

NEERAJ BHARADWAJ

Professor of Marketing
R. Stanley Bowden II Faculty Research Fellow
Haslam College of Business
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EDUCATION

University of Wisconsin at Madison, Ph.D. in Marketing	2000
University of Wisconsin at Madison, MBA in Marketing & International Business	1988
University of Wisconsin at Whitewater, BBA in Marketing	1985

ACADEMIC EXPERIENCE

University of Tennessee, Professor of Marketing	2021 – present
University of Tennessee, Associate Professor of Marketing (with tenure)	2015 – 2021
University of Tennessee, Assistant Professor of Marketing	2013 – 2015
Temple University, Assistant Professor of Marketing	2008 – 2013
University of Chicago, Visiting Assistant Professor of Marketing	2006 – 2008
University of Texas at Austin, Visiting Assistant Professor of Marketing	2003 – 2006
Babson College, Assistant Professor of Marketing	2000 – 2003

REPRESENTATIVE LEADERSHIP & ACHIEVEMENTS

- 2022 *Product Development Management Association (PDMA) Doctoral Consortium*, Co-Organizer (Knoxville, TN)
- 2021 Haslam College of Business (HCB) *Summer Scholars Program Research Award*
- 2021 *American Marketing Association (AMA) Winter Conference Track Co-Chair: Customer Insights from Data Analytics, Artificial Intelligence, and Machine Learning*
- 2020 *Marketing Strategy Consortium Faculty Fellow* (University of Texas)
- 2020 HCB *Summer Scholars Program Research Award*
- 2019 *Marketing Strategy Meets Wall Street Conference*, Organizing Committee (INSEAD)
- 2019 *Direct Selling Education Foundation Faculty Fellow* ([DSEF](#))
- 2019 *PDMA Doctoral Consortium Faculty Fellow* (University of Illinois)
- 2019 HCB *Sustainability Research Network*, Founding Member
- 2017 *Marketing Strategy Meets Wall Street Conference*, Chair (San Francisco, CA)
- 2017 *Journal of Product Innovation Management* special issue Guest Editor: “Innovation in Data-Rich Environments”
- 2017 *Top 40 Undergraduate Business Professor* by *Poets & Quants* ([link](#))
- 2017 *Outstanding Commitment to Students Faculty Award (1st Year MBAs)*, HCB
- 2017 *Allen H. Keally Excellence in Teaching Award*, HCB
- 2008 *Harold H. Maynard Award* finalist for article published in *Journal of Marketing*

PUBLICATIONS

1. **N. Bharadwaj**, Michel Ballings, Prasad A. Naik, Miller Moore, and Mustafa Murat Arat. A New Livestream Retail Analytics Framework to Assess the Sales Impact of Emotional Displays, *Journal of Marketing* (forthcoming).
2. Pravin Nath and **N. Bharadwaj**. Chief Marketing Officer Presence and Firm Performance: Assessing Conditions Under Which the Presence of Other C-level Functional Executives Matters, *Journal of the Academy of Marketing Science* (2020), 48 (4), 670-694.
3. **N. Bharadwaj**, Dominique M. Hanssens, and Ramesh K.S. Rao. Corporate Brand Value and Cash Holdings, *Journal of Brand Management* (2020), 27 (4), 408-420.
4. **N. Bharadwaj**, Michel Ballings, and Prasad A. Naik. Cross-Media Consumption: Insights from Super Bowl Advertising, *Journal of Interactive Marketing* (2020), 50 (2), 17-31.
5. **N. Bharadwaj** and Garrett Shipley. Salesperson Communication Effectiveness in a Digital Sales Interaction, *Industrial Marketing Management* (2020), 90 (7), 106-112.
6. Michel Ballings, H. McCullough, and **N. Bharadwaj**. Cause Marketing and Customer Profitability, *Journal of the Academy of Marketing Science* (2018), 46(2), 234-251.
7. **N. Bharadwaj**. Strategic Decision Making in an Information-Rich Environment: A Synthesis and Organizing Framework for Innovation Research, *Review of Marketing Research* (2018), 15, 3-30.
8. **N. Bharadwaj** and Yuexiao Dong. Discussion on ‘Statistical Challenges of Administrative and Transaction Data’ Paper by David J. Hand,” *Journal of the Royal Statistical Society* (2018), Series A, Statistics in Society, 181 (June part 3), 587-588.
9. **N. Bharadwaj** and Charles H. Noble. Finding Innovation in Data-Rich Environments, *Journal of Product Innovation Management* (2017), 34 (5), 560-564.
10. **N. Bharadwaj**, Charles H. Noble, Annette Tower, Leah M. Smith, and Yuexiao Dong. Predicting Innovation Success in the Motion Picture Industry: The Influence of Multiple Quality Signals, *Journal of Product Innovation Management* (2017), 34 (5), 659-680.
11. Dan Fesenmaier, **N. Bharadwaj**, J. Steinmetz, and Z. Ziang. Micro-marketing and Big Data Analytics: An Information System for Destination Marketing Management, in *Management Science in Hospitality and Tourism* (2017), (eds. M. Uysal, Z. Schwartz & E. Sirakaya-Turk), Chapter 4.
12. Mark Lang, **N. Bharadwaj**, and C. Anthony Di Benedetto. How Crowdsourcing Improves Prediction of Market-oriented Outcomes, *Journal of Business Research* (2016), 69 (10), 4168-4176.
13. **N. Bharadwaj** and Charles H. Noble. Innovation in Data-Rich Environments, *Journal of Product Innovation Management* (2015), 32 (3), 476-478.
14. **N. Bharadwaj** and Yuexiao Dong. Toward Further Understanding the Market-sensing Capability-Value Creation Relationship, *Journal of Product Innovation Management* (2014), 31 (4), 799-813.
15. **N. Bharadwaj**, John R. Nevin and Jeffrey P. Wallman. Explicating Hearing the Voice of the Customer as a Manifestation of Customer Focus and Assessing its Consequences, *Journal of Product Innovation Management* (2012), 29 (6), 1012-1030.

16. **N. Bharadwaj**. Offshoring and Marketing, in *Wiley International Encyclopedia of Marketing (6): International Marketing* (2010), (eds. J. Sheth & N. Malhotra), 173-4.
17. **N. Bharadwaj**, Rebecca W. Naylor, and Frenkel Ter Hofstede. Consumer Response to and Choice of Standardized versus Customized Systems, *International Journal of Research in Marketing* (2009), 26 (3), 216-227.
18. Ramesh K.S. Rao and **N. Bharadwaj**. Marketing Initiatives, Expected Cash Flows, and Shareholders' Wealth, *Journal of Marketing* (2008), 72 (1), 16-26.
 ▶ Finalist, *Harold H. Maynard Award* for significant contribution to marketing theory.
19. **N. Bharadwaj** and Anne Roggeveen. The Impact of Offshored and Outsourced Call Service Centers on Customer Appraisals, *Marketing Letters* (2008), 19 (1), 13-23.
20. Anne Roggeveen, **N. Bharadwaj**, and Wayne D. Hoyer. How Call Center Location Impacts Expectations of Service from Reputable vs. Lesser Known Firms, *Journal of Retailing* (2007), 83 (4), 403-10.
21. **N. Bharadwaj** and Ken Matsuno. Investigating the Antecedents and Outcomes of Customer Firm Transaction Cost Savings in a Supply Chain Relationship, *Journal of Business Research* (2006), 59 (1), 62-72.
22. **N. Bharadwaj**. Investigating the Decision Criteria Used in Electronics Components Procurement, *Industrial Marketing Management* (2004), 33 (4), 317-324.

OTHER SCHOLARLY ACTIVITY & MANAGERIAL PUBLICATIONS

23. M. Ballings, Prasad A. Naik, and **N. Bharadwaj**. Why Livestream Retailers Should Sell Their Products with a Poker Face –Not a Smile. *The Conversation* (2021). Published July 19.
24. **N. Bharadwaj**, Rebecca W. Naylor, and Frenkel Ter Hofstede. Off-the-shelf or Tailored to Your Needs: Is Customization Always Superior? *GfK Marketing Intelligence Review* (2012), 4(2), 29-31.
25. **N. Bharadwaj** and Phil Delurgio. Giant Consumer Products: The Sales Promotion Resource Allocation Decision, *Harvard Business Publishing* (2009), HBP Product 4131. (revised April 17, 2012).
26. **N. Bharadwaj** and Phil Delurgio. Giant Consumer Products: The Sales Promotion Resource Allocation Decision Teaching Note, *Harvard Business Publishing* (2009), HBP Product 4132. (revised April 17, 2012).
27. **N. Bharadwaj** and John B. Gordon. Atlantic Computer: A Bundle of Pricing Options, *Harvard Business Publishing* (2007), HBP Product 2078, published April 20.
 ▶ "Bestseller" among all case products sold in the HBP catalog.
28. **N. Bharadwaj**. Atlantic Computer: A Bundle of Pricing Options Teaching Note, *Harvard Business Publishing* (2007), HBP Product 2079, published May 28.
29. **N. Bharadwaj**. Office of Student Financial Services (Case Parts A & B), in Gilbert A. Churchill, Jr., *Marketing Research: Methodological Foundations* (1999), (7th Ed.), Ft. Worth, TX: Dryden Press.

CONFERENCE PAPERS & PRESENTATIONS

1. How Can Marketing Contribute to Explicating and Testing the Nomological Network of Sustainability? Invited Panelist at a Special Session dedicated to Sustainability, 2020 *American Marketing Association (AMA) Winter Educators' Conference*, San Diego, CA.
2. Purchase Impact of a Seller's Facial Expression. 2020 *AMA Winter*, San Diego, CA.
3. Digitally-Mediated Sales Interactions. 2020 *Industrial Marketing Management Summit*, Philadelphia, PA.
4. Employing Deep Learning to Enhance Marketing Effectiveness. 2019 *Marketing Strategy Meets Wall Street Conference VI*, Fontainebleau, France.
5. But Wait, There's More! Deep Learning of Sales Elasticity of Sales Pitches. 2019 *Theory + Practice in Marketing Conference*, New York, NY.
6. Chief Marketing Officer Presence and Firm Performance. 2019 *AMA Winter*, Austin, TX.
7. Understanding the Effects of Cross Media Consumption During Super Bowl Advertising. 2018 *Marketing Science/INFORMS Conference*, Philadelphia, PA.
8. Brand Value, Working Capital, and Economic Efficiency. 2018 *Theory + Practice in Marketing Conference*, Los Angeles, CA.
9. Winning Customers with Cause Marketing. 2017 *AMA Winter*, Orlando, FL.
10. Predicting Innovation Success in Short Life-Cycle Product Markets. 2016 *Product Development Management Association (PDMA) Research Forum*, Atlanta, GA.
11. Predicting Innovation Success in Data-Rich Environments. 2016 *Journal of Product Innovation-Marketing Science Institute Innovation in Data-Rich Environments Research Workshop*, Knoxville, TN.
12. Dynamic Sparse Constrained Inverse Regression for High Dimensional Analytics. 2016 *European Marketing Association Conference*, Oslo, Norway.
13. A New Method for Big Data Analytics. 2016 *American Marketing Association Winter Educators' Conference*, Las Vegas, NV.
‣ *Best Paper Award* in Marketing Analytics, Marketing Metrics, Research Track.
14. Innovation in Data-Rich Environments. 2015 *American Marketing Association Summer Educators' Conference*, Chicago, IL.
15. The Delineation of Cooperation, Coordination, Compliance, and Specific Assets in Channels of Distribution. 2015, in *Assessing the Different Roles of Marketing Theory and Practice in the Jaws of Economic Uncertainty. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (ed. H. Spotts).
16. The Paths to Market Penetration. 2014 *American Marketing Association Summer Educators' Conference*, San Francisco, CA.
17. Can the Emerging Prediction Market Methodology Aid in Improving Demand Forecasting of New Products? 2014 *American Marketing Association Winter Educators' Conference*, Orlando, FL.
‣ *Best Paper Award* in the Innovation & New Product Development Track.

18. Bend Your Supply Chain. 2014 *University of Tennessee Supply Chain Forum*, Knoxville.
19. Structured Dimension Reduction for Marketing with Big Data. 2013 *American Marketing Association Winter Educators' Conference*, Las Vegas, NV.
20. From Voice of the Customer to the Customer-focused Enterprise. 2012 *36th PDMA Product Innovation Management Conference*, Orlando, FL.
21. Linking Marketing Initiatives and Shareholders' Wealth. 2009 *13th Annual Linkage Strategies Conference*, March 10, Bonita Springs, FL.
22. Consumer Purchase Strategies in Complex Purchase Situations. 2008 *American Marketing Association Winter Educators' Conference*, Austin, TX.
23. Pricing Strategies for Augmented Products. 2006 *Institute for the Study of Business Markets Conference*, Evanston, IL.
24. The Impact of Offshoring and Outsourcing Post-Sales CRM Activities on Critical Customer Outcomes. 2005 *Annual AMA Frontiers in Services Conference*, Tempe, AZ.
25. Solution Selling and Its Impact on Key Business Variables. 2005 *Marketing Science/INFORMS Conference*, Atlanta, GA.
26. Offshoring Call Centers: Its Effect on Consumer Expectations & Judgments. 2005 *American Marketing Association Summer Educators' Conference*, San Francisco, CA.
27. Antecedents and Outcomes of Buyer Firm Transaction Cost Savings in a Supply Chain Relationship. 2004 *American Marketing Association Summer Educators' Conference*, Boston, MA.
 - *Best Paper Award* in B-to-B Marketing & Organizational Buying Behavior Track.
28. The Delineation of Coordination, Cooperation, Compliance, and Specific Assets in Marketing Channels. 2004 *Academy of Marketing Science Conference*, Vancouver, BC.
29. Systems Selling in Industrial Markets: An Investigation of Performance Drivers and Contingency Factors. 2004 *American Marketing Association Summer Educators' Conference*, Boston, MA.
30. A Pedagogically-Effective Use of Internet-Based Technologies to Host a Virtual Class Session. 2003 *Academy of Marketing Science Conference*, Washington D.C.
31. Is Customer Satisfaction Really an Appropriate Metric for Assessing and Managing Customer Relationships? 2001 *American Marketing Association Winter Educators' Conference*, Scottsdale, AZ.
32. Market Orientation and Organizational Learning: Contributions from the Fragmentation, Differentiation, and Integration Perspectives of Organizational Culture. 1996 *American Marketing Association Summer Educators' Conference*, San Diego, CA.
 - *Best Paper Award* in the Marketing Strategy & Management Track.
33. Managerial Mental Models and Cross-functional Coordination: Clues to the Link Between Individual Learning and Organizational Learning. 1996 *American Marketing Association Summer Educators' Conference*, San Diego, CA.

TEACHING

University of Tennessee

Marketing Strategy PhD Seminar

Doctoral seminar structured around strategic marketing issues designated MSI Research Priorities (Fall 2018 & Fall 2020).

Marketing Strategy

Full-time MBA core course that uses cases, readings, quantitative exercises, and a marketing simulation to examine the role of marketing in creating, capturing, and sustaining value for customers and firms (teach every Fall).

Brand Management

Designed new BBA elective. During Spring 2020, conducted 1/3 of the classes online for two sections (~50 students in each section). During Spring 2021, taught course fully online.

Intermediate Marketing

Taught elective BBA course for one semester (two sections, Spring 2014 only).

Temple University

Marketing Strategy

MBA core course (full-time, part-time, executive, and international MBAs). Also taught MBAs in Cali, Colombia (Summer 2010, Spring 2012).

Exploring the Marketing-Finance Interface

Newly-designed inter-disciplinary MBA elective course that used case studies, seminar discussion, guest lectures, in-class assignments, and a computer simulation to provide exposure to concepts, analytics, and frameworks to illustrate link between marketing activity and financial performance.

Marketing Strategy PhD Seminar

Doctoral proseminar for first year Marketing PhD students which covered contemporary marketing strategy issues.

University of Chicago

Marketing Strategy

MBA core course

University of Texas

Marketing Strategy

MBA core course

Marketing Channels

MBA elective exploring how a firm's go-to-market strategy can be a basis for competitive advantage.

Babson College

Marketing Strategy

MBA core course

Understanding the Firm and Markets

Interdisciplinary undergraduate foundation course co-taught with faculty from economics.

TEACHING (continued)

Dissertation Committees

Andrew Reinaker, “Internal Customer Value Creation and Communication Choices,” Temple University (2018).

Matt Shaner, “Managing the Co-creation of Innovation,” University of Tennessee (2015).

Kang Bok Lee, “State Space Modeling of Dynamic Choice Behavior with Habit Persistence,” University of Tennessee (2014).

Mark Lang, “Improving Marketing Forecasting Through Collective Market Intelligence,” Dissertation Chair, Temple University (2012).

Pravin Nath, “Antecedents of the Chief Marketing Officer’s Presence and Influence in Top Management Teams,” University of Texas (2006).

Custom Seminars: Corporate Manager & Government Officials

University of Chicago Booth School of Business

- *Marketing Strategy* seminar for officials selected by Prime Minister of Singapore to join his administration (two day session)
 - Singapore, Booth Asia Campus (Fall 2007)

Dow Chemical

- *Marketing Management* seminars for technical business managers (one day sessions)
 - Midland, MI (2006)
 - Freeport, TX (2005)

EARLIER EMPLOYMENT

Miller Brewing Company (Milwaukee, WI)

1990 - 1993

- Assistant Brand Manager Aided in developing, implementing and evaluating marketing strategy for select brands, which combined generated annual revenues in excess of \$100 million.
- Price Analyst Developed and executed pricing strategy for firm’s brand portfolio, and evaluated subsequent impact on company, wholesaler, and retailer sales and profitability.

University of Wisconsin at Whitewater

1988 - 1989

- Marketing Lecturer Invited to teach undergraduate marketing elective courses (i.e., New Product Development, Marketing Principles, and Marketing Communications) while I deliberated a potential academic career in marketing.

Anchor Bank (Madison, WI)

1986 - 1988

- Customer Service Representative Serviced customer portfolio and promoted suitable financial services to grow customer profitability.

PROFESSIONAL SERVICE

Editorial Review Boards: *Journal of the Academy of Marketing Science* (June 2017-present); *Journal of Product Innovation Management* (November 2018-present); *Journal of Business-to-Business Marketing* (2009-present).

Guest Editor: *Journal of Product Innovation Management* (JPIM) Special Issue “*Innovation in Data-Rich Environments*” (published in September 2017: Volume 34, Issue 5).

Ad Hoc Reviewer: *Journal of Marketing*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Industrial Marketing Management*, *Journal of Service Research*, *Alden G. Clayton MSI & AMS/Mary Kay Dissertation Competition*, among others.

Conference Organizer, Chair, Track Chair, and/or Presenter

- 2022 *Product Development Management Association (PDMA) Doctoral Consortium*, Lead Organizer (July 27-29: Knoxville, TN)
- 2021 *Marketing Strategy Meets Wall Street VII Conference*, Organizing Committee (Hyderabad, India)
- 2021 *AMA Winter Track Co-Chair: Customer Insights from Data Analytics, Artificial Intelligence, and Machine Learning* (February 19-21: St. Petersburg, FL)
- 2020 *PDMA Annual Conference Research Forum Track Co-Chair: Open Innovation, Innovation Eco-Systems, Disruptive Business Models* (September 19-20: New Orleans, LA)
- 2019 *PDMA Doctoral Consortium*, Faculty Fellow and Presenter for thought leadership in innovation/new product development (August 5-7: University of Illinois)
- 2019 *Marketing Strategy Meets Wall Street VI Conference*, Organizing Committee (June 16-18: Fontainebleau, France (INSEAD))
- 2017 *Marketing Strategy Meets Wall Street V Conference* sponsored by *AMA & Marketing Science Institute*, Chair and Organizer (August 3-4: San Francisco, CA)
- 2016 *PDMA Annual Conference Research Forum Innovating in an Interconnected World*, Conference Co-Chair (October 16-19: Atlanta, GA)
- 2016 *JPIM/MSI “Innovation in Data-Rich Environments” Research Workshop*, Co-Chair and Organizer (June 8-10: Knoxville, TN)
- 2016 *European Marketing Association Annual Conference Special Interest Group Session “Dynamics in R&D and Advertising”*, Co-Organizer (Oslo, Norway)
- 2015 *AMA Summer Special Session “Innovation in Data-Rich Environments”*, Co-Organizer (Chicago, IL)
- 2013 *AMA Winter Special Session “Big Data Analysis”*, Co-Organizer (Las Vegas, NV)
- 2012 *AMA Winter Track Co-Chair: Marketing Communications & Branding* (Orlando, FL)
- 2008 *AMA Winter Special Session: “Bundles, Solutions, and Other Holistic Value Propositions”* Organizer (Austin, TX)
- 2005 *AMA Summer Special Session: “Outsourcing and Offshoring of CRM Activities”*, Organizer (San Francisco, CA)

UNIVERSITY OF TENNESSEE SERVICE (2013 – Present)

University Service

- UTK *Name, Image & Likeness (NIL) Committee*: invited by Assistant Provost & Senior Associate Athletic Director to teach student athletes how to build and monetize their own brand under the NCAA ruling allowing *NIL* compensation (Spring 2020 - present)
- UTK *Three Minute PhD Thesis Competition* Judge (2018, 2019)
- UTK *EURēCA Undergraduate Honors Thesis Competition* Judge (2019, 2020)
- UTK Vice Chancellor of Student Life requested a survey research instrument that he could field to inform UTK's branding strategy in recruiting prospective students (Spring 2018)

Haslam College of Business (HCB) Service

- HCB Chapter of *Net Impact*, Faculty Advisor (Fall 2020-present)
- HCB *Sustainability Research Network*, Founding Member (Spring 2019-present): I spear-headed this inter-disciplinary community of scholars (n=24 faculty & doctoral students) who share an interest in assessing the business implications of sustainable initiatives.
- HCB Dean's Faculty Advisory Council (Fall 2018-present)
- HCB Diversity Council (Fall 2018-present)
- HCB New Faculty Orientation program, Panelist (Fall 2017)
- HCB MBA Program Director Search Committee (Spring 2017)
- HCB Pilot/Flying J Guest Speaker, Wendy Hamilton, and Luncheon, Organizer (Fall 2016)
- *JPIM/MSI Innovation in Data-Rich Environments Research Workshop* (Summer 2016)
- HCB Branding Initiative: T-shaped Thinkers, Initiator (Fall 2014)
- HCB MBA Program Committee (Fall 2014–present)
- HCB New Faculty Orientation program, Panelist (Fall 2014)
- Anderson Center for Entrepreneurship and Innovation Research Council (2014)
- HCB Masters & Executive Programs Strategic Planning Task Force (2014)
- HCB Full-time MBA Program Student Recruitment Events, Presenter (Spring 2014-present)
- Initiated interdisciplinary relationship-building between HCB and College of Engineering (CoE). Presented on customer-centric innovation in Doug Birdwell's class (Spring 2014).

Department Service

- Marketing Department Non-Tenure Track Search Committee: Head (Spring 2021)
- Marketing Department Head Search Committee (2019-20)
- New Student Summer Orientation, Marketing Department Representative (Summer 2018)
- Marketing & Supply Chain Management Peer Teaching Review Committee (2016-2017)
- Paid for equipment & furnishings to set up a media lab (in Biometrics Business Lab), and made available to others also interested in investigating cross-media consumption (2017)
- Co-course champion, new undergraduate elective course: *Brand Management* (Spring 2015)
- Faculty Recruiting Committee: interviews at Summer AMA (Summers 2014, 2015, 2019)
- Supply Chain Management Forum, Participant and presenter (Spring 2014)
- MBA Marketing Concentration Meeting (Spring 2014)
- Marketing Doctoral Student Recruiting (Spring 2014 - present)
- Undergraduate Marketing Curriculum Review (Fall 2013)
- 2013 Shopper Marketing Forum, Participant and presenter (Fall 2013)

HONORS AND AWARDS

- 2021 Haslam College of Business (HCB) *Summer Scholars Program Research Award*
- 2020 HCB *Teaching Innovation and Development Grant*
- 2020 HCB *Summer Scholars Program Research Award*
- 2020 *Marketing Strategy Consortium Faculty Fellow* (Austin, TX)
- 2019 *Direct Selling Education Foundation Faculty Fellow* ([DSEF](#))
- 2019 *Chancellor's Honors Award for Excellence in Teaching* Nominee, UTK
- 2018 *F. Perry & Elaine Ozburn Excellence in Teaching Award*, Department of Marketing
- 2017 Guest Editor of *Journal of Product Innovation Management* special issue entitled "Innovation in Data-Rich Environments"
- 2017 Named as a *Top 40 Undergraduate Business Professor* by *Poets & Quants* ([link](#))
- 2017 *Outstanding Commitment to Students Faculty Award (1st Year MBAs)*, HCB
- 2017 *Allen H. Keally Excellence in Teaching Award* Recipient, HCB
- 2017 HCB *Teaching Innovation and Development Grant*
- 2017 AMA Service Award for chairing *Marketing Strategy Meets Wall Street V*
- 2016 *Allen H. Keally Excellence in Teaching Award* Finalist, HCB
- 2014 *Outstanding Commitment to Students Faculty Award (1st Year MBAs)*, HCB
- 2013 Marketing Department *Honorary Service Contribution Award*, Temple University
- 2013 *Marketing Department Teaching Award*, Temple University
- 2012 *Voice of the Customer* Lab keynote address at the Product Development Management Association's 36th Annual Product Innovation Management Conference
- 2011 *Fox School of Business Crystal Teaching Award*, Temple University
- 2010 *Executive MBA Faculty of the Year Teaching Award*, Temple University
- 2009 *Fox School of Business Crystal Teaching Award*, Temple University
- 2009 *American Marketing Association's Professor of the Year*, Temple University
- 2009 Marketing Department *Research Excellence Award*, Temple University
- 2009 Full-Time *MBA Faculty of the Year Teaching Award*, Temple University
- 2008 *Harold H. Maynard Award* finalist for article published in the *Journal of Marketing*
- 2007 *Harvard Business Publishing* (HBP) case study is (and remains) a "bestseller" among all case products sold in the HBP catalog
- 2005 Graduate Business Council *Faculty Honor Roll*, University of Texas at Austin
- 2002 *Charlie Osborn Teaching Award*, Babson College
- 1999 *Institute for the Study of Business Markets (ISBM) Business Marketing Doctoral Support Competition Award*
- 1998 *Reggie Tate Excellence in Teaching Award*, University of Wisconsin at Madison
- Recipient of "Best in Track Paper" awards from four different tracks at *American Marketing Association Educators' Conferences*: 1996 (*Marketing Strategy*), 2004 (*B-to-B Marketing*), 2014 (*Innovation & New Product Development*), 2016 (*Marketing Analytics/Metrics*)