Michael Ahearne (Ph.D., Indiana University) is Professor of Marketing and C.T. Bauer Chair in Marketing at the University of Houston. He also serves as the Executive Director of the Sales Excellence Institute. Mike’s research has primarily focused on improving the performance of salespeople and sales organizations.

He has published over 40 articles in leading journals such as Journal of Marketing, Journal of Marketing Research, Management Science, Strategic Management Journal, Journal of Applied Psychology, and Organizational Behavior and Human Decision Processes.

He was recently recognized by the American Marketing Association as one of the 20 most research productive scholars in the field of marketing. His research has been profiled in the Harvard Business Review, Business 2.0, Business Investors Daily, Fox News, INC Magazine and many other news outlets.

Mike’s textbook Selling Today: Partnering to Create Customer Value is the highest grossing professional selling textbook in the world, with copies being distributed in over forty countries. Paired with the many teaching awards he has won at the MBA and undergraduate levels in Sales, Sales Management, and Key Account Management, Mike has a proven track record of excellence when it comes to disseminating knowledge in his field. He has also had a significant impact outside of the classroom based on the reach of the Sales Excellence Institute, which is the worldwide leader in sales education and research. Mike was recently honored as the inaugural winner of the Neil Rackham Research Dissemination Award for the impact of his research on business practice.

Before entering academia, Mike played professional baseball for the Montreal Expos and worked in marketing research and sales operations for Eli Lilly and Company and PCS Healthcare. He currently consults in the area of sales and sales management in numerous industries.


She is currently on four editorial review boards, Journal of Retailing, Journal of Service Research, Journal of Marketing Education and Journal of Business Research, an ad hoc reviewer for many others, and currently on the senior advisory board for Journal of Marketing Theory and Practice.

She is a current member of the Board of Governors for the Society of Marketing Advances, and a past member of the Board of Governors for the Academy of Marketing Science and of the American Marketing Association’s Academic Council. In 1998, she was named a Distinguished Fellow for the Academy of Marketing Science. In 1999, she received an Outstanding Reviewer award from the Journal of Business Research and in 2008 a Best Reviewer award from Journal of Retailing. In 2001, she was designated a Distinguished Scholar by the Society for Marketing Advances. She has had a number of best and finalist paper awards. She has been Doctoral Coordinator at UA for 26 years, chairing 24 dissertations (at current count).

Russell Belk is Kraft Foods Canada Chair in Marketing, Schulich School of Business, York University. He is past president of the International Association of Marketing and Development, and is a fellow, past president, and Film Festival co-founder in the Association for Consumer Research.

He also co-initiated the Consumer Behavior Odyssey and the Consumer Culture Theory Conference. He has received the Paul D. Converse Award and the Sheth Foundation/Journal of Consumer Research Award for Long Term Contribution to Consumer Research and has over 550 publications. His areas of specialization include the meanings of possessions, collecting, sharing, gift giving, extended self, sharing, and materialism. His work tends to be cultural, qualitative, and visual.
Dr. Ryan Mullins (Ph.D.) is an assistant professor of Marketing at Clemson University. His research interests include managing front-line sales and service performance, technology adoption, customer relationship management, sales force strategy, sales training, as well as branding issues.

Ryan’s work has appeared in the Journal of the Academy of Marketing Science and the Journal of Personal Selling and Sales Management.

He serves on the editorial review board for the Journal of Personal Selling and Sales Management and also as an ad-hoc reviewer for the Journal of Marketing Theory and Practice, European Journal of Marketing, the International Journal of Management Reviews, and for the AMA and SMA conferences. As a leader of the iSell Program, Clemson’s Sales Certificate Program, Ryan also works closely with students and sales leaders on recruitment, training, and selection issues. Dr. Mullins strives to integrate his work into the classroom where he teaches the Introduction to Professional Selling and Advanced Selling and Sales Management at the undergraduate level.

Bill Moncrief is the Chair of the Department of Marketing and the Charles F. and Alann P. Bedford Professor of International Business at Texas Christian University. He received his BA and MBA from the University of Mississippi and his PhD. from LSU. In his 30 years at TCU he has spent 11 years as Department chair, one year as Interim Dean and twelve years as Senior Associate Dean. Bill also spent the 1999 school year as an American Council on Education “fellow.” studying higher education. The year was spent as Special assistant to the President of Tulane University.

Bill’s research is primarily in sales management. He has over 60 journal articles in outlets such as the Journal of Marketing Research, Journal of the Academy of Marketing Sciences, Journal of Personal Selling and Sales Management, and Journal of Business Research among others. He also has published three books. He has won numerous teaching and research awards including the Chancellor’s Award for Distinguished Research and Teaching, the highest honor awarded by TCU; the Honors Professor of the Year, the Neeley Alumni Professor of the year, the Burlington Northern Award for Meritorious teaching and the Dean’s award for Meritorious Research, three times named the Order of Omega top TCU professor, twice named Student foundation top professor, was named as a “Distinguished Fellow” by the Society for Marketing Advances, and this past year was given the American Marketing Association’s life time achievement award for work in Sales and Sales management. This is the highest honor bestowed by the marketing discipline.

Michael R. Solomon, Ph.D. is Professor of Marketing and Director of the Center for Consumer Research in the Haub School of Business at Saint Joseph’s University in Philadelphia. From 2007-2012 he also held an appointment as Professor of Consumer Behaviour at the Manchester School of Business, The University of Manchester, U.K. Prior to joining the SJU faculty in 2006, he was the Human Sciences Professor of Consumer Behavior at Auburn University. He also served as Chairman of the Department of Marketing in the School of Business at Rutgers University.

Prof. Solomon began his academic career in the Graduate School of Business Administration at New York University, where he also served as Associate Director of NYU’s Institute of Retail Management. He earned B.A. degrees in Psychology and Sociology magna cum laude at Brandeis University in 1977, and a Ph.D. in Social Psychology at The University of North Carolina at Chapel Hill in 1981. He was awarded the Fulbright/FLAD Chair in Market Globalization by The U.S. Fulbright Commission.

Prof. Solomon’s primary research interests include consumer behavior and lifestyle issues, branding strategy, the symbolic aspects of products, the psychology of fashion, marketing applications of virtual worlds and the development of visually-oriented online research methodologies. He has published numerous articles on these and related topics in academic journals, and he has delivered invited lectures in Europe, Africa, Asia, Australia, and Latin America. His research has been funded by the American Academy of Advertising, the American Marketing Association, U.S. Department of Agriculture, the International Council of Shopping Centers, the Direct Selling Educational Foundation and the U.S. Department of Commerce. He currently sits on the Editorial Boards of the Journal of Consumer Behaviour and Critical Studies in Fashion and Beauty and on the Senior Advisory Board of the Journal of Marketing Theory and Practice. He served an elected six-year term on the Board of Governors
of the Academy of Marketing Science. Prof. Solomon has been recognized as one of the fifteen most widely-cited scholars in the academic behavioral sciences/fashion literature, and as one of the ten most productive scholars in the field of advertising and marketing communications.

Prof. Solomon received the Cutty Sark Men's Fashion Award for his research on the psychological aspects of clothing. He is Editor of *The Psychology of Fashion* and Co-Editor of *The Service Encounter: Managing Employee/Customer Interaction in Services Businesses*, both published by Lexington Books and co-editor of Virtual Social Identity (M.E. Sharpe). His textbook, *Consumer Behavior: Buying, Having, and Being*, published by Pearson Education is widely used in universities throughout North America, Europe, and Australasia and is now in its tenth edition. The text has been translated into many languages including Spanish, Portuguese, Czech, German, French, Russian, Chinese and Korean, and separate European, Australian and Canadian versions are the market leaders in those areas. Prof. Solomon’s text, *Marketing: Real People, Real Choices* was published in its seventh edition by Pearson Education in January 2011 and is currently one of the five most widely-adopted Principles of Marketing texts. Soundview Executive Summaries named his trade book, *Conquering Consumerspace: Marketing Strategies for a Branded World*, (AMACOM) one of the best business books of the year. He is the first author of *LAUNCH! Advertising and Promotion in Real Time* (Flat World Knowledge), which is the first open platform commercial textbook in the field. His book *The Truth about What Customers Want* was published in October 2008 by FT (*Financial Times*) Press. In early 2012 he co-authored the first textbook on social media and marketing (Pearson Education).

Prof. Solomon is a frequent contributor to mass media. His feature articles have appeared in *Psychology Today, Gentleman’s Quarterly* and *Savvy*. He is often quoted in national magazines and newspapers, including *Newsweek, The New York Times, USA Today*, and *The Wall Street Journal*. He has appeared on television and radio to comment on consumer behavior issues, including "The Today Show," "Good Morning America," CNBC, Channel One, "Inside Edition," "Newsweek on the Air," The Wall Street Journal Radio Network, the Entrepreneur Sales and Marketing Show, the WOR Radio Network and National Public Radio.

Prof. Solomon has provided input as a marketing consultant to a variety of organizations on issues related to consumer behavior, branding, services marketing, retailing and advertising. His clients have included Armstrong World Industries, Bayer Healthcare, Black & Decker, BMW, Calvin Klein, Celanese, Discovery Channel, DuPont, eBay, Gap, Hakuhodo Advertising (Tokyo), H&M, Intel, Johnson & Johnson, Kayser-Roth, Levi Strauss, Microsoft, Morgan Stanley, PPG Industries, Progressive Insurance, Prudential Securities, State Farm, Timberland, Under Armour, United Airlines, USAA Insurance, Visa, and VF Corp. Prof. Solomon is in demand as a speaker to business groups; he has delivered keynote addresses to numerous organizations including The Cosmetics, Toiletries, and Fragrances Association, Experian, Dentsu (Tokyo), The Fragrance Foundation, The Point of Purchase Advertising Institute (POPAI), IBM, The International Furnishings and Design Association, The Japan Marketing Association, The SAS Institute, The National Kitchen and Bath Association, NCR Corporation, Symantec, The Toy Industry Association, The U.S. Army, The Vision Council of America, *Self* magazine, and U.S. Cellular. He has addressed numerous international marketing conferences in countries including Argentina, Australia, Brazil, Denmark, Egypt, England, Finland, Germany, Ghana, Ireland, Japan, Korea, Mexico, New Zealand, Peru, Poland, Sweden, and Turkey.

**Tom J. Brown** (Ph.D., University of Wisconsin - Madison) is Noble Foundation Chair in Marketing Strategy and Professor of Marketing in the Spears School of Business at Oklahoma State University, as well as International Research Fellow in the Oxford University Centre for Corporate Reputation. His current research interests include causes and effects of corporate reputation and the customer orientation of service workers. His research has been published in the *Journal of Marketing Research*, the *Journal of Marketing*, the *Journal of Applied Psychology*, the *Journal of the Academy of Marketing Science*, and other scholarly journals. One of his articles received the Sheth Award as the best article appearing in the *Journal of the Academy of Marketing Science* for 2005. He received the Regents Research Award at Oklahoma State University in 2009.

Tom teaches marketing theory (Ph.D. program), services marketing (MBA program), and marketing research (undergraduate). Student groups from his courses have completed marketing research projects for dozens of organizations, ranging from small not-for-profits to Fortune 500 companies. He is coauthor (with Gilbert Churchill, Jr., and Tracy Suter) of *Basic Marketing Research* (8th ed.; Cengage) and (with Tracy Suter) *MR*³ (Cengage). In 2006, he was advisor for the undergraduate winner in the Donald W. Reynolds Governor’s Cup business plan competition. The previous year, the project he advised was a semi-finalist in the competition.

He is co-founder (with Peter Dacin) of the Corporate Identity / Associations Research Group, a group of marketing, management, and communications scholars which meets periodically at universities in North America and Europe. Tom co-edited special issues of the *Journal of the Academy of Marketing Science* (2006) and *Industrial Marketing Management* (2010) on topics related to corporate
Tom is active in the American Marketing Association, serving as co-chair for the 2008 Winter Educators Conference. In 2007, he was elected to the AMA Academic Council, serving as president of the council during 2011-2012. In addition, he was co-chair of the AMA / Sheth Foundation Doctoral Consortium held on the OSU campus in June 2011.

Tom and his wife DiAnn have four children and live in Stillwater, Oklahoma. They are active members at Sunnybrook Christian Church and with Young Life of Stillwater.

Dr. Jagdish (Jag) N. Sheth is the Charles H. Kellstadt Professor of Marketing at the Goizueta Business School of Emory University. Prior to his present position, he was at the University of Southern California; at the University of Illinois, and on the faculty of Columbia University, as well as MIT.

Dr. Sheth is a highly sought after keynote speaker at many industry, academic and public forums. He has worked for numerous industries and companies in the United States, Europe and Asia, both as an Advisor and as a Seminar Leader.

Dr. Sheth has been the recipient of numerous awards. In 1989, he was given the Outstanding Marketing Educator award by the Academy of Marketing Science. In 1991 and again in 1999, he was given the Outstanding Educator Award by the Sales and Marketing Executives International (SMEI). Dr. Sheth was also awarded the P.D. Converse Award for his outstanding contributions to theory in marketing in 1992 by the American Marketing Association. In 1996, Dr. Sheth was selected as the Distinguished Fellow of the Academy of Marketing Science. In 1997, Dr. Sheth was awarded the Distinguished Fellow award from the International Engineering Consortium. Dr. Sheth is also a Fellow of the American Psychological Association (APA).

2004 marked a stellar year for Dr. Sheth as he was awarded both the Richard D. Irwin Distinguished Marketing Educator and the Charles Coolidge Parlin Awards which are the two highest awards given for lifetime scholarly contributions by the American Marketing Association. In 2006, Dr. Sheth was awarded the RHR International Award for Outstanding Consultant by the American Psychological Association (APA) Division 13 (Consulting Psychology) and the Elsevier Distinguished Educator Award by the Strategic Marketing Association. In 2007, He was also conferred an Honorary Doctorate by Thiel College in Pennsylvania. In 2010, Dr. Sheth was given the Global Innovation Award by the Goizueta Business School at Emory University. In 2011, Dr. Sheth was honored with the title of Global Management Guru by the Birla Institute of Technology for his contributions to management thinking and practice. A prolific author, in 2000 Dr. Sheth and Andrew Sobel published a best seller, Clients for Life (Simon & Schuster). His book, The Rule of Three (Free Press), coauthored with Dr. Rajendra Sisodia, altered the current notions of competition in business. It was published in 2002 and has been translated into German, Italian, Polish, Russian, Portuguese, Korean, Japanese and Chinese. It was also the subject of a seven part television series by CNBC (India).

In 2007, Dr. Sheth’s book (coauthored by Rajendra Sisodia and David Wolfe, Firms of Endearment (Wharton School Publishing) was selected as one of the top ten business books on Leadership. Later that year, he also authored The Self-Destructive Habits of Good Companies...And How to Break Them (Wharton School Press). Both of these books have been translated into more than ten languages as well. His more recent book is Chindia Rising: How China and India Will Benefit Your Business (Tata McGraw Hill, India) which is sequel to his earlier book, Tectonic Shift (Sage, India) on the Geoeconomic realignment of nations. His latest book is 4 A’s of Marketing (with Rajendra Sisodia) published in 2012 by Routledge.

J. Charlene Davis received her Ph.D. from the University of Kentucky and is an Associate Professor of Marketing at Trinity University.

Research interests include consumer motivations for involvement in arts organizations, service quality, service failure and recovery, branding, and pedagogy. Her work has been published in the Journal of Retailing, the Journal of the Academy of Marketing Science, the Journal of Marketing Theory and Practice, the Journal of Services Marketing, the Journal of Nonprofit and & Public Sector Marketing, Marketing Education Review and the Nonprofit and Voluntary Sector Quarterly.

In addition, her current professional engagements include serving on the Society for Marketing Advances Board of Governors, and as
a member of the editorial review board for the Journal of Marketing Theory and Practice and Marketing Education Review.

Dr. Davis has taught a variety of courses over her twenty-three years in higher education, including International Marketing, Retailing and Distribution, Introduction to Marketing, and Advertising. At Trinity her primary teaching focus is Principles of Marketing and Promotion Management.

Mark B. Houston (Ph.D. Arizona State University; M.B.A. University of Missouri; B.S. Southwest Baptist University) is the Eunice and James L. West Chair of American Enterprise and Professor of Marketing in the Neeley School of Business, Texas Christian University. He is also Visiting Professor of Marketing at University of Münster, and a member of the CSL Research Faculty, Center for Services Leadership, Arizona State University. Prior to TCU, Dr. Houston served as a faculty member at University of Missouri–Columbia, where he held the David and Judy O’Neal MBA Professorship, Saint Louis University and Bowling Green State University.

His research on marketing and innovation strategy, inter-firm relationship management, and motion picture success has been published in Marketing Science, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, and Journal of Financial and Quantitative Analysis, among others. Dr. Houston was awarded TCU’s university-wide Deans’ Award for Research and Creativity in 2012; his research was also recognized at MU’s College of Business in 2003 when he was awarded the Distinguished Research Fellowship. A member of the editorial review boards of four journals, Dr. Houston co-chaired the 2005 American Marketing Association Summer Educators’ Conference, co-chaired the 2010 AMA/Sheth Foundation Doctoral Consortium, served as President of the AMA’s Academic Council (2012-2013), and has served as Vice President of the AMA’s Technology and Innovation research interest group. His research has received press coverage by the Financial Times, BusinessWeek, Canadian Business, the New York Times, the London Observer/Guardian, Hollywood Reporter, Variety, and Screen International.

For his teaching, Dr. Houston has been recognized at the national (2006 Outstanding Marketing Teacher Award, Academy of Marketing Science), university (Provost Teaching Award, University of Missouri), and college levels (Graduate Teaching Award and “Favorite MBA Teacher” designation, Neeley School of Business, TCU; Beta Gamma Sigma Outstanding Teacher Award, top teacher in SLU’S School of Business).

Dr. Houston serves on the Advisory Board of the consultancy Service 360 Partners. He has conducted research, case, consulting and/or executive education activities with many organizations, including ADP, AT&T, BankOne NA, Caterpillar, Dana Corporation, Dell, DSM (Life Sciences and Materials Sciences), Emerson Electric (Therm-O-Disc), IBM, the Interstate Natural Gas Association of America (INGAA) and the INGAA Foundation, the Manufacturers’ Representative Educational Research Foundation, Marriott.com, the Metal Construction Association, Britain’s National Composites Network, Sony Pictures, State Farm Insurance, Strategyn, Inc., Warner Bros., and WellPoint.

Greg W. Marshall (Ph.D., Oklahoma State University; BSBA and MBA, University of Tulsa) is the Charles Harwood Professor of Marketing and Strategy in the Crummer Graduate School of Business at Rollins College and Academic Director of the Executive DBA program. For he served three years served as Vice President for Strategic Marketing for Rollins. He was previously on the faculty at Oklahoma State University, the University of South Florida, and Texas Christian University. Greg currently also holds an appointment as Professor of Marketing and Strategy at Aston Business School in Birmingham, United Kingdom.

Prior to going back to school for his Ph.D., Greg’s managerial industry experience includes thirteen years with companies such as Warner Lambert, Mennen, and Target Corporation. He also has considerable experience as a consultant and trainer for a variety of organizations. Greg has been heavily involved in teaching in MBA and Executive MBA programs, as well as at the doctoral level. His primary teaching focus at all these levels is on strategy-related courses (such as Strategic Marketing, Introduction to Strategy), and selling and sales management courses. In 2002 he received the Outstanding Marketing Teachers’ Award from the Academy of Marketing Science based on his work over the years in MBA education. While at OSU, he received the Chandler-Frates Teaching Award, in which the MBA students recognize the top professor in their program. In 2005 he received the Cornell Distinguished Faculty Award in the Crummer School at Rollins. And in 2012 he received Bornstein Award for Faculty Scholarship, which each year recognizes one faculty member at Rollins whose outstanding scholarly achievement or creative accomplishment has helped to bring national prominence to the College.

Greg is Past President of the American Marketing Association Academic Division and also was a founder and served for five years on its Strategic Planning Group. He is a Distinguished Fellow and Immediate Past President of the Academy of Marketing Science and is a Fellow and Past-President of the Society for Marketing Advances.

Karen E. Flaherty (Ph.D., University of Massachusetts at Amherst) is Associate Professor of Marketing in the Spears School of Business at Oklahoma State University. Her research agenda focuses primarily on the management of boundary spanners. She studies two key boundary-spanning groups—frontline sales professionals and middle managers. In particular, her research focuses on topics including the motivation, leadership, and control of these boundary spanners.

Her work has been published in journals such as the Journal of the Academy of Marketing Science, the Journal of Retailing, the Journal of Personal Selling & Sales Management, Industrial Marketing Management, and the Journal of Business Research. She is the author of several book chapters, including a chapter on Strategic Leadership in Sales in the Oxford Handbook of Sales Management and Sales Strategy (edited by Cravens, Le Meunier-Fitzhugh, and Piercy). She serves on the editorial boards of the Journal of Personal Selling & Sales Management and the Journal of Marketing Theory and Practice. She received the Richard W. Poole Research Excellence Award from the Spears School of Business in 2008 and 2009. Karen is an active member of the American Marketing Association. She has served as sales and sales management track chair for the Summer Educator’s Conference, and also as Chair of the AMA Selling and Sales Management Special Interest Group. Karen has taught courses at the undergraduate, graduate, and postgraduate levels at OSU. Currently, she teaches Marketing Strategy (Ph.D. program), Principles of Marketing (undergraduate), and Sales Management (distance course). She was nominated for the Greiner Teaching Award in 2011 and 2005, and was named a faculty member of distinction by the Spears School Business Student Council in 2012.


Foundation Award for the Best Article in JAMS in 2011. For his contributions to theory and science in marketing, he received the 1986 Paul D. Converse Award from the American Marketing Association, the 1987 Outstanding Marketing Educator Award from the Academy of Marketing Science, the 1992 American Marketing Association/Richard D. Irwin Distinguished Marketing Educator Award, the 2002 Society for Marketing Advances/Elsevier Science Distinguished Scholar Award, and the 2010 Marketing Management Association Innovative Marketing Award. In 2011, Sage Publications published the ten-volume set, Legends in Marketing: Shelby D. Hunt. The volumes include 132 of Hunt’s articles, 41 commentaries on Hunt’s work by distinguished scholars, and interviews of Hunt by each volume’s editor. The Legends Series Editor is Jagdish N. Sheth, and the editors of the ten individual volumes are Paul Busch, Jagdip Singh, Roy D. Howell, James R. Brown, Scott J. Vitell, John R. Sparks, Rajan Varadarajan, Robert M. Morgan, O.C. Ferrell, and Dennis B. Arnett, respectively.

**A. Parasuraman** ("Parsu") is a Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) and Director of PhD Programs at the School of Business, University of Miami. He obtained his Bachelor of Technology degree in 1970 from IIT Madras and Master of Business Administration degree in 1972 from IIM Ahmedabad, India. His Doctor of Business Administration degree, which he obtained in 1975, is from Indiana University, Bloomington, Indiana.

Dr. Parasuraman teaches and does research in the areas of services marketing, service-quality measurement and improvement, and the role of technology in marketing to and serving customers. In 1988 Dr. Parasuraman was selected as one of the "Ten Most Influential Figures in Quality" by the editorial board of The Quality Review, co-published by the American Quality Foundation and the American Society for Quality Control. He has received many distinguished teaching and research awards, including multiple Best Professor Awards given by Executive and Regular MBA Classes and the Provost’s Award for Scholarly Research at the University of Miami. In 1998 he received the American Marketing Association’s “Career Contributions to the Services Discipline Award” [an annual award bestowed upon one individual who has had a sustained and far-reaching impact on the field]. He received the Academy of Marketing Science’s “Outstanding Marketing Educator Award” in 2001 and was designated as a “Distinguished Fellow” of the Academy in 2004. He has also been named to the Chartered Institute of Marketing (U.K.)’s “Guru Gallery,” which profiles the 50 leading marketing thinkers worldwide. In 2005 he received a “Distinguished Alumnus Award” from IIT-Madras, his undergraduate alma mater. In 2008 the e-TQM College (now Hamdan Bin Mohammed e-University) in Dubai established “The Parasuraman Research Grant on Service Quality,” an annual award to foster more scholarly research on service quality throughout the Middle East region. In 2009 the Society for Marketing Advances honored him with the “Elsevier Distinguished Scholar” award. In 2011 Maastricht University in the Netherlands conferred upon him a Honorary Doctorate degree. He is the recipient of the 2012 Paul D. Converse Award for significant scholarly contributions to marketing and the 2013 Gil Churchill Award for Lifetime Contributions to Marketing Research.

Dr. Parasuraman has published over one hundred articles in journals such as the Journal of Marketing, Journal of Marketing Research, Journal of Retailing, and Sloan Management Review. He has served as editor of the Journal of the Academy of Marketing Science for a 3-year term (1997-2000) and as editor of the Journal of Service Research for a 4-year term (2005-2009). He also serves on the editorial review boards of ten journals. In addition to coauthoring Marketing Research, a college textbook, Dr. Parasuraman has co-authored three other business books written for practitioners: Delivering Quality Service: Balancing Customer Perceptions and Expectations, Marketing Services: Competing Through Quality, and Techno-Ready Marketing: How and Why Your Customers Adopt Technology. He is an active consultant and has conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries.

**Lisa K. Scheer** is the Emma S. Hibbs Distinguished Professor and marketing doctoral program coordinator at the Robert J. Trulaske, Sr. College of Business at the University of Missouri. Research interests include implementation of marketing strategy in interorganizational relationships, with specific emphasis on dependence, trust, loyalty, fairness, relationship-building, performance, cross-cultural challenges, and dysfunctional behavior.
Dr. Scheer is among 25 thought leaders who have been honored as ISBM Business Marketing Fellows by the Institute for the Study of Business Markets. The impact and relevance of her work has been recognized with a long-term impact award from the European Marketing Academy. Her publications appear in Journal of Marketing Research, Journal of Marketing, Academy of Management Journal, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, and other journals. She has been a featured scholar, thought leader, or keynote speaker at conferences and universities in the USA, Germany, UK, Switzerland, Netherlands and Turkey.


David M. Hardesty is Thomas C. Simons Endowed Professor of Marketing and the Director of Graduate Studies and the Von Allmen Behavioral Research Lab at the University of Kentucky. Previously, he was a faculty member at the University of Miami and the University of Southern Mississippi. Professor Hardesty received his Ph.D. in 1998 and his M.S. in Statistics in 1994 both from the University of South Carolina. David earned a B.S. in Mathematics from Salisbury University in 1992. He has published in journals such as the Journal of Marketing, Journal of Consumer Research, Journal of Retailing, Journal of Business Research, Journal of Advertising, and the Journal of Public Policy & Marketing.

David’s research focuses on the behavioral aspects of pricing, emotional intelligence, knowledge, and measurement. He serves on the editorial review boards for the Journal of Retailing and the Journal of Product & Brand Management. He won a Best Reviewer award for the Journal of Retailing in 2008 and co-edited a special issue of the Journal of Retailing in 2009. David’s main teaching interests are Marketing Research, Consumer Behavior, and Marketing Management. David won the 2011 Robertson Outstanding Gatton Faculty Research Award. He was named the most outstanding faculty member in the MBA program at UK in 2007 and received the Bell South Outstanding Professor Award in the College of Business at the University of Southern Mississippi in 2001. David also serves on the Board of Trustees for The Club at Spindletop Hall.

William O. Bearden is Bank of America Professor in Business Emeritus and Distinguished Professor Emeritus in the Moore School of Business at the University of South Carolina. He is currently on the editorial review boards of the Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and Journal of Marketing. He served as an Associate Editor for the Journal of Consumer Research during 1999-2002. Dr. Bearden has received the USC Amoco Teaching Award and the USC Mungo Award for Teaching Excellence that are presented annually to one faculty member, as well as the Outstanding MBA Teacher Award, and twice has been awarded the Moore School of Business Teacher of the Year Award. He has also been recognized as faculty initiate in Mortar Board, ODK, and Golden Key, and received the 2004 University of South Carolina Educational Foundation Research Award for Professional Schools and the 2005 University Trustee Professorship Award.

Professor Bearden also served as the University Faculty Athletic Representative to the SEC and NCAA from 2006 to 2010, and received the first Distinguished Service Award from the Journal of Consumer Research in 2006. He received the 2003 Lifetime Achievement Award for Research in Behavioral Pricing and recognized as the 2011 Southeast Marketing Symposium Honoree for Outstanding Contributions to Doctoral Education.

Keith Richards (Ph.D., University of Houston) is the UC Foundation Associate Professor of Marketing at the University of Tennessee at Chattanooga. Keith’s research on a variety of sales topics has been published in multiple journals including the Journal of Marketing, Journal of Personal Selling and Sales Management, and Industrial Marketing Management. Keith also has over 15 years of sales and strategy consulting experience including eight years as a strategy consultant with Kurt Salmon Associates and Accenture.