

1
FRANK ACITO

DATE OF BIRTH: April 8, 1946

Married: 3 children

CURRENT:

Professor of Marketing, and Max Barney Faculty Fellow, Indiana University, Bloomington.

EDUCATION:

Undergraduate: B.E.E. (Electrical Engineering), Cornell University, 1969.

Graduate: M.B.A., State University of New York at Buffalo, 1973.
Ph.D., State University of New York at Buffalo, 1976.

Post-Doctoral: Indiana University, Fall, 1983; Econometrics and Analysis of Variance.

ACADEMIC APPOINTMENTS:

Director, Kelley Institute for Business Analytics (2011-present)

Associate Dean, Information Technology, Kelley School of Business, Indiana University, Bloomington (2009-2011)

Associate Dean, Academic Programs, Kelley School of Business, Indiana University, Bloomington (2006-2009)

Adjunct Professor of Statistics, Department of Statistics, Indiana University, Bloomington (2006-present)

Chairperson, Doctoral Programs, Kelley School of Business, Indiana University, Bloomington, Indiana (2002-2006).

Chairperson, Department of Marketing, Kelley School of Business, Indiana University, Bloomington, Indiana (1987-1988, 1991-2002).

Professor, Kelley School of Business, Indiana University, Bloomington, Indiana (1987-present).

Associate Professor, Graduate School of Business, Indiana University, Bloomington, Indiana (1981-1987).

Assistant Professor, Graduate School of Business, Indiana University, Bloomington, Indiana (1976-1981).

Assistant Professor, Rochester Institute of Technology (1974-1976).

Instructor, State University of New York at Buffalo (1972-1974).

OTHER APPOINTMENTS:

Vice President, Marketing Sciences, Walker: Research and Analysis, Division of Walker Research, Inc., June 1988 to December 1989.

Design Engineer, R. F. Communications, Inc., Division of Harris-Intertype, Rochester, New York (1969-1970).

Administrative Assistant, Sierra Research Corporation, Buffalo, New York (1972-1973).

CONSULTANTSHIPS (SELECTED):

Eli Lilly and Company, Indianapolis, Indiana
Elanco, Division of Eli Lilly and Company, Indianapolis, Indiana
Kocolene Oil Company, Seymour, Indiana
Walker Research Corporation, Indianapolis, Indiana
Crowe Chizek, Indianapolis
IBM, Armonk, New York
Chrysler Corporation, Detroit
Hufford Associates, Indianapolis

HONORS:

McMullen Scholarship at Cornell University
New York State Regents Scholarship, Cornell University
N.D.E.A. Fellowship, State University of New York at Buffalo
Fellow, Eighth Annual American Marketing Association Doctoral Consortium
MBA Teaching Excellence Award, Marketing, 1991
Distinguished Teaching Award, Doctoral Student Association 2002
Distinguished Teaching Award, Doctoral Student Association 2005
Distinguished Teaching Award, Doctoral Student Association 2006
Max Barney Faculty Fellowship, 2008-present.
Innovative Teaching Award 2011

Kelley School Service Award 2012
Kelley School Service Award 2013

DISSERTATION COMMITTEES:

Chaired

Buyukkurt, Kemal, "A Study of the Effects of Some Environmental and Task Related Characteristics on Judgments Regarding the Relative Price Level of a Retail Store," (1983).

Bobinski, George, "An Examination of the Use of Attribute Covariance Assessment in Product Concept Tests," (1988).

Frame, Charles D., "Salesperson Impression Accuracy: A Person-Perception Approach," (1989).

Mishra, Saurabh, "Two Essays On Post-Acquisition Performance: A Marketing Perspective," (2006), Co-chair with Rebecca Slotegraaf.

Member

Okorafor, Helen I., "Hospital Characteristics Attractive to Physicians and Consumers: Implications for Public General Hospitals," (1980).

Lee, Hanjoon, "Factors Affecting the Use and Evaluation of Marketing Information: An Experimental Approach," (1983).

Michaels, Ronald, "An Empirical Study of Role Stress Perceptions and Behaviors of Purchasing Professionals," (1983).

Kim, Chankon, "A Study of Husband-Wife Decision Making in a Conflictual Situation," (1984).

Strahle, William, "An Exploratory Study of the Relationship Between Marketing Strategy and Sales Strategy," (1989).

Spreng, Richard, "A Comprehensive Model of the Consumer Satisfaction Formation Process," (1992).

Fetter, Richard, "A Field Study of the Factors Influencing Managerial Evaluations

of Salesperson Performance,” (1993).

Gruen, Tom, “Relationship Marketing and Membership Commitment Among Professional Association Members,” (1996).

Kumar, Anand, “Customer Delight: Creating and Maintaining Competitive Advantage,” (1996).

Saxton, Kim, “Organizational Responsiveness: The Role of Marketing and Other Determinants,” (1996).

Andrea Dixon, “The Impact of Salesperson Behavior on Performance: An Explorative Study on an Empirical Investigation,” (1999).

Thomas Porter, “Implementation and Murphy’s Law: Factors Affecting Unanticipated Problems in the Execution of Marketing Initiatives,” (1999).

Cheryl Jarvis, “Learning or Failing to Learn from Experience: The Dysfunctional Implications of Counterfactual Thinking in Reviewing Past Events to Improve Marketing Performance,” (1999).

Jamil Maqbul, “Retail Assortment and Consumer Choices: A Virtual-Reality Based Approach,” (2000).

INDEPENDENT STUDIES:

Skinner, Steven, M.B.A., “What Indiana National Bank Employees Think About the Person-to-Person Campaign,” (1978).

McIntyre, Barbara, “Segmentation and Positioning Analysis with SPSS,” (1985).

EXECUTIVE TEACHING:

1977 Indiana University, I.E.S.A., in Caracas, Venezuela

1984 Making Research More Effective, Elanco Products Company

1985 College Union Professional Development Seminar, Indiana University

1985 Market Research Workshop, Elanco Products Company

1986 College Union Professional Development Seminar, Indiana University

1986 Methods for Measuring Price Elasticity, Eli Lilly and Co., Indianapolis

1987 Indiana University Management Seminar, Introduction to Marketing

1987 Week long Seminar for Elanco Products, Bad Nauheim, Germany

1988 Indiana University Management Seminar, Introduction to Marketing

1989 Indiana University Management Seminar, Introduction to Marketing

1993 IBM Executive Program, Indiana University

1996 IBM Executive Program, Indiana University
 1999 IBM Executive Program, Indiana University
 1999 Rolls-Royce Allison Executive Program, Indiana University
 2001-2003 3M Corporation
 2003 Ingersoll-Rand Corporation
 2011-2012 Deloitte Consulting
 2012 Red Bull Marketing Program
 2011-2012 Kelley Certificate Program in Business Analytics
 2014 Abbott Pharmaceuticals
 2014 Allegient Consulting
 2014 Infosys Consulting

SERVICE:

University

Review Committee for Gerry Bepko, Vice Chancellor, IUPUI, 1991
 Review Committee for James Neal, Dean of Libraries, 1993
 Statistics Department Formation Committee, 2005
 Campus Curriculum Committee, 2006-2009
 University Technology Strategic Planning Committee, Chair, 2008
 IU Communications Studies Task Force, 2010
 IU Enterprise Student Systems Executive Committee, 2010-2011
 Lifetime Communications Implementation Task Force, 2010-2011
 University Institutional Research Study, 2013
 Mini University, 2014

School of Business

Library Committee (Indianapolis), Member, 1976-77; 1977-78
 Library Committee (Indianapolis), Chairperson, 1978-79; 1979-80
 Student Financial Aids Committee, (Indianapolis), Member, 1976-77; 1977-78
 Scholarship Committee (Indianapolis), Member, 1977-78; 1978-79
 Teaching Excellence Committee, Member, 1976-77; 1977-78; 1978-79; 1979-80
 Committee on Awards (Indianapolis), Member, 1980-81
 Research Coordination Committee, Member, 1981-82, 1982-83
 Computer Needs and Planning, Member, 1981-82; 1982-83; 1983-84; 1984-85
 Computer Needs and Planning, Chairperson, 1985-86; 1986-87
 Indianapolis Mission Task Force, Member, 1984-85
 IRMIS Policy Board, Member, 1985-86
 IRMIS Search and Screen, 1985-86
 M.B.A. Task Force, 1990
 IRMIS Policy Board, 1990-93

Executive Education Policy Committee, 1993
 M.B.A. Strategic Task Force, Member, 1995
 Chair of Doctoral Programs, 2002-2006
 I-Core Task Force, 2009-2010
 Faculty Review Committee 2012-2013

Marketing Department

Search and Screen, Member, 1976-77; 1982-83; 1983-84; 1985-86; 1986-87
 Departmental Research Committee, Member, 1982-83
 M.B.A. Marketing Curriculum Committee, Chairperson, 1985-86
 Departmental Chairperson, 1987-88, 1991-2002

PROFESSIONAL ACTIVITIES:

Member of the Board of Directors, Kelley Executive Education Foundation, 2011-present.

Member of the Board of Directors, The Washington Campus Consortium, 2006 to 2009.

Occasional reviewer for *Journal of Marketing Research*, *Decision Sciences*

Reviewer for the American Marketing Association Dissertation Competition, 1996
 Reviewer for Proceedings, American Marketing Association, 1981, 1984, 1985, 1990, 1991

Reviewer for 1984/1991 Proceedings, American Institute for Decision Sciences

Chairperson, Marketing Track, 1984 Mid-West Meeting of the American Institute for Decision Sciences

Reviewer for 1985 Academy of Marketing Science Proceedings

Judge for 1984 American Marketing Association Dissertation competition

Review of 5th edition of *Advertising*, by Wright, Winter, and Zeigler, McGraw-Hill

Review of 1st edition of *Sales Management*, by Churchill, Ford and Walker, Irwin

Bibliography on Marketing Research for Recently Hired Analysts, compiled for Eli

Lilly and Company, Indianapolis

Market Analysis for a New Consumer Product for ATR Coil, Bloomington, Indiana
(with John Summers)

PUBLICATIONS:

Refereed Journal Articles

Alluto, Joseph A. and Franklin Acito, "Decisional Participation and Sources of Job Satisfaction: A Study of Manufacturing Personnel," *Academy of Management Journal*, 17 (March 1974), 160-167.

Acito, Franklin, "Consumer Decision Making and Health Maintenance Organizations: A Review," *Medical Care*, 16 (1978), 1-13.

Jain, Arun K., Franklin Acito and Vijay Mahajan, "Why Did They Pick That Package?," *Bank Marketing*, 11 (June 1979), 20-27.

Jain, Arun K., Franklin Acito, Naresh K. Malhotra, and Vijay Mahajan, "A Comparison of the Internal Validity of Alternative Parameter Estimation Methods in Decomposition Multivariate Preference Models," *Journal of Marketing Research*, 16 (August 1979), 313-322.

Acito, Franklin and Arun K. Jain, "Evaluation of Conjoint Analysis Results: A Comparison of Methods," *Journal of Marketing Research*, 17 (February 1980), 106-112.

Acito, Franklin and Ronald D. Anderson, "A Monte Carlo Comparison of Factor Analytic Methods," *Journal of Marketing Research*, 17 (May 1980), 228-236.

Acito, Franklin and Jeffery D. Ford, "How Advertising Affects Employees," *Business Horizons*, 23 (February 1980), 53-59.

Acito, Franklin and Ronald D. Anderson, "A Simulation Study of the Robustness of Orthogonal Target Analysis," *Multivariate Behavioral Research*, 15 (July 1980), 319-327.

Acito, Franklin, Ronald D. Anderson, and Jack L. Engledow, "A Simulation Study of Methods for Hypothesis Testing in Factor Analysis," *Journal of Consumer Research*, 7 (September 1980), 141-150.

Olshavsky, Richard W. and Franklin Acito, "An Information Processing Probe into

Conjoint Analysis," *Decision Sciences*, 11 (July 1980), 451-470.

Acito, Franklin, "Employee Attitudes Toward Advertising," *Journal of Business Research*, 8 (December 1980), 525-540.

Acito, Franklin and Thomas P. Hustad, "Industrial Product Concept Testing," *Industrial Marketing Management*, 10 (July 1981), 157-164.

Olshavsky, Richard W. and Franklin Acito, "Reply to Cattin," *Decision Sciences*, 12 (October 1981), 718.

Anderson, Ronald D., Franklin Acito and Hanjoon Lee, "A Simulation Study of Three Methods for Determining the Number of Image Components," *Multivariate Behavioral Research*, 17 (October 1982), 493-502.

Olshavsky, Richard W. and Franklin Acito, "Model to Mimic Managers' Mental Forecasting Processes Possible," *Journal of Business Forecasting*, 2 (Fall 1983), 11-15.

Acito, Franklin and Ronald D. Anderson, "On Simulation Methods for Investigating Structural Modeling," *Journal of Marketing Research*, 21 (February 1984), 107-112.

Acito, Franklin and Ronald D. Anderson, "A Simulation Study of Factor Score Indeterminacy," *Journal of Marketing Research*, 23 (May 1986), 111-118.

Lee, Hanjoon, Franklin Acito, and Ralph L. Day, "Evaluation and Use of Marketing Research by Decision Makers: A Behavioral Simulation," *Journal of Marketing Research*, 24 (May 1987), 187-196.

Acito, Franklin, William Strahle and Rosann Spiro, "Marketing and Sales: Alignment and Functional Implementation," *Journal of Personal Selling and Sales Management*, (Winter 1996), 1-20.

Acito, Franklin, Hanjoon Lee, and Jay Lindquist, "Managers' Evaluation of Research Design and Its Impact on the Use of Research: An Experimental Approach," *Journal of Business Research*, 39 (3), (July 1997), 231-240.

Gruen, Thomas W., John O. Summers, and Franklin Acito, "Relationship Marketing Activities, Commitment, and Membership Behaviors in Professional Associations," *Journal of Marketing*, 64 (July 2000), 34-49.

Lim, Lewis K.S., Franklin Acito, and Alexander Rusetski "Development of Archetypes of International Marketing Strategy," *Journal of International Business Studies* (2006) 37, 499-524.

Invited Article

Acito, Frank, Daniel Smith, Patricia McDougall, "One hundred years of excellence in business education: What have we learned?" *Business Horizons*, January 2008, pp. 5-12.

Acito, Frank and Khatri, Vijay. "Business Analytics: Why now and what next?" *Business Horizons*, July 2014, pp. 565-570.

Proceedings Articles (Refereed)

Acito, Franklin, "An Investigation of Some Data Collection Issues in Conjoint Measurement," in 1977 Educators' Proceedings, *American Marketing Association*, 82-85.

Acito, Franklin, "A Monte Carlo Investigation of Conjoint Measurement Under Random Data Conditions," *Proceedings: 1978 Conference, Southern Marketing Association*, 250-253.

Acito, Franklin, "An Investigation of the Reliability of Conjoint Measurement for Various Orthogonal Designs," *Proceedings, 1978 Conference, Southern Marketing Association*, 250-253.

Anderson, Ronald D. and Franklin Acito, "On the Proper Use of Factor Analysis in Marketing Research," in *1979 Proceedings of the Midwest Conference of the American Institute for Decision Sciences*, 250-253.

Acito, Franklin and Ronald D. Anderson, "The Influence of Learning on Store Image Differentiation: An Empirical Demonstration," *1979 Educators' Proceedings, American Marketing Association*, 500-503.

Olshavsky, Richard W. and Franklin Acito, "The Impact of Data Collection Procedure on Choice Rules," in *Advances in Consumer Research*, Vol. 7, 1980, 729-32.

Anderson, Ronald D., Franklin Acito and James G. Williams, "A Strategy for Contingency Table Analysis," in *1980 Proceedings of the American Institute for Decision Sciences*, 154-156.

Acito, Franklin and Richard W. Olshavsky, "Limits to Accuracy in Conjoint Analysis," *Advances in Consumer Research*, Vol. 8, 1980, 313-316.

Acito, Franklin, Ronald D. Anderson and Hanjoon Lee, "A Simulation Study of Methods for Determining the Number of Factors in Factor Analysis," *1981*

Educators' Proceedings, American Marketing Association, 299-309.

Olshavsky, Richard W. and Franklin Acito, "The Effect of External Memory Aids on Choice Strategy," *Development in Marketing Science*, (ed.), Jay D. Lindquist, 1984, 90-94.

Acito, Franklin and Charles D. Frame, "Factor Analysis of Binary Data: Yes or No," *1984 Educators' Proceedings, American Marketing Association, 385-388.*

Anderson, Ronald and Franklin Acito, "A Monte Carlo Approach to Evaluating Linear Structural Models," *1984 Midwest AIDS Proceedings, 258-260.*

Anderson, Ronald and Franklin Acito, "Simulated Data Bases for Multivariate Analysis in Marketing Research," *1985 Association for Decision Sciences, National Conference Proceedings, 201-203.*

Granbois, D. H., D. L. Rosen, and F. Acito, "A Developmental Study of Family Financial Management Practices," *Advances in Consumer Research, 1985, 170-174.*

Lee, Hanjoon, Jay Lindquist, Chankon Kim and Frank Acito, "The Taxonomy of Managerial Styles in Evaluating Marketing Research," *Proceedings, 1990 Conference of Institute for Decision Sciences.*

January 2015