Mark E. Bergen

Home Address:
6215 Maloney Ave.
Edina, MN 55343
(612) 938-1633

Office Address:
University of Minnesota
Carlson School of Management
321 – 19th Avenue South, 3-207
Minneapolis, MN 55455
(612) 624-1821
mbergen@csom.umn.edu

Education:

1990 Ph.D. in Economics, University of Minnesota
1982 B.S. in Economics (emphasis Mathematics), University of Wisconsin, Madison

Academic Employment:

2009-present	James D. Watkins Chair in Marketing, University of Minnesota, Carlson School
2001-present	Professor of Marketing, University of Minnesota, Carlson School
2006- 2008	Marketing and Logistics Management Department Chairperson
2005-2009	Carolyn I. Anderson Professor of Business Education Excellence, Carlson School
2003-2005	Carlson Professor of Marketing, University of Minnesota, Carlson School
1996-2003	Associate Professor in Marketing, University of Minnesota, Carlson School
1993-1996	Associate Professor in Marketing, University of Chicago, GSB
1989-1993	Assistant Professor in Marketing, University of Chicago, GSB
1984-1988	Teaching Associate in Economics, University of Minnesota
1980-1982	Tutor for the University of Wisconsin, Madison Athletics Dept.

Published Articles:

1. Bergen, Mark, Shantanu Dutta and Orville C. Walker. "Agency Relationships in Marketing: A Review of the Implications and Applications of Agency and Related Theories." *Journal of Marketing*. July 1992. Vol. 56, No. 3. pp. 1-24.

2. Rao, Akshay and Mark Bergen. "Price Premium Variations as a Consequence of Buyers' Lack of Information." *Journal of Consumer Research*. Dec. 1992. Vol. 19, No. 3. pp. 412-423.

3. Bergen, Mark and Daniel Levy. "Simulating a Multiproduct Barter Exchange Economy." *Economic Enquiry*. April 1993. Vol. 31, No. 2. pp. 314-321.

4. Bergen, Mark, Madhubalan Viswanathan, Shantanu Dutta and Terry Childers. "Categorization: A Fuzzy Set Conceptualization." *Proceedings of the American Marketing Association's Winter Marketing Educators' Conference*, 1993.

5. Dutta, Shantanu, Mark Bergen and George John. "The Governance of Exclusive Territories When Retailers Can Bootleg." *Marketing Science*. Winter 1994. Vol. 13, No. 1. pp. 83-99.

6. Dutta, Shantanu, Mark Bergen, Jan Heide and George John. "Understanding Dual Distribution: The Case of Reps and House Accounts." *Journal of Law, Economics and Organization.* April 1995. Vol. 11, No. 1. pp. 189-204.

7. Bergen, Mark, Shantanu Dutta, Akshay Rao and George John. "Variations in the Contractual Terms of Cooperative Advertising Contracts: an Empirical Investigation." *Marketing Letters*, 6:1. 1995. pp. 15-22.

8. Viswanathan, Madhubalan, Mark Bergen, Shantanu Dutta and Terry Childers. "Does a Single Response Category in a Scale Completely Capture a Response? Conceptualizing Response Categories as Fuzzy Sets to Address Issues in Scale Development." *Psychology and Marketing*. Aug. 1996. Vol. 13, No. 5. p. 457-479.

9. Bergen, Mark and Shantanu Dutta.. "Branded Variants: A Retail Perspective." *Journal of Marketing Research*. Vol. 33. Feb. 1996. p. 9-19.
   ** A finalist for the 2000 O'Dell Award for Best Paper in JMR for 1996.

10. Bergen, Mark and George John. "Understanding Cooperation Advertising Participation Rates in Conventional Channels." *Journal of Marketing Research*. Aug. 1997. Vol. 34, No. 3. p. 357-369.

11. Bergen, Mark and Ananth Iyer. "Quick Response in Manufacturer-Retailer Channels." *Management Science*. April 1997. Vol. 43, No. 4. p. 559-570.

12. Levy, Daniel, Mark Bergen, Shantanu Dutta and Robert Venable. "The Magnitude of Menu Costs: Direct Evidence from Large U.S. Supermarket Chains." *Quarterly Journal of Economics*. Aug. 1997. Vol. 112, No. 3. p. 791-825.

13. Heide, Jan, Shantanu Dutta, and Mark Bergen. "Exclusive Dealing and Business Efficiency: Evidence from Industry Practice." *Journal of Law and Economics.* 1998. Vol. 41, No. 2 (Pt. 1). p. 387-407.

14. Levy, Daniel, Shantanu Dutta, Mark Bergen and Robert Venable. "Price Adjustment at Multiproduct Retailers." *Managerial and Decision Economics*. March 1998. Vol. 19, No. 2. p. 81-120.

15. Bergen, Mark, Jan Heide and Shantanu Dutta. "Managing Gray Markets through Tolerance of Violations." *Managerial and Decision Economics*. May 1998. Vol. 19, No. 3. p. 157-165.

16. Dutta, Shantanu, Mark Bergen, Daniel Levy and Robert Venable. "Menu Costs, Posted Prices and Multiproduct Retailers*." Journal of Money, Credit and Banking*. Nov. 1999. Vol. 31, No. 4. p. 683-703.

17. Dutta, Shantanu, Jan Heide and Mark Bergen. "Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence." *Journal of Marketing*. Oct. 1999. Vol. 63, No. 4. p. 121-134.

18. Rao, Akshay, Mark Bergen and Scott Davis. "How to Fight a Price War." *Harvard Business Review*. March/April 2000. Vol. 78, No.2. p. 107-116.
    ** Also a chapter in *Harvard Business Review on Marketing*, 2002; and *Harvard Business Review on Pricing*, 2008.

19. Bergen, Mark, Robert Barsky, Daniel Levy and Shantanu Dutta. "What can the Price Gap between Branded and Generic Tell Us about Markups?" *NBER Conference on Research in Income and Wealth* (Feenstra and Shapiro, eds). 2001.

20. Levy, Daniel, Shantanu Dutta and Mark Bergen. "Heterogeneity in Price Rigidity: Evidence from a Case Study Using Micro-Level Data." *Journal of Money, Credit and Banking*. Feb. 2002. Vol. 34, No. 1. p. 197-220.

21. Dutta, Shantanu, Mark Bergen, Daniel Levy, Mark Ritson and Mark Zbaracki. "Pricing as a Strategic Capability." *Sloan Management Review*. Spring 2002. Vol. 43, No. 3. p. 61-66.

22. Dutta, Shantanu, Mark Bergen and Daniel Levy. "Price Flexibility in Channels of Distribution: Evidence from Scanner Data." *Journal of Economic Dynamics and Control*. Sept. 2002. Vol. 26, No. 11. p. 1845-1900.

23. Bergen, Mark and Margie Peteraf. "Competitor Identification and Competitor Analysis: A Broad-Based Managerial Approach." *Managerial and Decision Economics*. June-Aug. 2002. Vol. 23, No. 4/5. pp. 157-169.

24. Dutta, Shantanu, Mark Zbaracki and Mark Bergen. "Pricing Process as a Capability: A Resource-Based Perspective." *Strategic Management Journal*. July 2003. Vol. 24, No. 7. p. 15-630.

25. Peteraf, Margie and Mark Bergen. "Scanning Dynamic Competitive Landscapes: A Market-Based and Resource-Based Framework." *Strategic Management Journal*. Oct. 2003. Vol. 24, No. 10. p. 1027-1041.

26. Bergen, Mark, Mark Ritson, Shantanu Dutta, Daniel Levy and Mark Zbaracki. "Shattering the Myth of Costless Price Changes: Emerging Perspectives on Dynamic Pricing." *European Management Journal*. Dec. 2003.

27. Bergen, Mark, Mark Zbaracki, Mark Ritson, Shantanu Dutta and Daniel Levy. "Managerial and Customer Costs of Price Adjustment: Direct Evidence from Industrial Markets." *Review of Economics and Statistics*. May 2004. Vol 86, No. 2. p. 514-533.

28. Antia, Kersi, Mark Bergen and Shantanu Dutta. "Competing with Gray Markets." *MIT Sloan Management Review*. Fall 2004. Vol. 46, No. 1. p. 63-69.

29. Bergen, Mark, Robert J. Kauffman and Dongwon Lee. "Beyond the Hype of Frictionless Markets: Evidence of Heterogeneity in Price Rigidity on the Internet." *Journal of Management Information Systems*. Fall 2005. Vol. 22, No. 2. p. 57-89.

30. Muller, Georg, Mark Bergen, Shantanu Dutta and Daniel Levy. "Private Label Price Rigidity During Holiday Periods: The Role of Social Consumption." *Applied Economics Letters.* Jan. 2006. Vol. 13, No. 1. p. 57-62.

31. Antia, Kersi, Mark Bergen, Shantanu Dutta and Robert Fisher. "(How) Does Enforcement Deter Gray Market Incidence?" *Journal of Marketing.* Jan. 2006. Vol. 70, No. 1. p.92-106.

32. Bergen, Mark, Sourav Ray, Haipeng Chen and Daniel Levy. "Asymmetric Wholesale Price Adjustment: Downstream Menu Costs and Upstream Channel Pricing." *Marketing Science.*

2006 (March-April).

33. Bergen, Mark, Georg Muller, Daniel Levy and Shantanu Dutta. "Holiday Non-Price Rigidity and the Costs of Adjustment." *Managerial and Decision Economics*, special issue on price rigidity. 2007 (October).

34. Bergen, Mark, Haipeng Chen, Sourav Ray and Daniel Levy. "Asymmetric Price Adjustment in the Small", *Journal of Monetary Economics*, May, 2008.

35. Bergen, Mark, Daniel Levy, Sourav Ray, Paul Rubin and Benjamin Zeliger. "When Little Things Mean a Lot: On the Inefficiency of Item Pricing Laws." *Journal of Law and Economics, 2008*.

36. Bergen, Mark, Shantanu Dutta and Sourav Ray, "Marketing in a World with Costly Price Adjustment", *Review of Marketing Research*, 2009, vol 6.

37. Bergen, Mark, Georg Muller, Shantanu Dutta and Daniel Levy. "Holiday Price Rigidity and the Cost of Price Adjustment." *Economica*, 2010, vol. 77, issue 305, pages 172-198.

38. Bergen, Mark and Mark Zbaracki, "When Truces Collapse: A Longitudinal Study of Price-Adjustment Routines", *Organization Science*, 2010 21: 955-972.

39. Bergen, Mark, Haipeng Chen, Dongwon Lee, Robert Kauffman and Daniel Levy. "Price Points and Price Rigidity", 2011, *Review of Economics and Statistics*.

40. Bergen, Mark, Shantanu Dutta, Sourav Ray and Ranjan Banerjee, "Applications of Agency Theory in Business-to-Business Marketing: Review and Future Directions", 2011, Handbook of Business-to-Business Marketing, Institute for the Study of Business Markets, Edward Elgar.

Articles Under Review

1. Bergen, Mark and Mark Zbaracki, "Price, Value and the Marginal Role of the Sales Force", revise and resubmit at *Organization Science*.

Working Papers:

1. Bergen, Mark and Mark Zbaracki, "Making the Market Material: Routines, Artifacts, and Managing 'Exceptions'"

2. Bergen, Mark, Sourav Ray and George John, "Mixed and Matched Multi-Component Systems in Value-Added Reseller Channels"

3. Bergen, Mark, Mark Zbaracki and Daniel Levy, "Managing to Do Pricing"

Research in Progress:

1. "Costly Price Adjustment in a Channel of Distribution," with Sourav Ray.

Research and Teaching Interests: Pricing, Channels of Distribution, Supply Chain Management, Marketing Management and Marketing Strategy.

Teaching Awards:

Carlson School of Management MBA Teacher of the Year (as voted by the student body), multiple years
Oustanding Faculty Member, Business Week's "Guide to the Best Business Schools", multiple years
Carlson School of Management Award for Excellence in Teaching, multiple years

Executive Programs and Consulting Experience:

Abbott Laboratories, Afton Chemical, Andersen Windows, American Marketing Association, Bayer, Best Buy, Bostik, Cargill, Carlson Companies, Daymon Associates, Disney, Donaldson's, Dupont, Ecolab, Elanco, Endocardial Solutions, Inc., G & K Services, GE Capital Fleet Services, GMAC/RFC, General Mills, Golden Rule Insurance, Hutchinson Technology, Imation, Land O'Lakes, Lingnan University (Guangzhou, China), Lintas, Motorola, Medtronic, Minnesota League of Cities, NCR, Nike, Northland Insurance Co., Onan Corporation, Patterson Dental, Phillips Distilling Company, Professional Pricing Society, Rexam, Roche, Schwann's, St. Paul Companies, Sysco, Unicon, US Bank, US West, University of Chicago, University of Minnesota, Warsaw School of Economics, West Group, 3M.

Ad Hoc Reviewer for (current or previously):

Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Science, Journal of Consumer Research, Journal of Political Economy, Journal of Economics and Management Strategy, Journal of Retailing, Journal of Economic Education, Journal of Product Innovation Management, and the *Academy of Marketing Science. Guest Area Editor for (previously): Marketing Science. Co-Chair (previously)*: American Marketing Association Summer Educators' Conference track on Channels of Distribution.