

REBECCA J. SLOTEGRAAF
Neal Gilliatt Chair in Marketing
Kelley School of Business, Indiana University
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EDUCATION

- 2000 Doctor of Philosophy, University of Wisconsin – Madison
- 1992 Master of Science in Management, Purdue University
- 1990 Bachelor of Business Administration, Grand Valley State University

ACADEMIC POSITIONS

Kelley School of Business, Indiana University

Neal Gilliatt Chair in Marketing, 2020 - present

Professor of Marketing, 2015 - present

Chair, Kelley School of Business Doctoral Programs, 2015 - 2021

Conrad Prebys Professorship, 2017 - 2020

Whirlpool Faculty Fellow, 2008 - 2017

Associate Professor of Marketing, 2008 - 2015

Assistant Professor of Marketing and Eli Lilly Faculty Fellow, 2005 - 2008

Assistant Professor of Marketing, 2000 - 2004

School of Business, University of Wisconsin – Madison

Lecturer of Marketing, 1999-2000

HONORS & AWARDS

Finalist, Jan Benedict Steenkamp Award for Long-term Impact, *International Journal of Research in Marketing*, 2019

Doctoral Student Association, Exceptional Inspiration and Guidance Award winner, 2017

AMA-Sheth Doctoral Consortium, Faculty Fellow, 2008, 2010, 2012, 2016–2021

AMS Doctoral Consortium, Faculty Fellow, 2015

Trustees Teaching Award Winner, Indiana University, 2014, 2018

Trustees Teaching Award Finalist, Indiana University, 2013

Trustees Teaching Award Nominee, Indiana University, 2008, 2009, 2011

PDMA-UIC Doctoral Consortium, Faculty Fellow, 2011

PDMA Research Competition, Award Winner, 2012, 2013

Doctoral Student Association, Exceptional Inspiration and Guidance Award nominee, 2011, 2014, 2015

Best Paper Award, KAMS Spring International Conference, 2010

Innovative Teaching Award, Kelley School of Business, 2008

Faculty Research Award, Kelley School of Business, 2007

Marketing Science Institute Young Scholar, 2007

Criteria: awarded every two years to approximately 25 of the most promising young marketing academics worldwide

3M Research Scholar, Kelley School of Business, Indiana University, 2005, 2006

Jagdish N. Sheth Award for Best Paper, *Journal of the Academy of Marketing Science*, 2004

AMA Doctoral Consortium Fellow, 1999

ISBM Business Marketing Doctoral Support Award Competition, finalist, 1998

RESEARCH INTERESTS

- Innovation, product design, and new product development
- Brand strength
- Marketing capabilities
- Product strategy

PUBLICATIONS

Refereed Journals Das, Gopal, Shailendra Pratap Jain, Durairaj Maheswaran, Rebecca J. Slotegraaf, and Raji Srinivasan (2021), "Pandemics and Marketing: Insights, Impacts, and Research Opportunities," Journal of the Academy of Marketing Science, 49, 835-854.

** Lead article

Slotegraaf, Rebecca J. (2021), "Paving a Path for a Post-COVID Innovative Environment," invited commentary, Journal of Product Innovation Management, 38(2), 238-241.

Ho-Dac, Nga N., Minu Kumar, and Rebecca J. Slotegraaf (2020), "Using Product Development Information to Spur the Adoption of Continuous Improvement Products," Journal of the Academy of Marketing Science, 48(6), 1156-1173.

Boyd, D. Eric, P.K. Kannan, and Rebecca J. Slotegraaf (2019), "Branded Apps and their Impact on Firm Value: A Design Perspective," Journal of Marketing Research, 56(1), 76-88.

Kim, Yuna and Rebecca J. Slotegraaf (2016), "Brand-Embedded Interaction: A Dynamic and Personalized Interaction for Co-Creation," Marketing Letters, 27(1), 183-193.

Mahr, Dominik, Aric Rindfleisch, and Rebecca J. Slotegraaf (2015), "Enhancing Crowdsourcing Success: The Role of Creative and Deliberate Problem-solving Styles," Customer Needs and Solutions, 2(3), 209-221.

Wu, Qingsheng, Xueming Luo, Rebecca J. Slotegraaf, and Jaakko Aspara (2015), "Sleeping with Competitors: The Impact of NPD Phases on Stock Market Reactions to Horizontal Collaboration," Journal of the Academy of Marketing Science, 43 (4), 490-511.

Olsen, Mitchell C., Rebecca J. Slotegraaf, and Sandeep Chandukala (2014), "Green Claims and Message Frames: How Green New Products Change Brand Attitude," Journal of Marketing, 78 (5), 119-137.

Mishra, Saurabh and Rebecca J. Slotegraaf (2013), "Building an Innovation Base: Exploring the Role of Acquisition Behavior," Journal of the Academy of Marketing Science, 41 (6), 705-721.

Slotegraaf, Rebecca J. (2012), "Keep the Door Open: Innovating Toward a More Sustainable Future," invited article, Journal of Product Innovation Management, 29(3), 349-351.

Slotegraaf, Rebecca J. and Kwaku Atuahene-Gima (2011), "Product Development Team Stability and New Product Advantage: The Role of Decision-making Processes", Journal of Marketing, 75(1), 96-108.

King, David R. and Rebecca J. Slotegraaf (2011), "Industry Implications of Value Creation and Appropriation Investment Decisions," Decision Sciences, 42(2), 511-529.

Morgan, Neil A., Rebecca J. Slotegraaf, and Douglas Vorhies (2009), "Linking Marketing Capabilities with Profit Growth," International Journal of Research in Marketing, 26, 284-293.

** Finalist, Jan Benedict Steenkamp Award for Long-Term Impact

Slotegraaf, Rebecca J. and Koen Pauwels (2008), "The Impact of Brand Equity and Innovation on the Long-term Effectiveness of Promotions," Journal of Marketing Research, 45 (3), 293-306.

King, David R., Rebecca J. Slotegraaf and Idalene Kesner (2008), "Performance Implications of Firm Resource Interactions in the Acquisition of R&D Intensive Firms," Organization Science, 19 (2), 327-340.

Grewal, Rajdeep and Rebecca J. Slotegraaf (2007), "Embeddedness of Organizational Capabilities," Decision Sciences, 38 (3), 451-488.

Jain, Shailendra Pratap, Rebecca J. Slotegraaf, and Charles D. Lindsey (2007), "Towards Dimensionalizing Warranty Information: The Role of Consumer Costs of Warranty Redemption," Journal of Consumer Psychology, 17 (1), 70-80.

Luo, Xueming, Rebecca J. Slotegraaf, and Xing Pan (2006), "Cross-Functional Cooperation: The Simultaneous Role of Cooperation and Competition within Firms," Journal of Marketing, 70 (April), 67-80.

Slotegraaf, Rebecca J. and J. Jeffrey Inman (2004), "Longitudinal Shifts in the Drivers of Satisfaction with Product Quality: The Role of Attribute Resolvability," Journal of Marketing Research, 41 (August), 269-280.

** Selected by Editor for summary printed in *Marketing News*, the most widely distributed newsletter to marketing practitioners.

Slotegraaf, Rebecca J. and Peter R. Dickson (2004), "The Paradox of a Marketing Planning Capability," Journal of the Academy of Marketing Science, 32 (4), 371-385.

** Jagdish N. Sheth Award for best paper in the Journal of Academy of Marketing Science, 2004.

** Lead article.

Slotegraaf, Rebecca J., Christine Moorman, and J. Jeffrey Inman (2003), "The Role of Firm Resources in Returns to Market Deployment," Journal of Marketing Research, 40 (August), 295-309.

Moorman, Christine and Rebecca J. Slotegraaf (1999), "The Contingency Value of Complementary Capabilities in Product Development," Journal of Marketing Research, 36 (May), 239-257.

Book Chapters & Books

Morgan, Neil A., Rebecca J. Slotegraaf, and Hui Feng (forthcoming), "Marketing Capabilities for B2B Firms," in Handbook of Business-to-Business Marketing, v.2

Slotegraaf, Rebecca J. (2018), "When does your positional advantage pose challenges to success?" in Mapping Out Marketing, R. Hill, C. Lamberton and J. Swartz, eds., pp. 60-62.

Morgan, Neil A. and Rebecca J. Slotegraaf (2012), "Marketing Capabilities for B2B Firms," in Handbook of Business-to-Business Marketing, G. Lilien and R. Grewal, eds. pp. 90-108.

Associate Editor, PDMA Handbook of New Product Development. (2012), 3rd edition. K. Kahn, editor; S. Kay, R.J. Slotegraaf, S. Urban, associate editors.

MSI Reports

Slotegraaf, Rebecca J. and Koen Pauwels (2006), "Growing Small Brands: Does a Brand's Equity and Growth Potential Affect its Long-Term Marketing Productivity?," Marketing Science Institute Working Paper Series, 06-004, Cambridge, MA: MSI, 43-66.

Slotegraaf, Rebecca J. (1999), "Market Knowledge Management," Marketing Science Institute Conference Summary Report No. 99-102, Cambridge, MA: MSI.

**Papers
Under
Review
&
Working
Papers**

Jindal, Niket and Rebecca J. Slotegraaf, "Effects of advertising and R&D on spillovers from a rival's bankruptcy"

Olsen, Mitchell C., Rebecca J. Slotegraaf, Girish Mallapragada, and Sandeep R. Chandukala, "When and How to Stand Out from the Crowd: The Performance Implications of Diverging Innovation Actions"

Mah, Suyun, Rebecca J. Slotegraaf, and Girish Mallapragada, "Marketing Strategies to Prepare for Short-term and Longer-term IPO Success"

Slotegraaf, Rebecca J., Mitchell C. Olsen, Sandeep Chandukala, and Girish Mallapragada, "Fast and Furious? Unpacking Mimetic Product Introductions Following a Market Shift"

**Select
Work in
Process**

"Deconstructing the Diversity of a Brand's Product Portfolio", with Sandeep Chandukala and Sriram Narayanan

"Can a Brand's Health Focus Impact its Brand Equity?" with Anwasha De and Girish Mallapragada

"Going Public: How Stock Market Listing Changes Corporate Social Irresponsibility", with Suyun Mah and Girish Mallapragada

"Developing Absorptive Capacity to Leverage Interactive Technologies: A Case Study Perspective", with Kirsten Mrkwicka and Marcus Schögel

"Developing Innovation Capabilities through Brand-Embedded Interaction", with Yuna Kim and Sandeep Chandukala

"Impact of Media Synergy on Brand Beliefs: A Multivariate Mixture Model with Variable Selection", with Sandeep Chandukala and Yoonju Han

"The Value of Co-branding as a New Product Introduction Strategy", with Neil A. Morgan, Yuna Kim, and Dionne Nickerson

**Research
Impact**

Total citations (as of 12/7/2021): 4,839 (GoogleScholar)

Research Awards (also mentioned earlier):

- Finalist, Jan Benedict Steenkamp Award for Long-term Impact, *International Journal of Research in Marketing*, 2019
- PDMA Research Competition, Award Winner, 2012, 2013
- Faculty Research Award, Awarded to most research productive Assistant Professor, Kelley School of Business, 2007

- Jagdish N. Sheth Award for best paper published in the journal, *Journal of the Academy of Marketing Science*, 2004

PROFESSIONAL PRESENTATIONS

Conferences

May, Suyun and Rebecca J. Slotegraaf, "Early-Bird Communications: The Value of Uncertainty in Communicating Innovation," AMA Winter Conference, Austin, TX, 2019.

Jindal, Niket and Rebecca J. Slotegraaf, "Buffering from Contagion versus Enhancing Competitive Position: The Impacts of Advertising and R&D on Investor Reaction When a Rival Files for Bankruptcy"

- AMA Winter Conference, New Orleans, LA, 2018.
- Marketing Strategy Meets Wall Street conference, San Francisco, CA 2017.

Slotegraaf, Rebecca J., Sandeep Chandukala, Mitchell C. Olsen, and Girish Mallapragada, "Competitive Response to Disruptive New Product Introductions: When a New Player Upends an Established Category"

- AMA Winter Conference, Orlando, FL, 2017.
- AMA Winter Conference, Las Vegas, NV, 2016.
- AMA Winter Conference, San Antonio, TX, 2015.

Grewal, Rajdeep, Rebecca J. Slotegraaf, and Murali Chandrashekar, "Assessing Firm Performance Under Different Forms of Uncertainty: Efficacy of Marketing Capabilities," AMA Winter Conference, Orlando, FL, 2014.

Slotegraaf, Rebecca J., Sandeep Chandukala, and Sriram Narayanan, "What is Brand Diversity? Deconstructing the Diversity of a Brand's Product Portfolio," Utah Winter Product and Service Innovation Conference, Park City, UT, 2014.

Olsen, Mitchell C., Rebecca J. Slotegraaf, and Sandeep Chandukala, "How Launching Green New Products Can Influence Brand Equity"

- Product Development and Management Association, Phoenix, AZ, 2013.
- AMA Summer Conference, Boston, MA, 2013.
- International Product Development and Management Conference (IPDMC), Paris, 2013.

Wiles, Michael, Neil A. Morgan, and Rebecca J. Slotegraaf, "The Role of Prior Performance Sequences in Managerial Risk-Taking and New Product Introductions" Theory + Practice in Marketing Conference, London Business School, 2013.

Wu, Qingsheng, Xueming Luo, Rebecca J. Slotegraaf, and Yi Liu, "How the Innovation Phase Shapes the Value of Inter-Firm Collaboration," AMA Winter Conference, Las Vegas, NV, 2013.

Kim, Yuna, Rebecca J. Slotegraaf, and Sandeep Chandukala, "Developing Innovation Capabilities through Brand Embedded Interaction," AMA Summer Conference, Chicago, IL, 2012.

Mishra, Saurabh and Rebecca J. Slotegraaf, "The Relative Influence of Inter-firm Alliances versus Acquisitions on Firm Innovations," AMA Winter Conference, St. Petersburg, FL, 2012.

Grewal, Rajdeep, Rebecca J. Slotegraaf, and Murali Chandrashekar, "Subjective Assessment of Firm Performance, Forms of Uncertainty and Marketing Capabilities," AMA Winter Conference, St. Petersburg, FL, 2012.

Slotegraaf, Rebecca J., Sandeep Chandukala, and Kevin Cooney, "Can Horizontal Line Extensions Hurt Brand Equity? The Role of Firm and Category Characteristics," AMA Winter Conference, St. Petersburg, FL, 2012.

Chandukala, Sandeep, Rebecca J. Slotegraaf, and Kevin Cooney, "The Effect of New Product Introductions on Brand Equity: The Role of Brand and Category Characteristics"

- AMA Winter Conference, Austin, TX, 2011.
- Utah Winter Product and Service Innovation Conference, Park City, UT, 2011.
- Product Development and Management Association, Orlando, FL, 2010.

Mahr, Dominik, Aric Rindfleisch, and Rebecca J. Slotegraaf, "Innovation Beyond Firm Boundaries: The Routines and Resources of Successful External Problem Solvers"

- International Product Development and Management Conference (IPDMC), Murcia, Spain, 2010.
- Tilburg Conference on Innovation, Tilburg, Netherlands, 2010.
- Korean Academy of Marketing Science (KAMS), South Korea, 2010.
Winner, KAMS Best Paper Award
- AMA Winter Conference, New Orleans, LA, 2010.

Mishra, Saurabh, Rebecca J. Slotegraaf, and Franklin Acito, "Exploring the Effect of Acquisition Strategy on the Intensity, Type, and Creativity of Innovations,"

- Product Development and Management Association, Anaheim, CA, 2009.
- EMAC Conference, Nantes, France, 2009.
- AMA Winter Conference, San Diego, CA, 2007.

Slotegraaf, Rebecca J., Rajdeep Grewal, and Murali Chandrashekar, "The Ties Between Capabilities and Uncertainty in Managerial Performance Judgments," EMAC Conference, Nantes, France, 2009.

Kimberly Nix and Rebecca J. Slotegraaf, "Cooperative Development of New Products in the Pharmaceutical Industry," AMA Winter Conference, Tampa, FL, 2009.

Slotegraaf, Rebecca J. and Kwaku Atuahene-Gima, "Does the Stability of a Product Development Team Shape New Product Success?"

- Product Development and Management Association, Orlando, FL, 2008.
- AMA Winter Conference, Austin, TX, 2008.

King, David R. and Rebecca J. Slotegraaf, "Exploring the Impact of Cumulative Firm Resource Investment on Industry Environment," Academy of Management Conference, Anaheim, CA, 2008.

Kim, Yuna, Rebecca J. Slotegraaf, and Neil A. Morgan, "Why Co-Branding Involves More than Matching Brand Images: Performance Effects of Co-Brand Partner Selection in the CPG Industry," AMA Winter Conference, Austin, TX, 2008.

Atuahene-Gima, Kwaku and Rebecca J. Slotegraaf, "The Effects of Incremental and Synoptic Decision Making on Marketing Strategy Complexity," AMA Summer Conference, Washington D.C. 2007.

King, David R., Rebecca J. Slotegraaf, and Idalene Kesner, "Performance Implications of Firm Resource Interactions in the Acquisition of R&D Intensive Firms," Academy of Management Conference, Philadelphia, Pennsylvania, 2007.

Slotegraaf, Rebecca J., David MacKay, and Nancy Epling, "The Spatial Positioning of New Product Introductions,"

- Product Development and Management Association, Atlanta, GA, 2006.
- AMA Winter Conference, St. Petersburg, FL, 2006.

Luo, Xueming, Rebecca J. Slotegraaf, and Xing Pan, "Cross-Functional Coopetition: The Simultaneous Role of Cooperation and Competition within Firms," Academy of Management Conference, Honolulu, Hawaii, 2005.

King, David R. and Rebecca J. Slotegraaf, "The Influence of Firm Investments on Industry Structure", Academy of Management Conference, Honolulu, Hawaii, 2005.

Jain, Shailendra Pratap and Rebecca J. Slotegraaf, "The Impact of Consumers' Warranty Redemption Costs on Quality Perceptions," Society for Consumer Psychology Winter Conference, St. Petersburg, FL, 2005.

Lim, Lewis K.S., Rebecca J. Slotegraaf, and Rockney G. Walters, "Technology versus People: Two Schools of Thought on Pricing Capability Development," AMA Winter Conference, San Antonio, TX, 2005.

Slotegraaf, Rebecca J. and Rajdeep Grewal, "The Embeddedness of Organizational Capabilities," AMA Summer Conference, Chicago, 2003.

Lim, Lewis K.S., Rebecca J. Slotegraaf, and Rockney G. Walters, "Dissecting the Kinked Demand Curve: A Two-Dimensional Conceptual Analysis," AMA Summer Conference, Chicago, 2003.

Vorhies, Douglas W., Neil A. Morgan, and Rebecca J. Slotegraaf, "Dynamic Marketing Capabilities and Firm Performance," AMA Summer Conference, Chicago, 2003.

King, David R., Rebecca J. Slotegraaf, Idalene G. Kesner, and Tom Lenz, "Complementary Resources and the Prediction of Post-acquisition Performance," Academy of Management Conference, Seattle, WA, 2003.

Slotegraaf, Rebecca J. and David R. King, "Do Resource-Based Theories Influence Industry Attractiveness?" AMA Winter Conference, Orlando, FL, 2003.

Morgan, Neil A., Rebecca J. Slotegraaf, and Douglas W. Vorhies, "Marketing Resources, Effort, and Capabilities as Drivers of Firm Performance," Marketing Science Institute Conference on "Measuring Marketing Productivity: Linking Marketing to Financial Returns", Dallas, TX, 2002.

Slotegraaf, Rebecca J. and J. Jeffrey Inman, "The Effects of Service Experience and Attribute Performance on Perceptions of Product Quality,"

- Hawaii International Conference on Business, Honolulu, Hawaii, 2002.
- Marketing Science Conference, Wiesbaden, Germany, 2001.

Slotegraaf, Rebecca J., Peter R. Dickson, and Christine Moorman, "Marketing Planning Capabilities and the Mediating Role of the Marketing Plan Between Planning and Performance," AMA Winter Conference, Austin, TX, 2002.

Moorman, Christine and Rebecca J. Slotegraaf, "Complements of Organizational Capabilities and the Strategic Use of External Information Flows in Product Development," Albert H. Haring Symposium, Indiana University, 1998.

Slotegraaf, Rebecca J., "The Dynamic Service Evaluation Process: The Importance of Intrinsic Quality Cues on Service Perceptions and Expectations," AMA Winter Conference, Austin, TX, 1998.

- * Also published in AMA Winter Educators' Conference Proceedings, 9, D. Grewal and C. Pechmann, eds. Chicago, IL: American Marketing Association, 222-229.

Slotegraaf, Rebecca J. and Aric Rindfleisch, "Imperfect Information and Consumer Search Activity," Society for Consumer Psychology Winter Conference, Austin, TX, 1998.

Slotegraaf, Rebecca J., "The Impact of Service Guarantees on Customer Service Expectations," AMA Winter Conference, St. Petersburg, FL, 1997.

Invited Presentations

Universities

- 2021 University of Wisconsin - Madison
Boston College
- 2020 University of Arizona
- 2019 University of Leeds
- 2018 Oxford University
McGill University
University of North Carolina – Chapel Hill
- 2017 University of Connecticut
- 2016 University of Nebraska

- Texas A&M
- 2015 Georgia Institute of Technology
Lehigh University
- 2014 Texas Christian University
University of Illinois, Urbana-Champaign
- 2013 Bocconi University
- 2012 Michigan State University
- 2011 University of Oklahoma
- 2010 University of Illinois, Chicago
- 2009 Case Western Reserve University
Washington University at St. Louis
- 2008 Tilburg University
University of Groningen
North Carolina State University
- 2007 University of Notre Dame
University of Illinois, Urbana-Champaign, Stellner Distinguished Scholar
- 2006 Rice University
Georgia Institute of Technology
Emory University, Hightower Distinguished Lecturer in Marketing
University of Houston, Marketing Department Speaker Series
- 2005 University of Missouri-Columbia, Distinguished Speaker Series
- 2004 Pennsylvania State University

Specialized Consortia/Symposia

- 2020 Exploring New Avenues in Innovation, Marketing Strategy Consortium (virtual)
- 2019 Competitive Strategy, AMA-Sheth Doctoral Consortium
Research & Publishing, PDMA-UIUC Doctoral Consortium
Top 10 Over-arching Tips for New Product Research, Marketing Strategy Consortium
- 2018 The Three R's of Strong Marketing Strategy Research: Rigor, Relevance and Responsibility, Panelist, Marketing Strategy Consortium,
- 2015 Making Research Relevant for Stakeholders, AMS Doctoral Consortium
Developing Marketing Theory, Panelist, AMS Doctoral Consortium
- 2014 JPIM Thought Leadership Panel
VCU Innovation Summit
How to Keep Coming Up with Great Research Ideas, Panelist, AMA Conference

- 2013 Kelley MBA, High-Tech Club
- 2012 Paul D. Converse Marketing Symposium, University of Illinois, Urbana-Champaign
- 2011 Keynote speaker, JPIM Thought Leadership Symposium
PDMA-UIC Doctoral Consortium
Keynote speaker, D.C. Marketing Colloquium, George Mason University
- 2010 Creativity in Innovation, AMA-Sheth Doctoral Consortium
- 2008 Product Development & Innovation Management, AMA-Sheth Doctoral Consortium
Stimulating Student Interest", Panel Discussion, AMA-Sheth Doctoral Consortium
- 2007 Making the Most of the First Five Years, Panelist, AMA Summer Conference
The Center for Brand Management, Kelley School of Business
- 2006 Research Forum Panelist, Product Development and Management Association

RESEARCH GRANTS

Product Development & Management Association (PDMA). Competitive Research Award of \$5,000 to investigate how companies leverage interactive technologies for innovation, 2013

Product Development & Management Association (PDMA). Competitive Research Award of \$5,000 to examine the process of integrating knowledge from social media domains for new product development, 2012

The Center for Education and Research in Retailing, Indiana University. Awarded \$2,856 to present research at a European conference regarding the role of capabilities and subjective judgments of retail store performance. (principal investigator), 2009

The Center for Brand Leadership, Indiana University. Awarded \$15,000 to purchase a commercial database to examine the impact of co-branding strategies, 2008

Kelley School of Business, Indiana University. Merit-based Summer Research Grant, 2005-2013

The Center for Brand Leadership, Indiana University. Awarded \$1,500 to purchase access to a commercial database to examine the role of firm resources on product innovation. (principal investigator), 2003

The Center for Education and Research in Retailing, Indiana University. Awarded \$12,750 to examine the value of various marketing capabilities within a retail environment. (principal investigator), 2003

Marketing Science Institute. Awarded \$10,000 to examine effects of marketing resources, effort, and capabilities on firms' financial performance. (principal investigator), 2002

Center for International Business and Economic Research (CIBER), University of Wisconsin – Madison. Awarded \$7,500 to examine international differences in the impact of strategic alignment on competitive advantage. (principal investigator), 1999

Ford Motor Company. Awarded \$4,000 and data to examine longitudinal effects of customer sales and service experience on future purchase intentions. (principal investigator), 1998

TEACHING

Doctorate	Innovation, Fall 2011, 2013, 2018 Proseminar, Spring 2020 Marketing Strategy, Spring 2007, 2009, 2011, 2013 A Dyadic Perspective of Marketing Domains, Spring 2008 Role of Secondary Data in Marketing Research, Fall 2003 Marketing Strategy: Guest session, Fall 2000, Fall 2002, Fall 2004 Logic of Discovery: Guest session, Fall 2001
MBA	New Product Management, Indiana University, Fall 2010, 2012-2021 KD Kelley Connect Week, Indiana University, 2015, 2018, 2019
Undergraduate	New Product Management, Indiana University, Spring 2012, Fall 2016-2021 Marketing Strategy, Indiana University, 2006 – 2009, 2011 – 2014 Marketing Research, Indiana University, 2001 – 2004, 2009 Marketing Research, University of Wisconsin – Madison, 1999 – 2000
Executive Ed.	3M (Program Coordinator, E-learning Marketing program) SPX Corporation Red Bull Marketing Strategy, Indiana International Management Institute (<i>iimi</i>)

Teaching-related Publication

Mantzke, Kate and Rebecca Slotegraaf (1997), Best Practices in Teaching, School of Business, University of Wisconsin - Madison.

Teaching-related Awards and Honors

Trustees Teaching Award - Winner, Indiana University, 2014, 2018

Trustees Teaching Award - Finalist, Indiana University, 2013

Trustees Teaching Award - Nominee, Indiana University, 2009, 2010, 2012

Innovative Teaching Award winner, Kelley School of Business, 2008

Student Co-Chair, Teaching Improvement Program, School of Business, University of Wisconsin – Madison, 1996-1998

DISSERTATION COMMITTEES

Chair

Suyun Mah, 2021 (placement: Singapore Management University)

Mitchell Olsen, 2016 (placement: University of Notre Dame)

- Honorable mention, 2015 Mathew Joseph Emerging Scholar Award, AMA

Yuna Kim, 2012 (placement: California State Univ, Fullerton)

- Award winner, 2011 PDMA-UIC Doctoral Consortium Dissertation Competition
- Finalist, 2011 Mary Kay Dissertation Competition
- Runner-up, 2011 Society for Marketing Advances (SMA) Dissertation Competition

Lewis K. S. Lim, Co-chair, 2007 (placement: Nanyang University)

- Award winner, 2005 ISBM Business Marketing Doctoral Support Award

Saurabh Mishra, Co-chair, 2006 (placement: McGill University)

Member

Anwasha De, 2021 (placement: Bocconi University)

Kimberly Whitler, 2014 (placement: University of Virginia, Darden)

Hui Feng, 2013 (placement: Iowa State University)

Michael Wiles, 2008 (placement: Arizona State University)

Kimberly M. Green, Entrepreneurship, 2007 (placement: Clemson University)

David R. King, Management, 2002 (placement: Air Force, Pentagon)

External Member

Tojin T. Eapen, University of North Carolina, 2020 (placement: University of Missouri)

ACADEMIC SERVICE

Marketing Discipline - Journal Activity

Area Editor:

Journal of Marketing (2016 - present)

Journal of Product Innovation Management (2019 – present)

Editorial Review Board:

International Journal of Research in Marketing (2009 – present)

Journal of the Academy of Marketing Science (2009 – present)

Marketing Letters (2017 – present)

Journal of Marketing Research (2016 – 2020)

Journal of International Marketing (2013 – present)

Management and Business Review (2018 – present)

Journal of Marketing (2006 – 2016)

Journal of Product Innovation Management (2012 – 2019)

Journal of Business Venturing, Field Editor: Marketing & Entrepreneurship (2009 – 2010)

Ad-hoc Reviewer: *Marketing Science*; *Management Science*; *Decision Sciences*; *Journal of Retailing*

Marketing Discipline – General Leadership

American Marketing Association Foundation (AMAF), 2019-2022
Chairperson-elect, 2021-2022

Academic Council, American Marketing Association, 2013 – 2019
Executive Board, 2015-2019
Past President, 2018-2019
President, 2017-2018
President-Elect, 2016-2017
President-Elect Designate, 2015-2016
AMA Strategic Planning taskforce, 2014

Co-chair, 2021 AMA-Sheth Foundation Doctoral Consortium, 2019-2021

Co-chair, 2019 Marketing Strategy Consortium, 2018-19

Selection Committee for Churchill Award, 2021

Blue Ribbon Panel to select John A. Howard Dissertation Award Winner, 2020

Search Committee to select Editor-in-Chief of *Journal of Marketing*, 2017

Search Committee to select Editor-in-Chief of *Journal of Marketing Research*, 2015

Awards Committee to select AMA/Irwin/McGraw-Hill Distinguished Marketing Educator, 2017

Co-Chair, AMA Summer Marketing Educators' Conference, 2013.

Chair, Academic Research Forum, Product Development and Management Association International Conference, 2010.

Chair, Dissertation Proposal Competition in New Product Development and Innovation Management, Product Development and Management Association, 2009.

Chair, Marketing Strategy Track, AMA Winter Marketing Educators' Conference, 2006.

Co-chair, Special Interest Group Track, AMA Winter Marketing Educators' Conference, 2005.

Awards Committee, Technology and Innovation SIG, American Marketing Association, 2003.

Marketing Discipline – Referee for Dissertation Competitions and Conferences

AMA Conference, Winter and Summer Educators' Conferences, 2001-present

- Marketing Strategy Track
- Marketing, Technology, and Innovation Track

AMA Global Marketing SIG Awards, Selection Committee, 2018

PDMA Academic Research Forum, 2009-2017

John A. Howard Dissertation Competition, 2009, 2015 – 2019

EMAC McKinsey Marketing Dissertation Award, 2011

Academy of Marketing Science Mary Kay Doctoral Dissertation Competition, 2009

MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition, 2006, 2007, 2009, 2014 - 2019

ISBM Business Marketing Doctoral Support Competition, 2004, 2009, 2012-2017

Indiana University

ALP Fellow, Academic Leadership Program (ALP), 2018-2019

- One of five faculty from the IU Bloomington campus selected by the Provost's office to participate in the leadership program, which involves the Big Ten Academic Alliance.

Provost Professors and Sonneborn Award Selection Committee, 2018, 2019

Graduate Faculty Council, 2017 – 2021

Chairperson, 2018-2019

Chair, Academic Policy Committee, 2019-2020

Chair, Diversity Issues Committee, 2017-2018

Member, Diversity Equity and Inclusion Committee, 2020-2021

Cox Research Scholars Program, faculty mentor, 2019-2021

Indiana University, Kelley School of Business dean search committee, 2012-2013

Kelley School of Business

Search Committee, Associate Dean for Diversity, Equity, Inclusion and Belonging (DEIB)

DEIB Committee, Kelley School of Business, Indiana University, 2021

Chairperson, Doctoral Programs, Kelley School of Business, Indiana University, 2015-2021

Faculty Representative, Academic Council, Kelley School of Business, 2007-2009

Research Policy Committee, Kelley School of Business, Indiana University, 2004-2008, 2020-2021

Research Database Committee, Kelley School of Business, Indiana University, 2006-2007, 2010-2011, 2014-2016

IT Advisory Ad Hoc Committee, Kelley School of Business, Indiana University, 2014-2015

Kelley Marketing Department

Diversity, Equity, and Inclusion Committee, 2020-2021

Faculty Mentor, 2021-present

Doctoral Policy Committee

- Marketing Chair, 2008 – 2009, 2010-2014

- Member, 2000-2008, 2015 - present

Chair, Marketing Seminar Series, 2007, 2011-2012

Faculty Representative, Haring Symposium, 2004-2006

Faculty Recruiting Committee

XI. PROFESSIONAL AFFILIATIONS

American Marketing Association, PDMA, INFORMS, Academy of Marketing Science, Marketing Science Institute (MSI), EAISM