

GREGORY S. CARPENTER

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Education

Ph. D. 1983, Business, Columbia University
M. Phil. 1983, Business, Columbia University
M. B. A. 1980, Business, Columbia University.
B. A. 1978, Economics and Mathematics, Ohio Wesleyan University

Honors and Awards

Chevalier, Ordre des Coteaux de Champagne, 2010
Robert D. Buzzell Marketing Science Institute Award, 2008
Marketing Science Institute/H. Paul Root Award, 2006
American Marketing Association Donald R. Lehmann Award, 2000
American Marketing Association William F. O'Dell Award, 1999, 1994, 1990 (finalist)
American Marketing Association Paul E. Green Award, 1999
Donald P. Jacobs Research Professor, Northwestern University, 1998-1999
Sidney J. Levy Teaching Award, Northwestern University, 1996
American Marketing Association Doctoral Consortium Faculty, 2006, 1996, 1991, 1989,
1985
McManus Research Professor, Northwestern University, 1994-1995
Kraft Research Professor, Northwestern University, 1993-1994
Outstanding Professor of the Year, The Managers' Program, Northwestern University,
1992
Richard M. Clewett Research Professor, Northwestern University, 1991-1992
American Marketing Association Doctoral Dissertation Award, 1984
Beta Gamma Sigma, 1983
Hermes Scholar, Columbia University, 1982
Booz · Allen & Hamilton Fellow, Columbia University, 1981
Dean's Merit Fellow, Columbia University, 1980
University Fellow, Ohio Wesleyan University, 1978
Charles Edison Memorial Fellow, Georgetown University, 1977

Employment

James B. Farley/Booz Allen Hamilton Professor of Marketing Strategy (since 1999), Pro-
fessor of Marketing (since 1999), Associate Professor of Marketing (1990-1999), Kel-
logg School of Management, Northwestern University.
Visiting Associate Professor of Marketing (Spring 1990), School of Organization and
Management, Yale University.

Associate Professor of Business (1987-1990), Assistant Professor of Business (1985-1987),
Graduate School of Business, Columbia University.

Assistant Professor of Management (1983-1986), Acting Assistant Professor of Management (1982 to 1983), Graduate School of Management, University of California, Los Angeles.

RESEARCH

Journal Articles

Gebhardt, Gary F., Gregory S. Carpenter and John F. Sherry, Jr. (2006), "Creating Market Orientation: A Longitudinal, Multi-firm, Grounded Analysis of Cultural Transformation," *Journal of Marketing*, 66 (4), 37-55.

- *Winner of the Marketing Science Institute/H. Paul Root Award, 2006*

Rust, Roland T., Tim Ambler, Gregory S. Carpenter, V. Kumar, and Rajendra Srivastava (2004), "Measuring Marketing Productivity: Current Knowledge and Future Directions," *Journal of Marketing*, 68 (4), 76-89.

Chernev, Alex, and Gregory S. Carpenter (2001), "The Role of Market Efficiency Intuitions in Consumer Choice: A Case of Compensatory Inferences," *Journal of Marketing Research*, 38 (August), 349-361.

Brown, Christina, and Gregory S. Carpenter (2000), "Why is the Trivial Important? A Reasons-Based Account for the Effects of Trivial Attributes on Choice," *Journal of Consumer Research*, 26 (4), 372-385.

Shankar, Venkatesh, Gregory S. Carpenter and Lakshman Krishnamurthi (1999), "The Advantages of Entry in the Growth Stage of the Product Life Cycle: An Empirical Analysis," *Journal of Marketing Research*, 36, 2 (May), 269-276.

Shankar, Venkatesh, Gregory S. Carpenter, and Lakshman Krishnamurthi (1998), "Late Mover Advantage: How Innovative Late Entrants Outsell Pioneers," *Journal of Marketing Research*, 35, 1 (February), 54-70.

- *Winner of the American Marketing Association's Paul E. Green Award, 1999.*
- *Winner of the American Marketing Association's Donald R. Lehmann Award, 2000.*
- *Abstracted in L. McAlister, R. Bolton and R. Rizley (eds.), Essential Readings in Marketing, Cambridge: Marketing Science Institute, 2006.*

Carpenter, Gregory S., and Kent Nakamoto (1996), "The Impact of Consumer Preference Formation on Marketing Objectives and Competitive Second Mover Strategies," *Journal of Consumer Psychology*, 5(4), 325-358.

DeSarbo, Wayne, Donald R. Lehmann, Gregory S. Carpenter, and Indrajit Sinha (1996), "A Stochastic Multidimensional Unfolding Approach for Representing Phased Decision Outcomes," *Psychometrika*, 61, 3 (September), 485-508.

- Carpenter, Gregory S., and Kent Nakamoto (1994), "Reflections on 'Consumer Preference Formation and Pioneering Advantage'," *Journal of Marketing Research*, 31, 4 (November), 570-73.
- Carpenter, Gregory S., Rashi Glazer and Kent Nakamoto (1994), "Meaningful Brands from Meaningless Differentiation: The Dependence on Irrelevant Attributes," *Journal of Marketing Research*, 26, 3 (August), 339-50.
- Winner of the American Marketing Association's William F. O'Dell Award, 1999.
 - Abstracted in L. McAlister, R. Bolton and R. Rizley (eds.), *Essential Readings in Marketing*, Cambridge: Marketing Science Institute, 2006.
- Carpenter, Gregory S., and Dominique M. Hanssens (1994), "Market Expansion, Cannibalization, and International Airline Pricing Strategy," *International Journal of Forecasting*, 10, 313-26.
- Bell, Steven S., and Gregory S. Carpenter (1992), "Optimal Multiple-Objective Marketing Strategies," *Marketing Letters*, 3, 4 (October), 383-93.
- Carpenter, Gregory S., and Kent Nakamoto (1990), "Competitive Strategies for Late Entry into a Market with a Dominant Brand," *Management Science*, 36, 10 (October), 1268-78.
- Carpenter, Gregory S. (1989), "Perceptual Position and Competitive Brand Strategy in a Two-Dimensional, Two-Brand Market," *Management Science*, 35, 9 (September), 1029-44.
- Abstracted in *OR/MS Today*, 16 (1989), 4 (August), 59.
- Carpenter, Gregory S., and Kent Nakamoto (1989), "Consumer Preference Formation and Pioneering Advantage," *Journal of Marketing Research*, 26, 3 (August), 285-298.
- Reprinted (in French) in *Reserche et Applications en Marketing*, 5, 2, 17-43.
 - Abstracted in *Journal of Product Innovation Management*, June 1990, 158-9.
 - Winner of the American Marketing Association's William F. O'Dell Award, 1994.
 - Abstracted in L. McAlister, R. Bolton and R. Rizley (eds.), *Essential Readings in Marketing*, Cambridge: Marketing Science Institute, 2006.
- Carpenter, Gregory S., Lee G. Cooper, Dominique M. Hanssens and David Midgley (1988), "Modeling Asymmetric Competition," *Marketing Science*, 7, 4 (Fall), 393-412.
- Carpenter, Gregory S. (1987), "Market Pioneering and Competitive Positioning Strategy," *Annales des Telecommunications*, 42, 11-12 (Nov.-Dec.), 699-709.
- Carpenter, Gregory S. (1987), "Modeling Competitive Marketing Strategies: The Impact of Marketing-Mix Relationships and Industry Structure," *Marketing Science*, 6, 2 (Spring), 208-221.
- Carpenter, Gregory S., and Donald R. Lehmann (1985), "A Model of Marketing Mix, Brand Switching, and Competition," *Journal of Marketing Research*, 22, 3 (August), 318-329.
- Finalist for the American Marketing Association's William F. O'Dell Award, 1990.

Books

- Carpenter, Gregory S., Gary F. Gebhardt and John F. Sherry (2014), *Resurgence: Creating a Customer-Focused Reinvention*. New York: Palgrave-Macmillian (forthcoming).
- Shankar, Venkatesh, and Gregory S. Carpenter (eds.) (2012), *Handbook of Marketing Strategy*. Gloucestershire, UK: Edward Elgar Publishing Limited.
- Carpenter, Gregory S., Rashi Glazer, and Kent Nakamoto (eds.) (1997), *Readings on Market Driving Strategies: Toward a New Theory of Competitive Advantage*. Reading, Massachusetts: Addison Wesley.

Book Chapters, Conference Papers, and Other Publications

- Shankar, Venkatesh, and Gregory S. Carpenter (2012), "Late Mover Strategy," in V. Shankar and G. Carpenter (eds.) *Handbook of Marketing Strategy*. Gloucestershire, UK: Edward Elgar Publishing Limited.
- Carpenter, Gregory S. (2010), "Creating Customers and Shaping the Competitive Game," in A. Tybout (ed.) *Kellogg on Marketing*. New York: Wiley.
- Tybout, Alice M., and Gregory S. Carpenter (2010), "Creating and Managing Brands," in A. Tybout (ed.) *Kellogg on Marketing*. New York: Wiley.
- Gebhardt, Gary F., Gregory S. Carpenter and John F. Sherry, Jr. (2006), "Creating Market Orientation: A Longitudinal, Multi-firm, Grounded Analysis of Cultural Transformation," *MSI Reports*, Cambridge: Marketing Science Institute.
- Winner of the Robert D. Buzzell Marketing Science Institute Award, 2008
- Carpenter, Gregory S., and Kent Nakamoto (2005), "Competitive Brand Strategy," in A. Tybout and T. Calkins (eds.), *Kellogg on Branding*. New York: Wiley.
- Anderson, James C. and Gregory S. Carpenter (2005), "Brand Strategy for Business Markets," in A. Tybout and T. Calkins (eds.), *Kellogg on Branding*. New York: Wiley.
- Carpenter, Gregory S., Rashi Glazer, and Kent Nakamoto (2000), "Market Driving Strategies: Toward a New Concept of Competitive Advantage," in D. Iacobucci (ed.), *Kellogg on Marketing*. New York: Wiley.
- Cited in *Victor Mosley and Cathy Mosley d/b/a/ Victor's Little Secret v. Victoria's Secret Catalogue, Inc.*, case number 01-1015 in the United States Supreme Court.
- Tybout, Alice M., and Gregory S. Carpenter (2000), "Creating and Managing Brands," in D. Iacobucci (ed.), *Kellogg on Marketing*. New York: Wiley.
- Anderson, James C., Gregory S. Carpenter, and James C. Narus (2000), "Managing Market Offerings in Business Markets," in D. Iacobucci (ed.), *Kellogg on Marketing*. New York: Wiley.
- Anderson, James C., and Gregory S. Carpenter (1998), "How to Escape the Commodity Trap in Business Markets," *Financial Times, Mastering Marketing* supplement, November 2, 5-6.

- Carpenter, Gregory S., and Alice M. Tybout (1998), "Meeting the Challenge of the Post-Modern Consumer," *Financial Times, Mastering Marketing* supplement, October 5, 1-2.
- Carpenter, Gregory S., (1998), "Changing the Rules of the Marketing Game," *Financial Times Mastering Management Review*, August, 30-33; and *Financial Times, Mastering Marketing* supplement, September 14, 2-4.
- Carpenter, Gregory S., and Kent Nakamoto (1994), "Competitive New Product Strategies," in J. Hampton (ed.), *AMA Management Handbook*. New York: AMACOM.
- Carpenter, Gregory S., and Kent Nakamoto (1994), "Brand Dominance: Competitive Advantage through Consumer Learning," in S. Levy, G. Frerichs, and H. Gordon (eds.), *Marketing Manager's Handbook*. Chicago: The Dartnell Corporation. Reprinted in *Creating Winning Marketing Plans*. Chicago: The Dartnell Corporation.
- Carpenter, Gregory S. (1992), Review of Technological Competition in Global Industries: Marketing and Planning Strategies for American Industry by David T. Mehte (New York: Quorum Books, 1991), *Columbia Journal of World Business*, 1992, 26, 77-8.
- Carpenter, Gregory S., and Kent Nakamoto (1987), "Market Pioneering, Learning, and Preference," in M. Houston (ed.), *Advances in Consumer Research*, vol. 15, Provo, UT: Association for Consumer Research, 275-279.
- Carpenter, Gregory S., and John U. Farley (1985), *Business Strategy and the Life Cycle*. Cambridge: Marketing Science Institute.

Working Papers and Papers Under Review

- Goedertier, Frank, Kristof Geskens, and Gregory S. Carpenter, "Leveraging the Old to Create the New: The Role of Brand Associations in New Product Novelty."
- Kraus, Paul, Gregory S. Carpenter, and Matteo D'Angelis, "Competitive Differentiation Strategies: Choosing Between Simply Better and Simply Different."
- D'Angelis, Matteo, and Gregory S. Carpenter, "Differentiation through Multiple Innovative Features: When are More Features Valued?"

Work in Progress

- Mad Markets: Thriving on Customer and Competitor Irrationality.*
- "Wine Worlds" (with Ashlee Humphries and John F. Sherry).
- "When Data and Social Consensus Conflict" (with Miguel Brendl and Benjamin Neuwirth)
- "Competitive Advantage: An Analysis of Strategic Inimitability."
- "They Played a Game: Managerial Biases in Competitor Analysis" (with Gary F. Gebhardt and Ann McGill).

Research Presentations

- “Wine Worlds: Consumer Insight and Marketing Strategies,” Viticulture 2013 Conference, Rochester, New York, 2013.
- “Wine Worlds: Consumer, Producer and Growth Strategies,” Wine Market Council Research Conference, New York and Santa Rosa, California, 2013.
- “Wine Consumer Insight and Marketing Strategy,” Wine Market Council Research Conference, New York and Santa Rosa, California, 2012.
- “Brand Differentiation and Competitive Advantage,” Liberà Università Internazionale degli Studi Sociali, Rome, 2011.
- “New Perspectives on Customers, New Avenues for Growth,” Kellogg/Marketing Science Institute Conference on Realizing Profitable Growth,” Evanston, 2010.
- “Market-Driven Strategy: Creating Competitive Advantage,” Marketing Science Institute Immersion Conference,” Boston, 2009.
- “Competitive Differentiation Strategies: Choosing Between Simply Better and Simply Different,” Liberà Università Internazionale degli Studi Sociali, Rome, 2009.
- “Competitive Advantage: A Behavioral Agenda,” UCLA Anderson School, 2008; Liberà Università Internazionale degli Studi Sociali, Rome, 2008.
- “Creating a Market Orientation: Lessons from Elitist Revolutions,” Marketing Science Institute/McKinsey/Kellogg CMO Summit, Evanston, 2007.
- “Reflections,” American Marketing Association Doctoral Consortium, University of Maryland, 2006.
- “Creating a Market Orientation: Lessons from Elitist Revolutions,” Marketing Science Institute Trustees Meeting, Chicago, November 2005.
- “Competitive Differentiation Strategies: Making Differences Valuable,” Marketing Science Conference, Wiesbaden, July 2001.
- “They Played a Game: Managerial Biases in Competitor Analysis,” Marketing Science Institute Conference on Competitive Responsiveness, Cambridge, May 2001.
- “Why Are Irrelevant Attributes Relevant? A Strategic Inference Model,” University of Chicago Marketing Workshop, 1998; London Business School, 1998; INSEAD Marketing Camp, 1999.
- “Market Driving Strategies: Toward a New Concept of Competitive Advantage,” Marketing Science Institute/*Journal of Marketing* Conference on Fundamental Issues and Directions in Marketing, Cambridge, 1998.
- “Competitive Differentiation Strategies: A Market-Driving Perspective,” INFORMS Marketing Science Conference, Fountainebleau, 1998.
- “Brand Differentiation: A Market-Driving Perspective,” Marketing Science Institute Conference on Leveraging and Growing Mature Brands and Services, Chicago, 1997.

- “Pioneering Disadvantage,” 1997 Midwest Marketing Camp, Iowa City.
- “Perception Asymmetry and Competitive Advantage,” 1997 INFORMS Conference, Dallas.
- “Alliances with Opportunism: Sustainable Distribution Partnerships Through Credible Threats and Credible Commitments,” 1995 INFORMS Marketing Science Conference, Gainesville, Florida.
- “Consumer Learning and Competitive Advantage,” 1991 AMA Doctoral Consortium, University of Southern California; Marketing Science Institute, 1994; Henley Management College, 1995; Duke University, 1995; 1996 AMA Doctoral Consortium, University of Colorado.
- “Market Driving Strategies: On the Foundations of Competitive Advantage,” 1994 Marketing Science Conference, Tucson.
- “Pioneering Disadvantage: Consumer Response to Differentiated Entry and Defensive Imitation,” 1993 Association of Consumer Research Conference, Nashville; 1993 ORSA/TIMS Conference, Phoenix; University of Florida, 1995.
- “Dominant Brand Advantage: An Empirical Analysis of Strategic Inimitability,” 1991 Association for Consumer Research Meeting, Chicago; 1993 Marketing Science Conference, St. Louis.
- “Competitive Late Mover Strategies: Beyond Classical Models of Consumer and Managerial Decision Making,” 1992 ORSA/TIMS Conference, San Francisco.
- “Meaningful Brands from Meaningless Differentiation: The Dependence on Irrelevant Attributes,” 1989 Marketing Science Conference, Durham; 1992 Marketing Science Conference, London, University of Michigan, Phelps’s Lecture, 1993, UCLA Marketing Workshop, 1994.
- “Pursuing Competitive Advantage: From Industry Structure to Consumer Decision Making,” 1989 AMA Educators’ Conference, Chicago.
- “Convergent Thoughts from Divergent Coauthors: The Road Less Traveled,” 1989 AMA Doctoral Consortium, Harvard University.
- “Product-Line Competition Between a Pioneer and Later Entrant,” 1988 ORSA/TIMS Marketing Science Conference, Seattle; 1988 ORSA/TIMS Conference, Denver, 1991 Marketing Science Conference.
- “Understanding the Equity Effects of Pioneering Brands,” Marketing Science Institute, Trustees Meeting Miniconference on Brand Equity, Boston, 1988.
- “Competitive Strategies for Late Entry into a Market with a Dominant Brand,” 1987 ORSA/TIMS Conference, St. Louis; New York University; TIMS Conference on the State of the Art in Strategy Research. University of Pennsylvania; University of California, Berkeley; Northwestern University.
- “Market Pioneering and Competitive Positioning Strategy,” INSEAD Conference on Marketing Telecommunications Services, Fountainebleau, 1987.

- “Market Pioneering, Learning, and Preference,” 1987 Association of Consumer Research Meetings, Boston.
- “Consumer Preference Formation and Pioneering Advantage,” 1986 ORSA/TIMS Marketing Science Conference, Dallas; Dartmouth College, Columbia/NYU/Yale Marketing Workshop, Stanford University, University of Chicago, Cornell University, University of Pennsylvania, and Harvard University.
- “Market Expansion, Cannibalization, and International Airline Pricing,” 1985 and 1986 ORSA/TIMS Conferences.
- “Perceptual Position and Competitive Brand Strategy in a Two-Dimensional, Two-Brand Market,” 1985 AMA Winter Educators’ Conference, Phoenix; 1985 ORSA/TIMS Marketing Science Conference, Nashville; 1985 ORSA/TIMS Conference, Atlanta; Duke University, and University of Arizona.
- “Strategy Models,” 1985 AMA Doctoral Consortium, Duke University.
- “Modeling Asymmetric Competition,” 1984 ORSA/TIMS Conference, Dallas; and Columbia University, 1984.
- “Modeling Competitive Marketing Strategies: The Impact of Marketing-Mix Relationships and Industry Structure,” 1984 ORSA/TIMS Marketing Science Conference, Chicago; and the 1984 AMA Marketing Educators’ Conference.
- “A Model of Marketing Mix, Brand Switching, and Competition,” 4th ORSA/TIMS Market Measurement Conference, Philadelphia.

PROFESSIONAL SERVICE AND TEACHING

Boards

Member, Advisory Board, Luiss Business School, Rome, Italy, 2009-present
 Academic Trustee, Marketing Science Institute, Cambridge, Massachusetts, 2004-2010
 Member, Advisory Board, Terlato Wine Group, Lake Bluff, Illinois, 2004-2007
 Member, Advisory Board, Hamilton Consultants, Cambridge, Massachusetts, 2001-2005

Editorial Service

Guest Associate Editor, *Management Science*, 2010-2011; Associate Editor, *Location Science* (1995-2000)
 Editor Selection Committee, *Journal of Marketing*, 2004
 Editorial Board Member, *Journal of Marketing* (2002-2005), *Journal of Marketing Research* (1991-2003), *Marketing Science* (1990-1997), and *Marketing Letters* (1989-2001)
 Ad hoc reviewer for *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Journal of Consumer Research*, *Journal of Economics and Management Strategy*, *Journal of Management Studies*, *Columbia Journal of World Business*, *International Journal of Research in Marketing*, *Sloan Management Review*, American Marketing Asso-

ciation, Marketing Science Institute, National Science Foundation, *Journal of Business*, *Omega*, *Journal of Consumer Psychology*

Invited Seminars

Liberà Università Internazionale degli Studi Sociali, 2011, 2008, 2007
University of California, Los Angeles, 2008, 1994
Ohio Wesleyan University, Milligan Lecture, 2008
INSEAD, 1999
London Business School, 1998
University of Chicago, 1988, 1998
Henley Management College, 1995
University of Florida, 1995
University of Wisconsin—Madison, 1994
University of Michigan, Phelps Lecture, 1993
Northwestern University, 1989
University of California, Berkeley, 1989
Harvard University, 1989
New York University, 1989
University of Pennsylvania, 1988, 1989
Cornell University, 1988
University of Arizona, 1988
Stanford University, 1987
Duke University, 1987, 1995
Columbia University, 1984, 1993

Grants

Various small grants from the UCLA Center for Managerial Economics and Public Policy, Columbia Strategy Research Center, and Columbia Institute for Marketing Studies. Marketing Science Institute, \$5,000, with Kent Nakamoto; \$2,500, with Gary Gebhardt.

Administrative Service

Faculty Director, Kellogg Markets and Customers Initiative, since 2012
Member, Kellogg Core Strategy Group, 2011-2012
Co-Chair, Northwestern University Branding and Communication Workgroup, 2010-2012
Member, Kellogg Dean's Transition Team, 2010
Co-Chair, Northwestern University Strategic Planning Committee, Areas of Distinction, 2010
Member, Northwestern University Program Review Committee, 2009-present
Member, Kellogg Dean Search Committee, Northwestern, 2009-2010
Chairman, Department of Marketing, Kellogg, 2006-2009
Founder and Director of the Center for Market Leadership, Kellogg, since 2004
Member, Kellogg Student Affairs and Activities Committee, 2005-2006
Member, Kellogg Curriculum Committee, 2004-2006
Member, Kellogg Conflict of Interest and Commitment Committee, 2004-2006

External Assessor, Appointments Committee, London Business School, 2004, 2008
 Member, Kellogg Dean Search Committee, Northwestern, 2000-2001
 Member, Kellogg Personnel Committee, 2000-2002, 1990-1991 (observer)
 Member, Max McGaw Chair Search Committee, Kellogg, 2000-2001
 Member, Kellogg Marketing Recruiting Committee, 2000-2001, (co-coordinator) 1997,
 1998, (coordinator) 1994
 Member, Kellogg Marketing Conference Coordinator, 1996, 1998
 Member, Columbia University Senate, 1989
 Member, Virany Prize Committee, Columbia, 1988-1989
 Member, Marketing Workshop Coordinator, Columbia, 1987-1989
 Member, Marketing Search Committee, Columbia, 1986-1989
 Marketing Recruiting Coordinator, Columbia, 1986
 Member, Leonhard Professor Search Committee, UCLA, 1984-1985
 Member, Legislative Assembly, UCLA, 1984-1985
 Member, Doctoral Board, UCLA, 1983-1985
 Member, MBA Task Force, UCLA, 1983-1985

Conference Organization

Co-Chair, Kellogg Marketing Leadership Conference, September 2011, October 2012.
 Co-chair, Marketing Science Institute/Kellogg Conference “Realizing Profitable
 Growth,” May 2010
 Co-chair, Marketing Science Institute/McKinsey/Kellogg Chief Marketing Officers’
 Summit, 2007
 Advisory Board Member, *Journal of Marketing*/Marketing Science Institute Conference
 on Measuring Marketing Productivity
 Advisory Board Member, *Journal of Marketing Research*/Marketing Science Institute Con-
 ference on Academic-Practitioner Collaboration
 Advisory Board Member, *Journal of Consumer Psychology*/Marketing Science Institute
 Conference on Product Assortment
 American Marketing Association Educators’ Conference, Marketing Strategy Track
 Chair, 1994
 American Marketing Association Educators’ Conference, session chair, 1989
 Marketing Science Conference, session chair, 1987, 1994
 ORSA/TIMS College of Marketing, session chair, 1985-1989, 1992

Courses Taught

Masters: Marketing management, marketing planning, marketing strategy, advanced
 marketing practicum
 Doctoral: Marketing strategy

Doctoral Committees

Ashlee Humphries, Ph. D. (marketing), Northwestern University, 2008
 Ryan Hamilton, Ph. D. (marketing), Northwestern University, 2008
 Ming Piao, Ph.D. (management of organizations), Northwestern University, 2007
 Jeffrey D. Shullman, Ph. D. (marketing), Northwestern University, 2006

Alice Wang, Ph. D. (marketing), Northwestern University, 2005
Gary F. Gebhardt, Co-chair, Ph. D. (marketing), Northwestern University, 2004
Michaela Draganska, Ph. D. (marketing), Northwestern University, 2001
Paul Kraus, Ph. D. (marketing), Chair, Northwestern University, 2000
James Thompson, Ph. D. (marketing), Northwestern University, 1998
Monish Kacker, Ph. D. (marketing), Northwestern University, 1997
Suzanne Walchli, Ph. D. (marketing), Northwestern University, 1996
Amy Ostrom, Ph. D. (marketing), Northwestern University, 1996
Eyal Moaz, Ph. D. (marketing), Northwestern University, 1995
Gerri Henderson, Ph. D. (marketing), Northwestern University, 1995
Pablo Azar, Ph. D. (marketing), Northwestern University, 1994
Venkatesh Shankar, Co-chair, Ph. D. (marketing), Northwestern University, 1994
Dong Hoon Kim, Ph. D. (business), Columbia University, 1989
Fernando Nascimento, Ph. D. (business), Columbia University, 1987
Jan Ouren, Ph. D. (public health), University of California, Los Angeles, 1983

March 22, 2013