

ROLAND T. RUST

January 9, 2012

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POSITIONS HELD

2008- Distinguished University Professor, University of Maryland (the only business school professor ever to receive that honor at the University of Maryland).

2000- David Bruce Smith Chair in Marketing, Robert H. Smith School of Business, University of Maryland.

2009- Visiting Chair in Marketing Research, Erasmus School of Economics, Erasmus University Rotterdam.

1995-2000 Madison S. Wigginton Professor of Management, Owen Graduate School of Management, Vanderbilt University.

1989-1995 Professor of Marketing, Owen Graduate School of Management, Vanderbilt University.

1985-1989 Associate Professor, and CBA Foundation Fellow (1986-1989), Department of Marketing Administration, University of Texas at Austin.

1979-1985 Assistant Professor of Marketing Administration, University of Texas at Austin.

HONORARY DEGREES AND APPOINTMENTS

2011- International Fellow, CTF Service Research Center, Karlstad University, Sweden.

2010 Doctor Honoris Causa (Honorary Doctorate), University of Neuchatel, Switzerland.

2010- International Research Fellow, Oxford University, UK

2010 Honorary Professor of Marketing, University of International Business and Economics (UIBE), Beijing, China.

ADMINISTRATIVE POSITIONS

2008- Executive Director (and co-Founder), Center for Complexity in Business at the University of Maryland.

2005- Executive Director, 2000-2004 Director (and Founder), Center for Excellence in Service at the University of Maryland (formerly Center for e-Service).

2002-2009 Department Chair, Department of Marketing, Robert H. Smith School of Business, University of Maryland. Led the growth of the department from 11 to 19 tenure track faculty. Department rose to #1 in the world in research productivity (UT Dallas survey) by the last year of my

chairmanship.

2002-2009 Executive Committee, Robert H. Smith School of Business, University of Maryland.

1990 – 2000 Director (and Founder), Center for Service Marketing at Vanderbilt University.

1989 - 1994 Area head for Marketing, Owen Graduate School of Management, Vanderbilt University.
Area rose from unranked in 1989 to #2 in the country by Business Week (1996).

EDITORIAL POSITIONS

Editor, Journal of Marketing, 2005-2008 (journal became the highest-cited journal in all of business and economics during my editorial term)

Founding Editor, Journal of Service Research, 1998-2005. Journal indexed by the Social Science Citation Index (entered SSCI rankings as the #13 business journal out of 64 in 2006).

Co-Editor, MSI and Emory University Special Section on Marketing Strategy and Wall Street, Journal of Marketing, November 2009

Area Editor, Marketing Science, 2001-2005, 2008-2010

Associate Editor, Journal of Marketing Research, 2008-2009

Senior Editor, Production and Operations Management, 2003-

Advisory Board, Journal of Marketing Research, 2009-

Advisory Board, Marketing Science, 2007-2008

Advisory Board, Managerial Marketing, 2002-

Editorial Review Board, Journal of Marketing, 1999-2005, 2008-

Editorial Review Board, International Journal of Research in Marketing, 2009-

Editorial Review Board, Journal of Service Research, 2005-

Editorial Review Board, Journal of the Academy of Marketing Science, 2009-

Editorial Review Board, Service Science, 2008-

Editorial Review Board, Journal of Marketing Research, 1982-2008

Editorial Policy Board, Journal of Consumer Research, 2003-2008

Editorial Review Board, Journal of Interactive Marketing, 2001-2005

Editorial Review Board, Marketing Science, 1992-2001

Editorial Review Board, Journal of Advertising, 1991-1997

Editorial Review Board, Journal of Current Issues and Research in Advertising, 1989-1997

Editorial Review Board, Journal of Advertising Research, 1992-1997

Editorial Review Board, Journal of Retailing, 1986-1997

Editorial Review Board, International Journal of Service Industry Management, 1995-1997

Editorial Advisory Board, Robert H. Smith School of Business Publications, 2004-

Marketing Research Track Chair, AMA Summer Educators' Conference, August 1995, Washington, D.C.

Publications Officer, Section on Statistics in Marketing, American Statistical Association, 1993-1994

ACADEMIC TRAINING

Ph.D. Business Administration, 1979

University of North Carolina, Chapel Hill

Dissertation, "A Model for the Selection of Television Advertising Schedules"

AMA Doctoral Consortium, 1979

Henry Latané Distinguished Doctoral alumnus Award, 1995.

MBA Marketing, 1977

University of North Carolina, Chapel Hill
Intercollegiate Chess Team

Graduate coursework in Mathematics and Business, 1974-75
Indiana University
Intercollegiate Chess Team

BA Mathematics, 1974
DePauw University
Phi Beta Kappa, Sigma Xi scientific honorary
Captained Cross-Country and Track teams, 1973-74, DePauw school records in seven events
Inducted into DePauw University Athletic Hall of Fame, 2007
Intercollegiate Chess Team

LIFETIME ACHIEVEMENT AWARDS

- AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award, 2012. This is the top career honor in academic Marketing.
- Paul D. Converse Award, 2012. This award, established by the American Marketing Association, honors “individuals who have made outstanding contributions to marketing scholarship.”
- Fellow of the INFORMS Society for Marketing Science, one of the first 16 people to receive this honor, 2010.
- Mahajan Award for Lifetime Contribution to Marketing Strategy Research, awarded by the American Marketing Association’s Marketing Strategy Special Interest Group, 2010.
- Doctor Honoris Causa (honorary doctorate) from the University of Neuchatel, Switzerland, for “intellectual leadership ... in terms of research on services, which have led to the updating, if not the entire rewriting, of contemporary textbooks on management and marketing,” 2010.
- PhD Alumni Merit Award, awarded by the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, 2008.
- Distinguished University Professor, the highest honor awarded by the University of Maryland, the only business school professor ever to receive this honor, 2008.
- CUTCO/Vector Distinguished Marketing Educator Award, awarded by the Academy of Marketing Science, 2007.
- Elsevier Distinguished Scholar Award, for “exceptional scholarly achievements,” awarded by the Society for Marketing Advances, 2005.
- American Marketing Association Career Contributions to the Services Discipline Award, recognizing “the greatest long-term impact on the development of the services discipline,” awarded by the AMA Services Special Interest Group, 2002.
- American Marketing Association Gilbert A. Churchill Award, for lifetime achievement in marketing research, awarded by the AMA Marketing Research Special Interest Group, 2000.
- Fellow, American Statistical Association, elected “for significant statistical contributions in marketing, advertising, quality management, and psychometrics; and for service to the profession,” 1997.
- Henry Latané Distinguished Doctoral Alumnus Award, awarded by the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, 1995.
- “Outstanding Contribution to Advertising Research” lifetime achievement award, awarded by the American Academy of Advertising, 1994.

BEST ARTICLE AND BOOK AWARDS

- Finalist, Paul E. Green Award, 2011. The award recognizes “the best article in the Journal of Marketing Research that demonstrates the greatest potential to contribute significantly to the practice of marketing research,” for the February 2010 article, “Customer Satisfaction and Consumer Spending Growth,” (with Claes Fornell and Marnik Dekimpe). The award winners are chosen by the Journal of Marketing Research’s Editorial Review Board.
- Second Place Winner, 2010, INFORMS Service Science Section Best Paper Award, for “Optimizing Service Productivity” (with Ming-Hui Huang).
- Finalist, William O’Dell Award, 2010. The award recognizes the Journal of Marketing Research article that “has made the most significant, long-run contribution to marketing theory, and/or methodology, and/or practice,” for the November 2005 article, “Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing,” (with Debora Viana Thompson and Rebecca Hamilton). The award winners are chosen by the Journal of Marketing Research’s Editorial Review Board.

- Sheth Foundation/Journal of Marketing Award, 2009, awarded for the 2004 article, “Return on Marketing: Using Customer Equity to Focus Marketing Strategy,” (with Katherine N. Lemon and Valarie A. Zeithaml). The award is chosen by the editorial board and a committee of former editors of the Journal of Marketing for the JM article published between 2000 and 2004 that has had the most long-term impact on the discipline of marketing.
- Donald R. Lehmann Award, 2007, (co-author and dissertation chair), awarded by the American Marketing Association Marketing Research SIG for the Best Dissertation-Based Research Article for the November 2005 Journal of Marketing Research article, “Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing,” (with Debora Viana Thompson and Rebecca Hamilton).
- IBM Best Article Award, Journal of Service Research, 2007, for the 2006 article, “The Path to Customer Centricity,” (with Denish Shah, A. Parasuraman, Richard Staelin, and George Day). The award winner is selected by the journal’s editorial review board.
- Highly Commended Paper Award, 2006, awarded for the 2005 International Journal of Service Industry Management article, “The Business Value of E-Government for Small Firms,” (with Debora Thompson and Jeffrey Rhoda). The award, chosen by the journal’s editorial review board, is given to the top four articles of the year.
- MSI/H. Paul Root Award, 2005, awarded for the January 2004 Journal of Marketing article, “Return on Marketing: Using Customer Equity to Focus Marketing Strategy,” (with Katherine N. Lemon and Valarie A. Zeithaml). The award recognizes the article that made the greatest contribution to the advancement of the practice of marketing. The award winner is chosen by the Journal of Marketing’s Editorial Review Board.
- Robert D. Buzzell Best Paper Award, 2003, awarded for the paper, “Driving Customer Equity: Linking Customer Lifetime Value to Strategic Marketing Decisions” (with Katherine N. Lemon and Valarie A. Zeithaml). Previously known as the MSI Best Paper Award, the Buzzell Award is awarded by the Marketing Science Institute to honor papers that have made a significant contribution to marketing practice and thought. It also serves to signal the kind of writing and research that is of lasting value to corporate marketing executives.
- MSI/H. Paul Root Award, 2003, awarded for the October 2002 Journal of Marketing article, “Getting Return on Quality: Revenue Expansion, Cost Reduction or Both?” (with Christine Moorman and Peter Dickson). The award recognizes the article that made the greatest contribution to the advancement of the practice of marketing. The award winner is chosen by the Journal of Marketing’s Editorial Review Board.
- Berry-AMA Book Prize, 2002, awarded for the book, Driving Customer Equity, co-authored by Valarie A. Zeithaml and Katherine N. Lemon (Free Press 2000). The award is given by the American Marketing Association to the best book in marketing from the most recent three year period. The award recognizes “exceptional marketing books that have set the standard for excellence” and “whose innovative ideas have had significant impact on marketing and related fields.” Anthologies, textbooks and manuals are not eligible for the award. The award is selected by current and past Executive Directors of the Marketing Science Institute.
- Marketing Science Institute Best Paper Award, 2002, awarded for the paper, “Getting Returns from Service Quality: Is the Conventional Wisdom Wrong?” (with Christine Moorman and Peter Dickson). The award recognizes papers that have made the most significant contribution to marketing practice and thought. It also signifies the kind of writing and research that is of lasting value to corporate marketing executives.
- Donald R. Lehmann Award, 2001, (co-author and dissertation chair), awarded by the American Marketing Association Marketing Research SIG for the Best Dissertation-Based Research Article for the November 2000 Journal of Marketing Research article, "Modeling Fuzzy Data in Qualitative Marketing Research," (with Sajeev Varki and Bruce Coolil).

- Finalist, Paul E. Green Award for the Journal of Marketing Research article with the most potential to contribute significantly to the practice of marketing research and research in marketing, for the November 2000 article, "Modeling Fuzzy Data in Qualitative Marketing Research," (with Sajeev Varki and Bruce Cooil). The award is chosen by the Journal of Marketing Research Editorial Board.
- Second Place Winner, 1999 William R. Davidson Award for the best paper published in the Journal of Retailing two years previously, for "Customer Delight: Foundations, Findings, and Managerial Insight," (with Richard L. Oliver and Sajeev Varki). The award is chosen by the Journal of Retailing Editorial Board.
- Best Services Article Award, AMA Services Special Interest Group, 1998, for "Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services," Marketing Science, 1997 (2) (with Eugene W. Anderson and Claes Fornell).
- Finalist, John D.C. Little Best Article Award for the best 1997 marketing article in Marketing Science or Management Science, for "Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services," (with Eugene W. Anderson and Claes Fornell). The award is chosen by the officers of the INFORMS College on Marketing and the Editorial Review Boards of Marketing Science and Management Science.
- Alpha Kappa Psi Foundation Award for the article in the 1995 Journal of Marketing that had the greatest contribution to the advancement of the practice of marketing. Awarded for "Return on Quality (ROQ): Making Service Quality Financially Accountable," (with Anthony J. Zahorik and Timothy L. Keiningham). The award is chosen by members of the Journal of Marketing Editorial Review Board.
- "Best Article Award for 1993" from the Journal of Retailing for the article, "Customer Satisfaction, Customer Retention, and Market Share," (with Anthony J. Zahorik). The Best Article, selected by a vote of the Editorial Board, is one judged to have contributed most significantly to the development of retailing theory and/or practice.
- Winner, Best Article Award in the 1993 Journal of Advertising for the article, "Emotional Feelings and Evaluative Dimensions of Advertising: Are They Related?" (with Patricia Stout).

BOOKS

Rust, Roland T., Katherine N. Lemon and Das Narayandas (2005), Customer Equity Management, Upper Saddle River, New Jersey: Prentice-Hall.

Rust, Roland T. and P.K. Kannan, Eds. (2002), e-Service, Armonk, NY: M.E. Sharpe.

*Rust, Roland T., Valarie A. Zeithaml, and Katherine N. Lemon (2000), Driving Customer Equity, New York: Free Press. Top-10 Best-Seller, sales and marketing, National Post (Canada). Also translated into Japanese, Chinese (both complex character and simplified character), Dutch, and Portuguese.

* Winner, Berry-AMA Book Prize, 2002. The award is given by the American Marketing Association to the best book in marketing from the most recent three year period. The award recognizes "exceptional marketing books that have set the standard for excellence" and "whose innovative ideas have had significant impact on marketing and related fields." Anthologies, textbooks and manuals are not eligible for the award. The award is selected by current and past Executive Directors of the Marketing Science Institute.

Rust, Roland T., Anthony J. Zahorik, and Timothy L. Keiningham (1996), Service Marketing, New York: HarperCollins.

Rust, Roland T., Anthony J. Zahorik, and Timothy L. Keiningham, Editors (1996), Readings in Service Marketing, New York: HarperCollins.

Rust, Roland T., Anthony J. Zahorik, and Timothy L. Keiningham (1994), Return on Quality: Measuring the Financial Impact of Your Company's Quest for Quality, Chicago: Probus Publishing. Listed as one of the Year's Best Business Books by the Library Journal. Adopted by Audio-Tech Business Book Summaries. Also translated into Chinese, Korean, and Portuguese.

Rust, Roland T. and Richard L. Oliver, Editors (1994), Service Quality: New Directions in Theory and Practice, Thousand Oaks, California: Sage Publications.

Roland T. Rust (1986), Advertising Media Models: A Practical Guide, Lexington, Mass.: Lexington Books. Listed as one of Adweek's "Super Sellers."

SELECTED ARTICLES IN REFEREED JOURNALS

*Rust, Roland T. and Ming-Hui Huang, "Optimizing Service Productivity," Journal of Marketing, forthcoming.

* Second Place Winner, 2010 INFORMS Service Science Section Best Paper Award.

Arens, Zachary and Roland T. Rust, "The Duality of Decisions and the Case for Impulsiveness Metrics," Journal of the Academy of Marketing Science, forthcoming.

Rust, Roland T., V. Kumar and Rajkumar Venkatesan (2011), "Will the Frog Change into a Prince?: Predicting Future Customer Profitability," International Journal of Research in Marketing, 28 (4), 281-294.

Rand, William and Roland T. Rust (2011), "Agent-Based Modeling in Marketing: Guidelines for Rigor," International Journal of Research in Marketing, 28 (3), 181-193.

Huang, Ming-Hui and Roland T. Rust (2011), "Sustainability and Consumption," Journal of the Academy of Marketing Science, 39 (1), 40-54.

*Fornell, Claes, Roland T. Rust and Marnik G. Dekimpe, (2010), "The Effect of Customer Satisfaction on Consumer Spending Growth," Journal of Marketing Research, 47 (February), 28-35.

* Finalist, Paul E. Green Award, 2011. The award recognizes "the best article in the Journal of Marketing Research that demonstrates the greatest potential to contribute significantly to the practice of marketing research." The award winners are chosen by the Journal of Marketing Research's Editorial Review Board.

Rust, Roland T., Christine Moorman and Gaurav Bhalla, (2010), "Rethinking Marketing," Harvard Business Review, 88 (1), 94-101. Also published in the Diamond Harvard Business Review (Japan) (October 2010), 28-40.

Hanssens, Dominique M., Roland T. Rust and Rajendra K. Srivastava, (2009) "Marketing Strategy and Wall Street: Nailing Down Marketing's Impact," Journal of Marketing, 73 (6), 115-118.

Chung, Tuck Siong, Roland T. Rust and Michel Wedel, (2009), "My Mobile Music: An Adaptive

Personalization System for Digital Audio Players,” Marketing Science, 28 (1), 52-68.

Rust, Roland T. and Tuck Siong Chung, (2006) “Marketing Models of Service and Relationships,” Marketing Science, 25 (6), 560-580 (followed by seven invited commentaries).

Rust, Roland T., Debora Viana Thompson, and Rebecca Hamilton (2006), “Defeating Feature Fatigue,” Harvard Business Review, 84 (2), 98-107. Also published in the Chinese Harvard Business Review (February 2006), 90-101.

*Shah, Denish, Roland T. Rust, A. Parasuraman, Richard Staelin, and George S. Day (2006), “The Path to Customer-Centricity,” Journal of Service Research, 9 (2), 113-124.

* IBM Best Article Award, Journal of Service Research, 2007,. The award winner is selected by the journal’s editorial review board.

*Thompson, Debora Viana, Rebecca Hamilton and Roland T. Rust, (2005), “Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing,” Journal of Marketing Research, 42 (November), 431-442.

* Finalist, William O’Dell Award, 2010. The award recognizes the article that “has made the most significant, long-run contribution to marketing theory, and/or methodology, and/or practice.” The award winner is chosen by the Journal of Marketing Research’s Editorial Review Board.

* Donald R. Lehmann Award, 2007, (co-author and dissertation chair), awarded by the American Marketing Association Marketing Research SIG for the Best Dissertation-Based Research Article.

Rust, Roland T. and Peter Verhoef, (2005), “Optimizing the Marketing Interventions Mix in Intermediate-Term CRM,” Marketing Science, 24 (3), 477-489.

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

Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2004), “Customer-Centered Brand Management,” Harvard Business Review, 82 (9), 110-118.

*Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2004), “Return on Marketing: Using Customer Equity to Focus Marketing Strategy,” Journal of Marketing, 68 (1), 109-127.

* Sheth Foundation/Journal of Marketing Award, 2010. The award is chosen by the editorial board and a committee of former editors of the Journal of Marketing for the JM article published between 2000 and 2004 that has had the most long-term impact on the discipline of marketing.

* MSI/H. Paul Root Award, 2005. The award recognizes the article that made the greatest contribution to the advancement of the practice of marketing. The award winner is chosen by the Journal of Marketing’s Editorial Review Board.

* Robert D. Buzzell Best Paper Award, 2003, awarded for an earlier version of the paper, entitled, “Driving Customer Equity: Linking Customer Lifetime Value to Strategic Marketing

Decisions.” Previously known as the MSI Best Paper Award, the Buzzell Award is awarded by the Marketing Science Institute to honor papers that have made a significant contribution to marketing practice and thought. It also serves to signal the kind of writing and research that is of lasting value to corporate marketing executives.

Cohen, Mark, Roland T. Rust, Sara Steen and Simon Tidd (2004), “Willingness-to-Pay for Crime Control Programs,” Criminology, 42 (1), 89-109.

*Rust, Roland T., Christine Moorman and Peter R. Dickson, (2002), “Getting Return on Quality: Revenue Expansion, Cost Reduction, or Both?” Journal of Marketing, 66 (October), 7-24.

* MSI/H. Paul Root Award, 2003. The award recognizes the article that made the greatest contribution to the advancement of the practice of marketing. The award winner is chosen by the Journal of Marketing’s Editorial Review Board.

* Marketing Science Institute Best Paper Award, 2002, awarded for an earlier draft of the paper, “Getting Returns from Service Quality: Is the Conventional Wisdom Wrong?” Established in 1993, the award recognizes the authors of papers that have made the most significant contribution to marketing practice and thought. It also signifies the kind of writing and research that is of lasting value to corporate marketing executives. To allow sufficient time to assess the impact of the work, this year’s winners were selected from papers issued in 2000.

Hogan, John E., Katherine N. Lemon, and Roland T. Rust (2002), “Customer Equity Management: Charting New Directions for the Future of Marketing,” Journal of Service Research, Special Issue on Managing Customer Equity, John E. Hogan and Katherine N. Lemon, Eds., 5 (1), 4-12.

Bell, David, John Deighton, Werner J. Reinartz, Roland T. Rust, and Gordon Swartz (2002), “Seven Barriers to Customer Equity Management,” Journal of Service Research, Special Issue on Managing Customer Equity, John E. Hogan and Katherine N. Lemon, Eds., 5 (1), 77-85.

Rust, Roland T., P.K. Kannan & Na Peng (2002), “The Customer Economics of Internet Privacy,” Journal of the Academy of Marketing Science, MSI/JAMS Special Issue on Marketing to and Serving Customers on the Internet, 30 (4), 451-460.

Zeithaml, Valarie A., Roland T. Rust, and Katherine N. Lemon (2001), “The Customer Pyramid: Creating and Serving Profitable Customers,” California Management Review, 43 (4), 118-142.

Rust, Roland T. and Katherine N. Lemon (2001), “E-Service and the Consumer,” International Journal of Electronic Commerce, 5 (3), 83-99.

*Varki, Sajeev, Bruce Cooil, and Roland T. Rust, (2000), “Modeling Fuzzy Data in Qualitative Marketing Research,” Journal of Marketing Research, 37 (November), 480-499.

* Donald R. Lehmann Award, 2001, (co-author and dissertation chair), awarded by the American Marketing Association Marketing Research SIG for the Best Dissertation-Based Research Article.

* Finalist, Paul E. Green Award for the Journal of Marketing Research article with the most potential to contribute significantly to the practice of marketing research and research in marketing. The award is chosen by the Editorial Review Board of the Journal of Marketing Research.

Simester, Duncan I., John R. Hauser, Birger Wernerfelt, and Roland T. Rust, (2000) "Implementing Quality Improvement Programs Designed to Enhance Customer Satisfaction: Quasi-experiments in the U.S. and Spain," Journal of Marketing Research, 37 (February), 102-112.

Rust, Roland T. and Richard L. Oliver, (2000), "Should We Delight the Customer?" Journal of the Academy of Marketing Science, 28 (1), MSI/JAMS Special Issue on Serving Customers and Consumers Effectively in the 21st Century, 86-94.

Moorman, Christine and Roland T. Rust, (1999), "The Role of Marketing," Journal of Marketing, JM/MSI Special Issue on Fundamental Issues in Marketing, 63 (Special Issue), 180-197.

Rust, Roland T., J. Jeffrey Inman, Jianmin Jia, and Anthony Zahorik, (1999), "What You *Don't* Know About Customer-Perceived Quality: The Role of Customer Expectation Distributions," Marketing Science, 18 (1), 77-92. Also summarized in Scientific American.

Varki, Sajeew and Roland T. Rust (1998), "Technology and Optimal Segment Size," Marketing Letters, 9 (2), 147-167.

*Anderson, Eugene W., Claes Fornell, and Roland T. Rust (1997), "Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services," Marketing Science, 16 (2), 129-145.

*Best Services Article Award of 1997, AMA Services Special Interest Group.

* Finalist, John D.C. Little Best Article Award for the best 1997 marketing article in Marketing Science or Management Science. The award is chosen by the officers of the INFORMS College on Marketing and the Editorial Review Boards of Marketing Science and Management Science.

*Oliver, Richard L., Roland T. Rust and Sajeew Varki (1997), "Customer Delight: Foundations, Findings, and Managerial Insight," Journal of Retailing, Special Issue on Services Marketing, 73 (Fall), 311-336.

* Second Place Winner, 1999 William R. Davidson Award for the best paper published in the Journal of Retailing two years previously. The award is chosen by the Journal of Retailing Editorial Board.

Griffith, David E. and Roland T. Rust (1997), "The Price of Competitiveness in Competitive Pricing," Journal of the Academy of Marketing Science, 25 (2) 109-116.

Cooil, Bruce and Roland T. Rust (1995), "General Estimators for the Reliability of Qualitative Data," Psychometrika, 60 (June) 199-220.

*Rust, Roland T., Anthony J. Zahorik, and Timothy L. Keiningham (1995), "Return on Quality (ROQ): Making Service Quality Financially Accountable," Journal of Marketing, 59 (April) 58-70.

* Alpha Kappa Psi Foundation Award for the 1995 article in the Journal of Marketing that had the greatest contribution to the advancement of the practice of marketing.

Rust, Roland T., Duncan Simester, Roderick J. Brodie, and V. Nilikant (1995), "Model Selection Criteria: An Investigation of Relative Accuracy, Posterior Probabilities, and Combinations of Criteria," Management Science, 41 (February) 222-233.

Rust, Roland T. and Naveen Donthu (1995), "Capturing Geographically Localized Misspecification Error in Retail Store Choice Models," Journal of Marketing Research, (February), 103-110.

Rust, Roland T., Chol Lee, and Ernest Valente, Jr. (1995), "Comparing Covariance Structure Models: A General Methodology," International Journal of Research in Marketing, 12 (November), 279-291.

Cooil, Bruce and Roland T. Rust (1994), "Reliability and Expected Loss: A Unifying Principle," Psychometrika, 59 (June), 203-216.

Rust, Roland T. and Bruce Cooil (1994), "Reliability Measures for Qualitative Data: Theory and Implications," Journal of Marketing Research, 31 (February), 1-14.

*Rust, Roland T. and Anthony J. Zahorik (1993), "Customer Satisfaction, Customer Retention, and Market Share," Journal of Retailing, 69 (Summer), 193-215.

*Winner, Best Article Award for 1993, in the Journal of Retailing.

*Stout, Patricia A. and Roland T. Rust (1993), "Emotional Feelings and Evaluative Dimensions of Advertising: Are They Related?" Journal of Advertising, 22 (March), 61-71.

*Co-winner, Best Article in the 1993 Journal of Advertising.

Kordupleski, Raymond E., Roland T. Rust, and Anthony J. Zahorik (1993), "Why Improving Quality Doesn't Improve Quality (Or Whatever Happened to Marketing?)," California Management Review, 35 (Spring), 82-95. Translated into German: "Qualitätsmanager vergessen Zu oft den Kunden," (German) Harvard Business Manager, January 1994, 65-72.

Rust, Roland T., Wagner A. Kamakura, and Mark I. Alpert (1992), "Viewer Preference Segmentation and Viewing Choice Models for Network Television," Journal of Advertising, (March), 1-8.

Rust, Roland T., Donald R. Lehmann, and John U. Farley (1990), "Estimating Publication Bias in Meta-Analysis," Journal of Marketing Research, (May) 220-226.

Fornell, Claes and Roland T. Rust (1989), "Incorporating Prior Theory in Covariance Structure Analysis: A Bayesian Approach," Psychometrika, (June), 249-259.

Donthu, Naveen and Roland T. Rust (1989), "Estimating Geographic Customer Densities Using Kernel Density Estimation," Marketing Science, (Spring), 191-203.

Rust, Roland T. and Naras V. Eechambadi (1989), "Scheduling Network Television Programs: A Heuristic Audience Flow Approach to Maximizing Audience Share," Journal of Advertising, (No. 2), 11-18.

Rust, Roland T. (1988), "Flexible Regression," Journal of Marketing Research, (February), 10-24.

Rust, Roland T. and Naveen Donthu (1988), "A Programming and Positioning Strategy for Cable Television Networks," Journal of Advertising, (No. 4), 6-13.

Rust, Roland T. and Julia A. N. Brown (1986), "Estimation and Comparison of Market Area Densities,"

Journal of Retailing, (Winter), 410-430.

Rust, Roland T., Robert P. Leone, and Mary R. Zimmer (1986), "Estimating the Duplicated Audience of Media Vehicles in National Advertising Schedules," Journal of Advertising, (No. 4), 30-37.

Rust, Roland T., Robert P. Leone, and Mary R. Zimmer (1986), "The Availability and Quality of Television Viewing Data: A Response," Journal of Advertising, (No. 4), 64-65.

Rust, Roland T. and David C. Schmittlein (1985), "A Bayesian Cross-Validated Likelihood Method for Comparing Alternative Specifications of Quantitative Models," Marketing Science, (Winter), 20-40.

Rust, Roland T. and Mark I. Alpert (1984), "An Audience Flow Model of Television Viewing Choice," Marketing Science, (Spring), 113-124.

Rust, Roland T. and Robert P. Leone (1984), "The Mixed Media Dirichlet Multinomial Distribution: A Model for Evaluating Television-Magazine Advertising Schedules," Journal of Marketing Research, (February) 89-99.

Huff, David L. and Roland T. Rust (1984), "Measuring the Congruence of Market Areas," Journal of Marketing, (Winter), 68-74.

Rust, Roland T., Mukesh Bajaj, and George Haley (1984), "Efficient and Inefficient Media for Political Campaign Advertising," Journal of Advertising, (No. 4), 45-49.

Rust, Roland T. and Elizabeth O. Bornman (1982), "Distribution-Free Methods of Approximating Nonlinear Marketing Relationships," Journal of Marketing Research, (August), 372-374.

Rust, Roland T. and Jay E. Klompmaker (1981), "Improving the Estimation Procedure for the Beta Binomial TV Exposure Model," Journal of Marketing Research, (November), 442-448.

Rust, Roland T., Jay E. Klompmaker, and Robert S. Headen (1981), "A Comparative Study of Television Duplication Models," Journal of Advertising, (No. 3), 42-46.

Headen, Robert S., Jay E. Klompmaker, and Roland T. Rust (1979), "The Duplication of Viewing Law and Television Media Schedule Evaluation," Journal of Marketing Research, (August), 33-340.

OTHER ARTICLES IN REFEREED JOURNALS

Rust, Roland T. (2010), "Network Externalities—Not Cool?: A Comment on 'The Chilling Effects of Network Externalities,'" International Journal of Research in Marketing, 27 (1), 18-19.

Huang, Ming-Hui and Roland T. Rust (2008), "Two Paths to Luxury," Marketing Management, 17 (November-December), 30-35.

Rust, Roland T. and Francine Espinoza (2006), "How Technology Advances Influence Business Research and Marketing Strategy," Journal of Business Research, 59 (10-11), 1072-1078.

Rust, Roland T. (2006), "Does the Service-Dominant Logic Need to Go Further?" Marketing Theory, 6 (3), 289-290.

Cohen, Mark, Roland T. Rust and Sara Steen (2006), "Prevention, Crime Control or Cash? Public Preferences towards Criminal Justice Spending Priorities," Justice Quarterly, 23 (3), 317-335.

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*Thompson, Debora Viana, Roland T. Rust and Jeffrey Rhoda (2005), "The Business Value of E-Government for Small Firms," International Journal of Service Industry Management, 16 (4), 385-407.

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Lemon, Katherine N., Roland T. Rust, and Valarie A. Zeithaml (2001), "What Drives Customer Equity?" Marketing Management, 10 (Spring), 20-25. Reprinted in John E. Richardson, ed., Annual Editions: Marketing 04/04, McGraw-Hill.

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Krugman, Dean M. and Roland T. Rust (1993), "The Impact of Cable and VCR Penetration on Network Viewing: Assessing the Decade," Journal of Advertising Research, (January/February), 67-73.

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Rust, Roland T. and Gaurav Bhalla (2010), "Customer Equity: Driving the Value of the Firm by Increasing the Value of Customers," in Paul Maglio, Cheryl Kieliszewski and James Spohrer, Eds., Handbook of Service Science, Springer, 61-78.

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*Rust, Roland T., Christine Moorman and Peter R. Dickson (2001), "Getting Returns from Service Quality: Is the Conventional Wisdom Wrong?" Marketing Science Institute, report #00-120.

* Marketing Science Institute Best Paper Award, 2002. Established in 1993, the award recognizes the authors of papers that have made the most significant contribution to marketing practice and thought. It also signifies the kind of writing and research that is of lasting value to corporate marketing executives. To allow sufficient time to assess the impact of the work, this year's winners were selected from papers issued in 2000.

Rust, Roland T., Timothy L. Keiningham and Terry G. Vavra (2001), "The New Business Reality," in Timothy L. Keiningham and Terry G. Vavra, eds., The Customer Delight Principle: Exceeding Customers' Expectations for Bottom-Line Success, Chicago: McGraw-Hill, 95-117.

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Rust, Roland T. and Richard W. Oliver (2000), "The Real Time Service Product: Conquering Customer Time and Space," in James A. Fitzsimmons and Mona J. Fitzsimmons, eds., Service Product Development, Thousand Oaks, CA: Sage Publications, 52-70.

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Rust, Roland T. and Naveen Donthu (1989), "Programming Holes: Opportunities for Cable Networks," in Rajeev Batra and Rashi Glazer, eds., Cable TV Advertising: In Search of the Right Formula, Greenwood Press, 29-45.

Donthu, Naveen and Roland T. Rust (1989), "Appendix: Review of Multidimensional Scaling," in Rajeev Batra and Rashi Glazer, eds., Cable TV Advertising: In Search of the Right Formula, Greenwood Press, 46-57.

Henderson, Pamela W. and Roland T. Rust (1987), "An Integrative Physiological Model of Advertising Response," Research in Marketing, Jagdish N. Sheth, ed., JAI Press, 185-210.

Rust, Roland T., Linda L. Price, and V. Kumar (1985), "EEG Response to Advertisements in Print and Broadcast Media," Marketing Science Institute Publication 85-111.

Price, Linda L., Roland T. Rust, and V. Kumar (1985), "Brain Wave Analyses of Consumer Responses to Advertising," in Jerry Olson and Keith Sentis, eds., Advertising and Consumer Psychology: Volume III, Praeger. Previously presented at the Fourth Annual Advertising and Consumer Psychology Conference, June, 1985.

MAJOR NAMED, INDUSTRY OR INTERNATIONAL KEYNOTE PRESENTATIONS (SINCE 2002)

"Service Innovation and Productivity," featured presentation at the CTF Research Center 25th Anniversary Conference, Karlstad, Sweden, November 2011.

"Focusing on the Networked Consumer," Harvard Business Review America Latina executive seminar, Santiago, Chile, October 2011.

"How Service Changes Marketing," keynote presentation at the Global Conference on Service Excellence, Singapore, July 2011.

Inaugural presenter, first annual Erasmus Management Lectures, Erasmus University Rotterdam, May 2011.

"Optimizing Service Productivity," presented at the MSI Conference on Service Innovation, London, UK, September 2010.

"Rethinking Marketing," keynote presentation at the CONAREC conference, Sao Paulo, Brazil, September 2010.

"Optimizing Service Productivity," keynote presentation at the Journal of Marketing Science annual conference, Beijing, China, August 2010.

"Optimizing Service Productivity," keynote presentation at the ISES Global Conference on Service, Singapore, July 2010.

"Optimizing Service Productivity," keynote presentation at the National Chung Hsing University Marketing Forum, Taichung, Taiwan, March 2010.

"Measuring Marketing Performance," Corona Chair Distinguished Visitors Program, Universidad de Los Andes, Bogota, Colombia, September 2009.

"New Frontiers in Service," keynote presentation at the Global Conference on Service Excellence, Singapore, July 2009.

"Service, Customer Information and Business Results," keynote presentation at the Fourth International Conference on Knowledge Management in Organizations, Taipei, Taiwan, July 2009.

"The Service Revolution," keynote presentation at the Frontiers in Management Conference, Taipei, Taiwan, November 2008.

"How Marketing Must Change," (with Christine Moorman), plenary presentation at the Marketing Science Institute Trustees Meeting, San Francisco, California, November 2008.

“My Mobile Music: An Adaptive Personalization System for Digital Audio Players,” keynote international presentation at the EnANPAD Conference, Rio de Janeiro, Brazil, September 2008.

“Defeating Feature Fatigue,” keynote presentation at the Korean Academy of Marketing Science Conference, Seoul, South Korea, November 2007.

“Developing Successful Information Service,” keynote presentation at the Journal of Marketing Science Annual Conference, Shanghai, China, October 2007.

“Profitable Service in a Global Marketplace,” keynote presentation at the Culture and Ethical Business Conference, Lima, Peru, September 2007.

“How Broadly to Brand—How Narrowly to Niche,” plenary presentation at the Brandworks Conference, Madison, Wisconsin, June 2007.

“Technology and the Service Revolution,” keynote presentation at the the International Association for Management of Technology (IAMOT), Miami, Florida, May 2007.

“Customer Equity, Customer Management, and Brand Equity: Finding the Right Research Mix,” leadoff keynote presentation at the MSI conference on Managing Customers vs. Managing Brands: Striking the Balance,” INSEAD, Fontainebleau, France, May 2007.

“Marketing ROI: Developing a Decision Support System for Driving Customer Equity,” leadoff keynote presentation at the Norwegian Customer Satisfaction Barometer conference, Norwegian School of Management, Oslo, Norway, April 2007.

“Defeating Feature Fatigue,” leadoff keynote presentation at the Johan Arndt marketing conference, Norwegian School of Management, Oslo, Norway, April 2007.

“Defeating Feature Fatigue,” Distinguished Speaker Series, Koç University, Istanbul, Turkey, October 2006.

“How Service Changes Brand Management,” plenary presentation at the AMA Frontiers in Service Conference, Brisbane, Australia, July 2006.

“Understanding the Service Revolution,” keynote presentation at the IEEE International Conference on Service Operations, Logistics and Informatics, Shanghai, China, June 2006.

“The Effect of Customer Satisfaction on Consumer Spending Growth,” Prakash Nedungadi Distinguished Lecture, Indiana University, Bloomington, Indiana, March 2006.

“Measuring and Improving Brand Equity,” ESOMAR Brandmatters Conference, New York City, February 2006.

“The Effect of Customer Satisfaction on Consumer Spending Growth,” Hearin Eminent Scholars & Distinguished Editors Series, University of Mississippi, Oxford, Mississippi, October 2005.

“Driving Customer Equity with Customer Service Excellence,” keynote presentation at the IIR Achieving Customer Service Excellence Conference, Coconut Grove, Florida, June 2005.

“Reinventing Brand Management,” plenary presentation at the AMA Strategic Marketing Conference, Chicago, Illinois, May 2005.

“The Effect of Customer Satisfaction on Consumer Spending Growth,” Hightower Distinguished Lecture, Goizueta Business School, Emory University, Atlanta, Georgia, May 2005.

“Customer Equity: The Key to Focusing Corporate Strategy,” keynote presentation at the CustomerSat Leadership Conference, Atlanta, Georgia, February 2005.

“Driving Customer Equity,” two presentations for the Norwegian Advertising Association (ANFO), top managers and marketing managers, Oslo, Norway, September 2004.

“Using Customer Equity to Drive Corporate Strategy,” keynote presentation at International Conference on Service Systems and Service Management, Beijing, China, July 2004.

“Customer Equity: The Key to Focusing Marketing Strategy,” plenary presentation at the AMA Strategic Marketing Conference, Chicago, Illinois, May 2004.

“Customer Equity,” address to the NCR Teradata Partners Forum, Seattle, Washington, September 2003.

“The Business Impact of e-Government on Small Firms,” Maryland Digital Government Summit, Annapolis, Maryland, June 2003.

“Customer Equity,” address to the Japan Marketing Association, Tokyo, Japan, May 2003.

“Customer Equity,” AMA CRM Leadership Program, March 2003.

“Dynamic e-Customer Service,” SAP Innovation Congress, February 2003.

“Measuring Customer Equity,” AMA Advanced School of Marketing Research, November 2002.

“The Rise of e-Service,” keynote address (by remote transmission) to the International Services Marketing Conference, Brisbane, Australia, July 2002.

“The Rise of e-Service,” keynote address at the AMA Frontiers in Services Conference, Maastricht, Netherlands, June 2002.

“Using Customer Equity Insights to Make More Profitable Marketing Decisions,” Conference Board of Canada 2002 Marketing Conference, Toronto, Canada, April 2002.

NATIONAL AND INTERNATIONAL PRESS CITATIONS AND INTERVIEWS (SINCE 2002)

Interviewed by the Washington Post, March 2011, about the use of psychologists and behavioral economists by companies.

Interviewed by Time.com, December 2010, about brand sabotage.

Interview feature article in Business Times (Singapore), June 2010, about service innovation.

Interview feature article in Effective Executive (India), March 2010, about co-creation and innovation.

Interviewed by USA Today, July 2009, about promotions in the travel industry.

Interviewed by ABC News Online, June 2008, about the decline in service.

Interviewed by the Los Angeles Times, April 2008, about the Delta-Northwest merger and its effect on consumers.

Research on interactivity in marketing summarized by the Phillipine Daily Inquirer, March 2008.

Interviewed by Adweek, March 2008, about LG Electronics' "Techorating" service.

Interviewed by the Dallas Morning News, March 2008, about Southwest Airlines and air safety.

Interviewed by the Washington Post, February 2008, about the U.S. Postal Service's cross-promotion with HBO.

Bylined column in Advertising Age (CMO Strategy), September 2007, about marketing ROI and customer equity.

Interviewed by USA Today, September 2007, about airline service.

Interviewed by Consumers Digest, July 2007, about trends in customer service.

Quoted and featured in Advertising Age, June 2007, about branding.

Interviewed by the AP, June 2007, about marketing sites featured in "The Sopranos."

Interviewed by the Wall Street Journal, June 2007, about return on marketing investment.

Research on feature fatigue featured in the New Yorker, May 2007.

Interviewed by the AP, March 2007, about Macy's corporate name change.

Interviewed by the AP, February 2007, about the effect of Anna Nicole Smith's death on TrimSpa's business prospects.

Interviewed by the AP, January 2007, about social networking web sites.

Interviewed by the Albuquerque Journal, November 2006, about feature fatigue.

Interviewed by Real Simple magazine, about feature fatigue, October 2006.

Interviewed by Ellele magazine, Istanbul, Turkey, about feature fatigue, October 2006.

Interviewed by Smart Money magazine, about feature fatigue, October 2006.

Research on feature fatigue featured in Admap, September 2006.

Research on feature fatigue featured in TV Technology, July 2006.

Interviewed by the Wall Street Journal: Smart Money, July 2006, about consumer reaction to battery life in convergent electronic devices.

Research on feature fatigue featured in the Shanghai Daily, June 2006.

Interviewed by the Washington Post, July 2006, about consumer complaint vigilantism.

Interviewed by USA Today, May 2006, about airline loyalty programs.

Feature fatigue research highlighted in Ellen Goodman's nationally syndicated column, May 2006.

Interviewed by the Christian Science Monitor, May 2006, about feature fatigue.

Interviewed by the Washington Post, May 2006, about feature fatigue.

Quoted in CBSNews.com, April 2006, about feature fatigue.

Interviewed by the AP, April 2006, about feature fatigue.

Interviewed by the Wall Street Journal, April 2006, about feature fatigue.

Interviewed by USA Today, April 2006, about feature fatigue.

Interviewed by Entrepreneur magazine, March 2006, about feature fatigue.

Interviewed by the USA Today, February 2006, about marketing the Winter Olympics.

Interviewed by the Washington Post, February 2006, about Super Bowl advertising.

Interviewed by the Conference Board magazine, Across the Board, October 2005, about trends in customer service.

Interviewed by Wired Magazine, September 2005, about methods for determining the effectiveness of advertising.

Interviewed by the Tennessean (Nashville), August 2005, about the branding of cities and states.

Interviewed by the AP, April 2005, about the marketing of the Pope.

Interviewed by the New York Times, March 2005, about airline advertising.

Interviewed by the San Diego Union Tribune, February 2005, about email spam.

Interviewed by Technology Review, February 2005, about IBM's Service Science initiative.

Interviewed by Information Week, February 2005, about email spam.

Interviewed by the AP, February 2005, about Hispanic radio.

Interviewed by the Orange County Register, January 2005, about Super Bowl advertising.

Interviewed by the Washington Post, January 2005, about brand extensions.

Interviewed by the Globe and Mail (Canada), January 2005, about Wal-Mart's PR strategies.

Interviewed by the AP, December 2004, about Procter & Gamble's Intrinsic product.

Interviewed by Capital business magazine (Turkey), November 2004, about managing profitable and unprofitable customers.

Interviewed by USA Today, November 2004, about the airline industry.

Interviewed by the AP, November 2004, about the fragmentation of advertising.

Quoted in the Washington Post, July 2004, about IKEA's effect on retail competition.

Interviewed by the Philadelphia Inquirer, April 2004, about airline competition.

Work on customer equity cited in the PRI Retail Business Trend Report, February 2004.

Interview in the Journal of Business Strategy Online, February 2004, about using customer equity to focus corporate strategy.

Interviewed by the New York Times, January 2004, about major market competition in the airline industry.

Interviewed by the Air Finance Journal (UK), January 2004, about discount air carriers.

Interviewed by the New York Times, January 2004, about corporate strategy in the airline industry.

Interviewed by the Swedish Daily Press (Sweden), December 2003, about holiday purchasing patterns.

Interviewed by Sydsvenskan (Sweden), November 2003, about the consumption patterns of smaller households.

Interviewed by the Washington Post, September 2003, about Dell Computer and its sales of information products online.

Interviewed by the Wall Street Journal, September 2003, about online return policies.

Interviewed by MSNBC.com, August 2003, about Internet usage patterns.

Interviewed by ABC News.com, July 2003, about telemarketing.

Interviewed by Business Week Online, June 2003, about trends in marketing.

Interviewed by SAP Info Online, April 2003, about trends in CRM.

Interviewed by the Rocky Mountain News, March 2003, about airline industry strategy.

Interviewed by Reuters, February 2003, about strategy in the airline industry.

Quoted in the Wall Street Journal and numerous other news outlets, February 2003, about Internet usage patterns.

Interviewed by Computer World, February 2003, about Internet usage patterns.

Interviewed by the San Antonio Express News, January 2003, about Hispanic advertising campaigns.

Interviewed by Investors' Business Daily, November 2002, about airline service.

Quoted by the New York Times, August 2002, about airline service.

Interviewed by WashingtonPost.com, July 2002, about trends in e-government.

Interviewed by Governing magazine, July 2002, about e-government.

Interviewed by the Washington Post, June 2002, about the relationship between national security and e-government.

Interviewed by the AP, May 2002, discussing the marketing of higher education.

Work about service quality cited in the ABA Banking Journal, March 2002.

Interviewed by Information Week and many other outlets, February 2002, about IBM's partnership with the Center for e-Service.

Quoted by Bloomberg.com, and numerous tech. web sites, January 2002, about e-government.

Quoted by the Washington Post, January 2002, discussing e-government.

Interviewed by Government Executive, January 2002, discussing e-government.

Interviewed by Federal Computer Week, January 2002, discussing e-government.

Interviewed by the AP, January 2002, discussing Dave Thomas of Wendy's.

RADIO, TV, VIDEO AND FILM APPEARANCES (since 2002)

Interviewed by Channel NewsAsia (Singapore) TV, July 2011, about service excellence.

Interviewed by ABC-7 (Washington) TV, September 2010, about the Southwest-AirTran merger.

Interviewed by Channel NewsAsia (Singapore) TV, July 2009, discussing trends in service.

Interviewed by CBS Radio, April 2008, discussing airline travel.

Interviewed on Maryland Public Television, February 2007, discussing Super Bowl advertising.

Interviewed by Cox Broadcasting TV, December 2006, discussing airline mergers.

Interviewed by Voice of America TV, May 2006, discussing shock advertising.

Interviewed by Maryland Public Television, May 2006, discussing feature fatigue.

Interviewed by NBC-4 (Washington) TV, April 2006, discussing feature fatigue.

Interviewed by American Public Media radio, "Future Tense," April 2006, discussing feature fatigue.

Interviewed by WYPR (Baltimore) public radio, April 2006, discussing feature fatigue.

Interviewed by National Public Radio, "Weekend Edition," March 2006, discussing feature fatigue.

Interviewed by WUSA-9 (Washington) TV, March 2006, discussing feature fatigue.

Interviewed by Fox Radio (Washington), January 2006, discussing the state of the airline industry.

Interviewed by WMAL (Washington) radio, September 2005, discussing the effect of airline financial problems on the passenger experience.

Interviewed on WBAL (Baltimore) TV, August 2005, discussing steroid use by athletes, and its effect on marketability.

Interviewed on WUSA-9 (Washington) TV, April 2005, discussing McDonald's.

Interviewed by Maryland Public Television, February 2005, discussing customer equity.

Interviewed by KTUU (Anchorage) TV, February 2005, discussing email spam.

Interviewed by the Marketplace Morning Report, February 2005, discussing email spam.

Interviewed by Metro Networks radio (65 markets), February 2005, discussing email spam.

Interviewed by KCBS (San Francisco) TV, February 2005, discussing email spam.

Interviewed by Cox Communications TV (15 stations nationwide), September 2004, concerning the USAirways bankruptcy.

Interviewed by Cox Communications TV (15 stations nationwide), September 2004, discussing the airline industry.

Interviewed by NBC-4 (Washington) TV, September 2004, discussing USAirways.

Interviewed by NBC-4 (Washington) TV, July 2004, discussing the airline industry.

Interviewed for the NPR national radio program "Marketplace", February 2004, discussing the airline industry.

Interviewed by WBAL (Baltimore) radio, October 2003, discussing Internet usage patterns.

Interviewed on KPFK (Los Angeles) radio, July 2003, discussing the airline industry.

Interviewed by Fox-45 (Baltimore) television news, July 2003, talking about trends in marketing.

Interviewed by CFPL (London, Ontario) radio, February 2003, discussing Internet usage patterns.

Interviewed on the NPR national radio program "Marketplace", February 2003, discussing the business impact of Michael Jordan.

Interviewed by WTOP (Washington, D.C.) radio, September 2002, discussing the use of patriotic themes in marketing products.

Guest on WUSA (Washington, D.C.) TV, August 2002, discussing airline service.

CURRICULUM INNOVATIONS

University of Maryland

Designed and led new MBA Concentration in e-Service, 2000.

Vanderbilt University

Designed and led new MBA Emphasis in Service Marketing, 1990.

EXECUTIVE TEACHING

University of Maryland

Lockheed-Martin—"Customer Equity Management"

Singapore Management University

"Driving Customer Equity"

"Profitable Service Innovation"

American Marketing Association Seminars

AMA Advanced School of Marketing Research

AMA CRM Leadership Program

"Measuring Customer Equity"

"Customer Satisfaction, Measurement, Analysis and Use"

Vanderbilt Executive MBA Program

"Marketing II"

Vanderbilt Executive Seminars

"Return on Quality"
"Managing Patient Satisfaction"
"Improving Service Quality in Financial Services"
"Measuring Customer Satisfaction"
"Customer Service and the Customer Orientation"

DOCTORAL TEACHING

"Marketing Models of Service and Relationships"
"Information-Driven Marketing"
"Customer Satisfaction, Service Quality, and Financial Impact"
"Building Marketing Models"
"Marketing Strategy Models"
"Marketing Research Methodology"
"Mathematical Statistics"
"Advertising Media Models"

MBA TEACHING

"e-Service"
"e-Service Project"
"MBA Consulting Project"
"Service Marketing"
"Advertising and Sales Promotion"
"Service Marketing Project"
"Customer Service and the Customer Orientation"
"Service Internship"
"Statistics for Managers"
"Marketing Strategy and Planning"

UNDERGRADUATE TEACHING

"Principles of Marketing"
"Sales Management"
"Marketing Research"
"Research Design (Honors)"
"Advertising Management"

DISSERTATION COMMITTEES (CHAIR OR CO-CHAIR) AND INITIAL PLACEMENTS

University of Maryland

Tuck Siong Chung (co-chair with Michel Wedel), "My Mobile Music: An Adaptive Personalization System for Digital Audio Players," 2007. Nanyang Technological University.

Ashwin Aravindakshan, "Advances in Mathematical Models in Marketing," 2007. University of California at Davis.

Debora Viana Thompson (co-chair with Rebecca Hamilton), "Influencing Consumers' Preferences: The Effects of Mental Construal and Mode of Information Processing," 2006. Georgetown University.

Winner, AMA's John Howard Doctoral Dissertation Competition. Winner, MSI's Alden G. Clayton Doctoral Dissertation Competition. The main paper out of the dissertation, "Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," won the AMA's Donald Lehmann Award for the outstanding dissertation-based article in marketing research.

Vanderbilt University

Sajeev Varki, "New Strategies and Methodologies in Customer Satisfaction," 1996. Main paper out of dissertation, "Modelling Fuzzy Data in Qualitative Marketing Research," won the AMA's Donald Lehmann Award for the outstanding dissertation-based article in marketing research, and was a Finalist for the Paul Green Award for the Journal of Marketing Research article with the most potential to contribute significantly to the practice of marketing research and research in marketing. University of Rhode Island.

University of Texas

David Griffith, "Strategies for Profit in Competitive Markets," 1988. University of Oklahoma.

Naveen Donthu, "Flexible Ideal Point Mapping and Product Positioning," 1986. Georgia Tech. Currently the Katherine S. Bernhardt Research Professor, Georgia State University.

DISSERTATION COMMITTEES (EXTERNAL EXAMINER)

University of Stockholm (Sweden)

Tor Wallin Andreassen, "Dissatisfaction with Services: The Impact of Satisfaction with Service Recovery on Corporate Image and Future Repurchase Intention," 1997. Norwegian School of Management.

University of Alberta (Canada)

Ujwal Kayande, "Theory of Generalizability and Optimization of Marketing Measurement," 1997. Resulting paper won AMA's Donald Lehman Award for the outstanding dissertation-based article in marketing research. University of Auckland.

DISSERTATION COMMITTEES (MEMBER)

University of Maryland

Ru Chen (Mathematics), "Misspecified Models with Parameters of Increasing Dimension," 2005.

Lan Luo, 2005. University of Southern California. Dissertation paper won the John D.C. Little Award for the best marketing paper in Management Science or Marketing Science.

Xing Pan, "Pricing in the Electronic Retailing Market," 2003. Indiana University.

Tilburg University (Netherlands)

Jorna Leenheer, "The Adoption and Effectiveness of Loyalty Programs in Retailing," 2004. Free University of Amsterdam. Dissertation paper won the Best Paper Award from the International Journal of Research in Marketing.

Vanderbilt University

Krishnakumar S. Davey, "Predicting Choice from Preferences for Multiattribute Alternatives," 1990. Winner of AMA outstanding dissertation award. A.C. Nielsen.

University of Texas

A. Narayanan (Management Science and Information Systems), "Asymptotic Distribution and Sample Properties of Univariate Mode Estimators," 1986. Indiana University.

Naras Eechambadi (Management Science and Information Systems), "Efficiency Analysis of Market Response and the Marketing Mix: Extending Data Envelopment Analysis to a Competitive Environment," 1985. BBDO.

James M. Lynch, "An Investigation of the Relationships Between Product Involvement, Advertising Content and Information Processing Styles," 1984. University of Missouri-St. Louis.

GRANTS

"The Right Customer Metric for the Job," (with Zachary Arens), Marketing Science Institute, 2008.

"Feature Fatigue: When Product Capabilities Become Too Much of a Good Thing," (with Rebecca Hamilton and Debora Viana Thompson), Marketing Science Institute, 2003.

"Measuring Public Perceptions of Appropriate Prison Sentences," (with Mark Cohen), National Institute of Justice, 1999, \$252,000.

"The Financial Impact of Improving Customer Satisfaction: A Longitudinal Study," (with Anthony Zahorik and Timothy Keiningham), Marketing Science Institute, 1994. Participating companies included Chase Manhattan Bank, Chemical Bank, and USAA.

"A Decision Support System for Advertising Media Planning," 1987, in conjunction with an IBM Information Systems Management Grant.

"Predicting TV Audiences in the Cable Age," (with Naveen Donthu), Marketing Science Institute, 1985.

"Cable Television: Channel Switching and Ratings Estimation," University Research Institute, 1985.

"Determinants of Radio Ratings," University Research Institute, 1984.

"Electroencephalographic Response to Advertising Stimuli" (with Ronald Barr) University Research Institute, 1982.

"Sums of Subsets of Positive Integers," National Science Foundation, 1973 (part of U. Dudley grant).

PROFESSIONAL SERVICE

External Reviewer, Dept. of Marketing, Kent State University, 2011.
Faculty, AMA Services Marketing Consortium, 2011.

Faculty, AMA-Sheth Foundation Doctoral Consortium, 2011.

Vice President for External Relations, European Marketing Academy, 2011-

Vice President/President Elect, INFORMS Service Science Section, 2011.

Chair, Journal of Marketing Research award procedure task force, 2010-2011.

Journal of Marketing Editor Selection Committee, 2010.

Sub-committee on Global Membership, INFORMS Society for Marketing Science, 2010-

Selection Committee, AMA John Howard Doctoral Dissertation Competition, 2010.

International Research Fellow, Oxford University Centre for Corporate Reputation 2010-

Faculty, AMA Services Marketing Consortium, 2010.

Advisory Board, INFORMS Service Science Section, 2010-2012.

External Examiner on four Masters theses, MBA Program and Global MBA Program, National Taiwan University, 2009.

Faculty, AMA-Sheth Foundation Doctoral Consortium, 2009.

Advisory Board, Center for Excellence in Brand & Customer Management, Georgia State University, 2008-

Executive Committee, European Marketing Academy, as USA National Representative, 2008-.

Academic Trustee, Marketing Science Institute, 2008-.

Advisory Board, Institute of Service Excellence, Singapore Management University, 2008-.

Faculty, AMA-Sheth Foundation Doctoral Consortium, 2008.

Faculty, European Institute for Advanced Studies in Management (EIASM), Workshop on Writing and Publishing, Brussels, Belgium, 2007.

International Panel, MARS International Monitoring of Activities and Research in Service, Fraunhofer Institute, Germany, 2007-

Faculty, AMA-Sheth Foundation Doctoral Consortium, 2007.

Advisory Board, Service Research & Innovation (SRI) Initiative, 2006-2009

Faculty, AMA-Sheth Foundation Doctoral Consortium, 2006

Faculty, AMA-Sheth Foundation Doctoral Consortium, 2005.

Faculty, KPMG PhD Project Marketing Doctoral Students Association Conference, 2005.

Faculty, Institute for the Study of Business Markets PhD Student Camp, 2005.

Faculty, AMA Services Marketing Consortium, 2004.

Panelist, Fast Company magazine's CustomersFirst Awards, 2004.

Nominating Committee, American Marketing Association, 2004.

Faculty, INFORMS Society on Marketing Science Doctoral Consortium, 2004.

Faculty, AMA-Sheth Foundation Doctoral Consortium, 2004

Reviewer, Marketing Journal Ratings, National Science Council of Taiwan, 2003.

Faculty, KPMG PhD Project Marketing Doctoral Students Association Conference, 2003.

Faculty, INFORMS Society on Marketing Science Doctoral Consortium, 2003.

Faculty, AMA-Sheth Foundation Doctoral Consortium, 2002.

Faculty, AMA Services Marketing Consortium, 2001.

Faculty, AMA-Sheth Foundation Doctoral Consortium, 2001.

Services Management International Advisory Board, Graduate School of Management and Leadership (EGADE), ITESM, Monterrey, Mexico, 1999-.

Advisory Board, QUIS 7 International Research Symposium on Service Quality, Karlstad, Sweden, June 2000.

Co-Chair, John Howard AMA Doctoral Dissertation Competition, 1999.

Faculty, AMA-Sheth Foundation Doctoral Consortium, 1999.

Selection Committee, Coca-Cola Award for Marketing Excellence, 1998.

Board of Advisors, AMA Marketing Research Special Interest Group, 1998-.

Faculty, AMA-Sheth Foundation Doctoral Consortium, 1998.

Chair, AMA Marketing Research Special Interest Group, 1996, grew to fourth largest SIG (of 19).

Chair, American Statistical Association, Section on Statistics in Marketing, 1996.
Co-Chair, AMA Marketing Research Special Interest Group, 1995.
Editor, Newsletter of the International Academy of Services, 1994-2000
Panelist, National Science Foundation, Transformations to Quality Organizations (TQO) Program, 1994
AMA Services Marketing Council, 1992-1994
Chair, Awards Committee, AMA Services Marketing Special Interest Group, 1994
Services Steering Group, Marketing Science Institute, 1991-1993
AMA Methods Journal Project Team, 1991-1993
Secretary/Treasurer, Section on Statistics in Marketing, American Statistical Association, 1990-1993
Chair, Research Committee, American Academy of Advertising 1992-1993
Direct Marketing Association/Marketing Science Institute Advisory Board, 1991-1992
AMA Partnership for Total Customer Satisfaction, 1990-1991
Advertising Steering Group, Marketing Science Institute, 1987-1990

CORPORATE AND NON-PROFIT BOARDS

President, Zzakt, LLC, 2008-2010
President and Chairman, Return on Marketing, LLC, 2004-2010
Board of Advisors, Copernicus, Auburndale, Massachusetts, 2001-
Board of Directors, VOC Systems, Atlanta, Georgia, 1998-
Board of Directors, International Society for Customer-Driven Public Service, Tokyo, 2002-2008
Board of Advisors, PeopleSupport.com, Los Angeles, California, 1998-2000
Board of Directors, Clearvision Research International, Los Angeles, California, 2000-2002
Board of Directors, Friends of Centennial Park, Nashville, Tennessee, 1998-2000
Board of Directors, Nashville Striders, Inc., Nashville, Tennessee, 1998-1999
Chairman and CEO, Copernican Systems, Inc., Nashville, Tennessee, 1995-1997
Vice Chairman, Board of Directors, Strategic Profit Systems, Inc., Nashville, Tennessee, 1994

CONSULTING AND MODEL APPLICATIONS

The list of clients includes American Airlines, AT&T, Comcast, Dow Chemical, DuPont, Eli Lilly, FedEx, Hershey, Hewlett-Packard, IBM, Lockheed Martin, Microsoft, NASA, NCR, Nortel, Procter & Gamble, Sears, Sony, Unilever, and USAA, and many others.

CONFERENCE - CHAIR

Complexity in Business Conference (co-chair), October 2011, Washington, DC.
AMA/INFORMS Frontiers in Service Conference (co-chair), June 2011, Columbus, Ohio.
Complexity in Business Conference (co-chair), November 2010, College Park, Maryland.
AMA Frontiers in Service Conference (co-chair), June 2010, Karlstad, Sweden.
AMA/INFORMS Frontiers in Service Conference (co-chair), October 2009, Honolulu.
Complexity in Business Conference (co-chair), April 2009, College Park, Maryland.
AMA/INFORMS Frontiers in Service Conference (co-chair), October 2008, College Park, Maryland.

AMA/INFORMS Frontiers in Service Conference (co-chair), October 2007, San Francisco.

AMA Doctoral Consortium (co-chair), July 2006, College Park, Maryland.

AMA Frontiers in Service Conference (co-chair), June 2006, Brisbane, Australia.

AMA Frontiers in Services Conference (co-chair), October 2005, Tempe, Arizona.

AMA Frontiers in Services Conference (co-chair), October 2004, Miami, Florida.

Fourth Annual Netcentricity Conference (co-chair), April 2004, College Park, Maryland.

AMA Frontiers in Services Conference, October 2003, Washington, D.C.

INFORMS Marketing Science Conference (co-chair), June 2003, College Park, Maryland.

AMA Frontiers in Services Conference (co-chair), June 2002, Maastricht, Netherlands.

AMA Frontiers in Services Conference, October 2001, Washington, D.C.

AMA Frontiers in Services Conference, September 2000, Nashville, Tennessee.

AMA Frontiers in Services Conference, October 1999, Nashville, Tennessee.

AMA Frontiers in Services Conference, September 1998, Nashville, Tennessee.

AMA Frontiers in Services Conference, October 1997, Nashville (co-chair)

AMA Frontiers in Services Conference, October 1996, Nashville (co-chair).

AMA Frontiers in Services Conference, October 1995, Nashville (co-chair).

AMA Frontiers in Services Conference, October 1994, Nashville (co-chair).

AMA Frontiers in Services Conference, October 1993, Nashville (co-chair).

AMA Frontiers In Services Conference, September 1992, Nashville, (founder and co-chair)

TIMS College on Marketing Special Interest Conference on Services Marketing, March 1992, Nashville, (co-chair).

TIMS College on Marketing Special Interest Conference on Services Marketing, September 1990, Nashville (co-chair).

CONFERENCE - COMMITTEE

Marketing Strategy Meets Wall Street II: Emerging Perspectives, May 2011, Boston.

Steering Group, 1st International Conference on Services in Emerging Markets, September 2010, Hyderabad, India.

Advisory Committee, INFORMS Service Science Conference, July 2010, Taipei, Taiwan.

International Program Committee, 7th International Conference on Service Systems and Service Management, June 2010, Tokyo, Japan.

Advisory Committee, INFORMS International Conference on Service Science, August 2009, Hong Kong.

2nd International Conference on Service Systems and Service Management, sponsored by IEEE and Tsinghua University, July 2005, Chongqing, China.

International Conference on Service Systems and Service Management, sponsored by IEEE and Tsinghua University, July 2004, Beijing, China.

8th International Research Seminar in Service Management, June 2004, La Londe les Maures, France.

Quality in Services (QUIS 7), June 2000, University of Karlstad, Sweden.

Chair, Marketing Research Track, AMA Summer Educators' Conference, August 1996, San Diego

Quality in Services (QUIS 5), June 1996, University of Karlstad, Sweden.

The Canadian Institute of Retailing and Services Studies and the European Institute of Retailing and Services Studies, conference on "Recent Advances in Retailing and Services Science," May 1994, Lake Louis, Canada.

American Marketing Association's First Congress on Customer Satisfaction and Market-Driven Quality, May 1991, Orlando.

UNIVERSITY COMMITTEE SERVICE (University of Maryland)

Advisor to Graduate Student Government 2008-2009

UNIVERSITY COMMITTEE SERVICE (Vanderbilt University)

Electronic Publishing Advisory Panel 1998-2000

External Affairs Council, 1994-1997

United Way Committee 1994-1997

University Press Subcommittee on Technological Opportunities, 1992-1993

Intercollegiate Athletics Committee, 1991-1994

University Research Council, 1990-1993

UNIVERSITY COMMITTEE SERVICE (University of Texas)

Orientation Policies and Procedures, 1984-1986

Parking and Traffic Panel, 1983-1985

BUSINESS SCHOOL COMMITTEE SERVICE (University of Maryland)

Office of Career Services improvement effort 2009-2011

Rankings Committee 2009-2010
Executive Committee 2002-2009
Editorial Advisory Board, Smith School Publications 2004-2009
Web Site & Portal Oversight Committee (chair) 2003-2007
Search Committee, Director of Employer Development 2004
Smith Portal Task Force (chair) 2003
Research Excellence Committee 2002-2003
Smith School Branding Committee 2002-2003
Cross-Functional Themes Committee 2001
Supervise Service Workshops for all Smith School staff and executive committee 2001
Salary Review Committee 2001

BUSINESS SCHOOL COMMITTEE SERVICE (Vanderbilt University)

Dean Search Committee 1999-2000
Chair, Marketing Seminar Series 1989-2000
Committee on Honors and Awards 1993-2000
Media Relations Committee 1993-1995
EMBA Admissions Committee 1993
Ph.D. Committee 1989-1993
Associate Dean Search Committee 1990-1991

BUSINESS SCHOOL COMMITTEE SERVICE (University of Texas)

Honors Program 1986-1989
Sophomore Honors Advisor 1988-1989
Mathematics Requirements, 1981-1982
Computers and Communications, 1982

DEPARTMENT COMMITTEE SERVICE (University of Maryland)

Faculty Recruiting Committee, 2007-2010
Coordinator Search Committee, 2006
Chair, Faculty Recruiting Committee, 2003-2005
Ph.D. Admissions Committee 2001, 2003-2005
Web Site Committee 2001

DEPARTMENT COMMITTEE SERVICE (University of Texas)

Doctoral Advisory Committee 1987-1989
Quantitative Area Committee Chair 1987-1989
Marketing Management Area Committee 1987-1989
Doctoral Program Review, Chair 1986-1987
Undergraduate Advisor, 1984-1986
Ph.D. Admissions and Continuance, 1980-1987, Chair 1982-1983
Coordinator of Marketing Department Seminar Series, 1981-1987
Ph.D. Comprehensive, 1982-1983

SPONSORSHIP OF STUDENT ACTIVITIES (University of Maryland)

MBA Marketing Club 2002-2009

SPONSORSHIP OF STUDENT ACTIVITIES (Vanderbilt University)

Babcock MBA National Marketing Case Competition 2000 (First Place)
Owen Service Marketing Association 1999-2000
Marketing Advisory Board 1990-1999
Owen AMA Chapter 1995-1998
Owen Marketing Association 1994-1998
Marketing Student-Faculty Lunches 1990-1991

SPONSORSHIP OF STUDENT ACTIVITIES (University of Texas)

UT Road Runners, 1981-1984, 1986-1987
UT Faculty Representative, Southwestern Doctoral Consortium, 1981-1983
Co-Founder, UT Track Club, Sponsor 1979-1981

PROFESSIONAL AFFILIATIONS

American Marketing Association
INFORMS
American Statistical Association
Academy of Marketing Science
European Marketing Academy
Association for Information Systems

COMMUNITY SERVICE

Columnist, Washington Running Report, 2003-2005
President and Founder, Nashville Racers, 1992-2000
Chairman, Masters Long Distance Running, Tennessee Association of USA Track & Field, 1997-2000
Board of Directors, Friends of Centennial Park, 1997-2000
Board of Directors, Nashville Striders, 1998-1999
Group Sponsor, Initiative for a Competitive Inner City (ICIC) 1997
Statistics Editor, Peak Running Performance, 1992-1993
Vice-Chairman, Nashville Striders 1989-1990
President and Co-founder of PACT (Providing Awareness for Consumers in Texas) consumer information network, 1986-1987, Austin Regional Director 1986-1989
Volunteer consultant, Consumers Union/Southwest 1985-1989
City of Austin Running Advisory Board 1988-1989
"The Texas Consumer," a weekly column on consumer issues in the Austin American Statesman 1987-1988
Vice-President, Austin Runners Club 1980-1981
Bimonthly column in Runner Triathlete News 1987-1989
Color Commentator for the Capital 10,000 running race, KLBK-AM, 1987-1988
President Carolina Godiva Track Club 1975-1979

AVOCATIONS

Distance running

Distance running coaching (athletes have included five national age group track champions, one triathlon age group national champion, one world number one-ranked age group road runner, four triathlon All-Americans, one duathlon All-American, and one U.S. Olympic Trials qualifier in the marathon)

Chess