

February, 2008

GARY L. FRAZIER

PERSONAL DATA:

Address:

Office: University of Southern California
Marshall School of Business
Department of Marketing
Hoffman 803
Los Angeles, CA 90089-0443
(213) 740-5032

Home: 27 Buggy Whip Drive
Rolling Hills, CA 90274-5008
(310) 377-6311

Date of Birth: September 28, 1951

Family Status: Married to Kyoung with a daughter, Jean (14 years), and a son, Ryan (8 years)

Citizenship: U.S.A.

EDUCATION:

D.B.A.: Indiana University, Bloomington, 1979

Major Field: Marketing

Minor Field: Physical Distribution

Minor Field: Quantitative Analysis

Dissertation: An Empirical Examination of the Power-Influence Process in a
Channel of Distribution

M.B.A.: Indiana University, Bloomington, 1977

B.S. in Business Administration and B.A. in History and Social Studies, magna cum laude:
Bemidji State University, Bemidji, Minnesota, 1975

PROFESSIONAL POSITIONS:

September 1993 to Present The Richard and Jarda Hurd Professor of Distribution Management, Marshall School of Business, University of Southern California, Los Angeles

September 1992 to May 2000 Academic Director of the Program in Distribution Management, Marshall School of Business, University of Southern California, Los Angeles

November 1990 to August 1993 The Jerry and Nancy Neely Professor of Marketing, Marshall School of Business, University of Southern California, Los Angeles

September 1990 to Present Full Professor of Marketing, Marshall School of Business, University of Southern California, Los Angeles; notified of promotion to Full Professor in November 1989

July 1990 to September 1995 Chairperson of the Department of Marketing, Marshall School of Business, University of Southern California, Los Angeles

PROFESSIONAL POSITIONS (continued):

June 1984 to August 1990	Associate Professor of Marketing, Marshall School of Business, University of Southern California, Los Angeles; tenured since September 1, 1986
April 1984	Notified of promotion to Associate Professor of Business Administration (Marketing) with tenure, College of Commerce and Business Administration, University of Illinois, Urbana-Champaign; effective August 21, 1984
August 1979 through May 1984	Assistant Professor of Business Administration (Marketing), College of Commerce and Business Administration, University of Illinois, Urbana- Champaign
August 1975 through May 1979	Associate Instructor of Marketing, Graduate School of Business, Indiana University, Bloomington

PROFESSIONAL HONORS:

Among the finalists for the Editorship of the **Journal of Marketing**, 2002 to 2005, 2005 to
2008, and 2008 to 2011 (finished runner-up the last two times)

Golden Apple Award from the undergraduate program in the Marshall School of Business,
USC, for outstanding teaching, Spring, 1997

Outstanding Educator Award from the MBA Association, University of Illinois, Spring, 1984

Distinguished Teaching Award from the Graduate College, Indiana University, Spring, 1978

Honorable mention in the MBA Golden Apple award competition for outstanding teaching of an
elective course, Marshall School of Business, USC, 2000-2001 academic year

Among the finalists for the 1988 William O'Dell Award given by the Journal of Marketing
Research based on a 1983 sole-authored article entitled "On the Measurement of
Interfirm Power in Channels of Distribution"; the award is given to the article that has
made the most significant long-run contribution to marketing theory, methodology, or
practice

Participated in Arizona State University's "Distinguished Visiting Professor Program," May,
1986

Faculty member at the 1999 AMA Ph.D. Consortium at the University of Southern California,
August 3 through August 7

Faculty member at the 1996 AMA Ph.D. Consortium at the University of Colorado, July 31
through August 2

Faculty Member at the 1992 AMA Ph.D. Consortium at Michigan State University, August 4
through August 8

Dean's Fellow in the School of Business Administration at USC, Fall 1986 through Summer,
1990

PROFESSIONAL HONORS (continued):

Nominated for the University Associates Award for “creativity in research and scholarship” at USC during Fall semester, 1989 and 1990

On list of “excellent professors,” University of Illinois, each semester, Spring, 1980 through Spring, 1984

Named outstanding graduate business student (all DBAs and MBAs considered), Indiana University, 1977-78

Passed major and minor D.B.A. comprehensive examinations with distinction, Indiana University, Summer, 1978

Elected to Beta Gamma Sigma, 1978

Honorary Membership in Alpha Kappa Psi, 1981

Investors in Business Education general research grants, University of Illinois, Summers, 1980 and 1982

General research grant from Caterpillar Tractor Company, Summer, 1983

Internship with Famous Barr Department Stores, St. Louis, July, 1983; examined buyer-vendor relations

Research grant from the Research Board at the University of Illinois, Fall, 1983, for a study of industrial distributorships

Research grant from Procter and Gamble, Fall, 1983, for a study of industrial distributorships

Research grant from Beltone Electronics Corporation, Spring, 1987, for a study of hearing aid dealers

Research Grants from the Marketing Science Institute and the Institute for the Study of Business Markets, Summer, 1990, for a study on channel structure

Chaired dissertation of Kirti Shawney Celli, who won a grant from the Institute for the Study of Business Markets at Penn State in 1990 for her dissertation

PROFESSIONAL SERVICE:

Reviewer for the Journal of Marketing Research during 2007

Reviewer for the Journal of the Academy of Marketing Science during 2007

Member of the Editorial Review Board of the Journal of Marketing from December of 1984 to present

Member of the Editorial Review Board of the Journal of International Business Studies from June of 2005 to December of 2007

Member of the Editorial Review Board of the Journal of Marketing Research from July of 1985 through December of 2003

PROFESSIONAL SERVICE (continued):

- Served as a “Guest Editor” on a paper for Wagner Kamakura, Editor of the Journal of Marketing Research, Summer, 2002
- Member of the Board of Consulting Editors of the International Journal of Research in Marketing from January of 2001 through September of 2006
- Leader of the “Inter-organizational Marketing” Special Interest Group (SIG), May 1, 2001 through September 1, 2003
- Member of the Selection Committee for the 1989 William O’Dell Award at the Journal of Marketing Research
- Member of the Selection Committee for the 1992 William O’Deal Award at the Journal of Marketing Research
- Represented the Editor of the Journal of Marketing Research, Russ Winer, at a “Meet the Editors” session at the Academy of Marketing Science Annual Conference, Norfolk, Virginia, May 28, 1998
- Member of Advisory Board of the Review of Marketing from Fall of 1987 to Fall of 1993
- Member of the Advisory Board of South-Western Publishing Company during 1989
- Member of the Editorial Review Board of the Journal of Retailing from December of 1986 until July of 1994
- Member of the Editorial Review Board of the Journal of Business-to-Business Marketing from September of 1990 to September of 1995
- Reviewer for the Journal of Marketing Research from June of 1983 to June of 1985
- Reviewer for the Journal of Marketing from April of 1983 to November of 1984
- Reviewer for Marketing Science in 1996
- Reviewer for the Administrative Science Quarterly from 1982 to 1990
- Reviewer for the The Academy of Management Review from 1988 to 1992
- Reviewer for Management Science from 1987 to 1992
- Reviewer for Research in Marketing from 1982 to 1993
- Reviewer for Psychology and Marketing from 1987 to 1990
- Reviewer for Sloan Management Review from 1988 to 1992
- Reviewer for International Journal of Research in Marketing in 1989
- Member of MSI’s Business-to-Business Steering Committee from the summer of 1991 through the summer of 1995

PROFESSIONAL SERVICE (continued):

- Co-chair of the 1988 AMA Educators' Conference held in San Francisco
- Co-chair of the 1991 AMA Ph.D. Consortium held at USC, August 13 through August 17
- Chair of the Marketing Management and Institutions Track of the 1987 AMA Educators' Conference
- Chair of the Marketing Strategy, Planning, and Control Track of the 1985 AMA Educators' Conference
- Chair of the Exchange Theory Track of the 1989 AMA Winter Theory Conference
- Chair of a special session at the 1988 AMA Winter Theory Conference entitled "The Interface of Macro and Micro Channel Issues," February 9
- Chair of a competitive paper session at the 1990 AMA Winter Theory Conference entitled, "Interfunctional Aspects of Marketing Management," February 26
- Chair of a competitive paper session at the 1990 AMA Summer Educators' Conference entitled, "Channel Management and Physical Distribution Management," August 7
- Chair of a competitive paper session at the 1991 AMA Summer Educators' Conference entitled, "Channels and Strategy," August 18
- Member of a panel on "The American Marketing Association's Doctoral Consortium: 25 Years Later" at the 1991 AMA Summer Educators' Conference, August 18
- Served on "Blue Ribbon Panel" to select best paper for the 1989 AMA Educators' Conference
- Co-organizer (along with Jagdish Sheth) of the Stellner Symposium on Theories of Marketing Practice, Champaign, IL., May 23 to May 25, 1985
- Reviewer for the Marketing Management Track of the 1986 AMA Educators' Conference
- Reviewer for the Marketing Mix and Marketing Institutions Track of the 1983 AMA Educators' Conference
- Reviewer for the Marketing Management Track of the 1987 AMA Winter Theory Conference
- Reviewer for the Marketing Research Track of the 1989 AMA Educators' Conference
- Reviewer for the Marketing Theory Track and the Marketing Implementation Track of the 1990 Winter Educators' Conference
- Reviewer for the Marketing Planning and Strategy Track and the Marketing Management and Institutions Track of the 1990 AMA Educators' Conference
- Reviewer for the Marketing Theory Track of the 1991 Winter Educators' Conference
- Reviewer for the Marketing Planning and Strategy Track of the 1991 AMA Educators' Conference

PROFESSIONAL SERVICE (continued):

Discussant of papers in a session on "Scaling and Measurement Issues in Marketing Research" at the 1989 AMA Educators' Conference

Judge for the annual AMA Doctoral Dissertation Competition since 1984

Judge of Research Proposals for Faculty Summer Fellowships at the University of Cincinnati during spring semester of 1985

Reviewer for the University of Pennsylvania Press during 1985

Reviewer for Random House during 1983

Appeared on ESPN's "Business Times" cable television program, speaking on the use of sales incentives to motivate salespeople, April 8, 1985

Appeared on CNN discussing the marketing strategy of non-profit and for-profit organizations, January 7, 1987

PROFESSIONAL ORGANIZATIONS:

American Marketing Association
Beta Gamma Sigma

RESEARCH AND TEACHING INTERESTS:

Distribution channel organization and management, and marketing strategy

PUBLICATIONS:

Book Contributions

Gary L. Frazier, Organizing and Managing Channels of Distribution, Thousand Oaks, CA: Sage Publications, Inc., forthcoming.

Gary L. Frazier, Strategies of Distribution, New York: Oxford University Press, forthcoming.

Gil P. Harrell and Gary L. Frazier (1999), Principles of Marketing, Upper Saddle River, NJ: Prentice-Hall.

Jagdish N. Sheth and Gary L. Frazier (1993), Advances in Telecommunications Management, Volume 4, Ruby Dholakia, (volume editor), "Strategic Perspective on the Marketing of Information Technologies", Greenwich, CT: JAI Press.

Gary L. Frazier (ed.) (1992), Advances in Distribution Channels Research, Volume 1, Greenwich, CT: JAI Press.

Jagdish N. Sheth and Gary L. Frazier (eds.) (1990), Advances in Telecommunications Management, Volume 1, Massoud Saghafi and Ashok Gupta (volume editors), "Managing the R&D - Marketing Interface," Greenwich, CT: JAI Press.

PUBLICATIONS (continued):

Book Contributions:

- Jagdish N. Sheth and Gary L. Frazier (eds.) (1990), Advances in Telecommunications Management, Volume 2, Wesley Johnston (volume editor), "Purchasing in the 1990s," Greenwich, CT: JAI Press.
- Jagdish N. Sheth and Gary L. Frazier (1990), Advances in Telecommunications Management, Volume 3, Thomas Housel (volume editor), "Information Technology and Crisis Management," Greenwich, CT: JAI Press.
- Richard P. Bagozzi, J. Paul Peter, Terry L. Childers, A. Fuat Firat, Gary L. Frazier, Erdogan Kumcu, Michael L. Rothschild, Alan Sawyer, Edward C. Strong, and Alladi Venkatesh (eds.) (1989), Proceedings, American Marketing Association's Winter Theory Conference, Chicago: American Marketing Association, February.
- Gary L. Frazier, Charles Ingene, David Aaker, Avijit Ghosh, Tom Kinnear, Sidney Levy, Rick Staelin, and John Summers (eds.) (1988), Proceedings, American Marketing Association's National Educators' Conference, Chicago: American Marketing Association, August.
- Gary L. Frazier and Jagdish N. Sheth (eds.) (1987), Contemporary Views on Marketing Practice, Lexington, MA: Lexington Books.
- Susan Douglas, Michael Solomon, Mark Alpert, James Anderson, Peter Doyle, Gary Ford, Gary L. Frazier, Vijay Mahajan, and William Pride (eds.) (1987), Proceedings, American Marketing Association's National Educators' Conference, Chicago: American Marketing Association, August.
- Robert F. Lusch, Gary T. Ford, Gary L. Frazier, Roy D. Howell, Charles A. Ingene, Michael Reilly and Ronald W. Stampfl (eds.) (1985), Proceedings, American Marketing Association's National Educators' Conference, Chicago: August.

Articles

- Gary L. Frazier, "International Channels of Distribution: An Assessment," International Journal of Research in Marketing, forthcoming.
- Gary L. Frazier (2008), "A New Perspective on Channel Organization and Management," Journal of Logistics, invited article, forthcoming.
- Tassu Shervani, Gary L. Frazier, and Goutam Challagalla (2007), "The Moderating Influence of Firm Market Power on the Transaction Cost Economics Model: An Empirical Test in a Forward Channel Integration Context," Strategic Management Journal, 28 (June), 635-652.
- Kersi Antia and Gary L. Frazier (2001), "The Severity of Contract Enforcement in Inter-firm Channel Relationships," Journal of Marketing, 65 (October), 67-81
- Gary L. Frazier (1999), "Organizing and Managing Channels of Distribution," Journal of the Academy of Marketing Science, 27 (Spring), 226-240.

PUBLICATIONS (continued):

Articles

- Keysuk Kim and Gary L. Frazier (1997), "On the Measurement of Distributor Commitment in Industrial Channels of Distribution," Journal of Business Research, 40 (October), 139-154.
- Keysuk Kim and Gary L. Frazier (1997), "On Distributor Commitment in Industrial Channels of Distribution: A Multi-component Approach," Psychology and Marketing, 14 (December), 847-877.
- Gary L. Frazier and Walfried M. Lassar (1996), "Determinants of Distribution Intensity," Journal of Marketing, 60 (October), 39-51.
- Kirti Celly and Gary L. Frazier (1996), "Outcome-based and Behavior-based Coordination Efforts in Channel Relationships," Journal of Marketing Research, 33 (May), 200-210.
- Keysuk Kim and Gary L. Frazier (1996), "A Typology of Distribution Channel Systems: A Contextual Approach," International Marketing Review, 13 (1), 19-32.
- Gary L. Frazier and Kersi Antia (1995), "Exchange Relationships and Inter-firm Power in Channels of Distribution," Journal of the Academy of Marketing Science, 23 (Fall), 321-326.
- Gary L. Frazier, Bernard J. Jaworski, Ajay K. Kohli, and Barton A. Weitz (1994), "Buyer-Supplier Relational Characteristics and Joint Decision Making," Marketing Letters, 5 (July), 259-270.
- Gary L. Frazier (1994), "A Perspective on Interorganizational Exchange in Channels of Distribution," in Research Traditions in Marketing, Gilles Laurent, Gary Lilien, and Bernard Pras, editors, New York: Kluwer Academic Publishers, 378-382.
- David W. Stewart, Gary L. Frazier, and Ingrid Martin (1993), "Integrated Channel Management: Merging the Communications and Distribution Functions of the Firm," in The Psychology of Integrated Communication, Ester Thorson and Jeri Moore, eds. Hillsdale, NJ: Lawrence Erlbaum.
- Gary L. Frazier and Jagdish N. Sheth (1993), "The Vertical Integration Issue in Channels of Distribution," in Strategic Perspectives on the Marketing of Information Technologies, Rudy Dholakia, ed., Greenwich, CT: JAI Press.
- Gary L. Frazier and Tassu Shervani (1992), "Multiple Channels of Distribution and Their Impact on Retailing," in The Future of U.S. Retailing: An Agenda for the 21st Century Robert Peterson, ed., New York: Quorum Books, 217-237.
- Gary L. Frazier and Raymond C. Rody (1991), "The Use of Influence Strategies in Interfirm Relationships in Industrial Product Channels," Journal of Marketing, 55 (January), 52-69
- Gary L. Frazier, Kirti Sawhney, and Tassu Shervani (1990), "Intensity, Functions, and Integration in Channels of Distribution," Review of Marketing, Volume 4, 263-298

PUBLICATIONS (continued):

Articles

Gary L. Frazier (1990), "The Design and Management of Channels of Distribution: A State-of-the-Art Perspective," in The Interface of Marketing and Strategy, George Day, Barton Weitz, and Robin Wensley, eds., Greenwich, CT: JAI Press, 255-304.

Saul Klein, Gary L. Frazier, and Victor J. Roth (1990), "A Transaction Cost Analysis Model of Channel Integration in International Markets," Journal of Marketing Research, 27 (May), 196-208.

Gary L. Frazier and David W. Stewart (1990), "Channel Member Response to Trade Programs," Research in Marketing, Volume 10, 15-59.

Gary L. Frazier, James D. Gill, and Sudhir H. Kale (1989), "Dealer Dependence Levels and Reciprocal Actions in a Channel of Distribution in a Developing Country," Journal of Marketing, 53 (January), 50-69.

Gary L. Frazier and Sudhir H. Kale (1989), "Distribution Channel Relationships: A Sellers' versus Buyers' Market Perspective," International Marketing Review, 6 (6), 7-26.

Gary L. Frazier, Robert E. Spekman, and Charles R. O'Neal (1988), "Just-In-Time Exchange Relationships in Industrial Markets," Journal of Marketing, 52 (October), 52-67.

One of the articles in the eighth edition of Marketing Classics.

Prem N. Shamdasani and Gary L. Frazier (1988), "Intrachannel Complaining Behavior and Conflict," Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, Volume 1, 97-103.

Gary L. Frazier and John O. Summers (1987), "Push and Pull Strategies in Industrial Markets: a Normative Framework," in Contemporary Views on Marketing Practice, Gary Frazier and Jagdish Sheth, eds., Lexington, MA: Lexington Books, 217-235.

Gary L. Frazier and John O. Summers (1986), "Perceptions of Interfirm Power and Its Use within a Franchise Channel of Distribution," Journal of Marketing Research, 23 (May), 169-176

Gary L. Frazier and Jagdish N. Sheth (1985), "An Attitude-Behavior Framework for Distribution Channel Management," Journal of Marketing, 49 (Summer), 38-48.

Gary L. Frazier and Roy D. Howell (1985), "The Data Aggregation Issue in Empirical Analysis for Strategic Market Planning," in Strategic Marketing and Management, Howard Thomas and David Gardner, eds., London: John Wiley Limited, 167-180.

Gary L. Frazier (1984), "The Interfirm Power-Influence Process within a Marketing Channel," Research in Marketing, Volume 7, 63-91.

Gary L. Frazier and John O. Summers (1984), "Interfirm Influence Strategies and Their Application within Distribution channels," Journal of Marketing, 48 (Summer), 43-55.

PUBLICATIONS (continued):

Articles:

Gary L. Frazier (1983), "Interorganizational Exchange Behavior in Marketing Channels: A Broadened Perspective," Journal of Marketing, 47 (Fall), 68-78.

Reprinted in Marketing Theory: Classic and Contemporary Readings, Jagdish N. Sheth and Dennis Garrett, eds., Cincinnati, OH: Southwestern Publishing Company, 1986, 702-721.

Gary L. Frazier (1983), "On the Measurement of Interfirm Power in Channels of Distribution," Journal of Marketing Research, 20 (May), 158-166.

Finalist for the 1988 Journal of Marketing Research William O'Dell Award for making a "significant long-run contribution to marketing theory, methodology, or practice."

Gary L. Frazier and Roy D. Howell (1983), "Business Definition and Performance," Journal of Marketing, 47 (Spring), 59-67.

Jagdish N. Sheth and Gary L. Frazier (1983), "A Margin-Return Model for Strategic Market Planning," Journal of Marketing, 47 (Spring), 100-109.

Request made to the Journal of Marketing in 1984 for translation and reprinting of the article in an Italian quarterly journal; request made to Journal of Marketing in 1985 for reprinting of the article in a marketing management readings book.

One of the articles in the eighth edition of Marketing Classics.

Gary L. Frazier and Roy D. Howell (1982), "Intraindustry Marketing Strategy Effects on the Analysis of Firm Performance," Journal of Business Research, 10 (December), 431-443.

Roy D. Howell, Gary L. Frazier, and P. Ronald Stephenson (1982), "Using Industry Data in Small Business Decision Making: Potential Problems," Journal of Small Business Management, 20 (April), 45-56.

Jagdish N. Sheth and Gary L. Frazier (1982), "A Model of Strategy Mix Choice for Planned Social Change," Journal of Marketing, 46 (Winter), 15-26.

Request made to Journal of Marketing in 1985 for reprinting of the article in a marketing management readings book.

P. Ronald Stephenson, William L. Cron, and Gary L. Frazier (1979), "Delegating Pricing Authority to the Sales Force: The Effects on Sales and Profit Performance," Journal of Marketing, 43 (Spring), 21-28.

Dictionary

Contributed conceptual definitions in the channels of distribution area for Peter Bennett (ed.) (1994), Dictionary of Marketing Terms, Chicago: American Marketing Association.

PUBLICATIONS (continued):

Published Proceedings

- Gary L. Frazier (1987), "On the Theory of Distribution Channel Structure," Proceedings, 12th Paul D. Converse Symposium, Devanathan Sudharshan and Frederick Winter, eds., Chicago: American Marketing Association, 138-160.
- James R. Brown and Gary L. Frazier (1978), "The Application of Channel Power: Its Effects and Connotations," Proceedings, Marketing Educators' Conference, Chicago: American Marketing Association.
- Gary L. Frazier (1978), "An Indirect Approach to Measuring Power in Distribution Channels," Proceedings, Midwest AIDS, May.
- Gary L. Frazier and James R. Brown (1978), "Use of Power in the Interfirm Influence Process," Proceedings, Albert Haring Doctoral Symposium, Indiana University, May.
- Donald Granbois, John O. Summers, and Gary L. Frazier (1977), "Correlates of Consumer Expectations and Complaining Behavior," Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, Ralph Day, ed., Division of Research: Indiana University, August.

ARTICLE SUBMISSION:

- Gary L. Frazier, Elliot Maltz, Kersi Antia, and Aric Rindflesh, "Intermediary Sharing of Strategic Information with Suppliers," under second revision for the Journal of Marketing.

WORK IN PROCESS:

- Kersi Antia, Gary L. Frazier, and Elliot Maltz, "The Transfer of Explicit Product Knowledge in Inter-firm Channel Relationships: The Impact on Intermediary Salesperson Performance," soon to be submitted to the Strategic Management Journal.
- Gary L. Frazier, "Relational Exchange in Channels of Distribution: A Knowledge and Capabilities Perspective," to be submitted to the Journal of Marketing this coming summer.
- Venkatesh, Kersi Antia, and Gary L. Frazier, "Contracts, Monitoring, and Role Behavior in Inter-firm Channel Relationships," to be submitted to the Journal of Marketing Research later this year.
- Gary L. Frazier, Rich McFarland, and Tassu Shervani, "Channel Integration: Form, Breadth, and Degree," to be submitted to the Journal of Marketing later this year.
- Gary L. Frazier, "Knowledge Transfer and Integration in Distribution Channel Relationships," still in the planning stage.

PRESENTATIONS:

- AMA Summer Educators' Conference, July 29, 2005, 5th Annual Doctoral Student SIG Pre-Conference Symposium, "Navigating the Publishing Process," (with Greg Gundlach).

PRESENTATIONS (continued):

- AMS Summer Educators' Conference, July 29, 2005, 5th Annual Doctoral Student SIG Pre-Conference Symposium, Member of a Round Table on Research and Teaching in the Marketing Discipline.
- AMA Summer Educators' Conference, August 17, 2003, "Innovative Channels Research."
- AMA Ph.D. Consortium, Emory University, June 8, 2002, "Problem-Driven Theory Development."
- Research seminar, Department of Marketing, University of Southern California, April 20, 2001, "The Adoption of New Channels of Distribution."
- AMA Ph.D. Consortium, University of Southern California, August 4, 1999, "The Boundaries of Relationship Marketing in Channels of Distribution."
- AMA Summer Educators' Conference, August 15, 1998, "Power and Relationship Marketing"; a special session held in honor of Louis Stern.
- Research Conference of the Journal of Marketing and the Marketing Science Institute, Boston, June 5, 1998, "The Boundaries of Relationship Marketing in Channels of Distribution", with Dave Stewart.
- Research Seminar, University of Georgia, April 26, 1997, "Channel Research: Challenges and Opportunities."
- Research Seminar, University of Georgia, April 25, 1997, "Distributor Information Sharing in Channels of Distribution."
- AMA Ph.D. Consortium, University of Colorado, July 31, 1996, "Channel Systems: A Macro Perspective."
- AMA Faculty Consortium on Strategic Marketing, Arizona State University, June 12, 1996, "Interorganizational Perspectives: Redrawing Boundaries and Managing Strategic Interdependencies."
- Research Seminar, University of Houston, October 27, 1995, "Outcome-based and behavior-based Coordination Efforts in Channel Relationships."
- Research Seminar, University of Florida, April 8, 1995, "Outcome-based and Behavior-based Channel Coordination Efforts."
- Doctoral Internationalization Consortium, University of Texas, Austin, March 25, 1995, "International Channels Research."
- AMA Winter Educators' Conference, February 13, 1995, "Close Channel Relationships: To Be or Not to Be."
- Research Seminar, University of Colorado Boulder, March 20, 1994, "Distribution Intensity."
- AMA Summer Educators' Conference, August 10, 1993, "Channel Systems in the Global Arena: A Typology" (with Keysuk Kim).

PRESENTATIONS (continued):

- MSI Charleston Conference on Understanding Competitive Decision-Making, June 15, 1993, "Buyer-Seller Relational Characteristics and Joint Decision-Making" (with Bernie Jaworski, Ajay Kohli, and Bert Weitz).
- Research Seminar, Penn State University, September 23, 1992, "Behavioral Channels Research: Future Challenges."
- AMA Ph.D. Consortium, Michigan State University, August 5, 1992, "Behavioral Channels Research: Progress and Problems."
- USC/UCLA Marketing Colloquium, May 15, 1991, "Behavioral Channel Research: Present Knowledge and Needed Research."
- Research Seminar, University of Pittsburgh, April 19, 1991, "Behavioral Channel Research: Present Knowledge and Needed Research."
- Retailing in the Year 2000 Symposium, University of Texas, Austin, November 16th 1990, "Multiple Channels of Distribution and Their Impact on Retailing."
- Research Seminar, University of California-Irvine, March 9, 1990, "The Use of Influence Strategies in Interfirm Relationships in Industrial Product Channels."
- Research Seminar, University of Alabama, February 16, 1989, "The Use of Influence Strategies in Channel Relationships in Industrial Product Channels."
- Special Session on Behavioral Channels Research at the AMA Winter Theory Conference, February 13, 1989, "Future Challenges in Distribution Channel's Research."
- Center for Telecommunications Management Conference on Marketing Strategies for Information Technologies, November 18, 1988, "The Vertical Integration Issue in Channels of Distribution."
- AMA Faculty Consortium on Marketing Channels and Distribution, July 27, 1988, "Marketing Channel Behavior."
- Research Seminar, University of Minnesota, May 6, 1988, "Dealer Dependence Levels and Reciprocal Actions in a Channel of Distribution in a Developing Country."
- Academy of Marketing Science Conference, April 28, 1988, Montreal, Canada, "The Status of Distribution Channel Research;" this was an invited presentation in a special session on channels research.
- Research Seminar, University of California-Irvine, February 17, 1988, "Strategic Implications of Channels Research."
- Marketing Theory Conference, February 9, 1988, "The Interface of Macro and Micro Channel Issues."
- Research Seminar, University of Washington-Seattle, March, 1987, "Challenges in Conducting Distribution Channel Research."

PRESENTATIONS (continued):

Research Seminar, University of California-Irvine, January, 1987, "Challenges in Conducting Distribution Channel Research."

USC/UCLA Marketing Colloquium, May 30, 1986, "Push and Pull Marketing Strategy for Industrial Markets: A Normative Framework."

Twelfth Ph.D. Converse Symposium, American Marketing Association, University of Illinois-Urbana, May 19, 1986, "On the Theory of Distribution Channel Structure."

Research Seminar, Distinguished Professor Program, Arizona State University, May 2, 1986, "Push and Pull Marketing Strategy for Industrial Markets: A Normative Framework."

Research Seminar, Distinguished Professor Program, Arizona State University, May 1, 1986, "Problems and Challenges in Distribution Channel Research."

Stellner Symposium on Theories of Marketing Practice, University of Illinois, May, 1985, "Push and Pull Marketing Strategy for Industrial Markets: A Normative Framework."

Research Seminar, University of Cincinnati, March, 1985, "Push and Pull Marketing Strategy for Industrial Markets."

Research Seminar, Southern Methodist University, February, 1985, "Interfirm Power and Its Use within a Channel of Distribution."

Strategic Marketing Seminar, American Marketing Association, Urbana, Illinois, April, 1983, "The Data Aggregation Issue in Empirical Analysis for Strategic Market Planning."

Research Seminar, University of Minnesota, June, 1982, "A Model of Interorganizational Exchange Behavior in Marketing Channels."

Guest Lecture Series, Ohio State University, June, 1981, "Marketing Management and Distribution Channels."

Logistics and Marketing Management Seminar, American Marketing Association, Mobile, Alabama, May, 1981, "Problems and Prospects for Increased Vertical and Horizontal Coordination of a Channel's Logistics Responsibilities."

Marketing Educators' Conference, American Marketing Association, Chicago, August, 1978, "The Application of Channel Power: Its Effects and Connotations."

Midwest AIDS, Cincinnati, May, 1978, "An Indirect Approach to Measuring Power in Distribution Channels."

Albert Haring Doctoral Symposium, Indiana University, April, 1978, "Use of Power in the Interfirm Influence Process."

DOCTORAL DISSERTATION COMMITTEES:

Christine El-Haddad, USC, summer of 2006 to present

DOCTORAL DISSERTATION COMMITTEES (continued):

Kersi Antia, University of Southern California, 1994 to 1997 (chair); now at University of Wisconsin, Madison

Keysuk Kim, University of Southern California, 1990 to 1992 (chair)

Walfried Lassar, University of Southern California, 1990 to 1992 (chair)

Kirti Sawhney Celli, University of Southern California, 1989 to 1992 (chair)

Raymond C. Rody, University of Southern California, 1989 to 1992 (chair)

Tassu Shervani, University of Southern California, 1988 to 1991 (chair); now at SMU

Scott Koslow, University of Southern California, 1989 to 1991

Robert Allerheiligen, University of Southern California, 1984 to 1985

Dennis Garrett, University of Illinois, 1984 to 1985

Sudhir Kale, University of Illinois, 1983 to 1984

GRADUATE AND UNDERGRADUATE TEACHING EXPERIENCE:

Behavioral Research in Marketing, Ph.D.
Marketing Channels, undergraduate, MBA, and Ph.D.
Marketing Strategy and Implementation, Ph.D.
Sales Force Management, MBA and undergraduate
Promotion Management, MBA and undergraduate
Marketing Management, MBA and undergraduate
Marketing Strategy, undergraduate

I generally receive high teacher ratings and positive written feedback from my students. I have won several awards for my teaching.

CONSULTING AND EXPERT WITNESS EXPERIENCE:

<u>Year</u>	<u>Company</u>	<u>Areas</u>
1977	General Motors	Distribution and promotion management
1978	Paul Harris Company (retailer of women's fashion products)	Market segmentation and promotion management
1978	Olympia Brewing Company	Market expansion and distribution management
1979	Wholesalers in the medical supply and equipment channel	Sales force and distribution management
1980	Hewlett-Packard	Personal selling and sales force management

CONSULTING AND EXPERT WITNESS EXPERIENCE:

1981	Richard Newman Associates, Inc. (advertising agency)	Personal selling and channel design
1982 and 1983	Pullman Trailmobile (manufacturer of truck trailers)	Personal selling, sales force management, and distribution management
1983	Famous Barr Department Stores (member of the May Department Stores Company)	Buyer-vendor relations and negotiating strategy
1983	Western Electric (now AT&T Technologies)	Marketing strategy and sales force management
1984	Christie Clinic (health care provider)	Branch location and promotional strategy
1984	Therapy Selection Services (health care provider)	Strategic marketing and marketing strategy
1985	Northrop Corporation (manufacturer of aerospace products)	Distribution channel design and management, sales force management, and countertrading
1985	Foot Leveler, Inc. (manufacturer of medical equipment)	Expert witness on marketing and distribution
1985	Deluca Wine and Spirits Corporation (distributor of wine and liquor)	Expert witness on marketing and distribution
1985 and 1986	Carnation	New product development and marketing strategy
1986	Standard Abrasives, Inc. (manufacturer of industrial abrasive products)	Supplier distributor relationships, marketing research, and new product development
1986	Photo-Graphix Systems, Inc. (manufacturer of photographic business cards)	Supplier-distributor relationships and distributor sales training programs
1987 and 1988	C & C Wholesale (distributor of beverages and food products)	Expert witness on marketing and distribution
1987	Maury Abrams Co., Inc. (real estate developer and shopping center owner)	Expert witness on marketing and distribution

CONSULTING AND EXPERT WITNESS EXPERIENCE (continued):

1988	3M	The management of distribution channel relationships
1988	Valcom, Inc. (franchisor of computer products)	Expert witness on marketing and distribution
1988	TRW	The design and management of channels of distribution, and market segmentation
1989	Merck Pharmaceutical	The building and maintenance of business partnerships
1990	Southern California Edison	Expert witness on marketing strategy
1990	Pedo-Seed (producer of hybrid vegetable and fruit seeds)	The design and management of channels and distribution
1990	Omaha Vacine Corporation (manufacturer of vaccines for livestock)	Expert witness on marketing and distribution
1990	Comac (marketing services provider)	Personal selling and sales force management
1991	Holmes-Hally Industries (manufacturer of garage doors)	Building a market-focused organization
1991 and 1992	Adrays (retailer of appliances and home entertainment products)	Expert witness on trademarks, marketing, and distribution
1992	Arthur Andersen	Building a market-focused organization
1992	Sunrider International (direct selling organization)	Building a market-focused organization
1992	Navistar (manufacturer of farm equipment)	Expert witness on marketing and distribution
1993	All-West (distributor of pet food)	Expert witness on marketing and distribution
1993	Shipley's (fashion retailer)	Expert witness on marketing and distribution
1993 and 1994	Several former distributors of Mac Tools, Inc.	Expert witness on marketing and distribution
1994	Joico (manufacturer of hair care products)	Expert witness on marketing and distribution

CONSULTING AND EXPERT WITNESS EXPERIENCE (continued):

1995	U.S. Justice Department	Distribution expert in evaluating Microsoft's inclusion of MSN in Windows' '95' software
1995	Honeywell, Perfect Climate Division	Distribution practices
1995	Letro, Inc (manufacturer of automatic pool cleaning equipment)	Expert witness on trade dress, marketing, and distribution
1995	Hewlett-Packard	The productivity of marketing and sales tactics with distributors
1996	Vanstar (distributor of computer products)	Expert witness on marketing and distribution
1996	AirTouch Cellular (cellular telephone service provider)	Expert witness on marketing and distribution
1996	Santa Monica Honda (motorcycle dealer)	Expert witness on marketing and distribution
1996	LGB (German manufacturer of model trains)	Expert witness on trademarks, marketing, and distribution
1996	Telesphere Liquidating Trust (telephone services)	Expert witness on marketing and distribution
1997	Bergen-Brunswig (distributor of pharmaceuticals)	Expert witness on marketing and distribution
1997	AirTouch Cellular	Expert witness on marketing and distribution
1997	Playtex (sun care products division)	Expert witness on marketing and distribution
1997	Micron Electronics (manufacturer of computer products)	Expert witness on marketing and distribution
1997	Hasbro, Inc.	Expert witness on marketing and distribution on the Internet
1997	LGB	Expert witness on marketing and distribution
1997	Oakland Raiders	Expert witness on licensing, marketing, and distribution

CONSULTING AND EXPERT WITNESS EXPERIENCE (continued):

1997	Super Sports, Inc. (retailer of sporting goods)	Expert witness on trademarks and their effects
1998	Anheuser-Busch	Expert witness on marketing and distribution
1998	Cambro (manufacturer of food service products)	Expert witness on distribution
1998	Dynamic (manufacturer of car alarms)	Expert witness on marketing and distribution
1998	Honeywell	Marketing and distribution
1998	Snap-On	Expert witness on distribution
1998	Bilstein (manufacturer of shock absorbers)	Expert witness on distribution
1998 and 1999	Coca-Cola	Re-design of channels in China
1998 and 1999	Lipton	Expert witness on marketing and distribution
1998 and 1999	AirTouch Cellular	Expert witness on marketing and distribution
1999	C & L Distribution (distributor of auto parts)	Expert witness on distribution
1999	Dacor (manufacturer of kitchen appliances)	Expert witness on distribution
1999	3M	Channel organization and management
2000	Tarkett (manufacturer of flooring products)	Expert witness on marketing and distribution
2000	Sky One (retailer of electronics)	Expert witness on marketing and distribution

CONSULTING AND EXPERT WITNESS EXPERIENCE (continued):

2000	Dallo and Company (operator of supermarkets)	Expert witness on marketing and distribution
2000	Taco Bell	Expert witness on marketing and distribution
2000 and 2001	American Booksellers' Association	Expert witness on marketing and distribution
2000 and 2001	Wal-Mart	Expert witness on marketing and distribution
2001	Medibuy (an internet-based supplier of medical supplies)	Expert witness on marketing and distribution
2001	Arctic Cat (manufacturer of snowmobiles and ATVs)	Channel organization and management
2001	Australia Vision (manufacturer of sunglasses)	Expert witness on marketing and distribution
2001 and 2002	Former distributors of Sara Lee	Expert witness on marketing and distribution
2002 and 2004	Gillette	Expert witness on marketing and distribution
2002	Wal-Mart (USA and Mexico)	Expert witness on marketing and distribution
2002	Edwards Cinemas	Expert witness on marketing and distribution
2002	Scotts' (lawn and garden products)	Expert witness on marketing and distribution
2002	Mobil Oil Corporation	Expert witness on marketing and distribution
2002	Pegasus (distributor of satellite television service)	Expert witness on marketing and distribution
2002 and 2003	Microsoft	Expert witness on distribution

CONSULTING AND EXPERT WITNESS EXPERIENCE (continued):

2002 and 2003	Pelican Products (manufacturer of carrying cases)	Expert witness on marketing and distribution
2003	Oakland Raiders	Expert witness on marketing and distribution
2003 and 2004	Nitgen (manufacturer of biometric products)	Expert witness on marketing and distribution
2004	Cyclone USA (manufacturer of automotive after-market products)	Expert witness on marketing and distribution
2004	EPI (distributor of automotive after-market products)	Expert witness on marketing and distribution
2004 and 2005	Mastercard International	Expert witness on marketing and distribution
2004 and 2005	Tong Yang (manufacturer) and Keystone (distributor) of automotive after-market products	Expert witness on marketing and distribution
2004 and 2005	C & L (former distributor of automotive after-market products)	Expert witness on marketing and distribution
2005	City of New York (vs. gun manufacturers and distributors)	Expert witness on marketing and distribution
2006	Adams' Golf	Expert witness on marketing and distribution
2006	Calphalon (manufacturer of cookware)	Expert witness on marketing and distribution
2006	Pelican Products (manufacturer of carrying cases)	Expert witness on marketing and distribution
2006	Sonic Wall	Expert witness on marketing and distribution
2007 and 2008	UPS	Expert witness on marketing and distribution
2007 and 2008	Sirius Radio	Expert witness on marketing and distribution

EXECUTIVE EDUCATION EXPERIENCE:

<u>Year</u>	<u>Program</u>	<u>Areas</u>
1980-1984	Faculty member, Industrial Marketing Management Seminar, University of Illinois	Distribution, sales force, and promotion management; sales forecasting; political processes within organizations; industrial buyer behavior
1982	Faculty member, Automotive Services Industry Association Seminar, University of Illinois	New product development
1983	Faculty member, Western Electric (now AT&T Technologies) Seminar, Chicago, Illinois	Marketing strategy, personal selling, and negotiating Strategy
1984 and 1985	Marketing of Professional Health Care Services, California Marketing Associates, Los Angeles	Strategic marketing and negotiating strategy
1986	General Electric, Management Development Institute, Crotonville, New York	Marketing strategy and management
1988 and 1989	Weyerhaeuser Corporation, Sales Leadership Seminar	The interface of marketing and sales management
1991	IBM Corporation, Business Partner Seminar	Channel management and building of partnerships in the channel
1991	USC Advanced Manager Program	Building a market-focused organization and channel management
1992	USC Advanced Manager Program	Creating value for customers
1992	Intel Foreign Manager Program	The structure and management of channels of distribution
1992 and 1993	Intel Marketing Program	The structure and management of channels of distribution, push and pull strategy, and retailing management
1992 to 1995	Honeywell Leadership Program	The structure and management of channels of distribution
1994 to 1997	USC Marketing Seminar	The structure and management of channels of distribution

EXECUTIVE EDUCATION EXPERIENCE (continued):

1994	Hotai Marketing Program	The structure and management of channels of distribution
1995 to 1997	Texas Instruments	The structure and management of channels of distribution
1996 and 1997	Samsung	The structure and management of channels of distribution

SERVICE, UNIVERSITY OF SOUTHERN CALIFORNIA, 1984 to present:

University Level

Member of the University Committee on Appointment, Promotion, and Tenure, from September, 2002 to December, 2007

USC Ambassador, beginning Fall of 2001 to the present

Member of the Committee on Faculty Tenure and Privileges Appeals since Spring, 2001

Member of the University Research Committee, 1986-1987, 1987-1988, 1988-1989

- ◆ Chaired a sub-committee on “Research Support for Faculty in the Arts, Humanities, and Social Science” during 1987-1988
- ◆ Chaired a sub-committee on “The Development Effort and Research Support” during 1988-1989

School of Business Administration Level

Member of the Research Committee, Fall, 2007 to present

Member of the MBA Curriculum and Over-site Committee, Fall, 2002 to Spring, 2003

Chair of the MBA Curriculum and Over-site Committee, Spring, 2001 through Summer, 2002

Chair of the Committee on Chaired Appointments, Fall, 2002

Member of an MBA teaching awards committee, Spring, 2000

Member of a committee evaluating the merits of Ananth Madaven’s record for a distinguished chaired position, Spring, 2000

Member of the School’s Personnel Committee, September 1, 1995 to May 1, 1999

Chaired Ph.D. Committee on identifying cross-departmental Ph.D. Courses, Fall, 1998

Head of School’s Personnel Committee, September 1, 1995 to May 1, 1997

School of Business Administration Level (continued):

- Director of Research Conferences at the Center for Telecommunications Management from Fall, 1987 to Summer, 1990
- Member of the Ph.D. Quest Committee, School of Business Administration 1984-1985
- Member of the Ph.D. Committee, School of Business Administration, Spring semester, 1985 to 1989
- Member of the Strategic Planning Committee, July of 1989 through April of 1992
- Member of the MBA Task Force, November, 1989 to December, 1990
- Member of the Dean's Fellows Committee from January of 1988 to May of 1990
- Member of the Distance Teaching Committee, Fall of 1989
- Panelist at the doctoral workshops held at the Los Angeles MBA Forums, November 9th and 10th, 1990
- Presentation at Ph.D. Recruitment Program, December 1989 and 1990
- Presentation at Undergraduate Recruitment Program, November 20, 1988
- Organized FBE and Marketing Research Seminars with Tom Gilligan, 1987-1988
- Member of the Research Committee, School of Business Administration, 1984 to 1987
- Attended Directors of Doctoral Programs in Business Administration meeting in Seattle, September 13-15, 1985
- Project research advisor for students in the IBEAR program, School of Business Administration, 1984-1987

Marketing Department Level

- Chair of the MBA Electives' Committee, Fall, 2006 through Fall, 2007
- Member of Minors' Committee, Fall, 2006 to present
- Chair of a Committee on evaluating staff performance, Spring, 2005
- Chair of Allen Weiss' Peer Evaluation Group, Fall, 2002
- Member of Shantanu Dutta's Peer Evaluation Group, Fall, 2002
- Chaired recruiting committee for an Assistant Clinical Professor position, Spring, 2002
- Chair of Debbie MacInnis' Peer Evaluation Group, Fall, 2000
- Served on the guidance committees of Youngshuan Bao, Matthew Thomson, and Shoming Qu during the summer of 2000

Marketing Department Level (continued):

- Chaired recruiting committee for an Assistant Clinical Professor position, Spring, 2000
- Chaired committee evaluating the status of the Ph.D. program in Marketing, Spring, 2000
- Chaired committee evaluating annual faculty performance, Spring, 1999
- Coordinated faculty recruiting effort, Summer, 1998
- Chaired staff evaluation committee, Spring, 1998
- Chairman of Robert Spekman's PEG Committee during the Spring of 1990
- Served on two PEG Committees during the Fall of 1989
- Served on three PEG Committees during the Fall of 1988; chairman of Wesley Johnston's committee
- Served on four PEG Committees during the Fall of 1987; chairman of Valerie Folkes' committee
- Coordinator of recruiting efforts in the Department, 1985 through 1988
- Member of the "Chairman's Advisory Committee," 1987 to 1989
- Member of the "Ph.D. Committee," 1985 to 1990
- Coordinator of the Ph.D. Program in Marketing, 1985 to 1987
- Served on committee to develop a "mission statement" for the department, Fall semester, 1986
- Served on committee to evaluate a proposal for a revised M.B.A. Program, April 1986
- Co-coordinator (along with John Graham) of the "Guest Speaker Series," Spring semester, 1985
- Represented the Department at the Forum for University Admissions Staff, August 24, 1988 and August 16, 1989
- Developed Ph.D. courses on "Marketing Strategy and Implementation" and "Implementation of Marketing Programs"
- Course Section Coordinator for the undergraduate Sales Force Management (MKT 415) class from Fall of 1987 through Spring of 1990

SERVICE, UNIVERSITY OF ILLINOIS, 1979-1984:

- Developed a Ph.D. course on "Interorganizational Marketing Systems," an MBA course on "Sales Force Management," and an undergraduate course on "Industrial Marketing"
- Dealt with members of the Central States Industrial Distributors Association in funding and developing an education program in Industrial Distribution
- Served on Committee to develop a "mission statement" for the Department, Fall semester, 1983

SERVICE, UNIVERSITY OF ILLINOIS, 1979-1984 (continued):

Served on the Graduate Admissions, Library, and Capricious Grading Committees

Coordinated faculty recruiting efforts at the American Marketing Association's Educators' Conference, 1980 and 1982

Faculty advisor to Alpha Kappa Psi, 1981 through 1984

Faculty advisor for students in the Individualized Plan of Study Program

SERVICE, INDIANA UNIVERSITY, 1975-1979:

President of DBA Association, 1978-1979

Member of the DBA Association's Policy Committee, 1977-1978 and 1978-1979

Athletic chairman of DBA Association, 1977-1978

Assisted Ralph L. Day in editing Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, (Division of Research: Indiana University), Summer 1977

Coordinator of Albert Haring Doctoral Symposium, Spring 1977