

## ROBERT P. LEONE

### Office Address:

Department of Marketing  
NEEL 3350  
Neeley School of Business  
TCU  
Fort Worth, Texas 76129  
(817) 257-5528  
(817) 257-7227 (fax)  
r.leone@tcu.edu

### Home Address:

509 Eastwood Avenue  
Fort Worth, Texas 76107  
(817) 378-9760

### EDUCATION:

Ph.D. *Marketing, Purdue University, 1978, Department of Marketing,  
Krannert Graduate School of Management, West Lafayette, Indiana.*

MBA *The University of Texas at Arlington, 1974.*

BA *Mathematics, The University of Texas at Arlington, 1973.*

### TEACHING EXPERIENCE:

Texas Christian University: January 2008 – present  
J. Vaughn and Evelyn H. Wilson Chair and Professor of Marketing

The Ohio State University: January 1993 – January 2008  
Berry Chair of New Technologies in Marketing and Professor of Marketing

The University of Texas at Austin: September 1988 - December 1992  
Joe C. Thompson Centennial Professor of Marketing and  
Senior Research Fellow at *IC*<sup>2</sup> Institute

The University of Texas at Austin: September 1983 - August 1988  
Associate Professor of Marketing, Jon Newton Research Fellow at *IC*<sup>2</sup> Institute  
and Zale Corporation Centennial Fellow in Retail Merchandising

The University of Texas at Austin: September 1978 - August 1983  
Assistant Professor of Marketing

### Courses Taught:

*Brand Management (MBA)*  
*Marketing Research (UG, MBA & Honors)*  
*Relationship Marketing (MBA)*  
*Marketing Strategy (Ph.D.)*

*New Product Development (MBA)*  
*Statistics and Research Design (MBA)*  
*Principles of Marketing (BBA & Honors)*  
*Advances in Marketing Research (Ph.D.)*

## **PUBLICATIONS:**

### **Refereed Journal Articles:**

“Who’s Your Most Valuable Salesperson?”, *Harvard Business Review*, Vol 93, Number 4, April 2015, *Harvard Business Review*, 62-75, with V. Kumar and Sarang Sunder.

“Measuring and Managing a Salesperson’s Future Value to the Firm,” *Journal of Marketing Research*, Vol 51, Number 5, October 2014, 591-608, with V. Kumar and Sarang Sunder.

“How Consumers’ Use of Brand vs. Attribute Information Evolves over Time,” *Journal of Consumer Marketing*, Vol 31, Number 5, June 2014, 290-300, with Randall D. Raggio and William C. Black.

“Beyond “Halo”: The Identification and Implications of Differential Brand Effects across Global Markets,” *Journal of Consumer Marketing*, Vol 31, Number 2, March 2014, 133-144, with Randall D. Raggio and William C. Black.

“Defining, Measuring and Managing Business Reference Value,” *Journal of Marketing*, Vol 77, Number 1, January 2013, 68-86, with V. Kumar and Andrew Petersen.

“Application of a Marketing Concept to Patient-Centered Care: Co-producing Health with Heart Failure Patients”, *OJIN*, (2012), with Charles Walker, Linda Curry, and Betsy Agee.

“A Citation and Profiling Analysis of Pricing Research from 1980-2010,” *Journal of Business Research*, (2012), 1010-1024, with Larry M. Robinson, Johanna Bragge, and Outi Somervuori.

“Is Market Orientation a Source Of Sustainable Competitive Advantage or Simply The Cost of Competing?”, *Journal of Marketing*, Vol 75, Number 1, January 2011, 16-30, with V. Kumar, Eli Jones, and Rajkumar Venkatesan. First runner-up for the 2011 Maynard Award for the Outstanding Article on Marketing Theory published in the Journal of Marketing.

“Assessing Price Elasticity for Private Labels and National Brands by Store Locations,” *Journal of Revenue and Pricing Management*, October 2010, 1-16, with Min-Hsin Huang, Eugene Jones and David E. Hahn. (lead article)

“Driving Profitability by Encouraging Customer Referrals: Who, When and How,” *Journal of Marketing*, Vol 74, Number 5, September 2010, 1-17, with V. Kumar and J. Andrew Petersen. (lead article).

“Drivers of brand value, estimation of brand value in practice and use of brand valuation: Introduction to the special issue,” *Journal of Brand Management*, Vol 17, Number 5, September 2009, 1-5, with Randall Raggio.

“Postscript: Preserving (and growing) brand value in a downturn,” *Journal of Brand Management*, Vol 17, Number 5, September 2009, 84-89, with Randall Raggio.

## **PUBLICATIONS (Refereed Journal Articles continued):**

“Chasing brand value: Fully leveraging brand equity to maximize brand value ,” *Journal of Brand Management*, Vol 15, Number 4, February 2009, 1- 16, with Randle Raggio.

“How Valuable is Customer Word of Mouth?,” Vol 85, Number 10, October 2007, *Harvard Business Review*, 139- 146, with V. Kumar and Andrew Peterson.

“The Theoretical Separation of Brand Equity and Brand Value: Managerial Implications for Strategic Planning,” *Journal of Brand Management*, Vol 14, Number 5, May 2007, 380-95, with Randle Raggio.

“Linking Brand Equity to Customer Equity,” *Journal of Service Research*, Vol 9, Number 2, November 2006, 125-38, with Vithala Rao, Kevin Keller, Leigh McAlister and Raj Srivastava,.

“Psychological Implications of Customer Participation in Co-Production,” *Journal of Marketing*, Vol 67, Number 1, January 2003, 14-28, with Neeli Bendapudi.

Managing Business-to-Business Customer Relationships Following Turnover Among A Vendor Firm’s Key Contact Employees,” *Journal of Marketing*,. Vol 66, Number 2, April 2002, 83-101, with Neeli Bendapudi.

“How to Lose Your Star Performer Without Losing Your Customers, Too,” *Harvard Business Review*, Vol 79, Number 9, November 2001, 104-112, with Neeli Bendapudi,.

"A Dynamic Model of Purchase Timing with Application to Direct Marketing," *Journal of the American Statistical Association*, Vol 94, Number 446, June 1999, 365-374, with Greg Allenby and Lichung Jen.

"Market Segmentation in the 21<sup>st</sup> Century: Discreet Solutions to Continuous Problems," *Seoul Journal of Business*, Vol 4, Number 2, December 1998, 129-157, with Greg Allenby et. al.

"Variability of Brand Price Elasticities Across Retail Stores: Ethnic, Income, and Brand Determinants," *Journal of Retailing*, Vol 74, Number 3, Fall 1998, 427-446, with Frank Mulhern and Jerome Williams.

"Coupon Face Value: Its Impact on Coupon Redemptions, Brand Sales, and Brand Profitability," *Journal of Retailing*, Vol 72 (3), 1996, 273-289, with Srini Srinivasan.

"Economic Trends and Being Trendy: The Influence of Consumer Confidence on Retail Fashion Sales," *Journal of Business & Economic Statistics*, January 1996, 103-111, with Greg Allenby and Lichung Jen.

"Aggregate and Disaggregate Sector Forecasting Using Consumer Confidence Measures," *International Journal of Forecasting*, vol 11, 1995, 361-377, with V. Kumar and John N. Gaskins.

## **PUBLICATIONS (Refereed Journal Articles continued):**

"Generalizing What Is Known About Temporal Aggregation and Advertising Carryover," *Marketing Science*, vol. 14, Number 3, August 1995, 141-150.

"Measuring Market Response to Price Changes: A Classification Approach," *Journal of Business Research*, vol. 33, July 1995, 197-206, with Frank Mulhern.

"The Advertising Exposure Effect of Free Standing Inserts," *Journal of Advertising*, Spring 1995, Vol. 24, No. 1, with Srini S. Srinivasan and Francis J. Mulhern.

"A Research Agenda for Making Scanner Data More Useful to Managers," *Marketing Letters*, 1994, Vol. 5, No. 4, with Scott Neslin et. al.

"Estimating Individual Cross-Section Coefficients from the Random Coefficient Regression Model," *Journal of the Academy of Marketing Science*, Winter 1993, Vol. 21, No. 1, with Dennis Oberhelman and Francis J. Mulhern.

"A Market Expansion Ability Approach to Identify Potential Exporters," *Journal of Marketing*, January 1992, with Yoo S. Yang and Dana Alden.

"Implicit Price Bundling of Retail Products: A Multi-Product Approach to Maximizing Store Profitability," *Journal of Marketing*, October 1991, with Francis J. Mulhern.

"Nonlinear Mapping: An Alternative to Multidimensional Scaling for Product Positioning," *Journal of the Academy of Marketing Science*, August 1991, Vol. 19, No. 3, with V. Kumar.

"A Two Stage Imputation Procedure for Item Non response in Surveys," *Journal of Business Research*, June 1991, Vol. 22, No. 4, with Otis Gilley.

"Retail Featured Price Promotions: The Impact of the Number of Deal Items and Size of Deal Discounts on Store Performance," *Journal of Business Research*, November 1990, Vol. 21, No. 3, with Frank Mulhern.

"A Decision Support System for Prioritizing Oil and Gas Exploration Activities," *Operations Research*, May-June 1990, Vol. 38, No. 3, with James Dyer, R. Lund and V. Kumar.

"Measuring the Effect of Retail Store Promotions on Brand and Store Substitution," *Journal of Marketing Research*, May 1988, with V. Kumar.

"Forecasting the Effect of a Change in the Environment on Market Performance: An Intervention Time-Series Approach," *Journal of Forecasting*, Winter 1987.

"The Availability and Quality of Television Viewing Data: A Response," *Journal of Advertising*, December 1986, with Roland Rust and Mary Zimmer.

## **PUBLICATIONS (Refereed Journal Articles continued):**

"Estimating the Duplicated Audience of Media Vehicles on National Advertising Schedules," *Journal of Advertising*, September 1986, with Roland Rust and Mary Zimmer.

"Estimating Micro-Relationships with Macro-Data: A Comparative Study of Two Approximations of the Brand Loyal Model Under Temporal Aggregation," *Journal of Marketing Research*, August 1986, with Frank M. Bass.

"Uncertainty, Experience and the 'Winner's Curse' in OCS Lease Bidding," *Management Science*, June 1986, with Otis Gilley and Gordon Karels.

"The Mixed-Media Dirichlet Multinomial Distribution: A Model for Evaluating Television-Magazine Advertising Schedules," *Journal of Marketing Research*, February 1984, with Roland Rust.

"Modeling Sales-Advertising Relationships: An Integrated Time-Series and Econometric Approach," *Journal of Marketing Research*, August 1983.

"Temporal Aggregation, The Data Interval Bias, and Empirical Estimation of Bimonthly Relations from Annual Data," *Management Science*, January 1983, with Frank M. Bass.

"Market Structure Analysis: Hierarchical Clustering of Products Based on Substitution-in-Use," *Journal of Marketing*, Summer 1981, with Rajendra K. Srivastava and Allan D. Shocker.

A Study of Marketing Generalizations," *Journal of Marketing*, Winter 1980, with Randall L. Schultz. Recipient of the 1981 Maynard Award for the Outstanding Article on Marketing Theory.

## **SELECTED PRESENTATIONS**

"Measuring a Salesperson's Future Value to the Firm," presented at the 2014 AMA Summer Marketing Educator's Conference, San Francisco, CA, August 2014 with V. Kumar and Sarang Sunder.

"Does a Salesperson Have a Future? Understanding the Drivers of a Salesperson's 'Future' Potential," presented at the 2012 Thought Leadership on the Sales Profession Conference, sponsored by Harvard Business School, June 2012, with V. Kumar and Sarang Sunder.

"Understanding the Drivers of Customer Referral Value" presented at the 2010 INFORMS Marketing Science Conference, Cologne, Germany, June 2010, with V Kumar and Andrew Peterson.

"Quantifying the Value of Business References," presented at the 2010 AMA Winter Marketing Educator's Conference, New Orleans, LA, February 2010, with V Kumar and Andrew Peterson.

## **SELECTED PRESENTATIONS (continued)**

“Collaborating Research and Teaching with Companies,” presented at the 2008 AMA Summer Marketing Educator’s Conference, San Diego, CA, August 2008.

“A New Measure of Brand Equity: Decomposing Brand Benefit Beliefs into Brand and Attribute Sources,” Invited speaker at the Marketing Science Institute’s Conference on Marketing Metrics and Financial Performance, Boston, MA, December 8, 2006.

“Measuring Price Elasticity Differences for Private Label and National Brands of Dairy Products and Orange Juice,” presented at the 2006 Academy of Marketing Science Conference, San Antonio, Texas, May 2006, with Min-Hsin Huang, Eugene Jones, and David Hahn.

“The Power of Customer Advocacy,” presented at the 2006 AMA Winter Marketing Educator’s Conference, St. Petersburg, Florida, February 2006, with V Kumar and Andrew Peterson.

“Understanding Brand Equity and Brand Value,” Invited speaker at the Indian Institute of Management, IIMA Conference on Research in Marketing, January 3, 2007, Ahmedabad, India.

“The Theoretical Separation of Brand Equity and Brand Value,” Invited speaker at the Zyman Institute for Branding Conference, Emory University, Atlanta, GA, 2005, with Randall Raggio.

“Linking Brand Equity to Customer Equity,” presented at the American Marketing Association/Marketing Science Institute Thought Leadership Conference, University of Connecticut, Sept 15-17, 2005.

“Managing the Customer Relationship: The Impact of Service-Provider and Service Company Equity,” presented at the Marketing Science Institute’s Relationship Marketing Conference, Charleston, SC, March 2000, with Neeli Bendapudi.

"Customer Valuation: A Hierarchical Bayes Approach for Estimating Recency, Frequency and Monetary Value in Direct Marketing," presented at the Marketing Science Conference, Berkeley, CA, March 1997, with Greg M. Allenby and Lichung Jen.

"A Hierarchical Bayes Model of Purchase Timing with Application to Direct Marketing," presented at the TIMS Marketing Science Conference, Gainseville, Florida, March 1996, with Greg Allenby and Lichung Jen.

"Market Response to Combined Changes in Price and other Marketing Mix Variables," presented at the 1994 Pricing Conference at the University of California, Riverside, April 1994, with Francis J. Mulhern.

"Temporal Aggregation and the Data Interval Bias," presented at the Wharton School's Marketing Generalizations Conference, February 1994.

## **SELECTED PRESENTATIONS (continued)**

“Why Time Matters: Measuring Market Response with Large Databases,” 1993 Marketing Science Institute’s Sales Promotion Conference , Boston, MA, with Frank Mulhern, May 1993.

“ECR - New Consumer Oriented Distribution Thinking,” Second Annual PMAA Retailer/Manufacturer Conference, New York, NY, May 1993.

“Determining the Optimal Value of Coupons,” presented at the 1992 Marketing Science Institute’s Sales Promotion Conference, Boston, MA, with S. Srinivasan, May 1992.

"Predictive Validity of Log linear and Multinomial Logit Models of Store Scanner Data," presented at the 1991 TIMS Scanner Data Conference, UCLA, January 1991, with M. Zenor.

Invited speaker at the 1990 Promotion Magazine "Promo-Expo" meeting, New York, NY, 1990.

Invited speaker at the 1990 Marketing Institute's conference on "Measuring the Effects of Sales Promotions," Chicago, May 1990.

"A Model for Evaluating the Optimal Face Value of Coupons," presented at the 1990 Marketing Science Conference, University of Illinois, March 1990, with S. Srinivasan.

Invited speaker at the 1990 Catalina Trade Press Tour, Anaheim, CA, March 1990.

Invited speaker at the 1989 Marketing Institute's conference on "Effectively Testing and Measuring Sales Promotion Techniques, New York, November 1989.

"Estimating the Value of Information Provided by Oil and Gas Exploration Activities," presented at the ORSA/TIMS Joint National Meeting, October 1989, with Jim Dyer, R. Lund, and V. Kumar.

Invited speaker at the 1989 Promotion Management Association of America's "Promotion Update '89" meeting, New York, April 1989.

"An Empirical Comparison of Techniques for Analyzing Categorical Data," presented at the 1988 Marketing Science Conference, Seattle, WA, March 1988, with V. Kumar.

"Forecasting Market Demand: A Vector Auto regressive Approach," invited paper at the 1987 International Conference on Forecasting, Boston, Massachusetts, with V. Kumar.

"Investigating the Effects of Retail Store Promotion on Store and Brand Switching," paper presented at the October 1986 ORSA/TIMS Conference, Miami, Florida, with V. Kumar.

"The Theory of Approximation Modeling," presented at the 1986 Marketing Science Conference, Dallas, Texas, March 1986.

## **SELECTED PRESENTATIONS (continued)**

"The Effects of Color versus Black & White Advertisements on Affect," presented at the 1985 Association for Consumer Research's Fifteenth Annual Conference, October 1985.

"Approximation Modeling," presented at the American Marketing Association's 1984 Educator's Conference, August 1984, with V. Kumar.

"MIXER: A Mixed Media Advertising Model," presented at the TIMS/ORSA Fifth Special Interest Conference on Marketing Measurement and Analysis, March 1983, with Roland Rust.

"The Usefulness Of Indices of Consumer Sentiment in Predicting Expenditures," presented at the Association for Consumer Research's Twelfth Annual Conference, October 1982.

"Evaluating Mixed Media Advertising Schedules," presented at the TIMS/ORSA Joint National Meeting, April 1982.

"The Effect of an Individual's Sex on Preference for Brand Names," presented at the American Marketing Association's 1981 Educator's Conference, August, 1981.

"Selection Bias in Regression Analysis," presented at the Third ORSA/TIMS Market Measurement and Analysis Conference, March 26-28, 1981.

"An Exposition of Intervention Analysis," presented at the American Institute of Decision Sciences' Annual Conference, November 1980.

"Investigating 'Income Refusals' in a Telephone Survey by Means of Logit Analysis," presented at the Association for Consumer Research's Eleventh Annual Conference, October 1980.

"An MTS Approach for Modeling a Firm's Sales Response to Advertising and Competition," presented at the 1980 International Time-Series Meeting, August 1980.

"Analyzing Shifts in Time Series," presented at the American Marketing Association's 1980 Educator's Conference, August 1980.

"Identifying Market Structures: A Hierarchical Clustering Approach," presented at the American Marketing Association's 1980 Educator's Conference with Rajendra. Srivastava, August 1980.

"Market Structure Analysis: An Hierarchical Clustering by a Procedure which Retains Maximum Predictive Efficiency," presented at the Second ORSA/TIMS Special Interest Conference on Market Measurement and Analysis, with Rajendra K. Srivastava, March 1980.

"Attribute Overlap in the Modeling Of Customer Product Portfolios," presented at the Association for Consumer Research's Tenth Annual Meeting, with Rajendra K. Srivastava, 1979.

"Constructing Models of Competition: Alternatives to Econometric Models," presented at the First ORSA/TIMS Special Topics Conference on Market Measurement and Analysis, 1979.



## **EDITORIAL ASSIGNMENTS**

Co-Editor – *Journal of Marketing* - 2009-2011

Area Editor – *Journal of Marketing* - 2012 - current

Editorial Review Board:

*Journal of Marketing*

Reviewed for:

*Marketing Science*

*Journal of Forecasting*

*Journal of the Academy of Marketing Science*

*Journal of Marketing Research*

*Journal of Retailing*

*Management Science*

Also have served as a reviewer for numerous national conferences and several dissertation competitions, including the AMA Doctoral Dissertation Competition and the Marketing Science Institute's Alden G. Clayton Dissertation Competition.

## **SIGNIFICANT ACTIVITIES - PROFESSIONAL**

Appointed to the American Marketing Association Foundation Advisory Board – 2019-2022.

Co-chaired the 2010 AMA Sheth Doctoral Consortium.

Elected Vice President for Academic Affairs of the Academy of Marketing Science, 1994-96.

Chaired the 1995 AMS Faculty Consortium on Distance Learning.

Emory Business School Relationship Marketing Advisory Council, 1994-present.

Co-chaired 1992 American Marketing Association Educators' Conference, August 1992.

Appointed Director of Marketing and Circulation for *Marketing Science*, 1985-1992.

Appointed to the Marketing Science Institute's Consumer Packaged Goods Steering Group, 1987-present.

Chaired the 1990 Texas Faculty Colloquium, Austin, Texas, April 1990.

Appointed by the American Marketing Association Board of Directors to serve a three year term on the eight member Marketing Education Council, 1987 - 1990.

Elected President of the Southwestern Marketing Association, 1985-1986.

Elected Secretary-Treasurer of the TIMS College on Marketing, 1983-1985.

## **SIGNIFICANT ACTIVITIES – PROFESSIONAL (continued)**

Chaired the Southwestern Marketing Association's Doctoral Colloquium held in conjunction with the SWMA annual conference, 1984 - 1993.

Chaired the 1982 National Southwestern Marketing Association's Conference held in Dallas, March 1982.

Editor for the Southwestern Marketing Association's COURIER, 1979-1981.

Chaired the Second ORSA/TIMS Conference on Market Measurement and Analysis at the University of Texas at Austin, March 1980.

I have been invited to chair numerous sessions and serve as discussant at national, regional, and local conferences.

## **RECOGNITION- PROFESSIONAL**

First runner-up for the 2011 Maynard Award for the Outstanding Article on Marketing Theory for "Is Market Orientation a Source Of Sustainable Competitive Advantage or Simply The Cost of Competing?" which is awarded by the *Journal of Marketing's* Editorial Review Board.

2010 Gil Churchill Award for Lifetime Achievement in Marketing Research. The Churchill Award for lifetime achievement in the academic study of Marketing Research is given each year by the American Marketing Association.

Named to the J. Vaughn and Evelyne H Wilson Chair in Marketing, Texas Christian University, January 2008.

"Marketer of the Year", presented by the Columbus Chapter of the American Marketing Association, 1997.

Southwestern Marketing Association established the "Robert P. Leone Best Student Paper Award" to be given to the best student paper accepted at the SWMA Annual Conference. The award is in recognition of his efforts in establishing and coordinating the SWMA Doctoral Colloquium, March 1993.

Named to the Berry Chair of New Technologies in Marketing, The Ohio State University, January 1993.

Recipient of the Joe C. Thompson Professor of Retailing, 1990 - 1992.

Named a Fellow of the Southwestern Marketing Association, 1988.

## **RECOGNITION- PROFESSIONAL (continued)**

Paper published in the *Journal of Marketing Research*, titled: "Modeling Sales-Advertising Relationships: An Integrated Time-Series Econometric Approach" was runner-up for the 1988 William O'Dell Award presented by the American Marketing Association for the best paper published at least five years prior to the award year.

Received honorable mention for article submitted to the 1987 Marketing Educator's Conference titled "Attribute Importance in Discounting Product Features in Advertising," authored with Douglas Stayman and Wayne Hoyer.

Recipient of the Zale Corporation Centennial Fellowship in Retail Merchandising, 1986 - 1988.

Recipient of the Jon Newton Centennial Fellowship, *IC<sup>2</sup>* Institute, 1984-1986.

Recipient of the 1981 Maynard Award for the Outstanding Article on Marketing Theory. Awarded by the *Journal of Marketing's* Editorial Review Board for "A Study of Marketing Generalizations," Winter 1980.

Received award for "Outstanding Contribution to Marketing in the Southwest" from the Southwestern Marketing Association at the Annual Conference in 1981, 1982, 1985, 1988, and 1989.

## **RECOGNITION- ACADEMIC**

### Texas Christian University

Received the 2018-19 MBA Outstanding Elective Professor Award.

Finalist for the 2017 Chancellor's Award.

Finalist for the 2015 Dean's Award for Creativity and Research

Received the 2013-14 MBA Outstanding Elective Professor Award.

### The Ohio State University:

Received the 2006 Pace Setters Graduate Teacher Award.

Received the 2005 MBA Outstanding Elective Professor Award by the MBA graduating class.

Received the 2004, 2005 and 2006 James L. Ginter Teaching Award given by the MBA students to the best MBA Marketing elective Professor.

Received the 2001 Alfred J. Wright Outstanding Faculty Advisor Award.

## **RECOGNITION- ACADEMIC (continued)**

Inaugural recipient of the University Career Services Award - 1997.

Received the 1996 Pace Setters Distinguished Service Award.

Received the 1995 MBA Outstanding Elective Professor Award which is awarded based on a vote of the MBA graduating class.

Received the "Professional Development Award" from Pi Sigma Epsilon National Business Fraternity in 1994.

### The University of Texas at Austin:

Received the "Outstanding Service Award" from Alpha Kappa Psi National Business Fraternity in September 1989.

Awarded the Sterling Silver Distinguished Service Award of Alpha Kappa Psi National Business Fraternity for leadership and meritorious service, 1985.

Awarded Outstanding Marketing Professor for 1981-1982 by the American Marketing Association.

Nominated for Outstanding MBA Core Professor 1979, 1980, 1981, 1983, and 1984.

## **GRANTS**

### **University of Texas Academic Development and Research Grants:**

For research on Texas Tourism, Summer 1987.

For research on temporal aggregation, Summer 1986.

For the development of media materials for Marketing Research class, Summer 1981.

## **STUDENT ADVISORY ACTIVITIES**

Faculty Advisor to the MBA Marketing Association, Neeley School of Business, Texas Christian University, 2008-present.

Faculty Advisor to the MBA Marketing Association, Fisher College of Business, The Ohio State University, 1993 - 2008.

Faculty Advisor to the MBA Council, Fisher College of Business, The Ohio State University, 1999 - 2008.

Faculty Advisor to Alpha Kappa Psi National Business Fraternity, 1978- 1990. Organization awarded "Outstanding Business School organization" for 1980-81, 1982-83 and 1985-86.

## **GRADUATE STUDENT SUPERVISION**

### **Dissertation Chaired:**

Randle Raggio, "Three Essays on Brand Equity, expected June 2005. Currently an Assistant Professor at Richmond.

Sylvia Long-Tolbert, "Corporate Reputation as a Source of Competitive Advantage in Service Relationships," August 2000. Currently a consultant in Detroit, Michigan.

Srini S. Srinivasan, "Determining the Optimal Face Value of Coupons," August 1994. Currently a Full Professor with tenure at Drexel University.

Frank Mulhern, "An Econometric Analysis of Consumer Response to Retail Price Promotions, August 1989. Currently a Full Professor with tenure at Northwestern University.

Yoo S. Yang, "Identifying the Latent and Potential Exporters Among Small and Medium Sized Manufacturing Firms," August 1988, currently a Professor of Marketing and Senior Research Fellow at KINSI, Seoul Korea.

V. Kumar, "Approximation Modeling," August 1985. Currently a Chaired Full Professor of Marketing at Georgia State University.

### **Dissertation Committees:**

Yang, Sha, "Consumption Context and Consumer Preference: A Motivational Perspective," 2000.

Jewell, Robert, "Repositioning a Product: The Role of Memory Interference," August 1999.

Lichung Jen, "Measuring the Value of Customers: A Hierarchical Bayes Model of Interpurchase Time," December 1995.

Neeraj Arora, "Conjoint Analysis", August 1995.

Jeff Inman, "A Model of Retail Promotion Policy," December 1990.

Ayn Crowley, "The Golden Section and Attribute Discounting", August 1990.

Harold Doty, "Context, Structure, and Strategy: A Configurational Approach to Organizational Effectiveness," August 1990.

Penny Leake, "The Relationship of Fetal Activity Patterns to Newborn Wake-Sleep Cycles," December 1989.

Fliece Gates, "Advertising Message Complexity: Definition of the Construct," December 1988.

### **Dissertation Committees: (continued)**

David Griffith, "Survival Strategies for Competitive Markets," August 1988.

Trina Larsen, "The Relationship Between Development and National Consumption Patterns," August 1987.

Joe Cherian, "Corporate Clusters: The Sociology of Innovation Adoption," August 1986.

Naveen Donthu, "Flexible Ideal Point Mapping and Product Positioning," August 1986.

A. Narayanan, "Clustering Analysis Through Density Estimation," August 1986.

Mary Zimmer, "The Use and Influence of Interpersonal Sources of Information in the Evaluation of a New Product," December 1985.

Wagner Kamakura, "Predicting Choice Shares Under Conditions of Interdependence," 1983.

### **MBA Professional Reports:**

Mark Lipnick, "Business Applications of Shift Share Analysis," August 1987.

Mike Emmons, "A Predictive Reservation Arrival Model for La Quinta Motor Inns, Inc.," December 1986.

Sangeta Gupta, "The Role of the Marketing Product Manager in the Business Environment," December 1986.

Frank Conklin, "An Analysis of Heavy Equipment Operating Costs," May 1986.

John Heleman, "The Psychology of Consumer Sales Promotion and the Impact on Profitability," May 1986.

Ria Meade, "Attitudes and Desires of Members of a Country Club," May 1986.

Julie Versman, "Licensing in Consumer Markets," May 1986.

Craig Hall, "Influences of the New Automobile Purchase Decision," December 1985.

Robert Vokes, "Marketing Strategies of Running Shoe Manufacturers," May 1985.

Bowden Hight, "Current Trends and Problems in the Educational Software Market for Texas Public Schools," May 1984.

A.C. McNamara, "Modeling and Forecasting of Lighting Fixture Markets and Company Specific Sales," May 1984.

## **GRADUATE STUDENT SUPERVISION**

### **MBA Professional Reports (continued):**

Karen Rosenblum, "Radio Listeners' Programming Preference," May 1983.

David Massey, "An Evaluation of the Sales Forecasting Methodology Used by Drive Shaft King, Inc.," December 1982.

Mary Garza, "Foundations of Attitudes about the Equal Rights Amendment," May 1982.

Wendy Eisenberg, "A Primary and Secondary Analysis of the Background Music Industry," Dec 1981.

Serena Brooks, "A Multi-Dimensional Study of the Effects of Black and White versus Color Advertising," August 1981.

Mohamed Shams, "An Econometric Model of Investment Selection," August 1981.

Nicholas Osborn, "An Evaluation of Three Forecasting Models for Fast Food Restaurants," June 1981.

Eleshea Dice, "A Comparative Study of Retail Credit Card Distribution by Type of Credit Account," May 1980.

Eric Zepp, "Solar Energy and the Impact of Major Governmental Institutions," August 1979.

## **UNIVERSITY SERVICE**

### **University Committees and Service:**

#### **Texas Christian University: 2008 – current**

Intercollegiate Athletics Committee, 2009 – present.  
Chair of IAC – 2016 - present

#### **Ohio State University: 1993-2008**

OSU Branding Committee, 1999 – 2008.  
Campaign Kickoff Speaker, September 28, 1995.  
Parents' Day Program Speaker - Summer 1994 and 1995.  
Interdisciplinary Seed Grant Committee - 1993.

#### **University of Texas: 1978-1992**

Committee on Child Care  
Parking and Traffic Committee

**UNIVERSITY SERVICE (continued)**  
**College Committees and Service:**

**Texas Christian University: 2008 –**

Research Committee, 2008-  
Dean's P&T Advisory Committee, 2009 - 2012  
Dean's Annual Evaluation Committee – 2012 – 2014 – 2017 - 2018

**Ohio State University: 1993-2008**

Elected to College Personnel Committee, 1994-96, 1996-98, 1998-2000,  
2000-02, 2002-2004, 2004-2006, 2006-2007.  
Executive MBA Committee, 1997- 2008.  
Named Professorship Committee, 1996 – 2008.  
MBA Policy Committee, 1993- 2008.  
Research Committee, 1993- 2001.  
Executive Education Committee, 1994-1997.  
Cullman Symposium Chair, 1995.  
MBA Plan Writing Task Force, 1994-1995.  
Career Services Committee, 1994-1995.  
Graduate Director Search Committee, 1994-1995.  
Bank One Search Committee Chair, 1993-1994

**University of Texas: 1978-1992**

CBA Senior Faculty Budget Committee  
CBA Promotion and Tenure Committee  
Texas Tourism Project  
CBA Undergraduate Curriculum Committee  
CBA Committee on Computers  
Overall Editor for College Working Paper Series  
Undergraduate Student Affairs  
CBA Building Committee  
MBA Core Review

**Department Committee and Service:**

**Texas Christian University: 2008 –**

Dyess Symposium Coordinator, 2008 – present  
Recruiting Committee, 2008, 2010, 2014 & 2015; Chair – 2018 & 2019  
Chaired Department Chair Search Committee – hired Dr. Minakshi Trivedi  
Chaired West Chair Search Committee – 2014 – 2017 – hired Dr. Mark Houston

**Ohio State University: 1993-2008**

MBA Program Chair, 1993- 2008.  
Ph.D. Committee, 1997- 2008.  
Executive Education Chair, 1997- 2008.  
External Affairs Committee Chair, 1994-1997.  
P&T Research Review Committee Chair, 1993-94.



**UNIVERSITY SERVICE (continued)**  
**Department Committee and Service:**

**University of Texas: 1978-1992**

Elected Chairman of the Committee on Graduate Studies

Elected a Member of the Doctoral Advisory Committee

Comprehensive Examination Committee Chair

Department Recruiting Coordinator

Department Coordinator for College Working Paper Series

Chairman Ph.D. Acceptance and Continuance Committee