

VITA

C. Anthony Di Benedetto

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PERSONAL

Born June 23, 1957 at Windsor, Ontario, Canada.
Citizenship: United States and Canada.
Languages: English, Italian, French (fluent); German (conversational).
Certificate of German as a Foreign Language, Goethe Institute, Montreal.
Certificate in Conversational Japanese, Temple University.

EDUCATION

Ph. D. 1985 Joint Doctoral Program in Administration, McGill University, Montreal, PQ, Canada.
Major area: Marketing
Minor area: Management Science
Named to Dean's Honor List

M.B.A. 1980 McGill University, Montreal, PQ, Canada.
Concentration: Marketing

B. Sc. 1978 McGill University, Montreal, PQ, Canada.
Major: Chemistry
Graduated with Great Distinction
Named University Scholar

PROFESSIONAL CERTIFICATION

2000 New Product Development Professional (NPDP), conferred by Product Development & Management Association.

FULL-TIME ACADEMIC APPOINTMENTS

January 1990 – **Professor of Marketing** and secondary faculty in the Strategic Management and International Business Departments, Fox School of Business, Temple University, Philadelphia, PA.
present Promoted to rank of Full Professor, July 1998.
Chairperson of Marketing Department, July 1996 - June 1999.
Granted tenure and promoted to rank of Associate Professor, July 1991.

Taught Marketing in International MBA program, 1995-2006, 2012.
 Taught Marketing and New Product Development in EMBA program, 1994-2009.
 Taught New Product Development in Online MBA program, 2011-2012.
 Taught New Product Development in Singapore EMBA program, 2012, 2014-15.
 Taught Marketing in Cali EMBA Program, 2013-15.
 Program Director (1993-2004) and Instructor, International Business Seminars in Rome
 summer program, Temple University, Rome Campus, Rome, Italy.

Courses Taught: Doctoral Seminar in Marketing Management Models; Doctoral Seminar in International Marketing; Product Management, Marketing Systems: Theory and Operations, Managerial Decision Strategies in Marketing, Industrial Marketing, Marketing Communications (MBA); Marketing Research, International Marketing (both MBA and undergraduate); Marketing Strategy Planning, Promotion Management, Special Topics in Marketing: Marketing in the European Union (undergraduate).

January 1985- **Assistant Professor of Marketing**, College of Business and Economics, University of
 Dec. 1989 Kentucky, Lexington, KY.

Courses Taught: Doctoral Seminar in Marketing Management; Product Management (MBA); Marketing Strategy and Planning, Promotion Management, Marketing Management (undergraduate).

VISITING ACADEMIC APPOINTMENTS

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| 2018 | Visiting Professor, M.S. seminar in Product Management, Otto Biesheim School of Management, WHU, Vallendar, Germany, March. |
| 2017-21 | Guest Lecturer, Management, Organization, and Marketing of Innovation, Copenhagen Business School, Copenhagen, Denmark, March, December. |
| 2016-17 | Visiting Professor, Product Management course, IESEG School of Management, Paris, France, April. |
| 2015 | Visiting Scholar, Virginia Commonwealth University, Richmond, VA, May. Visiting Professor, Service Design course, Yonsei University, Seoul, South Korea, March. |
| 2014 | Charles G. Thalhimier Family Scholar-in-Residence, Virginia Commonwealth University, Richmond, VA, March. |
| 2013-17 | Visiting Professor, Marketing Management course, EDHEC Business School, Nice, France, November-December. |
| 2012 | Visiting Professor, Product Management course, Università della Svizzera Italiana, Lugano, Switzerland, October. |
| 2012-8 | Visiting Professor, Product Management course, IESEG School of Management, Lille, France, January-April. |
| 2011-14 | Visiting Professor, Ph. D. course in Technology Entrepreneurship and Innovation Management, Technische Universiteit Eindhoven, The Netherlands, May. |

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| 2011-14 | Visiting Professor, Ph. D. course in New Product Development: Theory and Management, Otto Biesheim School of Management, WHU, Vallendar, Germany, September. |
| 2011 | <p>Visiting Special Lecturer, Michigan State University, East Lansing, MI, August.</p> <p>Visiting Professor, Entrepreneurship, Organizational Change, and Open Innovation course, International Summer University, Graduate School of Management, St. Petersburg State University, Vienna, Austria, August.</p> <p>Visiting Professor, Leadership and Negotiation course, European School of Economics, Rome, Italy, June.</p> <p>Visiting Professor, Managing Innovation EMBA course, Politecnico di Milano, Milan, Italy, May.</p> |
| 2010-11 | Fulbright-Kathryn and Craig Hall Chair in Entrepreneurship, Managing Business from an Entrepreneurial Perspective course, Wirtschaftsuniversität Wien (Vienna University of Economics and Business Administration), Vienna, Austria, October 2010-January 2011. |
| 2010-14 | Visiting Professor, New Product Management course, Graduate School of Management, St. Petersburg State University, St. Petersburg, Russia, October-November. |
| 2010 | <p>Visiting Professor, Innovation Seminar for International MBA and Evening MBA Programs, Politecnico di Milano, Milan, Italy, May and November.</p> <p>Visiting Professor, Technology Strategy EMBA course and EDEN Doctoral Seminar on Economics and Management of Innovation, Politecnico di Milano, Milan, Italy, May.</p> <p>Visiting Professor, Marketing of Services course, European School of Economics, Rome, Italy, May-June.</p> |
| 2010-14 | Professor of Entrepreneurial High-Tech Marketing, Technische Universiteit Eindhoven, Eindhoven, The Netherlands. |
| 2009-13 | Visiting Professor, Technology Management course, Business Leader Special Program, Faculty of Commerce, Kansai University, Osaka, Japan, December. |
| 2009-10, 12 | Visiting Professor, Institute of Technology and Innovation Management, Department of Management, Università Bocconi, Milan, Italy, May 2009, November-December 2010, May 2012. |
| 2008 | Visiting Scholar, Marketing Area, Haskayne School of Business, University of Calgary, Calgary, AB, Canada, February. |
| 2007-09 | Visiting Professor of International Entrepreneurship, Technische Universiteit Eindhoven, Eindhoven, The Netherlands. |
| 2006 | <p>Visiting Professor, Wirtschaftsuniversität Wien (Vienna University of Economics and Business Administration), Vienna, Austria, December.</p> <p>Distinguished Hooker Visiting Professor, DeGroote School of Business, McMaster University, Hamilton, ON, Canada, September.</p> |
| 2006-07 | Instructor, Marketing Management seminar, in University of Missouri-Kansas City Executive MBA Program, Kansas City, MO, October-November. |

- 1999 Instructor, Rome MBA Program, St. John's University, Rome Campus, Rome, Italy, May-June. Courses taught: Principles of Marketing and International Marketing.
- 1984 Instructor (Chargé du Cours), Département des Sciences Administratives, Université du Québec à Montréal, Montreal, PQ, Canada, September-December. Courses taught (in French): Marketing Strategy, Marketing Communications, Advertising.
- 1981-83 Faculty Lecturer and Research Assistant, Faculty of Management, McGill University, Montreal, PQ, Canada. Course taught: Marketing Management.

FULL TIME EDITORSHIP

- 2004-12 Editor-in-Chief, *Journal of Product Innovation Management*.
- 2013-16 Editor-in-Chief, *Journal of Global Scholars of Marketing Science*.
- 2013-present Editor-in-Chief, *Journal of International Consumer Marketing*.
- 2017-present Co-Editor-In-Chief, *Industrial Marketing Management*.
- 2024-present Editor-in-Chief, *Journal of Nonprofit and Public Sector Marketing*.

AWARDS, SCHOLARSHIPS, AND RECOGNITION

- 2025 Experiential Learning Teaching Award.
- 2023 First Place, Spring Faculty 3-Minute Research Competition.
- 2022 Fox School Excellence in Pedagogical Research Award.
- 2020 Fox School 2020 Excellence in Pedagogical Research Award.
Ranked among top 2% of researchers worldwide, Stanford University Author Database.
- 2017 Selected as DBA Faculty of the Year (Second Year).
Selected as OMBA Faculty of the Year.
- 2015 19th Recipient of the Musser Excellence in Leadership Award in Research
Dean's Teaching Fellow.
- 2014 Selected as Outstanding Professor by the MS Marketing Class of 2014.
- 2013 Recognized as one of the top 50 authors worldwide of Technology and Innovation Management (2008-2012), International Association of Management of Technology.
- 2012 Excellence in Research award, Department of Marketing and Supply Chain Management, Fox School of Business, Temple University.

Named International Collaborator, UAEU Center for Strategic Management, United Arab Emirates University.
- 2010 J. William Fulbright Award (Fulbright-Kathryn and Craig Hall Distinguished Chair in Entrepreneurship), Wirtschaftsuniversität Wien, Vienna, Austria.
- 2009 Recognized as one of the top 50 authors worldwide of Technology and Innovation Management (2003-2007), International Association of Management of Technology.
- 2008 *IEEE Transactions on Engineering Management* Best Paper Award.

- 2007 Recognized as one of the top scholars worldwide in Innovation Management, *Journal of Product Innovation Management*, Vol. 24, No. 3, 2007.
- Washburn Senior Research Fellow, Fox School of Business, Temple University.
- Research Roundtable, Fox School of Business, Temple University.
- 2006 Recognized as one of the top scholars worldwide in Innovation Management, *R&D Management*, Vol. 26, No. 2, 2006.
- 2002,03,04 Teachers Roundtable, Fox School of Business, Temple University.
- 2001,04,06, Dean's Research Honor Roll, Fox School of Business, Temple University.
09,10,11,12,15
- 1997,99,00 Finalist, *Journal of Product Innovation Management* Best Paper Award.
- 1997 Great Teacher Award, Temple University.
- 1996 Christian R. and Mary F. Lindback Foundation Award for Distinguished Teaching, Temple University.
- 1995 Marketing Department Annual Teaching Award, Temple University.
- 1992 Steven J. Shaw Award for Best Paper at the Southern Marketing Association Conference; also Best Paper Award (Marketing Strategy Track).
- 1990 Inaugural Recipient of Lynne A. Cronfeld Foundation Research Award/Grant, Department of Marketing, Temple University (awarded for productivity in research).
- Best Paper Award (Review/Conceptual Paper Category), Product Development and Management Association International Academic Seminar.
- 1989 Finalist, Franz Edelman Award Competition for Excellence in the Practice of Management Science.
- 1985 Finalist, Academy of Marketing Science Doctoral Dissertation Competition.
- 1983 Recipient of McConnell Memorial Fellowship, McGill University (declined).
- 1981 Recipient of Doctoral Fellowships from University of British Columbia and University of Western Ontario (declined).
- 1978 Faculty of Graduate Studies Fellowships Committee Scholarship, McGill University.
- 1973 Avon Scholarship (full academic scholarship).
Quebec Association of Mathematics Teachers Competition Prize.
St. John Fisher Parish Ladies Guild Prize.

DISSERTATION

"A Game-Theoretic Framework for Marketing Decision-Making Using Econometric Analysis."
Supervisor: Dr. Roger J. Calantone.
Received highest possible grade (Excellent) from outside reviewers.

PUBLICATIONS IN REFEREED ACADEMIC JOURNALS

1. C. Anthony Di Benedetto. "A Multiplicative Dynamic-Adjustment Model of Sales Response to Marketing-Mix Variables," *Modelling, Simulation and Control*, C, Vol. 4, No. 1, Autumn 1985, pp. 7 - 19.
2. C. Anthony Di Benedetto. "The Effect of Public Opinion on Advertising Strategies: the Canadian Cigarette Industry," in X.J.R. Avula, G. Leitmann, C.D. Mote, Jr., and E.Y. Rodin (eds.), *Mathematical Modelling in Science and Technology*, special issue of *Mathematical Modelling*, Vol. 8, New York: Pergamon Press, 1987, pp. 674 - 678; also presented at the 5th Annual Conference on Mathematical Modelling, Berkeley, CA, July 1985.
3. Roger J. Calantone, C. Anthony Di Benedetto and David Bojanic. "A Comprehensive Review of the Tourism Forecasting Literature," *Journal of Travel Research*, Vol. 26, No. 2, Fall 1987, pp. 28 - 39.
4. C. Anthony Di Benedetto. "Modeling Rationality in Marketing Decision-Making with Game Theory," *Journal of the Academy of Marketing Science*, Vol. 15, No. 4, Winter 1987, pp. 22 - 32.
5. Roger J. Calantone and C. Anthony Di Benedetto. "Examining the Conduct of Competing Firms Using a Game-Theoretic Framework," *Modelling, Simulation and Control*, C, Vol. 11, No. 2, Winter 1987-88, pp. 1 - 28 (lead article).
6. Roger J. Calantone, C. Anthony Di Benedetto and Martin S. Meloche. "Strategies of Product and Process Innovation: A Loglinear Analysis," *R&D Management*, Vol. 18, No. 1, January 1988, pp. 13 - 21.
7. C. Anthony Di Benedetto. "Modelling Cigarette Marketing Using a Dynamic Adjustment Approach," *Modelling, Simulation and Control*, C, Vol. 12, No. 3, Summer 1988, pp. 1 - 20 (lead article).
8. Roger J. Calantone, C. Anthony Di Benedetto and David C. Bojanic. "Multimethod Forecasts for Tourism Analysis," *Annals of Tourism Research*, Vol. 15, No. 3, 1988, pp. 387 - 406.
9. Roger J. Calantone and C. Anthony Di Benedetto. "An Integrative Model of the New Product Development Process: An Empirical Validation," *Journal of Product Innovation Management*, Vol. 5, No. 3, September 1988, pp. 201 - 215.
10. Roger J. Calantone, C. Anthony Di Benedetto and Vihang R. Errunza. "The Use of Discrete Variable Selections for Credit Evaluation," *Omega*, Vol. 16, No. 5, September 1988, pp. 469 - 480.
11. Roger J. Calantone and C. Anthony Di Benedetto. "An Export Strategy Model for Firms with Small Home Markets," *Der Markt*, Vol. 27, No. 106, 1988, pp. 122 - 133.
12. Roger J. Calantone and C. Anthony Di Benedetto. "Defensive Marketing in Globally Competitive Industrial Markets," *Columbia Journal of World Business*, Vol. 23, No. 3, Fall 1988, pp. 3 - 14 (lead article).
13. Roger J. Calantone and C. Anthony Di Benedetto. "Competitive Attack and Retaliation with the DEFENDER Model: A Differential-Game Approach," *Modelling, Simulation and Control*, C, Vol. 15, No. 2, Winter 1988-89, pp. 33 - 64.
14. Roger J. Calantone and C. Anthony Di Benedetto. "The Effectiveness of Microcomputer Exercises in Teaching Marketing Planning and Control," *Journal of Education for Business*, Vol. 64, No. 6, March 1989, pp. 251 - 257.
15. Roger J. Calantone, Cornelia Dröge, David S. Litvack and C. Anthony Di Benedetto. "Flanking in a Price War," *Interfaces*, Vol. 19, No. 2, March-April 1989, pp. 1 - 12 (lead article).
Finalist in the Franz Edelman Award Competition for Excellence in the Practice of Management Science.

16. Roger J. Calantone, C. Anthony Di Benedetto and Martin S. Meloche. "The Analytical Hierarchy Process as a Technique for Retail Store Location Selection," *Journal of Business Strategies*, Vol. 6, No. 1, Spring 1989, pp. 61 - 74.
17. Roger J. Calantone, C. Anthony Di Benedetto, Ali Hakam and David C. Bojanic. "Multiple Multinational Tourism Positioning Using Correspondence Analysis," *Journal of Travel Research*, Vol. 28, No. 2, Fall 1989, pp. 25 - 32.
18. Roger J. Calantone and C. Anthony Di Benedetto. "Canonical Correlation Analysis of Unobservable Relationships in the New Product Process," *R&D Management*, Vol. 20, No. 1, January 1990, pp. 2 - 21 (lead article).
19. Roger J. Calantone and C. Anthony Di Benedetto. "A Spatial Model for Defensive Business Strategy Formulation," *Modelling, Simulation and Control*, C, Vol. 20, No. 4, Spring 1990, pp. 1 - 29 (lead article).
20. C. Anthony Di Benedetto and Roger J. Calantone. "Effective Management of the R&D-Marketing Link For Improving New Product Success Rates," *Journal of Managerial Issues*, Vol. 2, No. 1, Spring 1990, pp. 75 -90.
21. Roger J. Calantone and C. Anthony Di Benedetto. "Defensive Industrial Marketing Strategies," *Industrial Marketing Management*, Vol. 19, No. 4, August 1990, pp. 267 - 278.
22. Paul M. Anglin, Roger J. Calantone and C. Anthony Di Benedetto. "An Optimal Price Dealing Model for Consumer Non-Durables in a Duopoly," *Modelling, Simulation and Control*, C, Vol. 22, No. 4, Autumn 1990, pp. 7 - 33.
23. Geoffrey L. Gordon, Roger J. Calantone and C. Anthony Di Benedetto. "How Electrical Contractors Choose Distributors," *Industrial Marketing Management*, Vol. 20, No. 1, February 1991, pp. 29 - 42.
24. Geoffrey L. Gordon, Roger J. Calantone and C. Anthony Di Benedetto. "Mature Markets and Revitalization Strategies: An American Fable," *Business Horizons*, Vol. 34, No. 3, May-June 1991, pp. 39 - 50.
25. Roger J. Calantone and C. Anthony Di Benedetto. "Knowledge Acquisition Modeling in Tourism," *Annals of Tourism Research*, Vol. 18, No. 2, 1991, pp. 202 - 212.
26. Anthony Adams, C. Anthony Di Benedetto and Rajan Chandran. "Can You Reduce your Package Size Without Damaging Sales?," *Long Range Planning*, Vol. 24, No. 4, August 1991, pp. 86 - 96.
27. Roger J. Calantone, C. Anthony Di Benedetto and Curtis E. Harvey. "A Model for Defensive Marketing Strategy with Examples from the Europe 1992 Context," *Journal of Euromarketing*, Vol. 1, No. 1/2, 1991, pp. 9 - 38 (lead article).
Reprinted in: Erdener Kaynak and Pervez N. Ghauri (eds.), *Euromarketing: Effective Strategies for International Trade and Export*, Binghamton, NY: Haworth Press, 1994, pp. 107 - 137.
28. C. Anthony Di Benedetto, Mariko Tamate and Rajan Chandran. "Developing Creative Advertising Strategy for the Japanese Marketplace," *Journal of Advertising Research*, Vol. 32, No. 1, January-February 1992, pp. 39 - 48.
29. Geoffrey L. Gordon, Peter Kaminski, Roger J. Calantone and C. Anthony Di Benedetto. "Linking Customer Knowledge With Successful Service Innovation," *Journal of Applied Business Research*, Vol. 9, No. 2, Spring 1993, pp. 129 - 139.
30. Victor Raj, Roger J. Calantone and C. Anthony Di Benedetto. "Knowledge Acquisition Using Multiple Experts in a New Product Expert System," *Advances in Modelling and Analysis*, C, Vol. 38, No. 1, Summer 1993, pp. 13 - 41.

31. Geoffrey L. Gordon, Roger J. Calantone and C. Anthony Di Benedetto. "Business-to-Business Service Marketing: How Does It Differ from Business-to-Business Product Marketing?", *Journal of Business and Industrial Marketing*, Vol. 8, No. 1, 1993, pp. 45 - 57.
32. C. Anthony Di Benedetto and David C. Bojanic. "Tourism Area Life Cycle Extensions," *Annals of Tourism Research*, Vol. 20, No. 3, 1993, pp. 557 - 570.
33. Roger J. Calantone, C. Anthony Di Benedetto and Richard Divine. "Organisational, Technical and Marketing Antecedents for Successful New Product Development," *R&D Management*, Vol. 23, No. 4, October 1993, pp. 337 - 351.
34. Geoffrey L. Gordon, Roger J. Calantone and C. Anthony Di Benedetto. "Brand Equity in the Business-To-Business Sector: An Exploratory Study," *Journal of Product and Brand Management*, Vol. 2, No. 3, Fall 1993, pp. 4 - 16 (lead article).
35. Geoffrey L. Gordon, Roger J. Calantone, C. Anthony Di Benedetto and Peter Kaminski. "Customer Knowledge Acquisition in the Business Products Market," *Journal of Product and Brand Management*, Vol. 2, No. 3, Fall 1993, pp. 23 - 35.
36. Joseph O. Eastlack, Jr., C. Anthony Di Benedetto and Rajan Chandran. "Consumer Goods Packaging Innovation and Its Role in the Product Adoption Process," *Journal of Food Products Marketing*, Vol. 1, No. 4, 1993, pp. 117 - 133.
37. C. Anthony Di Benedetto and Rajan Chandran. "Emergence and Development of a University Curriculum for Corporate Environmental Responsibility," *Journal of Teaching in International Business*, Vol. 5, No. 1/2, 1993, pp. 77 - 91.
Reprinted in: Alma T. Mintu, Héctor R. Lozada and Michael J. Polonsky (eds.), *Environmental Issues in the Curricula of International Business: The Green Imperative*, Binghamton, NY: Haworth Press, 1994, pp. 77 - 91.
38. C. Anthony Di Benedetto and Rajan Chandran. "Patterns in the Implementation of Corporate Responses to Chronic Problem Products," *Journal of Managerial Issues*, Vol. 6, No. 1, Spring 1994, pp. 13 - 32 (lead article).
Reprinted in 20th Anniversary Edition of *Journal of Managerial Issues*, Winter 2009.
39. Roger J. Calantone and C. Anthony Di Benedetto. "How Firms Organize for Successful Innovation in a Hostile Environment," *Journal of Technology Transfer*, Vol. 19, No. 1, April 1994, pp. 17 - 26.
40. Roger J. Calantone, C. Anthony Di Benedetto and Sriraman Bhoovaraghavan. "Examining the Relationship Between Degree of Innovation and New Product Success," *Journal of Business Research*, Vol. 30, No. 2, June 1994, pp. 143 - 148.
41. Geoffrey L. Gordon, C. Anthony Di Benedetto and Roger J. Calantone. "Brand Equity as an Evolutionary Process," *Journal of Brand Management*, Vol. 2, No. 1, August 1994, pp. 47 - 56.
42. Leonard J. Kistner, C. Anthony Di Benedetto and Sriraman Bhoovaraghavan. "An Integrated Approach to the Development of Channel Strategy," *Industrial Marketing Management*, Vol. 23, No. 4, October 1994, pp. 315 - 322.
Reprinted as "Geïntegreerde Ontwikkeling van een Kanaalstrategie" in *Marketing Wise*, No. 2, 1995, pp. 75 - 85 (in Dutch).
43. C. Anthony Di Benedetto, Roger J. Calantone and Victor Raj. "NEWPRODEX: A Knowledge-Based Expert System for Industrial Product Screening and Development in International Marketing," *Asia Pacific Journal of Marketing and Logistics*, Vol. 6, No. 3, 1994, pp. 48 - 75.

44. Denise D. Schoenbachler, C. Anthony Di Benedetto, Geoffrey L. Gordon and Peter F. Kaminski. "Assessing the Effectiveness of Destination Advertising With the Split-Run Technique," *Journal of Travel and Tourism Marketing*, Vol. 4, No. 1, 1995, pp. 1 - 21 (lead article).
45. Roger J. Calantone, C. Anthony Di Benedetto and Geoffrey L. Gordon. "Information Gathering and Customer Value Creation in Business-to-Business Services: Applied to the Telecommunications Industry," *Journal of Customer Service in Marketing and Management*, Vol. 1, No. 2, 1995, pp. 123 - 146.
46. Roger J. Calantone, C. Anthony Di Benedetto and Ted Haggblom. "Principles of New Product Management: Exploring the Beliefs of Product Practitioners," *Journal of Product Innovation Management*, Vol. 12, No. 3, June 1995, pp. 235 - 247.
47. Ted Haggblom, Roger J. Calantone and C. Anthony Di Benedetto. "Do New Product Development Managers in Large or High-Market-Share Firms Perceive Marketing-R&D Interface Principles Differently?", *Journal of Product Innovation Management*, Vol. 12, No. 4, September 1995, pp. 323 - 333.
48. Richard A. Klavans, C. Anthony Di Benedetto and Melanie J. Prudom. "Understanding Competitive Interactions: The U.S. Commercial Aircraft Market," *Journal of Managerial Issues*, Vol. 9, No. 1, Spring 1997, pp. 13-36 (lead article).
49. Jeffrey B. Schmidt, Roger J. Calantone and C. Anthony Di Benedetto. "New Product Activities and Performance: The Moderating Role of Environmental Hostility," *Journal of Product Innovation Management*, Vol. 14, No. 3, May 1997, pp. 179-189.
Finalist in the JPIM Best Paper Award, 1997.
50. Aysegul Özsoy, Roger J. Calantone and C. Anthony Di Benedetto. "What Makes Firms More Innovative? A Look at Organizational and Environmental Factors," *Journal of Business and Industrial Marketing*, Vol. 12, No. 6, November 1997, pp. 400-416.
51. Roger Kashlak, Rajan Chandran and C. Anthony Di Benedetto. "Reciprocity in International Business: A Study of Telecommunications Alliances and Contracts," *Journal of International Business Studies*, Vol. 29, No. 2, Second Quarter 1998, pp. 281-304.
52. Roger J. Calantone, C. Anthony Di Benedetto and Jeffrey B. Schmidt. "Using the Analytic Hierarchy Process in New Product Screening," *Journal of Product Innovation Management*, Vol. 16, No. 1, January 1999, pp. 65-76.
Finalist in the JPIM Best Paper Award, 1999.
53. X. Michael Song, C. Anthony Di Benedetto and Yuzhen Lisa Zhao. "Pioneering Advantages in Manufacturing and Service Industries: Empirical Evidence from Nine Countries," *Strategic Management Journal*, Vol. 20, No. 9, September 1999, pp. 811-836.
54. C. Anthony Di Benedetto. "Identifying the Key Success Factors in New Product Launch," *Journal of Product Innovation Management*, Vol. 16, No. 5, November 1999, pp. 530-544.
55. Roger J. Calantone and C. Anthony Di Benedetto. "Performance and Time-To-Market: Accelerating Cycle Time with Overlapping Stages," *IEEE Transactions on Engineering Management*, Vol. 47, No. 2, May 2000, pp. 232-244.
56. X. Michael Song, C. Anthony Di Benedetto, and Lisa Z. Song. "Pioneering Advantage in New Service Development: A Multi-Country Study of Managerial Perceptions," *Journal of Product Innovation Management*, Vol. 17, No. 5, September 2000, pp. 378-392.
Finalist in the JPIM Best Paper Award, 2000.

57. X. Michael Song, Jinhong Xie and C. Anthony Di Benedetto. "Message and Source Factors, Market Uncertainty, and Extrafunctional Information Processing: Hypotheses and Empirical Evidence," *IEEE Transactions on Engineering Management*, Vol. 48, No. 2, May 2001, pp. 223-238.
58. Clyde Philip Rolston and C. Anthony Di Benedetto. "The Classical Recording Industry: Survival Techniques in a Shrinking Market," *Journal of Arts Management, Law, and Society*, Vol. 32, No. 1, Spring 2002, pp. 25-36.
59. X. Michael Song, Roger J. Calantone and C. Anthony Di Benedetto. "Competitive Forces and Strategic Choice Decisions: An Experimental Investigation in the United States and Japan," *Strategic Management Journal*, Vol. 23, No. 10, October 2002, pp. 969-978.
60. C. Anthony Di Benedetto, Roger J. Calantone, Eric Van Allen, and Mitzi M. Montoya-Weiss. "Purchasing Joins the NPD Team," *Research-Technology Management*, Vol. 46, No. 4, July-August 2003, pp. 45-51.
61. C. Anthony Di Benedetto, Roger J. Calantone, and Chun Zhang. "International Technology Transfer: Model and Exploratory Study in the People's Republic of China," *International Marketing Review*, Special Issue on International New Product Development, Vol. 20, No. 4, September 2003, pp. 446-462.
62. C. Anthony Di Benedetto and X. Michael Song. "The Relationship Between Strategic Type and Firm Capabilities in Chinese Firms," *International Marketing Review*, Special Issue on Marketing in China, Vol. 20, No. 5, November 2003, pp. 514-533.
63. Wayne S. DeSarbo, C. Anthony Di Benedetto, Michael Song, and Indrajit Sinha. "Revisiting the Miles and Snow Strategic Framework: Uncovering Relationships Between Strategic Types, Capabilities, Environmental Uncertainty, and Firm Performance," *Strategic Management Journal*, Vol. 26, No. 1, January 2005, pp. 47-74.
64. C. Anthony Di Benedetto, X. Michael Song, and Lisa Y. Song. "The Strategic Advantage of New Product Pioneering: Perceptions of Senior Managers in China," *SCMS Journal of Indian Management*, Vol. 3, No. 2, April-June 2006, pp. 24-37.
65. Wayne S. DeSarbo, C. Anthony Di Benedetto, Kamel Jedidi, and Michael Song. "A Constrained Latent Structure Multivariate Regression Methodology for Empirically Deriving Strategic Types," *Management Science*, Vol. 52, No. 6, June 2006, pp. 909-924.
66. Roger J. Calantone and C. Anthony Di Benedetto. "Clustering Product Launches by Price and Launch Strategy," *Journal of Business and Industrial Marketing*, Vol. 22, No. 1, 2007, pp. 4-19 (lead article).
Featured article in *Monthly Highlights for March 2007 on the Emerald website*, <http://www.emeraldinsight.com/info/highlights.jsp>.
Highly Commended Award Winner, *Literati Network Awards for Excellence*, 2008.
67. Michael Song, Robert Nason and C. Anthony Di Benedetto, "Capabilities and Financial Performance: The Moderating Effect of Strategic Type," *Journal of the Academy of Marketing Science*, Vol. 35, No. 1, March 2007, pp. 18-34.
68. Manak Gupta and C. Anthony Di Benedetto. "Optimal Pricing and Advertising Strategy for Introducing a New Business Product With Threat of Competitive Entry," *Industrial Marketing Management*, Vol. 36, No. 4, May 2007, pp. 540-548.
69. Roger J. Calantone and C. Anthony Di Benedetto. "A Clustering Approach for Assessing the Antecedents to New Product Development Process Outcomes," *i-Manager's Journal on Management*, Vol. 1, No. 4, March-May 2007, pp. 49-63.
70. Wayne S. DeSarbo, C. Anthony Di Benedetto, and Michael Song. "A Heterogeneous Resource Based View Approach for Exploring Relationships Between Firm Performance and Capabilities," *Journal of Modeling in Management*, Vol. 2, No. 2, 2007, pp. 103-130 (lead article).
Highly Commended Award Winner, *Literati Network Awards for Excellence*, 2008.

71. Michael Song and C. Anthony Di Benedetto. "Supplier's Involvement and Success of Radical New Product Development in New Ventures," *Journal of Operations Management*, Vol. 26, No. 1, January 2008, pp. 1-22 (lead article).
72. Michael Song, Robert Nason and C. Anthony Di Benedetto, "Distinctive Marketing and Information Technology Capabilities and Strategic Types: A Cross-National Investigation," *Journal of International Marketing*, Vol. 16, No. 1, March 2008, pp. 4-38 (lead article).
73. Michael Song, C. Anthony Di Benedetto and Yushan Zhao. "The Antecedents and Consequences of Manufacturer-Distributor Cooperation," *Journal of the Academy of Marketing Science*, Vol. 36, No. 2, June 2008, pp. 215-233.
74. Mumin Dayan, Ali E. Akgün, and C. Anthony Di Benedetto. "New Product Development Team Intelligence: Antecedents and Consequences," *Information and Management*, Vol. 45, No. 4, June 2008, pp. 221-226.
75. C. Anthony Di Benedetto, Wayne S. DeSarbo, and Michael Song. "Strategic Capabilities and Radical Innovation: An Empirical Study in Three Countries," *IEEE Transactions on Engineering Management*, Vol. 55, No. 3, August 2008, pp. 420-433.
Best Paper Award Winner, IEEE Transactions on Engineering Management, 2008.
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BLOG POSTS

1. Series of blog posts co-authored and published by Higher Education Policy Institute (hepi.ac.uk/category/blog) starting in September 2024.
 - a. Adam Lindgreen, C. Anthony Di Benedetto, and Florian Kock. "Can Academics Reliably Generate Original Ideas?", September 4, 2024.
 - b. Adam Lindgreen, C. Anthony Di Benedetto, and Florian Kock. "On Ice: 'Freezing' and 'Unfreezing' Research Culture," September 12, 2024.
 - c. Adam Lindgreen, C. Anthony Di Benedetto, Roderick J. Brodie, and Peter Naude. "Challenge Conventional Wisdom': What Makes an Effective Research Group?", September 20, 2024.
 - d. Adam Lindgreen and C. Anthony Di Benedetto. "Securing Research Funding: Practical Support for Academics," September 26, 2024.
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55. Ellen Thomas and C. Anthony Di Benedetto. "Platform Product Design, Product Innovativeness and the Moderating Effects of Environmental Uncertainty," presented at the 2014 Product Development & Management Research Forum, Denver, CO, October 2014.

56. Ebru Genç and C. Anthony Di Benedetto. "Cross-Functional Integration in the Sustainable New Product Development Process: The Role of the Environmental Specialist," presented at the 2015 KSMS Fall International Conference, Seoul, South Korea, November 2015.

57. Wooyang Kim, Donald A. Hantula, and C. Anthony Di Benedetto. "The Role of Foraging Theory in Information Overload Paradigm: Consumer Perception of Online Information Structures among Goods and Services," presented at the GMC Marketing Conference, Hong Kong, July 2016.

58. Andy Reinaker and C. Anthony Di Benedetto. "Perceived Value of Service Interactions and Employee Intentions to Deliver Brand Messages," presented at the AMA Winter Educators Conference, Orlando, FL, February 2017.

59. C. Anthony Di Benedetto. "Trends in Business-to-Business Marketing Research: The Last Twenty Years of *Industrial Marketing Management*," presented at the AMA Winter Educators Conference, New Orleans, LA, February 2018.

60. Hakil Moon, C. Anthony Di Benedetto, and Sang Kyun Kim. "The Relationship of Network Tie and Breakthrough Innovation: Implications of Strong and Weak Tie Position," presented at the GMC Marketing Conference, Tokyo, Japan, July 2018.

61. Yang-Im Lee, Peter R. J. Trim, and C. Anthony Di Benedetto. "How the Market Driving Approach Utilizes a Digital Platform to Enhance B2B Relations and Strengthen Stakeholder Relationships," presented at the GMC Marketing Conference, Tokyo, Japan, July 2018.
62. Christopher Ayanruoh and C. Anthony Di Benedetto. "Why Does the Nigerian Diaspora Invest In Their Country of Origin," presented at the EMS2018 Conference, Fox School of Business, Temple University, Philadelphia, PA, September 2018.
63. C. Anthony Di Benedetto. "Marketing Yourself: Brand Strategy for You and Your Organization," seminar for the Department of Pathology & Laboratory Medicine, Temple University School of Medicine, November 2018.
64. Kaede Ota Sullivan and C. Anthony Di Benedetto. "Putting Your Best (Targeted) Foot Forward: Marketing Yourself and Your Lab," presented at the ASM-Microbe Meeting, San Francisco, CA, June 2019.
65. Hyun Sang An, Wooyang Kim, and C. Anthony Di Benedetto. "Motivational Antecedents to Fandom and the Resultant Effects in the Foreign Contemporary Music Market," presented at the Atlantic Marketing Association Conference, Asheville, NC, September 2019.
66. Volkan Yeniaras, C. Anthony Di Benedetto, Mumin Dayan, and Ilker Kaya. "Relational Governance, Organizational Unlearning and Learning: Implications for Performance," presented at the International Congress of Management, Economy and Policy, Istanbul, Turkey, November 2019.
67. Andrea Patrucco, Federico Frattini, C. Anthony Di Benedetto, and Elena Pellizzoni. "The Role of Performance Measurement Systems in Buyer-Supplier Collaboration in Innovation Projects: A Multiple Case Study Analysis," presented at the Decision Sciences Institute conference, New Orleans, LA, November 2019.
68. Hakil Moon, C. Anthony Di Benedetto, and Sang Kyun Kim. "The Effect of Network Tie Position on a Firm's Innovation Performance," presented at the 2020 GMC Conference, Seoul, South Korea, October 2020.
69. Hyun Sang An, C. Anthony Di Benedetto, Donald A. Hantula, and Wooyang Kim. "An Examination of Young Generations' Consumption Process of Foreign Music Contents," presented at the 2020 GMC Conference, Seoul, South Korea, October 2020.
70. Hyun Sang An, Wooyang Kim, and C. Anthony Di Benedetto. "Fandom toward Foreign Music Content: The Effect of Prior Experience, Motivational Rewards and the Post-Behavioral Consequence Among the US Young Generations," presented at the Marketing Management Association Spring Virtual Conference, March 2021.
71. Seo Chul Jang, Joonheui Bae, C. Anthony Di Benedetto, and Kyung Hoon Kim. "The Influence of Service Experience Quality on Repurchase Intention in B2B Environment," presented at the 2021 EMAC-GAMMA Joint Symposium, European Marketing Association conference, Madrid, May 2021.
72. Heike Wagner and C. Anthony Di Benedetto. "Powering Product Innovation with Post-M&A Integration: The Moderating Effects of Customer Orientation and Organizational Complexity," presented at the Engaged Management Scholarship conference, Calgary, AB, September 2023.
73. Betul Dayan, Mumin Dayan, Zafar Husain, and C. Anthony Di Benedetto. "Roles of Service Innovation and Dynamic Internal Resources on the Organizational Innovativeness-Competitiveness Relationship in Indian IT Sector: A Moderated Mediation Model," presented at the, Eastern Academy of Management conference, Baltimore, MD, May 2025.
74. Wooyang Kim, Qinglin Li, C. Anthony Di Benedetto, and Donald A. Hantula. "Adoption and Diffusion of Generative Artificial Intelligence: Intention of Use in Korea and China," submitted to Korean American University Professors Association, 40th Anniversary Conference.

75. Wooyang Kim, Qinglin Li, C. Anthony Di Benedetto, and Donald A. Hantula. "A Theory Unification Among Diffusion of Innovation Theory, Technology Acceptance Mode, and Technology Readiness Index in Generative Artificial Intelligence Adoption," to be presented at the 2025 GMC Conference, Hong Kong, July 2025.

CONTRACT RESEARCH, GRANTS AND FELLOWSHIPS

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| 2025 | "Role of Global Vision on the Organizational (Un-)Learning-Retailer Performance Relationship Via Omnichannel Adoption: Evidence from Retailers in the United Arab Emirates" (as international collaborator; co-principal investigator: Mumin Dayan), United Arab Emirates University. Amount: \$93,000. |
| 2020 | "Impact of Business and Political Ties on Innovation Performance through Internationalization, and Moderating Impact of Strategic Orientation Within SMEs in UAE" (as international collaborator; co-principal investigator: Mumin Dayan), United Arab Emirates University. Amount: \$66,000. |
| 2019 | <p>"The Role of Global Value Chains In Emerging Market Firms' Environmental Sustainability" (as scientific/academic staff; principal investigator: Ismail Gölgeci), Applied for grant from Independent Research Fund Denmark. Amount: \$423,000.</p> <p>"Sustainable Innovations in the UAE Food Industry: Antecedents and Consequences" (as external collaborator; principal investigator: Aydin Basarir), United Arab Emirates University. Amount: \$82,000.</p> |
| 2018 | "Firm Generated Branding Messages versus Non-Branding Messages in Social Media on Firm Performance" (as co-investigator; principal investigator: Jifeng Mu). Applied for NSF grant, Application No. 18-522, Amount: \$500,000. |
| 2017 | "Socioeconomic Wealth of Family Businesses in United Arab Emirates: Its Determinants and Outcomes" (as external collaborator, principal investigator: Mumin Dayan), United Arab Emirates University. Amount: \$68,000. |
| 2016 | "Antecedents and Consequences of New Product Exploration Within SMEs in the UAE" (as external collaborator, principal investigator: Mumin Dayan, co-external collaborators: Ebru Genç and Mustafa Colak), United Arab Emirates University. Amount: \$54,000. |
| 2013 | <p>Applied for grant from China National Natural Science Foundation (as co-investigator; principal investigator: Chengli Xu). Amount: \$100,000.</p> <p>"The Interaction Effect of Responsive and Proactive Market Orientations on Firm Performance," Temple University Grant-in-Aid for Research. Amount: \$2250.</p> |
| 2012-14 | "Understanding Firm-to-Supplier and Firm-to-Customer Value Creation: An Integrated-Multi-Level Triadic Approach" (co-principal investigators: A. O'Cass and L. V. Ngo), under review, Australian Research Council. Amount: Approx. \$155,000. |
| 2011-13 | "Drivers and Enablers of Innovative Start-Up Enterprises Within the United Arab Emirates" (as consultant; principal investigator: Robert Zacca, co-investigators: Mumin Dayan, Thomas Ahrens), United Arab Emirates University. Amount: Approx. \$69,000 total. |
| 2008 | "Networking Capability and New Product Development Performance" (co-recipient: Jifeng Mu), Product Development & Management Association Research Proposal Competition. Amount: \$5000. |

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| | "Children's Perception of Package Shapes" (co-recipient: Dan Zhang), Temple University Grant-in-Aid for Research. Amount: \$3000. |
| 2006 | "The Dynamic Process of Knowledge Management in Product Development: The Tracing of Its Evolving Paths" (co-recipient: Junfeng Zhang), CIBER Research Grant, Temple University. Amount: \$1000. |
| 2005 | "Impact of Project Strategy and Consumer Orientation on Knowledge Flow Use and Innovation Performance in Chinese Subsidiaries: An Exploratory Study" (co-recipient: Junfeng Zhang), CIBER Research Grant, Fox School of Business, Temple University. Amount: \$3000. |
| | "Impact of Project Strategy and Consumer Orientation on Knowledge Flow Use and Innovation Performance in Chinese Subsidiaries: An Exploratory Study" (co-recipient: Junfeng Zhang), Temple University Grant-In-Aid for Research. Amount: \$2800. |
| 1999 | "Competitive Advantage in the New Millennium: Interactions Between Marketing, Strategies, and Environment." Temple University Grant-In-Aid for Research. Amount: \$2500. |
| 1997 | "Excellence in New Product Launch and its Effect on Market Performance." Product Development & Management Association Research Grant. Amount: approx. \$3000. |
| 1994 | "Competitive Intelligence to Support New Product Launch" (Co-recipient: Roger J. Calantone). Society of Competitive Intelligence Professionals research grant. Amount: \$2000. |
| 1992 | "Factors Influencing Sales of Classical Recordings on Small Record Labels" (Co-recipient: Clyde P. Rolston). National Association of Recording Arts and Sciences National Education Committee research grant. Amount: \$500. |
| 1991 | "Directions for New Product Research: Bridging the Gap Between Theory and Practice." Temple University Research Incentive Fund grant. Amount: \$3400. |
| 1990 | "The Situational and Organizational Factors that Affect the Success of New Industrial Products." Lynne A. Cronfeld Foundation Research Award/Grant, Department of Marketing, Temple University. Amount: \$1000. |
| 1989 | Study of economic impact of Biomedical Research Building, Medical Center, University of Kentucky, Lexington, KY (Co-principal investigators: Roger J. Calantone and G. S. Laumas). Research grant through Center for Business and Economic Research, University of Kentucky. Amount: approx. \$12,000. |
| | Study of pricing policies of Distribution Equipment Business Unit, Square D Company, Lexington, KY (Co-principal investigator: Roger J. Calantone). Research grant through Center for Business and Economic Research, University of Kentucky. Amount: approx. \$8000. |
| 1988-89 | Special Faculty Grant Initiative, University of Kentucky (received in two consecutive years). Amount: \$2500 per year. |
| 1988 | "Successful Industrial Product Innovation: An Integrative Literature Review" (Co-recipient: Roger J. Calantone). Marketing Science Institute research grant. Amount: \$1000. |
| 1987-88 | Assessment of redevelopment alternatives for lake area at Pine Mountain State Resort Park, Pineville, KY (Co-principal investigator: Roger J. Calantone). Research grant through Center for Business and Economic Research, University of Kentucky. Amount: approx. \$7000. |

- 1986-87 Study of economic impact of Elizabethtown Community College on the State of Kentucky (Co-principal investigator: Roger J. Calantone). Research grant through Center for Business and Economic Research, University of Kentucky. Amount: approx. \$5000.
- 1985 Investigator, Center for Business Development, College of Business and Economics, University of Kentucky, on contract research project for Shelby County Community Development Corporation, Shelbyville, KY. Economic Development Administration Grant No. 04-06-032641-1. Amount: approx. \$4000.
- 1983-84 Social Sciences and Humanities Research Council of Canada Doctoral Fellowship, Awards No. 45283-7393 and 45384-0172; supported dissertation research. Amount: approx. \$12,000 (Canadian).

PROFESSIONAL EXPERIENCE

- 1983-present **Consulting Experience**, marketing and economics studies for private companies and government agencies in the Montreal, Lexington, KY and Philadelphia, PA areas on a freelance basis.
- 1983-84 **Investigator on consulting projects**, SECOR Inc., 555 Dorchester Blvd. West, Suite 922, Montreal, PQ, Canada (work required bilingual English-French fluency and included some translation).
- 1980-81 **Management Trainee**, Henry Birks and Sons Limited, 1240 Phillips Square, Montreal, PQ, Canada (work required bilingual English-French fluency).

EXECUTIVE TEACHING EXPERIENCE

- 2011 Guest Lecturer, Strategic Management Workshop for students from Kazakh Economics University, Kazakhstan, offered through European School of Economics, Rome, Italy (via videoconference), February.
- 2010 "Improved New Product Development Through Open Innovation," for Checkpoint Systems, Thorofare, NJ, April.
- 2009 "Innovation Framework," segment of Innovation Residency, Masco Leadership Program, Masco Corporation, Metamora, MI, September.
- 2006 Instructor, Leading the Effective Sales Force seminar, offered through Wharton Executive Education, Philadelphia, PA, December.
- "Market Research Input into the New Product Process," workshop, for Global CCID Summit, Campbell Soup Company, Ace Conference Center, Lafayette Hill, PA, November.
- 2005 "Initiative Management: Emphasis on Action" segment of CSI University, Constellation Software Inc., Kingbridge Centre, King City, ON, Canada, September.
- 2000 Corporate Branding and Positioning in a Competitive Environment, for Sales and Marketing Council, ARAMARK Corp., Radnor, PA, August.
- Global Distribution and Global Organization segments, Global Marketing Management seminar, offered through Wharton Executive Education, Philadelphia, PA, July.
- 1999 The Analytic Hierarchy Process, for Caterpillar Inc., Peoria, IL, May.

- Quality Function Deployment, for ITT, Lancaster, PA, March.
- 1998 Marketing, for Safeguard Systems, Horsham, PA, November.
- 1997 New Product Development, International Marketing and Organization and Control segments, Marketing course, at Betz-Dearborn Metals Process Group, Horsham, PA, March-April.
- 1995 Industrial Pricing Policy, for Alfa Laval Separation Inc., Trevose, PA, offered through Temple University Extension Services, October - November.
- 1993 Product Management, at General Instrument Corporation, Jerrold Communications Division, Hatboro, PA, offered through Temple University Extension Services, January - May.
- 1992 Product Management, at Rhône-Poulenc Rorer Pharmaceuticals Inc., Collegeville, PA, offered through Temple University Extension Services, September - December.
- 1991 Marketing Research: Techniques and Applications, at Rhône-Poulenc Rorer Pharmaceuticals Inc., Fort Washington, PA, offered through Temple University Extension Services, September - December.
- Marketing Research Seminar for market analysts, at SmithKline Beecham Pharmaceuticals Inc., Philadelphia, PA, February - March.
- Marketing: Concepts and Strategies, at TeleSciences CO Systems Inc., Moorestown, NJ, offered through Temple University Extension Services, February - March.
- 1988 Pricing segment, Executive Management Training Program for the China National Coal Import and Export Corporation, sponsored by the Business and Economics Management Center, University of Kentucky, Lexington, KY, November.
- 1985 Pricing segment, Product Financial Planning course, at AT&T, Hopewell, NJ, October.

KEYNOTE SPEECHES AND PLENARY SESSIONS

- 2024 “*IMM* Editor’s Perspective,” IMM Summit (Australia), Hobart, Australia (online), November.
- 2019 “The Emergence of Product Innovation as a Mature, Multidisciplinary Academic Discipline,” Korean Scholars of Marketing Science Conference, Seoul, South Korea, November.
- 2012 “Design as a Strategic Component of New Product Development,” keynote speaker at the Plenary Master Class session, 9th International Conference on Innovation and Management, Eindhoven, Netherlands, November.
- “Product Innovation: The Emergence of an Academic Discipline,” keynote speaker at the 36th Annual International Research Conference, Product Development & Management Association, Orlando, FL, October.
- 2010 “Product Innovation: The Emergence of an Academic Discipline and Implications for Management,” keynote speaker at the 17th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Murcia, Spain, June.

- "The Role of Lean Launch Execution and Launch Timing on New Product Performance," keynote speaker at the Korean Academy of Marketing Science conference, Seoul, South Korea, May.
- 2008 "Entrepreneurship Research at Technische Universiteit Eindhoven," presented at the Plenary Session on International Entrepreneurship, High Technology Small Firms Conference, University of Twente, Enschede, The Netherlands, May.
- 2007 "From the Editor: Directions in New Product Research," keynote speaker at 31st Annual International Research Conference, Product Development & Management Association, Orlando, FL, September.
- 2004 "PDMA, EIASM, and the Emergence of the New Product Development Discipline," keynote speaker at 11th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Dublin, Ireland, June.
- "Resource Planning and Cross-Functional Integration in Next-Generation Product Development," keynote speaker at conference on "Next Generation Drug Development – Risk Management and Resource Planning Throughout the Product Pipeline", sponsored by The Management Roundtable, Philadelphia, PA, May.
- 2003 "Proven Techniques for Cross-Functional Integration in New Product Development," keynote speaker at conference on "Balancing Multiple Projects with Limited Resources," sponsored by The Management Roundtable, Chicago, IL, April.

OTHER SPEECHES AND EXECUTIVE/PROFESSIONAL PRESENTATIONS

- "Fox Without Borders: Austria"
Temple University, online, February 2025.
- "The Product Innovation Charter: Matching Technology to Emerging Market Needs."
Singularity University Tokyo, Japan, online, February 2024.
- "How to Prepare Your Research Manuscript for Publishing in a High Impact Factor Journal"
Al Ain University, United Arab Emirates, online, November 2023.
- "Meet the Editors-in-Chief of IMM" (co-presented with Adam Lindgreen)
Società Italiana Marketing, online, October 2022.
Griffith University, Australia, online, August 2022.
- "Branding Masterclass" (co-presented with Cheri Cutler)
Closing The Gap Conference, Greater Philadelphia Hispanic Chamber of Commerce, June 2022.
- "Fox Without Borders: Italy"
Temple University, online, March-April 2022.
- "Competing and Profiting From Outside-In"
University of West Virginia, online, March 2022.
- "LEGO and Product Innovation" (case discussion facilitator)
Fox School of Business Alumni Association Industry Panel Series, online, November 2021.
- "Targeting and Positioning Your Research Paper and Avoiding Common Mistakes"
University of Massachusetts, Lowell, MA, online, April 2023.
Portsmouth Business School, Portsmouth, UK, online, October 2021.

School of Management, Northwestern Polytechnical University, Xi'an, China, online, September 2021.

"Product Management: How to Get In and Excel" (panelist)
Fox School of Business Alumni Association Industry Panel Series, online, September 2021.

"Publication Ethics: Identifying and Responding to Perceived Ethics Issues" (panelist)
Academy of Marketing Conference, online, July 2021.

"Meet the Editors Shark Tank Session"
7th Annual World Open Innovation Conference, online, December 2020.

"Identifying the Tacit Entrepreneurial Opportunity of Latent Customer Needs in an Emerging Economy: The Effects of Experiential Market Learning versus Vicarious Market Learning"
Politecnico di Milano, Milan, Italy, January 2020.

"Marketing Yourself: Brand Strategy for You and Your Organization"
Pathology & Laboratory Medicine, Temple University Medical School, November 2018.

"A Comparison of Proactive and Reactive Environmental Strategies in Green Product Innovation"
Marketing Department Research Seminar, IESEG, Lille, France, April 2018.

"Publishing Workshop With Editors"
R&D Management Conference, Ph. D. Colloquium, Politecnico di Milano, Milan, Italy, July 2018.

"Perspectives from the Editorial Board Panel"
PDMA-UNH Innovation Doctoral Consortium, Durham, NH, July 2017.

"Design Innovation"
Yonsei University, Seoul, South Korea, October 2016.

"Innovative Brand Management"
Yonsei University, Seoul, South Korea, October 2016.

"How to Publish Papers in World Class Journals"
Yonsei University, Seoul, South Korea, March 2015.

"Product Innovation Management in Creative Industry" (invited speaker)
2014 CS2 Global Culture and Management Forum, Yonsei University, Seoul, South Korea, November 2014.

"What We (Still) Want to Know About Innovation: Innovation Research Project Workshop" (chair)
PDMA-UIC Doctoral Consortium, University of Illinois-Chicago, July 2014.

"Getting Published: Perspectives from the Editorial Board" (panelist)
PDMA-UIC Doctoral Consortium, University of Illinois-Chicago, July 2014.

"Interactions with Top Editors and Reviewers" (panelist)
2014 Global Marketing Conference, Singapore, July 2014.

"The Best versus The Rest in New Product Development: The PDMA's 2012 Comparative Performance Assessment Study"
Knowledge Leadership Series Workshop, International Executive Education Center, Singapore, April 2014.

"Lost in Translation: The Challenges of Branding Around the Globe"

- VCU Brandcenter, Virginia Commonwealth University, Richmond, VA, March 2014.
- "The Fulbright Program: Opportunities for International Exchange for Faculty and Staff" (panelist).
Eighth Annual Global Temple Conference, Philadelphia, PA, November 2013.
- "JPIM After 30 Years – Reflections from Past Editors"
PDMA Research Forum, Phoenix, AZ, October 2013.
- "New Product Development Best Practice is Here" (panel moderator).
PDMA Philadelphia, May 2013.
- "Product Design and Eco-Marketing Research Trends in *JPIM*."
Invited Lecture at Yonsei University, Seoul, South Korea, July 2012.
- "Cutting Edge Issues in Global Marketing Research" (panelist).
2012 Global Marketing Conference, Seoul, South Korea, July 2012.
- "Publishing in Academic Journals: Tips to Help You Succeed" (panelist).
2012 Global Marketing Conference, Seoul, South Korea, July 2012.
- "Global Branding Strategies: The Challenges of Branding Around the Globe."
Knowledge Leadership Series Workshop, International Executive Education Center, Singapore, March 2012.
- "Design as a Strategic Component of New Product Development."
Technische Universiteit Eindhoven, Eindhoven, Netherlands, May 2012.
New Jersey Institute of Technology, Newark, NJ, February 2012.
- "Managing the Manuscript Process from Idea Generation to Publication."
Louvain School of Management, University of Namur, Namur, Belgium, February 2012.
- "Insights of Global Collaboration in Fashion Marketing" (panelist).
2011 ITAA-KAMS Joint Special Sessions, Philadelphia, PA, November 2011.
- "Publishing in Multiple Disciplines: Interdisciplinary Research" (panelist).
Council of Supply Chain Management Professionals Annual Global Conference, Philadelphia, PA, October 2011.
- "From the Editor: How To Identify Useful Research Topics."
PDMA-UIC Doctoral Consortium, University of Illinois-Chicago, July 2011.
- "Product Innovation: The Emergence of an Academic Discipline and Implications for Future Research."
Technische Universiteit Eindhoven, Eindhoven, The Netherlands, January 2014.
International Summer University, Graduate School of Management, St. Petersburg State University, Vienna, Austria, August 2011.
PDMA-UIC Doctoral Consortium, University of Illinois-Chicago, July 2011.
- "Welcome to the Inaugural PDMA-UIC Doctoral Consortium."
PDMA-UIC Doctoral Consortium, University of Illinois-Chicago, July 2011.
- "Strategic Planning for New Products: The Role of Product Portfolios."
Planview Pipeline 2011, Product Development & Management Association, June 2011.
- "Resources, Supplier Investment, Product Launch Advantages, and First Product Performance."
Virginia Commonwealth University, Richmond, VA, March 2014.
LUISS Guido Carli, Rome, Italy, May 2012.

Louvain School of Management, University of Namur, Namur, Belgium, February 2012.
Korea University Business School, Seoul, South Korea, May 2011.
Product Development & Management Association, Netherlands Chapter, Eindhoven, Netherlands,
May 2011.

“From the Editor: Writing a Good Review.”

Technische Universiteit Eindhoven, Eindhoven, The Netherlands, March 2011.
Wirtschaftsuniversität Wien, Vienna, Austria, January 2011.

“From the Editor: How to Publish Your Best Work in the Top Journals.”

Virginia Commonwealth University, Richmond, VA, March 2014.
St. Petersburg State University, St. Petersburg, Russia, October 2012.
Yonsei University, Seoul, South Korea, July 2012.
Technische Universiteit Eindhoven, Eindhoven, Netherlands, May 2012.
Louvain School of Management, University of Namur, Namur, Belgium, February 2012.
Fox School of Business, Temple University, Philadelphia, PA, November 2011.
Eli Broad School of Management, Michigan State University, East Lansing, MI, August 2011.
International Summer University, Graduate School of Management, St. Petersburg State University,
Vienna, Austria, August 2011.
PDMA-UIC Doctoral Consortium, University of Illinois-Chicago, July 2011.
27th International Conference, French Marketing Association, Brussels, Belgium, May 2011.
Copenhagen Business School, Copenhagen, Denmark (via videoconference), April 2011.
Japan Society of Marketing and Distribution Conference, Kyoto, Japan, December 2010.
Wirtschaftsuniversität Wien, Vienna, Austria, October 2010.

“Supplier Involvement and Success of Radical Innovation by New Ventures: Investigating Moderating Effects.”

Bocconi University, Milan, Italy, November 2010.
Wirtschaftsuniversität Wien, Vienna, Austria, October 2010.

“Product Innovation: The Emergence of an Academic Discipline.”

Keio University, Tokyo, Japan, September 2010.

“A Model for New Service Development: Why Pre-Launch Quality Training is Critical to Service Success.”

Yonsei University, Seoul, South Korea, May 2010.

“Improved New Product Development Through Open Innovation.”

College of Staten Island, Staten Island, NY, March 2014.
Otto Biesheim School of Management, WHU, Vallendar, Germany, October 2010.
University of Hamburg, Hamburg, Germany, September 2010.
Bocconi University, Milan, Italy, May 2010.

“Using Lean Strategies to Improve Product Innovation Performance.”

Politecnico di Milano, Milan, Italy, May 2010.

“The Role of Lean Launch Execution and Launch Timing on New Product Performance.”

Wharton School, University of Pennsylvania, February 2012.
IESEG School of Management, Lille, France, February 2012.
Technische Universiteit Eindhoven, Eindhoven, The Netherlands, March 2010.

“Supply Chain Management and Open Innovation.”

Virginia Commonwealth University, Richmond, VA, March 2014.
Marketing Executive Networking Group, Philadelphia, PA, October 2009.
Product Development & Management Association, New York Metro Area Chapter, Moorestown, NJ,
January 2009.

“Marketing Activities, Launch Execution and Timing, and New Product Performance.”
Knowledge & Innovation Seminar Series, Rutgers University, Newark, NJ, October 2009.

“Meet the Editors Panel.”

Global Fashion Marketing Conference, Milan, Italy (online), July 2024.
IMP (Industrial Marketing and Purchasing Group) Conference, online, August 2023.
Global Marketing Conference, Seoul, South Korea (online), July 2023.
JPIM Research Forum, online, January 2022.
Global Fashion Marketing Conference, Seoul, South Korea (online), November 2021.
IMP (Industrial Marketing and Purchasing Group) Conference, online, August 2021.
Global Fashion Marketing Conference, Paris, France, July 2019 (session chair).
Global Marketing Conference, Tokyo, Japan, July 2018.
R&D Management Conference, Milan, Italy, July 2018.
Global Fashion Marketing Conference, Vienna, Austria, July 2017 (session chair).
Global Marketing Conference, Hong Kong, July 2016 (session chair).
Global Fashion Marketing Conference, Florence, June 2015 (session chair).
Global Marketing Conference, Singapore, July 2014 (session chair).
Global Marketing Conference, Seoul, South Korea, July 2012.
Korean Academy of Marketing Science conference, Seoul, South Korea, May 2011.
Global Marketing Conference, Tokyo, Japan, September 2010.
American Marketing Association Summer Educators Conference, Boston, MA, August 2010.
Academy of Management Conference, Montreal, PQ, August 2010.
INFORMS Marketing Science Conference, Cologne, Germany, June 2010.
Academy of Management Conference, Chicago, IL, August 2009.
Marketing Doctoral Student Association Conference, American Marketing Association, San Diego, CA, August 2008.
Academy of Management Conference, Philadelphia, PA, August 2007.
European Marketing Association Conference, Reykjavik, Iceland, May 2007.
16th IAMOT Conference, International Association for the Management of Technology, Miami, FL, May 2007.
Cochran Research Center Featured Workshop Series 2007, Workshop on Publishing in Scholarly Journals, Philadelphia, PA, May 2007.
Portland International Center for Management of Engineering and Technology International Conference, Istanbul, Turkey, July 2006.
European Marketing Academy Conference, Athens, Greece, May 2006.

“Publishing Strategies: Understanding Journal Ratings and Managing Expectations.”

Otto Biesheim School of Management, WHU, Vallendar, Germany, October 2010.
University of Hamburg, Hamburg, Germany, September 2010.
Technische Universiteit Eindhoven, Eindhoven, The Netherlands, March 2010.
Organizing Innovation workshop, Università D'Annunzio di Chieti, Pescara, Italy, June 2009.
Aston Business School, Birmingham, UK, May 2009.
North Carolina State University, Raleigh, NC, April 2009.
Manchester Business School, University of Manchester, Manchester, UK, December 2008.
Haskayne School of Business, University of Calgary, Calgary, AB, Canada, February 2008.

“Managing Dualities in the Innovation Journey: Overview of Conference.”

16th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Enschede, The Netherlands, June 2009.

“How to Produce Publishable Research on Management of Product Development.”

Doctoral Workshop, 18th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Delft, The Netherlands, June 2011.
Doctoral Workshop, 17th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Murcia, Spain, June 2010.

Doctoral Workshop, 16th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Enschede, The Netherlands, June 2009.
Doctoral Workshop, 15th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Hamburg, Germany, June 2008.

"How Do Founding Team Capabilities Affect the Performance of a New Service Venture?"

Aston Business School, Birmingham, UK, May 2009.

Universita' Bocconi, Milan, Italy, May 2009.

"Open Innovation: Present and Future Opportunities for Technology and Innovation Management Scholars."

Department of Management Engineering, Politecnico di Milano, Milan, Italy, May 2009.

"Evaluating Heterogeneity: The Miles and Snow Strategic Framework Versus Alternative Quantitative Modeling Approaches."

Telfer School of Business, University of Ottawa, Ottawa, ON, Canada, May 2009.

DeGroote School of Business, McMaster University, Hamilton, ON, Canada, January 2009.

"Pioneering Advantages and First-Mover Decisions: Empirical Evidence from US and China."

North Carolina State University, Raleigh, NC, April 2009.

Technische Universiteit Eindhoven, Eindhoven, The Netherlands, March 2009.

"Radical Innovation: An Open Innovation Perspective."

Organizing International Innovation Workshop, Universita' D'Annunzio di Chieti, Pescara, Italy, June 2008.

"Supply Chain Management in Innovation: Current Research and Future Research Directions."

New Product Development as a Business Process Workshop, Technische Universiteit Eindhoven, Eindhoven, The Netherlands, June 2008.

"Strategic Implications of Radical New Product Development."

Haskayne School of Business, University of Calgary, Calgary, AB, Canada, February 2008.

"*Journal of Product Innovation Management* and Directions in New Product Research."

Technische Universiteit Eindhoven, Eindhoven, The Netherlands, December 2007.

"Strategic Capabilities and Radical Innovation: An Empirical Study in Three Countries."

RSM Erasmus University, Rotterdam, The Netherlands, June 2007.

Wirtschaftsuniversität Wien, Vienna, Austria, December 2006.

"How to Get Published."

Wirtschaftsuniversität Wien, Vienna, Austria, December 2006.

"International Technology Transfer: Model and Exploratory Study in the People's Republic of China."

Wirtschaftsuniversität Wien, Vienna, Austria, December 2006.

"Welcome from the Editor."

2006 Kauffman Foundation and IEI Research Conference on Technology Commercialization and Entrepreneurship, University of Missouri at Kansas City, Kansas City, MO, November 2006.

"Publishing in Top Tier Journals: Comments and News."

30th Annual International Conference, Product Development & Management Association, Atlanta, GA, October 2006.

"Revisiting Miles and Snow: Towards a Better Understanding of Business Unit Capabilities and Their Relationship to Performance."

DeGroote School of Business, McMaster University, Hamilton, ON, Canada, September 2006.

Technische Universiteit Eindhoven, Eindhoven, The Netherlands, September 2006.

"*Journal of Product Innovation Management: Aims, Scope, and Expectations.*"

DeGroote School of Business, McMaster University, Hamilton, ON, Canada, September 2006.

B2B Ph. D. Student Research Camp, San Francisco, CA, July 2005.

"Emerging Issues in Product Development: *JPIM* Expectations."

12th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Copenhagen, Denmark, June 2005.

"Innovation and its Impact on Company Performance."

Philadelphia Council for Business Economics, sponsored by Temple University, Philadelphia, PA, May 2005.

"Innovation in Sales and Marketing."

Philadelphia Innovation Conference, sponsored by Microsoft, Philadelphia, PA, February 2005.

"Joint TMS/NPD Panel: Editors' Views on Multidisciplinary Research" (panelist).

Institute for Operations Research and the Management Sciences Annual Meeting, Denver, CO, October 2004.

"Vision and Direction for New Product Strategy."

Conference on Competitive Performance Assessment: Identifying the Drivers of New Product Development Success, Institute for International Research and the Product Development & Management Association, New Orleans, LA, March 2004.

"New Product Development: Past, Present, and Future."

Rutgers Business School, Newark, NJ, March 2004.

"Using Cutting Edge Product Development Research in Your Company" (panelist).

Philadelphia Chapter of the Product Development & Management Association, Philadelphia, PA, April 2002.

"Global First Mover Advantage: Pioneering Benefits and Cultural Differences,"

Conference on Successful Abroad: Developing and Launching Global New Products, Product Development & Management Association, New York Metro Area Chapter, Newark, NJ, February 2002.

"The Voice of the Customer in New Product Development and Design."

Product Development & Management Association and the Industrial Design Society of America, Malvern, PA, January 2000.

"New Product Development: Managing and Supporting Product Launch."

American Marketing Association, Philadelphia Chapter, Malvern, PA, May 1995.

"Strategic Research Integral to the Michael Porter Methodology."

Electronics Group of the Technology Council of Greater Philadelphia, Malvern, PA, April 1992.

"Quality and Innovation" (workshop leader).

Seminar on Value Based Marketing: Putting It All Together, American Marketing Association, Philadelphia Chapter, and the Pennsylvania Innovation Network, Malvern, PA, February 1992.

DOCTORAL COMMITTEES CHAIRED

2025

Julio Avel (DBA)
Stephen Congo (DBA)"

| | |
|------|--|
| 2024 | Anthony Smith (DBA)" Heike Wagner (DBA) Robert Chambers (DBA) Vincent Harris Lyons (DBA)* |
| 2022 | Burdin Hickok (DBA) Terry Namkung (DBA) |
| 2019 | Christos Kelepouris (DBA) |
| 2018 | Chris Ayanruoh (DBA) William Spudis (DBA) Brian Downey (DBA) |
| 2017 | Andrew Reinaker Michael Bujnowski (DBA) |
| 2014 | Michael Obal |
| 2013 | Ke Li (dissertation co-chairperson) Ebru Genç |
| 2012 | Dan Zhang (dissertation co-chairperson) |
| 2010 | Ellen Thomas |
| 2006 | Junfeng Zhang (dissertation co-chairperson) |
| 2003 | Julie Pirsch Mumin Dayan |
| 1996 | Clyde Philip Rolston |
| 1990 | Teresa McGlone, University of Kentucky (dissertation co-chairperson) |

All at Temple University except where indicated.

* In progress.

SERVICE AS DOCTORAL COMMITTEE MEMBER

Temple University:

| | |
|------|---|
| 2025 | Issra Mehdi |
| 2023 | Michele LeSueur (DBA) David Demilio (DBA) Michael Cunningham (DBA) |
| 2022 | Daniel Haws (DBA) Candice Miles (DBA) Amanda Chehrezad (DBA) Charlotte Jacobs (Department of Strategic Management) John Gale (DBA) Robert Carter Andrews (DBA) Janeth Merkle (DBA) Kimberleigh Delaine (DBA) |
| 2021 | Patricia Ciavarella (DBA) Decorti Rodgers-Tonge (DBA) Michael Corey (DBA) Bucky Fairfax (DBA) Alex Klein (DBA) Hwansung Han Ju (Department of Strategic Management) |
| 2020 | Robert Andrews (DBA) Alexander Berman (Department of Strategic Management) Jung Kwan Kim (Department of Strategic Management) Eleonora Carr (DBA) |
| 2019 | Michael Chillino (DBA) Farrah Wu Salifu Mohammed (DBA) Tom Horvath (DBA) |

| | |
|------|---|
| 2018 | Joanne Santomauro (DBA) Anthony Flammia (DBA) John Knighton (DBA) |
| 2017 | Wonsok (Frank) Jee (Department of Tourism and Hospitality Management) Darrell Edwards (DBA) Diana Kyser (DBA) |
| 2016 | T. J. Hannigan (Department of Strategic Management) |
| 2015 | Marcelo Cano Kollmann (Department of International Business) |
| 2014 | Wooyang Kim Misty Blessley |
| 2013 | Lina Xiong (Department of Tourism and Hospitality Management) Shih-Ching Wang Mark Lang Rich Brown (Department of Strategic Management) Snehal Awate (Department of International Business) |
| 2012 | Dan Young |
| 2010 | Steve Casper (Department of International Business) |
| 2009 | Florian Zach (Department of Tourism and Hospitality Management) Tolulope Bewaji (Department of General and Strategic Management) |
| 2008 | Tim Swift (Department of General and Strategic Management) |
| 2007 | Qin Yang (Department of General and Strategic Management) Alex Stein |
| 2003 | Nisreen Bahnan Yaniv Gvili |
| 2002 | John Volkmar (Department of International Business) Shruti Gupta |
| 1997 | Howard Forman Farid Sadrieh (Department of International Business) Bei Zhou (Department of Statistics) |
| 1996 | Ashok Vasudevan (Department of International Business) Virginia Taylor (Department of International Business) |
| 1995 | Joel P. Frater (Department of Recreation and Leisure Studies) |
| 1994 | Bradford S. Seid (Department of Recreation and Leisure Studies) Dona DeCarolis (Department of General and Strategic Management) |
| 1992 | Roger Kashlak (Department of International Business) Susan R. Gregory (Department of Recreation and Leisure Studies) |

University of Kentucky:

| | |
|------|---|
| 1990 | Héctor R. Lozada |
| 1989 | David M. Blanchette |
| 1988 | Martin S. Meloche David C. Bojanic |
| 1987 | Eric Panitz Elliot Hammer (Department of Management) |

Other:

| | |
|------|---|
| 2025 | Giordano Pinarello (Politecnico di Milano) – outside reader |
| 2022 | Luca Manelli (Politecnico di Milano) – outside reader |
| 2020 | Mohammad Farrokhi (University of Calgary) – outside reader |
| 2019 | Vito Manfredi Latilla (Politecnico di Milano) – outside reader Trang Tran (Deakin University) – examiner |
| 2018 | Dale Cake (Jacksonville University) – outside reader |
| 2017 | Simone Franzo' (Politecnico di Milano) – outside reader Andrea Urbinati (Politecnico di Milano) – outside reader |

| | |
|------|--|
| 2016 | Sophie Xiao (University of Illinois-Chicago) – committee member MD Manirujjaman (Deakin University) -- examiner |
| 2015 | Sumeet Om Sharma (University of Tasmania) – examiner |
| 2014 | Katrin Eling (Technische Universiteit Eindhoven) – outside reader Uros Sikimic (Politecnico di Milano) – outside reader |
| 2012 | Eunha Chun (Yonsei University) – committee member Anouk den Ambtman (University of Namur) – external co-promoter Chengli Shu (University of Illinois-Chicago) – outside reader |
| 2010 | Mirjam I. Kibbeling (Technische Universiteit Eindhoven) – second promoter Leonard Kistner (Cappella University) – outside reader |
| 2008 | Ksenia Podoynitsyna (Technische Universiteit Eindhoven) – outside reader |
| 2006 | Serge Rijsdijk (Technische Universiteit Delft) – outside reader |
| 2005 | Susan E. Reid (Concordia University) – outside reader |
| 2003 | Jeffrey S. Pinegar (Georgia Tech University) – outside reader |

All in Marketing Department except where indicated.

* In progress.

RECENT COLLEGE AND UNIVERSITY SERVICE

Universitywide:

| | |
|---------|-------------------------------------|
| 2016-17 | Tyler School Dean Search Committee. |
| 2008-09 | Promotion and Tenure Committee. |
| 2000-01 | Great Teacher Award Committee. |
| 1994-05 | Temple Rome Advisory Committee. |
| 1996-97 | Degree Completion Task Force. |
| 1991-94 | Representative Faculty Senator. |
| 1992-93 | Academic Planning Council. |

Collegewide:

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| 2023-24 | Non-Tenure Track Promotion Committee. |
| 2022, 2024 | Musser Award for Excellence in Research Committee. |
| 2022-present | Academic Director, EMBA Program. |
| 2022-present | DBA Steering Committee. |
| 2022 | Evaluator, Three Minute Thesis Competition. |
| 2021 | Faculty Responsibilities Committee. |
| 2020 | P&T Guidelines Committee. |
| 2018-19 | Faculty Quality Certification Committee. |
| 2017 | Dean's Teaching Fellow Selection Committee. |
| 2011 | P&T Committee, Promotion of Paul Pavlou to Professor. |
| 2010-11 | Doctoral Program Committee. |
| 2007-09 | School of Tourism and Hospitality Management Faculty Search Committee. |
| 2007-08 | Reaccreditation Task Force Committee (Ph. D. Reengineering Sub-Committee). |
| 2005-08 | Statistics Department Hiring Search Committee. |
| 2005-06 | Lindback Award Selection Committee. |
| 2002-06 | Teaching Academy. |
| 1997-06 | IGMS Faculty Council. |
| 1997-98 | IMBA Core Development Committee. Responsible for developing International Business Program at Rome campus to full-year program. |
| | Ad Hoc Advisory Committee on Outside Teaching. |
| 1996-97 | Ad Hoc Marketing Strategy Committee (Co-chair). Research Award Planning Committee. |
| 1994-96 | Advanced Integrative Course Certification Committee, MBA Curriculum. |

1992-93,94-96, Merit Review Committee.
09-10, 22-24
1992-93 Graduate Affairs Committee Subcommittee on Prerequisites for 500-Level Courses in Marketing, Management and Human Resources Administration.
Planning and Personnel Subcommittee.
1991-93 MBA Admissions Committee.
1991-92,99-03, Promotion and Tenure Committee.
06-09, 19-20,
22-24
1990-93,94-96 Graduate Affairs Committee.

Department of Marketing:

2025 Department Promotion Committee, Non-Tenured Faculty.
2022 Team Undergraduate.
2021 Musser Award Nomination Committee.
2019-2021 Merit Committee.
2018-2022 Ph. D Faculty Committee.
2012-2013 Coordinator, M.S. in Analytics Program.
2011-2013 Ph. D. Coordinator.
2011-2022 Departmental Merit Committee.
Departmental Promotion and Tenure Committee.
Departmental Third Year Review Committee.
2009-10 Chair, Departmental Promotion and Tenure Committee.
Departmental Review Committee, Promotion of Ram Gopalan to Associate Professor.
2007-08 Departmental Review Committee for Lecturer and Dean's Appointment Faculty.
2000-05 Ph. D. Student Advisor.
1996-99 Department Chairperson.
1994-96 MBA Curriculum Review Committee (Chairperson).
1993-94 Departmental Promotion and Tenure Committee (Chairperson).
Promotion and Tenure Policy Committee.
Merit Policy Committee.
Department Teaching Award Guidelines Committee.
1992-94 Junior Faculty Evaluation Committee.
1992-93, 99-01 Departmental Merit Review Committee.
1990-93 Recruiting Committee.

PROFESSIONAL SERVICES

2022-present Innovation & Product Development Management Conference committee.
2012-14 External Academic Advisor, Lingnan University, Hong Kong.
2011 Member of Executive Board, Korean Academy of Marketing Science.
2009-present Board of Directors, Korean Academy of Marketing Science.
2002-06 Board of Directors, Product Development & Management Association.
2004-06 Academic Council, Product Development & Management Association.
1996-97 Moderator, Basics Workshop, Product Development & Management Association.
1995 Member of National Science Foundation Site Visit Team, Engineering Research Center for Competitive Product Development, Massachusetts Institute of Technology.
1994-95 Vice President, Publications, Product Development & Management Association.
1993-95 Board of Directors, Philadelphia Chapter, American Marketing Association.
1992-94 President, Philadelphia Chapter, Product Development & Management Association.
1991-93 Treasurer, Philadelphia Chapter, American Marketing Association.
Academic News Editor and Book Review Editor, *Visions*.

CONFERENCE ORGANIZING

| | |
|------|---|
| 2025 | Chairperson (B2B Marketing Track), Global Marketing Conference, Hong Kong, July. |
| 2024 | Co-Chairperson (Business-to-Business Marketing Track), American Marketing Association Summer Educators' Conference, Boston, MA, August. Chairperson (B2B Marketing Track), Global Fashion Marketing Conference, Seoul, South Korea, July. Co-Chair (with John Cadogan), Doctoral Student Colloquium. Global Fashion Marketing Conference, Seoul, South Korea, July. Co-Chairperson, 7 th Annual IMM Summit, Leeds, UK, January. |
| 2023 | Chairperson (Global Perspectives in B2B Marketing Track), Global Marketing Conference, Seoul, South Korea, July. Co-Chair (with John Cadogan), Doctoral Student Colloquium. Global Marketing Conference, Seoul, South Korea, July. Co-Chairperson, 6 th Annual IMM Summit, Bamberg, Germany, January. |
| 2022 | Co-Chairperson, Inaugural IMM Development Program (two workshops), November. Chairperson, 5 th Annual IMM Summit, held online, January. |
| 2021 | Chairperson (B2B Marketing Track), Global Fashion Marketing Conference, Seoul, South Korea, November. Co-Chair (with John Cadogan), Doctoral Student Colloquium. Global Fashion Marketing Conference, Seoul, South Korea, November. Co-Chairperson, 4 th Annual IMM Summit, held online, January |
| 2020 | Chairperson (Global Perspectives in B2B Marketing Track), Global Marketing Conference, Seoul, South Korea, November. Co-Chair (with John Cadogan), Doctoral Student Colloquium. Global Marketing Conference, Seoul, South Korea, November. Chairperson, 3 rd Annual IMM Summit, Philadelphia, PA, January. |
| 2019 | Chairperson (B2B Marketing Track), Global Fashion Marketing Conference, Paris, France, July. Co-Chair (with John Cadogan), Doctoral Student Colloquium. Global Fashion Marketing Conference, Paris, France, July. |
| 2018 | Chairperson (B2B Marketing Track), Global Marketing Conference, Tokyo, Japan, July. Co-Chair (with John Cadogan), Doctoral Student Colloquium. Global Marketing Conference, Tokyo, Japan, July. |
| 2017 | Chairperson (B2B Marketing Track), Global Fashion Marketing Conference, Vienna, Austria, July. Innovation "Hot Topics" Research Project Workshop Chair, PDMA-UNH Innovation Doctoral Consortium, University of New Hampshire, Durham, NH, July. |
| 2016 | Chairperson (B2B Marketing Track), Global Marketing Conference, Hong Kong, China, July. |
| 2011 | JPIM Thought Leadership Symposium Chair, PDMA-UIC Doctoral Consortium, University of Illinois-Chicago, July. |
| 2004 | Chairperson (New Product Development/Product Innovation/Entrepreneurship Track), American Marketing Association Summer Educators' Conference, Boston, MA, August. |

- 1999 Co-Chair (with Roger Calantone), Product Development & Management Association Research Conference, Marco Island, FL, October.
- 1996 Chairperson (Marketing Strategy/Marketing Management Track), American Marketing Association Summer Educators' Conference, San Diego, CA, August.
- 1992 Chairperson, "Identifying and Avoiding Impediments to Product Innovation," conference co-sponsored by the Product Development & Management Association (Philadelphia Chapter) and Temple University, School of Business and Management, Philadelphia, PA, September.
- 1988 Chairperson (Marketing Track), Midwest Decision Sciences Institute Annual Meeting, Louisville, KY, May.

REVIEWING AND EDITING EXPERIENCE

- 2024-present Editor-in-Chief, *Journal of Nonprofit and Public Sector Marketing*.
- 2024 Special Issue Co-Editor (with Carla Ramos, Danny Pimentel, and Adam Lindgreen), Regional Industrial Marketing Management Summit, São Paolo, *Industrial Marketing Management*.
- 2022 Special Issue Co-Editor (with Adam Lindgreen), IMM Summit 2022, *Industrial Marketing Management*.
- Special Issue Editor, The Use of Foreign Language in Consumer Marketing, *Journal of International Consumer Marketing*.
- 2020 Special Issue Co-Editor (with Carsten Lund Pedersen, and Thomas Ritter), Managing Through a Crisis: Managerial Implications for B2B Firms, *Industrial Marketing Management*.
- Special Issue Co-Editor (with Jifeng Mu, James Mathewson, and Mike Moran), Theory and Practice of Outside-In Marketing, *Industrial Marketing Management*.
- Special Issue Co-Editor (with Adam Lindgreen), IMM Summit 2020, *Industrial Marketing Management*.
- 2018 Special Issue Co-Editor (with Adam Lindgreen, Jens Geersbro, and Thomas Ritter), Tribute to Peter LaPlaca, *Industrial Marketing Management*.
- 2017-present Co-Editor-in-Chief, *Industrial Marketing Management*.
- 2016 Special Section Co-Editor (with Kyung Hoon Kim), Customer Equity and Value Management of Global Brands, *Journal of Business Research*.
- 2015 Special Issue Co-Editor (with Sang-Lin Han), Global Business-to-Business Marketing, *Journal of Global Scholars of Marketing Science*.
- Special Issue Editor, Global New Product Development, *Journal of Global Scholars of Marketing Science*.
- 2014 Reviewer, *MIS Quarterly*, Special Issue on IT and Innovation.
- 2014-2018 Advisory Board, *International Journal of Business Environment*.
- 2013-present Editor, *Journal of International Consumer Marketing*.

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| 2013-2016 | Editor, <i>Journal of Global Scholars of Marketing Science</i> . |
| 2012 | Special Issue Co-Editor (with Cheryl Nakata), PDMA-UIC Doctoral Consortium, <i>Journal of Product Innovation Management</i> . |
| 2010-2024 | Associate Editor, Design and Cultural Marketing, <i>Journal of Global Fashion Marketing</i> . |
| 2009-2012 | Associate Editor, Product and Service Marketing, <i>Journal of Global Scholars of Marketing Science</i> . |
| 2009 | Reviewer, Social Sciences and Humanities Research Council of Canada Proposal. |
| 2006 | Reviewer, National Science Foundation Proposal. |
| 2004-2012 | Editor, <i>Journal of Product Innovation Management</i> . |
| 2003 | Special Issue Editor, "Strategic Planning for New Products," <i>Journal of Product Innovation Management</i> , Vol. 19, No. 2, March 2003. |
| 1996-2003 | Abstracts Editor, <i>Journal of Product Innovation Management</i> . |
| 1992-96 | Editor, <i>Visions</i> (national newsletter of the Product Development & Management Association). |

Review boards:

On Editorial Advisory Board of:

New England Journal of Entrepreneurship

On Editorial Review Board of:

Journal of Product Innovation Management
Journal of Business-to-Business Marketing
Journal of Managerial Issues
Journal of Global Business and Technology
Journal of Global Fashion Marketing
Journal of Global Sports Management
Journal of China Marketing
Journal of Global Scholars of Marketing Science

Ad hoc reviewing for refereed journals:

Journal of Marketing, Journal of Marketing Research, Management Science, Journal of International Business Studies, Journal of Product Innovation Management, IEEE Transactions on Engineering Management, Industrial Marketing Management, R&D Management, Interfaces, Decision Sciences, Columbia Journal of World Business, International Journal of Operations and Production Management, Journal of Operations Management, Journal of International Marketing, Journal of the Academy of Marketing Science, International Journal of Production Economics, Journal of Travel Research, Journal of Euromarketing, Journal of Business and Industrial Marketing, Journal of International Consumer Marketing, Journal of Global Business and Technology, Journal of Personal Selling and Sales Management, Growth and Change.

Also a frequent reviewer for national and regional conferences including: Product Development & Management, American Marketing Association, Academy of Marketing Science, Decision Sciences Institute, Southern Marketing Association and others.

LISTINGS

| | |
|------|--|
| 2005 | Listed in <i>Marquis Who's Who in American Education</i> , 7 th Edition. |
| 2004 | Listed in <i>Marquis Who's Who in Finance and Business</i> , 34 th Edition. |
| 2002 | Listed in <i>Marquis Who's Who in the World</i> , 19 th Edition. |
| 2001 | Listed in <i>Marquis Who's Who in America</i> , 55 th Edition. |

RESEARCH INTERESTS

New product development, product and process innovation, competitive strategy and positioning, industrial marketing, mathematical models in marketing.

TEACHING INTERESTS

Product Management, Marketing Strategy and Planning, Management Science/Decision Models in Marketing, Advertising, Industrial/Business-to-Business Marketing, International Marketing, Marketing Management.

PROFESSIONAL ASSOCIATIONS

Product Development and Management Association
American Marketing Association
International Association of Innovation Professionals

REFERENCES

Available upon request.