

CURRICULUM VITAE

Kersi Darius Antia
George and Mary Turnbull Faculty Fellow and Associate Professor of Marketing
Ivey Business School
Western University
Phone: (519) 661-4179
Fax: (519) 661-4171
e-mail: kantia@ivey.ca

EDUCATION

Ph.D.	University of Southern California	Marketing
M.S.	Clarkson University	Management Information Systems
B. Com. (Honors)	St. Xavier's College, University of Calcutta, India	

ACADEMIC EMPLOYMENT

Associate Professor of Marketing, Western University, London, ON.	2013-present
Assistant Professor of Marketing, University of Wisconsin-Madison, WI.	2006-2013
Assistant Professor of Marketing, Western University, London, ON.	1999-2006
Visiting Assistant Professor, Washington University in St. Louis, St. Louis, MO.	1997-1999

HONORS AND AWARDS

Faculty Scholar Award, Western University, 2016.

Research Merit Award, Ivey Business School, 2015.

George and Mary Turnbull Faculty Fellow, Ivey Business School, 2014-2017.

Outstanding Reviewer Recognition, *Journal of Marketing*, 2013.

Mu Kappa Tau (MKT) Marketing Professor of the Year, School of Business, UW Madison, 2010.

The Mabel W. Chipman Faculty Award for Excellence in Teaching, School of Business, UW Madison, 2009.

SFB Business Award of Teaching Excellence, Student Faculty Board, School of Business, UW-Madison, 2009.

Recipient (2005), Letter of Commendation from the Dean, Richard Ivey School of Business, The University of Western Ontario, for high teaching evaluations.

Best paper (2004) award from AMA Technology SIG, for "What Will the Future Bring? Technology Expectations, Dominance, and Radical Product Innovation," with R. K. Chandy and J. C. Prabhu.

Earl H. Orser/ London Life Faculty Fellow (2000-2005), Richard Ivey School of Business, the University of Western Ontario.

Recipient (1997, 1998), Letter of Commendation from the Dean, Olin School of Business, Washington University in St. Louis, for high teaching evaluations.

Winner, 1995-96 Dissertation Grant Proposal Competition, Center for Research on Contracts and the Structure of Enterprise, University of Pittsburgh.

Finalist, 1996 Doctoral Dissertation Award Competition, Institute for the Study of Business Markets, Pennsylvania State University.

Winner, 1996 Jim S. Ford/Commerce Associates Doctoral Fellowship, University of Southern California.

Research Fellow, 1996 Summer Doctoral Fellowship Program, Nijenrode University, the Netherlands, June-August 1996.

Fellow, 1996 AMA Doctoral Consortium in Marketing, University of Colorado, Boulder, CO.

RESEARCH GRANTS

Total Research Grants received: \$2.9 million

- 2016 Mitacs-Accelerate Graduate Research Internship Program Award for “The Line that Separates: Identifying High Potential Franchise Systems” (Cdn \$58,500)
- 2015 Western University Seed Funding (Cdn \$7000)
- 2009 Winning Research proposal to Marketing Science Institute/Wharton Interactive Marketing Initiative’s Call for Proposals on Role of User Generated Content (UGC) in Marketing, for “Expanding the Scope of User-Generated Content: A Dynamic Model of User Contribution Type, Product Launch, and Market Response,” with David Schweidel, Aric Rindfleisch, and Matthew O’Hern (US \$7000)
- 2006 TERRA Gruppen Award for “Assessing Brand Value in a Co-Marketing Alliance: A Longitudinal Multi-Level Analysis” (US \$2.5 million)
- 2006 UW Internal Grants Competition Award for “The Impact of Multiple Channels on Customer Solution Fit and Relational Tenure” (US \$48,000)
- 2006 Social Sciences and Humanities Research Council Award for “Managing Alliance Portfolios” (Cdn \$67,000)
- 2003 UWO ADF Small Grants Competition Award for “Separating Apples from Oranges: A Purchasing Trajectory-based Approach to Determining Customer Types and Profitability Levels” (Cdn \$6,940)
- 2002 Social Sciences and Humanities Research Council Award for “Organizational Transformation in Fluid Environments: A Resource Based View.” (Cdn \$71,140)
- 2002 Social Sciences and Humanities Research Council Award for “E-Learning: Enablers and Outcomes” (Cdn \$78,700)
- 2002 eBusiness Research Center, Pennsylvania State University, for “The Role of Key Marketing Resources in Online Migration Efforts.” (US \$4,500)
- 2001 Social Sciences and Humanities Research Council Reapplication Assistance Award, UWO for “The Role of Key Marketing Resources in Online Migration Efforts.” (Cdn \$3,000)
- 2001 Huntsman Center for Global Competition and Innovation, Wharton School of Business, University of Pennsylvania, for “The Role of Key Marketing Resources in Online Migration Efforts.” (US \$6,000)
- 2000 Marketing Science Institute Grant for “What Will the Future Bring? Technology Expectations, Dominance, and Radical Product Innovation.” (US \$6,000)

- 1998 Olin School of Business Competitive Grant, for research proposal on "Managing Gray Markets Strategically." (US\$2,500)
- 1996 Center for Research on Contracts and the Structure of Enterprise, University of Pittsburgh, for Dissertation Grant Proposal, "The Severity of Enforcement in Contractual Relationships." (US\$2,000)

REFEREED JOURNAL PUBLICATIONS

Total Citation Count (Google Scholar, accessed on June 1, 2017): 1641

Antia, Kersi D., Sudha Mani, and Kenneth H. Wathne, "Franchisor-Franchisee Bankruptcy and the Efficacy of Franchisee Governance," forthcoming, *Journal of Marketing Research*.

Kopalle, Praveen, Robert J. Fisher, Bharat L. Sud, and Kersi D. Antia, "The Effects of Advertised Quality Emphasis and Objective Quality on Sales," *Journal of Marketing*, Vol. 81 (2), 114-26.

Pauwels, Koen, Bharat L. Sud, Robert J. Fisher, and Kersi D. Antia (2015), "Should Ads be Consistent over Time or with The Market?" Marketing Science Institute Working Paper Series.

Antia, Kersi D., Vivian Xu Zheng, and Gary L. Frazier (2013), "Conflict Management and Outcomes in Franchise Channel Relationships: The Role of Regulation," *Journal of Marketing Research*, 50 (5) 577-89.

Kashyap, Vishal, Kersi D. Antia, and Gary L. Frazier (2012), "Contracts, Extra-Contractual Incentives, and Ex Post Behavior in Franchise Channel Relationships," *Journal of Marketing Research*, Vol. 49 (2), 260-76.

Van Bruggen, Gerrit H., Kersi D. Antia, Sandy Jap, Werner Reinartz, Florian Pallas (2010), "Managing Marketing Channel Multiplicity," *Journal of Service Research*, Vol. 13 (3), 331-40.

Rindfleisch, Aric, Kersi D. Antia, Janet Bercovitz, James Brown, Joseph Cannon, Stephen Carson, Susan Helper, Mrinal Ghosh, Diana C. Robertson, Kenneth H. Wathne (2010), "Transaction Costs, Opportunism, and Governance: Contextual Considerations and Future Research Opportunities," *Marketing Letters*, September, 211-22.

Frazier, Gary L., Elliot Maltz, Kersi D. Antia, and Aric Rindfleisch (2009), "Distributor Sharing of Strategic Information with Suppliers," *Journal of Marketing*, Vol. 73 (4) July, 31-43.

Fisher, Robert J., Mark Vandenberg, and Kersi D. Antia (2008), "An Empathy-Helping Perspective on Consumers' Responses to Fundraising Appeals," *Journal of Consumer Research*, Vol. 35 (3) October, 519-31.

Mani, Sudha, Kersi D. Antia, and Aric Rindfleisch (2007), "Entry Mode and Equity Level: A Simultaneous Examination of Foreign Direct Investment Governance," *Strategic Management Journal*, Vol. 28 (August), 857-66.

Hulland, John, Kersi D. Antia, and Michael Wade (2007), "The Impact of Capabilities and Prior Investments on Online Channel Commitment and Performance," Spring Special Issue of *Journal of Management Information Systems*, Vol. 23 (Spring), 109-42.

Hesford, James and Kersi D. Antia (2007), "A Process-Oriented View of Competitive Intelligence and its Impact on Organizational Performance," *Journal of Competitive Intelligence and Management*, Vol. 4 (1).

Antia, Kersi D., Mark E. Bergen, Shantanu Dutta, and Robert Fisher (2006), "How Does Enforcement Deter Gray Market Incidence?" *Journal of Marketing*, Vol. 70 (January), 92-106.

Antia, Kersi D., Mark Bergen, and Shantanu Dutta (2004), "Competing with Gray Markets," *MIT Sloan Management Review*, Vol. 46, (October), 63-70.

Chandy, Rajesh K., Jaideep C. Prabhu, and Kersi D. Antia (2003), "What Will the Future Bring? Dominance, Technology Expectations, and Radical Product Innovation," lead article in *Journal of Marketing* (July), 1-18.

Antia, Kersi D. and Gary L. Frazier (2001), "The Severity of Contract Enforcement in Inter-Firm Channel Relationships," *Journal of Marketing*, Vol. 65, No.4 (October), 67-81.

Frazier, Gary L. and Kersi D. Antia (1995), "Exchange Relationships and Interfirm Power in Channels of Distribution", *Journal of the Academy of Marketing Science*, Vol. 23, No. 4, (Fall), 321-26.

BOOK CHAPTERS

Mani, Sudha, Kenneth H. Wathne, and Kersi D. Antia (forthcoming), "Franchising Research in Marketing: Suggestions for Future Research," *Handbook on Distribution Channels Research*, eds. James Brown and Charles Ingene.

Rindfleisch, Aric and Kersi D. Antia (2012), "Survey Research in B2B Marketing: Current Challenges and Emerging Opportunities," in *Handbook of Business-to-Business Marketing*, Gary L. Lilien and Rajdeep Grewal (eds.), Edward Elgar: Cheltenham, UK.

Antia, Kersi D. (2010), "Gray Markets," in *Wiley International Encyclopedia of Marketing*, Jagdish Sheth and Naresh Malhotra (eds.).

RESEARCH IN PROGRESS

Butt, Moeen N., Kersi D. Antia, Vishal Kashyap, and Brian Murtha, "Clustering, Knowledge Sharing, and Intra-Brand Competition: A Multi-Year Analysis of An Evolving Franchise System," under third round review at *Journal of Marketing*.

Butt, Moeen N. and Kersi D. Antia, "Franchise System Growth and Franchisor Terminations," under second round review, *Journal of Marketing Research*.

Antia, Kersi D., Erik Mooi, Vishal Kashyap, and Gary L. Frazier "Vertical Restraints and Channel Relationship Dissolution in Franchise Systems," in preparation for second round review at *Journal of Marketing Research*.

Astvansh, Vivek, Sudha Mani, and Kersi D. Antia, "Buyer-Supplier Interactions and Buyers' Emergence from Bankruptcy," in preparation for second round review at *Journal of Marketing Research*.

Astvansh, Vivek, Kersi D. Antia, and Gerard J. Tellis, "Product Recall: Research Synthesis and New Directions," in preparation for second round review at *Journal of Marketing*.

Pauwels, Koen, Bharat L. Sud, Robert Fisher, and Kersi D. Antia, "Should Ads be Consistent over Time or with the Market? It Depends on Brand Age," in preparation for second round review at *International Journal of Marketing Research*.

Peer-Reviewed Conference Proceedings

Butt, Moeen N., Kersi D. Antia, Brian Murtha, and Vishal Kashyap, "Clustering, Governance and Individual Outlet Sales: A multi-year analysis of an Evolving Franchise System," AMA Winter Marketing Educators' Conference, Orlando, FL, February 17-19, 2017.

Butt, Moeen N., Kersi D. Antia, Kenneth H. Wathne, Xin (Shane) Wang, and Robert Fisher, "Crisis Management in a Co-Branding Alliance Network," AMA Winter Marketing Educators' Conference, Orlando, FL, February 17-19, 2017.

Astvansh, Vivek, Kersi D. Antia, and Xin (Shane) Wang, "Communicating How Much, To Whom, and When: A Value-Chain Perspective on Product Recall Efficacy," AMA Winter Marketing Educators' Conference, Orlando, FL, February 17-19, 2017.

Yilmaz, Tuba, Stefan Wuyts, Kenneth H. Wathne, and Kersi D. Antia, "Crisis in Multilateral Co-Branding Alliances: Consequences for Member Firms," AMA Winter Marketing Educators' Conference, Orlando, FL, February 17-19, 2017.

Astvansh, Vivek, and Kersi D. Antia (2016), "Communicating How Much, With Whom, and When: A Triadic Perspective on Product Recall Efficacy," presentation at the *ISBM Academic Conference 2016*, Atlanta, Georgia, August 4, 2016.

Astvansh, Vivek, Sudha Mani, and Kersi D. Antia (2016), "Buyer-Supplier Interactions and Buyers' Emergence from Bankruptcy," presentation at the *ISBM Academic Conference 2016*, Atlanta, Georgia, August 3, 2016.

Astvansh, Vivek, and Kersi D. Antia (2016), "Communicating How Much, With Whom, and When: A Triadic Perspective on Product Recall Efficacy," presentation at the *ISMS 2016 Marketing Science Conference*, Shanghai, China, June 16, 2016.

Astvansh, Vivek, Sudha Mani, and Kersi D. Antia (2016), "Rising from the Ashes: Firms' Supplier Relationships and their Recovery from Bankruptcy," presentation at the American Marketing Association's (AMA's) *2016 Winter Marketing Academic Conference*, Las Vegas, California, February 26, 2016.

Antia, Kersi D., Sudha Mani, and Kenneth H. Wathne, "All for One, One for All? Franchisor-Franchisee Interdependence, Governance, and Bankruptcy," AMA Winter Educators' Conference, Orlando, FL, February 15-18, 2014.

Mani, Sudha, Traci Freiling, Kersi D. Antia, and Jan B. Heide, "Does Interorganizational Governance Help or Hinder Performance? Findings from a Meta-Analysis," AMA Winter Educators' Conference, Tampa, FL, February 16-19, 2012.

Vivian Xu Zheng, Kersi D. Antia, and Gary L. Frazier, "Dispute Initiation, Resolution, and Outcomes in Franchise Relationships," ISBM Academic Conference, Boston, MA, August 11-12, 2010.

Wathne, Kenneth H. and Kersi D. Antia, "Customer Identification in Marketing Alliances: Does it Matter Whom they Identify with?" ISBM Academic Conference, Boston, MA, August 11-12, 2010.

Antia, Kersi D. and Sudha Mani, "Bankruptcy Related Externalities in Franchisor-Franchisee Relationships," ISBM Academic Conference, Boston, MA, August 11-12, 2010.

Kashyap, Vishal, Kersi D. Antia, and Gary L. Frazier, "Contracts, Governance, and Channel Member Cooperation," Marketing Science Conference, Ann Arbor, MI, June 3-6, 2009.

Fisher, Robert J., Bharat L. Sud, Kersi D. Antia, and Gina Pingitore, "Is it Better to Over- or Under-state Quality?" Marketing Science Conference, Ann Arbor, MI, June 3-6, 2009.

Zheng, Vivian Xu, and Kersi D. Antia, "Dispute Resolution in Principal-Agent Relationships," Marketing Science Conference, Ann Arbor, MI, June 3-6, 2009.

Mani, Sudha, Kersi D. Antia and Rajesh Chandy, "Managing Portfolios of Product Alliances," AMA Winter Educators' Conference, Tampa, FL, February 16-19, 2009.

Antia, Kersi D. and Kenneth H. Wathne, "A Latent Growth Curve Analysis of the Impact of Partner Selection on Organizational Outcomes," Marketing Science Conference, Singapore, June 28, 2007.

Kyle Murray, Kersi D. Antia, and Jianping Liang "Practice, Perceived Quality and Consumer Choice," 2007 Winter Society for Consumer Psychology Conference, Las Vegas NV, February 23, 2007.

Mani, Sudha, Kersi D. Antia and Rajesh Chandy, "Managing Portfolios of Product Alliances," AMA Winter Educators' Conference, San Diego CA, February 16-19, 2007.

Fisher, Robert J., Bharat L. Sud, and Kersi D. Antia, "The Differential Impact of Advertised and Objective Quality on Market Share as Markets Age," AMA Winter Educators' Conference, San Diego CA, February 16-19, 2007.

Mani, Sudha, Kersi D. Antia, and Rajesh K. Chandy "Assessing Portfolio Effects on Alliance Performance," Marketing Science Conference, Pittsburgh PA, June 8-10, 2006.

Kyle Murray, Kersi D. Antia, and Jianping Liang, "Practice, Perceived Quality, and Choice," Marketing Science Conference, Pittsburgh PA, June 8-10, 2006.

Mani, Sudha and Kersi D. Antia, "The Pleasures and Perils of Polygamy: A Social Networks Perspective on Alliance Performance," AMA Winter Educators' Conference, St. Petersburg FL, February 2006.

Mark, Tanya, Kersi D. Antia, Niraj Dawar, and Rakesh Niraj, "A Purchasing Trajectory-based Approach to Determining Distributor Profitability Levels" Marketing Science Conference, Emory University, Atlanta GA, June 16-18, 2005.

Mani, Sudha Kersi D. Antia, and Aric Rindfleisch, "Why do Firms Persist with Entry Mode Choices? Theory and Evidence from Japanese Firms' Foreign Direct Investment Decisions," Marketing Science Conference, Emory University, Atlanta GA, June 16-18, 2005.

Mani, Sudha, Kersi D. Antia, and Aric Rindfleisch "Accounting for Persistence in Foreign Entry Mode Choice: The Case of Japanese Firms' Foreign Direct Investment," ASAC, Toronto, Canada, Summer 2005.

Fisher, Robert, Mark Vandenbosch, and Kersi D. Antia "Designing Effective Fundraising Campaigns: Evidence from a Field Study" Marketing Science Conference, Emory University, Atlanta GA, June 16-18, 2005.

Mani, Sudha, Kersi D. Antia, and Aric Rindfleisch, "Entry Mode and Level of Equity: A Simultaneous Examination of Foreign Direct Investment Governance," AMA Winter Marketing Educators' Conference, San Antonio TX, February 11-14, 2005.

Antia, Kersi D., William Browne, John Hulland, and Elliot Maltz, "A Multilevel Assessment of Systematic Response Variation in Survey Research" Marketing Science Conference, Erasmus University, Rotterdam, the Netherlands, June 23-27, 2004.

Maltz, Elliot and Kersi D. Antia, "Digital Information Distribution: Using Websites to Augment Information Flows to Channel Partners," AMA Winter Marketing Educators' Conference, Scottsdale AZ, February 6-9, 2004.

Mani, Sudha, Kersi D. Antia, and Aric Rindfleisch, "A Dynamic Look At Governance in Firms' Foreign Market Entry Decisions," North American Society for Marketing Education in India's (NASMEI) Second Annual Conference at the Indian School of Business, Hyderabad, January 6, 2004.

Antia, Kersi D., Mark E. Bergen, and Shantanu Dutta, "(How) Does Enforcement Work?" Marketing Science Conference, University of Maryland, MD, June 12-15, 2003.

Gregoire, Yany, Mike Wade, John Hulland, and Kersi D. Antia, "The Role of Core versus Dynamic Firm Resources in Online Migration Efforts," AMA Winter Marketing Educator's Conference, Scottsdale, AZ, February, 2001.

Antia, Kersi D., Mark E. Bergen, and Shantanu Dutta, "Understanding Plural Governance: The Use of Dual Enforcement Policies to Manage Gray Market Activity," 2000 Marketing Science Conference, Los Angeles, California, June 22-25, 2000.

Antia, Kersi D., Mark E. Bergen, and Shantanu Dutta, "The Determinants of Manufacturer Enforcement Policy on Gray Markets," 1999 Marketing Science Conference, Syracuse, New York, May 20-23, 1999.

Antia, Kersi D., and Gary L. Frazier, "The Selective Enforcement of Contracts in Buyer-Seller Relationships: An Integrated Theoretical Perspective." Marketing Science Conference, Berkeley, California, March 21-23, 1997.

Invited Talks and Conference Participation

Invited Panel Member, BMM-EMAC 8th Biennial International Conference on Business Market Management, Karl-Frazens-University of Graz, Austria, July 6-8, 2017.

Invited Presenter, ISBM B2B PhD Camp, Atlanta GA, August 2, 2016.

Butt, Moeen N. and Kersi D. Antia, "A Pace too Brisk, a Bridge too Far? Toward a Better Understanding of Firm Growth," 37th Annual ISMS Marketing Science Conference, Baltimore, MD, June 18-20, 2015.

Kopalle, Praveen, Robert Fisher, Bharat Sud, and Kersi D. Antia, "Effects of Advertised Quality Emphasis and Objective Quality on Sales: Evidence from Minivan Market," 37th Annual ISMS Marketing Science Conference, Baltimore, MD, June 18-20, 2015.

Antia, Kersi D. and Bharat L. Sud, "Salesperson Characteristics, Sales Competence-enhancing Technology Usage, and Sales Performance: A Dual Trajectories Perspective," 5th Enhancing Sales Force Productivity Conference, Atlanta, GA, June 16-17, 2015.

Invited Presenter, Theoretical Challenges, Solutions and Opportunities in IOR Research, Summer AMA Educators' Conference, Chicago, IL, August 14, 2015.

Invited Presenter, Thought Leaders in Customer Engagement, Paris, June 3-5, 2015.

Research Seminar at Wilfrid Laurier University, Waterloo ON, April 2015.

Research Seminar at McMaster University, Hamilton ON, November 19, 2014.

Research Seminar at Pennsylvania State University, State College, PA, October 27, 2014.

Invited Presenter, ISBM B2B PhD Camp, San Francisco CA, July 29, 2014.

Antia, Kersi D., Sudha Mani, and Kenneth H. Wathne, "All for One, One for All? Franchisor-Franchisee Interdependence, Governance, and Bankruptcy," Thought Leaders in Marketing Channels Conference, Paris, June 1-3, 2014.

Invited Presenter, Thought Leaders in Marketing Channels, Paris, June 1-3, 2014.

Antia, Kersi D., Sudha Mani, and Kenneth H. Wathne, "All for One, One for All? Franchisor-Franchisee Interdependence, Governance, and Bankruptcy," Second Annual Empirical and Theoretical Symposium, Hamilton, ON, May 31, 2014.

Research Seminar at City University of Hong Kong, Hong Kong, Jan 16, 2014.

Invited Presenter, ISBM B2B PhD Camp, Chicago IL, August 15, 2012.

Invited Participant, Thought Leadership Conference on the Sales Profession, Harvard Business School, Boston MA, June 5-6, 2012.

Research Seminar at the University of Western Ontario, London, ON, April 20, 2012.

Research Seminar at the University of Oklahoma, Norman, OK, April 13, 2012.

Research Seminar at the University of Alberta, Edmonton, AB, March 13, 2012.

Invited Presenter, Interorganizational Research Workshop, BI Norwegian School of Business, Oslo, Norway, June 26-30, 2011.

Invited Presenter, Special Session on "New Advances in Inter-Organizational Exchange," organized by Qiong Wang and Alok Kumar at AMA Winter Educators' Conference, Austin, TX, February 2011.

Invited Presenter, Special Session on "User Generated Content," organized by Gerard Tellis at AMA Winter Educators' Conference, Austin, TX, February 2011.

Research Seminar at the Weatherhead School of Management, Case Western Reserve University, October 6, 2010.

Invited Faculty Participant, The TNS Center for Customer Management of the University of Munster, the Department of Retailing and Customer Management at the University of Cologne, and the Customer Insights Center of the University of Groningen, Montabaur Castle, Frankfurt, Germany, September 10, 2009.

Invited Presenter, Interorganizational Research Workshop, Ozyegin University, Istanbul, Turkey, June 29, 2009.

Invited presenter (with Kenneth H. Wathne), Terra Gruppen, Oslo, Norway, June 15, 2009.

Research Seminar at the Carlson School of Management, University of Minnesota, April 18, 2009.

Research Seminar at the University of Alberta, Edmonton, AB, October 31, 2008.

Invited Presenter, The University of Pennsylvania Invitational Erin Anderson B2B Research Conference, October 16-19, 2008.

Invited Faculty Participant, 43rd American Marketing Association Sheth Foundation Doctoral Consortium, University of Missouri, Columbia, MO, June 4-8, 2008.

Invited to present "The Impact of Supplier-Deployed Product Information Systems on Reseller Personnel's Sales Performance," at Behavioral and Modeling Approaches to Marketing Channels Research: Bridging the Divide, AMA Summer Educators' Conference, Washington DC, August 5, 2007.

Invited Faculty Participant, 7th Annual Doctoral Student SIG Pre-Conference Symposium, AMA Summer Educators' Conference, Washington DC, August 3, 2007.

Research Seminar at Imperial College, UK, March 26, 2006.

Research Seminar at Santa Clara University, November 14, 2005.

Research Seminar at the University of Wisconsin, Madison. October 24, 2005.

“Gray Market Management” presented at Quarterly General Meeting of the Anti-Gray Market Alliance, Northern Telecom, Toronto, June 24, 2005.

“Integrating Bricks and Clicks: Multichannel Strategies in the Internet Era,” presented at Koç University, Istanbul, Turkey, June 10, 2002.

TEACHING

Executive Education Clients

Strategic Business Acumen, (Executive Education, General Dynamics Land Systems)

Ivey Consortium ICE (Executive Education, Hong Kong)

Ivey Consortium Accelerating Management Talent (Executive Education, Hong Kong)

Healthcare Marketing (IEDC-Bled School of Management, Slovenia)

Courses Developed and Taught (Western University)

Global Marketing (JD Irving Executive MBA)

Winning through Marketing Management (EMBA Toronto, Hong Kong)

Ivey Essentials Marketing Module (M.Sc.)

Ivey Pre Knowledge Program (M.Sc.)

Retail Management (Undergraduate)

Seminar on Marketing Theories (Ph.D.)

e-Commerce and the Internet (Undergraduate)

Marketing Management (Undergraduate and Graduate)

Managing your Customers (Graduate)

e-Leadership (Undergraduate and Graduate)

Biotech Marketing (Graduate)

Channels of Distribution (Undergraduate and Graduate)

Courses Developed and Taught (Institute for the Study of Business Markets)

Seminar on Channels of Distribution (Ph.D.) 2013, 2016

Courses Developed and Taught (University of Wisconsin-Madison)

Marketing Management (Graduate)

Channels of Distribution (Undergraduate)

Seminar on Interorganizational Relations (Ph.D.)

Seminar on Marketing Strategies (Ph.D.)

Learning Materials Development

Cases

Medtronic plc: Combating the Grey Market, Case (under editing at Ivey Publishing), 12 pages.
Theranos, Inc. – Pivoting to Consumer Healthcare, Case No. 9B15A056, 10 pages.
Theranos, Inc. – Pivoting to Consumer Healthcare, Teaching Note No. 8B15A056, 9 pages.
Xiamen Airlines: Bracing for Impact, Case No. 9B15A015, 12 pages.
Xiamen Airlines: Bracing for Impact, Teaching Note No. 8B15A015, 9 pages.
Zheng Shan Tea Company: Growing the Home Market, Case No. 9B16A013, 10 pages.
Vic Progressive: Launching the SkyTrack, Case No. 9B15A041, 9 pages.
Vic Progressive: Launching the SkyTrack, Teaching Note No. 8B15A041, 7 pages.
WestJet Christmas Miracle (A). 9B14A026, 16 pages.
WestJet Christmas Miracle (B). 9B14A027, 1 page.
WestJet Christmas Miracle (A), (B), Teaching Note No. 8B14A026, 9 pages.
BMW Canada, Case No. 9B14A061, 16 pages.
Looks.com (A) – A Grey Issue, Case No. 9B00A012, 15 pages.
Looks.com (A) – A Grey Issue, Teaching Note No. 8B00A12, 8 pages.
Looks.com (B) – A Tempting Offer, Case No. 9B00A013, 1 page.
New World Mobility: Jockeying for Position, Case No. 9B00A014, 15 pages.
New World Mobility: Jockeying for Position, Teaching Note No. 8B00A14, 8 pages.
Living Dupont.Ca: Virtual Business Real Money, Case No. 9B03A018, 16 pages.
Living Dupont.Ca: Virtual Business Real Money Teaching Note No. 8B03A18, 6 pages.
Eurogame and the ITV Opportunity, Case No. 9B01A027, 19 pages.
Yahoo! Singapore – The Quest for Eyeballs, Case No. 4B01A008A, 19 pages.
Yahoo! Singapore – Thinking Global, Acting Local, Case No. 4B01A009A, 18 pages

Graduate Supervision (Western University)

Supervisor, Dissertation Supervisory Committee for Moeen Butt (anticipated graduation June 2017)
Supervisor, Dissertation Supervisory Committee for Vivek Astvansh (anticipated graduation July 2018)
Member, Dissertation Supervisory Committee for Chya-Yi Liaw (completed October 2015)
Co-Supervisor, Dissertation Supervisory Committee for Sudha Mani (completed July 2007; judged winning proposal in the 2005 ISBM Dissertation Proposal Competition).
Member, Dissertation Supervisory Committee for Yany Gregoire (completed July 2004)
Member, Dissertation Supervisory Committee for Chris Plouffe (completed Jan 2003)
Member, Dissertation Supervisory Committee for Michael Wade (completed May 2002)
Supervisor, MBA Independent Project, Jason Sleeth (completed May 2001)
Supervisor, MBA Independent Project, Kevin Williams (completed May 2000)
Supervisor, MBA Independent Project, Ilia Frolov (completed May 2002)

Undergraduate Supervision (Western University)

Supervisor, HBA Independent Project, Amanda Van (completed April 2017)
Supervisor, HBA Independent Project, Brandon Ing (completed August 2014)
Supervisor, HBA Independent Project, Andrew Chris (completed May 2002)
Supervisor, HBA Independent Project, Erica Bailey (completed May 2002)
Supervisor, HBA Independent Project, Farah Bezner (completed May 2002)
Supervisor, HBA Independent Project, Pav Dharwarkar (completed May 2002)

Graduate Supervision (University of Wisconsin-Madison)

Co-chair (with Aric Rindfleisch), Dissertation Committee, Vivian Xu Zheng (completed May 2012).
Member, Dissertation Committee, Moon Young Park (completed August 2010).
Member, Academic Committee, Vidal Queverno, School of Journalism and Mass Communications.
Member, Dissertation Committee, Mathew O'Hern (completed August 2009).
Member, Dissertation Supervisory Committee for Bharat Sud (completed June 2009)
Member, Dissertation Committee, Gokcen Coskuner-Balli (completed May 2008).

Member, Dissertation Committee, Zeynep Arsel (completed May 2007).

Undergraduate Supervision (University of Wisconsin-Madison)

Supervisor, Independent Readings, Corey Devin Capasso (completed December 2006)

ACADEMIC AND PROFESSIONAL CONTRIBUTIONS

Scholarly and Professional Activities

Editorial Review Board Membership

Journal of Marketing, April 2011-present.

International Journal of Research in Marketing, April 2016-present.

Journal of International Marketing, January 2015-present.

Journal of Retailing, January 2015-present.

Journal of Business Research, December 2015-present.

Ad-hoc reviewer, *Journal of Marketing* (2001-2011), *Journal of Marketing Research since 2014*, *Marketing Science* 2010, *International Journal of Research in Marketing* 2007, *Journal of the Academy of Marketing Science* 2003, 2006, *Journal of Operations Management* 2009, *Scandinavian Journal of Management* 2008, *Journal of Interactive Marketing* 2003, *Journal of Management Information Systems* 2006, *Journal of Business Venturing* 2010, 2011, *Journal of Asia-Pacific Business* 2009, 2011, *Journal of Services Research* 2008-2009, *Management Science* 1998, 2013, *Journal of Small Business Management* 2014, *Management Decision* 2014.

Reviewer, Social Sciences and Humanities Research Council of Canada Grant Applications, 2002-present.

Manuscript Reviewer, Administrative Sciences Association of Canada (ASAC) Conference, Halifax, NS, June 2015.

Manuscript Reviewer, Interorganizational Relations track, AMA Winter Marketing Educator's Conference, Austin, TX, February 2011.

Manuscript Reviewer, Interorganizational Relations track, AMA Summer Marketing Educator's Conference, San Diego, CA, August 2008.

Manuscript Reviewer, Best Paper of Conference, AMA Summer Marketing Educators' Conference, Washington DC, August 2007.

Co-Track Chair, New Products and Innovation Track, AMA Winter Educators' Conference, San Antonio, TX, February 2015.

Co-Track Chair, Marketing Strategy and Distribution Channels Track, AMA Winter Educators' Conference, Austin, TX, February 2008.

Manuscript Reviewer, Marketing Strategy formation and Implementation, and Interorganizational Relations tracks, AMA Summer Marketing Educator's Conference, Washington DC, August 2007.

Manuscript Reviewer, Interorganizational Relations track, AMA Winter Marketing Educator's Conference, San Diego, February 2007.

Manuscript Reviewer, Interorganizational Relations track, AMA Summer Marketing Educator's Conference, Chicago, August 2006.

Track Chair, AMA Winter Educators' Conference, St. Petersburg, FL, February 2006.

Communications Vice President, AMA Interorganizational SIG, 2003-2005.

Manuscript Reviewer, Marketing Strategy formation and Implementation, and Interorganizational Relations tracks, AMA Winter Marketing Educator's Conference, San Antonio, TX, February, 2005.

Manuscript Reviewer, Marketing Strategy formation and Implementation track, AMA Winter Marketing Educator's Conference, Scottsdale, AZ, February, 2004.

Manuscript Reviewer, Marketing Strategy formation and Implementation track, AMA Winter Marketing Educator's Conference, Orlando, FL, February, 2003.

Manuscript Reviewer, Marketing Strategy formation and Implementation track, AMA Winter Marketing Educator's Conference, Austin, TX, February, 2002.

Manuscript Reviewer, Inter-organizational Relations track, AMA Winter Marketing Educator's Conference, Austin, TX, February, 2002.

Co-Organizer, Special Session on "Resource-based View of the Firm in a Marketing Context: The Next Generation of Conceptual Development," AMA Winter Marketing Educator's Conference, Austin, TX, February, 2002.

Co-Organizer, Conference on Secured Transactions, with Law Commission of Canada and UWO Law School, London, ON, November 2001.

Manuscript Reviewer, Marketing Strategy track, AMA Winter Marketing Educator's Conference, Scottsdale, AZ, February, 2001.

Manuscript Reviewer, Marketing Channels track, Academy of Marketing Science Conference, New Orleans, April 1997.

UNIVERSITY AND DEPARTMENT CONTRIBUTIONS

Member, Interdisciplinary Initiatives Selection Committee, Western University, 2017.

Doctoral Program Coordinator, Marketing Area Group, Ivey Business School, 2014-present.

Chair, Faculty Recruiting Committee, Marketing Area Group, 2014, 2017.

First alternate member, Promotions and Tenure Committee, Ivey Business School, 2014-2015.

Member, Sustainability Centre Recruiting Committee, 2014, 2017.

Member, Curriculum Committee, School of Business, UW Madison, 2009-2011.

Speaker, Center for International Business Education and Research, UW Madison, on International Market Entry Strategies, May 14, 2009.

Member, Doctoral Program Committee, UW-Madison Marketing Department, 2008, 2009.

Coordinator and Member, Research Seminar Series Committee, UW-Madison Marketing Department, 2008, 2009.

Member, Ph.D. Admissions Committee, UW-Madison Marketing Department, 2007, 2008.

Member, Ivey Research Computing Committee, 2004-2006.

Member, MBA Appeals Committee, Ivey Business School, 2000-2001.

Member, Marketing Area Group Recruitment Team, 2000-2003.

MEDIA MENTIONS/APPEARANCES

Featured in Canadian Business magazine, the Globe and Mail, London Free Press, Talk Radio London.