July 2013

Name George John

Office Address Marketing Department
Carlson School of Management
University of Minnesota
321, 19th Avenue South
Minneapolis, MN 55455
ph. 612 624-5055 (off)
e-mail: johnx001@umn.edu

Education

PhD 1981	Northwestern University (Marketing) Evanston, IL
MBA 1976	University of Illinois at Urbana-Champaign Urbana, IL
B. Tech 1974	Indian Institute of Technology (Aeronautical Engineering) Madras, India

Faculty and Administrative Positions

2011 to present	Associate Dean for Faculty and Research
2007 to 2011	Chair, Marketing and Logistics Management Department
2002 to present	General Mills-Paul S. Gerot Chair in Marketing
1998 to 2002	Curtis L. Carlson Research Professor of Marketing
1992 to 1998	Professor of Marketing
1987 to 1992	Associate Professor of Marketing Carlson School of Management 321, 19th Avenue South University of Minnesota, Minneapolis, MN 55455
1982 to 1987	Assistant Professor
1980 to 1981	Instructor Graduate School of Business University of Wisconsin, Madison, WI 53562
1979 to 1980	Lecturer Kellogg Graduate School of Management Northwestern University, Evanston, IL 60201

Consulting Experience

1982 to present	Consultant to various companies on diverse topics, including distribution strategy, and salesforce organization. Expert witness on competitive analysis, business-to-business marketing, and distribution channels.

Academic Awards and Honors

1. Prize-Winning Entry, Ph.D. Dissertation Competition, American Marketing Association, 1981.
2. Carlson School of Management Executive Development Center "Rose Bowl" Best Instructor Award, 1989.
3. Invited to present at American Marketing Association Doctoral Consortium, Los Angeles, August 1991.
4. Invited to present at American Marketing Association Doctoral Consortium, East Lansing, August 1992.
5. Carlson School of Management Graduate Teaching Certificate of Recognition, 1992.
6. Invited to present at American Marketing Association Doctoral Consortium, Urbana, Illinois, August 1993.
7. Invited to present at American Marketing Association Doctoral Consortium, Boulder, Colorado, August 1996.
8. Invited to present at American Marketing Association Doctoral Consortium, Los Angeles, California, August 1999.
9. Invited to present at American Marketing Association Doctoral Consortium, Atlanta, Georgia, June 2002.
10. "Highly Cited Researcher" in Business/Economics Category, ISI Web of Science (http://www.isihighlycited.com) 2002-present.
11. Invited to present at American Marketing Association Doctoral Consortium, Minneapolis, Minnesota, August 2003.
12. Invited to present at the American Marketing Association Doctoral Consortium, College Station, Texas, August 2004.
13. Invited to present at the American Marketing Association Doctoral Consortium, Columbia, Missouri, June 2008.
14. Invited to present at the Symposium to Honor Oliver E. Williamson for the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel, Norwegian School of Management, Oslo, December 2009.
15. Lifetime Achievement Award, Inter-Organizational Relations Special Interest Group, American Marketing Association, August 2010.
16. Invited to present at the American Marketing Association Doctoral Consortium, Ann Arbor, Michigan, June 2013.

Teaching Interests

I teach in the BSBA, Full-Time MBA, Part-Time MBA, Executive MBA, PhD, International Programs and Executive Development programs of the Carlson School. The courses include Marketing Strategy, Marketing Channels, and Pricing.

Research Interests

I employ a customer centric framework to examine the design and management of inter-firm relations. In contrast to the conventional approach that relies heavily on comparing the operational costs of the alternatives, this framework focuses on the delivery of value to customers, and on the lost efficiencies from not encouraging the use of productive assets by all parties. The protection of such assets is the primary basis of comparison. Among the specific topics I have studied, and am currently investigating, include the following:

- channel selection (direct, third party or both)
- channel design (territory exclusivity)
- channel marketing programs (cooperative advertising, component branding)
- salesforce compensation (salary, incentive, or both)
- high technology marketing (alliances, licensing)

Refereed Publications (Journals)

1. "The Reliability and Validity of Key Informant Data from Dyadic Relationships in Marketing Channels," (with T. Reve), *Journal of Marketing Research,* (November) 1982.

   Reprinted in *Measurement Readings for Marketing Research,* J. Paul Peter and M. L. Ray (Eds.), American Marketing Association, Chicago, IL, 1984.

2. "Organizational Structure Effects on the Credibility and Utilization of Marketing Plans," (with J. Martin), *Journal of Marketing Research,* (May) 1984.

3. "An Empirical Investigation of Some Antecedents of Opportunism in a Marketing Channel," *Journal of Marketing Research,* (August) 1984.

4. "Opportunism and Clan Governance in the Management of Interorganizational Relationships in Marketing Channels: Causes and Consequences," (with S. M. Leong and P. S. Busch), *Singapore Journal of Marketing,* (March) 1986.

5. "An Organizational Coordination Model of Sales Compensation: Theoretical Analysis and Empirical Test (with A. Weiss and B. Weitz), *Journal of Law, Economics and Organization,* (Fall) 1987.

6. "The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels," (with J. Heide), *Journal of Marketing,* (January) 1988.

7. "Forward Integration into Distribution: An Empirical Test of Transaction Cost Analysis," (with B. Weitz), *Journal of Law, Economics and Organization,* (Fall) 1988.

8. "Sales Compensation: An Empirical Investigation of Factors Related to the Use of Salary versus Incentive Compensation," (with B. Weitz), *Journal of Marketing Research,* (February) 1989.

   Finalist (top 5) in William O'Dell Best Paper Award balloting at the Journal of Marketing Research.

9. "Alliances in Industrial Purchasing: The Determinants of Joint Action In Buyer-Supplier Relationships," (with J. Heide), *Journal of Marketing Research,* (February) 1990.

10. "Unbundling of Industrial Systems," (with L. Wilson and A. Weiss), *Journal of Marketing Research,* (May) 1990.

11 "Performance Outcomes of Purchasing Arrangements on Industrial Buyer-Vendor Relationships," (with T. Noordeweir and J. R. Nevin), *Journal of Marketing,* (October) 1990.

12. "Do Norms Matter in Marketing Relationships?" (with J. Heide), *Journal of Marketing,* (April) 1992.

13. "Using Exclusive Territories When Dealers Can Bootleg," (with S. Dutta and M. Bergen), *Marketing Science,* (Spring)1994.

14. "Understanding Dual Distribution: The Case of Reps and House Accounts," (with S. Dutta, M. Bergen and J. Heide), *Journal of Law, Economics, and Organization,* (April) 1995.

15. "Combining Laboratory Markets with Industry Data in Transaction Cost Analysis: The Case of Licensing," (with S. Dutta), *Journal of Law, Economics, and Organization,* (April) 1995.

16. "Variations in the Contractual Terms of Cooperative Advertising Contracts: An Empirical Investigation," (with S. Dutta, M. Bergen and A. Rao), *Marketing Letters*, 6 (1), 1995.

17. "Understanding Participation Rates in Coop Plans In Conventional Channels," (with M. Bergen), *Journal of Marketing Research, (*April) 1997.

18. Understanding Institutional Design within Marketing Value Systems," (with S. Carson, T. Devinney and G. Dowling), *Journal of Marketing*, 63 (Special Issue) 1999.

19. "Marketing Strategy Implications of Governance Value Analysis,"(with M. Ghosh), *Journal of Marketing,* 63 (Special Issue) 1999.

20. "Marketing in High-technology Markets: Towards a Conceptual Framework," (with A. Weiss and S. Dutta), *Journal of Marketing*, 63 (Special Issue) 1999.

21. Experimental Test of Agency Models of Sales Compensation (with M. Ghosh), *Marketing Science*, 19 (4) (Fall) 2000.

22. When Does Vertical Coordination in Improve Industrial Purchasing Relationships," (with A. Buvik), *Journal of Marketing,* 64 (4) (October) 2001.

23. Information Processing Moderators of the Effectiveness of Trust Based Governance on Performance in Interfirm R&D Collaboration," (with S. Carson, A. Madhok and R. Varman), *Organization Science*, 14 (1) (Jan/Feb) 2003.

24. "Strategic Fit in Purchasing Alliances", (with M. Ghosh), *Journal of Marketing Research,* Vol. 42, 3, (August) 2005.

    Awarded the Louis Stern Prize in 2013 for significant contribution to the literature

on marketing and channels of distribution between three and eight calendar years after publication.

25. "Assessing the Effects of a Channel Switch", (with O. Narasimhan and X. Chen), *Marketing Science*, Vol. 27, No. 3, (May-June) 2008.

26. "Learning from a Service Guarantee Quasi-Experiment", (with X. Chen, A. Hill, J. Hays, S. Guers), *Journal of Marketing Research*, Vol. 46, 5 (October) 2009.

27. "Understanding the Role of Trade-Ins in Durable Goods Markets: Theory and Evidence", (with O. Narasimhan and R. Rao), *Marketing Science,* Vol. 28, 5 (September) 2009.

28. "When Should Original Equipment Manufacturers Use Branded Component Contracts with Suppliers?" (with M. Ghosh), *Journal of Marketing Research*, Vol. 46, 5 (October) 2009.

29. "An Empirical Investigation of Private Label Supply by National Label Producers," (with X. Chen and O. Narasimhan), *Marketing Science*, Vol. 29, 4, 2010.

30. "Transaction Cost Analysis in Marketing: Looking Back, Moving Forward," (with T. Reve), *Journal of Retailing*, Vol. 86, 3, Special Issue of Journal of Retailing in Honor of The Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel 2009 to Oliver E. Williamson, (September) 2010.

31. Bonuses vs. Commissions: A Field Study (with Sunil Kishore, Raghunath Rao and Om Narasimhan), *Journal of Marketing Research* Vol. 50, No. 3, 2013.

32. A Theoretical and Empirical Investigation of Property Rights Sharing in Outsourced Research Development and Engineering Relationship (with Stephen Carson), *Strategic Management Journal* (forthcoming).

Refereed Publications (Conference Proceedings)

1. "Construct Validity in Marketing: A Comparison of Methods in Assessing the Validity of the Affective, Cognitive and Conative Components of Attitude," (with T. Reve), in *Advances in Consumer Research,* W. L. Wilkie, (Ed.), Vol. 6, Ann Arbor. MI: Association for Consumer Research, 1979.

2. "Reliability Assessment: Coefficients Alpha and Beta,(with D. L Roedder), in *Educators' Conference Proceedings,* K. L. Bernhardt et al, (Eds.), Chicago, IL: American Marketing Association, 1981.

3. "An Empirical Investigation of the Serial Structure of Scripts," (with J. C. Whitney), in *An Assessment of Marketing Thought and Practice,* B. J. Walker, (Ed.), Chicago, IL: American Marketing Association, 1982.

4. "The Effects of Personal Selling: An Industrial Organization Economics Approach," (with B. Gaidis and M. Levas), in *An Assessment of Marketing Thought and Practice,* B. J. Walker (Ed.), Chicago, IL: American Marketing Association, 1982.

5. "An Experimental Investigation of Intrusion Errors in Memory for Script Narratives," (with J. C. Whitney), in *Advances in Consumer Research,* R. P. Bagozzi and A. M. Tybout, (Eds.), Ann Arbor, MI: Association for Consumer Research, 1982.

6. "The Effects of Technical Innovation on Inter-Firm Relationships," in *Winter Educators' Conference Proceedings,* M. J. Houston and R. Lutz (Eds.), Chicago, IL: American

Marketing Association, 1985.

7. "The Role of Information Uncertainty, Disconfirmation, and Disclosure Regulations as Determinants of Consumer Satisfaction," (with J. Nevin), *Educators' Conference Proceedings,* T. A. Shimp et al, (Eds.), Chicago, IL: American Marketing Association, 1984.

8. "Leapfrogging Behavior and the Purchase of Industrial Innovations: Theoretical Analysis and Empirical Evidence," (with A. Weiss), *Marketing Science Institute Technical Working Paper,* Report No. 89-1 10, July 1989.

Other Publications

1. Book Review of "A Second Generation of Multivariate Analysis," Vol. I (Methods) and Vol. 11 (Measurement), C. Fornell (Ed.), New York: Praeger, 1982, in *Journal of Marketing Research,* May, 1984.

2. Book Review of "Multivariate Data Analysis," B. Jackson, Homewood: Richard Irwin, 1982, in *Journal of Marketing Research,* May, 1984.

3. "The Governance of Exclusive Territories when Dealers can Bootleg," *Proceedings of Conference on Corporate Strategy and Corporate Governance,* Carlson School of Management, University of Minnesota, October, 1990.

4. "Measurement Issues In Research On Inter-Firm Relationships," (with J. Heide), in *Business to Business Marketing: A Network Approach,* D. Wilson and K. Möller (Eds.), Amsterdam: Kluwer Publishers, 1995.

5. "The Competitiveness of the Twin Cities Metropolitan Area and the Minneapolis-St. Paul International Airport: Building and Using a Knowledge Base," (with M. Zaidi, R. Johns, F. Beier, W. Maki, G. McCullough, L. Iacovo, S. Qi), Report No. CTS 01-03, *Center for Transportation Studies*, University of Minnesota, Minneapolis, 2001.

6. "Designing Price Contracts for Procurement and Marketing of Industrial Equipment" in *Review of Marketing Research*, Volume 4, Naresh K. Malhotra (Ed.), Armonk, NY: M. E. Sharpe, 2007.

Presentations

1. "The Use of the Key Informant Approach in the Analysis of Marketing Channels," *Distinguished Lecture Series,* Graduate School of Management, University of California at Los Angeles, January, 1982.

2. "The Political Economy of Vertical Marketing Systems: Transaction Costs Considerations," *Current Trends in Distribution Research,* European Institute for Advanced Studies in Management, Brussels, Belgium, May, 1982.

3. "Transactions Costs Determinants of Salesforce Compensation and Control," *Empirical Applications of Transactions Costs Analysis,* The Wharton School, August, 1983.

4. "Construct Validity Tradeoffs in Estimating Measurement Error," (with G. A. Churchill), *American Marketing Association Educators' Winter Conference,* Ft. Lauderdale, FL, February, 1984.

5. "Control Mechanisms and Industrial Sales Productivity: The Effectiveness of Incentives,

Surveillance, and Organizational Culture, (with B. Weitz), *Marketing Science Conference,* Chicago, March, 1984.

6. "Measurement Model Specification Issues in Using LISREL:," *American Marketing Association Educators' Summer Conference,* Chicago, August, 1984.
7. "Consumer Confusion in the Marketplace," Roundtable Program on Consumer Confusion in the Changing Telecommunications Environment, *Wisconsin Public Utilities Institute,* Madison, WI, March, 1986.
8. "Forward Integration in Distribution: A Transaction Cost View," *AT&T Bell Laboratories, New* Jersey, March, 1987.
9. "Unbundling of Industrial Systems," (with L. Wilson and A. Weiss), *Marketing Science Conference.* Seattle, March, 1988.
10. "Alliances in Industrial Purchasing," *Stanford University Summer Marketing Camp,* August 1989.
11. "Using Exclusive Territories when Dealers Bootleg," (with S. Dutta), *Marketing Science Conference,* Urbana, IL, March, 1990.
12. "Explaining Coop Allowances in Channels," (with M. Bergen), *Marketing Science Conference,* Urbana, IL, March, 1990.
13. "The Governance of Exclusive Territories when Dealers can Bootleg," *Marketing Seminar Series, University of Alabama,* Tuscaloosa, AL, March, 1991.
14. "Crafting Manuscripts for Publication: Viewpoints of Frequent Contributors," *American Marketing Association Winter Educators' Conference,* Newport Beach, CA, February, 1993.
15. "Restrictive Licensing Practices in International Technology Licenses: The Korean Experience," *University of Florida Winter Marketing Camp,* Gainesville, FL, December, 1993.
16. "Experimental Evidence for an Agency Model of Sales Compensation," (with M. Ghosh, L. Qu), *Marketing Science Conference,* Tucson, AZ, March, 1994.
17. "Experimental Evidence for an Agency Model of Sales Compensation," *University of Texas Marketing Department Seminar Speaker Series,* Austin, TX, April 1994.
18. "Use and Abuse of Transaction Cost Analysis in Relationship Marketing," *Plenary Session, Relationship Marketing Conference,* Stone Mountain, GA, June, 1994.
19. "Externally Assisted Technology Development for New Products," *Seminar Series,* Marketing Department, University of Chicago, Chicago, IL, April 1995.
20. "Externally Assisted Technology Development for New Products," *Seminar Series,* Marketing Department, Virginia Polytechnic and State University, Blacksburg, VI, May 1995.
21. "Developing A Market Orientation: A Multi-Level Analysis," *Seminar Series,* Rice University Graduate School of Business, Houston, TX, April 1997.
22. Competing in Systems vs. Components Markets", presented at *B. F. Goodrich Patent Awards Meeting*, Minneapolis, MN, May 1998

23. "Understanding Institutional Designs Within Marketing Value Chains,"(with Stephen Carson, Timothy Devinney and Grahame Dowling), *JM-MSI Special Issue Conference*, Boston, MA, Summer 1998.
24. "Marketing Strategy Implications of Governance Value Analysis: Critical Future Directions," (with Mrinal Ghosh) *JM-MSI Special Issue Conference*, Boston, MA, Summer 1998.
25. "Marketing In High-Technology Markets: Toward A Conceptual Framework," (with Allen Weiss and Shantanu Dutta), *JM-MSI Special Issue Conference*, Boston, MA, Summer 1998.
26. "Methodological Considerations in Special Settings," *Association for Consumer Research--Asia-Pacific Conference*, Hong Kong, Summer 1998.
27. "High Tech Marketing: An Agenda for Research", *American Marketing Association Doctoral Consortium*, University of Southern California, Los Angeles, August 1999.
28. "Marketing Knowledge Intensive Products: The Problem of Tacitness", *3M Labs*, St. Paul, MN, November 1999.
29. "Where, When and How Much Can We Improve Customer Satisfaction Using Service Guarantees: A Quasi-Experiment", *Midwest Marketing Camp*, University of Michigan, Ann Arbor, June, 2001.
30. "Where, When and How Much Can We Improve Customer Satisfaction Using Service Guarantees: A Quasi-Experiment", *Marketing Department Camp*, University of Southern California, Los Angeles, January 2002.
31. "Where, When and How Much Can We Improve Customer Satisfaction Using Service Guarantees: A Quasi-Experiment", *Marketing Department Seminar*, University of Houston, Houston, Texas, April 2002.
32. "Strategic Fit in Industrial Purchasing Alliances", *Marketing Department Seminar*, University of Houston, Houston, Texas, November 2002.
33. "Learning from Quasi-Experiments; The Case of Service Guarantees", *Marketing Department Seminar*, Tulane University, New Orleans, Louisiana, November, 2002.
34. "Channels Marketing", *Thought Leadership Seminar*, Colle+McVoy, Minneapolis, MN, November, 2002.
35. "Marketing Challenges in High Technology Markets", *Seminar Presentation*, Indian Institute of Management, Bangalore, India, March 2003.
36. "Changing to a Direct-to-Store Delivery Channel in the U.S Sports Drink Market", *Seminar Presentation*, Center for Mathematical Modeling and Computer Simulation, National Aerospace Laboratories, Bangalore, India, March 2003.
37. "Vertical Positioning: Selling Components vs. Systems in a High-tech Marketplace", *Royal Bank Distinguished Speaker Series*, Concordia University, Montreal, Canada, September 2003.
38. "Efficiency and Strategic Considerations in Channel Switches", *Hightower Distinguished Lecturer in Marketing*, Emory University, Atlanta, February 2004.
39. "TCE and Marketing Problems: Progress, Uses and Limitations" *Invited Panel* (Oliver E. Williamson, Chair), International Society for New Institutional Economics, Tucson, Arizona,

September 2004.

40. "Separating Efficiency and Strategic Effects in Marketing Channels: Marrying NEIO Methods to NIE Concerns," *Invited Paper*, International Society for New Institutional Economics, Barcelona, Spain, September 2005.

41. "An Empirical Study of Restricted Rights in Technology License Contracts", *Invited Paper*, International Society for New Institutional Economics, Barcelona, Spain, September 2005.

42. "Mixed and Matched Multi-Component Systems in Value-Added Reseller Channels", *Distinguished Speaker Series*, Marketing Department, Georgia Institute of Technology, Atlanta, Georgia, November 2005.

43. "Sharing Property Rights with Contractors in Outsourced New Product Relationships", *Invited Paper*, International Society for New Institutional Economics, Boulder, Colorado, September, 2006.

44. "A Bayesian Approach to Estimating Inter-organizational Norms in Dyadic Relationships", International Society for New Institutional Economics, Boulder, Colorado, September, 2006.

45. "Does the Vertical Organization of Brand Ownership Matter" The Case of Fluid Milk in Boston", International Society for New Institutional Economics, Boulder, Colorado, September, 2006

46. "Understanding the Effects of the Vertical Organization of Brand Ownership in a Channel", *Research Camp*, Marketing Department, University of Texas, Austin, April 2007.

47. "Branded Component Contracts as Governance Devices in Industrial Settings", *Marketing Research Camp*, Marketing Department, Pennsylvania State University, State College, April 2007.

48. "Institutional Arrangements in Marketing", *Seminar Series*, Marketing Department, University of Arizona, Tucson, AZ, November 2007.

49. "Branded Component Contracts in Industrial Purchasing", *Seminar Series*, Norwegian School of Economics and Business Administration, Bergen, Norway, March 2008.

50. An Empirical Exploration of Multi-Tasking in Marketing Channels", *Seminar Series*, Marketing Department, University of Missouri, Columbia, MO, March, 2009.

51. An Empirical Exploration of Multi-Tasking in Marketing Channels", *Seminar Series*, Strategic Management and Organization Department, Carlson School of Management, University of Minnesota, Minneapolis, MN, October, 2009.

52. Transaction Cost Economics in Marketing: Looking Back, Moving Forward, *Symposium in Honor of Professor Oliver E. Williamson's Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel*, Norwegian School of Management, Oslo, Norway, December, 2009.

53. Aligning Channel Structures and Incentives to Promote Profitable Growth: What Works? *Marketing Science Institute-Northwestern University Conference*, Evanston, IL, May 2010

54. Transactions Cost Analysis: Looking Back, Moving Forward, *American Marketing Association Winter Educators' Conference*, Austin, Texas, February 2011.

55. Substituting for Costly Altruistic Monetary Punishment with Social Identity and Power:

Governance Effects on Social Cooperation, *Marketing Department Seminar Series*, Graduate School of Business, University of Wisconsin, Madison, Wisconsin, March 2011.

56. Substituting for Costly Altruistic Monetary Punishment with Social Identity and Power: Governance Effects on Social Cooperation, *Marketing Department Distinguished Speaker Series,* Iowa State University, Ames, Iowa, April 2011.

57. Bonuses versus Commissions: A Field Experiment, *Christmas Marketing Camp*, Tilburg University, Netherlands, December 2011.

58. Bonuses versus Commissions: A Field Study, *Marketing Department Seminar*, Stanford University, Palo Alto, November 2012.

Dissertation Committees

a) Advisor/Co-Advisor

1. Allen Weiss (1987) University of Wisconsin-Madison.

   Title: The Effect of Technological Expectations on the Industrial Purchase Decision: Theoretical Analysis and Empirical Test.

   Initial Placement: Stanford University.

2. Jan Heide (1987) University of Wisconsin-Madison.

   Title: Symmetric Exposure in Industrial Purchasing Relationships: The Impact on Coordination Patterns.

   Initial Placement: Case Western Reserve University.

3. Shantanu Dutta (1990) Carlson School of Management, University of Minnesota.

   Title: Effects of Buyer Switching Costs on Second-Sourcing: Theoretical Analysis and Experimental Evidence.

   Initial Placement: University of Chicago.

4. Chae Un Lim (1991) Carlson School of Management, University of Minnesota.

   Title: Understanding Restrictions on Licensees in International Markets: A Transaction Costs Analysis.

   Initial Placement: Sogang University, Korea.

5. Paul Bottum (1992) Carlson School of Management, University of Minnesota.

   Title: A Make Plus Buy Model for Sourcing Technology.

   Initial Placement: Scimed Inc.

6. Mrinal Ghosh (1997) Carlson School of Management, University of Minnesota.

   Title: The Effect of End-Customer Competition and Purpose of Investments on Supply-Chain Relationships.

   Initial Placement: University of Michigan.

7. Stephen Carson, (2000) Carlson School of Management, University of Minnesota.

Title: Managing Creativity and Innovation in High-Technology Inter-firm Relationships.

Initial Placement: University of Utah.

8. Susan Rosen (2004). Carlson School of Management, University of Minnesota.

Title: Norms Versus Behavior in OEM-Supplier Relationships: Antecedents and Outcomes in Intendedly Relational Exchange.

Initial Placement: Independent Consultant.

9. Xinlei (Jack) Chen (2005). Carlson School of Management, University of Minnesota.

Title: Assessing the Effects of a Channel Switch.

Initial Placement: University of British Columbia.

10. Raghunath Rao (2007), Carlson School of Management, University of Minnesota.

Title: Two Essays on the Marketing of Durable Goods.

Initial Placement: University of Texas, Austin.

11. Ranjan Banerjee (2010), Carlson School of Minnesota, University of Minnesota.

Title: Essays on the Application of Multi-tasking in Marketing Channels.

Initial Placement: Chief Operating Officer, Insta Worldwide, Mumbai, India.

12. Sunil Kishore (2011), Carlson School of Minnesota, University of Minnesota.

Title: Essays in Sales force Compensation and Matching Models**.**

Initial Placement: McKinsey and Company.

13. Madu Viswanathan (2012) Carlson School of Management, University of Minnesota.

Title: Economic Impact of Category Captaincy: An Examination of Assortments and Prices.

Initial Placement: University of Arizona.

14. Paola Mallucci (2103) Carlson School of Management: University of Minnesota.

Title: Two Essays on the Effect of Social Norms on Marketing Actions.

Initial Placement: University of Wisconsin-Madison.

b) Committee Member

1. Surendra Singh (1983) University of Wisconsin-Madison.

Title: Recognition as a Measure of Learning from Television Commercials.

2. John Gaski (1984) University of Wisconsin-Madison.

Title: A Theory of Power and Conflict in the Channel of Distribution.

3. Catherine Cole (1984) University of Wisconsin-Madison.

Title: Elderly Consumers' Responses to Advertising: Processing Deficiencies versus Production Deficiencies.

4. Thomas Noordeweir (1986) University-of Wisconsin-Madison.

Title: Explaining Contract Purchase Arrangements in Industrial Purchasing: A Transactions Cost Perspective.

5. Mark Bergen (1990) University of Minnesota (Economics).

Title: Essays in the Economics of Marketing Practices in Channels.

6. Carmal Nadav (1993) University of Minnesota (Agricultural Economics)

Title: Dynamic Models of Cooperatives.

7. Aksel 1. Rokkan (1995) Norwegian School of Economics and Business Administration, Bergen, Norway.

Title: Governance of Voluntary Chains: The Problem of Collective Action.

8. Arnt Buvik (1995) Norwegian School of Economics and Business Administration, Bergen, Norway.

Title: Allocation of Specific Assets and Vertical Coordination in Industrial Purchasing Relationships.

9. Boge Gulbrandsen (1998) Norwegian School of Economics and Business Administration, Bergen, Norway.

Title: Competence Relatedness, Asset Specificity and Vertical Integration.

10. Sourav Ray (2000) Carlson School of Management.

Title: The Role of the Distributor in Systems Markets: Managing Hybrid Systems

11. Eric Walden (2002) Carlson School of Management.

Title: Information technology issues for a new economy: Three essays on electronic commerce and information technology outsourcing.

12. Glen Jones (2004) University of Minnesota (Applied Economics)

Title: Changes in Consumer Preferences; Theoretical and Empirical Issues

13. Jon Bingen Sande (2008) Norwegian School of Economics and Business Administration, Bergen, Norway.

Title: The Role of Common Knowledge in Buyer-Supplier Relationships

Professional Service

1. Editorial Review Board Member, *Journal of Marketing Research,* 1988 to 2003.
2. Editorial Review Board Member, *Journal of Marketing*, 2008 to present.
3. Editorial Review Board Member, *Journal of Retailing*, 2011 to present.
4. Ad-Hoc Reviewer, *Journal of Marketing Research*, 2003 to present.
5. Ad-Hoc Reviewer, *Journal of Consumer Research,* 1983 to present.
6. Ad-Hoc Reviewer, *Journal of Marketing,* 1985 to 2008.

7. Ad-Hoc Reviewer, *Marketing Science,* 1984 to present.

8. Ad-Hoc Reviewer, *Management Science*, 1985 to present.

9. Ad-Hoc Reviewer, *International Journal of Research in Marketing*, 1998 to present

10. Ad-Hoc Reviewer*, Managerial and Decision Economics,* 1983 to present.

11. Reviewer*, American Marketing Association Educators' Conference,* 1981-1983; 1988-1989.

12. Reviewer*, Association for Consumer Research,* 1981-1983

13. Reviewer*, American Marketing Association Dissertation Competition,* 1983, 1985, 1990, 1991, 1992.

14. Co-Editor and Program Committee*, American Marketing Association Summer Educators' Conference,* 1986.

15. Judge, 3M Global Marketing Professionalism Competition, 1997, 1998.

16. Co-Chairman*, American Marketing Association Dissertation Competition,* 1998.