

---

# *Charles Ingene*

Distinguished Chair of Business Administration  
School of Business Administration

---

## **Professional Interests**

**Research:** Distribution Channels; Labor Productivity; Pricing; Retail Structure; International Trade Theory; Economics of Externalities

**Teaching:** Retail Strategy, Global Distribution; Marketing Management (MBA); Mathematical Modeling (PhD), Pricing (MBA)

## **Academic Background**

Ph.D. Brown University, Providence, RI, Economics, 1975

M.A. Brown University, Providence, RI, Economics, 1972

B.A. Washington University, St. Louis, MO, Economics, 1969

## **Dissertation**

An Integration of Central Place and Location Theories, Given Industrial Interaction

## **Work Experience**

### **Academic Experience**

Distinguished Chair of Business Administration, University of Mississippi (2006 - Present). Tenured.

Professor of Marketing, University of Mississippi (2001 - Present). Tenured.

Earl V. Snyder Visiting Professor, Syracuse University (January, 2009 - May, 2009). Sabbatical Leave.

Director, Global Commerce Program, University of Mississippi (2005 - 2007). Tenured.

Hearin Chair of Business Administration, University of Mississippi (2001 - 2006). Tenured.

Visiting Hearin Professor, University of Mississippi (2001 - 2001).

GM Nameplate Faculty Fellow, University of Washington (1998 - 2001). Tenured.

Professor of Marketing, University of Washington (1986 - 2001). Tenured.

Visiting Scholar, University of Mississippi (November, 1999 - November, 1999).

Nordstrom Professor of Retail Marketing, University of Washington (1986 - 1993). Tenured.

Frank Talbot, Jr. Visiting Professor of Marketing, University of Virginia (1988 - 1989).

Associate Professor-Marketing, University of Washington (1984 - 1986). Tenured.

Visiting Associate Professor-Marketing, University of Washington (1982 - 1984).

Assistant Professor-Marketing, University of Texas at Dallas (1979 - 1982).

Assistant Professor-Marketing and Economics, University of Oklahoma (1978 - 1979).

Assistant Professor-Economics, University of Oklahoma (1974 - 1978).

Instructor, Southeastern Massachusetts University (1973 - 1974).

### **International**

Chair Professor of Marketing, The Hong Kong Polytechnic University (September, 2009 - Present).

Visiting Professor, Keio University (June, 2006 - July, 2006).

Professor of Marketing, Chinese University of Hong Kong (1997 - 1998). Substantiated (Tenured).

Visiting Professor, Chinese University of Hong Kong (June, 1995 - June, 1995).

Wilson Wang Distinguished International Professor, Chinese University of Hong Kong (1992 - 1992).

### **Consulting**

1993: Peerless Pie, Advise on marketing efforts and business value

1991: Tunturi, Advise on marketing efforts

1990: REI, Advise on market expansion plans

1988-1989: General Motors, Assess marketing effectiveness of GM Cares program  
1988: Elrick & Lavidge, Assess marketing research efforts  
1988: Seafirst Bank, In-house Consultant to the Marketing Department  
1986: US West Cellular, Advise on cell phone marketing efforts  
1986: Adams News, Assess magazine sales response in relation to shelf positioning  
1982: Retail Sales Institute, Advise on store location decisions  
1982: Southwest Research, Advise on marketing research efforts  
1981-1982: Data Applications Corporation, Assess sales force productivity and efficiency of distribution channel

## **Paid Service**

2000: Fair Trade Commission, Taiwan, Expert Witness Testimony on Definition of Wholesale versus Retail on behalf of Costco  
1999: Advanced Engineering Products, Expert Witness testimony on Pricing, Distribution and Sales Force Issue  
1997: United States Federal Trade Commission, Expert Witness for FTC vs. Toys-R-Us on Antitrust: Vertical Restrictions Facilitating Horizontal Conspiracy  
1996: Kinney Shoes, Expert Witness testimony on Lease Valuation  
1995: Smith Home Furnishings, Expert Witness testimony regarding the State of Washington Consumer Protection Act  
1994: Scienta/Petrolan, Expert Witness testimony on Multi-level Marketing  
1994: Goodyear Tire & Rubber, Expert Witness testimony on Franchising and Sales Determinants  
1994: J&B Investments, Expert Witness testimony on Business Valuation; Sales Determinants  
1993: Internal Revenue Service, Expert Witness testimony on Shrinkage Assessment  
1992: Woolworth's, Expert Witness testimony on Antitrust: Restrictive Covenants  
1987: Lamont's, Expert Witness testimony on Shopping Center Lease; Sales Determinants  
1987: Ernst , Expert Witness testimony on Shopping Center; Sales Determinants  
1984: Andy Johnson & co., Expert Witness testimony on Grocery Store's Sales Determinants  
1983: GTE of the Northwest, Advise on Rate Hearings  
1982: GTE of the Southwest, Expert Witness testimony on Rates

## **Teaching**

### **Courses Taught**

Channels of Distribution (UG & MBA)  
Consumer Behavior (UG & MBA)  
Consumer Goods Marketing (MBA)  
Industrial Organization (UG & M)  
Integrative Business Analysis (specialized masters)  
Integrative Business Analysis (MBA)  
Introduction to Retailing  
Introduction to Retailing (UG)  
Macro Systems Analysis (PhD)  
Managerial Economics (M)  
Marketing Cases (UG)  
Marketing Management (UG & MBA & EMBA)  
Marketing Research (UG)  
Mathematical Models of Distribution Channels (PhD)  
Microeconomics (UG & M & PhD)  
Operations through the Life Cycle (MBA)  
Public Finance (M)  
Regional Economics (UG & M)  
Retail Strategy  
Strategic Retailing (UG)  
Topics in Business Abroad (Global)  
Urban Economics (UG & M)

## Teaching Honors and Awards

### **Honors:**

2006 - Who's Who Among America's Teachers, 2005 (nominated by students selected for the National Dean's List), Who's Who Among American Teachers.

### **Awards:**

2005 - MBA Professor of the Year, 2004 - 2005, School of Business Administration, the University of Mississippi.

2002 - MBA Professor of the Year, 2001 - 2002, School of Business Administration, the University of Mississippi.

1985 - Nordstrom Teaching Award, University of Washington.

1983 - Nordstrom Teaching Award, University of Washington.

## Research/Intellectual Contributions:

### Refereed Articles

Ingene, C. (in press, 2009). From Before the Beginning ... to After the Ending: Reflections on the Past, Present and Future of the Journal of Retailing. *Journal of Retailing*.

Ingene, C. A. & Parry, M. E. (2007). Bilateral Monopoly, Identical Distributors, and Game-Theoretic Analyses of Distribution Channels. *Journal of the Academy of Marketing Science*, 35 (4), 586 - 602.

Ingene, C. & Keh, H. T. (2006). The Evolution of Giant Retailers: An American Perspective. *Peking University Business Review (PKUBR)*, 18 (1), 52-57.

Brown, J., Dant, R., Ingene, C., & Kaufmann, P. (2005). Supply-Chain Management and the Evolution of the Big Middle. *Journal of Retailing*, 81 (2), 97-105.

Ingene, C., Chao, C., & Yu, E. (2004). The Impact of Export Share Requirements under Production Uncertainty. *International Review of Economics and Finance*, 13 (2), 201-205.

Basu, A., Ingene, C., & Mazumdar, T. (2004). Pricing of Delivery Services. *Journal of Regional Science*, 44 (November), 743-772.

Ingene, C. (2001). The State of the Art in Modeling Migration in LDCs: A Comment. *Journal of Regional Science* (41), 529-543.

Ingene, C. & Parry, M. (2000). Is Channel Coordination All It Is Cracked Up to Be? *Journal of Retailing*, 76 (Winter), 511-548.

Ingene, C. & Parry, M. (1998). Manufacturer-Optimal Wholesale Pricing When Retailers Compete. *Marketing Letters*, 9 (February), 65-77.

Ingene, C. & Beladi, H. (1996). Urban Unemployment, Variable Returns to Scale and Terms of Trade. *Managerial and Decision Economics*, 17 (3), 241-251.

Ingene, C. (1996). Passing the Torch. *Journal of Retailing*, 72 (Winter), 331-332.

Ingene, C. & Beckmann, M. J. (1995). The Profit Equivalence of Mill and Uniform Pricing Policies. *Regional Science and Urban Economics*.

Ingene, C. & Parry, M. (1995). Coordination and Manufacturer Profit Maximization: The Multiple Retailer Channel. *Journal of Retailing*, 71 (Summer), 129-151.

Ingene, C. & Parry, M. (1995). Channel Coordination when Retailers Compete. *Marketing Science*, 14 (Fall), 360-377.

Ingene, C. & Parry, M. (1995). A Note on Multi-Regional Marketing. *Management Science*, 41 (July), 1194-1201.

Ingene, C. & Beladi, H. (1994). A General Equilibrium Analysis of Rural-Urban Migration and Uncertainty. *Journal of Regional Science*, 34 (February), 91-103.

Ingene, C. & Yu, E. (1993). Variable Labor Supply in a General Equilibrium Model of Production Under Uncertainty. *International Review of Economics and Finance*, 2 (3), 213-232.

Ingene, C. & Moinzadeh, K. (1993). An Inventory Model of Immediate and Delayed Delivery. *Management Science*, 39 (May), 536-548.

Ingene, C. (1992). Editorial Philosophy. *Journal of Retailing*, 69 (Winter), 346-350.

Beladi, H. & Ingene, C. (1992). Variable Returns to Scale, Urban Unemployment and Welfare: A Reply. *Southern Economic Journal*, 59 (April), 1110-1113.

Ingene, C. & Yu, E. (1991). Variable Returns to Scale and Regional Resource Allocation Under Uncertainty. *Journal of Regional Science*, 31 (November), 455-468.

Ingene, C. & Beladi, H. (1991). Urban Unemployment, Uncertainty and Economic Expansion for a Small Economy. *Southern Economic Journal*, 58 (October), 475-490.

Ingene, C. (1991). Urban-Rural Migration: Effects of a Change in Agricultural Uncertainty Upon Resource Allocation. *Papers in Regional Science*, 70 (January), 81-95.

Ingene, C. & Ghosh, A. (1990). Consumer and Producer Behaviors in a Multipurpose Shopping Environment. *Geographical Analysis*, 22 (January), 70-93.

Ingene, C. & Yu, E. (1989). Urban-Rural Migration: Uncertainty and the Effect of a Change in the Minimum Wage. *Papers in Regional Science*, 67, 135-145.

Ingene, C. & Yu, E. (1989). Optimal Intervention Policies for a Region Facing Pollution Induced Uncertainty. *Annals of Regional Science*, 23, 3-18.

Ingene, C. (1987). Macromarketing Conference Abstracts. *Journal of Macromarketing*, 7, 74-80.

Ingene, C. & Brown, J. (1987). The Structure of Gasoline Retailing. *Journal of Retailing*, 63, 365-392.

Ingene, C. & Stowe, J. (1986). Product Pricing Under Risk. *Quarterly Journal of Business and Economics*, 25, 51-70.

Ingene, C. (1986). The Effects of 'Blue Laws' on Consumer Expenditures at Retail. *Journal of Macromarketing*, 6, 53-71.

- Ingene, C. & Yu, E. (1986). Regional Resource Allocation Under Wage Uncertainty. *Papers in Regional Science*, 59, 121-133.
- Ingene, C. & Yu, E. (1986). Resource Allocation in a General Equilibrium Model of Production Under Uncertainty: the Case of a Variable Supply of Labor. *Journal of Economic Theory*, 40, 329-337.
- Ingene, C. & Levy, M. (1985). Residual Income Analysis: A Method of Inventory Investment Allocation and Evaluation . *Marketing Expansione*.
- Ingene, C. & Hughes, M. (1985). Risk Management by Consumers. *Research in Consumer Behavior*, 1, 103-158.
- Ingene, C. & Levy, M. (1985). Further Reflections on Cash Discounts. *Journal of Marketing*, 49, 147-188.
- Ingene, C. (1985). Labor Productivity in Retailing: What Do We Know and How Do We Know It? . *Journal of Marketing*, 49, 99-106.
- Ingene, C. & Yu, E. (1985). Resource Allocation and Factor Price Differentials Under Price Uncertainty. *Southern Economic Journal*, 52, 460-470.
- Ingene, C. & Levy, M. (1985). Using Residual Income Analysis (RIA) to Make Merchandising Decisions. *Retail Control*, 53, 27-41.
- Ingene, C. & Levy, M. (1984). Residual Income Analysis: A Method of Inventory Investment Allocation and Evaluation. *Journal of Marketing*, 48, 93-104.
- Ingene, C. & Stowe, J. (1984). Microeconomic Influences on Operating Leverage. *Journal of Economics and Business*, 36, 233-241.
- Ingene, C. (1984). Structural Determinants of Market Potential. *Journal of Retailing*, 60 (Spring), 37-64.
- Ingene, C. (1984). Productivity and Functional Shifting in Spatial Retailing: Private and Social Perspectives. *Journal of Retailing*, 60, 15-36.
- Ingene, C. (1984). Scale Economies in American Retailing: A Cross-Industry Comparison. *Journal of Macromarketing*, 4, 49-63.
- Ingene, C. (1984). Temporal Influences Upon Spatial Shopping Behavior of Consumers. *Papers in Regional Science*, 54, 71-87.
- Ingene, C. & Levy, M. (1983). Credit Cards: Reply. *Harvard Business Review*, 61 (Sept-Oct), 206.
- Ingene, C. (1983). Consumer Expenditures and Consumer Satisfaction with the Spatial Marketing System. *Journal of Macromarketing*, 3, 41-54.
- Ingene, C. (1983). Intertype Competition: Restaurants versus Grocery Stores. *Journal of Retailing*, 59, 49-75.
- Ingene, C. (1983). Consumer Attitudes Towards the American Retail System. *Papers in Regional Science*, 53, 175-188.
- Ingene, C. & Levy, M. (1983). Retailers: Head Off Credit Cards with Cash Discounts? *Harvard Business Review*, 61 (May-June), 18-22.
- Ingene, C. & Levy, M. (1982). Cash Discounts to Retail Customers: An Alternative to Credit Card Sales. *Journal of Marketing*, 46, 92-103.
- Ingene, C. & Yu, E. (1982). Environmental Determinants of Total and Per Capita Retail Sales in SMSAs. *Regional Science Perspectives*, 12 (2), 52-61.
- Ingene, C. (1982). Labor Productivity in Retailing. *Journal of Marketing*, 46, 75-90.
- Ingene, C. & Yu, E. (1982). The Backward Incidence of Pollution Control in a Rigid Wage Economy. *Journal of Environmental Economics and Management*, 9, 304-310.
- Ingene, C. & Yu, E. (1982). A Theory of Interregional Wage Differential with Inter-industry Flows Under Uncertainty. *Journal of Regional Science*, 22, 343-352.
- Ingene, C. & Lusch, R. (1981). The Declining Rate of Return in U.S. Retailing. *International Journal of Physical Distribution and Materials Management*, 11 (1), 25-39.
- Ingene, C. & Lusch, R. (1981). A Model of Retail Structure. *Research in Marketing*, 5, 101-164.
- Ingene, C. & Yu, E. (1981). Determinants of Retail Sales in SMSAs. *Regional Science and Urban Economics*, 11, 529-547.
- Ingene, C. & Yu, E. (1981). Wage Distortion and Resource Allocation Under Uncertainty. *Southern Economic Journal*, 47, 283-295.
- Ingene, C. & Lusch, R. (1980). Market Selection Decisions for Department Stores. *Journal of Retailing*, 56, 21-40.
- Ingene, C. & Greenwood, P. (1980). Uncertain Externalities, Liability Rules, and Resource Allocation: Reply. *American Economic Review*, 70, 1060-1063.
- Ingene, C. & Lusch, R. (1979). Estimation of a Department Store Production Function. *International Journal of Physical Distribution and Materials Management*, 9 (6), 272-284.
- Ingene, C. & Kohlhepp, D. (1979). The Effect of Municipal Services and Local Taxes on Housing Values. *Real Estate Economics*, 7, 318-343.
- Ingene, C. & Greenwood, P. (1978). Uncertain Externalities, Liability Rules, and Resource Allocation. *American Economic Review*, 68, 300-310.
- Ingene, C. & Beckman, M. (1976). The Profit Equivalence of Mill and Uniform Pricing Policies. *Regional Science and Urban Economics*, 6, 327-329.
- Ingene, C., Greenwood, P., & Horsfield, J. (1975). Externalities, Liability, Separability, and Resource Allocation: Comment. *American Economic Review*, 65, 728-729.

## Papers Under Review

- Basu, A., Ingene, C., & Mazumdar, T. (2009). "Why Do Some Retailers Deliver While Others Do Not?," initial submission to *Journal of Retailing*.
- Garg, N., Govind, R., & Ingene, C. A. (2009). "Not by Drugs Alone: Determinants of Healthy Behaviors," initial submission to *Journal of the Academy of Marketing Science*.
- Parry, M., Ingene, C., & Xu, Z. (2009). "Resale Price Maintenance without Free-Riding: The Effects of Retail Heterogeneity," initial submission to *Marketing Science*.
- Coughlan, A., Ingene, C., Choi, C., & Staelin, R. (2009). "Modeling Marketing Reality and the Realities of Marketing Modeling," initial submission to *Marketing Letters*.
- Ingene, C. & Coughlan, A. (2009). "The Effect of Product-Line Pricing on Horizontal and Vertical Externalities in a Distribution Channel," revised and resubmitted to *Marketing Science*.

## Book

- Ingene, C. (2004). *Mathematical Models of Distribution Channels*. , New York, NY: Kluwer Academic Publishers .
- Ingene, C. (1993). *The Retail Industry - General Merchandisers and Discounters, Specialty Merchandisers, Apparel Specialty and Food/Drug Retailers*. Association for Investment Management and Research .
- Ingene, C. & Ghosh, A. (1991). *Spatial Analysis in Marketing: Theory, Methods, and Applications*. , Greenwich, CT: JAI Press .
- Frazier, G., Ingene, C., Aaker, D., Ghosh, A., Kinnear, T., S. Levy, R. Staelin, and J. Summers, (1988). *Efficiency and Effectiveness in Marketing: 1988 Summer Educator's Conference Proceedings* . .
- Ingene, C., Lusch, R., Ford, G., Frazier, G., Howell, R., M. Reilly, & Stampfl, (1985). *1985 AMA Educators' Proceedings*. .

## Book Chapters

### Refereed

- Ingene, C. A. (2008). Commentary on 'WWRC Shanghai: The Threat to the Middleman'. In Press, In Juan Antonio Fernandez & Per Jenster (Ed.) *The Dragon on Fire: Lessons from Entrepreneurs in China*, (pp. in press). Shanghai: CEIBS Press.
- Ingene, C. (1991). Structural Determinants of Expenditures on Consumer Services. In C. Ingene and A. Ghosh (Ed.) *Spatial Analysis in Marketing: Theory, Methods, and Applications*, (Research in Marketing), (pp. 255-281). Greenwich, CT: JAI Press.
- Ingene, C. A. & Ghosh, A. (1991). Conclusions. In Charles A Ingene and Avijit Ghosh (Ed.) *Spatial Analysis in Marketing: Theory, Methods, and Applications*, (Research in Marketing), (pp. 283-289). Greenwich CT: JAI Press.
- Acceptance Date: 1990
- Ingene, C. (1986). The Invisible Hand and Distributive Structure: An Essay in Honor of Louis P. Bucklin . In D. Sudarshan and R. Winter (Ed.) *12th Paul D. Converse Symposium*, (pp. 161-185). Chicago: American Marketing Association.
- Ingene, C. (1986). Determining the Distribution of Retail Store Types Within a Metropolitan Area: Macro-Retail Structure. In G. Fisk (Ed.) *Marketing: Management Technology as Social Process (Essays in Honor of Reavis Cox)*, (pp. 173-214). New York: Praeger Publishing.
- Ingene, C. (1983). A Conceptual Model and Empirical Evidence of Labor Productivity in Department Stores. In D. Gautschi (Ed.) *Productivity and Efficiency in Distribution Systems*, (pp. 77-92). Elsevier-North Holland.

## Monograph

- Ingene, C. A. & Parry, M. E. (2004). *Mathematical Models of Distribution Channels*. , New York: Kluwer Academic Publishers .
- Acceptance Date: 2004

## Refereed Proceedings

### Full Paper

- Ingene, C. A. & Parry, M. A. (2007). Without Loss of Generality: How Demand and Cost Different Can your Retailers Be? *Game Theory in Marketing*, GERAD & HEC Montreal.
- Ingene, C. & Coughlan, A. (2005). Product-Line Pricing in a Distribution Channel: Optimum or Pessimism. *Game Theory in Marketing*.
- Ingene, C. & Coughlan, A. (2002). Product-Line Pricing in a Distribution Channel: Optimum or Pessimism. *Conference on Pricing Research*, Cornell University .
- Ingene, C. & Brown, J. (1987). Issues in the Study of Retail Structure. *AMA Winter Educators' Conference*.
- Ingene, C., Achabal, D., & Stampfl, R. (1986). University Centers/Institutes of Retailing. *AMA Winter Educators' Conference*.
- Ingene, C. & Stampfl, R. (1986). A Report from the Archipelago of Marketopia: with Special Reference to the Isle of Retailing. *AMA Winter Educators' Conference*.
- Ingene, C. (1984). The Effect of Scale, Localization, and Urbanization Economies on Productivity in Retailing. *AMA Educator's Conference*.
- Ingene, C. (1984). Competition and Scale Economies in Retail Food Provision. *Marketing Theory Proceedings*.
- Ingene, C. & Liebermann, Y. (1983). Management of the Marketing Mix: A Portfolio Approach. *AMA Educator's Conference*.
- Ingene, C. (1983). Structural Determinants of Competition in Food Retailing. *AMA Educator's Conference*.
- Ingene, C. & Levy, M. (1982). GMROI: A New View of Planning and Measuring Performance. *AMA Summer Educators' Conference*.
- Ingene, C. (1982). Teaching Macromarketing. *Southwestern Marketing Association*.
- Ingene, C. (1982). 'Analyzing Productivity in Marketing: A Model and Some Hypotheses'. *Marketing Theory Proceedings*.
- Ingene, C. (1981). Uncertainty, Buyer Actions, and Managerial Reactions: Patronage and Profit Implications. *Retail Patronage Theory Workshop*.
- Ingene, C. (1980). Profitable Merchandise Management: A Decision Theoretic View of Return on Investment. *American Institute of Decision Sciences*.
- Ingene, C. (1980). 'Decision-Making in an Uncertain Environment: The Case of Retail Display Space' *Theoretical Developments in Marketing*. *AMA Summer Educators' Proceedings*
- Ingene, C. (1980). 'A Theory of Labor Productivity in Department Store Retailing' in *Competitive Structure in Retail Markets: The Department Store Perspective*. *AMA*.
- Ingene, C. & Humphreys, M. (1980). 'Perceptions of Risk: A Theory of Consumer and Producer Behavior' *Theoretical Developments in Marketing*. *AMA Theory Conference*.
- Ingene, C. (1979). A New Frame of Reference for Managing Retail Productivity. *International Research Seminar in Marketing*.
- Ingene, C. & Lusch, R. (1979). The Predictive Validity of Alternative Measures of Inputs and Outputs in Retail Production Functions. *AMA Educator's Conference*.

Ingene, C. & Yu, E. (1979). Regional Variations in Total Retail Sales. American Statistical Association, Business and Economic Statistics Section.

Ingene, C. (1978). Department Store Productivity, Sampling Bias, and the Existence of Heteroskedasticity. American Institute of Decision Sciences.

### **Abstract Only**

Ingene, C., Jiang, J., & Govind, R. (in press, 2009). Sales-Force Productivity in Retailing: A Modern Assessment. AMA Educators' Conference (Winter).

Ingene, C. & Takahashi, I. (2007). Strategic Store Location: Structural Determinants of Retail Market Potential in Japan. World Marketing Congress.

Ingene, C. & Takahashi, I. (2006). Strategic Store Location: Structural Determinants of Retail Market Potential in Japan. Academy of Marketing Science World Congress.

Ingene, C. (1988). Industry Competition, Retail Performance and Inter-firm Relationships in Marketing Channels. AMA Winter Educators' Conference.

Ingene, C. & Brown, J. (1988). Examining the Structure and Performance of Retail Trade: The Impact of Missing Data. AMA Theory Conference.

Ingene, C. (1987). Macromarketing Conference Abstracts. Journal of Macromarketing.

Ingene, C. & Brown, J. (1986). An Investigation of the Structure of Gasoline Retailing. AMA Educator's Conference.

Ingene, C. (1980). Towards a Substantive Model of Perceived Risk: A Consumer and Managerial Perspective. Southwest Marketing Association.

Ingene, C. & Lusch, R. (1978). An Estimation of an Aggregate Production Function for U.S. Retailing, 1951-1974. Southwestern Marketing Association.

## **Non-Refereed Proceedings**

### **Full Paper**

Ingene, C., Huettner, D., Taylor, B., & Horrell, J. (in press, 1978). An Economic Analysis of Central Station Solar Energy Alternatives: Final Report. International Symposium on Solar Energy.

Ingene, C., Huettner, D., Taylor, B., & Horrell, J. (in press, 1978). An Economic Analysis of Solar Energy Alternatives. International Symposium on Solar Energy.

## **Working Papers**

Ingene, C. & Parry, M. (2009). "Without Loss of Generality: Simplifying Assumptions in Game-Theoretic Models of Distribution Channels" targeted for Marketing Science.

Ingene, C. & Zhang, X. (2009). "Inter-Manufacturer Competition: Viability of a Store-in Store Format" targeted for Marketing Science.

Ingene, C. & Govind, R. (2009). "Merchandise Lines and Intertype Competition in Retailing" targeted for Journal of Retailing.

Jiang, J., Ingene, C., & Govind, R. (2009). "Sales-Force Productivity in Retailing: A Modern Assessment" targeted for Journal of Retailing.

Yang, J., Yang, Y., & Ingene, C. (2009). "Product-Line Extensions: A Model and Empirical Evidence for Pharmaceutical Drugs" targeted for Journal of the Academy of Marketing Science.

Ingene, C., Taboubi, S., & Zaccour, G. (2009). "A Survey of Game-Theoretic Models of Distribution Channels" targeted for Journal of Retailing.

## **Presentation of Refereed Papers**

### **International**

Ingene, C., Jiang, J., & Govind, R. (2009, July). Labor Productivity in Retailing: Competing and Complementary Lines of Trade. Presented at EIRASS, Niagara Falls, Canada.

Ingene, C., Jiang, J., & Govind, R. (2009, February). Sales-Force Productivity in Retailing: A Modern Assessment. Accepted for AMA Educators' Conference (Winter), New Orleans, Louisiana.

Ingene, C., Taboubi, S., & Zaccour, G. (2009). On the Proper Measure of Competition in Linear Demand Models of Distribution Channels. Accepted for Marketing Science Conference, Ann Arbor, Michigan.

Ingene, C. & Parry, M. (2009). Resale Price Maintenance, Channel Breadth and Heterogeneous Retailers. Accepted for Marketing Science Conference, Ann Arbor, Michigan.

Ingene, C. (2009). The 'Journal of Retailing': from Before the Beginning to 1996. Presented at AMA Winter Educators' Conference, Tampa, Florida.

Yang, J., Yang, Y., & Ingene, C. (2009). Product Line Extension in the Pharmaceutical Industry. Accepted for Marketing Science Conference, Ann Arbor, Michigan.

Ingene, C. (2008, October). Simplifying Assumptions in Game-Theoretic Models of Distribution Channels. Accepted for International Erin Anderson B2B Research Conference, Philadelphia, Pennsylvania.

Ingene, C. & Zhang, X. (2008, June). Inter-Manufacturer Competition: Viability of a Store-in Store Format. Accepted for Marketing Science Conference, Vancouver, Canada.

Ingene, C., Garg, N., Govind, R., & Sun, W. (2008, June). Doctors' Orders: Illness, Compliance, and Spatially-Targeted Marketing. Accepted for Marketing Science Conference, Vancouver, Canada.

Ingene, C., Govind, R., & Sun, W. (2008, June). Competition between Food Retailing Formats. Accepted for Marketing Science Conference, Vancouver, Canada.

Ingene, C. & Takahashi, I. (2008, March). Structural Determinants of Market Potential in Japan, 2002. Presented at Global Marketing Conference, Shanghai, China.

Ingene, C. & Takahashi, I. (2007, July). Strategic Store Location: Structural Determinants of Retail Market Potential in Japan. Presented at World Marketing Congress, Verona, Italy.

Basu, A., Ingene, C. A., & Mazumdar, T. (2007, June). Pricing of Delivery Services with Generalized Demand. Presented at Marketing Science Conference, Singapore, Singapore.

Ingene, C. A. & Parry, M. E. (2007, June). Without Loss of Generality: Simplifying Assumptions in Game-Theoretic Models of Distribution. Presented at Marketing Science Conference, Singapore, Singapore.

Ingene, C. A. (2007, June). Without Loss of Generality? A Commentary on Simplifying Assumptions in Game-Theoretic Models of Distribution Channels. Presented at Game Theory in Marketing, Montreal, Canada.

Ingene, C. & Parry, M. (2006). Rethinking Resale Price Maintenance. Presented at Marketing Science Conference, Pittsburgh, Pennsylvania.

Basu, A., Ingene, C., & Mazumdar, T. (2006, November). Pricing of Delivery Services with Generalized Demand. Accepted for North American Regional Science Association, Toronto, Canada.

Ingene, C. & Parry, M. (2006, May). Integrating Streams of Literature: The Common Future of Distribution Channels Research and Supply Chain Research. Presented at The Future of Distribution Channels Research Conference, Philadelphia, Pennsylvania.

Ingene, C., Jiang, J., & Govind, R. (2006, April). Enhancing Sales-Force Productivity in Retailing: A Cross-Industry Analysis. Accepted for Enhancing Sales Force Productivity Conference, Columbia, Missouri.

Ingene, C. (2006, June). Battles in the Big Middle: The Role of Consumer Shopping Behavior in Determining Winners and Losers in the Competitive Battle between Retail Stores. Presented at Japan Society of Consumer Studies Conference, Hakodate, Japan.

Ingene, C. & Coughlan, A. (2005, November). Pricing Policies in a Distribution Channel. Presented at INFORMS Conference, San Francisco, California.

Ingene, C. & Coughlan, A. (2005, June). Pricing Policies in a Distribution Channel: Effects on a Product-Line Breadth, Product Differentiation, and Consumers' Surplus. Accepted for Marketing Science Conference, Atlanta, Georgia.

Ingene, C. & Parry, M. (2004). Asymmetric Information and Manufacturer-Optimal Wholesale Pricing. Presented at INFORMS Conference, Denver, Colorado.

Ingene, C. & Parry, M. (2004). Asymmetric Information and Manufacturer-Optimal Wholesale Pricing. Presented at Marketing Science Conference, Rotterdam, Netherlands.

Basu, A., Ingene, C., & Mazumdar, T. (2004, November). Pricing of Delivery Services. Presented at North American Regional Science Association, Seattle, Washington.

Basu, A., Ingene, C., & Mazumdar, T. (2004, June). Using a Menu of Geographic Pricing Plans. Presented at Marketing Science Conference, Rotterdam, Netherlands.

Ingene, C. & Coughlan, A. (2002). Product Line Breadth and Optimal Channel Structure. Presented at Marketing Science Conference, Edmonton, Canada.

Ingene, C. & Coughlan, A. (2002). A Theory of Functional Shifting in Distribution Channels. Presented at AMA Summer Educators' Conference, San Diego, California.

Ingene, C. & Coughlan, A. (2001). A Theory of Functional Shifting in Distribution Channels. Presented at Marketing Science Conference, Weisbaden, Germany.

Ingene, C. & Parry, M. (2000). Optimization versus Coordination: Decision-Making Under Asymmetric Information. Presented at Marketing Science Conference, Los Angeles, California.

Ingene, C. & Coughlan, A. (2000). Who Should Bear Channel Costs? Presented at Marketing Science Conference, Los Angeles, California.

Ingene, C. & Tang, E. (2000, September). Consumer Expenditure Patterns in China: Food Retailing in Shanghai. Presented at Academy of Marketing Science Multicultural Conference, Hong Kong, China.

Ingene, C. & Parry, M. (1999). Reflections on Channel Coordination: Is It All It's Cracked Up To Be? Presented at Marketing Science Conference, Syracuse, New York.

Ingene, C. & Parry, M. (1999). Bilateral Monopoly, Manufacturer Profit-Maximization and Informational Asymmetry. Presented at Conference on Competition in Marketing, University of Mainz, Weisbaden, Germany.

Ingene, C. & Lee, E. (1997). Strategic Cost Allocation in Duopolistic Price Competition. Presented at Eighth Biennial World Marketing Congress, Vienna, Austria.

Ingene, C. & Lee, E. (1997). Strategic Cost Allocation in Duopolistic Price Competition. Presented at Marketing Science Conference, Berkeley, California.

Ingene, C. & Lee, E. (1996). Profit Augmentation Via Allocating Marketing Expenditures. Presented at Marketing Science Conference, Gainesville, Florida.

Ingene, C. & Lee, E. (1995). Artificial Marginal Cost: The Real and Better Buffer' in Price Competition. Presented at Marketing Science Conference, Sydney, Australia.

Ingene, C. & Parry, M. (1994). Channel Coordination with Cooperative Advertising Allowances. Presented at Marketing Science Conference, Tucson, Arizona.

Ingene, C. & Parry, M. (1993). Channel Coordination: The Case of Multiple Retailers with Non-Exclusive Territories. Presented at Marketing Science Conference, St. Louis, Missouri.

Ingene, C., Lentnek, B., & Harwitz, M. (1992). An Equilibrium Model of Vertically Differentiated Stores. Presented at Regional Science Association Conference, Chicago, Illinois.

Ingene, C. & Parry, M. (1991). A Model of Channel Coordination. Presented at Marketing Science Conference, Dover, Delaware.

Ingene, C. (1991). Spatial and Temporal Shopping Patterns: Consumer Behavior in a Multipurpose Environment with Disparate Prices. Presented at American Association of Geographers, Miami, Florida.

Ingene, C. & Ghosh, A. (1991). Spatial Shopping Patterns with Unequal Prices. Presented at Regional Science Association Conference, New Orleans, Louisiana.

Ingene, C. & Parry, M. (1990). A Model of Multi-Regional Advertising. Presented at Marketing Science Conference, Urbana, Illinois.

Ingene, C. & Yu, E. (1990). Export-Performance Requirements: The Impacts of Uncertainty. Presented at Regional Science Association Conference, Boston, Massachusetts.

Ingene, C. & Moinzadeh, K. (1989). Customers, Complaints and Competition: The Interrelationship Between Offensive and Defensive Marketing Strategies. Presented at Marketing Science Conference, Durham, North Carolina.

Ingene, C. (1989). Urban-Rural Migration: Effects of a Change in Agricultural Uncertainty Upon Resource Allocation. Presented at Regional Science Association Conference, Santa Barbara, California.

Ingene, C. & Ghosh, A. (1988). A Model of Multipurpose Shopping. Presented at Marketing Science Conference, Seattle, Washington.

Ingene, C. & Yu, E. (1988). Urban-Rural Migration: Resource Allocation Under Uncertainty. Presented at Regional Science Association Conference, Toronto, Canada.

Ingene, C. (1987). Intertype Competition and Societal Consequences: The Case of Alcoholic Beverages. Presented at UW-UBC Marketing Conference, Vancouver, BC, Canada.

Ingene, C. & Ghosh, A. (1987). Agglomeration Versus Dispersal: Spatial Competition and Multipurpose Shopping. Presented at Regional Science Association Conference, Baltimore, Maryland.

Ingene, C. & Yu, E. (1987). Intra-Industry Externalities: Regional Resource Allocation Under Uncertainty. Presented at Regional Science Association Conference, Baltimore, Maryland.

Ingene, C. & Brown, J. (1986). An Investigation of the Structure of Gasoline Retailing: Full Versus Self-Service. Presented at Spring TIMS/ORSA Conference, Los Angeles, California.

Ingene, C. & Ghosh, A. (1986). Spatial Competition Amongst Uneven Firms. Presented at Fall TIMS/ORSA Conference, Miami Beach, Florida.

Ingene, C. & Yu, E. (1986). Variable Returns to Scale and Regional Resource Allocation Under Uncertainty. Presented at Regional Science Association Conference, Columbus, Ohio.

Ingene, C. (1986). Liquor Stores versus Taverns: Determinants of Sales per Household. Presented at Macromarketing Conference, Boulder, Colorado.

Ingene, C. & Yu, E. (1985). Regional Resource Allocation Under Wage Uncertainty. Presented at Regional Science Association Conference, Philadelphia, Pennsylvania.

Ingene, C. (1985). Employment in the Retail Trades: Its Causes and Regional Patterns. Presented at Regional Science Association Conference, Philadelphia, Pennsylvania.

Ingene, C. (1984). Whom Do 'Blue Laws' Make Blue? Presented at Macromarketing Conference, Vancouver, BC, Canada.

Ingene, C. & Yu, E. (1984). Variable Labor Supply and Regional Resource Allocation Under Uncertainty. Presented at Regional Science Association Conference, Denver, Colorado.

Ingene, C. & Jagpal, H. (1983). A Regional Allocation Model for Promotional Effort Under Uncertainty. Presented at Spring TIMS/ORSA Conference, Chicago, Illinois.

Ingene, C. (1983). Are There Increasing Returns to Scale in American Retailing? Presented at Macromarketing Conference, Kingston, Rhode Island.

Ingene, C. & Yu, E. (1983). A Theory of the Multi-Regional Firm Under Uncertainty. Presented at Regional Science Association Conference, Chicago, Illinois.

Ingene, C. (1983). Temporal Influences Upon Spatial Shopping Behavior of Consumers. Presented at Regional Science Association Conference, Chicago, Illinois.

Ingene, C. & Yu, E. (1982). A Theory of Interregional Wage Differentials Under Price Uncertainty. Presented at Regional Science Association Conference, Pittsburgh, Pennsylvania.

Ingene, C. (1982). Consumer Satisfaction with the American Retailing System. Presented at Regional Science Association Conference, Pittsburgh, Pennsylvania.

Ingene, C. (1982). Consumer Satisfaction with the Spatial Marketing System. Presented at Macromarketing Conference, Atlanta, Georgia.

Ingene, C. & Yu, E. (1981). A Theory of Interregional Wage Differential With Inter-industry Flows Under Uncertainty. Presented at Regional Science Association Conference, Montreal, Canada.

### **National**

Ingene, C. & Ghosh, A. (1991). Retail Market Analysis: A Marketing Perspective. Presented at Housing, Offices, and Retail Markets, Homer Hoyt Advanced Studies Institute, Singer Island, Florida.

Ingene, C. (1988). Structural Determinants of Expenditures Per Household in the Spatial, Personal Service Trades. Presented at American Collegiate Retailing Association, Charleston, South Carolina.

Ingene, C. (1987). Intertype Competition and Societal Consequences: The Case of Alcoholic Beverages. Presented at AMA Winter Educators' Conference, San Antonio, Texas.

Ingene, C. & Levy, M. (1985). Using Residual Income Analysis to Make Marketing Decisions. Presented at National Retail Merchants Association, Unknown, Unknown.

Ingene, C. (1981). Issues in Retail Education. Presented at American Collegiate Retailing Association, Arlington, Texas.

Ingene, C. & Stowe, J. (1981). Microeconomic Influences on Operating Leverage and Risk. Presented at Financial Management Association, Unknown, Unknown.

Ingene, C. & Yu, E. (1981). The Backward Incidence of Pollution Control in a Rigid Wage Economy. Presented at Western Economics Association, San Francisco, California.

Ingene, C. (1977). Welfare Effects of Spatial Pricing Models with Non-linear Demand. Presented at Midwest Economics Association, St. Louis, Missouri.

Ingene, C. & Greenwood, P. (1977). Myths About the Coase Theorem on Externalities. Presented at Southern Economics Association, New Orleans, Louisiana.

Ingene, C. & Kohlhepp, D. (1976). The Effect of Public Financing Decisions on Suburban Property Values. Presented at Western Economics

Association, San Francisco, California.

### **Regional**

Ingene, C. & Stowe, J. (1981). Product Pricing Under Risk. Presented at Eastern Finance Association, Washington, District of Columbia.

Ingene, C. & Lusch, R. (1978). Estimation of a Department Store Production Function. Presented at Southwest Social Science Association, Houston, Texas.

Ingene, C. & Yu, E. (1978). Determinants of Retail Sales in SMSAs: A Cross-Sectional Study. Presented at Mid-Continent Regional Science Association, Lexington, Kentucky.

Ingene, C. (1977). Welfare Effects of Spatial Pricing Models with Non-linear Demand. Presented at Mid-Continent Regional Science Association, Manhattan, Kansas.

## **Presentation of Non-Refereed Papers**

### **International**

Ingene, C. A. (2009). Coordination Mechanisms in Marketing Channels: A Survey of Game-Theoretic Models. Invited presentation at Third Workshop on Game Theory in Marketing, Montréal, Canada.

Ingene, C. (2008). Evolution of an Academic: Innovation over Brands and Products. Hong Kong Polytechnic University, Hong Kong, China.

Ingene, C. (1992). Evolution of the Retail Trades. Invited presentation at Lignan College, Hong Kong, China.

### **National**

Ingene, C. (2008, November). Simplifying Assumptions in Game-Theoretic Models of Distribution Channels. Invited presentation at Presentation in Seminar Series at Syracuse University, Syracuse, New York.

Ingene, C. (2006, April). Of Models and Myths: A Prolegomenon on Game-Theoretic Models of Distribution Channels. Syracuse University Research Presentation, Syracuse, New York.

Ingene, C. (2006, April). Of Models and Myths: A Prolegomenon on Game-Theoretic Models of Distribution Channels. Syracuse University Research Presentation, Syracuse, New York.

## **Research Grants**

### **Funded-External**

1998 - Tang, E., Ingene, C., & Lee, R., "Retail Expenditure Patterns in China: A Theoretical and Empirical Analysis", Hong Kong Research Grants Council, (\$99,000).

## **Research Honors and Awards**

### **Honors:**

2009 - March 19, 2009: Is Channel Coordination All It is Cracked Up to Be?, published in the Journal of Retailing (2000) listed on SSRN's Top Ten download list, Social Science Research Network.

### **Awards:**

2008 - Best Paper (Best of the Best) at the Global Marketing Conference for 'Structural Determinants of Retail Market Potential in Japan, 2002', Korean Academy of Marketing Science & China Marketing Academy.

2008 - Best Paper in the Retailing Track at the Global Marketing Conference for 'Structural Determinants of Retail Market Potential in Japan, 2002', Korean Academy of Marketing Science & China Marketing Academy.

1997 - Best Paper Award (2nd Place) for Coordination and Manufacturer Profit Maximization: The Multiple Retailer Channel', Journal of Retailing.

1986 - Seafirst Faculty Excellence Award, University of Washington.

1985 - Burlington Northern Distinguished Scholar, University of Washington.

1985 - Best Paper Award (2nd Place) for Structural Determinants of Market Potential', Journal of Retailing.

## **Other Research Activities**

### **Book Reviews**

1988 - 'Lifestyle Economics, P. Earl,' in Journal of Retailing 64 (Fall) 1988, pp 354-356

1987 - Assessing Present and Future Store Preferences, review of 'Store Location and Store Assessment Research,' R. Davies and D. Rogers, in International Journal of Forecasting 3 (No. 3/4) 1987

1984 - 'Economics of Distributive Trade,' CESCO, in Journal of Retailing 60 (Summer) 1984, pp 103-104

1983 - 'Prior Information in Linear Models,' Helge Toutenberg, in Journal of Marketing Research 20 (August) 1983, p 334

1981 - 'Contemporary Issues in Marketing Channels,' Robert F. Lusch and Paul H. Zinzser (eds.), in Journal of Retailing 57 (Spring) 1981, pp 91-92

1981 - 'Applied Linear Regression,' Stanford Weisberg, in Journal of Marketing Research 18 (August) 1981, pp 389-390

1980 - 'Specification Searches: Ad Hoc Inferences with Non-experimental Data,' Edward E. Leamer, in Journal of Marketing Research 17 (February) 1980, pp 136-137

1979 - 'Retailing and Its Environment,' Albert D. Bates, in Journal of Retailing 55 (Fall) 1979, pp 91-92

### **Citation of Work in Other Publications**

1990 - Optimal Intervention Policies for a Region Facing Pollution Induced Uncertainty' with E. Yu, Abstracted in Risk Abstracts

### **Newspaper Articles or Columns**

1986 - Frederick & Nelson: Behind the Fall from Grace' The Seattle Times, April 6, 1986

1981 - What Do We Know About Marketing Productivity' The Courier Summer 1981

### **Other Publications**

1994 - Marketing Mysteries and Scary Stories to Tell Around the Doctoral Campfire, Part 1

1994 - Marketing Mysteries and Scary Stories to Tell Around the Doctoral Campfire, Part 2

### **Service:**

#### **Service to the University**

##### **Department assignments:**

###### **Chair:**

2004-2005: University of Mississippi: Marketing Department Recruiting Committee

1994-1995: University of Washington: Recruiting Committee

1990-1991: University of Washington: MIB PhD Committee

###### **Coordinator:**

1975-1976: University of Oklahoma: Principles of Economics Course

###### **Faculty Advisor:**

1980-1981 through 1981-1982: University of Texas at Dallas: Marketing Club

1976-1977 through 1977-1978: University of Oklahoma: Graduate Student Advisor (Economics)

###### **Member:**

2003-2004: University of Mississippi: Marketing Department Recruiting Committee

1997-1998: Chinese University of Hong Kong: Executive Committee

1995-1996: University of Washington: Doctoral Examination Committee

1993-1994: University of Washington: Retail Initiative Task Force

1990-1991: University of Washington: Recruiting Committee

1985-1986: University of Washington: MBA Curriculum Development Committee

1984-1985: University of Washington: Recruiting Committee

1979-1980: University of Texas at Dallas: Graduate Studies Committee

1976-1977 through 1977-1978: University of Oklahoma: Graduate Admission Committee (Economics)

##### **College assignments:**

###### **Chair:**

1997-1998: Chinese University of Hong Kong: Area of Excellence Committee (Convenor)

1997-1998: Chinese University of Hong Kong: Dean Selection Process Committee (Convenor)

1997-1998: Chinese University of Hong Kong: AACSB (IAME) Accreditation (Convenor)

1997-1998: Chinese University of Hong Kong: Business Administration Panel (Convenor)

###### **Coordinator:**

2006-2007: University of Mississippi: Robert M. Hearin Distinguished Editors and Visiting Scholars: Roland Rust, Journal of Marketing, October 2005

2004-2005: University of Mississippi: Robert M. Hearin Distinguished Editors and Visiting Scholars: George Zinkhan, Journal of the Academy of Marketing Science, January 2004 Ruth Bolton, Journal of Marketing, March 2004 Dhruv Grewal, Journal of Retailing, April 2004

2004-2005: University of Mississippi: Robert M. Hearin Distinguished Editors and Visiting Scholars: James Hess, Journal of Retailing & Marketing Science, September 2004 Rajan Varadarajan, Journal of Marketing & Journal of the Academy of Marketing Science, November 2004

###### **Director:**

2005-2006 through 2006-2007: University of Mississippi: Global Commerce Program

1997-1998: Chinese University of Hong Kong: Asia-Pacific Institute of Business, Business Development

1985-1986 through 1987-1988: University of Washington: Center for Retail, Transportation, and Distribution Management

###### **Member:**

2007-2008: University of Mississippi: PhD Committee

2007-2008: Marketing Clinical Search Committee

2007-2008: MBA Committee

2004-2005 through 2007-2008: PhD Committee

2006-2007: University of Mississippi: MBA Committee

2005-2006 through 2006-2007: University of Mississippi: Executive Committee

2004-2005 through 2006-2007: University of Mississippi: Promotion and Tenure Committee  
2005-2006: Tenure and Promotion  
2004-2005: MBA Committee  
2003-2004 through 2004-2005: University of Mississippi: PhD Committee  
2002-2003 through 2004-2005: University of Mississippi: Academic Program Review Committee  
2001-2002 through 2004-2005: University of Mississippi: MBA Committee  
1999-2000 through 2001-2002: University of Washington: Business Administration Faculty Council  
2000-2001: University of Washington: Master's Program Committee  
1998-1999 through 1999-2000: University of Washington: Computer Policy Committee  
1998-1999 through 1999-2000: Chinese University of Hong Kong: Asia-Pacific Institute of Business, Management Board  
1997-1998: Chinese University of Hong Kong: Evaluation Committee: Journal of Chinese Business  
1997-1998: Chinese University of Hong Kong: Faculty Board of Business Administration  
1997-1998: Chinese University of Hong Kong: MBA Revision Committee  
1989-1990 through 1992-1993: University of Washington: Doctoral Program Committee  
1991-1992: University of Washington: PhD Evaluation Committee  
1990-1991 through 1991-1992: University of Washington: MBA Track Committee  
1989-1990 through 1990-1991: University of Washington: Business Administration Faculty Council  
1989-1990: University of Washington: Search Committee for a Marketing Chairperson  
1986-1987 through 1987-1988: University of Washington: Business Administration Faculty Council  
1984-1985 through 1985-1986: University of Washington: Research and Travel Committee  
1984-1985: University of Washington: MBA Curriculum Development Committee  
1976-1977 through 1977-1978: University of Oklahoma: Graduate Student Funding Committee  
1974-1975 through 1975-1976: University of Oklahoma: Research Committee

### **University assignments:**

#### **Chair:**

2005-2006 through 2007-2008: University of Mississippi: Jianwei Hou: Price Variations in Online Auctions: the Case of a Highly Competitive Marke  
2004-2005 through 2006-2007: University of Mississippi: Jianfeng Jiang: Structural Determinants of Retail Competition: On-Premise and Off-Premise Food Sales  
1999-2000 through 2002-2003: Washington University in St. Louis: Seattle Regional Cabinet  
1992-1993: Chinese University of Hong Kong: Locational Analysis and Distribution Strategy for a Local Bank (Edward Lam & Alen Lo--MBA)  
1992-1993: Chinese University of Hong Kong: Direct Lending or Indirect Lending (Aaron Chan--MBA)  
1981-1982: University of Texas at Dallas: Library Committee  
1980-1981 through 1981-1982: University of Texas at Dallas: Library Committee  
1979-1980: University of Texas at Dallas: Peter Bythrow (Physics)--oral examination committee  
1979-1980: University of Texas at Dallas: Search Committee for a Reference Librarian  
1978-1979: University of Oklahoma: The Supply and Demand for Housing in Lawton Oklahoma (Ronald Wilde--MA)  
1978-1979: University of Oklahoma: The Telecommunication Industry and Regulation (John Bany--MA)

#### **Coordinator:**

1979-1980: University of Texas at Dallas: Survey of Faculty Library Attitudes

#### **Member:**

2008-2009: Washington University in St. Louis: Reunion Committee  
2007-2008: Haute Ecole de Commerce--Montreal: External Evaluator for the Ph.D. Dissertation of Nawel Amrouche entitled Strategic Interactions in Marketing Channel: Shelf-Space Allocation, Pricing and Advertising Decisions  
2005-2006: University of Mississippi: Dean Search Committee  
2003-2004 through 2005-2006: University of Mississippi: Sabbatical Review Committee  
2004-2005: Washington University in St. Louis: Reunion Committee  
2004-2005: University of Mississippi: Costa Rica Program Proposal Committee  
2004-2005: University of Mississippi: Provost's Research Task Force  
2003-2004: University of Mississippi: Faculty Senate: Faculty Elections Committee, Faculty Governance Committee  
2003-2004: University of Mississippi: Faculty Senate: Faculty Elections Committee  
1998-1999: Chinese University of Hong Kong: Internal Research Assessment Exercise: Panel I (Arts, Business Administration, Education, Social Sci

1998-1999: Chinese University of Hong Kong: Transformation of Retailing in China (Ruby Lee--M.Phil)  
1998-1999: Chinese University of Hong Kong: Internal Research Assessment Exercise: Panel II (Engineering, Medicine, Sciences)  
1997-1998: Chinese University of Hong Kong: Faculty Senate  
1997-1998: Chinese University of Hong Kong: University Research Committee  
1995-1996: University of Washington: Faculty Senate  
1990-1991: University of Washington: MBA Curriculum Development Committee  
1987-1988: University of Washington: PhD Committee--S. Michael Giliberto  
1986-1987: University of Washington: PhD Committee--Stanley Slater  
1985-1986 through 1986-1987: University of Washington: Urban and Economic Development Research Group  
1981-1982: University of Texas at Dallas: Copyright and Patent Committee  
1981-1982: University of Texas at Dallas: Faculty Senate  
1979-1980: University of Texas at Dallas: Library Committee  
1978-1979: University of Oklahoma: The Adapted Novel as a Key to Film Understanding: Anthony Burgess's and Stanley Kubrick's A Clockwork Orange  
1976-1977: University of Oklahoma: Search Committee for a Library Director

## **Service to the Profession**

### **Academic Conference: Discussant**

2004-2005: AMA Summer Educators' Conference (International).  
2004-2005: Regional Science Association (International).  
1998-1999: AMA (Summer) (International).  
1997-1998 through 1998-1999: AMA (Summer) (International).  
1987-1988: Regional Science Association (International).  
1982-1983: Marketing Theory Conference (International).  
1976-1977: Western Economics Association (International).  
1976-1977: Midwest Economics Association (National).

### **Academic Conference: Panelist**

2000-2001: Academy of Marketing Science Multicultural Conference, 'From Hear to E.ternity: E.merging Issues in E.channels', Hong Long, China (International).  
1999-2000: Academy of Marketing Science Conference, 'Retail Reactions to a Global Depression' (National).  
1999-2000: American Planning Association, National Planning Conference, 'Will Retailers Collide with Transit Oriented Development?' (National).  
1998-1999: AMA Marketing Exchange Colloquium, Retailing in the Global Marketplace' (International).  
1996-1997: Academy of Marketing Science Conference, Crafting Papers for Major Academic Journals' (National).  
1996-1997: AMA Summer Educators' Conference, Toward A Kinder, Gentler Publication Process' (International).  
1992-1993 through 1996-1997: Academy of Marketing Science, Meet the Editors Session (International).  
1995-1996: AMA Winter Educators' Conference, 'Emerging Trends in Retail Research' (International).  
1991-1992: American Association of Geographers, Theory and Facts in Retail Geography' (International).  
1990-1991: AMA Winter Educators' Conference, Behavioral Channel Research: Follow-Up' (International).  
1989-1990: AMA Winter Educators' Conference, Marketing Professionals: Factors Affecting Career Choice' (International).  
1989-1990: AMA Winter Educators' Conference, Behavioral Channels Research' (International).  
1981-1982: Productivity in Distribution Conference, Cornell University, Productivity in Retailing' (International).

### **Advisor**

2009-2010: Vienna University of Economics and Business, Advisor to PhD research seminar for Institute for International Marketing and Management, Vienna, Austria (International).  
2004-2005: National Chiao Tung University (Taiwan), I advised Dean Lee on his efforts to obtain AACSB recognition. (International).

### **Board Member: Advisory Board**

1994-1995 through 1998-1999: AMA Special Interest Group, Retailing and Retail Management (International).

### **Board Member: PRJ Editorial Review Board**

1991-1992 through 2010-2011: Journal of the Academy of Marketing Science (International).  
2006-2007 through 2009-2010: International Journal of Business (International).  
2006-2007 through 2009-2010: Marketing Science (International).  
2005-2006 through 2009-2010: Journal of Retailing (International).  
1999-2000 through 2009-2010: Journal of Real Estate Research (International).

1990-1991 through 2008-2009: International Review of Retail Distribution and Consumer Research (International).

1989-1990 through 2008-2009: Journal of Marketing Channels (International).

2005-2006 through 2006-2007: International Journal of Business (International).

1995-1996 through 2005-2006: International Journal of Business (International).

1983-1984 through 2005-2006: Journal of Retailing (International).

1995-1996 through 1997-1998: Hong Kong Journal of Business Management (International).

1985-1986 through 1996-1997: Journal of Marketing (International).

1984-1985 through 1990-1991: Journal of Macromarketing (International).

### **Board of Directors: Substantial Involvement**

2003-2004 through 2005-2006: Revionics: Scientific Advisory Board (National).

2001-2002 through 2002-2003: RIMS (Japan) (International).

### **Chair: Conference / Track / Program**

2007-2008: Academy of Marketing Science: World Marketing Congress, Session Chair, Verona, Italy (International).

2006-2007: North American Regional Science Conference, Chair Urban Economics II session, Toronto, Canada (International).

2005-2006: Future of Distribution Channels Research, Conference Co-Chair, Philadelphia, Pennsylvania (International).

2005-2006: INFORMS Conference, 'Modeling Channels of Distribution' (Session Chairperson) (International).

1998-1999: AMA Marketing Exchange Colloquium, 'Retailing in the Global Marketplace' (Session Chairperson) (International).

1997-1998: International Conference on Dynamics, Economic Growth and International Trade, Session B' (Session Chairperson) (International).

1997-1998: International Conference on the Economic Development and Transformation of the East Asian Economies, Macroeconomics and Policies' (Session Chairperson) (International).

1997-1998: AMA Summer Educators' Conference, Perspectives on the Exchange Relationship' (Session Chairperson) (International).

1997-1998: Academy of Marketing Science Conference, S. C. Hollander Retailing Paper Competition (Chairperson) (National).

1996-1997: Academy of Marketing Science Conference, Crafting Papers for Major Academic Journals' (Session Chairperson) (National).

1994-1995: AMA Winter Educators' Conference, Meet the Editors of Specialized Journals' (Session Chairperson) (International).

1994-1995: AMA Winter Educators' Conference, Relationships in Retailing' (Session Chairperson) (International).

1993-1994 through 1994-1995: AMA Winter Educators' Conference, 'Meet the Editors of Specialized Journals' (Session Chairperson) (International).

1992-1993: Academy of Marketing Science, Just-in-Time Retailing' (Session Chairperson) (International).

1991-1992: Marketing Science Conference, Channel Conflict' (Session Chairperson) (International).

1991-1992: Academy of Marketing Science Conference, Track Chair: Channel Management (National).

1991-1992: Academy of Marketing Science - ACRA Conference, Track Chair: Pricing/Logistics (International).

1990-1991: AMA Summer Educators' Conference, International Aspects of Marketing Education' (Session Chairperson) (International).

1990-1991: Marketing Science Conference, Effectiveness of Advertising and Promotions' (Session Chairperson) (International).

1988-1989: Regional Science Association Conference, Regional Science in the Developing World' (Session Chairperson) (International).

1988-1989: Academy of Marketing Science - ACRA Conference, Changing Retail Structure' (Session Chairperson) (International).

1988-1989: AMA Winter Educators' Conference, Macromarketing and Public Policy Issues' (Session Chairperson) (International).

1988-1989: Academy of Marketing Science - ACRA Conference, Track Co-Chair: Retailing Macro-Theory and History (International).

1988-1989: AMA Summer Educators' Conference, Conference Co-Chair: Efficiency and Effectiveness in Marketing (International).

1987-1988: Regional Science Association, Regional Productivity and Competitiveness' (Session Chairperson) (International).

1987-1988: American Collegiate Retailing Association National Conference, What Is Needed in Retail Research?' (Session Chairperson) (International).

1987-1988: Marketing Science Conference, Issues in Distribution Channel Management' (Session Chairperson) (International).

1987-1988: Macromarketing Conference, Conference Chair (International).

1986-1987: AMA Winter Educators' Conference, Channel Management' (Session Chairperson) (International).

1985-1986: AMA Winter Educators' Conference, University Centers/Institutes of Retailing' (International).

1985-1986: AMA Educators' Conference (Summer), Track Chair: Marketing Management and Institutions (International).

1984-1985: Macromarketing Conference, Research in Progress' (Session Chairperson) (International).

1983-1984: Marketing Theory Conference, Marketing Channels and Strategy' (Session Chairperson) (International).

1982-1983: Southwestern Marketing Association, Cultural and Economic Determinants of Consumer Behavior' (Session Chairperson) (Regional).

1981-1982: Southwest Marketing Association, Retail Image Developments' (Session Chairperson) (Regional).

1981-1982: Southern Marketing Association, Macro-Retailing' (Session Chairperson) (Regional).

1980-1981: American Institute of Decision Sciences, Marketing in a Dynamic Environment' (Session Chairperson) (International).

1978-1979: Southwest Marketing Association, 'Advertising Perspectives' (Session Chairperson) (Regional).

### **Editor: Academic PRJ**

2006-2007: Journal of Retailing, Guest co-Editor for a special issue on The Future of Distribution Channels Research (International).

1992-1993 through 1996-1997: Journal of Retailing, Editor (International).

1986-1987 through 1990-1991: International Journal of Retailing, Regional Editor (International).

### **Editor: Associate Editor**

2003-2004 through 2007-2008: Topics in Operations Research (National).

2005-2006 through 2006-2007: Marketing Science, Guest Area Editor (International).

2001-2002 through 2006-2007: International Review of Economics and Finance (International).

2005-2006: Journal of Retailing, Guest Associate Editor (International).

1995-1996 through 2004-2005: International Journal of Business (International).

1990-1991 through 1999-2000: International Review of Economics and Finance (International).

1989-1990 through 1995-1996: Review of Business Studies (International).

### **External Reviewer for Tenure**

2007-2008: Syracuse University, Letter of Reference for Byong-Duk Rhee for Tenure (National).

2007-2008: Clark University, Letter of Reference for Pilsuk Choi's reappointment (National).

2007-2008: University of Florida, Letter of Reference for Scott Fay for promotion with tenure (National).

### **Member: Committee/Task Force**

2005-2006 through 2009-2010: Ecole Superior de Commerce - Grenoble, Groupe Scientific Advisory Committee, Grenoble, France (International).

1985-1986 through 1990-1991: Journal of Macromarketing, Editorial Policy Committee (International).

### **Officer: Organization / Association**

1998-1999 through 2000-2001: Academy of Marketing Science, Vice President for Academic Affairs (International).

### **Other Professional Service Activities**

2008-2009: University of New South Wales, External examiner for PhD dissertation for Yong Bao, Sydney, Australia (International).

2006-2007 through 2007-2008: Visiting Scholars Series, Visiting Fellow at Hong Kong Polytechnic University December 2007 - January 2008, Hong Kong, China (International).

2006-2007: North American Regional Science Conference, Discussant Urban Economics III session, Toronto, Canada (International).

2006-2007: Simon Fraser University, Letter of Reference for Robert Krider for Promotion to Full Professor (International).

2005-2006: Rutgers University, Letter of Reference for Promotion to Professor II for Sharan Jagpal (Marketing) (National).

2005-2006: Syracuse University, Letter of Reference for tenure for Eun Kyu Lee (Marketing) (National).

2004-2005: Syracuse University, Letter of Reference for Promotion to full professor for Amiya Basu (Marketing) (National).

2004-2005: National Chiao Tung University (Taiwan), Visiting Examiner (International).

2003-2004: University of California, Davis, Letter of reference for Tenure for Michael Hagerty (Marketing) (National).

2003-2004: University of Rochester, Letter of Reference for Promotion to full professor for Greg Shaffer (Marketing) (National).

2002-2003: University of Alabama, Letter of reference for Promotion to full professor for Buster Allaway (Marketing) (National).

2002-2003: University of Kentucky, Letter of reference for Tenure for Scott Kelley (Marketing) (National).

2002-2003: Simon Fraser University, Letter of Reference for tenure for Robert Krider (Marketing) (International).

2001-2002: Simon Fraser University, Letter of Reference for Promotion to associate professor (without tenure) for Robert Krider (Marketing) (International).

2000-2001: Oregon State University, Letter of reference for tenure for Key-Suk Kim (Marketing) (National).

2000-2001: Pennsylvania State University, Erie, Letter of Reference for Promotion to full professor for Saad Andaleeb (Marketing) (National).

2000-2001: University of Rochester, Letter of Reference for tenure for Greg Shaffer (Marketing) (National).

2000-2001: University of Virginia, Letter of Reference for tenure for Ronald Wilcox (Marketing) (National).

2000-2001: Thunderbird University, Letter of Reference for tenure for Richard Ettenson (Marketing) (National).

1999-2000: National University of Singapore, Letter of reference for hiring for Edwin Tang (Marketing) (International).

1999-2000: Boston University, Letter of reference for tenure for Rajiv Dant (Marketing) (National).

1999-2000: City University of Hong Kong, Letter of reference for Tenure and Department Chairperson for Eden Yu (Economics) (International).

1999-2000: Drexel University, Letter of reference for Tenure for Srinu Srinivasan (Marketing) (National).

1999-2000: Florida International University, Letter of reference for Tenure for Walfried Lassar (Marketing) (National).

1999-2000: University of Mississippi, Visiting Scholar, November, 1999 (National).

1998-1999: University of California, Riverside, Letter of Reference for an endowed chair for David Gautschi (Marketing) (National).

1998-1999: University of Alberta, Letter of reference for tenure for Paul Messinger (Marketing) (International).  
1998-1999: Northwestern University, Letter of reference for tenure for Frank Mulhern (Journalism) (National).  
1998-1999: Simon Fraser University, Letter of Reference for hiring for Robert Krider (Marketing) (International).  
1997-1998: State University of New York, Buffalo, Letter of reference for tenure for Minakshi Trivedi (Marketing) (National).  
1996-1997: University of Arkansas, Letter of Reference for tenure for Robert Stassen (Marketing) (National).  
1996-1997: University of California, Riverside, Letter of Reference for an endowed chair for Brian Ratchford (Marketing) (National).  
1996-1997: Boston University, Letter of reference for promotion to associate professor for Rajiv Dant (Marketing) (National).  
1996-1997: Arizona State University, Letter of Reference for Promotion to full professor for Mary Jo Bitner (Marketing) (National).  
1996-1997: Wright State University, Letter of reference for a sabbatical for Robert Ping (Marketing) (National).  
1996-1997: University of Alabama, Letter of reference for tenure for Giles d'Souza (Marketing) (National).  
1996-1997: Dartmouth University, Letter of reference for Tenure for Kusum Ailawadi (Marketing) (National).  
1996-1997: Michigan State University, Letter of reference for Tenure for X. Michael Song (Marketing) (National).  
1996-1997: University of Mississippi, Letter of reference for tenure for Kirk Wakefield (Marketing) (National).  
1994-1995 through 1996-1997: Chinese University of Hong Kong, Visiting Examiner (International).  
1995-1996: University of Virginia, Letter of Reference for Promotion to full professor for David Smith (Marketing) (National).  
1995-1996: Case Western Reserve University, Letter of Reference for Promotion to full professor for Jagdip Singh (Marketing) (National).  
1995-1996: University of South Carolina, Letter of Reference for an endowed chair for Subhash Sharma (Marketing) (National).  
1995-1996: University of Alberta, Letter of Reference for hiring for Paul Messinger (Marketing) (International).  
1995-1996: University of Oklahoma, Letter of Reference for the rank of Research Professor for Robert Lusch (Marketing) (National).  
1995-1996: Chinese University of Hong Kong, Letter of Reference for promotion to the rank of Reader for Lee Tien-sheng (Decision Sciences and Managerial Economics) (International).  
1995-1996: University of Kentucky, Letter of reference for tenure for Robert Dahlstrom (Marketing) (National).  
1995-1996: Northern Arizona University, Letter of reference for James Brown for the Ralph M. Bilby Chair (National).  
1995-1996: Texas A&M University, Letter of Reference in support of Len Berry's nomination for a distinguished achievement award (National).  
1995-1996: AMA Summer Educators', Meet the Editors Session (International).  
1994-1995: Simon Fraser University, Letter of reference for Tenure for Judy Zaichkowsky (Marketing) (International).  
1994-1995: Wright State University, Letter of Reference for tenure for Robert Ping (Marketing) (National).  
1994-1995: University of Colorado, Letter of Reference for tenure for Kenneth Hunt (Marketing) (National).  
1994-1995: Portland State University, Letter of reference for promotion to full professor for Scott Dawson (Marketing) (National).  
1994-1995: Syracuse University, Letter of Reference for tenure for Amiya Basu (Marketing) (National).  
1994-1995: Auburn University, Letter of Reference for tenure for Brent Goff (Marketing) (National).  
1994-1995: University of Alabama, Visiting Scholar, January, 1994 (National).  
1994-1995: AMA Doctoral Consortium, Meet the Editors Session (International).  
1993-1994 through 1994-1995: AMA Winter Educators' Conference, Meet the Editors Session (International).  
1993-1994 through 1994-1995: Marketing Science, Meet the Editors Session (International).  
1993-1994: University of Kentucky, Letter of Reference for tenure for Jule Gassenheimer (Marketing) (National).  
1993-1994: Society of Franchising, Meet the Editor Sessions (National).  
1992-1993: University of Georgia, Letter of reference for Tenure for Mary Zimmer (National).  
1992-1993: University of Colorado, Letter of Reference for reappointment for Nancy Ridgway (Marketing) (National).  
1992-1993: Louisiana State University, Letter of Reference for tenure for Janeen Olsen (Marketing) (National).  
1992-1993: Oregon State University, Letter of reference for tenure for Chi-Chur Chao (Economics) (National).  
1991-1992: Simon Fraser University, Letter of Reference for promotion to full professor for Lindsay Meredith (Marketing) (National).  
1991-1992: Arizona State University, Letter of Reference for tenure for Sudhir Kale (Marketing) (National).  
1991-1992: University of Dayton, Letter of Reference for Promotion to full professor for Hamid Beladi (Economics) (National).  
1991-1992: Wayne State University, Letter of Reference for tenure for Ishmael Akaah (Marketing) (National).  
1990-1991: Chinese University of Hong Kong, Letter of Reference for appointment as a full professor for Eden S. H. Yu (Decision Sciences and Managerial Economics) (International).  
1990-1991: Virginia Tech University, Letter of Reference for tenure for Janet Keith (Marketing) (National).  
1990-1991: University of Illinois, Letter of Reference for hiring for Donald Jones (Geography) (National).  
1990-1991: New York University, Letter of Reference for Promotion to Professor for Avijit Ghosh (Marketing) (National).  
1990-1991: INSEAD, Letter of Reference for Promotion to Professor for David Gautschi (Marketing) (International).  
1988-1989: University of Maryland, Letter of Reference for tenure for Robert Krapfel (Marketing) (National).

1987-1988: Wayne State University, Letter of Reference for Promotion to full professor for Edward Riordan (Marketing) (National).  
1987-1988: University of Colorado, Letter of Reference for tenure for James Nelson (Marketing) (National).  
1987-1988: University of Miami, Letter of Reference for tenure for Michael Levy (Marketing) (National).  
1987-1988: University of South Florida, Letter of Reference for tenure for Douglas Lambert (Marketing) (National).  
1987-1988: University of Colorado, Letter of Reference for reappointment for Kenneth Hunt (Marketing) (National).  
1987-1988: University of Alberta, Letter of reference for tenure for Adam Finn (Marketing) (International).  
1986-1987: University of Colorado, Letter of reference for James Brown for a position as Associate Professor (National).  
1985-1986: New York University, Letter of Reference for tenure for Avijit Ghosh (Marketing) (National).  
1984-1985: Bar-Ilan University, Letter of Reference for promotion for Jehoshua Liebermann (Marketing) (International).  
1979-1980: University of New Hampshire, Letter of Reference for tenure for Peter Greenwood (Economics) (National).  
1978-1979: Temple University, Letter of reference for Tenure for Richard Bernstein (Economics) (National).

### **Reviewer - Article / Manuscript**

2007-2008: European Journal of Operations Research, Ad Hoc Reviewer (International).  
2006-2007: Omega, Ad Hoc Reviewer (International).  
2006-2007: Marketing Science (International).  
2006-2007: European Journal of Marketing Research, Ad Hoc Reviewer (International).  
2006-2007: International Journal of Marketing Research, Ad Hoc Reviewer (International).  
2006-2007: Academy of Marketing Science (International).  
2006-2007: Management Science, Ad Hoc Reviewer (International).  
2005-2006: Journal of Marketing Research (International).

### **Reviewer: Ad Hoc Reviewer for a Journal**

2003-2004 through 2007-2008: International Journal of Research in Marketing, Ad Hoc Reviewer (International).  
2005-2006: Journal of Marketing Research (International).  
2001-2002 through 2005-2006: Marketing Science (International).  
2000-2001 through 2005-2006: Journal of Regional Science (International).  
2004-2005: Journal of Business Ethics (International).  
2004-2005: Southern Economic Journal (International).  
2004-2005: Journal of Marketing (International).  
2002-2003: Academy of Management Journal (International).  
2000-2001 through 2002-2003: Journal of Economics and Management Strategy (International).  
2001-2002: Regional Science Association (International).  
2000-2001: Applied Mathematical Letters (International).  
1999-2000 through 2000-2001: Journal of Business Research (International).  
1999-2000 through 2000-2001: Manufacturing & Service Operation Management (International).  
1998-1999 through 2000-2001: Journal of Marketing Research (International).  
1997-1998 through 2000-2001: Management Science (International).  
1999-2000: Journal of Operations Management (International).  
1999-2000: International Journal of Research in Marketing (International).  
1999-2000: Marketing Science (International).  
1998-1999: Marketing Letters (International).  
1995-1996 through 1998-1999: Journal of Regional Science (International).  
1995-1996 through 1997-1998: Marketing Science (International).  
1996-1997: Journal of Public Policy and Marketing (International).  
1996-1997: International Economic Review (International).  
1991-1992 through 1996-1997: Journal of Marketing Research (International).  
1994-1995: Southern Economic Journal (International).  
1991-1992 through 1994-1995: International Economic Review (International).  
1993-1994: Regional Science Association (International).  
1992-1993: Journal of Regional Science (International).  
1991-1992: Geographical Analysis (International).  
1990-1991: Journal of Public Policy and Marketing (International).

1990-1991: Journal of Environmental Economics and Management (International).  
1989-1990: Journal of Academy of Marketing Science (International).  
1989-1990: Bulletin of Economic Research (National).  
1988-1989 through 1989-1990: Management Science (International).  
1983-1984 through 1988-1989: Journal of Marketing Research (International).  
1987-1988: Quarterly Journal of Business and Economics (National).  
1983-1984 through 1987-1988: Marketing Science (International).  
1986-1987: Journal of Academy of Marketing Science (International).  
1986-1987: Regional Science Association (International).  
1986-1987: International Journal of Forecasting (International).  
1985-1986 through 1986-1987: Southern Economic Journal (International).  
1984-1985 through 1985-1986: Management Science (International).  
1984-1985: Journal of Academy of Marketing Science (International).  
1983-1984 through 1984-1985: Quarterly Journal of Business and Economics (National).  
1983-1984 through 1984-1985: Journal of Marketing (International).  
1981-1982: Quarterly Review of Economics and Business (National).

**Reviewer: Book / Textbook**

1997-1998: Marketing Science Institute (International).  
1990-1991 through 1991-1992: R. D. Irwin (National).  
1990-1991: South-Western Publishing (National).  
1988-1989: South-Western Publishing (National).  
1987-1988: National Science Foundation (National).  
1984-1985: Institute of Retail Management (National).  
1983-1984: National Science Foundation (National).  
1982-1983: Kent Publishing (National).  
1981-1982: Random House (National).

**Reviewer: Conference Paper**

2002-2003 through 2006-2007: AMA Educators' Conference (Summer) (International).  
2005-2006: Future of Distribution Channels Research (International).  
2002-2003: AMA Educators' Conference (Winter) (International).  
2002-2003: Academy of Marketing Science (International).  
2001-2002 through 2002-2003: MSI Dissertation Competition-Occasional Reviewer (National).  
2001-2002: Hong Kong Research Grants Council - Occasional Reviewer (International).  
2000-2001: AMA Educators' Conference (Summer) (International).  
1997-1998 through 2000-2001: AMA Educators' Conference (Winter) (International).  
1997-1998 through 1998-1999: Academy of Marketing Science (International).  
1997-1998 through 1998-1999: AMA Educators' Conference (Summer) (International).  
1997-1998: Hong Kong Research Grants Council - Occasional Reviewer (International).  
1997-1998: MSI PhD Dissertation Competition-Occasional Reviewer (National).  
1995-1996: Hong Kong Research Grants Council - Occasional Reviewer (International).  
1994-1995 through 1995-1996: AMA PhD Dissertation Competition (International).  
1993-1994: AMA Winter Educators' Conference (International).  
1993-1994: Academy of Marketing Science (International).  
1992-1993: AMA PhD Dissertation Competition (International).  
1992-1993: AMA Educators' Conference (Winter) (International).  
1991-1992: Academy of Marketing Science - ACRA Conference (International).  
1991-1992: Academy of Marketing Science PhD Dissertation Competition (International).  
1991-1992: Macromarketing Conference (International).  
1989-1990 through 1990-1991: AMA Educators' Conference (Summer) (International).  
1989-1990: Macromarketing Conference (International).  
1989-1990: AMA Educators' Conference (Winter) (International).  
1988-1989: AMA PhD Dissertation Competition (International).

1987-1988: AMA Educators' Conference (Summer) (International).  
1986-1987 through 1987-1988: AMA Educators' Conference (Winter) (International).  
1984-1985: AMA Educators' Conference (Winter) (International).  
1983-1984 through 1984-1985: AMA Educators' Conference (Summer) (International).  
1983-1984: Southern Marketing Association (National).  
1982-1983: Southwest Marketing Association (Regional).  
1980-1981: American Institute of Decision Sciences (International).

## Service to the Community

### **Other Community Service Activities**

2005-2006: Interview on National Public Radio, Discussion of the effects of the Sears/K-Mart merger  
1981-1982: Dallas/Fort Worth Chapter AMA, College Relations Director

## Service Honors and Awards

### **Awards:**

2009 - Outstanding Reviewer Award, 2008 - 2009, Journal of Retailing.  
2009 - Outstanding Reviewer Award, 2008 - 2009, Journal of the Academy of Marketing Science.  
2009 - Journal of Retailing Meritorious Service Award - presented at the 2009 AMA Winter Educators' Conference, Journal of Retailing.  
2005 - Outstanding Reviewer Award, 2004 - 2005, Journal of Retailing.  
2000 - Outstanding Reviewer Award, 1997 - 2000, Journal of the Academy of Marketing Science.  
1999 - Distinguished Alumnus (Arts and Sciences), Washington University in St. Louis.

## **Other**

## Faculty Development

### **Research-Related Conference/Seminar**

2007: Society for Marketing Advances. Attend a Case-Teaching Seminar at the Society of Marketing Advances Conference. San Antonio, Texas.

## Memberships

Academy of Marketing Science  
American Collegiate Retailing Association  
American Marketing Association  
INFORMS  
Regional Science Association

## Other Activities

### **Executive Education**

2005-2006 - Executive Education: CEIBS: Channel Management  
2002-2003 - Executive Education: Cervceria Cuauhtemoc Moctezuma, Pricing Strategy and Tactics'  
2001-2002 - Executive Education: Milliken, Launching New Products'  
2000-2001 - Executive Education: 3M China, Pricing and Distribution'  
1996-1997 - Executive Education: Management Program (UW) 19861988, 19911996  
1995-1996 - Executive Education: Bank of China, (Coordinator, UW) 19911995  
1992-1993 - Executive Education: Banking and Society in America, (UW) 19911992  
1992-1993 - Executive Education: American Chamber of Commerce in Hong Kong, Retail Management and Marketing' 1992  
1990-1991 - Executive Education: Korean Bankers' Institute (UW)  
1988-1989 - Executive Education: Seafirst College  
1986-1987 - Executive Education: John Fluke  
1979-1980 - Executive Education: Advanced Programs (OU) 19751979: Germany, Spain, Panama, Japan, and USA  
1978-1979 - Executive Education: Economic Forecasting, Institute for Financial Education, OCCE 19761978

### **Invited Presentation**

2004-2005 - Invited Presentation: Product-Line Pricing in a Distribution Channel: Optimum or Pessimism?' National Chiao Tung University (Hsin-Chu Campus), September; Nanyang Technical University, October  
2004-2005 - Invited Presentation: Publishing in Major, Referred Academic Journals: The 4 R's' National Chiao Tung University: National

Chiao Tung University (Taipei Campus), September 2004, and National Chiao Tung University (Hsin-Chu Campus), September 2004,  
2003-2004 - Invited Presentation: Product-Line Pricing in a Distribution Channel: Optimum or Pessimism?' (Simon Fraser University;  
University of California, Davis; China Europe International Business School )  
2002-2003 - Invited Presentation: Product-Line Pricing in a Distribution Channel: Optimum or Pessimism?' (Syracuse University; Baylor  
University; City University at Hong Kong)  
2001-2002 - Invited Presentation: To Coordinate or Not to Coordinate the Channel: That is the Manufacturer's Question' (Rutgers  
University; Hong Kong Polytechnic)  
2000-2001 - Invited Presentation: To Coordinate or Not to Coordinate the Channel: That is the Manufacturer's Question' (University of  
Rochester; Syracuse University; Wayne State University)  
1999-2000 - Invited Presentation: To Coordinate or Not to Coordinate the Channel: That is the Manufacturer's Question' (The University of  
Mississippi)  
1997-1998 - Invited Presentation: Manufacturer-Optimal Wholesale Pricing When Retailers Compete' (Hong Kong University of Science and  
Technology)  
1994-1995 - Invited Presentation: Publishing in Major Marketing Journals' (University of Alabama)  
1994-1995 - Invited Presentation: Channel Coordination When Retailers Compete' (University of Alabama; Washington University--St. Louis)  
1992-1993 - Invited Presentation: Evolution of the Retail Trades' (Lignan College at Hong Kong)  
1990-1991 - Invited Presentation: A Model of Multi-Regional Marketing' (University of Virginia, Darden; UW-UBC Joint Conference)  
1989-1990 - Invited Presentation: A Model of Multi-Regional Advertising' (University of Connecticut)  
1989-1990 - Invited Presentation: Customer Shopping Patterns in Asymmetrical Retail Space' (New York University; University of Virginia,  
Darden School)  
1988-1989 - Invited Presentation: Intertype Competition in the Distribution of Alcoholic Beverages' (AMA Faculty Consortium)  
1985-1986 - Invited Presentation: Functional Shifting and Spatial Shopping Behavior of Consumers' (University of Nebraska)  
1985-1986 - Invited Presentation: Macro-Retail Structure: Its Determinants and Regional Patterns' (University of Nebraska, University  
Research Council Visiting Scholar)  
1984-1985 - Invited Presentation: Structural Determinants of Market Potential' (Urban Land Economics Group, University of British  
Columbia)  
1982-1983 - Invited Presentation: Productivity and the Marketing Function' (Texas Wesleyan College, Faculty Development Program)  
1982-1983 - Invited Presentation: Labor Productivity in Retailing' (Texas Wesleyan College, Faculty Development Program)

#### **Professional Media Appearances**

2005-2006 - Professional Media Appearances: National Public Radio (via WMRA Public Radio) concerning the effects of the K-Mart/Sears  
Roebuck merger. Broadcast nationally on March 23, 2005.

---

**Last updated: 10-Oct-09 (09:13 PM)**