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ACADEMIC POSITIONS

Associate Professor, Haslam College of Business, University of Tennessee	2015-
Assistant Professor, Haslam College of Business, University of Tennessee	2013-2015
Assistant Professor, Fox School of Business, Temple University	2008-2013
Visiting Assistant Professor, Booth School of Business, University of Chicago	2006-2008
Visiting Assistant Professor, McCombs School of Business, University of Texas	2003-2006
Assistant Professor, Babson College	2000-2003

RESEARCH STATEMENT

My research investigates the impact of: 1) structured and unstructured data on innovation metrics; 2) marketing initiatives on financial performance; 3) chief marketing officer presence on business outcomes; and 4) information-rich environments on consumer and managerial decision-making.

REPRESENTATIVE LEADERSHIP & ACHIEVEMENT

- ☆ 2017 Co-Editor of *Journal of Product Innovation Management* (JPIM) Special Issue, "Innovation in Data-Rich Environments" (September 2017)
- ☆ 2017 Chair and Organizer, *American Marketing Association (AMA) & Marketing Science Institute (MSI)* "Marketing Strategy Meets Wall Street Conference" (August 3-4, 2017 - San Francisco, CA)
- ☆ 2017 Recipient, *Allen H. Keally Excellence in Teaching Award*, Haslam College of Business
- ☆ 2016 Co-Chair and Organizer, *MSI & JPIM* "Innovation in Data-Rich Environments" Research Workshop (June 8-10, 2016 - Knoxville, TN)
- ☆ 2016 Conference Co-Chair: *Product Development Management Association Annual Research Forum* "Innovating in an Interconnected World" (October 16-19, 2016: Atlanta, GA)
- ☆ 2014 Founding Member, *Anderson Center for Entrepreneurship and Innovation Research Council*
- ☆ 2014 Recipient, *Outstanding Faculty Member Award (Full-time MBAs)*, Haslam College of Business
- ☆ 2013 Recipient, *Marketing Department Honorary Service Contribution Award*, Temple University
- ☆ 2013 Co-Organizer, *American Marketing Association Winter Educators' Conference Special Session: Big Data Analysis: Exploring Methodological Advances at the Marketing-Statistics Interface & Beyond*
- ☆ 2010 Recipient, *Executive MBA Faculty of the Year Teaching Award*, Temple University
- ☆ 2009 Recipient, *Marketing Department Research Excellence Award*, Temple University
- ☆ 2008 Finalist, *Harold H. Maynard Award* for article published in the *Journal of Marketing*
- ☆ 2005 *Graduate Business Council Faculty Honor Roll*, University of Texas at Austin
- ☆ 2002 Recipient, *Charlie Osborn Teaching Award* for innovative use of technology, Babson College

PUBLICATIONS

- N. Bharadwaj and Charles H. Noble (2017), "Finding Innovation in Data-Rich Environments," *Journal of Product Innovation Management*, 34 (5), 560-564.
- N. Bharadwaj, Charles H. Noble, Annette Tower, Leah M. Smith, and Yuexiao Dong (2017), "Predicting Innovation Success in the Motion Picture Industry: The Influence of Multiple Quality Signals," *Journal of Product Innovation Management*, 34 (5), 659-680.
- Mark Lang, N. Bharadwaj, and C. Anthony Di Benedetto (2016), "How Crowdsourcing Improves Prediction of Market Oriented Outcomes," *Journal of Business Research*, 69 (10), 4168-4176.
- N. Bharadwaj and Charles H. Noble (2015) "Innovation in Data-Rich Environments," *Journal of Product Innovation Management*, 32 (3), 476-478.
- N. Bharadwaj and Yuexiao Dong (2014) "Toward Further Understanding the Market-sensing Capability-Value Creation Relationship," *Journal of Product Innovation Management*, 31 (4), 799-813.
- N. Bharadwaj, John R. Nevin and Jeffrey P. Wallman (2012), "Explicating Hearing the Voice of the Customer as a Manifestation of Customer Focus and Assessing its Consequences," *Journal of Product Innovation Management*, 29 (6), 1012-1030.
- N. Bharadwaj, Rebecca W. Naylor, and Frenkel Ter Hofstede (2012), "Off-the-shelf or Tailored to Your Needs: Is Customization Always Superior?," *GfK Marketing Intelligence Review*, 4(2), 29-31.
- N. Bharadwaj, Rebecca W. Naylor, and Frenkel Ter Hofstede (2009), "Consumer Response to and Choice of Standardized versus Customized Systems," *International Journal of Research in Marketing*, 26 (3), 216-227.
- Ramesh K.S. Rao and N. Bharadwaj (2008), "Marketing Initiatives, Expected Cash Flows, and Shareholders' Wealth," *Journal of Marketing*, 72 (1), 16-26.
- N. Bharadwaj and Anne Roggeveen (2008) "The Impact of Offshored and Outsourced Call Service Centers on Customer Appraisals," *Marketing Letters*, 19 (1), 13-23.
- Anne Roggeveen, N. Bharadwaj, and Wayne D. Hoyer (2007), "How Call Center Location Impacts Expectations of Service from Reputable vs. Lesser Known Firms," *Journal of Retailing*, 83 (4), 403-10.
- N. Bharadwaj and Ken Matsuno (2006), "Investigating the Antecedents and Outcomes of Customer Firm Transaction Cost Savings in a Supply Chain Relationship," *Journal of Business Research*, 59 (1), 62-72.
- N. Bharadwaj (2004), "Investigating the Decision Criteria Used in Electronics Components Procurement," *Industrial Marketing Management*, 33 (4), 317-324.

RESEARCH IN PROGRESS

- with Dominique (Mike) Hanssens and Ramesh K.S. Rao, "Brand Equity and Firm Performance."
- with Prasad A. Naik and Michel Ballings, "Cross Media Consumption."
- with Pravin Nath, "Assessing the Complementarity of the Chief Marketing Officer and Chief Technology Officer in Guiding Product and Process Innovation."

RESEARCH IN PROGRESS (continued)

with Michel Ballings and H. McCullough, "Assessing the Influence of Cause Marketing on a Focal Brand and Its Main Rival."

with Prasad A. Naik, Sandra Pauser, and Udo Wagner, "The Antecedents and Consequences Charismatic Leadership."

with Timothy L. Humphrey and Charles H. Noble, "Managerial Decision-Making, Business Processes, and Information-Rich Environments."

with Michel Ballings, Matthias Bogaert, Miller G. Moore, and Dirk Van den Poel, "Linking Social Media to Customer Valuation: A Field-based Experiment."

CASE STUDIES

N. Bharadwaj and Phil Delurgio (2009), "Giant Consumer Products: The Sales Promotion Resource Allocation Decision," *Harvard Business Publishing*, HBP Product 4131. (revised April 17, 2012).

▸ Ranked in top 25% of all Marketing brief cases distributed by *Harvard Business Publishing*.

N. Bharadwaj and Phil Delurgio (2009), "Giant Consumer Products: The Sales Promotion Resource Allocation Decision" Teaching Note, *Harvard Business Publishing*, HBP Product 4132. (revised April 17, 2012).

N. Bharadwaj and John B. Gordon (2007), "Atlantic Computer: A Bundle of Pricing Options," *Harvard Business Publishing*, HBP Product 2078, published April 20.

▸ Ranked in top 10% of all Marketing brief cases distributed by *Harvard Business Publishing*.

N. Bharadwaj (2007), "Atlantic Computer: A Bundle of Pricing Options" Teaching Note, *Harvard Business Publishing*, HBP Product 2079, published May 28.

N. Bharadwaj (1999), "Office of Student Financial Services (Case Parts A & B)," in Gilbert A. Churchill, Jr., *Marketing Research: Methodological Foundations* (7th Ed.), Ft. Worth, TX: Dryden Press.

INVITED ESSAYS & BOOK CHAPTERS

N. Bharadwaj (forthcoming), "Strategic Decision Making in an Information-Rich Environment: A Synthesis and Organizing Framework for Innovation Research," in *2018 Review of Marketing Research "Marketing Strategy and Innovation," Volume 15* (eds. R Varadarajan & S. Jayachandran).

▸ Received an invitation to join leading academics in contributing to this comprehensive volume based on my publications on innovation in data-rich environments.

Dan Fesenmaier, N. Bharadwaj, Jason Steinmetz, and Zheng Ziang (2015), "Micro-marketing and Big Data Analytics: An Information System for Destination Marketing Management," in *Management Science in Hospitality and Tourism: Theory, Practice, and Applications*, (eds. M. Uysal, Z. Schwartz, and E. Sirakaya-Turk): Chapter 4. (<http://www.appleacademicpress.com/title.php?id=112>)

N. Bharadwaj (2010), "Offshoring and Marketing," in *Wiley International Encyclopedia of Marketing*, (eds. Jagdish Sheth & N. Malhotra): Vol. 6-International Marketing (eds. Daniel Bello & David Griffith).

▸ Received an invitation to join leading academics in contributing to this comprehensive encyclopedia based on my earlier publications on offshoring.

CONFERENCE PROCEEDINGS & PRESENTATIONS

“Towards Demonstrating Greater Accountability in Marketing”, 2017 *American Marketing Association/Marketing Science Institute “Marketing Strategy Meets Wall Street V” Conference*, San Francisco, CA.

“Winning Customers’ Hearts and Minds with Cause Marketing, But What About Their Wallets?”, with Heath McCullough and Michel Ballings, 2017 *American Marketing Association Winter Educators’ Conference*, Orlando, FL.

“Predicting Innovation Success in Short Life-Cycle Product Markets: The Case of Motion Pictures,” with Charlie Noble, Annette Tower, Leah Smith, and Yuexiao Dong, 2016 *Product Development Management Association (PDMA) Research Forum*, Atlanta, GA.

“Predicting Innovation Success in Data-Rich Environments,” with Charlie Noble, Annette Tower, Leah Smith, and Yuexiao Dong, 2016 *Journal of Product Innovation-Marketing Science Institute Innovation in Data-Rich Environments Research Workshop*, Knoxville, TN.

“Dynamic Sparse Constrained Inverse Regression for High Dimensional Analytics,” with Yuexiao Dong and Prasad Naik, 2016 *European Marketing Association Conference*, Oslo, Norway.

“A New Method for Big Data Analytics,” with Yuexiao Dong and Prasad Naik, 2016 *American Marketing Association Winter Educators’ Conference*, Las Vegas, NV.

‣ Winner, *Best Paper Award* in Marketing Analytics, Marketing Metrics, and Research Track.

“Innovation in Data-Rich Environments,” with Charlie Noble, 2015 *American Marketing Association Summer Educators’ Conference*, Chicago, IL.

“The Paths to Market Penetration,” with Sumin Han, Kang Lee and Russell Zaretzki, 2014 *American Marketing Association Summer Educators’ Conference*, San Francisco, CA.

“Can the Emerging Prediction Market Methodology Aid in Improving Demand Forecasting of New Products?,” with Tony DiBenedetto and Mark Lang, 2014 *American Marketing Association Winter Educators’ Conference*, Orlando, FL.

‣ Winner, *Best Paper Award* in the Innovation & New Product Development Track.

“Bend Your Supply Chain,” with Chad Autry, Michael Burnette, Paul Dittman, Ken Petersen, and Ted Stank, 2014 *University of Tennessee Supply Chain Forum*, April 15, Knoxville, TN.

“Structured Dimension Reduction for Marketing with Big Data,” with Yuexiao Dong and Prasad Naik, 2013 *American Marketing Association Winter Educators’ Conference*, Las Vegas, NV.

“From Voice of the Customer to the Customer-focused Enterprise,” 2012 *36th PDMA Product Innovation Management Conference*, October 22, Orlando, FL.

“Linking Marketing Initiatives and Shareholders’ Wealth,” 2009 *13th Annual Linkage Strategies Conference*, March 10, Bonita Springs, FL.

“Consumer Purchase Strategies in Complex Purchase Situations,” with Rebecca W. Naylor and Frenkel Ter Hofstede, 2008 *American Marketing Association Winter Educators’ Conference*, Austin, TX

“Pricing Strategies for Augmented Products,” with Frenkel Ter Hofstede, 2006 *Institute for the Study of Business Markets Conference*, August 4, Evanston, IL.

CONFERENCE PROCEEDINGS & PRESENTATIONS (continued)

“The Impact of Offshoring and Outsourcing Post-Sales CRM Activities on Critical Customer Outcomes” with Anne Roggeveen, 2005 *Annual AMA Frontiers in Services Conference*, October 8, Tempe, AZ.

“Solution Selling and Its Impact on Key Business Variables,” with Frenkel Ter Hofstede, 2005 *Marketing Science/INFORMS Conference*, June 18, Atlanta, GA.

“Offshoring Call Centers: Its Effect on Consumer Expectations & Judgments,” with Wayne Hoyer and Anne Roggeveen, 2005 *American Marketing Association Summer Educators’ Conference*, San Francisco, CA.

“Antecedents and Outcomes of Buyer Firm Transaction Cost Savings in a Supply Chain Relationship,” with Ken Matsuno, 2004 *American Marketing Association Summer Educators’ Conference*, Boston, MA.

‣ Winner, *Best Paper Award* in the Business-to-Business Marketing & Organizational Buying Behavior Track.

“The Delineation of Coordination, Cooperation, Compliance, and Specific Assets in Marketing Channels,” with Janice Payan, 2004 *Academy of Marketing Science Conference*, Vancouver, BC.

“Systems Selling in Industrial Markets: An Investigation of Performance Drivers and Contingency Factors,” with Ruth Stock and Sven Kuhlborn, 2004 *American Marketing Association Summer Educators’ Conference*, Boston, MA.

“A Pedagogically-Effective Use of Internet-Based Technologies to Host a Virtual Class Session,” with Katherine Harris, 2003 *Academy of Marketing Science Conference*, Washington DC.

“Is Customer Satisfaction Really an Appropriate Metric for Assessing and Managing Customer Relationships?,” 2001 *American Marketing Association Winter Educators’ Conference*, Scottsdale, AZ.

“Market Orientation and Organizational Learning: Contributions from the Fragmentation, Differentiation, and Integration Perspectives of Organizational Culture,” 1996 *American Marketing Association Summer Educators’ Conference*, San Diego, CA.

‣ Winner, *Best Paper Award* in the Marketing Strategy & Management Track.

“Managerial Mental Models and Cross-functional Coordination: Clues to the Link Between Individual Learning and Organizational Learning,” 1996 *American Marketing Association Summer Educators’ Conference*, San Diego, CA.

RELEVANT EXECUTIVE EDUCATION TEACHING & CUSTOM COURSES

- Temple University Executive MBA programs, taught *Managing Marketing in the Enterprise* (MBA core course) in Philadelphia (Fall 2010, Fall 2011, Spring 2013) & Cali, Colombia (Summer 2010, Spring 2012).
- University of Chicago Booth School of Business, two-day *Marketing Strategy* seminar for Singapore Government officials, Booth Asia Campus, Fall 2007.
- University of Texas at Austin, *Advanced Marketing Management* semester-long course, Fall 2005.
- Dow Chemical, one-day *Marketing Management* seminars, Midland, MI & Freeport, TX, 2005 – 06.

ACADEMIC EXPERIENCE

University of Tennessee

Courses Taught: **Marketing Strategy**

Strategic Brand Management

Temple University

Courses Taught: **Marketing Strategy**

Exploring the Marketing-Finance Interface

Marketing PhD Pro-seminar

University of Chicago

Courses Taught: **Marketing Strategy**

University of Texas at Austin

Courses Taught: **Marketing Strategy**

Marketing Channels

Babson College

Courses Taught: **Marketing Strategy**

Understanding the Firm and Markets

Associate Professor

2015 -

Assistant Professor

2013 - 2015

MBA core course sequence (full-time MBA students) that uses cases, readings, quantitative exercises, and an inter-disciplinary marketing plan project to examine the role of marketing in creating, capturing, and sustaining value for customers and firms.

Designed new elective BBA course for Spring 2015.

Assistant Professor

2008 - 2013

MBA core course (for full-time, executive, international, and part-time MBAs).

▸ *My syllabus served as the template for the core Marketing course taught across all five Fox School of Business MBA programs.*

Newly-designed inter-disciplinary elective MBA course that uses a combination of case studies, seminar-style discussions, guest lectures, in-class assignments, and a computer simulation to provide exposure to concepts, analytics, and frameworks to aid in understanding the link between marketing activity & financial performance.

Doctoral course for first year Marketing PhD students which involved establishing a new assignment to aid students to learn how to synthesize a literature stream and uncover promising future research directions.

Visiting Assistant Professor

2006 - 2008

MBA core course.

Visiting Assistant Professor

2003 - 2006

MBA core course.

MBA elective that explores how the outbound supply chain can provide a basis for competitive advantage.

Assistant Professor

2000 - 2003

MBA core course.

Interdisciplinary undergraduate course co-taught with faculty from economics.

RELEVANT INDUSTRY EXPERIENCE

Miller Brewing Company (Milwaukee, WI)

1990 - 1993

***Assistant Brand Manager:** Aided in developing, implementing, and evaluating marketing strategy for a portfolio of brands, which combined generated annual revenues in excess of \$100 million.*

***Price Analyst:** Planned, developed, and executed pricing strategy for brand portfolio, and evaluated subsequent impact upon manufacturer, wholesaler, and retailer sales and profitability.*

JOURNAL-RELATED SERVICE

- ☆ Ad hoc Reviewer (review 10-12 manuscripts annually)

Editorial Review Boards:

Journal of the Academy of Marketing Science (2017-present)
Journal of Business-to-Business Marketing (2009-present)

Ad Hoc Reviewer:

Journal of Marketing
Journal of the Academy of Marketing Science
Academy of Marketing Science Review
Journal of Product Innovation Management
Journal of Service Research
Journal of Retailing
MIS Quarterly
Alden G. Clayton MSI Dissertation Competition

PROFESSIONAL SERVICE

- 2017 Chair and Organizer: *American Marketing Association & Marketing Science Institute Summer Educators' Conference "Marketing Meets Wall Street V" Conference* (August 3-4, 2017: San Francisco, CA)
- 2016 Conference Co-Chair: *Product Development Management Association (PDMA) Annual Conference Research Forum "Innovating in an Interconnected World"* (October 16-19, 2016: Atlanta, GA)
- 2016 Guest Co-Editor: *Journal of Product Innovation Management Special Issue "Innovation in Data-Rich Environments"*
- 2016 Co-Organizer: *European Marketing Association Annual Conference Special Interest Group "Dynamics in R&D and Advertising"* (Oslo, Norway)
- 2015 Co-Organizer *American Marketing Association Summer Educators' Conference Special Session: "Innovation in Data-Rich Environments"* (Chicago, IL)
- 2013 Co-Organizer *American Marketing Association Winter Educators' Conference Special Session: "Big Data Analysis: Exploring Methodological Advances at the Marketing-Statistics Interface & Beyond"* (Las Vegas, NV)
- 2012 Track Co-Chair *American Marketing Association Winter Educators' Conference Marketing Communications and Branding* (evaluated 53 manuscripts submitted, and organized sessions for the 21 accepted manuscripts) (Orlando, FL)
- 2008 Organizer: *American Marketing Association Winter Educators' Conference Special Session: "Bundles, Solutions, and Other Holistic Value Propositions"* (Austin, TX)
- 2005 Organizer *American Marketing Association Summer Educators' Conference Special Session: "Outsourcing and Offshoring of CRM Activities"* (San Francisco, CA)
- 2005 Reviewer, *Harvard Business Publishing*, case studies and teaching modules

UNIVERSITY-LEVEL SERVICE

Temple University

- Requested by Dean Porat to serve as the Fox School of Business representative to the Vice Provost's Marketing Communications Workgroup to rebrand Temple University. The outcome was a new marketing campaign based on the "Temple Made" slogan. (2012)
- Invited to present research at the TU "Big Data" Symposium. (Summer 2011)
- Invited by President Hart to participate in the TU Marketing Study Task Force. (Spring 2011)
- Initiated collaboration between CoE and Fox School of Business (FSB) which required my MBA students to develop a marketing plan for products designed by CoE students (Fall 2010). In Fall 2011, established the inaugural "Engineering to Entrepreneurship Design Day: From Design to Commercialization" event at FSB with a keynote speech by Dr. Raza Bokhari. Over 200 students, faculty, and administrators attended.

SCHOOL-LEVEL SERVICE

Temple University Fox School of Business (FSB)

- 2013: Requested by Deans to serve on Executive Doctorate in Business Administration Steering Committee for launching new degree program. The new degree was implemented Fall 2014.
- 2012: Requested to serve on the Dean's Special Committee to re-envision the MBA/MS, which: 1) overhauled MBA/MS curriculum starting Fall 2013, and 2) re-defined the role of the Core faculty.
- 2012: Requested by Dean's Office to write letter of recommendation in support of senior-level Fox faculty member for University-level award.
- 2012: Requested by Director of PhD programs to serve as a judge to evaluate research grant presentations and proposal submissions at the Spring 2012 FSB Young Scholars Forum.
- 2011-12: Invited to serve as a Committee Member of MBA Core Course Leaders, and designated Core Course leader for Core Marketing course (MKT 5001 & 5801) across five FSB MBA programs.
- 2009-11: Selected to serve on Faculty Engagement Committee.
- 2009-12: Selected to serve on Masters Policy Committee.
- Spring 2010, Designated (by the Dean's office) as lead representative and facilitator for FSB's junior tenure-track faculty meeting with external Deans for the AACSB accreditation visit.
- 2010, Requested by Deans (Porat and Chandran) to assist with FSB re-branding efforts. My contributions in selecting and then working with an external branding agency led to the creation of the "Power of Fox" campaign, which now serves as *the* basis for marketing communications directed towards key stakeholders (alumni, recruiters, prospective students, etc.).
- Spring 2010, Invited to join the Fox and STHM Sustainability Network and to serve as a panelist at the April 8, 2010 Business Leadership Forum ("Business in the Age of Sustainability").
- Spring 2010, Invited to serve as Facilitator at FSB Semi-annual Strategic Leadership Retreat.
- Fall 2009, Invited by Dean Porat to join select faculty and FSB Trustees to attend a luncheon with Former President of Pakistan, Pervez Musharraf.
- 2009, Designated by Masters Policy Chair to serve as "faculty champion" to facilitate development of inter-disciplinary courses at FSB. This led to the creation of a course entitled "Exploring the Marketing-Finance Interface" and to writing a second *Harvard Business School Publishing* case.

SCHOOL-LEVEL SERVICE (continued)

University of Tennessee Haslam College of Business (HCB)

- Invited Panelist, HCB New Faculty Orientation program (August 16, 2017)
- Committee Member, Full-time MBA Program Director Search Committee Meeting (Spring 2016)
- Co-Developer & Co-Chair, 2016 JPIM-MSI *Innovation in Data-Rich Environments Research Workshop*, (June 8-10, 2016) in Knoxville, TN. (Fall 2015-Summer 2016)
- Initiator, HCB Branding Initiative: T-shaped Thinkers (Fall 2014)
- Committee Member, MBA Program Committee Meeting (Fall 2014 – present)
- Invited Panelist, HCB New Faculty Orientation program (August 14, 2014)
- Founding Member, Anderson Center for Entrepreneurship and Innovation (ACEI) Research Council (May 2014-present)
- Committee Member, Masters and Executive Programs Strategic Planning Task Force (April 2014)
- Presenter, Full-time MBA Program Student Recruitment Events (Spring 2014 - present)
- Initiator, interdisciplinary relationship-building between HCB and College of Engineering (CoE). Delivered presentation on customer-centric innovation in Doug Birdwell's class (April 7, 2014).

DEPARTMENT-LEVEL SERVICE

University of Tennessee Haslam College of Business:

- Marketing & Supply Chain Management Peer Teaching Review Committee (2016-2017)
- Member, Faculty Recruiting Committee: recruitment interviews at Summer AMA (August 14-16, 2015) and follow-up discussions on which candidates to invite for campus visits
- Co-course champion, new undergraduate course (*Strategic Brand Management*) for Spring 2015
- Participant, Faculty Recruiting Committee: interview candidates at Summer AMA (August 1-3, 2014) and follow-up discussions on which candidates to invite for campus visits
- Participant/presenter, 2014 Supply Chain Management Forum (April 16, 2014)
- Participant, 2014 MBA Marketing Concentration Meeting (February 4, 2014)
- Participant, 2014 Marketing PhD Weekend Recruiting (February 28-March 1, 2014)
- Committee Member, 2013 Undergraduate Marketing Curriculum Review (Fall 2013-14 semester)
- Participant/presenter, 2013 Shopper Marketing Forum (September 26-27, 2014)
- Mentor PhD students (e.g., provide friendly review on manuscripts; discuss marketing and supply chain integration; guide non-MSCM doctoral students to salient marketing literatures; and assist PhD candidates prior to job talk and in transitioning to a faculty position)
- Mentor MBA and undergraduate students (e.g., discuss post-graduation marketing careers; share developmental guidance on communication skills, write letters of recommendation; and provide salient articles that can assist students with their internships)

Temple University Fox School of Business:

- Committee Member, Develop MS in Digital Marketing Analytics (2012-2013)
- Committee Member, Faculty Recruiting Committee (2008-13)
- Committee Member, Doctoral Committee (2010-13)
- Committee Member, Research Seminar Series Committee (2008-13)

REPRESENTATIVE RECOGNITION, AWARDS & GRANTS FOR SCHOLARLY ACTIVITY

- ☆ Recipient, 2017 Haslam College Teaching Innovation and Development Grant
- ☆ Co-Guest Editor of *Journal of Product Innovation Management* (JPIM) special issue entitled “Innovation in Data-Rich Environments” (to be published Fall 2017), and co-chaired and organized the associated JPIM/MSI research workshop held at the University of Tennessee during June 2016
- ☆ Recipient of four different “Best in Track Paper” awards from four different tracks at *American Marketing Association Educators’ Conferences*
- ☆ Both of my published *Harvard Business Publishing* (HBP) case studies are among the *most popular* HBP brief cases
- ☆ Invited to deliver keynote address at 2012 *Voice of the Customer* Lab at the Product Development Management Association’s (PDMA) 36th Annual Product Innovation Management Conference
- ☆ Aided doctoral student (Mark Lang) to secure in-kind grants from leading multi-national food producer (\$40,000) and technology provider (\$35,000) for field research
- ☆ Recipient, 2009 Marketing Department Research Excellence Award, Temple University
- ☆ Named 2008 Harold H. Maynard Award finalist for article published in the *Journal of Marketing*

SERVICE AWARDS

- ☆ 2017 AMA Service Award for chairing Marketing Strategy Meets Wall Street V
- ☆ 2013 Marketing Department Honorary Service Contribution Award, Temple University

TEACHING AWARDS

- ☆ 2017 Allen H. Keally Excellence in Teaching Award, Haslam College of Business, University of Tennessee
- ☆ 2016 Allen H. Keally Excellence in Teaching Award Finalist, Haslam College of Business, University
- ☆ 2014 Most Outstanding Faculty Member Award (First Year MBAs), Haslam College of Business, University of Tennessee
- ☆ 2013 Marketing Department Teaching Award, Temple University
- ☆ 2011 Fox School of Business Crystal Teaching Award, Temple University
- ☆ 2010 Executive MBA “Faculty of the Year” Teaching Award, Temple University
- ☆ 2009-10 Fox School of Business Crystal Teaching Award, Temple University
- ☆ 2009 American Marketing Association's Professor of the Year, Temple University
- ☆ 2009 Full-Time MBA “Faculty of the Year” Teaching Award, Temple University
- ☆ 2005 Graduate Business Council Faculty Honor Roll member, University of Texas
- ☆ 2002 Charlie Osborn Teaching Award for innovative use of technology in the classroom, Babson College

DISSERTATION COMMITTEES

Matt Shaner, "Managing the Co-creation of Innovation," University of Tennessee (2015).

- Current position: Assistant Professor, Department of Marketing, University of Mississippi

Kang Bok Lee, "State Space Modeling of Dynamic Choice Behavior with Habit Persistence," University of Tennessee (2014).

- Current position: Assistant Professor, Department of Aviation, Supply Chain Management, and Information Systems, Auburn University

Mark Lang, "Improving Marketing Forecasting Through Collective Market Intelligence," Dissertation Chair, Temple University (2012).

- Current position: Assistant Professor, Department of Food Marketing, St. Joseph's University
- Recipient, Temple University's Fox School of Business Best 2012 Dissertation Award

Pravin Nath, "Antecedents of the Chief Marketing Officer's Presence and Influence in Top Management Teams," University of Texas (2006).

- Current position: Assistant Professor, Department of Marketing, University of Oklahoma
- The lead article from his dissertation appears in the January 2008 issue of *Journal of Marketing*

EDUCATIONAL BACKGROUND

University of Wisconsin at Madison

Ph.D. in Marketing, 2000

MBA in Marketing & International Business, 1988

University of Wisconsin at Whitewater

BBA in Marketing, 1985