

## **KATHERINE N. LEMON, Ph.D.**

Department of Marketing  
Carroll School of Management, Boston College  
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### **EDUCATION**

Ph.D., Marketing December 1994	Haas School of Business, University of California, Berkeley, California Dissertation: "An Econometric and Behavioral Investigation of the Customer Disadoption Decision," Committee: Russ Winer (chair), John Meyers, Miguel Villas Boas, George Judge ( <i>Dissertation Abstracts International</i> , Volume 56/05-A, p.1887, 222 pages, order number: 9529395).
M.B.A., Marketing May 1985	Wichita State University, Wichita, Kansas
B.A., Philosophy June 1980	Colorado College, Colorado Springs, Colorado

### **ACADEMIC POSITIONS**

Sept. 2008 -	<i>Accenture Professorship</i> , Carroll School of Management, Boston College (Inaugural holder of Professorship)
July 2021 -	<i>Immediate Past Chair</i> , Board of Directors, American Marketing Association ( <i>Chair</i> , July 2020-June 2021; <i>Chair-Elect</i> , July 2019-June 2020; <i>Secretary</i> , July 2018-June 2019). Also member of the Executive Committee, Audit and Finance Committee, Nominating Committee, and past member of Governance Committee
July 2015 – June 2017	<i>Executive Director</i> , Marketing Science Institute, Cambridge, MA
June 2012 – May 2015	<i>Department Chair, Marketing Department</i> , Carroll School of Management, Boston College
March 2008-	<i>Professor of Marketing</i> , Carroll School of Management, Boston College
Feb. 2011 - 2016	<i>Honorary Professor of Customer Behavior</i> , Faculty of Economics and Business, University of Groningen, The Netherlands
Sept. 2003 – Aug. 2008	<i>Associate Professor</i> , Carroll School of Management, Boston College
July 2000 – Aug. 2003	<i>Assistant Professor</i> , Carroll School of Management, Boston College (Promotion to Associate Professor with Tenure, March 2003)
1998 – June 2000	<i>MBA Class of 1962 Visiting Assistant Professor of Business Administration</i> , Harvard University Graduate School of Business Administration (on leave from Duke University)
1994 – 1998	<i>Assistant Professor</i> , Fuqua School of Business, Duke University

Graduate Faculty (temporary membership for Doctoral Committees):

HEC Montreal (2014)

University of Alabama, Tuscaloosa, AL (2005-11)

Florida State University, Tallahassee, FL, (2010-11)

University of Western Ontario, London, Ontario, Canada (2006-08)

### ***COURSES TAUGHT***

Applied Marketing Management (Undergraduate)

Customer Relationship Management (Undergraduate, MBA, Executive MBA)

Marketing Strategy (MBA)

Marketing of Services (MBA)

Marketing Management (Full-time MBA at Harvard, Duke, BC, Part-time MBA, Ph.D., DBA)

Electronic Marketing (Undergraduate)

Marketing Principles – Undergraduate and Undergraduate Honors

Marketing Research (Undergraduate)

Management of Organizations (Undergraduate)

Organizational Communication (Undergraduate)

### **AWARDS, ACADEMIC HONORS, GRANTS**

#### ***RESEARCH RECOGNITION***

Sheth Foundation/Journal of Marketing Award (2021) for the article “Understanding Customer Experience Throughout the Customer Journey” (with Verhoef), which appeared in the November 2016 (Vol. 80) issue of *Journal of Marketing*. The award is given to honor articles that have made long-term contributions to the discipline of marketing. The award recognizes scholarship based on the benefits of time and hindsight and acknowledges contributions and outcomes made to marketing theory and practice.

SAGE Publications 10-Year Impact Award (2021), for the article “Customer Engagement Behavior: Theoretical Foundations and Research Directions,” (with van Doorn, Mittal, Nass, Pick, Pirner and Verhoef), *Journal of Service Research* 13 (August 2010), 253-266. This award recognizes the top three papers across all of SAGE journals (all disciplines) that have received the most citations of all studies published the same year.

Finalist, Journal of Service Research Best Article Award 2020, “Moving the Customer Experience Field Forward: Introducing the Touchpoints, Context, Qualities (TCQ) Nomenclature,” (with DeKeyser, Verleye, Keiningham and Klaus, *Journal of Service Research* 23 (November), 433-455.

Finalist, SERVSIG Best Services Article Award 2020, “Moving the Customer Experience Field Forward: Introducing the Touchpoints, Context, Qualities (TCQ) Nomenclature,” (with De Keyser, Verleye, Keiningham and Klaus, *Journal of Service Research* 23 (November), 433-455.

Finalist, Journal of Service Research Best Article Award 2019, “Using Text Analytics to Enhance Customer Experience: Unmasking What Matters to Customers,” (with McColl-Kennedy, Zaki, Urmetzer and Neely). *Journal of Service Research*, 22 (February), 8-26.

Finalist, SERVSIG Best Services Article Award 2016, for the article, “Understanding Customer Experience Throughout the Customer Journey” (with Verhoef), *Journal of Marketing*, 80(November), 69-96.

Finalist, Marketing Science Institute/H. Paul Root Award 2017, for the article, “Understanding Customer Experience Throughout the Customer Journey” (with Verhoef), *Journal of Marketing*, 80(November), 69-96. The award recognizes the 2016 *Journal of Marketing* article that made the most significant contribution to marketing theory and thought.

Finalist, Shelby D. Hunt/Harold H. Maynard Award 2017, for the article, “Understanding Customer Experience Throughout the Customer Journey” (with Verhoef), *Journal of Marketing*, 80(November), 69-96. The award recognizes the 2016 *Journal of Marketing* article that made the greatest contribution to the advancement of the practice of marketing.

MSI Top Download Award 2016, for the article, “A Framework for Understanding and Managing the Customer Experience (with de Keyser, Klaus and Keiningham), for the working paper that was most downloaded in its first year of publication.

American Marketing Association Fellow, February 2016.

Christopher Lovelock Award for Career Contributions to the Service Discipline 2015, awarded by the AMA SERVSIG.

William R. Davidson Award (2015), for the best article published in *Journal of Retailing* in 2013, for, “Capturing the Evolution of Customer-Firm Relationships: How Customers Become More (or Less) Valuable over Time,” *Journal of Retailing*, 89 (3), 231-245 (with Mark, Vandenbosch, Bulla and Maruotti).

Top 10 Most-Cited Articles in *Journal of Retailing* for 2007-2011, “Customer Experience: Determinants and Dynamics,” (with Verhoef, Parasuraman, Roggeveen, Schlesinger and Tsiros) (2009), 85 (March), 31-41.

*Journal of Service Research* Best Article Award Finalist (2010) for the article “Customer Engagement Behavior: Theoretical Foundations and Research Directions,” (with van Doorn, Mittal, Nass, Pick, Pirner and Verhoef) *Journal of Service Research* 13 (August 2010), 253-266.

Sheth Foundation/Journal of Marketing Award (2009) for the article “Return on Marketing: Using Customer Equity to Focus Marketing Strategy,” (with Rust and Zeithaml) which appeared in the January 2004 (Vol. 68, No. 1) issue of *Journal of Marketing*. The award is given to honor articles that have made long-term contributions to the discipline of marketing. The award recognizes scholarship based on the benefits of time and hindsight and acknowledges contributions and outcomes made to marketing theory and practice.

*Journal of Service Research* Best Article Award (2009) for the article “The Reinforcing Effects of Loyalty Program Partnerships and Core Service Usage: A Longitudinal Analysis,” (with v. Wangenheim) *Journal of Service Research* 11(May 2009), 357-370.

Elsevier Research Scholar of the Year Award (2008)

Finalist, *Journal of Service Research* Best Article Award (2006) for the article, “Forward-Looking Focus: Can Firms Have Adaptive Foresight?” *Journal of Service Research* Special Issue: Managing Customers for Value, 9 (November 2006), 168-183 (with Valarie Zeithaml et al.)

Best Article Finalist and Honorable Mention Award (2006) for the article, “The WOW Factor: A Model of Customer Reacquisition,” *Journal of Retailing* Special Issue: Competing through Service, 83 (1), 47-64 (with Tokman and Davis, 2006)

Marketing Science Institute/H. Paul Root Award (2005) for the article “Return on Marketing: Using Customer Equity to Focus Marketing Strategy,” *Journal of Marketing*, 68 (January), 109-127 (2004, with Rust and Zeithaml). The award recognizes the 2004 *Journal of Marketing* article that made the greatest contribution to the advancement of the practice of marketing

American Marketing Association Best Services Article In 2003 Award (2004) presented by the Services Marketing Special Interest Group (Services Marketing Special Interest Group) of the American Marketing Association for the article “What is the True Value of a Lost Customer?” *Journal of Service Research*, 5 (February 2003), 196-208 (with Hogan and Libai)

Early Career Contributions to Marketing Strategy Research Award (2004) presented by the American Marketing Association’s Marketing Strategy Special Interest Group (now the Varadarajan Award)

Finalist, *Journal of Marketing Research* O’Dell Award (2004) for the article “A Dynamic Model of Customers' Usage of Services: Usage as an Antecedent and Consequence of Satisfaction,” *Journal of Marketing Research*, 36 (May 1999), 171-186 (with Bolton)

Marketing Science Institute Robert D. Buzzell Best Paper Award (2004) for the paper “What is the True Value of a Lost Customer?” *Marketing Science Institute Working Paper Series*, No. 02-108 (2002, with Hogan and Libai)

*Journal of Service Research* Best Article Award (2003) for the article “What is the True Value of a Lost Customer?” *Journal of Service Research*, 5 (February 2003), 196-208 (with Hogan and Libai)

Donald R. Lehmann Award (2003) for the best dissertation-based article published in the *Journal of Marketing* or the *Journal of Marketing Research* in the past two calendar years for the article “Dynamic Customer Relationship Management: Incorporating Future Considerations Into the Service Retention Decision,” *Journal of Marketing*, 66 (January 2002), 1-14 (with White and

Winer), presented by the American Marketing Association Marketing Research Special Interest Group  
Finalist, Early Career Contributions to Marketing Strategy Research Award (2003) presented by the American Marketing Association Marketing Strategy Special Interest Group  
Marketing Science Institute Robert D. Buzzell Best Paper Award (2003) for the paper “Driving Customer Equity: Linking Customer Lifetime Value to Strategic Marketing Decisions,” *Marketing Science Institute Working Paper Series*, No. 01-108 (2001, with Rust and Zeithaml)  
American Marketing Association Berry Book Prize (2002) for the best marketing book of the year for *Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate Strategy* (2000, with Rust and Zeithaml, Free Press)  
Nominee, Junior Scholar Distinguished Research Award, Boston College (2002)

#### **REVIEWER AWARDS**

*Journal of the Academy of Marketing Science* Outstanding Reviewer Award (2006)  
*Journal of Marketing* Outstanding Reviewer Award (2005)

#### **GRANTS**

Carroll School of Management Catalyst Grant for “Assessing the Impact of Customer Touchpoints on the Total Customer Experience” with Tanya Mark and Peter Verhoef (2016, \$15,000)  
Marketing Science Institute Grant Award for “Assessing the Impact of Customer Touchpoints on the Total Customer Experience” with Tanya Mark and Peter Verhoef (2016-2019, \$10,000)  
Arizona State University Center for Services Leadership Grant Award for the project, “Work Smarter not Harder: How Customer Participation in B2B Online Support Communities Influences Their Need for Service,” with Paul Fombelle, Sterling Bone and Kristal Ray (2009-2011, \$21,000)  
Boston College Research Expense Grant (2008-2009, \$2,000)  
Grant Award from the Teradata Center for Customer Relationship Management at Duke University for the project, “Predicting What Type of Customer You Will Be Tomorrow: A Stochastic Segmentation Model,” with Tanya Mark and Mark Vandebosch (2006-2007, \$5,000)  
Boston College Research Expense Grant (2005, \$2,000)  
Boston College Faculty Research Incentive Grant, (Summer 2004, \$15,000)  
Grant award from the Teradata Center for Customer Relationship at Duke University for the project “Modeling the Customer Upgrade Decision,” with Ruth Bolton (2002-2003, \$23,600)  
Marketing Science Institute Grant Award for work on “CUSAMS: a Decision-Support Model for Customer Asset Management in Services,” with Ruth Bolton and Peter Verhoef (2000 – 2002, \$15,000)  
Boston College Research Expense Grant (2001, \$1,400)  
Boston College Research Expense Grant (2002, \$1,500, with John Hogan)

#### **OTHER ACADEMIC AWARDS AND HONORS**

Carroll School of Management Teaching Star Spring 2017, Spring 2019, Fall 2022  
PhD Project Marketing Doctoral Students Association Circle of Champions 2017  
Raymond F. Keyes Faculty Forum Distinguished Service Award 2017, Carroll School of Management, Boston College  
Boston College Full Year (80%) Research Sabbatical (2007 –2008; 2020-2021)  
Nominee, Boston College Distinguished Teaching Award (2005)  
American Marketing Association Sheth Foundation Doctoral Consortium Faculty (2004, 2005, 2006, 2007, 2009, 2010, 2013, 2015, 2016, 2017, 2019)  
American Marketing Association Services Marketing Special Interest Group Frontiers in Services Doctoral Consortium Faculty (2005, 2007, 2009, 2010, 2011, 2012, 2014, 2016, 2018)  
Nominee, Distinguished Teaching Award, Boston College (2005)  
Research Fellow, Arizona State University Center for Services Leadership (2004 - present)  
Boston College Faculty Research Fellowship (Spring 2003-2004)

American Marketing Association Doctoral Consortium Faculty (1994)  
American Marketing Association Doctoral Consortium Fellow (1993)  
University of California, Berkeley Outstanding Graduate Student Instructor (1993)  
Graduate Opportunity Fellowship, U.C. Berkeley (1990-1992)  
Beta Gamma Sigma Honorary Business Fraternity (1985)  
Gamma Phi Beta National Scholarship (1978)

## RESEARCH PUBLICATIONS AND PAPERS

### *REFEREED ACADEMIC JOURNALS (published and forthcoming)*

Miller, Chadwick J., Lazlo Sajtos, Katherine N. Lemon, Jim Salas, Martha Troncoza and Lonnie Ostrom (2023), "LONGITUDINAL UPGRADES AND ASYMMETRIC EFFECTS OF SATISFACTION AND PERCEIVED VALUE," *Journal of Services Marketing* 37 (4), 478-495.

Field Joy M., Darima Fotheringham, Mahesh Subramony, Anders Gustafsson, Amy L. Ostrom, Katherine N. Lemon, Ming-Hui Huang and Janet R. McColl-Kennedy (2021), "SERVICE RESEARCH PRIORITIES: DESIGNING SUSTAINABLE SERVICE ECOSYSTEMS," *Journal of Service Research*, 24 (November), 462-479 (lead article).

Ostrom, Amy L., Joy M. Field, Darima Fotheringham, Mahesh Subramony, Anders Gustafsson, Katherine N. Lemon, Ming-Hui Huang and Janet R. McColl-Kennedy (2021), "SERVICE RESEARCH PRIORITIES: MANAGING AND DELIVERING SERVICE IN TURBULENT TIMES," *Journal of Service Research*, 24 (August), 329-353 (lead article).

De Keyser, Arne, Katrien Verleye, Katherine N. Lemon, Timothy L. Keiningham and Philipp Klaus (2020), "MOVING THE CUSTOMER EXPERIENCE FIELD FORWARD: INTRODUCING THE TOUCHPOINTS, CONTEXT, QUALITIES (TCQ) NOMENCLATURE," *Journal of Service Research* 23 (November), 433-455. Finalist, JSR Best Article Award.

McColl-Kennedy, Janet, Mohamed Zaki, Katherine N. Lemon, Florian Urmetzer and Andy Neely (2019), "USING TEXT ANALYTICS TO ENHANCE CUSTOMER EXPERIENCE: UNMASKING WHAT MATTERS TO CUSTOMERS," *Journal of Service Research*, 22 (February), 8-26. Finalist, JSR Best Article Award.

Hanna, Richard, Katherine N. Lemon and Gerald Smith (2018), "IS TRANSPARENCY A GOOD THING? HOW ONLINE PRICE TRANSPARENCY AND VARIABILITY CAN BENEFIT FIRMS AND INFLUENCE CONSUMER DECISION-MAKING," *Business Horizons* 62 (2), 227-236.

Bone, Sterling A., Katherine N. Lemon, Clay Voorhees, Katie A. Liljenquist, Paul. W. Fombelle, R. Bruce Money and Kristen B. DeTienne (2017), "MERE MEASUREMENT 'PLUS': HOW SOLICITATION OF OPEN-ENDED POSITIVE FEEDBACK INFLUENCES CUSTOMER PURCHASE BEHAVIOR," *Journal of Marketing Research*, 54 (February), 156-170.

- Also profiled in: Bone, Sterling A., Katherine N. Lemon, Clay Voorhees, Katie A. Liljenquist, Paul. W. Fombelle, R. Bruce Money and Kristen B. DeTienne (2017), "The Power of Positive Surveying: Nudging Customers to Reflect on Good Experiences Gooses Sales," in Idea Watch section of *Harvard Business Review*, 95 (Jan/Feb), 22-24.

Robinson, Stacey, Michael K. Brady, Katherine N. Lemon and Michael D. Giebelhausen (2016), "LESS OF THIS ONE? I'LL TAKE IT: NEW INSIGHTS ON THE INFLUENCE OF SHELF-BASED SCARCITY," *International Journal of Research in Marketing*, 33 (December), 961-965.

V. Kumar, Kevin Lane Keller and Katherine N. Lemon (2016), "MAPPING THE BOUNDARIES OF MARKETING: WHAT NEEDS TO BE KNOWN," *Journal of Marketing*, 80 (November), 1-5.

- Lemon, Katherine N. and Peter Verhoef (2016), "UNDERSTANDING CUSTOMER EXPERIENCE THROUGHOUT THE CUSTOMER JOURNEY," *Journal of Marketing*, 80 (November), 69-96. Best Article Award, 2021 Sheth Foundation/*JM* Award for long-term contributions to marketing. Finalist for *JM* MSI/H. Paul Root Award 2017, finalist for *JM* Shelby D. Hunt/Harold H. Maynard Award 2017, finalist for SERVSIQ Best Article Award 2016.
- Fombelle, Paul W., Sterling A. Bone and Katherine N. Lemon (2016), "RESPONDING TO THE 98%: FACE ENHANCING STRATEGIES FOR DEALING WITH REJECTED CUSTOMER IDEAS," *Journal of the Academy of Marketing Science*, 44 (November), 685-706.
- Bone, Sterling A., Paul W. Fombelle, Kristal Ray and Katherine N. Lemon (2015), "HOW CUSTOMER PARTICIPATION IN B2B PEER-TO-PEER PROBLEM SOLVING COMMUNITIES INFLUENCES THE NEED FOR TRADITIONAL CUSTOMER SERVICE," *Journal of Service Research*, 18 (February), 23-38 (equal authorship).
- Mark, Tanya, Katherine N. Lemon and Mark Vandenbosch (2014), "CUSTOMER MIGRATION PATTERNS: EVIDENCE FROM A NORTH AMERICAN RETAILER," *Journal of Marketing Theory and Practice*, 22 (3), 251-270
- Mark, Tanya, Katherine N. Lemon, Mark Vandenbosch Jan Bulla and Antonello Maruotti (2013), "CAPTURING THE EVOLUTION OF CUSTOMER-FIRM RELATIONSHIPS: HOW CUSTOMERS BECOME MORE (OR LESS) VALUABLE OVER TIME," *Journal of Retailing*, 89 (3), 231-245. (Lead Article. William R. Davidson Best Article Award 2015 from *Journal of Retailing*)
- Verhoef, Peter C. and Katherine N. Lemon (2013), "SUCCESSFUL CUSTOMER VALUE MANAGEMENT: KEY-LESSONS AND EMERGING TRENDS," *European Management Journal*, 31 (February), 1-15.
- Navarro-Martinez, Daniel, Linda Court Salisbury, Katherine N. Lemon, Neil Stewart, William J. Matthews and Adam J. L. Harris (2011), "MINIMUM REQUIRED PAYMENT AND SUPPLEMENTAL INFORMATION DISCLOSURE EFFECTS ON CONSUMER DEBT REPAYMENT DECISIONS," *Journal of Marketing Research*, 48 (November), S60-S77.
- Jenny van Doorn, Katherine N. Lemon, Vikas Mittal, Stephan Naß, Doreén Pick, Peter Pirner and Peter Verhoef, (2010), "CUSTOMER ENGAGEMENT BEHAVIOR: THEORETICAL FOUNDATIONS AND RESEARCH DIRECTIONS," *Journal of Service Research*, 13 (August), 253-266. (Finalist, *JSR* best article award).
- Ashley, Christy, Stephanie Noble, Naveen Donthu and Katherine N. Lemon (2010), "WHY CUSTOMERS WON'T RELATE: UNDERSTANDING THE KEY OBSTACLES TO CUSTOMER ENGAGEMENT BEHAVIORS," *Journal of Business Research*, 64 (July), 749-756.
- Raghubir, Priya, John Roberts, Katherine N. Lemon and Russell S. Winer (2010), "WHY, WHEN AND HOW SHOULD THE EFFECT OF MARKETING ON THE COMMUNITY BE MEASURED? A STAKEHOLDER PERSPECTIVE FOR CORPORATE SOCIAL RESPONSIBILITY METRICS," *Journal of Public Policy in Marketing*, 29 (1), 66-77. (Also adapted for The Conference Board's *Directors Notes*).
- Verhoef Peter C., Katherine N. Lemon, A. Parasuraman, Anne Roggeveen, Leonard A. Schlesinger and Michael Tsiros (2009), "CUSTOMER EXPERIENCE: DETERMINANTS AND DYNAMICS," *Journal of Retailing Special Issue on Enhancing the Retail Customer Experience*, 85 (March), 31-41. Recognized as one of the Top 10 Most-Cited Articles from *Journal of Retailing* from 2007-2011.
- Lemon, Katherine N. and Florian v. Wangenheim (2009), "THE REINFORCING EFFECTS OF LOYALTY PROGRAM PARTNERSHIPS AND CORE SERVICE USAGE: A LONGITUDINAL ANALYSIS," *Journal of Service Research*, 11(May), 357-370. (*JSR* best article award).

- Bolton, Ruth N., Katherine N. Lemon and Peter C. Verhoef (2008), "EXPANDING BUSINESS-TO-BUSINESS CUSTOMER RELATIONSHIPS: MODELING THE CUSTOMER UPGRADE DECISION," *Journal of Marketing*, 72 (January), 46-64.
- White, Tiffany Barnett, Katherine N. Lemon and John E. Hogan (2007), "CUSTOMER RETENTION WHEN THE CUSTOMER'S FUTURE IS UNCERTAIN," *Psychology and Marketing* 24(10) (October), 849-869.
- Bolton, Ruth N., Katherine N. Lemon and Matthew Bramlett (2006), "THE EFFECT OF SERVICE EXPERIENCES OVER TIME ON A SUPPLIER'S RETENTION OF BUSINESS CUSTOMERS," *Management Science* 52 (December), 1811-1823 (lead article, also published in the *MSI Working Paper Series*).
- Tokman, Mert, Lenita Davis and Katherine N. Lemon (2006), "THE WOW FACTOR: A MODEL OF CUSTOMER REACQUISITION," *Journal of Retailing* Special Issue: Competing Through Service, 83 (1), 47-64 (Special Issue Best Article Finalist and Honorable Mention Award).
- Kumar, V., Katherine N. Lemon and A. Parasuraman (2006), "MANAGING CUSTOMERS FOR VALUE: AN OVERVIEW AND RESEARCH AGENDA," *Journal of Service Research* Special Issue: Managing Customers for Value, 9 (November), 87-94.
- Zeithaml, Valarie A., Ruth N. Bolton, John Deighton, Timothy Keiningham, Katherine N. Lemon and J. Andrew Petersen (2006), "FORWARD-LOOKING FOCUS: CAN FIRMS HAVE ADAPTIVE FORESIGHT?" *Journal of Service Research* Special Issue: Managing Customers for Value, 9 (November), 168-183. (Finalist, *JSR* best article award).
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2004), "CUSTOMER-CENTERED BRAND MANAGEMENT," *Harvard Business Review* September, 110-118.
- Hogan, John E., Katherine N. Lemon and Barak Libai (2004), "QUANTIFYING THE RIPPLE: WORD-OF-MOUTH AND ADVERTISING EFFECTIVENESS," *Journal of Advertising Research* 44 (Sep/Oct), 271-280 (Reprinted in *Focus-Jahrbuch*, 2006, Wolfgang Koschnick, Ed., Munich: Focus Magazin Verlag).
- Bolton, Ruth N., Katherine N. Lemon and Peter C. Verhoef (2004), "THE THEORETICAL UNDERPINNINGS OF CUSTOMER ASSET MANAGEMENT: A FRAMEWORK AND PROPOSITIONS FOR FUTURE RESEARCH," *Journal of the Academy of Marketing Science* 32 (Summer), 271-293.
- Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2004), "RETURN ON MARKETING: USING CUSTOMER EQUITY TO FOCUS MARKETING STRATEGY," *Journal of Marketing* 68 (January), 109-127 (2005 Marketing Science Institute H. Paul Root *Journal of Marketing* Best Article Award, 2009 Sheth Foundation/*JM* Award for long-term contributions to marketing).
- Hogan, John E., Katherine N. Lemon and Barak Libai (2003), "WHAT IS THE TRUE VALUE OF A LOST CUSTOMER?" *Journal of Service Research* 5 (February), 196-208 (2003 *JSR* Best Article Award; 2004 American Marketing Association Service Special Interest Group Best Article Award; profiled in *Sloan Management Review* Intelligence Section – Winter 2003).
- Lemon, Katherine N. and Stephen M. Nowlis (2002), "DEVELOPING SYNERGIES BETWEEN PROMOTIONS AND BRANDS IN DIFFERENT PRICE-QUALITY TIERS," *Journal of Marketing Research* 39 (May), 171-185.
- Lemon, Katherine N., Tiffany Barnett White and Russell S. Winer (2002), "DYNAMIC CUSTOMER RELATIONSHIP MANAGEMENT: INCORPORATING FUTURE CONSIDERATIONS INTO THE SERVICE

RETENTION DECISION,” *Journal of Marketing* 66 (January), 1-14 (lead article; 2003 *Journal of Marketing/Journal of Marketing Research* Lehmann Award).

Hogan, John E., Katherine N. Lemon and Roland T. Rust (2002), “CUSTOMER EQUITY MANAGEMENT: CHARTING NEW DIRECTIONS FOR THE FUTURE OF MARKETING,” *Journal of Service Research* Special Issue: Customer Equity Management, 5 (August), 4-12.

Ambler, Tim, C.B. Bhattacharya, Julie Edell, Kevin Lane Keller, Katherine N. Lemon and Vikas Mittal (2002), “RELATING THE BRAND AND CUSTOMER PERSPECTIVES OF MARKETING MANAGEMENT,” *Journal of Service Research* Special Issue: Customer Equity Management, 5 (August), 13-25.

Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), “DRIVING CUSTOMER EQUITY,” *Diamond Harvard Business Review* (Japan) 10 (October), 68-85, adapted and translated by Satoshi Deguchi.

Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2001), “WHERE SHOULD THE NEXT MARKETING DOLLAR GO?” *Marketing Management* 10 (Fall), 25-28.

Zeithaml, Valarie A., Roland T. Rust and Katherine N. Lemon (2001), “THE CUSTOMER PYRAMID: CREATING AND SERVING PROFITABLE CUSTOMERS,” *California Management Review* 43 (Summer), 118-142.

Lemon, Katherine N., Roland T. Rust and Valarie A. Zeithaml (2001), “WHAT DRIVES CUSTOMER EQUITY?” *Marketing Management* 10 (Spring), 20-25 (also reprinted in *Managing Customer Relationships*, 2004, by Don Peppers and Martha Rogers, Hoboken: John Wiley and Sons).

Boone, Derrick S., Katherine N. Lemon and Richard Staelin (2001), “THE IMPACT OF FIRM INTRODUCTORY STRATEGIES ON CONSUMERS’ PERCEPTIONS OF FUTURE PRODUCT INTRODUCTIONS AND PURCHASE DECISIONS,” *Journal of Product and Innovation Management* 18 (March), 96-109.

Rust, Roland T. and Katherine N. Lemon (2001), “E-SERVICE AND THE CONSUMER,” *International Journal of Electronic Commerce* 5 (Spring) No. 3, 85-101.

Bolton, Ruth N. and Katherine N. Lemon (1999), “A DYNAMIC MODEL OF CUSTOMERS’ USAGE OF SERVICES: USAGE AS AN ANTECEDENT AND CONSEQUENCE OF SATISFACTION,” *Journal of Marketing Research* 36 (May), 171-186 (2004 *Journal of Marketing Research* O’Dell Award Finalist).

Winer, Russell S., Randolph E. Bucklin, John Deighton, Tulin Erdem, Peter S. Fader, J. Jeffrey Inman, Hotaka Katahira, Katherine N. Lemon and Andrew Mitchell (1994), “WHEN WORLDS COLLIDE: THE IMPLICATIONS OF PANEL DATA-BASED CHOICE MODELS FOR CONSUMER BEHAVIOR,” *Marketing Letters* 5 (No. 4), 383-394.

Simonson, Itamar, Steven M. Nowlis and Katherine N. Lemon (1993), “THE EFFECT OF LOCAL CONSIDERATION SETS ON GLOBAL CHOICE BETWEEN LOWER PRICE AND HIGHER QUALITY,” *Marketing Science* 12 (Fall), 357-377.

## **BOOKS**

Rust, Roland T., Katherine N. Lemon and Das Narayandas (2005), *Customer Equity Management: Marketing Strategy for Profitable Customer Relationships*, Upper Saddle River: Pearson Prentice Hall.



Newell, Frederick and Katherine N. Lemon (2001), *Wireless Rules: New Marketing Strategies for Customer Relationship Management Anytime, Anywhere*, (Chinese Translation), Taiwan: McGraw Hill Education, a division of McGraw-Hill Enterprises, Inc.

Newell, Frederick and Katherine N. Lemon (2001), *Wireless Rules: New Marketing Strategies for Customer Relationship Management Anytime, Anywhere*, New York: The McGraw-Hill Companies (also translated into Japanese, Korean, and Portuguese).

Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), *O Valor Do Cliente: O Modelo Que Está Reformulando A Estratégia Corporativa*, (Portuguese translation of *Driving Customer Equity*), Porto Alegre: Bookman.

Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), *Maximaliseren Van Klantenrelaties, Hoe Customer Equity de Ondernemingsstrategie Verandert* (Dutch translation of *Driving Customer Equity*), Alphen aan den Rijn: Sampson.

Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), *Driving Customer Equity*, 2001, (Chinese Translation, traditional and simplified), Beijing: Enterprise Management Publishing House.

Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2000), *Driving Customer Equity*, (Japanese translation), Tokyo: Japan UNI Agency (translation rights arranged with The Free Press).

Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2000), *Driving Customer Equity: How Customer Lifetime Value is Reshaping Corporate Strategy*, New York: The Free Press (2002 American Marketing Association Berry Book Prize).

#### **OTHER ARTICLES AND PUBLICATIONS (INVITED OR NON-REFEREED)**

Haenlein, Michael, Mary Jo Bitner, Ajay K. Kohli, Katherine N. Lemon and David Reibstein (2022), "GUEST EDITORIAL: RESPONSIBLE RESEARCH IN MARKETING," *Journal of the Academy of Marketing Science*, 50 (January), 8-12.

Christine Moorman and Katherine N. Lemon (2020), "CX RX: HOW THE BEST FIRMS ARE INNOVATING AND COMPETING ON CUSTOMER EXPERIENCE," *Marketing News*, February 14, 2020, American Marketing Association (<https://www.ama.org/marketing-news/cx-rx-how-the-best-firms-are-innovating-and-competing-on-customer-experience/>)

Lemon, Katherine N. and Jon Biro (2018), "MARKETING NEEDS TO LEARN TO SPEAK FINANCE", *The Marketing Journal* ([www.marketingjournal.org](http://www.marketingjournal.org)), August 29, 2018.

Lemon, Katherine N., Peter C. Verhoef and Jonathan Dome (2018), "THE CX AUDIT: BREAKING DOWN CUSTOMER EXPERIENCE MANAGEMENT," *The Marketing Journal* ([www.marketingjournal.org](http://www.marketingjournal.org)), June 6, 2018 (reprinted in *Harte-Hanks Quarterly*, Vol. 4, Fall 2018, 12-14).

Bone, Sterling A., Katherine N. Lemon, Clay Voorhees, Katie A. Liljenquist, Paul. W. Fombelle, R. Bruce Money and Kristen B. DeTienne (2018), "THE POWER OF SURVEYS TO INCREASE REPEAT BUSINESS," *Keller Center Research Report*, 11 (March), 2-7 (lead article).

Lemon, Katherine N. (2016), "THE ART OF CREATING ATTRACTIVE CONSUMER EXPERIENCES AT THE RIGHT TIME: SKILLS MARKETERS WILL NEED TO SURVIVE AND THRIVE," *GfK Verein Marketing Intelligence Review*, 8 (2) 44-49.

- Lemon, Katherine N. (2013), "FOCUS ON THE MULTIDISCIPLINARY NATURE OF SERVICE RESEARCH," Editorial in *Journal of Service Research*, 16 (May), 119-120.
- Verhoef, Peter C. and Katherine N. Lemon (2011), "CUSTOMER VALUE MANAGEMENT: OPTIMIZING THE VALUE OF THE FIRM'S CUSTOMER BASE," *Fast Forward* publication by the Marketing Science Institute: Cambridge, MA.
- Katherine N. Lemon, John H. Roberts, Priya Raghuram and Russell S. Winer (2011), "MEASURING THE EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY; A STAKEHOLDER-BASED APPROACH." *Directors Notes*, 3 (March), The Conference Board.
- Lemon, Katherine N. (2010), "FROM THE EDITOR: STATE OF THE JOURNAL," Editorial in *Journal of Service Research*, 13 (November), 359-361.
- Lemon, Katherine N. (2010), "SETTING THE AGENDA FOR THE FUTURE OF SERVICE RESEARCH," Editorial in *Journal of Service Research*, 13 (February), 3.
- Lemon, Katherine N. (2007), "A ROADMAP FOR CUSTOMER MANAGEMENT," *LIMAK News*, March.
- Lemon, Katherine N. (2007), "THE DARK SIDE OF CUSTOMER ANALYTICS," *Harvard Business Review* (case commentary 37-48), 85 (May), 44.
- Lemon, Katherine N. (2006), "STILL SOME WEAKNESSES," *Marketing Research*, 18 (Fall), 53-54.
- Lemon, Katherine N. and Tanya Mark (2006), "CUSTOMER LIFETIME VALUE AS THE BASIS OF CUSTOMER SEGMENTATION: ISSUES AND CHALLENGES," *Journal of Relationship Marketing*, 5 (October), 55-69.
- Aravandakshan, Ashwin, Roland T. Rust, Katherine N. Lemon and Valarie A. Zeithaml (2005), "CUSTOMER EQUITY: MAKING MARKETING STRATEGY FINANCIALLY ACCOUNTABLE," *Journal of Systems Science and Systems Engineering*, 13 (December), 405-422, invited article.
- Lemon, Katherine N., Roland T. Rust, Valarie A. Zeithaml and Loren J. Lemon (2004), "CUSTOMER EQUITY MARKETING METRICS," *Thesis: Fachzeitschrift für Marketing*, Number 3, 53-56, invited article.
- Lemon, Katherine N. and Frederick Newell (2001), "WIRELESS RULES: WHY RETAILERS SHOULD WORRY ABOUT THEM," *The Connected Retailer*, 1 (December), 18-19, invited article.
- Lemon, Katherine N. and Frederick Newell (2001), "WIRELESS SOLUTIONS," *Sales and Marketing Excellence*, 1 (December), 9, invited article.
- Lemon, Katherine N., Roland T. Rust and Valarie A. Zeithaml (2001), "INTELLIGENT MARKETING IN AN UNCERTAIN ECONOMY," *Ideations* (publication of Design Forum), June, 3, invited article.
- Lemon, Katherine N. (2001), *Wireless e-View: Mobilizing the Enterprise*, NY: Deloitte and Touche, with Deloitte Research.
- Newell, Frederick B. and Katherine N. Lemon (2001), "WILL SHE STILL NEED YOUR STORE?" *Retail Marketer* (the Direct Marketing Association Retail Marketing Council Newsletter) Spring, 5-10, invited article.
- Lemon, Katherine N. (2000), *Serving the Networked Consumer: Strategies for Multi-Channel Marketing and Commerce*, NY: Deloitte and Touche, with Deloitte Research.

### ***PAPERS UNDER REVIEW AT REFEREED ACADEMIC JOURNALS***

Taylor, Gail Ayala, Merlyn A. Griffiths, Katherine N. Lemon, Inger Roos, and Lawrence Hamer (2023), “NOMADS AND NEW ATTACHERS: EXPLORING THE EFFECTS OF INVOLUNTARY SWITCHING AND WHY SOME CONSUMERS HAVE TROUBLE MOVING ON,” under invited second review at *Journal of Service Research*.

Jonathan M. Beck, Clay M. Voorhees, Paul W. Fombelle and Katherine N. Lemon (2023), “PUTTING WORDS IN THEIR MOUTHS: FIRM GENERATED USER CONTENT AND CONSUMER SHARING BEHAVIORS” being revised for invited second review at *Journal of Marketing*.

Lesscher, Lisan, Lara Lobschat, Katherine N. Lemon and Peter C. Verhoef (2023), “SHOULD ALL BRANDS AND CUSTOMERS BE MULTICHANNEL? THE MODERATING EFFECTS OF BRAND AND LOYALTY TIERS,” being revised for invited second review at *Journal of Retailing*.

Mark, Tanya, Katherine N. Lemon, Peter C. Verhoef and Tirtha Dhar (2023), “THE EFFECTS OF RETARGETING ON PURCHASE INCIDENCE, CHANNEL CHOICE AND PURCHASE QUANTITY,” under invited third round review at *Marketing Letters*.

### ***RESEARCH WORKING PAPERS***

Robinson, Stacey, Katherine N. Lemon and Darren Dahl (2023), “THE IMPACT OF FIRM-CONTROLLED TOUCH POINTS ON CUSTOMER EXPERIENCE,” Target publication: *Journal of Consumer Research*.

De Keyser, Arne, Katrien Verleye, Katherine N. Lemon and Chiara Orsingher (2023), “Customer Experience: The Touchpoint-Contexts-Qualities Nomenclature, Target publication: book chapter in *Handbook on Service Experience*, Per Kristensson, Lars Witell and Mohamed Zaki, Eds., published by Edward Elgar.

### ***RESEARCH WORK IN PROGRESS***

Brough, Aaron, Sterling A. Bone, Tanya Mark and Katherine N. Lemon (2023), “HOW MERE MEASUREMENT AFFECTS MARKETING EFFECTIVENESS,” Target publication: *Journal of Marketing Research*.

Lemon, Katherine N., Arne De Keyser and Katrien Verleye, (2023). Customer Experience, Engagement and Value:A Theoretical Lens. *Journal of Marketing*.

De Keyser, Arne, Katherine N. Lemon, Katrien Verleye, Timothy L. Keiningham and Philipp Klaus (2023), “MAKING COMPLEX SIMPLE: IDENTIFYING THE BUILDING BLOCKS OF CUSTOMER EXPERIENCE,” Target publication: *Harvard Business Review*.

### ***REFEREED ACADEMIC CONFERENCE ABSTRACTS IN PROCEEDINGS***

Lemon, Katherine N. (2002), “GAINING CUSTOMER PERMISSION: THE ROLE OF OPT-IN AND OPT-OUT STRATEGIES IN CUSTOMER RELATIONSHIP MANAGEMENT,” special session summary in *Advances in Consumer Research*, Susan Broniarczyk, Ed., Vol. 29, Association for Consumer Research, 357-358.

Lemon, Katherine N. and Stephen M. Nowlis (2001), “DEVELOPING SYNERGIES BETWEEN PROMOTIONS AND BRANDS IN DIFFERENT PRICE-QUALITY TIERS,” special session summary in *Advances in*

*Consumer Research*, Mary Gilly and Joan Meyers-Levy, Eds., Volume 28, Association for Consumer Research, 206.

Lemon, Katherine N., Tiffany B. White and Russell S. Winer (2001), "STICK AROUND... YOU WON'T REGRET IT: AN EXPLORATION OF FUTURE REGRET AVOIDANCE ON THE SERVICE RETENTION DECISION," *Advances in Consumer Research*, Mary Gilly and Joan Meyers-Levy, Eds., Volume 28, Association for Consumer Research, 77.

Elliott, Kirsten, Julie Edell and Katherine N. Lemon (2001), "WHO'S TO BLAME? CONSUMER'S RESPONSES TO SERVICE FAILURE," in special session summary in *Advances in Consumer Research*, Mary Gilly and Joan Meyers-Levy, Eds., Volume 28, Association for Consumer Research, 43.

Lemon, Katherine N. and Klaus Wertenbroch (1998), "CONSUMER SELF-CONTROL AND THE TWO-PART PRICING OF SERVICES," special session summary in *Advances in Consumer Research*, Joseph W. Alba and J. Wesley Hutchinson, Eds., Volume 25, Association for Consumer Research, 216-218.

Lemon, Katherine N. and Tiffany Barnett (1996), "WILL YOU STILL LOVE ME TOMORROW: DYNAMIC DEVELOPMENTS IN SERVICE QUALITY AND CUSTOMER RETENTION," *Advances in Consumer Research*, Kim Corfman and John Lynch, Eds., Volume 23, Association for Consumer Research, 11.

Lemon, Katherine N. and Russell S. Winer (1995), "AN INVESTIGATION OF CUSTOMER RETENTION FOR 'REALLY NEW' PRODUCTS AND SERVICES," *Innovation in New Product Development: Best Practices in Research, Modeling and Applications*, Jerry Wind, Ed., SEI Center, Wharton School of Business, University of Pennsylvania, 15-16.

Lemon, Katherine N. and Deepak Gupta (1995), "IN THE EYE OF THE BEHOLDER: PRODUCT DISPLAY AS A KEY DETERMINANT OF BRAND CHOICE," special session summary in *Advances in Consumer Research*, Frank Kardes and Mita Sujan, Eds., Volume 22, Association for Consumer Research, 343.

#### **BOOK CHAPTERS AND OTHER CONTRIBUTIONS**

Lemon, Katherine N. (2018), "HOW DO YOU CREATE THE ULTIMATE CUSTOMER EXPERIENCE?" *Mapping Out Marketing: Navigation Lessons from the Ivory Trenches*, Ronald Hill, Cait Lamberton and Jennifer Swartz, Eds., London and New York: Routledge, 112-114.

Verhoef, Peter C. & Lemon, Katherine N. (2015). ADVANCES IN CUSTOMER VALUE MANAGEMENT. In R.M. Morgan, J.T. Parish & G. Deitz (Eds.), *Handbook of Research in Relationship Marketing*. Northampton, UK: Edgar Elgar Publishing, 75-103.

Mende, Martin, Maura L. Scott, Katherine N. Lemon and Scott A. Thompson (2014), "ALTRUISTIC LIES, CONFRONTATIONAL FIRINGS, RIGHTEOUS TERMINATIONS AND EGOISTIC LIES: UNDERSTANDING HOW CONSUMERS REACT TO FIRM-INITIATED RELATIONSHIP ENDINGS," in *Consumer-Brand Relationships 2*, Susan Fournier, Michael Breazeale and Jill Avery, Eds., Oxford: Taylor & Francis/Routledge.

Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2006), "MEASURING CUSTOMER EQUITY AND CALCULATING MARKETING ROI," *The Handbook of Marketing Research*, Rajiv Grover and Marco Vriens, Eds., Thousand Oaks: Sage Publications.

- Lemon, Katherine N. and Kathleen Seiders (2005), "MAKING MARKETING ACCOUNTABLE: A BROADER VIEW," invited chapter in *Does Marketing Need Reform?*, Jagdish Sheth and Rajendra Sisodia, Eds., Armonk, NY: M.E. Sharpe.
- Lemon, Katherine N., Roland T. Rust, Valarie A. Zeithaml and Loren J. Lemon (2004), "PUTTING THE BRAND IN CONTEXT: CUSTOMER EQUITY MARKETING METRICS," *Brandscendence* by Kevin Clark, Chicago: Dearborn Publishing.
- Newell, Frederick B. and Katherine N. Lemon (2004), "WIRELESS RULES: HOW NEW MOBILE TECHNOLOGIES WILL TRANSFORM CRM" sidebar in *Managing Customer Relationships*, Don Peppers and Martha Rogers, Eds., Hoboken: John Wiley and Sons, 208-211.
- Lemon, Katherine N., Roland T. Rust and Valarie A. Zeithaml (2003), "MARKETING ROI: WHERE TO SPEND AND WHERE TO CUT YOUR MARKETING EFFORTS FOR MAXIMUM RETURN ON INVESTMENT," sidebar in *Why CRM Doesn't Work: How to Win by Letting Customers Manage the Relationship* by Frederick Newell, NY: Bloomberg Press.
- Lemon, Katherine N., Frederick Newell and Loren J. Lemon (2002), "THE WIRELESS RULES FOR E-SERVICE: CRITICAL ISSUES FOR MANAGERS AND RESEARCHERS," *E-Service*, Roland Rust and P.K. Kannan, Eds., Armonk: M.E. Sharpe.
- Lemon, Katherine N. and Loren Lemon (2002), "THE DOUBLE-EDGED SWORD OF OUTSOURCING: UNDERSTANDING THE IMPACT OF OUTSOURCING ON THE FIRM'S RELATIONSHIP WITH THE CUSTOMER," *The Outsourcing Project – Achieving Competitive Advantage Through Collaborative Partnerships*, Montgomery Research Europe, 155-159.
- Lemon, Katherine N. and Fred Newell (2001), "THE STATE-OF-THE-ART OF CUSTOMER RELATIONSHIP MANAGEMENT IN FINANCIAL SERVICES: IS IT WORKING AND IS IT WORTH IT," *The Future of Financial Services: Winning in the Age of Technology, Phase 2*, London UK: Technology Publishing Limited, 108-114.
- Ackerstein, Daniel and Katherine N. Lemon (1999), "THE GREENING OF THE BRAND: ENVIRONMENTAL MARKETING STRATEGIES AND THE AMERICAN CONSUMER," *Greener Marketing: A Global Perspective on Greening Marketing Practice*, M. Charter and M.J. Polansky, Eds., Second Edition; Greenleaf Publishing, UK.

#### **TEACHING CASES AND BRIEFS**

- OCEAN SPRAY, 2022, with Katie Hamlin, For Applied Marketing Management course, Spring/Fall 2022.
- MILESTON COOPERATIVE, 2019, with Marian Raphaele Concepcion, for Applied Marketing Management course, Spring 2019.
- BRAND REPORT CARD EXERCISE. 2000, Harvard Business School, 9-501-004 (with Kevin Keller).
- BRAND REPORT CARD EXERCISE TEACHING NOTE, 2000, Harvard Business School, 5-501-006 (with Kevin Keller).
- NETCENTIVES, INC, 1999, Harvard Business School, 9-500-003.
- GLAXO-WELLCOME, ASTHMA MEDICATION IN THE ASIA PACIFIC REGION, 1999, Fuqua School of Business, Duke University, FSB 99-H04 (with Sim Sitkin).

***PUBLISHED WORKING PAPERS AND WHITE PAPERS***

- Mark, Tanya, Katherine N. Lemon, Peter C. Verhoef and Tirtha Dhar (2022), ““RETARGETING: GETTING CONSUMERS TO BUY BUT REDUCING HOW MUCH THEY SPEND,” *Marketing Science Institute Reports Working Paper Series*, forthcoming.
- Lesscher, Lisan, Lara Lobschat, Katherine N. Lemon and Peter C. Verhoef (2022), “SHOULD ALL BRANDS AND CUSTOMERS BE MULTICHANNEL?” *Marketing Science Institute Reports Working Paper Series*, Report No. 21-106.
- Robinson, Stacey, Nancy Sirianni and Katherine N. Lemon (2020), “UNDERSTANDING CUSTOMERS’ RESPONSES TO FIRM-CONTROLLED TOUCH POINTS,” *Marketing Science Institute Reports Working Paper Series*, Report No. 20-117.
- Jonathan M. Beck, Clay M. Voorhees, Paul W. Fombelle and Katherine N. Lemon (2020), “AUTOMATED ELECTRONIC WORD OF MOUTH SUGGESTIONS FROM THE FIRM: UNTAPPED POTENTIAL OR INEVITABLE BACKLASH” *Marketing Science Institute Reports Working Paper Series*, No. 20-107.
- De Keyser, Arne, Katherine N. Lemon, Timothy L. Keiningham and Phil Klaus (2015), “A FRAMEWORK FOR UNDERSTANDING AND MANAGING THE CUSTOMER EXPERIENCE,” *Marketing Science Institute Reports Working Paper Series*, No. 15-121. Winner, MSI Top Download Award 2016 for the paper that was most downloaded in its first year of publication.
- Bone, Sterling A., Katherine N. Lemon, Katie A. Liljenquist, R. Bruce Money and Kristen B. DeTienne (2009), “FISHING FOR COMPLIMENTS AND COMPLAINTS: THE INFLUENCE OF SOLICITED CUSTOMER FEEDBACK AND COMPANY ACKNOWLEDGEMENT ON CUSTOMER ATTITUDES AND REPATRONAGE BEHAVIOR,” *Marketing Science Institute Reports Working Paper Series*, No. 09-113.
- Bolton, Ruth N., Katherine N. Lemon and Matthew D. Bramlett (2004), “THE EFFECT OF SERVICE EXPERIENCES OVER TIME ON A SUPPLIER’S RETENTION OF BUSINESS CUSTOMERS,” *Marketing Science Institute Reports Working Paper Series*, No. 04-004, 49-72.
- Hogan, John E., Katherine N. Lemon and Barak Libai (2002), “WHAT IS THE TRUE VALUE OF A LOST CUSTOMER?” *Marketing Science Institute Working Paper Series*, No. 02-108, (2004 Marketing Science Institute Buzzell Best Paper Award).
- Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2001), “DRIVING CUSTOMER EQUITY: LINKING CUSTOMER LIFETIME VALUE TO STRATEGIC MARKETING DECISIONS,” *Marketing Science Institute Working Paper Series*, No. 01-108 (2003 Marketing Science Institute Buzzell Best Paper Award).
- Bolton, Ruth N. and Katherine N. Lemon (1998), “A DYNAMIC MODEL OF CUSTOMERS’ USAGE OF SERVICES: USAGE AS AN ANTECEDENT AND CONSEQUENCE OF SATISFACTION,” *Marketing Science Institute Working Paper Series*, No. 98-106.
- Lemon, Katherine N., Don Peppers, Martha Rogers and Felix Chang (1998), “COMING FULL SPIRAL: A REVIEW OF KEY LESSONS IN THE CONSUMER DIRECT CHANNEL,” *Shopping Behavior in the Age of Interactivity*, Marketing 1to1: Peppers and Rogers Group and Institute for the Future.
- Lemon, Katherine N., Don Peppers, and Martha Rogers (1998), “MANAGING THE CUSTOMER LIFETIME VALUE: THE ROLE OF LEARNING RELATIONSHIPS,” *Peppers and Rogers Group White Paper Series*.

## ***OTHER ACADEMIC CONFERENCE ABSTRACTS AND PROCEEDINGS***

- Lemon, Katherine N. (2005), "WHY DO CUSTOMERS DO BUSINESS WITH FIRMS?" *Customer Management Conference*, Marketing Science Institute: Report Summary, No. 05-300.
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), "QUANTIFYING THE IMPACT OF CORPORATE ETHICS ON CUSTOMER EQUITY," *Marketing, Corporate Social Initiatives and the Bottom Line*, Marketing Science Institute: Report Summary 01-106.
- Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2000), "DRIVING CUSTOMER EQUITY: LINKING CUSTOMER LIFETIME VALUE TO STRATEGIC MARKETING DECISIONS," *Managing Customer Relationships*, Marketing Science Institute: Report Summary 00-107.
- Lemon, Katherine N., and James M. Daley (1984), "THE OFF-PRICE RETAILER: CUSTOMER SERVICE STRATEGIES," *Developments in Marketing Science*, Proceedings of the Academy of Marketing Science Conference.

## **PRESENTATIONS**

### ***ACADEMIC CONFERENCE PRESENTATIONS***

- MDSA PhD Project Summer Conference, San Francisco, CA upcoming Aug 2023.
- Frontiers in Service, Maastricht, The Netherlands, upcoming June 2023 (presented by co-author).
- AMA Summer Educators' Conference, virtual, August 2021.
- 2<sup>nd</sup> Annual ISMS Webinar on Diversity Equity, and Inclusion, virtual, June 2021.
- Responsible Research Academic Summit, virtual, April 2021.
- AMA Winter Educators' Conference, virtual, February 2021.
- AMA Summer Educators' Conference, virtual, August 2020.
- AMA Winter Educators' Conference, San Diego, Feb. 2020.
- AMA Sheth Doctoral Consortium, New York, June 2019.
- AMA Winter Educators' Conference, Austin, TX, Feb. 2019.
- SERVSIG Doctoral Consortium, Austin, TX, September 2018.
- AMA Summer Educators' Conference, Boston, MA, August 2018.
- The PhD Project Summer Conference, San Francisco, August, 2017.
- Consumer Response to the Evolving Retail Landscape Conference, Wharton, Philadelphia, June 2017.
- American Marketing Association Sheth Doctoral Consortium, Iowa City, 2017.
- AMA Winter Educators' Conference, Orlando, FL February 2017.
- MSI Young Scholars Conference, Park City Utah, January 2017.
- Let's Talk About Service Conference, Fordham University, New York, December 2016.
- The PhD Project Summer Conference, Atlanta, August, 2016.
- Institute for the Study of Business Markets PhD Camp, Atlanta, GA, August 2016.
- American Marketing Association Sheth Doctoral Consortium, Notre Dame, IN, July 2016.
- American Marketing Association Sheth Doctoral Consortium, London, UK, July 2015.
- Frontiers in Service Conference, San Jose, July 2015.
- Frontiers in Service Conference, Miami, June 2014.
- Brands and Brand Relationships Conference, Boston University, May 2014.
- AMA Summer Educator's Conference, Boston, August, 2013.
- The PhD Project MDSA Summer Conference, Boston, August, 2013.
- Academy of Marketing Science Conference, Monterey, CA, May 2013
- AMA Winter Educators' Conference, Las Vegas, NV, February 2013.
- Decision Sciences Institute Conference and Consortium, San Francisco, November 2012.
- Association for Consumer Research Conference, Vancouver, BC, October, 2012.
- The PhD Project MDSA Summer Conference, Chicago, August, 2012.
- AMA Summer Educator's Conference, Chicago, August, 2012.
- Frontiers in Service Conference, Bethesda, MD, June 2012.

INFORMS Marketing Science Society Conference, Boston, MA, June 2012.  
 AMA Winter Educators' Conference, St. Pete Beach, FL, February 2012.  
 Australia-New Zealand Marketing Academy Conference (ANZMAC), Perth, Australia, 2011.  
 Service Research Symposium, Gold Coast, Australia, 2011.  
 Direct Marketing Educational Foundation Summit, Boston, October 2011.  
 AMA Summer Educator's Conference, San Francisco, 2011.  
 The PhD Project MDSA Summer Conference, San Francisco, 2011.  
 Frontiers in Service Conference, Columbus, OH, July 2011.  
 QUIS 12<sup>th</sup> Int'l Research Symposium on Service Excellence in Management, Ithaca, NY, June 2011.  
 Society for Consumer Psychology Doctoral Consortium, Atlanta, GA, Feb 2011  
 AMA Winter Educators' Conference, Austin, TX, Feb 2011  
 AMA Summer Educator's Conference, Boston, 2010.  
 Grand Challenge in Service Week Doctoral Consortium, Cambridge, UK, 2010.  
 Ph.D. Project MDSA, AMA Summer Conference, Keynote Speech, Boston, 2010.  
 La Londe Service Management Conference, La Londe, France, 2010.  
 American Marketing Association Sheth Doctoral Consortium, TCU, Texas, 2010.  
 EUROMA Conference, Porto, Portugal, 2010.  
 SERVSIG Conference, Porto, Portugal, 2010.  
 Singapore Management University Institute of Service Excellence Conference, 2010.  
 Frontiers in Services Conference, Karlstad, Sweden, 2010  
 AMA Winter Educators' Conference, New Orleans, LA, 2010.  
 Frontiers in Services Conference, Honolulu, HI, 2009.  
 American Marketing Association Sheth Doctoral Consortium, Atlanta, GA, 2009.  
 AMA Summer Educators' Conference DOCSIG Faculty Roundtable, 2009.  
 Marketing Science Conference, Ann Arbor, MI, 2009.  
 AMA Winter Educators' Conference (two sessions), Tampa, FL, 2009.  
 INFORMS Marketing Science Conference, Vancouver, BC, 2008  
 American Marketing Association Winter Educators' Conference, Austin, TX, 2008.  
 Frontiers in Services Conference, San Francisco, CA, 2007.  
 American Marketing Association Winter Educators' Conference, San Diego, CA, 2007.  
 Frontiers in Services Conference, Tempe, AZ, 2005.  
 "Does Marketing Need Reform?" Conference, Bentley College, Waltham, MA, 2004.  
 Marketing Science Conference, Rotterdam, The Netherlands, 2004 (also session chair).  
 American Marketing Association Winter Educators' Conference, Scottsdale, AZ, 2004.  
 American Marketing Association Winter Educators' Conference, Orlando, FL, 2003.  
 Special session on Marketing Metrics, AMA Winter Educators' Conference, Austin, TX, 2002.  
 Frontiers in Services Conference, Bethesda, MD, 2001.  
 Refereed special session, Association for Consumer Research Conference, Austin, TX, 2001.  
 Marketing Science Conference, Wiesbaden, Germany, 2001.  
 Marketing Science Conference, Los Angeles, CA, 2000.  
 Marketing Science Conference, Syracuse, NY, 1999, with Ruth Bolton.  
 Frontiers in Services American Marketing Association Conference, Nashville, TN, 1999, with Roland  
 Rust and Valarie Zeithaml.  
 Refereed special session, ACR Conference, Denver, CO, 1997, with Klaus Wertenbroch.  
 Marketing Science Conference, Berkeley, CA, 1997, with Ruth Bolton.  
 Refereed special session, Association for Consumer Research Conference, Minneapolis, MN.  
 Marketing Science Conference, Sydney, Australia, 1995.  
 Journal of Marketing Research Special Issue Conference, Wharton School, U. Penn, 1994.  
 Marketing Science Conference, St. Louis, MO, 1993.  
 Marketing Science Conference, London, UK, 1992.

***OTHER INVITED ACADEMIC PRESENTATIONS***

Northeastern University, September 2017  
 University of North Florida, March 2017



University of California, Davis, November 2016  
 Boston University, May 2015  
 Bocconi University, Italy, March 2014  
 University of Queensland, Brisbane, Australia, November 2011  
 Griffith University, Gold Coast, Australia November 2011  
 HEC Montreal, October 2011.  
 University of Groningen, April 2011.  
 Notre Dame University, South Bend, IN, March 2011  
 Georgia State University, Atlanta, GA, Oct 2010  
 University of Alabama, Tuscaloosa, AL, 2010.  
 Washington University in St. Louis, St. Louis, MO. 2010.  
 University of Wisconsin School of Business, Madison, WI, 2010.  
 University of Arizona Eller College of Management, Tucson, AZ, 2010.  
 Fordham University School of Management, New York, NY, 2009.  
 Cornell University School of Hotel Administration, Ithaca, NY, 2009.  
 University of Miami School of Business Administration, Miami, FL, 2009.  
 Fordham University Graduate School of Business, New York, NY, 2009.  
 Florida State University Distinguished Scholar, Tallahassee, FL, 2008  
 SERVSIG Doctoral Consortium, San Francisco, CA, 2007  
 American Marketing Association Sheth Doctoral Consortium, Tempe, AZ, 2007.  
 University of Groningen, Groningen, The Netherlands, 2007.  
 Brigham Young University Marketing Research Series, Provo UT, 2007.  
 University of Missouri, Columbia MO, 2006.  
 American Marketing Association Services Marketing Special Interest Group Frontiers in Services  
 Doctoral Consortium, Tempe, AZ, 2005.  
 Zyman Institute for Brand Science Lecture, Goizueta School of Business, Emory University, Atlanta, GA,  
 2005.  
 Hightower Speaker Series, Goizueta School of Business, Emory University, Atlanta, GA, 2005.  
 American Marketing Association Sheth Foundation Doctoral Consortium, Storrs, CT, 2005.  
 W.P. Carey School of Business, Arizona State University, Tempe, AZ, 2005.  
 University of Massachusetts, Amherst, MA, 2005.  
 University of Alabama, Tuscaloosa, AL, 2005.  
 American Marketing Association Sheth Foundation Doctoral Consortium, College Station, TX, 2004.  
 Tuck Graduate School of Business Marketing Department, Dartmouth College, Hanover, NH, 2004.  
 W.P. Carey School of Business Marketing Department, Arizona State University, Tempe, AZ, 2004.  
 McIntire School of Business Marketing Department, University of Virginia, Charlottesville, VA, 2004.  
 University of Neuchâtel, Neuchâtel, Switzerland, invited two-day research seminar for Swiss doctoral  
 students, 2003.  
 Texas A&M University Mays Business School Department of Marketing Research Forum, College  
 Station, TX, 2003, two presentations.  
 Erasmus University Masters Thesis Awards Ceremony, Rotterdam, The Netherlands, 2003.  
 Erasmus University Marketing Research Seminar, Rotterdam, The Netherlands, 2003.  
 Tilburg University, Tilburg, Netherlands, 2001.  
 Marketing Science Institute's Marketing, Corporate Social Initiatives and the Bottom Line Conference,  
 Chapel Hill, NC, 2001 with Roland Rust and Valarie Zeithaml.  
 Marketing Science Institute's Marketing Metrics Conference, Toronto, ON, Canada, 2000.  
 Marketing Science Institute's Managing Customer Relationships Conference, Charleston, SC, 2000.

***INVITED PRESENTATIONS TO THE BUSINESS COMMUNITY***

AMA Symposium for the Marketing of Higher Education, virtual, November 2020.  
 Marketing Science Institute Immersion Conference, Boston, September 2018.  
 Harte Hanks Marketing Advisory Board: Creating Successful Relationships between Marketing and  
 Finance, Denver, June 2018.  
 Marketing Science Institute, Boost Your Marketing Effectiveness with Experimental Design Workshop,

Evanston, June 2017.  
 CRMC, Chicago, June 2017.  
 Marketing Science Institute Board of Trustees Meeting, Boston, April 2017.  
 Marketing Science Institute, Harnessing Marketing Analytics for Business Impact Conference, Los Angeles, February 2017.  
 Marketing Science Institute Webinar, with Peter Verhoef, February 2017.  
 Marketing Science Institute Customer Experience Roundtable, Boston, Kansas City, January 2017.  
 Marketing Science Institute, Design Thinking Seminar (Moderator), Boston, November 2016.  
 Marketing Science Institute Board of Trustees Meeting, San Francisco, November 2016.  
 Marketing Science Institute Marketing in the Consumer Internet of Things Conference, Washington, DC, September 2016.  
 Marketing Science Institute Immersion Conference, Boston, September 2016.  
 Marketing Science Institute Getting Real Insights from Social Media Conference, Facebook HQ, July 2016.  
 Marketing Science Institute Customer Experience Roundtable, Cincinnati, June 2016.  
 Marketing Science Institute Board of Trustees Meeting, Boston, April 2016.  
 Marketing Science Institute Board of Trustees Meeting, Phoenix, November 2015.  
 Marketing Science Institute Frontiers of Marketing Conference, Boston College, July 2015.  
 Marketing Science Institute Customer Experience Roundtable, Indianapolis, June 2015.  
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, Chicago, November 2014.  
 Marketing Science Institute Customer Experience Roundtable, Boston, July 2014.  
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, Boston, April 2014.  
 Service Leadership Institute, Arizona State University, March 2014.  
 Marketing Science Institute Thought Leadership Regional Meeting, Boston College, March 2014.  
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, San Francisco, Nov. 2013.  
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, Boston, April 2013.  
 State Street Global Services, Boston, November 2012.  
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, Phoenix, November 2012.  
 Marketing Science Institute Customer Experience Roundtable, Boston, November 2012.  
 Marketing Science Institute Customer Experience Roundtable, Philadelphia, May 2012.  
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, Boston, April 2012.  
 Marketing Science Institute 50<sup>th</sup> Anniversary Celebration, Boston, April 2011.  
 Customer Insights Center, University of Groningen, April 2011.  
 Liberty Mutual Consumer Marketing Group, December 2010.  
 Cabot Corporation, December 2010.  
 Georgia State University Marketing Roundtable, October 2010.  
 Marketing Science Institute Board of Trustees Meeting, San Francisco, 2010.  
 Marketing Science Institute Board of Trustees Meeting, Boston, 2010.  
 Center for Services Leadership Board and Fellows Meeting, Phoenix, AZ, 2010.  
 Accenture Chair Inauguration, Boston College, Chestnut Hill, MA, 2009.  
 Marketing Science Institute Immersion Conference, Boston, MA, 2009.  
 Seklemian/Newell Customer Relationship Management Conference, presentation and discussion leader, Chicago, IL, 2007.  
 Marketing Science Institute's "Taking Stock of Customer Relationships" Conference, discussion moderator, Santa Monica, CA, 2006.  
 Center for Services Leadership: Services Leadership Institute, Tempe, AZ, 2006.  
 CALA (Caribbean and Latin American) Customer Relationship Management Conference, Coral Gables, FL, 2006.  
 University of Connecticut Marketing Executive Forum, University of Connecticut, Shelton, CT, 2004.  
 Boston Advertising Club, Boston, MA, 2004.  
 Marketing Executive Roundtable Luncheon with Microsoft Corp., Bellevue, WA, 2004.  
 Boston College Carroll School of Management Alumni Reunion, Chestnut Hill, MA, 2004, with Kathleen Seiders.  
 Marketing Science Institute/Teradata Center Customer Management Conference, Duke University, Durham, NC, 2004.

The Center for Services Leadership Board of Advisors Meeting, W.P. Carey School of Business, Arizona State University, Tempe, AZ, 2004.  
Newspaper Association of America 2003 Classified Advertising Conference, keynote speaker, Las Vegas, NV, 2003.  
American Marketing Association Strategic Marketing Conference, Boston, MA, 2003.  
University of Denver Marketing Roundtable, Denver, CO, 2003.  
Customer Relationship Management Conference, Chicago, IL, 2002, with Julie Welbourne.  
National Sporting Goods Association Conference, keynote speaker, Tampa, FL, 2002.  
National Association of College Stores Large Stores Group Conference, plenary session speaker, Chapel Hill, NC, 2002.  
Harvard Business School Cyberposium, session panel moderator, Boston, MA, 2002.  
Annual Conference of the *Stichting Congres Marketing Associatie KUB*, plenary session speaker, Tilburg University, Tilburg, Netherlands, 2001.  
Retailing Smarter 2001 Symposium, The Center For Retailing Education and Research, University of Florida, Orlando, FL, 2001, with Frederick Newell.  
Conference Board Multi-Channel Commerce Conference, May, New York, NY, 2001.  
Newspaper Association of America Annual Convention, general session panel moderator, Toronto, ON, Canada, 2001.  
Boston Chapter of the AMA Marketing Metrics Conference, Boston, MA, 2001.  
U.S. Office of Thrift Supervision Thrift Industry Leadership Conference, general session presentation, Atlanta, GA, 2001.  
National Retailing Federation Conference, super-session panelist, New York, NY, 2001.  
Conference Board Customer Relationship Management Working Group, New York, NY, 2000.  
Retail Advertising Conference, Chicago, IL, 1998.  
Database Marketing Conference, Durham, NC, 1996.  
Database Marketing Conference, Durham, NC, 1995.

## **SERVICE**

### **ACADEMIC - GENERAL**

#### ***Editor-in Chief***

Editor, *Journal of Service Research*. Four-year term, June 1, 2009-May 31, 2013.

#### ***Special Issue Editor – Refereed Journal***

Special issue (2006, November) of *Journal of Service Research* co-edited with V. Kumar and A. Parasuraman for papers arising from the “Managing Customers for Value” Conference, co-sponsored by the Boston College Carroll School of Management and the University of Connecticut School of Business, Storrs, CT, 2005

Special issue (2002, Vol. 5) of *Journal of Service Research* co-edited with John Hogan for papers arising from the Boston College Carroll School of Management Marketing Department “Managing the Customer Asset” Conference, Boston, MA, 2001

#### ***Guest Editor***

*Journal of Marketing*, June 2007, June 2008  
*Journal of Service Research*, Spring 2009, Fall 2013, Fall 2014

#### ***Associate Editor***

*Journal of Service Research*, October 2013 – July 2021

### ***Editorial Boards***

*Journal of Marketing*, 2002 – 2012, 2018 - present  
*Journal of Marketing Research*, 2005 – 2020  
*Journal of Service Research*, founding member, 1998 – 2021  
*International Journal of Research in Marketing*, 2017 – Aug 1 2018  
*Journal of Interactive Marketing*, 2000 – 2018  
*Journal of the Academy of Marketing Science*, 2003 – 2009, 2010– July 1 2018  
*Journal of Relationship Marketing*, 2005 – 2018  
*Service Business: An International Journal*, founding member, 2006 – 2018  
*Journal of Service Theory and Practice* (previously: *Managing Service Quality*), 2013 – 2018  
*Service Science*, 2013 – 2018  
*International Journal of Electronic Commerce*, 2003 – 2006

### ***Advisory Boards***

*Journal of Marketing*, 2020 – present  
*Journal of Service Research*, 2013 - present

### ***Ad-hoc Area Editor***

*Marketing Science*  
*Journal of Marketing Research*, 2010

### ***Ad-hoc Reviewer***

*Journal of Consumer Research*  
*Marketing Science*  
*California Management Review*  
*Journal of Retailing*  
*Journal of Retailing* Special issue: Competing through Service  
*Management Science*  
*International Journal of Research in Marketing*  
*International Journal of Marketing Education*  
Association of Consumer Research Conference  
American Marketing Association Educators' Conference  
Alden G. Clayton Doctoral Dissertation Proposal Competition  
Performance Measurement Association Conference  
*Journal of Marketing/Marketing Science Institute Marketing Performance Competition*

### ***Trustee and Fellow***

Executive Directors' Council, Marketing Science Institute (2017 - )  
Fellow, American Marketing Association (2016 - )  
Executive Director, Marketing Science Institute (2015-2017)  
Marketing Science Institute Academic Trustee (2010-2015)  
Fellow, Institute for Brand and Brand Relationships (2014 – 2015)  
Research Fellow, Arizona State University Center for Services Leadership (2004 - present)  
International Academic Advisory Panel, Institute of Service Excellence, Singapore Management University (2010-2017)  
Distinguished Faculty Fellow, Center for Excellence in Service, U. Maryland (2011-present)

### ***Conference and Track Chairs***

Co-Chair, Selection and Planning Committee, Inaugural MSI Scholars Conference, Colorado, July 2018.  
Co-Chair, 22<sup>nd</sup> Annual Frontiers in Service Conference, Taiwan, July 2013.  
Conference Scientific Committee, Quis Conference, Cornell University, Ithaca, NY, June 2011  
Conference Scientific Committee, 11<sup>th</sup> International Research Conference on Service Management, La Londe, France, May 2010  
Co-Chair, “Managing Customers for Value” Thought Leadership Conference, University of Connecticut, Storrs, CT, 2005  
Conference Organizing Committee, American Marketing Association Frontiers in Services Conference, Washington, DC, 2003  
Co-Chair: Relationship Marketing Track, Academy of Marketing Science World Marketing Conference, Perth Australia, 2003  
Co-Chair: Boston College Carroll School of Management Marketing Department “Managing the Customer Asset” Conference, Boston, MA, 2001

### ***Academic Conference Session Chair/Panelist/Discussant***

Panelist, PhD Project MDSA, San Francisco, CA, August 2023.  
Discussant, Academy of Management Conference, Boston, August 2019.  
Panelist, Women Leadership in Marketing Scholarship, AMA Winter Educators’ Conference, Austin, TX, Feb. 2019  
Panelist, AMA Summer Educators’ Conference, Boston, MA Aug 2018.  
Session Chair and Curator, AMA Winter Educators’ Conference, Orlando, FL, Feb 2017.  
Discussant, Theory and Practice in Marketing Symposium, Columbia University, New York, April 2011.  
Special Session Chair, American Marketing Association Winter Educators’ Conference, San Diego, CA, 2007  
Special Session Chair, American Marketing Association Winter Educators’ Conference, St. Petersburg, FL, 2006  
Discussion panelist, plenary session, Frontiers in Services Conference, Bethesda, MD, 2003  
Discussion panelist, plenary session, Frontiers in Services Conference, Bethesda, MD, 2001  
Discussion leader, refereed special session, Association for Consumer Research Conference, Austin, TX, 2001  
Chair, invited special session, American Marketing Association Summer Educators' Conference, Chicago, IL, 1997  
Chair, refereed special session, Association for Consumer Research Conference, Minneapolis, MN, 1995  
Discussant, special session, American Marketing Association Summer Educators’ Conference, San Francisco, CA, 1994  
Participant, Fuqua School of Business Invitational Symposium on Choice and Modeling Behavior, Durham, NC, 1993

### ***Academic Offices Held and Committees***

Member, Selection Committee for 2019 American Marketing Association Fellows, 2018  
Chair, Selection Committee for American Marketing Association Services Marketing Special Interest Group 2016 Lifetime Achievement Award  
Chair, Selection Committee for American Marketing Association Services Marketing Special Interest Group 2007 Lifetime Achievement Award  
American Marketing Association Academic Council, 2003 – 2006

- Committees/Roles:
  - Liaison to Services Marketing Special Interest Group, 2005 – 2006
  - Liaison to Marketing Strategy Special Interest Group, 2003 – 2005

- Marketing Research Project Task Force, 2003 – 2004
- Marketing-Practitioner Interface, 2004 – 2005

Member, Selection Committee for *Journal of Marketing* Editor, 2005

Member, Selection Committee for 2005 American Marketing Association Winter Educators' Conference Best Paper Award

Chair, Selection Committee for *Journal of Service Research* 2005 Best Paper Award

Chair, Selection Committee for *Journal of Service Research* 2004 Best Paper Award

Chair, Selection Committee for American Marketing Association Services Marketing Special Interest Group 2004 Best Paper Award

Treasurer, Marketing Research Special Interest Group, AMA, 1995 – 1996

### ***Affiliations***

American Marketing Association (Marketing Strategy, Services Marketing Special Interest Groups)

INFORMS Society for Marketing Science

Association for Consumer Research

### **ACADEMIC – BOSTON COLLEGE**

#### ***University***

McNair Exploratory Program Mentor, 2021 -

Council for Women of Boston College Colloquium Advisory Board, 2014 –

Council for Women of Boston College Colloquium Fellows Program Selection Committee 2019 - 20

First Generation Student Mentor, 2018 – 2019

Meet Your Colleagues Special Guest (BC Employee Development Series), March, 2018

Management Development Perspectives Program 2014 – 2015

Women's Center Reenvisioning Committee, 2014

Vice Provost for Enrollment Search Committee, 2014

Provost Search Committee, 2013 – 2014

Task Force to examine the experience of women students at BC, 2012 – 2013

Provost Advisory Council, 2007 – 2009

Faculty Grievance Committee, elected alternate, 2006 – 2008

Faculty Advisor for Freshmen Students, Boston College Advising Center, 2006-07, 2008-09

Board of Advisors, Boston College Student Agencies, 2005 – 2008

Faculty Mentor, Presidential Scholar, 2004 – 2008

Facilitator for Office for Sponsored Programs Strategy Retreat, 2004

Interviewer for Boston College Fulbright Scholarship Candidates, 2004

Carroll School of Management Dean Search Committee, 2003 – 2004

Faculty Mentor for Freshman Students, 2002

Faculty Report to Budget Committee, 2001

Member of Advisory Group to the Office of Marketing Communications, 2000 – 2001

Academic Advisor, Sharps a cappella, 2013- 2017

#### ***Carroll School of Management***

Chair, Mentoring committee, Megan Hunter, July 2023 –

Chair, Mentoring committee, Michelle Song, July 2023 –

Teaching Mentor, Michelle Song, 2022 – 2023

Teaching Mentor, Vanessa Conzon, 2021 –

Member, Fourth Year Review Committee for Curtis Chan 2021

Member Promotion and Tenure Committee, Carroll School of Management, 2005 - 07, 08-15, 17-20

Member, Fourth Year Review Committee for Alex Bleier 2017

Member, Research Committee, Carroll School of Management, 2010 - 2015  
 Member, Fourth Year Review Committee for Metin Sengul 2011  
 Member, Fourth Year Review Committee for Linda Salisbury 2009-2010  
 Advisor, Graduate Women in Business, 2005 - 2007  
 Case Teacher, Admitted MBA Classes, 2005, 2006  
 Member, Third Year Review Committee for Monique Valcour, 2005  
 Member, various subcommittees for strategic planning process, 2004  
 Marketing Internship Development (with career center), 2004 - 2005  
 Member, Third Year Review Committee for Mei Xue and Michael O'Leary, 2004  
 Co-Chair, Committee to Research Feasibility for Service MKT/OPS MS Program, 2003 - 2004  
 Chair, Third Year Review Committee for Jeffrey Lewin, 2003  
 Member, Third Year Review Committee for Paul Tallon, 2003  
 Member, Task Force on Integrating Three CSOM Centers, 2003  
 Presenter, Carroll School of Management Parents' Day, 2003  
 Case Leader, Career Services Advisory Board, 2002  
 Invited speaker, Achievement Awards Presentation, 2002  
 Faculty Advisor, MBA Diane Weiss Consulting Competition, 2002 - 2004  
 Member, Research Fellowships and Sabbatical Review Committee  
 Undergraduate Advisor  
 Member, Executive Education Development Committee  
 Panel Member, Teaching Effectiveness Seminar  
 Member, Faculty Teaching Effectiveness Committee  
 Senior Thesis Advisor: Shirley Galarza, Bethany O'Neil  
 Co-coordinator, Work-in-Progress Seminar Series, with J. Hogan and M. Subramaniam, 2001 - 2002.  
 Judge for the sophomore business plan competition  
 Faculty Presenter, Freshman Honors Immersion Course, 2001, 2002  
 Speaker, Boston College Entrepreneur Society and Marketing Academy  
 Speaker, MBA Marketing Academy  
 Moderator, MBA Student organization panel on Wireless Technologies at HBS Cyberposium  
 Faculty Presenter, Organizational Studies Doctoral Teaching Practicum

### ***Marketing Department***

Mentor for Associate Professors, 2019 – present  
 Teaching Mentor for Michelle Song, 2022- present  
 Teaching Mentor for Min Zhao, 2016 - 2020  
 Adjunct (Part-time) Faculty Onboarding, 2017 - 2019  
 Department Chair, June 2012 - May 2015  
 Interim Department Chair, January - June 2009  
 New Scholar Program Coordinator, 2006 - 2011  
 Doctoral Collaborative and Visiting Ph.D. Student Coordinator, 2006 - 2015  
 Recruiting Coordinator, 2003-2004, 2005, 2006  
 Senior Exit Survey Coordinator, 2003  
 Co-developer of Marketing Advisory Board and coordination of first meeting, 2002  
 Co-developed Marketing Principles course content expectations, 2002  
 Co-Chair, "Managing the Customer Asset" Conference, Boston, MA, 2001  
 Member, Committee to Research Potential of MS degree in Marketing

## ACADEMIC – PH.D. STUDENTS

Mentor & co-author, Lianne Lesscher, doctoral student, University of Groningen, Netherlands, 2019 - 21  
Member, Dissertation Committee for Arne de Keyser, University of Ghent, Belgium, 2014-2015  
Co-supervisor for doctoral student, Sander Beckers, University of Groningen, Netherlands, 2010-2012  
Member, Dissertation Committee for Lisette deVries, University of Groningen, Netherlands, 2012-2014  
Member, Dissertation Committee for Mina Rohani, HEC University, Montreal, 2012 - 14  
Co-chair, Masters Thesis Committee for Wouter Neef, University of Groningen, Netherlands, 2011  
Member, Dissertation Committee for Christian Heumann, Technical University Munich, 2009-2012  
Member, Dissertation Committee for Marnix Bugel, University of Groningen, 2010  
Member, Dissertation Committee for Stacey Robinson, Florida State University, 2008-2011  
Member, Dissertation Committee for Mary Harrison, University of Alabama, 2008-2011  
Member, Dissertation Committee for Andrew Petersen, University of Connecticut, 2007 – 2008  
Member, Dissertation Committee for Brent Dong, Boston University, 2007 – 2008  
Member, Dissertation Committee for Markus Wuebben Technical University Munich, 2007-08  
Member, Dissertation Committee for Howard Dover, University of Texas, Dallas, 2006 – 2008  
Member, Dissertation Committee for Tanya Mark, University of Western Ontario, 2006 – 2008  
Doctoral Supervisor for Visiting Doctoral Student, Markus Wuebben, University of Dortmund, 2006-07  
Co-Chair, Dissertation Committee for Ayse Banu Elmadag, University of Alabama, 2005 – 2006  
Co-Chair, Dissertation Committee for Derrick Boone, Fuqua School of Business, Duke University  
Member, Dissertation Committees for Sang Yong Kim, Tiffany Barnett White, and Kiersten Elliott, Fuqua School of Business, Duke University

## ACADEMIC – OTHER

Mentor for junior faculty through INFORMS ISMS DEI initiative and MDSA PhD Project  
Invited Faculty, ASU/SNAI (Shanghai National Accounting Institute) Service MBA Program, Shanghai, China, teaching Customer Relationship Management, Spring 2008, Summer 2010, Summer 2011  
Invited Faculty, The American College of Greece, Athens, Greece, teaching inaugural MBA Marketing Management course, 2004, and MBA Creating Customer Value course, 2005  
Focus Group Moderator for American Marketing Assoc. Academic Division Research Initiative, 2004  
Outside Referee for Promotion and Tenure Decisions  
Faculty Member, Harvard University (Undergraduate) Business Leadership Program  
Faculty Student Group Leader, Harvard Business School MBA Orientation “Crimson Greetings”  
Panel Moderator, Harvard Business School 9<sup>th</sup> Annual Women’s Business Leadership Conference  
Industrial Liaison, Fuqua School of Business Marketing Group  
Fuqua School of Business Ethics Committee Member  
Coordinated Advertising Education Foundation Ambassador Program for Fuqua School  
Masters Thesis Committee Member for Kirsten Sachwitz, and Dan Ackerstein, Duke University  
Fuqua School of Business United Way Co-Chair, 1996  
Lecturer and Asst. Director, Small Business Development Center, Wichita State University, 1984–86

## CORPORATE

### *Industry Boards and Positions*

Board Member, Board of Directors, Maple Leaf Foods Inc., Mississauga, ONT, Canada, May 2018 - present; Chair, Safety and Sustainability Committee; Member, Audit Committee  
Board of Directors, American Marketing Association: Immediate Past Chair 2021-2022, Chair 2020-2021, Chair Elect 2019-2020, Secretary, 2018-2019; Member: Audit and Finance Committee July 2018 – July 2022, Executive Committee July 2018 – July 2022, Nominating Committee July 2019 - 2023, Governance Committee, 2019 - 2020



Board Member, Executive Committee, Marketing Science Institute (2015 - 2019)

- Committee: Search Committee for New CEO (2017)

Harte-Hanks Marketing Advisory Board, 2016 – 18

Executive Director, Marketing Science Institute (2015 – 2017)

- Committees: Growth Initiatives, Research Funding, Business-Academic Research Collaborations, Understanding the Digitized Consumer

At-Large Board Member, Board of Directors, American Marketing Association (elected for three year term), 2006 – 2009

- Committees: Strategic Planning; Marketing on Demand, Nominating Committee

Marketing Science Institute Academic Trustee, 2010-2015

Liberty Mutual Insurance Company, Advisor to Personal Markets, 2010-2012

AirTran Marketing Advisory Board, 2008-2010

American Marketing Association Board of Directors, 2006 – 2009

1:1 Return on Customer Newsletter Advisory Board, 2005 – 2010

Word of Mouth Marketing Association Advisory Board, 2005 – 2012

Fred. Newell Customer Relationship Management Conference Advisory Council, 2003 – 2008

Copernicus Marketing Consulting and Research Board of Advisors, 2001 – present

Backbeat Systems Advisory Board, 2001

IBM/Lenovo Personal Computing Marketing Advisory Council, 1998 – 2008

### ***Executive Teaching, Research, and Consulting***

Aresty Institute of Executive Education, The Wharton School, Open enrollment course in Marketing Metrics, 2003 – 2017

Informal Advising to Global Corporations in many industries, including: brand experience agencies, telecom, consumer goods, health care, technology (2014 – present)

University of Ulster and Irish Times Management. MSc in Executive Leadership Program, Boston College, 2008, 2009, 2010

Failete Ireland National Tourism Development Authority, Marketing Program, 2010

LIMAK (Internationale Management Academie, Austria) - Boston College Joint Executive Education Program, 2004 – 2006

MCI (Management Center Innsbruck, Austria) - Boston College Joint Executive Education Program, 2004 – 2006

CIGNA, 2005

Microsoft, 2004

HSBC, Duke Corporate Education, Ashridge, UK, 2004, Shanghai, China, 2005, Mexico City, Mexico, 2006, 2007, Istanbul, Turkey, 2007

Ingersoll-Rand Leadership Program, Duke Corporate Education, Charlotte, NC.

Textron Global Leadership Forum, Aresty Institute of Executive Education, The Wharton School, 2003 – 2004

Pearson Education, 2003

Aresty Institute of Executive Education, The Wharton School, Open enrollment course in Customer Relationship Management, 2002

IBM (with Copernicus Marketing), 2002

Timberland PRO Series Division, 2001 – 2002

Eli Lilly & Company, 2000

Ericsson, Duke Corporate Education, 2000

IBM, 2000

Deloitte Consulting, Principal Academic Consultant, 1999 – 2001

Siemens Corporation, Duke Corporate Education, 1999 – 2000

The Capital Company (CAPCO), 1999

Citigroup Global Retail Banking, Fuqua School of Business Exec. Ed., Duke University, 1998

Marketing 1to1/Peppers and Rogers Group and the Institute for the Future, 1998

## LOCAL

Volunteer, Marketing Science Institute Future Fund, Cambridge, MA.  
Volunteer, Saengerfest Men's Chorus, Boston, MA.  
Volunteer and Virtual Pen Pal, In2Books, organization that encourages literacy in elementary age children in inner-city Washington, DC.  
Secretary, FOLMADS (Friends of Lexington, Music, Art and Dance, Inc.), Lexington, MA.  
Correspondence Secretary, Backers of Lexington Debate (BOLD), Lexington, MA.  
Volunteer, Lexington Youth Summer Theatre, Lexington, MA.  
Marketing, fund raising and alumni relations, North Carolina Boys Choir, Durham, NC.  
Volunteer teaching – gifted elementary math program, Chapel Hill, NC public schools

## PRIOR WORK EXPERIENCE

1988-1990	<i>Vice President, Marketing</i> Siclone Sales and Engineering Corporation, Milpitas, CA
1986-1988	<i>Group Marketing Director</i> Western United States, New Hospitals Charter Medical Corporation, Macon, GA
1981-1983	<i>Account Executive</i> Sales Consultants, Overland Park, KS
1980 – 1981	<i>Territory Sales Representative</i> Xerox Corporation