

Dawn Iacobucci
 Department of Marketing
 Owen Graduate School of Management
 Vanderbilt University
 401 21st Avenue South
 Nashville, TN 37203
 dawn.iacobucci@owen.vanderbilt.edu

Education

University of Illinois at Urbana-Champaign
 Ph.D. in Quantitative Psychology, 1987
 Master of Science in Statistics, 1985
 Master of Arts in Quantitative Psychology, 1985
 Bachelor of Science in Liberal Arts and Sciences, 1982,
 Magna cum Laude, Distinction in Psychology, Phi Beta Kappa

Garrett Evangelical Theological Seminary, Evanston
 Master of Theological Studies, 1999

Employment

Vanderbilt University, Owen Graduate School of Management
 Associate Dean for Faculty, 2008-present
 E. Bronson Ingram Professor of Marketing, 2007-present

University of Pennsylvania, Wharton
 John J. Pomerantz Professor in Marketing, 2005-2007
 Professor of Marketing, 2004-2005

Northwestern University, Kellogg School of Management
 Professor of Marketing and Professor of Health Services Management, 1998-2004
 Professor of Marketing, 1996-1998
 Tenured Associate Professor of Marketing, 1989-1996
 Assistant Professor of Marketing, 1987-1989

University of Arizona, Eller Graduate School of Business, Tucson, AZ, 2001-2002
 Coca-Cola Distinguished Professor of Marketing and Psychology, Chair of Marketing

Publications (in Chronological Order, Thematic By Research Stream)

Articles on Methodological Issues

Iacobucci, Dawn (2010), "Structural Equations Modeling: Fit Indices, Sample Size, and Advanced Issues," *Journal of Consumer Psychology*, to appear.

Iacobucci, Dawn (2009), "Everything You Always Wanted to Know about S.E.M. (Structural Equations Modeling) But Were Afraid to Ask," *Journal of Consumer Psychology*, 19, 673-680.

Iacobucci, Dawn, Neela Saldanha and Jane Xiaoyan Deng (2007), "A Meditation on Mediation: Evidence That Structural Equations Models Perform Better than Regressions," *Journal of Consumer Psychology* 17 (2), 140-154.

Oakley, James L., Dawn Iacobucci and Adam Duhachek (2006) "Multilevel, Hierarchical Linear Models and Marketing: This is Not Your Advisor's OLS Model," in Naresh Malhotra (ed.), *Review of Marketing Research*, New York: M. E. Sharpe, 203-227.

Iacobucci, Dawn "On p -values" (2005), *Journal of Consumer Research* 32 (1), 6-11.

Duhachek, Adam, Anne T. Coughlan and Dawn Iacobucci (2005), "Results on the Standard Error of the Coefficient Alpha Index of Reliability," *Marketing Science*, 24 (2), 294-301.

Duhachek, Adam and Dawn Iacobucci (2004), "Alpha's Standard Error (ASE): An Accurate and Precise Confidence Interval Estimate," *Journal of Applied Psychology*, 89 (5), 792-808.

Iacobucci, Dawn and Adam Duhachek (2003), "Advancing Alpha: Measuring Reliability with Confidence," *Journal of Consumer Psychology*, 13 (4), 478-487.

Hopkins, Nigel, Adam Duhachek and Dawn Iacobucci (2003), "Decision Guidance Systems" in Iacobucci and Calder (eds.) (2003) *Kellogg on Integrated Marketing*, New York: Wiley.

Iacobucci, Dawn (2001), "Commonalities between Research Methods for Consumer Science and Biblical Scholarship," *Marketing Theory*, 1 (1), 109-133.

Iacobucci, Dawn (2001), "Quantitative Marketing Research," in Iacobucci (ed.) *Kellogg On Marketing*, New York: Wiley, 195-211.

Iacobucci, Dawn (1998), "Quantitative Tools and Representation," in Barbara Stern (ed.), *Representing Consumers: Voices, Views, and Visions*, NY: Routledge, 44-54.

Iacobucci, Dawn, and Gerri Henderson (1997), "Log Linear Models for Consumer Brand Switching Behavior: What A Manager Can Learn from Studying Standardized Residuals," in Merrie Brucks and Deborah MacInnis (eds.), *Advances in Consumer Research*, Provo, UT: ACR, 24, 375-380.

Briesch, Richard, and Dawn Iacobucci (1995), "Using Neural Networks to Compare Theoretical Models: An Application to Modeling Persuasive Communications," in David W. Stewart and Naufel J. Vilcassim (eds.), *Marketing Theory and Applications*, 6, Chicago: AMA, 177-184.

Iacobucci, Dawn (1995), "The Analysis of Variance for Unbalanced Data," in David W. Stewart

and Naufel J. Vilcassim (eds.), *Marketing Theory and Applications*, 6, Chicago: AMA, 337-343.

Iacobucci, Dawn (1994), "Analysis of Experimental Data," in Richard Bagozzi (ed.), *Principles of Marketing Research*, Cambridge, MA: Blackwell, 224-278.

Iacobucci, Dawn (1994), "Classic Factor Analysis," in Richard Bagozzi (ed.), *Principles of Marketing Research*, Cambridge, MA: Blackwell, 279-316.

Grayson, Kent, and Dawn Iacobucci (1993), "Generalizing from Samples of Stimuli: A Practical Guide," in Cravens, David W., and Peter R. Dickson (eds.), *Enhancing Knowledge Development in Marketing*, 4, Chicago: AMA, 295-302.

Iacobucci, Dawn, and Ann McGill (1990), "Analysis of Attributions Data: Theory Testing and Effects Estimation," *Journal of Personality and Social Psychology*, 59, 426-441.

Jones, Lawrence E., and Dawn Iacobucci (1990), "The Structure of Affect and Trait Judgments of Political Figures," *Multivariate Behavioral Research*, 24, 457-476.

Articles on Services Marketing, Service Quality, and Customer Satisfaction

Moon, Sangkil, Paul K. Bergey, and Dawn Iacobucci (2009), "Dynamic Effects of Movie Ratings on Movie Revenues and Viewer Satisfaction," *Journal of Marketing*, to appear.

Iacobucci, Dawn (2007) "Three Thoughts on Services," *Marketing Science*, 25 (6), 581-583.

Ostrom, Amy, Dawn Iacobucci and Felicia N. Morgan (2005), "The Nuances of Successful Service Branding," in Alice M. Tybout and Timothy Calkins (eds.) *Kellogg on Branding*, New York: Wiley, 186-200.

Duhachek, Adam and Dawn Iacobucci (2005), "Consumer Personality and Coping: Testing Rivaling Theories of Process," *Journal of Consumer Psychology*, 15 (1), 52-63.

Malthouse, Edward, James L. Oakley, Bobby J. Calder and Dawn Iacobucci (2004), "Customer Satisfaction Across Organizational Units," *Journal of Service Research*, 6 (2), 231-242. Best Article, Finalist.

Iacobucci, Dawn, Doug Grisaffe, Adam Duhachek and Alberto Marcatti (2003), "FAC-SEM: A Methodology for Modeling Factorial Structural Equations Models, Applied to Cross-Cultural and Cross-Industry Drivers of Customer Evaluations," *Journal of Service Research*, 6 (1), 3-23. Research featured by Regina Fazio Maruca, "Mapping the World of Customer Satisfaction," *Harvard Business Review*, 78 (May/June 2000), p.30.

De Wulf, Kristof, Gaby Odekerken-Schröder and Dawn Iacobucci (2001), "Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration," *Journal of Marketing*, 65 (4, October), 33-50.

Iacobucci, Dawn (2001), "Services Marketing and Customer Service," in Iacobucci (ed.) *Kellogg On Marketing*, New York: Wiley, 320-329.

Iacobucci, Dawn and Christie Nordhielm (2000), "Creative Benchmarking," *Harvard Business Review*, 78, 2-3.

Iacobucci, Dawn (1998), "Golden Rules for Customer Service," *Financial Times*, Mastering Marketing Series, Part Seven, Monday, November 8, p.9.

Iacobucci, Dawn (1998), "Cognitive Networks of Services," *Journal of Services Research*, 1 (1), 32-47.

Ostrom, Amy, and Dawn Iacobucci (1998), "The Effect of Guarantees on Consumers' Evaluation of Services," *Journal of Services Marketing*, 12 (5), 362-378.

Iacobucci, Dawn (1998), "Services: What Do We Know and Where Shall We Go? A View From Marketing," in Teresa A. Swartz, David E. Bowen, and Stephen W. Brown, (eds.), *Advances in Services Marketing and Management*, 7, Greenwich, CT: JAI Press, 1-96.

Iacobucci, Dawn (1998), "A Game and Norm Theoretic Metaphor for the Customer-Service Provider Dyadic Interaction: Conceptual Explanations for Poor Customer Service and Managerial Implications for Its Improvement," in John Sherry (ed.), *Servicescapes: The Concept of Place in Contemporary Markets*, Homewood, IL: NTC, 515-538.

Iacobucci, Dawn and Amy Ostrom (1996), "Perceptions of Services." *Journal of Retailing and Consumer Services*, 3, 195-212.

Iacobucci, Dawn (1996), "The Quality Improvement Customers Didn't Want." *Harvard Business Review*, 74, 20-25, with comments 25-36, editor Regina Maruca.

Iacobucci, Dawn, Amy Ostrom, Bridgette Braig, and Alexa Bezjian-Avery (1996), "A Canonical Model of Consumer Evaluations and Theoretical Bases of Expectation," in Teresa A. Swartz, David E. Bowen, and Stephen W. Brown, (eds.), *Advances in Services Marketing and Management: Research and Practice*, 5, Greenwich, CT: JAI Press, 1-44.

Iacobucci, Dawn, Amy Ostrom, and Kent Grayson (1995), "Distinguishing Service Quality and Customer Satisfaction: The Voice of the Consumer," *Journal of Consumer Psychology*, 4, 277-303.

Ostrom, Amy, and Dawn Iacobucci (1995), "Consumer Tradeoffs and the Evaluation of Services," *Journal of Marketing*, 59, 17-28.

Iacobucci, Dawn, Kent Grayson, and Amy Ostrom (1994), "Customer Satisfaction Fables," *Sloan Management Review*, 35, 93-96.

Iacobucci, Dawn, Kent Grayson, and Amy Ostrom (1994), "The Calculus of Service Quality and Customer Satisfaction: Theoretical and Empirical Differentiation and Integration," in Teresa A. Swartz, David E. Bowen, and Stephen W. Brown, (eds.), *Advances in Services Marketing and Management: Research and Practice*, 3, Greenwich, CT: JAI Press, 1-67.

Iacobucci, Dawn, and Amy Ostrom (1993), "Gender Differences in the Impact of 'Core' and 'Relational' Aspects of Services on the Evaluation of Service Encounters," *Journal of Consumer Psychology*, 2, 257-286. Article summarized in *Stores*, 76, April 1994, 8-9.

Iacobucci, Dawn (1992), "An Empirical Examination of Some Basic Tenets in Services: Goods-Services Continua," in Teresa A. Swartz, David E. Bowen, and Stephen W. Brown (eds.), *Advances in Services Marketing and Management: Research and Practice*, 1, Greenwich, CT: JAI Press, 23-52.

McGill, Ann, and Dawn Iacobucci (1992), "The Role of Post-Experience Comparison Standards in the Evaluation of Unfamiliar Services," in John Sherry and Brian Sternthal (eds.), *ACR: Diversity in Consumer Behavior*, 19, Provo, UT: Association for Consumer Research, 570-578.

Articles on Dyadic Interactions, Networks, and Relationship Marketing

Romàn, Sergio and Dawn Iacobucci (2009), "Antecedents and Consequences of Adaptive Selling Behavior: A Dyadic Analysis of Salespeople and Their Customers," *Journal of the Academy of Marketing Science*, to appear.

Rouziès, Dominique, Anne T. Coughlan, Erin Anderson, and Dawn Iacobucci (2009), "Determinants of Pay Levels and Structures in Sales Organizations," *Journal of Marketing*, to appear.

Iacobucci, Dawn and James M Salter II (2009), "Social Networks," in Yoram (Jerry) Wind and Paul Kleindorfer (eds.), *Network-Based Strategies and Competencies*, Philadelphia: Wharton School Publishing, 67-84.

Hibbard, Jonathan, Frederic Brunel, Rajiv P. Dant, and Dawn Iacobucci (2001), "Does Relationship Marketing Age Well?" *Business Strategy Review*, 12 (4), 29-35.

Iacobucci, Dawn, Ramya Neelamegham, and Nigel Hopkins (1999), "Measurement Quality Issues in Dyadic Models of Relationships," *Social Networks*, 21, 211-238.

Iacobucci, Dawn and Jonathan D. Hibbard (1999), "Toward an Encompassing Theory of Business Marketing Relationships (BMRs) and Interpersonal Commercial Relationships (ICRs): An Empirical Generalization," *Journal of Interactive Marketing*, 13 (3), 13-33. Also Best Paper Award Winner, *Relationship Marketing conference*, Atlanta: Emory University.

Iacobucci, Dawn (1999), "Customer Service Dyads: Diagnosing Empirical Buyer-Seller

Interactions along Gaming Profiles in a Dyadic Parametric Space,” in Roger Leenders and Shaul Gabbay (eds.), *Corporate Social Capital*, Boston: Kluwer Academic Publishers, 148-158.

Grayson, Kent, and Dawn Iacobucci (1999), “It’s My Party and You’ll Buy if I Want You To: Consumer-Consumer Relationships and Home Party Selling,” in Eric J. Arnould and Linda M. Scott (ed.), *Advances in Consumer Research*, Provo, UT: ACR (26), 417-418.

Henderson, Geraldine, Dawn Iacobucci, and Bobby J. Calder (1998), “Brand Diagnostics: Brand Diagnostics: Mapping Branding Effects Using Consumer Associative Networks,” *European Journal of Operational Research*, 111, 306-327, and MSI research paper series, and featured in *Marketing Management 2002* (July/Aug.), 4.

Iacobucci, Dawn (1998), “Interactive Marketing and the MegaNet: Networks of Networks,” *Journal of Interactive Marketing*, 12, 5-16.

Iacobucci, Dawn, and Philip Zerrillo (1997), “The Relationship Life Cycle: I) A Network-Dyad-Network Dynamic Conceptualization, and II) The Application of Some Classic Psychological Theories to Its Management,” in Jagdish N. Sheth and Atul Parvatiyar (eds.), *Research in Marketing*, 13, Greenwich, CT: JAI Press, 47-68.

Iacobucci, Dawn, Geraldine Henderson, Alberto Marcati, and Jennifer Chang (1996), “Network Analyses of Brand Switching Behavior,” *International Journal of Research in Marketing*, 13, 415-429. Reprinted as “Riacquisto e sostituzione tra marche nell’ industria automobilistica: un’analisi reticolare delle strutture di mercato in Francia e nel Regno Unito,” in *Sinergie*, 12, December 1997, 157-184.

Iacobucci, Dawn, and Amy Ostrom (1996), “Commercial and Interpersonal Relationships: Using the Structure of Interpersonal Relationships to Understand Individual-to-Individual, Individual-to-Firm, and Firm-to-Firm Relationships in Commerce,” *International Journal of Research in Marketing*, 13, 53-72.

Iacobucci, Dawn, Geraldine Henderson, Alberto Marcati, and Jennifer E. Chang (1996), “Network Analyses and Brand Switching Behavior: The Ehrenberg Automobile Data,” in Iacobucci (ed.), *Networks in Marketing*, Thousand Oaks, CA: Sage, 221-274.

Bagozzi, Richard P., Geraldine Henderson, Pratibha A. Dabholkar, and Dawn Iacobucci (1996), “Network Analyses of Hierarchical Cognitive Connections between Concrete and Abstract Goals: An Application to Consumer Recycling Attitudes and Behaviors,” in Iacobucci (ed.), *Networks in Marketing*, Thousand Oaks, CA: Sage, 367-383.

Iacobucci, Dawn, and Philip Zerrillo (1996), “Multiple Levels of Relational Marketing Phenomena,” in Iacobucci (ed.), *Networks in Marketing*, Thousand Oaks, CA: Sage, 387-409.

Iacobucci, Dawn (1996), “A Focus Group on Relationship Marketing,” in Lou E. Pelton, David Strutton, and James R. Lumpkin, *Channel Management: A Relationship Marketing Approach*,

Irwin.

Hopkins, Nigel, Gerri Henderson, and Dawn Iacobucci (1995), "Actor Equivalence in Networks: The Business Ties That Bind," *Journal of Business-to-Business Marketing*, 2, 3-31.

Zerrillo, Philip, and Dawn Iacobucci (1995), "Trade Promotions: A Call for a More Rational Approach," *Business Horizons*, 38, 69-76.

Iacobucci, Dawn, and Nigel Hopkins (1994), "Detection of Experimental Effects in Social Network Analysis," *Social Networks*, 16, 1-41.

Iacobucci, Dawn (1994), "Graph Theory," in Stanley Wasserman and Katherine Faust, *Social Network Analysis: Methodology and Applications*. NY: Cambridge University Press, 92-166.

Iacobucci, Dawn (1994), "Statistical Analysis of a Single Relation," in Stanley Wasserman and Katherine Faust, *Social Network Analysis: Methodology and Applications*. New York: Cambridge University Press, 605-674.

Iacobucci, Dawn (1994), "Toward Defining Relationship Marketing," in Jagdish N. Sheth and Atul Parvatiyar (eds.), *Relationship Marketing: Theory, Methods, and Applications*, Research Conference, Roberto C. Goizueta Business School, Emory University, Atlanta: Center for Relationship Marketing, 1-10.

Iacobucci, Dawn, and Jill Grace (1993), "Interpretation of Parameters from the Holland-Leinhardt Stochastic Network Models," in Cravens, David W., and Peter R. Dickson (eds.), *Enhancing Knowledge Development in Marketing*, 4, Chicago: AMA, 84-91.

Iacobucci, Dawn, and Nigel Hopkins (1992), "Modeling Dyadic Interactions and Networks in Marketing," *Journal of Marketing Research*, 29, 5-17.

Valley, Kathleen, Sally White, and Dawn Iacobucci (1992), "The Process of Assisted Negotiations: A Network Analysis," *Group Decision and Negotiation*, 2, 117-135.

Wasserman, Stanley, and Dawn Iacobucci (1991), "Statistical Modelling of One-Mode and Two-Mode Networks: Simultaneous Analysis of Graphs and Bipartite Graphs," *British Journal of Mathematical and Statistical Psychology*, 44, 13-43.

Iacobucci, Dawn, and Nigel Hopkins (1991), "The Relationship Between the Scheiblechner Model and the Holland-Leinhardt 'p₁' Model," *Social Networks*, 13, 187-202.

Iacobucci, Dawn (1990), "Derivation of Subgroups from Dyadic Interactions," *Psychological Bulletin*, 107, 114-132.

Iacobucci, Dawn, and Stanley Wasserman (1990), "Social Network Relations with Two Sets of Actors," *Psychometrika*, 55, 707-720.

Iacobucci, Dawn (1989), "Modeling Multivariate Sequential Dyadic Interactions," *Social Networks*, 11, 315-362.

Iacobucci, Dawn, and Stanley Wasserman (1988), "A General Framework for the Statistical Analysis of Sequential Dyadic Interaction Data," *Psychological Bulletin*, 103, 379-390.

Iacobucci, Dawn (1988), "Statistical Analysis of Multivariate Sequential Dyadic Interactions," *Connections: Bulletin of the International Network for Social Network Analysis*, 11, 66.

Wasserman, Stanley, and Dawn Iacobucci (1988), "Sequential Social Network Data," *Psychometrika*, 53, 261-282.

Iacobucci, Dawn, and Stanley Wasserman (1987), "Dyadic Social Interactions," *Psychological Bulletin*, 102, 293-306.

Wasserman, Stanley, and Dawn Iacobucci (1986), "Statistical Analysis of Discrete Relational Data," *British Journal of Mathematical and Statistical Psychology*, 39, 41-64.

Integrated Marketing Articles

Iacobucci, Dawn, Bobby J. Calder, Edward Malthouse, and Adam Duhachek (2003), "Psychological, Marketing, Physical, and Sociological Factors Affecting Attitudes and Behavioral Intentions for Customers Resisting the Purchase of an Embarrassing Product," in Punam Anand Keller and Dennis W. Rook (eds.) *Advances in Consumer Research*, 30, Provo, UT: ACR, 236-240.

Iacobucci, Dawn, Bobby J. Calder, Edward Malthouse and Adam Duhachek (2002), "Did You Hear: Consumers Tune in to Multimedia Marketing," *Marketing Health Services*, Summer, 22 (2), 16-20.

Iacobucci, Dawn, Phipps Arabie and Anand Bodapati (2000), "Recommendation Agents on the Internet," *Journal of Interactive Marketing*, 14 (3), 2-11.

Bezjian-Avery, Alexa, Bobby Calder, and Dawn Iacobucci (1998), "New Media Interactive vs. Traditional Advertising," *Journal of Advertising Research*, 38 (4, July/August), 23-32.

Books

Iacobucci, Dawn (2010), *MM: Marketing Management*, Mason, OH: Cengage, Thomson Learning.

Iacobucci, Dawn (2008), *Mediation Analysis*, Thousand Oaks, CA: Sage.

Iacobucci, Dawn and Gilbert A. Churchill, Jr. (2010), *Marketing Research: Methodological*

Foundations, 10th ed., Mason, OH: Cengage. Also Churchill and Iacobucci (2005, 9th ed., 2002 8th ed.), Mason, OH: Thomson Learning. Lead marketing research text in the industry.

Cases on Accenture, AFLAC, Burke, Dunkin' Donuts, eGo, Federated Direct, Honest Tea, Iwon.com, Marriott, Motorola, Nextel, Nike, Snapple, Sony Metreon, Starbucks, Subaru, for Gary Armstrong and Philip Kotler, *Marketing: An Introduction* (2005), (7th ed.) Upper Saddle River, NJ: Prentice Hall, pp. VC1-VC31.

Iacobucci, Dawn and Bobby J. Calder (eds.) (2003), *Kellogg On Integrated Marketing*, New York: Wiley.

Iacobucci, Dawn (ed.) (2001), *Kellogg on Marketing*, New York: Wiley.

Swartz, Teresa A. and Dawn Iacobucci (eds.), (2000), *Handbook of Services Marketing and Management*, collection of writings by the top domestic and international academics in the area of services marketing, Thousand Oaks, CA: Sage.

Iacobucci, Dawn (2007), *Multivariate Statistics Coach*. A multivariate text via an interactive software modality. (Project in progress.)

Swartz, Teresa A., David E. Bowen, and Dawn Iacobucci (eds.), (1997), *Advances in Services Marketing and Management: Research and Practice*, 6, Greenwich, CT: JAI Press.

Iacobucci, Dawn (ed.), (1996), *Networks in Marketing*. A volume encompassing research and thought from the leading domestic and international network researchers in marketing, Thousand Oaks, CA: Sage.

Manuscripts Under Review

Park, C. Whan, Joseph Priester, Deborah J. MacInnis, and Dawn Iacobucci (2009), "Brand Attachment and Strong Positive Brand Attitudes: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers," *Journal of Marketing*, xx.

Üstüner, Tuba and Dawn Iacobucci (2009), "The Influence of Social and Knowledge Networks on Sales Effectiveness: Differential Network Effects throughout the Sales Processes of Prospecting, Solution Creation and Closing the Sale," under review at the *Journal of Marketing*.

Presented Papers

"Hierarchical Linear Models" at the Association for Consumer Research conference, San Francisco, October 2008.

"Research Methods" to the Ph.D. Project, San Diego, August 2008.

"Social Networks," at the Association for Consumer Research conference, San Francisco,

October 2008; NeoMetrics, Madrid, June 2008; Marketing Departments at *Southern Illinois University*, February 2008; *Owen, Vanderbilt*, February 2008;

“Marketing in the Global Market” *Keizai Koho Center: Japan Institute for Social and Economic Affairs*, Tokyo, June 2007.

“The Good and Bad of Marketing” *International Society for Marketing and Macromarketing Joint Conference*, Washington, D.C., June 2007.

“Coming up with Good Ideas,” *Doctoral Consortium, ASU*, May 2007.

“Networks” discussion at *MSI conference on networks*, March 2007, Los Angeles.

“Structural Equations Modeling” pre-conference workshop at the *Society for Consumer Psychology* conferences (Vegas, February 2007, New Orleans, February 2008); *Association for Consumer Research* conference, Memphis 2007; *University of Haifa*, July 2007; *Vanderbilt* May 2008.

“Finding Research Topics,” *Doctoral Consortium, ASU*, May 2007, SCP February 2007.

“Hot Topics in Marketing: Customer Satisfaction and Networks,” to *Third Annual Wharton Marketing Conference* (Park Hyatt), October, 2006; to *Wharton Families*, October 2006; “Networks Research and Buzz Marketing,” to *Undergrads Vice Dean Fireside Chat*, October 2006; “Mock Class: Marketing Research: Conjoint,” to *Wharton Admits*, March 2006.

“Mediation” to the *Georgetown Marketing Camp*, April 2007; *Vanderbilt University*, April 2007; the *Association for Consumer Research* conference, Orlando, September 2006; *Temple University*, January 2006; at distinguished scholar speaker series, *Florida State University*, February 2006; Marketing Camp, *Tilburg University*, December 2005; “Publishing” and “Mediation” to the doctoral students at *New York University*, November 2005.

“Professional Services Marketing” *IQPC International Quality & Productivity Center: Legal Marketing and Business Development* conference, New York, October 2006.

“Services and Operations Management” Panel, *Infirms*, San Francisco, November 2005.

“Issues in Behavioral Methodology,” *Doctoral Consortium, University of Connecticut*, June 2005.

“Results on the Standard Error of the Coefficient Alpha Index of Reliability,” *Marketing Science*, Atlanta, June 2005.

“Coefficient Alpha, Mediation, and JCR” to the Marketing Departments at *Korea University*, May 2005; *INSEAD, Singapore*, May 2005; *Ohio State University*, March 2005; *Yale University*, February 2005.

“Presidential Address: Status of *JCP* and CB Self-Esteem,” *Society for Consumer Psychology*, St. Pete, FL, February 2005.

“Mapping the World of Customer Satisfaction, and Other Research” to *University of Pennsylvania’s Provost and Council of Deans*, February 2005.

“Writing Surveys,” to *Wharton Staff*, November 2004, 2005; “Marketing,” January 2006; “Intro to Services Marketing,” to *Marketing Department, Wharton*, March 2006.

“Gladwell’s ‘The Tipping Point,’ Network Research, and Your Penn Career,” one of three featured speakers in the *University of Pennsylvania’s Reading Project*, annual welcome to incoming first year undergraduates, September 2004.

“Hierarchical Linear Models,” to the Organization Behavior Research Doctoral Seminar at *Purdue University*, April 2004.

“Tips for Success for Ph.D. Students,” *Haring Symposium Keynote Address*, Indiana University, April 2004.

“Coefficient Alpha, Mediation, and *JCR*” for the *Iowa State Distinguished Speakers Series*, May 2004; and to the Marketing Departments at *Baruch*, May 2004; *Georgia Tech*, April 2004; *London Business School*, March 2004; *University of Bologna*, March 2004; *Notre Dame*, November 2003; *University of Colorado*, October 2003; *University of Southern California*, September 2003.

“Mediation Analysis” at the *Association for Consumer Research* conference, Toronto, October 2003.

Meet-the-Editors sessions at SCP, ACR, AMA conferences, various Doctoral Consortia, and the Ph.D. Project on behalf of *JCP* and *JCR*, 1999-2005.

“Coefficient Alpha” to the Marketing Departments at the *University of Houston*, March 2003; *University of California, Irvine*, January 2003; *Northwestern University*, October 2002; *University of Michigan, Washington State University*, September 2002.

“Factorial Structural Equations Models: An Application to International Customer Satisfaction Data,” Research Camp at *New York University*, June 2002, and First Annual Marketing Research Camp at the *University of Maryland*, May 2002.

“The State of Graduate Training in Marketing Research,” at the *AMA’s Executive Insights: Best Practices in Marketing Research* conference, Scottsdale, January 2002.

“Determinants of On-Line Shopping” to the First Annual Marketing Research Camp at the *University of Iowa*, April 2001, the Marketing Departments at *INSEAD*, June 2001 and in *Boston University’s Distinguished Speaker Series*, March 2001.

“Modeling Customer Satisfaction Internationally” to Marketing Department at *University of Rochester*, February 2000.

“Future of Service Marketing,” to *AMA Summer Educators’ Meeting* conference, San Francisco, August 1999.

“Modeling Customer Satisfaction on Multiple Samples” to Marketing Department at *Vanderbilt University*, Nashville, April 1999.

“Services Marketing” and “Networks in Marketing” to Marketing Department at *Maastricht University*, Netherlands, April 1999.

“A Tribute to Larry Jones” and “Multi-Group Modeling of Customer Satisfaction” Psychology Department at *University of Illinois*, Champaign-Urbana, April 1999.

“A Salute to Lou Stern,” and “Toward an Encompassing Theory of Relationships in Business and Consumer Marketing,” paper with Jonathan Hibbard to *AMA Summer Educators’ Meeting* conference, Boston, August 1998.

“Intra-Paradigm Shifts: The Commonality Between Research Methods for Social Science and Biblical Scholarship,” to *Psychometric Society* conference, Champaign, June 1998.

“Toward an Encompassing Theory of Relationships in Business and Consumer Marketing,” to *Emory University’s Relationship Marketing* conference, Best Paper Award, Atlanta, June 1998.

“Toward an Encompassing Theory of Relationships in Business and Consumer Marketing: A Systematic Empirical Generalization Analysis and Future Directions,” to *Marketing Science Institute*, Boston, June 1998, with Jonathan Hibbard.

“Services Marketing,” and “Services Cognitive Networks,” to *University of Maastricht*, Netherlands, April 1998.

“Relationships in Marketing, Services Cognitive Networks, and Intra-Paradigm Shifts,” to *University of Chicago*, April 1998; *University of Georgia*, April 1998; *University of Arizona*, March 1998.

“Networks for Interactive Marketing,” *Marketing Science Institute* conference, Boston, September 1997.

“Networks and Other Methods,” *Harvard Business School*, Conference on Methodologies, Boston, August 1997.

“Career Management,” *Ph.D. Project* Conference, Chicago, August 1997.

“Services Marketing,” presented to *University of Washington*, Seattle, April 1997.

“Log Linear Models for Consumer Brand Switching Behavior: What a Manager Can Learn from Studying Standardized Residuals,” *Association for Consumer Research* conference, Tucson, October 1996.

Boswell Lecturer presenting “Tutorial on Log Linear Modeling” and “Multiple Levels of Relationships” to the Business School at *California Polytechnic State University*, San Luis Obispo, March 1996.

“The Marketing and Management of Services,” presented to the *Kellogg Alumni Club* of Chicago, Evanston, March 1996.

“Exporting Services Concepts to Business-to-Business Marketing and Back: Studying Relationships,” *ISBM-CBIM-FICSM* conference on Services and Business-to-Business Marketing, Atlanta, January 1996.

Donald Lehmann’s Presidential Roundtable on the “Relationship between Analysis of Variance and Regression,” *Association for Consumer Research* conference, Minneapolis, October 1995.

“Tutorial on Log Linear Modeling,” *Association for Consumer Research* conference, Minneapolis, October 1995.

“Tutorial on Special Topics in the Analysis of Variance,” *Association for Consumer Research* conference, Minneapolis, October 1995.

“Research Questions Addressable Via Social Networks and Dyadic Interactions Methods and Philosophies,” *American Psychological Association* conference, New York, August 1995.

“A Little Bit o’ This (Service Quality, Customer Satisfaction) and a Little Bit o’ That (Networks),” presented to the Marketing Department at *OSU*, Columbus, May 1995.

“The Analysis of Variance for Unbalanced Data,” *AMA Winter Educators’* conference, San Diego, February 1995.

Tutorials on “Log Linear Modeling,” and “Factor Analysis,” presented to the Marketing Department at the *University of Texas*, Austin, November 1994.

“Perceptions of Services,” *ACR* conference, Boston, October 1994.

“Experimentation and Social Network Analysis,” *ACR* conference, Boston, October 1994.

“Tutorial on Log Linear Modeling,” *Academy of Management* pre-conference workshop on analyzing qualitative data, Dallas, August 1994.

“Toward Defining Relationship Marketing,” Emory University *Relationship Marketing* conference, Atlanta, June 1994.

“Relationships, Networks, and Marketing,” AMA *Faculty Consortium on Relationship Marketing*, Emory University, Atlanta, June 1994.

“Relationships and Networks, and the Detection of Experimental Effects in Social Network Analysis,” presented to the Marketing Department at *Emory University*, Atlanta, April 1994.

“Interpretation of Parameters from the Holland-Leinhardt Stochastic Network Models,” *AMA Summer Educators’* conference, Boston, August 1993, with Jill Grace.

“Generalizing from Samples of Stimuli: A Practical Guide,” *AMA Summer Educators’* conference, Boston, August 1993 with Kent Grayson.

“A Really Bad Poem and Some (Hopefully Much Better) Research,” presented to the Quantitative Division of the Psychology Department at *OSU*, Columbus, March 1993.

“The Calculus of Service Quality and Customer Satisfaction: Theoretical and Empirical Differentiation and Integration,” presented at the *University of Florida’s* Winter Research Retreat, Gainesville, February 1993.

“The Calculus of Service Quality and Customer Satisfaction: Theoretical and Empirical Differentiation and Integration,” presented to the Marketing Department at *Arizona State University*, Tempe, February 1993.

“Distinguishing Core and Peripheral Service Factors,” conference on *Frontiers in Services* sponsored by Vanderbilt University, Nashville, September 1992.

“Something New and Different: Fractal Geometry,” *Psychometric Society* conference, Ohio State University, July 1992.

“Application of Some Classic Psychological Theories to the Management of the Relationship Life Cycle,” presented at the conference on *Customer Relationship Management: Theory and Practice* sponsored by the Institute for Customer Relationship Excellence and the Emory Business School, Atlanta, April 1992.

“Network Analyses,” presented to the Marketing Department at *Cornell University*, March 1992.

“Gender Differences in Preferences for Attributes in the Service Encounter,” *Association for Consumer Research* conference, Chicago, October 1991.

“Detecting Experimental Effects in Social Networks Analysis,” *Psychometric Society* conference, New Jersey, June 1991.

“Modeling Coalitions as Networks,” *Marketing Science* conference, Delaware, March 1991.

“Modeling Dyadic Interactions and Social Networks,” presented to the Marketing Department at *Arizona State University*, Tempe, February 1991.

“Modeling Coalitions as Networks,” *Institute for the Study of Business Markets* conference, Fort Lauderdale, December 1990.

“Modeling Coalitions as Networks,” presented to the *Sociology Department*, Northwestern University, Evanston, November 1990.

“Gender Differences in Preferences for Attributes in the Service Encounter,” *Services Marketing* conference, Vanderbilt University, September 1990.

“Corporate Relations and Substitutability,” *Marketing Science* conference, Urbana-Champaign, March 1990.

“Relationship Life Cycles,” *AMA’s Winter Educators’* conference, Phoenix, February 1990.

“Corporate Relations and Structural Substitutability,” presented to the Marketing Department at the *University of Michigan*, Ann Arbor, December 1989.

“Agreement in Dyadic Interactions in the Professional Service Encounter,” *Association for Consumer Research* conference, New Orleans, October 1989.

“Analysis of Attribution Data: Theory Testing and Effects Estimation,” *Psychometric Society* conference, Los Angeles, June 1989.

“Modeling Social Networks and Dyadic Interactions in Marketing: Applications to Negotiations.” Presented to the *Kellogg Dispute Resolution Center*, Evanston, May 1989.

“Multivariate Statistical Modeling of One-Mode and Two-Mode Networks,” *Psychometric Society* conference, Los Angeles, June 1988.

“Statistical Analysis of Multivariate Sequential Social Interactions,” *Psychometric Society* conference, Montreal, June 1987.

“The Statistical Analysis of Sequential Dyadic Interaction Data,” *Midwestern Psychological Association* conference, Chicago, May 1987.

“Sequential Social Network Data,” *Psychometric Society* conference, Toronto, June 1986.

“The Structure of Affective Reactions and Trait Attributions to Political Figures,” *Midwestern Psychological Association* conference, Chicago, May 1986.

Grants

Fulbright Scholarship Winner, 1992-1993.
 National Science Foundation Award SES-9023445, \$250,000, 1991-1996.
 Walter Dill Scott Research Professorship, 1990-1992.
 Dispute Resolutions Research Center Grant, 1989-1990.
 Kraft Research Professorship, 1988-1989.
 NIMH Predoctoral Traineeship, 1983-1987.

Doctoral Student Committees

Dissertation Committee Chair or Co-Chair:

Adam Duhachek, 2004 “Coping with Customer Dissatisfaction,” Indiana University.
 James Oakley, 2002 “Market Orientation” (Co-chair with Bobby Calder), Purdue University.
 Alexa Bezjian-Avery, 1996 “Cognitive Processes of Interactive Marketing” (Co-chair with Bobby Calder), DePaul University.
 Amy Ostrom, 1996 “The Effect of Guarantees on Consumers’ Evaluation of Services,” Arizona State University.
 Gerri Henderson, 1995 “The Elicitation and Representation of Consumer Brand Associations Using Repertory Grid Networks” (Co-chair with Bobby Calder), Duke University.
 Kent Grayson, 1994 “Marketing’s Front and Back Stages: The Impression Management and Sincerity of Marketing Performers and Performances,” London Business School.
 Nigel Hopkins, 1996 “Measurement Issues in the Application of Stochastic Network Models to the Study of Business-to-Business Relationships in Marketing Distribution Channels,” Pharmaceutical Data Services, Walsh America, Phoenix.

Dissertation Committee Member:

Marketing:

Alvarado, Ursula 1999 Channels, Texas A&M.
 Artz, Nancy 1989 Verbal & Quantitative Processing, U.So.Mainie.
 Azar, Pablo 1994 Similarity Structures, Gemini Consulting.
 Bakamitsos, Yiorgos 2000 Information Processing & Mood, Dartmouth.
 Braig, Bridgette 1996 Information Processing & Art, Colorado.
 Briesch, Rick 1995 Dynamic Pricing Models, NYU.
 Chang, Jennifer E. 1998 Brand Essence, Penn State.
 Grace, Jill 1991 Individual vs. Group Decision Making, USC.
 Heisley, Deb 1989 Gender of Fruits & Vegetables, UCLA.

Hwan Kim, Jai 1990 Correlation of Memory & Attitude, Korea.
 Jung, Sue 2002, Branding and Categorization, U of Colorado.
 Kraus, Paul 2000 Strategy, ZS Associates.
 Malaviya, Prashant 1992 Impressions Processing, U of I, Chicago.
 Neelamegham, Ramya 1995 Experiential Products & WOM, INSEAD.
 Park, Se-Bum 2004 Goals and Judgment Timing, U of Illinois.
 Park, Seong-Yeon 1993 Cross-Cultural Gift Giving, Korea.
 Peracchio, Laura 1989 Scripts & Children, U of Minnesota.
 Sailors, John 1991 Categorization & Attitude, U of Michigan.
 Scheer, Lisa 1988 Measurement of Power, U of Missouri.
 Walchli, Suzanne 1993 Brand Associations, Babson College.
 Watchrevesringkan, Kittichai, Tu, 2004 (U. Arizona), U North Carolina.
 Zerrillo, Philip 1994 Buyer-Seller Relationships, U of Texas.

Organizational Behavior:

Adair, Wendy 2000, Cross Cultural Negotiations, Cornell University.
 Barsness, Zoe 1996 Temporary Employees, Texas A&M.
 Baumann, Joe 1996 Networks and Compensation, McGraw Hill London House.
 Dialdin, Dania 2003 Triadic Alliances, Erasmus.
 Jehn, Karen (Etty Martzke) 1992 Conflict, Wharton.
 Kern, Molly 2005 Trust and Negotiations, Baruch.
 Kim, Peter 1997 Trust and Groups, USC.
 Ku, Gillian 2004 Escalation, LBS.
 Langfred, Claus 1997 Groups, Washington University.
 Lloyd, Denise Lewin 2005 Evaluation & Diversity, MIT.
 Preston, Jared 1999 Group Composition Evolution, KPMG, Berlin.
 Robinson, Sandra 1992 Job Dissatisfaction, NYU.
 Shah, Pri Pradhan 1994 Networks & Layoffs, U of Minnesota.
 Tenbrunsel, Ann 1995 Ethics, Notre Dame.
 Valley, Kathleen 1992 Networks & Decisions, Cornell.
 White, Sally 1992 Social Uncertainty, U of Chicago.

Undergrad, Senior NU Honors

Levin, Anastasiya 2006 Communications and Public Service re GenY, consulting.
 Creelman, Evan 2003 Networks and Airlines, consulting.

Statistics:

Chiu, Yi-Lin 1996 Associations in Categorical Data, Abbott.

Civil Engineering:

Gliebe, John 2000 Transportation and Household Decisions, New Mexico.

Education and Social Policy:

Carlson, Karen 1996 TQM in Public Schools, Prescott Principal.

Oral Exams Committees:

Adair, Alvarado, Artz, Azar, Bakamitsos, Barsness, Baumann, Bezjian-Avery, Braig, Briesch, Carlson, Chang, Chiu, Dialdin, Duhachek, Gliebe, Grace, Grayson, Heisley, Henderson, Hopkins, Jehn, Jung, Kern, Kim, Kraus, Ku, Langfred, Leung, Lloyd, Malaviya, Neelamegham, Oakley, Ostrom, Park SB, Park SY, Peracchio, Pradhan-Shah, Preston, Robinson, Sailors, Tenbrunsel, Valley, Walchli, White, Zerrillo.

Journal Referee Service*Editor:*

Journal of Consumer Research, 7/1/2002-10/31/2005

“From the Editor-Elect” (2002), *Journal of Consumer Research* 29 (1), 1-3.

Journal of Consumer Psychology, 5/1/1999-7/31/2002

Associate Editor for Methodology, Journal of Consumer Psychology, 2005-present.

Guest Editor:

Journal of Consumer Psychology, 2001, Special Issue on “Methodological Questions of the Experimental Behavioral Researcher”

Boards and Editorial Boards:

AMA/Sheth Foundation Advisory Board (2007-2009)

International Journal of Research in Marketing (1992-2002)

International Quarterly Journal of Marketing (2001-present)

Journal of Business to Business Marketing (2000-present)

Journal of Business and Industrial Marketing (2000-2002)

Journal of Consumer Psychology (1991-present), Methods Associate Editor (2005-present)

Journal of Consumer Research (1994-1997, 2005-present)

Journal of Interactive Marketing (1997-2002)

Journal of Marketing (1996-2002), resigned for JCR.

Journal of Marketing Research (2007-present)

Journal of Retailing and Consumer Research (2004-present)

Journal of Services Research (1997-2004; 1st “Best Reviewer” Award, 2000)

Marketing Science (2007-2008)

Frequent Reviewer (approx. 50 manuscripts per year) for:

AMA’s Summer and Winter Educators’ Conferences, AMA’s Dissertation and Dissertation Proposal Competitions, Association for Consumer Research Conferences, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Economic Psychology, Journal of Marketing, Journal of Marketing Research, Journal of Personality and Social Psychology, Journal of Quantitative Anthropology, Journal of Retailing and Consumer Services, Multivariate Behavioral Research, National Science Foundation Research Proposals, Psychological Bulletin, Psychological Methods, Psychometrika.

Track Chair:

Marketing Research, with Adam Duhachek, AMA, Summer 2005, San Francisco.
 Consumer Behavior with Jennifer Escalas, EMAC, 2004 Murcia, Spain.
 Methodology, Relationship Marketing conference, 1996 Atlanta.
 Services Marketing, AMA Summer Educators' conference, 1999 San Francisco.
Online Reviewer of Goizeuta Business School at Emory University's Strategic Marketing Competition, Webcast March 2, 2001.

Occasional Reviewer for:

ACR, Computational Statistics and Data Analysis, EMAC, International Business Review, Journal of Business to Business Marketing, Journal of Classification, Journal of Economic Psychology, Journal of Mathematical Sociology, Journal of Retailing, Management Science, Marketing Science, Relationship Marketing Conferences, Research in Marketing, Sociological Methodology, Sociological Methods and Research, Social Networks.

External Academic Program Reviewer:

University of Kentucky's Business School

Book Reviews

(2004), Review of Duncan J. Watts, "Six Degrees: The Science of a Connected Age," *Journal of Marketing*, 68 (1), 166-167.

(1999), Review of Tom Morris, "If Aristotle Ran General Motors" *Journal of Marketing*, 63 (1), 123-126.

(1999), Review of Anuska Ferligoj and Anton Kramberger, "Developments in Data Analysis," *Journal of Classification*, 16 (1), 144-146.

(1996), Review of Valente, T. W. "Network Models of the Diffusion of Innovations," Cresskill, NJ: Hampton Press, *Journal of Marketing*, 60, 134-135.

(1995), Review of Jackson, S. and D.E. Brashers, "Random Factors in ANOVA," Sage, *Journal of Marketing Research*, 32, 238-239.

(1995), Review of Scott, J. "Social Network Analysis," London: Sage, *Journal of Business-to-Business Marketing*, 2, 78-81.

(1994), Review of Mudie, P. and A. Cottam, "The Management and Marketing of Services," *Journal of Retailing and Consumer Services*, 1, 119-120.

(1991), Review of Krantz, D.H., Luce, R.D., Suppes, P., & Tversky, A. "Foundations of Measurement" Volumes I (1971), II (1989), and III (1990), San Diego: Academic Press, *Journal of Marketing Research*, 28, 498-499.

(1988), Review of Wellman, B., & Berkowitz, S.D. (eds.) "Social structure: A network approach," Cambridge: Cambridge University Press, *Journal of Classification*, 5, 293-296.

Teaching

Doctoral seminars: Analysis of Variance (Experimental Design, Matrix Algebra, Manova, Discriminant Analysis, SAS). Pro bono: Multivariate Statistics (Factor Analysis and Principal Components, Multidimensional Scaling, Cluster Analysis, Log Linear Modeling, Correspondence Analysis, Conjoint Analysis, Canonical Analysis, SAS, SPSS), Social Networks Analysis (Graph Theory, Structural Properties, Stochastic Network Models), Advanced Statistical Methods (e.g., Hierarchical Linear Models and Multilevel Data), Structural Equations Models, Discussion of Current Marketing Journal Articles, Behavioral Decision Theory, Many Independent Studies. Class sizes are large (25+), very high teaching ratings (9+ of 10).

MBA courses: Marketing Models, New Products, Core Marketing Management, Marketing Research, Services Marketing. Class sizes are large (65+), high teaching ratings (4.5+ of 5). Teaching awards, Kellogg and Wharton.

Executives: Vanderbilt: Executive Core Marketing Management, Marketing Strategy, University of São Paulo.

Wharton: Survey Design, Customer Insights, Services Marketing, Customer Satisfaction, Conjoint Analysis to: Advanced Management Program, LG Electronics.

Kellogg: Marketing Research, Services Marketing, Customer Satisfaction in: Cheil Advertising, American Dental Association, Health Services, TQM and Chicago Public Schools, Business Marketing, Eastern European Educators' Programs.

Garrett-Evangelical Theological Seminary: Research Methods for Behavioral Sciences

Northwestern Medical School: Multivariate Statistics

External Teaching

Instituto Superior de Economica e Gestão, ISEG Lisbon, Portugal
Doctoral seminar on advanced research methods, May 2004.

Luiss Guido Carli Libera Università Internazionale degli Studi Sociali, Rome
Services marketing, April 2001, March 2004.

University of Maastricht, The Netherlands
Services marketing, April 1998, April 1999

American-Hellenic Chamber of Commerce, Athens
Services marketing, June 1997

Stockholm School of Economics and the University of Uppsala, Sweden

Doctoral seminar on Quantitative Social Network Methods, February 1992

Committee and Professional Association Service

Departmental Committees:

Wharton: Ph.D. Program Coordinator 2004-2007, faculty recruiting, Return on Marketing.
Kellogg: doctoral program (curriculum, resource allocation, qualifying exams organizer), recruiting coordinator, ad hoc personnel reviewer

School-wide Committees:

Vanderbilt: Executive Advisory 2007-present, New Building 2008, Curriculum 2007-present,
Wharton: Personnel 2005-2007, Ph.D. Executive Committee 2004-2007, Executive Education
New Programs, a faculty rep at 125th Alumni Conference in Rio de Janeiro
Kellogg: health services management program, Chicago public school system and TQM,
diversity subcommittee, re-evaluate policy for new MBA courses, evaluate creation of quality major

University Committees:

Vanderbilt: Athletics Committee 2007-2011, Head Librarian Search 2007-2008
Wharton: 1 of 3 campus Lecturers to all incoming undergraduates in Penn Reading Project on Gladwell's *Tipping Point*, honorary degrees committee, University Committee on Graduate Programs.
Kellogg: university honorary degrees nominating committee, parking and traffic, external reviewer for statistics department, organize campus-wide statistics course offerings

Nation-wide Committees and Professional Association Elected Offices:

President of the Society for Consumer Psychology (2004-2005)
Secretary/Treasurer for the Classification Society of North America (1995-1997)
GMAC Nationwide Council Evaluating GMAT and Business Education (1991-1994)

Industry Site Visits ("Professor Camps")

Hallmark (June 1989), Procter & Gamble (July 1990).

Consulting

Merck, Networks, Spring 2007-present.
Bryan Cave Law, AT&T expert witness, Fall 2001-Summer 2002.
Knowles Electronics, Media and Personal Communications, Spring 1996.
First Chicago, Customer Satisfaction, May 1993.
Yamaha, Youth Market, Spring 1992.
Hewlett-Packard, Customer Satisfaction, June 1988.

Professional Society Memberships

American Marketing Association, American Psychological Association, American Statistical Association, Association for Consumer Research, Classification Society of North America, Institute for Management Science, International Network for Social Network Analysis, Psychometric Society.

12/3/9