship," *Marketing Letters*, 8 (4), 439-448.

Ganesan, Shankar and Barton A. Weitz (1996), "The Impact of Staffing Policies on Retail Buyer Job Attitudes and Behaviors," *Journal of Retailing*, 72 (spring), 31 - 57.

Ganesan, Shankar (1994), "Determinants of Long-term Orientation in Buyer-Seller Relationships," *Journal of Marketing*, April (58), 1 - 19. **(Lead article; 13th most cited article out of 766 articles published in JM, JMR, and JCR from 1990-96, Ref: Helm, Hunt & Houston, 2003)**

Ganesan, Shankar (1993), "Negotiation Strategies and the Nature of Channel Relationships," *Journal of Marketing Research*, 30 (May), 183 - 203.

Ganesan, Shankar, Barton A. Weitz, and George John (1993), "Hiring and Promotion Policies in Sales Force Management: Some Antecedents and Consequences," *Journal of Personal Selling and Sales Management*, 13 (spring), 15 - 26.

Bruvold, Norman T. and Shankar Ganesan (1988), "Sample Size Selection for Pairwise Comparison of Means with Unequal Variances," *Communication in Statistics: Theory and Methods*, 17 (5), 1497-1505.

### **Papers Under Review**

Ganesan, Shankar and Girish Mallapragada, "Navigating Geopolitical Turmoil: Corporate Responses to the Ukraine War and Its Impact on Consumer Mindset," *Journal of Public Policy and Marketing* (under 3<sup>rd</sup> round review)

Ganesan, Shankar, Ronald L. Hess, and Ram Ganeshan, "Understanding Buyer Switching Decisions: Interplay of Price Discounts and Buyer-Supplier Relationship Strength," *Journal of Purchasing and Supply Management* (revising for 2<sup>nd</sup> round review)

### **Conference Publications and Presentations (2007 – present)**

- June 2023 - AMA Doctoral Consortium, BI Norwegian Business School
- August 2022 – IOSIG Lifetime Achievement Award
- August 2022 - Retailing and Pricing SIG Lifetime Achievement Award
- January 2019 – AIM-AMA Sheth Foundation Doctoral Consortium Faculty Fellow
- June 2016 -- AMA Doctoral Consortium, University of Notre Dame
- July 2015 – Oxford University, Marketing Camp, Oxford
- July 2015 – AMA Doctoral Consortium, London
- April 2015 – International Marketing Ethics and Corporate Social Responsibility, Academic Symposium, Rome, Italy
- June 2014 – Thought Leaders in Marketing Channels Conference, HEC Paris
- March 2014 – Thought Leadership on the Sales Profession Conference, Columbia University
- December 2012 – "Emerging Trends in Retailing – Implications for Academicians and Practitioners," Capital Forum on the Development of Modern Service Industry
- Beijing, China
- August 2012 – "Roads Not Explored," ISBM Academic Conference: Advances in B-to-B Marketing, Chicago
- August 2012 – "Journal of Retailing: Editorial Philosophy and Guidelines," Meet the Editor Session, AMA Summer Marketing Educators' Conference, Chicago
- June 2012 – "Managing Complexity in Sales Organizations," Harvard Business School Thought Leadership Conference, Boston
- June 2012 -- "Journal of Retailing: Editorial Philosophy and Guidelines," Meet the Editor Session, EMAC, Lisbon, Portugal

- May 2012 --“Journal of Retailing: Editorial Philosophy and Guidelines,” Meet the Editor Session, Academy of Marketing Science, New Orleans
- February 2012 – ““Journal of Retailing: Editorial Philosophy and Guidelines,” Meet the Editor Session, AMA Winter Educators’ Conference, Tampa
- September 2011 – “Managing Complexity in Sales Organizations,” Siemens Academic Leadership Forum on Key Account Management,” Munich, Germany
- July 2011 – “Media Coverage of Product-harm Crises and Firm strategies in the Era of Globalization: Theory and Evidence from Product Safety Recalls,” China India Consumer Insights Conference, New Delhi, India
- July 2011 – “Product-harm Crises and media coverage: Theory and Evidence,” Global Marketing Dynamics Conference, Jaipur, India
- September 2010 – “Challenges of CRM Implementation in B2B Markets: A Contingency Perspective”, Baylor University Personal Selling and Sales Management Research Symposium, Baylor, Texas
- February 2010 -- The Role of Customer Monitoring in the Knowledge Sharing between Competing Suppliers, AMA Winter Conference, New Orleans
- December 2009 – “Coopetition in B2B markets,” 3<sup>rd</sup> Great Lakes NASMEI Marketing Conference at Great Lakes Institute of Management, Manamai, India
- July 2009 – “Knowledge sharing among competitors,” Interorganizational Camp at Ozyegin University, Istanbul, Turkey
- July 2009 -- Consortium at the University of St. Gallen, Switzerland
- June 2009 – “Knowledge Sharing among Competitors,” AMA Sheth Doctoral Consortium, Georgia State University, Atlanta
- February 2009 – “Multi-level Modeling and Application in Team Research,” AMA Winter Educator’s Conference, Tampa
- January 2009 – “CRM in Data Rich Environment,” Thought leadership Conference, Texas A & M University
- October 2008 – “The Effects of Goal orientations in Teams” Erin Anderson Memorial Conference, Wharton, Philadelphia
- June 2008 – “The role of theory in Relationship Marketing” and “Teaching: The use of Cases and Vignettes” AMA Sheth Doctoral Consortium, University Missouri, Columbia
- April 2008 –“Supply-chain, Channel Mix and Multi-channel Management” Thought Leadership Conference, Babson College, Boston
- March 2008 – “Knowledge Sharing between Competing Suppliers: The Role of the Customer”
- Third International Conference on Business Market Management, St. Gallen, Switzerland
- February 2008 – “Multi-method Approaches in Marketing: Promises and Challenges” and “Multi-level Modeling and Application in Team Research” AMA Winter Educator’s Conference, Austin, Texas
- May 2007 ----“Buffering and Amplifying Effects of Commitment in Business-to-Business Relationships” EMAC, Reykjavik, Iceland

### **Invited Presentations (2007 – present)**

- Indian School of Business (2020)
- University of Arizona (2018)
- IIM Bangalore (2016)
- Siemens, Germany (2015)
- University of Bochum, Germany (2015)
- Oxford University (2015)
- University of Arizona (2014)
- University of Illinois, Urbana-Champaign (2013)
- University of St. Gallen, St. Gallen, Switzerland (2013)
- Manchester Business School, Manchester, UK (2013)
- Washington State University, Pullman (2013)
- Beijing Technology and Business University, Beijing (2012)
- AEMARK, Congreso Nacional De Marketing, Mallorca, Spain (2012)
- FNGE, Paris (2012)
- FGV-EAESP, Sao Paulo (2012)
- Shanghai University of Finance and Economics, Shanghai (2012)
- University of Notre Dame (2012)
- Siemens Leadership Forum, Germany (2011)
- Narsee Monjee Institute of Management Studies, Bangalore (2011)
- Case Western University (2010)
- Baylor University (2010)
- University of St. Gallen, Switzerland (2009)
- Ozyegin University, Istanbul, Turkey (2009)
- AMA Doctoral Consortium, Georgia State University (2009)
- Texas A & M University (2009)
- Tulane University (2008)
- University of Pennsylvania, Wharton (2008)
- AMA Doctoral Consortium, University of Missouri-Columbia (2008)
- Babson College (2008)
- University of St. Gallen, Switzerland (2008)
- College of William and Mary (2007)
- TAPMI, Bangalore, India (2007)
- Case Western Reserve University (2007)
- University of Nebraska, Lincoln (2007)

### **Service / Outreach**

A) Reviewing

### Advisory Board

- Journal of Retailing (2022 till present)

### Editor-in-Chief

- Journal of Retailing (2011 -2014)

### Editorial Review Board

- Journal of Marketing Research (1999 – 2003, 2016 to 2022)
- Journal of Marketing (1994 to 2005, 2013 till present)
- Journal of the Academy of Marketing Science (2006 till present)
- Journal of Retailing (2001 till present)
- Journal of Trust Research (2009 till present)
- Journal of Personal Selling and Sales Management (2011 till present)
- Academy of Marketing Science Review (2013 till present)

### Ad-hoc Reviewer

- Marketing Science, Journal of Consumer Research, Academy of Management Review, Journal of Interactive Marketing, Journal of Business and Psychology, Psychology and Marketing, International Business Review, Industrial Marketing Management, Journal of Business Research, International Journal of Research in Marketing, Marketing Letters, Journal of Service Research

### Other Reviewing Activity

- Judge, Levy & Weitz Retailing SIG Dissertation Competition
- Judge for the AMA Doctoral Dissertation Competition
- MSI Alden G. Clayton Doctoral Dissertation Competition
- ISBM Doctoral Dissertation proposal Competition

### B) Conference Chairs/ Tracks/ Award Committees

- 2023-24 Academy of Marketing Science World Congress
- 2014, 2017, 2021 Journal of Retailing Editor Search
- 2007, 2008, 2020 Louis Stern Award Committee
- 2008 AMA Summer Conference, San Diego
  - Track Chair, B2B, Supply Chain Management, Distribution Channels, and Inter-organizational issues
- 2007 AMA Winter Conference, San Diego
  - Track Chair, Salesforce, and Relationships

- 2003 AMA Summer Educator's Conference, San Francisco
  - Track Chair – Marketing Relationships and Interorganizational Issues
- 1999 AMA Winter Conference, St. Petersburg Beach, FL - TradeWinds Resort
  - Track Chair -- Salesforce Management, Personal Selling, and Channels of Distribution track

#### C) Departmental Committees

- University of Notre Dame
  - Graduate Curriculum Committee, 2013 - 2023
  - Faculty Recruiting Committee, 2013 - 2023
  - Committee on Appointments, 2014 till present
  - Committee on Reappointments, Promotion, & Tenure, 2014 till present
- University of Arizona
  - Conference Co-organizer & Chair, Office Depot Sales Summit, 2006 - 2013
  - MBA Committee, 2009 - 2013
  - Faculty Recruiting Committee, 2000 - 2013
  - Lou Stern Award Winner presentations, Organizer, 2008 - 2013
  - B2B Research Seminars, 2007 - 2013
  - Marketing Department Promotion and Tenure Committee, 2002 - 2013
  - Doctoral Program Committee, 2003 – 2006, 2008 - 2013
  - Faculty Evaluation Committee, 2002 - 2013

#### D) College Committees

- University of Notre Dame
  - Mendoza Dean Review, Spring 2023
  - Deans, Chairs, and Directors (DCD) Committee, 2014 - 2023
  - Mendoza College Council, 2014 - 2023
- University of Arizona
  - Member, College Promotion and Tenure Committee, 2011
  - College P & T Committee's representative for the P & T cases in the Management & Organization Department, 2011
  - Member, Graduate Programs Committee, 2009 - 2013
  - Chair, Five-year Review of Prof. Stephen Gilliland, Department Head, Management & Organizations Department, 2008-09
  - Member, Dean's Committee on Eller College Vision and Strategic Planning, 2008 -- 2009
  - Member, Eller College Advisory Committee, 2007 - 2009
  - Member, Muzzy Chair in Entrepreneurship Search Committee, 2006
  - Member of the Research and Doctoral Studies Committee, 2003 -- 2006
  - Member, Marketing Department Head Search Committee, 2003

- Member, Prop 301 committee, 2002 - 04
- Member, Brown Endowed Chair Search Committee, 2003

#### E) University Committees

- Mendoza College Dean Review Committee, 2023
- Member, Academic Program Review Committee, Management & Policy Department, University of Arizona, 2005
- Evaluator, Small Grants Proposals, Office of VP of Research, University of Arizona, 2004, 2005

#### F) Doctoral Program

- Director of Ph.D. program in the Marketing Department, 2003 – 2006
- Ph.D. Students
  - Gunter Wessels (Dissertation Committee Member) – completion date 2011
    - Partner and Healthcare Practice Principal, Total Innovation Group
  - Dixon Ho (Dissertation Committee Chair) -- completion date 2008
    - Assistant Professor, Nanyang Technological University, Singapore
  - Lin (Dissertation Committee Member) – completion date 2004
    - Assistant Professor of Management and Marketing, Lehigh University, PA
  - Ronald Hess (Dissertation Committee Chair) – completion date 1999
    - Associate Professor, Mason School of Business, College of William & Mary, VA
  - Dong-Jin Lee (Dissertation Committee Member) – completion date 1998
    - Professor, Yonsei University, Korea

#### G) MBA Program

- Faculty Advisor, Advanced Field Project, 2011 (one team)
- Faculty Advisor, Advanced Field Project, 2010 (one team)
- Faculty Advisor, First Year Field Projects, 2010 (two teams)
- Faculty Advisor, First Field Project, 2009 (one team)
- Faculty Advisor, Advanced Field Project, 2007 (one team)

#### H) Undergraduate Program

- Faculty Co-Advisor, Honors Project: University of Arizona Medical Center: Surgical Transplant Services, 2011

## **Professional Affiliations**

- American Marketing Association
- INFORMS
- Beta Gamma Sigma, National Business Honor Society
- Academy of Management

## **Grants and Contracts**

- 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009 -- Faculty Summer Research Grant, University of Arizona
- 2004 -- Foreign Travel Grant, University of Arizona
- 2004 -- Student/ Faculty Interaction Grant, University of Arizona (with Julie Miranda)
- 2003 -- Grant from Institute for the Study of Business Markets, Penn State University (with Steve Brown and John Mariadass)
- 2003 -- Student/ Faculty Interaction Grant, University of Arizona (with Julie Miranda)
- 2002 -- Prop 301 Ecommerce Initiative Grant, University of Arizona (with Madhusudan Therani)
- 2002 -- Marketing Science Institute (with Alan Malter and Fred Webster)
- 2001 -- Marketing Science Institute (with Aric Rindfleisch and Alan Malter)
- 1999 -- Faculty Small Grants Program, University of Arizona
- 1996 -- Faculty Summer Research Grant, Virginia Tech
- 1995 -- Faculty Summer Research Grant, Virginia Tech

## **Teaching \***

- A) Doctoral courses
  - Seminar in Research Methods (University of Arizona)
  - Seminar in Marketing Strategy (University of Arizona)
- B) Executive MBA courses – Evening and Weekend Programs
  - Strategic Marketing (University of Notre Dame)
  - Customer Value Proposition (University of Arizona)
  - Marketing Research for Managers (University of Arizona)
- C) Custom Executive Programs
  - Ventana Medical Systems: Roche – Seminar 1 (University of Arizona)
  - Ventana Medical Systems: Roche – Seminar 2 (University of Arizona)
- D) MBA courses – Full time Program
  - Customer Valuation and Management (University of Notre Dame, University of Arizona)
  - Business-to-Business Marketing (University of Notre Dame)

- Marketing Management (University of Notre Dame, University of Arizona)

E) Undergraduate courses

- Customer Valuation and Management (University of Notre Dame)
- Personal Selling and Sales Management (University of Arizona)
- Marketing Management (University of Arizona, Virginia Tech)
- Marketing Strategy (University of Arizona, Virginia Tech)

**References**

Available upon request