**Curriculum Vita**

**John Hulland**

**Nalley Distinguished Chair in Business**

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Birth date: February 3, 1958

Marital Status: Married (3 children, 4 grandchildren)

**I. ACADEMIC HISTORY**

Education

Ph.D. Marketing, Sloan School of Management, Massachusetts Institute of Technology, 1990.

M.B.A. School of Business Administration, Queen’s University at Kingston, 1983.

B.Sc. Chemistry, University of Guelph, 1981.

Appointments Held

1. Lecturer in Management Science, Ivey Business School, University of Western Ontario, 1983 - 1985.
2. Assistant Professor of Marketing, Ivey Business School, University of Western Ontario, 1989 - 1996.
3. Associate Professor of Marketing, Ivey Business School, University of Western Ontario, 1996 – 2001 (tenure granted 1996).
4. R. A. Barford Professor in Marketing Communication, Ivey Business School, University of Western Ontario, 1996 - 2000.
5. Visiting Associate Professor of Marketing, Wharton Business School, University of Pennsylvania, 2000 - 2001.
6. Associate Professor (Marketing), Katz Business School, University of Pittsburgh, 2001 – 2009 (tenure granted 2005).
7. Professor (Marketing), Katz Business School, University of Pittsburgh, 2009 – 2011.
8. Dean’s Excellence Faculty Fellow in Marketing, 2010 – 2011.
9. Professor (Marketing), Terry College of Business, University of Georgia, June 2011 - present.
10. Robert O. Arnold Professor of Business, Terry College of Business, University of Georgia, June 2011 – August 2012.
11. Hooker Distinguished Visiting Professor, DeGroote School of Business, McMaster University, Fall 2020.
12. Emily H. and Charles M. Tanner, Jr. Chair in Sales Management, Terry College of Business, University of Georgia, August 2012 – February 2023.
13. Nalley Distinguished Chair in Business, Terry College of Business, University of Georgia, March 2023 – present.

**II. PUBLICATIONS**

### Articles (Refereed) and Editorials: Published, Accepted for Publication, or Conditionally Accepted

1. Keith Smith, Mirella Kleijnen, Yakov Bart, Koen Pauwels, and John Hulland (2025), “Missing the Forest for the Trees: Does Collective Brand Engagement Help or Hurt Consumption for Video Games?”, ***International Journal of Research in Marketing***, forthcoming.
2. Roman Welden, Kelly Hewett, Kiwoong, Yoo, Michael Haenlein, Keith Smith, Koen Pauwels, P.K. Kannan, and John Hulland (2025), “Leveling Up Retail: How Retailers and Brands Thrive in the Video Game Ecosystem”, ***Journal of Retailing***, forthcoming.
3. Roman Welden, Michael Haenlein, Kelly Hewett, Keith M. Smith, and John Hulland (2025), “Quest for Insights: Leveraging Data from the Video Game Ecosystem in Marketing,” ***Journal of the Academy of Marketing Science***, 53 (4), 1135-1156.
4. Gaia Rubera, Weifeng Li, and John Hulland (2025), “Generative Artificial Intelligence: Marketing’s Death Knell or Ringing in a New Era?”, ***Journal of the Academy of Marketing Science***, 53 (3), 673-676.
5. John Hulland (2024), “Out Through the Inn Door …”, ***Journal of the Academy of Marketing Science***, 52 (6), 1551-1554.
6. Youngtak M. Kim, Neil T. Bendle, John Hulland, and Mike D. Pfarrer (2024), “Corporate Sustainability Research in Marketing: Mapping Progress and Broadening Our Perspective,” ***Journal of the Academy of Marketing Science***, 52 (5), 1495-1512.
7. Dhruv Grewal, Praveen K. Kopalle, and John Hulland (2024), “Addressing the Greatest Global Challenges (UN SDGs) with a Marketing Lens,” ***Journal of the Academy of Marketing Science***, 52 (5), 1263-1272.
8. John Hulland (2024), “Bibliometric Reviews – Some Guidelines”, ***Journal of the Academy of Marketing Science***, 52 (4), 935-938.
9. Kevin Sample, John Hulland, Julio Sevilla, and Lauren Labrecque (2024), “The Design Communication Assessment Scale (DCAS): Assessing and Adjusting the Effectiveness of Product Design Communications,” ***Journal of Marketing Research***, 61(1), 27-48. (https://doi.org/10.1177/00222437231166342 ).
10. Kelly L. Haws, Kevin L. Sample, and John Hulland (2023), “Scale Use and Abuse: Towards Best Practices in the Deployment of Scales,” ***Journal of Consumer Psychology***, 33, 226-243. (<https://doi.org/10.1002/jcpy.1320>).
11. Neil Morgan, Satish Jayachandran, John Hulland, Binay Kumar, Costas Katsikeas, and Agnes Somosi (2022), “Marketing Performance Assessment and Accountability: Process and Outcomes,” ***International Journal of Research in Marketing***, 39 (2), 462-481.
12. John Hulland and Mark B. Houston (2022), “To Boldly Go …” ***Journal of the Academy of Marketing Science***, 50 (1), 1-3.
13. Tyreal Qian, Jerred Junqi Wang, James Zhang, and John Hulland (2022), “Fulfilling the Basic Psychological Needs of Esports Fans: A Self-Determination Theory Approach,” ***Communication & Sport***, 10 (2), 216-240. (<https://doi.org/10.1177/2167479520943875>).
14. Demetris Vrontis, John Hulland, Jason D. Shaw, Ajai Gaur, Michael Czinkota, and Michael Christofi (2021), “Systematic Literature Reviews in International Marketing: From the Past to the Future”, ***International Marketing Review***, 38 (5), 801-806.(<https://doi.org/10.1108/IMR-09-2021-387>).
15. Jessica Babin Weeks, Keith Marion Smith and John Hulland (2021), “Consumer Brand Curation on Social Shopping Sites,” ***Journal of Business Research***, 133, 399-408. (<https://doi.org/10.1016/j.jbusres.2021.05.010>).
16. John Hulland and Mark B. Houston (2021), “The Importance of Behavioral Outcomes,” ***Journal of the Academy of Marketing Science***, 49 (3), 437- 440. (<https://doi.org/10.1007/s11747-020-00764-w>).
17. Mark B. Houston and John Hulland (2021), “Reviewers as Developmental Coaches,” ***Journal of the Academy of Marketing Science***, 49 (1), 1-4. (<https://doi.org/10.1007/s11747-020-00747-x>).
18. John Hulland (2020), “Conceptual Review Papers: Revisiting Existing Research to Develop and Refine Theory,” ***AMS Review***, 10 (June), 27-35. (<https://doi.org/10.1007/s13162-020-00168-7>).
19. John Hulland and Mark B. Houston (2020), “Why Systematic Review Papers and Meta-Analyses Matter: An Introduction to the Special Issue on Generalizations in Marketing,” ***Journal of the Academy of Marketing Science***, 48 (3), 351-359.
20. Felipe Thomaz, Carolina Salge, Elena Karahanna, and John Hulland (2020), “Learning from the Dark Web: Leveraging Conversational Agents in the Era of Hyper-Privacy to Enhance Marketing,” ***Journal of the Academy of Marketing Science***, 48 (1), 43-63. (doi:[10.1007/s11747-019-00704-3](https://doi.org/10.1007/s11747-019-00704-3)).
21. Dhruv Grewal, John Hulland, Praveen Kopalle, and Elena Karahanna (2020), “The Future of Technology and Marketing: A Multidisciplinary Perspective,” ***Journal of the Academy of Marketing Science***, 48 (1), 1-8. (doi: [10.1007/s11747-019-00711-4](https://doi.org/10.1007/s11747-019-00711-4)).
22. Casey E. Newmeyer, Efua Obeng, and John Hulland (2020), “Joining Forces for Doing Good: Getting the International Cause-Alliance Right,” ***International Marketing Review***, 37(5), 829-839. (doi:10.1108/IMR-04-2019-0122).
23. Qian, Tyreal Y., James J. Zhang, Jerry J. Wang, and John Hulland (2020), “Beyond the Game: Dimensions of eSports Online Spectator Demand,” ***Communication & Sport***, 8(6):825-851. (<https://doi.org/10.1177/2167479519839436>).
24. Jessica Babin and John Hulland (2019), “Exploring Online Consumer Curation as User-Generated Content: A Framework and Agenda for Future Research, with Implications for Brand Management,” ***Spanish Journal of Marketing – ESIC***, 23 (3), 325-337. (<https://www.emerald.com/insight/content/doi/10.1108/SJME-07-2019-0053/full/html>).
25. Stefan Sleep, John Hulland, and Rich Gooner (2019), “The Big Data Hierarchy: Factors Influencing the Adoption and Implementation of Data-driven Decision Making,” ***AMS Review***, 9 (December), 230-248. (<https://doi.org/10.1007/s13162-019-00146-8>).
26. Stefan Sleep and John Hulland (2019), “Is Big Data Driving Cooperation in the C-Suite? The Evolving Relationship between the Chief Marketing Officer and the Chief Information Officer,” ***Journal of Strategic Marketing***, 27 (8), 666-678. (<https://doi.org/10.1080/0965254X.2018.1464496>).
27. John Hulland (2019), “In Through the Out Door,” ***Journal of the Academy of Marketing Science***, 47 (1), 1-3. (<https://doi.org/10.1007/s11747-018-0615-4>).
28. Stefan Sleep, Son Lam, and John Hulland (2018), “The Sales-Marketing Integration Gap: A Social Identity Approach,” ***Journal of Personal Selling & Sales Management***, 38 (4), 371-390. (Lead article) (<https://doi.org/10.1080/08853134.2018.1513796>).
29. John Hulland and Jeff Miller (2018), “Keep on Turkin’?” ***Journal of the Academy of Marketing Science***, 46 (5), 789-794. (<https://doi.org/10.1007/s11747-018-0587-4>).
30. Robert W. Palmatier, Mark B. Houston, and John Hulland (2018), “Review Articles: Purpose, Process, and Structure,” ***Journal of the Academy of Marketing Science***, 46 (1), 1-5. (<https://doi.org/10.1007/s11747-017-0563-4>)
31. John Hulland, Hans Baumgartner, and Keith Smith (2018), “Marketing Survey Research Best Practices: Evidence and Recommendations from a Review of *JAMS* Articles,” ***Journal of the Academy of Marketing Science***, 46 (1), 92-108. (<https://doi.org/10.1007/s11747-017-0532-y> ).
32. Jenny Van Doorn, Martin Mende, Stephanie M. Noble, John Hulland, Amy L. Ostrom, Dhruv Grewal, and J. Andrew Petersen, (2017), “Domo Arigato Mr. Roboto: Emergence of Automated Social Presence in Organizational Frontlines and Customers’ Service Experiences,” ***Journal of Service Research***, 20 (1), 43-58. (Winner, ***JSR*** Best Paper Award)
33. Chris Plouffe, Frederik Beuk, John Hulland, and Gergana Y. Nenkov (2017), “Elaboration on Potential Outcomes (EPO) and the Consultative Salesperson: Investigating Effects on Attributions and Performance,” ***Journal of Personal Selling and Sales Management***, 37 (2), 113-133.
34. Efua Obeng, Ryan Luchs, Jeff Inman, and John Hulland (2016), "Survival of the Fittest: How Competitive Service Overlap and Retail Format Impact Incumbents' Vulnerability to New Entrants," ***Journal of Retailing***, 92 (4), 383-396.
35. Ginger Killian and John Hulland (2016), “Marketing Promotions in Social Network Games: Making Them Work,” ***Journal of Digital and Social Media Marketing***, 4 (1: Spring), 54-69.
36. Casey Newmeyer, Vanitha Swaminathan, and John Hulland (2016), “When Products and Brands Trade Hands: A Framework for Acquisition Success,” ***Journal of Marketing Theory & Practice***, 24 (2), 129-146.
37. Efua Obeng, John E. Prescott, John Hulland, Robert Gilbert and James Maxham III (2015), “Retail Capability Systems,” ***AMS Review***, 5 (Issue 3-4), 103-122.
38. John Hulland, Scott Thompson, and Keith Smith, (2015), “Exploring Uncharted Waters: Use of Psychological Ownership Theory in Marketing,” ***Journal of Marketing Theory & Practice***, 23 (2), 140-147.
39. Dominique Rouzies and John Hulland (2014), “Does Marketing and Sales Integration Always Pay Off? Evidence from a Social Capital Perspective,” ***Journal of the Academy of Marketing Science***, 42 (5), 511-527.
40. Matthew Sarkees, John Hulland, and Rabikar Chatterjee (2014), “Investments in Exploitation and Exploration Capabilities: Balance versus Focus,” ***Journal of Marketing Theory & Practice***, 22 (1), 7-24
41. Didem Kurt and John Hulland (2013), “Aggressive Marketing Strategy Following Equity Offerings and Firm Value: The Role of Relative Strategic Flexibility,” ***Journal of Marketing***, 75 (September), 57-74.
42. John Hulland, Gergana Y. Nenkov, and Donald W. Barclay (2012) “Perceived Marketing / Sales Relationship Effectiveness: A Matter of Justice,” ***Journal of the Academy of Marketing Science***, 40 (3), 450-467.
43. Matthew Sarkees, John Hulland, and John Prescott (2010), “Ambidextrous Organizations and Firm Performance: The Role of Marketing Function Implementation,” ***Journal of Strategic Marketing***, 18 (2), 163-182.
44. Gergana Nenkov, Jeffrey Inman, John Hulland, and Maureen Morrin (2009), “The Impact of Outcome Elaboration on Susceptibility to Contextual and Presentation Biases,” ***Journal of Marketing Research***, 46 (December), 764-776.
45. Christopher Plouffe, John Hulland, and Trent Wachner (2009), “Customer-Directed Selling Behaviors and Performance: A Comparison of Existing Perspectives,” ***Journal of the Academy of Marketing Science***, 37 (4), 422-439.
46. Gergana Nenkov, Maureen Morrin, Andrew Ward, Barry Schwartz, and John Hulland (2008), “A Short Form of the Maximization Scale: Factor Structure, Reliability, and Validity Studies,” ***Judgment and Decision Making***, 3 (June), 371-388.
47. Gergana Nenkov, Jeffrey Inman, and John Hulland (2008), “Expectations about the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes,” ***Journal of Consumer Research***, 35 (June), 126-141.
48. Vanitha Swaminathan, Feisal Murshed, and John Hulland (2008), “Value Creation Following Merger and Acquisition Announcements: The Role of Strategic Emphasis Alignment,” ***Journal of Marketing Research***, 45 (February), 33-47.
49. John Hulland, Michael Wade, and Kersi Antia (2007), “The Impact of Capabilities and Prior Investments on Online Channel Commitment and Performance,” ***Journal of Management Information Systems***, 23 (4: Spring), 109-142.
50. Azimah Ainuddin, Paul Beamish, John Hulland, and Michael Rouse (2007), “Resource Attributes and Firm Performance in International Joint Ventures,” ***Journal of World Business***, 42 (1: March), 47-60.
51. Michael Wade and John Hulland, (2004), “The Resource-Based View and Information Systems Research: Review, Extension, and Suggestions for Future Research,” ***MIS Quarterly***, 28 (1: March), 107-142.
52. Nick Bontis, Mary Crossan, and John Hulland (2002), “Managing an Organizational Learning System by Aligning Stocks and Flows of Knowledge,” ***Journal of Management Studies***, 39 (4: June), 437-469.
53. Shun Yin Lam, Mark Vandenbosch, John Hulland, and Michael Pearce (2001), “Evaluating Promotions in Shopping Environments: Decomposing Sales Response into Attraction, Conversion, and Spending Effects,” ***Marketing Science***, 20 (2: Spring), 194-215.
54. Christopher Plouffe, John Hulland, and Mark Vandenbosch (2001), “Richness versus Parsimony in Modeling Technology Adoption Decisions: Understanding Merchant Adoption of a Smart Card-Based Payment System,” ***Information Systems Research***, 12 (2: June), 208-222.
55. Christopher Plouffe, Mark Vandenbosch, and John Hulland (2001), “Multi-Group Technology Adoption: A Comparison of Consumer and Merchant Adoption Intentions towards a New Smart Card Payment System,” ***Journal of Product Innovation Management***, 18 (2: March), 65-81, lead article.
56. Christopher Plouffe, Mark Vandenbosch, and John Hulland (2000), “Why Smart Cards Have Failed: Looking to Consumer and Merchant Reactions to a New Payment Technology,” ***International Journal of Bank Marketing***, 18 (3), 124-134.
57. Laurence Capron and John S. Hulland (1999), “Redeployment of Brands, Sales Forces, and General Marketing Management Expertise Following Horizontal Acquisitions: A Resource-Based View,” ***Journal of Marketing***, 63 (April), 41 - 54.
58. John Hulland (1999), “Use of Partial Least Squares (PLS) in Strategic Management Research: A Review of Four Recent Studies,” ***Strategic Management Journal***, 20 (February), 195 - 204.
59. D. Sandy Staples, John S. Hulland, and Christopher A. Higgins (1999), “A Self-Efficacy Theory Explanation for the Management of Remote Workers in Virtual Organizations,” ***Organization Science***, 10 (Nov - Dec), 758 - 776.
60. John S. Hulland (1999), “The Effects of Country-of-Brand and Brand Name on Product Evaluation and Consideration: A Cross-Country Comparison,” ***Journal of International Consumer Marketing***, 11 (1), 23 - 40.
61. Don Lecraw, John S. Hulland, Honorio Todino (1998), “The Effect of Internationalization Mode on Product Prices: A Market Test,” ***Management International Review***, 38 (1), 95-112.
62. John S. Hulland (1998), “Use of Partial Least Squares in Strategic Management Research,” ***Comportamento Organizacional e Gestão***, 4 (1), 181-202.
63. John S. Hulland and Mark Vandenbosch (1996), “Estimating Choice Models in Data Sparse Environments: Taking Advantage of Perceived Similarity,” ***Marketing Letters***, 7 (4), 329-339.
64. John S. Hulland, Yiu Ho Chow, and Shun Yin Lam (1996), “Use of Causal Models in Marketing Research: A Review,” ***International Journal of Research in Marketing***, 13 (2), 181-197.
65. John Hulland, Honorio S. Todino, and Donald J. Lecraw (1996), “Country-of-Origin Effects on Sellers’ Price Premiums in Competitive Philippine Markets,” ***Journal of International Marketing***, 4 (1), 57-79.
66. Julian Birkinshaw, Allen Morrison, and John Hulland (1995), “Structural and Competitive Determinants of a Global Integration Strategy,” ***Strategic Management Journal***, 16 (8: November), 637 - 655.
67. Adrian B. Ryans, Roger A. More, and John S. Hulland (1995), “Profitable Multibranding,” ***Journal of Brand Management***, 3 (3: December), 183-196.
68. John S. Hulland and Don N. Kleinmuntz (1994), “Factors Influencing the Use of Internal Summary Evaluations Versus External Information in Choice,” ***Journal of Behavioral Decision Making***, 7 (2), 79 - 102.
69. Glen L. Urban, John S. Hulland, and Bruce D. Weinberg (1993), “Premarket Forecasting of New Consumer Durables: Modeling Categorization, Elimination, and Consideration Phenomena,” ***Journal of Marketing***, 57 (April), 47 - 63.

Work In Progress or Under Review

1. Pratyush Sharma, Hani Safadi, Elena Karahanna, John Hulland and Munsif Sokiyna, “Multi-Project Involvement and Volunteer Developers’ Continued Contribution to Open-Source Software Projects,” under review (invited second revision), ***Journal of Strategic Information Systems***.
2. Hulland, John, Kevin L. Sample, and Mark B. Houston, “Standards for Scale Development in Marketing: Elevating the Role of Theory”, invited revision, ***Journal of the Academy of Marketing Science***.
3. Felipe Thomaz and John Hulland, “Oh, What an Untangled Web we Weave: The Abnormal Structure of Illegal Digital Marketplace Communities,” invited revision, ***Journal of Business Research***.
4. Didem Kurt and John Hulland, “Product Obsolescence, Financial Distress and Firm Value: A Contingency Model with Product Market Features and Managerial Capital,” invited revision, ***Journal of Business Research***.
5. John Hulland, Weifeng Li, Kevin Sample, and Mark Houston , “Gen AI and Scale Development: Using LLMs to Enhance Scale Effectiveness,” invited revision, ***Journal of Marketing***.
6. Felipe Thomaz, Leonce Bargeron, John Hulland, and Chad Zutter, “The Buffering Effect of Brands for Companies Facing Legislative Homogenization: Evidence from the Introduction of Sarbanes-Oxley”.

Articles (Not Refereed)

1. Matthew Sarkees and John Hulland (2009), “Innovation and Efficiency: It *is* Possible to Have it All,” ***Business Horizons***, 52 (1), 45-55.
2. Larry Shi, John Hulland, Rabikar Chatterjee and Dung Nguyen (2005), “Firm Capabilities, Timing of Internet Adoption and Performance,” Working Paper (Report No. 05-000), Marketing Science Institute, Cambridge, MA.
3. Christopher R. Plouffe, Mark Vandenbosch, and John Hulland (1999), “The Ongoing Failure of Smart Cards in North America: A Case Study,” ***Future Banker***, August 8, 42-43.
4. Leigh McAlister and John S. Hulland (1989), “Promoting a Product Line: Managerial Implications,” Working Paper (Report No. 89-106), Marketing Science Institute, Cambridge, MA.

Published Proceedings (Refereed)

1. John S. Hulland (1992), “An Empirical Investigation of Consideration Set Formation,” in ***Advances in Consumer Research***, Volume 19, 253 - 254.

2. John S. Hulland and Bonita G. Guther (1992), “The Impact of Information Valence and Congruency on Product and Service Evaluations,” ***Proceedings, 1992 American Marketing Association Winter Educators’ Conference***, 499 - 504.

3. John S. Hulland (1995), “The Influence of Strategic Orientation on Market Orientation: A Preliminary Assessment,” ***Proceedings, 1995 American Marketing Association Winter Educators’ Conference***, 347 - 354.

4. Mary Crossan and John S. Hulland (1995), “Diagnosing Organizational Learning: There is no Holy Grail,” in ***Best Practices in Learning Organisations: Measuring the Reality***.

1. Christopher R. Plouffe, Mark Vandenbosch, and John Hulland (2000), “Conducting Comparative Multi-Group Survey Research: A Case Study,” ***Proceedings, 2000 American Marketing Association Winter Educators’ Conference***, John P. Workman Jr. and William D. Perrault Jr., Eds., Volume 11, 186 - 193.
2. Yany Gregoire, Mike Wade, Kersi Antia, and John Hulland (2001), “The Role of Core versus Dynamic Resources in Online Migration Efforts,” ***Proceedings, 2001 American Marketing Association Winter Educators’ Conference***.
3. Efua Obeng, John Hulland, James Maxham, and Robert Gilbert (2010), “Leveraging Resources to Enhance Retail Success: A Benchmarking Study,” ***Proceedings, 2010 American Marketing Association Summer Educators’ Conference***.
4. Keith M. Smith, Scott A. Thompson, and John Hulland (2013), “The Impact of Socially Derived Network Effects on Product Consumption,” ***Proceedings, 2013 Consumer Brand Relationships Conference***, May.
5. Keith M. Smith, Scott A. Thompson, and John Hulland (2014), “Social-Cue Relevant Product Features and Consumption: The Mediating Role of Brand Community,” ***Proceedings, 2014 AMA Winter Educators’ Conference***, February.

Books

1. Kenneth G. Hardy, David G. Burgoyne, Terry H. Deutscher, John S. Hulland, John R. Kennedy, Michael R. Pearce, and Adrian B. Ryans, ***Canadian Marketing: Cases and Concepts, Fourth Edition***, Scarborough, Ontario: Allyn & Bacon, 1994.

2. John Hulland, ***Marketing Management Cases***, Shanghai, PRC: China Machine Press, 1998, 1999, 2000. (First edition was in English, but subsequent editions are in Chinese.)

Chapters in Books

1. John S. Hulland (1999), “Use of Partial Least Squares in Strategic Management Research,” in M.P. Cunha and C.A. Marques (eds.), ***Readings in Organization Science***, Instituto Superior de Psicologia Aplicada, 361 - 386.
2. Mary Crossan and John Hulland (2002), “Leveraging Knowledge Through Leadership of Organizational Learning,” in Chun Wei Choo and Nick Bontis (eds.), ***Strategic Management of Intellectual Capital and Organizational Knowledge***, Oxford University Press, New York, 711 – 723.
3. John Hulland, Michael J. Ryan, and Robert Rayner (2010), “Modeling Customer Satisfaction: A Comparative Performance Evaluation of Covariance Structure Analysis Versus Partial Least Squares,” in Vincenzo Esposito Vinzi, Wynne W. Chin, Jorg Henseler, and Huiwen Wang (eds.), ***Handbook of Partial Least Squares: Concepts, Methods and Applications***, Springer-Verlag Press, Berlin, Germany, 307-326.
4. Didem Kurt and John Hulland (2012), “Corporate Financial Policy and Marketing Strategy: The Case of IPOs and SEOs,” in Shankar Ganesan (ed.), ***Handbook of Marketing and Finance***, Edward Elgar Publishing Ltd., Cheltenham, UK, 244-268.
5. Pratyush N. Sharma, John Hulland, Sherae Daniel (2012), “Examining Turnover in Open Source Software Projects Using Logistic Hierarchical Linear Modeling Approach,” in *Open Source Systems: Long-Term Sustainability*, Springer Berlin Heidelberg, 331-337.
6. Keith M. Smith, John Hulland, and Scott A. Thompson (2018), “Cheaters, Trolls, and Ninja Looters: The Dark Side of Psychological Ownership,” in Angeline Close Scheinbaum (ed.), ***The Dark Side of Social Media: A Consumer Psychology Perspective***, Routledge, New York, NY, 71-88.
7. John Hulland, Keith Marion Smith, and Jessica Babin (2018), “Ownership,” in Marc H. Bornstein (ed.) ***The SAGE Encyclopedia of Lifespan Human Development***, SAGE Publications, Inc., Thousand Oaks, CA, 1562-1564.

Book Reviews

1. Kay, John, ***Foundations of Corporate Success: How Business Strategies Add Value***, in ***Journal of Marketing***, 58 (January 1995), 109 - 110.

Cases

* CNCP Telecommunications (1984)
* The Wellington Credit Union (1984)
* Multiple Financial Services (1985)
* Ruth Faringham (1985)
* Personal Financial Services at Royal Trust (1990)
* Consumers’ Advertising Response Processes (1991)
* United Way of Greater London (1991)
* The Pool Doctor (1991)
* Kraft General Foods Canada Inc.: Post Children’s Cereals (1991)
* Tetra Pak Inc. (1991)
* Sunlight Laundry Detergent (1991)
* Personal Financial Services at Royal Trust (1991)
* Neilson Crispy Crunch (1991)
* Dashwood Window and Door Centres (1991)
* A Down-to-Earth Approach to Environmental Marketing: Be Real, Be Ready, Be Responsible! (1992)
* Earthkeeper Magazine (A) and (B) (1992)
* Standard Bank (1994)
* FEMSA Cerveza: SOL in the UK (1995)
* Marketing - Sales Frictions at Frito-Lay (1994)
* Procter & Gamble Canada: Developing Scope Advertising Copy (1998)
* Trusthouse Forte PLC (1992)
* Airtech Ltd. (1993)
* Northwest Newsprint, Inc. (1998)
* Kowloon Development Co. Ltd. (1999)
* The Hong Kong Convention and Exhibition Centre (1999)
* Grey China (1999)
* Microsoft Asia: Launching Simplified Chinese Windows 95 in the People’s Republic of China (1999)
* Neilson Cadbury: Hedging the Potential Effects of the Quebec Referendum (1999)
* Exotic Adventures Inc: The Amazon River Voyage (1999)
* Dharmula Manulife (1999)
* Leo Burnett Interactive (2000)
* Dynateck Canada (2000)
* Looks.com (2000)
* Make-Up Art Cosmetics (M.A.C.) Ltd. (2000)

Two of the above cases were included in Peter C. Bell and E.F. Peter Newson, ***Statistics for Business with MINITAB: Text and Cases***, Redwood City, CA: The Scientific Press, 1987.

A revised version of one of the cases was included in Paul W. Beamish and C. Patrick Woodcock, ***Strategic Management Text, Readings and Canadian Cases, Fourth Edition***, Burr Ridge, IL: Irwin, 1996.

Five of the cases were included in Kenneth G. Hardy, David G. Burgoyne, Terry H. Deutscher, John S. Hulland, John R. Kennedy, Michael R. Pearce, and Adrian B. Ryans, ***Canadian Marketing: Cases and Concepts, Fourth Edition***, Scarborough, Ontario: Allyn & Bacon, 1994.

One of the cases was is included in Roger A. Kerin and Robert A. Peterson (eds.), ***Strategic Marketing Problems: Cases and Comments, Eighth Edition***, Prentice Hall, 1998.

“Grey China” was chosen as the 1999 case of the year, and “Looks.com” was chosen as the 2000 case of the year, by The Management Development Center of Hong Kong.

Research Interests

1. Understanding how social interactions – particularly in online communities – influence attitudes and behaviors (including both product choices and subsequent word-of-mouth).
2. Examining marketing resource management, with a particular emphasis on brands and relationships as key strategic organizational resources that affect firm performance.
3. Studying the marketing – finance interface, with a specific emphasis on how (1) firm capitalization and (2) legislative changes (e.g., SOX) affect marketing decision making and subsequent performance.
4. Enhancing methodological practices in marketing. My recent focus has been (and is) on topics such as (1) use of behavioral measures rather than intentions, (2) expanding scale development processes to explicitly include theory components, (3) writing effective conceptual review papers, and (4) identifying best practices for scientometric reviews.

**III. PRESENTATIONS**

Conferences

1. John S. Hulland, “The Effects of Agendas on Choice,” paper presented at the 1988 Marketing Science Conference, Seattle, WA, March 1988.

2. Leigh McAlister and John S. Hulland, “Promoting a Brand Line,” presented at the 1988 MSI Promotions Conference, Cambridge, MA, May 1988.

3. Glen L. Urban, John S. Hulland, and Bruce D. Weinberg, “Modeling Categorization, Elimination, and Consideration for New Product Forecasting of Consumer Durables,” paper presented at the 1989 Marketing Science Conference, Duke University, NC, March 1989.

4. John S. Hulland, “The Relative Importance of Internal and External Information in Consumer Choice Environments,” paper presented at the 1990 Marketing Science Conference, University of Illinois at Urbana-Champaign, IL, March 1990.

5. John S. Hulland, “The Relative Importance of Internal and External Information in Consumer Choice,” paper presented at the 1990 Behavioral Decision Research in Management Conference, Wharton School, University of Pennsylvania, PA, June 1990.

6. John S. Hulland, Discussant, “Consideration Sets” session, at the 1990 Association for Consumer Research conference, New York, NY, October 1990.

7. John S. Hulland, “An Empirical Investigation of Consideration Set Formation,” paper presented at the 1991 Marketing Science Conference, University of Delaware, Wilmington, Delaware, March 1991.

8. John S. Hulland, “An Empirical Investigation of Consideration Set Formation,” paper presented at the 1991 Association for Consumer Research Conference, Chicago, IL, October 1991.

9. John S. Hulland, “The Impact of Information Valence and Congruency on Product and Service Evaluations,” paper presented at the 1992 AMA Winter Educators’ Conference, San Antonio, TX, February 1992.

1. John S. Hulland, “Investigating Consumers’ Evaluative Sets: Using a Categorization Perspective,” paper presented at the 1992 Marketing Science Conference, London Business School, London, ENGLAND, July 1992.

11. John S. Hulland and Andrew Chow, “Measuring Consumer Perceptions of Brand Equity: An Empirical Study,” paper presented at the 1993 Marketing Science Conference, Olin School of Business, St. Louis, MO, March 1993.

12. Mark Vandenbosch and John S. Hulland, “Incorporating Similarity Information into a Model of Consideration Set Composition,” paper presented at the 1993 Marketing Science Conference, Olin School of Business, St. Louis, MO, March 1993.

13. John S. Hulland and Mark Vandenbosch, “Comparing Models of Consideration and Choice: Taking Advantage of Perceived Similarity,” paper presented at the 1994 Marketing Science Conference, Tucson, AZ, March 1994.

14. Robert J. Giberson and John S. Hulland, “A Comparative Study of Search and Choice for Manual Versus Computerized Information Display Boards,” paper presented at the 1994 Behavioral Decision Research in Management Conference, Massachusetts Institute of Technology, Cambridge, MA, May 1994.

15. Robert J. Giberson and John S. Hulland, “Using Logos as Cues to Recognition: A Preliminary Study,” paper presented at the 1994 Association for Consumer Research conference, Boston, MA, October 1994.

16. John S. Hulland, Discussant, “Consumer Implicit and Explicit Memory,” session, at the 1994 Association for Consumer Research conference, Boston, MA, October, 1994.

17. John S. Hulland, “The Influence of Strategic Orientation on Market Orientation: A Preliminary Assessment,”paper presented at the 1995 American Marketing Association Winter Educators’ conference, La Jolla, CA, February 1995.

18. Mary Crossan and John S. Hulland, “Diagnosing Organizational Learning: There is no Holy Grail,” paper presented at the 1995 Best Practices in Learning Organizations: Measuring the Reality conference, University of Warwick, UK, May 1995.

19. Mary Crossan and John S. Hulland, “Measuring Organizational Learning,” paper presented at the 1997 Academy of Management conference, Boston, MA, August 1997.

20. Christopher Plouffe, Mark Vandenbosch, and John Hulland, “Dual-Track Adoption: A Test of Consumer and Retail Technology Adoption Models,” paper presented at the 1998 Marketing Science conference, INSEAD, France, July 1998.

21. Christopher Plouffe, Mark Vandenbosch, and John Hulland, Award-Winning Presentation to the AMA’s “Technology and Innovation Special Interest Group” (TechSIG), summarizing a comprehensive research project partially funded by a grant from TechSIG, at the AMA Summer Educators’ Conference, San Francisco, CA, August 1999.

22. Christopher Plouffe, Mark Vandenbosch, and John Hulland, “Conducting Comparative Multi-Group Survey Research: A Case Study,” paper presented at the 2000 AMA Winter Educators’ Conference, San Antonio, TX, February 2000.

1. John Hulland, Discussant, “Global Orientation of Marketing Management” session, at the 2000 AMA Summer Educators’ Conference, Chicago, IL, August, 2000.

24. Yany Gregoire, Mike Wade, Kersi Antia, and John Hulland, “The Role of Core Versus Dynamic Resources in Online Migration Efforts,” paper presented at the 2001 AMA Winter Educators’ Conference, Scottsdale, AZ, February 2001.

25. John Hulland, Azimah Ainuddin, and Paul Beamish, “Resource Attributes and Joint Venture Performance,” paper presented at the 2003 AMA Winter Educators’ Conference, Orlando, FL, February 2003.

26. John Hulland, “Online Commitment and Online Performance: Resource-based Determinants,” special session presentation at the 2003 AMA Summer Educators’ Conference, Chicago, IL, August 2003.

1. Vanitha Swaminathan, Feisal Murshed, and John Hulland, “The Role of Marketing Resources in Mergers and Acquisitions,” special session presentation at the 2004 AMA Winter Educators’ Conference, Scottsdale, AZ, February 2004.

28. John Hulland, Discussant, “When Firms Combine: Marketing’s Role in Creating Value from Mergers and Acquisitions,” special session, 2004 AMA Winter Educators’ Conference, Scottsdale, AZ, February 2004.

29. John Hulland, Don Barclay, and Feisal Murshed, “ Organizational and Departmental Drivers of Marketing – Sales Relationship Effectiveness,” special session, 2005 AMA Winter Educators’ Conference, San Antonio, TX, February 2005.

30. Feisal Murshed, Vanitha Swaminathan, and John Hulland, “Resource Configurations and Value Creation in Mergers and Acquisitions,” special session, 2005 AMA Winter Educators’ Conference, San Antonio, TX, February 2005.

31. Gergana Yordanova, Jeff Inman, and John Hulland, "Thinking about the Future: Positive and Negative Effects on Consumer Judgment and Well-Being,” special session, 2005 ACR Conference, San Antonio, TX, October 2005.

32. Gergana Yordanova, Jeff Inman, and John Hulland, “The Attenuating Influence of Elaboration on Potential Outcomes,” 2006 SCP Conference, January 2006.

1. Matt Sarkees and John Hulland, “Implementation of Marketing Strategy in Ambidextrous Organizations,” special session, 2006 AMA Winter Educators’ Conference, St. Petersburg, FL, February 2006.
2. Steve Brown, John Hulland, and Don Barclay, “Enhancing the Effectiveness of the Sales – Marketing Interface: The Roles of Functional and Organizational Identification,” special session, 2006 AMA Winter Educators’ Conference, St. Petersburg, FL, February 2006.
3. John Hulland, Laurence Capron, and Jane Lu, “Exploring the Effects of Market Relatedness and Merger Scale Motive on Value Creation through Resource Integration,” special session, 2007 AMA Winter Educators’ Conference, San Diego, CA, February 2007.
4. Matthew Sarkees and John Hulland, “Dynamic Returns to Investments in Exploration and Exploitation: Evidence from the Pharmaceutical Industry,” special session, 2008 AMA Winter Educators’ Conference, Austin, TX, February 2008.
5. Matthew Sarkees, Doug Vorhies, and John Hulland, “An Investigation of Investments in Brand Management Capabilities: Implications for Firm Learning and Performance,” special session, 2009 AMA Winter Eductaors’ Conference, Tampa, FL, February 2009.
6. Matt Sarkees and John Hulland, “The Varying Effects of M&A on a Firm’s Approach to Current and Future Markets,” 2010 AMA Winter Educators’ Conference, New Orleans, LA, February 2010.
7. Dominiques Rouzies, John Hulland, and Don Barclay, “The Marketing and Sales Interface: A Social Capital Perspective,” 2010 AMA Winter Educators’ Conference, New Orleans, LA, February 2010.
8. Efua Obeng, John Hulland, James Maxham, and Robert Gilbert, “Leveraging Resources to Enhance Retail Success: A Benchmarking Study,” 2010 AMA Summer Educators’ Conference, Boston, MA, August 2010.
9. Keith M. Smith, Scott A. Thompson, and John Hulland (2013), “The Impact of Socially-Derived Network Effects on Product Consumption,” 2013 Consumer Brand Relationships Conference, Boston, MA, May 2013.
10. Matt Sarkees, John Hulland, and Yany Gregoire, “The “Rise and Fall” of Charles Schwab: Explaining the Positive and Negative Effects of Dynamic Capabilities Using the Service-Dominant Logic,” 2014 AMA Winter Educators’ Conference, Orlando, FL, February 2014.
11. Keith Smith, Scott Thompson, and John Hulland, “Social-Cue Relevant Product Features & Consumption: The Mediating Role of Brand Communities,” 2014 AMA Winter Educators’ Conference, Orlando, FL, February 2014.
12. Stefan Sleep, Rich Gooner, and John Hulland, “Marketing’s Transformation of Big Data into Strategic Insights and Business Performance: A Qualitative Approach,” 2014 AMA Winter Educators’ Conference, Orlando, FL, February 2014.
13. Keith Smith, John Hulland, and Andrew Stephen, “Post-Purchase Digital Product Development: Co-Creation Segmentation and Social Influence,” 2015 AMA Winter Educators’ Conference, San Antonio, TX, February 2015.
14. Jenny van Doorn, Dhruv Grewal, John Hulland, Martin Mende, Stephanie Noble, Amy Ostrom, and Andrew Petersen, “Domo Arigato Mr. Roboto: How Technology Infusions Could Change the Service Customer Experience of the Future – A Research Vision and Agenda,” 2016 AMA Winter Educators’ Conference, Las Vegas, NV, February 2016.
15. Efua Obeng, Ryan J. Luchs, John Hulland, and Jeff Inman, “Survival of the Fittest: How Service Portfolios Impact Incumbents’ Vulnerability to New Entrants,” 2016 AMA Winter Educators’ Conference, Las Vegas, NV, February 2016.
16. Jenny van Doorn, Martin Mende, Amy Ostrom, John Hulland, Stephanie Noble, Dhruv Grewal, and Andrew Petersen, “Domo Arigato Mr. Roboto: How Technology Infusions Could Change the Service Customer Experience of the Future,” 2016 Organizational Frontlines Research Symposium, Tallahassee, FL, March 2016.
17. Stefan Sleep and John Hulland, “Is Data Driving Cooperation in the C-Suite? The Evolving Relationship between the CMO and CIO,” 2017 AMA Winter Educators’ Conference, Orlando, FL, February 2017.
18. John Hulland and Jessica Babin, “How Platform Firms Can Accelerate Purchases: Insights from Consumer Search,” Consumer Journeys: Thought Leaders in Consumer-Based Strategy Conference, Amsterdam, March 2017,
19. Keith Smith, John Hulland, Yifei Wang, and Andrew Stephen, “Post-Purchase Co-Creation Networks: A Dynamic Investigation of Community and Consumption Outcomes in an Evolving Network,” 2018 AMA Winter Educators’ Conference, New Orleans, February 2018.
20. Kevin Sample, John Hulland, and Julio Sevilla, “Speaking Design Language: A Diagnostic Scale for Marketers, and Designers,” 2018 AMA Winter Educators’ Conference, New Orleans, February 2018.
21. Keith Smith, Yakov Bart, Scott Thompson, Koen Pouwels, and John Hulland, “The Dynamic Interactions between Video Game Consumption and Online Social Communication,” 2019 AMA Winter Educators’ Conference, Austin, TX, February 2019.
22. Felipe Thomaz and John Hulland, “The Abnormal Structure of Illegal Digital Marketplace Communities,” 2019 AMA Winter Educators’ Conference, Austin, TX, February 2019.

Invited Talks / Panels

1. School of Business, University of Texas (Dallas), February 1992.
2. School of Business, Indiana University (Bloomington), March 1993.
3. Center for Interdisciplinary Research on Teams, Tepper School, CMU, March 2007.
4. Center for Management & Organization Studies, University of Technology Sydney (UTS), Sydney, Australia, March 2009.
5. School of Marketing, University of Technology Sydney (UTS), Sydney, Australia, March 2009.
6. ESSEC-HEC Research Workshop Series on PLS, Paris, France, May 2009.
7. University of South Carolina, November 11, 2016.
8. University of Georgia, Honors College, November 2, 2017.
9. JAMS Thought Leader Conference, Oslo, Norway, June 3-5, 2018.
10. AMA-Sheth Doctoral Consortium, Leeds, UK, June 27-30, 2018.
11. University of Guelph, College of Commerce, July 10, 2018.
12. University of Notre Dame, July 19-21, 2018.
13. PhD Project, Boston, MA, August 9, 2018.
14. AMA Summer Educators’ Conference, Boston, MA, August 10, 2018.
15. Northeastern University, Business School, September 19-21, 2018.
16. University of Tennessee, College of Business, October 11-12, 2018.
17. New Mexico State University, College of Business, November 1-3, 2018.
18. AMA Winter Educators’ Conference, Austin, TX, February 23, 2019.
19. University of International Business and Economics (UIBE), Beijing, March 14, 2019.
20. Third Annual Thought Leaders’ Conference of Marketing Science and Innovation, Beijing, China, March 16, 2019.
21. Marketing Strategy Consortium, Bloomington, IN, March 28-30, 2019.
22. University of South Florida, College of Business, April 4-5, 2019.
23. AMS Conference, Vancouver, BC, May 29-31, 2019.
24. JAMS Thought Leaders’ Conference, Milan, Italy, June 8-10, 2019.
25. AMA – Sheth Doctoral Consortium, NYU, New York, NY, June 13-16, 2019.
26. AMA CBSIG Conference, Bern, Switzerland, July 5-7, 2019.
27. AMA Worldwide Conference, Edinburgh, Scotland, July 9-12, 2019.
28. PhD Project, Chicago, IL, August 9, 2019.
29. AMA Summer Educators’ Conference, Chicago, IL, August 10, 2019.
30. Colorado State University, College of Business, November 14-15, 2019.
31. King’s College, School of Business, London, UK, December 16-17, 2019.
32. Clemson Marketing Symposium, Clemson University, January 31, 2020. Keynote speaker.
33. AMA Winter Educators’ Conference, San Diego, CA, February 15, 2020.
34. University of Texas (Austin), Invited Speaker Zoom Research Presentation, July 17, 2020.
35. Macquarie University, Australia, Research Development Workshop plus keynote talks, September 23 – 25, 2020. (virtual)
36. Iowa State, invited virtual visitor (including research talk), October 9, 2020.
37. McMaster University, Hamilton, Ontario, Canada, virtual visit and talks, November 11 and 13, 2020.
38. AMS Conference, virtual Meet-the-editors session, December 17, 2020
39. Southeast Marketing Symposium, hosted by University of Mississippi, virtual panel and awards, April 8-9, 2021.
40. AMS Doctoral Consortium, virtual research presentation and panel participation, June 3-4, 2021.
41. Ashton Research Camp, virtual, pre-camp feedback, plenary talk, research presentation, June 12-14, 2021.
42. AIM-AMA Doctoral Consortium (India), virtual, meet the editors and research panel, June 24 and 26, 2021.
43. AMA Summer Educators’ Conference, virtual, meet the editors, August 5, 2021.
44. Marketing Ethnic Faculty Association (MEFA), virtual, meet-the-editors, August 14, 2021.
45. MSCM Distinguished Speaker, virtual, Rawls College of Business, Texas Tech University, February 25, 2022.
46. 2022 Southeastern Marketing Symposium, Terry College of Business. I organized, hosted, and served as keynote speaker, March 31 – April 2, 2022.
47. AMS Conference, Monterey, CA, May 25-26, 2022.
48. AMS Doctoral Consortium, Monterey, CA, May 27, 2022. Keynote speaker.
49. JAMS Thought Leaders’ Conference, London, England, June 15-17, 2022. Keynote speaker.
50. Ashton Research Camp, Birmingham, England, pre-camp feedback, invited keynote speaker, research workshop presentation, June 19-20, 2022.
51. AMA Marketing Strategy Doctoral Consortium, Texas A&M University, College Station, TX, June 27-29,2022. Invited faculty participant and speaker.
52. AMA – Sheth Doctoral Consortium, University of Texas, Austin, TX, June 29-July 1, 2022. Invited faculty participant and speaker.
53. Indiana University, Marketing Department, Kelley Business School, invited speaker, September 23, 2022.
54. Sales Researchers’ Collaboration Consortium, University of Tennessee Chattanooga, keynote speaker, September 23, 2022.
55. AMA Winter Educators’ Conference, meet the editors, Nashville, TN, February 11, 2023.
56. IESE Research Camp, Barcelona, Spain, invited keynote speaker, research workshop presentation, March.16-17, 2023.
57. AMS Conference, meet the editors and JAMS ERB meeting, New Orleans, LA, May 17-18, 2023.
58. AMS Doctoral Consortium, invited talk, New Orleans, LA, May 19, 2023.
59. AMA Marketing Strategy Consortium, keynote speaker, University of Georgia, Athens, GA, June 5-7, 2023.
60. AMA-Sheth Doctoral Consortium, BI University, Oslo, Norway, June 14-17, 2023. Meet-the-Editors speaker and invited faculty participant.
61. Leeds University Research Camp, Leeds, England, invited keynote speaker, research workshop presentation, June 26-27, 2023.
62. Global Marketing Conference, Seoul, Korea, July 20-23, 2023. Meet the editors session and panel member.
63. Macquarie University Research Symposium, Sydney, Australia, pre-event feedback, keynote speaker, workshop presentation, July 31 – August 4, 2023.
64. University of Cranfield, UK, guest webinar speaker, February 20, 2024.
65. AMA Winter Educators’ Conference, meet the editors, St. Petersburg, FL, February 22-25, 2024.
66. Athens University of Economics and Business (AUEB), Athens, Greece, guest speaker, March 13, 2024.
67. Southeastern Marketing Symposium, Louisiana State University, various panel and workshop events, April 11-13, 2024.
68. AMA Marketing Strategy Consortium, panel speaker, University of Cologne, Cologne, Germany, May 23-25, 2024.
69. EMAC Annual Conference, meet the editors panel, PhD paper workshops, Bucharest University of Economic Studies, Bucharest, Romania, May 26-31, 2024.
70. SERVSIG Annual Conference, meet the editors panel, Kedge Business School, Bordeaux, France, June 5-8, 2024
71. AMA-Sheth Doctoral Consortium, Manchester University, Manchester, UK, June 11-14, 2024. Meet-the-Editors speaker and invited faculty participant.
72. AMA Winter Educators’ Conference, various panels and presentation sessions, Phoenix, AZ, February 13-16, 2025.
73. Southeastern Marketing Symposium, University of Kentucky, various panel and workshop events, April 10-12, 2025.
74. University of Arkansas, Fayetteville, AR, guest speaker, April 25, 2025.
75. AMA Marketing Strategy Consortium, panel speaker, University of South Carolina, Columbia, SC, May 18-20, 2025.
76. EMAC Doctoral Consortium, faculty coach, ESIC, Madrid, Spain, May 25-27.
77. EMAC Conference, panelist and paper presenter, ESIC, Madrid, Spain, May 27-30, 2025.
78. Service Frontiers Doctoral Consortium, special session presenter, HEC Montreal, Montreal, Canada, July 17, 2025.
79. Service Frontiers Conference, keynote panel participant, HEC Montreal, Montreal, Canada, July 19, 2025.

Books

1. Kenneth G. Hardy, David G. Burgoyne, Terry H. Deutscher, John S. Hulland, John R. Kennedy, Michael R. Pearce, and Adrian B. Ryans, ***Canadian Marketing: Cases and Concepts, Fourth Edition***, Scarborough, Ontario: Allyn & Bacon, 1994.

2. John Hulland, ***Marketing Management Cases***, Shanghai, PRC: China Machine Press, 1998, 1999, 2000. (First edition was in English, but subsequent editions are in Chinese.)

**III. INSTRUCTION**

Teaching Interests

1. Marketing strategy
2. Marketing management
3. Research methods
4. Multivariate statistics
5. Brand/product management
6. Advertising and promotion management

Courses Taught

1. Management Science (Ivey; MBA, EMBA, and Undergraduate)
2. Introductory Marketing Management (Ivey, Katz, and University of New Orleans Summer Program in Innsbruck; MBA, EMBA, and Undergraduate)
3. Advertising and Promotion Management (Ivey; MBA, Undergraduate)
4. Doctoral Seminar in Research Methodology (Ivey, Katz, LUMS (Pakistan))
5. Research Methods (Ivey; MBA)
6. Marketing Research (Darden, University of Virginia, Spring 1998; Wharton Business School, University of Pennsylvania, 2000 - 2001)
7. Brand Management (Ivey, Katz, Terry, and University of New Orleans Summer Program in Innsbruck; MBA, EMBA, and Undergraduate)
8. Marketing Planning and Strategy (Katz and Terry; MBA, EMBA, Professional MBA)
9. Applied Multivariate Statistics (Katz and Terry; PhD, MMR)

Executive Seminars and Programs

1. Executive Development Program, Dalhousie University (1992).
2. Executive M.B.A. Program, Ivey Business School (1992 – 1999). I taught the introductory Management Science course to full-time executives enrolled in Ivey’s two year EMBA program (roughly 110 students each year).
3. Executive M.B.A. Program, Ivey Business School (1993 – 1997). I was the faculty coordinator for both a two-week International trip and an annual Best Practices project.
4. Marketing Management Program, Ivey Business School (1992 – 2001). This two-week program was offered to approximately 40 mid-to-senior-level managers each session, with sessions conducted twice each year.
5. Video EMBA, Ivey Business School (1996). I taught a short (3 session) business modeling course to 40 executives enrolled in the School’s video-interactive EMBA program.
6. Hong Kong EMBA, Ivey Business School (1998, 1999). I taught an introductory Management Science course to executives enrolled in Ivey’s two-year Hong Kong EMBA program.
7. Erasmus Executive MBA International Exchange Program (1997- 2001). Approximately 50 Executive MBA students participated in a one-week program taught by Ivey Business School faculty in London, Ontario. As program director, I successfully bid for this business, designed the program, and ensured that it was delivered professionally and profitably.
8. Consumer Marketing Program, China European International Business School (CEIBS), Shanghai, China (1999). I designed and delivered a four-day course to 20 Chinese middle-level marketing and sales managers.
9. Executive M.B.A. Program, Ivey Business School (1999). I taught an introductory Marketing Management course to one section of full-time executives (55 students) enrolled in Ivey’s two-year EMBA program.
10. Ukrainian Management Development Program (2005). I taught a four-session “International Marketing” course to 65 Ukrainian managers as part of a larger executive development program run by Carnegie Mellon University (in Pittsburgh).
11. Executive M.B.A. Program, Wuhan University (2005, 2006). I taught a four-day “Introduction to Marketing” course to roughly 40 EMBA students per course, conducted via simultaneous translation in Wuhan, China.
12. Worldwide EMBA: Prague Program, University of Pittsburgh (2006). I taught the introductory Marketing Management course to 15 students based in Prague, Czech Republic.
13. Worldwide EMBA, University of Pittsburgh (2006, 2008, 2010, 2011). I delivered a Brand Management elective to 12-50 students (each offering) drawn from the Prague, Manchester, Sao Paulo, and Pittsburgh campuses.
14. Worldwide EMBA: Brazil Program, University of Pittsburgh (2007-2011). I taught the introductory Marketing Management course five times to 15-20 students (each year) in Sao Paulo, Brazil.
15. CP-RB EMBA Program, University of Pittsburgh (2008). I taught an introductory Marketing Management course to 24 CP-RB students in Prague, Czech Republic.
16. Terry Professional MBA Program, University of Georgia (2013-2022). I taught a Marketing Strategy elective course to roughly 20 students each year at the Buckhead campus (online 2020, 2021). (The 2022 section contained 27 students.)
17. Terry Executive MBA Program, University of Georgia (2014, 2015). I taught a Marketing Strategy elective course to roughly 10 executive students each year at the Buckhead campus.
18. In-company executive programs at London Life (1991) and the National Bank of Kuwait (1993). In-company seminars at CAMCO (1997) and Cisco (2008).

Doctoral Committee Membership

1. Examiner, Deborah R. Compeau, “Individual Reactions to Computing Technology: A Social Cognitive Theory Perspective,” Ivey Business School, defended September 1992.

2. Examiner, Thomas F. Davis, “Predicting Application Software Usage: A Longitudinal Study,” Ivey Business School, defended August 1994.

3. Chair of Examining Committee, Kien C. Tran, “Mixtures, Moments and Information - Three Essays in Econometrics,” Department of Economics, University of Western Ontario, defended September 1994.

4. Advisor and Examiner, Honorio Todino, “Effects of Production Location and Internationalization Mode on Product Prices: A Real Market Test,” Ivey Business School, defended September 1994.

5. Advisor and Examiner, Christine Shea, “A Test of the Effects of Leadership Style and Task Feedback on Self-Efficacy, Performance Quality, and Attitudes,” Ivey Business School, defended November 1994.

6. Advisor and Examiner, Sandy Staples, “A Study of Information Technology-Enabled Remote Management,” Ivey Business School, defended December 1996.

7. Advisor and Examiner, Narendar Sumukadas, “Continuous Improvement of Operations: The Impact of Operator Maintenance,” Ivey Business School, defended September 1997.

8. Advisor and Examiner, Derrick Neufeld, “Individual Consequences of Telecommuting,” Ivey Business School, defended September 1997.

9. Advisor and Examiner, Shun Yin Lam, “Uncovering the Multiple Impacts of Retail Promotion and Apparel Store Performance - A Study Based on Shopper Count Data,” defended January 1998.

10. Advisor and Examiner, Nick Bontis, “Managing an Organizational Learning System,” defended January 1999.

1. Advisor and Examiner, Charles Dhanaraj, “Legitimacy and Stability of Japanese Overseas Subsidiaries,” defended April 2000.
2. Advisor and Examiner, Azimah Annudin, “Resource Attributes and Joint Venture Performance,” defended June 2000.
3. Examiner, Angela Downey, “The Status of Worksite Health Promotion in a Canadian Environment: An Examination of the Motivation of Different Management Groups,” defended September 2000.
4. Advisor and Examiner, Anthony Goerzen, “Network Diversity and Multinational Enterprise Performance,” defended June 2001.
5. Advisor and Examiner, Adwait Khare, “Habit Regimes in Consumption,” defended March 2003.
6. Advisor and Examiner, Lei (Larry) Shi, “Firm Capabilities, Timing of Internet Adoption and Performance,” defended April 2003.

17. Advisor and Examiner, William Lekse, “Managers’ Knowledge Exposure: learning of Technology,” defended May 2003.

18. Advisor and Examiner, Nitika Garg, “The Role of Affect in Judgment and Decision Making,” defended May 2004.

19. Advisor and Examiner, Feisal Murshed, “Resource Configuration and Value Creation Following Mergers and Acquisitions,” defended July 2005.

20. Advisor and Examiner, Gergana Yordanova, “Essays on Self-Regulation and EPO,” defended July 2006.

21. Advisor and Examiner, Brenda Ghitulescu, “Shaping Tasks and Relationships at Work: Examining the Antecedents and Consequences of Employee Job Crafting,” defended November 2006.

22. Advisor and Examiner, Enrique Mu, “The Role of Scanning, Evaluation, and Mindfulness in the Assimilation of Information Technology: The Case of Enterprise Resource Planning (ERP) Systems,” January 2007.

23. Advisor and Examiner, Turanay Caner, “Geographical Clusters, Alliance Networks, and Innovation in the US Biopharmaceutical Industry,” defended February 2007.

1. Advisor and Examiner, John Lipinski, “The Influence of an Entrepreneur’s Background on their Methods of Building a Team,” defended July 2007.
2. Advisor and Examiner, Adele Queiroz, “Motivations for Use of Organizational Social Practices: Commitment, Calculation, Conformance, and Caring,” defended July 2007.
3. Dissertation Chair, Matthew Sarkees, “Exploitation Versus Exploration: Getting the Mix Right,” defended July 2007.
4. Advisor and Examiner, Weilei (“Stone”) Shi, “Variability and Synchronization of M&A and Alliance Behavior: An Entrainment View,” defended May 2008.
5. Advisor and Examiner, Mark Haney, “Control of Information Systems Development: Investigating the Relationship Between Control and Performance,” defended July 2009.
6. Advisor and Examiner, Ting-ting (Rachel) Chung, “Knowledge Management Systems: The Role of Organizational Justice in Linking Contribution, Refinement and Use,” defended August 2009.
7. Advisor and Examiner, Karen Stilley, “The Role of In-Store Slack and Mental Budgets in Shopper Marketing,” defended December 2009.
8. Advisor and Examiner, Greg Moody, “The Roles of Online Trust and Distrust on Pre-Purchase Ambivalence,” defended December 2010.
9. Advisor and Examiner, Anushri Rawat, “Examining Work as Calling,” defended February, 2011.
10. Dissertation Chair, Kevin Cruz, “Three Essays on the ‘Dark’ Side of Teams,” defended April 2011.
11. Dissertation Chair, Casey Newmeyer, “Brand Partnerships and the Determinants for Success,” defended June 2011.
12. Advisor and Examiner, Jeremy Suiter, “Distance, Deviation from a Template and Performance:  Investigating a Moderated Mediation Model,” defended April 2012.
13. Dissertation Chair, Ginger Killian, “Three Perspectives of Relationships in a Social Media Context: Managing Self-Presentation, Evaluating Brand Communication Effectiveness, and Guidelines for Managers,” defended April 2013.
14. Advisor and Examiner, Efua Obeng, “Understanding the Key Determinants of Retail Success,” defended April 2013.
15. Advisor and Examiner, Pratyush Sharma, “The Role of Ownership and Social Identity in Predicting Developer Turnover in Open Source Software Projects,” defended July 2013.
16. Advisor and Examiner, Felipe Thomaz, “Marketing Strategy Beyond the Firm Boundary: Essays Examining the Effects of Social Networks on Firm Performance,” defended May 2014.
17. Advisor and Examiner, Molan Kim, “Influencing Consumer-to-Consumer (C2C) Interaction in Online Brand Communities,” defended May 2014.
18. Dissertation Chair, Stefan Sleep, “The Boundary Spanning Marketing Organization: An Examination of Functional and Organizational Influences,” defended April 2015.
19. Advisor and Examiner, Don-Jun Min, “Consumers’ Psychological Response to Sequential Marketing Communications: Perceptions, Information Processing, and Behaviors,” defended April 2015.
20. Advisor and Examiner, Yang He, “Rethinking Uncertainty and Risk in Consumer Research,” defended March 2016.
21. Dissertation Chair, Keith Smith, “Online Customer Engagement, Online Communities, and Post Purchase Product Outcomes,” defended April 2016.
22. Advisor and Examiner, Gregg Rich, “Hometown Sponsorships: A Sustainable Competitive Advantage for Build Brand Ambassadors,” defended April 2017.
23. Advisor and Examiner, Aray Chen, “When Inferences Derail Information Processing,” defended March 2018.
24. Advisor and Examiner, Morgan Bryant, “Commerce, Camille, and Consumption: Three Essays Evaluating Social Commerce Influences on Consumer Purchasing Behavior,” defended July 2018.
25. Advisor and Examiner, Kevin Sample, “When is Seeing Believing? Marketplace Designs’ Visual Influence on Consumer Behavior,” defended March 2019.
26. Dissertation Chair, Jessica Babin, “Consumer-Based Insights into Curation and Platform Search,” defended March 2019.
27. Advisor and Examiner, Tyreal Qian, “A Motivational Model of Esports Consumption: A Self-Determination Theory Approach,” defended April 2019.
28. Advisor and Examiner, Volha Katebi, “Fitspiration on Instagram: Understanding How Message Features of Fitspiration Posts Affect Body Image Perceptions and Exercise Intentions,” defended December 2021.
29. Advisor and Examiner, Lana Waschka, “Marketing in the Consumer’s Interest: Fairness, Visual Perception, and Cognitive Processing,” defended March 2022.
30. Advisor and Examiner, Lan Anh Ton, “Purity Consumption: When and Why Consumers Desire Different Kinds of Purity,” Marketing in the Consumer’s Interest: Fairness, Visual Perception, and Cognitive Processing,” defended March 2023.
31. Dissertation Chair, Molly Ahearne, “Optimizing the Management and Structure of Sales Organizations,” defended September 2023.
32. Advisor and Examiner, Lyndsay Loomer, “Unsustainable Consumption: Examining Managerial Actions that Inhibit Sustainable Consumption”, defended October 2024.
33. External Examiner, Aleksandra Jbara (BI Norwegian Business School), “Advancing the Marketing-Finance Interface: Contemporary Research and Emerging Challenges”, defended January 2025.

Current Member, Dissertation Advisory Committee: Sabrina Rahman (Parks, Recreation, and Tourism Management), Sam Chen (Kinesiology)

External Funding

1. Social Sciences and Humanities Research Council of Canada, 1990 - 1991 ($8,900).
2. UWO SSHRC Seed Grants, 1990 - 1991 ($2,280)
3. Social Sciences and Humanities Research Council of Canada, 1992 - 1996 ($40,000).
4. Social Sciences and Humanities Research Council of Canada, 1999 – 2002
5. ($61,827). (With Don Barclay.)
6. Social Sciences and Humanities Research Council of Canada, 2002 – 2005 ($71,140). (With Kersi Antia and Yany Gregoire.)
7. eBusiness Research Center, Smeal School of Business, Penn State University, 2002 – 2003, ($4500). (With Kersi Antia and Yany Gregoire.)

**IV. PROFESSIONAL SERVICE**

Service Commitments

1. Member, Marketing Committee, United Way of Greater London, 1990-1993.
2. Doctoral student advisor, and member, Ivey Business School Ph.D. committee, 1990 - 2000.
3. Member, Associate Deans Search Committee, Ivey Business School, 1991.
4. Member, H.B.A. Admission Appeals Committee, Ivey Business School, 1992.
5. Member, Management Science Task Force, Ivey Business School, 1993 - 1995.
6. Member, Faculty Skills Assessment Task Force, Ivey Business School, 1995 - 1996.
7. United Way co-chair, Ivey Business School, 1996.
8. Marketing Area Group Coordinator, Ivey Business School, 1999 – 2000.
9. Executive Programs Committee, Katz Business School, 2001 – 2004.
10. Masters Admissions and Recruiting Committee (MARC), Katz Business School, 2002 – 2007 (chair, 2004 – 2007).
11. Master’s Policy Committee, Katz Business School, 2005 – 2009.
12. Chair, Asian Task Force, Katz Business School, 2007.
13. Doctoral and Research Committee, Katz Business School, 2007 – 2011.
14. Promotion and Tenure Committee, Katz Business School, 2008 – 2011. Chair, 2010 – 2011.
15. Katz Business School PhD Program Director, 2009 – 2011.
16. Promotion and Tenure Committee, Terry College of Business, 2011, 2012, 2014, 2015, 2019, 2020. Chair, 2012.
17. Faculty Advisory Committee, Terry College of Business, 2013- 2015.
18. Promotion and Tenure Evaluation Committee, University of Georgia (Provost’s Office), 2014-2015.
19. President’s Working Group on Strategic Brand Development, University of Georgia, 2015.
20. University Awards Review Committee, University of Georgia (Provost’s Office), 2015.
21. Faculty Concerns Committee, Terry College of Business, 2015 – 2018.
22. Terry College Representative, Graduate Council, University of Georgia, 2017 – 2020.
23. Marketing PhD Coordinator, Terry College of Business, 2015 – 2021.
24. Marketing Department Head, Terry College of Business, University of Georgia, 2021 – present.

Editorial Service

1. Member, ***Journal of the Academy of Marketing Science*** Editorial Review Board, 2007 – 2015. Area Editor, 2015 – 2018. **Editor-in-Chief, 2018 – 2024.**
2. Member, ***Journal of Marketing*** Editorial Review Board, 1998 – 2005; 2007 – present. Area Editor, 2011 – 2018.
3. Member, ***Journal of International Marketing*** Editorial Review Board, 1999 – present.
4. Member, ***Journal of International Business Studies*** Editorial Review Board, 2007 – present.
5. Member, ***Journal of Marketing Research*** Editorial Review Board, 2007 – 2016.
6. Member, ***AMS Review*** Editorial Review Board, 2012 – present.
7. Ad hoc reviewer for ***Management Science***, ***Marketing Science***, ***Journal of Consumer Research***, ***International Journal of Research in Marketing***, ***Journal of Retailing***, ***Marketing Letters***, ***Information Systems Research***, ***Multivariate Behavioral Research***, ***MISQ***, and ***Journal of Strategic Information Systems.***
8. Member, Advisory Council, American Marketing Association Marketing Strategy Interest Group, 1994 - 1998.
9. Member, Social Sciences and Humanities Research Council, Adjudication Committee 14, 1996 - 1998.
10. Strategy SIG Track Chair, 2003 AMA Winter Educators’ Conference.
11. Co-chair, 2006 and 2012 AMA Winter Educators’ Conferences.
12. External reviewer, University of Kentucky, Marketing Department, Gatton College of Business, January 21-23, 2024

**V. AWARDS & HONORS**

Research and Case Writing

1. Case Writer of the Year Award, *The Case Study Group of Hong Kong*, 1999, 2000.
2. Excellence in Research Award, Katz Business School, University of Pittsburgh, 2008.
3. Distinguished Research Award, Terry College of Business, University of Georgia, 2020.

Teaching

1. Excellence in Teaching Award, Katz Business School, University of Pittsburgh, 2009 (EMBA), 2010 (MBA, EMBA).
2. Department of Marketing Teaching Award, University of Georgia, 2015.
3. Hugh O. Nourse Outstanding MBA Elective Teacher Award, Terry College of Business, University of Georgia, 2015.
4. Outstanding Teacher Award, Terry College of Business, University of Georgia, 2016, 2021.
5. Teacher of the Year Award, Master of Marketing Research Program, Terry College of Business, University of Georgia, 2014, 2015, 2018, 2021, 2025).

Reviewing & Editing

1. Best Reviewer award, ***Journal of Marketing***, 2003 – 2005.
2. Best Reviewer award, ***Journal of Strategic Information Systems***, 2009.
3. Best Reviewer award, ***Journal of the Academy of Marketing Science***, 2010, 2015.
4. Springer Nature Editor of Distinction Awards (Editorial Contribution; Author Service) for *Journal of the Academy of Marketing Science*, 2025.

Other

1. 2024 Southeastern Marketing Symposium Doctoral Educator Award.

(Revised September 1, 2025)