

ALAN J. MALTER

Associate Professor of Marketing
Department of Managerial Studies
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2221 University Hall, M/C 243
601 South Morgan Street
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Education

2000 Ph.D., University of Wisconsin-Madison (marketing)
1988 M.S., University of Illinois at Urbana-Champaign (agricultural economics)
1985 A.B., University of Illinois at Urbana-Champaign (economics), *summa cum laude*
1985 A.B., University of Illinois at Urbana-Champaign (political science), *summa cum laude*
1982 - 1983 One-Year Program, Hebrew University of Jerusalem, Israel (int. relations, economics)

Employment

2007 - present Associate Professor of Marketing (with tenure), University of Illinois at Chicago
2000 - 2007 Assistant Professor of Marketing, Eller College of Management, University of Arizona
1999 - 2000 Visiting Assistant Professor of Marketing, University of Maryland, College Park
1994 - 1999 Graduate Research & Teaching Assistant, University of Wisconsin-Madison
1993 - 1995 Consultant, The World Bank, East and Southern Africa Division
1988 - 1994 Export Market Analyst, Israel Ministry of Agriculture (based in Tel-Aviv, Israel)
1987 Acting Assistant Director, Study Abroad Office, University of Illinois (UIUC)
1985 - 1987 Graduate Research Assistant, Agricultural Economics, University of Illinois (UIUC)
1984 Trade Analyst, America-Israel Public Affairs Committee (AIPAC), Washington, D.C.

Honors and Awards – Research/Scholarship

2005 Robert D. Buzzell Best Paper Award, Marketing Science Institute
1999 Runner-up, George Day Doctoral Dissertation Proposal Award
1998 Winner, and Business Marketing Doctoral Fellow, Institute for the Study of Business Markets (Pennsylvania State University) Dissertation Proposal Competition
1998 Honorable Mention, Alden G. Clayton Award Dissertation Proposal Competition, Marketing Science Institute
1998 Doctoral Consortium Fellow, American Marketing Association
1985 - 1986 Wright Fellowship, University of Illinois at Urbana-Champaign
1985 Bronze Tablet, Highest Honors (Top 3% of Graduating Class), University of Illinois
1985 Phi Beta Kappa
1984 University of Illinois representative to 36th Student Conference on U.S. Affairs, U.S. Military Academy, West Point, New York
1981 - 1984 James Scholar, University of Illinois Undergraduate Honors Program

Honors and Awards – Teaching

2006 Certificate of Appreciation, Eller College Student Council, University of Arizona
2005 Mortar Board Certificate for Outstanding Teaching, University of Arizona
2005 Certificate of Appreciation, Eller College Student Council, University of Arizona
2004 Certificate of Appreciation, Eller College Student Council, University of Arizona
2003 Faculty member, *Delta Sigma Pi* business professional fraternity
2003 Certificate of Appreciation, Eller College Student Council, University of Arizona
2001 Certificate of Appreciation, Eller College Student Council, University of Arizona

RESEARCH

Research Interests

Changing role of marketing; organizational learning and innovation; tacit/embodied/process knowledge in managerial and consumer decision-making; measurement issues.

Refereed Journal Articles

Houston, Mark B., S. Ratneshwar, Lisa Ricci and Alan J. Malter (2009), "Dynamic Strategic Goal-Setting: Theory and Initial Evidence," *Review of Marketing Research*, 7, forthcoming.

Rindfleisch, Aric, Alan J. Malter, Shankar Ganesan and Christine Moorman (2008), "Cross-Sectional Versus Longitudinal Survey Research: Concepts, Findings, and Guidelines," *Journal of Marketing Research*, 45 (June), 261-279. [Lead article]

Lusch, Robert F., Stephen L. Vargo and Alan J. Malter (2006), "Marketing as Service-Exchange: Taking a Leadership Role in Global Marketing Management," *Organizational Dynamics*, 35 (3), 264-278.

Rosa, Jose Antonio, Ellen C. Garbarino, and Alan J. Malter (2006), "Keeping the Body in Mind: The Influence of Body Esteem and Body Boundary Aberration on Consumer Beliefs and Purchase Intentions," *Journal of Consumer Psychology*, 16 (1), 79-91.

Ganesan, Shankar, Alan J. Malter, and Aric Rindfleisch (2005), "Does Distance Still Matter? Geographic Proximity and New Product Development," *Journal of Marketing*, 69 (October), 44-60.

Webster, Frederick E., Jr., Alan J. Malter, and Shankar Ganesan (2005), "The Decline and Dispersion of Marketing Competence," *MIT Sloan Management Review*, 46 (4), 35-43.

Kreuzbauer, Robert and Alan J. Malter (2005), "Embodied Cognition and New Product Design: Changing Product Form to Influence Brand Categorization," *Journal of Product Innovation Management*, 22 (March), 165-176.

Rosa, Jose Antonio and Alan J. Malter (2003), "E-(Embodied) Knowledge and E-Commerce: How Physiological Factors Affect On-line Sales of Experiential Products," *Journal of Consumer Psychology*, 13 (1&2), 63-75.

*** Reprinted in: *Legal Issues in Electronic Commerce, 2e*. Lynn Campbell (Ed.). Concord, Ontario, Canada: Captus Press, 2005; chapter 6b, pages 101-106.

Glenberg, Arthur M., David A. Robinson, Michael P. Kaschak, and Alan J. Malter (2003), "Embodied Meaning and Negative Priming," *Behavioral and Brain Sciences*, 26 (5), 644-648.

Malter, Alan J. and Peter R. Dickson (2001), "The Effect of Individual Learning on Competitive Decision-Making and Firm Performance," *International Journal of Research in Marketing*, 18 (1/2), 99-117.

Published Working Papers (Peer-reviewed)

Webster, Frederick E., Jr., Alan J. Malter, and Shankar Ganesan (2003), "Can Marketing Regain Its Seat at the Table?" *MSI Reports, Marketing Science Institute Working Paper Series, No. 03-113*, 29-47.

*** 2005 Robert D. Buzzell Award, Best MSI Working Paper in 2003, for "most significant contribution to marketing practice and thought."

Ganesan, Shankar, Alan J. Malter, and Aric Rindfleisch (2003), "Does Distance Still Matter? Geographic Proximity in New Product Development," *MSI Reports, Marketing Science Institute Working Paper Series, No. 03-125*, 111-133.

Electronic Working Papers

Rindfleisch, Aric, Alan J. Malter, Shankar Ganesan and Christine Moorman (2007), "Cross-sectional versus Longitudinal Survey Research: Concepts, Findings, and Guidelines," *Institute for the Study of Business Markets (ISBM) Working paper series, Report 02-2007*. Available at: <http://www.smeal.psu.edu/isbm/database/documents/wp07/02-2007.pdf>

Seshasai, Satwik, Alan J. Malter, and Amar Gupta (2006), "The Use of Information Systems in Collocated and Distributed Teams: A Test of the 24-Hour Knowledge Factory" (September 21, 2006). *Eller College of Management Working Paper No. 1034-06*. Available at: Social Science Research Network (SSRN) Electronic Papers: <http://ssrn.com/abstract=935106>.

Webster, Frederick E., Jr., Alan J. Malter, and Shankar Ganesan (2004), "The Role of Marketing in the Corporation: A Perpetual Work In Progress" (April 10, 2004). *Tuck School of Business at Dartmouth Working Paper No. 2004-007*. Available at: Social Science Research Network (SSRN) Electronic Papers: <http://ssrn.com/abstract=530882>.

Conference Proceedings: Full Papers (Peer-reviewed)

Kreuzbauer, Robert and Alan J. Malter (2007), "Product Design Perception and Brand Categorization," in *Advances in Consumer Research, Vol. 34*, eds. Gavan J. Fitzsimons and Vicki G. Morwitz, Duluth, MN: Association for Consumer Research, 240-246. (see also: Presentations).

Kreuzbauer, Robert and Alan J. Malter (2006), "Perceptual Processing of Product Design Information: Implications for Brand Categorization," in *Proceedings of the Society for Consumer Psychology 2006 Winter Conference*, eds. Dan Ariely, Baba Shiv, Michal Ann Strahilevitz, Society for Consumer Psychology, 468-482. (see also: Presentations)

Malter, Alan J. (1996), "An Introduction to Embodied Cognition: Implications for Consumer Research," in *Advances in Consumer Research, Vol. 23*, eds. Kim P. Corfman and John Lynch, Provo, UT: Association for Consumer Research, 272-276. (see also: Presentations)

Malter, A.J. (1996), "The Dynamic Nature of the Market for Ornamentals," in *Proceedings of the Ninth International Symposium on Virus Diseases of Ornamental Plants, Acta Horticulturae, Number 432*, eds. G. Loebenstein, J. Hammond, A. Gera, T. Derks, and A. van Zaayen, Leuven, Belgium: International Society for Horticultural Science, 28-35. (see also: Presentations)

Conference Proceedings: Extended Abstracts (Peer-reviewed)

Malter, Alan J., Jose Antonio Rosa and Ellen C. Garbarino (2008), "Using Virtual Models to Evaluate Real Products for Real Bodies," in *Advances in Consumer Research, Vol. 35*, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 87-88. (see also: Presentations).

Malter, Alan J., Jose Antonio Rosa and Ellen C. Garbarino (2006), "The Effect of Movement on Real Bodies, Virtual Selves and Product Evaluation," in *Latin America Advances in Consumer Research, Vol. 1*, eds. Silvia Gonzalez and David Luna, Duluth, MN: Association for Consumer Research, 117-118 (see also: Presentations).

Malter, Alan J. and Jose Antonio Rosa (2004), "Mental Simulation and the Effectiveness of Online Sales Aids for Experiential Products" in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, eds. Amar Cheema, Scott Hawkings, and Joydeep Srivastava, Society for Consumer Psychology, 98-99. (see also: Presentations)

Wu, Ling-Ling, Alan J. Malter, and Lawrence W. Barsalou (2004), "Perceptual Symbols and Conceptual Representation of Products and Services," in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, eds. Amar Cheema, Scott Hawkings, and Joydeep Srivastava, Society for Consumer Psychology, 94-95. (see also: Presentations)

Malter, Alan J. (2003), "Resilience of Marketing Systems in Difficult Places: Lessons from Africa and The Balkans," in *Marketing Theory and Applications, Volume 14*, eds. Geraldine R. Henderson and Marian Chapman Moore, Chicago, IL: American Marketing Association, 259.

Malter, Alan J. and Steven Jaffee (2003), "Export Development in Difficult Places: Achieving and Sustaining Global Competitiveness," in *Marketing Theory and Applications, Volume 14*, eds. Geraldine R. Henderson and Marian Chapman Moore, Chicago, IL: American Marketing Association, 261. (see also: Presentations)

Malter, Alan J. and Steven Jaffee (2003), "Export Cluster Development in Difficult Places: The Rise and Survival of Export Floriculture in Southern Africa," in *The Proceedings of the 8th International Conference on Marketing and Development: Globalization, Transformation, and Quality of Life*, eds. Clifford Schultz, Don R. Rahtz, and Mark Speece, Zagreb, Croatia: University of Rijeka, Faculty of Economics. (see also: Presentations)

Ganesan, Shankar, Aric Rindfleisch, and Alan J. Malter (2002), "New Product Innovation in High-technology Firms: The Role of Face-to-Face versus Electronic Communication," in *Marketing Theory and Applications, Volume 13*, eds. Kenneth R. Evans and Lisa K. Scheer, Chicago, IL: American Marketing Association, 127-128. (see also: Presentations)

Rosa, Jose Antonio and Alan J. Malter (2001), "E-(Embodied) Cognition and Experiential E-Commerce: Challenges and Opportunities," in *Proceedings of the Experiential E-Commerce Conference: 3-D Visualizations, Product Simulations, Embodied Agents and Virtual Environments* (September 2001). (see also: Presentations)

Malter, Alan J. and Kenneth O. McGraw (2001), "Web-based Data Collection: Issues and Opportunities for Consumer Psychologists," in *Proceedings of the Society of Consumer Psychology 2001 Winter Conference* (February 2001), 144-145. (see also: Presentations)

Malter, Alan J. (1998), "Effects of Perceptual Cues and Extrinsic Motivation on Creative Problem Solving," in *Proceedings of the Twentieth Annual Conference of the Cognitive Science Society*, eds. Morton Ann Gernsbacher and Sharon J. Derry, Mahwah, NJ: Lawrence Erlbaum Associates, 1243. (see also: Presentations)

Malter, Alan J. (1997), "Embodied Cognition: Theory, Evidence, and Directions for Research," in *Advances in Consumer Research, Vol. 24*, eds. Merrie Brucks and Deborah J. MacInnis, Provo, UT: Association for Consumer Research, 39. (see also: Presentations)

Babbes, George S. and Alan J. Malter (1997), "Special Session Summary: Embodied Cognition: Towards a More Realistic and Productive Model of Mental Representation," in *Advances in Consumer Research, Vol. 24*, eds. Merrie Brucks and Deborah J. MacInnis, Provo, UT: Association for Consumer Research, 39-41.

Books and Monographs

Malter, Alan J. (1997), *New Frontiers in Competitive Decision Making: Toward A Research Agenda*, **Marketing Science Institute Working Paper Series**, No. 97-124, Cambridge, MA: MSI.

Jensen, Merle H. and Alan J. Malter (1995), *Protected Agriculture: A Global Review*, **World Bank Technical Paper Number 253**, Washington, D.C.: The World Bank.

Reynolds, Bruce J., Steven C. Schmidt, and Alan J. Malter (1990), *Marketing High-Value Food Products in the Asian Pacific*, **ACS Research Report Number 85**, Washington, D.C.: United States Department of Agriculture, Agricultural Cooperative Service.

Chapters in Books

Malter, Alan J., Ard Reijtenbagh, and Steven Jaffee (1999), “Profits from Petals: The Development of Cut Flower Exports in Southern Africa,” in *Southern African Agribusiness: Gaining Through Regional Collaboration*, ed. Steven Jaffee, **World Bank Technical Paper Number 424**, Washington, D.C.: The World Bank, 39-87.

Malter, A.J. (1995), “The Economic Importance of Ornamentals,” in *Virus and Virus-like Diseases of Bulb and Flower Crops*, eds. Gad Loebenstein, Roger H. Lawson, and Alan A. Brunt, Chichester, UK: Wiley, 1-13.

Work in Progress

Work under review

Dickson, Peter R., Walfried Lassar, Paul Miniard and Alan J. Malter, “Understanding the Managerial Skills that Drive Process Improvement” – manuscript under review, *Journal of Marketing*.

Malter, Alan J., “Teaching Marketing Analytics: Alternative Approaches to Curriculum, Software, Assessment” – special session proposal under review, *AMA Winter Educators’ Conference*.

Manuscripts in Preparation

Malter, Alan J., “Strategic Marketing Decisions: Is Experience an Asset or Liability?” – data collected, in preparation for submission to *Journal of Marketing*.

Malter, Alan J., “The Evolving Role of Marketing in China,” preparing invited chapter for *Handbook of Contemporary Marketing in China: Theories and Practices*, Cheng Lu Wang, ed.

Kreuzbauer, Robert and Alan J. Malter, “Effects of Perceptual Processing of Product Design Information on Brand Categorization,” in preparation for submission to *Journal of Marketing*.

Malter, Alan J., Shankar Ganesan and Aric Rindfleisch, “Making Sense of Tacit Knowledge” - manuscript in preparation for submission to *Journal of Marketing*.

Malter, Alan J., “Service-Dominant Logic as an Emergent Process: An Ontological Shift in the Conception of Marketing” - manuscript in preparation for submission to *Journal of Marketing*.

Malter, Alan J. and Ling-Ling Wu, "Perceptual Symbols and Conceptual Representation of Products and Services" - preparing manuscript for submission to *Journal of Consumer Research*.

Malter, Alan J., Jose Antonio Rosa and Ellen C. Garbarino, "The Effect of Movement on Real Bodies, Virtual Selves and Product Evaluation" – four experiments completed, preparing manuscript for submission to *Journal of Consumer Research*.

Malter, Alan J. and Steven Jaffee, "Development and Resilience of Marketing Systems" - completed case study on export clusters, manuscript in preparation for *Journal of Marketing* or *Journal of International Business Studies*.

Scholarly Presentations

Research Presentations (peer-reviewed conferences)

2009, "Marketing Strategy Simulations: Is Experience an Asset or Liability?" presented at the *2009 American Marketing Association's Winter Educators' Conference*, February 21, 2009 in Tampa, Florida.

2007, "Using Virtual Models to Evaluate Real Products for Real Bodies," presented at the *Annual Conference of the Association for Consumer Research*, October 26, 2007 in Memphis, Tennessee (with Jose Antonio Rosa and Ellen C. Garbarino).

2006, "Product Design Perception and Brand Categorization," presented at the *Annual Conference of the Association for Consumer Research*, September 29, 2006 in Orlando, Florida (presented by Robert Kreuzbauer).

2006, "Perceptual Processing of Product Design Information: Implications for Brand Categorization," presented at *2006 Winter Society for Consumer Psychology Conference*, February 11, 2006 in Miami, Florida (with Robert Kreuzbauer).

2006, "The Effect of Movement on Real Bodies, Virtual Selves and Product Evaluation," presented at *2006 Association for Consumer Research Latin America Conference*, January 7, 2006 in Monterrey, Mexico (with Jose Antonio Rosa and Ellen C. Garbarino).

2005, "Product Design within Brand Concept Development", presented at the *34th European Marketing Academy Conference (EMAC)*, in Milan, Italy, May 24-27, 2005 (presented by Robert Kreuzbauer)

2004, "Perceptual Symbols and Conceptual Representation of Products and Services," presented at the *Society of Consumer Psychology 2004 Winter Conference*, in San Francisco, California, February 21, 2004 (with Ling-Ling Wu and Lawrence W. Barsalou).

2004, "Mental Simulation and the Effectiveness of Online Sales Aids for Experiential Products," presented at the *Society of Consumer Psychology 2004 Winter Conference*, in San Francisco, California, February 21, 2004 (with Jose Antonio Rosa and Ellen Garbarino).

2004, "Body Boundary Aberration and Body Esteem as Influencers of Consumer Attitudes and Intentions," presented at the *Society of Consumer Psychology 2004 Winter Conference*, in San Francisco, California, February 21, 2004 (presented by Ellen Garbarino, also with Jose Rosa).

2003, "Understanding the Changing Role of Marketing Management," presented at the *2003 American Marketing Association's Winter Educators' Conference* in Orlando, Florida, February 14-17, 2003 (with Frederick Webster and Shankar Ganesan).

2003, "Development and Resilience of Export Clusters: The Case of Flowers in Southern Africa," presented at the *2003 American Marketing Association's Winter Educators' Conference* in Orlando, Florida, February 14-17, 2003 (with Steven Jaffee).

2003, "Export Cluster Development in Difficult Places: The Rise and Struggle of Export Floriculture in Southern Africa," presented at the *8th International Conference on Marketing and Development*, in Bangkok, Thailand, January 3-7, 2003 (with Steven Jaffee).

2002, "Research Opportunities and Future Directions in Food Marketing," presented at the Food Marketing Alliance Roundtable at the *2002 American Marketing Association's Summer Educators' Conference* in San Diego, California, August 3-6, 2002.

2002, "New Product Innovation in High-technology Clusters: The Roles of Geographic and Virtual Proximity," presented at the *2002 American Marketing Association's Winter Educators' Conference* in Austin, Texas, February 2002 (with Shankar Ganesan and Aric Rindfleisch).

2001, "E-(Embodied) Cognition and Experiential E-Commerce: Challenges and Opportunities," presented (by Jose Antonio Rosa) at the *Experiential E-Commerce Conference: 3-D Visualizations, Product Simulations, Embodied Agents and Virtual Environments*, in East Lansing, Michigan, September 27, 2001 (presented by Jose Antonio Rosa).

2001, "Web-based Data Collection: Issues and Opportunities for Consumer Psychologists," presented at the *Society of Consumer Psychology 2001 Winter Conference*, in Scottsdale, Arizona, February 16, 2001 (with Kenneth O. McGraw).

1999, "Process Thinking Skill and Dynamic Competitive Decision Making," presented at the *Competition in Marketing Conference* in Mainz, Germany, sponsored by the Marketing Science Institute, Stanford University, and the University of Mainz, June 20-21 (with Peter R. Dickson).

1999, "Toward A Dynamic Model of Non-traditional Export Development: The Case of Floriculture in Southern Africa," presented at the *1999 American Marketing Association's Winter Educators' Conference* in St. Petersburg, Florida (February) (with Steven Jaffee).

1998, "Effects of Perceptual Cues and Extrinsic Motivation on Creative Problem Solving," poster presented at CogSci98, the *20th Annual Conference of the Cognitive Science Society*, in Madison, Wisconsin (August).

1998, "The Use of Feedback Control Theory to Study Market Processes," presented at the *1998 American Marketing Association's Winter Educators' Conference* in Austin, Texas (February).

1996, "Embodied Cognition: Theory, Evidence, and Directions for Research," presented at the *Annual Conference of the Association for Consumer Research* in Tucson, Arizona (October).

1995, "An Introduction to Embodied Cognition: Implications for Consumer Research," presented at the *Annual Conference of the Association for Consumer Research* in Minneapolis, Minnesota (October).

Invited Research Presentations

2006, "Making Sense of Tacit Knowledge: Inter-Organizational Knowledge Transfer and New Product Development," presented at: *6th Marketing in Israel (MI-6) Conference* (Tel-Aviv University/Hebrew University/Interdisciplinary Center), in Herzliya, Israel, December 27, 2006.

2006, "Making Sense of Tacit Knowledge," at University of Illinois at Chicago, February 24, 2006.

2006, "Making Sense of Tacit Knowledge," at Brandeis University, January 26, 2006.

2005, "Making Sense of Tacit Knowledge," at University of Arizona, Management & Policy department, November 2, 2005.

2005, "Perceptual Symbols and Conceptual Representation of Products and Services," at *Workshop on Embodied Cognition*, at Salzburg University of Applied Sciences, in Kuchl, Austria, June 2, 2005.

2004, "Integrating Marketing and Information Technology to Build a Customer Relationship Tool," presented at the University of Arizona MIS Department 30th Anniversary Conference, *Shaping the Future of IT*, in Tucson, Arizona, November 3, 2004.

2004, "Cross-sectional versus Longitudinal Assessments of New Product Outcomes," presented (by Aric Rindfleisch) at the Marketing Science Institute Conference, *Hot Topics in Innovation*, in Boston, Massachusetts, August 6, 2004 (with Aric Rindfleisch, Shankar Ganesan, and Christine Moorman).

2004, "Embodied Cognition: Perceptual Processing in Offline and Online Consumption Environments," presented at the *Third Arizona Marketing Consortium* in Glendale, Arizona, April 2, 2004.

2004, "Factors Influencing the Effectiveness of Online Sales Aids for Experiential Products," presented at the *Internet Technology Commerce and Design Institute ITCDI Collaboration Symposium*, in Tucson, Arizona, January 27, 2004.

2003, "Embodied Knowledge and Electronic Commerce: The Effect of Virtual Models on Online Sales of Apparel," presented at the University of Arizona MIS Department Fall Conference, *Managing IT in Networked Organizations*, in Tucson, Arizona, October 24-25, 2003.

2002, "New Product Innovation in High-Technology Clusters," presented at the *Second Annual Arizona Marketing Consortium* in Tucson, Arizona, March 22, 2002 (with S. Ganesan and Aric Rindfleisch).

2001, "New Product Innovation in High-Technology Clusters: The Roles of Geographic and Virtual Proximity," presented at the *The Competitiveness Institute 4th Annual Meeting: Conference on Clusters and the New Economy*, in Tucson, Arizona, October 28-31, 2001 (with S. Ganesan and Aric Rindfleisch).

2001, "Public and Private Sector Roles in Cluster Development in Developing Countries: Case Study from Africa," presented at the *The Competitiveness Institute 4th Annual Meeting: Conference on Clusters and the New Economy*, in Tucson, Arizona, October 28-31, 2001 (with Steven Jaffee).

2001, "New Product Innovation in High-Technology Clusters: Does Geography Matter in a Virtual World?" presented (by S. Ganesan) at *Marketing Science Institute Conference on Global Innovation of New Products and Services* (London, England), October 1, 2001 (with S. Ganesan and Aric Rindfleisch).

2001, "New Product Innovation in High-Technology Clusters: An Examination of the Roles of Geographic and Virtual Proximity," (with Shankar Ganesan and Aric Rindfleisch), presented to Marketing department, University of Arizona, January 26, 2001.

1999, "Process Thinking in Dynamic Marketing Decision Making," presented at:

- University of Arizona
- Arizona State University

- Case Western Reserve University

1998, "Dynamic Marketing Decision Making," presented at:

- Columbia University
- Pennsylvania State University
- Southern Methodist University

1998, "The Use of Feedback Theory to Study Dynamic Decision Making," presented at the *Midwest Marketing Camp*, in Iowa City, Iowa.

1996, "The Dynamic Nature of the Market for Ornamentals," presented at the *Ninth International Symposium on Virus Diseases of Ornamental Plants*, in Herzliya, Israel.

1995, "The Development of Floriculture Exports from Southern Africa," at The World Bank, Wash., D.C.

Special Session Organizer and Chair (peer-reviewed conferences)

2009, Co-organizer/Chair, "Marketing Simulation Games: Effectiveness of Current and Next Generation Simulations," at the *2009 American Marketing Association's Winter Educators' Conference* in Tampa, Florida (February).

2004, Organizer/Chair, "Embodied Cognition: Perceptual Processing in Online and Offline Consumption Environments," at the *Society of Consumer Psychology 2004 Winter Conference*, in San Francisco, California (February).

2003, Organizer/Chair, "Resilience of Marketing Systems in Difficult Places: Lessons from Africa and the Balkans," at the *2003 American Marketing Association's Winter Educators' Conference* in Orlando, Florida (February).

2003, Organizer/Chair, "Resilience of Marketing Systems in Difficult Places: Lessons from Africa and the Balkans," at the *8th International Conference on Marketing and Development*, in Bangkok, Thailand (January).

2001, Organizer/Chair, "Web-based Data Collection: Issues and Opportunities for Consumer Psychologists," *Society of Consumer Psychology 2001 Winter Conference*, Scottsdale, AZ (February).

1996, Organizer/co-Chair, "Embodied Cognition: Towards a More Realistic and Productive Model of Mental Representation," at the *Annual Conference of the Association for Consumer Research* in Tucson, Arizona (October).

Session Discussant or Chair

2009, Chair, competitive paper session, "Marketing Strategy and Performance," *2009 AMA Summer Educators' Conference*, in Chicago, Illinois (August).

2006, Discussant, competitive paper session, "Linking Marketing to Stock Market Returns and Profit Performance," *2006 AMA Winter Educators' Conference*, in St. Petersburg, Florida (February).

2005, Chair, competitive paper session, "Consumers' Self-Perceptions as Moderators of Advertising Effects," *Association for Consumer Research Conference*, in San Antonio, Texas (September).

2004, Discussant, competitive paper session, "Interorganizational Marketing," *2004 American Marketing Association Summer Educators' Conference*, in Boston, Massachusetts (August).

2004, Chair, competitive paper session, "Brands, Products, and Competition," *2004 American Marketing Association Winter Educators' Conference*, in Scottsdale, Arizona (February).

2002, Chair, competitive paper session, "Attitudes and Judgment," *Society of Consumer Psychology 2002 Winter Conference*, in Austin, Texas (February).

Media Coverage

Wall Street Journal, Business Insight Report, "Notice Me: Cutting through the Marketing Clutter," October 20, 2008.

Crain's Chicago Business, "Feast over in Europe; Economy, upswing in dollar cloud outlook for Kraft and Wrigley," page 2, August 25, 2008.

Tucson Citizen, "UA Iraq Forum," page A1, October 15, 2002.

Arizona Daily Star, "UA ties to Islamic University questioned," page A1, May 2, 2002.

Tucson Citizen, "Clustering may not aid optics," page B1, October 31, 2001.

Research and Teaching Grants

2009	<i>UIC Faculty Scholarship Support Program</i> (\$1,000)
2008	<i>UIC Innovation Center/Motorola</i> , consumer adoption of distributed architecture (\$1,000)
2006	<i>Eller Undergraduate Course Grant</i> , U.S.-Mexico International Business (\$2,000)
2000 - 2005	<i>Faculty Summer Research Grants</i> , University of Arizona (\$78,000)
2002	<i>Faculty Small Grant</i> , University of Arizona, "Industry Clusters, Information Exchange, and Export Development in Less-developed Countries," PI (\$7,500)
2002	<i>Proposition 301 E-commerce Grant</i> , University of Arizona, "Embodied Knowledge and E-commerce," (\$15,000)
2002	<i>Marketing Science Institute</i> , "Understanding the Changing Role of Marketing in the Corporation," co-PI with Frederick Webster and Shankar Ganesan (\$6,000)
2001	<i>Marketing Science Institute</i> , "New Product Innovation in High-Technology Clusters," co-PI with Shankar Ganesan and Aric Rindfleisch (\$12,900)
1998	<i>Institute for the Study of Business Markets</i> , Pennsylvania State University, dissertation award, PI (\$5,000)

TEACHING

Teaching Interests: *Marketing Strategy; Global Marketing; Marketing Research & Analytics.*

Graduate (PhD Seminars)

Doctoral Colloquium: Special Topics in Marketing Strategy

- University of Arizona (MKTG 695A)

Doctoral Seminar: Consumer Psychology

- University of Illinois at Chicago (MKTG 594)

Graduate (MBA)

Marketing Management & Strategy -- Executive/Weekend/Professional MBA

- University of Illinois at Chicago (MKTG 500; MKTG 594)
- University of Arizona (MKTG 500)

- University of Sharjah (United Arab Emirates, University of Arizona affiliate program)
- LUISS Guido Carli (Rome, Italy)

International Marketing – Full-time MBA

- University of Arizona (MKTG 560)

Marketing Analytics (marketing engineering)

- University of Illinois at Chicago (MKTG 594)

MBA Group Field (consulting) Projects

- University of Arizona (BAD 507); Clients: Intel Corporation (Staffing Marketing Intelligence), Rainbird Irrigation, Green Dragon Tea, United Way of Tucson.
- University of Maryland (BMGT 698)
Clients: Team Aerotek; Hughes Network Systems (DirecPC); Sylvan/PACE
Team won “Runner-up” for Best Consulting Team Award (top 7 of 40 team projects)

Undergraduate

Marketing Strategy (capstone course)

- University of Illinois at Chicago (MKTG 465)
- University of Arizona (MKTG 471)
- University of Maryland (BMGT 457)
- University of Wisconsin-Madison (BUS 460)

Marketing Analytics (marketing engineering)

- University of Illinois at Chicago (MKTG 460)

International Marketing

- University of Arizona (MKTG 456)

International Business Environments

- University of Arizona (ECON/B AD 449)

Marketing Research

- University of Maryland (BMGT 452)

Introduction to Marketing Management

- University of Wisconsin-Madison (BUS 520-300)

UNIVERSITY SERVICE

Ph.D. thesis committee member

- 2009, John J. Sparks (Information and Decision Sciences, UIC) “A Comparison of Data Mining Methods for Binary Response Variables in Direct Marketing.”
- 2005, Sulabha Ramachandran (Pharmacy, Arizona) “Equivalence of Paper and a Touch Screen Version of the EQ-5D Visual Analog Scale (EQ-VAS).” Placement: AstraZeneca
- 2004, Ada Leung (Marketing, Arizona) “The Diffusion of High-Technology Innovations to New Organizational Users: A Network Perspective.” Placement: University of Nebraska-Kearney
- 2004, Lin Lin (Management Information Systems, Arizona) “Measuring Customer Online Visiting Behavior and Its Impact on Purchase Decision and Profitability.” Placement: Lehigh University

Marketing Department - UIC

2008 - 2010 Member, Faculty Recruiting Committee

Marketing Department - Arizona

2002 - 2007 Coordinator, doctoral minor in marketing

Eller College of Management - Arizona

2002 - 2007 Academic Director, International Business Certificate program

University of Arizona

2003 - 2007 Faculty member, Graduate Interdisciplinary Program in Cognitive Science

2002 - 2007 Governing board member and faculty affiliate, Center for Middle East Studies

PROFESSIONAL SERVICE

Track co-chair, "Marketing Strategy," *2007 AMA Summer Educators' Conference*.

Track co-chair, "Salesforce and Relationships," *2007 AMA Winter Educators' Conference*.

Program committee member, *2006 Association for Consumer Research Latin America conference*.

Editorial Review Board

Journal of Business-to-Business Marketing (since 2008)

Ad-hoc Journal Reviewer

Journal of Marketing

Journal of Consumer Research

Journal of the Academy of Marketing Science

Marketing Letters

ACM Transactions on Internet Technology

Information Resources Management Journal

Conference Reviewer

American Marketing Association (AMA) Educators' conferences (Winter, Summer)

Association for Consumer Research (ACR) conferences (North America, Latin America)

Society for Consumer Psychology (SCP) conferences

Academy of Marketing Science (AMS) conference

European Marketing Academy Conference (EMAC)

International Conference on Information Systems (ICIS)

Professional Membership

American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Associate, *Behavioral and Brain Sciences*, International Society of Marketing and Development, Academy of International Business

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Publications, working papers, teaching materials/metrics, references available on request.