

JELENA SPANJOL

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September 2012

ACADEMIC POSITIONS

2006-present	Assistant Professor University of Illinois at Chicago Liautaud Graduate School of Business Department of Managerial Studies
2002-2006	Assistant Professor Texas A&M University Mays Business School Department of Marketing

EDUCATION

2003	Doctor of Philosophy University of Illinois, Urbana-Champaign <i>Major:</i> Marketing, <i>Minor:</i> Psychology (Cognitive)
1996	Bachelor of Science, Summa cum laude University of Illinois, Urbana-Champaign <i>Major:</i> Economics

HONORS AND AWARDS

2011	Raising the Research Profile of the CBA Grant (\$500,000)
2010/11	Who's Who in Business Higher Education
2008/9/10/11/12	Social Science Research Network (SSRN) Top Ten Downloaded Papers Lists
2009/10/11/12	UIC Faculty Scholarship Support Program Award
2008	Best Paper Award, Product Development & Management Association (PDMA) Research Forum
2007-2009	Who's Who in America
2007-	Sloan Industry Studies Program, Affiliate Member
2003	XXI Annual University of Houston Doctoral Symposium, Faculty Representative
2002	Honorable Mention, Institute for the Study of Business Markets (ISBM), Dissertation Proposal Competition
2001	Richard D. Irwin Fellowship, University of Illinois
2001	On-Campus Dissertation Research Grant, University of Illinois
2001	Doctoral Consortium Fellow, American Marketing Association
2000	UIUC Representative, Haring Symposium, Indiana University
1998-2001	Stellner Marketing Fellowship, University of Illinois
1997-1998	J.M. Jones Fellowship, University of Illinois
1996	Bronze Tablet, Highest Honors (Top 3% of Graduating Class), University of Illinois
1994-1996	Office of International Student Affairs Scholarship, University of Illinois
1994-1996	James Scholar, University of Illinois Undergraduate Honors Program
1994	Beta Gamma Sigma Business Honor Society
1994	Phi Kappa Phi Honor Society

REFEREED JOURNAL ARTICLES

Total Google Scholar Cites: 341 (as of September 7, 2012)

Jelena Spanjol, Silke Muehlmeier, and Torsten Tomczak (2012), "How Strategic Orientations Affect Services vs. Manufactured Goods Innovation: A Decompositional Approach," *Journal of Product Innovation Management*, 29 (6), (in press).

- 5-Year Journal Impact Factor = 3.63, 2010 Impact Factor = 2.08

Bohlmann, Jonathan, **Jelena Spanjol**, William Qualls, and José Antonio Rosa (2012), "The Interplay of Customer and Product Innovation Dynamics: An Exploratory Study," *Journal of Product Innovation Management*, (in press).

Leona Tam and **Jelena Spanjol** (2012), "When Impediments Make You Jump Rather Than Stumble: The Beneficial Effects of Regulatory Nonfit on Forming Implementation Intentions to Attain Goals," *Marketing Letters*, 23 (1), 93-107.

- 5-Year Journal Impact Factor = 1.61, 2010 Impact Factor = 1.26
- Equal contribution

Jelena Spanjol, Leona Tam, William Qualls, and Jonathan Bohlmann (2011), "New Product Team Decision-Making: Regulatory Focus Effects on Number, Type, and Timing Decisions," *Journal of Product Innovation Management*, 28 (5), 1-15.

- **Lead article in special issue on decision-making**
- Google scholar cites = 4 (as of September 7, 2012)

Jelena Spanjol, William Qualls, and José Antonio Rosa (2011), "How Many and What Kind? The Role of Strategic Orientation in New Product Ideation," *Journal of Product Innovation Management*, 28 (2), 236-250.

- Google scholar cites = 5 (as of September 7, 2012)

Jelena Spanjol and Leona Tam (2010), "To Change or Not to Change: How Regulatory Focus Affects Change in Dyadic Decision-Making," *Creativity and Innovation Management*, 19 (4), 346-363.

Leona Tam, Richard P. Bagozzi, and **Jelena Spanjol** (2010), "When Planning is Not Enough: The Self-Regulatory Effect of Implementation Intentions on Changing Snacking Habits," *Health Psychology*, 29 (3), 284-292.

- 5-Year Journal Impact Factor = 4.61, 2010 Impact Factor = 3.98
- Google scholar cites = 8 (as of September 7, 2012)

Sorescu, Alina and **Jelena Spanjol** (2008), "Innovation's Effect on Firm Value and Risk: Insights from Consumer Packaged Goods," *Journal of Marketing*, 72 (March), 114-132.

- 5-Year Journal Impact Factor = 7.24, 2010 Impact Factor = 3.77
- Featured in *Marketing Thought Leaders Newsletter*, American Marketing Association (AMA; June 2008), *Marketing Management* (May/June 2008), and *Marketing News* (2008, 42/4, p. 4).
- Google scholar cites = 80 (as of September 7, 2012)

Rosa, José Antonio and **Jelena Spanjol** (2005), "Micro-Level Product Market Dynamics: Shared Knowledge and its Relationship to Market Development," *Journal of the Academy of Marketing Science*, 33 (2), 197-216.

- 5-Year Journal Impact Factor = 3.61, 2010 Impact Factor = 3.27
- Google scholar cites = 16 (as of September 7, 2012)
- Equal contribution

Rosa, José Antonio, Joseph F. Porac, **Jelena Spanjol**, and Michael Saxon (1999), "Socio-Cognitive Dynamics in a Product Market," *Journal of Marketing*, 63 (Special Issue), 64-77.

- Google scholar cites = 207 (as of September 7, 2012)

BOOK CHAPTERS AND PEER-REVIEWED PUBLISHED WORKING PAPERS

Sorescu, Alina and **Jelena Spanjol** (2006), “Building Long-Term Firm Value Through Innovation,” *Marketing Science Institute*, Working Paper Series, No. 06-122, Cambridge, MA.

Shankar, Venkatesh and **Jelena Spanjol** (2005), “Adaptive Innovation Management,” in Nirmal Pal and Dan Pantaleo (eds.), The Agile Enterprise: Reinventing your organization for success in an On-Demand world! New York, NY: Springer Science+Business Media, Inc., 151-166.

Rosa, José Antonio, **Jelena Spanjol**, and Joseph F. Porac (2004), “Text Analysis as a Tool for Assessing Marketing Strategy Performance,” in Christine Moorman and Donald R. Lehmann (eds.), Assessing Marketing Strategy Performance, Cambridge, MA: Marketing Science Institute (MSI), 185-211.

- Google scholar cites = 2 (as of September 7, 2012)

Porac, Joseph F., José Antonio Rosa, **Jelena Spanjol**, and Michael S. Saxon (2001), “America's Family Vehicle: Path Creation in the Minivan Market,” in Raghu Garud and Peter Karnoe (eds.), Path Dependency and Creation, Mahwah, NJ: Lawrence Erlbaum, 213-242.

- Google scholar cites = 16 (as of September 7, 2012)

NON-REFEREED PUBLICATIONS (not listed elsewhere)

Cadwallader, Susan, Alina Sorescu, and **Jelena Spanjol** (2003), “Is the Extra Mint Always Worth It? Selective Investment in Customer Satisfaction Rewards Your Customers and Your Company,” invited commentary, *Center for Retailing Studies*, Texas A&M University.

Jelena Spanjol and William J. Qualls (2001), “Ryerson Tull: Stainless Steel Fabrication Services in the Midwest,” University of Illinois at Urbana-Champaign, Case Study.

SELECTED WORK IN PROGRESS

Working papers

Beuk, Frederik, Alan Malter, **Jelena Spanjol**, and John Cocco, “Financial Incentives and Salesperson Time-Orientations in New Product Launch: A Longitudinal Study,” under second review at the *Journal of Product Innovation and Management*, special issue “Sales and Innovation”.

Jelena Spanjol, Leona Tam, and José Antonio Rosa, “Planning May Be Hazardous to Your Financial Health: Substitution of Cognitive for Behavioral Goal-Directed Effort,” under review at the *Journal of the Academy of Marketing Science*.

Jelena Spanjol, Leona Tam, and Vivian Tam, “Environmental Orientation: Effects on Creativity and Job Satisfaction,” under review at the *Journal of Business Research*.

Bohlmann, Jonathan, Michael Stanko, and **Jelena Spanjol**, “Incumbent Inertia and Performance (Dis)Advantages: Recommendations for a Demand-Side Perspective,” under review at the *Academy of Management Review*.

Jelena Spanjol, with Cheryl Nakata, Anna Cui, Mary Beth Watson-Manheim, Lisa Sharp, and Stephanie Crawford, “Medication Adherence as Positive Habituation,” preparing for submission to *Health Affairs*.

SELECTED WORK IN PROGRESS (continued)

Data Collection and Analysis Stage

Jelena Spanjol, Regina McNally, and Abbie Griffin, “Team Decision-Making: A Multi-level, Longitudinal Exploration,” two longitudinal team studies completed, data analysis in progress (target: *Journal of Marketing*).

Jelena Spanjol, with Silke Muehlmeier, “Understanding Strategic Stances: Measurement and Outcomes,” one study completed, second study in progress (target: *Journal of Marketing*).

Jelena Spanjol, with Silke Muehlmeier, “How Effective Are Innovation Priorities?” conceptual development complete, empirical study in preparation (target: *Journal of Marketing*).

Jelena Spanjol, with Silke Muehlmeier, “Innovation and Branding,” study one in progress (target: *Journal of Marketing*).

Jelena Spanjol, with Leona Tam, “Planning for Habit,” one longitudinal study completed (target: *Journal of Consumer Research*).

Jelena Spanjol, with Abhijit Guha and Leona Tam, “Regulatory Focus and Reactance,” one study completed, second study in progress (target: *Journal of Consumer Research*).

Jelena Spanjol, with Cheryl Nakata, Anna Cui, Mary Beth Watson-Manheim, Lisa Sharp, and Stephanie Crawford, “Explorations of Medication Adherence: Technology, Contextual, and Systems Perspectives,” three empirical studies in progress (targets to be determined).

INVITED PRESENTATIONS

“Strategic Orientation and Innovation: A Decompositional Approach,” 8th *Utah Service and Product Innovation Conference*, The Canyons, UT, February 2011.

“Does this Fit or Match? An Exploration of Regulatory Effects on Individual and Team Decision-Making,” *University of Illinois at Urbana-Champaign*, March 2008.

“Building Long-Term Firm Value Through Innovation,” *University of Illinois at Chicago*, March 2006.

“Text-based Approaches to Marketing Strategy Research,” *Cool Tools for Assessing Marketing Strategy Performance*, sponsored by the Marketing Science Institute (MSI) and Marketing Strategy Special Interest Group of the AMA, Chicago IL, August 2003.

CONFERENCE PROCEEDINGS – PEER REVIEWED (full papers published in proceedings)

Jelena Spanjol, Leona Tam, William Qualls, and Jonathan Bohlmann, “Does this Fit or Match? Regulatory Focus Effects on New Product Team Decision-Making,” *2008 PDMA Research Conference*, Orlando FL, September 2008.

- **Best Paper Award**

Jelena Spanjol and Frederik Beuk, “The Early Bird Gets the Worm: Assessing Performance in the Front End of Innovation (FEI),” *2007 PDMA Research Conference*, Orlando FL, September 2007.

Jelena Spanjol (2001), “Reconceptualizing Organizational Resources and their Role in Innovation,” *AMA 2001 Winter Educators’ Conference Proceedings*, (eds. Ram Krishnan and Madhu Viswanathan), 12, 120-127.

CONFERENCE PRESENTATIONS – PEER REVIEWED

Jelena Spanjol, Leona Tam, and José Antonio Rosa, “Unintended Effects of Implementation Intentions on Goal Pursuit Initiation vs. Persistence: Substitution and Acceleration,” *2012 Association for Consumer Research (ACR) Conference*, Vancouver, BC, Canada, October 2012 (forthcoming).

Jelena Spanjol, Regina McNally, and Abbie Griffin, “Putting Learning Orientation under the Microscope: Insights into Individual and Team Learning Orientations and Effects on Product Decisions and Performance,” *2012 PDMA Research Forum*, Orlando, FL, October 2012 (forthcoming).

Jelena Spanjol, Leona Tam, and Vivan Tam, “Enhancing Employee Creativity,” *2012 PDMA Research Forum*, Orlando, FL, October 2012 (forthcoming).

Jelena Spanjol, Silke Muehlmeier, and Torsten Tomczak, “Strategic Orientation Effects on Product Innovation at the Component-Level: A Tale of Two Models,” *2012 American Marketing Association (AMA) Winter Educators’ Conference*, St. Petersburg, FL, February 2012.

Jelena Spanjol, Silke Muehlmeier, and Torsten Tomczak, “Strategic Orientation and Innovation: A Decompositional Approach,” *2011 AMA Winter Educators’ Conference*, Austin, TX, February 2011.

Jelena Spanjol, Regina McNally, and Abbie Griffin, “From Individual Characteristics to Team Diversity Effects in New Product Selection and Management Decision-Making,” *2011 AMA Winter Educators’ Conference*, Austin, TX, February 2011.

Jelena Spanjol, Silke Muehlmeier, and Torsten Tomczak, “Identifying When and How Strategy Orientation Affects Innovation: Exploring Differential Effects for Services vs. Manufactured Goods and Incremental vs. Breakthrough Innovation,” *2010 PDMA Research Forum*, Orlando FL, October 2010.

Jelena Spanjol and Regina McNally, “Time Will Tell: A Longitudinal, Repeated Measures Exploration of Diversity in Teams and Effects on New Product Decisions and Outcomes,” *2010 PDMA Research Forum*, Orlando FL, October 2010.

Jelena Spanjol and Regina McNally, “Too Much or Not Enough? Trade-offs Between Team Diversity and Innovation Decision-Making Effectiveness,” *2010 Marketing Science Conference*, Cologne Germany, June 2010.

Jelena Spanjol, Leona Tam, William Qualls, and Jonathan Bohlmann, “Team Decisions and Regulatory Focus,” *2009 World Marketing Congress*, Oslo Norway, July 2009.

Tam, Leona, **Jelena Spanjol**, and José Antonio Rosa, “Sustainable Snacking: Aligning Regulatory Orientation and Snack Decision Strategies for Better Results,” *2009 Marketing & Public Policy Conference*, Washington DC, May 2009.

Mirabito, Ann, Leonard E. Berry, and **Jelena Spanjol**, “Perceptions of Service Quality with Credence Services,” *2009 Marketing & Public Policy Conference*, Washington DC, May 2009.

Jelena Spanjol, Leona Tam, William Qualls, and Jonathan Bohlmann, “New Product Decision Making in Teams: The Role of Regulatory Focus,” *2009 AMA Winter Educators’ Conference*, Tampa FL, February 2009.

Jelena Spanjol, William Qualls, and José Antonio Rosa, “Strategic Orientation and New Product Ideation,” *2009 AMA Winter Educators’ Conference*, Tampa FL, February 2009.

Beuk, Frederik and **Jelena Spanjol**, “Organizational Culture, Organizational Orientation, and SBU Innovativeness,” *2007 PDMA Research Conference*, Orlando FL, September 2007.

CONFERENCE PRESENTATIONS – PEER REVIEWED (continued)

Bohlmann, Jonathan, **Jelena Spanjol**, William Qualls, and José Antonio Rosa, “Customer Learning and the Dynamics of Disruptive Innovations,” *AMA Summer 2007 Educators’ Conference*, Washington DC, August 2007.

Mirabito, Ann, **Jelena Spanjol**, and Leonard Berry, “Consumer and Physician Interpretations of Health Care Quality: Integrating Technical and Experience Quality Indicators,” *2006 AcademyHealth Annual Research Meeting*, Seattle WA, June 2006.

Sorescu, Alina and **Jelena Spanjol**, “Long-term stock market returns to new product introductions: a comparison of incremental, breakthrough, and market-dominant innovation,” *Marketing Science Conference*, Pittsburgh PA, June 2006.

Jelena Spanjol and Leona Tam, “When Leadership does not Lead: Strategic Inclination Effects on New Product Decision Making,” *AMA Summer 2006 Educators’ Conference*, Chicago IL, August 2006.

Sorescu, Alina and **Jelena Spanjol**, “Does Innovation Really Pay? An Investigation into Financial Returns to New Product Introductions,” *AMA Winter 2005 Educators’ Conference*, San Antonio TX, February 2005.

Llyod, Susan, Olivier Furrer, **Jelena Spanjol**, and Wesley Demory, “Determinants of E-Commerce Brand Preference,” *Society for Consumer Psychology (SCP) 2005 Winter Conference*, St. Pete Beach FL, February 2005.

Jelena Spanjol and José Antonio Rosa, “Market Learning and Development: Shared Knowledge in Emergent Product Markets,” *AMA Winter 2004 Educators’ Conference*, Tampa FL, February 2004.

Jelena Spanjol and Leona Tam, “Framing and Categorization Issues in New Product Development (NPD) Metrics and Decision-Making,” *AMA Summer 2003 Educators’ Conference*, Chicago IL, August 2003.

Jelena Spanjol, “Organizational Culture, Market Search, and Market Interpretation Effects on New Product Idea Generation,” *Marketing Science Conference*, College Park MD, June 2003.

Jelena Spanjol, “Organizational Interpretation Modes: Understanding Determinants of Strategic Orientation in a New Product Development Context,” *Marketing Science Conference*, June 2002.

Jelena Spanjol, “Cognitive Factors in Organizations and Their Role in Product Innovation Generation, Screening, and Adoption,” *Marketing Science Conference*, July 2001.

Jelena Spanjol, “Reconceptualizing Organizational Resources and their Role in Innovation,” *AMA Winter 2001 Educators’ Conference*, February 2001.

Jelena Spanjol, “An Empirical Test of Framing Categories in Managerial Decision Making: The Hidden Effects of Performance Metrics,” *Marketing Science Conference*, June 2000.

Jelena Spanjol, “On the Relevance of Organizational Mind to Innovation Research in Marketing,” *30th Annual Haring Symposium*, April 2000.

Jelena Spanjol, Pamela Lowrey, and Cele Otnes, “Magic and Transformation in Advertising: A Longitudinal Study,” *Association for Consumer Research European Conference*, June 1999.

Jelena Spanjol, Pamela Lowrey, and Cele Otnes, “Magic and Transformation in Advertising: A Longitudinal Study,” *Midwest Marketing Camp*, June 1999.

CONFERENCE PRESENTATIONS – PEER REVIEWED (continued)

Mishina, Yuri, Joseph F. Porac, José Antonio Rosa, and **Jelena Spanjol**, “Identities and Equivocality in the Social Construction of the US Minivan Market: 1982-1988”, *Midwest Academy of Management Conference*, April 1999.

Rosa, José Antonio, Joseph F. Porac, **Jelena Spanjol**, and Michael S. Saxon, “Product Markets Through the Socio-Cognitive Lens,” *Innovative Market Research for Breakthrough Product Design Conference*, sponsored by the Marketing Science Institute, Boston MA, March 1999.

McGrath, Mary Ann, Cele Otnes, Katie Glow, Abby Gress, Pam Lowrey, Kirk Manley, and **Jelena Spanjol**, “Getting Even Stranger: Further Exploration of How Unacquainted Influencers Interact in Retail Setting,” *Association for Consumer Research Annual Conference*, October 1998.

Rosa, José Antonio, Joseph F. Porac, **Jelena Spanjol**, and Michael S. Saxon, “The Socio-Cognitive Dynamics of Product Markets: Minivans from 1982-1988,” *Journal of Marketing/Marketing Science Institute Special Issue Conference*, June 1998.

MEDIA MENTIONS

“The Role of Corporate Culture in Product Development,” *Strategy+Business*, July 2, 2010, <http://www.strategy-business.com/article/re00110>

“How Can I Learn to Eat Healthier Snacks?” *Psychology Today* blog, June 10, 2010, by Timothy A. Pychyl, Ph.D., <http://www.psychologytoday.com/blog/dont-delay/201006/how-can-i-learn-eat-healthier-snacks>

“Opening the Flow of Ideas,” *PlusPoint*, March 8, 2010, http://www.mpiweb.org/magazine/pluspoint/10-03-08/Opening_the_Flow_of_Ideas.aspx

“Study: Revolutionary Ideas Spring Most from Companies Stressing Technology,” *The X-Journals*, February 22, 2010, <http://x-journals.com/2010/study-revolutionary-ideas-spring-most-from-companies-stressing-technology/>

“Business culture steers flow of ideas, study says,” *News Guide*, February 23, 2010, <http://www.newsguide.us/education/science/Business-culture-steers-flow-of-ideas-study-says/?date=2010-01-10>

“Emphasis On Technology Drives Business Innovation,” *Scientific Blogging*, February 22, 2010, http://www.scientificblogging.com/news_articles/emphasis_technology_drives_business_innovation

“Business culture steers flow of ideas, study says,” *Science Blog*, February 23, 2010, http://www.scienceblog.com/cms/business-culture-steers-flow-ideas-study-says.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+scienceblogrssfeed+%28Science+Blog%29

“Business culture steers flow of ideas,” *Innovations Report*, February 23, 2010, http://www.innovations-report.com/html/reports/economy_finances/business_culture_steers_flow_ideas_149175.html

“Business Culture Steers Flow of Ideas, Study Says,” *Science Daily*, February 23, 2010, <http://www.sciencedaily.com/releases/2010/02/100222111402.htm>

“Business culture influences product ideas,” *ThaiIndian News*, February 23, 2010, http://www.thaindian.com/newsportal/business/business-culture-influences-product-ideas_100324764.html

“Business culture influences product ideas,” *OneIndia*, February 23, 2010, <http://news.oneindia.in/2010/02/23/businessculture-influences-productideas.html>

MEDIA MENTIONS (continued)

“Business culture steers flow of ideas, study says,” *PhysOrg.com*, February 22, 2010,
<http://www.physorg.com/news186061573.html>

“Business Culture Steers Flow Of Ideas,” *RedOrbit*, February 22, 2010,
http://www.redorbit.com/news/business/1826373/business_culture_steers_flow_of_ideas/index.html

“Business culture steers flow of ideas, study says,” by Jan Dennis, University of Illinois News Bureau,
<http://www.news.illinois.edu/news/10/0222products.html>, February 22, 2010

“Study Explores Motivation behind Decision Making in New Product Development Teams,” *Carolina NewsWire*, 2/6/2009,
<http://carolinanewswire.com/news/News.cgi?database=0001news.db&command=viewone&id=805&op=t>

“REALITY CHECK: Innovate and/or Die,” *NZ Marketing Magazine*, July 2008, p. 14, by John Varcoe, <http://www.archivesearch.co.nz/default.aspx?webid=MKT&articleid=31119>

“Putting a Dollar Amount on Innovation (\$4.2 million).” by Stacey Gillar, June 6, 2008,
<http://designmind.frogdesign.com/blog/putting-a-dollar-amount-innovation-42-million.html>

“Risk is Good,” *Marketing News*, 3/1/2008, Vol. 42 Issue 4, p. 4.

SPONSORED RESEARCH PROJECTS & GRANTS

University of Illinois at Chicago (2012) – Managerial Studies Research and Development Award (\$2,725)

University of Illinois at Chicago (2011) – “Pharmacare Innovation” (\$500,000), co-Principal Investigator

University of Illinois at Chicago (2009/10/11/12) – Faculty Scholarship Support Program (\$4,000)

University of Illinois at Chicago (2007) – Sloan Industry Center, Air Cleaning Technologies, Investigator

University of Illinois at Chicago (2007-8) – Motorola Innovation Center, Investigator (\$8,500)

Texas A&M University (2005) – Mays Business School Mini Research Grant

Texas A&M University (2004) – Mays Business School Summer Research Grant (with A. Sorescu)

University of Illinois at Urbana-Champaign (2001) – On-Campus Dissertation Research Grant

University of Illinois at Urbana-Champaign (2001) – Richard D. Irwin Fellowship

APICS (2000) – Integrated Enterprise and E-Commerce in Supply Chains (with W. J. Qualls)

SELECTED SERVICE ACTIVITIES

Editorial Service:

Editorial Board Member

Journal of Product Innovation Management (JPIM), June 2010-present

Creativity and Innovation Management (CIM), April 2011-present

Reviewer

Journal of Consumer Research (JCR)

Journal of the Academy of Marketing Science (JAMS)

Strategic Entrepreneurship Journal (SEJ)

Journal of Interactive Marketing (JIM)

Journal of Managerial Psychology (JMP)

Conference Reviewing:

Marketing Theory Track, AMA Winter Educators' Conference

Marketing Strategy & Organization Track, AMA Winter Educators' Conference

Sales and Relationship Marketing, AMA Winter Educators' Conference

Consumer Behavior Track, AMA Winter Educators' Conference

New Product Development Track, AMA Summer Educators' Conference

New Technologies and E-Marketing Track, EMAC Annual Conference

PDMA Research Forum

Conference Support:

- 2012 Co-chair, 2013 AMA Winter Educators' Conference, Innovation Track (with Abbie Griffin)
- 2012 Session Chair, 2012 AMA Winter Educators' Conference
- 2011 Chair, Academic Program, Inaugural PDMA-UIC Doctoral Consortium
- 2011 Organizer & Co-Chair, Special Session, 2011 AMA Winter Educators' Conference
- 2011 Invited Faculty, DocSIG Mentors' Breakfast, 2011 AMA Winter Educators' Conference
- 2010 Session Chair, Product Development & Management Association (PDMA) Research Forum
- 2010 Organizer & Co-Chair, Special Session, 2010 Marketing Science Conference
- 2010 Session Chair, 3rd Subsistence Marketplaces Conference
- 2009 Session Chair, AMA Winter Educators' Conference
- 2008 Session Chair, UIC Culture Symposium
- 2008 Session Chair, Product Development & Management Association (PDMA) Research Forum
- 2008 Session Chair, 2nd Subsistence Marketplaces Conference
- 2007 Session Chair, Product Development & Management Association (PDMA) Research Forum
- 2007 Co-chair, AMA Summer Educators' Conference, Marketing Strategy Track (with Alan Malter)
- 2004 Special Session Organizer & Competitive Session Chair, Strategy Formulation & Implementation Track, AMA Winter Educators' Conference
- 2003 Invited Panelist, DocSig Special Session on "Preparing for the Job Market: Steps for Success at Summer AMA," AMA Winter Educators' Conference
- 2002/03 Discussant, Strategy Formulation & Implementation Track, AMA Winter Educators' Conference
- 2001/03 Session Chair, Marketing Science Conference
- 2001 Session Chair, Consumer Behavior Track, AMA Winter Educators' Conference

Selected Internal Service, University of Illinois at Chicago:*Doctoral Dissertation Committee Member*

- Kelly Weidner (September 2010-present), Placement: Dominican University (Fall 2012)
- Chengli Shu (March 2011-June 2012), Placement: University of New South Wales (Summer 2012)
- Haisu Zhang (February 2011-June 2012), Placement: Purdue University Calumet (Fall 2012)
- Frederik Beuk (January 2010-May 2011), Placement: University of Akron (Fall 2011)

Undergraduate Academic Program Committee – Secretary and member (August 2007-present)

Managerial Studies Research Grants Committee – Member (November 2011-June 2012)

Marketing Faculty Recruiting Committee – Member (November 2011-May 2012)

UIC Liautaud MBA Association (MBAA) – Faculty Advisor (June 2011-present)

Visiting Faculty Colloquium Series – Organizer (April 2010-May 2011)

UIC Liautaud MBA Association (MBAA) – Moderator, Entrepreneurship Panel (November 4, 2011)

AMA Undergraduate Student Chapter – Panelist, Preparing for Marketing Careers (March 15, 2011)

AMA Graduate Student Chapter (GMARK) – Moderator, Brand Management Panel (April 15, 2011)

CBA Faculty Representative – CMBA Graduation Ceremony (June 2010, August 2011)

Business Week Ranking Task Force – Member (April 2009-April 2010)

Marketing Faculty Recruiting Committee – Member (September 2008-March 2010)

Independent Study Advisor – Faculty advisor for MBA students (Fall 2006, Summer 2007, Spring 2008, Spring 2009, Summer 2012)

5th Annual Marketing Case Competition, Kellogg School of Management – Faculty advisor for UIC MBA students and judge on Motorola-sponsored competition (May 2007; 2nd place)

Selected Internal Service, Texas A&M University:

Doctoral Dissertation Committee Member

- Ann Mirabito, Baylor University (May 2008)
- Leona Tam, Old Dominion University (August 2005)

Laboratory for Intelligent Systems in Tourism, Texas A&M University – affiliated researcher
W-course Developer – developed the writing intensive course for Marketing Department to satisfy the University-wide initiative of writing-in-discipline coursework (November 2004)

International Faculty & Scholars Network, Texas A&M University, 2004-2006 (founding member, President elect)

Marketing Department Ph.D. Program Review Committee, 2003 (appointed member)

“Preparing for the Job Market” – co-developer of Ph.D. student ½-day seminar, June 2003

American Marketing Association (AMA) Student Chapter Faculty Advisor, June 2003-May 2006

Faculty International Participation Discussion Table, Texas A&M University committee on international faculty involvement opportunities, October 2003 (invited participant)

Selected Service to the Field:

PDMA Academic Committee – Member (June 2010-present)

PDMA Research Competition – Reviewer (2010/11/12)

PDMA Dissertation Proposal Competition – Reviewer (2009/10/12)

AMA DocSIG Mentors’ Breakfast – Invited faculty participant (February 2011)

Prentice Hall – Reviewer of instructional materials (December 2003)

MEMBERSHIP IN ACADEMIC ORGANIZATIONS

American Marketing Association (AMA)

Academy of Marketing Science (AMS)

Product Development and Management Association (PDMA)

Institute for Operations Research and the Management Sciences (INFORMS)

SELECTED PROFESSIONAL EXPERIENCE

1997 Regional Business Development Manager
Wolfram Research Europe Ltd., Oxford, United Kingdom

1996-1997 International Marketing Coordinator
Wolfram Research Inc., Champaign, IL

FOREIGN LANGUAGE PROFICIENCIES

English, fluent at highest level

German, fluent at highest level
(native speaker)

Serbian, fluent at highest level
(native speaker)

Croatian, fluent at highest level
(native speaker)

French, fluent at intermediate level

Italian, basic knowledge

RESEARCH INTERESTS

Innovation

Marketing strategy

Team dynamics

Consumer goal striving

TEACHING INTERESTS

New product development

Marketing management and strategy

Global marketing

TEACHING EXPERIENCE AND PERFORMANCE

Course	Enrollment	Average Instructor Score	Level
UNIVERSITY OF ILLINOIS AT CHICAGO (UIC)			
<i>Fall 2012</i>			
MKTG 577: Interdisciplinary Product Development (IPD), corporate partner: Cricket Wireless	40	n/a/5.0^	MBA
<i>Spring 2012</i>			
MKTG 594: Interdisciplinary Product Development (IPD), corporate partner: CoinStar/RedBox	31	4.0/5.0^	MBA
<i>Fall 2011</i>			
MKTG 594: Interdisciplinary Product Development (IPD), corporate partner: CoinStar/RedBox	34	4.6/5.0^	MBA
<i>Summer 2011</i>			
MKTG 572: Global Marketing	36	4.8/5.0~	Corporate MBA
<i>Spring 2011</i>			
MKTG 560: Marketing Management	20	4.9/5.0^	MBA
MKTG 465: Strategic Marketing Planning & Management	25	4.6/5.0^	Undergraduate
<i>Fall 2010</i>			
MKTG 594: Perspectives on Innovation	3	5.0/5.0^	Ph.D.
<i>Summer 2010</i>			
MKTG 572: Global Marketing	44	4.6/5.0~	Corporate MBA
<i>Fall 2009</i>			
MKTG 572: Global Marketing	34	4.7/5.0~	Corporate MBA
MKTG 572: Global Marketing	41	4.1/5.0~	Corporate MBA
<i>Spring 2009</i>			
MKTG 572: Global Marketing	38	4.0/5.0~	Corporate MBA
MKTG 572: Global Marketing	40	4.4/5.0~	Corporate MBA
MKTG 572: Global Marketing	45	4.5/5.0~	Corporate MBA
MKTG 574: Product Planning & Dev	16	4.2/5.0^	MBA
<i>Spring 2008</i>			
MKTG 572: Global Marketing	10	4.8/5.0^	MBA
MKTG 594: Marketing Strategy	6	5.0/5.0^	Ph.D.
<i>Fall 2007</i>			
MKTG 560: Marketing Management	26	4.6/5.0^	MBA
MKTG 574: Product Planning & Dev	10	4.9/5.0^	MBA
<i>Spring 2007</i>			
MKTG 560: Marketing Management	17	4.6/5.0^	MBA
MKTG 574: Product Planning & Dev	9	5.0/5.0^	MBA
<i>Fall 2006</i>			
MKTG 560: Marketing Management	20	4.3/5.0^	MBA

~All things considered, how would you rate this instructor? (1=poor, 5=excellent)

^You have learned something, which you consider valuable (1=very poor, 5=excellent)

TEACHING EXPERIENCE AND PERFORMANCE (continued)

Course	Enrollment	Average Instructor Score	Level
TEXAS A&M UNIVERSITY (TAMU)			
<i>Spring 2006</i>			
MKTG 448: Marketing Management	47	4.4/5.0**	Undergraduate
MKTG 448: Marketing Management	45	4.5/5.0**	
MKTG 448: Marketing Management	35	4.5/5.0**	
<i>Spring 2005</i>			
MKTG 448: Marketing Management	39	4.2/5.0**	Undergraduate
MKTG 448: Marketing Management	49	4.5/5.0**	
MKTG 448: Marketing Management	48	4.5/5.0**	
<i>Spring 2004</i>			
MKTG 448: Marketing Management	23	3.9/5.0**	Undergraduate
MKTG 448: Marketing Management	44	4.4/5.0**	
MKTG 448: Marketing Management	46	4.3/5.0**	
<i>Spring 2003</i>			
MKTG 448: Marketing Management	44	4.0/5.0**	Undergraduate
MKTG 448: Marketing Management	41	4.1/5.0**	
MKTG 448: Marketing Management	26	4.1/5.0**	
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN (UIUC)			
<i>Summer 2001</i>			
BA 202: Principles of Marketing	33	4.3/5.0*	Undergraduate
<i>Spring 1999</i>			
BA 202: Principles of Marketing	76	4.5/5.0*****	Undergraduate
<i>Fall 1998</i>			
BA 202: Principles of Marketing	72	4.2/5.0*	Undergraduate

*Rate the instructor's overall teaching effectiveness (1=very poor, 5=excellent)

**On the whole, this is a good instructor. (1=strongly disagree, 5=strongly agree)

***List of excellent teachers