

## NEIL THOMAS BENDLE

### Academic History

#### *Associate Professor of Marketing, Terry College, University of Georgia*

Received notification of promotion to Full Professor for the 2025/26 year.

37.5% teaching, 57.5% research, and 5% service

Tenured and graduate faculty status

Department of Marketing, C305 Benson Hall, 630 S. Lumpkin St., Athens, GA, 30602

Email: [neil.bendle@uga.edu](mailto:neil.bendle@uga.edu) LinkedIn: <https://www.linkedin.com/in/neilbendle/>

Websites: <https://neilbendle.com/> <https://www.terry.uga.edu/directory/neil-bendle/>

*I aim to produce interesting, top-level, boundary spanning research and specialize in sustainability, marketing metrics, and marketing accountability. Teaching and practice matter.*

### Education

PhD, Marketing (Business Administration), Carlson School of Management, University of Minnesota (2010)

Masters of Business Administration (MBA), Darden Graduate School of Business Administration, University of Virginia (2004)

Fellow of the Association of Chartered Certified Accountants, UK (2000)

Master of Arts in Hellenistic Studies, University of Liverpool, UK (1994)

Bachelor of Arts, Ancient History and History, University of Nottingham, UK (1991)

### Academic Positions

Terry College of Business	
Associate Professor of Marketing	2020 onwards
Ivey Business School, Western University	
Associate Professor of Marketing	2017-2020
Assistant Professor of Marketing	2010-2017
Carey School, Johns Hopkins University	
Visiting Associate Professor	Spring 2018 (Taught online 2022)
Carlson School of Management, University of Minnesota	
Ph.D. Student/Instructor	2005-2010

### Selected Professional Positions

Infinitive LLC, Richmond, Virginia Business Consultant (Marketing Strategy), 2004-2005

The Labour Party, London, United Kingdom, Director of Finance (from 2001, previously Finance/Communications Manager), 1996-2002

KPMG, Manchester, United Kingdom Internal and External Audit Assistant, 1995-1996

***Honors and Awards***

2025 Sustainable UGA Outstanding Faculty Award  
 European Journal of Marketing Outstanding Reviewer, 2019  
 Ivey Business School, Research Merit Award, 2018, 2017, 2015-2016  
 JAME 2016 Outstanding Review of the Year  
 David G. Burgoyne Faculty Fellowship (2014-17)  
 Carlson School of Management Dissertation Fellowship (2009-2010)  
 Lieberman Award for Outstanding Teaching Performance (2009)  
 ISBM (Institute for the Study of Business Markets) Dissertation Fellowship (2008)  
 Carlson School of Management Excellence in Teaching Award (2008)  
 Haring Symposium Discussant (2008)  
 Henrickson Summer Fellowship (2008)  
 C. Stewart Sheppard Distinguished Service Award (2004, Darden)  
 Class of 1970 Everard Meade Fund for Creativity Scholarship (2003-2004, Darden)

**Instruction*****Terry College of Business, University of Georgia***

Sustainable Marketing Strategy, BBA, 2023-2025, 60-100 students per year, 2x3 credit hours.  
 The Sustainable Business, BBA, 2024, 69 students in the first year, 2x3 credit hours.  
 Business and the UN Sustainable Development Goals, First Year Odyssey, 2023 & 2024, 15 students per year, 1 credit hour.  
 Applications of Marketing Research II, MMR, 2021-24, 20-30 students per year, 3 credit hours  
 Marketing Strategy, BBA, 2021-22, 50-80 students per year, 2x3 credit hours  
 MMR Corporate Project, 2021/2 & 2024/25

***Ivey Business School, Western University***

Competition and Competitor Analysis MBA	2017, 2019, 2020
Measurable Marketing HBA	2013 to 2016
Decision Making PhD Seminar	2013, 2015, 2017, 2019
Competition and Competitor Analysis HBA	2010 to 2016, 2019 to 2020
Ivey Field Project	2016
Marketing Models (shared supervision with Mark Vandenberg)	2012/3
Marketing Core HBA	2010 & 2011
Learning Through Action	2010/11

***Carey School of Business, Johns Hopkins University***

Competitive Pricing Analysis	2018, 2022
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***Carlson School of Management, University of Minnesota***

Marketing Research	2010
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***Student Supervision***

**PhD Co-supervisor:** Alina Nastasoiu (Mark Vandenbosch, supervisor, now at Deliveroo). **PhD Dissertation Committee:** Molly Ahearne (UGA, 2024, Postdoc Vanderbilt), Moeen Butt (Ivey PhD, now at Lahore University Management School) and Joseph Ryoo (Ivey PhD, now at Arizona State). **PhD Examination Committee:** Charan Bagga (Ivey PhD, now at University of Calgary), Peter Nguyen (Ivey PhD, now at Miami University), Theodore Noseworthy (Ivey PhD, now at York University), Vivek Astvansh (Ivey PhD, now at McGill)

**MSc:** Ole Emil Lindberget (Ivey)

**Undergraduates supervised:** Case/Technical Notes: *UGA*: Shayna Whiteford (BBA), Grace Ward (BBA), Ryan Leonard (BBA/MMR), Josh Walkup (BBA). *Ivey*: Selina Phan (HBA), Angela Wang (BA), Wendy Wang (HBA), Charan Bagga (PhD), Katie Chen (HBA), Wendy Wang (HBA) Rob George (HBA), Vivian Chen (HBA), Sarah Chiu (HBA), Justin Leung (HBA), Matt Boswick (HBA), Krystyn Coombs (HBA), Justin Goldberg (HBA), Wesley McPherson (HBA), Leon Li (HBA), Coco Xu (MBA), Taneem Khan (MBA): CURO: Pragya Bhayana (2022)

***Teaching Grants and Other Funding***

\$5,000, 2022, Terry College Teaching Innovation Grant – Sustainable Marketing Strategy

\$20,000, 2016, SSHRC Connection Grant – “Empirical & Theoretical Canadian Marketing Strategy Symposium”. Co-applicant with Paul Messenger (Principle Investigator), Sourav Ray, Sridhar Moorthy, Mark Vandenbosch and David Soberman

***Teaching Materials Published: Terry College***

More than 25 cases and exercises created to teach sustainable business, all are available free online at <https://neilbendle.com/sustainable-marketing-strategy-cases/>

***Teaching Materials Published: Ivey Business School Cases***

1. Gillette: The Best Controversy a Man Can Get (2020) Angela Wang & Neil Bendle
2. Daily Bread Food Bank: The Adoption Of Social Missions (2020) Wendy Wang & Neil Bendle
3. Impossible Foods, Beyond Burgers, And Plant-Based Meat (2020) Neil Bendle
4. Owen Barry – Coping With Brexit Delay (2020) Neil Bendle & R. Chandrasekhar
5. Snap Inc.: Becoming a “Camera Company” (2019) Neil Bendle & Ken Mark
6. BEWORKS: Experimentation In Business (2017) Katie Chen & Neil Bendle
7. Pokémon Go: Virtual Invading Reality (2017) Xiaoke (Coco) Xu & Neil Bendle
8. New Balance, GrubHub and Pepsico: The Politicization of Business (2017) Neil Bendle & Amos Nadler
9. Deregulating The Sale of Alcohol in Ontario (2017) Ken Mark & Neil Bendle
10. PepsiCo: The Launch of Organic Gatorade (2016) Rob George & Neil Bendle
11. Social Network Analysis: Who is Promoting Net Promoter? (2015) Neil Bendle & Xin (Shane) Wang

12. Uber: Managing a Ride in China (2015) Xiaoke (Coco) Xu, Xin (Shane) Wang, & Neil Bendle
13. Analyzing the Success of “Retailers” (2015) Neil Bendle & Xin Wang
14. The Alibaba Group And Online To Offline (O2O) Sales (2015) Xiaoqian (Vivian) Chen, Neil Bendle & Xin Wang
15. Managing The Competition: Category Captaincy On The Frozen Food Aisle (2015) Madhu Viswanathan & Neil Bendle
16. SCI Ontario: Achieving, Measuring and Communicating Strategic Success (2014) Neil Bendle
17. Visa Inc.: Accounting for Marketing (2014) Neil Bendle
18. Visa Inc. and the Global Payments Industry (2014) Neil Bendle & Dan Horne
19. Fox News: Competing To Deliver the News (2013) Leon Li & Neil Bendle
20. Electoral Gold and Silver: Obama Versus Romney 2012 (2013) Charan Bagga & Neil Bendle
21. The Republican Primary in 2012 (2013) Neil Bendle
22. Wind Mobile: Competing In The Canadian Telecom Industry (2012) Janice Wong & Neil Bendle
23. Paramount Pictures: The Transformers Dilemma & Warner Brothers: The Harry Potter Dilemma (2012) Matt Boswick & Neil Bendle
24. Pixar Versus Dreamworks: Animating Creative Strategies (2012) Krystyn Coombs, Justin Goldberg, & Neil Bendle
25. Unhaggle: Putting Customers In The Driver's Seat (2012) Sarah Chiu, Justin Leung, & Neil Bendle
26. Nouveau Event Planning: The Wedding Extravaganza (2011) Rocky Campana & Neil Bendle
27. CardSwap: Converting Unwanted Gift Cards into Cash (2011) Neil Bendle & Michael Taylor
28. West Ham United Football Club's Olympic Stadium Move (2011) Matthew Thomson & Neil Bendle
29. Netflix in Canada: Entering the Fray (2011) Neil Bendle & Ken Mark

***Teaching Materials Published: -Technical Notes and Other***

1. Story Spreadsheets (2014) Simon Bendle & Neil Bendle (Ivey Publishing)
2. Online Metrics: What Are You Measuring and Why? (2011) Raymond Pirouz, Neil Bendle, & Taneem Khan (Ivey Publishing)
3. Pricing Metrics and Concepts Neil Bendle, Paul Farris, & Phillip Pfeifer (Darden Publishing)
4. Sales Force Management and Measurement Eric Larson & Neil Bendle supervised by Paul Farris & Robert Spekman (Darden Publishing)
5. Customer Profitability Phillip Pfeifer & Paul Farris with Neil Bendle (Darden Publishing)

**Game Theory Module (Online Teaching), Marketing Finance and Marketing Metrics, Management By The Numbers, <http://www.management-by-the-numbers.com>**

### ***Professional Development***

UGA Certificate in Diversity and Inclusion (2023)  
ACCA Certificate in Sustainability for Finance (2022)

### **Scholarly Activities**

#### ***Published & Accepted Academic Research***

P0) From landslide to mudslide: the strategic marketing mistakes of the 2020-2023 New Zealand Labour Government, Jennifer Lees-Marshment, Neil Bendle, and Clifton van der Linden, *International Journal of Market Research* (accepted 7/13/2024)

P1) Corporate Sustainability Research in Marketing: Mapping Progress and Broadening our Perspective, with a Focus on Sustainability-related Crisis Management, Youngtak Kim, Neil Bendle, John Hulland, Mike Pfarrer, *Journal of the Academy of Marketing Science* (accepted 7/30/2024)

P2) A Construal Level Account of When Consumers Prefer to Spend Loyalty Points Over Money, Charan Bagga, Alina NastasoIU, Neil Bendle, and Mark Vandenbosch, *Psychology and Marketing* (accepted 5/7/2024)

P3) A Suite of Metrics to Understand Return on Investments in Customers, Neil Bendle, Paul Farris, Raj Venkatesan, and Andrew Petersen, *Journal of Interactive Marketing* (accepted 4/19/2024)

P4) Beyond Text: Marketing Strategy In A World Turned Upside Down, Xin (Shane) Wang, Neil Bendle, & Yinjie Pan, *Journal of the Academy of Marketing Science*, (accepted 12/21/2023)

P5) Politics and Better Business, Neil Bendle, *Journal of Sustainable Marketing*, 2023, 113, pages 1-11 (accepted 11/3/2023)

P6) Marketing in a Crisis: Lessons from the “COVID Election” in New Zealand, Jennifer Lees-Marshment, Edward Elder & Neil Bendle, *European Journal of Marketing*, 2022, 56(8), pages 2340-2368, (accepted 8/12/2022)

P7) Political Practitioners’ Perspectives On Political Management: The Importance Of People And Power Jennifer Lees-Marshment & Neil Bendle, *International Journal of Public Leadership*, 18.4 (2022), pages 305-318, (accepted 2/7/2022)

P8) The Marketing Implications of Financial Accounting, Neil Bendle, Jonathan Knowles, and Moeen Naseer Butt in *Review of Marketing Research* (18) 15-47 Marketing Accountability for Marketing and Non-marketing Outcomes, (published 09/27/2021)

P9) Separating Customer Heterogeneity, Points Pressure and Rewarded Behavior To Assess A Retail Loyalty Program, Alina NastasoIU, Neil Bendle, Charan K. Bagga, Mark Vandenbosch & Salvador Navarro, *Journal of the Academy of Marketing Science*, (2021) 49 (6), pages 1132–1150, (accepted 3/24/2021)

- P10) Audio Mining: The Role of Vocal Tone in Persuasion, Xin (Shane) Wang, Shijie Lu, X I Li, Mansur Khamitov, Neil Bendle (reverse alphabetical order). *Journal of Consumer Research*, (2021), 48(2), pages 189-211, (accepted 2/11/2021)
- P11) The Role of Machine Learning Analytics and Metrics in Retailing Research, Xin (Shane) Wang, Joseph (Jun Hyun) Ryoo , Neil Bendle, and Praveen K. Kopalle, *Journal of Retailing*, (2021), 94 (4), pages 658-675 (accepted 12/2/2020)
- P12) A Social Commons Ethos in Public Policy-Making, Jennifer Lees-Marshment, Aimee Huff, and Neil Bendle, *Journal of Business Ethics* (2020), 166, pages 761–778, (accepted 7/14/2020)
- P13) Does Piracy Create Online Word-of-Mouth? An Empirical Analysis in the Movie Industry Shijie Lu, Xin (Shane) Wang and Neil Bendle, *Management Science*, (2020) 66 (5), pages 1783-2290
- P14) Marketing and Politics: Strange Bedfellows No More, David A. Schweidel and Neil Bendle (Editorial), *Customer Needs and Solutions*, (2019), 6 (3-4), pages 37-40
- P15) Stereotyping and Marketing: Out-Group Homogeneity Bias and Entry to Competitive Markets, Neil Bendle and Andrew Perkins, *Customer Needs and Solutions*, (2020), 7, pages 1-11
- P16) Object Valuation and Non-Ownership Possession: The Cases of Renting and Borrowing, Charan Bagga, Neil Bendle and June Cotte, *Journal of the Academy of Marketing Science*, (2019), 47(1), pages 97–117
- P17) Improving Measurement With Big Data: Variety-Seeking And Survival Alina NastasoIU, Neil Bendle, and Mark Vandenbosch. Wharton Customer Analytics Initiative Research Sirius XM Radio Inc. sponsored, *Applied Marketing Analytics*, (2019), 4(3), pages 253-63
- P18) Forging a Stronger Academic-Practitioner Partnership - The Case of Net Promoter Score (NPS), Neil Bendle, Charan Bagga, and Alina NastasoIU, *Journal of Marketing Theory and Practice*, (2019), 27(2), pages 210-226
- P19) The Misuse Of Accounting-Based Approximations Of Tobin's q In A World Of Market-Based Assets, Neil Bendle and Moeen Butt, *Marketing Science*, (2018), 37(3), pages 484-504
- P20) Marketing Accounts, Neil Bendle and Xin (Shane) Wang, *International Journal of Research in Marketing*, (2017), 34 (3), pages 604-621, Open access at, <http://www.sciencedirect.com/science/article/pii/S0167811617300290>
- P21) Understanding the Social Media Strategies of US Primary Candidates, Joseph (Jun Hyun) Ryoo, and Neil Bendle, *Journal of Political Marketing*, (2017), 16 (3/4), pages 244-266
- P22) The Confusion About CLV In Case-Based Teaching Materials, Neil Bendle and Charan Bagga, *Marketing Education Review*, (2017), 27 (1), pages 27-38
- P23) The Metrics That Marketers Muddle, Neil Bendle and Charan Bagga, *Sloan Management Review*, (2016), Spring, pages 73-82
- P24) Uncovering The Message In The Mess Of Big Data, Neil Bendle and Xin (Shane) Wang, *Business Horizons*, (2016), 59 (1), pages 115-124

P25) Understanding Co-Authorship Among Consumer Behavior Scholars, Neil Bendle, Xin Wang, and Feng Mai, *Journal for Advancement of Marketing Education*, (2016), 24 (1), pages 1-13

P26) Indirect Prejudice: The Danger in Considering Others' Preferences During A Primary Election, Neil Bendle and Matt Thomson, *Journal of Customer Behaviour*, (2016), 15 (3), pages 239-259

P27) Assumptions of Rationality In A Political Market: The Case of the Republican Autopsy, Neil Bendle and June Cotte, *Journal of Nonprofit & Public Sector Marketing*, (2016), 28 (1), pages 66-83

P28) Gift Cards: A Review and Research Agenda, Dan Horne and Neil Bendle, *International Review of Retail, Distribution and Consumer Research*, (2016), 26 (2), pages 154-170

P29) The Journal of Consumer Research at 40: A Historical Analysis, Xin Wang, Neil Bendle, Feng Mai and June Cotte (Invited and Reviewed), (2015), *Journal of Consumer Research*, 42, (1), pages 5-18

P30) Competitor Orientation and the Evolution of Business Markets, Neil Bendle and Mark Vandenbosch, *Marketing Science*, (2014), 33 (6), pages 781-795

P31) Reference Dependence in Political Primaries, Neil Bendle, *Journal of Political Marketing*, (2014), 13, (4), pages 307-333

P32) Metrics that Matter – to Marketing Managers, Neil Bendle, Paul Farris, Phillip Pfeifer, and David Reibstein, *Marketing - Journal of Research and Management, Invited*, (2010), pages 18-23

### ***Book Chapters***

C1) The 2020 Campaign: Candidates in a New World. Bendle, Neil, and Purushottam Papatla. In *Political Marketing in the 2020 US Presidential Election*, (2022), pages 41-63. Palgrave Macmillan

C2) The 2016 US Primaries: Parties and Candidates in a World of Big Data, Neil Bendle, Joseph Ryoo and Alina NastasoIU, *Political Marketing in the 2016 U.S. Presidential Election.*, (2017), pages 65-8. Ed. Jamie Gillies. Palgrave

C3) Primary Elections and US Political Marketing, Neil Bendle and Alina NastasoIU, *Political Marketing in the United States*, Ed. J. Lees-Marshment, B Conley, and K Cosgrove, (2014), pages 85-111, Routledge

### ***Managerial Books***

B1) *The Customer Asset: Understanding and Managing its Value*, Neil Bendle & Xin (Shane) Wang, Palgrave Macmillan (published 12/17/2023)

B2) *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance*, 4th edition, Pearson, Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer, David J. Reibstein (2021)  
Prior editions: *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance* (3<sup>rd</sup> ed. 2015, 2<sup>nd</sup> ed., 2010) & *Marketing Metrics: 50+ Metrics Every Executive Should Master*

(1<sup>st</sup> ed., 2006) *Strategy & Business* Best Marketing Book of 2006. 60k+ copies sold. Chinese, European, Bahasa Indonesian, Korean, German, Italian, Serbian, Portuguese and Indian editions.

### ***Cartoon Book***

B3) Behavioral Economics for Kids by Neil Bendle and Philip Chen. Explaining decision research in simple terms. 3<sup>rd</sup> edition PDF copy available at <https://neilbendle.com/behavioural-econ-for-kids/>. 2<sup>nd</sup> edition (hard copy) published in English, French, Italian and German by Fehr Advice & Partners, Behavioral Economics consultancy

### ***Articles Under Review***

R1) The Product or the Context? Effects of Image Content and Purchase Type on Review Helpfulness, Annie Ding, Shirley Chen, Xin (Shane) Wang, and Neil Bendle, being prepared for fourth round review at the *Journal of Consumer Research*

### ***Earlier Stage Projects***

E1) Improving the Reporting of Marketing Assets: Capitalization, Financial Accounting, and Management Accounting, Jonathan Knowles, Neil Bendle, and Moeen Butt, (author order TBD), being prepared for submission

E2) Reductive, Reflective, and Responsible Business: Aligning Shareholder Value and Public Wellbeing, Neil Bendle & Jonathan Knowles, (author order TBD), paper under construction

E3) NPS and Marketing Strategy, Tatiana Dyachenko, Neil Bendle, Jiaqi Cao, and Julio Sevilla, (author order TBD), data collection

E4) The UN SDGs and Academic Marketing Research, Annette Tower, Youngtak Kim. And Neil Bendle, (author order TBD), data collection

### ***Practitioner Publications***

Marketing Thought, personal blog, at [www.neilbendle.com](http://www.neilbendle.com), clarifies management theory for students, academics and practitioners. 600+ weekly blog posts are now available.

Survival of the Best Fitted by Mark Vandenbosch, Neil Bendle, and Ranjan Banerjee, *Ivey Business Journal*, March/April, 2019

Why Investors Need Better Measures and Reporting of Marketing Performance, an interview with the Forbes Marketing Accountability Initiative, June 26, 2018, <https://www.forbes.com/sites/forbesinsights/2018/06/26/professor-neil-bendle-why-investorsneed-better-measures-and-reporting-of-marketing-performance/>

Why Small Investors Need Marketing Accountability, Neil Bendle and Tony Pace, *Forbes CMO Practice*, June 2018

Unmeasurable? Neil Bendle, *Accounting and Business: The ACCA Magazine*, September 2017

The Profitability of Proof by Neil Bendle, Katie Chen and Dilip Soman, *Ivey Business Journal*, May/June 2017



Policy by Design: The Dawn of Behaviourally-Informed Government by Dilip Soman, Katie Chen and Neil Bendle, The Behavioural Issue (Spring 2017) Rotman Management and its companion piece

Policy by Design: The Dawn of Behaviourally-Informed Government by Katie Chen, Neil Bendle and Dilip Soman, Behavioural Economics in Action at Rotman,  
<http://www.rotman.utoronto.ca/FacultyAndResearch/ResearchCentres/BEAR>

Setting Effective Marketing Metrics, WARC September 2016

In Praise of Imperfection, The Deluxe Knowledge Quarterly, December 2010

Making Friends with Metrics, The Marketer, November 2006

A “Bad Dream” Can Make for Great New Ideas, Harvard Business Review Blog, with Simone Ahuja and Ranjan Banerjee 28th February 2014

Three Cognitive Traps That Stifle Global Innovation, Harvard Business Review Blog, with Simone Ahuja and Ranjan Banerjee 12th October 2013

### ***Research Grants***

\$83,699, 2019, SSHRC Insight Grant, Application of Deep Machine Learning to Unstructured Data in the Movie Industry (Co-Investigator, Xin Wang Principle)

\$84,490, 2018, SSHRC Insight Grant, Improving Marketing Accountability, (Principle Investigator, Xin Wang as co-investigator)

\$24,950, 2017, SSHRC Connection Grant – “Empirical & Theoretical Canadian Marketing Strategy Symposium”. Co-applicant with Demetrios Vakratsas (Principle Investigator), Sourav Ray, Sridhar Moorthy, Mark Vandebosch, Paul Messinger and David Soberman

\$51,000, 2016, SSHRC (Social Sciences and Humanities Research Council) Insight Development Grant for Big Data: User-Generated Content and Social Media Analytics, (Xin Wang is Principle Investigator, I am co-investigator)

\$53,180, 2015, SSHRC (Social Sciences and Humanities Research Council) Insight Development Grant for Marketing Accounts (Principle Investigator, Xin Wang as Co-author)

\$3,500, 2014, Ivey Business School, Accounting for Marketing

\$7,500, 2008, ISBM (Institute for the Study of Business Markets) Dissertation Fellowship

### **Public Service**

#### ***MASB (Marketing Accountability Standards Board)***

MASB Director following Chair of Advisors (2018-2023)

Registered as ISO expert on sustainable marketing

### ***Expert Witness Work***

Rebuck vs. Ford, Ontario Superior Court of Justice, testified on consumer use of fuel consumption information (2019-2020)

## **Professional Service**

### ***Organizing Conferences***

Co-Organizer: Marketing Science, June 13-15, 2025, Washington, DC

Co-Organizer: Marketing Strategy Consortium, Terry College, June 5-7, 2023

Co-Organizer: Empirical & Theoretical Symposium, Canadian marketing strategy research.

Seventh Symposium, University of British Columbia May 16/17<sup>th</sup> 2019

Sixth Symposium at University of Guelph May 17/18<sup>th</sup> 2018

Fifth Symposium, McGill University May 25/26<sup>th</sup> 2017

Fourth Symposium, University of Alberta May 18/19<sup>th</sup> 2016

Third Symposium at the Rotman School, University of Toronto June 5<sup>th</sup> 2015

Second symposium at McMaster University May 30<sup>th</sup> 2014

First symposium at Ivey Business School May 31<sup>st</sup> 2013

Organizing Committee: Data, Dollars, and Votes: The Intersection of Marketing and Politics, Georgetown University May 10/11, 2018

Co-Chair: Southern Ontario Behavioral Decision Research conference May 6<sup>th</sup> 2016

Organizing committee: Behavioral Decision Research in Management Conference, BDRM 2016

Co-organizer: Ivey Mini-Conference on Experimental Economics Oct 2012

### ***Research, Publication Related and Other Service Activities***

Editorial Review Board, *Journal of the Academy of Marketing Science* March 2020→

RRBM (Responsible Research in Business and Management) Honor Roll Reviewer 2022→

Guest Editor (with David Schweidel), *Customer Needs and Solutions*, Data, Dollars and Voters Special Issue November 2019

Associate Editor, *European Journal of Marketing*, March 2018 →

Member of the Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Development Grant adjudication committee 2016, 2017

Editorial Review Board, *Journal for Advancement of Marketing Education* July 2011→

Member of Academic Advisory Board and Reviewer, Political Marketing and Management book series, published by Palgrave Macmillan

***Reviews for Journals***

International Journal of Marketing Research, Psychology and Marketing, Managerial and Decision Economics, Journal of Retailing, Marketing Letters, Journal of Macromarketing, Politics, Journal of the Academy of Marketing Sciences, Journal of Public Policy and Marketing, California Management Review, International Journal of Research in Marketing, Journal of Marketing, Journal of Business Research, Sustainability, Administrative Sciences, Academy of Marketing Studies Journal, Marketing Education Review, Nonprofit and Voluntary Sector Quarterly, Journal of Marketing Education, Academy of Management Perspectives, Journal of Political Marketing, Journal of Marketing Research, Journal of Business Ethics, Journal of Nonprofit & Public Sector Marketing, Electronic Commerce Research and Applications, European Journal of Marketing, SAGE Open Journal (Metrics), Journal for Advancement of Marketing Education, Marketing Science

***Other Reviews (Funding, Books, & Conferences)***

Ivey Publishing, Social Sciences and Humanities Research Council of Canada (SSHRC), Mitacs Accelerate, MIT Press, Columbia University Press, Palgrave Political Marketing & Palgrave Macmillan, Anthem Press, Association for Consumer Research (ACR), Administrative Sciences Association of Canada, AMA Summer Educators Conference, Academy of Marketing Sciences Conference, BDRM (Behavioral Decision Research in Management), AMA Winter Educators Conference & AMA Marketing and Public Policy

***Service to Department, College, Or University***

University Council (UGA), (2023→)

University Council, Executive Committee (2024→)

UGA Zero Waste Steering Group (2024→)

Marketing Department LinkedIn Coordinator (2023→)

Terry College Faculty Concerns Committee (2020-2024)

Speaker Coordinator Terry Marketing, (2021→) and at Ivey (2010-2017)

Judge: Ivey India Case Competition (2015, 2016, 2017), Canada's Next Top Ad Executive (2011-14), IC3 Case Competition (2013), Ivey Case Competitions: Marketing Society (2013), High School competition (2011-12)

Marketing Faculty Search Committee (2014, 2011)

Member of Western Gazette Review Committee (2012/3)

Haring Symposium Faculty Representative (2011)