

SANDY D. JAP

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Employment

<i>Position</i>	<i>Employer</i>	<i>Start</i>	<i>End</i>
Visiting Associate Professor	Wharton, University of Pennsylvania	2008	2009
Caldwell Research Fellow	Goizueta Business School, Emory University	2004	2006
Associate Professor of Marketing			
Associate Professor	Goizueta Business School, Emory University	2001	present
Assistant Professor	MIT Sloan School of Management	1995	2001
University of Florida	Research Assistant/Retailing Review Editor	1990	1995
SunBank of Gainesville	Marketing Assistant/Newcomer Services Director	1989	1990

Education

<i>Degree</i>	<i>School</i>	<i>Date</i>
Doctor of Philosophy in Marketing	University of Florida	August 1995
Bachelor of Science (with honors) in Marketing	University of Florida	May 1989

Awards

Lou Stern Award, 2007, for the article on marketing channels and distribution with greatest impact on the field between three and eight years after publication. Received for the 2000 *Journal of Marketing Research* publication: "Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment," with Shankar Ganesan.

Caldwell Research Fellow Award, 2004, an internal award for research excellence that includes the title of Caldwell Research Fellow and a \$5,000 annual cash prize, both awarded for a period of two consecutive years.

O'Dell Award Finalist, 2004, for the 1999 *Journal of Marketing Research* publication: "'Pie-Expansion' Efforts: Collaboration Processes in Buyer-Supplier Relationships."

Marketing Science Institute's Young Scholar Award, 2003, given to top twenty "potential leaders of the next generation of marketing academics." The criteria include receiving a Ph.D. within the last eight years, the number of articles published in leading marketing journals, and potential managerial interest in the scholar's research.

Best Article published in JPSSM in 2001, "The Strategic Role of the Salesforce in Developing Customer Satisfaction Across the Relationship Lifecycle" published in the Special Issue on Strategic Issues in Salesforce Management.

Updated 01/12/09

Frank Batten Young Scholar Award, 2000, given to the top junior faculty in Operations and Information Technology for exemplary research in EBusiness and Supply Chain Management.

Dissertation Award, sponsored by the Academy of Marketing Science and Mary Kay Cosmetics, 1996.

Doctoral Consortium Representative, sponsored by the American Marketing Association, hosted by the University of Santa Clara, 1994.

Alden G. Clayton Doctoral Dissertation Proposal Competition Award, sponsored by the Marketing Science Institute, 1993, \$5,000.

Doctoral Dissertation Competition Finalist, sponsored by the Institute for the Study of Business Markets, the Pennsylvania State University, 1993.

Graduate Minority Fellowship Award, sponsored by the University of Florida, 1991-1994.

Research Grants

Research grant, Goizueta Business School Ad-Hoc Research Awards

- Spring 2009 \$10,000
- Summer 2008 \$2,500
- Summer 2007 \$4,000

Research grant, “Creating Win-Win Solutions in Electronic Spaces: Enabling Collaborative Processes in the Supply Chain,” The Integrated Supply Chain Management Program, MIT, 1999-2000, \$15,000.

Research grant, “E-Procurement Strategies and Their Impact on Supply Relationships,” Center for eBusiness@MIT, MIT, 1999-2000, \$150,000.

- *Seed grant*, Leaders for Manufacturing, MIT, \$10,000
- *Seed grant*, MIT-Ford Alliance, \$10,000

Research grant, “Sharing the Payoffs of Collaborative R&D Relationships.”

- International Center for Research on the Management of Technology, MIT, 1996-97 \$25,000.
- Lean Aerospace Initiative, MIT, 1997-98 \$75,000.
- Center for Innovation in Product Development, MIT, 1997-98, \$16,000.

Research grant, “Measuring Relationship Value in the Supply Chain,” Integrated Supply Chain Management Program, Center for Transportation Studies, MIT, 1996-97, \$24,000.

Research grant, “Achieving Strategic Advantages in Long-Term, Buyer-Supplier Relationships,” Marketing Science Institute, 1993, \$5,000.

Refereed Journal Publications

Eric Overby and Sandy Jap (2009), "Electronic and Physical Market Channels: A Multi-Year Investigation in a Market for Products of Uncertain Quality," forthcoming at *Management Science*.

Shankar Ganesan, Morris George, Sandy Jap, Robert Palmatier, and Barton Weitz (2009), "Supply Chain Management and Retailer Performance: Emergent Trends, Issues and Implications for Research and Practice," forthcoming in the Special Issue on Retailing Thought Leadership, *Journal of Retailing*.

Sandy D. Jap and Prasad Naik (2008), "*BidAnalyzer*: A Method for Estimation and Selection of Dynamic Bidding Models," *Marketing Science*, 27(6), 949-60.

- Lead article

Sandy D. Jap and Ernan Haruvy (2008), "Interorganizational Relationships and Bidding Behavior in Industrial Online Reverse Auctions," *Journal of Marketing Research*, 45(5), 550-61.

Ernan Haruvy, Peter T. L. Popkowski Leszczyc, Octavian Carare, James C. Cox, Eric A. Greenleaf, Sandy D. Jap, Wolfgang Jank, Young-Hoon Park, and Michael H. Rothkopf (2008), "Competition Between Auctions," Special Issue: 7th Triennial Invitational Choice Symposium, *Marketing Letters*, 19(5), 431-448.

Lages, Luis Filipe, Sandy D. Jap, and David A. Griffiths (2008), "The Role of Past Performance in Export Ventures: A Short-Term Reactive Approach," forthcoming at the *Journal of International Business Studies*.

Sandy D. Jap and Erin Anderson (2007), "Testing a Life-Cycle Theory of Cooperative Interorganizational Relationships: Movement Across Stages and Performance," *Management Science*, 53(2), 260-75.

Sandy D. Jap (2007), "The Impact of Online Reverse Auction Design on Buyer-Supplier Relationships," *Journal of Marketing*, 71(1), 146-59.

Janet Bercovitz, Sandy D. Jap, and Jackson Nickerson (2006), "The Antecedents and Performance Implications of Cooperative Exchange Norms," *Organization Science*, 17(6), 724-40.

Steckel, Joel, Russ Winer, Randy Bucklin, Benedict Dellaert, Xavier Drèze, Gerald Häubl, Sandy Jap, John Little, Tom Meyvis, Alan Montgomery, and Arvind Rangaswamy (2005), "Choice in Interactive Environments," Special Issue: Sixth Invitational Choice Symposium, *Marketing Letters*, 16(3-4), 309-20.

Jap, Sandy D. and Erin Anderson (2003), "Safeguarding Interorganizational Performance and Continuity Under *Ex Post* Opportunism," *Management Science*, 49(12), 1684-1701.

Jap, Sandy D. (2003), "An Exploratory Study of the Introduction of Online Reverse Auctions," *Journal of Marketing*, 67(3), 96-107.

Jap, Sandy D. (2002), "Online, Reverse Auctions: Issues, Themes, and Prospects for the Future," invited article for The Marketing Science Institute-*Journal of the Academy of Marketing Science* Special Issue on Marketing to and Serving Customers Through the Internet: Conceptual Frameworks, Practical Insights and Research Directions, Parsu Parasuraman and George Zinkhan, eds., 30(4), 506-25.

Jap, Sandy D. (2001), "Pie-Sharing in Complex Collaboration Contexts," *Journal of Marketing Research*, 38(1), 86-99.

Jap, Sandy D. (2001) "Perspectives on Joint Competitive Advantages in Buyer-Supplier Relationships," *International Journal of Research in Marketing*, Special Issue on Competition and Marketing, 18(2001), 19-35.

Jap, Sandy D. (2001), "The Strategic Role of the Salesforce in Developing Customer Satisfaction Across the Relationship Lifecycle," *Journal of Personal Selling and Sales Management*, Special Issue on Strategic Issues in Salesforce Management, 21(2), 95-108.

- Selected by the editorial board as the Best Article published in *JPSSM* for 2001.

Jap, Sandy D. and Shankar Ganesan (2000), "Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment," *Journal of Marketing Research*, 37(2), 227-45.

- Winner of the Lou Stern Award, 2007.
- #3 in top 10 most cited articles in *JMR* from 2000-2006 and 2000-2001.

Jap, Sandy D. (1999), "'Pie-Expansion' Efforts: Collaboration Processes in Buyer-Supplier Relationships," *Journal of Marketing Research*, 36(4), 461-475.

- Finalist for the 2004 O'Dell Award, given by the *Journal of Marketing Research*.
- #10 of 10 most cited ISBM sponsored papers
- Winner of the 1996 Academy of Marketing Science and Mary Kay Cosmetics Dissertation Award.
- Winner of the 1993 *Alden G. Clayton Doctoral Dissertation Proposal Competition Award*, sponsored by the Marketing Science Institute.
- Finalist in the 1993 Doctoral Dissertation Competition, sponsored by the Institute for the Study of Business Markets, the Pennsylvania State University.

Jap, Sandy D., Chris Manolis, and Barton A. Weitz (1999), "Relationship Quality and Buyer-Seller Interactions in Channels of Distribution," *The Journal of Business Research*, Special Issue on Relationship Marketing, 46(3), 303-314.

Weitz, Barton A. and Sandy D. Jap (1995), "Relationship Marketing and Distribution Channels," *Journal of the Academy of Marketing Science*, Invited Commentary, Special Issue on Relationship Marketing, 23(4), 305-320.

- #9 of 50 most cited articles in *Journal of the Academy of Marketing Science* as of June 2008.

- #21 of 50 most frequently read articles in the *Journal of the Academy of Marketing Science* as of Nov 2007
- Also reprinted in the *Handbook of Relationship Marketing*, editors Jagdish Sheth and Atul Parvatiyar, Sage Publications, Thousand Oaks, CA (1999).

Jap, Sandy D. (1993), "An Examination of the Effects of Multiple Brand Extensions on the Brand Concept," in *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild, eds., **20**, 607-11.

Publications in the Review Process

"Competitive Bidding Strategies in Buyer-Determined Online Reverse Auctions," with Ernan Haruvy, under review at *Information Systems Research*.

"The Consequences and Boundaries of Incoherence in Buyer-Supplier Relationships," with Qiong Wang and Ujwal Kayande, in revision for 2nd round review at *Marketing Science*.

"The Dark Side of Rapport: Agent Misbehavior Face-to-Face and Online," with Diana Robertson and Monica Worline, under review at *Organizational Behavior and Human Decision Processes*.

"The Impact of Channel Type and Competitive Position on the Development of Relational Marketing Strategies," with Frédéric Dalsace, under review at the *International Journal of Research in Marketing* Special Issue on Evolving Marketing Competition in the 21st Century.

Manuscripts in Progress

"Bounded Opportunism in Interorganizational Relationships: Motivation, Justification and Boundary Conditions," with Aric Rindfleisch and Diana Robertson, manuscript in progress for submission to *Management Science*.

"Returns to Consistency: Dyad- Versus Territory-Level Determinants of Channel Relationship Outcomes," with Alberto Sa Vinhas and Jan Heide, manuscript in progress for submission to *Management Science*.

"An Investigation into Misbehavior in Reverse Auctions: What, When and Why," with Martha Myslinski, manuscript in progress for *Sloan Management Review*.

Managerial Publications

* refereed publications

* Erin Anderson and Sandy D. Jap (2005), "The Dark-Side of Close Relationships," *Sloan Management Review*, 46(3), 75-82.

Beall, Stewart, Craig Carter, Phillip L. Carter, Thomas Germer, Thomas Hendrick, Sandy Jap, Lutz Kaufmann, Debbie Maciejewski, Robert Monczka, Ken Petersen (2003), "The Role of Reverse Auctions in Strategic Sourcing," *Center for Advanced Purchasing Studies (CAPS)*, research paper.

* Jap, Sandy D. and Jakki Mohr (2002), "Leveraging Internet Technologies in B2B Relationships," *California Management Review*, 44(4), 24-38.

Jap, Sandy D. (2000), "Going, Going, Gone" *Harvard Business Review*, November- December 2000, p. 30.

* Fein, Adam J. & Sandy D. Jap (1999), "Managing Consolidation in Your Channel," *Sloan Management Review*, 41(1), 61-72.

Book Chapters and Edited Publications

Anne Stringfellow & Sandy D. Jap (2005), "Leveraging Marketing's Influence in Team and Group Settings," invited book chapter for *Does Marketing Need Reform*, eds. Jagdish Sheth and Raj Sisodia, M.E. Sharpe: Armonk, NY, 229-36.

Jap, Sandy D. and Erin Anderson (2004), "Challenges and Advances in Marketing Strategy Field Research," invited chapter in *Cool Tools for Assessing Marketing Strategy Performance*, eds. Christine Moorman and Don Lehmann, Marketing Science Institute, 269-92.

Jap, Sandy D. and Prasad Naik (2004), "Special Issue: Online Pricing," co-edited issue of the *Journal of Interactive Marketing*, 18(4).

Jap, Sandy D. (2001), "The Relationship-Technology Interface: A Path to Competitive Advantage," lead chapter invited in *New Directions in Supply Chain Management: Technology, Strategy, and Implementation*, eds. Tonya Boone and Ram Ganeshan, American Management Association, p. 3-23.

Jap, Sandy D. (1994), "Building Partnering Relationships," in *Selling: Building Partnerships*, Barton A. Weitz, Steve Castleberry, and Jeff Tanner, 2nd ed., Richard Irwin Inc., Ch. 2.

Oral Presentations

1. Invited Talks

"B2B and Technology," the Wharton School, November 14, 2008.

"The Consequences and Boundaries of Incoherence in Buyer-Supplier Relationships," Kellogg Marketing Camp, Evanston, IL, September 12, 2008.

"Online B2B Reverse Auctions," the 7th Triennial Invitational Choice Conference, sponsored by the Wharton School, Philadelphia, PA, June 15, 2007.

"Do Buyers and Sellers Misbehave More Online or Face-to-Face? Emotions as Facilitators"

- Case Western University, March 30, 2007
- University of Alabama, April 20, 2007
- Xi'an Jiaotong University, P.R. China, May 14, 2007

- HEC Paris, Paris, France, July 7, 2007
- University of Texas at Austin, Austin, TX, May 2, 2008.

“Electronic Markets, Physical Markets, and Hybrid Markets: An Empirical Comparison in a Business-to-Business Context”

- Ray Keyes Distinguished Lecturer in Marketing, Boston College, February 27, 2006.
- Stellner Distinguished Scholar, University of Illinois at Urbana-Champaign, March 10, 2006.
- Erasmus University, Rotterdam School of Management, March 27, 2006.
- Boston University, School of Management, April 13, 2006.
- ISBM Visiting Scholar Program, The Pennsylvania State University, April 13, 2007.
- University of Iowa Research Camp, May 4, 2007.
- University of Pittsburgh Sheth Marketing Camp, Pittsburgh, PA, February 20-22, 2008.
- University of Alberta, Edmonton, CANADA, June 27, 2008.
- The Wharton School, November 6, 2008.

“Testing a Life-Cycle Theory of Interorganizational Relations: How Movement Across Stages Impacts Performance,” Tulane University, February 18, 2005.

“Ethical Choices in Interactive Environments,” The 6th Triennial Invitational Choice Symposium sponsored by the University of Colorado at Boulder, Estes Park, CO, June 5, 2004.

“Career Management Issues,” University of Georgia, Athens, GA, April 30, 2004.

“Field Studies,” Marketing Science Institute-AMA Marketing Strategy Interest Group Conference on Cool Tools for Assessing Marketing Strategy Performance, Chicago, IL, August 15, 2003.

“Online Reverse Auctions: Lessons from 32 Online Events,” Institute for the Study of Business Markets Members Meeting, Orlando, FL, February 12, 2003.

“On the Strategic Use of Reverse Auctions in Sourcing Strategies,” The Marketing Science Institute-Journal of the Academy of Marketing Science Conference on Marketing to and Serving Customers Through the Internet: Conceptual Frameworks, Practical Insights and Research Directions, Boca Raton, Florida, December 6-7, 2001.

“The Impact of Online Reverse Auctions on Buyer-Supplier Relationships”

Academic Audiences

- Arizona State University, Phoenix, AZ, April 11, 2002
- University of Alabama, Tuscaloosa, AL, January 18, 2002.
- University of Florida, Gainesville, FL, September 19, 2001.
- Tsinghua University, Beijing, China, May 28, 2001.
- Fudan University, Shanghai, China, May 22, 2001.
- Harvard University, Boston, MA, October 25, 2000.
- INSEAD, Fontainebleau, FRANCE, October 17, 2000.

- The University of Groningen, the Netherlands, October 11, 2000.
- University of Michigan, Ann Arbor, MI, September 15, 2000.
- Emory University, Atlanta, GA, September 13, 2000.
- Washington University, St. Louis, MO, July 10, 2000.
- Texas Christian University, Fort Worth, TX, July 24, 2000.
- MIT E-Business Research Seminar, Cambridge, MA, on April 26, 2000.

Managerial Audiences

- Marketing Science Institute/Journal of the Academy of Marketing Science Conference on Marketing to and Serving Customers Through the Internet: Conceptual Frameworks, Practical Insights and Research Directions, Boca Raton, FL, December 7, 2001.
- IMBA Program, Lingnan University, Guangzhou, China, May 27, 2001.
- Marketing Science Institute's Conference on B2B ECommerce, Austin, TX, March 1-2, 2001.
- MIT Center for EBusiness Annual Sponsors Conference, January 16, 2001
- ISCM Sponsors Meeting, Cambridge, MA, November 28, 2000.
- *CFO Magazine's* Best Practices Conference, Chicago, IL, on November 3, 2000 and Boston, MA, on December 7&8, 2000
- MARUG Congress: The Name is Channel, MultiChannel, sponsored by the University of Groningen, the Netherlands, on October 12, 2000.
- MIT International Motor Vehicle Program Sponsors Meeting, Boston, MA, September 27, 2000.
- MIT Affiliates Program in Logistics, Cambridge, MA, on March 27-28, 2000.

“The B2B Landscape: Which Way is Forward?”

- IMBA Program, Tsinghua University, Beijing, China, May 28, 2001.
- IMBA Program, Lingnan University, Guangzhou, China, May 26, 2001.
- IMBA Program, Fudan University, Shanghai, China, May 24, 2001.
- MIT Arab Alumni/ae Association: Creating the Future Today – Business, Technology and Education, Amman, Jordan, March 24, 2001.
- MARUG Congress: The Name is Channel, MultiChannel, Plenary talk at the University of Groningen, the Netherlands, October 12, 2000.

“Marketing Your Society,” The Council of Christian Scholarly Societies Millenium Meeting, Wheaton, IL, September 30, 2000.

“Supply Chain Relationships and Technology,” Frank Batten Young Scholars Award Conference, Williamsburg, VA, on June 30, 2000.

“The Rise and Fall of Competitive Advantages in Interorganizational Collaboration,” Competition in Marketing Conference, Mainz, Germany, June 20-21, 1999.

“A Cross-Industry Perspective on Collaboration in the Supply Chain”

- National Initiative for Supply Chain Integration Symposium, Phoenix, AZ, on October 19, 1999.

- MIT Lean Aerospace Initiative Plenary Session, Cambridge, MA, on March 24, 1999.
- MIT Integrated Supply Chain Management Conference on Change Management and Partnerships in Improving Supply Chain Management Performance, Cambridge, MA, on June 23, 1999.
- The Rand Corporation, Washington D.C., on July 16, 1999.

“Sharing the Payoffs of Collaborative Supplier Relationships”

- MIT Lean Aerospace Initiative Breakout Session, Cambridge, MA on March 24, 1999.
- MIT Lean Aerospace Initiative Research Seminar, Cambridge, MA, on December 9, 1998.
- MIT Lean Aerospace Initiative Plenary Workshop, Cambridge, MA, on April 1, 1998.
- MIT International Center for Research on Management of Technology Global Strategies Meeting, United Kingdom, on July 16, 1997.
- MIT International Center for Research on Management of Technology, MIT, on April 10, 1997.

“Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment,”

- 1998 Gibb Clarke Visiting Speaker, University of Western Ontario, Ivey Business School, London, Ontario, CANADA, on March 13, 1998.
- 1998 Research Conference on Relationship Marketing – “New Frontiers in Relationship Marketing Theory and Practice,” Emory University, Atlanta Georgia, on June 13, 1998

“Strategically Managing Relational Assets in Customer Relationships,” MIT Integrated Supply Chain Management Executive Seminar, MIT, on January 30, 1997.

“Achieving Strategic Advantages in Long-Term, Buyer-Supplier Relationships,” Advanced Business Concepts for Logistics and Transportation Conference, MIT, on March 14, 1996.

“The Zen Garden of Theoretical Perspectives on Channel Relationships,” Emory Research Conference on Relationship Marketing, Atlanta, GA, June 12, 1994.

Doctoral Consortiums

The AMA-Sheth Doctoral Consortium

- University of Missouri, Columbia, MO, June 4-8, 2008
- Emory University, GA, June 9, 2002
- University of Miami, FL, June 14, 2001
- University of Western Ontario, London, Ontario, August 5, 2000

INFORMS Society of Marketing Science Doctoral Consortium, University of Maryland, MD, June 12, 2003.

Faculty Consortiums

AMA Faculty Consortium on Supply and Value Chain Management, Texas-Christian University, Ft. Worth, TX, November 1, 2003.

AMA Faculty Consortium on E-Commerce, Texas A&M University, College Station, TX, July 14-17, 2001.

2. Conference Presentations

“The Antecedents and Performance Implications of Cooperative Exchange Norms,” presented at the 2005 INFORMS Marketing Science Conference on June 17, 2005, in Atlanta, GA.

“*BidAnalyzer*, A Method for Price Discovery in Online Reverse Auctions,” presented at the 2004 INFORMS Marketing Science Conference on June 24, 2004 in Rotterdam, the Netherlands.

- 2004 ISBM Academic Workshop: New Priorities and Challenges for Business-to-Business Marketers on August 5, 2004 in Boston, Massachusetts.

“The Impact of Reverse Auctions on Supply Relationships,” presented at the 2000 INFORMS Marketing Science Conference on June 24, 2000, in Los Angeles, CA.

“Pie-Sharing in Complex Collaboration Contexts,” presented at the 1999 INFORMS Marketing Science Conference on May 22, 1999, in Syracuse, NY.

“Interorganizational Relations: A Path to Dysfunctionality and Divorce,” presented at the 1998 INFORMS Marketing Science Conference on July 13, 1998, in Fontainebleau, FRANCE.

“The Impact of Control Mechanisms on Commitment & Performance: The Moderating Role of Relationship Phase,” presented at the 1997 INFORMS Marketing Science Conference on March 23, 1997, in Berkeley, CA.

“Conflict Management and Commitment: Effects on Relationship Quality in Channel Relationships”

- 1996 INFORMS Marketing Science Conference on March 9, in Gainesville, FL.
- 1996 Northeastern Regional Marketing Conference on September 27, in Boston, MA.

“Profiles of Long-Term, Bilateral Buyer-Supplier Relationships: Systematic Differences Despite Transaction Similarities,”

- 1995 INFORMS Marketing Science Conference on July 3, in Sydney, Australia.
- 1994 Emory Research Conference on Relationship Marketing on June 12, in Atlanta, Georgia

“In Pursuit of Repeat Patronage: The Best Predictor of Future Behavior is Past Behavior...or Is It?” presented at the Cutting Edge III: Symposium on Patronage Behavior and Retail Strategic Planning on May 8, 1993, in Lake Placid, NY.

Invited for Special Sessions:

“Do Buyers and Sellers Misbehave More Online or Face-to-Face? Emotions as Facilitators” presented at the American Marketing Association’s Winter Educator’s Conference, Austin, TX, February 16, 2008.

“Electronic vs Physical Market Mechanisms in the Wholesale Automotive Market,” presented at the American Marketing Association’s Summer Educator Conference, Washington, DC, August 5, 2007.

“Interorganizational Relationships and Bidding Behavior in Industrial Online Reverse Auctions,” presented at INFORMS, Pittsburgh, PA, November 7, 2006.

“*BidAnalyzer*, A Method for Price Discovery in Online Reverse Auctions,” presented at INFORMS, Pittsburgh, PA, November 5, 2006.

“Online Reverse Auctions and Interorganizational Relationships,” presented at the American Marketing Association’s Summer Educator Conference, San Francisco, CA, July 31, 2005.

“Opportunism Happens: Boundary Conditions in Interorganizational Exchanges,” presented at the American Marketing Association’s Summer Educator Conference, San Francisco, CA, July 31, 2005.

“The Antecedents and Performance Implications of Cooperative Exchange Norms,” presented at the American Marketing Association’s Winter Educator Conference, Orlando, FL, February 16, 2003.

“The Good, the Bad, and the Ugly Sides of Close Relationships,” presented at the American Marketing Association’s Summer Educator Conference, Chicago, IL, August 6, 2000.

“A Contingency Approach to ‘Click and Brick’,” co-chaired with Jakki Mohr. Presented at the American Marketing Association’s Winter Educator Conference, San Antonio, TX, February 6, 2000.

"Perspectives on Conflict Management in Close Relationships," with Bart Weitz. Special session on Channel Conflict in the Channels SIG, American Marketing Association’s Summer Educator Conference, San Francisco, CA, on August 8, 1999.

Invited Panel Discussions

“What Should We Teach Students About Auctions?” presented at INFORMS, Pittsburgh, PA, November 5, 2006.

“Balancing Research, Teaching, Service and a Personal Life”

- American Marketing Association’s Winter Educator Conference, Scottsdale, AZ, February 7, 2004.
- Institute for the Study of Business Markets Academic Conference, Georgetown University, August, 2006.

“Balancing the Job Search and Dissertation,” The PhD Project Marketing Doctoral Students Association Conference, Boston, MA, on August 13, 1998.

“Adapting to Change in Interorganizational Ties,” The 21st Century Change Imperative: Evolving Organizations and Emerging Networks, University of Missouri, Columbia, MO, June 14, 1998.

3. Conference Leadership

Co-Chair, Erin Anderson Invitational B2B Research Conference, Wharton, October 16-19, 2008.

Special Session Chair, Marketing Science, Vancouver, BC, June 2008.

Special Faculty Development Track Co-Chair, American Marketing Association’s Summer Educator Conference, 2007.

Conference Co-Chair, Marketing Science Conference, Emory University, 2005.

Interorganizational Relationships Track Chair, American Marketing Association’s Winter Educator Conference, 2005.

Planning Committee, AMA Sheth Doctoral Consortium, Emory University, 2002.

Subjects Taught

Number Title

Emory University

BUS 743 Customer Relationship Management (PhD)
BUS 749 PhD Seminar in Marketing
BUS 340 Marketing Management core (BBA)
BUS 445 Marketing and the Internet (BBA)
BUS 540, 540P Marketing Management core (MBA, evMBA)

MIT

15.826 Marketing Channels (MBA)
15.812 Marketing Management core (BS & non-Sloan graduate students)
15.810 Marketing Management core (MBA)

University of Florida

MAR 3231 Retailing Systems & Management (BS)

Professional Membership and Activities

Member, AMA Academic Council, 2008-present

Area Editor, *International Journal of Research in Marketing*

Editorial Board, *Journal of Marketing Research*

Editorial Board, *Marketing Letters*

Editorial Board, *Journal of Marketing* 2001-08

Co-editor, *Journal of Interactive Marketing, Special Issue on Online Pricing 2004*

Chairperson, *Lou Stern Award Selection Committee, 2006*

Member, *Lou Stern Award Selection Committee, 2004*

Ad-Hoc Reviewer

Journal of Consumer Research

Management Science

Marketing Science

Organization Science

Academy of Management Review

National Science Foundation

International Journal of Production Economics

International Journal of Research in Marketing

Journal of the Academy of Marketing Science

Journal of International Business Studies

John Howard Dissertation Competition

Journal of Operations Management

Journal of Retailing

California Management Review

American Marketing Association Educators' Conference

Advances in Consumer Research

International Journal of Research in Marketing Special Issue on Competition and Marketing

Institute for the Study of Business Markets Doctoral Dissertation Award Competition

Marketing Science Institute's Alden G. Clayton Dissertation Proposal Competition

Marketing Management by Russ Winer

University Service

Emory

Marketing PhD Coordinator 2008

GBS Research Committee 2007-present

BBA Program Liason 2007-present

BBA Program Committee 2007-present

Promotion & Tenure Committee, 2004-2006

BBA Curriculum Design Committee 2005

EvMBA Committee 2002-2004

Honor Code Committee 2002-2004

Institutional Review Board Committee, 2002-2003

Hightower Seminar Coordinator, Spring 2002

MBA Committee, Fall 2001

MIT

Advisory Group Member to the Institute's Financial Aid Strategy Group, Fall 1998.

Sloan Women Faculty Co-Host, Fall 1998.

Marketing Group Seminar Coordinator, Fall 1996 and 1997, Spring 1997 and 1998.

Marketing Group Recruiting Coordinator, Fall 1997.

Consulting and Executive Education Activities

BP Amoco

MIT Logistics Seminar

British Telecom

NMinds.Com

KPMG Peat Marwick
U.S. Naval Research Labs

LIMAK Program for Austrian Executives
MEPI Program for Middle Eastern Women

Board Activities

ISBM (Institute for the Study of Business Markets at the Pennsylvania State University) IPSS
Advisory Board, 2007-present
B2E Markets, Solutions Advisory Board, 2001-2003
Nordia Technologies, Advisory Board, 2000-2003
E-Cumulate.Com, Advisory Board, 1999-2001
Daybreak Pregnancy Resource Center, Board of Trustees, Boston, MA, 1996-1999.

Other Activities

The Master Teacher Program, Emory University, Spring 2005. Instructor: Harvey Brightman.
The Teaching Forum Roadshow, by Mastery, Inc., Fall 1999. Instructor: Barbara Lanebrown.
Analysis of Longitudinal Data: Growth Modeling Using Latent Variables, Advanced Methods
Institute, UCLA, Summer 1999. Instructors: Drs. Bengt and Linda Muthén.
Hierarchical Data Modeling, International Educational Services Professional Development
Workshop, Chicago, Fall 1998. Instructors: Stephen W. Raudenbush and Anthony Bryk.
Harvard Case Methods Seminar, Harvard Business School, Fall 1996. Instructors: Louis Barnes
and C. Roland Christensen.
LISREL Models: Intermediate Topics, Inter-University Consortium for Political and Social
Research, Summer Program in Quantitative Methods, 1996. Instructor: Kenneth Bollen.

Doctoral Thesis Committees and Supervisory Work at Emory

Chair, Rodrigo Gueselaga, placed at Pontificia Universidad Católica, Chile
Committee Member, Eric Overby, placed at Georgia Tech University in Information Technology.
Committee Member, Jade Sturdy, placed at University of Texas at Austin
Committee Member, Steven Seggie, Michigan State University, placed at Bilkent University,
Ankara, Turkey
Committee Member, Yongfu He, University of Alberta, placed at Monash University, Australia

Masters Thesis Supervision at MIT

Leaders for Manufacturing MBA: Gregory Mont Thornton (2001); Scott Ball, John Creighton
(2000); Will Graylin, Rafael Omar de Jesus (2000); Bing Wang (1999), Jay Burkholder (1998);
Jennifer Hsu and David Greenstein (1997), Michael Lynch (1996)
Masters of Logistics Thesis: Michel Galland and Tyler Rameson (2000)
Masters of Management of Technology Thesis: Hirotaka Yamanami (2000); Thomas J. Fiske
and Paul J. Landwehrle, Boik Sohn (1998); Nosa M. Eweka (1996).
MIT Engineering and Computer Science Thesis: Joyce Lo (1999)
Sloan Fellows Thesis: Pierre Corriveau and Wolfgang Hanrieder (1997)