

Updated: Sept 19, 2014

**Charles H. Noble, Ph.D.**

*Proffitt's Professor of Marketing*  
*Director, Marketing PhD Program*  
The University of Tennessee – Knoxville  
Department of Marketing and Logistics  
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Also:

*Vice Chair (and Chair-Elect)*  
Product Development and Management Association PDMA

*Research Faculty Member*  
Center for Services Leadership, W.P. Carey School of Business  
Arizona State University

*Research Council Member*  
Anderson Center for Entrepreneurship and Innovation  
The University of Tennessee

**Education:**

ARIZONA STATE UNIVERSITY, Tempe, Arizona  
*Ph.D. (Marketing), August 1996*

BABSON COLLEGE, Wellesley, Massachusetts  
*MBA (concentrations in Marketing and International Business), December 1989*

BOSTON COLLEGE, Chestnut Hill, Massachusetts  
*Bachelor of Science (Finance), May 1986*

**Research Interests:**

My research stream centers primarily on product design issues, particularly as related to new product development, cross-functional interactions, integrating product and service design, and the creation of innovation through design. A secondary body of research studies the alternatives and consequences of various marketing and technology adoption strategies in evolving industries.

### **Refereed Journal Publications:**

- Grainer, Marc, Charles H. Noble, Mary Jo Bitner and Scott M. Broetzmann (2014), "What Unhappy Customers Want," *MIT Sloan Management Review*, 55 (3, Spring), 31-35 (featured article).
- Noble, Stephanie M., Carol L. Esmark and Charles H. Noble (2014), "Accumulative Versus Instant Relational Programs: The Influence of Controlling Policies on Consumers' Commitment," *Journal of Business Research*, 67 (3), 361-368.
- Noble, Charles H., Mark Bing and Elmira Bogoviyeva (2013), "The Effective Use of Metaphors in Brand Design: A Test of Congruency Hypotheses," *Journal of Product Innovation Management*, 30 (December), 126-141.
- Adjei, Mavis, Stephanie M. Noble, and Charles H. Noble (2013), "What's Your Experience With ...? C2C Communication Helps Sell Your Products," *GfK-Marketing Intelligence Review*, 5 (1), 12-17.
- Noble, Charles H., Stephanie M. Noble and Mavis T. Adjei (2012), "Let Them Talk! Managing Primary and Extended Online Communities for Success," *Business Horizons*, 55 (5), 475-483.
- Mavis T. Adjei, Charles H. Noble and Stephanie M. Noble (2012), "Enhancing Relationships with Customers Through Online Brand Communities," *MIT Sloan Management Review*, 53 (4), 22-24.
- Phillips, Joanna, Stephanie M. Noble and Charles H. Noble (2011), "Managing Rewards to Enhance Relational Worth," *Journal of the Academy of Marketing Science*, 39 (3), 341-362 (lead article).
- Noble, Charles (2011), "On Elevating Strategic Design Research," *Journal of Product Innovation Management*, 28 (3), 389-393.
- Noble, Charles H., Jatinder Singh, David Campbell and John Bentley (2010), "In Search of Eminence: A Personal Brand-Building Approach to Achieving Scholarly Prominence in Marketing," *Journal of Marketing Education*, 32 (3), 314-327.
- Adjei, Mavis T., Stephanie M. Noble and Charles H. Noble and (2010). "The Influence of C2C Communications in Online Brand Communities on Customer Purchase Behavior," *Journal of the Academy of Marketing Science*, 38 (5), 634-653.
- Noble, Charles and Minu Kumar (2010), "Exploring the Appeal of Product Design: A Grounded,

- Value-based Model of Key Design Elements and Relationships,” *Journal of Product Innovation Management*, 27 (5), 640-657.
- Noble, Charles (2008), “The Influence of Job Security on Field Sales Manager Satisfaction: Exploring Front Line Tensions,” *Journal of Personal Selling & Sales Management*, 28 (3), 247-261.
- Noble, C. & Kumar, M. (2008), “Using Product Design Strategically to Create Deeper Consumer Connections,” *Business Horizons*, 51 (5), 441-450.
- Sinha, Rajiv and Charles Noble (2008), “The Adoption of Radical Manufacturing Technologies and Firm Survival,” *Strategic Management Journal*, 29 (9), 943-962.
- Sinha, Rajiv and Charles H. Noble (2005), “A Model of Market Entry in an Emerging Technology Market,” *IEEE Transactions on Engineering Management*, 52 (2), 186-198.
- Noble, Charles H., Rajiv K. Sinha and Ajith Kumar (2002), “Market Orientation and Alternative Strategic Orientations: A Longitudinal Assessment of Performance Implications,” *Journal of Marketing*, 66 (4), 25-39.
- Brady, Michael, Charles H. Noble, Gerald Smith and Deborah Utter (2002), “How to Give and Receive: An Exploratory Study of Charitable Hybrids,” *Psychology & Marketing*, 19 (11), 919-944.
- Noble, Charles H. and Michael P. Mokwa (1999), “Implementing Marketing Strategies: Developing and Testing a Managerial Theory,” *Journal of Marketing*, 63 (4), 57-73.<sup>1</sup>
- Noble, Charles H. (1999), “Building the Strategy Implementation Network,” *Business Horizons*, 42 (6), 19-28.<sup>2</sup>
- Noble, Charles H. (1999), “The Eclectic Roots of Strategy Implementation Research,” *Journal of Business Research*, 45 (2), 119-133.
- Wright, Linda and Charles H. Noble (1999), “The Role of Psychological Shopping Climate: A Multidimensional Look at the Influence of Atmosphere on Customer Attitudes and Shopping Behaviors,” *Journal of Marketing Management*, 9 (3), 10-20.
- Sinha, Rajiv K. and Charles H. Noble (1997), “The Performance Consequences of Subfield Entry,” *Strategic Management Journal*, 18 (6), 465-482.

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<sup>1</sup> Translated and reprinted in the *Journal of Marketing and Marketing Research in Russia* (lead article).

<sup>2</sup> Reproduced in *The Quality Yearbook*, 2001 Edition (McGraw-Hill), eds. James W. Cortada and James A. Woods. Also translated and reprinted in the *Journal of Marketing and Marketing Research in Russia*.

Noble, Charles H. and Beth A. Walker (1997), "Exploring the Relationships Among Liminal Transitions, Symbolic Consumption, and the Extended Self," *Psychology & Marketing*, 14 (1), 29-47.

Noble, Charles H., Edwin R. Stafford, and Rhonda K. Reger (1995), "A New Direction for Strategic Alliance Research in Marketing: Organizational Cognition," *Journal of Strategic Marketing*, 3 (3), 145-165.

Olusoga, Ade S., Michael P. Mokwa, and Charles H. Noble (1995), "Strategic Groups, Mobility Barriers and Competitive Advantage: An Empirical Investigation," *Journal of Business Research*, 33 (2), 153-164.

### **Works Under Review & Revision:**

Noble, Charles H., Adam Powell, Sumin Han, Stephanie M. Noble (2014), "Human vs. Machine: Exploring the Breadth and Implications of CRM Strategies," *Journal of the Academy of Marketing Science* (JAMS-D-14-00165), invited revision, preparing for second round review.

Kumar, Minu and Charles H. Noble, "Beyond Form and Function: Why Do Consumers Value Product Design?," *Journal of Business Research*, under second round review.

Noble, Charles H. , K. Scott Swan and Rhonda K. Reger, "The Influence of Design on Innovation: More? Faster? Better?," *Academy of Management Journal*, under first round review.

### **Advanced Working Papers:**

Noble Charles H., Matt Shaner, Anton Fenik and Kang Bok Lee (2014), "On the Fast Track: Strategies and Implications of Accelerated New Product Development," preparing for submission.

Wang, Si (Helen) and Charles H. Noble, "Managing Customer Co-Created Innovation: Ideation to Adoption," nearing submission.

Karthik Sriram, Rajiv K. Sinha, Charles H. Noble and Elliot Rabinovich (2013), "The Trick of the Tail: Superstars, Niches, and Product Returns in Internet Retailing," nearing submission.

Noble, Charles, Sujan Dan and Brian Spaid, "The Differential Performance Effects of Design Versus Functional Innovation." Status: data collection and analysis complete; manuscript in preparation, to be submitted to *Strategic Management Journal*.

Im, Subin and Charles H. Noble, “The Influence of Inter- and Intra-Functional Culture on New Product Creativity and Performance.” Status: Korean, U.S. and Japanese data collection completed; analysis underway.

\*\*Note: Several other working papers are active but at earlier developmental stages than those noted above.

### **Conference Proceedings and Presentations:**

Bayus, Barry, Gloria Barczak, Abbie Griffin, Charles Noble, Rebecca Slotegraaf and Gerry Tellis

(2014), “Assessing the state of Innovation and New Product Development Research: Setting the JPIM Research Priorities,” presented at the *Second Annual Innovation Summit*, Virginia Commonwealth University.

Shaner, Matt, Anton Fenik, Kang Bok Lee and Charles Noble (2013), “On the Fast Track: Strategies and Implications for Accelerated New Product Development”, presented at the Product Development & Management Association Research Forum, Scottsdale, AZ.

Kirca, Ahmet, Charles Noble, Neil Morgan, Tomas Hult, Ajay Kohli, V Kumar and Kevin Zhou (2013), Panel: “Firm Strategic Orientations in a Global Context,” American Marketing Association Summer Educators’ Conference, Boston, MA.

Noble, Stephanie M., Carol Esmark and Charles H. Noble (2012), “Accumulation versus Instant Loyalty Programs: The Influence of Controlling Policies on Commitment, Southeastern Marketing Symposium Conference, Knoxville, Tennessee.

Im, Subin and Charles H. Noble (2012), “The Influence of Inter- and Intra-Functional Culture on New Product Creativity and Performance,” presented at the Product Development & Management Association’s Research Forum, October.

Kumar, Minu and Charles H. Noble (2010), “Consumer Value of Product Design and Its Measure,” AMA Summer Educators’ Conference, Boston (*awarded “Best Paper in Track (Branding)” and “Best Overall Conference Paper”*).

Kumar, Minu and Charles H. Noble (2010), “Follow the Value: Tracking the Value of Design Through the NPD Process, AMA Summer Educators’ Conference, Boston.

Price, J. Mitch & Noble, Charles (2009), “Speed of Innovation - The Nature of Fast Track Marketing,” Paper presented at the Journal of the Academy of Marketing Science, Annual Conference, Baltimore, MD

- Kumar, Minu and Charles H. Noble (2007), "How Product Design Communicates Value in the Promotion/Sales Process," special session panel, *Academy of Marketing Science Conference*, Coral Gables, FL.
- Adjei, Mavis, Stephanie M. Noble and Charles H. Noble (2007), "On-line Customer-to-Customer Communications as Drivers of Relationship Quality and Purchase Behavior," *Proceedings of the AMA Winter Educators' Meeting*, San Diego, CA.
- Noble, Charles H. and K. Scott Swan (2006), "The Antecedents and Innovation-based Outcomes of a Design Orientation," presented to the Design Management Institute's *International Conference on Innovation by Brand and Design Management*, Seoul, Korea, November.
- Noble, Charles H. and Elmira Bogoviyeva (2006), "The Influence of Animistic Metaphors and Brand Elements on Brand Personality, Differentiation and Consumer Preference," presented to the Design Management Institute's *International Conference on Innovation by Brand and Design Management*, Seoul, Korea, November.
- Kumar, Minu and Charles H. Noble (2004), "Understanding the Language of Industrial Design: Merging ID and Marketing Thought," presented to the Design Management Institute's *International Conference on Innovation by Brand and Design Management*, Seoul, Korea, November.
- Noble, Charles H., Jatinder Singh, and David Campbell (2004), "In Search of Eminence: A Brand-based Study of Professional Success in Marketing Academe," presented to the American Marketing Association Winter Educators' Conference, Scottsdale, AZ.
- Sinha, Rajiv K. and Charles H. Noble (2002), "The Diffusion of Process Technologies and Firm Survival: An Exploratory Analysis," Presented at *Measuring Marketing Productivity: Linking Marketing to Financial Returns* (a Marketing Science Institute conference), Dallas, TX.
- Noble, Charles H. and Dan Sherrell (2002), "The Role of Research and Publishing in Establishing Personal Brand Equity," Marketing Management Association (invited doctoral consortium presentation), Memphis, TN.
- Noble, Charles H. (2002), "Role Structure, Non-Monetary Compensation, and Team Incentives as Motivators of Recruiter Performance," presented at the MAS V Military Personnel Research Conference, June, Memphis, TN.
- Brady, Michael K. Charles H. Noble, Gerald E. Smith, and Deborah J. Utter (2001), "Soliciting Charity as Supplemental Revenue: An Integrated Model of Service Delivery and Philanthropic Factors," *Proceedings of the Academy of Marketing Science*, San Diego, CA. (best paper in track winner and M. Wayne Delozier Best Conference Paper Award)

- Noble, Stephanie M. and Charles H. Noble (2000), "Getting to Know Y: The Consumption Patterns of a New Cohort," *Proceedings of the AMA Winter Educators' Conference*, San Antonio.
- Noble, Charles H. (1999), "The Challenges of Strategy Implementation Research," panel discussion, *AMA Winter Educator's Conference*, St. Petersburg.
- Noble, Charles H. (1999) "Implementing Marketing Strategies: Developing and Testing a Managerial Theory," invited presentation, *Visiting Scholars Series*, University of Massachusetts – Amherst.
- Christiansen, Tim and Charles H. Noble (1998), "The Strategic Role of the Retail Buyer: From Formulation to Implementation," presented at *Society for Marketing Advances*, New Orleans.
- Noble, Charles (1998), "Cross-functional Interactions and Marketing Strategy Implementation," presented at the *Academy of Marketing Science* conference, Norfolk.
- Noble, Charles H. (1997), "The Role of the Marketing Department in the Market-Oriented Organization," presented at the *Academy of Marketing Science* conference, Miami.
- Noble, Charles H. (1996), "The Eclectic Roots of Strategy Implementation Research," *Symposium on Strategy Implementation and Assessment Research*, American Marketing Association, Montreal.
- Noble, Charles H. and Michael P. Mokwa (1996), "What Drives the Marketing Manager in Strategy Implementation?: Developing, Measuring, and Evaluating the Concepts of Role Commitment and Strategy Commitment," *Proceedings of the AMA Summer Educators' Conference*, San Diego.
- Noble, Charles H., Edwin R. Stafford, and Rhonda K. Reger (1993), "A New Direction for Strategic Alliance Research: Organizational Cognition," *Strategic Management Society* annual meetings, Chicago.
- Reger, Rhonda K. and Charles H. Noble (1993), "Identity and Reputation: Managers', Competitors', and Customers' Categorization Schemas in Women's Fashion Retailing," *Proceedings of the Academy of Management* meetings, Atlanta.
- Reger, Rhonda K. and Charles H. Noble (1992), "Understanding Competition in Transforming Industries: Is a Department Store By Any Other Name Still a Specialty Store?," *Strategic Management Society* meetings, London.

**Books:**

- Noble, Charles H., Serdar Dermusoglu, and Abbie Griffin (2014), *Open Innovation: New*

*Product Development Essentials from the PDMA*, Wiley Press, forthcoming October 2014.

### **Webinars and Alternative Media:**

Noble, Charles H. (2011), "The Influence of a Design-Driven Corporate Culture on Radical Innovation and Other Outcomes," Presented to the Integrated Manufacturing Technology Initiative (IMTI), series on Radical Innovation in Design and Manufacturing (webinar).

Noble, Charles H. (2010), "Leveraging Online Brand Communities for Service and Success," Center for Services Leadership, Arizona State University (webinar).

### **Other Publications and Scholarly Activities:**

Noble, Charles (2011), "Resource-Advantage Theory: Reverberations Through the Marketing Discipline and Beyond," in *Marketing Legends: Shelby Hunt*, Sage Publications.

Noble, Charles H. (2003), Review of *Brand New: How Entrepreneurs Earned Consumers' Trust from Wedgwood to Dell* (by Nancy F. Koehn), *Journal of Business Research*, 56, 687-689.

Noble, Charles H. (2001), Review of *The End of Marketing as We Know It* (by Sergio Zyman), *Journal of Business Research*, 53 (1), 57-58.

Utter, Deborah, Charles H. Noble, and Michael Brady (1999), "Investing in the Future: Transforming Current Students Into Generous Alumni," *Fund Raising Management*, 30 (9), 31-36.

Noble, Charles H. (1999), Editor, *Developments in Marketing Science: Proceedings of the Annual Conference of the Academy of Marketing Science* (Volume 22).

Noble, Charles H. (1999), Review of *Marketing Strategy: Customers & Competition* (by Steven P. Schnaars), *Journal of the Academy of Marketing Science*, Spring, 280-281.

Attended the 1996 *AMA Strategic Marketing Faculty Consortium*, Scottsdale, Arizona.

Noble, Charles H. and Janice S. Miller (1995), "Retailing 1994: Emerging from the Chaos?," *Cases in Strategic Management*, 5th edition, D. Hunger and T. Wheelen (eds.), Addison-Wesley.

Noble, Charles H. and Janice S. Miller (1993), "Department Store/Mass Merchandiser Retailing: An Industry in Transition," *Cases in Strategic Management*, 4th edition, D. Hunger and T. Wheelen (eds.), Addison-Wesley.



### **Selected Organizations Which Have Supported My Research:**

- Whirlpool Corporation
- Procter & Gamble
- US Airways
- Wells Fargo Bank
- Philip Morris USA
- Rural Metro Corporation
- The United States Navy
- Crown Equipment Corporation
- Enterprise Rent-a-Car
- Polaroid Corporation
- Spalding Sports Worldwide
- Viking Range Corporation
- MASCO Product Design
- Laguna Tools
- Houston Aeros Hockey Team
- Design Management Institute
- Design Continuum, Inc.
- Sage Publications
- “99” Restaurants

### **Dissertations Chaired:**

Shaner, Matt (2014), “Managing the Cocreation of Innovation: The Influence of Product Development Team Cognition on Customer Idea Selection and Innovation Outcomes” (Chair), The University of Tennessee.

Fenik, Anton (2014), “Rogue And Firm-Level Opportunism: A Game Theoretic Assessment of Relative Alliance Identity, Trust, Monitoring, and Misconduct In Strategic Alliances” (Chair), The University of Tennessee.

Bogoviyeva, Elmira (2009), “Two Essays on the Influences of Brand Co-Creation on Self-Brand Connection” (Chair), The University of Mississippi.

Kumar, Minu (2007), “Transmitting Value and Creating Differentiation Using Product Design: Exploring the Role of the Interpretive Lens,” (Chair), The University of Mississippi.

Campbell, David C. (2007), “Competitive Absorptive Capacity: Antecedents and Performance Implications,” (Chair), The University of Mississippi.

Phillips, Joanna (2007), “Relational Program Effectiveness: An Exploration of Reward Type and Reward Policy on Customer Commitment and Relational Worth,” (Co-Chair with Stephanie Noble), The University of Mississippi.

Tandoh, Mavis (2006), “On-line Customer-to-Customer Communications as Drivers of Relationship Quality and Purchase Behavior,” (Co-Chair with Stephanie Noble), The University of Mississippi. *Winner of the 2006 Society for Marketing Advances ‘Outstanding Dissertation’ Award.*

### **Other Dissertations Served as a Committee Member:**

Esmark, Carol (Marketing, 2014), “Interactional Privacy: The Who, What, Why and How of Encroachment,” The University of Tennessee.

Spaid, Brian (Marketing, 2014), “Exploring the Consequences of Technology on the Path-to-Purchase: Its Role in the Shopping Experience and on Shopping Outcomes,” The University of Tennessee.

Wenbin Sun (Marketing, 2010), “Three Essays Examining Marketing Capabilities, Environmental Influences, Firm Performance and Shareholder Value,” The University of Mississippi.

JoAnn Brown (Management, 2006), “The Effects of Leader’s Exemplification and Authentic Leadership on Emulation Attempts by Followers: Test of a Mediated Model,” The University of Mississippi.

### **Awards and Recognition:**

- Faculty Fellow, 2014 PDMA/UIC Doctoral Consortium on Innovation and New Product Development, The University of Illinois – Chicago.
- Finalist, Editor Search, *Journal of the Academy of Marketing Science*, 2014.
- Finalist, Editor Search, *Journal of Product Innovation Management*, 2013.
- Outstanding Researcher (nominee), 2012, College of Business Administration, The University of Tennessee.
- *F. Perry and Elaine Ozburn Award for Innovative Research*, 2012, Department of Marketing and Supply Chain Management, The University of Tennessee.
- *Conference Co-Chair*, 2011 American Marketing Association Summer Educators’ Conference, San Francisco, CA.
- *Best Overall Conference Paper*, 2010 AMA Summer Educators’ Conference, for “Consumer Value of Product Design and Its Measure” (with Minu Kumar).
- *Best Paper in Track (Branding)*, 2010 AMA Summer Educators’ Conference, for “Consumer Value of Product Design and Its Measure” (with Minu Kumar).
- *The Southeastern Conference’s Academic Leadership Development Program*, 2008,

Selected as one of two University of Mississippi representatives for the inaugural class of this leadership development organization.

- *School of Business Administration Outstanding Research Paper* (for “Market Orientation and Alternative Strategic Orientations: A Longitudinal Assessment of Performance Implications”), The University of Mississippi, 2003.
- *Journal of Business Research Michel Laroche Award for Outstanding Associate Editor Contributions*, St. Petersburg, FL, 2002.
- *School of Business Administration Outstanding Junior Faculty Researcher*, The University of Mississippi, 2002.
- *M. Wayne Delozier Best Conference Paper Award*, Academy of Marketing Science Conference, San Diego, CA, 2001
- *Outstanding Dissertation Proposal*, Southern Marketing Association, 1995
- *Outstanding Graduate Student Instructor*, College of Business, Arizona State University, 1994 (selected from approximately 100 students)
- *Kenneth A. Coney Memorial Award*, Department of Marketing, Arizona State University, 1994
- *First Interstate Center for Services Marketing Doctoral Research Fellowship*, Arizona State University, 1993

#### **Professional Service:**

- Faculty Fellow, PDMA/UIC Doctoral Consortium for Product Development, 2014, University of Illinois – Chicago.
- Vice Chair (and Chair-Elect), *Product Development & Management Association* (2014-2015)
- Chair, Product Development and Management Association, Doctoral Dissertation Proposal Competition (2013)
- “Blue Ribbon” Judge, final round, SMA (Society for Marketing Advances) Dissertation Proposal competition, 2012.
- *Vice President for Academic Affairs*, Product Development and Management Association (2012-present)
  - Member, PDMA Operations Committee (2012 – present)
  - Member, PDMA Nominating Committee (2012 – present)
  - Member, PDMA Conference Planning Committee (2012 – present)
- Chair, Product Development and Management Association, Doctoral Dissertation Proposal Competition (2012)
- *Conference Co-chair*, 2011 American Marketing Association Summer Educators’ Conference, San Francisco, CA.
- International Affiliate Task Force Member, *Product Development & Management Association* (PDMA), (2009 – present)
- Global Development Initiative Team Leader, *Product Development & Management Association* (PDMA) (2009 – present)
- *Track Chair* (with David Campbell), “Marketing Strategy for Value Creation” track,

- American Marketing Association Winter Educators' conference, San Diego, 2007.
- *Track Chair* (with Sundar Bharadwaj), "Marketing Management & Marketing Strategy" track, American Marketing Association Summer Educators' conference, San Francisco, 2005.
- *Co-Chair*, Strategy SIG (Special Interest Group), American Marketing Association, 2003-2005.
- *Associate Editor, Book Reviews, Journal of Business Research*, 1999-2002.
- *Reviewer*, 2001 AMA Winter Educators' Conference, Scottsdale, AZ.
- *Reviewer*, 2000 SMA Retailing Conference, Orlando, FL.
- *Discussant*, 2000 AMA Winter Educators' Meeting, San Antonio, TX (Marketing Management Track)
- *Reviewer*, 2000 AMA Winter Educators' Meeting, San Antonio, TX (Marketing Management Track)
- *Proceedings Editor*, 1999 Academy of Marketing Science Conference, Coral Gables, FL
- *Reviewer*, 1999 AMA Winter Educators' Conference (Product, Brand, and Pricing Track)
- *Discussant*, 1998 Academy of Marketing Science Conference, Norfolk, VA.
- *Reviewer*, 1998 Academy of Marketing Science Conference, Norfolk, VA.
- *Reviewer*, 1997 AMA Winter Educators' Conference (Marketing Management Track)

#### **Editorial Boards and Journal Reviewing:**

- *Editorial Review Board Member, Journal of the Academy of Marketing Science*, 2006 – present.
- *Editorial Board Member, Journal of Product Innovation Management*, 2012 – present.
- *Editorial Board Member, Central Asia Business Journal* (founding member, 2014-present)
- *Ad Hoc Reviewer, Journal of Marketing*
- *Ad Hoc Reviewer, Journal of Retailing*
- *Ad Hoc Reviewer, MIS Quarterly*
- *Ad Hoc Reviewer, Journal of Service Research*
- *Ad Hoc Reviewer, Journal of Business Ethics*

#### **Internal Service – The University of Tennessee:**

- COACHE (The Collaborative on Academic Careers in Higher Education), University Team Member, 2014-present
- Research Council Member, Anderson Center for Entrepreneurship & Innovation, 2014-present
- Member, PhD Programs Committee, 2013-2014
- Peer Teaching Evaluation Committee (for Dr. M. Holcomb), 2014
- Marketing Faculty Hire Search Committee, 2014
- Chair, Doctoral Programs Task Force (2013-2014)

- Departmental Awards Committee, MSCM (2013-2014)
- University Institutional Review Board (2013-present)
- Co-Chair, Strategic Planning Committee, Department of Marketing and Supply Chain Management (2013 – present)
- Co-Chair, Marketing Recruiting Search Committee, Department of Marketing and Supply Chain Management (2013-2014)
- Supply Chain Recruiting Search Committee, member
- Director of the PhD Program – Marketing (2011 – present)
  - Co-Coordinator, PhD Recruiting Weekend
- Discussion Leader, “Life of the Mind” freshman program, 2012.

### **Internal Service – The University of Mississippi:**

- School of Business Strategic Planning Committee (Chair) (2010 – present)
- Marketing Department Assessment Coordinator (2009 – present)
- Institutional Research Board (2009 – present)
- MBA Program Director (2008 – 2009)
- MBA Committee (Chair) (2008 – 2009)
- University Tenure and Promotion Review Committee (2009 – present)
- School of Business Executive Committee (2003 – 2005, 2008 – 2009)
- Committee for Teaching Excellence (2006-2007)
- University Assessment Committee (2006 – present)
- Taylor Medal Committee (Chair) (2006-2007)
- Graduate Council Member (August 2004 – 2009)
- Ph.D. Program Director, School of Business (2003 – 2005)
- SBA Doctoral Program Committee (2002-2005)
- SBA Research Committee (fall 2001 – spring 2002)
- American Marketing Association, Faculty Advisor (August 2001 – present)
- Marketing Department Faculty Recruiting Chair (2003-2004 academic year)
- Manitoba International Marketing Competition, Faculty Advisor (fall 2001)

### **External Grants:**

- “Transmitting Value and Creating Differentiation Using Product Design: Exploring the Role of the Interpretive Lens,” sponsored by the Marketing Science Institute, 2007, \$10,000.
- “Role Structure, Non-Monetary Compensation, and Team Incentives as Motivators of Salesperson Performance,” sponsored by the U. S. Office of Naval Research, 2001-2002, \$64,500.

## **Teaching Experience:**

### Ph.D. – level

“Contemporary Marketing Thought” (2012 – present)  
“Marketing Management” (2005 – 2011)

### MBA (Professional – primarily online)

“Contemporary Business Analysis” (2008-2009)

### MBA (Full-time and Evening)

“New Product Design and Development” (MBA elective, 2011 – present)  
“Marketing Operations Management” (MBA core – evening program, 1998-2000)  
“Marketing” (MBA core – day program, 1997-1998)  
“Key Strategies in Marketing” (MBA core elective, 1998-2000)

### Undergraduate

“New Product Design and Development” (2012 – present)  
“Marketing Strategy & Policy” (2001-2011)  
“Principles of Marketing” (Honors section, 1999; 250-person section, 1996, general sections 2000-2001, compressed version 2005-2007)  
“Marketing Management” (1994-1997)  
“Retailing” (1995-1997)  
“Strategic Marketing” (1992-1995)  
“Strategic Management” (1992)

## **Primary Teaching Interests (at all levels):**

- New Product Development & Innovation
- Product Design
- Strategic Marketing
- Marketing Management
- Principles of Marketing

## **Professional Experience:**

**The University of Tennessee**, Department of Marketing & Logistics

*Proffitt’s Professor of Marketing* (2012 – present)

*Professor of Marketing* (2011 – 2012)

**PDMA (Product Development and Management Association)**

*Vice Chair (and Chair-Elect), (2014-2015)*  
*Vice President for Academic Affairs (2012 – present)*  
*Global Development Initiative Team Leader (2009 – 2011)*  
*International Affiliate Task Force Member (2009 – 2011)*

**University of Mississippi, Marketing Department, University, MS**

*Director of MBA Programs (2007 – 2009)*  
*Associate Professor and Morris Lewis Lecturer in Marketing (2004 – 2011)*  
*Assistant Professor (2001 – 2004)*  
*Ph.D. Program Director, School of Business Administration (2004-2006)*

**The GrowDelta Initiative (2009 – 2011)**

Founder of a nonprofit organization dedicated to fostering economic success in the Mississippi Delta region (please see [www.growdelta.com](http://www.growdelta.com) for more).

**CSN Marketing Solutions**

Principal of a marketing research firm providing qualitative and quantitative solutions for regional and national organizations.

**City of Oxford, MS (2003-2006)**

*Chair, City Planning Commission*  
Led strategic planning and development activities for a growing college community.

**Boston College, Chestnut Hill, Massachusetts (1997 – 2001)**

*Assistant Professor, Marketing Department, Carroll School of Management*

**Mississippi State University, Mississippi State, Mississippi (1995 – 1997)**

*Lecturer / Assistant Professor, Department of Marketing, Quantitative Analysis, and Business Law*

**Arizona State University, Tempe, Arizona (1991 – 1995)**

*Research Assistant to Dr. Michael P. Mokwa, Chair, Department of Marketing (1992 – 1995)*  
*Research Assistant to Dr. Mark Pastin, Director, Lincoln Center for Ethics Research (1991)*

**Waban Inc. (parent of BJ's Wholesale Club), Natick, Massachusetts (1990-1991)**

*Senior Financial Analyst - Real Estate*  
Responsible for financial and market opportunity evaluation of new sites, involved extensively in debt and equity financings, and contributed to overall financial forecasting for a \$2.5 billion warehouse club retailer.

**Lechmere, Inc.,** Woburn, Massachusetts (1986-1990)

*Senior Financial Analyst - Capital*

Held several positions in strategic planning and analysis for a \$1 billion consumer electronics retailer. Worked extensively with marketing and distribution areas in the evaluation of new capital investment opportunities and made investment recommendations to the senior management group.

**Woolworths LTD,** Sydney, Australia (fall 1989)

*International Management Intern*

Successfully completed a 12-week consulting project in conjunction with MBA program involving the development of a new store capital investment decision expert system and training manual for Australia's second largest retailer.

**Boston College Student Agencies,** Chestnut Hill, Massachusetts (1983-1986)

*Co-Founder*

Extensively involved in the creation, development, management, and growth of a group of twelve entrepreneurial, student-run businesses.

**References:**

Gladly provided on request.