

KAREN F. A. FOX

Marketing Department
Leavey School of Business and Administration
Santa Clara University
Santa Clara, CA 95053
TEL: 1+(408) 554-4798
INTERNET: kfox@scu.edu
FAX: 1+(408) 554-5056

PROFESSIONAL EXPERIENCE

1980 to present, Associate Professor of Marketing, Leavey School of Business and Administration, SANTA CLARA UNIVERSITY. Teaching courses in marketing analysis and decision making, services marketing, and marketing across cultures. Director of Graduate Education, 1980-84. Director, International Business Program, 1991-92.

November 2002-August 2003, Fulbright Researcher/Lecturer, PLEKHANOV RUSSIAN ACADEMY OF ECONOMICS, Moscow, Russia.

June-July 2002, Summer Course Instructor, UNIVERSITY OF SAN DIEGO, overseas MBA summer program, Beijing and Shanghai, China.

March-September 1998, Fulbright Lecturer in Services Marketing, School of Management, ST. PETERSBURG STATE UNIVERSITY, St. Petersburg, Russia.

Summer 1991 and Summer 1992, Visiting Professor of Business, UNIVERSITY OF WEST BOHEMIA, Pilsen, Czech Republic.

March-June 1991, Fulbright Senior Lecturer in Services Marketing, ECOLE SUPERIEURE DE COMMERCE, Rouen, France.

1975-1980, Assistant Professor of Education, Administration and Policy Studies Program, NORTHWESTERN UNIVERSITY, Evanston, Illinois. Taught graduate seminar in social policy and course on social marketing and nonprofit organization marketing.

1973-1975, Assistant Professor of Social Studies Education, TEACHERS COLLEGE, COLUMBIA UNIVERSITY, New York, New York. Trained Master's level teachers and taught graduate seminars in the social sciences.

1971-1973, Associate Research Scientist, AMERICAN INSTITUTES FOR RESEARCH, Palo Alto, CA. Conducted evaluation studies for educational and social programs.

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

Editorial Review Board, Journal of Marketing, 1990-1993.
 American Marketing Association, Marketing and Society Special Interest Group, Board of Directors, 1998-2000
 American Association of University Professors, 1984--
 Chair, Bookstore Advisory Committee, 1999-2001
 Representative, Faculty Senate Council, Santa Clara University, 1995-2002
 Undergraduate Leadership Team, Santa Clara University, 1996-2001
 Faculty Affairs Committee, 1999-2002

EDUCATION

MBA, NORTHWESTERN UNIVERSITY, KELLOGG GRADUATE SCHOOL OF MANAGEMENT, 1980. Marketing emphasis including marketing management, consumer behavior, marketing for nonprofit organizations, social marketing, and marketing history and theory. Completed sequence of Ph.D. seminars in marketing.

PhD, STANFORD UNIVERSITY, 1973. Specialization in curriculum design and evaluation. Minor field political science. Extensive work in the relationship between socialization theory and curriculum, particularly political socialization and cognitive moral development.

MAT, HARVARD UNIVERSITY, 1966. Teaching of social sciences.

AB, STANFORD UNIVERSITY, 1984. Medieval and renaissance history and humanities.

SELECTED PUBLICATIONS

Marketing History and Theory

Fox, Karen F. A., Irina Skorobogatykh, and Olga Saginova, "The Evolution of Soviet Marketing Thought, 1961-1991," Marketing Theory 5(2005), 283-307. (Translated into Russian and published Summer 2005 in Marketing i Marketing Issledovaniya [Marketing and Marketing Research], Moscow.)

Fox, Karen F. A., Irina Skorobogatykh, and Olga Saginova, "Kotler in the Soviet Union." Proceedings of the 12th Conference on Historical Analysis and Research in Marketing (CHARM), Long Beach, CA, 2005.

Danko, Tamara, Olga Saginova, Irina Skorobogatykh, and Karen Fox (alphabetical order in Cyrillic), "The Evolution of Marketing in Russia: What Researchers Are Writing About: A Review of Marketing Dissertations, 1985-2000," Marketing and Marketing Research in Russia, April 2001, 6-13. (In Russian.)

Skorobogatykh, Irina, Olga Saguinova, and Karen Fox, "The Evolution of Marketing in Russia: Analysis of Teaching and Study Materials (Textbooks) in Marketing," Marketing and Marketing Research in Russia, June 2001, 6-13. (In Russian.)

Fox, Karen, Olga Saginova and Irina Skorobogatykh, "The Evolution of Marketing in Russia: Who Teaches Marketing in Russian Universities," Marketing and Marketing Research in Russia, 5(35) Fall 2001.

Social and Nonprofit Organization Marketing

Ebner, Christopher; Roman Dukarev; Karen Fox; and Olivia Holmes, Sotsialni Marketing (title in English: Social Marketing for Noncommercial Organizations), Moscow 1998. Published in English in 1997.

Fox, Karen F. A., "Social Marketing." In Sidney Levy et al, eds., Marketing Manager's Handbook, 3rd edition. Chicago: Dartnell, 1994, pp. 824-833.

Fox, Karen F. A., and Philip Kotler, "The Marketing of Social Causes: The First Ten Years." Journal of Marketing, 44 (Fall 1980), 24-33. (Translated and reprinted as Fox, Karen F. A., and Philip Kotler, "Le Marketing des Causes Sociales: Les Dix Premieres Annes," Colloque Internationale sur la Persuasion Sociale. Paris, France: Editions Anciens ENPC, December 1981, 163-184.)

Fox, Karen F. A., "Time As a Component of Price in Social Marketing." In Richard Bagozzi et al, eds., Marketing in the 80's, Chicago: American Marketing Association, 1980, 464-467.

Fox, Karen F. A., and Philip Kotler. "Planned Approaches to Social Change: Countermarketing Cigarette Smoking." Journal of Health Care Marketing, 1981, 1 (Winter 1980-81), 8-17.

Fox, Karen F. A., "The Public Schools as Intermediaries." In Marketing of Services, Chicago: American Marketing Association, 1981, 159-161.

Fox, Karen F. A., "The Impact of Social Marketing on Mass Health Promotion Campaigns." In Scott M. Smith and M. Venkatesan, eds., Advances in Health Care Research. Provo, Utah: Institute of Business Management, Brigham Young University, 1982, 86-88.

Fox, Karen F. A., "Education, Marketing and Socialization as Influences on Health Behavior." In Scott M. Smith and M. Venkatesan, eds., Advances in Health Care Research. Provo, Utah: Institute of Business Management, Brigham Young University, 1984.

Fox, Karen F. A., Carol Bradford, Sarah Loza, and Katherine Piepmeier. The Transfer of Social Marketing Technology to the Family of the Future, Cairo Egypt. Technology Transfer Series, USAID Communications and Development Information Program, Washington, D.C., 1986.

- Fox, Karen F. A., and Charles E. French. The Contribution of Marketing to AID Overseas Development Efforts. Final Report to the U.S. Agency for International Development, 1985.
- Fox, Karen F. A., "Oral Rehydration Therapy and Contraceptive Social Marketing in Egypt: Implementing and Institutionalizing Social Marketing." Studies in Family Planning (The Population Council), 1988 (March-April), pp. 95-108.
- Fox, Karen F. A., Preparation Guide and Readings for Social Marketing. Faculty of Health Education, University of Indonesia, Depok, Java. February 1989.
- Fox, Karen F. A., "The Use of Social Marketing to Encourage Organ Donation." In James Shanteau and Richard Jackson Harris, eds., Organ Donation and Transplantation: Behavioral Factors, Washington D.C., 1990.
- Adams, Jennifer, John L. Fiedler, Karen F. A. Fox, and Michael Thomas. "Contraceptive Social Marketing: The Next Generation." Technical report for the United States Agency for International Development, March 1992.
- Fox, Karen F. A., and Bobby J. Calder. "The Right Kind of Business Advocacy." Business Horizons, 1985, 28 (January/February), 7-11.
- Fox, Karen F. A., "The Measurement of Issue/Advocacy Advertising Effects," Current Issues and Research in Advertising, 1986, 9, 61-92.
- Marketing for Educational Institutions**
- Fox, Karen F. A. "How to Conduct Focus Groups." Review of *Planning Focus Groups*, by David Morgan with Alice Scanell. Planning for Higher Education, Fall 1998, 27(1), 49-50.
- Kotler, Philip, and Karen F. A. Fox. Strategic Marketing for Educational Institutions. Englewood Cliffs, N.J.: Prentice-Hall, second edition, 1995. First edition (1985) translated and published in Japan and Brazil.
- Fox, Karen F. A., Attracting a New Market to Northwestern's Undergraduate Programs: Older Women Living on the North Shore. Evanston, Illinois: Northwestern University Program on Women, 1979.
- Fox Karen F. A., and William Ihlanfeldt. "Determining Market Potential in Higher Education. In Richard Bagozzi et al, eds., Marketing in the 80's, Chicago: American Marketing Association, 1980, 10-13.
- Fox, Karen F. A., and Philip Kotler. "Strategic Marketing for New Programs." Selections (Graduate Management Admissions Council), 1984, 1 (Autumn), 15-20.
- Fox, Karen F. A., "The Modem Is The Medium" Services Marketing News, 1984, 1 (Fall).

Fox, Karen F. A., "Three Pricing Issues in Education," Services Marketing News (American Marketing Association), 1985, 2 (Spring).

Kotler, Philip and Karen Fox, "The Marketing Planning Process," Journal of Higher Education Management, 1985, 1 (Summer/Fall), 33-55.

Services Marketing and Management

Chabrier, Gregory, and Karen F. A. Fox, "Electronic Commerce for Complex Products: A Six-Phase Model of the Development of Web-Based Selling," American Marketing Association International Conference, Vienna, Austria, July 1998.

Fox, Karen F. A. "Intellectual Capital: The Foundation for Relationship Marketing and Service Quality in Knowledge-Intensive Services," American Marketing Association, Special Conferences: New and Evolving Paradigms: The Emerging Future of Marketing, Dublin, Ireland, June 12-15, 1997.

Farber, Bonnie, and Karen F. A. Fox. "Training Service Providers to be Service Diagnosticians: A Framework for Integrated Training for Services," The Journal of Marketing Education, 1994, 16 (Fall), 81-93.

Fox, Karen F. A. and Sherry D. F. G. Bender. "Behavior-Setting Analysis to Improve Bank Service Delivery." In Claudia Marshall, Diane Schmallensee, and M. Venkatesan, eds., Creativity in Services Marketing. Chicago: American Marketing Association, 1986, 104-105.

Fox, Karen F. A. and Sherry D. F. G. Bender. "A New Approach: Diagnosing Bank Service Environments as Behavior Settings," Journal of Retail Banking. 1986-87, 8 (Winter), 49-55.

.Farber, Bonnie N. and Karen F. A. Fox. "Training Service Providers to Be Service Problem-Solvers: A Framework for Integrated Training for Services (FITS)." Proceedings of the International Research Seminar in Marketing, La-Londe-Les-Maures, France, May 1992.

Farber, Bonnie, and Karen F. A. Fox. "Training Service Providers to be Service Diagnosticians: A Framework for Integrated Training for Services." Journal of Marketing Education, 1994, 16 (Fall 1994), pp. 81-93.

Fox, Karen F. A., "The Privatization of Services in Formerly-Socialist Countries: A Model of the Development of Service Entrepreneurship." In Marketing in a Changing World, Proceedings of the International Research Seminar in Marketing, La-Londe-Les-Maures, France, May 28-31, 1991, pp. 65-80.

Research Methods and Models

Fox, Karen F. A. Book review of Family Research Methods by Brent C. Miller, Journal of Marketing Research, August 1987.

Fox, Karen F. A., Gerald A. Albaum, and Sujata Ramnarayan. "Consumer Panels: A Review of Characteristics and Use in Consumer Behavior Research." Proceedings of the Association for Consumer Research International Conference, Amsterdam, the Netherlands, June 1992.

Fox, Karen F. A., and Trudy Kehret-Ward, "Naive Theories of Price: A Developmental Model." Psychology and Marketing 1990, 7 (4), pp. 311-329.

SELECTED INVITED TRAINING PROGRAMS AND SPEECHES

"Marketing and Social Marketing as Approaches to Overseas Development." U.S. Agency for International Development staff conference on Social Marketing for Development, Washington, D.C., November 1984.

"Marketing for Educational Institutions." Two-day workshop for administrators from eight campuses of the Instituto Tecnológico y de Estudios Superiores de Monterrey, a 26-campus private university system, Toluca, Mexico, January 1988.

"Social Marketing." Seven conferences for faculty and other professionals on design and implementation of social marketing. Faculty of Health Education, University of Indonesia, Jakarta-Depok, January 1989.

"Social Marketing and International Development." Seminar for the faculty and graduate students of the Food Research Institute, Stanford University, Stanford, CA, April 1989.

"Marketing for Educational Institutions." Ten-day series of seminars throughout the United Kingdom, June-July 1990.

"Essentials of Marketing." One of six faculty for a six-day training program on entrepreneurship for Polish participants, Warsaw, Poland, May 1991.

"Social Marketing." Full-day seminar for the National Center for Health Promotion, Prague, Czechoslovakia, August 1992.

"Relationship Marketing." Workshop for career planning and placement professionals, the Western College Placement Association, Northern California Division, at Stanford Graduate School of Business.

"Marketing for Educational Institutions: Achieving Distinctiveness." Singapore Polytechnic, Singapore, September 7, 1994.

"Marketing Planning for Social Marketing." Three-day component of a two-week workshop for seven Russians involved in consulting for Russian nongovernmental organizations

(NGOs). Civic Initiatives Program, Education Development Center, Newton, MA, October 2-4, 1996.

“Social Marketing Applications.” Four-day workshop for Russians involved in consultation and training for Russian NGOs. Civic Initiatives Program, Education Development Center, Moscow, April 1-4, 1996.

“Training Trainers for Social Marketing Implementation.” Three-day workshop for core group of Russians involved in training leaders of NGOs. Civic Initiatives Program, Education Development Center, Newton, Massachusetts, October 7-9, 1996.

“Diversifying Your Sources of Revenue.” Invited presentation to representatives of major cultural institutions in St. Petersburg, Russia, sponsored by the Cultural Fund of the St. Petersburg Center City Rehabilitation Project, World Bank Project Implementation Unit, June 1998.

“Services Marketing for Nongovernmental Organizations.” Two-day workshop for 30 leaders of nonprofit organizations in northwestern Russia, held at the NRO Support Center, St. Petersburg, Russia, July 1998.

“Marketing Is Everybody’s Business.” Developer and on-camera presenter for a three-hour live-TV training session broadcast to over 120 sites in the US, Canada, and Latin America. Produced by the Learning Institute for Nonprofit Organizations and the University of Wisconsin-Madison Extension, and marketed by PBS, January 21, 1999; January 20, 2000; and January 18, 2001.

“Product + Service = Success: Service Issues for Silicon Valley,” Advanced Management Program, Leavey School of Business, March 3, 1999.

“Management and Privatization Forms in the Russian Household Economy.” Presentation at the international conference “New Forms of Management, Privatisation and Participation,” held at the Faculty of Management, St. Petersburg State University, St. Petersburg, Russia, July 18, 1999.

“What Every College President Should Know About Marketing,” 1999 Nissan-Educational Testing Service Historically Black Colleges and Universities Summer Institute for Presidents, Lansdowne Resort, Lansdowne, VA, July 20, 1999.

“Building a Branded Service Experience,” The Lawlor Group, Minneapolis, MN, June 19, 2002.

“The Marketing Challenges Facing the Market Leader,” invited keynote address for the Second Annual Marketing Congress, Monterrey Institute of Technology, Queretaro, Mexico, August 29, 2002.

“The Panorama of Education Marketing in the United States,” invited keynote address for the First Brazilian Conference on Marketing for Higher Education, Sao Paulo, Brazil, June 12, 2003.

CONSULTING

Social Marketing

- 1996, EDUCATION DEVELOPMENT CENTER for the HARVARD SCHOOL OF PUBLIC HEALTH and the MINISTRY OF HEALTH OF COLOMBIA. Conducted needs assessment on communications and social marketing to encourage participation in the new universal health care reform program. Organized and facilitated (with team) a two-day workshop in Spanish on critical issues for health policy makers.
- 1995-96, EDUCATION DEVELOPMENT CENTER for U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT. Presented workshops on social marketing for leaders of existing and prospective noncommercial/nongovernmental organizations in Moscow, Novosibirsk, and Krasnodar under the auspices of the Civic Initiatives Project, based in Moscow, Russia.
- 1991-92, POPTECH for U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT. Member of team to review USAID contraceptive social marketing experience and advise on future directions, Washington, D.C.
- 1990-91, HARVARD INSTITUTE FOR INTERNATIONAL DEVELOPMENT, for the Indonesian Ministry of Finance. Conducted social marketing analysis of methods to encourage adoption of higher-yielding rubber, Jakarta, Indonesia.
- 1989, U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT. Developed social marketing course for the Faculty of Health Education, University of Indonesia, Jakarta-Depok. January 1989.
- 1985, U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT. Leader of bi-national team to study transfer of social marketing technology to an AID-funded family planning program in Cairo, Egypt.
- 1985, U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT. Consultant on social marketing to the Special Advisor to the Administrator, USAID.
- 1984-89, SOCIAL MARKETING FOR CHANGE (SOMARC). Member of Marketing Management Working Group to advise on five-year contraceptive social marketing program in developing countries in Latin America, Africa, and Asia, supported by the U.S. Agency for International Development.
- 1984, U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT. Social marketing/communications advisor, reviewing health education and child health programs, Rangoon, Burma.

Government

- 1979, ILLINOIS OFFICE OF EDUCATION, Research and Statistics Section, Department of Planning and Research. Analysis of enrollment trends.

1978-1984, U.S. OFFICE OF EDUCATION, ERIC Clearinghouse for Studies/Social Science Education, Boulder, Colorado. Member of National Advisory Panel.

1977-1982, NATIONAL SCIENCE FOUNDATION, Technology Assessment Group, Division of Policy Research and Analysis. Consultant on new areas for technology assessments in the service sector of the economy.

1977-1979, U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE, Women's Educational Equity Act Program. Member of national advisory panel.

1977, NATIONAL SCIENCE FOUNDATION, Division of Science Education. Review panel member.

Educational and Other Nonprofit Organizations

2000-2002, PLEKHANOV RUSSIAN ACADEMY OF ECONOMICS, Moscow, Russia. Contributor to World Bank-funded project to develop course on e-marketing.

1994-97, SINGAPORE POLYTECHNIC, Singapore. External Examiner for the Department of Business Administration.

1986-88, MOREAU CATHOLIC HIGH SCHOOL, Hayward, California. Strategic planning and recruiting strategy.

1986-87, DOMINICAN COLLEGE, San Rafael, California. Review of admissions activities.

1986-87, MARY STAR OF THE SEA SCHOOLS, San Pedro, California. Consultant on enrollment management issues.

1986-87, SAN JOSE UNIFIED SCHOOL DISTRICT, San Jose, California. Consultant on organizational positioning and student recruitment for San Jose High Academy.

1986, MOREAU HIGH SCHOOL, Hayward, California. Consultant on strategic planning and marketing.

1986-87, GRADUATE THEOLOGICAL UNION, Berkeley, California. Taught marketing for nonprofit organizations in the Advanced Management Program.

1985, CONCORDIA HIGH SCHOOL, Oakland, California. Marketing research and planning on enrollment, mission, and positioning.

1985, PRESENTATION CENTER, Los Gatos, California. Marketing research.

1984, STANFORD UNIVERSITY, Stanford, California. Marketing research to improve recruiting materials for prospective graduate students in engineering.

1982-1983, GRADUATE MANAGEMENT ADMISSIONS COUNCIL (GMAC), Princeton, New Jersey. Instructor on admissions and marketing for summer courses for MBA admissions officers.

1982, NATIONAL CENTER OF ECONOMIC EDUCATION FOR CHILDREN, Lesley College, Cambridge, Massachusetts. Advisor on program planning and strategy.

1982, GIRL SCOUTS OF AMERICA, Santa Clara County, San Jose, Ca. Consultant.

1980-1981, NOTRE DAME HIGH SCHOOL, San Jose, California. Marketing audit of enrollment trends and recruitment.

1979, AMERICAN INSTITUTES FOR RESEARCH, Palo Alto, California. Senior Project Associate evaluating interventions to reduce teenage smoking.

1979, NORTHWESTERN UNIVERSITY, Evanston, Illinois. Analysis of new student markets.

MEMBERSHIPS AND PUBLIC SERVICE

American Marketing Association, Silicon Valley Chapter, Board member, 1999-2001

MBA-Nonprofit Connection, Board member, 1997-2002

Rotary Club of Los Altos

Harvard Club of Silicon Valley

INTERNATIONAL EXPERIENCE

The Americas: Mexico (more than a dozen trips, including two one-month stays on student work projects, three trips as a workshop presenter, and a two-month sabbatical stay in Chiapas, March-April 1995); Brazil (1 month), Honduras, El Salvador, Costa Rica, Panama, Colombia, Ecuador, Peru, Bolivia

India and Nepal (3 weeks)

Asia: Japan (2 trips); Burma (3 weeks for USAID); China (5 weeks, including teaching international marketing); Indonesia (2 one-month consulting projects, one for USAID, one for the Harvard Institute for International Development); Thailand (2 weeks); Singapore (1 month)

Middle East: Egypt (3 weeks for USAID)

Europe: Italy (6 months as student); France (5 months, 4 as Fulbright lecturer); Poland (4 weeks, one week as lecturer); England (3 months, 2 weeks as consultant/speaker); Czech Republic (2-1/2 months, 2 months as university lecturer); Germany, Belgium, the Netherlands, Greece, Romania, Yugoslavia, Hungary, Finland, Norway, and Sweden (each 2 weeks or less); Russia (several trips totaling about two years, including two Fulbright lecturing grants)

