Contributors

**Michael Ahearne** is the C.T. Bauer Chaired Professor in Marketing and Executive Director of the Sales Excellence Institute at the Bauer College of Business, University of Houston. His research focuses primarily on two areas: the performance of sales organizations and building brand identity and corporate image.

**Sönke Albers** is Professor of Marketing and Innovation and Dean of Research at Kühne Logistics University in Hamburg, Germany. His research interests are in the fields of sales management, marketing mix planning, electronic business and the diffusion of innovations. He works primarily with quantitative models but also does empirical research testing hypotheses.

**Kersi D. Antia** is Assistant Professor of Marketing, School of Business, University of Wisconsin–Madison. His research deals with the governance of inter-firm relationships (vertical channel relationships, franchising, strategic alliances) and the impact of technology, particularly the Internet and its information-sharing capabilities, on these relationships. Though trained as a survey researcher, Kersi has developed a significant interest in longitudinal analysis.

**Ranjan Banerjee** is the Director and Group COO of Insta Worldwide. His research interests center on distribution channel design and management and customer relationship management, including how to use analytical and empirical approaches to explain the existence of multiple channels of distribution, as well as the performance implications of channel governance choices.

**Roger Baxter** is a Senior Lecturer at AUT University, Auckland, New Zealand. He researches value creation and resource flows in relationships. He has published in *Industrial Marketing Management* and the *Journal of Business Research*. Before entering academia, he worked in senior sales and marketing positions in multinational corporations.

**Joshua T. Beck** is a marketing PhD student at the University of Washington in Seattle. His research interests in the relationship marketing domain center on trying to understand how relational assets are created and implemented along with other strategic assets to enhance a firm’s competitive advantage in various market environments. His research has appeared in the *Journal of Consumer Psychology*.

**Mark Bergen** is the James D. Watkins Chair in Marketing at the Carlson School of Management. Bergen’s research focuses on pricing and channels of distribution, where he has studied issues such as pricing as a strategic capability, price wars, price pass-throughs, branded variants, dual distribution, gray markets, co-op advertising and quick response.

**Torsten Bornemann** is Assistant Professor of Marketing at the University of Mannheim, Germany. His research interests include innovation management, marketing strategy and business-to-business marketing.
Douglas Bowman is Professor of Marketing, Area Coordinator for Marketing, and Senior Associate Dean for External Relations at Emory University’s Goizueta Business School. His research interests include marketing strategy, marketing mix analysis and customer relationship management.

Kevin Bradford is Associate Professor, Mendoza College of Business, University of Notre Dame. Kevin conducts research on developing an understanding of significant issues within the marketing system and its relationship to society. His work has centered on the marketing domain (e.g. salespeople, sales management, development of relationships), the customer domain (e.g. buyer-seller relationships) and public policy domain (e.g. firearm diversion, distribution channel capability, responsibility).

Steven P. Brown is Bauer Professor of Marketing at the C.T. Bauer College of Business, University of Houston. His research interests focus on identifying ways of building and sustaining competitive advantage through effective sales and service organizations.

Frank Cespedes is a Senior Lecturer at Harvard Business School where he has taught Marketing, Strategy and Entrepreneurial Management in the MBA and various executive education programs. For 12 years he was Managing Partner at the Center for Executive Development (CED), a firm that worked with firms in the United States, Asia and Europe on strategy implementation issues. He is the author of six books, and articles in Harvard Business Review, Journal of Personal Selling & Sales Management, Organization Science, Wall Street Journal, and other publications.

Jennifer D. Chandler is Assistant Professor of Management at California State University Fullerton, Mihalyo College of Business and Economics. She holds a BA from UCLA, an MBA from the University of Hawaii at Manoa and a PhD from the University of California, Irvine. Dr Chandler focuses on strategy, the resource-based view of the firm and social network analysis. She is interested in innovation, learning and knowledge management.

Rajesh K. Chandy is Professor of Marketing and Academic Director of the Institute for Innovation and Entrepreneurship at London Business School, where he also holds the Tony and Maureen Wheeler Chair in Entrepreneurship. Dr Chandy’s areas of expertise include innovation, technology management, emerging markets and marketing strategy. His research and publications have received several awards, including the Journal of Marketing Harold Maynard Award for contributions to marketing theory and thought. His papers have also been named as finalists for the Journal of Marketing Research William O’Dell Award for the most significant long-term contribution to marketing, the INFORMS Society for Marketing Science Practice Prize, and the Journal of Marketing Research Paul Green award for contributions to the practice of marketing research.

Robert G. Cooper is President of the Product Development Institute Inc.; Professor Emeritus, DeGroote School of Business, McMaster University, Hamilton, Ontario, Canada; and ISBM Distinguished Research Fellow at Penn State University’s Smeal College of Business Administration. His research interests focus on the management of service and product innovation.

Anne T. Coughlan is J.L. & Helen Kellogg Professor of Marketing, Kellogg School of Management, Northwestern University. Coughlan’s main research interests are in the
areas of distribution channels, sales force management and compensation, and pricing. Current research projects include modeling optimal restocking fees in returns management and how they affect consumer behavior and optimal pricing; optimal sales force diversification and group incentive payments; and an international study of how taxation policies and job challenge interact in the setting of sales compensation in several European countries.

**George E. Cressman Jr** is founder and president of World Class Pricing, a consultancy specializing in helping clients build world-class pricing managers. George has over 28 years of experience in the chemicals industry, having worked in positions of pricing, marketing and business management, finance, research and manufacturing.

**Shantanu Dutta** works in the Marshall School of Business at the University of Southern California. He is an expert on strategic marketing, especially in high-technology markets. He also studies how firms use distribution, partnerships and value pricing to build competitive advantages. His research has been published in leading marketing, economics and management journals, including the *Journal of Marketing; Journal of Marketing Research; Marketing Science; Quarterly Journal of Economics; Journal of Law and Economics; Journal of Law, Economics and Organization; Management Science and Strategic Management Journal*. He serves on the editorial boards of the *Journal of Marketing Research and Marketing Science* and is Secretary of the Informs Society for Marketing Science.

**Liam Fahey** is co-founder and executive director of Leadership Forum, Inc. He serves as Professor of Management Practice at Babson College. His academic research, organization consulting and executive teaching focus on the creation and use of ‘marketplace intelligence’: developing superior understanding of the competitive present and future to shape and inspire more informed and incisive decision-making.

**Shankar Ganesan** is the Karl Eller Professor of Marketing in the Department of Marketing at the Eller College of Management, University of Arizona. Professor Ganesan’s research interests focus on the areas of inter-organizational relationships, buyer–seller negotiations, service failure and recovery, and new product innovation.

**Mrinal Ghosh** is the W.H. and Callie Clark Associate Professor of Marketing at the Eller College of Management, University of Arizona. His primary research interests lie in using the lens of organizational economics to study marketing problems in the domain of business-to-business marketing, marketing strategy, entrepreneurship and innovation, marketing channels and sales force compensation and design.

**Srinath Gopalakrishna**’s research focuses on quantitative modeling approaches to problems in B2B marketing and sales. His research examines the effectiveness of B2B communications such as advertising, direct mail and trade shows and how they can be integrated with personal selling. He has received the Distinguished Research Fellowship Award, the O’Brien Award and the Kemper Award for Teaching Excellence at the University of Missouri.

**Abbie Griffin** holds the Royal L. Garff Presidential Chair in Marketing and is Chair of the Marketing Department at the University of Utah’s David Eccles School of Business.
Professor Griffin’s research investigates how to measure and improve the process of new product development. She is an avid environmentalist, skier, hiker and quilter.

Ernan Haruvy is Associate Professor of Marketing, School of Management, University of Texas at Dallas.

Hillbun (Dixon) Ho is an assistant professor in the Division of Marketing and International Business and a fellow of the Institute on Asian Consumer Insight at Nanyang Technological University, Singapore. His research areas include business-to-business marketing, distribution channels, retailer strategies and consumer search behavior. Before joining NTU, he taught at Monash University in Australia.

Christian Homburg is Professor of Marketing, Chair of the Marketing Department, and Director of the Institute for Market-Oriented Management at the University of Mannheim, Germany. He is also Professorial Fellow at the Department of Management and Marketing at the University of Melbourne, Australia. His research interests include business-to-business marketing, sales management, and marketing strategy.

Sandy Jap is the Dean’s Term Chair Professor of Marketing at the Goizueta Business School, Emory University. Sandy is a leading expert in the field on the development and management of inter-organizational relationships, multichannel issues, online procurement and B2B e-commerce. Her PhD is from the University of Florida (Go Gators!).

George John holds the General Mills and Paul S. Gerot Chair in Marketing at the Carlson School of Management, University of Minnesota, Twin Cities. His research interests are in extending and applying transaction cost economics and new empirical industrial organization approaches to marketing problems in business-to-business marketing, marketing channels, sales force compensation and marketing strategy.

Wesley J. Johnston is CBIM Roundtable Professor of Marketing, Georgia State University. Johnston’s research interests include the application of behavioral sciences to marketing in the areas of customer relationship management and strategic account programs. He is an expert in network dynamics and relationship strategies, especially in sales force management.

Kissan Joseph is Associate Professor and Stockton Research Fellow at the University of Kansas. His research interests include sales force compensation, pricing, advertising budgeting and topics residing at the marketing–finance interface. His research has appeared in the Journal of Marketing, Marketing Science, Marketing Letters, Journal of Interactive Marketing and other outlets.

Kevin Lane Keller is the E.B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Professor Keller’s general area of expertise lies in marketing strategy and planning and branding. Professor Keller is currently conducting a variety of studies that address strategies to build, measure and manage brand equity.

Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University’s Kellogg School of Management, and one of the world’s leading authorities on marketing. His writing had defined marketing around
the world for the past 40 years. The recipient of numerous awards and honorary degrees from schools all over the world, he holds an MA from the University of Chicago and a PhD from MIT, both in economics. Kotler has an incredible international presence – his books have been translated into approximately 25 languages, and he regularly speaks on the international circuit.

**V. Kumar (VK)** is the Lenny Distinguished Chair Professor of Marketing and Executive Director, Center for Excellence in Brand & Customer Management, J. Mack Robinson College of Business, Georgia State University. He has been recognized with seven lifetime achievement awards in Marketing Strategy, Inter-Organizational Issues, Retailing and Marketing Research from the AMA and other professional organizations.

**Son K. Lam** is Assistant Professor of Marketing at Terry College of Business, University of Georgia. His research focuses on sales management, internal marketing and customer–brand relationships. Son’s research has appeared in the *Journal of Marketing Research, Journal of Marketing* and *Journal of Retailing*.

**Sally E. Lorimer** is a consultant and business writer. She was previously a principal at ZS Associates, where she consulted with numerous companies on sales force effectiveness. She holds a Master of Management degree from the Kellogg School of Management at Northwestern University. She is the co-author of three books on sales force management.

**Robert F. Lusch** is Professor of Marketing and holder of the James and Pamela Muzzy Chair in Entrepreneurship and Innovation. His research interests are in strategic marketing, marketing channels and the service-dominant logic.

**Murali K. Mantrala** is Sam M. Walton Distinguished Professor of Marketing at the University of Missouri, Columbia. His research interests fall in the areas of B2B market segmentation, sales management and resource allocation; two-sided markets and media marketing mix modeling; retail assortment and pricing strategies.

**Detelina Marinova** is an Assistant Professor of Marketing at the University of Missouri-Columbia. Detelina’s research interests lie at the intersection of marketing strategy and econometric modeling. Her current research focuses on market learning and innovation, marketing strategy mechanisms in service organizations and judgment dynamics in managerial and customer decision-making.

**Jakki J. Mohr** is the Jeff & Martha Hamilton, Regents Professor of Marketing at the University of Montana. Dr Mohr’s primary research is on the marketing strategies of high-technology companies and has been published in the *Journal of Marketing, Strategic Management Journal* and *Journal of the Academy of Marketing Science*, among others. An award-winning teacher, Dr Mohr also conducts executive education classes with mid-level and senior executives at universities and companies worldwide.

**Neil A. Morgan** is an Associate Professor and the PetSmart, Inc. Distinguished Professor of Marketing Chair in the Kelley School of Business, Indiana University. His research interests include marketing strategy implementation and linking marketing-related resources and capabilities with firms’ product market, accounting and stock market performance.
Ralph Oliva is the Executive Director of the Institute for the Study of Business Markets (ISBM), and Professor of Marketing in the Smeal College of Business Administration at Pennsylvania State University. He is driving the growth of ISBM as the leading academic center devoted to advancing knowledge and practice in B2B marketing worldwide. The ISBM is supported by over 70 major firms and a network of more than 100 researchers, all focused on B2B.

Robert W. Palmatier holds the John C. Narver Chair of Business Administration at the University of Washington’s Foster School of Business. His research interests are focused on relationship marketing and business strategy. His research has appeared in the *Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Retailing* and *Journal of Consumer Psychology*.

Jaideep C. Prabhu is Jawaharlal Nehru Professor of Indian Business and Enterprise and Director of the Centre for India & Global Business at Judge Business School, University of Cambridge. His current research is mainly on the globalization of innovation and the role of emerging economies in this process.

Sourav Ray is Associate Professor of Marketing in the DeGroote School of Business at McMaster University. Dr Ray’s research interest is in industrial and retail marketing strategies, focusing on strategic pricing and distribution channel issues. Recent topics of his research include asymmetric and dynamic pricing in the grocery retail sector and systems marketing practices in high-tech markets. He explores both profit and policy implications of such marketing strategies using theoretical and empirical quantitative methodologies.

Werner Reinartz is a Professor of Marketing at the University of Cologne, Germany. His research interest and expertise focus on the subjects of customer management, services, retailing and distribution channel management. His research work in these domains has been published in leading marketing journals, and his work on customer lifetime value is widely cited.

Aric Rindfleisch is Department Chair and McManus-Bascom Professor in Marketing at the University of Wisconsin–Madison and Research Professor at Korea University. He has also served as a faculty member at the University of Arizona and Tilburg University and worked for J. Walter Thompson-Japan, Millward Brown and the US Army. Aric’s research, which focuses on understanding inter-organizational relationships, consumption values and new product development, has been published in the *Journal of Marketing, Journal of Marketing Research* and numerous other journals.

Lisa K. Scheer is the Emma S. Hibbs Distinguished Professor and Professor of Marketing at the University of Missouri’s Trulaske College of Business. Her research interests include interpersonal and B2B marketing relationships and the implementation of marketing strategy, with emphases on trust, fairness, interdependence, conflict and relationship-building processes and strategies.

Don E. Schultz is Professor (Emeritus-in-Service) Integrated Marketing Communications at Northwestern University, Evanston, IL. He holds a BBA from the University of Oklahoma and an MA and PhD from Michigan State University. He is President of Agora, Inc., a global marketing, communication and branding consulting firm.
Sanjit Sengupta is Professor of Marketing at San Francisco State University. His research interests include new product development and technological innovation, strategic alliances, sales management and international marketing. His research has appeared in many journals including the *Academy of Management Journal, Journal of Marketing* and *Journal of Product Innovation Management*. He has taught in many executive development programs in India, Finland, Poland, South Korea and the United States.

Venkatesh Shankar is Professor of Marketing and Coleman Chair in Marketing at the Mays Business School, Texas A&M University. Dr Shankar’s areas of specialization include marketing strategy, innovation, international marketing, digital business, pricing and retailing. He has corporate experience in marketing and international business development. He has made over 150 presentations in diverse countries.

Jagdip Singh currently holds the H. Clark Ford Chair in Marketing at the Weatherhead School of Management, Case Western Reserve University. Jagdip’s research involves issues related to building and sustaining effective and enduring connections between organizations and their customers, especially in service industries, and understanding how firms organize, implement and support change and knowledge management to balance the competing goals of productivity and quality in the frontlines.

Prabhakant Sinha is Founder and Co-chairman of ZS Associates, the leading sales management consultancy in the world. A former faculty member in the Marketing department at the Kellogg School of Management at Northwestern University, he has also taught in executive education programs at London Business School and the Indian School of Business. He has consulted with hundreds of firms around the world and has co-authored several books on sales force effectivelessness.

Stanley Slater is the Lillis Professor of Business Administration at Colorado State University. Professor Slater won the 2011 Mahajan Award for Lifetime Contributions to Marketing Strategy Research, given by the Marketing Strategy Special Interest Group of the American Marketing Association. His research interests include the performance implications of a market orientation, marketing’s role in business strategy success and processes for innovation management.

Rebecca J. Slotegraaf is Associate Professor of Marketing and Whirlpool Faculty Fellow at the Kelley School of Business, Indiana University. Dr Slotegraaf’s research interests focus on the role of marketing resources, capabilities and new products as sources of competitive advantage.

Robert E. Spekman is the Tayloe Murphy Professor of Business Administration at the University of Virginia’s Darden Graduate School of Business. He is a recognized authority on business-to-business marketing strategy, channels of distribution design and the implementation of go-to-market strategies. Robert is also well known for his research and corporate consultancy work in strategic alliances, partnerships and supply chain management. The author of more than 100 articles and papers, Robert has also written/edited eight books and monographs.

Raji Srinivasan is Associate Professor of Marketing at the University of Texas at Austin, McCombs School of Business. She has published in the *Journal of Marketing*,
Gerard J. Tellis is Professor, Neely Chair of American Enterprise, and Director of the Center for Global Innovation, at the USC Marshall School of Business. He is an expert in innovation, advertising, global market entry, new product growth, quality and pricing. He has published four books and more than 100 papers, which have won over 20 awards.

Robert J. Thomas is Professor of Marketing in the McDonough School of Business at Georgetown University, where he has also been Senior Associate Dean, Director of Executive Programs and Associate Dean for Graduate Business Programs. He conducts research in the areas of market segmentation, new product development and organizational buying behavior.

Christophe Van den Bulte is an Associate Professor of Marketing at the Wharton School of the University of Pennsylvania. His research focuses on new product diffusion and social networks. Several of his projects involve business-to-business settings in which network structure is particularly important.

Rajan Varadarajan is Distinguished Professor of Marketing and Ford Chair in Marketing and E-Commerce at Texas A&M University. His primary teaching and research interests are in the areas of marketing strategy, innovation, international marketing and e-commerce. His research has been published in the Journal of Marketing, Journal of the Academy of Marketing Science, Academy of Management Journal, Strategic Management Journal, Management Science and other journals. Rajan served as editor of the Journal of Marketing from 1993 to 1996 and as editor of the Journal of the Academy of Marketing Science from 2000 to 2003.

Stephen L. Vargo is a Shidler Distinguished Professor and Professor of Marketing at the University of Hawai‘i at Manoa. His primary research areas are marketing theory and thought and consumers’ evaluative reference scales. Professor Vargo has been awarded the Harold H. Maynard Award by the American Marketing Association for his significant contributions to marketing theory and thought and the Sheth Foundation Award for his long-term contributions to the field of marketing.

Rajkumar Venkatesan is the Bank of America Research Associate Professor of Business Administration at the Darden Graduate School of Business, University of Virginia. Raj’s research focuses on identifying profitable customer-centric marketing strategies. He has published articles in the Journal of Marketing, Journal of Marketing Research, Marketing Science and Harvard Business Review.

Barton A. Weitz is the JC Penney Eminent Scholar Professor of Marketing at the University of Florida. He is the recipient of the American Marketing Association/Irwin Distinguished Marketing Educator Award and was the co-author of Selling: Building
Partnerships; three of his articles were selected as the articles making the greatest impact on personal selling and sales management in the twentieth century.

Arch G. Woodside is Professor of Marketing, Boston College. He is a Fellow of the American Psychological Association, APS, Royal Society of Canada, Society for Marketing Advances and the International Academy for the Study of Tourism. He is a past president of the Society of Consumer Psychology. He is the Editor-in-Chief of the Journal of Business Research. He is the founder of the International Academy of Culture, Tourism, and Hospitality Research. He is the Editor of the Emerald Publishing book series, Advances in Business Marketing and Purchasing.

Stefan Wuyts is Associate Professor of Marketing, Koç University, and Tilburg University. Professor Wuyts teaches marketing strategy, business-to-business marketing, innovation and new product development and marketing channel management. His recent research focuses on the areas of marketing channels and other forms of inter-firm relationships (alliances, outsourcing relationships), innovation, technology-intensive industries and social networks.

Andris A. Zoltners, Founder and Co-Chairman of ZS Associates, is a Frederic Esser Nemmers Distinguished Professor Emeritus of Marketing at the Kellogg School of Management at Northwestern University, where he had been a faculty member for more than 30 years. Professor Zoltners’ areas of expertise are sales force strategy; sales force size, structure and deployment; sales force compensation; and sales force effectiveness. He has personally consulted for over 100 companies in more than 20 countries. In addition to his consulting, he has spoken at numerous conferences and has taught sales force topics to several thousand Executive, MBA and PhD students.