

**VITA**  
**ROCKNEY G. WALTERS**  
**(January 2016)**

**OFFICE ADDRESS**

Marketing Department  
Kelley School of Business  
Indiana University  
Bloomington, IN 47405  
(812) 855-1152  
waltersr@indiana.edu

**EDUCATION**

1984 Ph.D. Purdue University, West Lafayette, Indiana  
Marketing - Major Concentration  
Econometrics - Minor Concentration

1977 Master of Business Administration  
University of Kansas, Lawrence, Kansas  
Marketing - Major Concentration

1975 Bachelor of Arts and Science (with honors)  
University of Florida, Gainesville, Florida

**ACADEMIC APPOINTMENTS**

	2008-present	Indiana University, Professor
2001-2008		Indiana University, Professor and Ford Teaching Faculty Fellow
	1998-2001	Indiana University, Associate Professor and Coordinator of the Integrative Core (I-Core), and Ford Teaching Faculty Fellow
1992-1998		Indiana University, Associate Professor
1991-1992		Aarhus University, Denmark, Visiting Associate Professor
1984-1990		Indiana University, Assistant Professor
1983-1984		Purdue University, Research Assistant
1980-1983		Purdue University, Teaching Assistant

**WORK EXPERIENCE**

Distribution Manager, Frito Lay, Incorporated. I had responsibility for shipment of over 50,000 cases each week to sales distribution centers throughout the United States. I supervised six managers and over 100 hourly employees.

Customer Coordinator, Schneider Transport. I had responsibility for coordination of pick-up and delivery of product from the manufacturer to the retailer throughout the United States.

## TEACHING

### Courses Taught at Indiana University

Pricing (MBA) (Presently)  
Marketing Productivity and Performance (Presently)  
Strategic Marketing Management for Kelley Direct (Presently)  
Pricing for Kelley Direct (Presently)  
Marketing in the MBA Core  
Marketing Management in the Integrated Core (Undergraduate)  
Marketing Management for Non-business Majors  
Marketing Research (Undergraduate and MBA)  
Retail Management (Undergraduate)

### Teaching Interests

Marketing Management, Pricing, and Marketing Research, and Marketing Strategy

### Teaching Awards

MBA Distinguished Teaching Award	2015
SKKU Teaching Excellence Award	2015
MBA Professor of the Year Award	2015
MBA Distinguished Teaching Award	2014
Indiana University Trustee Teaching Award	2014
MBA Distinguished Teaching Award	2013
Indiana University Trustee Teaching Award	2012
	MBA Distinguished Teaching Award
	2012
MBA Distinguished Teaching Award	2010
MBA Distinguished Teaching Award	2009
MBA Distinguished Teaching Award	2008
Indiana University Trustee Teaching Award	2008
	MBA Distinguished Teaching Award
	2007
Alpha Kappa Psi Teaching Award	2005
	Alpha Kappa Psi Teaching Award
	2003
Alpha Kappa Psi Teaching Award	2002
	Ford Teaching Faculty Fellow
	2002
	Indiana University Trustee Teaching Award
	2002
Students' Choice Award; Alumni Association	2002
Alpha Kappa Psi Teaching Award	2001
	Ford Teaching Faculty Fellow
	2001
	Indiana University Trustee Teaching Award
	2001
Alpha Kappa Psi Teaching Award	2000
	Alpha Kappa Psi Teaching Award
	1999

Harry C. Sauvain Teaching Award 1998  
 Teaching Excellence Committee Teaching Award 1997  
 Alpha Kappa Psi Alumni Teaching Award 1997  
 Alpha Kappa Psi Alumni Teaching Award 1996  
 Teaching Excellence Committee Teaching Award 1996  
 Schuyler Otteson Delta Sigma Pi Teaching Award 1996  
 Alpha Kappa Psi Alumni Teaching Award 1993  
 Dow Undergraduate Teaching Award 1989

Outstanding Instructor, Krannert Graduate

School of Management,  
 Purdue University 1984  
 1982

Outstanding Instructor, Purdue University

### **Teaching Seminars**

Invited speaker for School of Business Teaching Effectiveness Seminar, 1996, 1997, 1998, 2011

### **Teaching Evaluations**

On a seven-point scale with a 7 being the best possible score, I regularly achieve around 6.5 to 6.7 on most items pertaining to instruction.

### **Executive Education**

Scotts Lawn Care 2015

Myers Industries 2015

Akro-Mils 2015

Principle Consulting, Xiomen, China 2015

Dow AgroSciences 2008, 2014, 2015

Cook Corporation 2011-2013

American Medical Systems 2014

DAS Corporation Korea 2012

Carlisle 2010- 2015

Firestone Marketing and Innovation 2010

SPX Corporation *Pricing* 2008-2012, 2015

Thermo Fisher Scientific *Strategic Thinking, Marketing and Product Commercialization* 2009 and 2010

WellPoint *Driving Top Line Revenue Growth* 2009

Manitowoc Corporation *Pricing* 2007- 2008

3M Corporation, *Planning for Growth* 2007-2010

3M Corporation, *Marketing Leadership Development Program*, St. Paul, MN, 2002-2008

McCain Foods *Pricing* 2006-2008

Microsoft Corporation Channel Management and Marketing Value 2006-2008

The Dow Chemical Company, *Marketing Value*, 2005-2008

Ingersoll-Rand Corporation, *Marketing Strategy for Innovation*, 2009

Ingersoll-Rand Corporation, *Driving Dramatic Growth*, 2004-2008

Ingersoll-Rand Corporation, *Advanced Pricing Workshop*, 2005 – 2008

JD Irving Inc, *Pricing* 2008

Indiana Service Partnership Program, “*Customer Driven Approaches for Achieving Sustainable Profitable Growth*,” Bloomington, IN, 2002

IBM, “*Business Planning Process Workshop*,” IBM Learning Center, Armonk, New York, 2001- 2006.

Army Air Force Exchange Program, “*Category Management*,” Dallas, Texas, October 2000.

Ashland Chemical Corporation “*Insights on Outstanding Pricing*,” Bloomington, Indiana, September 1998.

“*Category Management*,” J.C. Penney Center for Retail Research and Education, University of Florida, April 1998.

Harrisons and Crosfield PLC, “*Sales Forecasting*,” Bloomington, Indiana, October 1997.

“*Assuming a Marketing Orientation*,” Babolna, Hungary, May 1996, U.S.A.I.D. Program.

“*Strategic Profit Model in Retailing*,” Poznan, Poland, Nov. 1991, U.S.A.I.D. Program.

“*Evaluation and Use of Marketing Research*,” Marketing Management for Transit, Institute for Urban Transportation, Bloomington, Indiana, November 1990.

“Evaluation and Use of Marketing Research,” Marketing Management for Transit, Institute for Urban Transportation, Bloomington, Indiana, June 1989.

### **CONSULTANCIES** (not all listed)

Myers Industries  
Akro-Mills Inc  
Dow AgroSciences  
Vinox Inc  
Anaren  
Cummins  
Chemetall Corporation  
Corning Cable  
Lincoln Industries  
Carlisle Corporation  
Cook Corporation  
SPX Corporation  
3M Corporation  
The Dow Chemical Company  
Ingersoll Rand  
McCain Foods  
IBM Corporation  
Indiana University Bookstore  
Eli Lilly, Indianapolis, Indiana  
Residential Services and Programs, Indiana University  
Marsh Supermarkets, Inc, Indianapolis, Indiana  
Agri Business Group, Indianapolis, Indiana  
The Family Literacy Center, Indiana University, Bloomington, Indiana

### ***Dissertation Committees***

#### ***Completed***

Palmiera, Mauricio, “Criteria Instability and the Isolated Option Effect,” defended March 26, 09.

Lim, Lewis, “Technology Versus Relations-Intensiveness in Pricing Capability Building,” July 2007.

Cao, Wen, “Essays on Pricing Strategies in Markets with Heterogeneous Consumers,” July 2006.

Monika Kukar-Kinney, “Consumer Response to Price Matching Guarantees: The Moderating Role of Consumer and Retailer Characteristics.” She defended in 2003.

Bryan Lilly, “Theory and Empirical Research on New Product Pre-Announcements,” (Chairman) completed August 1997.

Jeffrey Blodgett, “Consumer Complaining Behavior and Satisfaction with

Retailer Redress,” (Co-chairman) completed June 1992.

Bernice Stevens, “Consumer Attitudes Toward Information at the Point-of-Purchase,” (Member) completed May 1991.

Irene Foster, “Bundling and Entry in a Bertrand Model,” (Member) completed April 1991.

Raymond (Nick) Gerlich, “Modeling Retailer Acceptance of New Product Introductions by Packaged Goods Manufacturers,” (Chairman) completed August 1990.

Lynn McGee, “Dealer Influence in Marketing Channels,” (Member) completed July 1990.

Donna Hill, “Consumer Use of Product Information in a Satisfaction Framework: Information Consistency, Information Format, and Product Types,” (Member) completed May 1989.

Orose Leelakulthanit, “The Relationship Between Life Satisfaction with Consumption of Goods and Services in Thailand,” (Member) completed April 1989.

### ***Independent Study (Masters)***

Marsha Huff, "A Model of the Impact of Retail Promotion on Brand Sales," 1993.

Leanne Barnett, "Determinant Attributes of Retail Patronage: The Case of Pizza Hut Restaurants," 1989.

Jonathan Morgan, "Critical Issues in Strategic Retail Management," 1988.

### ***Honors Thesis (Undergraduate Honors Program)***

Robert Buchles, "Assessing the Marketing Strategies of Sports Tech Sporting Goods Store," 1986.

## **PUBLICATIONS**

### ***Published Articles at Refereed Journals***

Walters, Rockney G. (with Monika Kukar-Kinney and Scott Mackenzie), "Consumer Response to Characteristics of Price Matching Guarantees: The Moderating Role of Price Consciousness," *Journal of Retailing*, vol 83, 2 (2007), 211-221.

Walters, Rockney G. and Monika Kukar-Kinney, "Consumer Perceptions of Refund Depth and Competitive Scope in Price-Matching Guarantees: Effects on Store Patronage," *Journal of Retailing*, Vol. 79 (2003), Number 3, 153 -160.

Walters, Rockney G. (with Maqbul Jamil), "Exploring the Relationships Between Shopping Trip Type, Purchases of Products on Promotion and Shopping Basket Profit," *Journal of Business Research*, Volume 56, Number 1, (2003), 17-29.

Walters, Rockney G. (with Maqbul Jamil), "Measuring Cross-Category Specials Purchasing: Theory, Empirical Results, and Implications," *Journal of Marketing-Focused Management*, 5 (2002), 25-42.

Walters, Rockney G. (with S. Basuroy and M. Mantrala), "The Impact of Category Management on Retailer Prices and Performance: Theory and Evidence," *Journal of Marketing*, 65, (October 2001), 16-32.

Walters, Rockney G. (with Bryan Lilly), "New Products and Effective Preannouncements: How to Sway Consumer Preference," *Journal of Marketing Theory and Practice*, 8, (Fall 2000), 1-9.

Walters, Rockney G. (with Bryan Lilly), "Toward a Model of New Product Preannouncement Timing," *Journal of Product and Innovation Management*, (January 1997), Vol. 14, No. 1, 4-20.

Walters, Rockney G. (with W. Bommer), "Measuring the Impact of Product and Promotion Related Factors on Product Category Price Elasticities," *Journal of Business Research*, (July 1996), Vol. 36, No. 3, 203-216.

Walters, Rockney G. (with Nicholas Gerlich and Oliver Heil), "Factors Influencing

Retailer Acceptance of New Packaged Goods: Some Comparisons Across New Product Types,” *Journal of Food Products Marketing*, (Spring 1994), Vol. 2, No. 2, 65-92.

Walters, Rockney G. (with Jeff Blodgett and Donald Granbois), “The Effects of Perceived Justice on Negative Word-of-Mouth and Repatronage Intentions,” *Journal of Retailing*, (Winter 1993), Vol. 69, No. 4, 399-428.

Walters, Rockney G. (with Oliver Heil), “Explaining Competitive Reactions to New Products: An Empirical Signaling Study,” *Journal of Product and Innovation Management*, (January 1993), Vol. 10, No. 1, 53-65.

Walters, Rockney G. (with O. Leelakulthanit and Ralph Day), “Investigating the Relationship Between Marketing and Overall Satisfaction with Life in a Developing Country,” *Journal of Macromarketing*, (June 1991), Vol. 11, No. 1, 3-23.

Walters, Rockney G., “Assessing the Impact of Retail Promotion on Product Substitution and Complementary Purchase and Interstore Sales Displacement,” *Journal of Marketing*, (April 1991), Vol. 55, No. 2, 17-28.

Walters, Rockney G. and Daniel McQuiston, “The Evaluative Criteria of Industrial Buyers: Implications for Sales Training,” *Journal of Business and Industrial Marketing*, (Summer/Fall 1989), Vol. 4, No. 2, 65-75.

Walters, Rockney G., “An Empirical Investigation into Retailer Response to Manufacturer Trade Promotions,” *Journal of Retailing*, (Fall 1989), Vol. 65, No. 3 46-62.

Walters, Rockney G., “Retail Promotions and Retail Store Performance: A Test of Some Key Hypotheses,” *Journal of Retailing*, (Summer 1988), Vol. 64, No. 2, 153-80.

Walters, Rockney G. and Scott MacKenzie, “A Structural Equations Analysis of the Impact of Price Promotion on Store Performance,” *Journal of Marketing Research*, (February 1988), Vol. 25, No. 1, 51-63.

Walters, Rockney G. and Heikki Rinne, “An Empirical Investigation into the Impact of Price Promotions on Retail Store Performance,” *Journal of Retailing*, (Fall 1986), Vol. 62, No. 3, 237-66.

### ***Working Papers***

Walters, Rockney with Lewis Lim and Rebecca Slotegraaf, “Technology Versus Relations-Intensiveness in Pricing Capability Building,” soon to be under first review at an A journal.

Walters, Rockney, S. Basuroy, et al, “The Problem with Item Reduction: A Re-examination and New Insights,” to be under review at a top marketing journal.

### ***Refereed Proceeding Papers***

Walters, Rockney G. and Rosann Spiro, “The Proof of the Pudding is in the Eating:



Measuring the Effects of Category Management,” (abstract), Recent Advances in Retailer and Services Science, Telfs, Austria (June 1996).

Walters, Rockney G. and Daniel McQuiston (1989), “An Empirical Investigation of Functional Role Evaluative Criteria in an Industrial Purchase Decision,” *Journal of Midwest Marketing*, Vol. 4, No. 1 (Spring), 62-67.

Walters, Rockney G. (1989), “An Empirical Investigation into the Impact of Sales Promotion on Manufacturer Profit,” in *1989 Educators' Conference Proceedings*, R. Winer et. al., eds., Chicago: American Marketing Association, (abstract).

Walters, Rockney G. and Deidre Bird (1987), “Logit and Probit Transformations: Techniques for Market Segmentation,” *Cultural and Subcultural Developments in Marketing*, ed. Robert Pitts, Chicago: American Marketing Association, 116-124.

Walters, Rockney G. and Heikki Rinne (1987), “Cross Cultural Comparison of Price Deal Effects: An Empirical Analysis,” in *Second Symposium on Cross Cultural Consumer and Business Studies*, ed. Michael Houston, Chicago: American Marketing Association, 14-20.

### ***Study Guide***

*Marketing: Relationships, Quality, and Value*, with William Nickels and Marian Wood, 1997, Worth Publishers, New York, New York.

### ***Published Cases***

Walters, Rockney and Idalene Kesner (2005), “Class - or Mass?” *Harvard Business Review*, April, 35-48.

## **SERVICE**

### ***Kelley School of Business***

KD Curriculum Committee 2013, 2014, 2015

Teaching Excellence Committee 2002, 2003, 2007-11

Faculty Review Committee 2003, 2004, 2005, 2011-12

M.B.A. Policy Committee, 1987, 1988, 1989, 2010-12

Honors Committee, 1990, 1991, 2005, 2006

Computer Committee, 1992, 1993

Academic Fairness Committee, 1993, 1994

Undergraduate Policy Committee, 1994, 1995, 1996, 1997, 1998, 2000- 2002, 2009

Red Carpet Days, 1993

“Marketing as a Career” Presentations to X220 Students, 1994, 1995, 1996, 1999, 2000, 2001

SAP Committee, 1997

Honors Thesis Advisor, 2001

### ***Marketing Department***

Undergraduate Task Force, (Member 1993, 1994, 1995, 2009); Chairperson 1996, 2001-present

Haring Symposium, Faculty Advisor 2007

Coordinator of Marketing Career Day, 1995 to 2007.

Faculty Recruiting Committee, 1985, 1987, 1988, 1989, 1995, 2003, 2004, 2005

Marketing Club Advisor, 1985, 1986, 1987, 1994 to 2008.

Paul Harris Stores Grant Committee, 1986  
M.B.A. Departmental Policy Committee, 1989, 2010-12  
Faculty Performance and Salary Committee, 1990, 1991, 1996, 2002  
Doctoral Committee, 1992, 1993, 1994  
Coordinator of Ph.D. Field Examination, 1993, 1994, 1995  
Teaching Evaluation and Development Committee, 1993, 1994  
Freshman Advisor, 1993, 1994  
Second Year Paper Reviewer PhD committee 2006-present

### ***University***

Campus Faculty Promotions Committee 2003, 2004  
Indiana University Bookstore Committee, 2001-2003  
Campus Housing and Advisory Committee, 1999, 2000  
“Wal-Mart: The Implications for Small-Town Retailers,” Lecturer in the Mini-University, Indiana University, 1994  
“Controversial Issues in Marketing: Implications for You, the Consumer,” Lecturer in the Mini University, Indiana University, 1993  
“Careers in Marketing,” Alpha Kappa Psi New Member Initiation Keynote Speaker, 1993

## **PROFESSIONAL ACTIVITIES**

### ***Reviewing***

Reviewer, *Journal of Retailing*  
Reviewer, *Journal of Marketing*  
Reviewer, *Journal of Applied Economic and Business Studies*  
Reviewer, *Journal of Marketing Research*  
Reviewer, A.M.A. Summer Educators' Conference  
Reviewer, Southern Marketing Association Conference  
Reviewer, ACRA Conference, Richmond, Virginia  
Reviewer, A.M.A. Winter Educators' Conference  
Reviewer, *Journal of Interactive Marketing*

### ***Conference Presentations and Seminars***

#### ***Domestic - Research Oriented Presentations***

“The Impact of Category Management on Retailer Prices and Performance: Theory and Evidence, Roundtable on Antitrust and Category Captains, sponsored by the US Department of Justice, Washington, DC. This talk was based on my *Journal of Marketing* paper on Category Management (2001). The paper was presented by one of my coauthors.

“Exploring Determinants of Shopping Basket Profitability,” (with Maqbul Jamil), Albert Haring Symposium, Indiana University, April 1998.

“Category Management and Channel Price Competition,” Marketing Science Conference, Gainesville, FL, March 1996.

“A Marketing Signaling Framework to Explain Competitive Reactions to Price Reduction Signals,” (with Oliver Heil), presentation at the Annual Meeting of ORSA/TIMS,

San Francisco, California, November 1992.

A Discussion of the Growth of Technology in Retailing, “Business Perspectives” Television Show with Dean Jack Wentworth, Bloomington, Indiana University, 1989.

“An Empirical Investigation into the Impact of Sales Promotion on Manufacturer Profit on Packaged Goods,” American Marketing Association Educators’ Conference, Chicago, IL, 1989.

“Use of Marketing Research Data,” American Association of College Unions, Bloomington, Indiana, 1988.

“Opportunities for Research in Retailing,” Southern Marketing Association Conference, Atlanta, GA, 1988.

“A Structural Equations Analysis of the Impact of Price Promotions on Store Performance,” Marketing Science Institute Conference of Sales Promotion, Cambridge, MA, 1988.

“Logit and Probit Transformations: Techniques for Market Segmentation,” Cultural and Subcultural Developments in Marketing, A.M.A. Conference, Chicago, IL, DePaul University, 1987.

“Cross Cultural Comparisons of Price Deal Effects: An Empirical Analysis,” Second Symposium on Cross Cultural Consumer and Business Studies, Honolulu, HI, 1987.

“An Empirical Investigation of Functional Role Evaluative Criteria in an Industrial Purchase Decision,” Association for Consumer Research Conference, Toronto, Canada, 1986.

*International Research-Oriented Presentations*

“Market Signaling: The Case of Price Reduction Reactions,” Johannes Gutenberg Universitat, Mainz, Germany, June 1997.

“The Proof of the Pudding is in the Eating: Measuring the Effects of Category Management,” Telfs, Austria, June 1996.

“Using Marketing Signaling to Understand Competitive Reactions to a Firm’s Price Reductions,” (with Oliver Heil), presentation at the European Marketing Academy Conference in Maastricht, The Netherlands, April 1994. The paper won “The Best Paper Award” at the conference. Over 200 papers were submitted.

“Marketing and Economics and the Quality of Life in the United States,” seminar conducted at the Randers (Denmark) School of Business, January 1992.

“Strategic Profit Model in Retailing,” U.S.A.I.D. Program in Poznan, Poland, 1991.

“Japanophobia,” Ninth Conference on American Studies in Yugoslavia, Dubrovnik,

Yugoslavia, 1990.

“Implications of a Consumer Society,” Ninth Conference on American Studies in Yugoslavia, Dubrovnik, Yugoslavia, 1990.

“Salesperson Country of Origin Effects on Industrial Buyer Attitudes and Intentions to Purchase,” European Marketing Academy Conference, Athens, Greece, 1989.

## **GRANTS AND AWARDS**

Ford Motor Company Faculty Fellowship, 2001 to 2007

Summer Research Grant, “An Empirical Study of the Impact of Category Management on Product Category Performance,” 1996 (competitive).

A-Core Teaching Development Grant, 1994.

Summer Research Grant, “Product Category Management: The Role of Promotional Frequency and Magnitude on Product Category Sales and Profit,” 1993 (competitive).

Summer Research Grant, “Measuring the Effects of Retail Price Promotion on Variability in Product Category Sales and Profit,” 1992 (competitive).

Summer Research Grant, “Investigating the Impact of Distribution Coverage on Market Share,” 1990 (competitive).

Dow Undergraduate Teaching Award, Marketing Department, Indiana University, 1989.

Summer Research Grant, “Measuring the Impact of Manufacturer's Sales Promotion on Profit in Package Goods,” 1989 (competitive).

Summer Research Grant, “Measuring the Effects of Retail Price Promotions on the Performance of Competing Stores,” 1988 (competitive).

Summer Research Grant, “Retail Promotions and Store Performance: A Test of Some Key Hypotheses,” 1987 (competitive).

Krannert Dissertation Grant, Krannert Graduate School of Management, Purdue University, 1984.

Outstanding Instructor, Krannert Graduate School of Management, Purdue University, 1984.

Outstanding Instructor, Krannert Graduate School of Management, Purdue University, 1982.

David Ross, Thesis Grant, Krannert School of Management, Purdue University, 1982.