CURRICULUM VITAE: ANNE T. COUGHLAN

NAME AND RANK

Anne T. Coughlan
J.L. & Helen Kellogg Professor of Marketing
Kellogg School of Management
Northwestern University
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Evanston, IL 60208-2008
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EDUCATION

Stanford University, Ph.D. (Economics), April 1982.

Stanford University, B.A. (Economics, with Honors and Distinction, Phi Beta Kappa), 1977.

PRIOR EXPERIENCE

Academic Positions

September 2009-	J.L. & Helen Kellogg Professor of Marketing, Kellogg School of Management, Northwestern University
February 2007-	Professor of Marketing, Kellogg School of Management, Northwestern University
Dec. 1990 – Feb. 2007	Tenured Associate Professor of Marketing, Kellogg (Graduate) School of Management, Northwestern University
Aug. 1997-July 1998	Visiting Professor of Marketing, INSEAD, Fontainebleau, France
July 1988 - Dec. 1990	Associate Professor of Marketing, Kellogg Graduate School of Management, Northwestern University
July 1985 - June 1988	Assistant Professor of Marketing, Kellogg Graduate School of Management, Northwestern University
July 1981 - June 1985	Assistant Professor, Graduate School of Management, University of Rochester

RESEARCH ACTIVITIES

PUBLICATIONS AND COMPLETED WORK

"Sales Force Compensation: Research Insights and Research Potential," with Kissan Joseph, Chapter 26 in Handbook on Business-to-Business Marketing, Gary L. Lilien and Rajdeep Grewal, Editors, Edward Elgar Publishing, 2012, 473-495.

"Managing Consumer Returns in a Competitive Environment," with Jeffrey D. Shulman and R. Canan Savaskan, Management Science, vol. 57 (2, February 2011), 347-362.

"Marketing Channel Strategy," in Wiley International Encyclopedia of Marketing, Volume 1, Marketing Strategy, Robert A. Peterson and Roger A. Kerin, Editors, West Sussex, United Kingdom, John Wiley and Sons, Ltd., 2011, pp. 133-142.

"Marketing Channel Design and Management," in Kellogg on Marketing, Second Edition, Alice M. Tybout and Bobby Calder, Editors, John Wiley & Sons, Inc., Publishers, 2010, chapter 11, pp. 232-257.

"Creating Superior Value by Managing the Marketing-Operations Management Interface," with Jeffrey D. Shulman, in Kellogg on Marketing, Second Edition, Alice M. Tybout and Bobby Calder, Editors, John Wiley & Sons, Inc., Publishers, 2010, chapter 20, pp. 393-408.

"Optimal Reverse Channel Structure for Consumer Product Returns," with Jeffrey D. Shulman and R. Canan Savaskan, Marketing Science, vol. 29 (November-December 2010), 1071-1085.

"Marketing Modeling Reality, and the Realities of Marketing Modeling," with S. Chan Choi, Wujin Chu, Charles A. Ingene, K. Sridhar Moorthy, V. "Paddy" Padmanabhan, Jagmohan S. Raju, David A. Soberman, Richard Staelin, and Z. John Zhang, Marketing Letters, vol. 21 (3, 2010), 317-333.

"Optimal Sales Force Diversification and Group Incentive Payments," with Fabio Caldieraro, Marketing Science, vol, 28 (6, November-December 2009), 1009-1026.

"Determinants of Pay Levels and Structures in Sales Organizations," with Dominique Rouziès, Erin Anderson, and Dawn Iacobucci, Journal of Marketing, vol. 73 (November 2009), 92-104. This paper won the American Marketing Association's Selling and Sales Management Special Interest Group's Excellence in Research Award for 2010.

"Optimal Restocking Fees and Information Provision in an Integrated Demand-Supply Model of Product Returns," with Jeffrey D. Shulman and R. Canan Savaskan, Manufacturing & Service Operations Management, vol. 11 (4, Fall 2009), 577-594.

"Editorial: Analytical Transparency," with Eric T. Bradlow, Marketing Science, vol. 28 (3, May-June 2009), 403-404.

PUBLICATIONS AND COMPLETED WORK, continued

"Price-Matching Guarantees, Retail Competition, and Product-Line Assortment," with Greg Shaffer, Marketing Science, vol. 28 (3, May-June 2009), 580-588.

"Used Goods, Not Used Bads: Profitable Secondary Market Sales for a Durable Goods Channel," with Jeffrey D. Shulman, Quantitative Marketing and Economics, vol. 5, 2007, 191-210.

"Spiffed-Up Channels: The Role of Spiffs in Hierarchical Selling Organizations," with Fabio Caldieraro, Marketing Science, vol. 26, no. 1, 2007, pp. 31-51.

"Private Label Positioning: Quality vs. Feature Differentiation from the National Brand," with S. Chan Choi, Journal of Retailing, vol. 82, no. 2, 2006, pp. 79-93 (lead article; 2008 AMA Davidson Honorable Mention Award for Best Article in Journal of Retailing, 2006).

"A Cointegration Analysis of the Correlates of Performance in Franchised Channels," with Rajiv Dant, Manish Kacker, and Jamie Emerson (2006), in Economics and Management of Networks: Franchising Networks, Cooperatives, Joint Ventures and Alliances, G. Cliquet, G. Kendrickse, M. Tuunanen, and J. Windsperger, eds., Springer, 2006.

Marketing Channels, Seventh Edition, with Erin Anderson, Louis W. Stern and Adel I. El-Ansary, Prentice-Hall, 2006.

"Results on the Standard Error of the Coefficient Alpha Index of Reliability," with Adam Duhachek and Dawn Iacobucci, Marketing Science, vol. 24, no. 2, Spring 2005, pp. 294-301.

"Salesforce Compensation: An Analytical and Empirical Examination of the Agency Theoretic Approach," with Sanjog Misra and Chakravarthi Narasimhan, Quantitative Marketing and Economics, vol. 3, 2005, pp. 5-39.

"Strategic Segmentation Using Outlet Malls," with David A. Soberman, International Journal of Research in Marketing, vol. 22, no. 1, 2005, pp. 61-86.

"Recruiting Rookie Faculty: School, Candidate, Competition," with Vithala R. Rao, Asian Journal of Marketing, vol. 9, no. 1, 2002-2003, http://www.mis.org.sg/homepage/ajm.htm.

"Channel Management: Structure, Governance, and Relationship Management," with Erin Anderson, in Handbook of Marketing, Barton A. Weitz and Robin Wensley, editors, Sage Publications, 2002.

Marketing Channels, Sixth Edition, with Erin Anderson, Louis W. Stern and Adel I. El-Ansary, Prentice-Hall, 2001.

PUBLICATIONS AND COMPLETED WORK, continued

"Marketing Channel Design and Management," with Louis W. Stern, in Kellogg on Marketing, publisher: Wiley, 2000.

"Network Marketing Organizations: Compensation Plans, Retail Network Growth, and Profitability," with Kent Grayson, International Journal of Research in Marketing, Vol. 15, No. 5, 1998.

Marketing Channels, Fifth Edition, with Louis W. Stern and Adel I. El-Ansary, Prentice-Hall, 1996.

"Dynamic Competitive Retail Pricing Behavior with Uncertainty and Learning," with Murali K. Mantrala, Managerial and Decision Economics, vol. 15, no. 1, January-February 1994, pp. 3-20.

"Salesforce Compensation: A Review of MS/OR Advances," in Handbooks in Operations Research and Management Science: Marketing (vol. 5), Gary L. Lilien and Jehoshua Eliashberg, editors, Amsterdam: North-Holland, 1993; translated into Japanese and issued in the Japanese market in 1998.

"Dynamic Competitive Pricing Strategies," with Murali K. Mantrala, International Journal of Research in Marketing, vol. 9, no. 1, March 1992, pp. 91-108.

"An Empirical Analysis of Salesforce Compensation Plans," with Chakravarthi Narasimhan, Journal of Business, vol. 65, no. 1, January 1992, pp. 93-122.

"Retail Pricing: Does Channel Length Matter?" with Rajiv Lal, Managerial and Decision Economics, vol. 13, 1992, pp. 201-214.

"New Technology Adoption in an Innovative Marketplace: Micro- and Macro- Level Decision Making Models," with Eileen Bridges and Shlomo Kalish, International Journal of Forecasting, vol. 7, 1991, pp. 257-270.

"Salesforce Compensation: Theory and Managerial Implications," with Subrata K. Sen, Marketing Science, vol. 8, no. 4, Fall 1989, pp. 324-342.

"On Credible Delegation by Oligopolists: A Discussion of Distribution Channel Management," with Birger Wernerfelt, Management Science, vol. 35, February 1989, pp. 226-239.

"Pricing and the Role of Information in Markets," in Issues in Pricing: Theory and Research, ed. by Timothy M. Devinney, Lexington, MA: Lexington Books, 1988, pp. 59-62.

"Distribution Channel Choice in a Market with Complementary Goods," International Journal of Research in Marketing, vol. 4, 1987, pp. 85-97.

PUBLICATIONS AND COMPLETED WORK, continued

"International Market Entry and Expansion Via Independent or Integrated Channels of Distribution," with Erin Anderson, Journal of Marketing, vol. 51, no. 1, January 1987, 71-82. Reprinted in Third Edition of International Marketing Strategy, Hans B. Thorelli and S. Tamer Cavusgil, editors, Pergamon Press.

"Competition and Cooperation in Marketing Channel Choice: Theory and Application," Marketing Science, vol. 4, no. 2, Spring 1985, pp. 110-129.

"Executive Compensation, Managerial Turnover, and Firm Performance: An Empirical Exploration," with Ronald Schmidt, Journal of Accounting and Economics, vol. 7, no. 1-3, April 1985, pp. 43-66.

"Measuring the International Marketing Productivity of U.S. Semiconductor Companies," with M. T. Flaherty, in Productivity in Distribution, ed. by David A. Gautschi, North-Holland, 1983.

PAPERS IN THE SUBMISSION PROCESS AT JOURNALS

"Determinants of MAP Violations," with Ayelet Israeli and Eric T. Anderson, October 2011, revision invited at Marketing Science.

"Product-Line Pricing: Its Impact on Horizontal and Vertical Externalities in Distribution Channels," with Charles A. Ingene, October 2011, revision invited at Journal of Retailing.

"State-Dependent Sales Force Compensation: The Case of Pharmaceutical Detailing," with Fabio Caldieraro, October 2009, revision invited at Management Science.

"How Franchisor Strategies Impact Growth of Franchisee Networks," with Manish Kacker, Rajiv P. Dant, and Jamie Emerson, December 2011, revision invited at Journal of Small Business Management.

WORKING PAPERS

"Sales Force Size Changes and Firm Stock Price Performance: An Event Study," with Kissan Joseph, Jide Wintoki, and Duane Myer, December 2011.

"A Robust Variance Estimate of Coefficient Alpha: Analytical and Empirical Evidence for One and Two Samples," with Adam Duhachek and Dawn Iacobucci, March 2005.

"A Survey of Outlet Mall Retailing: Past, Present, and Future," with David A. Soberman, April 2004.

WORK IN PROGRESS

"Design of Sales Hierarchies: The Role and Value of Sales Managers," with Kissan Joseph.

"Compensation Management for Key Account Managers, Sales Managers, and Field Salespeople," with Michael Ahearne and Dominique Rouziès.

"Who Should Bear Channel Costs?" with Charles A. Ingene.

"Pricing Policies in a Segmented Time-Varying Market: Planning For The Holidays," with Huseyin Karaca.

CASES WRITTEN

CEMEX: Targeting the Low-End Housing Market in Mexico, 2008. This case adapts a Harvard Business School case on CEMEX, the Mexican cement manufacturer, as it considers how best to build an appropriate route to market to serve the poorest market segment of homebuilders.

Guarantee Mutual, 2005. This case concerns an insurance company facing the problem of how to effectively manage its channel relationships and allocate channel functions among itself (the insurance carrier), its sales force, and its independent brokers. The company is refocusing its product line toward non-medical employee benefit plans.

Mary Kay Corporation, 2004. This case deals with the company's decision about how to incorporate the Internet into its business, which historically has relied solely on Mary Kay "Beauty Consultants" to direct-sell to end consumers.

Michaels Craft Stores, 2004. This case profiles the channel management challenges facing the largest and fastest-growing retail craft chain in the world as it seeks to build greater efficiency with its craft suppliers. Combines focus on channel efficiency/design and channel conflict management.

Invisalign, 2004. This is a case about a new technology for straightening teeth (a substitute for metal braces) and the distribution channel issues facing the firm. Focus: identifying and closing gaps in channel design.

Verklar Austria, 1995, revised 2004. This case deals with both channel design and channel coordination issues in a multinational European firm that makes roof windows.

West Bend Company, 1992. This case describes the foreign market (Japan) entry decision of an American manufacturer of light consumer appliances.

Lands' End Direct Marketers, 1992. This case concerns a U.S. mail-order firm's decisions about how to enter the European market and with what level of investment and control.

CIGNA Corporation (revised, 1992). This is a Harvard case for which I supervised Jonathan Hibbard in the revision for use in my International Distribution Channels course. Revision is now incorporated in the Harvard case book.

OTHER WRITTEN WORK

"1993 Multi-Level Marketing Executives Industry Survey Summary Report," with Kent Grayson, published in Down-Line News, Vol. III, Issue V, October/November. This is an industry publication for companies that use multi-level marketing, or network marketing, to sell their products.

"Salesforce Compensation: Insights from Management Science," with Subrata K. Sen, May 1986, Marketing Science Institute Working Paper Series.

"Vertical Integration Incentives in Marketing: Theory and Application to International Trade in the Semiconductor Industry," Ph.D. Dissertation, Stanford University, April 1982.

The following papers, along with "Measuring the International Marketing Productivity of U.S. Semiconductor Companies," are part of a final report to the National Science Foundation on Grant No. PRA 78-21837, 1982:

"Business History of Digital Logic Circuits," Studies in Industry Economics No. 121, Department of Economics, Stanford University, 1980; revised, April 1981.

"Preliminary Case Study of the Mask Aligner," November 1979.

"Preliminary Case Study on the Plastic Encapsulation of Integrated Circuits," with M. T. Flaherty, revised January 1980.

"Business History of Ion Implantation," revised June 1982.

"Business History of the Operational Amplifier," revised February 1982.

"Business History of the 4K RAM," revised April 1981.

ACADEMIC HONORS AND AWARDS

2010, American Marketing Association's Selling and Sales Management Special Interest Group's Excellence in Research Award, for "Determinants of Pay Levels and Structures in Sales Organizations," with Dominique Rouziès, Erin Anderson, and Dawn Iacobucci, Journal of Marketing, vol. 73 (November 2009), 92-104.

Fall 2009 - , J.L. & Helen Kellogg Professor of Marketing, Kellogg School of Management, Northwestern University.

2008-2009, Kraft Research professorship, Kellogg School of Management, Northwestern University.

2008 AMA Davidson Honorable Mention Award for Best Article in 2006 in Journal of Retailing: "Private Label Positioning: Quality vs. Feature Differentiation from the National Brand," with S. Chan Choi, Journal of Retailing, vol. 82, no. 2, 2006, pp. 79-93.

2003-2004, McManus Research Chair, Kellogg School of Management, Northwestern University.

2003, Executive Masters' Program Teacher of the Year Award (best electives course), Kellogg School of Management, Northwestern University.

ACADEMIC HONORS AND AWARDS, continued

2001, Sidney J. Levy Teaching Award, Kellogg School of Management, Northwestern University.

1999-2000, McManus Research Chair, Kellogg Graduate School of Management, Northwestern University.

1996, Executive Masters' Program Teacher of the Year Award (best elective course), Kellogg School of Management, Northwestern University.

1993-94, Kraft Research professorship, Kellogg Graduate School of Management, Northwestern University.

1990-91, Beatrice Research professorship, Kellogg Graduate School of Management, Northwestern University.

1989-90, McManus Research professorship, Kellogg Graduate School of Management, Northwestern University.

1988, Reviewer of the Year, Marketing Science.

1987-88, research grant from Brunswick Corporation to study salesforce compensation and competitive pricing strategies.

1987-88, Paget Research Fund grant, Kellogg Graduate School of Management, Northwestern University.

1986-87, Beatrice Research professorship, Kellogg Graduate School of Management, Northwestern University.

1985, Reviewer of the Year, Marketing Science.

1983, Marketing Science Institute grant to study incentive effects of salesforce compensation (with Subrata Sen).

1983, Marketing Science Institute grant to survey the literature on the marketing of new technological innovations (with Shlomo Kalish).

1977, Phi Beta Kappa, Stanford University.

1975, Summer Research Fellowship, Department of Economics, Stanford University.

SERVICE ACTIVITIES

Ph.D. THESIS COMMITTEE CHAIRMANSHIP AND MEMBERSHIP

Ayelet Israeli, current Ph.D. student in Kellogg's Marketing Department. I am co-chairing Ayelet's thesis committee along with Prof. Eric Anderson, also of Kellogg's Marketing Department. Topic of thesis is Vertical Pricing Policies and Governance. Expected completion date: June 2013.

Ph.D. THESIS COMMITTEE CHAIRMANSHIP AND MEMBERSHIP, continued

Huseyin S. Karaca, current Ph.D. student in Kellogg's Marketing Department. I am a member of the thesis committee. Topic of thesis is: Essays on Marketing Communication Decisions. Expected completion date: June 2012.

Alexei Alexandrov, member of committee, graduated 2007 in Kellogg's Management & Strategy Department, thesis entitled "Essays in Applied Industrial Organization." Now Assistant Professor of Economics, Simon School of Management, University of Rochester.

Jeffrey D. Shulman, chair of committee, graduated 2006, thesis entitled "Essays on Modeling Product Returns and Durable Goods Secondary Markets." Now Assistant Professor of Marketing, Foster School of Business, University of Washington.

Fabio Caldieraro, chair of committee, graduated 2003, thesis entitled "Essays on Sales Force Management in Marketing Channels." Now Assistant Professor of Marketing, Foster School of Business, University of Washington.

Ursula Alvarado Sullivan, chair of committee, graduated 1999, thesis entitled "Horizontal Distribution Alliances: Their Formation and Success." Now Assistant Professor of Marketing, Northern Illinois University.

Manish Kacker, chair of thesis committee, graduated 1997, thesis entitled "Growing a Franchise System: Structure and Strategy." Now Associate Professor AIC Professor in Strategic Business Studies at DeGroote School of Business, McMaster University, Ontario, Canada.

Shumeet Banerji, chair of thesis committee, graduated 1990, thesis entitled "A Theory of Gray Markets: The Case of the Personal Computer Industry." Shumeet is now the CEO of Booz and Co.

MARKETING DEPARTMENT SERVICE

Participation in annual faculty recruiting efforts.

Annual presenter (multiple times per year) for the Marketing Department at "Day at Kellogg."

Contributor to the Marketing Department's Strategic Vision documents during our seven-year reviews.

Chairing Marketing Department committee to assess MBA Marketing Curriculum and future shape of the curriculum.

KELLOGG SCHOOL-LEVEL COMMITTEES, BOARDS, AND CONFERENCE PRESENTATIONS

Personnel Committee *ad hoc* committee member for various faculty under review.

Kellogg Curriculum Committee member, 2006 – 2007.

Kellogg *Insight* Editorial Board member since its founding in 2007.

Chair of Kellogg Case Competition Committee, 2008-09.

Presenter, panelist, and moderator at various sessions of Kellogg student-run conferences such as the annual Kellogg Marketing Conference.

SERVICE TO NORTHWESTERN UNIVERSITY

Northwestern University Library Committee: member since 2002, Chair since 2003.

Member of committee to evaluate Northwestern University's External Communications Department, 2002.

SERVICE TO THE FIELD: EDITORIAL AND REFEREEING ACTIVITIES

Area Editor, Marketing Science, March 2007-.

Social Sciences Research Network (SSRN): Co-Editor of the *Quantitative Marketing Network* since 2007, (focusing on working papers written by, and of interest to, quantitative researchers in the Marketing field) and Editor of the *Marketing Science eJournal* since 2010 (focusing on working papers written by, and of interest to, researchers at the juncture of quantitative Marketing topics and topics in Operations Management).

Editorial Board, Review of Marketing Science (ROMS), an Internet-based journal.

Editorial Board, Marketing Science, June 2000-.

Co-Editor, Journal of Economics and Management Strategy, Fall 1998-2005.

Editorial Board, Journal of Marketing, July 1996-2002.

Guest Editor, Special Issue on Management Science Approaches to Distribution Channel Management, Journal of Retailing, Summer 1995 issue.

Editorial Board, Journal of Retailing, 1992-2001.

Editorial Board, Journal of Marketing Research, June 1991-August 1993.

Associate Book Review Editor, Journal of Marketing Research, February 1991-November 1994.

Area Editor, Marketing Science, November 1989-November 1994.

SERVICE TO THE FIELD: EDITORIAL AND REFEREEING ACTIVITIES, continued

Editorial Board, Marketing Letters, September 1988-August 1993.

Editorial Board, Marketing Science, November 1984-November 1989.

Reviewer of the Year awards (1985 and 1988, *Marketing Science*).

Referee for Japan and the World Economy, Journal of Accounting and Economics, Journal of Business, Journal of Law Economics and Organization, Management and Decision Economics, Management Science, and Sloan Management Review.

SERVICE TO THE FIELD: OTHER

Outside letter writer for various faculty under review at their respective schools, at various levels of review, from renewal as Assistant Professor to consideration for appointment as a Chaired Professor.

Chair, Erin Anderson Award for an Emerging Woman Scholar committee, American Marketing Association, 2009 – present.

Organizer of research track at Erin Anderson Memorial Conference at the Wharton School, 2008, on analytic research in distribution. The output of my session was an article in *Marketing Letters*, Vol. 21, entitled "Marketing Modeling Reality and the Realities of Marketing Modeling," on which I was the primary author.

Conference Track Chair, Distribution Channels Track, American Marketing Association Conference, August 1994.

Member, International Scientific Committee of C.R.E.E.R. (Centre for Research and Education in European Retailing), February 1992-1996.

President, College on Marketing, The Institute of Management Sciences, January 1, 1992-December 31, 1993. [Past President, January 1, 1994-December 31, 1995.]

Co-Chair, The Chicago Marketing Modelers' Group, September 1989-September 1992.

Track Chair, Marketing Track, TIMS XXIX International Meeting, Osaka, Japan, July 1989.

Faculty Representative, Doctoral Consortium, Berkeley, California, August 1988.

Secretary-Treasurer, College on Marketing, The Institute of Management Sciences, January 1, 1988-December 31, 1989.

Member of Editorial selection committee, Marketing Science, October 1987-January 1988.

Academic Advisory Council, Marketing Science Institute, May 1986-July 1987.

SERVICE TO THE FIELD: OTHER, continued

Faculty Representative, Doctoral Consortium, Duke University, Durham, North Carolina, August 1985.

Reviewer of the Year awards (1985 and 1988, *Marketing Science*).

INTERACTION WITH BUSINESS

Advisory Board member, Incentive Compensation Advisory Board of the Sales Management Association, January 2010-.

Board of Advisors, Channel Velocity / OnRamp, Inc. since its founding, in 2005.

Board of Directors, The Care of Trees, 1994 – 2008 (culminating in the successful sale of the company in 2008).

Board of Trustees, The Kent Funds (a mutual fund company), 1994 - 1997.

Member, Program Committee, Japan-America Society of Chicago, 1992 – 1996.

Consulting to, and executive education for, various companies, including Acco, Allstate, Amazon, Amway, Barnes & Noble, BASF, BP, Diageo, Franklin Electric, J.M. Huber, James Hardie, John Deere, Kohler, Kraft, Mead Johnson, Microsoft, Mitsubishi Caterpillar North America, Motorola, Omron, PrePaid Legal, R.R. Donnelly, Roche Pharmaceuticals, Seminarium Latin America, and Tribune Company.

TEACHING ACTIVITIES AT KELLOGG

MBA course on Distribution Channel Strategies.

Executive MBA course on Distribution Channel Strategies.

Ph.D. seminar on Quantitative Models in Marketing.

Distribution Channel Management: Bridging the Sales and Marketing Divide, half-week executive course (Academic Coordinator).

Consumer Marketing Strategies, week-long executive course.

Pricing Strategies, half-week executive course.

RECENT PAPER PRESENTATIONS AND CONFERENCES (2005-present)

"Sales Force Size Changes and Firm Stock Price Performance: An Event Study," with Kissan Joseph, Indian School of Business, December 2011.

"Timing of Retailer Price-promotions," with Huseyin Karaca, Marketing Science Conference, Houston, June 2011.

"The Information Content of Marketing Investments: The Case of Sales Force Resizing Announcements," with Kissan Joseph, Babajide Wintoki, and Duane Myer, Marketing Science Conference, Houston, June 2011.

"MAP and RPM: Determinants of Violations," with Ayelet Israeli and Eric Anderson, Marketing Science Conference, Houston, June 2011.

"Sales Force Size Changes and Firm Stock Price Performance: An Event Study," with Kissan Joseph, seminar presentation, University of Kansas, October 2010.

"The Information Content of Marketing Investments: The Case of Sales Force Resizing Announcements," with Kissan Joseph, Babajide Wintoki, and Duane Myer, Marketing Meets Wall Street II Conference, Boston, May 2011.

"Optimal Sales Force Diversification and Group Incentive Payments," with Fabio Caldieraro, invited seminar presentation, University of Illinois, April 2009.

"Optimal Sales Force Diversification and Group Incentive Payments," with Fabio Caldieraro, invited seminar presentation, University of Missouri, April 2009.

"Sales Force Compensation and Coordination: The Roles of Spiffs, Contests, and Group Commissions," University of Houston Conference in Selling and Sales Management, April 2009.

"Optimal Reverse Channel Structure for Consumer Product Returns," with Jeffrey D. Shulman and R. Canan Savaskan, Marketing Science Conference, Vancouver, B.C., June 2008.

"Optimal Sales Force Diversification and Group Incentive Payments," with Fabio Caldieraro, Marketing Science Conference, Vancouver, B.C., June 2008.

"Optimal Sales Force Diversification and Group Incentive Payments," with Fabio Caldieraro, invited seminar presentation, Washington University in St. Louis, April 2008.

"Optimal Sales Force Diversification and Group Incentive Payments," with Fabio Caldieraro, invited seminar presentation, University of Kansas business school, April 2008.

"Optimal Sales Force Diversification and Group Incentive Payments," with Fabio Caldieraro, invited seminar presentation, Tulane University, April 2008.

RECENT PAPER PRESENTATIONS AND CONFERENCES, continued

"Private Label Positioning: Retail Decisions and Their Implications for National Brands," with S. Chan Choi, AMA Winter Educators' Conference, AMA Davidson Awards Session presentation (2008 Davidson Honorable Mention Award for Best Article in Journal of Retailing 2006 [Volume 82], February 2008.

"Optimal Sales Force Diversification and Group Incentive Payments," with Fabio Caldieraro, Kellogg Marketing Camp, September 2007.

"Optimal Sales Force Diversification and Group Incentive Payments," with Fabio Caldieraro, Invited Plenary Session presentation, Second Workshop on Game Theory in Marketing GERAD – HEC Montreal, June 2007.

"Optimal Product Returns and Retail Competition," with Jeffrey D. Shulman and R. Canan Savaskan, INFORMS Conference, Pittsburgh, PA, November 2006.

"The Double Whammy: Restrictive Returns Policies and Limited Information in a Competitive Environment," with Jeffrey D. Shulman and R. Canan Savaskan, Marketing Science Conference, Pittsburgh, PA, June 2006.

"Optimal Product Returns Policies and Information Obfuscation: When Reducing Returns Reduces Profit," with Jeffrey D. Shulman and Canan Savaskan, IE/OR seminar series, Northwestern University, March 2006.

"Product-Line Pricing in a Distribution Channel: Optimum or Pessimum?" with Charles A. Ingene, Marketing Science Conference, Emory University, Atlanta, June 2005.

"Results on the Standard Error of the Coefficient Alpha Index of Reliability," with Adam Duhachek and Dawn Iacobucci, Marketing Science Conference, Emory University, Atlanta, June 2005.

"Optimal Product Returns Policies and Information Obfuscation: When Reducing Returns Reduces Profit," with Jeffrey D. Shulman and R. Canan Savaskan, Marketing Science Conference, Emory University, Atlanta, June 2005.

"Product-Line Pricing in a Distribution Channel: Optimum or Pessimum?" with Charles A. Ingene, Game Theory in Marketing Conference, HEC, Montreal, June 2005.

March 2012