

SHELBY H. MCINTYRE

ADDRESS

Office Department of Marketing
Leavey School of Business and Administration
Santa Clara University
Santa Clara, CA 95053
(408) 554-4580

EDUCATION

Ph.D. Stanford University
Graduate School of Business
May 1979

M.B.A. Stanford University
Graduate School of Business
June 1973

B.S. Stanford University
Industrial Engineering
June 1965

PROFESSIONAL EXPERIENCE

2008-present Co-chair, Marketing Department, Santa Clara University

2004-present Faculty Director in Residence of the *Communitas* RLC at Santa Clara University.

1988-present Full Professor in The Marketing Department, Santa Clara University, Santa Clara, CA.

1991-2000 J.C. Penney Research Professor and Associate Director for Research at the Retail Management Institute, Santa Clara University

1982-1988 Associate Professor/Chairman of Marketing, Santa Clara University

1976-1981 Assistant Professor of Marketing at Santa Clara University

1974-1979 Ph. D. Program, Stanford University

1971-1973 MBA Program, Stanford University

1970-1971 V.P. Operations, Dry Cast Concrete, Emeryville, CA

1966-1970 Advanced Manufacturing Engineering, Production Control, Quality Control, Naval Ordnance Department, General Electric, Pittsfield, MA

1965-1966 Inventory Control and Production Planning, Distribution Transformer Department, General Electric, Hickory, NC

COURSES TAUGHT

1. Undergraduate -- The Principles of Marketing, Marketing Management, Product/Brand Management, Marketing Research, Marketing Information Systems, Market Analysis, Strategic Product Marketing
2. Graduate -- Marketing Management I, Marketing Management II, Marketing Research, Marketing Information Systems, Marketing Analysis and Decisions, Competitive Marketing Strategy

RESEARCH ACTIVITIES

A. Publications (Chronological order)

Bruno, Albert V., and Shelby H. McIntyre, "Testimonials: A Conceptual Perspective," Proceedings of the American Marketing Association, 1976 (August) 63-66.

Harrell, Thomas W., Shelby H. McIntyre, and Charles B. Weinberg, "Predicting Compensation Among MBA Graduates Five and Ten Years After Graduation," **Journal of Applied Psychology**, 1977 (November) 636-640.

Bruno, Albert V., and Shelby H. McIntyre, "Awareness as a Concept in the Theory of Consumer Behavior," Santa Clara Business Review, 1977 (February) 17-24.

McIntyre, Shelby H., and Adrian B. Ryans, "Time and Accuracy Measures for Alternative Multi-Dimensional Scaling Data Collection Methods," **Journal of Marketing Research**, 1977 16 (November) 607-611.

McIntyre, Shelby H., "Estimating Single Variable Response Functions in a Multivariate Environment," Santa Clara Business Review, 1977 (February) 58-66.

Bruno, Albert, Robert Bowman, Leigh McAlister and Shelby McIntyre, "An Analytical Framework for Procurement Decisions," Santa Clara Business Review, 1977 (February) 12-22.

A close derivative of this article was published for the Navy as: "The Information Economics of Procurement Decisions," Albert Bruno, Robert Bowman, Leigh McAlister, and Shelby McIntyre, Proceedings of the Naval Procurement Conference, 1977 (Summer).

- Munson, J. Michael and Shelby H. McIntyre, "The Use of Personal Values in Cross-Cultural Marketing Research," Santa Clara Business Review, 1977, (Summer) 37-42.
- Munson, J. Michael and Shelby H. McIntyre, "Personal Values: A Cross-Cultural Assessment of Self-Values and the Values Attributed to a Distant Cultural Stereotype," Proceedings of the Association for Consumer Research, Chicago, 1977 (Fall) 160-166.
- Munson, J. Michael, Shelby H. McIntyre and Barry Posner, "Values as Predictors of Self-Perceived Job Success and Management Job Classification," Proceedings of the American Institute for Decision Sciences Tenth Annual Meeting, St. Louis, 1978 (October).
- McIntyre, Shelby H., Dennis Moberg and Barry Posner, "Discrimination in Response to Mailed Resumes," Proceedings of the Academy of Management, Western Division, 1979 (March).
- McIntyre, Shelby H. "The Leverage Impact of Judgment Based Marketing Models," Proceedings of the TIMS/ORSA Marketing Conference Stanford, 1979 (April) 551-573.
- McIntyre Shelby, Dennis Moberg and Barry Posner, "Racial and Sexual Discrimination in the Recruitment Process," Proceedings of the Academy of Management, National Conference, 1979 (August).
- McIntyre, Shelby, and Mike Munson, "Developing Practical Procedures for Measurement of Personal Values in Cross-Cultural Marketing," **Journal of Marketing Research**, 1979, 16 (February) 48-52.
- McIntyre, Shelby H., Dennis J. Moberg and Barry Z. Posner, "Preferential Treatment in Pre-selection Decisions According to Sex and Race," **The Academy of Management Journal**, 1980, 23 (December) 738-749.
- McIntyre, Shelby H., Dennis J. Moberg and Barry Z. Posner, "Discrimination in Recruitment: An Empirical Analysis," **Industrial and Labor Relations Review**, 1980, 3 (July) 543-550.
- Bruno, Albert V., and Shelby McIntyre (1980) "Bellboy, Inc." Case study and teaching note, Intercollegiate Case Clearing House, Harvard Business School, 1977; reprinted in Aaker, David A. and George S. Day, *Marketing Research*, New York: John Wiley and Sons, 1980.
- McIntyre, Shelby H., "Reducing Overreaction in Contract Markets," **Industrial Marketing Management**, 1981, 10 (January) 283-286.

- McIntyre, Shelby H., Dennis J. Moberg, and Barry Z. Posner, "On Conducting Socially Responsible Research," The Journal of Enterprise Management, 1981, 3 (April) 103-107.
- McIntyre, Shelby H., and Meir Statman, "Managing the Risk of New Product Development," Business Horizons, 1982 (May/June) 51-55.
- McIntyre, Shelby H., "Obstacles to Corporate Innovation," Business Horizons, 1982 (January/February) 23-28.
Reprinted in The Dynamics of Organization, John F. Viega & John N. Yanouzas (eds). St Paul: West Publishing, 1984, 10-14.
- McIntyre, Shelby H., "An Experimental Study of the Impact of Judgment-Based Marketing Models," Management Science, 1982, 28 (January) 17-33.
- McIntyre, Shelby H., and Imran S. Currim, "Evaluating the Impact of Judgment Based Marketing Models: Multiple Measures, Comparisons and Findings," Management Science: Special Issue on Marketing Planning Models, 1982, 18, 185-207.
- McIntyre, Shelby H., and Barry Z. Posner, "Sex Discrimination in Response to Mailed Resumes: How Companies Respond and How Job Candidates React," American Institute for Decision Sciences 1982 Proceedings, George P. White editor, 1982, 465-7.
- Achabal, Dale D., Mary Ann Kriewall and Shelby H. McIntyre, "The Effect of Time and Situational Factors on Food Store Patronage Behavior," Patronage Behavior and Retail Management, William R. Darden and Robert F. Lusch, editors, Chapter 25, New York: Elsevier North Holland, 1982.
- McIntyre, Shelby H., and Adrian B. Ryans, "Task Effects on Decision Quality in Travelling Salesperson Problems," Organizational Behavior and Human Performance, 1983, 32, 344-369.
- McIntyre, Shelby H., and David B. Montgomery, V. Srinivasan, and Barton A. Weitz "Evaluating the Statistical Significance of Models Developed by Stepwise Regression," Journal of Marketing Research, 1983, 20, (February) 1-11.
- Tyebjee, Tyzoon T., Albert V. Bruno and Shelby H. McIntyre "Keeping the Marketing Effort in Phase During Rapid Growth," Harvard Business Review, 1983 (January-February) 62-66.
Reprinted, in part, as: "Plan for Marketing Growth Stages So Firm Can Adapt and Respond to External Changes," Marketing News, September 16, 1983, pp. 6-7.
Also reprinted as "Growing Ventures Can Anticipate Marketing Stages," in D. Gumpert (ed) Managing The Growing Concern, Wiley, 19.

- Achabal, Dale D., John Heineke, and Shelby H. McIntyre, "Issues and Perspectives on Retail Productivity," **Journal of Retailing**, 1984, Vol 60, No 3 (Fall) 107-127.
- Achabal, Dale D., John Heineke and Shelby H. McIntyre, "Productivity Measurement and the Output of Retailing," **Journal of Retailing**, Vol 61, No. 3, 1985 (Fall) 83-88.
- McIntyre, Shelby H., "Using Game Simulations in Small Classes," Proceedings of the AMA Winter Educators' Conference, Joseph Gultinan and Dale Achabal (editors), (Winter) 1986, 123-126.
- McQuarrie, Edward, and Shelby H. McIntyre, "Focus Groups and the Development of New Products: Some Guidelines," **Journal of Product Innovation Management**, 3, 1986, 40-47.
- McIntyre, Shelby H., and J. Michael Munson, "A Testing Experiment in the Principles Course: Students Learn More by Composing Test Questions on a Microcomputer," Journal of Marketing Education, 1986, 8 (Summer) 39-46.
- McIntyre, Shelby H., and Sherry Bender (1986), "The Purchase Intercept Technique (PIT) in Comparison with Telephone and Mail Surveys," **Journal of Retailing**, 63 (Winter) 364-383.
- McQuarrie, Edward F., and Shelby H. McIntyre (1987), "What Focus Groups Can and Cannot Do," **Journal of Product Innovation Management**, 4 , 55-60.
- Achabal, Dale D., Shelby H. McIntyre, Cheryl H. Bell, and Nancy Tucker, "The Effect of Nutrition P-O-P Signs on Consumer Attitudes and Behavior," **Journal of Retailing** 1987, 63 (Spring) 9-24.
- Armstrong, J. Scott, Rod Brodie and Shelby H. McIntyre (1987), "Forecasting Methods for Marketing: Review of Empirical Research," **International Journal of Forecasting**, November.
Also re-printed by the Singapore Marketing Review, 1987, 2 (March), 1987, 7-23.
- Tyebjee, Tyzoon T., Albert V. Bruno, and Shelby H. McIntyre, "Growing Ventures Can Anticipate Marketing Stages," in A.C. Burns and D.W. Cravens, Readings and Cases in Marketing Management, New York: Irwin, 1987.
- McIntyre, Shelby H. "Market Adaptation as a Process in the Product Life Cycle of Radical Innovations and High Technology Products." **The Journal of Product Innovation Management**, Vol. 5, no. 2, June 1988.
Also re-printed in the Engineering Management Review, Vol. 17, No. 2, June 1989.

- McIntyre, Shelby H., and J. Scott Armstrong. "Forecasting Marketing: A Special Issue of the International Journal of Forecasting." Empirical Economics, Summer 1988.
- McQuarrie, E.F., and S. McIntyre, "Conceptual Underpinnings for the Use of Focus Groups in Consumer Research," *Advances in Consumer Research*, Vol. 15, ed. Michael Houston, Provo, UT: Association for Consumer Research, 1988, 580-586.
- McQuarrie, Edward F. and Shelby H. McIntyre. "Marketing Entropy and Marketing Failure: Corrective Action Through a Program of Customer Visits", *Marketing Science Institute Working Paper Series*, 1989.
- McQuarrie, Edward F., and Shelby H. McIntyre (1990), "What the Group Interview Can Contribute to Research on Consumer Phenomenology," **Research in Consumer Behavior**, Vol. 4, ed. Elizabeth C. Hirschman, Greenwich, CT: JAI Press.
- McQuarrie, Edward F., and Shelby H. McIntyre (1990), "Implementing the Marketing Concept Through a Program of Customer Visits," Marketing Science Institute, Report No. 90- 107, (March), 1-33.
Also, included in a book produced by Marketing Science titled, *Using Marketing Knowledge*, edited by Rhit Deshpande, 2000.
- McQuarrie, Edward F. & McIntyre, Shelby H. (1990). Contribution of the group interview to research on consumer phenomenology. In E. C. Hirschman (Ed.), *Advances in Consumer Behavior* (Vol. 4, pp. 165-194). Greenwich, CT: JAI Press.
- Achabal, Dale D., Shelby McIntyre, and Stephen A. Smith (1990), "Maximizing Profits from Periodic Department Store Promotions," **Journal of Retailing**, Vol. 66, No. 4, (Winter), 383-408.
- Achabal, Dale D., and Shelby McIntyre, "Emerging Technology in Retailing: Challenges and Opportunities for the 1990's," Invited Chapter in The Future of U.S. Retailing, Robert A. Peterson, ed., Westport, CT: Quorum Press, 1991, pp. 85-125.
- Miller, Christopher M., and Shelby H. McIntyre (1991), "PC-SOLVE: A New Approach for Marketing Analysis," **Journal of the Academy of Marketing Science**, Vol. 19, Number 3, pp. 279-285.
- McIntyre, Shelby H. and Christopher M. Miller (1992), "Social Utilities and Fashion Theory," **Marketing Letters** Vol. 3, No. 4, pp. 371-382.
- Achabal, Dale D., Shelby H. McIntyre, Bill Caid, and Fred Tong, "An Analysis of Neural Networks for Forecasting Retail Sales," Retail Workbench Report, April 1992, Santa Clara University.

- McQuarrie, Edward F. & McIntyre, Shelby H. (1992). *The Customer Visit: An Emerging Practice in Business-to-Business Marketing* (Report No. 92-114). Cambridge, MA: Marketing Science Institute.
- Miller, Christopher M, Shelby H. McIntyre, and Murali K. Mantrala (1993), "Toward Formalizing Fashion Theory," **Journal of Marketing Research**, Vol. 30 (May), 142-57.
- McIntyre, Shelby H., Dale D. Achabal, and Christopher M. Miller (1993), "Applying Case Based Reasoning to Forecasting Retail Sales," **Journal of Retailing**, 69 (Winter), pp. 372-398. *First Runner-up for 1993 Best Article Award.*
- Smith, Stephen A., Shelby H. McIntyre, and Dale D. Achabal (1994), "A Two Stage Sales Forecasting Procedure Using Discounted Least Squares," **Journal of Marketing Research**, Vol. 31, 1 (February), 44-56.
- Smith, Stephen A., Shelby H. McIntyre, and Dale D. Achabal (1994), "Sales Forecasting in Two Stages: Improved Support for Retail Decision-making," *Stores*, 76, 8, 8-9.
- McIntyre, Shelby, and Dale D. Achabal, "RETAIL TESTING Decision Support System," Retail Workbench Project Report, July 1994, Santa Clara University.
- Achabal, Dale D., Shelby H. McIntyre, and Robert Collins, "A SEASONAL PLANNING Decision Support System," Retail Workbench Project Report, April 1995, Santa Clara University.
- Smith, Stephen A., Dale D. Achabal, and Shelby H. McIntyre, "Turnover and ROI Improvement Model," Retail Workbench Project Report, April 1996, Santa Clara University.
- McIntyre, Shelby, and Christopher Miller (1999), "The Selection and Pricing of Retail Assortments: An Empirical Approach," **Journal of Retailing**, Vol. 75, No.3, (Winter) 1999, 295-318.
- Smith, Stephen A., Narendra Agrawal, and Shelby H. McIntyre (1998), "A Discrete Optimization Model for Seasonal Merchandise Planning," with Stephen A. Smith and Narendra Agrawal, **Journal of Retailing** 74(2),193-221.
- Kirithi, Kayalanam, and Shelby H. McIntyre (1999), "Hewlett Packard Consumer Products Business Organization: Distribution Through E*Commerce Channels," **Journal of Interactive Marketing**, Vol. 13, No. 4 (Autumn) 1-15.
- McQuarrie, Edward F., and Shelby H. McIntyre (1990), "Implementing the Marketing Concept Through a Program of Customer Visits," reprinted in book produced by Marketing Science Institute titled, *Using Marketing Knowledge*, edited by Rhit Deshpande, 2000.

McIntyre, Shelby H. with Dale Achabal, Steve Smith and Kirthi Kalyanam, "A Decision Support System for Vendor Managed Inventory," **Journal of Retailing**, 77 (4), (2000): 429-452.

McIntyre, Shelby H., with Max Sutherland (2002), "A Critical Analysis of Marketing Knowledge at the Firm Level," **Journal of Marketing Theory**, special issue on Marketing Knowledge, Volume 2, No. 4, (December) 403-18.

Kalyanam, Kirthi, and Shelby McIntyre (2002), "The E-Marketing Mix: A Contribution of the E-Tailing Wars," **Journal of the Academy of Marketing Science**, Vol. 30, No. 4 (Fall), 487-97.

McIntyre, Shelby H. (2003), "Building Customer Relationships Online," **Journal of Relationship Marketing**, Vol.2, Nos. 3,4, 2003, 12-22.

The above is also a chapter in a book: **Customer Relationship Management in Electronic Markets**, eds. Gopal Krishnana R. Iyer and David Bejou, Hawthorne Press, Inc., October 15, 2003. ISBN: 0-7890-1945-0.

Kalyanam, Kirthi, Shelby McIntyre, and J. Todd Masonis (2007), "Adaptive Experimentation in Interactive Marketing: The Case of Viral Marketing at Plaxo," **Journal of Interactive Marketing**, Vol. 21, No. 3, (Summer), 72-85.

McIntyre, Shelby H., Albert Bruno, and Patrick Guerra (2008), Chapter 6, "In Search of Sustainable Social Mission Ventures to Alleviate Poverty," in **Alleviating Poverty through Business Strategy**, edited by Charles Wankel, Plagrave McMillan Press: New York, NY. 99-121.

Rhee, Subom, and Shelby McIntyre (2008), "Including the Effects of Prior and Recent Contact Effort in a Customer Scoring Model for Database Marketing," **Journal of the Academy of Marketing Science**, forthcoming.

McIntyre, Shelby H., and J. Michael Munson, (2008), "Exploring Cramming: Student Behaviors, Beliefs and Learning Retention in the Principles of Marketing Course," **Journal of Marketing Education**, forthcoming.

B. Selected Presentations:

May 24, 1983 at Santa Clara University, to the Stanford/SCU/Berkeley Marketing Symposium, "The Purchase Intercept Technique".

June 4, 1983, in Philadelphia to the International Symposium on Forecasting, "Decomposition in Forecasting, When Will It Work?" (also chaired the session: Forecasting by the Manipulation of Judgmental Input).

August 30, 1983, at Mariani's in Santa Clara, to the Santa Clara Rotary Club, "The Future of the Personal Computer for Home Use".

June 9, 1984, in Montreal, Canada to the International Symposium on Forecasting, "Increasing the VALUE of Probabilistic Forecasts".

February 16-19, 1986, at St. Petersburg, Florida, American Marketing Association Winter Educator, Session Chairman. Also presented paper: "Using Game Simulations in Small Classes".

May 4, 1987, in New Orleans, LA, "Buyer Resistance to the Adoption of Innovative OR/MS Software," at the National Joint Meetings of the Operations Research Society of American and the Institute of Management Science (ORSA/TIMS).

October 8-11, 1987, in Boston, MA, "The Theoretical Underpinnings of Focus Group Interviews," Advances in Consumer Research, Vol. XV.

April 22, 1988, at Santa Clara University, "Maximizing Profits from Retailer-Sponsored Promotions," at the Berkeley/Santa Clara/Stanford Marketing Symposium.

July 31, 1990, at Wells College, Arora, N.Y., "Problem Solving in the Marketing Curriculum," at the first annual conference on "Problem Solving Across the Curriculum."

Oct 2, 1996, at Mons, Belgium, "Designing "Designing Category Level Retail Promotions," at the Center for Research on the Economic Efficiency of Retailing (CREER).

July 12, 1998, INSEAD, France, "Assessing the Potential for Micro-Marketing," at the Marketing Science meetings.

May 2, 1999, Cincinnati, OH, "Implementing Marketing Models: Decision Support Systems for Vendor Managed Inventory & Clearance Markdown Management," at the INFORMS Cincinnati Spring 1999. Abstract published.

June 22, 2000, Brisbane, Australia, "The Selection and Pricing of Retail Assortments: An Empirical Approach," at Bond University.

November 17, 2000, U.C. Berkeley, "The Role of Reputation in Online Auction Markets" (w/K. Kalyanam), at the E-Commerce consortium sponsored by IBM and the Information Management Department of U.C. Berkeley.

November 23, 2002, "Building Retail Assortments on the Basis of Customer Preferences and Satisficing," presented at the Bay Area Marketing Symposium, May 2002. Also presented at the 2002 Annual Meeting of the Institute for Decision Sciences, San Diego, California – w/Achabal, Miller and Smith.

June 11, 2003 La Londe Seminar on Marketing Communications and Consumer Behavior, La Londe les Maures, France. Title: "Guess What: Having the Audience Guess a Result Increases the Impact of a Communication" (w/Stephen Holden and Marilyn Jones)

HONORS, AWARDS AND GRANTS:

1. Received the notation of "with Distinction" on the oral defense of dissertation from Stanford University (1979). This is the only such award to a marketing student in over ten years.
2. Awarded one of two Honorable Mentions in the American Institute for Decision Sciences Doctoral Dissertation Competition.
3. Marketing Science Institute Research Grant (with Albert V. Bruno and Tyzoon T. Tyebjee) in the amount of \$5,500 to research the stages of marketing development at high-tech companies, 1980.
4. Appointed to the founding editorial board of the Journal of Marketing Education. Reappointed in 1981 - present.
5. Leavey School of Business Research Grant for "Multiplying Through Divisions: A Study of the Corporate Decision to Form New Divisions" (\$2,500), May 1983.
6. Marketing Department Chairman, 1983-1991.
7. Elected to Membership in Beta Gamma Sigma, 1983.
8. IBM Research Grant for "Learning by Writing Test Questions," (\$3,000) 1987.
9. Awarded the Dean's Faculty Reserach Award by Andre' Delbecq of the Leavey School of Business at Santa Clara University, Sept. 1988.
10. Grant from the President of the University of Santa Clara (1982) to study the Purchase Intercept Technique (\$2,500).
11. Appointed Guest Editor of the International Journal of Forecasting on the topic of marketing forecasting, 1988.
12. Appointed to the permanant editorial board of the International Journal of Forecasting, 1989.
13. Runner-up in the 1988 O'Dell Award competition from the Journal of Marketing Research for the article "making the greatest contribution to marketing theory, methodology, or practice in 1983."
14. IBM Joint Research Grant for "A Prototype Expert System for Merchandise Reprojection" (\$40,000), (with D. Achabal & S. McIntyre), Feb. 1989.
15. Marketing Science Institute Research Grant on "How Customer Visits Can Contribute to a Marketing Orientation, " (with Edward McQuarrie), (\$5,500), funded August 1989.
16. Appointed J.C. Penney Research Professor, 1989-2004.

17. Won first price (\$5,000) in the Management Science Institute (MSI) competition on Managing Market-Driven Quality (with Ed McQuarrie), "The Customer First: A Tool for Total Quality Management.
18. Appointed to the Editorial Board of the Journal of Marketing, 1992-present.
19. Awarded the Dean's Faculty Research Award by Jim Koch of the Leavey School of Business at Santa Clara University, Sept. 1993.
20. Best Article of the Year Award for 1990 from the Journal of Retailing for "Maximizing Profits from Periodic Department Store Promotions"
21. "Outstanding Professor of the Year" award, by election of the student American Marketing Association Chapter, 1998, 1999, and 2000.
22. IBM Research Grant from the Distribution Industries Group for research on: "Trust and Reputation Infrastructures for Online Markets," August 2000, \$64K.
23. Awarded the Breetwor Fellowship for 2001 and 2002 (\$10,000/yr).
24. The William R. Davidson Award (year 2001) for the Best Article of the Year in the 1999 volume of the Journal of Retailing for "The Selection and Pricing of Retail Assortments"
25. Dean's Award for Exceptional Service, 2002 (\$500) and again in 2003 (\$500) and 2004 (\$500), and 2008 (\$500).

PROFESSIONAL ASSOCIATIONS

American Marketing Association
American Institute for Decision Sciences
Association for Consumer Research
Operations Research Society of America
The Institute of Management Science (Marketing College)
The International Institute of Forecasters
The American Association for Artificial Intelligence
The Institute for Operations Research and Management Science (INFORMS)

PROFESSIONAL ACTIVITIES (Selected)

Session Chairman, "Manipulating Judgmental Input for Forecasting," at the International Symposium on Forecasting, Philadelphia, PA, June 5-8, 1983.

Session Discussant, The Association for Business Simulation and Experiential Learning, Tulsa, OK, February 26, 1983.

Key Speaker, The Berkeley/Santa Clara/Stanford Marketing Symposium, Santa Clara, CA, May 26, 1983.

Editorial Board of the Journal of Retailing. 1998-present.

Editorial Board of the Journal of Marketing Education. 1982- 2002.

Editorial Board of the International Journal of Forecasting. 1985-2000.

Editor of Special Issue of the International Journal of Forecasting on the topic of Marketing Forecasting. Combined issues #3 and #4, November 1988.

Editorial Board of the Journal of Marketing, 1992 - 1999.

Session Chairman, American Marketing Association, Winter Educator's Conference, St. Petersburg, FL, February 16-19, 1987.

Session Chairman, "Marketing Information Systems", American Marketing Association, Summer Educator's Conference, San Francisco, Aug. 15-16, 1988.

Attended the Entrepreneur's conference with the theme of "Product and Market Development for Subsistence Markets" in Chicao at the University of Illinois, Aug 2-4, 2006.

Attended the "Global Summit" of the SCU Global Social Benefit Incubator, August 10, 2006.

Ad Hoc Reviewer - Journal of Marketing Research
Journal of Marketing
Journal of the Academy of Marketing Science

Journal of Consumer Research
Journal of Retailing
International Journal of Forecasting
Journal of Interactive Marketing

SELECTED CONSULTING ACTIVITIES

Syntex, 1976, Oroweat Bread, 1977-1979
National Semiconductor, 1980,
Smith Kline, In-Vitro Diagnostics Division, 1980
The California Strawberry Advisory Board, 1982-1986
The Produce Marketing Association, 1984
Mervyn's, IBM, The Complete P.C., 1987
AT&T, IBM, Mervyn's, 1988
IBM, Mervyn's, Clark & Korda, 1989
IBM, Sears, 1990-1991
Varian Associates, 1992
IBM, Sears, Levi Straus 1994-6
Digital Research Assessment Project, Levi Straus 1997
Vidivich vs. Home Depot, Sears 1998
California Strawberry Commission, Cisco Systems 1999
Mervyn's Re-spacing Experiments 2001

COMMITTEES SERVED

University of Santa Clara

- a. Business School Administrative Committee
- b. Retail Management Institute Research Committee
- c. School of Business MBA High-Tech Curriculum Committee
- d. School of Business Computer Committee
- e. School of Business New Building Committee
- f. School of Business New Building Technology Committee
- g. School of Business Computer Curriculum Committee
- h. Leavey School of Business, Rank & Tenure Committee (1994,1997-2000)
- i. Leavey School of Business, MBA Policy Committee
- j. Leavey School of Business, MBA Leadership Team (2000-2004)
- k. Leavey School of Business, U/G Leadership Team (2005-6)
- l. 3rd year review team, Tammy Madsen, Thomas Burnham (2001-2)
- m. Chairman, University Research Committee (2003) and member (2004-2006).
- n. Human Subjects Committee (2004-2007)
- o. 3rd year review team, Subom Rhee (2004).
- p. 3rd year review team, Fabio Calderiero (2006).
- q. Marketing Department curriculum assessment team (2006).
- r. Marketing Department Recruiting committee (2000-2006).
- s. Marketing Department MKTG181 Course Assessment committee (2005-2007).
- t. Special "Department" member for Greg Baker's promotion to Full Professor (2006)
- u. Faculty Affairs Committee (2006-2009)

May 2008