

Last Revision: August 9, 2010

Curriculum Vitae **Robert E. Krapfel**

Education

Ph.D.: Marketing, Michigan State University, 1979.

MBA: University of Connecticut, 1975.

BA: Chemistry, University of Connecticut, 1970.

Employment

2008.. Associate Dean, MBA-MS Programs, Smith School, UMaryland
 2006-08 Academic Director, MBA Program, Smith School, UMaryland
 2003-06 Director, Center for Global Business, Smith School, UMaryland
 1999-2001 Chair, Marketing Dept., University of Maryland, College Park, MD
 1997-99 Faculty Director, MBA Consulting Projects Program
 1988..... Associate Professor, University of Maryland, College Park, MD.
 1982-88 Assistant Professor, University of Maryland, College Park, MD.
 1978-82 Assistant Professor, General Motors Institute, Flint, MI.
 1977-78 Instructor, General Motors Institute, Flint, MI.
 1975-77 Teaching Assistant, Michigan State University.
 1970-74 Chemist, Sterling Drug Co., Stamford, CT.

Scholarship

Refereed Journal Articles

Mentzer, J.T. and R. Krapfel (1981), "Reactions of Private Motor Carriers to Toto and Compensated Intercorporate Hauling Rights," Transportation Journal, v. 20 No. 3 (Spring), 66-72.

Mentzer, J.T. and R. Krapfel (1981), "Reactions of Shippers to Deregulation of the Motor Carrier Industry," Journal of Business Logistics, v. 2 No. 2, 32-47. (Reprinted in Warehousing Review, 10 (No. 4, 1981), 2-6.

Krapfel, R., J.T. Mentzer and R. Williams (1981), "International Logistics at General Motors: Philosophy and Practice" International Journal of Physical Distribution, v. 11 No. 5/6, 12-20.

Krapfel R., and J.T. Mentzer (1982), "Shipper's Transportation Choice Processes Under Deregulation," Industrial Marketing Management, v. 11, 117-124.

Krapfel, R. (1982), "An Extended Interpersonal Influence Model of Organizational Buyer Behavior," Journal of Business Research, v. 10, 147-157.

- Krapfel, R., (1982), "Marketing by Mandate," Journal of Marketing, v.46 (Summer), 79-85.
- Krapfel, R. and Darlene Brannigan-Smith (1985), "An Experimental Approach to Segmenting Buyers of Marketing Research," Industrial Marketing Management, v.14 (February), 27-34.
- Krapfel, R. (1985), "An Advocacy Behavior Model of Organizational Buyers' Vendor Choice," Journal of Marketing, (Fall), 51-59.
- Krapfel, R. (1988), "Customer Complaint and Salesperson Response: The Effect of the Communication Source," Journal of Retailing, (Summer), 181-198.
- Mentzer, J.T., R. Gomes and R. Krapfel (1989), "Physical Distribution Service: A Fundamental Marketing Concept?" Journal of the Academy of Marketing Science, (Winter), 53-62.
- Krapfel, R., D. Salmond and R. Spekman (1991), "A Strategic Approach to Managing Buyer-Seller Relationships" European Journal of Marketing, v. 25 no. 9, 22-37.
- Sriram, V., R. Krapfel and R. Spekman (1992), "Antecedents to Buyer-Seller Collaboration: An Analysis from the Buyer's Perspective," Journal of Business Research, v.25, No. 4, 303-320.
- Lohtia, Ritu, Charles Brooks and R. Krapfel (1994), "What Constitutes a Transaction Specific Asset? An Examination of the Dimensions and Types," Journal of Business Research, v. 30 No. 3, 261-270.
- Lohtia, Ritu and R. Krapfel (1994), "The Impact of Transaction-Specific Investments on Buyer-Seller Relationships," Journal of Business and Industrial Marketing, v. 9 No. 1, 6-16.
- Ali, Abdul, R. Krapfel and Douglas LaBahn (1995), "Product Innovativeness and Entry Strategy: Impact on Cycle Time and Break Even Time," Journal of Product Innovation Management, v. 12, No. 1 (January), pp.54-70.
- LaBahn, Douglas, Abdul Ali and Robert Krapfel (1996), "New Product Development Cycle Time: The Influence of Project and Process Factors in Small Manufacturing Companies," Journal of Business Research, v. 36 No. 2 (June), 179-188.
- Sengupta, Sanjit, Robert Krapfel and Michael Pusateri (1997), "The Strategic Sales Force," Marketing Management, v. 6 No. 2 (Summer), 28-35.
- LaBahn, Douglas and Robert Krapfel (2000), "Early Supplier Involvement in Customer New Product Development: A Contingency Model of Component Supplier Intentions," Journal of Business Research, v.47, No.3 (March), 173-91.

Sengupta, Sanjit Robert Krapfel and Michael Pusateri, (2000), "An Empirical Investigation of Key Account Salesperson Effectiveness," Journal of Personal Selling and Sales Management, 5 (4), Fall, 253-261 .

Johnson, Carol, Robert Krapfel and Curtis Grimm (2001), "A Contingency Model of Supplier-Reseller Satisfaction: Perceptions in Distribution Channels," Journal of Marketing Channels, v. 8, No. 1, 65-90.

Monica Perry, S. Sengupta, and R. Krapfel (2004), "Effectiveness of Horizontal Strategic Alliances in Technologically Uncertain Environments: Are Trust and Commitment Enough?", Journal of Business Research, Vol. 57, Iss. 9; p. 951

Refereed Conference Proceedings

Krapfel, R. (1978), "Modeling Organizational Buyer Behavior: A Decision Process Approach," in Research Frontiers in Marketing: Dialogues and Directions, (ed.) Subhash Jain, American Marketing Association, 116-120.

Mentzer, J.T. and R. Krapfel (1979), "Reactions of Shippers to Deregulation of the Motor Carrier Industry," in Proceedings, Ninth Annual Transportation and Logistics Educators Conference, (ed.) Robert House, National Council of Physical Distribution Management, 25-30.

Krapfel, R. (1980), "Public Sector Marketing: The Solar Energy Experience," in Marketing in the 80's: Changes and Challenges, (eds.) Richard Bagozzi et al., American Marketing Association, 440-443.

Mentzer, J.T. and R. Krapfel (1980), "Modeling Shippers' Adaptive Response to Deregulation Induced Uncertainty," Proceedings, Tenth Annual Transportation and Logistics Educators Conference, (ed.) Bernard J. LaLonde, National Council of Physical Distribution Management, 1-4.

Krapfel, R. (1982), "Power in Organizational Buyer-Seller Relations," in Marketing Theory: Philosophy of Science Perspectives, (eds.) R.F. Bush and S.D. Hunt, American Marketing Association, 198-201.

Krapfel, R., R. Spekman and G. Belli (1983), "Experimental Causal Research in Organizational Buyer Behavior: A Cautionary Note," in Research Methods and Causal Modeling in Marketing, (eds.) W.R. Darden, K.B. Monroe and W.R. Dillon, American Marketing Association, 55-57.

Krapfel, R. (1985), "A Consumer Complaint Strategy Model: Antecedents and Outcomes," in Advances in Consumer Research, v.12 (eds.) E.C. Hirschman and M.B. Holbrook, Association for Consumer Research, 346-350.

Krapfel, R. and R. Spekman (1985), "Buying Center Research and Managerial Usefulness: Narrowing the Gap," in A Strategic Approach to Business Marketing, (eds.) R. Spekman and D. Wilson, American Marketing Association, 48-57.

Krapfel, R. and R. Spekman (1987), "Channel Power Sources, Satisfaction and Performance: An Exploration," in Proceedings, American Marketing Association Fall Educator's Conference, 30-34.

Krapfel, R. (1988), "Development of Industrial Marketing Thought in the Period 1880-1945," Proceedings, American Marketing Association Winter Educator's Conference, 160-65.

Invited Journal Articles

Sengupta, S., R. Krapfel and M. Pusateri (1997), "Switching Costs in Key Account Relationships," Journal of Personal Selling and Sales Management, (Fall Special Issue), 9-16.

Invited Papers and Presentations

Krapfel, R. (1978), "Information Distribution, Source Credibility and Claim Strength as Determinants of Organizational Purchase Outcomes: An Experimental Approach," Proceedings, 8th Annual Albert Haring Symposium, Indiana University, 56-77.

Krapfel, R. (1984), "An Assessment of Need for Geodetic Information," American Congress on Surveying and Mapping, (March) Washington, D.C.

Krapfel, R. and Dallas Miner (1984), "The Role of the Strategic Audit in Developing the Marketing Programme for Cartographic Products," Presented at a Symposium on the Marketing of Cartographic Information, (May) Queen's University, Kingston, Ontario, Canada.

Krapfel, R. and J. Pels (1991), "Market Types and Marketing Strategy: Rationale for a Network View," 7th International Industrial Marketing and Purchasing Conference, Uppsala, Sweden.

Ali, A., R. Krapfel and D. LaBahn (1992), "Product Innovativeness and Marketing Strategy: Impact on Market Entry Performance," The Institute of Marketing Science, Annual Conference, London, England.

Seshadri, Sudi and R. Krapfel (1993), "Contract Structure and Risk Aversion Impacts on Investment and Bidding Behavior: An Experiment," The Institute of Marketing Science, Annual Conference, St. Louis.

R. Krapfel (1993), "Vendor Response to Process Relationship Control", AMA Business Marketing Conference, (March), San Francisco, CA.

R. Krapfel (1998), "Electronic Commerce: Selected Research Issues", ANPAD 1998, Foz Do Iguaco, Brazil.

Book Chapters

Sanjit Sengupta, R. Krapfel and M. Pusateri (1997), "Effects of Workload, Compensation and Information Technology Usage on Key Account Performance," pp.96-105, in *Unlocking Profits*, National Account Management Association.

Published Cases

Krapfel, R. (1987), "Universal Motors Parts Division," in Cases in Marketing, Fourth Ed., Thomas V. Greer, New York: Macmillan Publishing Co., 199-204.

Awards and Grants

Albert W. Haring Symposium for Doctoral Research in Marketing, 1978. Presented Dissertation Proposal, Represented Michigan State University.

American Marketing Association, National Doctoral Dissertation Competition, Runner-Up, 1980.

University of Maryland, University Research Board Grant, Summer 1983.

University of Maryland, Division of Behavioral and Social Sciences, Scholarship Incentive Grant, 1986.

University of Maryland, College of Business and Management, Dingman Center for Entrepreneurship, \$500, "Product Development Cycle Time in Entrepreneurial Companies", 1988.

Fulbright Fellowship, Porto Alegre, Brazil, Summer 1989.

Principal Investigator, MIPS, Engineering Research Center, University of Maryland, \$48,000, "Computer Aided Remote Sales and Service", 1994.

R.H. Smith School of Business, Summer Research Grant (With Larry Bodin), \$8,000, 1998.

Fulbright Distinguished Chair in Marketing, ISCTE, Lisbon Portugal, Spring 2003

Teaching Awards

General Motors Institute, Alumni Association Award, Teaching Excellence, 1981.

University of Maryland, R.H. Smith School of Business, Undergraduate Teaching Recognition, Fall 1983; Graduate Teaching Recognition, Fall 1985; Spring, Fall 1986; Spring 1988; Spring 1991, Spring 1996, Spring 1997, Spring 2002

Allen J. Krowe Award for Graduate Teaching Excellence, 1987.

Business Week magazine, best MBA teachers, 1998

Professional Service

Co-Editor, Special Issue, Journal of Personal Selling and Sales Management, Fall 1997.

Member, Editorial Review Board, Journal of Business to Business Marketing, 1993-05.

Ad hoc reviewer, Journal of Retailing, 1992-95, Journal of Marketing 2004, Journal of Academy of Marketing Science, 2004.

Paper Reviewer, American Marketing Association, Winter Educator's Conference, 1994-01.

Paper reviewer, AMA Summer Educator's Conference, 1986-02.

Sheth Doctoral Dissertation Competition Reviewer, 2001.

Campus/College Service

Member Associate Provost (International) Search Committee, Spring 2010

Member, Dean Search Committee, Smith School, Fall '087– Spring '08

Chair, Smith School Part-Time MBA Review Committee, Fall '03 – spring '04

Director, Center for Global Business, Smith School, Fall 2003

Marketing Department Chair, summer 1999 – fall 2001.

Chair, Smith School Assistant Dean Search Committee, spring 2001.

Chair, Dean's Academic Integrity Task Force, spring 2000-fall 2001.

Director, Smith School MBA Consulting Projects, 1997-99.

Chair, Marketing Dept. Faculty Recruiting Committee, Spring-Fall, 1998.

Chair, Smith School Search Committee, Corporate Marketing Director, Spring 1997.

Chair, Smith School MBA Oversight Committee, 1995-96, Member, 1994-96.

Chair, Smith School Strategic Planning Task Force, 1994-95.

Member, President Kirwin's Committee on Total Quality for College Park, June 1991-Feb. 1992.

Member, UMaryland Stakeholder Survey Design Committee, 1995.

Member, UMaryland Marketing Task Force, 1997-98.

Faculty, PAM Executive MBA program, Lodz, Poland, 1997-2003.

Faculty, Smith School Executive Development Programs: Marriott 1991-98, Martin Marietta, 1994-95, Black & Decker 1995-02, ARINC 2000-01, Northrop Grumman 2001-2, HomeDepot.com, 2005

Faculty, Smith School EMBA Program, College Park 2004, Zurich, 2005, 2007, 2008.

Consulting/Executive Training (selected)

U.S. Dept. of Commerce 1982-83, market research for NOAA and NGS new product development

Metromedia Inc. 1984, market research for cell phone license applications to FCC

Caterpillar Corporation 1988-92, marketing strategy for distributors, and North American customer satisfaction program design (91-92)

Marriott Corporation 1993-97, brand strategy, lodging product portfolio rationalization and electronic commerce (97)

Nordberg Corporation 1994-01, marketing strategy and global distribution strategy design

Monsanto Corporation, 1998, segmentation and brand strategy

Metso Minerals (Helsinki), 2001, global sales service organization design

Northrop Grumman, 2001-2, marketing strategy.

Black & Decker Corporation, marketing strategy, 1998-2002.

Last Revision: August 9, 2010

Robert Krapfel