

Dr. Tom Noordewier

The University of Vermont
BSAD-Marketing
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Education

- Ph D, University of Wisconsin-Madison, 1986.
Major: Major: Business (Channels of distribution); Minor: Economics
Dissertation Title: "Explaining Contract Purchase Arrangements in Industrial Buying: A Transaction Cost Perspective"
- MBA, University of Wisconsin-Madison, 1982.
Major: Major: Business (Marketing)
- BA, University of Wisconsin-Madison, 1979.
Major: Major: Economics (Honors)

RESEARCH

Research Publications

Books

- LaLonde, B. J., Noordewier, T., Cooper, M. C. (1988). *Customer Service: A Management Perspective*. Oak Brook, Illinois: Customer Service: A Management Perspective/ Council of Logistics Management.

Book Chapters

- Hermans, C., Howarth, R. B., Noordewier, T., Erickson, J. (2008). *Constructing preferences in structured group deliberative processes*. Deliberative Ecological Economics/Oxford University Press.
- Noordewier, T., zz-Sinkula, J. (1996). In Tamer Cavusgil (Ed.), *Export Strategies and Export Performance: An Empirical Investigation of a Products/Markets Typology* (vol. 8, pp. 27-58). JAI Press.

Refereed Journal Articles

- Noordewier, T. G., Harrison, D. M. (2022). Land leverage and mortgage default: implications for the aging baby boom generation. *Real Estate Finance*, 38(4).
- Noordewier, T. G., Lucas, M. T. (2020). On Being Green and Profitable: Does Industry Context Matter? *International Journal of Production Economics*, 223(May).
- Kingsley, A., Noordewier, T., Vanden Bergh, R. (2017). Overstating and Understating Interaction Results in International Business Research. *Journal of World Business*, 52(2).
- Lucas, M., Noordewier, T. (2016). Environmental Management Practices and Financial Performance: The Moderating Effects of Industry Pollution-Related Context. *International Journal of Production Economics*, 175, 24-34.

- Kubiszewski, I., Noordewier, T., Costanza, R. (2011). Perceived Credibility of Internet Encyclopedias. *Computers & Education*, 56(3), 659-667.
- Harrison, D. M., Noordewier, T. (2011). Empirical Evidence on Mortgage Choice as a Screening Mechanism for Default Risk. *Journal of Housing Research*, 20(1), 18.
- Hermans, C., Erickson, J., Noordewier, T., Sheldon, A., Kline, M. (2007). Collaborative environmental planning in river management: An application of multi criteria decision analysis in the White River Watershed in Vermont. *Journal of Environmental Management*, 84(4), 534-546.
- Harrison, D. M., Noordewier, T., Yavas, A. (2004). Do Riskier Borrowers Borrow More? *Real Estate Economics*, 32(3), 385-411.
- Noordewier, T., Harrison, D. M., Ramagopal, K. (2001). Semi-Variance of Property Value Estimates as a Determinant of Default Risk. *Real Estate Economics*, 29(1), 127-159. <http://www3.interscience.wiley.com/cgi-bin/fulltext/118996104/PDFSTART>
- zz-Sinkula, J., Baker, W., Noordewier, T. (1997). A Framework for Market-Based Organizational Learning: Linking Values, Knowledge and Behavior. *Journal of the Academy of Marketing Science*, 25(4), 305-318. <http://www.springerlink.com/content/v2j30748200qh407/>
- Gardner, J. T., Cooper, M. C., Noordewier, T. (1994). Understanding Shipper-Carrier and Shipper-Warehouser Relationships: Partnerships Revisited. *Journal of Business Logistics*, 15(2 - Fall), 121-143.
- Thompson, P., Noordewier, T. (1992). Estimating the Effects of Consumer Incentive Programs on Domestic Automobile Sales. *Journal of Business and Economic Statistics*, 10(4), 409-17.
- Noordewier, T., John, G., Nevin, J. (1990). Performance Outcomes of Purchasing Arrangements in Industrial Buyer-Vendor Relationships. *Journal of Marketing*, 54, 80-93.
- Noordewier, T. (1989). A Comparison of Blanket and Systems Contracts. *Journal of Purchasing and Materials Management*, 25, 35-40.

Conference Proceedings

- Noordewier, T. G., Harrison, D. (2016). In Michael J. Highfield, ARES 2016 Program Chair (Ed.), *Land Leverage and Mortgage Default: Implications for the Aging Baby Boom Generation*. American Real Estate Society (ARES). <https://www.etnpconferences.net/ares/ares2016/User/Program.php?TimeSlot=6#Session56>
- Lucas, M., Noordewier, T. (2010). *Environmental Management Practices in Services: When Does it Pay to be Green?*. International Research Symposium in Service Management/University of Mauritius.
- Harrison, D. M., Noordewier, T., Ramagopal, K. (2002). *Mortgage Terminations: The Role of Conditional Volatility* (1/2 ed., vol. 23, pp. 89-110). American Real Estate Society (ARES) annual meetings.
- Noordewier, T., zz-Sinkula, J. (1995). In Tage Koed Madsen (Ed.), *Export Strategies and Export Performance: An Empirical Investigation of a Products/Markets Typology* (pp. 1-47). Odense: Proceedings of the Third Symposium of the Consortium for International Marketing Research (CIMaR).

Noordewier, T. (1991). *Franchise Contracts: The Economics of Asymmetric Terms* (Feb. 9-10 ed.). Proceedings of the Fifth Conference of the Society of Franchising.

Journal Articles

Noordewier, T., Rogers, D., Balakrishnan, S. (1989). An Empirical Investigation of Consumer Preference for Private Long-Term Care Insurance. *Journal of Health Care Marketing*, 9, 34-40.

Other

Noordewier, T. (2011). *Review of "The Housing Boom and Bust," by Thomas Sowell* (2nd ed., vol. Vol. 19, pp. pp. 489-492). *Journal of Real Estate Literature*.

Presentations Given

Lucas, M., Do, H., Noordewier, T., 2024 POMS Annual Meeting, "Environmental Shareholder Proposals and Firm Strategic Responses: A Game-Theoretic Perspective," Production and Operations Management Society (POMS), Minneapolis, Minnesota. (April 2024).

Lucas, M. (Author), Noordewier, T. (Author & Presenter), 2023 INFORMS Annual Meeting, "The Impact of Corporate Responses to Environmental Shareholder Proposal on Financial Performance," INFORMS, Phoenix, Arizona, United States. (October 17, 2023).

Noordewier, T. G. (Author & Presenter), Lucas, M. T. (Author & Presenter), 2019 POMS Annual Conference, ""When does it pay to be green? The moderating role of industry context?," Production and Operations Management Society, Washington D.C., United States. (May 6, 2019).

Noordewier, T. G., Harrison, D., American Real Estate Society 2016 Annual Meeting, "Land Leverage and Mortgage Default," American Real Estate Society (ARES), United States. (April 1, 2016).

Vanden Bergh, R. (Author & Presenter), Noordewier, T. (Author & Presenter), Brown Bag Lunch Series, "Do UVM students prefer to buy local?," UVM School of Business Administration, Burlington, Vermont, United States. (March 22, 2013).

Lucas, M. (Author & Presenter), Noordewier, T. (Author), Management of Technology and Innovation Seminar Series, "Environmental Management Practices and Financial Performance," Grenoble - Ecole of Management, France. (September 28, 2012).

Lucas, M. (Author & Presenter), Noordewier, T. (Author), Northeast Decision Sciences Institute (NEDSI) Annual Meeting, "Environmental Management in the Service Sector: An Empirical Investigation," Newport, Rhode Island, United States. (March 2012).

Noordewier, T. (Author), zz-Kingsley, A. (Author & Presenter), American Political Science Association (APSA) 2011 Annual Meeting, "Microdeterminants of Foreign Direct Investment into Developing Countries: Evidence from the Telecom Sector," APSA, Seattle, Washington, United States. (September 1, 2011).

Lucas, M. (Author), Noordewier, T. (Author & Presenter), 41st Annual Meeting of the Decision Sciences Institute (DSI), "Does it Pay to be Green? the Moderating Role of Industry Context," San Diego, California, United States. (November 20, 2010).

- Lucas, M. (Author & Presenter), Noordewier, T. (Author), International Research Symposium on Service Management (IRSSM), "Environmental Management Practices in Services: When Does it Pay to be Green?," University of Mauritius, Mauritius. (August 25, 2010).
- Noordewier, T. (Author & Presenter), Lucas, M. (Author & Presenter), 2010 POMS Annual Conference, "Environmental Management Practices and Financial Performance: Does Industry Matter?," Production and Operation Management Society (POMS), Canada. (May 9, 2010).
- Noordewier, T., BSAD Board of Advisors Meeting, "Research briefing," School of Business Administration, Burlington, Vermont, United States. (January 29, 2010).
- Lucas, M. (Author & Presenter), Noordewier, T. (Author), Decision Sciences Institute (DSI) Conference, "Environmental Management Practices and Financial Performance: Impact of Industry-Level Characteristics," Decision Sciences Institute, Louisiana, United States. (November 14, 2009).
- Noordewier, T. (Author & Presenter), Workshop Series, "Selecting Between Adjustable- and Fixed-Rate Mortgages: A Transaction Cost-Contingent Explanation of Consumer Choice," University of Queensland, Australia, Australia. (May 19, 2006).
- Noordewier, T., Harrison, D., Yavas, A., American Real Estate Society (ARES), "Adjustable and Fixed Rate Mortgages as a Screening Mechanism For Default Risk: Some Empirical Evidence," American Real Estate Society. (2004).
- Yavas, A. (Author & Presenter), Harrison, D. M. (Author), Noordewier, T. (Author), International Real Estate Research Symposium 2004 (IRERS), "Do Riskier Borrowers Borrow More?," Proceedings of the International Real Estate Research Symposium, Malaysia. (April 13, 2004).
- Noordewier, T., Harrison, D. M., Yavas, A., American Real Estate Society (ARES) annual meetings, "Do Riskier Borrowers Borrow More?," American Real Estate Society. (April 2003).
- Noordewier, T., Harrison, D. M., American Real Estate and Urban Economics Association annual meetings, "Do Riskier Borrowers Borrow More?," American Real Estate and Urban Economics Association. (January 2003).
- Noordewier, T., Harrison, D. M., 2001 International Real Estate Conference, "Mortgage Terminations: The Role of Conditional Volatility," International Real Estate, Mexico. (May 6, 2001).
- Noordewier, T., Harrison, D. M., 2001 American Real Estate Society (ARES), "Mortgage Terminations: The Role of Conditional Volatility," American Real Estate Society (ARES), Idaho, United States. (April 2001).
- Noordewier, T., Harrison, D. M., Allied Social Science Associations' session on Real Estate Appraisals and Smoothing, "Semi-Variance of Appraised Property Values as a Determinant of Delinquency Risk," American Real Estate & Urban Economic Association (AREUEA), Massachusetts, United States. (January 8, 2000).
- Noordewier, T., Dant, R., Kaufmann, P., 1991 AMA Summer Marketing Educators' Conference, "Relationalism in Organizational Buyer-Seller Transactions: A Review of Empirical Evidence and Conceptual Issues," AMA, California, United States. (August 18, 1991).
- Noordewier, T., Thompson, P., Conference on Evaluating Sales Promotions from the Consumer, Manufacturer, and Retailer Perspectives, "Estimating the Effects of Consumer Incentive

- Programs on Domestic Auto Sales," Marketing Science Institute, Massachusetts, United States. (May 16, 1991).
- Noordewier, T., 1991 Society of Franchising Conference, "Franchise Contracts: The Economics of Asymmetric Terms," Society of Franchising, Florida, United States. (February 9, 1991).
- Noordewier, T., NYU/Columbia/Yale Symposium, "Performance Outcomes of Purchasing Arrangements in Industrial Buyer-Vendor Relationships," Columbia University, New York, United States. (May 1990).
- Noordewier, T., 1990 Winter Marketing Educators' Conference, "The Procurement of Repetitively-Used Industrial Supplies: A Transaction Cost Perspective on Organizational and Performance Issues," Marketing Educators', Arizona, United States. (February 1990).
- Noordewier, T., Thompson, P., Decision Sciences Institute Conference, "The Effects of Interest Rate Incentive Programs on Domestic Automobile Sales: Manufacturer Level Effects," Decision Sciences Institute, Nevada, United States. (November 1988).
- Noordewier, T., Annual Conference, "Customer Service: The Shipper Carrier Interface," Council of Logistics Management, Georgia, United States. (September 1987).
- Noordewier, T., Fourteenth Annual Albert Haring Symposium, "The Impact of Marketing Sunk Costs on Company Performance," Indiana University. (1984).

Research Currently in Progress

- "Consumer Preference for Buying Local: Experimental Evidence" (On-Going).
Is there some deep-rooted, inherent preference on the part of consumers to buy products locally, even when otherwise identical (i.e., in terms of price, durability, performance, etc.) non-local products are available for purchase? We conduct an experiment, using University of Vermont students, to ascertain whether consumers have a "predisposition" to buy locally. Source of product (i.e., local vs. non-local) and price (i.e., low, medium, and high) are manipulated, with the data analyzed using discrete choice and logistic regression techniques.
- "Consumers and Politics: The Relationship Between Corporate Political Activities and Buyer Behavior" (On-Going).
This is an undergraduate thesis that we may be able to publish. The thesis explores whether consumers willingness to purchase is affected by a company's political activities.
- "Environmental Shareholder Proposals: How Do Withdrawn Proposals affect Corporate Environmental Behavior and Financial Performance" (On-Going).
The focus of this new research program is on corporate responses to environmental shareholder proposals. More specifically, I intend to focus on withdrawn environmental shareholder proposals. To date, there is a limited understanding of the reasons why environmental proposals are more likely to be withdrawn, of the effects of such withdrawals on corporate behavior and financial performance, and of the mechanisms that contribute to these effects. This research program proposes to address an important gap in the literature on shareholder proposals.
- "Strategies to promote access to healthy food by vulnerable populations in rural communities" (On-Going).
The purposes of this project are to: (a) collect demographic and grocery shopping behavior data from a survey of Vermont residents representing socially vulnerable populations in rural communities, (b) evaluate the relationship between grocery shopping behaviors and awareness of retail grocery locations, (c) develop a conceptual model of access to healthy (high-quality) food by socially vulnerable households (that is, evaluate the relationship

between access to healthy food and use of public transit, and determine the feasibility of bus electrification strategies for facilitating access to healthy food by socially-vulnerable populations). The conceptual model will help policymakers understand the obstacles faced by socially vulnerable populations in accessing healthy food, whether those obstacles involve transportation access or awareness. It can also help rural transit providers design or modify existing route systems that facilitate the adoption of electrified transit buses.

"Withdrawn Environmental Shareholder Proposals and Firm Financial Performance: the Moderating Role of Advertising and R&D Intensity" (Writing Results).

This paper examines the relationship between withdrawn environmental shareholder-sponsored proposals and firm financial performance. Utilizing stakeholder theory, the resource-based view, and the marketing concepts of value creation and value appropriation, the paper proposes an environmental resolution withdrawal model in which the effect of a withdrawal on financial performance is hypothesized to be contingent upon the firm's use of the strategic marketing levers of R&D and advertising. We test the proposed resolution withdrawal model by analyzing annual shareholder proposals filed against S&P 1500 firms over the 1997-2018 period. Based on a sample of 658 firm-year observations, we find empirical evidence of a significant interaction between the withdrawal decision and investments in R&D advertising. When R&D and advertising are jointly above expected levels, the marginal effect of withdrawing on financial performance is positive; that is, there is a synergistic effect between R&D and advertising expenditures. However, a lack of alignment between R&D and advertising expenditures can result in a null, or even a negative, marginal financial performance effect.

Contracts, Grants and Sponsored Research

Grant

Sullivan, J. (Principal), Noordewier, T. (Co-PI), Novak, D. (Co-PI), Lucas, M. (Co-PI), "Strategies to promote access to healthy food by vulnerable populations in rural communities," Sponsored by UC Davis National Center for Sustainable Transportation (NCST), U.S. Department of Transportation, College/University, \$100,000.00. (August 1, 2024 - August 31, 2029).

Noordewier, T. (Principal), "Advanced Research Projects Agency - the federal agency concerned with the transfer of defense industry technologies to the commercial business sector," Sponsored by ARPA, The University of Vermont, \$140,000.00. (January 1994 - 1996).

Sponsored Research

Noordewier, T. (Contributor), zz-Sinkula, J. (Contributor), "The Powerpak Commercial Market Assessment Study: An Empirical Examination of the Market Viability of Lockheed Martin's Portable Electric Generator System," Sponsored by Advanced Research Projects Agency, Technology Reinvestment Program, Private. (1994).

Noordewier, T. (Contributor), zz-Sinkula, J. (Contributor), "The Powerpak Commercial Market Assessment Study: An Exploratory Examination of the Market Viability of Martin Marietta's 15 Kw Portable Electric Generator System," Sponsored by Advanced Research Projects Agency, Technology Reinvestment Program, Private. (1994).

Awards and Honors

Award for Best Paper of the IRSSM 2010 Conference, Proceedings of the International Research Symposium on Service Management. (2010).

American Marketing Association Doctoral Consortium, American Marketing Association. (1984).

Academic Scholarship. (1980).

Graduated with Honors. (1979).

Phi Beta Kappa. (1979).

TEACHING

Teaching Experience

The University of Vermont

BSAD 101, Business Savvy, 2 courses.
BSAD 150, Marketing Management, 33 courses.
BSAD 152, Business to Business Marketing, 4 courses.
BSAD 165, Marketing Analysis and Action, 5 courses.
BSAD 193, Honors Rsch Proposal Prep, 6 courses.
BSAD 196, ST: Advanced Marketing Management Topics, 2 courses.
BSAD 251, Marketing Research, 23 courses.
BSAD 299, Business Admin Honors Thesis, 2 courses.
BSAD 301, Sustainable Marketing, 1 course.
BSAD 302, Marketing Decision Making Under Uncertainty, 2 courses.
BSAD 305, Fundamentals of Marketing Mgmt, 14 courses.
BSAD 352, Business to Business Marketing, 5 courses.
BSAD 357, Analysis for Mktg Planning, 4 courses.
BSAD 394, Independent Readings&Research, 1 course.
BSAD 395, AST: Advanced Marketing Management Topics, 2 courses.
BSAD 396, Marketing Decision Making Under Uncertainty, 1 course.
BUS 2990, Project Research Design: From Questions to Proposals, 1 course.
BUS 3510, Marketing Research, 12 courses.
MBA 302, Marketing Under Uncertainty, 6 courses.
MBA 303, Data Analytics Sust Businesses 2, 2 courses.
MBA 6020, Data Analytics for Sust Businesses, 1 course.
MBA 6030, Marketing Data Analytics, 4 courses.

Awards and Honors

Graduate Teacher of the Year Award, School of Business Graduate Students. (May 2012).

SERVICE

Service to Academic Community

Committee Member, Faculty Standards Committee. (September 1990 - May 2026).

Committee Member, Reappointment Committee for John L. Beckley Professor Management.
(January 28, 2026 - April 1, 2026).

Committee Member, Reappointment Committee for Steven Grossman Endowed Chair in
Entrepreneurship. (January 28, 2026 - April 1, 2026).

Faculty Secretary - Interim, Faculty Standards Committee - Faculty Secretary (Interim).
(September 1, 2024 - December 20, 2024).

Committee Chair, Reappointment Committee for Grossman Chair of Entrepreneurship (Erik
Monsen). (April 15, 2024 - May 6, 2024).

Attendee, Meeting, Faculty Senate. (November 27, 2023).

Attended Academic Fair of UVM Open House event on Nov. 11, 2023. The Fair took place at the Davis Center (Mt. Mansfield Room). I met with a variety of prospective students (and family members or friends)., UVM Open House. (November 11, 2023).

Committee Member, Beckley Chair Renewal Committee (for David Jones). (February 22, 2023 - March 24, 2023).

Committee Member, Committee of Three - Akshay Mutha's promotion case. (October 2022 - November 2022).

Committee Member, Graduate Studies Committee. (September 2021 - December 2021).

Committee Member, Assurance of Learning Committee - GSB. (September 1, 2018 - May 2021).

Committee Chair, Committee of Three ("COT") for Chun Zhang's promotion to full case. (September 2019 - December 2019).

Committee Chair, Committee of Three ("COT") for David Novak's promotion case. (October 16, 2018 - December 7, 2018).

Committee Chair, Assurance of Learning Committee - GSB. (June 1, 2016 - May 31, 2017).

Associate Dean for Undergraduate Programs. (September 1, 2011 - May 31, 2017).

Committee Member, Undergraduate Studies Committee. (September 1, 2011 - May 30, 2016).

Committee Chair, Steven Grossman Endowed Chair in Sustainable Business Faculty Search Committee. (July 2013 - February 2014).

Committee Chair, Global/International Business Faculty Search Committee. (August 24, 2012 - December 6, 2012).

Administrative Assignment, Other, Learning Outcomes Assessment. (July 1, 2011 - July 30, 2011).

Committee Chair, Graduate Studies Committee. (September 1, 2010 - May 31, 2011).

Committee Chair, Faculty Standards Committee. (September 1, 2009 - May 31, 2011).

Admitted Student Visit Day. (April 11, 2011).

Admitted Student Visit Day. (February 12, 2010).

Committee Member, Dean's Search Committee. (November 1, 2009 - January 15, 2010).

Committee Member, Dean's Search Committee. (April 16, 2008 - June 1, 2009).

Committee Member, Graduate Studies Committee. (September 1, 2007 - May 31, 2009).

Admitted Student Visit Day. (April 13, 2009).

Committee Member, Budget Reduction Committee. (December 2008).

Attendee, Meeting, Admitted student visit day. (February 15, 2008).

Committee Member, Finance Faculty Search Committee. (2007).

Judge in UVM-Concordia competition: Dealer.com. (2007).

Committee Member, Undergraduate Studies Committee. (September 1, 2000 - June 1, 2004).

Committee Chair, Marketing Faculty Search Committee. (September 1, 2003 - March 1, 2004).

Committee Chair, Faculty Standards Committee. (September 1, 2000 - June 1, 2002).

Committee Member, Graduate Admissions Committee. (1991 - 2001).

Committee Member, MBA Comprehensive Examination Committee. (September 1, 1998 - June 1, 1999).

Committee Member, Graduate Admissions Committee. (September 1, 1997 - June 1, 1998).

Program Coordinator, Marketing Internship. (September 1, 1997 - June 1, 1998).

Committee Member, Undergraduate Studies Committee. (September 1, 1995 - June 1, 1997).

Program Coordinator, Marketing Internship. (September 1, 1995 - June 1, 1996).

Committee Member, Research and Scholarship Committee. (September 1, 1995 - June 1, 1996).

Committee Member, MBA Comprehensive Examination Committee. (September 1, 1993 - June 1, 1995).

Committee Member, Graduate Admissions Committee. (September 1, 1991 - June 1, 1995).

Chairperson, Graduate Admissions Committee. (September 1, 1993 - June 1, 1994).

Committee Member, Marketing Faculty Search Committee. (September 1, 1990 - June 1, 1991).

University Service including GSB

Committee Member, Student Accessibility Services Faculty Advisory Committee. (May 16, 2023 - May 2027).

Committee Member, Student Affairs Committee. (September 2025 - May 2026).

Attendee, Meeting, Faculty Senate. (November 27, 2023).

Committee Member, Curricular Affairs Committee. (September 2022 - May 2023).

University Senate Service, Faculty Senate (University of Vermont) - GSB faculty senator. (September 2020 - May 2023).

Committee Member, Financial & Physical Planning Committee. (2020).

Committee Member, President's Distinguished Senior Lecturer and Lecturer Award Committee, Academic Year 2016 - 2017. (April 2017 - May 2017).

Unit Assessment Coordinator. (January 2016 - May 31, 2017).

Committee Member, Undergraduate Tuition Revenue and Financial Aid subcommittee. (October 15, 2013 - May 1, 2014).

Committee Member, Provost Search Committee. (February 2013 - May 31, 2013).

University Senate Service, Faculty Senate Professional Standards Committee. (2003).

Committee Member, Research, Scholarship & Graduate Education Committee. (2003).

Committee Member, President's Search Panel. (September 1, 2002 - June 1, 2003).

Committee Member, Provost Search Committee. (September 1, 2000 - June 1, 2001).

Committee Member, Library Serials Subscription Review. (September 1, 1991 - June 1, 1992).

Professional Service

Reviewer, Journal Article, Journal of International Business Studies. (April 2018 - May 2018).

Reviewer, Journal Article, American Real Estate Society (ARES). (July 21, 2016 - August 3, 2016).

Reviewer, Conference Paper, American Real Estate Society (ARES). (July 20, 2016).

Reviewer, Ad Hoc Reviewer. (September 8, 2013 - September 21, 2013).

Reviewer, Invited Manuscript, Ecological Economics. (June 2008 - May 2009).

Reviewer, Ad Hoc Reviewer, Journal of Academy of Marketing Science. (2007).

Reviewer, Invited Manuscript, Journal of Retailing-Special Issue. (September 2004).

Reviewer, Invited Manuscript, 2004 Summer AMA Educators' Conference. (February 2004).

Reviewer, Invited Manuscript, Journal of Retailing-Special Issue. (September 2003).

Reviewer, Invited Manuscript, 2004 Winter AMA Educators' Conference. (June 2003).

Reviewer, Invited Manuscript, 2002 AMA Winter Educators' Conference. (August 2001).

Reviewer, Invited Manuscript, 2001 AMA Winter Educators' Conference. (August 1, 2000 - September 30, 2000).

Reviewer, Ad Hoc Reviewer. (1999).

Reviewer, Ad Hoc Reviewer. (1999).

Reviewer, Invited Manuscript. (November 1999).

Reviewer, Invited Manuscript. (November 1999).

Reviewer, Invited Manuscript. (September 1999).

Reviewer, Invited Manuscript. (September 1, 1998 - June 1, 1999).

Reviewer, Invited Manuscript. (1996).

Reviewer, Invited Manuscript. (1996).

Reviewer, Invited Manuscript. (1995).

Reviewer, Invited Manuscript. (1995).

Reviewer, Invited Manuscript. (1994).

Reviewer, Invited Manuscript. (1994).

Reviewer, Invited Manuscript. (October 1994).

Reviewer, Invited Manuscript. (June 1994 - August 1994).

the 1994 Winter AMA Marketing Educators' Conference. (February 1994).

Reviewer, Invited Manuscript. (1993).

Reviewer, Invited Manuscript. (1993).

Reviewer, Invited Manuscript. (1993).

Reviewer, Ad Hoc Reviewer. (1991).

Reviewer, Ad Hoc Reviewer. (1989).

Reviewer, Ad Hoc Reviewer. (1988).

Reviewer, Invited Manuscript. (1988).

Reviewer, Invited Manuscript. (1988).

Public Service

Essex High School guest lecturer on marketing management. (January 13, 2010).