

BRUCE H. CLARK

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D'Amore-McKim School of Business

Northeastern University

Boston, MA 02115 USA

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LinkedIN: <https://www.linkedin.com/in/bruceclarkprof/>

CURRENT POSITION

D'Amore-McKim School of Business, Northeastern University

- Associate Professor with tenure, Marketing Group

EDUCATION

- Ph.D. in Business Administration with concentration in Marketing, Stanford University Graduate School of Business, 1993
- MBA with concentration in General Management, Harvard Business School, 1986
- BA in Psychology, magna cum laude, Brown University, 1980

RESEARCH INTERESTS AND EXPERTISE

How managers make sense of the markets in which they compete. Specific areas include:

- Managerial Decision-Making
- Marketing Strategy
- Marketing Metrics
- Competitor Analysis and Interactions

TEACHING INTERESTS

Undergraduate, Graduate and Executive Teaching in the following areas:

- Competitive Marketing Strategy
- Product and Brand Strategy
- Marketing Management
- Measuring Marketing Performance

ACADEMIC EXPERIENCE

D'Amore-McKim School of Business, Northeastern University

- 2012-2018, Group Chair (= dept. chair), Marketing Group
- 2000-present, Associate Professor with tenure, Marketing Group
- 1993-2000, Assistant Professor, Marketing Group

Cranfield School of Management

- 2002-2006, Visiting Research Fellow, Cranfield School of Management
- 2001-2002, Visiting Lecturer in Marketing Performance Measurement, Centre for Business Performance, Cranfield School of Management (UK)

Anderson Graduate School of Management, University of California, Los Angeles

- 1996-1997, Visiting Assistant Professor, Marketing, Anderson Graduate School of Management, University of California, Los Angeles

PUBLICATIONS ([Google Scholar citations](#) = 3,479; h-index = 19, i10 index = 22; 9/1/21)

Articles in Refereed Journals

1. Clark, Bruce (2021), "Marketing dashboards, resource allocation and performance", *European Journal of Marketing*, 55, 1, 247-270.
2. Johnson, Devon S., Bruce H. Clark, and Gloria Barczak (2012), "Customer relationship management processes: How faithful are business-to-business firms to customer profitability?" *Industrial Marketing Management*, 41, 7 (October), 1094-1105.
3. Clark, Bruce H. and Tim Ambler (2011), "Managing the Marketing Metrics Portfolio," *Marketing Management*, 20, 3, 16-21.
4. Clark, Bruce H. (2011), "Managerial Identification of Competitors: Accuracy and Performance Consequences," *Journal of Strategic Marketing*, 19, 3, 209-227.
5. Pauwels, Koen, Tim Ambler, Bruce Clark, Pat LaPointe, David Reibstein, Bernd Skiera, Berend Wierenga, Thorsten Wiesel (2009), "Dashboards as a Service: Why, What, How, and What Research is Needed?" *Journal of Service Research*, 12, 2, 175-189.
6. Clark, Bruce H., Andrew V. Abela and Tim Ambler (2006), "An Information Processing Model of Marketing Performance Measurement," *Journal of Marketing Theory and Practice*, 14, 3, 191-208.
7. Clark, Bruce H., Andrew V. Abela and Tim Ambler (2006), "Using Dashboards to Align Marketing and the Organization," *Marketing Management*, 15, 3, 18-23.

8. Clark, Bruce H., Andrew V. Abela and Tim Ambler (2005) "Organizational Motivation, Opportunity and Ability to Measure Marketing Performance," *Journal of Strategic Marketing*, 13, 4, 1-19.
9. Clark, Bruce H. (2003), "Bad Examples," *Marketing Management*, 12, 6, 34-38.
10. Morgan, Neil A., Bruce H. Clark, and Rich Gooner (2002), "Marketing Productivity, Marketing Audits, and Systems for Marketing Performance Assessment: Integrating Multiple Perspectives," *Journal of Business Research*, 55, 5, 363-375.
11. Clark, Bruce H. and Tim Ambler (2001), "Marketing Performance Measurement: Evolution of Research and Practice," *International Journal of Business Performance Management*, 3, 2/3/4, 231-244.
12. Clark, Bruce H., (2001) "A Summary of Thinking on Measuring the Value of Marketing," *Journal of Targeting, Measurement and Analysis for Marketing*, 9, 4, 357-369.
13. Clark, Bruce H. (2000), "Assessing Marketing Performance: History and Challenges," *International Journal of Business Performance Management*, 2, 1/2/3, 42-55.
14. Clark, Bruce H. (2000), "Managerial Perceptions of Marketing Performance: Efficiency, Adaptability, Effectiveness and Satisfaction," *Journal of Strategic Marketing*, 8, 1, 3-25 (Lead Article).
15. Clark, Bruce H. (1999), "Marketing Performance Measures: History and Interrelationships," *Journal of Marketing Management*, 15, 711-732.
16. Clark, Bruce H. and David B. Montgomery (1999), "Managerial Identification of Competitors," *Journal of Marketing*, 63, July, 67-83. (Reprinted in Marketing Science Institute Working Paper series, Report No. 98-127, December 1998.)
17. Clark, Bruce H. and Sangit Chatterjee (1999), "The Evolution of Dominant Market Shares: The Role of Network Effects," *Journal of Marketing Theory and Practice*, 7, 2, 83-96.
18. Clark, Bruce H. (1998), "Managing Competitive Interactions," *Marketing Management*, 7:4(Fall/Winter), 9-20 (Cover Article).
19. Clark, Bruce H. and David B. Montgomery (1998), "Competitive Reputations, Multimarket Competition and Entry Deterrence," *Journal of Strategic Marketing*, 6:2(June), 81-96. (Lead Article)
20. Clark, Bruce H. and David B. Montgomery (1998), "Deterrence, Reputations and Competitive Cognition," *Management Science*, 44, 1(Jan), 62-82.

21. Clark, Bruce H. (1997), "Welcome to My Parlor," *Marketing Management*, Winter, 10-25. (Cover Article)
22. Clark, Bruce H. and David B. Montgomery (1996), "Perceiving Competitive Reactions: The Value of Accuracy (and Paranoia)," *Marketing Letters*, 7, 2(Mar), 115-129. (Lead Article)
 - Reprinted in Marketing Science Institute Working Paper series, Report No. 96-104, May 1996; Abstracted in *Harvard Business Review*, "Briefings from the Editors," May-June 1996, pp. 8-9.

Articles in Refereed Proceedings

1. Clark, Bruce H. (2016), "Marketing Dashboards, Exploration, and Exploitation: An Experimental Study," *AMA Summer Educators' Conference Proceedings 27*, F-31-F-32.
2. Bannister, Brendan D. and Bruce H. Clark (2011), "Ambushing a High-Performance Organization: A Cross-Functional, Integrative Project," Proceedings of the Organizational Behavior Teaching Conference, Marquette, paper D129.
3. Bannister, Brendan D., Bruce H. Clark, and Thomas Moore (2007), "Developing a Work-Integrated MBA Program," Proceedings of the World Association of Cooperative Education. Organizational Behavior Teaching Conference, Marquette, paper D129.
4. Clark, Bruce H., Andrew V. Abela and Tim Ambler (2004), "Performance, Learning, and Communication Outcomes of Marketing Performance Measurement," *Performance Measurement and Management: Public and Private*, Performance Measurement Association, 235-242.
5. Clark, Bruce H., Andrew V. Abela and Tim Ambler (2002), "Organizational Motivation, Opportunity and Ability to Measure Marketing Performance," *Performance Measurement and Management: Research and Action*, Performance Measurement Association, 109-116.
6. Clark, Bruce H. and Tim Ambler (2000), "Marketing Performance Measurement: Evolution of Research and Practice," *Performance Measurement: Past, Present, and Future*, Centre for Business Performance, Cranfield School of Management, Cranfield University, 104111.
7. Clark, Bruce H. (1999), "The Psychology of Market Attractiveness Judgments: A Pilot Study," *Proceedings of the 1999 Summer American Marketing Association Educators' Conference*, 10, 322-328.

8. Clark, Bruce H. (1998), "Assessing Marketing Performance: History and Challenges," in A.D. Neely and D.B. Waggoner (eds.), *Performance Measurement – Theory and Practice, Volume 1*, Cambridge, UK: Centre for Business Performance, Cambridge University, xxii-xxix.

Book

- Bonoma, Thomas V. and Bruce H. Clark (1988), *Marketing Performance Assessment*, Boston: Harvard Business School Press.

Book Chapters

1. Morgan, Neil A., Bruce H. Clark, and Doug Vorhies (2019), "Market-Oriented Culture and Customer Feedback Processes," *Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization*, R. Palmatier and C. Moorman, eds., Edward Elgar Publishing, pp. 43-78.
2. Clark, Bruce H. (2011), "Marketing Audit," in *Wiley International Encyclopedia of Marketing, Vol. 1* (eds. R. Peterson and R. Kerin), Chichester, UK: John Wiley & Sons, pp. 132-133.
3. Clark, Bruce H. (2007) "Measuring Marketing Performance: Research, Practice, and Challenges," *Business Performance Measurement*, 2nd ed. (ed. A. Neely), Cambridge, UK: Cambridge University Press, pp. 36-63.
4. Clark, Bruce H. (2002), "Measuring Performance: The Marketing Perspective," in A. Neely (ed.) *Business Performance Measurement: Theory and Practice*, Cambridge, UK, Cambridge University Press, pp. 22-40.

Modified version of Clark, Bruce H. [2000], "Assessing Marketing Performance: History and Challenges," *International Journal of Business Performance Management*, 2, 1/2/3, 42-55.

5. Bonoma, Thomas V. and Bruce H. Clark (1990), "Assessing Marketing Performance," in T. Bonoma and T. Kosnik (eds.) *Marketing Management: Text and Cases*, Homewood, IL: Richard D. Irwin, pp. 842-866.

Book Reviews

1. Clark, Bruce H. (2004), "Marketing and the Bottom Line: Creating the Measures of Success (Second Edition), by Tim Ambler." *Journal of Marketing*, 68, 1, 167-171.

2. Clark, Bruce H. (2003), "Business Intelligence Using Smart Techniques, by Charles Halliman." *Journal of the Academy of Marketing Science*, 31, 4, 488-490.
3. Clark, Bruce H. (1999), "Market-Led Strategic Change: Transforming the Process of Going to Market, Second Edition, by Nigel Piercy." *Journal of the Academy of Marketing Science*, 27, 2, 278-279.

Published Working Papers

1. Pauwels, Koen, Tim Ambler, Bruce Clark, Pat LaPointe, David Reibstein, Bernd Skiera, Berend Wierenga, and Thorsten Wiesel (2008) "Dashboards and Marketing: Why, What, How and What Research is Needed?" Marketing Science Institute Online Working Paper No. 08-203 at www.msi.org.
2. Clark, Bruce H. and David B. Montgomery (1998), "Managerial Identification of Competitors," Marketing Science Institute Online Working Paper No. 98-127 at www.msi.org.
3. Clark, Bruce H. and David B. Montgomery (1996), "Perceiving Competitive Reactions: The Value of Accuracy (and Paranoia)," Marketing Science Institute Online Working Paper No. 96104 at www.msi.org.

Cases

1. Clark, Bruce H., "The Lululemon Mirror," 2021 (unpublished)
2. Clark, Bruce H., "Guardian Angel (A) and (B)," 2020 (unpublished)
3. Clark, Bruce H., "McGraw-Hill Higher Education," 2010 (unpublished).
4. Clark, Bruce H. and Thomas V. Bonoma, "Hurricane Island Outward Bound School," Boston: Harvard Business School Case Services, 1987, 9-588-019. (Harvard bestseller for ten consecutive years)
5. Clark, Bruce H. and Thomas V. Bonoma, "Gillette Personal Care Division: Marketing Planning and Control," Boston: Harvard Business School Case Services, 1987, 9-587-099.

Trade Publications

On LinkedIn <https://www.linkedin.com/in/bruceclarkprof/>

1. Clark, Bruce (2019), "How to Estimate Market Potential," November 20.
2. Clark, Bruce (2019), "Analyzing Customers to Identify Competitors," February 11.
3. Clark, Bruce (2018), "How are your customers changing?" January 9.

4. Clark, Bruce (2017), "Amazon Prime Day and How to Change Time Itself," July 7.
5. Clark, Bruce (2017), "Staples Goes Private: How Does That Improve Things?" June 30.
6. Clark, Bruce (2017), "Is there life after death for (mid-market) retail?" April 11.
7. Clark, Bruce (2017), "Red Brand, Blue Brand," March 1.
8. Clark, Bruce (2017), "Amazon is Coming," January 12.

On Medium <https://bruceclarkprof.medium.com/>

1. Clark, Bruce (2021), "Financial Analysis for Marketers," May 7.
2. Clark, Bruce (2020), "Brand Love is Oversold," October 31.
3. Clark, Bruce (2020), "Online Teaching: What I Think I Know," March 17.
4. Clark, Bruce (2020), "What's a Marketing Plan?" February 27.
 - Reprinted in The Startup
5. Clark, Bruce (2019), "How to Analyze Competitors (for Marketers), February 25.
6. Clark, Bruce (2018), "Marketing Strategy Corner: How to Identify Competitors," November 15.
7. Clark, Bruce (2017), "Amazon and Whole Foods Admit Defeat," June 23.
8. Clark, Bruce (2017), "Can Big Retail Survive?" April 18
9. Clark, Bruce (2017), "Being the Brand You Want to Be," March 5.
10. Clark, Bruce (2017), "Best Super Bowl Ads Without Sound," February 6.
11. Clark, Bruce (2017), "What's a Good Ad?" February 1.

Other

- Clark, Bruce (2015), "Google-Alphabet reorganization adds no brand value," *Boston Business Journal*, August 12

UNPUBLISHED RESEARCH

Working Papers (available at <https://ssrn.com/author=1889810>)

1. Clark, Bruce H. (2010), "Trend and Opportunity Analysis: A Capstone Core MBA Marketing Project."
2. Clark, Bruce H., Neil Morgan, and Nigel Piercy (2007), "Making Customer Satisfaction Measurement Work: Commitment, Capabilities, and Consequences."
3. Clark, Bruce H., Andrew V. Abela, and Tim Ambler (2004), "Return on Measurement: Relating Marketing Metrics Practices to Strategic Performance."
4. Clark, Bruce H. and Bernard W. Marr (2004), "Heterogeneity in Managerial Perception of Competition in an Emerging Industry: Influences of Focal and Target Firm Characteristics"

5. Clark, Bruce H. and David B. Montgomery (1997), "Strategic Groups: Comparing Cognitive and Objective Approaches"

Doctoral Dissertation

- Clark, Bruce H., "Deterrence, Reputations and Competitive Cognition," Stanford University Graduate School of Business, 1993.

RESEARCH IN PROCESS

- Relationships Among Funnel Metrics (data analysis)
- Learning Orientation, Information Overload, and Innovation: Attitudes and Behaviors (data analysis)
- Market Selection Criteria: The Eye of the Beholder (data analysis)
- Global Brands and Competitive Market Structures (data analysis)

RESEARCH PRESENTATIONS

Professional Conferences

1. "Marketing Dashboards, Exploration, and Exploitation: An Experimental Study," 2016 Summer American Marketing Association Educators Conference, Chicago, IL.
2. "No Stock Market Measures in a Core Set of Marketing Performance Measures," 2016 Summer American Marketing Association Educators Conference, Chicago, IL.
3. "Measurement Systems and the Market Research Function as Enablers of NPD Activities," with Andrew V. Abela and Tim Ambler, 2009 Marketing Science Conference, Ann Arbor, MI.
4. "The Social Cognitive Structure of Emerging Competitive Markets," with Bernard W. Marr and David B. Montgomery, 2008 Conference on Competition and Marketing, Mainz, Germany.
5. "The Social Cognitive Structure of Emerging Competitive Markets," with Bernard W. Marr and David B. Montgomery, 2008 Marketing Science Conference, Vancouver, Canada.
6. "The Metrics Landscape," 2007 Academy of Marketing Science Conference, Miami, FL.

7. "The Problem isn't 'Dashboards,' It's 'Marketing'!" 2006 Marketing Science Conference, Pittsburgh, PA, with Tim Ambler.
8. "Choosing Market Metrics for the CEO Dashboard," 2006 American Marketing Association Winter Educators' Conference, St. Petersburg Beach, FL, with Tim Ambler.
9. "Measuring Marketing Performance: Research, Practice, and Challenges," 2005 Performance Measurement Association Symposium, London, UK
10. "Managerial Identification of Competitors: Accuracy and Performance Consequences," with Bernard Marr, 2005 Marketing Science Conference, Atlanta, GA.
11. "Return on Measurement: Relating Marketing Metrics Practices to Strategic Performance," with Andrew Abela and Tim Ambler, 2004 American Marketing Association Summer Educators' Conference, Boston, MA.

 Winner, Best Paper in Marketing Strategy/Marketing Management Track;
 Winner, Best Overall Conference Paper)
12. "Performance, Learning, and Communication Outcomes of Marketing Performance Measurement," with Andrew Abela and Tim Ambler, 2004 Performance Measurement Association Conference, Edinburgh, UK.
13. "Marketing Performance Measurement: An Exploratory Study of Selected Antecedents and Consequences" with Andrew Abela and Tim Ambler, Marketing Science Institute Performance Metrics Conference (2004), London, UK.
14. "Heterogeneity in Managerial Perception of Competition in an Emerging Industry: Influences of Focal and Target Firm Characteristics," with Bernard Marr, 2004 Winter American Marketing Association Educators' Conference, Scottsdale, AZ.
15. "Organizational Motivation, Opportunity, and Ability to Measure Marketing Performance," with Tim Ambler and Andrew Abela, 2002 Performance Measurement Association Conference, Boston, MA.
16. "Organizational Motivation, Opportunity, and Ability to Measure Marketing Performance," with Tim Ambler and Andrew Abela, 2002 CBIM/ISBM Academic Workshop, Atlanta, GA.
17. "Managerial Performance Satisfaction: A Customer Satisfaction Analogy," 2001 Performance Measurement Symposium, Kingston, ON, Canada.
18. "Marketing Performance Measurement: Evolution of Research and Practice," with Tim Ambler, 2000 Performance Measurement Conference, Cambridge, UK.

19. "Deterrence, Competitive Personality, and Competitive Relationship," with David B. Montgomery, 1999 Conference on Competition and Marketing, Mainz, Germany.
20. "Separating Chance from Skill in Business Performance," with Sara Appleton-Knapp, Donald Morrison, and David Schmittlein, 1999 Conference on Competition and Marketing, Mainz, Germany.
21. "The Psychology of Market Attractiveness Judgments: A Pilot Study," 1999 Winter American Marketing Association Educators' Conference, St. Petersburg, FL.
22. "Assessing Marketing Performance: History and Challenges," Centre for Business Performance, 1998 Conference on Performance Measurement, Cambridge, UK. (Keynote Address) "Managerial Perceptions of Marketing Performance," American Marketing Association 1998 Winter Educators' Conference, Austin, TX.
23. "Understanding Competitive Interactions," Society for Competitive Intelligence Professionals Marketing Intelligence Conference, 1997, Dallas, TX.
24. "Managerial Identification of Competitors," with David B. Montgomery, 1997 Conference on Competitive Decision Making, Charleston, SC.
25. "Managerial Identification of Competitors," with David B. Montgomery, INFORMS 1997 Marketing Science Conference, Berkeley, CA.
26. "Competitive Reputations, Multimarket Competition and Entry Deterrence," American Marketing Association 1997 Winter Educators' Conference, St. Petersburg, FL.
27. "Understanding Competitive Interactions," American Marketing Association 1997 Winter Educators' Conference, St. Petersburg, FL.
28. "Creating Customer Value on the Internet," 1996 MIT/Northeastern University Future of Internet Marketing Workshop, Cambridge, MA.
29. "Competitive Groupings: Comparing Cognitive and Objective Perspectives," with David B. Montgomery, INFORMS 1996 Marketing Science Conference, Gainesville, FL.
30. "Perceiving Competitive Reactions: The Value of Accuracy (and Paranoia)," with David B. Montgomery, INFORMS 1995 Marketing Science Conference, Sydney, New South Wales, Australia.
31. "Competitive Conjectures: Behavioral Theory and Empirical Analysis," with David B. Montgomery and Peter L. Wright, TIMS 1992 Marketing Science Conference, London, UK.
32. "Competitive Conjectures: Behavioral Theory and Empirical Analysis," with David B. Montgomery and Peter L. Wright, ORSA/TIMS 1991 National Meeting, Anaheim, CA.

Invited Presentations

- “Measuring Marketing Performance,” Dublin City University, Dublin, Ireland, 2012.
- “The Marketing Metrics Research Landscape,” Helsinki School of Economics, Helsinki, Finland, 2009.

TEACHING EXPERIENCE

Graduate Teaching

Northeastern University

- Competitive Strategy; Market-Focused Strategy
- Field Consulting Project; Global Consulting Project
- International Study Course
- Market Analysis for Technology-Based Products and Services
- Marketing Management
- Independent Study

Cranfield School of Management

- Implementing and Measuring Marketing Strategy

University of California, Los Angeles

- Field Study (consulting projects)
- Independent Study
- Marketing Management
- Marketing Strategy and Planning

Undergraduate Teaching

Northeastern University

- Competitive Strategy
- Marketing Management
- Independent Study
- Introduction to Marketing

Executive Teaching

Cranfield School of Management

- Programme in Measuring Customer Satisfaction for Profit

- Cranfield University programme in Measuring Business Performance for Masterfoods and Schering AG

Northeastern University

- Genzyme Diagnostics Global Sales/Marketing Meeting
- Northeastern University EMC MBA
- Northeastern University program in Marketing and Competitive Strategy for Ropes & Gray
- Northeastern University Blue Cross/Blue Shield MBA
- Northeastern University Blue Cross/Blue Shield Marketing Management Program

Other

- Digital Marketing Partners seminar, "Measuring Marketing Performance"
- Keynote Speaker, StratMark Managerial Seminar, "Measuring Marketing Performance"
- CMO Council MPM Forum, "Building and Aligning Strategic MPM Systems"
- Design Management Institute Seminar, "The New Marketing"
- Compaq Computer Corporation Market Focus Seminar
- Fundacion Cane Seminar Series (customer satisfaction/loyalty, competitive strategy)
- Featured Speaker, Society for Competitive Intelligence Professionals Marketing Intelligence Conference
- Speaker, 1996 MIT/Northeastern University Future of Internet Marketing Workshop

PROFESSIONAL SERVICE

Board Memberships

- *Journal of Strategic Marketing* (2000-2017)
- *Marketing Management* (2000-2009)
- Performance Measurement Association (2000-2007)
- *Journal of the Academy of Marketing Science* (2000-2003)

Conference Organization

- Member, Organizing Committee, 2006 Performance Measurement Association Conference, London, UK
- Marketing Stream Chair and Organizing Committee Member, 2004 Performance Measurement Association Conference, Edinburgh, UK
- Member, Organizing Committee, 2002 Performance Measurement Association Conference, Boston, MA
- Marketing Strategy Track Co-chair, American Marketing Association 2001 Winter Educators' Conference
- Member, Programme Committee, 1998 Conference on Performance Measurement, Cambridge, UK

Ad hoc reviewer

- *Academy of Management Review*
- *European Journal of Marketing*
- *European Management Journal*
- *International Journal of Business Performance Management*
- *International Journal of Productivity and Performance Management*
- *International Journal of Research in Marketing*
- *Journal of Business Research*
- *Journal of Marketing*
- *Journal of Marketing Management*
- *Journal of Marketing Research*
- *Journal of Marketing Theory and Practice*
- *Journal of the Academy of Marketing Science*
- *Journal of Service Research*
- *Marketing Letters*
- *Marketing Science*
- Handbook on Customer Centricity
- Icelandic Research Fund, Grant Proposal Reviewer
- Marketing Science Institute Working Paper Series
- American Marketing Association Educators' Conferences
- Academy of Marketing Science Conference
- Alden G. Clayton Dissertation Proposal Competition, Marketing Science Institute
- World Marketing Congress

Session Chair or Discussant

- 2016 Summer American Marketing Association Educators' Conference, Chicago, IL
- 2009 Marketing Science Conference, Ann Arbor, MI
- 2008 Marketing Science Conference, Vancouver, Canada
- 2005 Marketing Science Conference, Atlanta, GA
- 2004 Summer American Marketing Association Educators' Conference, Boston, MA
- 2004 Performance Measurement Association Conference, Edinburgh, UK
- 2004 Winter American Marketing Association Educators' Conference, Scottsdale, AZ
- 2002 Performance Measurement Association Conference, Boston, MA
- 2000 Performance Measurement Association Conference, Cambridge, UK
- 1999 Conference on Competition in Marketing, Mainz, Germany
- 1998 Conference on Performance Measurement, Cambridge, UK
- 1997 INFORMS Marketing Science Conference, Berkeley, CA

Other

- University of South Australia, Master's Thesis Reviewer, 2016
- Dublin City University, Tenure Reviewer, 2015
- York University, Tenure Reviewer, 2012

- Neeley School of Business, Texas Christian University, Tenure Reviewer, 2008
- Kelley School of Business, Indiana University, Clinical Faculty Promotion Reviewer, 2007

UNIVERSITY SERVICE

University

- Mentor and member of Online Teaching Community at CATLR, 2020
- Commencement Marshal, 2010-2019
- Ambassador, Empower Capital Campaign, 2014
- Member, Search Committee for Dean of College of Business Administration, 2011-2012
- Substitute Meditation Leader, Office of Spiritual Life, 2007-2012
- Member, Search Committee for Dean of College of Business Administration, 2003-2004
- Chair, University External Review of Graduate Programs in Counseling and Applied Educational Psychology, 2003-2004
- Member, Search Committee for Vice Provost for Graduate Education, 2003
- Member, Program Review Committee, University Graduate Council, 2002-2004
- Co-Chair, Graduate Academic Policies Transition Committee, 2000-2001
- Vice Chair, New Programs Committee, University Graduate Council, 2000-2001
- Member, Semester Transition Steering Committee, 2000-2001
- Member, Graduate Curriculum Transition Committee, 2000-2001
- Member, Executive Committee, University Graduate Council, 1999-2001

D'Amore-McKim School of Business

- Member, Undergraduate Programs Committee
 - 2021-Present
 - 2019-2020
 - 2004-2005
 - 1994-1996, led study of student retention
- Instructor, Introduction to Business Communication, Full-Time MBA residency, 2016-2017, 2019-present
- Instructor, Introduction to Case Study, Evening MBA residencies, 2006-2018, 2019-present
- Member, Core Full-Time MBA Faculty, 2006-2011, 2014-present
- Chair, Faculty Policy Committee, 2020-2021
- Member, Faculty Policy Committee, 2009-2011, 2018-2020
- Faculty Representative, Student Recruiting Events, 1993-1996, 2000-2001, 2018-2020
- Instructor, Introduction to Case Study, Full-Time MBA residencies, 2006-2018
- Chair, Mentoring Committee, Supply Chain and Information Management Group, 2015-2018
- Member, Graduate Programs Task Force, redesign of Full-Time MBA curriculum
 - 2017-2018
 - 2004-2005

- Member, Undergraduate Honors Task Force, 2018
- Member, Co-op Promotion Committee, 2018
- Member, Ad Hoc Task Force on Mentoring, 2017
- Chair, Task Force on Grading Guidelines, 2016-2017
- Case/Thesis Judge in various College competitions, 1995, 1998-2017
- Chair, Mentoring Committee, International Business and Strategy Group, 2012-2014
- Member, AACSB Accreditation Standards Task Force, 2014
- College Teaching Mentor, 2010-2012
- Member, Innovation Committee, 2010-2011
- Full-Time MBA Writing Coordinator, 2009-2011
- Coordinator, Full-Time MBA Residency Case Presentations, 2007-2011
- Faculty Coordinator, Full-Time and Part-Time MBA Programs, 2005-2008
- Graduate Programs Committee
 - 2005-2008, member
 - 2000-2001, participated in redesign of MBA curricula for semester conversion
 - 1998-1999, led evaluation of MBA Field Consulting Project
- Technical Advisor, MBA Branding Study, 2005
- Member, Tenure and Promotion Committee, 2003-2005
- Member, Task Force on Part Time MBA Programs, 1994

Marketing Group

- Concentration Coordinator, Marketing Group, 2004-2005, 2019-2020, 2021-present
- Group Chair (= dept. chair), Marketing Group, 2012-2018
- Chair, Group Recruiting Committee, 2012-2017
- Acting Group Coordinator, Marketing Group, 2012
- Chair, Task Force to revise Group list of journals, 2010-2012, 2007-2008
- Marketing Career Track Chair (MBA), 2009
- Member, Group Mentoring Committee, 2008-2010
- Member, Research Release Time Committee, 1994-1996, 1999-2001, 2003-2009
- Co-chair, Marketing Group Research Seminar Series, 2008-2009
- Member, Task Force to Revise Undergraduate Marketing Management, 2003
- Member, Hiring Committee, 1999-2000; 2005, 2007, 2009
- Faculty Advisor, Northeastern University Marketing Association, 1995-1996, 1997-1998
- Advisor to undergraduate marketing concentrators, 1993-1995
- Member, MBA Core Course Review Task Force, 1994

Media Appearances (selected)

- *Television*: CBS 4 TV, NBC10 Boston, Fox News Channel, WGBH (Boston)
- *Radio*: KCBS (San Francisco), NPR Marketplace, WBZ Radio (Boston), WBUR (Boston)
- *Print/Web*: *Ad Age*, *Boston Globe*, *Boston Magazine*, *The Drum*, *The Guardian*, *US News and World Report*, *Forbes*, *Reuters*, *New York Times*, *USA Today*, *Wall Street Journal*; *NBCNews.com*

HONORS AND AWARDS

Research

- 2007-2014, Frank Murphy Family Fellow (research award)
- 2004, Best Paper in Track (Marketing Strategy), Best Overall Conference Paper, American Marketing Association Summer Educators' Conference
- 2003-4, Research Fellow of the College of Business Administration, Northeastern University
- 1999, Copeland Best Paper Award, College of Business Administration, Northeastern University

Teaching

- 2012, Finalist, College of Business Administration Best Teacher Award
- 2011, 2007, Nominated, Northeastern University Excellence in Teaching Award
- 2006, Honorable Mention, Effective or Innovative Use of Technology in Teaching, EdTech Center, Northeastern University
- 2004, Nominated, Effective or Innovative Use of Technology in Teaching, EdTech Center, Northeastern University

Other

- 1992, Fellow, American Marketing Association Doctoral Consortium
- 1988, Portable Fellowship, AACSB National Doctoral Fellowship Program in Business
- 1980, Phi Beta Kappa, Brown University

OTHER EXPERIENCE

- 1988-1993, Research Assistant, Stanford University Graduate School of Business
- 1992-1993, Program Assistant, Executive Education Courses, Intel Corporation
- 1990, 1992, Teaching Assistant, Stanford University Graduate School of Business
- 1986-1988, Researcher/Casewriter, Harvard Business School
- 1985 American Express Travel Related Services Company
 - *Summer Management Intern, Services Establishment Marketing.*
- 1980-1984 Sunburst Communications, Inc.--publisher of supplemental educational materials
 - *Home Product Manager (1984).*
 - *Marketing Manager, The Micro Center (1982-1984).*
 - *Assistant Editor, Software (1981-1982).*
 - *Assistant Manager, Direct Marketing (1980-1981).*