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Reliance Professor of Management and Private Enterprise

UNIVERSITY OF PENNSYLVANIA

Dean, The Wharton School (August 2007-Present)

- Chief academic and administrative officer of the world's first collegiate business school, composed of two campuses and 235 standing faculty across 10 departments and 20 research centers.

- Provides a vision for the School's educational, research, and outreach programs, advancing Wharton as a force for social and economic good around the world.

- Champions Wharton and Penn's creation of "points of presence" in major international locations.

- Builds consensus toward the School's strategic priorities among faculty, administration, and a network of more than 91,000 alumni in 140 countries.

- Attracts and retains a faculty of international excellence at the leading edge of knowledge.

- Attracts superb students with diverse backgrounds and interests, and champions educational programs of the highest quality.

- Champions the implementation of Wharton's new MBA curriculum experience and the enhancement of the undergraduate and Executive MBA programs.

- Builds and strengthens curricular and research links with other schools and departments within the University through joint degree programs and joint faculty appointments.

- Oversees the School's $550 million fundraising campaign, designed to ensure Wharton's place as the world's preeminent business school. Priorities include research institutes to drive innovation, increased financial support for faculty and students, and resources for curricula, facilities, and information technology.

- Procures and manages resources of $400 million to achieve the School's aims and ambitions.

EMORY UNIVERSITY (1998-2007)

Executive Faculty Director, Institute for Developing Nations, July 2006-August 2007

- Reported directly to Emory's President with the responsibility for creating and leading a new Institute for Developing Nations (jointly with The Carter Center).
- Launched in the summer of 2006 with an initial endowment of $20 million.
- Created an Academic Board of Emory faculty and Carter Center executives to design a research agenda focused on interdisciplinary approaches to poverty and its alleviation.
- Formed an external International Advisory Board to guide the Institute in its mission and to act as a source of ideas and connections to developing nation researchers.

Chair, International Strategy, January 2005-July 2006

- Reported directly to Emory's President with responsibility for creating and implementing an innovative strategy for further internationalization of the University.
- Launched the first of three new International Advisory Boards in the Europe/Mideast/Africa region.
- Spearheaded the development of fundraising proposals for international initiatives and evaluated major opportunities for an Emory presence in the Middle East.
- Championed plans in conjunction with Admissions and undergraduate Deans to triple international student enrollment at the undergraduate level.
- Created substantial new strategic alliances with Peking University, Yonsei University (Korea), and Addis Ababa University (Ethiopia).

Dean, Goizueta Business School, Emory University, 1998-December 2004

- Chief Executive Officer of a highly select world-class business school named after Coca-Cola's visionary Chairman and CEO, Roberto C. Goizueta.
- Achieved enhanced reputation and rankings for Goizueta's degree programs.
- Led a major fundraising initiative. Endowment for chairs, scholarships and research centers increased 80%. Completed fundraising for a second building that opened in summer 2005.
- Launched an innovative new Ph.D. Program in the fall of 2002. Spearheaded faculty support, University and Trustee approvals, and initial funding.
- Offered a successful new Modular Executive MBA Program beginning in the fall of 2002. Program comprises on-campus modules at Goizueta Business School and at partner schools

in Europe and Asia and incorporates one-third distance learning.

- Raised student quality indicators at the BBA and MBA levels and increased meaningful work experience for MBA admits. Secured membership in *The Consortium* in order to accelerate minority MBA enrollments.

- Created innovative alliances with international and domestic business schools (35 in total) for executive education, student and faculty exchange, and knowledge dissemination. Secured membership in the elite *Program for International Management*.

LONDON BUSINESS SCHOOL (1994–1998)

Deputy Dean for Programs, 1995-1998

- Headed the School's portfolio of renowned MBA, Sloan, Master of Finance, and Executive Education teaching programs. Provided overall direction for Admissions, Curriculum, and Placement.

- Achieved aggressive enrollment targets to provide significant financial contributions to the School. LBS's portfolio is comprised mainly of program revenues (rather than endowment), and the School depends on both an increasing revenue base and a reliable revenue stream.

- Championed a major review of the School's program portfolio resulting in significant enhancements. These included adding a new format Executive MBA (modular instead of weekend), a redesign of the Sloan Program to reach a somewhat different student base, adding a second stream of the Master of Finance Program, and eliminating the International Executive Management Program that had failed to meet enrollment targets.

- Led a 40% increase in executive education revenues from new programs and clients and a more professional marketing program. Encouraged the design of new consortia programs and an outreach to non-UK clients.

- Launched a major new London Business School television initiative in partnership with Financial Times Television, which aired via CNBC in Europe, and the Knowledge Channel in the U.S.

- Championed the creation of the Birla Center (India) as a new locus of research excellence focused on developing economies.

Chair, Marketing Subject Area, 1994-1998

- Played a key role in hiring a cadre of new faculty to build the subject area to compete against other world-class schools.

- Encouraged faculty publication in major international journals directed at scholars and thoughtful practitioners.

- Created The Marketing Leadership Forum executive course as a joint venture with Duke University's Fuqua School.

Sainsbury Professor, 1994-1998

- Awarded the Sainsbury Chair after an international search by London Business School.

THE WHARTON SCHOOL (1971-1994)

Associate Dean, Executive Education, The Wharton School, 1984-1988

- Radically changed Wharton's executive education philosophy. Executive Education was viewed as tangential and inconsistent with research. Positioned executive education as a teaching program (instead of isolated courses) with delineated processes of faculty curriculum approval and quality control.

- Revamped the portfolio of executive education courses from two-and three-day "road shows" to one-to-five week-on-campus programs. Substantially increased the participation of full-time faculty in courses.

- Developed twenty new executive programs, including the five-week Advanced Management Program and the three-week International Forum.

- Raised revenue from less than $1 million to $10 million in four years.

- Chaired the Building Committee for a new executive conference center under Dean Russell E. Palmer.

- Generated a multimillion-dollar financial contribution from executive education to Wharton and the University of Pennsylvania.

- Helped procure three new endowed chairs in Marketing, Social Responsibility, and Real Estate.

Chairperson, Department of Marketing, The Wharton School, University of Pennsylvania, 1978-1984 and 1988-1994

- Provided enlightened leadership for what is regarded in a number of polls as the top academic marketing department in the world.

- Substantially rebuilt the faculty to a position of excellence; hired fifteen of the twenty-three faculty in-residence.

- Increased funding from external sources for faculty research and development via the creation of a Marketing Advisory Board.

- Founded and directed the Center for Research on Media and Children, 1974 to 1981—an interdisciplinary research center funded by grants from the National Science Foundation and major corporations.

- Developed new curricula at undergraduate, MBA and executive education levels in line with School's evolving curriculum philosophy to internationalize and emphasize student leadership skills.

Chaired Professor, The Wharton School, 1987–1994

- Awarded the Pomerantz Chair based on scholarly achievements.

Associate and Full Professor, 1971–1987

- Hired as an Associate Professor in 1971. Promoted to Full Professor in 1976.

HARVARD BUSINESS SCHOOL (1968-1971)

Assistant Professor

- Taught First Year Marketing, MBA Consumer Behavior, Doctoral Reading and Research Seminars on Consumer Behavior, and Doctoral Marketing Management courses. Guest lectured in Advanced Management Program.

- Developed a set of cases for a new course in Consumer Behavior.

UCLA, ANDERSON SCHOOL (1966-1968)

Assistant Professor

- Taught MBA and undergraduate level courses on Consumer Behavior, Advertising, and Communication Theory.

- Taught Marketing module of Senior Executive Program.

BUSINESS AND PROFESSIONAL RELATIONSHIPS

Active with major U. S., European, and Asian enterprises as a board member, consultant, speaker, and expert witness. Role usually has been in the formulation and implementation of marketing strategy, with a strong specialty in the marketing of new products and technologies.

- Corporate Boards. Serve on the Board of Directors of The Carlyle Group and CRA International. Have served on the Boards of Directors of PRG Schultz, Tranzonic, International, and Acurid (a joint venture of SC Johnson and Rollins).

- Community and Professional Boards. Have taken an active role in organizations that serve to enhance university and community interests.

    - Serve on the Advisory Boards of leading international schools on behalf of the University of Pennsylvania. These include Peking University, Shanghai Jiao Tong University, Tsinghua University, Singapore Management University, and The Sorbonne.
    - Served on the Board of Advisors for the Atlanta Chamber of Commerce.
    - Provided guidance to *The Carter Center* as a member of the Board of Counselors.
    - Served on the Board of the Center for Market Oriented Management (Professor Christian Homburg) at University of Mannheim in Germany.
    - Served on the Board of The Washington Campus—a consortium for public policy initiatives for business school students.
    - Served as a member of Marketing Council's Academic Advisory Board (UK).
    - Served as a member of Marketing Science Institute's Strategies Steering Group.
    - Belonged to other organizations on behalf of Goizueta Business School:
        - Consortium for Graduate Study in Management (minority MBA focus).
        - Program for International Management
        - Forte Foundation (female MBA focus)
        - European Institute for Advanced Studies in Management
        - Atlanta Rotary Club

- Consulting. Have provided counsel to a wide variety of international firms on marketing strategy, including Procter & Gamble, IBM, Roche Laboratories, T. Rowe Price, Nestlé Findus, ScottishPower, Standard Life, Merck, British Airways, and Verizon.

- Executive Seminars. Have conducted executive seminars for international firms, such as IBM, Pfizer, Denstu (Japan), Siam Cement (Thailand), Schlumberger (France), Rolls-Royce (UK), and SCA (Sweden).

- Expert Witness. Served as an expert witness for the Federal Trade Commission and for major clients on patent infringement and antitrust. Served on Procter & Gamble's behalf in largest patent settlement case to that time and in the U.S.-Japanese television receiver antitrust case.

ACADEMIC RECORD

Research

My research interests comprise three major streams of enquiry:

- Marketing Strategy and Competitive Behavior. This research interest is represented by conceptual writing on this topic, together with a series of articles on the deregulation of the airline industry. My current research focuses on the role of competitive strategy variables on the acceptance of innovation and the effects of signaling on industry behavior. Research funded by Marketing Science Institute studied competitive reaction to new product and pricing signals and the incidence and determinants of competitive "bluffing."

- Diffusion of Innovation. This has been an active research interest since my 1971 book, Innovative Behavior and Communication, which is widely cited by scholars in the field. My research approach has been behavioral in nature, focused primarily on innovative decision processes and patterns of diffusion. My most recent research projects examine the diffusion of technological innovations at the organizational level of analysis and the incidence and value of "preannouncing" new products. Research on emerging technology has been pursued under a grant (with Professor Patrick Barwise) from the Markle Foundation.

- Consumer Behavior. I have published texts and conducted research on multiple aspects of consumer behavior. This research has included assessment of the effects of advertising on children, as well as advertising effects under low versus high involvement decision processes. Published the Handbook of Consumer Behavior, a set of original papers focusing on leading-edge research contributions (edited with Professor Harold H. Kassarjian) for doctoral students and consumer behavior scholars.

Grants

- Markle Foundation: 1996-1998. Funding provided for research on interactive media and emerging technology to myself and Patrick Barwise at London Business School.

- Marketing Science Institute: 1988-1995 and 1968-1970. Received funding for research on competitive signalling reactions and the diffusion of innovations.

- National Science Foundation: 1976-1980. Principal investigator for a research project on proprietary medicine advertising and children.

- National Science Foundation: 1974-1977. Awarded a grant to review and conceptualize the extant literature on effects of advertising on children and to recommend future research.

- Consortium Grant (Leo Burnett, Kellogg, Nestle, Mattel): 1972-1974. Provided funding to study the effects of advertising on children's holiday gift requests to parents.

- National Institute of Mental Health: 1969-1971. Participated in a grant to study the effects of advertising on children as part of the violence research program at NIMH.

Awards

- American Marketing Association. Best paper award at 1996 winter conference.

- European Marketing Academy. Best paper awarded at the 1995 annual conference.

- Planning Forum Award (1993). First place prize article in Planning Review for 1993 year of publication.

- The Maynard Award (1987). Awarded by the Journal of Marketing for the best theoretical article of the year.

- The Wharton School Outstanding Service Award. Awarded by Dean Russell Palmer in 1987 for my role in building executive education while Associate Dean.

- American Marketing Associate Dissertation Award. Presented at the 1966 Conference of the American Marketing Association for one of the three best Ph.D. dissertations of the year in the field of marketing.

- Newcomen Society. Honored by the American Newcomen Society in April 2002 for building Emory's Goizueta Business School into a preeminent international school.

Review Boards

- Prior role as reviewer for National Science Foundation.

- Member of editorial board, Journal of Marketing, 1978-1998.

- Member of advisory board, European Management Journal, 1993-1998.

- Section Editor, Journal of Marketing, 1981-1984.

- Member of editorial board, Journal of Consumer Research, 1982-1989.

- Consulting and contributing editor, Journal of Communication, 1979-1989.

- Occasional reviewer, Journal of Marketing Research, International Journal of Research in Marketing, Management Science, Public Opinion Quarterly, Communication Research, Journal of Experimental Child Psychology, and Journal of Consumer Research.

- Former academic editor for Random House-Knopf graduate-level series of marketing texts and monographs.

- Reviewer for conferences: American Marketing Association, European Marketing Academy, Association for Consumer Research, and American Psychological Association.

- Advisor to International Encyclopedia of Communications.

Association Memberships (Past and Present)

- European Marketing Academy, Association for Consumer Research, Division of Consumer Psychology, American Psychological Association, American Marketing Association, American Sociological Association, and Product Marketing Association.

Lectures at Other Universities

- United States: Berkeley, UCLA, University of Chicago, Claremont, Columbia, University of Massachusetts, Northwestern, Ohio State, Indiana, University of Oregon, University of

Pittsburgh, Stanford.

- Australia: Australian Graduate School of Management, University of New South Wales.

- Europe: INSEAD and ESSEC (France), European Institute for Advanced Studies in Management (Belgium), Bocconi (Italy), Copenhagen Business School, Oslo Business School, University of Wales, Warwick (UK), University of Mainz (Germany), University of Mannheim (Germany).

- Japan: Keio University, Meiji University, Aichi Gakuin University

- China: Peking University, Beijing Jiaotong University, Shanghai Jiao Tong University, Tsinghua University

- Central America: INCAE (Costa Rica)

Conference Presentations

Papers presented at annual meetings of relevant professional associations. I have also chaired sessions and acted as a discussant at many conferences.

- European Institute for Advanced Studies in Management
- Association for Consumer Research
- Division of Consumer Psychology, American Psychological Association
- American Association for Public Opinion Research
- Rural Sociological Association
- TIMS/ORSA Marketing Science Conference
- Marketing Science Institute
- International Symposium on Forecasting
- European Marketing Academy

UNIVERSITY ACTIVITIES

Courses Taught

- Marketing Strategy (MBA)
- Marketing Management (MBA)
- Consumer Behavior (PhD, MBA and Undergraduate)
- Communication Theory (MBA)
- Advertising Management (MBA)
- Industrial Marketing (MBA)
- Product Policy (MBA and Undergraduate)
- Multinational Marketing (MBA)
- Principles of Marketing (Undergraduate)
- Multinational Marketing (MBA)
- Principles of Marketing (Undergraduate)

- Health Care Marketing (MBA)
- Proseminar in Marketing Theory (PhD)

Executive Education Seminars

- Developed the Marketing Leadership Forum as a joint venture with Duke's Fuqua School and London Business School. Taught at London Business School in programs for Rolls Royce, Hilton and SCA (Sweden).

- Taught in Wharton's Advanced Management Program, International Forum, New Product Marketing and Business-to-Business Marketing Strategy Programs.

- Taught on behalf of Wharton in dedicated programs for clients such as IBM and AT&T.

Courses Developed

- Marketing Strategy, Health Care Marketing, Communication Processes, Buyer Behavior, and Multinational Marketing.

Thesis Supervision

- Wharton. Served on the committees of John R. Rossiter, John Deighton, Oliver Heil, Talia Rymon, Edward Schmitt, Adrian Noad, Shahid Siddigi, Peter W. Pasold, Robert Drazin, and Gary Carini.

- London Business School. Served on the committees of Sabine Kuester, Carlos Lucas deFreitas, Elisa Montaguti, and Debra Riley.

- Harvard. Served on the committees of Lyman Ostlund, Arne Gausel, and Michael Baker.

- UCLA. Served on the committees of Daniel Greeno and Masao Nakanishi.

- Australian Graduate School of Management. External reader for Pamela Morrison.

Boards at London Business School

- Member of Management Board and Management Committee
- Member of Governing Body

Service on University of Pennsylvania Committees

- Chair, Provost Planning Commission on Professional Education, 1988-1990
- Dean's Advisory Council
- Chairperson, Wharton Executive Education Committee
- Chairperson, Wharton MBA Curriculum
- Chairperson, Steinberg Conference Center Building Committee
- Wharton Weekend MBA Program

- Wharton MBA Standards Committee
- Wharton Undergraduate Curriculum Committee
- Wharton Undergraduate Executive Committee
- University Senate Committee on Academic Freedom and Responsibility
- University Grievance Commission
- Wharton Marketing Department Quinquennial Review Committee

Boards at University of Pennsylvania

- Provost Staff Conference
- Council of Deans
- Faculty Board, The Huntsman Center for Global Competition and Innovation
- Faculty Board, The SEI Center for Advanced Studies in Management

Secondary Faculty Appointments

- Secondary appointment at the Annenberg School of Communications, University of Pennsylvania, 1977-1994.

- Senior Fellow, The Leonard Davis Institute of Health Economics, University of Pennsylvania, 1978-1981.

PUBLICATIONS

Books

Handbook of Consumer Behavior (with Harold H. Kassarjian, eds.). Englewood Cliffs, NJ: Prentice-Hall, 1991. This is a multi-authored book focused on research and theory.

Perspectives in Consumer Behavior (with Harold H. Kassarjiian, eds.). Englewood Cliffs, NJ: Prentice-Hall, Fourth Edition, 1991. A reader's collection.

Commercial Television and European Children: An International Research Digest (with Scott Ward, eds.). London: Gower Press, 1986. A report of a research conference.

Consumer Behavior (with Scott Ward and Joan Zielinski). Glenview, IL: Scott, Foresman and Company, 1984. A textbook at the MBA level.

The Effects of Television Advertising on Children (with Richard P. Adler, et al.). Lexington, MA: Lexington Books, 1980. A report from a National Science Foundation grant.

Televised Medicine Advertising and Children (with John R. Rossiter and Terry C. Gleason). New York: Praeger, 1979. Empirical monograph.

Consumer Behavior: Theoretical Sources (with Scott Ward). Englewood Cliffs, NJ: Prentice-Hall, Inc., 1973. This is a multi-authored book for graduate-level research for which we acted as general

editors and authors of the lead chapter.

Innovative Behavior and Communication. New York: Holt, Rinehart & Winston, Inc., 1971.

- Translated into Japanese by Isao Kato and Kunihiro Takarada. Published by Japan UNI Publishers, 1975.

Consumer Behavior. Glenview, IL: Scott, Forseman and Company, 1970.

- Translated into Dutch under the title, Consumentengedrag. Utrecht, Holland: Uitgeveij Het Spectrum B.V., 1973.

- Translated into Japanese by Toyotsugu Kawamura under the title, Shohisha Kodo No Kagaku. Kyoto, Japan: Mineruba Book Company, 1973.

Managerial Analysis in Marketing. Glenview, IL: Scott, Foresman and Company, 1970. One of ten co-authors of this MBA-level text under the general editorship of Frederick D. Sturdivant.

Journal Articles

"Winning The Take-Off Battle" (with Sabine Kuester). European Business Forum, Issue 20 (Winter 2005), pp. 46-48.

"Entry Strategy for Radical Product Innovations: A Conceptual Model and Propositional Inventory" (with Elisa Montaguti and Sabine Kuester). International Journal of Research in Marketing, Volume 19 (2002), pp. 21-42.

"Defense Strategies for New Entrants" (with Sabine Kuester, Christian Homburg and Heiko Schafer), Zeitschrift Fur Betriebswirtschaft (Germany), Volume 71 (October 2001), pp. 1191-1215.

"Retaliatory Behavior to New Product Entry" (with Sabine Kuester and Christian Homburg), Journal of Marketing, Volume 63 (October 1999), pp. 90-106.

"Technology Development Mode: A Transaction Cost Conceptualization" (with Hubert Gatignon), Strategic Management Journal, Volume 19 (1998), pp. 515-531.

"Incumbent Defense Strategies Against Innovative Entry" (with Hubert Gatignon and Adam Fein), International Journal of Research in Marketing, Volume 14 (April 1997), pp. 163-176.

"Technology Adoption: Amplifying vs. Simplifying Innovations" (with Bruce G. Hardie and William T. Ross, Jr.), Marketing Letters,Volume 7 (October 1996), pp. 355-370.

"New Product Announcement Signals and Incumbent Reactions" (with Jehoshua Eliashberg and Talia Rymon), Journal of Marketing, Volume 59 (July 1995), pp. 1-15.

"Inducing Multiline Salespeople to Adopt House Brands" (with Erin Anderson), Journal of Marketing, Volume 59 (April 1995), pp. 16-31.

"Corporate Graffiti," Business Strategy Review, Volume 6 (Spring 1995), pp. 27-44.

"New Developments in Marketing: A European Perspective," European Management Journal, Volume 12 (December 1994), pp. 362-365.

"Imaging and Analyzing in Response to New Product Advertising" (with Richard Oliver and Deborah Mitchell), Journal of Advertising, Volume 22 (December 1993), pp. 35-50.

"How To Reduce Market Penetration Cycle Times," Sloan Management Review, Volume 35 (Fall 1993), pp. 87-96.

"The Impact of Risk and Competition on Choice of Innovations" (with Hubert Gatignon), Marketing Letters, Volume 4 (July 1993), pp. 4-11.

"A Market Driven Approach to Industrial Market Segmentation," (with Howard Barich), Planning Review, Volume 21 (November-December, 1992), pp. 4-11.

"Brand Portfolios" (with Patrick Barwise), European Management Journal, Volume 10, (September 1992), pp. 277-285.

"Toward a Theory of Competitive Market Signaling: A Research Agenda" (with Oliver Heil), Strategic Management Journal, Volume 12 (September 1991), pp. 403-418.

"How Innovators Thwart New Entrants Into Their Market" (with Hubert Gatignon), Planning Review, (September-October 1991), pp. 4-11 and 48.

"Information Processing and Innovative Choice" (with William T. Ross, Jr.), Marketing Letters, Volume 2 (April 1991), pp. 87-98.

"Modeling Multinational Diffusion Patterns: An Efficient Methodology" (with Hubert Gatignon and Jehoshua Eliashberg), Marketing Science, Volume 8 (August 1989), pp. 231-247.

"Advertising and Children: A Cross-Cultural Study" (with Scott Ward, Hubert Gatignon, and Donna Klees), Communications Research, Volume 16 (August 1989), pp. 459-486.

"Technology Diffusion: An Empirical Test of Competitive Effects" (with Hubert Gatignon), Journal of Marketing, Volume 53 (January 1989), pp. 35-49.

"New Product Preannouncing Behavior: A Market Signaling Study" (with Jehoshua Eliashberg), Journal of Marketing Research, Volume 25 (August 1988), pp. 282-292.

"Deception by Implication: An Experimental Investigation" (with Raymond R. Burke, Wayne S. DeSarbo, and Richard L. Oliver), Journal of Consumer Research, Volume 14 (March 1988), pp. 483-494.

"Competitive Effects on Technology Diffusion" (with Hubert Gatignon), Journal of Marketing, Volume 50 (July 1986), pp. 1-12.

"Children and Commercials: A Cross-Cultural Analysis" (with Kunihiro Takarada and Scott Ward), Nikkei Advertising Research Journal, Japan, #107 (March 1986), pp. 23-25.

"A Propositional Inventory for New Diffusion Research" (with Hubert Gatignon), Journal of Consumer Research, Volume 11 (March 1985), pp. 1-15.

"Deregulation: What Directors Should Know," The Corporate Board, Volume 5 (June 1984), pp. 1-5.

"Marketing Strategy: New Directions for Theory and Research" (with Yoram Wind), Journal of Marketing, Volume 47 (Spring 1983), pp. 12-25.

"Management Lessons from Airline Deregulation" (with Scott Ward), Harvard Business Review, Volume 83 (January-February 1983), pp. 40-44.

"Organizational Cosmopolitanism and Innovativeness" (with Yoram Wind), Academy of Management Journal, Volume 26 (June 1983), pp. 332-338.

"Managing the Transition to Deregulation" (with Scott Ward and William M. Caldwell), Harvard Business Review, Volume 60 (July-August 1982), pp. 20-25.

"The Linking Pin Role in Organizational Buying Centers" (with Yoram Wind), Journal of Business Research, Volume 10 (1982), pp. 169-184.

"Industrial Product Diffusion by Market Segment" (with Yoram Wind and Cynthia Fraser), Industrial Marketing Management, Volume 11 (1982), pp. 1-8.

"Organizational Psychographics and Innovativeness" (with Yoram Wind), Journal of Consumer Research, Volume 7 (June 1980), pp. 24-31.

"Children's Dispositions Toward Proprietary Drugs: The Role of Television Drug Advertising" (with John R. Rossiter), Public Opinion Quarterly, Volume 44 (Fall 1980), pp. 316-329.

"Children's Receptivity to Proprietary Medicine Advertising" (with John R. Rossiter and Terry C. Gleason), Journal of Consumer Research, Volume 6 (December 1979), pp. 247-255.

"Parental Mediation of Television Advertising Effects," Journal of Communication, Volume 19 (Winter 1979), pp. 12-25.

"L'enfant et la publicité televiséé," Hermes, Volume 1 (March 1978), pp. 34-46 (Paris, France)

"Children's Responsiveness to Commercials" (with John R. Rossiter), Journal of Communication, Volume 27 (Winter 1977), pp. 101-106.

"Canonical Analysis of Developmental, Social and Experiental Factors in Children's Comprehension of Television Advertising" (with John R. Rossiter), Journal Of Genetic Psychology, Volume 129 (December 1976), pp. 317-327.

"Low Commitment Consumer Behavior," Journal of Advertising Research, Volume 16 (April 1976), pp. 19-24.

"Short-Run Advertising Effects on Children: A Field Study" (with John R. Rossiter), Journal of Marketing Research, Volume 13 (February 1976), pp. 68-70.

"Children's Television Viewing: An Examination of Parent-Child Consensus" (with John R. Rossiter), Sociometry, Volume 38 (September 1975), pp. 308-326.

"Children's Consumer Information-Processing" (with Bobby J. Calder and John R. Rossiter), Communication Research, Volume 2 (July 1975), pp. 307-317. Also in chapter form in Communication with Consumers. Beverly Hills: Sage Publications, 1976.

"Children's TV Commercials: Testing the Defenses" (with John R. Rossiter), Journal of Communication, Volume 24 (Autumn 1974), pp. 137-144.

"Children and Commercial Persuasion: An Attribution Theory Analysis" (with John R. Rossiter), Journal of Consumer Research, Volume 1 (June 1974), pp. 13-20.

"The Impact of Television Advertising on Children," Wharton Quarterly, Volume 7 (Fall 1972), pp. 38-42.

"Dimensions of Opinion Leadership" (with James H. Myers), Journal of Marketing Research, Volume 9 (February 1972), pp. 41-46.

"Consumption Behavior Across Ethnic Categories" (with Douglas J. Dalrymple and Michael Y. Yoshino), California Management Review, Volume 14 (Autumn 1971), pp. 65-70.

"Personality Correlates of Innovative Buying Behavior: A Reply to Bruce and Witt" (with James H. Myers), Journal of Marketing Research, Volume 7 (May 1970), pp. 261-262.

"Personality Correlates of Opinion Leadership and Innovative Buying Behavior" (with James H. Myers), Journal of Marketing Research, Volume 6 (May 1969), pp. 164-168

"The Sales Process: An Open System Approach" (with Richard B. Chase), MSU Business Topics, Volume 16 (Autumn 1968), pp. 42-52.

"Response to Innovative Communications: A Theoretical Model," The Marketer, Volume 3 (Summer 1968), pp. 14-18.

"Purchase Sequence Responses: Innovators vs. Non-Innovators," Journal of Advertising Research, Volume 8 (March 1968), pp. 47-52.

"Prediction of Consumer Innovators: Application of Multiple Discriminant Analysis" (with James M. Kennedy), Journal of Marketing Research, Volume 5 (February 1968), pp. 64-69.

"Consumer Innovators: The Key to New Product Success," California Management Review, Volume 10 (Winter 1967), pp. 23-30.

"The Process of Innovation and the Diffusion of Innovation," Journal of Marketing, Volume 31 (January 1967), pp. 14-19.

Abstracts/Brief Papers

"Thomas W. Dunfee: Tribute Issue Introduction," Journal of Business Ethics, 88 (2009), pp. 539-540.

"Inducing Multiline Salespeople to Adopt House Brands" (with Erin Anderson), Financial Consultant, Volume 1 (Summer 1996), pp. 48-51.

"Reducing Employee Defections," (with Erin Anderson), in Briefings From The Editors, Harvard Business Review, Volume 74 (January-February 1996), pp. 11-13.

"Executive Education," in Chief Financial Officer International: 1986 eds. John F. Lawrence and Kathleen Hal. London: SPL Associates, Ltd., pp. 413-416.

"A Cross-Cultural Analysis of Children's Television and Product Requesting Behavior," Proceedings of the 1984 American Psychological Association Conference on Comparative Consumer Psychology, eds. Charles F. Keown and Arch G. Woodside. Columbia, S.C.: College of Business Administration, University of South Carolina.

"From The Editor" (with William H. Cunningham), Journal of Marketing, Volume 47 (Spring 1983), pp. 5-6.

"Japanese vs. American Marketing Systems," Dentsu Ho, February 1982, published in Japanese.

"Parental Mediation of Television Advertising Effects," in Proceedings of the Division 23 Program, American Psychological Association, ed. Jerry C. Olson. American Psychological Association, 1976, p. 34.

"Children's Conception of Medicine: An Examination of Proprietary Advertising" (with Pradeep Kakkar), in Proceedings of the Division 23 Program, American Psychological Association, ed. Jerry C. Olson. American Psychological Association, 1976, p. 24.

"Children's Attributions of Intent in Television Commercials" (with John R. Rossiter), in Proceedings, Association for Consumer Research. Association for Consumer Research, 1973, pp. 118-119.

"Adolescent Consumer Socialization," a position paper presented as part of a Roundtable Session at the 1971 meetings of the American Association for Public Opinion Research and abstracted in Public Opinion Quarterly, Volume 35 (Fall 1971), p. 474.

"Personality Correlates of Opinion Leadership" (with James H. Myers), Journal of Economic Literature, Volume 7 (September 1969), p. 1069.

"Attributes of Opinion Leadership," a paper presented at the 1969 national meetings of the Rural

Sociology Society and abstracted in Sociological Abstracts.

"Ethnic Purchasing Behavior as an Aspect of Desired Assimilation," Public Opinion Quarterly, Volume 33 (Fall 1969), pp. 477-478.

"Prediction of Consumer Innovators," abstracted in Journal of Economic Abstracts, Volume 6 (September 1968), pp. 720-721.

"Group Characteristics and Aggregate Innovative Behavior," abstracted in Sociological Abstracts, Supplement # 2, 1968, D 4717, pp. 74-75.

"Correlates of Innovative Behavior: An Empirical Inquiry," Abstracts of the Annual Meeting, Rural Sociology Society (August 1967).

Published Working Paper

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July 1990, coordinated the development and production of *The Wharton Executive Videotape Series* consisting of four professionally filmed and edited videotapes on *Business Ethics, Managing People, Finance and Accounting for Non-Financial Managers, and Marketing Strategy.*

EDUCATIONAL AND PERSONAL DETAILS

Education

Ph.D. Northwestern University	Marketing
M.A. University of Pennsylvania	Honorary
M.A. Northwestern University	Sociology
B.A. Wayne State University	Marketing

Born in Scotland. Dual citizenship in USA and UK. Three grown children. Wife Diana is the Joseph Kolodny Professor of Social Responsibility in Business and Professor of Legal Studies and Business Ethics at the Wharton School.

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