

LOPO L. REGO

Associate Professor of Marketing
Weimer Faculty Fellow
Kelley School of Business
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EDUCATION

Ph.D., Marketing	2000
University of Michigan Business School	
MBA, Marketing and Strategy	1993
Universidade Nova de Lisboa, Lisbon, Portugal	
B.Sc., Economics	1991
Universidade Nova de Lisboa, Lisbon, Portugal	

RESEARCH INTERESTS

Marketing-Finance Interface; Strategic Marketing; Shareholder Wealth Creation;
Customer Satisfaction; Strategic Brand Management; Brand Equity.

HONORS AND AWARDS

Indiana University, Kelley School of Business Weimer Faculty Fellow, 2018 - 2020
AMA Sheth Foundation Doctoral Consortium, Distinguished Consortium Faculty, 2017 – 2019
2018 Outstanding Area Editor – Journal of the Academy of Marketing Science
2017 Journal of the Academy of Marketing Science – Sheth Foundation Best Paper Award Finalist
Ph.D. Program Distinguished Teaching Award, Kelley School of Business Indiana University, 2017
2015 Shelby D. Hunt/Harold H. Maynard Award Finalist
2015 Marketing Science Institute/H. Paul Root Award Finalist
Ph.D. Program Inspiration & Guidance Award, Kelley School of Business Indiana University, 2016
Marketing Science Institute Research Award #4-1886, 2014
Gary C. Fethke Research Fellowship, University of Iowa, 2008 – 2011
School of Management Marketing Faculty of the Year, University of Iowa, 2007, 2008, 2009
Dean's Teaching Award, University of Iowa Tippie College of Business, 2008
Marketing Science Institute Research Award #4-1462a/b, 2007
Instructional Improvement Award, University of Iowa, 2007
Marketing Science Institute Research Award #4-1262, 2004
Old Gold Fellowship, University of Iowa, 2004, 2005

PROFESSIONAL EXPERIENCE

July 2011 – present

Associate Professor of Marketing, Kelley School of Business, Indiana University

July 2010 – June 2011

Associate Professor of Marketing, Tippie College of Business, University of Iowa

July 2003 – June 2010

Assistant Professor of Marketing, Tippie College of Business, University of Iowa

January 2001 – June 2003

Visiting Assistant Professor of Marketing, Tippie College of Business, University of Iowa

January 2000 – December 2000

Adjunct Lecturer of Marketing, Tippie College of Business, University of Iowa

PUBLICATIONS

Hui Feng, Neil A. Morgan and Lopo L. Rego, “The Impact of Unprofitable Customer Management Strategies on Shareholder Value,” *Journal of the Academy of Marketing Science*, forthcoming.

Hui Feng, Neil A. Morgan and Lopo L. Rego (2017), “Firm Capabilities and Growth: The Moderating Role of Market Conditions,” *Journal of the Academy of Marketing Science*, 45 (1), 76-92.

Hui Feng, Neil A. Morgan and Lopo L. Rego (2015), “Marketing Department Power and Firm Performance,” *Journal of Marketing*, 79 (5), 1-20.

Matthew T. Billett, Zhan Jiang and Lopo L. Rego (2014), “Glamour Brands and Glamour Stocks”, *Journal of Economic Behavior & Organization*, 107 (Part B), 744-759.

Lopo L. Rego, Neil A. Morgan and Claes Fornell (2013), “Reexamining the Market Share-Customer Satisfaction Relationship,” *Journal of Marketing*, 77 (5), 1-20.

Michael A. Wiles, Neil A. Morgan and Lopo L. Rego (2012), “The Effect of Brand Acquisition and Disposal on Abnormal Stock Returns,” *Journal of Marketing*, 76 (1), 38-58.

Sanguk Jung, Thomas S. Gruca and Lopo L. Rego (2010), “Excess Loyalty in CPG Markets: A Comprehensive Examination,” *Journal Empirical Generalisations in Marketing Science*, 13 (1), 1-13.

Lopo L. Rego, Matthew T. Billett and Neil A. Morgan (2009), “Customer-Based Brand Equity and Firm Risk,” *Journal of Marketing*, 73 (6), 47-60.

Neil A. Morgan and Lopo L. Rego (2009), “Brand Portfolio Strategy and Firm Performance,” *Journal of Marketing*, 73 (1), 59-74.

Neil A. Morgan and Lopo L. Rego (2008), “Rejoinder: Can behavioral WOM Measures Provide Insight into the Net Promoter[®] Concept of Customer Loyalty?” *Marketing Science*, 27 (3), 533-534.

Neil A. Morgan and Lopo L. Rego (2006), “The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance,” *Marketing Science*, 25 (5), 426-439.

Thomas S. Gruca and Lopo L. Rego (2005), “Customer Satisfaction, Cash Flow, and Shareholder Value,” *Journal of Marketing*, 69 (3), 115-130.

Utpal Dholakia and Lopo L. Rego (1998), “What Makes Commercial Web Pages Popular? An Empirical Investigation of Web Page Effectiveness,” *European Journal of Marketing*, 32 (7/8), 724-736.

PAPERS UNDER REVIEW

Abhi Bhattacharya, Neil A. Morgan and Lopo L. Rego, “Does Customer Satisfaction Impact Utility Firm Profits?” under third round of reviews at the *Journal of Marketing Research*.

Abhi Bhattacharya, Neil A. Morgan and Lopo L. Rego, “Re-examining the Effects of Market Share on Firm Performance,” invited for second round of reviews at the *Journal of Marketing*.

Michael A. Wiles, Neil A. Morgan and Lopo L. Rego, “Strategic Factor Markets for Intangible Assets: Efficiency, Information Asymmetry, and Stock Returns,” invited for the third round of reviews at *Strategic Management Journal*.

Abhi Bhattacharya, Kelly Hewett, Neil A. Morgan and Lopo L. Rego, “Assessing the Utility of an Attitudinal Data-Based Measure of Switching Costs,” under review at the *Journal of Marketing Research*.

JianJun Zhu, Thomas S. Gruca and Lopo L. Rego, “What Drives Brand Equity? A Comprehensive Study of Price and Volume Premiums,” under review at the *Journal of Business Research*.

Kimberly Whitler, Neil A. Morgan and Lopo L. Rego, “How Chief Marketing Officer Roles Vary and Why It Matters,” rejected and invited for resubmission at the *Journal of Marketing*.

WORKING PAPERS

“Pricing Power: Measures, Trends and Influences on Firm Value,” (with Yang Pan and Thomas S. Gruca). Target: *Journal of Marketing*.

“Marketing Capabilities, Customer Value and Firm Performance,” (with Shekhar Misra and Neil A. Morgan). Target: *Journal of Marketing*.

“Marketing Capabilities and Conglomerate Excess Value,” (with Miaomiao Yu and Matthew T. Billett). Target: *Management Science*.

SELECTED WORK IN PROGRESS

“Corporate Social Responsibility, Brand Equity and Firm Performance,” (with Shekhar Misra and Girish Mallapragada).

“Brand Equity – Services versus Goods: Who has a higher level of it and to whom is it more important?” (with Ben Lee and Neil A. Morgan).

“Brands at Risk: Characteristics of Persistent Brand Equity Declines and their Financial Consequences,” (with Luciano Lapa and Neil A. Morgan)

“The Effect of Brand Equity on Capital Structure and Debt Structure,” (with Yilei Zhang and Matthew T. Billett).

“Determinants and Effectiveness of Brand Portfolio Strategies,” (with Oliver Koll).

OTHER PUBLICATIONS

- Yang Pan, Thomas S. Gruca and Lopo L. Rego (2019), “Pricing Power: Measures, Trends and Influences on Firm Value,” *Marketing Science Institute* WP 19-112.
- “Customer Satisfaction and Business Performance,” (2015) in *Marketing Science Institute – Empirical Generalizations about Marketing Impact*, 2nd Edition, ed. Dominique M. Hanssens.
- “Customer Satisfaction and Market Share,” (2009) in *Marketing Science Institute – Empirical Generalizations about Marketing Impact*, ed. Dominique M. Hanssens.
- Michael A. Wiles, Neil A. Morgan and Lopo L. Rego (2009), “The Effect of Brand Acquisition and Disposal on Abnormal Stock Returns,” *Marketing Science Institute* WP 09-103.
- Gina Pingitore, Neil A. Morgan, Lopo L. Rego, Adriana Gigliotti and Jay Meyers (2007), “The Single Question Trap: The Net Promoter Score Has Limitations in Predicting Financial Performance,” *Marketing Research*, 19 (2), 9-13.
- Neil A. Morgan and Lopo L. Rego (2006), “Brand Portfolio Strategy and Firm Performance,” *Marketing Science Institute* WP 06-101.
- Neil A. Morgan and Lopo L. Rego (2004), “A Comment on ‘The One Number You Need to Grow’,” (2004) *Harvard Business Review*.
- Thomas S. Gruca and Lopo L. Rego (2003), “Customer Satisfaction, Cash Flow, and Shareholder Value,” *Marketing Science Institute* WP 03-106.

INVITED ACADEMIC PRESENTATIONS

- “Marketing Capabilities and Conglomerate Value,” *University of Leeds Business School – Marketing Research Camp*, July 2019.
- “Marketing Capabilities and Conglomerate Excess Value,” *Georgia Institute Technology*, February 2019.
- “Brands at Risk: Characteristics of Persistent Brand Equity Declines and their Financial Consequences,” *University of Innsbruck*, October 2018.
- “Panel Discussion: Opportunities and Challenges in Cross-functional and Mixed Methods Research,” *American Marketing Association Summer Academic Conference*, August 2018.
- “Brand Portfolio Strategy and Firm Performance: An Academic Perspective,” *AiMark Summit, GfK*, June 2017.
- “Customer Divestment Announcements and Shareholder Value: A Signaling Perspective,” *The Hong Kong Polytechnic University*, April 2016.
- “Customer Satisfaction in Monopolies: Does it Matter?” *Hong Kong University*, April 2016.
- “Customer Satisfaction in Regulated Monopolies: Does it Matter?” *McGill University*, April 2015.
- “Drivers of Manufacturer Brand Performance,” *George Washington University*, April 2014.
- “Re-examining the Market Share-Customer Satisfaction Relationship,” *Purdue University*, March 2012.
- “Does Customer Sentiment Drive Investor Sentiment?” *Indiana University*, October 2010.
- “The Effect of Brand Acquisition and Disposal on Abnormal Stock Returns,” *Temple University*, September 2010.
- “Does Customer Sentiment Drive Investor Sentiment?” *DePaul University*, June 2010.

SELECTED PEER-REVIEWED CONFERENCE PRESENTATIONS

- “Investigating Spillover Effects Across Brand Equity and Customer Satisfaction: Guidance for Marketing Resource Allocations,” *Summer AMA Conference*, Chicago, Illinois, August 2019.
- “Brand Equity and Services vs. Goods: Who has a Higher Level of it and to whom is it more Important?” *Marketing Strategy meets Wall Street VI Conference*, Paris, France, June 2019.
- “Brands at Risk: Characteristics of Persistent Brand Equity Declines and their Financial Consequences,” *Marketing Strategy meets Wall Street VI Conference*, Paris, France, June 2019.
- “How the CMO Role Contributes to CEO Dissatisfaction and CMO Failure,” *Marketing Strategy meets Wall Street VI Conference*, Paris, France, June 2019.
- “Marketing-Finance Interface: Valuation and Rationality Biases,” *Marketing Strategy Consortium*, Bloomington, Indiana, March 2019.
- “Marketing Capabilities and the Value of Conglomerate Firms,” *Winter AMA Conference*, Austin, Texas, February 2019.
- “How Chief Marketing Officer Roles Vary and Why This Matters,” *Winter AMA Conference*, Austin, Texas, February 2019.
- “Marketing versus Financial Risk,” *Marketing Strategy Consortium*, Columbia, Missouri, March 2018.
- “New Challenges in Methods and Data in Marketing Strategy Research,” *Marketing Strategy Consortium*, Columbia, Missouri, March 2018.
- “Brands and Marketing Efficiency,” *Winter AMA Conference*, New Orleans, Louisiana, February 2018.
- “Marketing, Customer Value Creation and Firm Value Capture,” *Theory & Practice in Marketing Conference*, Charlottesville, Virginia, May 2017.
- “Brand Management Capabilities and Firm Performance,” *Theory & Practice in Marketing Conference*, Charlottesville, Virginia, May 2017.
- “A New Approach to Switching Costs,” *Winter AMA Conference*, Orlando, Florida, February 2017.
- “Corporate Social Responsibility, Brand Equity and Firm Performance,” *Winter AMA Conference*, Orlando, Florida, February 2017.
- “Customer Value Creation, Firm Value Capture and Marketing Capabilities,” *Summer AMA Conference*, Atlanta, Georgia, August 2016.
- “Re-evaluating the Effects of Market Share on Performance,” *Theory & Practice in Marketing Conference*, Houston, Texas, May 2016.
- “A Role Theory Explanation for Why Some CMOs Have Impact and Others Don’t,” *Theory & Practice in Marketing Conference*, Houston, Texas, May 2016.
- “Firing Customers: Does it Pay Off and When? Customer Divestment Announcements and Shareholder Value: A Signaling Perspective,” *American Marketing Association Winter Educators Conference*, Las Vegas, Nevada, February 2016. Best Paper in Conference Award.
- “Re-Examining the Effect of Market Share on Firm Performance,” *American Marketing Association Winter Educators Conference*, Las Vegas, Nevada, February 2016.
- “Say “Goodbye” to your Unprofitable Customers? A Signaling Perspective,” *Theory & Practice in Marketing Conference*, Atlanta, Georgia, June 2015.
- “Customer Satisfaction in Monopolies: Does it Matter - And Why Should We Care?” *Theory & Practice in Marketing Conference*, Atlanta, Georgia, June 2015.

TEACHING EXPERIENCE

Indiana University	2011 – Present
<i>Associate Professor</i>	
X504 Marketing Core, MBA Program 2011-2016, 2019 (twenty-one cohorts)	6.0 / 7.0
X611 Statistics for Research II, Doctoral Program 2015-2019 (five sections)	7.0 / 7.0
M549 Marketing Analytics, MBA Program 2018-2019 (two sections)	6.1 / 7.0
M798 Special Topics in Marketing, Doctoral Program 2018 (one section)	7.0 / 7.0
University of Iowa	2000 – 2011
<i>Associate Professor / Assistant Professor / Visiting Assistant Professor</i>	
Marketing Management, Hong-Kong MBA program (five sections)	5.7 / 6.0
Marketing Management, MBA program (thirteen sections)	5.7 / 6.0
Customer Relationship Management, MBA program (six sections)	5.5 / 6.0
Brand Management, MBA program (six sections)	5.8 / 6.0
Services Marketing, MBA (five sections)	5.6 / 6.0
Advertising and Promotions, MBA program (one section)	5.8 / 6.0
Marketing Research/Analytics, MBA program (seven sections)	5.4 / 6.0
University of Frankfurt	2007
<i>Guest Assistant Professor</i>	
Marketing Strategy Doctoral Seminar	
University of Michigan	1997
<i>Teaching Assistant</i>	
Marketing Management (one section)	4.9 / 5.0

TEACHING INTERESTS

Marketing Management	Marketing Strategy
Strategic Brand Management	Customer Insights
Marketing and Customer Analytics	Marketing Research
Advanced Research Methods	Panel Data Methods

PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of Marketing Science

SERVICE

Area Editor/Editorial Boards

Area Editor – <i>Journal of the Academy of Marketing Science</i>	2017 – Present
Member of Editorial Board – <i>Journal of Marketing</i>	2015 – Present
Member of Editorial Board – <i>Journal of the Academy of Marketing Science</i>	2015 – 2017

Adhoc Reviewer

Journal of Marketing Research	Marketing Science
International Journal of Research in Marketing	Management Science
Marketing Letters	Journal of Retailing
European Journal of Marketing	The Services Industries Journal
Journal of Economic Behavior & Organization	Journal of Business Research
Sloan Management Review	American Marketing Association

National/International Conference Organization

AMA Sheth-Foundation Doctoral Consortium Co-Chair	2020
Marketing Strategy Doctoral Consortium Co-Chair	2019

Select Media and Professional Citations

- “Every Receipt Tells a Story” *USA Today*, Feb-24, 2017.
- “What's in a Name? For Luxury Automakers, it's Numbers” *Chicago Tribune*, May-24, 2016.
- “Loyalty Programs Make the Small Screen,” *Colloquy*, Sep-2, 2014.
- “Tax Preparers Look to Loyalty for Many Returns,” *Colloquy*, Apr-07, 2014.
- “Stocks with Benefits,” *Wall Street Journal*, Dec-13, 2013.
- “Array of Travel Gadgets Springs from Tight Airport Security,” *USA Today*, May-21, 2012.
- “Should Airlines Create Separate Sections For Kids, Larger Fliers?” *USA Today*, Mar-23, 2011.
- “Support Local, Say Restaurateurs; Give ‘em Reason to...”, *The Gazette*, Dec-4, 2010.
- “JetBlue, Southwest Ads Jab at Rivals’ Bag Fees”, *USA Today*, Oct-25, 2010.
- “Southwest Thrives On Policy of Free Checked Bags”, *USA Today*, Dec-13, 2009.
- “Delta Brings Back Red Coats To Help With Customer Service”, *USA Today*, Jun-24, 2009.
- “Customer Service Still Matters”, *Miami Herald*, May-9, 2009.
- “The Upside of an Economic Downturn” *Quad Cities Times*, May-6, 2009.
- “An Upside to the Downturn: Better Customer Service”, *Houston Chronicle*, May-5, 2009.
- Bloomberg Radio, *After the Bell*, May-15, 2007.
- “Right Customer Service Wrongs”, *The Motley Fool*, Mar-24, 2007.
- “One Question and Plenty of Debate”, *Wall Street Journal*, Dec-4, 2006.
- “Don’t Believe Everything You Read”, *NetPromoter.com*, Nov-27, 2006.
- “The Good Service Test: Part I”, *WQAD-TV*, Nov-19, 2006
- “Does the Morgan & Rego Study in Marketing Science Undermine the NPS Metric?”
Word-of-Mouth Communication Study, Nov-13, 2006.

Peer Reviewed Academic Conferences

2013 Summer AMA Conference, Track Chair	2012 – 2013
2012 Winter AMA Conference, Track Chair	2011 – 2012
2011 Winter AMA Conference, Track Chair	2010 – 2011

Textbook Reviewer

<u>Marketing Analytics</u> , 1 st Ed., Wayne Winston.	2012 – 2013
<u>Marketing Management</u> , 12 th Ed., Philip Kotler and Kevin Lane Keller.	2004 – 2005
<u>IMC: Advertising and Promotion to Build Brands</u> , 2 nd Ed., Tom Duncan.	2002 – 2003

Department and School Service

Doctoral Program

Marketing Department Doctoral Coordinator	2016 – present
Ph.D. Committee member for Ankit Anand (Marketing – <i>Georgia State</i>)	2018 – present
Ph.D. Committee member for Peng Zhao (Operations)	2018 – present
Ph.D. Committee member for Tricia Moravec (Operations)	2018 – 2019
Ph.D. Committee member for Chiyoung Cheong (Finance)	2018 – 2019
Ph.D. Committee Chair for Shekhar Misra (Marketing)	2013 – 2018
Ph.D. Committee member for Abhi Bhattacharya (Marketing)	2013 – 2017
Ph.D. Committee member for Kim Whitler (Marketing)	2010 – 2014
Ph.D. Committee member for Hui Feng (Marketing)	2009 – 2013
Ph.D. Examination Committee for Akshay Bhagwatwar, Spencer Anderson, Jun Wu, Betsy Laydon, Jessica Watkins, Xuan Feng, Fangzhou Liu and Ha Nguyen	2014 – present

MBA Program

MBA Policy Committee	2011 – present
MBA Core Committee	2011 – present
MBA Program Taskforce	2016 – 2017

University of Iowa

2003 – 2011

Service

Ph.D. Committee (co)Chair for Younghan Bae, Qiang Fei and John Zhu	2007 – 2012
Academic advisor for Younghan Bae, Qiang Fei and Sang-Uk Jung	2007 – 2010
Ph.D. Program Review Committee	2004 – 2011
Faculty Recruiting Committee	2003 – 2011
MBA Program Committee	2005 – 2011
Elected Faculty Council	2007 – 2011
University of Iowa Marketing Camp	2005 – 2010
University of Iowa – Big 10 Case Competition	2001 – 2011