

# **EUGENE W. ANDERSON**

## **CONTACT INFORMATION**

School of Business Administration  
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## **CURRENT POSITION**

**University of Miami School of Business**

Schein Family Chair in Business and Professor of Marketing (2011-)

## **EDUCATION**

**University of Chicago**

Ph.D. in Business Administration (1989)  
Primary Field: Marketing  
Secodary Field: Statistics  
Dissertation Chair: Steven M. Shugan

**University of Illinois at Urbana-Champaign**

Master's of Business Administration (1983)  
Major: Marketing  
  
Bachelor of Science in Business Administration (1981)  
Major: Marketing  
Minor: Management Science

## **RESEARCH INTERESTS**

Marketing and Business Performance  
Customer Satisfaction  
Customer Analytics

## **PREVIOUS APPOINTMENTS**

### **University of Miami School of Business Administration**

Dean (2011-2016)

### **University of Michigan Ross School of Business**

Senior Associate Dean for Academic Affairs (2010-2011)

D. Maynard Phelps Professor of Business (2007-2011)

Professor of Marketing (2000-2011)

Board of Directors, William Davidson Emerging Markets Institute (2010-2011)

Executive Committee, Tauber Global Operations Institute (2002-07, 2010-2011)

Executive Committee, Erb Sustainable Enterprise Institute (2002-07, 2010-2011)

Academic Director for Action-Based Learning (2009-2010)

Associate Dean for Degree Programs (2002-2007)

Academic Director for Executive MBA Program (2000-2002)

Associate Professor of Marketing (1994-2000)

Assistant Professor of Marketing (1989-1994)

### **INSEAD**

Visiting Scholar (2005)

## RESEARCH

### *Refereed Publications*

Anderson, Eugene W., and Sattar Mansi (2009), "Does Customer Satisfaction Matter to Investors? Findings from the Bond Market," *Journal of Marketing Research*, 46:5 (October), 703-714.

Anderson, Eugene W. (2007), "Linking Service and Finance," *Marketing Science*, 25:6 (November-December), 587-589.

Mittal, Vikas, Eugene W. Anderson, Akin Sayrak, and Pandu Tadikamalla (2005), "Dual Emphasis and the Long-Term Financial Impact of Customer Satisfaction," *Marketing Science*, 24:4 (Fall), 531-543.

Morgan, Neil, Eugene W. Anderson, and Vikas Mittal (2005), "Understanding Firms' Customer Satisfaction Information Usage," *Journal of Marketing*, 69:3 (July), 121-135.

Anderson, Eugene W., Claes Fornell, and Sanal Mazvancheryl (2004), "Customer Satisfaction and Shareholder Value," *Journal of Marketing*, 68:4 (October), 172-185.

Anderson, Eugene W. and Linda Court Salisbury (2003), "The Formation of Market-Level Expectations and Its Covariates," *Journal of Consumer Research*, 30:1 (June), 115-124.

Anderson, Eugene W. and Vikas Mittal (2000), "Strengthening the Satisfaction-Profit Chain," *Journal of Service Research*, 3:2, 107-120. (Winner: 2001 FedEx Excellence in Service Research Award)

Anderson, Eugene W. (1998), "Customer Satisfaction and Word-of-Mouth," *Journal of Service Research*, 1:1, 1-14. (Finalist: 1998 FedEx Excellence in Service Research Award and most cited paper in *Journal of Service Research*)

Anderson, Eugene W., Claes Fornell, and Roland Rust (1997), "Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services," *Marketing Science*, 16:2, 129-45. (1997 John D.C. Little Best Paper Award Finalist and Winner of the American Marketing Association's Best Services Article Award for 1997.)

Fornell, Claes, Michael D. Johnson, Eugene W. Anderson, Jaesung Cha, and Barbara Bryant (1996), "The American Customer Satisfaction Index: Description, Findings, and Implications," *Journal of Marketing*, 60:4 (October), 7-18.

Anderson, Eugene W. (1996), "Customer Satisfaction And Price Tolerance," *Marketing Letters*, 7:3 (July), 19-30.

Huff, Lenard, Claes Fornell, and Eugene W. Anderson (1996), "Productivity and Quality: Complementary and Contradictory," *Quality Management Journal*, 4:1, 22-39.

Johnson, Michael D., Eugene W. Anderson, and Claes Fornell (1995), "Rational and Adaptive Expectations in a Customer Satisfaction Framework," *Journal of Consumer Research*, 21:4 (March), 695-707.

Anderson, Eugene W., Claes Fornell, and Donald R. Lehmann (1994), "Customer Satisfaction, Market Share, and Profitability," *Journal of Marketing*, 58:3 (July), 53-66.

Ramaswamy, Venkatram, Eugene W. Anderson, and Wayne S. DeSarbo (1994), "A Disaggregate Negative Binomial Regression Procedure For Count Data Analysis," *Management Science*, 40:3 (March), 405-417.

Anderson, Eugene W. (1994), "Cross-Category Variation In Customer Satisfaction And Retention", *Marketing Letters*, 5:1 (January), 19-30.

Anderson, Eugene W. and Mary W. Sullivan (1993), "The Antecedents and Consequences of Customer Satisfaction For Firms," *Marketing Science*, 12:2 (Spring), 125-143 (2<sup>nd</sup> most cited article published in *Marketing Science*).

Anderson, Eugene W. and Steven M. Shugan (1991), "Repositioning For Changing Preferences," *Journal of Consumer Research*, 18 (September), 219-32.

#### *Working Papers*

"Industry Differences in Customer Satisfaction: The Moderating Role of Customization."

“The Signal Value of Others’ Behavior: Informational Cascades in the Auction of the Estate of Jacqueline Kennedy Onassis,” with Jonathan Frenzen, University of Chicago, and Mary Sullivan, George Washington University.

#### *Book Chapters*

Anderson, Eugene W. and Claes Fornell (2000), “Foundations of the American Customer Satisfaction Index,” *Journal of Total Quality Measurement*, 11:7, S869-S882.

Anderson, Eugene W. and Claes Fornell (1999), “The Customer Satisfaction Index As A Leading Indicator,” *Handbook of Services Marketing and Management*, Dawn Iacobucci and Terri Swartz (eds.), New York: Sage.

Anderson, Eugene W. (1995), "An Economic Approach to Understanding How Customer Satisfaction Affects Buyer Perceptions of Value," *Marketing Theory and Applications*, Vol. 6, edited by David W. Stewart and Naufel Vilcassim.

Anderson, Eugene W. and Claes Fornell (1994), "Firm, Industry, and National Indices of Customer Satisfaction: Implications For Services," *Service Quality: New Directions in Theory and Practice*, eds. Roland T. Rust and Richard L. Oliver, Sage Publications: Thousand Oaks, CA, 241-268.

Anderson, Eugene W. (1993), "Firm, Industry, and National Indices of Customer Satisfaction: Implications For Services," *Advances In Services Marketing Management: Research and Practice*, eds. Teresa Swartz, Stephen W. Brown, and David E. Bowen, JAI Press: Greenwich, CT, 2, 87-108.

#### *CD-ROMS, Books, and Invited Book Chapters*

Fornell, Class, David VanAmburg, Forrest Morgeson, Eugene W. Anderson, Barbara Everitt Bryant, and Michael D. Johnson (2005), *The American Customer Satisfaction Index at Ten Years: A Summary of Findings with implications for the Economy, Stock Returns, and Management*, NQRC, Stephen M. Ross School of Business, University of Michigan, 125 pp.

Anderson, Eugene W., Paul Seguin, Valerie Suslow, and David Wright (1998), Pre-MBA Series 2000, New York, NY: Irwin.

Anderson, Eugene W., Paul Seguin, Valerie Suslow, and David Wright (1997), Quantitative Skills Interactive, New York, NY: Irwin.

Anderson, Eugene W., Barbara Bryant, Jaesung Cha, Claes Fornell, and Michael D. Johnson (1994), American Customer Satisfaction Index Methodology Report, Milwaukee, WI: American Society for Quality Control.

Anderson, Eugene W. and Claes Fornell (1993), "A Customer Satisfaction Research Prospectus," Service Quality: New Directions in Theory and Practice, eds. Richard L. Oliver and Roland T. Rust, Sage: Newbury Park, CA, 239-266.

#### *Technical Reports*

"ACSI Report on the Gasoline Industry," National Quality Research Center, February 1998.

"ACSI Report on the Telecommunications Industry," National Quality Research Center, May 1997.

"ACSI Report on the Property Insurance Industry," National Quality Research Center, February 1997.

"ACSI Report on the Life Insurance Industry," National Quality Research Center, February 1997.

"ACSI Report on the Beer Industry," National Quality Research Center, November 1996.

"Customer Satisfaction Measures And Their Usage Within The Organization: An Annotated Bibliography," Research Monograph, Pole Universitaire Leonardo de Vinci, August 1996.

"ACSI Report on the Telecommunications Industry: Local Telephone," National Quality Research Center, May 1996.

Anderson, Eugene W., Claes Fornell and Donald R. Lehmann (1993), "Economic Consequences of Providing Quality and Customer Satisfaction," *Marketing Science Institute*, Report #93-112 (August).

## RESEARCH GRANTS

### *United States Government ACSI*

Purpose: To develop an ACSI for 30 Government Agencies

Amount: \$600,000

Role: Core Faculty Member (Claes Fornell, Director).

### *Marketing Science Institute*

Purpose: To investigate the impact of satisfaction on profitability.

Amount: \$5,000 research grant.

Role: Principal Investigator.

### *American Society For Quality*

Purpose: American Customer Satisfaction Index

Amount: \$1,200,000 annually.

Role: Core Faculty Member (Claes Fornell, Director).

### *American Society For Quality Control*

Purpose: To develop an American Customer Satisfaction Index

Amount: \$200,000 seed money plus \$800,000 matching grant.

Provided 20% of funding plus summer support for 1993-94.

Role: Core Faculty Member (Claes Fornell, Director).

### *Marketing Science Institute*

Purpose: When do customer satisfaction programs really pay off?

Amount: \$10,400 research grant.

Role: Principal Investigator.

## HONORS AND AWARDS

Andy Andrews Distinguished Service Award (2011)

FedEx Excellence in Service Best Paper Award (2001)

Victor L. Bernard Faculty Teaching Leadership Award (2000)

American Marketing Association Best Services Article Award (1997)

Student Fellow, American Marketing Association Doctoral Consortium (1986)

## EDITORIAL BOARD SERVICE

Area Editor:	<i>Marketing Science</i> (2003-10)
Associate Editor:	<i>Journal of Consumer Research</i> (2002-05)
Editorial Boards:	<i>Journal of Consumer Research</i> (1999-2009) <i>Journal of Marketing Research</i> (1998-2003) <i>Journal of Marketing</i> (1994-96, 2002-2011) <i>Journal of Service Research</i> (1997-current) <i>Marketing Letters</i> (2007-current) <i>Marketing Science</i> (2001-11)
Ad Hoc Reviewer:	<i>International Journal of Research in Marketing</i> <i>Journal of Consumer Psychology</i> <i>Sloan Management Review</i> <i>Journal of the Academy of Marketing Science</i> <i>European Marketing Association Conferences</i> <i>Psychology &amp; Marketing</i> <i>ACR Conferences</i> <i>Summer and Winter AMA Educators' Conferences</i> <i>Academy of Marketing Science Conference</i> <i>AMA Doctoral Dissertation Competition</i> <i>Marketing Science Institute Doctoral Dissertation Competitions</i>

## PROFESSIONAL SERVICE

Positions:	<i>Secretary-treasurer, INFORMS College on Marketing</i> (1995-97)
AACSB Reviewer:	Fuqua School, Duke University (2003) Carroll School, Boston College (2013) D'Amore McKim School, Northeastern University (2014) Antai College of Management, Shanghai Jiao Tong (2016)
Program Reviews:	Wharton Undergraduate Program (2003) Goizeuta MBA Program (2005)
Conference Chair:	Co-Chair of 2010 INFORMS Marketing Science Conference



## UNIVERSITY SERVICE

### *Ross School of Business Marketing Area Service*

Core Course Coordinator, 1995-2002  
Curriculum Committee, 2007-2008 (Chair)  
PhD Committee, 1994-2000  
Recruiting Coordinator, 1996-1999  
Seminar Coordinator, 1994-1996  
Strategy Committee, 2007-2008

### *Ross School of Business Service*

75<sup>th</sup> Anniversary Challenge Steering Committee, 1998-2000  
Action-Based Learning Advisory Committee, 2010-2011 (Chair)  
BBA Curriculum Review Team, 2003-2004 (Chair)  
BBA Enhancement Task Force, 2010-2011 (Chair)  
Business Administration Subject Area Coordinator, 2002-2007  
Community Operations Action Team, 2006-2007 (Chair)  
Core Course Committee, 1991-2007 (Chair, 2002-2007)  
Core Curriculum Review Committee, 1996-1997  
Curriculum Committee, 1997-2000 (Chair), 2002-2007, 2010-2011  
Doctoral Studies Committee, 2010-2011 (*Ex Officio*)  
Executive MBA Advisory Committee, 2000-2007 (Chair, 2000-2002)  
Executive MBA Program Development Team, 1999-2000  
Executive Committee, 2002-2007, 2010-2011 (*Ex Officio*)  
Facilities Steering Group, 2003-2004  
Global Strategy Task Force, 2002-2003 (Chair)  
Information Resources Committee, 1998-2000  
Information Technology Task Force, 2000  
Leadership Development Advisory Board, 2004-2006 (Chair)  
MAP Advisory Task Force, 2004-2006 (Chair)  
MAP Faculty Advisory Committee, 1996-1999  
MBA Admissions, 2002-2004 (Chair)  
MBA Core Task Force, 2002-2004 (Chair)  
New Business Advisory Committee, 1999  
Part-Time Programs Development Group, 2004-2007 (Chair)  
Program Strategy Group, 2010-2011 (Chair)  
Proposal 2 Community Task Force, 2006-2007 (Chair)  
Research Committee, 2010-2011 (*Ex Officio*)  
Strategic Planning Committee, 1996-1997  
Student Code of Conduct Task Force, 2004-2005 (Chair)  
Teaching Committee, 1995-1997, 2008-2009 (Chair)

*University of Michigan Service*

Associate Provost and Associate Dean's Group, 2002-2007  
Business School Dean Search Advisory Committee, 2000-2001  
Committee on Evaluating and Enhancing Teaching Performance, 1996  
Distinguished University Innovator Award Committee, 2010-2011  
Lecturer's Employee Organization Advisory Committee, 2003-2007  
Provost's China Task Force, 2005  
Undergraduate Deans Advisory Committee, 2004

**WORK WITH EXTERNAL ORGANIZATIONS**

*Corporate*

3A SA  
3M  
Afrox  
American Express  
Barclay's  
Baxter  
British Telecom  
Chelsea Rhone  
Chip Ganassi Racing Teams  
Citibank  
Cooper Tires  
CorAssist  
Delphi  
Domino's  
Eli Lilly  
Equinox  
Experian  
ESAB  
Ford  
Google  
Hyatt  
Hyundai  
Intel  
Kodak  
Microsoft Corporation  
Panasonic  
Procter & Gamble  
Rainforest Expeditions  
ReCelluar  
Royal Caribbean  
Solutia  
Syntel

The Linde Group

Toyota  
TRW  
Ubisoft  
Valspar  
Visteon

*Entrepreneurial*

BioXim (Medical Devices)  
Cellergy (Telecom)  
Chiasma (Life Sciences)  
Conergy (Alt Energy)  
Corrassist (Medical Devices)  
Crackle (Social Media)  
Diverse Energy (Alt Energy)  
ECD (Alt Energy)  
Fauchier (Hedge Funds)  
GCrypt (Software)  
MobileCARE (Software)  
MotionPoint (Web Services)  
MPS (Sustainable Operations)  
MyWire (Social Media)  
Novar (Telecom)  
Relaxis (Medical Devices)  
UMI (Medical Devices)  
Visotek (Lasers)

*Non-Profit*

Ashoka  
Carbon Disclosure  
Little River Public Market  
Make-a-Wish

### *Government*

Army Corps of Engineers  
Bureau of the Census  
Center for Disease Control  
Centers for Medicare and  
Medicaid  
Consular Affairs  
Department of Agriculture  
Department of Commerce  
Department of Defense  
Department of the Treasury  
Department of State  
Federal Aviation  
Administration  
FEMA  
Forest Service  
FDA

General Services  
Administration  
Internal Revenue Service  
NASA  
National Institutes of Health  
National Institute of Justice  
National Library of Medicine  
National Parks Service  
National Science Foundation  
National Weather Service  
Office on Women's Health  
Pension Benefit Corp.  
Social Security Administration  
United States Mint  
Veterans Administration

## **BOARD MEMBERSHIPS**

Emerson School (K-8), Board of Trustees, 2007-2011

## **TEACHING EXPERIENCE**

### *Undergraduate*

Principles of Marketing  
Action-Learning Projects (ALPS)

### *MBA*

Brand Management  
Marketing Management  
Multi-Disciplinary Action Projects (MAP)  
Multi-Disciplinary Implementation Projects (MAP II)  
Strategic Marketing Planning

### *Executive MBA*

Marketing Management

### *Executive Education*

Customer Satisfaction  
Marketing Management  
Strategic Marketing Planning