

LOPO L. REGO

Associate Professor of Marketing
Fettig/Whirlpool Faculty Fellow
Kelley School of Business, Indiana University
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EDUCATION

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

RESEARCH INTERESTS

Marketing Strategy; Market-Based Assets; Marketing Capabilities; Marketing Value;
Customer Satisfaction; Strategic Brand Management; Brand Equity; Marketing-Finance.

HONORS AND AWARDS

Indiana University, Kelley School of Business Fettig/Whirlpool Faculty Fellow, 2020—Present
Indiana University, Kelley School of Business Weimer Faculty Fellow, 2018—2020
AMA Sheth Foundation Doctoral Consortium, Distinguished Consortium Faculty, 2017—2020
2020 Journal of the Academy of Marketing Science—Sheth Foundation Best Paper Award Finalist
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
2017 Ph.D. Program Distinguished Teaching Award, Kelley School of Business, Indiana University
2016 Ph.D. Program Inspiration & Guidance Award, Kelley School of Business, Indiana University
2015 Shelby D. Hunt/Harold H. Maynard Award Finalist
2015 Marketing Science Institute/H. Paul Root Award Finalist
2013 Shelby D. Hunt/Harold H. Maynard Award Finalist
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: #4-1886 (2014); #4-1462a/b (2007); #4-1262 (2004)

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

Lopo Rego, Michael Brady, Robert Leone, John Roberts, Chandra Srivastava and Rajendra Srivastava, "Brand Response to Environmental Turbulence: A Framework and Propositions for Defense and Growth," *International Journal of Research in Marketing*, forthcoming.

Abhi Bhattacharya[⋈], Neil Morgan, and Lopo Rego, "Examining Why and When Market Share Drives Firm Profits," *Journal of Marketing*, forthcoming.

JianJun Zhu[⋈], Thomas Gruca, and Lopo Rego (2021), "What Drives Brand Equity? A Comprehensive Study of Price and Volume Premiums," *Review of Marketing Research*, 18, 75-109.

Abhi Bhattacharya[⋈], Neil Morgan and Lopo Rego (2021), "Customer Satisfaction and Firm Profits in Monopolies: A Study of Utilities," *Journal of Marketing Research*, 58 (1), 202-222.

Hui Feng[⋈], Neil Morgan and Lopo Rego (2020), "The Impact of Unprofitable Customer Management Strategies on Shareholder Value," *Journal of the Academy of Marketing Science*, 48 (2), 246-269.
2020 Journal of the Academy of Marketing Science—Sheth Foundation Best Paper Award Finalist.

Hui Feng[⋈], Neil Morgan and Lopo Rego (2017), "Firm Capabilities and Growth: The Moderating Role of Market Conditions," *Journal of the Academy of Marketing Science*, 45 (1), 76-92.
2017 Journal of the Academy of Marketing Science—Sheth Foundation Best Paper Award Finalist.

Hui Feng[⋈], Neil Morgan and Lopo Rego (2015), "Marketing Department Power and Firm Performance," *Journal of Marketing*, 79 (5), 1-20.
2015 Shelby D. Hunt/Harold H. Maynard Award Finalist.
2015 Marketing Science Institute/H. Paul Root Award Finalist.

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

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

Michael Wiles[⋈], Neil Morgan and Lopo Rego (2012), "The Effect of Brand Acquisition and Disposal on Abnormal Stock Returns," *Journal of Marketing*, 76 (1), 38-58.

[⋈] Doctoral Student

PUBLICATIONS (CONTINUED...)

- Sanguk Jung[⌘], Thomas Gruca and Lopo Rego (2010), "Excess Loyalty in CPG Markets: A Comprehensive Examination," *Journal Empirical Generalisations Marketing Science*, 13 (1), 1-13.
- Lopo Rego, Matthew Billett and Neil Morgan (2009), "Customer-Based Brand Equity and Firm Risk," *Journal of Marketing*, 73 (6), 47-60.
- Neil Morgan and Lopo Rego (2009), "Brand Portfolio Strategy and Firm Performance," *Journal of Marketing*, 73 (1), 59-74.
- Neil Morgan and Lopo Rego (2008), "Rejoinder: Can behavioral WOM Measures Provide Insight into the Net Promoter[®] Concept of Customer Loyalty?" *Marketing Science*, 27 (3), 533-534.
- Neil Morgan and Lopo Rego (2006), "The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance," *Marketing Science*, 25 (5), 426-439.
- Thomas Gruca and Lopo Rego (2005), "Customer Satisfaction, Cash Flow, and Shareholder Value," *Journal of Marketing*, 69 (3), 115-130.
- Utpal Dholakia and Lopo 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[⌘], Kelly Hewett, Neil Morgan and Lopo Rego, "Evaluating the Utility of a New Approach to Assessing Customer-Level Switching Costs," under third review at the *Journal of the Academy of Marketing Science*.
- Ben Lee[⌘], Hui Feng[⌘], Neil Morgan and Lopo Rego, "Marketing's Role in Mitigating the Effect of Product-Market Rivalry on Firm Value," invited for second review at the *Journal of Marketing Research*.
- Yang Pan, Thomas Gruca and Lopo Rego, "Pricing Power: Measures, Trends and Influences on Firm Value," under review at the *Journal of Marketing Research*.
- Kimberly Whitler[⌘], Neil Morgan and Lopo Rego, "How Chief Marketing Officer Roles Vary and Why It Matters," reject and resubmit option at the *Journal of Marketing*.
- Michael Wiles[⌘], Neil Morgan and Lopo Rego, "Strategic Factor Markets for Intangible Assets: Efficiency, Information Asymmetry, and Stock Returns," invited for the third review at *Strategic Management Journal*.

WORKING PAPERS

- "Marketing Experienced Board Member and Firm Performance," (with Ben Lee[⌘], Kimberly Whitler[⌘] and Neil Morgan): Target: *Journal of Marketing*.
- "Marketing Capabilities, Customer Value and Firm Performance," (with Shekhar Misra[⌘] and Neil Morgan). Target: *Journal of Marketing*.
- "Marketing Capabilities and Conglomerate Excess Value," (with Miaomiao Yu and Matthew Billett). Target: *Management Science*.

[⌘] Doctoral Student

SELECTED WORK IN PROGRESS

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

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

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

“Corporate Social Performance, Marketing Capabilities and Performance,” (with João Oliveira).

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

OTHER PUBLICATIONS

Yang Pan, Thomas Gruca and Lopo 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 Wiles, Neil Morgan and Lopo Rego (2009), “The Effect of Brand Acquisition and Disposal on Abnormal Stock Returns,” *Marketing Science Institute* WP 09-103.

Gina Pingitore, Neil Morgan, Lopo 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 Morgan and Lopo Rego (2006), “Brand Portfolio Strategy and Firm Performance,” *Marketing Science Institute* WP 06-101.

Neil Morgan and Lopo Rego (2004), “A Comment on ‘The One Number You Need to Grow’,” (2004) *Harvard Business Review*.

Thomas Gruca and Lopo Rego (2003), “Customer Satisfaction, Cash Flow, and Shareholder Value,” *Marketing Science Institute* WP 03-106.

INVITED ACADEMIC PRESENTATIONS

“Examining Why and When Market Share Drives Firm Profits,” *Journal of Marketing Webinar for Marketing Professionals*, September 2021.

“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.

[⋈] Doctoral Student

INVITED ACADEMIC PRESENTATIONS (CONTINUED...)

- "Panel: 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

- "How do Board Members with Marketing Experience Influence Firm Performance?" *Winter AMA Conference*, February 2021 (Virtual Conference).
- "Endogeneity Adjustments in Marketing Strategy," *Marketing Strategy Consortium*, Austin, Texas, December 2020 (Virtual Conference).
- "Brands and Brand Management," *2020 Thought Leadership Conference on Global Marketing Strategy*, Hyderabad, India, August 2020 (Virtual Conference).
- "How and When do Marketing Executives Drive Firm Performance?" *Winter AMA Conference*, San Diego, California, February 2020.
- "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.

SELECTED PEER-REVIEWED CONFERENCE PRESENTATIONS (CONTINUED...)

- “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.

TEACHING EXPERIENCE

Indiana University

2011–Present

Associate Professor

X504 Marketing Core, MBA Program 2011-2016, 2019-2020 (twenty-four cohorts)	6.1 / 7.0
X611 Statistics for Research II, Doctoral Program 2015-2021 (seven 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

TEACHING EXPERIENCE (CONTINUED...)

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

TEACHING INTERESTS

Marketing Management	Marketing Strategy
Strategic Brand Management	Marketing and Customer Analytics
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	European Journal of Marketing
Journal of Retailing	The Services Industries Journal
Journal of Economic Behavior & Organization	Journal of Business Research
Sloan Management Review	American Marketing Association

SERVICE (CONTINUED...)

National/International Conference Organization

2021 AMA Sheth-Foundation Doctoral Consortium Co-Chair	2020—2021
2020 AMA Sheth-Foundation Doctoral Consortium Co-Chair	2019—2020
Marketing Strategy Doctoral Consortium Co-Chair	2019

Selected Media and Professional Citations

- “Steak 'n Shake Locations to Shift to Countertop Service” *WFYI, Indianapolis*, Mar-2, 2020.
- “Doing Your Taxes Online? The Price Is About to Go Up” *Money Magazine*, Feb-13, 2020.
- “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.

Peer Reviewed Academic Conferences

2022 Winter AMA Conference, Track Chair	2021—present
2021 Summer AMA Conference, Track Chair	2020—2021
2013 Summer AMA Conference, Track Chair	2012—2013
2012 Winter AMA Conference, Track Chair	2011—2012
2011 Winter AMA Conference, Track Chair	2010—2011

SERVICE (CONTINUED...)***Kelley School of Business***

Marketing Department Associate Chairperson	2021—Present
Academic Council Elected Member	2021—present
DEI in Business Center – Taskforce	2021—present

Kelley School of Business Doctoral Program

Marketing Department Doctoral Coordinator	2016—present
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Kelley School of Business Doctoral Program

Ph.D. Committee Ji Wong Ryu and Katie Ingram (Management)	2021—present
Ph.D. Committee Brian Bergman and Mark Bolinger (Management)	2020—present
Ph.D. Committee Anwasha De and Suyun Mah (Marketing)	2019—2021
Ph.D. Committee Ankit Anand (Marketing, <i>Georgia State</i>)	2018—2020
Ph.D. Committee Youngduk Lee (Management) and Peng Zhao (Operations)	2018—2020
Ph.D. Committee Tricia Moravec (Operations) and Chiyong Cheong (Finance)	2018—2019
Ph.D. Committee Shekhar Misra (Marketing)	2013—2018
Ph.D. Committee Abhi Bhattacharya (Marketing)	2013—2017
Ph.D. Committee Kim Whitler (Marketing)	2010—2014
Ph.D. Committee Hui Feng (Marketing)	2009—2013
Ph.D. Examination Committee for Akshay Bhagwatwar (Operations); Spencer Anderson (Accounting); Jun Wu (Operations); Betsy Laydon (Finance); Jessica Watkins (Accounting); Xuan Feng (Operations); Fangzhou Liu (Management); Ha Nguyen (Finance); and Tom Hagenberg (Accounting)	2014—present

Kelley School of Business MBA Program

KD MBA AACSB Assurance of Learning Advisory Committee	2021—Present
MBA Policy Committee	2011—2017; 2019—2021
MBA Core Committee	2011—2017; 2019—2021
MBA Program Review Taskforce	2016—2017
MBA DEI in Marketing Curriculum Committee	2021—present

Indiana University

General Education Committee	2019—present
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