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EDUCATIONAL BACKGROUND

Ph.D., Stanford University, 1977
M.B.A., Stanford University, 1967
B.S.E., Massachusetts Institute of Technology, 1963

ACADEMIC EXPERIENCE

1986 - Present	Director, Center for Retailing Education and Research
1985 - Present	Professor of Marketing and J.C. Penney Eminent Scholar Chair, University of Florida
1994 - 2000	Chair, Marketing Department
1982 - 1985	Associate Professor of Marketing, The Wharton School, University of Pennsylvania
1980 - 1982	Associate Professor of Marketing, University of California, Los Angeles
1976 - 1980	Assistant Professor of Marketing, University of California, Los Angeles

BUSINESS EXPERIENCE

1974 - Present Marketing Consultant to many organizations. Recent clients include General Electric, Smith Kline Beckman, Fairchild Camera and Instrument, MacMillan Bloedel, Orlando Regional Medical Center, Blue Cross/Blue Shield of Florida, JCPenney, Bealls

1978 - Present Expert Witness. Recent clients include Smith and Hulsey, Fish and Neve; Center for Law in Public Interest; Rivkin, Radler, Dunne and Bagh; Dewitt, Porter, Hugget, and Shuman; Davis, Markel and Edwards (U.S. vs Brown, Ehrling, DeBella, and Reizen), Bell South Rate Hearing; Wolf, Block, Schorr, and Solis-Cohen (Purification Products versus Hydranautics), Winston & Strawn (Michael Luke vs. Catalina Marketing); McGuire Woods Battle & Boothe and Sidley & Austin (Commercial Tissue Products Anti-Trust Litigation); Brobeck, Phelger & Harrison (Class Action v. Sunglass Hut International); Kenny, Nachwalter, Seymour, Arnold, Chritchlow & Spector (Jettison TV v. Maytag); Greenberg Traurig (Access v. Claires); Fried, Frank, Harris, Shriver & Jacobson (Dean Lockwood and DNR Enterprises, Inc. v. Nine West Group Inc); Boies, Schiller & Flexner, Llp (New River Holding Limited Partnership v. Precision Response Corporation and Avaltus, Inc, Greenberg Traurig.(Class Action v. Brookstone)

1976 - Present Executive Education and Internet courses on retailing, marketing strategy, sales force management, industrial marketing, and new product development. Faculty member in executive education programs for:

U.S. Postal Service, Roche Laboratories, Continental Airlines, Steel Service Center Institute, American Hospital Supply, UCLA Medical Marketing Program, Wharton New Product Development Program, Wharton Marketing Strategy Program, Wharton Sales Force Management Program, Biomedical Marketing Association, AT&T Communications, Bell Laboratories, GE Sales Force Management Program, GE Advanced Marketing Management Seminar, AT&T Technologies, Stromberg Carlson, Harris, Northwestern Salesforce Management Program, J.C. Penney University Executive Education Program, Belgium Marketing Association, Brunswick Corporation, Anderson Consulting, IBM, Office Depot

1971 - 1973 Marketing Manager, Hickok Electrical Instrument Company, Cleveland, Ohio. Responsible for all marketing and sales efforts with budget responsibility.

1967 - 1971 Sales Manager, Dana Laboratories, Inc., Irvine, California. Responsible for selection assessment, and direction of field sales representative.

Product Manager, responsible for marketing research and the development of advertising campaigns and sales aids.

Regional Sales Manager, interface between company and field representatives.

1963 - 1965 Systems Engineer, Lockheed Missile and Space Co., Sunnyvale, California.

PUBLICATIONS

Personal Selling Effectiveness

Weitz, B.A., "The Relationship Between Salesperson Performance and Understanding of Customer Decision Making," *Journal of Marketing Research*, 15 (November 1978) 501-517 (lead article).

Weitz, B.A. and P.L. Wright, "The Salesperson as a Mini-Marketing Manager: Relationship Between Performance and Understanding Your Customer," in *New Directions in Sales Force Management*, Bagozzi, R. (ed.), American Marketing Association, 1979, 202-239.

Weitz, B.A., "A Critical Review of Personal Selling Research: The Need Contingency Approaches," in *Critical Issues in Sales Management: State of the Art and Future Research Needs* (Eugene: University of Oregon) 1979, 72-126.

Reprinted in N.M. Ford, O.C. Walker and G.A. Churchill (eds.), *Research Perspectives on the Performance of Sales People: Selected Readings*. Cambridge, Mass.: Marketing Science Institute, 1983, 154-188.

Weitz, B.A., "Effectiveness in Sales Interactions: A Contingency Framework," *Journal of Marketing*, 45 (Winter 1981), 85-103. (Selected as one of the ten most influential articles on personal selling and sales force management of the 20th Century by the AMA Sales Force Management SIG)

Pederson, C.A., M.D. Wright, and B.A. Weitz, *Selling: Principles and Methods*, Seventh Edition, Richard D. Irwin, 1981.

Eighth Edition, 1984.

Ninth Edition, 1988.

Weitz B., "Adaptive Selling Behavior for Effective Interpersonal Influence," in *Buyer-Seller Interactions: Empirical Research and Normative Issues*, P. Reingen and A. Woodside (eds.), American Marketing Association: Chicago, 1982.

Saxe, R. and B.A. Weitz, "The SOCO Scale: A Measurement of the Customer Orientation of Salesperson," *Journal of Marketing Research*, 19, (August 1982), 343-351. (Selected as one of the ten most influential articles on personal selling and sales force management of the 20th Century by the AMA Sales Force Management SIG)

Weitz, B.A., "Sales Effectiveness Through Adaptation to Situational Demands," in *Personal Selling: Theory, Research, and Practice*, S.Craig and J.Jacoby(eds.), Lexington, Mass.: D.C. Health, pp.123-142

Sujan H., B.A. Weitz, and M. Sujan, "Knowledge, Motivation, and Adaptive Behavior: A Framework for Improving Selling Effectiveness," *Journal of Marketing*,50 (October 1986), 174-191. (Selected as one of the ten most influential articles on personal selling and sales force management of the 20th Century by the AMA Sales Force Management SIG)

Spiro, R.L. and B.A. Weitz, "Adaptive Selling: Conceptualization, Measurement, and Nomological Validity," *Journal of Marketing Research*, 27 (February 1990), 61-69.

Weitz, B.A., S. Castleberry, and J. Tanner, *Personal Selling: Building Relationships*, Irwin, 1992

Second Edition 1995

Third Edition, 1998

Fourth Edition 2001

Fifth Edition, 2004

Sixth Edition, 2007

Sujan, H., B.A. Weitz, and N. Kumar, "Learning Orientation, Working Smart and Effective Selling," *Journal of Marketing*, 58(July 1994), 39-56.

Weitz, B.A., "Personal Selling Definitions" in P. Bennett, *Dictionary of Marketing Terms*, AMA/NTC: Chicago

First Edition, 1990.

Second Edition, 1995.

Weitz, B.A. and Kevin Bradford, "Personal Selling and Sales Management: A Relationship Marketing Perspective," *Journal of the Academy of Marketing Science*, 27(Spring 1999), 241-254) (1999 AMA Sales Award for Best Salesforce Management/Personal Selling Article)

Kevin Bradford and B.A. Weitz, "Salespersons' Management Of Conflict In Buyer-Seller Relationships," *International Journal of Research in Marketing*, 2006, under revision

Motivation, Compensation and Evaluation - Sales Force Management

Jones, J.M., B.A. Weitz, and H. Gatignon, "Terminating a Salesperson: An Application of Bayesian Discriminant Analysis." *Proceedings: Market Measurement and Analysis*, R.

Leone (ed.)

O'Reilly, C. and B.A. Weitz, "Managing Marginal Employees: The Use of Warnings and Dismissals," *Administrative Science Quarterly*, 25 (September 1980), 467-84.

Reprinted in Richard M. Steers and Lyman Porter (eds.), *Motivation and Work Behavior*, Third Edition. New York: McGraw Hill, 1983, 315-328.

Reprinted in Fourth Edition.

Feldman, D. and B.A. Weitz, "Types of Career Plateaus: Antecedents, Outcomes, and Interventions". *Proceeding of the Southern Management Associations*, 1986, pp. 141 - 144.

Feldman, D. and B.A. Weitz, "Types of Career Plateaus: Antecedents, Outcomes, and Interventions", *Journal of Management*, 14, 1988, 69-80.

Weitz, B.A., H. Sujan, and M. Sujan, "Increasing Sales Productivity by Getting Salespeople to Work Smarter", *Journal of Personal Selling and Sales Management*, 7 (August 1988), 9-20.

Feldman, D. and B.A. Weitz, "Career Plateaus in the Salesforce: Understanding and Removing Blockages to Employee Growth", *Journal of Personal Selling and Sales Management*, 8 (November 1988), 23-32.

John, G., A. Weiss, and B. Weitz, "An Organizational Coordination Model of Salesforce Compensation Plans: Theoretical Analysis and Empirical Test", *Journal of Law, Economics, and Organizations*, Vol. 3, No. 2, Fall 1987, 231-243.

John, G. and B.A. Weitz, "Sales Force Compensation: An Empirical Investigation of Factors Related to Use of Salary versus Incentives Compensation." *Journal of Marketing Research*, 26 (February 1989), 1-14 (lead article). (finalist for 1994 O'Dell Award).

Oliver, R. and B.A. Weitz, "The Effects of Risk Preference, Uncertainty and Incentive Compensation on Sales Force Motivation," working paper.

Ganesan, S. and B.A. Weitz, "Hiring and Promotion Policies in Sales Force Management: Some Antecedents and Consequences," *Journal of Personal Selling and Sales Management*, 13(Spring 1993), 15-27.

Dominique Rouziès, Michael Segalla, and B. A. Weitz "Cultural Impact On European Staffing Policies In Sales Management," *International Journal of Research in Marketing*, 20(March 2003), 67-86

Brown, S., E. Cox, and B.A. Weitz, "Emerging Factors Affecting Sales Management and Personal Selling," *Journal of Personal Selling and Sales Management*, 2005, forthcoming

Michael Segalla, M., D.Rouziès, M. Besson, and B.A. Weitz, and Barton A. Weitz, A Cross-National Investigation of Incentive Compensation," *International Journal of Research in Marketing*, under review, 2006.

Organizational Issue in Marketing

Weitz, B.A. and Erin Anderson, "Organizing the Marketing Function." in *1981 Annual Review of Marketing*, Enis, Ben and Roering, Kenneth (eds.), American Marketing Association, 1981.

Reprinted in Britt, S.H., H.W. Boyd, Jr., R.T. Davis and J. Larreche, (eds.), *Marketing Management and Administrative Action*, 5th Edition, New York: McGraw-Hill, 1983.

Reprinted in Berman, B. and J. Evans (eds.), *Readings in Marketing Management*, New York, Wiley, 1984.

Reprinted in Jagdeh N. Sheth and Dennis E. Garrett, Eds., *Marketing Management: A Comprehensive Reader* (1986), Cincinnati: South-Western.

Weitz, B.A. "Organizational Issues in Sales Force Management," in *Proceedings from AMA Workshop on Industrial Marketing*, R.Spekman and D.Wilson(eds.), American Marketing Association: Chicago, 1983.

Anderson, E. and B.A. Weitz, "Make or Buy Decisions: Vertical Integration and Marketing Productivity," *Sloan Management Review*, 27 (spring 1986), 3-19 (lead article).

Reprinted in, "L'Integrazione Verticale Nel Marketing: Un Modello Per Le Decisioni (Make or Buy) in R.C.D. Nacamulli and A Rugiadini (eds), *Organizzazione & Mercato*, il Mulino, 1985, 393-426.

Reprinted in Weitz, B. and R. Wensley (eds), *Readings in Marketing Strategy: Analysis, Planning and Implementation*, 1988, Dryden Press.

Rouziès, D., E. Anderson, A. Kohli, R. Michaels, B.A. Weitz, and A. Zoltners, "Sales And Marketing Integration: A Proposed Framework," *Journal of Personal Selling and Sales Management*, 2005, forthcoming

Electronic Commerce

Alba, J., J. Lynch, and B.A. Weitz, C. Janiszewski, R. Lutz, A. Sawyer, and S. Woods, "Interactive Home Shopping: Consumer, Retailer, and Manufacturers Incentives to Participate in Electronic Marketplaces," *Journal of Marketing*, 61(July 1997), 38-53. Winner of the Paul Root Award for the 1998 Journal of Marketing article

making the greatest contribution to marketing practice and 2005 Louis Stern award for contribution to channel management research

Reprinted in *Revue de l'Association Francaise du Marketing*, 13, 3. 1998, 79-102

Reprinted in FitzGerald, Maureen, and David C., Arnott, *Marketing Communications Classics*, Thomson Learning Business Press, 2000

Reprinted in Richardson, Paul, *Internet Marketing: Readings and On-Line Resources*, Boston: McGraw-Hill, 2001, 103-128.

Weitz, B.A., "Electronic Retailing: Market Dynamics and Entrepreneurial Opportunities," in G. Libecap (ed) *Entrepreneurship and Economic Growth in the American Economy*, Volume 12. Elsevier Science, 2001, 211-234

Cooke, A., M. Sujan, H. Sujan, and B.A. Weitz, "Marketing the Unfamiliar: The Role of Context and Item-Specific Information in Electronic Agent Recommendations," *Journal of Marketing Research*, 39(November 2002), 488-498.

Andrade, Eduardo, Velichka Kaltcheva, and B.A. Weitz (2002), "Self-Disclosure on the Web: The Impact of Privacy Policy, Reward, and Company Reputation," *ACR Conference Proceeding*, 2002.

Weitz, B.A., "Electronic Retailing," in Manfred Kraft and Murali Mantrala (eds), *Retailing in the 21st Century - Current and Future Trends*, Springer, 2005, 309-325.

Channel Management/Retailing/Interorganizational Relationships

Anderson, E. and B.A. Weitz, "Make-Or-Buy Decisions - Vertical Integration and Marketing Productivity," *Sloan Management Review*, 27 (Spring 1986), 3-19

Anderson, E., L.M. Lodish, and B.A. Weitz, "Resource Allocation Behavior in Conventional Channels", *Journal of Marketing Research*, 24 (February 1987), 85-97. (Finalist for 1992 O'Dell Award)

John, G. and B.A. Weitz, "Forward Integration into Distribution". An Empirical Test of Transaction Cost Analysis," *Journal of Law, Economics, and Organization*, 4 (Fall 1988), 337-355.

Reprinted in Oliver Williamson and Scott Master (eds), *Transaction Cost Analysis*, 1995, Edward Elgar: Glos, UK.

Reprinted in Claude Menard (ed), *The International Library of the New Institutional Economics*, 2004, Oxford University Press

Anderson, E. and B.A. Weitz, Determinants of Continuity in Conventional Industrial Channel Dyads", *Marketing Science*, 9 (Fall 1989), 310-323.

Anderson, E.A. and B.A. Weitz, "The Use of Pledges to Build and Sustain Commitment in Distribution Channels," *Journal of Marketing Research*, February 1992, 18-34.(Winner of 2000 AMA Louis Stern Award for article making greatest contribution to knowledge about channel relationships).

Levy, M. and B.A. Weitz, *Retailing Management*, Irwin, 1992.

Second Edition 1995.

Third Edition 1998

Fourth Edition 2001

Fifth Edition, 2004

Jap and B.A. Weitz, "Functional, Relational, and Strategic Long-Term, Business-to-Business Relationship," working paper.

Ross W., E. Anderson, and B.A. Weitz, "Performance in Principle-Agent Dyads: The Cases and Consequences of Perceived Asymmetry of Commitment to the Relationship," *Management Science*, 43(May 1997), 680-704

G. Frazier, B. Jaworski, A. Kohli, and B.A. Weitz, "Buyer-Seller Relational Characteristics and Joint Decision Making," *Marketing Letters*, 5(July 1994), 259-270.

Weitz, B.A. and Sandy Jap, "Relationship Marketing and Distribution Channels," *Journal of the Academy of Marketing Sciences*, 23(Fall 1995), 305-320.

Reprinted in: Jagdish Sheth and Anul Parvatiyar (eds) *Handbook of Relationship Marketing*. Thousand Oaks, CA: Sage, 1999.

Levy, M. and B.A. Weitz, *Essential of Retailing*, Irwin, 1996.

Ganesan, S. And B.A. Weitz, "The Impact of Staffing Policies on Retail Buyer Job Attitudes and Behaviors," *Journal of Retailing*, 72(Spring 1996), 31-56.

Stern, Louis and B.A. Weitz, "The Revolution in Distribution: Challenges and Opportunities," *Long Range Planning*, 30, 6, 1997, 823-829.

Weitz, B.A. and Gerald Albaum (eds). *Nonstore Retailing: An International Perspective on Issues and Opportunities in an Evolving Industry*. Washington, DC; Direct Selling Education Foundation, 1997.

Anderson, E., W. Ross, and B.A. Weitz, "Commitment and Its Consequences in the

American Agency System of Selling Insurance,” *Journal of Risk and Insurance*, 65,4, 1998, 637-669.

Jap, S., C. Manolis, and B.A. Weitz, “Relationship Quality and Buyer-Seller Interactions in Channels of Distribution,” *Journal of Business Research*, 46(November 1999), 303-313

Bradford, Kevin, Ann Stringfellow, and B.A. Weitz, “Managing Conflict to Improve the Effectiveness of Network Relationships,” *Journal of Retailing*, 80, 3, 2004, 184-204. Honorable mention for 2004 William Davidson award for *Journal of Retailing* best paper

Weitz, B.A. and Qiong Wang, “Vertical Relationships in Distribution Channels: A Marketing Perspective,” *The Anti-Trust Bulletin*, Winter 2004, 859-876

Kaltcheva, and B.A. Weitz, “The Moderating Influence of Motivational Orientation On the Relationship Between Shopping Environment Arousal and Behavior,” *Journal of Marketing*, Winter 2006, 107-118.

Wang, Qiong, Jun Xu, and B.A. Weitz, “Innovation in Buyer-Seller Relationships: The Roles of Resources, Motivations, and Governance” under revision at *International Journal of Research in Marketing*

B.A Weitz, and Mary Beth Whitfield, “Trends in U.S. Retailing,” in Manfred Kraft and Murali Mantrala (eds), *Retailing in the 21st Century - Current and Future Trends* , Springer, 2005, 59-77..

Marketing Strategy

Massy, W.F. and B.A. Weitz, "A Normative Theory of Market Segmentation", pp. 121-146, in *Foundations for Marketing Action*, Nicosia F., and Wind, Y.,(eds.), Hindsdale, Illinois: The Dryden Press, 1977.

Burke, M. and B.A. Weitz, "The Use of the BCG Portfolio Model in Strategic Marketing Decision Making: An Empirical Investigation", *AMA Educators Conference Proceedings*, 1979, 468-473.

Weitz, B.A. and Robin Wensley (ed), *Marketing Strategy: Making and Implementing Decisions*, Kent Publishing, 1984.

Bettman, J. and B.A. Weitz, "Attributions in the Board Room: Causal Reasoning in Corporate Annual Reports", *Administrative Science Quarterly*, 28 (June 1983) 165-83 (lead article).

Weitz, B.A., "Introduction to Special Issue on Competition in Marketing", *Journal of Marketing Research*, 22 (August 1985), pp. 229-236.

Weitz, B.A. and Robin Wensley (ed), *Readings in Strategic Marketing: Analysis, Planning and Implementation*. Hinsdale, IL: Dryden, 1988.

Gatignon, H., B.A. Weitz, and P. Bansal, "Brand Introduction Strategies and Competitive Environments", *Journal of Marketing Research*, 27 (November 1990), pp. 390-401. (Finalist for 1995 O'Dell Award)

Day, G.S., B.A. Weitz and Robin Wensley (eds), *The Interfaces of Marketing and Strategy*, JAI Press, 1990.

Muthukrishnan A.V. and B.A. Weitz, "Role of Product Knowledge in Evaluation of Brand Extensions," in R. Holmon and M. Solomon (eds), *Advances in Consumer Research*, Vol18, Provo, UT: Association of Consumer Research, 1991, pp. 407-413.

William Boulding et al, "Understanding Managers' Strategic Decision Making Process," *Marketing Letters*, 5(October 1994), 413-425.

Research Methodology

Day, G. and B. A. Weitz, "Competitive Urban Social Indicators: Problems and Perspectives," *Policy Sciences*, 1978, 429-33.

Weitz, B.A. and P.L. Wright, "Retrospective Self-Insights on Factors Considered in Product Evaluations," *Journal of Consumer Research*, 6 (December 1979), 280-294.

Hanssens, D.L. and B.A. Weitz, "The Effectiveness Industrial Print Advertisements Across Product Categories," *Journal of Marketing Research*, 17 (August 1980), 294-306.

McIntyre, S.H., D.B. Montgomery, V. Srinivasan, and B.A. Weitz, "Evaluating the Statistical Significance of Models Developed by Stepwise Regression," *Journal of Marketing Research*, 20 (February 1983), 1-11 (lead article). (Finalist for 1988 O'Dell award).

Anderson, E., Wujin Chu and Barton Weitz, "Industrial Purchasing: An Empirical Exploration of the Buyclass Framework," *Journal of Marketing*, 51 (July 1987), 71-86.

Other Publications

Wright, P.L. and B.A. Weitz, "Time Horizon Effects on Product Evaluation Strategies," *Journal of Marketing Research*, 14 (November 1977), 429-443 (lead article).

Hanssens, D. M. Weitz, B.A., "The Effectiveness Of Industrial Print Advertisements Across Product Categories," *Journal Of Marketing Research* 17 (3), 1980, 294-306

Walker, B.J., W.O. Bearden, P.E. Murphy, J.C. Olson, B.A. Weitz, (eds.), *An Assessment of Marketing Thought and Practice-1982 Educators' Conference Proceedings*, Chicago: American Marketing Association, 1982.

AMA Task Force on the Development of Marketing Thought, "Developing, Disseminating, and Utilizing Marketing Knowledge," *Journal of Marketing*, 52(October 1988), 1-25. (lead article).

Paul Bloom, Barton Weitz, Russ Winer, Robert Spekman, Harold Kassarian, Vijay Mahajan, Debra Scammon, and Michael Levy, *Enhancing Knowledge Development in Marketing: 1989 AMA Educators' Proceeding*, Chicago: American Marketing Association, 1989.

Feldman, D. and B.A. Weitz, "Summer Interns: Factors Contributing to Positive Developmental Experiences," *Journal of Vocational Behavior*, 37 (1990), 267-284.

Feldman, D. and B.A. Weitz, "From the Invisible Hand to the Glad Hand: Understanding a Careerist Orientation to Work," *Human Resource Management*, 30 (Summer 1991), p. 237-258.

Anderson, E. and B.A. Weitz, "Forging a Strategic Distribution Alliances," *Chief Executive*, 10 (November/December 1991), 70-73

Kaltcheva, V. and B.A. Weitz, "Attributions for Experiences with Brand Relationships," *Association of Consumer Research Annual Conference Proceedings*, 1998.

B.A. Weitz and Robin Wensley (eds). *Handbook of Marketing*, London: Sage 2002

Reviewed in *Journal of Marketing Research*, (November 2003), 499-501

Stringfellow, Ann, Kevin Bradford, and B.A. Weitz, "The Effect Of Knowledge And Conflict On Team Performance," under review *Journal of Business Research*

Lutz, Richard and B.A. Weitz, "Chapter 8: Strategic Marketing," in P. Navarro (ed) *MBA Handbook*, New York: McGraw-Hill, forthcoming

Cases

"Gillette (B) - A Risk Analysis." Case plus interactive computer program examining uncertainty in a new product venture.

"Golden Gate Busway." *Cases in Public/Not-for-Profit Marketing*, C. Lovelock and C. Weinerberg. Menlo Park, California: The Scientific Press 1977.

"Barnes Agency." Case plus interactive computer program for evaluating media decisions using a reach-frequency formula.

"United States Instrument Rentals." In *Market Management, Strategies and Cases*, Delozier and Woodside, New York: Bobbs Merrill, 1978.

EDITORIAL RESPONSIBILITIES

Editorial Board Member:

Journal of Marketing, 1981-2002, 2004 to present

Journal of Personal Selling and Sales Force Management, 1981 to 1991

Journal of Business Research, 1982-1996

Journal of Retailing, 1985 to 1991, 1993 to present

Strategic Management, 1987 to 1990

Marketing Letters, 1987 to present

International Journal of Research in Marketing, 1990 to present

Journal of Marketing Research, 1982 to present

Marketing Science, 2004 to present

Special Issue Editor, Competition in Marketing, *Journal of Marketing Research*.

Editor, *Journal of Marketing Research*, 1991-1994.

Co-Editor, *Marketing Letter*, 1997 - present

Editor, *SRN Marketing Management Journal*, 2002 - present

Editor, Marketing Management Abstracts, SSRM, 2002-Present

Occasional reviewer for *Journal of Consumer Research*, *Administrative Science Quarterly*, *Marketing Science*, *Sloan Management Review*, *California Management Review*, *Journal of Personality and Social Psychology*, *Management Science*, *Marketing Science*.

PROFESSIONAL PRESENTATIONS

"Sellers' Perceptions of Customer Needs." 85th Annual Convention of American Psychological Association, San Francisco, September, 1977.

"The Relationship Between Salesperson Performance and Understanding Customer Decision Processes." 1977 American Marketing Association Educators: Conference, Chicago, August, 1977.

"The Use of the BCG Portfolio Model in Strategic Marketing Decision Making: An Empirical Investigation." 1979 American Marketing Association Educators' Conference, Hartford, August, 1979. (with M. Burke)

"The Salesperson as a Mini-Marketing Manager." Marketing Science Institute Conference on New Directions in Sales Force Management, Cambridge, March, 1978.

"The Need for a Contingency Approach in Personal Selling Research." Colloquium Series,

University of British Columbia, December 1979.

"The Need for a Contingency Approach in Personal Selling." Colloquium Series, University of Wisconsin, December 1979.

"Terminating a Salesperson: An Application of Bayesian Discriminant Analysis."

2nd Annual Market Measurement and Analysis Conference, Austin, March, 1980. (with H. Gatignon and M. Jones)

"New Developments in Marketing Strategy." Panel Moderator, 2nd Annual Market Measurement and Analysis Conference, Austin, March 1980.

"Adaptive Selling Behavior for Effective Interpersonal Influence." AMA Conference on Buyer-Seller Interactions, University of South Carolina, April 1980.

"Independent Agents Versus Direct Sales Forces." AMA Faculty Consortium, Ohio State University, July 1980.

"Organizational Issues in Sales Force Management." AMA Conference on Industrial Marketing, Pennsylvania State University, State College, March 1981.

"Customer Orientation and Adaptive Sales Behavior." Berkeley-Stanford Colloquium, University of California-Berkeley, June 1982.

"Make or Buy Decisions: A Transaction Cost Analysis Framework for Examining Vertical Integration Issues in Marketing." Duke-University of North Carolina Colloquium, University of North Carolina, October 1982.

"Attributions in the Boardroom: Casual Reasoning in Corporate Annual Reports." Columbia-Wharton Colloquium, Columbia University, December 1982.

"The Salesperson as Outside Agent or Employee." Marketing Science Institute-Personal Selling Workshop, Cambridge, Mass., April 1981.

"Adapting Selling and Intrinsic Motivation." Colloquium Series, University of Minnesota, December 1983.

"The Effects of Economic and Non-Economic Variables on Channel Member Motivation." Columbia-Wharton colloquium, University of Pennsylvania, January 1984.

"Organizing the Industrial Sales Force." AMA Industrial Marketing Conference, University of Maryland, February 1984.

"Motivating Independent Agents: A Study of Resource Allocation Patterns for Manufacturers' Representatives." 1984 Marketing Science Conference, University of Chicago, March 1984.

"Modeling the Effects of Sequential Entries: An Emerging 'Theory' of Competition." 1984 Marketing Science Conference, University of Chicago, March 1984.

"Control Mechanisms and Industrial Sales Force Productivity; The Effectiveness of Incentive, Surveillance, and Organizational Culture." 1984 Marketing Science Conference, University of Chicago, March 1984.

"Modeling Resource Allocation Decisions By Manufacturer Agents: Colloquium Series, Pennsylvania State University, March, 1984.

"The Impact of Economic and Non-Economic Incentives on Channel Member Allocation Decisions" Colloquium Series, Vanderbilt University, April 1984. (with E. Anderson)

"Motivation and Knowledge: A Framework for Investigating Selling Effectiveness," Colloquium Series, Ohio State University, May 1984.

"A State of the Art Review of Research on Personal Selling Effectiveness," Colloquium Series, University of Florida. February 1985.

"Knowledge Motivational and Adaptive Selling: A Framework for Selling Effectiveness," AMA Teleconference on Sales Force Management, Oklahoma State University, February 1985.

"New Directions for Research on Personal Selling Effectiveness," Marketing Science Institute Mini Conference on Industrial Marketing, Boston, February 1985.

"Modeling Retailer Stocking Decisions," Marketing Science Conference, Vanderbilt University, March 1985.

"A Conceptual Framework for Research on Adaptive Selling," American Marketing Association Winter Educator's Conference, Phoenix, March 1985.

"Issues in Sales Force Compensation", Colloquium Series, Southern Methodist University, April 1985.

"Research Issues in Sales Force Management", American Marketing Association Doctoral Consortium, Duke University, August 1985.

"Salesforce Compensation: Incentives vs Salary", Colloquium Series, University of Western Ontario, September 1985.

"Competitive Environment and Market Entry Strategies: ORSA/TIMS National Meeting, Atlanta, November 1985.

"Measuring Preferences When Individuals Choose A Set of Brands" ORSA/TIMS National Meeting, Atlanta, November 1985.

"Knowledge and Effective Selling: What Salespeople Need to Know and Why." AMA Winter Educators Conference St. Petersburg, February 1986.

"Knowledge, Creativity, and Non-Weird Science." AMA Winter Educators Conference, St. Petersburg, February 1986.

"Commitment in Conventional Distribution Channels." ORSA/TIMS Marketing Science Conference, Dallas, March 1985.

"Research on Marketing Strategy." AMA Faculty Consortium, University of Tennessee, July 1986.

"Sales Force Management Research Streams," AMA Doctoral Consortium, Notre Dame University, August 1986.

"Incentive Compensation: An Empirical Examination of Agency Theory." Colloquium Series, University of North Carolina, April 1987.

"Trends in Retailing Research," 1987 AMA Faculty Consortium, University of Alabama, July 1987.

"Research on Salesforce Management," AMA Doctoral Consortium, NYU, August, 1987.

"Developing Long-Term Relationships in Distribution Channels," MSI Business Marketing Steering Group, Boston, February 1987.

"MARKSTRAT: An Experiential Learning Game," Academy of Marketing Science National Meeting, Miami Beach, May 1987.

"Incentive Compensation, Risk Preference, and Salesperson Motivation", TIMS/ORSA National Meeting, Denver, November 1988.

"Issues in Retailing Research", Southern Marketing Association, Atlanta, November 1988.

"Role of a Retail Center", Retail Consumer Patronage Conference, LSU, Baton Rouge, May 1989.

"Relationships in Marketing", Seminar Series, Catholic University at Leuven, Belgium, April 1990.

"Building Commitment in Channel Relationship", Board of Trustees Meeting, Marketing Science Institute, Cambridge, MA, October 1990.

"The Use of Control Mechanisms to Improve Service Quality", Marketing Science Institute Conference on Marketing Organization, Cambridge, MA, November 1990.

"Building Relationships Between Universities and the Retail Community", National Meeting of National Retail Federation, New York, January 1991.

"Measuring Service Quality", Marketing Science Conference, University of Delaware, March 1991.

"Commitment and Channel Relationships", Seminar Series, University of Arizona, April 1991.

"1991 National Retail Security Survey Result", NRF Annual Meeting, January 1992.

"Developing Strategic Advantage Through Marketing Relationships", P&G Distinguish Speaker Series, February 1992.

"Measuring Service Quality", University of Delaware Distinguished Speaker Series, March 1992

"Working Smarter: Antecedents and Consequences", University of Delaware, March 1992

"Measuring Service Quality", Washington University, April 1992.

"Issues in Direct Selling", National Meeting, Direct Selling Association, Indian Wells, CA June 1992.

"A Research Agenda for Retailing in the 1990's", American Marketing Association Summer Educators Conference, Chicago, August 1992.

"Retailing in the 90's", Georgia State University Retail Executive Advisory Board, September 1992

"Research Issues in Services Marketing", MSI International Conference, London, November 1992

"Assessing Service Quality", Penn State University, November 1992

"Successful Retailing in the 90's", Dallas Retail Financial Executives, January 1993

"Working Smarter versus Harder", Vanderbilt University, January 1993

"Working Smarter versus Harder", University of Illinois, February 1993

"Learning Orientation, Working Smarter, and Salesperson Performance", University of Illinois, April 1993

"Learning Orientation, Working Smarter, and Salesperson Performance", UC Irvine, April 1993

"Future Directions for Marketing Research", Plenary session, Academy of Marketing Sciences, Miami Beach, May 1993

"Meet the Editors", Doctoral Consortium, University of Illinois, August 1993

"Meet the Editors", AMA Summer Educators Conference, Boston, August 1993

"Non-Store Retailing: An International Perspective," Conference Chair, Berlin, September 1993

"Personal Perspective on Business Research and Education" and "Staffing Policies on Retail Buyer Job Attitudes and Behavior," Indiana University, February 1994

"Learning Orientation, Working Smarter, and Salesperson Performance," Northwestern University, February 1994

"Learning Orientation, Working Smarter, and Salesperson Performance," Hightower Lecture, Emory University, February 1994

"The Changing Role of Marketing Academics," Georgia Marketing Consortium, Atlanta, February 1994

"Learning Orientation, Working Smarter, and Salesperson Performance," Society of consumer Psychology, St. Petersburg, FL, March 1994

"Marketing Measurement -- What Is Good Enough?," AMA Winter Educators Conference, St. Petersburg, FL, March 1994

"Relationship Marketing - Channel and Salesforce Management Issues," AMA Winter Educators Conference, St. Petersburg, FL, March 1994

"Taxonomy of Channel Relationship," Emory Conference on Relationship Marketing, June 1994

"Staffing Policies and Marketing Employee Job Attitudes," Stanford Summer Camp, August 1994

"New Developments in Channels Research," AMA Educators Conference, San Francisco, August 1994

"Doing Marketing Research," invited speaker, Texas A&M, College Station, Texas, November 1994

"Implementing a Field Marketing Program," National Conference on Agribusiness, Purdue University, November 1994

Retailing Research - Issues and Opportunities," AMA Winter Educators Conference ,San Diego, February 1996

"Interactive Home Shopping and Retail Industry, Distinguished Speaker Series, Ohio State University, April 1996

“Interactive Home Shopping and Retail Industry, Distinguished Speaker Series, Tilburg University, Belgium, May 1996

“Summary of Relationship Research” EAISM Workshop on Relationship Marketing in a Hypercompetitive Environment, Rotterdam, Belgium, May 1996

“Distribution Channels: Research Opportunities,” AMA Doctoral Consortium, University of Colorado, Boulder, August 1996

“Teaching Retail Management,” AMA Summer Educators Conference, San Diego, August 1996

“Interactive Home Shopping and Retail Industry,” RISON Conference, Chicago, October 1996

“Interactive Home Shopping: A Research Agenda,” EASIM Workshop on Channel Productivity, Mons, Belgium, October 1996

“Human Resource Management and Retailing Research” AMA Winter Educators Conference, St. Petersburg, FL, February 1997

“Retail Internship Programs,” AMA Educators Conference, St. Petersburg, FL, February 1997

“Going to the Mall or Shopping At Home Over the Internet,” University of Florida Alumni Weekend Presentation, April 1997

“Using Technology to Teach Personal Selling,” Academy of Marketing Science Conference, Miami, FL, May 1997

“Student Perspectives on Retailing Careers,” IMRA Human Resource Management Conference, Tarpon Spring, FL, February 1998

“Academic Research in the New Millenium: Doing the Right Things Versus Doing Things Right,” Southern Marketing Doctoral Consortium, University of Houston, April 1998

“ Emerging Issues in Retailing,” NRF Financial Management Seminar, Washington DC, April 1998.

“Managing Your Academic Career: Generating Rigorous and Relevant Research” AMA Doctoral Consortium, University of Georgia, August 1998

“New Directions in Channel Research,” Channel and Distribution SIG Meeting, AMA Summer Educators Conference, Boston, August 1998

“Knowledge Generation and Dissemination – The Role of Academic Journals,” AMA Winter Educators Conference, St. Petersburg, FL., February 1999

“Strategic Issues in Electronic Commerce – Demand Side,” Academic Workshop on Measuring and Tracking E-Business Strategies, ISBM, Penn State University, Atlanta, March 1999

“Getting the Most Out of Your Retail Business by Focussing on the People” Retail Merchants Association of Greater Richmond, Richmond, VA, April 1999

“Research in Electronic Commerce,” AMA Doctoral Consortium, University of Southern California, August 1999.

“Electronic Retailing: The Future of Retailing and Retailers” The Royal Society of Edinburgh, Edinburgh Scotland, February 2000

“The Effects of the Internet on Channel Research and Practice,” AMA Winter Educators Conference, San Antonio, February 2000

“How Is the Internet and Ecommerce Changing Marketing?” AMA Winter Educators Conference, San Antonio, February 2000

“Ecommerce and Marketing” for Kobayashi and Associates, University of Florida, February 2000

“Ecommerce and Mid-Sized Businesses,” FINOVA/Ernst&Young Mid-Market Seminar, Scottsdale, Arizona, March 2000

“Ecommerce, The Internet, and Marketing,” AMA Doctoral Consortium, University of Western Ontario, London, Ontario, Canada, August 2000.

“Building Academic Research Within Ecommerce,” Invited Speaker, Case Western Reserve University, October 2000

“Perspectives on the Retailing,” AMS/ACRA Annual Retailing Conference, Columbus, Ohio, October 2000

“Building Academic Research Within Ecommerce,” Invited Speaker, Ohio State University, November 2000

“Research Issues in Electronic Retailing,” AMA Winter Educators Conference, Scottsdale, Arizona, February 2001

“Human Resource Management Issues in U.S. Retailing,” Presentation to Human Resource Directors of International Association of Department Stores, Chicago, May 2001

“The Internet and Academic Research,” Invited Speaker, University of Notre Dame, South Bend, IN, May 2001

“New Developments in Customer-Oriented Selling,” AMA Summer Educators Conference, Chicago, August 2001

“Relationship Selling: New Directions in Sales Management and Personal Selling Research,”

University of Florida Marketing Department Brown Bag, Gainesville, FL, March 2002

“Marketing the Florida Humanities Society,” Presentation to Board of Directors, Florida Humanities Society, Tampa, FL, March 2002

“Relationship Selling: New Directions in Sales Management and Personal Selling Research,” Harvard Business School, Boston, MA. April 2002

“Retail Marketing,” Presentation to Office Depot Marketing Group, Del Ray, FL, May 2002

“Retail Ambiances: The Moderating Role of Motivational Orientation on the Effects of Arousing Environments” Tulane University, March 2003

“Retail Applications for Digital Media Networks,” CAP Venture Narrowcasting Conference, Chicago, March 2003

“Relationship Marketing and Personal Selling,” AMA Summer Educators Conference, Chicago, IL, August 2003.

“Retail Education” AMA Winter Educators Conference, Scottsdale, AZ, February 2004

“Innovation in Buyer-Seller Relationships: The Roles of Resources, Motivations, and Governance,” Emory University Marketing Department, September, 2004

“Sales-Marketing Interface,” AMA Winter Educators Conference, San Antonio, Texas, February 2005

“Issues in Survey Research,” AMA Winter Educators Conference, San Antonio, Texas, February 2005

“Are Marketing Academic looking Too Closely at the Forrest and Missing the Trees?,” AMA Winter Educators Conference, San Antonio, Texas, February 2005

“Innovation in Buyer-Seller Relationships: The Roles of Resources, Motivations, and Governance,” University of Missouri Marketing Department, April 2005

“Sales-Marketing Interface,” AMS Annual Conference, St. Petersburg, FL, May 2005

Other Professional Activities

American Marketing Association

Fall Educators' Meeting

Paper Referee - 1979-1988

Marketing Management Track Chair, 1982

Co-Chairman of Educators Conference, 1989

Winter Educators' Meeting

Interpersonal Communication and Industrial Marketing Track Chair, 1985.

Marketing Management Track Chair, 1987

Selection Committee for O'Dell Award - 1984, 1991

Member, Task Force on the Development of Marketing Thought - 1985-1988

Member, Task Force on Marketing Definitions - 1986-1988

Dissertation Competition: Judge - 1980-1985

Co-chair - 1995

Doctoral Consortium Faculty - 1985, 1986, 1988, 1990, 1991, 1992, 1993, 1995-2002

Faculty Consortium Faculty - 1982, 1984, 1986, 1987, 1990, 1994, 1996

Member, Finance Committee, 1994 to 1996, 2000

Vice President - Finance - 1994-95, 2000-2001

Vice President - Publication - 1997 – 2000

Secretary Treasurer- 2000 to present

Member, Board of Director – 1997 – Present

Member, Strategic Planning Task Force, 1999-present

Chair-Elect – 2001

Chair, 2002

Association for Consumer Research

Annual Meeting: Paper Referee 1980-1997

Marketing Science Institute

Member, Academic Advisory Board, 1985 to 1989

Industrial Marketing Board, 1985 to 1988

Board of Directors, Academic Trustee, 1989 to 1995

INFORMS Marketing Science Conference

Special Session Chair - Developments in Marketing Strategy, 1988

Conference Co-Chair 1996

INFORMS College of Marketing

Advisory Board Member, 1997 - 2004

Direct Selling Association

Board of Directors, 1994 to 1996

Direct Selling Education Foundation

Board of Directors, 1993 to 1996

National Retail Federation

Board of Directors, 1996 to 2005

National Retail Institute

Board of Directors, 1996 to 2005

Florida Retail Federation

Board of Directors, 2002 to present

MEMBERSHIP IN PROFESSIONAL SOCIETIES

American Marketing Association
The Institute of Management Science

AWARDS/GRANTS

AMA Doctoral Consortium Fellow, 1975.
AMA Doctoral Dissertation Competition--Honorable Mention--1977.
George Robbins Distinguished Teaching Award, UCLA, 1979.
Marketing Science Institute Research Grants - 1979, 1981, 1984, 1985.
Wharton Strategic Marketing Center Research Grant - 1982, 1983, 1984.
UCLA Academic Senate Research Grant - 1979, 1980, 1981.
Direct Selling Foundation Grant - 1985.
American Marketing Association/Irwin Distinguished Educator – 1998
AMA Sales Special Interest Group Lifetime Achievement Award -2003

UNIVERSITY COURSE TAUGHT

Undergraduate and MBA: Marketing Principles, Marketing Management, Sales Force Management, Marketing Strategy, Retail Management, Introduction to Electronic Commerce. Electronic Commerce and Marketing.

Ph.D.:Research Methodology, Seminar in Marketing Management Research, Marketing Proseminar.

DOCTORAL THESIS COMMITTEES

U.C.L.A - Chairman

Erin Anderson – Chaired Professor, INSEAD
Harish Sujjan - Associate Professor - Tulane University
Robert Saxe - Consultant
David Arch - Blistex

U.C.L.A. - Committee Member

Hubert Gatignon - INSEAD
Marion Burke - Duke University
John Swazy - American University

University of Florida - Chairman

Alan Dick - Associate Professor, State University of New York at Buffalo
Jhinuk Chowdhury - Associate Professor, University of North Texas
Howard Marmorstein - Associate Professor, University of Miami
Shankar Ganesan - Associate Professor, University of Arizona
Lance Brouters (co-chair) – Professor, University of Akron

Ramarao Desiraju - Associate Professor, University of Central Florida
Corinne Faure – Chaired Professor, European Business School, Reichartshausen
Sandra Jap - Associate Professor, Emory
Rita McMillan - Assistant Professor, Dillard
Andre Menck – Professor, Universidade Federal De Uberlandia (Brazil)
Anne Stringfellow – Assistant Professor, International Graduate School of Management (Thunderbird)
Kevin Bradford – Assistant Professor University of Notre Dame
Velitchka Kaltcheva – Assistant Professor, University of Miami
Qiong Wang- Assistant Professor, Penn State University
Jun Xu

University of Florida - Committee Member

Amitav Chakravarti – New York University
Michael Zenor - Nielson
Anusree Mitra - American University
Susan Broniarczyk - University of Texas, Austin
Stephen Holden -
A. Muthukrishnan - Hong Kong Science and Technology
Michael Guiry - SUNY
Susan Fournier - Harvard Business School
Sonja Radas - Washington University
Hyongjae Rhee -
John Pracejus – University of Alberta
Stacy Wood – University of South Carolina
Stijn Van Oesslear – University of Chicago
Qi Wang, SUNY Binghamton
Yubo Chen – University of Arizona

University of Florida – Undergraduate Honors Theses

Erin Stoy – 1999
Mario Gonzalez -- 2002
Kelly Cochran – 2005

SCHOOL SERVICE

UCLA

Marketing Ph.D. Coordinator 1980-82
Director of Marketing Study Center, 1979-1982
Member of Business School Research Committee 1979-81
Staffing Committee, 1979-80
Doctoral Admissions Committee, 1980-82.

Wharton

Co-chairman of Marketing Department Recruiting Committee, 1983-84
Doctoral Program Coordinator 1983-85
Member, Wharton School Doctoral Admissions Committee 1983-85

Member, Research Policy Committee, 1984-85.

University of Florida

Member, Tenure and Promotion Committee, College of Business, 1985-1986,
1987-present, Chairman 1988-89.

Member, Executive Education Committee - 1987-88.

Chair, Committee to Develop Plan for Retail Concentration, Department of Marketing,
1986.

Chair, MBA Program Committee, 1986-88.

Director, Center for Retailing Education and Research, 1986 to present.

Member, Search Committee for MBA Placement Director.

Member, Search Committee for Jim Walter Eminent Scholar Chair, 1987 to 1990.

Member, Sub-Committee on Student Internship, 1989.

Member, Provost Search Committee, 1989.

Member, University Library Committee, 1989 to 1991, Chair 1991 to present.

Chair, Lanzillotti-McKeithan Eminent Scholar Chair Search Committee 1990-1991.

Member, Russ Berrie Eminent Scholar Chair Search Committee, 1990-1991.

Member, Long Range Planning Committee, University of Florida Foundation, 1991 to
present.

Member, Library Sub-Committee for University Accreditation, 1991-1992

Chair, Marketing Department, 1994-2000.