

VITA

Alice Marie Tybout

Address

Department of Marketing
Kellogg School of Management
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Education

Ph.D. Northwestern University, 1975
Major Field: Marketing
Minor Field: Social Psychology
Dissertation Title: An Examination of the Effect of Source Credibility and Behavior Modification Strategy on Enrollment in a Health Care Plan

M.A. Ohio State University, 1972
Major Field: Consumer Behavior

B.S. Ohio State University, 1970
Major Field: Business Administration

Scholastic Honors, Awards, Fellowships

Sears Retailing Scholarship, 1969
Beta Gamma Sigma, 1970
Northwestern University Fellowship, 1972-1974
First Prize, Doctoral Dissertation Competition, American Marketing Association, 1975
American Marketing Association Doctoral Consortium Faculty, 1981, 1983, 1984, 1985, 1986, 1990, 1995, 1996, 1997, 2000
J.L. Kellogg Research Professorship, 1980-1981
Buchanan Research Chair, 1983-1984
General Foods Research Chair, 1985-1986
McManus Research Chair, 1987-1988
Harold T. Martin Professorship 1988-present

Sidney J. Levy Award for Teaching Excellence 1995-1996
Chairs' Award for Outstanding Teaching in a Core Course 1998-1999
Outstanding Alumni Professor of the Year, 2004

Academic Positions

2004-2006	Chairperson, Department of Marketing Kellogg School of Management Northwestern University
1988-Present	Harold T. Martin Professor of Marketing Kellogg School of Management Northwestern University
1985-1988	Professor of Marketing J.L. Kellogg Graduate School of Management Northwestern University
1980-1985	Associate Professor of Marketing J.L. Kellogg Graduate School of Management Northwestern University
1975-1980	Assistant Professor of Marketing and Transportation J.L. Kellogg Graduate School of Management Northwestern University
1974-1975	Instructor Graduate School of Business University of Chicago

Teaching Interests

Advertising
Branding
Consumer Behavior
Marketing Management

Selected Research Interests

Consumer information processing and judgment, scandal spillover, temporal perspective, branding

Editorial Positions

Editorial Board, *International Journal of Marketing Research*, 2003-2007
Editorial Board, *Journal of Consumer Research*, 1982 to 1990, 1996-2005 Reviewer, 2006-present
Editorial Board, *Journal of Consumer Psychology*, 1993 - 2002

Editorial Board, *Journal of Business Research*, 1980 to 1987
Editorial Board, *Journal of Marketing Research*, 1981 to 1985, 1988-1990, Reviewer 1991-Present
Editorial Board, *Journal of Marketing*, 1978-1981
Reviewer, American Marketing Association Conference, 1976, 1977, 1980, 1981, 1986, 1988, 1992
Reviewer, American Marketing Association Doctoral Dissertation Competition, 1983, 1985, 1989, 1992, 2009
Chairperson, American Marketing Association Doctoral Dissertation Competition, 1990
Reviewer, Association for Consumer Research Conference, 1979, 1980, 1982, 1985, 1991, 1992, 1993, 1997, 2007, 2008, 2009, 2010, 2011
Reviewer, Marketing Science Institute Alden Clayton Award, 1991-2002

Dissertations Chaired

Joseph V. Anderson (1982)
Marjo-Ritta Lehtisalo (1985)
Francoise Jaffe (1987)
Nancy Artz (1989)
Laura Peracchio (1989)*
Jill Grace (1991)
Eyal Maoz (1995)
Suzanne Walchli (1996)
Bridgette Braig (1996)
Michelle (Peterman) Roehm (1997)
Susan Jung Grant (2002)
Se-Bum Park (2005)
Tonya P. Williams (2007)

* Winner of First Prize in 1990 AMA Doctoral Dissertation Competition

Selected Consulting Clients

Abbott Laboratories
Industrias AlEn, Mexico
The Coca Cola Company
Dow Chemical
McDermott, Will & Emery
Philips Electronics
Pfizer Turkey

Publications

Books

Bagozzi, Richard P. and Alice M. Tybout (Eds.), *Advances in Consumer Research*, Vol. 10, San Francisco: Association for Consumer Research, 1983.

Caferrata, Pat and Alice M. Tybout (Eds.), *Perspectives on the Affective and Cognitive Effects of Advertising*, Lexington Books, 1989.

Tybout, Alice and Tim Calkins (Eds.), *Kellogg on Branding*, Wiley Books, New York: NY, 2005.

Tybout, Alice M. and Bobby J. Calder (Eds.), *Kellogg on Marketing 2nd Edition*, Wiley Books, 2010.

Journal Articles and Book Chapters

Tybout, Alice M. Selected Case Illustrations appearing Gerald Zaltman and Robert Duncan, *Strategies for Planned Change*. New York: Wiley Interscience, 1977.

Tybout, Alice M. and Gerald Zaltman, "Ethics in Marketing Research: Their Practical Relevance," *Journal of Marketing Research*, November 1974, 357-358. Also reprinted in Melanie Wallendorf and Gerald Zaltman, *Readings in Consumer Behavior: Individual Groups and Organizations*, New York: John Wiley & Sons, 1979 and in Ursula Hansen (ed.), *Marketing and Public Policy* (in German).

Tybout, Alice M. and Gerald Zaltman, "A Reply to Comments on 'Ethics in Marketing Research: Their Practical Relevance,'" *Journal of Marketing Research*, May 1975, 234-237.

Dodson, Joe A., Alice M. Tybout and Brian Sternthal, "The Impact of Deals and Deal Retraction on Brand Switching," *Journal of Marketing Research*, February 1978, 72-81.

Tybout, Alice M., "The Relative Effectiveness of Three Behavioral Influence Strategies as Supplements to Persuasion in a Marketing Context," *Journal of Marketing Research*, May 1978, 229-242.

Bagozzi, Richard, Alice M. Tybout, C. Samuel Craig and Brian Sternthal, "The Construct Validity of the Tripartite Classification of Attitudes," *Journal of Marketing Research*, February 1979.

Tybout, Alice M. and Amy Seidel Marks. "Evaluating Public Transportation Programs: The Role of Retrospective Research," in Christopher H. Lovelock and Richard K. Robinson (eds.), *Marketing Public Transportation: Policies, Strategies and Research Needs for the 1980s*. Praeger Series on Public and Nonprofit Marketing, 1980.

Tybout, Alice M. and Richard F. Yalch, "The Effects of Experience: A Matter of Salience?" *Journal of Consumer Research*, March 1980, 406-413.

- Hauser, John R., Alice M. Tybout and Frank S. Koppelman, "Consumer Oriented Transportation Service Planning: Consumer Analysis and Strategies," in Schultz (ed.) *Applications of Management Science*, Vol. 1, Greenwich, CN: JAI Press, 1981.
- Tybout, Alice M., Bobby J. Calder and Brian Sternthal, "Using Information Processing Theory to Design Marketing Strategies," *Journal of Marketing Research*, February 1981, 73-79.
- Tybout, Alice M. and John R. Hauser, "A Decision Oriented Model of Consumer Behavior: Application and Evaluation," *Journal of Marketing*, Summer 1981, 82-101.
- Calder, Bobby J., Lynn W. Phillips and Alice M. Tybout, "Designing Research for Application," *Journal of Consumer Research*, September 1981, 197-207. Also reprinted in Raymond Fisk and Stephen Brown, *Distinguished Essays in Marketing Theory*, Wiley & Sons, 1983.
- Calder, Bobby J., Lynn W. Phillips and Alice M. Tybout, "The Concept of External Validity," *Journal of Consumer Research*, December 1982, 240-244.
- Tybout, Alice M. and Carol A. Scott, "Availability of Well-Defined Internal Knowledge and the Attitude Formation Process: Information Aggregation versus Self-Perception," *Journal of Personality and Social Psychology*, March 1983, 474-491.
- Calder, Bobby J., Lynn W. Phillips and Alice M. Tybout, "Beyond External Validity," *Journal of Consumer Research*, June 1983, 112-114.
- Tybout, Alice M., Brian Sternthal and Bobby J. Calder, "Information Availability as a Determinant of Multiple Request Effectiveness," *Journal of Marketing Research*, August 1983, 280-290.
- Sternthal, Brian, Alice M. Tybout and Bobby J. Calder, "Confirmatory versus Comparative Approaches to Theory Testing," *Journal of Consumer Research*, 14, June 1987, 114-125.
- Calder, Bobby J. and Alice M. Tybout, "What Consumer Research is..." *Journal of Consumer Research*, 14, June 1987, 136-140.
- Tybout, Alice M., Kent Monroe and Bart Weitz, "The Role of Doctoral Programs in the Generation and Dissemination of Marketing Knowledge." Position paper for the American Marketing Association, May 1987. Included in Task Force summary report *Journal of Marketing*, Fall 1988.
- Meyers-Levy, Joan and Alice M. Tybout, "Schema Congruity as a Basis for Natural Object Evaluation," *Journal of Consumer Research*, June 1989, 39-53.

- Artz, Nancy, Alice M. Tybout and Trudy Kehret-Ward, "The Effect of the Visual Perspective of Distance in Ad Pictures on Ad Liking," *Journal of Consumer Psychology*, 4, (1993).
- Tybout, Alice M. and Nancy Artz, "Consumer Psychology," in Mark R. Rosenzweig and Lyman Porter, (Eds.), *Annual Review of Psychology Vol. 45*, 1994, pp. 131-69.
- Sternthal, Brian, Alice M. Tybout and Bobby J. Calder, "Experimental Research," in Richard P. Bagozzi (Ed.), *Handbook of Marketing Research*, 1994, 195-223.
- Peracchio, Laura and Alice M. Tybout, "The Moderating Role of Prior Knowledge in Schema-Based Product Evaluation," *Journal of Consumer Research*, December 1996, 177-192.
- Meyers-Levy, Joan and Alice M. Tybout, "Context Effects at Encoding and Judgment in Consumption Settings: The Role of Cognitive Resources," *Journal of Consumer Research*, June 1997, 1-14.
- Tybout, Alice M. and Brian Sternthal, "The Four Ds of Effective Positioning: Defining, Differentiating, Deepening, and Defending," In *Financial Times, Mastering Marketing supplement*, September 22, 1998, 4-6.
- Carpenter, Greg and Alice M. Tybout, "Meeting the Challenge of the Post-Modern Consumer," *Financial Times, Mastering Marketing supplement*, October 5, 1998, 1-2.
- Artz, Nancy and Alice M. Tybout, "The Moderating Impact of Quantitative Information on the Relationship Between Source Credibility and Persuasion: A Persuasion Knowledge Model Interpretation," *Marketing Letters*, February 1999, 51-62.
- Calder, Bobby J. and Alice M. Tybout "A Vision of Theory, Research, and the Future of Business Schools," *Journal of the Academy of Marketing Science*, Summer 1999, 359-366.
- Sternthal, Brian and Alice M. Tybout, "Segmentation and Targeting," in Dawn Iacobucci, (Ed.), *Kellogg on Marketing*, Wiley Books, 2001, 3-30.
- Tybout, Alice M. and Brian Sternthal, "Brand Positioning," in Dawn Iacobucci, (Ed.), *Kellogg on Marketing*, Wiley Books, 2001, 31-57.
- Tybout, Alice M. and Gregory S. Carpenter, "Creating and Managing Brands," in Dawn Iacobucci, (Ed.), *Kellogg on Marketing*, Wiley Books, 2001, 74-102.
- Calder, Bobby J. and Alice M. Tybout "Psychology and Marketing," International Encyclopedia of the Social and Behavioral Sciences, Terence Wilson (Ed.) 2001.

- Maoz, Eyal and Alice M. Tybout, "Similarity and the Moderating Role of Involvement in the Evaluation of Brand Extensions," *Journal of Consumer Psychology*, 12(2), 2002, 119-131.
- Keller, Kevin Lane, Brian Sternthal, and Alice M. Tybout, "Three Questions You Need to Ask About Your Brand," *Harvard Business Review*, September 2002, 80-86.
- Tybout, Alice M., Brian Sternthal, Prashant Malavyia, Yiorgos A. Bakamitsos, and Sebum Park, "Information Accessibility as a Moderator of Judgments: The Role of Content Versus Retrieval Ease," *Journal of Consumer Research*, June 2005, 76-85.
- Alice M. Tybout and Brian Sternthal, "Brand Positioning," in *Kellogg on Branding*, Alice Tybout and Tim Calkins (Eds.) Wiley Books, New York: NY, September 2005, 11-26.
- Braig, Bridgette and Alice M. Tybout, "Brand Extensions," in *Kellogg on Branding*, Alice Tybout and Tim Calkins (Eds.) Wiley Books, New York: NY, September 2005, 91-103.
- Roehm, Michelle L. and Alice M. Tybout, "When Will a Brand Scandal Spill Over and How Should Competitors Respond?" *Journal of Marketing Research*, August 2006, 366-373.
- Roehm, Michelle L. and Alice M. Tybout, "Managing the Unthinkable: What to Do When a Scandal Hits Your Brand," *Kellogg on Media and Advertising*, Bobby J. Calder (Ed.), Wiley Books New York: NY, 2008.
- Grant, Susan J. and Alice M. Tybout, "The Effects of Temporal Framing on New Product Evaluation: The Role of Uncertainty," *Journal of Consumer Research*, 35, April 2008. 897-913.
- Tybout, Alice M. and Michelle L. Roehm, "Let the Response Fit the Scandal," *Harvard Business Review*, December 2009, 82-88.
- Tybout, Alice M. and Kent Grayson, "Identifying Market Segments and Selecting Targets," in Alice M. Tybout and Bobby J. Calder (Eds.), *Kellogg on Marketing 2nd Edition*, Wiley Books, 2010, 26-55.
- Tybout, Alice M. and Brian Sternthal, "Creating a Compelling Brand Positioning," Alice M. Tybout and Bobby J. Calder (Eds.), *Kellogg on Marketing 2nd Edition*, Wiley Books, 2010, 73-91.
- Tybout, Alice M. and Gregory S. Carpenter, "Creating and Managing Brands," in Alice M.

Tybout and Bobby J. Calder (Eds.), *Kellogg on Marketing 2nd Edition*, Wiley Books, 2010, 112-144.

Publications in Conference Proceedings

Beery, Alice Tybout, "The Feminist Movement: Attitudes, Behavior and Potential," in M. Venkatesan (ed.), *Proceedings of the 3rd Annual Conference of the Association for Consumer Research*, 1972, 446-455. (Invited)

Firat, Fuat, Alice M. Tybout and Louis W. Stern, "A Perspective on Conflict and Power in Distribution," in Ronald C. Curhan (ed.), *Proceedings of the Educator's Conference of the American Marketing Association*, Portland, Oregon, 1974, 435-439. (Invited)

Tybout, Alice M. and Bobby J. Calder, "Threats to Internal and External Validity in Consumption Settings," in William Perrault, Jr. (ed.), *Advances in Consumer Research*, Vol. 4, Atlanta: Association for Consumer Research, 1977, 5-10. (Refereed)

Tybout, Alice M., John R. Hauser, and Frank S. Koppelman, "Consumer Oriented Transportation Planning: An Integrated Methodology for Modeling Consumer Perceptions, Preferences, and Behavior," in Keith Hunt (ed.), *Advances in Consumer Research*, Vol. 5, Chicago: Association for Consumer Research, 1978. (Invited)

Tybout, Alice M., Bobby J. Calder, and Brian Sternthal, "A Two-Stage Theory of Information Processing in Persuasion: An Integrative View of Cognitive Response and Self-Perception Theory," in Keith Hunt (ed.), *Advances in Consumer Research*, Vol. 5, Chicago: Association for Consumer Research, 1978. (Invited)

Koppelman, Frank S., Alice M. Tybout and David Syskowski, "Role Influence in Transportation Decision Making," in S. Rosenbloom (ed.), *Women's Travel Issues: Research Needs and Priorities*, U.S. Department of Transportation, Washington, D.C., September 1978. (Invited)

Scott, Carol A. and Alice M. Tybout, "Extending the Self-Perception Explanation: The Effect of Cue Salience on Behavior," in William Wilkie (ed.), *Advances in Consumer Research*, Vol. 6, Miami: Association for Consumer Research, 1979. (Refereed)

Calder, Bobby J., Lynn W. Phillips and Alice M. Tybout, "The Design, Conduct and Application of Consumer Research: Theory vs. Effects Oriented Studies," in Richard P. Bagozzi, et al. (eds.), *Marketing in the 80s: Changes and Challenges*, Chicago: American Marketing Association, 1980, 307-311. (Refereed)

Scott, Carol A. and Alice M. Tybout, "Theoretical Perspectives on the Impact of Negative Information: Does Valence Matter?" in Kent Monroe (ed.), *Advances in Consumer Research*, Vol. 8, 1981. (Invited)

Scott, Carol A. and Alice M. Tybout, "Some Indirect Effects of Case vs. Base Rate Data on Information Processing Strategies," in Richard P. Bagozzi and Alice M. Tybout (ed.), *Advances in Consumer Research*, Vol. 10, San Francisco: Association for Consumer Research, 1983. (Invited)

Tybout, Alice M., "The Role of Doctoral Programs in the Generation and Dissemination of Marketing Knowledge," *Proceedings of the AMA Winter Educators' Conference*, St. Petersburg, Florida, February, 1986. (Invited)

Sujan, Mita and Alice M. Tybout, "Applications and Extensions of Categorization Research in Consumer Behavior," in James Muncy (ed.) *Advances in Consumer Research*, Vol. 16, Boston: Association for Consumer Research, 1988. (Special Session Overview)

Tybout, Alice M., "The Value of Theory in Consumer Research," in Frank Kardes and Mita Sujan (eds.), *Advances in Consumer Research*, Vol. 22, Provo UT: Association for Consumer Research, 1994, 1-8 (Presidential Address).

Technical Reports

Tybout, Alice M., Frank S. Koppelman and John R. Hauser, "Consumer-Oriented Transportation Service Planning: Report Based on Focus Group Analysis," *Technical Report for U.S. Department of Transportation*, December 1976.

Koppelman, Frank S., John R. Hauser and Alice M. Tybout, "Preliminary Analysis of Perceptions, Preferences, Beliefs and Usage of Transportation Services for Travel to Downtown Evanston," *Technical Report for U.S. Department of Transportation*, May 1977.

Hauser, John R., Alice M. Tybout and Frank S. Koppelman, "Consumer Oriented Transportation Service Planning: The Development and Implementation of a Questionnaire to Determine Consumer Wants and Needs," *Technical Report for U.S. Department of Transportation*, June 1977.

The Consumer Oriented Transportation Service Planning Group (Hauser, Koppelman and Tybout). "Consumer Oriented Transportation Service Planning: Consumer Analysis and Planning," *Technical Report for U.S. Department of Transportation*, June 1977.

Tybout, Alice M. and Frank S. Koppelman, "Consumer Oriented Transportation Service: Modification and Evaluation," *Technical Report for the U.S. Department of*

Transportation, April 1980.

Research Papers in Process

Nam, Myungwoo and Alice M. Tybout, "The Effect of Risk on the Schema Incongruity Effect"

Roehm, Michelle L. and Alice M. Tybout, "Pardoning Disgraced Brands: Attitude Strength, Media Source, and Political Ideology," working paper, March 2012.

Papers Presented at Conferences (not published in proceedings)

Tybout, Alice M. and Gerald Zaltman, "Alternative Resolutions to Ethical Issues Involved in Obtaining Research Participants," presented at Annual meeting of the American Psychological Association, Chicago, 1975.

Tybout, Alice M., "An Examination of the Effect of Source Credibility and Behavior Modification Strategy on Enrollment in a Health Care Plan: A Research Summary," presented at the Educator's Conference of the American Marketing Association, Memphis, Tennessee, August 1976.

Tybout, Alice M. and Bobby J. Calder, "The Future of the Experimenting Organization: Some Lessons from Marketing Research," presented at American Institute for Decision Sciences meetings, San Francisco, California, November 1976.

Bagozzi, Richard, Alice M. Tybout, C. Samuel Craig and Brian Sternthal, "The Construct Validity of the Tripartite Classification of Attitudes," presented at the Annual Meeting of the American Psychological Association, Toronto, Ontario, Canada, August 1976.

Tybout, Alice M., "Evaluation of Marketing Programs for Public Transportation," presented at the American Marketing Association Workshop on Marketing Public Transportation, Boston, Massachusetts, April 1979.

Tybout, Alice M. and John R. Hauser, "A Decision Oriented Approach to Consumer Behavior: Theory, Method and Application," presented at the Association for Consumer Research Meetings, San Francisco, California, October 1979.

Calder, Bobby J., Alice M. Tybout and Brian Sternthal, "Of Worms and Consumers: When the Best Laid Marketing Plans Go Astray," presented at the Association for Consumer Research Meetings, San Francisco, California, October 1979.

Calder, Bobby J. and Alice M. Tybout, "Information Proceedings and Persuasive Strategies," presented at the Annual Meetings of the American Psychological

Association, Montreal, Quebec, Canada, September 1980.

Tybout, Alice M., "An Integration of Cognitive Approaches to Consumer Learning," presented at the Annual Conference of the Association for Consumer Research, Chicago, Illinois, October 1983.

Tybout, Alice M., "The Interface between Quantitative and Behavioral Research in Consumer Behavior," presented at the Annual Conference of the Association for Consumer Research, Washington, D.C., October 1984.

Tybout, Alice M., Brian Sternthal and Bobby J. Calder, "Analyzing the Black Box Via Independent Variables," presented to the Marketing Teleconference Consortium, November 1984.

Sternthal, Brian, Alice M. Tybout, and Bobby J. Calder, "The Role of Independent and Dependent Variables in Theory Testing," presented at the Marketing Theory Workshop, Virginia, May 1985.

Crocker, Jennifer, Alice M. Tybout and Susan McDonald, "Women in Management: A Social-Cognitive Perspective," presented at the Annual Meeting of the American Psychological Association, Los Angeles, California, August 1985.

Tybout, Alice M., "The Role of Doctoral Programs in the Development and Dissemination of Marketing Knowledge," presented at the AMA Winter Educator's Conference, San Antonio, Texas, February 1987.

Peracchio, Laura and Alice M. Tybout, "What Is It? and What of It?: The Role of Categorization in Judgment," presented at the Association for Consumer Research Meetings, Boston, Massachusetts, October 1987.

Artz, Nancy, Trudy Kehret-Ward, Alice M. Tybout and Joanna Pinsky, "Pictorial Components of Advertisements as Antecedent of Attitude Toward the Ad," presented at the Association for Consumer Research Meetings, Boston, Massachusetts, October, 1987.

Tybout, Alice M., Panel Discussion Revisiting Work of the AMA Task Force on Marketing Thought, American Marketing Association Winter Educators' Conference, San Antonio, Texas, February 1992.

Artz, Nancy and Alice M. Tybout, "Numerical and Verbal Information: Implications for Persuasion," presented at the Association for Consumer Research Meetings, Nashville, Tennessee, October, 1993.

Tybout, Alice M., "Context Effects in Consumption Settings: The Moderating Role of Judgment Task, Categorization, and Need for Cognition," presented at Columbia Business School Marketing Camp, June 1996.

- Tybout, Alice M., "Consumer Responses to Marketing Stimuli," presented at the AMA Doctoral consortium, University of Colorado, August 1996.
- Tybout, Alice M. and Joan Meyers-Levy, "Context Effects at Encoding and Judgment in Consumption Settings: The Role of Cognitive Resources," presented at INSEAD Marketing Camp, June 1997.
- Tybout, Alice M., "Why Us? The Business of Knowledge Development, Has it Changed?" presented at the AMA Doctoral Consortium, University of Cincinnati, August 1997.
- Tybout, Alice M., "Schema Congruity Effects and Directions for Future Research," presented at the annual conference of the Association for Consumer Research, Denver Colorado, October 1997.
- Tybout, Alice M., "Process-based Affect and Judgment," presentation at M.I.T., April 1999.
- Tybout, Alice M., "Scandals: When Spillover and Backlash Effects Occur," presentation to the American Marketing Association Doctoral Consortium, August, 2000.
- Tybout, Alice M., "Responding to a Competitor's Scandal: The Firm Doth Protest Too Much or Just Enough?" invited presentation at the University of California, Berkeley, April 2001.
- Roehm, Michelle and Alice M. Tybout, "Responding to a Competitor's Scandal: The Firm Doth Protest Too Much or Just Enough?" presentation at a Special Topic Session, Annual Conference of the Association for Consumer Research Conference, Atlanta, Georgia, October 2002.
- Grant, Susan Jung and Alice M. Tybout, "The Effects of Temporal Framing on Judgment," presentation at a Special Topic Session, Annual Conference of the Association for Consumer Research Conference, Atlanta, Georgia, October 2002.
- Tybout, Alice M., "Responding to a Competitor's Scandal: The Firm Doth Protest Too Much or Just Enough?" invited presentation to the Marketing Department at the University of California, Los Angeles, April 2003.
- Tybout, Alice M., "When Are Judgments Based on Content versus Retrieval Ease?" Presentation at the Annual Conference of the Association for Consumer Research, Toronto, Canada, October 2003.
- Tybout, Alice M., "Responding to a Competitor's Scandal: The Firm Doth Protest Too Much or Just Enough?" invited presentation at The Ohio State University, May 2004.
- Nam, Myungwoo and Alice M. Tybout "The Moderating Role of Goal Compatibility on the

Schema Congruity Effect,” Presentations at the Annual Conference of the Association for Consumer Research, Portland, Oregon, October 2004.

Tybout, Alice M. “The Art and Science of Building Great Brands,” Chicago AMA BrandSmart Conference, March 2006.

Tybout, Alice M. “The Art and Science of Building Great Brands,” Excellence in Marketing 2006 Conference sponsored by ZFU and Kellogg School of Management, Zurich Switzerland, October 2006.

Tybout, Alice M. “Theoretical Issues in the Early Stages of Your Doctoral Career,” Presentation at the Association for Consumer Research Doctoral Symposium, San Francisco, October 2008.

Research Grants

U.S. Department of Transportation, Program for University Research, Grant #DOT-OS-40001, *Consumer Oriented Transportation Service Planning* (1976-1978), co-principal investigator.

National Science Foundation, Grant #DS176-09479, *Enhancement of Communications in a Small Scientific Community Using Slow Scan Televideo Terminals and Voice Grade Telephone Lines* (1976-1978), faculty associate.

U.S. Department of Transportation, Program for University Research, Grant #DOT-OS-70062, *Consumer Oriented Transportation Service: Modification and Evaluation* (1978-1980), co-principal investigator.

Urban Mass Transportation Administration, University Research Program, Grant #IL-11-0012, *Monitoring the Implementation of Innovative Public Transportation Services* (1979-1980), faculty associate.

Transportation Center Research Grant, *Airline Selection Models* (1980), sole investigator.

J.L. Kellogg Research Professorship, *The Use of Rules in Decision Making* (1980-1981), sole investigator.

Buchanan Research Chair, *Measuring Advertising Effectiveness* (1983-1984), sole investigator.

General Foods Research Professorship, *Categorization and Persuasion* (1985-1986), sole investigator.

McManus Research Professorship, *Categorization and Expertise* (1987-1988), sole investigator

Other Professional Activities and Affiliations

Association for Consumer Research, member 1972-Present, Treasurer (1983), President (1994)
American Marketing Association, member 1974-Present, Board of Directors 1997-2000
Program Committee for 1981 and 1983 Conferences, Association for Consumer Research
Co-Chairperson for 1982 Conference, Association for Consumer Research
Chairperson for session at the 1983 Annual Meeting of the European Marketing Academy,
Grenoble, France, April 1983
Co-Chairperson for 1985 Conference on Advertising and Consumer Psychology
Marketing Representative on Outside Review Committee for Doctoral Program at University of
Minnesota Business School, May 1987
Member, AMA Development of Marketing Thought Task Force, 1984-1988
Marketing Science Institute, Advisory Council, 1985-1989; Trustee, 1991-1998
Track Chairperson, 1993 AMA Summer Educators' Conference
External Reviewer for Marketing Department, University of Colorado, November 1994
External Reviewer for Quinquennial Review of Wharton's Marketing Department, February 1998
External Reviewer for Review of INSEAD's Marketing Department, May 1998
AMA McGaw/Hill/Irwin Distinguished Marketing Educator Award Committee, 2001-2004,
Chairperson 2003-2004
AMA Erin Anderson Award for an Emerging Marketing Academic Leader, Co-chair of the
Selection Committee 2008-2010.
External Reviewer for Notre Dame's Marketing Department, September 2009.

Teaching in Degree Programs at Northwestern

- 520 Ph.D. Seminar in Consumer Information Processing, jointly with Brian Sternthal (taught at Northwestern and at INSEAD, Fontainebleau, France)

- 430 Marketing Management (taught at Northwestern and at Chulalongkorn, University in Bangkok, Thailand)

- EMP Marketing Management for Kellogg's Executive Master's Program (also at INSEAD's Senior Executive Program in Fontainebleau, France)

Continuing Education Teaching and Speeches (within Kellogg)

Dean's Council Breakfast, March 1977
Purchasing Agent Conference, August 1977
Fall Management Conference, November 1977
Marketing Management Conference, November 1977
Los Angeles Chapter of Northwestern Alumni Association, October 1979
Wives of Business Advisory Council, November 1979
Women Alumni of KGSM, November 1982
Program for the American Association of Equipment Lessors, November 1980, March 1982,
September 1982

American Red Cross Program, December 1980, August 1982
American Bankers' Association Conference, 1982 - 1991
Deloitte, Haskins and Sells Program, July 1983, 1984
Institute for Management, 1984, 1985, 1986
Beatrice Program, January 1985
U.S. Gypsum Program, March 1985
Business Marketing Program, 1986 - 1991
Executive Development Program, 1985 - 1995
Consumer Marketing Program, 1985 - Present (Academic Director 1994-present)
Kellogg on Branding Program, 2003-Present (Academic Co-Director)
Alumni Saturday Seminar Series, April 1996
EMP Partners Program, April 1996, April 2001, April 2002
Nissan Program for Faculty from Black Colleges, July 1996
Program for Senior Marketing Executives from Latin America, July 1996
Brunswik Strategic Marketing Program, November 1996
ConAgra Advanced Marketing Program, March 1999, July 1999, May 2000, November 2000
Shirley Ryan's Lifelong Learning Program, November 2000
Kluwer Program, April 2001
New Directions in Management Alumni Program, October 2004
Cheil Program, 2003- Present
FDC-Post MBA Program 2003-2005
ZFU/Kellogg Excellence in Marketing Program, October 2006
MBA Update, January 2007
Kellogg Alumni Book Club, May 2007
Kellogg Alumni Club, Milwaukee, May 2008
Nortel Program, March 2008
Ericsson Marketing Program, April 2009, April 2010
Kellogg Alumni Club, Connecticut, May 2009
Kellogg Alumni Club, Chicago October 2010
Kellogg Alumni Club, Western Suburbs, May 2011
PepsiCo Marketing University, September 2011

Continuing Education (outside Kellogg)

Developed and coordinated a marketing program for American District Telegraph Company,
September 1977
Delta Nu Alpha, transportation fraternity, November 1978
Women's Transportation Seminar, Chicago, Illinois, November 1979
Women in Cable Continuing Education Program, October 1984
INSEAD Executive Program, April 1986
Women in Management, January 1987
Batus Inc. Executive Training Conference, June 1987, 1988
First National Bank of Chicago, 1989-1990
Dow Chemical 1991-1997
DowElanco 1991-1993
Philips Electronics 1998-2002

Coca-Cola, Mexico, March 2001
Coca-Cola, Costa Rica, December 2001
Loyola Academy, Women of Wisdom Lecture Series, October 2002
National Association of Roofing Contractors, October 2004, October 2005
Abbott Laboratories, March 2005
Benjamin Moore Retailers, January 2008
Takeda Marketing Excellence Program, October 2011

Teaching Materials Developed

The Windy City Bank Case (with Guliz Ger and Pat Kauffman)
Bic vs. Gillette Case (with Joan Meyers-Levy)
Bic vs Gillette (B) Case (with Nancy Artz)
Cable Urban Television Case (with Ann Hanson)
Sara Lee Croissants (with Peggy Pandeleon)
Cavaliere Family Winery Case (with Laura Peracchio)
Marshall Field's Case (with Laura Peracchio)
Pampers Disposable Diapers (with Susan Rosen)
Hyatt Hotels (with Susan Rosen)
Clarion Cosmetics A, B, & C (with Susan Rosen)
U.K. Teletek (with Bridgette Braig)
Kytril Case (with Sonya Grier and Bridgette Braig)
WANG Laboratories Case (with Jennifer Chang and Michelle Peterman)
Motorola Envoy Case (with Michelle Peterman)
Gallo Branding Challenge (with Stephanie Gallo)
PalmPilot Case (with Melissa Waters and Sue Jung)
Spalding Golf (with Dominic Engles)
Food.com (with Robin O'Connell)
TiVo: Personalizing the Television Experience (with Julie Hennessy)
Maybelline: About Face (with Julie Hennessy)
Kellogg Cereals in Australia (with Paul Rinder)
Porsche Cayenne (with Paul Rinder)
Note on Brand Expansion Strategies (with Bridgette Braig)
Note on Service-based Positioning Strategies (with Bridgette Braig)
ThoughtWorks (A) and (B) Cases (with Kyle Ragsdale)
Anixter and Anixter CCTP cases (with Bridgette Braig)
Baxter Hemophilia Group Branding: Background Note (with Bridgette Braig)
Trend Micro: Responding to a Service Failure
Technical Note: Strategic Analysis, Opportunities, and Planning (with Bridgette Braig)
Target Stores: Strategic Brand Alliance Exercise
Terlato Wines International: A Background Note on the U.S. Wine Market and Terlato Wines International (with Patrick Bennett and Brie Koenigs)
Terlato Wines International: Managing Rutherford Hill in a Post-*Sideways* Market (with Patrick Bennett and Brie Koenigs)
Terlato Wines International: A House of Brands or a Branded House? (with Patrick Bennett and Brie Koenigs)

Hyatt versus Marriott Case
Café Media: Creating a Community for Contemporary Acculturated Latinos
Positioning the Tata Nano (A) and (B)

Committee and Administrative Activities

Transportation Center Personnel Committee, 1976-1979
Transportation Center Education Committee, 1975-1976
Marketing Department Budget Committee, 1979-1980 (Chairperson 1979-1981)
Marketing Department Research Committee, 1975-1977
Transportation Management Education Committee, 1975-1982
Transportation Center Research Committee, 1979-1980
Transportation Center Management Programs Committee, 1980-1981
Coordinator Marketing Ph.D. Qualifying Exam, 1980-1985
University Library Committee, 1984-1988
Advisor, Undergraduate Business Forum, 1984-1990
EMP Academic Appeals Committee, 1986
University Committee on Aging and Retirement, 1986 - 1990
University Research Policy Advisory Committee, 1987 - 1991
Davee Chaired Professorship Search Committee, Chair, 1990 - 1991
Center for the Study of Ethical Issues in Business, Executive Committee, 1993 - present
Kellogg Student Activities and Affairs Committee, 1995-96
Chair, Marketing Department Recruiting Committee 2000-2001
Kellogg Curriculum Committee, 2001-2004
UFRPTDAP 2001-2003
Public and Not-for-Profit Management Program Review, Committee member, 2002-2003
University Program Review Committee, Department of Radio, TV and Film, 2004
Kellogg Corporate Governance Committee, 2004
Kellogg Student Affairs Committee 2006-2008
Kellogg Curriculum Committee 2007- Present
Kellogg Personnel Committee, 1976-1977 (observer) 1986-1988, 2008-2010 (member)
Kellogg Executive Education Task Force 2010-2011
Northwestern University Branding and Communications Workgroup 2010-2011
Future of Marketing Task Force, 2012
Medill Dean's Search Committee 2011-2012

Invited Lectures at Other Institutions

Guest speaker, UCLA, Center for Marketing Studies, February 1978, June 1980
Seminar, Northwestern-University of Chicago Joint Marketing Workshop, April 1979
Guest speaker, INSEAD, Fontainebleau France, May 1983
Guest speaker, University of California, Berkeley, February 1984
Guest speaker, Marketing Leaders Series, New York University, May 1984, May 1995
Guest speaker, D. Maynard Phelps Distinguished Lecture Series in Marketing, University of

Michigan, October 1984, May 1990
Guest speaker, Psychology Department Seminar Series, Ohio State University, May 1985
Guest speaker, Psychology Department, SUNY Buffalo, October 1986
Guest Speaker, Marketing Department, University of Minnesota, April 1988
Guest Speaker, Marketing Department, University of Washington, June 1988
Guest Speaker, Marketing Department, Cornell University, April 1990
Guest Speaker, Advertising Department, University of Illinois, Urbana, March 1991
Guest Speaker, Marketing Department, Duke University, April 1991
Guest Speaker, Distinguished Lecture Series, Marketing Department, Ohio State University, June 1983, May 1992
Guest Speaker, Marketing Group, M.I.T., April 1999
Guest Speaker, University of California, Berkeley, 2001
Guest Speaker, University of California, Los Angeles, 2003
Guest Speaker, The Ohio State University, 2004

Civic Activities

Board of Directors, Old Kent Bank, Chicago, 1989 - 1996
Board of Directors, Art Encounter 1988-1990
Advisory Board, Copernicus 1998-2005
Board of Directors, RHR International, 2000-present