

NEIL A. MORGAN
Curriculum Vitae

ADDRESS: Kelley School of Business
Indiana University
1309 East Tenth Street
Bloomington, IN 47405-1701

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E-MAIL: namorgan@indiana.edu

EDUCATION:

1990-1996 University of Wales, Cardiff, Ph.D. in Business Administration.
1986-1987 University of Wales, Cardiff, MBA.
1983-1986 London School of Economics, University of London, BA (Hons).

ACADEMIC APPOINTMENTS:

2012-date Professor of Marketing, Kelley School of Business, Indiana University.
2009-date PetSmart, inc. Distinguished Professor in Marketing Chair, Indiana University.
2007-2009 Nestlé-Hustad Professor of Marketing, Indiana University.
2005-2012 Associate Professor of Marketing, Kelley School of Business,
Indiana University.
2000-2005 Assistant Professor of Marketing, Kenan-Flagler Business School,
University of North Carolina at Chapel Hill.
1995-2000 University Lecturer in Marketing and Strategic Management, Judge Business School,
University of Cambridge.
1987-1995 Lecturer in Marketing and Strategy, Cardiff Business School, University of Wales.

VISITING POSITIONS:

1998 Associate Professor of Marketing, University of Michigan Business School.
1991 Professor of Marketing, Machine Building Institute, Lugansk, USSR.

OTHER EMPLOYMENT:

1987 Management Consultant, Peat Marwick McLintock.

SELECTED PUBLICATIONS

REFEREED JOURNAL ARTICLES

- Feng, Hui, Neil A. Morgan, and Lopo L. Rego (2016), "Firm Capabilities and Growth: The Moderating Role of Market Conditions," *Journal of the Academy of Marketing Science*, (forthcoming).
- Katsikeas, Constantine S., Neil A. Morgan, Leonidas C. Leonidou, and G. Tomas M. Hult (2016), "Assessing Performance Outcomes in Marketing," *Journal of Marketing*, 80(2), 1-20.
- Feng, Hui, Neil A. Morgan, and Lopo L. Rego (2015), "Marketing Department Power and Firm Performance," *Journal of Marketing*, 79(5), 1-20.
- Rego, Lopo L., Neil A. Morgan, and Claes Fornell (2013), "Re-examining the Market Share-Customer Satisfaction Relationship," *Journal of Marketing*, 77(5), 1-20.
- Leonidou, Constantinos N., Constantine S. Katsikeas, and Neil A. Morgan (2013), "'Greening' the Marketing Mix – Does it Payoff?" *Journal of the Academy of Marketing Science*, 41(2), 151-170.
- Morgan, Neil A., Constantine S. Katsikeas, and Douglas W. Vorhies (2012), "Export Marketing Strategy Implementation, Export Marketing Capabilities, and Export Venture Performance," *Journal of the Academy of Marketing Science*, 40(2), 271-289.
- Wiles, Michael, Neil A. Morgan, and Lopo L. Rego (2012), "The Effect of Brand Acquisition and Disposal on Stock Returns," *Journal of Marketing*, 76(1), 38-58.
- Morgan, Neil A. (2012), "Marketing and Business Performance," *Journal of the Academy of Marketing Science*, 40(1), 102-119.
- Gooner, Richard, A., Neil A. Morgan, and William D. Perreault (2011), "Is Retail Category Management Worth the Effort (and Does a Category Captain Help or Hinder)?" *Journal of Marketing*, 75(6), 18-33.
- Yarbrough, Larry, Neil A. Morgan, and Douglas W. Vorhies (2011), "The Impact of Product Market Strategy-Organizational Culture Fit on Business Performance," *Journal of the Academy of Marketing Science*, 39(5), 555-573.
- Rego, Lopo L., Matthew T. Billett, and Neil A. Morgan (2009), "Consumer-Based Brand Equity and Firm Risk," *Journal of Marketing*, 73(6), 47-60.
- Morgan, Neil A., Rebecca J. Slotegraaf, and Douglas W. Vorhies (2009), "Linking Marketing Capabilities with Profit Growth," *International Journal of Research in Marketing*, 26(4), 284-293.
- Morgan, Neil A., Douglas W. Vorhies, and Charlotte H. Mason (2009), "Market Orientation, Marketing Capabilities, and Firm Performance," *Strategic Management Journal*, 30(8), 909-920.
- Morgan, Neil A. and Lopo L. Rego (2009), "Brand Portfolio Strategy and Firm Performance," *Journal of Marketing*, 73(1), 59-74.
- Morgan, Neil A. and Lopo L. Rego (2008), "Rejoinder: Can Behavioral WOM Measures Provide Insight into the Net Promoter Concept of Customer Loyalty?" *Marketing Science*, 27(3), 533-4.
- Morgan, Neil A., Anna Kaleka, and Richard A. Gooner (2007), "Focal Supplier Opportunism in Supermarket Retailer Category Management," *Journal of Operations Management*, 25, 512-527.
- Morgan, Neil A. and Lopo L. Rego (2006), "The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance," *Marketing Science*, 25(5), 426-439.

- Morgan, Neil A., Douglas W. Vorhies, and Bodo B. Schlegelmilch (2006), "Resource-Performance Relationships in Industrial Export Ventures: The Role of Resource Inimitability and Substitutability," *Industrial Marketing Management*, 35(5), 621-633.
- Morgan, Neil A., Eugene W. Anderson, and Vikas Mittal (2005), "Understanding Firms' Customer Satisfaction Information Usage," *Journal of Marketing*, 69(3), 131-151.
- Vorhies, Douglas W. and Neil A. Morgan (2005), "Benchmarking Marketing Capabilities For Sustained Competitive Advantage," *Journal of Marketing*, 69(1), 80-94.
- Wei, Yinghong and Neil A. Morgan (2004), "Supportiveness of Organizational Climate, Market Orientation, and New Product Performance in Chinese Firms," *Journal of Product Innovation Management*, 21(6), 375-388.
- Morgan, Neil A., Anna Kaleka, and Constantine S. Katsikeas (2004), "Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment," *Journal of Marketing*, 68(1), 90-108.
- Morgan, Neil A., Shaoming Zou, Douglas W. Vorhies, and Constantine S. Katsikeas (2003), "Experiential and Informational Knowledge, Architectural Marketing Capabilities, and the Adaptive Performance of Export Ventures," *Decision Sciences*, 34(2), 287-321.
- Vorhies, Douglas W. and Neil A. Morgan (2003), "A Configuration Theory Assessment of Marketing Organization Fit with Business Strategy and Its Relationship with Marketing Performance," *Journal of Marketing*, 67(1), 100-115.
- Morgan, Neil A., Bruce H. Clark, and Richard A. Gooner (2002), "Marketing Productivity, Marketing Audits, and Systems for Marketing Performance Assessment: Integrating Multiple Perspectives," *Journal of Business Research*, 55(5), 363-375.
- Morgan, Neil A. and Douglas W. Vorhies (2001), "Product Quality Alignment and Business Unit Performance," *Journal of Product Innovation Management*, 18(6), 396-407.
- Katsikeas, Constantine S., Leonidas C. Leonidou, and Neil A. Morgan (2000), "Assessing Firm-level Export Performance: A Framework, Evaluation, and Research Directions," *Journal of the Academy of Marketing Science*, 28(4), 493-511.
- Piercy, Nigel F., David W. Cravens, and Neil A. Morgan (1999), "Relationships between Sales Management Control, Territory Design, Salesperson Performance and Sales Organization Effectiveness," *British Journal of Management*, 10(2), 95-112.
- Morgan, Neil A. and Nigel F. Piercy (1998), "Relationships between Marketing and Quality at the SBU level: Influences and Outcomes," *Journal of the Academy of Marketing Science*, 26(3), 190-208.
- Morgan, Neil A. and Nigel F. Piercy (1996), "Competitive Advantage, Quality Strategy, and the Role of Marketing," *British Journal of Management*, 7, 231-245.
- Piercy, Nigel F. and Neil A. Morgan (1994), "The Marketing Planning Process: Behavioral Problems Compared to Analytical Techniques in Predicting Plan Credibility," *Journal of Business Research*, 29(3), 167-179.
- Morgan, Neil A. and Nigel F. Piercy (1992), "Market Led Quality," *Industrial Marketing Management*, 21(May), 111-118.

WORKING PAPERS

Bhattacharya, Abhi, Neil A. Morgan, and Lopo L. Rego, "A Theory of Market Share and Firm Performance"

Whitler, Kimberly A. and Neil A. Morgan, "The Chief Marketing Officer: A Role Theory Perspective."

Feng, Hui, Neil A. Morgan, and Lopo L. Rego, "Firing Customers: Does It Pay Off and When? Exploring the Impact of Customer Divestment on Stock Returns."

Morgan, Neil A., Lopo L. Rego, and Douglas W. Vorhies, "Brand Management Capabilities and Shareholder Value."

Wiles, Michael A., Neil A. Morgan, and Rebecca J. Slotegraaf, "The Role of Prior Performance Sequences in Risk-Taking and New Product Introductions."

BOOKS AND SELECTED BOOK CHAPTERS

Morgan, Neil A. and Rebecca J. Slotegraaf (2012), "Marketing Capabilities for B2B Firms," in Gary Lilien and Raj Grewal (eds.) *Business to Business Marketing Handbook*, Elgar: Northampton, MA, 90-108.

Morgan, Neil A. (2010), "Commentary on Shelby Hunt's Selected Contributions to Marketing Management and Strategy Literature," in R. Varadarajan (ed.) *Legends in Marketing*, Vol. 7 (Marketing Management and Strategy), Sage, 362-371.

Morgan, Neil A. (1996), "Strategy and Internal Marketing," in M. Warner (ed.) *International Encyclopedia of Business Management*, Routledge: London, 4655-4672. (Reprinted in 2nd Ed., 2001).

Morgan, Neil A. (1991), *Professional Services Marketing*, London: Butterworth-Heinemann Publishing, ISBN 0-304-31816-7.

Teare, R., L. Moutinho, and N. Morgan (Eds.) (1990), *Managing and Marketing Services in the 1990s*, Cassell, London, ISBN 0-7506-0090-X.

SELECTED MANAGERIAL PUBLICATIONS

- Whitler, Kim, Eric Boyd, and Neil A. Morgan (2016), "The Criticality of CMO-CIO Alignment," *Business Horizons*, forthcoming.
- Rego, Lopo L., Matthew Billett, and Neil A. Morgan (2011), "The 'Risky' Side of Brand Equity: How Brands Reduce Capital Costs," *Gfk Marketing Intelligence Review*, 3(2), 8-15.
- Wiles, Michael, Neil A. Morgan, and Lopo L. Rego (2009), "The Effect of Brand Acquisition and Disposal on Stock Returns," *MSI Working Paper #09-103*.
- Pingitore, Gina, Neil A. Morgan, Lopo L. Rego, Adriana Gigliotti, and Jay Meyers (2007), "The Single Question Trap," *Marketing Research*, Summer, 8-13.
- Morgan, Neil A. and Lopo L. Rego (2006), "Brand Portfolio Strategy and Firm Performance," *MSI Working Paper #06-101*.
- Morgan, Neil A. and Lopo L. Rego (2004), "A Comment on 'The One Number You Need to Grow'," *Harvard Business Review*, April, 134-136.
- Piercy, Nigel F., David W. Cravens, and Neil A. Morgan (1997), "Sources of Effectiveness in Business-to-Business Sales Organization," *Journal of Marketing Practice*, 3(2), 43-69.
- Koufopoulos, Dimitrios and Neil A. Morgan (1994), "Competitive Pressures Force Greek Entrepreneurs to Plan," *Long Range Planning*, 27(Aug), 112-124.
- Piercy, Nigel F. and Neil A. Morgan (1994), "Mission Analysis: An Operational Approach," *Journal of General Management*, 19(3), 1-19.
- Morgan, Neil A. and Nigel F. Piercy (1992), "Barriers to Marketing Implementation in UK Professional Service Firms," *Journal of Professional Services Marketing*, 8(1), 1991; 95-115.
- Piercy, Nigel F. and Neil A. Morgan (1991), "Internal Marketing: The Missing Half of the Marketing Program," *Long Range Planning*, 24(2), 82-93.

SELECTED REFERENCED CONFERENCE PAPERS & PRESENTATIONS

- "Marketing Power and Firm Performance: Is Marketing Good for You?" (with Hui Feng and Lopo Rego), *Marketing Meets Wall St II Conference*, May 2011, Boston, MA.
- "The Direct and Indirect Effect of Marketing Capabilities on Firms' Idiosyncratic Risk," (with Wenbin Sun, Doug Vorhies, and Lopo Rego), *Marketing Meets Wall St II Conference*, May 2011, Boston, MA.
- "Stock Market Response to Asset Reconfiguration Through Brand and Technology Asset Acquisitions/Disposals," (with Mike Wiles and Lopo Rego), *Marketing Meets Wall St II Conference*, May 2011, Boston, MA.
- "CRM Capabilities and Shareholder Value," (with Lopo Rego and Doug Vorhies), *Marketing Science Conference*, June 2009, Ann Arbor, MI.
- "Brand Management Capabilities and Shareholder Value," (with Lopo Rego and Doug Vorhies), *Marketing Meets Wall St. Conference*, Jan 2009, Atlanta, GA.
- "Word-of-Mouth Recommendation Intentions and Behaviors and Supplier Business Performance," (with Gina Pingitore, Adriana Gigliotti, Jay Meyers, and Lopo Rego), *Marketing Science Conference*, June 2007, Singapore.

“Calibrating Brand Management Capabilities and Linking them with Performance,” (with Lopo Rego and Doug Vorhies), *Creating and Cultivating Brand Connections*, MSI-University of Minnesota Conference, June 2007, Minneapolis, MN.

“Brand Portfolio Strategy and Brand Management Capabilities as Predictors of Firm Performance,” (with Lopo Rego and Doug Vorhies), *Yale Center For Customer Insights Conference*, MSI-Yale Conference, May 2007, New Haven, CT.

“The Financial Performance Consequences of Brand Management Capabilities,” (with Lopo Rego and Doug Vorhies), *Marketing Science Conference*, June 2006, Pittsburgh, PA.

“What are the Financial Payoffs for Introducing New Products?” (with Wooseong Kang and Barry Bayus), *Marketing Science Conference*, June 2005, Atlanta, GA.

“Brand Portfolio Strategy and Firms’ Market and Financial Performance,” *MSI Conference on Brands and Corporate Reputation*, March 2005, Charleston, SC.

“Strategic Fit and the Profile Deviation Perspective in International Business,” *AIB/JIBS Frontiers Conference*, Sept. 2004, Lansing, MI.

“Dynamic Marketing Capabilities as Drivers of Firm Performance,” (with Doug Vorhies and Rebecca Slotegraaf), *AMA Summer Educators Conference*, August 2003, Chicago, IL.

“What’s Best: Good Customers, Good Employees, or Good Managers?” (with Lopo L. Rego and Thomas S. Gruca), *Marketing Science Conference*, June 2003, College Park, MD.

“Marketing Resources, Effort, and Capabilities as Drivers of Firm Performance,” (with Rebecca Slotegraaf and Doug Vorhies), *MSI Measuring Marketing Productivity: Linking Marketing to Financial Returns Conference*, October 2002, Dallas, TX.

INVITED RESEARCH SEMINARS

University of Alabama, Arizona State University, Brock University, Cardiff University, Case Western Reserve University, DC Marketing Colloquia (George Mason University), University of Georgia, University of Iowa, Iowa State University, University of Leeds, Lehigh University, London Business School, University of Melbourne, Michigan State University, University of North Carolina, University of Nottingham, Open University, Penn State University, University of South Carolina, Texas A&M University, University of Virginia, University of Warwick, University of Western Ontario, University of Wisconsin.

RESEARCH AWARDS

Best paper awards: (with Nigel Piercy) *Academy of Marketing Conference*, Oxford (1990); Bradford (1995); Manchester (1997); Best European paper, *Academy of Marketing Science Conference* (1994); Best paper in *Channels and Retailing Track* (with Anna Kaleka and Rich Gooner), *AMA Summer* (2005); Best paper in conference (with Hui Feng and Lopo Rego), *AMA Winter* (2016).

IU Kelley School of Business Faculty Research Productivity Award (2009).

AMA Global Marketing SIG “Excellence in Global Marketing Research Award” (2013).

Emerald “Citation of Excellence” Award (2013).

Finalist for the *Journal of Marketing* Shelby D. Hunt/Harold H. Maynard Award (2013 and 2015) and Marketing Science Institute/H. Paul Root Award (2015).

RESEARCH IN PROGRESS

PROJECTS WITH DATA COLLECTED

The Financial Impact of CRM Capabilities, conceptual development and secondary data empirical research project (with Lopo Rego and Doug Vorhies)

Measuring, Modeling, and Managing Retailer Shoppability, conceptual development and primary data empirical research project (*Tracy Locke* and *Coca-Cola* supported project with Ray Burke)

The Role of Reference Points in CMO Pay, conceptual development and secondary data empirical study (with Hui Feng and Kim Whitler)

Green Marketing and Firm Performance, conceptual development and primary and secondary data empirical research project (with Costas Leonidou and Costas Katsikeas)

The Performance Impact of Co-Branding Strategies, conceptual development and secondary data empirical study (with Yuna Kim and Rebecca Slotegraaf)

A New Approach to Measuring Switching Costs, conceptual development and secondary data empirical study (with Kelly Hewett, Lopo Rego, and Abhi Bhattacharya)

Adaptation and Performance in Export Ventures, conceptual development and primary data empirical study (with Magnus Hultman and Costas Katsikeas)

PROJECTS IN PROGRESS

Antecedents and Consequences of Customer Satisfaction Monitoring Systems, primary and secondary data empirical study (*Touchstone Energy* supported project)

The Performance Impact of Market Share, conceptual development and secondary data empirical study (with Abhi Bhattacharya and Lopo Rego)

Consumer Perceptions of Retail Shoppability and the Performance of Retail Stores, conceptual development and primary and secondary data empirical study (with Kim Whitler, Lopo Rego, and Ray Burke)

The CMO-CIO Relationship, conceptual development and qualitative data empirical study (with Kim Whitler and Eric Boyd)

The Consumer Personality-Brand Personality Nexus, conceptual development and primary data empirical study (*Horizon InSight* supported project)

Toward a Theory of the Marketing Department, conceptual development and theory-building study (with Kim Whitler)

The Impact of the Role of the CMO on Firms' Marketing Capabilities, conceptual development and primary data empirical study (with Kim Whitler)

RESEARCH FUNDING

- 1997/99 “Understanding Strategy Implementation,” £15,000 from *Ernst & Young Management Consulting*.
- 1997/99 “Corporate Venturing Strategy Implementation,” £25,000 from 3i’s and £19,500 from Cambridge University's *Sir Isaac Newton Trust*.
- 1998/99 “Customer Satisfaction Information Utilization and Performance,” (with Eugene Anderson and Vikas Mittal), \$10,400 from *Marketing Science Institute*.
- 2000/01 “Marketing Capabilities and Market Knowledge,” \$3,000 from UNC, Chapel Hill’s *University Research Council*.
- 2002/03 “Marketing Resources, Capabilities, and Effort as Drivers of Financial Performance,” (with Douglas Vorhies and Rebecca Slotegraaf), \$10,000 from *Marketing Science Institute*.
- 2004/05 “The Marketing and Financial Performance Consequences of Firms' Brand Portfolio Strategy Decisions,” (with Lopo Rego), \$3,000 from *Marketing Science Institute*.
- 2007/08 “The Effect of Brand Acquisitions and Disposals on Abnormal Stock Returns,” (with Mike Wiles and Lopo Rego), \$5,500 from *IU Center for Brand Leadership*.
- 2007/08 “From Demand to Purchase: Measuring, Modeling, and Managing Shoppability,” (with Ray Burke), \$100,000 from *Tracy Locke*.
- 2007/08 “Brand Management Capabilities and Shareholder Value,” (with Lopo Rego and Douglas Vorhies), \$10,000 from *Marketing Science Institute* (“Marketing Meets Wall Street” Award Winner).
- 2008/09 “Linking Consumer Shoppability Perceptions, Visual Store Characteristics, and Store Performance,” (with Ray Burke), \$137,000 from *Sears Holdings*.
- 2008/09 “The Performance Impact of Co-Branding Strategies,” (with Yuna Kim and Rebecca Slotegraaf), \$15,000 from *IU Center for Brand Leadership*.
- 2009/10 “Consumer Shoppability Perceptions, Store Characteristics, and Store Performance in the 'Traditional' Channel,” (with Ray Burke), \$100,000 from *Coca-Cola*.
- 2014/15 “A New Approach to Switching Costs,” (with Kelly Hewett, Lopo Rego, and Abhi Bhattacharya), \$6,400 from *Marketing Science Institute*.

TEACHING

UNDERGRADUATE

Senior Marketing Management, International Marketing, and Marketing Theory courses and Junior Competitive Strategy and Corporate Strategy Courses.

POSTGRADUATE

MBA Competitive Strategy; Strategic Management; Marketing Strategy; International Marketing; Brand Strategy; and, Marketing Management courses. Executive MBA Strategic Management, Marketing Management (Core), and Marketing Strategy courses.

Doctoral seminars in Marketing Strategy; Branding.

EXECUTIVE EDUCATION

Custom programs for organizations including: *ConAgra; Microsoft; ExxonMobil; Eli Lilly; Dade Behring; IBM; Ingersoll Rand; 3M; Cummins; Kaiser-Permanente; Deutsche Bank; Performance Food Group; WellPoint; U.S. Navy; Asia-Pacific Brewing; W.C. Bradley; Bass; and, Lucas Industries* in the areas of Marketing Strategy, Marketing Management, Brand Strategy, International Marketing, Services Marketing, and Competitive Intelligence.

Open-enrollment public programs for organizations including: *AT&T; Asia inc.; Chartered Institute of Marketing; and, the Chartered Institute of Management Accounting*, in the areas of Marketing Strategy, Marketing Management, Brand Strategy, and Competitive Intelligence.

TEACHING AWARDS

UNC MBA Teaching “All-Star”: 2003-2005; IU MBA Teaching Excellence Award: 2006-2016.

Eli Lilly MBA Teaching Excellence Award: 2008-2012.

IU Doctoral Student Association “Outstanding Inspiration and Mentorship” Award 2013.

Listed in the “Ten Most Popular Professors” at top MBA programs in 2011 by *BusinessWeek*.

Listed as a “Top Professor” at Kenan-Flagler in 2005 *BusinessWeek’s* “Best MBA Programs” guide.

SERVICE

REVIEWING/EDITORIAL

Area Editor: *Journal of Marketing* (2016-date).

Associate Editor: *Journal of the Academy of Marketing Science* (2015-date).

Member of editorial board: *Journal of Marketing* (2008-date), *International Journal of Research in Marketing* (2016-date), *Journal of the Academy of Marketing Science* (2009-date), *Journal of International Marketing* (2008-date), and *Journal of International Business Studies* (2002-2006).

Ad Hoc reviewer: *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Decision Sciences*, *Journal of Operations Management*, *Journal of Product Innovation Management*, *Journal of Consumer Psychology*, *Sloan Management Review*, *Journal of Services Research*, and *Journal of Retailing*.

MEDIA

Quoted in: *Wall Street Journal*; *BusinessWeek*; *New York Times*; *Fortune*; *Strategy+Business*; *Chicago Tribune*; *Charlotte Observer*; *Winston-Salem Journal*; *Orlando Sun-Sentinel*; *Raleigh News & Observer*; *WUNC*; *Harvard Business Review*; *CFO Magazine*; *London Times & Sunday Times*; *London Independent*; *London Daily Telegraph*; *Johannesburg Sunday Times*; *CMO.com*.

SCHOOL & DEPARTMENT SERVICE

Member of Kelley School Faculty Review Committee and Executive DBA Design Committee. UNC re-design committees for MBA core program and Marketing area Ph.D. Program.

Co-chair IU Marketing Department Recruiting Committee (2008-2010).

Member IU Marketing Department MBA committee and PhD committee.

Chair for PhD. dissertation committee of Linda Tay (1998), Mike Wiles (2008), Hui Feng (2013), and Kim Whitler (2014), co-chair for Richard Gooner (2001) and Yinghong (Susan) Wei (2005), and committee member for Lewis Lim (2007), Kyle Anderson (2009), and Katie Kelting (2011).

CONSULTING

A variety of consulting projects and longer term marketing and strategy advisory work have been undertaken for: *ExxonMobil*; *Altria*; *ConAgra*; *Fifth-Third Bank*; *Ingersoll-Rand*; *Medallia*; *Publix*; *National City*; *W.C. Bradley*; *Johnson & Johnson*; *Deutsche Bank*; *Sun Microsystems*; *Hitachi Data Systems*; *AT&T*; *Asia, inc.*; *IBM*; *Asia-Pacific Breweries*; *Saudi Cable Co.*; *Raychem*; *Touche Ross*; and, *Bass*.

Board member at *Menguin, inc.*

ACADEMIC CONFERENCES & COMPETITIONS

Co-Chair: Summer AMA Educators Conference 2016; AMS 1998 Marketing Management & Strategy Track; AMA Winter Educators Conference 2000 and 2012 Marketing Strategy Track.

Reviewer/Discussant: PDMA 2002; AMA Summer/Winter 1997-2012; MSI/JMR research competition 2004; MSI Alden Clayton dissertation proposal award 2004-16; SMA dissertation proposal award 2004-5; ISBM doctoral award 2004-16; AMA Howard dissertation award 2005-12.