

8/6/2010

GABRIEL JON BIEHAL

1. BIOGRAPHICAL INFORMATION

Home: 8911 Seneca Lane
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EDUCATIONAL BACKGROUND

Graduate School of Business, Stanford University, CA 94305.

1978 Ph.D. in Business Administration, with specialization in Marketing.

School of Business Administration, McGill University, Canada.

1969 MBA with concentration in Finance.

1966 B.Comm. with Honours in Economics.

ACADEMIC WORK EXPERIENCE

R.H. Smith School of Business, University of Maryland.

1987 to present Associate Professor, Marketing.

College of Business, University of Houston, TX 77004.

1985-87 Associate Professor, Marketing.

1981-85 Assistant Professor, Marketing.

College of Business Administration, University of Florida, FL 32611.

1978-81 Assistant Professor, Marketing.

2. ACADEMIC RESEARCH

Dissertation

1978 "Effects of Prior Information and Information Search Costs on External and Internal Information Search Behavior."

Publications

Gabriel J. Biehal and Daniel A. Sheinin (2007), "The Influence of Corporate Messages on the Product Portfolio," *Journal of Marketing*, (April), Vol. 71, 2, 12-25.

Daniel A. Sheinin and Gabriel J. Biehal (2006), "Corporate and Product Message Effects on a Product Portfolio," *North American Conference of the Association for Consumer Research*, Orlando, FL, (September).

Rebecca W. Hamilton and Gabriel J. Biehal (2005), "Achieving Your Goals or Protecting Their Future? The Effects of Self-View on Goals and Choices," *Journal of Consumer Research*, Volume 32, 2 (September), 277-83. A summary of this paper written for consumers appears at www.acrwebsite.org. Innovation Report: Forum for Science, Industry and Business, describes this study as "ground-breaking" see www.innovations-report.com/html/reports/social_sciences/report-47018.html. This research was featured in Research@Smith (Winter 2006), see <http://www.rhsmith.umd.edu/research/ras/winter2006/index.html>, and the Smith Business magazine (Spring 2006) see http://www.rhsmith.umd.edu/smithbusiness/spring2006/knowledgetransfer_3.html

Gabriel J. Biehal and Daniel A. Sheinin (2001), "Building Corporate Brands: An Exploratory Study," 2001, *Marketing Science Institute Working Paper Series*, #01-100.

Daniel A. Sheinin and Gabriel J. Biehal (1999), "Corporate Advertising Pass-Through onto the Brand: Some Experimental Evidence," *Marketing Letters*, Volume 10:1, 63-73.

Gabriel J. Biehal and Daniel A. Sheinin (1998) "Managing the Brand in a Corporate Advertising Environment," *Journal of Advertising*, Volume 27(2), Summer, 99-110.

Gabriel J. Biehal and Cindy Hanson (1994), "Accessibility Effects on the Relationship Between Attitude Toward the Ad and Brand Choice," *Association for Consumer Research*, Boston, MA, 22nd Annual Conference, 152-8.

Gabriel J. Biehal, Debra Stephens and Eleonora Curlo (1992), "Attitude toward the Ad and Brand Choice", *Journal of Advertising*, Volume 21, Number 3, (September), 19-36.

Sarah Fisher Gardial and Gabriel J. Biehal (1991), "Evaluative and Factual Ad Claims, Knowledge Level and Inference Making," *Marketing Letters*, Volume 2(4), 349-58.

Douglas LaBahn and Gabriel J. Biehal (1991), "Empirical Research in Strategic Market Planning: Current Progress and Future Directions," *AMA Winter Educators' Conference*, Orlando, FL.

Alan Dick, Dipankar Chakravarti and Gabriel J. Biehal (1990), "Memory Influences on Inferential Processing During Consumer Choice," *Journal of Consumer Research*, Volume 17(1), 82-93.

Gabriel Biehal and Dipankar Chakravarti (1989), "The Effects of Concurrent Verbalization on Choice Processing," *Journal of Marketing Research*, Volume 26(1), February, 84-96.

Sarah Fisher Gardial and Gabriel J. Biehal (1987), "Measuring Consumers' Inferential Processing in Choice," *Advances in Consumer Research* Volume 14, 1987, 101-5.

Gabriel J. Biehal and Dipankar Chakravarti (1986), "Consumers' Use of Memory and External Information in Choice: Macro and Micro Perspectives," *Journal of Consumer Research*, Volume 12(4), 382-405.

Sarah Fisher Gardial and Gabriel J. Biehal (1985), "Memory Accessibility and Task Involvement as Factors in Choice," *Association for Consumer Research* Volume 12, 414-9.

Gabriel J. Biehal (1983), "Implications of Consumer Information Processing Research for the Design of Consumer Information Systems," *Journal of Consumer Affairs*, Volume 17(1), 107-122.

Gabriel J. Biehal and Dipankar Chakravarti (1983), "Information Accessibility as a Moderator of Consumer Choice," *Journal of Consumer Research*, Volume 10 (1), 1-14.

Gabriel J. Biehal (1983), "Consumers' Prior Experiences and Perceptions in Auto Repair Choice," *Journal of Marketing*, Volume 47(3), 82-91.

Gabriel J. Biehal and Dipankar Chakravarti (1982), "Experiences with the Bettman-Park Verbal Protocol Coding Scheme," *Journal of Consumer Research*, Volume 8(4), 442-448.

Gabriel J. Biehal and Dipankar Chakravarti (1982), "Information Presentation Format and Learning Goals as Determinants of Consumers' Memory Retrieval and Choice Processes," *Journal of Consumer Research*, Volume 8(4), 431-441.

Gabriel J. Biehal and Dipankar Chakravarti (1981), "Exploring Memory Factors in Consumer Choice," *Advances in Consumer Research* Volume 9, 65-71.

Work in Progress

"The Representation of Corporate Knowledge and its Impact on Consumers' Evaluation of a New Product," with Daniel A. Sheinin.

"Building Corporate Brands: Managers' Insights and Their Implications," with Daniel A. Sheinin.

Conference Presentations

“The IMC Challenge of Corporate Branding in a Product Branding World: A Managerial Perspective,” with Daniel A. Sheinin, *American Marketing Association Winter Educators’ Conference*, Austin, Texas, (February 2008).

“Corporate and Product Message Effects on a Product Portfolio,” with Daniel A. Sheinin, *North American Conference of the Association for Consumer Research*, Orlando, FL, (September 2006)

“Competitive Interference with Corporate Message Influences on the Product Portfolio,” with Daniel A. Sheinin, *American Marketing Association Summer Educators’ Conference*, San Francisco, (August 2005).

“CRM in Indirect Channels: Evaluating the Impact of Channel Partner Actions on Customer Equity,” with P.K. Kannan and Peggy Tseng, *14th Annual Frontiers in Services Conference*, Tempe (October 2005)

“How Consumers’ Self-view Influences Their Goals, Information Processing and Choices,” with Rebecca W. Hamilton, *Association for Consumer Research*, Portland, OR, 32nd Annual Conference (October 2004).

“Issues in Brand Orchestration,” with Daniel A. Sheinin, *3rd International Conference of the Corporate Identity/Associations Research Group*, Los Angeles, (April 2004).

“Effects of Advertising on Consumers’ Choices Among Risky Alternatives,” with Rebecca Hamilton, *INFORMS 25th Annual Marketing Science Conference*, Washington DC, (June 2003).

“Unlocking the Power of Your Corporate Brand with Customers,” with Daniel A. Sheinin, *Marketing Science Institute Global Branding Conference*, Milan, (June 2000).

“Corporate Advertising's Influence on Company Brands: Some Experimental Evidence,” with Daniel A. Sheinin, *3rd International Conference on Corporate Reputation, Identity and Competitiveness*, Puerto Rico, (January 1999).

“Consumer Purchases of Multiple Items: Answers from Attitudinal and Scanner Data,” with Richard Durand, P.K. Kannan, Venkatesh Shankar, and David Dorsett, *American Marketing Association Summer Educators’ Conference*, Marketing Research Special Interest Group, San Francisco, (August 1999).

“Inter-store Differences in Related Category Purchases: Cross-Category Effects and the Role of Aisle Adjacencies,” with Richard Durand, P.K. Kannan and Venkatesh Shankar, *INFORMS Conference*, Philadelphia, (1999).

“Consumer Purchases of Multiple Items: A Typology and Empirical Analysis,” with Richard Durand, P.K. Kannan and Venkatesh Shankar, *Marketing Science Conference*, Syracuse, (1999).

“Corporate Advertising and the Brand: A Model and Its Implications,” with Daniel A. Sheinin.

Paper presented at the *Second International Conference on Corporate Reputation, Identity and Competitiveness*, Amsterdam, (January 1998).

"Physical Store Characteristics as a Moderator of Store Attitudes toward Service," with Richard Durand. Presented at the *3rd International Conference on Recent Advances in Retailing and Services Science*, EIRASS, (June 1996).

"Accessibility Effects on the Relationship between Attitude toward the Ad and Brand Choice," with Cindy Hanson. *Association for Consumer Research*, Boston, MA, 22nd Annual Conference (1994).

"Recognition and Recall Patterns as Diagnostics for Advertising Effectiveness," with Dipankar Chakravarti. Invited paper, *The Second Walter H. Stellner Symposium, The Uses of Cognitive Psychology in Advertising and Marketing*, University of Illinois at Urbana-Champaign (May 1987).

"Scripts, Situations and Selling: An Information Processing Perspective of Personal Selling." Invited paper, *American Marketing Association Winter Conference*, Phoenix, AZ (February 1985).

"Memory Accessibility and Task Involvement as Factors in Choice," with Sarah Fisher Gardial. Competitive paper, *12th Annual Conference, Association for Consumer Research*, Washington, DC (October 1983).

"Information Accessibility as a Determinant of Product Choice." Invited paper, *90th Annual Convention, American Psychological Association*, Washington, DC (August 1982).

"Exploring Memory Factors in Consumer Choice." Invited paper, *9th Annual Conference, Association for Consumer Research*, St. Louis, (October 1981).

"Consumer Choice and Retrieval Processes: Directed versus Incidental Learning and Presentation Format Effects." Invited paper, *Conference of Experimental Research in the Social Sciences*, Center for Econometrics and Decision Sciences, University of Florida (1980).

Research and Academic Awards

2005 "The Representation of Corporate Knowledge and its Impact on Consumers' Evaluation of a New Product." R.H.Smith Business School Summer Research Grant, \$16,000.

2004 "The Effect of Activating Independent and Interdependent Self-Views on Consumers' Choices." R.H.Smith Business School Summer Research Grant, \$8,300.

2002 "Shaping Consumers' risk Preferences using Marketing Communications: Promotion and Prevention Effects." R.H.Smith Business School Summer Research Grant, \$10,700.

2001 "An Empirical Analysis of Customer-Based Corporate Image Building," R.H.Smith Business School Summer Research Grant, \$8,000.

2000 "Brand Architecture: Building Up and Building Down," R.H. Smith Business School Summer

Research Grant, \$12,000.

1999 "Corporate Advertising and Brand Advertising: A Comparison of Their Effects on the Company's Brand Portfolio," R.H. Smith Business School Summer Research Grant, \$9,000.

1998 "The Brand Effects of Corporate Advertising: Identifying Managers' Concerns and Developing Research Priorities," with Daniel A. Sheinin, *Marketing Science Institute*, \$14,400.

1991-9 Safeway Fellow.

1990 Safeway Summer Fellow.

1982-6 Summer Faculty Research Support Award, University of Houston.

1986 Halliburton Research Award, University of Houston.

1978 Stanford University Fellowship.

1977 Fellow, 12th Annual American Marketing Association Doctoral Consortium, The Wharton School, University of Pennsylvania.

1977 Doctoral Dissertation Research Grant Award, American Marketing Association.

Reviewing Activities

Member, Editorial Review Board, *Journal of the Academy of Marketing Science*, 2004-10.

Member, Editorial Review Board, *Journal of Advertising*, 1991-2006.

Member, Editorial Review Board, *Journal of Marketing Research*, 1991-94.

Reviewer, *Journal of Marketing*, 2005-8.

Reviewer, *Journal of Marketing Research*, 2002.

Reviewer, *Journal of the Academy of Marketing Science*, 1991-8.

Reviewer, *Journal of Consumer Research*, 1984, 1986-90, 1992.

Reviewer, AMA Doctoral Dissertation Competition, 1985, 1987.

Reviewer, *Association for Consumer Research*, 1981, 1985, 1987, 1992, 1995.

Reviewer, *Journal of Service Research*, 2002.

Other Professional Activities

Co-chair, 2006 AMA Sheth Foundation Doctoral Consortium held at the University of Maryland, College Park, July 12-16.

Session chair, 2005 AMA-Sheth Foundation Doctoral Consortium held at University of Connecticut, Storrs, July 6-10.

Session Chair, *Frontiers in Services 10th Annual AMA Conference*, October 2000, Washington, DC.

Chair, Competitive Paper Session, Association for Consumer Research, 1983, 1987, 1992, 1993, 1994.

Track Chair, Marketing Strategy and Management, 1995 *American Marketing Association Summer Educators' Conference*, Washington, DC.

4. TEACHING AND ADVISING

Courses Taught

Undergraduate:

BMGT 457 Marketing Strategy

Graduate:

BUSI 650 Marketing Management

BMGT 698 Group Field Projects

BUMK 717 Marketing Communications

BUMK 757 Market Strategy

Executive MBA:

BUMK 677 Market Strategy

Teaching Recognition

1999 Bell Atlantic Group Field Project Team won honorable mention.

1993 Voted best teacher in Track 3 of the first year MBA program.

Executive Education

2003 Executive MBA Program (Spring and Fall).

2001-2 Northrop-Grumman Executive Marketing Strategy Program.

1992-3 Marriott Corporation Taught in the Executive Program (half-day session).

1992 Marriott Corporation Taught in the Lodging Program (half-day session).

1991 Marriott Corporation Taught in the Executive Program (conducted five half-day sessions).

Dissertation Supervision

1995 "Understanding Comparative Advertising Processes," Melody Schuhwerk (Ph.D).

1994 "Attitude toward the Ad and Brand Choice - The Effects of Brand Competitive Position and Brand Information Accessibility," Cindy Hanson (Ph.D).

1991 "Variants of Uncertainty in Consumer Choice Processes," Eleonora Curlo (Ph.D.).

1990 "The Impact of Memory Factors on the Use of Information about Previously Rejected Brands," Marilyn Jones, University of Houston (Ph.D). Outside committee member.

1986 "The Role of Inferences in Consumer Decision Making: Factors Mediating Process and Outcome," Sarah Fisher Gardial, University of Houston (Ph.D).

1985 "Errors in Judgment and Covariation: Some Determinants and Consequences for Salespeople," Valerie Blair, University of Houston (Ph.D).

1985 "Memory Influences on Inferential Processing During Consumer Choice," Alan Dick, University of Florida (M.A.).

Workshops

1999 “Using Case Studies to Enhance Effectiveness of Teaching and Learning: Some Experiences and Suggestions.” Seminar sponsored by the University of Maryland Committee of Teaching Excellence.

1999 “Marketing for Entrepreneurs: A Short Introduction to a Big Topic,” Invited presentation, Dingman Center for Entrepreneurship, September.

1992 Presentation to marketing doctoral students and faculty that described experiences in developing a program of research, issues often encountered in the review process, and how to handle them.

4. SELECTED SERVICE ACTIVITIES

University Service

Member, Departmental Communications Initiative, 2010.

Member, Graduate Research Board, 2000-2003.

Chair, Capricious Grading Appeal Committee, 2000-8.

Chair, Teaching Enhancement Committee, 1995-7.

Alumni Needs Assessment Survey, 1994-5. With Professor Bob Krapfel, designed and implemented a survey of CBM Alumni.

Coordinator, Marketing Doctoral Program, 1987-92, 1998-9.

Member, Marketing Recruiting Committee, 1987-99.

Member, Promotion and Tenure Candidate Review Committee, 1987, 1994-5.

Member, Faculty Merit Pay Committee, 1993: Designed and analyzed a survey of faculty sentiment.

Member, Campus Senate, 1990-2.

Member, Krowe Teaching Awards Committee, 2002.

Non-University Professional Service

Committee member, “Evaluation of the Communications Initiative of the National Academies: A Report to the NRC Governing Board by the Review Committee on Communications Strategy,” 2004-5.

Member, Communications Advisory Committee of the National Academies of Science, 2005.

Reviewer, National Science Foundation, 1990.

Consultant, Safeway Corporation, Chesapeake Bay Maritime Museum, Maryland State Lottery.