# Charlotte H. Mason

**Office:** Terry College of Business **Home:** 1010 Waverly Meadow Drive  
 University of Georgia Watkinsville, GA 30677  
 C310A Benson Hall (706) 850-5545

630 S. Lumpkin Street   
 Athens, GA 30602  
 (706) 542-3776  
 (706) 542-3738 (fax)  
 [cmason@uga.edu](mailto:cmason@terry.uga.edu)

**Education**

Ph.D., Business, 1985

Stanford University Graduate School of Business, Stanford, CA

Master of Science, Statistics,1984

Stanford University, Stanford, CA

Master of Science, Industrial Engineering & Engineering Management,1978  
Stanford University, Stanford, CA

Bachelor of Science, Industrial Engineering, 1977

Stanford University, Stanford, CA

**Employment**

University of Georgia  
C. Herman and Mary Virginia Terry Chair of Business Administration (2013 - )  
Professor and Head of Marketing, Terry College of Business (2008-)  
Director, Master of Marketing Research program (2008-2017)  
Director, Coca-Cola Center for Marketing Studies (2008-)  
  
University of North Carolina at Chapel Hill  
Associate Professor, Kenan-Flagler Business School (1991-2008)  
Assistant Professor, Kenan-Flagler Business School (1985-1991)  
  
Duke University  
Adjunct Associate Professor, Fuqua School of Business (2002)   
  
Booz, Allen& Hamilton  
Summer Associate (1982)  
  
The Procter & Gamble Co  
Management Scientist, Business Analysis Department (1980–1981)  
Management Scientist, Manufacturing Technical Staff (1978–1980)

**Honors**   
Hugh O. Nourse Outstanding MBA Teacher Award, Terry College of Business, 2017

University of Georgia Women's Leadership Fellow, 2016-2017

2016 Outstanding Faculty Service Award, Terry College of Business

Best Reviewer award, *Journal of the Academy of Marketing Science,* 2016

2014 Marketing EDGE Robert B. Clarke Outstanding Educator Award

2013 Citation of Excellence winner by Emerald Management Reviews

MBA Teacher of the Year, Terry College of Business, 2010

Recipient of Teaching Bonus for outstanding MBA teaching, UNC 2007

MBA Master Teacher, UNC 2003-2005

Teaching Star, UNC MBA Program, 2003-2005

AMA Doctoral Consortium, Invited Faculty: 1996, 1997, 2002, 2009.

AMA Faculty Consortium, Invited Faculty: 2001, 2004

1996 Best Interdisciplinary Paper Award, Decision Sciences Institute

1996 Chan K. Hahn Best Paper Award, Academy of Management Conference

Outstanding Reviewer Award 1993-1996, *Journal of Marketing*

1990 Doctoral Program Teaching Award, University of North Carolina Graduate School of Business

1989 Gilbert and Margaret Clarke Distinguished Visitor in Marketing, University of Western Ontario, London, Ontario

1983 American Marketing Association Doctoral Consortium Fellow

Recipient of 1977 Lloyd W. Dinkelspiel Award for Outstanding Contribution to Undergraduate Education, Stanford University

1977 Outstanding Senior in Engineering, Stanford University

Phi Beta Kappa (1977)

Tau Beta Pi (1976)

**Journal Publications**

Mason,Charlotte and Kaushik Jayaram (2018): "Don’t Get Eaten! Understanding and Handling Cannibalization Risk", *GfK Marketing Intelligence Review*, Vol. 10, No. 1 (May), pp. 34-39. (accepted October, 2017).

Lurie, Nicholas H. , Jonah Berger, Zoey Chen, Beibei Li, Hongju Liu, Charlotte H. Mason, David M. Muir, Grant Packard, Joseph Pancras, Ann Schlosser, Baohong Sun, Raj Venkatesan (2018), “Everywhere and at All Times: Mobility, Consumer Decision Making, and Choice”,  *Customer Needs and Solutions,*Vol. 5, Issue 1-2, pp 15-27.(accepted July 20, 2017), DOI: 10.1007/s40547-017-0076-9.

Hollenbeck, Candice, Charlotte H. Mason and JiHee Song (2011), “Enhancing Student Learning in Marketing Courses: An Exploration of Fundamental Principles for Website Platforms,” *Journal of Marketing Education,* Vol. 33 (2), pages 171-182.Nielsen, Jesper, Stewart Shapiro and Charlotte H. Mason (2010), “Emotionality and Semantic Onsets: Exploring Orienting Attention Responses in Advertising,” *Journal of Marketing Research,* Vol . 47 (December), pages 1138 – 1150.Zahay, Debra, Charlotte H. Mason and John A. Schibrowsky (2009), “The Present and Future of IMC and Database Marketing,” *International Journal of Integrated Marketing Communications,* Fall, pages 13-30.

Morgan, Neil, Doug Vorhies and Charlotte H. Mason (2009), “Market Orientation, Marketing Capabilities and Firm Performance,” *Strategic Management Journal,* 30 (August),909-920.

- 2013 Citation of Excellence winner by Emerald Management ReviewsIm, Subin, Charlotte H. Mason and Mark B. Houston (2007),“Does Innate Consumer Innovativeness Relate to New Product/Service Adoption Behavior?: The Intervening Role of Social Learning via Vicarious Innovativeness, *"Journal of the Academy of Marketing Science*, Vol. 35 (1), pages 63-75.Lurie, Nicholas H. and Charlotte H. Mason (2007), “Visual Representation: Implications for Decision Making, *"Journal of Marketing,* Vol. 71 (January), pages 160-177.  
  
Ramaseshan, B., David Bejou, Subhash C. Jain, Charlotte H. Mason and Joseph Pancras (2006), “Issues and Perspectives in Global Customer Relationship Management,” *Journal of Service Research,* Vol. 9 (November), pages 195-207*.*Neslin, Scott A.,Sunil Gupta, Wagner Kamakura, Junxiang Lu and Charlotte H. Mason (2006), “Defection Detection: Measuring and Understanding the Predictive Accuracy of Customer Churn Models,” *Journal of Marketing Research,* Vol. XLIII (May), pages 204-211.

Tanner, John F., Michael Ahearne, Thomas W. Leigh, Charlotte H. Mason and William C. Moncrief (2005), “CRM in Sales-Intensive Organizations: A Review and Future Directions,” *Journal of Personal Selling and Sales Management,* Vol. 25 No. 2 (Spring), pages 169-180.

Mason, Charlotte H. (2003),“Tuscan Lifestyles: Assessing Customer Lifetime Value,” *Journal of Interactive Marketing,* Vol. 17 No. 4 (Autumn), pages 54 – 60.  
  
Im, Subin, Barry L. Bayus and Charlotte H. Mason (2003), “An Empirical Study of Innate Consumer Innovativeness, Personal Characteristics and New Product Adoption Behavior,” *Journal of the Academy of Marketing Science,* Vol. 31 No. 1 (Winter), pages 61-73.

Menor, Larry J., Aleda V. Roth and Charlotte H. Mason (2001), “Agility in Retail Service Management: A Numerical Taxonomy of Strategic Service Groups,” *Manufacturing and Service Operations Management*, Vol. 3 No. 4 (Fall), pages 273-292.

Lee, Yih Hwai and Charlotte H. Mason (1999), “Responses to Information Incongruency in Advertising: The Role of Expectancy, Relevancy and Humor,” *Journal of Consumer Research,* Vol. 26 No. 2 (Summer), pages 156-169.  
  
Boyd, Thomas C. and Charlotte H. Mason (1999), “The Link between Attractiveness of “Extra-Brand” Attributes and the Adoption of Innovations,” *Journal of the Academy of Marketing Science,* Vol. 27 No. 3 (Summer), pages 306-319.  
  
Hodge, Sharon K. and Charlotte H. Mason (1995), “Work versus Windfall: An Exploration of Savings on Subsequent Purchase,” *Marketing Letters,* Vol. 6 No. 2 (March), pages 91-100.  
  
Mason, Charlotte H. and George R. Milne (1994), “An Approach for Identifying Cannibalization within Product Line Extensions and Multi-Brand Strategies,” *Journal of Business Research,* Vol. 31 No. 2-3 (October-November), pages 163-170.

Reprinted in *Handbook of Niche Marketing: Principles and Practice*, Hawthorne Press, Tevfik Dalgic (editor), 2006.

Lefkoff-Hagius, Roxanne and Charlotte H. Mason (1993), “The Roles of Characteristic, Benefit, and Imagery Attributes in Judgments of Similarity and Preference,” *Journal of Consumer Research,* Vol. 20 No. 1 (June), pages 100-110.

Mason, Charlotte H. and William D. Perreault, Jr. (1991),“Collinearity, Power, and Interpretation of Multiple Regression Analysis,” *Journal of Marketing Research,* Vol. 28, August, pages 268-280.

Milne, George R. and Charlotte H. Mason (1990), “An Ecological Niche Theory Approach to the Measurement of Brand Competition, *"Marketing Letters,* Vol. 1 No. 3, November, pages 267-281.  
  
Mason, Charlotte H. (1990), “New Product Entries and Product Class Demand,” *Marketing Science,* Vol. 9 No. 1, Winter, pages 58-73.  
  
Srinivasan, V. and Charlotte H. Mason (1986), “Nonlinear Least Squares Estimation of New Product Diffusion Models,” *Marketing Science,* Vol. 5 No. 2, Spring, pages 169-178.

**Other Publications**

Mason, Charlotte H. (2012), “V. Kumar: A Lifetime of Value to Marketing,” in *Legends in Marketing: V. Kumar,* Sage Publishing.  
  
Mason, Charlotte H. and Aleda V. Roth (2009), “The Right Path to SCM-CRM Integration,” in *Handbook of Research on Enterprise Systems,* J. Gupta and S. Sharma (editors), IGI Global, pages 134-151.  
  
Im, Subin, Charlotte H. Mason and Mark B. Houston (2005), “The Role of Innate Consumer

Innovativeness in New Product and Service Adoption Behavior: A Longitudinal Reexamination and Empirical Extension”, *Asia-Pacific Advances in Consumer Research,* Vol. 6.

Roth, Aleda and Charlotte H. Mason (2003), “The Right Path to SCM-CRM Integration,” SAP University Thought Leadership Forum White Paper.

Review of *Optimal Database Marketing: Strategy, Development and Data Mining* by

Drozdenko and Drake, *Journal of Marketing Research,* November, 2002.

Milne, George R. and Charlotte H. Mason (1994), “A Niche Share Approach for Assessing Brand Performance and Identifying Competitive Groups,” Marketing Science Institute Working Paper Series 94-107.

Reprinted in *Handbook of Niche Marketing: Principles and Practice*, Hawthorne Press, Tevfik Dalgic (editor), 2006.

Boyd, Thomas C. and Charlotte H. Mason (1992), “The Pricing Center: An Examination of Member Roles in Product Repricing Decisions,” in *Marketing Theory and Applications,* Vol. 3, Chris Allen and Tom Madden (eds.), American Marketing Association: Chicago, IL.

Lefkoff-Hagius, Roxanne and Charlotte H. Mason (1990), “The Role of Tangible and Intangible Attributes in Similarity and Preference Judgments,” *Advances in Consumer Research,* Vol. 17, pages 135-143.

Jones, J. Morgan and Charlotte H. Mason (1990), “The Role of Distribution in the Diffusion of New Durable Consumer Products,” Marketing Science Institute Technical Working Paper No. 90-110.

Mahajan, Vijay, V. Srinivasan and Charlotte H. Mason (1986), “An Empirical Comparison of Estimation Procedures for Innovation Diffusion Models of New Product Acceptance,” in *Innovation Diffusion Models of New Product Acceptance,* V. Mahajan and Y. Wind, (editors), Boston, MA: Ballinger Publishing Co., pages 203-234.

**Work in Progress**

Infographics: When Do They Enlighten and When Do They Mislead?

**Educational Software**

*The Marketing Game! Windows Edition,* (with W.D. Perreault, Jr.), McGraw-Hill Irwin.

Student manual and software, 2002

Instructor’s manual and software, 2002

*The Marketing Game!,* (with W.D. Perreault, Jr.), Richard D. Irwin, Inc.

Student manual and software: First edition: 1987, Second edition: 1995

Instructor’s manual and software: First edition: 1987, Second edition: 1995

**Grants**

Global Supply Chain Management Futures Initiative, (with Aleda Roth, principal investigator), $50,000, SAP AG.

2002 UNC/IBM Instructional Technology Grant, (with Jesper Nielsen), $4000, 2002

“Customer Relationship Management: An Analytical Approach,” DellStar Grant, $13,000, 2001

Kenan-Flagler Teaching Innovativeness Grant, $10,000, 2000.

“Niche Theory and Brand Competition” (with George Milne), Cambridge, MA: Marketing Science Institute, $2500, 1991

“The Role of Distribution in New Product Diffusion Models” (with Morgan Jones), Cambridge, MA: Marketing Science Institute, $4500, 1987.

**Conference Presentations**

“Tips and Resources for Teaching Marketing Analytics,” Marketing EDGE Professor’s Institute, Dallas, TX, January, 2020.

“Culture Shift Conversation: Recruiting, Fostering & Retaining True Data Scientists,” 2019 Fearless in Data Conference, Atlanta, GA, May 2019.  
  
“Best Practices in Managing Centers,” 2019 Winter AMA Educator’s Conference, Austin, TX, Feb. 2019.  
  
“Tips and Resources for Teaching Marketing Analytics,” Marketing EDGE Professor’s Institute, Dallas, TX, January, 2019.

“Women in Marketing Analytics”, DMA Marketing Analytics Conference, Atlanta, GA, May 2018.

“Tips and Resources for Teaching Marketing Analytics,” Marketing EDGE Professor’s Institute, Dallas, TX, January, 2018.

"The Next Generation Market Researcher: Trends and New Horizons," 2017 PBIRG (Pharmaceutical Business Intelligence and Research Group) Annual Meeting, Chicago, IL, May 2017.

“Tips and Resources for Teaching Marketing Analytics,” Marketing EDGE Professor’s Institute, Dallas, TX, January, 2017.

"The Next Generation Market Researcher: Trends and New Horizons," 2016 Eli Lilly Global Market Research Conference, Indianapolis, IN, November 2016.

"Everywhere and at All Times: Mobility, Consumer Decision Making, and Choice” 2016 Triennial Invitational Choice Symposium, Lake Louise, Canada, May, 2016.

"Molding the Next Generation of Market Researchers," 2016 MRA (Market Research Association) CEO Summit, Miami, FL. January, 2016

“The Next Generation of Talent: What Marketing Organizations Require Today & Tomorrow," DMA2014 Strategic Summit, San Diego, CA. October, 2014.

"Panel: Recruiting and Training the Researcher of the Future," 2014 Insight Innovation Exchange, Atlanta, GA, June, 2014.

"Foundations of Success: Building the Next Generation of Insights Leaders," 2014 Insight Innovation Exchange, Atlanta, GA, June, 2014.

“Training the next Generation of Research Leaders,” 2013 CASRO Annual Conference, Los Angeles, CA, October, 2013.

“Optimizing Talent for Marketing Research & Consumer Insights,” 2012 AMA Marketing Research Executive Forum, Emory University, May 2012.

“What’s The Best Way to Teach Marketing Science?” 2011 Marketing Science Conference, Houston, TX, June 2011.

“Enhancing Service through Virtual Reality Representation,” 2007 Frontiers in Services Conference, October, 2007.

“Mental Accounting and Subsequent Purchases: The Impact of Savings and Losses of

Consumer Spending Decisions”, Marketing Science Conference*,* June, 2006*.*

**“Customer Management: How Valuable is it to Retailers?”, AMA Winter Educator’s Conference, February, 2006**

**“Bringing Together Academia and Business: A Research Agenda” – Direct Marketing SIG Special Session, AMA Summer Educator’s Conference*,* August 2004.**

**“Marketing Metrics Matter: Views from a Panel of Leading Industry Experts,” session organizer and chair, AMA Summer Educator’s Conference*,* August, 2004.**

**“Customer Data and Privacy Issues: Views from Industry, Academics and Public Policy,**” **session organizer and chair, AMA Summer Educator’s Conference*,* August, 2004.**

“Best Practices in Curricular Applications of Marketing Simulation Games*,*” AMA Summer Educator’s Conference, August 2002

“Operations Agility and Market Leadership in Services: A Capabilities-Based Study of Performance,” (with Larry Menor and Aleda Roth), Marketing Science Conference*,* Wiesbaden, Germany, July 2001.

“Cutting Through Clutter: Exploring the Attention Grabbing Effects of Emotional Advertising Headlines,” (with Jesper Nielsen), Society for Consumer Psychology Conference*,* 2001.

“The Impact of Marketing Capabilities and Market Knowledge on Business Performance,” (with Neil Morgan and Doug Vorhies), AMA Winter Educator’s Conference*,* 2001*.*

“Attention Grabbers: An Exploration for the Automatic Categorization of Advertisement Headlines,” (with Jesper Nielsen), Association for Consumer Research, Salt Lake City, UT, 2000.

“Operations Agility and Market Leadership in Services: An Exploratory Study of Competitive Capabilities and Performance,” (with Larry Menor and Aleda Roth), Academy of Management, 1996.  
 Winner of 1996 Best Interdisciplinary Paper Award.

“A Taxonomy of Agility in Retail Service Management: An Exploratory Study of Competitive Capabilities and Performance, “(with Larry Menor and Aleda Roth), 1996 Academy of Management Conference, Cincinnati, OH.

Winner of 1996 Chan K. Hahn Best Paper Award.

“Seeing Double?: Consumers’ Perceptions of Similarity between Original Products and Knockoffs,” Association for Consumer Research Conference, Minneapolis, MN, 1995.

“An Approach for Identifying Cannibalization Within Product Line Extensions and Multi-Brand Strategies,” AMA Special Topics Conference on Strategy Evaluation Research, 1993, Val Morin, Quebec and the 1994 Marketing Science Conference, Tucson, AZ.

“The Pricing Center: An Examination of Member Roles in Product Repricing Decisions,” Winter AMA Educator’s Conference, San Antonio, TX, 1992.

“Multi-Product Diffusion Models: A Comparison of Alternate Models,” Marketing Science Conference, Wilmington, DL, 1991.

“Collinearity, Power and Interpretation of Multiple Regression Analysis,” Marketing Science Conference, Wilmington, DL, 1991.

Discussant for Diffusion of Innovations Session, Association for Consumer Research Conference, New York, NY, 1990.

“Using Population Ecology to Assess Competitive Position,” Marketing Science Conference, University of Illinois, Champaign-Urbana, IL, 1990.

“The Role of Distribution in the Diffusion of New Durable Consumer Products,” MSI Mini-Conference on Quality, Price, and Distribution Issues for Consumer Goods Manufacturers, Boston, MA, 1990.

“The Role of Tangible and Intangible Attributes in Similarity and Preference Judgments,” Association for Consumer Research Conference, New Orleans, LA, 1989.

“Understanding the Role of Retailers in New Product Diffusion Models,” Marketing Science Conference, Duke University, Durham, NC, 1989.

“Diffusion Modeling of Interrelated Innovations,” Marketing Science Conference, Duke University, Durham, NC, 1989.

“Using Ecological Theory to Assess Competitive Position,” presentation as Gilbert and Margaret Clarke Distinguished Visitor in Marketing at University of Western Ontario, 1989.

“The Role of Distribution in New Product Diffusion Models,” Marketing Science Conference, University of Washington, Seattle, WA, 1988.

“The Application of Simulations in Marketing Education,” The Use of the Computer in Marketing Decision Analysis Conference, DePaul University, 1987.

“New Brand Entries and Product Class Demand,” Marketing Science Conference, Jouy-en-Joisas, France, 1987.

“Jackknifing, Regression Coefficient Stability, and Multicollinearity,” Marketing Science Conference, University of Texas, Dallas, TX, 1986.

**Professional Seminars and Consortium:**

Conference Chair, Fearless in Data: Inclusive Strategies for Data Science-Driven Growth and Leadership, Atlanta, GA, May 2019.

Conference Co-Chair, DMA Marketing Analytics Conference, May 2018.

“**Strategy and Analytic Models for Teaching the CRM Course,” AMA CRM Faculty Consortium*,* June, 2004.**

“Teaching Distance/Online Courses,” AMA Doctoral Consortium, Emory University, June, 2002.

“Customer Relationship Management,” AMA Faculty Consortium, Texas A&M University, July, 2001.

Instructor for the AACSB Workshop on the Use of Microcomputers in Marketing Curriculum, Brigham Young University, Provo, UT

June 1987, 1988

**Teaching**

Kenan-Flagler Business School, University of North Carolina at Chapel Hill:

Undergraduate Program:   
 Principles of Marketing  
 Marketing Research  
 MBA Program:  
 Customer Relationship Management  
 Data Tools and Decisions I  
 Data Tools and Decisions II  
 Product Management  
 Marketing Analytics  
 Marketing Research  
 Marketing Manager’s Bookshelf  
 Marketing Simulation  
 Executive MBA Program:  
 Market Analysis and Simulation  
 Customer Relationship Management  
 Data, Tools and Decisions  
 Doctoral Program:   
 Multivariate Methods in Marketing Research  
 Seminar in Product Issues and Strategy

Fuqua School of Business, Duke University:  
 MBA Program: Customer Relationship Management

Terry College of Business, University of Georgia  
 IBM MBA Program: Customer Relationship Strategy and Practices  
 MBA Program: Marketing Strategy; Marketing Analytics and Decision-Making  
 MMR Program: Marketing Analytics; Database Marketing and Customer Relationship Management;   
 Customer Analytics and Strategy  
 MSBA Program: Marketing Analytics

Executive Programs:  
 AMA Advanced School of Marketing Research  
 Terry College of Business  
 Kenan-Flagler Business School  
 Duke Corporate Education  
 Kelley School of Business  
 Banff Centre School of Management: Executive Development Program  
 American Bankers Association: Stonier Graduate School of Banking

**Dissertation Chair**

Rod Duclos: Charitable Giving: How Ego-Threats Impact Donations of Time and Money, 2008. *(Note: I assumed the role of chair following faculty departures from UNC of those who were directing Rod)*

Jesper Nielsen: Attention Grabbers: Exploring Automatic Attention Responses to Ad Headlines, 2003.

Sharon Hodge: Mental Accounting and Subsequent Purchases: Consumer Responses to Price Surprises, 2001.

Vanessa Perry: Consumer Payment Mechanisms, Mental Accounting, and Perceptions of Price, 2000.

Yih Hwai Lee: Immediate and Delayed Effects of Advertising: The Persuasive Impact of   
Theme-Based Incongruency, 1997.

Barak Libai: A Two-Stage Model for the Diffusion of Innovations: The Cases of Dominant   
Design and Interactive Innovations’ Critical Mass, 1997.

Tom Boyd: “Product Class Attributes and the Adoption of an Innovation,” 1993.

George Milne: “A Niche Theory Approach to the Measurement of Brand Competition in   
Fragmented Markets,” 1990.

Roxanne Lefkoff-Hagius: “The Roles of Characteristic, Beneficial, and Imagery Attributes in Judgments of Similarity and Preference,” 1990.

**Dissertation Committee**

UNIVERSITY OF GEORGIA:

Peng (Vincent) Zhang: *in progress*

Jessica Babin: Three Essays: Consumer-Based Insights into Curation and Platform Search, 2019.

Keith Smith: Online Customer Engagement, Online Communities, and Post Purchase Product Outcomes, 2016.

Stefan Sleep: The Boundary Spanning Marketing Organization: An Examination of Functional and Organizational Influence, 2015.

Dong-Jun Min: Consumers’ Psychological Response to Sequential Marketing Communications; Perceptions, Information Processing, and Behaviors, 2015.

Molan Kim: Consumer-to-Consumer Interaction in Online Brand-Consumer Communities, 2014.

Ginger Killian: The Effect of Social Networks on Consumer Social Identity and Brand Advertising Effectiveness, 2013.

Anthony (Hongbum) Kim: Internet Word-of-Mouth as a Promotional Vehicle: The Impact of Source Characteristics on Consumer Evaluations of Promotions, 2013

Tim Norvell: Sales Strategies and Service Recovery: The Link between Service Behaviors and Long-Term Business Performance, 2012.

Jenna Drenten: Liminal Life Moments in a Liminal Stage of Life: Understanding Consumption-Oriented Rites of Passage in Adolescence, 2012.

Ben Liu: Unveiling User-Generated Content: Designing Websites to Best Present Customer Reviews*,* 2011.

Plamen Peev: The Impact of Adding versus Subtracting Ingredients on Consumers’ Product Evaluations, 2011.

Mark Mayer: Exploring the Attitudinal Efficacy of Humor: Two Essays on Contingent Effects of Humor Process and Content, 2011.

Kristy McManus: An Empirical Examination of the Role of Context on the Psychological Meaning of Products and Brands, 2011.

UNIVERSITY OF NORTH CAROLINA:

Mike Donatello (School of Journalism): In Search of Revenue: Measuring Price Sensitivity and Willingness to pay for News Online, 2013*.*

Min Zhao: Thinking about What You Don’t Think about: The Role of Mental Simulation in Preference Consistency and New Product Evaluation, 2006.

Murat Kristal: Adaptive Supply Chain Management: A Firm Perspective, 2005.

Pedro Oliveira: An Empirical Investigation of the Drivers of Electronic Service Competence and Performance, 2004

Namita Bhatnagar: Reasoning about Online and Offline Service Experiences: The Role of Domain-Specificity in the Formation of Service Expectations, 2003.

Eve Rosenzweig: Assessing the Impact of B2B Electronic Markets on Operations Strategy: An Empirical Investigation, 2002.

Melissa Martin: Seduced and Abandoned: Consumer Response to Product Discontinuance, 2004.

Rich Gooner: Category Management: A Contingency Approach, 2001.

Lisa Szykman: Consumer Seizing and Freezing: The Influence of the Need for Closure on Consumer’s Attitudes, Choices, and Resistance to Change, 2000.

Larry Menor: An Investigation of Operations Agility, Performance, and Strategic Value.

Leslie Morgan (Duke University): A Cross-Functional Approach to Product Line Design: Bridging the Gap Between Marketing and Manufacturing, 1996.

Rick Starr: Seller Reactions to Information Disclosure Requirements: The Case of Nutritional Labeling and Education Act of 1990

Brian Scott: Dynamic Pricing and Customer Service Strategies for Competing Firms, 1995.

Martin Fellenz: Organizational Flexibility and Individual Flexibility in Organizations: A Conceptual and Empirical Investigation, 1995.

Lawrence Garber: The Role of Package Appearance in Choice, 1995.

Pat Doney: Effects of Accountability on Symbolic Information Search and Information Analysis by Organizational Buyers, 1992.

Joe Cannon: A Taxonomy of Buyer-Seller Relationships in Business Markets, 1992.

Mabel Miguel: Individual Definitions of Career Success: At Odds with Organizational and Social Definitions?, 1993.

Cecil Bozarth: Analyzing the Relationship Between Market/Manufacturing Congruence and Manufacturing Performance, 1992.

Pama Mitchell (School of Journalism): Voter Use of Political Advertising, 1994.

Bill Gonzenbach (School of Journalism): “The Drug Issue, 1985-1990: A Time-Series Analysis of the Influences of Events and Agendas,” 1992.

David Weist: The Effect of SEC Sanctions on Auditor Switches, 1992.

Catherine Schwoerer: Individual and Organizational Predictors of Career Management, 1990.

Suzeanne Barry Benet: An Investigation into the Effects of Negative Appeals Varying in Message Referent in the Advertising of Social Issues/Ideas, 1988.

Carolyn Costley: Memory Accessibility and Information Use in Consumer Choice, 1988.

**Other Graduate Student Supervision**

Master’s Committees (UNC):  
 Alicia Wilson, School of Pharmacy, 1994.  
 Hye-Young Kim, School of Pharmacy, 1993.  
 Jianwei Xuan, School of Pharmacy, 1992.  
 Leandro Batista, School of Journalism, 1991.

Summer Paper for Doctoral Program (UNC):  
 Jesper Nielsen, 1999 – Advisor.

Rich Gooner, 1997 – Advisor.

Vanessa Perry, 1996 - Advisor.  
Yih Hwai Lee, 1995 - Advisor.  
Larry Menor, 1995 - Second reader.  
Subin Im, 1995 - Second Reader.  
Barak Libai, 1994 - Second reader.

Sharon Hodge, 1991 - Advisor.

Larry Garber, 1991 - Advisor.

Tom Boyd, 1990 - Advisor.

Sydney Coffey, 1988 - Second reader.

Roxanne Lefkoff, 1987 - Advisor.

**University Service**

TERRY COLLEGE OF BUSINESS, UNIVERSITY OF GEORGIA

* Department Head, 2008 – present
* Director, Master of Marketing Research (MMR) degree program, 2008 - 2017
* Director, Coca-Cola Center for Marketing Studies, 2008 – 2017
* Terry Sanford Award Committee, 2008 - present
* Graduate Coordinator, MMR Program, 2010 - 2015
* Terry College Dean Search Committee, 2012-2013, 2013-2014
* UGA VP of Marketing and Communications search committee, 2015
* UGA University Council Member, 2014-2015
* Josiah Meigs Professorship Selection Committee, 2019-2020

KENAN-FLAGLER BUSINESS SCHOOL

* + - Leader for Customer and Product Management MBA concentration, 1998 - 2008.
    - MBA Program Committee, 1999 – 2003.
    - Marketing Area Doctoral Program Coordinator, (1990 – 1996).
    - Cato Center PhD Research Committee, (1995 – 1998).
    - Promotion and Tenure Committees (1993 – 2002).
    - Faculty Advisor to Black Business Student Alliance, (1988 – 1991)
    - Undergraduate Program Committee (1989–1990)
    - Faculty Search Committees (1986, 1989, 1992)

UNIVERSITY OF NORTH CAROLINA

* Scholarly Communications Committee, 2005-2007.
* Administrative Board of the Library (2003 – 2006; 1993-1996; Chairman, 1995-6)
* Chair of review committee for Joe Hewitt, Director, Academic Affairs Library and Associate Provost, 1997.
* University Study Abroad Advisory Board (1989–1992)
* AAUP Committee W on the Status of Women in the Academic Profession (1989–1991); Chairperson (1990).

**Professional Affiliations**

INFORMS  
American Marketing Association  
Association for Consumer Research  
Marketing EDGE Professors Academy

**Professional Service**

Editorial Boards

* *Journal of the Academy of Marketing Science,* Editorial Review Board (1997 - present)
* *Journal of Marketing,* Editorial Review Board (1990 – 1999, 2016 - 2018)
* *Journal of Relationship Marketing,* Advisory Board (2005 – present)
* *Journal of Marketing Research,* Editorial Review Board (1993 - 2003)

Ad Hoc Reviewer

* *Journal of Marketing Research*
* *Marketing Letters*
* *Journal of Interactive Marketing*
* *Journal of Consumer Research*
* *Journal of Retailing*
* *International Journal of Forecasting*
* *Journal of Product Innovation Management*
* Association for Consumer Research and AMA conferences
* American Marketing Association, Marketing Science Institute, and Academy of Marketing Science dissertation competitions

Committees

* Conference Chair, 2019 Fearless in Data Conference, Atlanta, GA, 2019.
* Conference Co-Chair, DMA (Data & Marketing Association) Marketing Analytics Conference, 2018.
* AMA Advanced Research Forum, Program Committee 2015-2016
* Marketing EDGE Board of Trustees, 2013 - present
* Direct Marketing Educational Foundation (DMEF) Board of Trustees, 2011 – 2013.
* AMA Academic Council, 2008 – 2011.
* Track Chair for Marketing Research/Marketing Intelligence Track, AMA Summer Educator’s Conference, 2004.
* Track Co-chair for Marketing Strategy Track, AMA Summer Educator’s Conference, 1998.
* Chair of John A. Howard AMA Doctoral Dissertation Competition, 1996.
* Track Chair for Research Methods and Measurement Track, AMA Winter Educator’s Conference, 1994.

**Other**

Director (ex officio), Marketing Research Institute International, 2008 – 2017.

Advanced Direct/Interactive Marketing Institute for Professors, 2001.

Direct Marketing Education Foundation Institute for Professors, 1999.

Visiting Professor Program, N.W. Ayer & Partners, 1995.