

## **RUTH N. BOLTON**

### EDUCATIONAL BACKGROUND

Ph.D. (Industrial Administration), Carnegie-Mellon University, 1983.

M.Sc. (Marketing), Carnegie-Mellon University, 1980.

B.Comm. (Honors), Queen's University, 1978.

### EMPLOYMENT BACKGROUND

Executive Director, Marketing Science Institute, Cambridge Massachusetts (July 1, 2009 – June 30, 2011).

Professor of Marketing, W. P. Carey Chair in Marketing, W. P. Carey School of Business, Arizona State University (July 1, 2004 – June 30, 2008). Also, Honorary Professor of Marketing, University of Groningen, The Netherlands (January 1, 2006 – June 30, 2008).

Professor of Marketing, Owen Graduate School of Management, Vanderbilt University, (January 1, 2002 – June 30, 2004).

Ruby K. Powell Professor of Marketing, Michael F. Price College of Business, University of Oklahoma (June 1, 1999 – December 31, 2001).

Thomas Henry Carroll Ford Foundation Visiting Associate Professor of Business Administration, Harvard Graduate School of Business Administration, Harvard University, (September 1998-June 1999).

Associate Professor, The Robert H. Smith School of Business, University of Maryland (August 1995 - 1999). Named the Harvey Sanders Professor of Retailing and Services Marketing in 1997.

Principal Member, Technical Staff, GTE Laboratories Incorporated, 40 Sylvan Road, Waltham, MA 02254 (September 1991 - August 1995).

Senior Member, Technical Staff, GTE Laboratories Incorporated (September 1987 - August 1991).

Assistant Professor, Department of Marketing and Economic Analysis, Faculty of Business, University of Alberta (July 1983 - August 1987).

Visiting Assistant Professor of Marketing, Graduate School of Industrial Administration, Carnegie-Mellon University (July 1982 - June 1983).

Assistant Professor of Marketing, Faculty of Commerce and Business Administration, University

of British Columbia (January 1982 - June 1982).

## RESEARCH, SCHOLARLY AND CREATIVE ACTIVITIES

### (a) Chapters in Books

"Evaluating Pricing Strategies for New Residential Services in the Telecommunications Industry," in Ruby Roy Dholakia (Ed.), Strategic Perspective on the Marketing of Information Technologies, 1994, Greenwich, Connecticut: JAI Press, 177-96.

"Linking Customer Satisfaction to Service Operations and Outcomes" (with James H. Drew), in Roland T. Rust and Richard L. Oliver (Eds.), Service Quality: New Directions in Theory and Practice, 1994, Chapter 8, Newbury Park, CA: Sage Publications, Inc., 173-200.

"Factors Influencing Customers' Assessments of Service Quality and Their Invocation of a Service Warranty" [with James H. Drew], in Teresa A. Swartz, David E. Bowen and Stephen W. Brown (Eds.), Advances in Services Marketing and Management, V4, 1994, Greenwich, CT: JAI Press, 195-210.

"Linking Customer Intelligence to Service Operations: Exploiting the Connection at GTE" [with James H. Drew], in Teresa A. Swartz, David E. Bowen and Stephen W. Brown (Eds.), Advances in Services Marketing and Management, V4, 1994, Greenwich, CT: JAI Press, 119-140.

"Questionnaire Pretesting: Computer Assisted Coding of Concurrent Protocols" [with Tina M. Bronkhorst], Norbert Schwarz and Seymour Sudman (Eds.), Answering Questions, 1995, San Francisco: Jossey-Bass Publishers, 37-64.

"Relationship Marketing in Mass Markets," (with C. B. Bhattacharya), Handbook of Relationship Marketing, Jagdish N. Sheth and Atul Parvatiyar (Eds.), 2000, Sage Publications: Thousand Oaks, CA, 327-54.

"Recent Trends and Emerging Practices in Retail Pricing," [with Venkatesh Shankar and Detra Montoya], Retailing in the 21<sup>st</sup> Century: Current and Future Trends, Manfred Krafft and Murali Mantrala (Eds.), 2006, 2007 (Second Edition), New York: Springer, 255-270.

"Chapter 5: Services," in Marketing Management: Essential Marketing Knowledge and Practice, Rajiv Grover and Naresh Malhotra (ed.), New York: McGraw Hill, 2008.

"Managing Customer Relationships," [with Crina O. Tarasi] in Naresh K. Malhotra (ed.) Review of Marketing Research, Volume 3, 2006, New York: M. E. Sharpe Inc. 3-38.

(b) Refereed Articles

Refereed Articles in Journals

"Modeling the Impact of Television Food Advertising on Children's Diets," Current Issues and Research in Advertising (1), 1983, pp. 173-99.

"Searching for Positive Returns at the Track: A Multinomial Logit Model for Handicapping Horse Races" (with Randall G. Chapman), Management Science, 32 (8), 1986, pp. 1040-60.

"Implications of Market Structure for Elasticity Structure" (with Gary J. Russell), Journal of Marketing Research, 25 (3), 1988, pp. 229-41. [*Finalist for the 1993 William F. O'Dell Award (given for best article in Journal of Marketing Research during 1988)*].

"Sales Response Modeling: Gains in Efficiency from System Estimation," Journal of Business Research, 18 (2), 1989, pp. 107-25.

"The Relationship Between Market Characteristics and Promotional Price Elasticities," Marketing Science, 8 (2), 1989, pp. 153-69.

"The Robustness of Retail-Level Price Elasticity Estimates," Journal of Retailing, 65 (2), 1989, pp. 193-218.

"The Customer Satisfaction Feedback Loop for Local Telephone Service (with James H. Drew), Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 3, 1990, 29-35.

"Pretesting Alternative Survey Administration Designs," (with R. Chapman and J. Zych), Applied Marketing Research, 30 (3), 1990, 8-13.

"A Longitudinal Analysis of the Impact of Service Changes on Customer Attitudes," (with James H. Drew), Journal of Marketing, 55 (1), 1991, 1-10.

"A Multi-Stage Model of Customers' Assessments of Service Quality and Value" (with James H. Drew), Journal of Consumer Research, 17 (4), 1991, 375-384.

"Quantitative Analyses of Depth Interviews" (with Tina M. Bronkhorst), Psychology and Marketing, 8 (4), 1991, 275-297.

"Mitigating the Effect of a Service Encounter" (with James H. Drew), Marketing Letters, 3 (1), 1991, 57-70.

"The Structure of Customer Satisfaction: Effects of Survey Measurement," (with James H. Drew), Journal of Customer Satisfaction, Dissatisfaction and Complaining Behavior, 4, 1991, 21-30.

"Pretesting Questionnaires: Content Analyses of Respondents' Concurrent Verbal Protocols," Marketing Science, 12 (3), 1993, 280-303. Reprinted in Fundamentals of Marketing Research Naresh Malhotra (ed.), SAGE Publications (SAGE Library in Marketing), August 2007.

"Covering the Market," Marketing Research: A Magazine of Management and Applications, 6 (3), 1994, 30-35.

"A Dynamic Model of the Duration of the Customer's Relationship with a Continuous Service Provider: The Role of Satisfaction." Marketing Science, 17 (1), 1998, 45-65. [*In Summer 2005, the Editor reported that this article has largest number of total cites of all articles published in Marketing Science in the last ten years, 1995-2005.*]

"An Experimental Investigation of Service Failure and Recovery: Paradox or Peril?" (with Amy K. Smith). Journal of Service Research, 1 (1), 1998, 65-81. *Received the FedEx Excellence in Service Research" award for the best article published in the Journal of Service Research, Volume 1.*

"A Dynamic Model of Customers' Usage of Services: Usage as an Antecedent and Consequence of Satisfaction," (with Katherine N. Lemon). Journal of Marketing Research, 36 (2), 1999, 171-86.

"A Model of Customer Satisfaction With Service Encounters Involving Failure and Recovery," (with Amy K. Smith and Janet Wagner). Journal of Marketing Research, 36 (3), 1999, 356-72.

"Implication of Loyalty Programs and Service Experiences for Customer Retention and Value," (with P.K. Kannan and Matthew D. Bramlett). Journal of the Academy of Marketing Science, Volume 28, (1), 2000, 95-108.

"Modeling the Effect of Customers' Emotional Responses to Service Failures On Their Recovery Effort Evaluations and Satisfaction Judgments" (with Amy K. Smith), Journal of the Academy of Marketing Science 30 (1), Winter 2002, pp. 5-23.

"How Marketing Actions Affect the Value of Customer Assets," (with Paul Berger, Douglas Bowman, Elten Briggs, V. Kumar, A. Parasuraman and Creed Terry), Journal of Service Research, 5, 2002, 39-54.

"Striking the Right Balance: Designing Service to Enhance Business-to-Business Relationships" (with Amy K. Smith and Janet Wagner), Journal of Service Research, 2003, 271-291. [*Finalist for Journal of Service Research Excellence in Service Research (best article) Award, 2003*].

"Price-Based Global Market Segmentation for Services," (with Matthew B. Myers), Journal of Marketing, 67 (3), 2003, 108-128. Reprinted in *International Marketing*, Stanley J. Paliwoda and John K. Ryans, Jr., (eds.) Edward Elgar Publishing Ltd, Cheltenham, United Kingdom.

“An Empirically Derived Taxonomy of Retailer Pricing and Promotion Strategies,” (with Venkatesh Shankar), Journal of Retailing, 79 (4), 2003, 213-224. *Finalist for the Davidson Award for the Best article in Journal of Retailing 2003, Volume 79.*

“An Empirical Analysis of Determinants of Retailer Pricing Strategy” (with Venkatesh Shankar), Marketing Science, 23 (1), 2004, 28-49.

“The Theoretical Underpinnings of Customer Asset Management: A Framework and Propositions for Future Research,” (with Katherine N. Lemon and Peter Verhoef). Journal of the Academy of Marketing Science, 32 (3), 2004, 271-93.

“The Effect of Group Interactions on Satisfaction Judgments: Satisfaction Escalation.” (with Jonathan B. Bohlmann, José Antonio Rosa and William J. Qualls), Marketing Science 25 (4), 2006, 301-321.

"Managing Customer Relationships," (with Crina Tarasi) in Naresh K. Malhotra (ed.) Review of Marketing Research, (3), 2006, New York: M.E. Sharpe, Inc., pp. 3-38 (*Lead article*).

“Forward-Looking Focus: Can Firms Have Adaptive Foresight?” (with Valarie Zeithaml, John Deighton, Timothy Keiningham, Katherine N. Lemon, Andrew Peterson), Journal of Service Research, 9 (2), 2006, pp. 168-183. [*Finalist for Journal of Service Research Excellence in Service Research (best article) Award, 2007*].

“The Effect of Service Experiences over Time on a Supplier’s Retention of Business Customers,” (with Katherine N. Lemon and Matthew D. Bramlett), Management Science, 52 (12), 2006, 1811-1823. (*Lead article*).

“Six strategies for competing through service: An agenda for future research” [with Dhruv Grewal and Michael Levy] Journal of Retailing, 83 (1), 2007, 1-4. (*Lead article*.)

“Expanding Business-to-Business Customer Relationships: Modeling the Customer’s Upgrade Decision.” [with Katherine N. Lemon and Peter C. Verhoef], Journal of Marketing, 72 (1), 2008, 46-64.

“Interactive services: A framework, synthesis and research direction,” [with Shruti Saxena-Iyer], Journal of Interactive Marketing, 23 (1), 2009, 91-104.

#### Refereed Articles in Conference Proceedings

"An Audit of Structural Modeling Applications in Marketing" (with Randall G. Chapman), in 1984 AMA Educators' Conference Proceedings, Chicago, Illinois: American Marketing Association, 1984, pp. 350-4.

"Attribute Presentation Order Bias and Nonstationarity in Full Profile Conjoint Analysis Tasks" (with Randall G. Chapman), in Robert F. Lusch et al (Eds.), 1985 AMA Educators' Conference Proceedings, Chicago, Illinois: American Marketing Association, 1985, pp. 373-9.

"Simultaneous Versus Sequential Estimation of Multi-Stage Models of Perception, Preference, and Choice" (with Randall G. Chapman), Advances in Consumer Research, 8, Provo, UT: Association for Consumer Research, 1986, pp. 463-8.

"Service Value and Its Measurement: Local Telephone Service" (with James H. Drew), in Carol Suprenant (Ed.), Add Value to Your Service, Chicago: American Marketing Association, 1987, pp. 49-54.

"A Model of Perceived Service Value (Abstract)" (with James H. Drew), in Gary Frazier, Charles Ingene et al. (Eds.), 1988 AMA Educators' Conference Proceedings, Chicago: American Marketing Association, 1988, p. 213.

"The Structure of Customer Complaint Behavior in the Airline Industry" (with Randall G. Chapman), in Jon M. Hawes (Ed.), Developments in Marketing Science, Vol. XII, Akron, Ohio: Academy of Marketing Science, 1989, pp. 546-51.

"An Exploratory Investigation of Questionnaire Pretesting with Verbal Protocol Analysis," Advances in Consumer Research, 18, Provo, Utah: Association for Consumer Research, 1991, 558-65.

"The Relationship Between Customer Complaints to the Firm and Subsequent Exit Behavior" [with Tina M. Bronkhorst], Advances in Consumer Research V 22, Provo, Utah: Association for Consumer Research, 1995.

#### Other Articles

"Marketing Challenges of E-Services," Communications of the Association for Computing Machinery (June), New York: Association for Computing Machinery, 46 (6), June 2003, pp. 43-44. [*Invited Essay*]

"From the Editor," Journal of Marketing, 67 (1), 2003, p. 1. [*Editorial*]

"Marketing Renaissance: Opportunities and Imperatives for Improving Marketing Thought, Practice and Infrastructure," Journal of Marketing, 69 (4), 2005 p. 1. [*Editorial.*]

"JM Essays Assess Marketing Landscape," Marketing News (October 1, 2005), p 25-26.

"Commentary: The Implications of "Big M" Marketing for Modeling Service and Relationships," Marketing Science, 25, 6 (November-December), 2006, 584-6.

‘Foreword’, The Service-Dominant Logic of Marketing: Dialog, Debate, and Directions, Robert F. Lusch and Stephen L. Vargo (eds.) M. E. Sharp, 2006, pp ix-xi. [*Invited Essay.*]

Essential Readings in Marketing (with Leigh McAlister, Ross Rizley), Marketing Science Institute Report 06-601. [*\*\* From MSI's Advertisement: “Essential Readings in Marketing is an excellent and much-needed source of award-winning research in marketing for doctoral students, scholars, and business libraries.” —V. “Seenu” Srinivasan, Adams Distinguished Professor of Management, Stanford University Graduate School of Business*]

“Beyond EDLP and HiLo: A new customised approach to retail pricing,” (with Detra Montoya and Venkatesh Shankar), European Retail Digest, 2006, Issue 49, pp 7-10. [*Feature Article, Lead article.*]

“Six strategies for competing through service: An agenda for future research” (with Dhruv Grewal and Michael Levy,” Journal of Retailing, 81 (3), 2007, 1-4. [*Editorial introducing the special issue on “Competing Through Service.”*]

### Electronic and Print Media

“Reduce Risk by Building a Diversified 'Portfolio' of Customers,” Knowledge@WPCarey (September 12, 2007).

“The neglected moneymaker: customer retention,” Knowledge@WPCarey, (April 25, 2007).

”Group buy-in: How the urge to fit in sways purchase satisfaction,” Knowledge@WPCarey (September 13, 2006).

“Never underestimate the American consumer’s thirst for gas,” Knowledge@WPCarey (August 30 2006)

Swisscom’s team of special customer service agents create a competitive advantage: Customer Service and the Telecommunications Company” Oracle Profit, August 2006. [*Sidebar interview.*]

“Changing Channels: Bricks and Clicks” Knowledge@WPCarey, July 5, 2006.

“Pediatric Studies Link TV Advertising with 'Global Fattening',” Knowledge@WPCarey (March 30 2006)

“Winter of Discontent: Will Fuel Prices, War Worries Affect Holiday Retail Sales?” Knowledge@WPCarey, (November 2005)

“Friedman's 'Flat' World View Resonates with Readers,” Knowledge@WPCarey (November 2005)

“More Focused Competitors May Be Albertsons' Undoing” Knowledge@WPCarey (October 2005)

“The B-to-B Tango: Suppliers and Customers Need to Stay in Sync,” Knowledge@WPCarey (May 5, 2005)

(c) Selected Technical Reports

"Some Market Research Studies at GTE: Descriptions and Technical Discussion" (with James H. Drew), TR # 88-0006-08-88-420, GTE Laboratories Incorporated, June 1988.

"CSOC Quality Study: Impact of Operational Changes on Customer Perceptions in GTE-SW and GTE-S" (with Sue Liu), TM-0133-04-89-420, GTE Laboratories Incorporated, April 1989.

"Principles of Precision Based Sampling," TC-0074-01-90-420, GTE Laboratories Incorporated, January 1990.

"Multiple Measures of Satisfaction In the Business Customer Opinion Survey Pretest" (with T. Bronkhorst), TC-0081-03-90-420, GTE Laboratories Incorporated, March 1990

"An Examination of the Cancellation Behavior of Cellular Customers" (with T. Bronkhorst), TR-0258-05-94-420, GTE Laboratories Incorporated, May 1994.

(d) Working Papers

“Building Actionable Market Segments Based on Customers’ Cash Flow Variability,” (with C. Tarasi, A. Gustafsson and B. Walker), *Working Paper, Central Michigan University*.

“The Effect of Customer Information Obtained During New Product Development on the Business Performance of Manufactured Goods versus Services,” (with Lars Witell, Anders Gustafsson, Joshua H. Johnson and Michael D. Johnson), *Working Paper, Karlstad University*.

“Innovating with Interactive Services,” (with L. Berry, C. Bridges, J. Meyer, A. Parasuraman, and K. Seiders) *Working Paper, Texas A&M University*.

“Dimensions of Service Quality in Developed and Developing Economies: A Cross-National, Cross-Cultural Analysis and Global Market Segmentation,” (with Naresh K. Malhotra and James Argawal), *Working Paper, University of Calgary*.

“Relationships Take Two: When Will Consumers Desire Close Relationships and How Will They Respond to Firms Actions?” (with Martin Mende, Mary Jo Bitner, and Amy L. Ostrom), *Working Paper, University of Kentucky*.

“Balancing Risk and Return in the Customer Portfolio,” (with Crina C. Tarasi, Beth Walker and

Michael Hutt), *Working Paper, Arizona State University*.

The Influence of Co-Workers' Opinions on Managers' Evaluations of Service Suppliers Across Cultures and Regions," (with David A. Griffith, Roger J. Calantone, Mathew D. Bramlett), *Working Paper, Michigan State University*.

#### (e) Talks

##### Conference Presentations - Refereed

"The Effect of Marketing Activities on Brand Price Elasticities," TIMS Marketing Science Conference, Chicago (March 1984). [Also, invited presentation of same talk to the Faculty of Business, University of Alberta, March 1984.]

"An Audit of Structural Modeling Applications in Marketing," AMA Educators' Conference, Chicago (August 1984).

"Simultaneous Versus Sequential Estimation of Multi-Stage Models of Perception, Preference, and Choice," Association for Consumer Research Annual Conference, Las Vegas (October 1985).

"A Model of Perceived Service Value," AMA Educators' Conference, San Francisco (August 1988).

"The Structure of Customer Complaint Behavior in the Airline Industry," Academy of Marketing Science Annual Conference, Orlando Florida (May 1989). [Award Winning Paper, Services Marketing Track].

"An Exploratory Investigation of Questionnaire Pretesting with Verbal Protocol Analysis," Association for Consumer Research Annual Conference, New York, (October 1990).

"The Relationship Between Company Measures and Customer Perceptions of Services," TIMS College on Marketing Special Interest Conference on Services Marketing, Vanderbilt University (September 1990).

"Context Effects in Multinomial Logit Models," TIMS Marketing Science Conference (March 1991) [with R. G. Chapman].

"Consumer Search for New Information about Stores and Services," TIMS Marketing Science Conference, London, England (July 1992).

"Linking Customer Satisfaction to Service Operations and Outcomes," Frontiers in Services Conference, Nashville, TN (September 1992). [Also invited presentation of this same talk at the Queen's University Marketing Seminar, October 1992].

"Linking Customer Satisfaction and Customer Behavior," AMA Educators' Conference (August 1993). [Also invited presentation of this same talk to the University of Melbourne Faculty Seminar, August 1993.]

"Relating Service Quality to Customer Behavior," Frontiers in Services Conference, Nashville, TN (October 1993).

"The Dynamics of Customer Opinion: Models of Service Quality," INFORMS Marketing Science Conference, Gainesville, Florida (March 1996).

"Customer Usage of Services: Implications for Equity and Satisfaction," Marketing Science Conference (March 1997), as well as Hightower Lecture at Goizueta Business School, Emory University and presentations at the College of Business, Ohio State University; and the Department of Psychology, University of Maryland (April 1997).

"Growing the Value of the Customer Base: Longer and Stronger Relationships," AMA Applied Research Techniques Forum (June 1997), as well as invited presentations at Marketing Science Institute, Board of Trustees Meeting (April 1997), and the Hewlett-Packard Company (September 1997).

"The Value of Service Relationships: Perceptions of Business Customers," AMA Frontiers in Services Conference, Nashville, TN, (October 1998).

"Modeling the Effect of Customers' Emotional Responses to Service Failures on their Recovery Effort Evaluations and Satisfaction Judgments" (with Amy K. Smith), AMA Frontiers in Services Conference, Nashville, TN (October 1999).

"Modeling Business Customers' Decisions About Customer Support Relationships" (with Kay Lemon and Matthew Bramlett), INFORMS Marketing Science Conference, Syracuse, NY (June 1999).

"How Marketing Actions Affect the Value of Customer Assets," Special Session on Marketing Metrics, AMA Winter Educators' Conference, Austin, TX (February 2002).

A Dynamic Model of Managers' Preferences Towards Suppliers: The Role of Service Delivery Systems in Building Relationships," Ruth N. Bolton, Amy K. Smith, and Janet Wagner, Proceedings of the 2004 AMA Winter Educators' Conference, Scottsdale, Arizona, February 2004.

"A Dynamic Model of Managers' Preferences for Suppliers: The Role of Service Delivery in Building Relationships," AMA Winter Educators' Conference, Scottsdale, AZ (February 2004), as well as invited presentations at University of Mississippi (March 2004), Florida State University (April 2004).

### Conference Presentations - Contributed

"Estimation Issues in the Analysis of Optical Scanner Data," TIMS/ORSA National Conference, Dallas (November 1984).

"A Multi-Stage Model of Service Value," ORSA/TIMS Marketing Science Conference, Seattle (March 1988).

"Assessing the Impact of Service Changes on Customer Satisfaction," ORSA/TIMS Conference, New York (October 1989).

"The Relationship Between Company Measures and Customer Perceptions of Telecommunications Services," TIMS/ORSA Joint National Meeting, Anaheim California (November 1991).

"Antecedents and Consequences of Customer Satisfaction with Services," EURO XII / TIMS XXXI Joint International Conference, Helsinki, Finland (June 1992).

"A Dynamic Model of Customers' Usage of Services: Usage as an Antecedent and Consequence of Satisfaction," Frontiers in Services, sponsored by the American Marketing Association and the Center for Services Marketing at Vanderbilt University (October 1997).

"The Dynamics of Customer Satisfaction," 1998 AMA Winter Marketing Educators' Conference (February 1998).

"CUSAMS: A Decision Support Model for Customer Asset Management in Service Industries," INFORMS Marketing Science Conference, Wiesbaden, Germany (July 2001).

"The Role of Service in an Academic Career," AMA Summer Educators' Conference (August 2003).

"Modeling Business Customer's Upgrade Decisions," Frontiers in Services Conference (October 2004). Also an invited presentation at Hong Kong University, China, June 2005.

Presentations in special sessions on "Exploring the Boundaries of Service-Centered, Relationship-Focused Research," "Survey Research: Problems and Prospects, and "New Directions in Customer Equity," at the AMA Winter Educators' Conference, San Antonio, Texas (February 2005).

### Invited Presentations

"Some Econometric Issues Associated With the Analysis of Optical Scanner Data," and "Brand

Sales Response: Modeling the Marketing Mix," Faculty of Business, Queen's University (February 1986).

"Service Value and Its Measurement: GTE's Experience with Local Telephone Service", 1988 Bellcore Measurements Research and Operations Symposium, Nashville (September 1988).

"Pricing Strategies for New Residential Services in the Telecommunications Industry," Symposium on Marketing Strategies for Information Technologies, Center for Telecommunications Management, Los Angeles (November 1988).

"Questionnaire Pretesting With Verbal Protocol Analysis," Marketing Faculty Seminar, Boston University (February 1990).

"A Longitudinal Analysis of the Impact of Service Changes on Customer Attitudes," Marketing Faculty Seminar, Vanderbilt University (April 1990).

"Mitigating the Effects of Service Encounters," MIT Marketing Seminar (October 1991) and University of Toronto Marketing Seminar (November 1991).

"Pretesting Questionnaires: Content Analyses of Respondents' Concurrent Verbal Protocols," University of Florida Winter Research Retreat (February 1992).

"Interaction Coding in Questionnaire Pretesting," Allerton Conference on "Methods of Determining Cognitive Processes Used to Answer Questions," University of Illinois, Urbana-Champaign (November 1993).

"Linking Customer Satisfaction and Customer Behavior," 1994 Bellcore Measurements Research Symposium (April 1994).

"Relating Customer Satisfaction to Revenues," 1994 Boston AMA Conference on "Beyond Customer Satisfaction: Building Valuable Relationships" (April 1994).

"Linking Customer Satisfaction to the Duration of Customer Provider Relationships," Marketing Departments of the University of Michigan, Columbia University, University of Texas at Dallas, University of Pennsylvania (Fall 1995).

"Impacting Profits Through Customer Driven Quality Improvement," Frontiers in Services Conference, Nashville, TN (October 1995).

"The Dynamics of Customer Opinion: Models of Service Quality," Duke University Winter Marketing Camp (September 1995).

"Implication of Loyalty Programs and Service Experiences for Customer Retention and Value," Marketing Science Institute Conference on "Serving Customers and Consumers Effectively in the

21<sup>st</sup> Century,” Miami, FL (December 1998).

“Information and Autocracy: Modeling Managers’ Evaluations of High Technology Service Across Cultures and Countries,” AMA Doctoral Consortium, Miami, FL (June 2001).

“The Effect of Service Experiences Over Time on Customer Retention” (with Katherine N. Lemon and Matthew D. Bramlett). Presented at Vanderbilt University (June 2001), Erasmus University Rotterdam, University of Tilburg, INSEAD (September 2001), and Ohio State University, University of Minnesota, Emory University (Hightower Lecturer), Babson College, University of Connecticut, (April 2002) and Cardiff Business School Research Event (May 2002), Norwegian School of Management (August 2002).

“Price-Based Global Market Segmentation for Services” (with Matthew B. Myers). Presented at the University of Mainz, Germany (December 2002), University of Pittsburgh Winter Research Retreat (February 2003), Tulane University, University of California – Irvine, University of North Carolina (March 2003), Case Western Reserve University, New York University (April 2003), UCD Ireland, University of Strathclyde, Lancaster University, Warwick University (July 2004).

“Process and Service Innovations in Customer Relationship Management: Challenges,” Conference on *Innovations in Customer Loyalty, Retention and Advocacy: Powered by Technology*, sponsored by Pennsylvania State University’s eBusiness Center and the Center for Global Business Studies (May 2003).

“Modeling Business Customer’s Upgrade Decisions,” University of Miami (April 2004), University of Maryland (May 2004), University of Notre Dame (September 2004), Frontiers in Services Conference (October 2004), University of Alberta (November 2004).

“Emerging Issues in Marketing,” *Marketing Science Institute Board of Trustees Meeting* (2004).

“Research and Publication,” at *Making the Transition: A Workshop for New Marketing Faculty*, sponsored by the AMA (February 2005).

“Delivering Service Excellence to Build Long Term Client Partnerships,” Keynote Speaker, *Council of American Survey Research Organizations (CASRO) Marketing Conference* in Phoenix, AZ, March 31, 2005.

Emerging Issues in Marketing, *Eli Lilly Marketing Leadership Conference*, Indianapolis, April 28, 2005.

“Emerging Issues in Service Marketing,” *Third Marketing Forum*, University of Fudan, Shanghai, China, June 2005.

“Reflections by 1980 (25<sup>th</sup> Anniversary) Consortium Fellows,” *American Marketing Association Doctoral Consortium*, University of Connecticut, Storrs, CT, July 2005.

“Customer Metrics: Past, Present and Future,” Frontiers in Services Conference, Arizona State University, Tempe (Plenary Discussant and Panelist), October 2005.

“Organic Growth: Expanding Rather Than Maintaining Relationships,” University of Groningen Marketing Seminar, University of Tilburg Marketing Camp, December 2005. I also led doctoral seminars at both universities.

Direct Marketing Association / Direct Marketing Educational Foundation Conference, January 2006, Virginia

“Renewing and Upgrading Service Contracts: Two Sides of the Same Coin?” University of Groningen Marketing Center for Customer Insights, March 2007. I also led a doctoral seminar.

#### (f) Grants

J. D. Muir Research Fund, Faculty of Business, University of Alberta: "Estimation Issues Associated with the Analysis of Optical Scanner Data," 1984.

Central Research Fund, University of Alberta: "An Investigation of Differences in Price Elasticities Across Brands, Product Classes and Retail Outlets," 1984-5.

Social Sciences and Humanities Research Council of Canada Award (\$26,000): "An Investigation of Differences in Price Elasticities Across Brands, Product Classes and Retail Outlets," 1986-7.

Associates Fellowship, Faculty of Business, University of Alberta, 1986-7.

Marketing Science Institute Grant (\$15,000): “Designing Service Recovery Efforts to Increase Customer Satisfaction and Repatronage Intentions,” 1996-7 [with Janet Wagner and Amy Smith].

Marketing Science Institute Grant (\$12,000): “Dimensions and Determinants of Retailer Pricing Strategy and Tactics, 1996-7 [with Venkatesh Shankar].

Hewlett-Packard Company (\$147,000): “Growing Support Customer Value,” 1997-99.

Marketing Science Institute Grant (\$15,000): “CUSAMS: A Decision Support Model for Customer Asset Management in Service Industries,” 2000-1 [with Katherine N. Lemon and Peter C. Verhoef ].

Teradata Center, Fuqua School of Business, Duke University (\$22,000): “Modeling the Customer Upgrade Decision,” 2002-3 [with Katherine N. Lemon].

Marketing Science Institute Grant “Managing Risk and Return in a Customer Portfolio” 2006-2007 [With Michael Hutt, Crina Tarasi and Beth Walker].

Marketing Science Institute Grant “Leveraging Relationship Marketing in Light of Customer Attachment Styles towards Service Firms.” Award #4-1457 [with Martin Mende].

(g) Fellowships and Awards

- 1974-78 R. W. Leonard Scholarship (1977), D. I. McLeod Award (1975 - 1977), Queen's Anniversary Scholarship (1974).
- 1980 American Marketing Association Doctoral Consortium Fellow.
- 1979-81 Social Sciences and Humanities Research Council of Canada Doctoral Fellow (September 1979 - December 1981), William Mellon Fellow (September 1979 - December 1981), Graduate School of Industrial Administration Merit Fellow (September 1978 – August 1979).

(h) Reviewing Activities

Editor, *Journal of Marketing*, (July 1, 2003. – June 30, 2005.) Consulting Editor, *Journal of Marketing* (July 2005 – present), Area Editor, *Journal of Marketing Research* (April 2006 – present). Guest Area Editor, *Marketing Science* (September 2005 – present). Guest Editor, *Journal of Retailing*, Special Issue on Competing Through Service, 2007.

Editorial Boards

*Journal of Consumer Research* (1991-1993), *Journal of Marketing* (1991-present), *Marketing Letters* (1994-2002), *Marketing Science* (1995-2007), *Journal of Service Research* (1997 - present), *Journal of Retailing* (1997 - 2007), *Journal of Marketing Research* (1998-2003, 2006-2007), *Journal of Interactive Marketing* (2002-present), *International Journal of Research in Marketing* (2009-present).

Ad Hoc Referee Activities

*The American Statistician* (1988), *Association for Consumer Research Conferences* (1989, 1990, 1996), *American Marketing Association Educators' Conferences* (1988, 1990, 1992), *Journal of Marketing Research* (1991-97), *Journal of Retailing* (1993-97), *Sloan Management Review* (1994), *Marketing Science* (1994).

(i) Other Scholarly Activities

AMA Sheth Foundation Doctoral Consortium Co-Chair (2007).

AMA Sheth Foundation Doctoral Consortium Faculty (1996, 2001, 2003, 2004, 2005, 2006, 2007, 2008, 2009). Haring Symposium Keynote Speaker (2003), Services Doctoral Consortium Faculty (2004,2006).

Selection Committee for the 2006 AMA Winter Educators' Conference Best Paper Award.

### Chaired Sessions, Panelist or Discussant

“Hot Topics in Services,” *Frontiers in Services* (2006), “Building Customer Loyalty” Association for Consumer Research (2003), “Post Choice Valuation: The Role of Regret in Consumer Decision Making,” Association for Consumer Research (1998). “New Directions in the Study of the Consumer Satisfaction Response: Anticipated Evaluation, Internal Cognitive-Affective Processes, and Trust Influences on Loyalty,” Association for Consumer Research Conference (1997). “Using Information Technology Within the Home,” Association for Consumer Research Conference (1996). “Dealing,” Marketing Science Conference (1986). “The Long Term Effect of Promotions,” Marketing Science Conference (1989). “Resource Allocation in the Marketing Mix,” Marketing Science Conference (1991). “Using Technology for Improved Services,” AMA Educators' Conference (August 1991).

### Memberships

Academy of Marketing Science, American Marketing Association, Association for Consumer Research, INFORMS, and Sigma Xi.

### TEACHING, ADVISING AND SPEAKING ENGAGEMENTS

Arizona State University (2005-2006): Marketing Management (MBA), Marketing Models (Doctoral), Services Marketing Management (MBA China)

Vanderbilt University (2002-4): Marketing Research (MBA).

University of Oklahoma (1999-2001): Services Marketing (MBA), Principles of Marketing (Undergraduate), Marketing Management (MBA), Marketing Theory and Thought (Doctoral).

Harvard University (1999): Marketing Management (MBA).

University of Maryland (1995-8): MBA Group Field Projects, Services Marketing (Undergraduate and MBA Level), Current Topics in Marketing (Doctoral Level).

Other Courses Taught: Marketing Research, Marketing Models, Marketing Management (at the University of British Columbia and the University of Alberta).

### Executive Education

In-House Programs and Speaking Engagements include: Jollas Institute Supermarket Program: “Customer Satisfaction and Relationship Marketing” (1997); University of Jyväskylä Program for Executives: “Service Quality” (1996); New York State Electric and Gas (1996) “Customer Satisfaction Management,” Fleming Corporation (1999, 2000, 2001) “Customer Relations,” Accenture “Global Supply Chain Management” (2000, 2001), Eli Lilly (2005), China Merchant

Securities (2007, 2009), Abbott Laboratories (2009).

Arizona State University: Service Leadership Institute (2006, 2007), China MBA Program (2007).

Vanderbilt University: "Marketing for Growth and Profitability" (2004, Two Day Executive Program)

University of Maryland Joint Program in Survey Methodology (1998): "Customer Satisfaction Measurement and Management" (2 Day Executive Program).

University of Chicago Center for Continuing Studies (1996-98): Customer Satisfaction (Three Day Executive Seminar).

University of North Carolina (1991-92): "Customer Satisfaction" (2 Day Executive Seminars offered on multiple occasions).

#### Manuals and Other Contributions to Teaching

"LINKS Services Management Simulation," with Randall G. Chapman, 2006 (Revised 2007; 2008; 2009).

"ATTACHEM: Sales Force Management Decisions," in Joseph F. Hair, Jr., Rolph E. Anderson, and Alan J. Bush, Professional Sales Management: Instructors' Manual, New York: McGraw-Hill, Inc., 1988.

"The Coop: Marketing Research" (with Youngme Moon), #9-599-113, Harvard Business School Publishing.

#### Teaching Awards or Special Recognition

Syllabus Award for "Services Marketing Course Syllabus," awarded by the College Teaching Enhancement Center and the IBM Total Quality Program.

"Relating Service Quality to Customer Behavior," was voted "Best Presentation in a Competitive Session," at the Frontiers in Services Conference, Nashville, TN (October 1993).

#### Advising: Research Direction

Boston University: Member of Doctoral Dissertation Committee for John Zych, 1990-93.

University of Maryland: Co-chair and member of Doctoral Dissertation Committee for Amy Smith, 1995-97.

Erasmus University Rotterdam, Netherlands: Member of Doctoral Dissertation Committee for Peter Verhoef, 2000-2001.

Norwegian School of Management: Member of Doctoral Dissertation Committee for Line Olsen, 2002.

Vanderbilt University: Member of Doctoral Dissertation Committee for Joshua Johnson (2003-7).

Arizona State University: Member of Doctoral Dissertation Committee for Thomas Hollmann, Crina Tarasi (Co-Chair), Shruti Saxena (Chair), Martin Mende (Chair), Paul Fombelle.

Royal University of Groningen, Netherlands: Member of Doctoral Dissertation Committee for Marije Teerling 2006-2007.

## SERVICE

### Professional

Offices: Marketing Science Institute Board of Trustees (2004-2007), American Marketing Association Board of Trustees (2005-2008), Sheth Foundation Board of Trustees (2005-2007). American Marketing Association Academic Council (August 2001-July 2004). Association for Consumer Research's Advisory Council (1993-96).

Award Committees: Journal of Marketing Research Editor Selection Committee (2003), Journal of Marketing Editor Selection Committee (2004); Irwin/McGraw Hill Marketing Educator's Award 2004, 2005, 2006 (Chair), 2007 (Chair).

Other Committees: Association for Consumer Research Program Committee (1996, 2000, 2001). AMA Summer Educators' Conference, Services and Retail Marketing Track Chair (1997). AMA Advanced Research Techniques Forum, Program Committee (1997).

Reviewing Activities for Grant Awarding Councils: Marketing Science Institute (1997); Social Sciences and Humanities Research Council of Canada 1987, 1989; Administrative Sciences Association of Canada Annual Conference Proceedings 1984, 1985, 1986, 1988; Hong Kong Research Council 1994.

### University

University of Alberta, Committees: Marketing Ph.D. Program Review (1986-7); Faculty Recruiting Committee (1983-5); Committee to Review Undergraduate Marketing Courses (1984-5); Marketing Course Description Booklet (1983-4).

University of Maryland, Committees: MBA Program Review Committee (1997-8), Telecommunications Search Committee (1997-8), Accounting Search Committee (1997-8), Marketing Ph.D. Guidelines Committee (1996), Accounting Search Committee (1996-present), Undergraduate Review Committee (1996-8). Technology Advancement Program (1997), expert panelist.

University of Oklahoma, Committees: Summer Research Grant Committee (2000-2001), Building Committee (1999-2001); Summer Research Grant Committee (1999-2000), Library Committee (2000), Building Committee (2000-2001), Ph.D. Program Committee (2000-2001).

Vanderbilt University, OGSM: Bruce Barry's Promotion Committee, Marketing Recruiting Committee (2002-4), Piyush Kumar's Contract Renewal Committee (Chair), Marketing Area (Chair, 2003-4, Executive Management Committee (2003-4), C200 Panelist, Owen Marketing Association Faculty Advisor (2003-4).

Arizona State University: W. P. Carey School of Business: Department Development (Steering) Committee, Recruiting Committee, Ph.D. Committee (2004-present)

#### Other Awards and Honors

Distinguished Faculty, Center for Service Leadership, Arizona State University (2009-present).

American Marketing Association SERVSIG Career Contributions Award 2007.

GTE Laboratories Incorporated Performance Award (1993).