

# ***SANDY D. JAP***

Goizueta Business School, Emory University  
Ph. 404.727.6386, fax 404.727.3552  
[sandy.jap@emory.edu](mailto:sandy.jap@emory.edu)

1300 Clifton Road  
Atlanta, GA 30322  
<http://sandyjap.com>

## **Employment**

<i>Start</i>	<i>Employer</i>	<i>Position</i>
2017-present	Emory University, Goizueta Business School	Sara Beth Brown Endowed Professor of Marketing
2011-2015		Goizueta Term Chair Professor of Marketing
2009-2011		Dean's Term Chair Professor of Marketing
2009-Present		Professor of Marketing
2008-2009	University of Pennsylvania, The Wharton School	Visiting Associate Professor of Marketing
2004-2006	Emory University, Goizueta Business School	Caldwell Research Fellow Associate Professor of Marketing
2003-Present		Associate Professor of Marketing with tenure
2001-2002		Associate Professor of Marketing
1995-2001	Massachusetts Institute of Technology, Sloan School of Management	Assistant Professor of Marketing

## **Education**

<i>Degree</i>	<i>School</i>	<i>Date</i>
Doctor of Philosophy in Marketing	University of Florida	August 1995
Bachelor of Science (with honors) in Marketing	University of Florida	May 1989

## **Awards**

*Sarah Beth Brown Endowed Professor of Marketing, 2017*, given by the John and Rosemary Brown Family Foundation in honor of their daughter, Sarah Beth, who is an Emory alum.

*ISBM Fellow, 2016*, given by the Institute for Business Markets at the Pennsylvania State University to a recognized senior scholar/thought leader in one or more domains of B2B marketing.

*Lifetime Achievement Award*, 2016, given by the American Marketing Association (AMA) Interorganizational Special Interest Group (IOSIG) for (1) long-term and significant contributions to various streams of interorganizational research such as channel management, interfirm alliances, buyer-seller relationships, and relationship marketing among others, (2) sustained record of research excellence in the domain, and (3) service to the academy and/or profession.

*Goizueta Term Chair*, 2011, an internal term chair award that includes a reduced teaching load and expanded research budget.

*Dean's Term Chair*, 2009, an internal term chair award that includes a reduced teaching load and expanded research budget.

*Lou Stern Award*, 2007, for the article on marketing channels and distribution with greatest impact on the field between three and eight years after publication. Received for the 2000 *Journal of Marketing Research* publication: "Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment," with Shankar Ganesan.

*Caldwell Research Fellow Award*, 2004, an internal award for research excellence that includes the title of Caldwell Research Fellow and a \$5,000 annual cash prize, both awarded for a period of two consecutive years.

*O'Dell Award Finalist*, 2004, for the 1999 *Journal of Marketing Research* publication: "'Pie-Expansion' Efforts: Collaboration Processes in Buyer-Supplier Relationships." This annual award is given by the Editorial Board to the paper that has the greatest impact on the field.

*Marketing Science Institute's Young Scholar Award*, 2003, given to top twenty "potential leaders of the next generation of marketing academics." The criteria include receiving a Ph.D. within the last eight years, the number of articles published in leading marketing journals, and potential managerial interest in the scholar's research.

*Best Article published in JPSSM in 2001*, "The Strategic Role of the Salesforce in Developing Customer Satisfaction Across the Relationship Lifecycle" published in the Special Issue on Strategic Issues in Salesforce Management.

*Frank Batten Young Scholar Award*, 2000, given to the top junior faculty in Operations and Information Technology for exemplary research in EBusiness and Supply Chain Management.

*Dissertation Award*, sponsored by the Academy of Marketing Science and Mary Kay Cosmetics, 1996.

*Doctoral Consortium Representative*, sponsored by the American Marketing Association, hosted by the University of Santa Clara, 1994.

*Alden G. Clayton Doctoral Dissertation Proposal Competition Award*, sponsored by the Marketing Science Institute, 1993, \$5,000.

*Doctoral Dissertation Competition Finalist*, sponsored by the Institute for the Study of Business Markets, the Pennsylvania State University, 1993.

*Graduate Minority Fellowship Award*, sponsored by the University of Florida, 1991-1994.

### **Consortium Faculty**

The AMA-Sheth Doctoral Consortium

- London Business School, July 15-18, 2015
- Northwestern University, Evanston, IL, June 25-29, 2014
- University of Michigan, Ann Arbor, MI, June 6-9, 2013
- University of Washington, Seattle, WA, June 13-17, 2012
- Oklahoma State University, Stillwater, OK, June 15-18, 2011
- Texas Christian University, Ft. Worth, TX, June 2-5, 2010
- University of Missouri, Columbia, MO, June 4-8, 2008
- Emory University, GA, June 9, 2002
- University of Miami, FL, June 14, 2001
- University of Western Ontario, London, Ontario, August 5, 2000

AMA Faculty Consortium on New Horizons in Selling and Sales Management, Texas-Christian University, Ft. Worth, TX, June 12-14, 2013.

AMS Doctoral Consortium, Reims, France, July 19-21, 2011.

INFORMS Society of Marketing Science Doctoral Consortium, University of Maryland, MD, June 12, 2003.

AMA Faculty Consortium on Supply and Value Chain Management, Texas-Christian University, Ft. Worth, TX, November 1, 2003.

AMA Faculty Consortium on E-Commerce, Texas A&M University, College Station, TX, July 14-17, 2001.

### **Research Grants**

*Research grant*, Marketing Science Institute-Wharton Interactive Media Initiative Modeling Multichannel Research Competition Award, 2010, \$3,000, with Ernan Haruvy and Robert Zeithammer.

*Research grant*, Mack Center for Technological Innovation, the Wharton School at the University of Pennsylvania, 2009, \$3,500.

*Research grant*, Goizueta Business School Ad-Hoc Research Awards, 2007-2010

*Research grant*, "Creating Win-Win Solutions in Electronic Spaces: Enabling Collaborative Processes in the Supply Chain," The Integrated Supply Chain Management Program, MIT, 1999-2000, \$15,000.

*Research grant*, “E-Procurement Strategies and Their Impact on Supply Relationships,” Center for eBusiness@MIT, MIT, 1999-2000, \$150,000.

- Seed grant*, Leaders for Manufacturing, MIT, \$10,000
- Seed grant*, MIT-Ford Alliance, \$10,000

*Research grant*, “Sharing the Payoffs of Collaborative R&D Relationships.”

- International Center for Research on the Management of Technology, MIT, 1996-97 \$25,000.
- Lean Aerospace Initiative, MIT, 1997-98 \$75,000.
- Center for Innovation in Product Development, MIT, 1997-98, \$16,000.

*Research grant*, “Measuring Relationship Value in the Supply Chain,” Integrated Supply Chain Management Program, Center for Transportation Studies, MIT, 1996-97, \$24,000.

*Research grant*, “Achieving Strategic Advantages in Long-Term, Buyer-Supplier Relationships,” Marketing Science Institute, 1993, \$5,000.

## **Refereed Journal Publications**

Google Scholar Citations as of May 2017: **8,556**

H-index as of May 2017: **30**

1. Spann, Martin, Robert Zeithammer, Marco Bertini, Ernan Haruvy, Sandy D. Jap, Oded Koenigsberg, Vincent Mak, Peter Popkowski Leszczyc, Bernd Skiera, and Manoj Thomas, (2017), “Participative Pricing Mechanisms: Beyond Posted Prices,” forthcoming at *Customer Needs and Solutions*.
2. Wang, Qiong and Sandy Jap (2017), “Benevolent Dictatorship and Buyer-Supplier Exchange,” *Journal of Business Research*, forthcoming.
3. Dalsace, Frédéric, and Sandy D. Jap (2017), “The Friend or Foe Fallacy, or Why Your Best Customers Don’t Need Your Friendship,” *Business Horizons*, 60, 483-93.
4. Jap, Sandy D., Noel Gould, and Annie Liu (2017), “Managing Mergers: Why People First Can Improve Brand and IT Consolidations” *Business Horizons*, 60, 123-134.
5. Seggie, Steven H., David A. Griffith, and Sandy D. Jap (2013), “Passive and Active Opportunism in Interorganizational Exchange,” *Journal of Marketing*, 77(6), 73-90.
6. Jap, Sandy D., Diana C. Robertson, Aric Rindfleisch, and Ryan P. Hamilton (2013), “Low Stakes Opportunism” *Journal of Marketing Research*, 50(2), 216-27.
7. Haruvy, Ernan and Sandy D. Jap (2013), “Differentiated Bidders and Bidding Behavior in Procurement Auctions,” *Journal of Marketing Research*, 50(2), 241-58.
8. Lin, Chen, Sriram Venkatraman, and Sandy D. Jap (2013), “Media Multiplexing Behavior: Implications for Targeting and Media Planning,” *Marketing Science*, 32(2), 310-24.

9. Sa Vinhas, Alberto, Jan B. Heide and Sandy D. Jap (2012), "Consistency Judgments, Embeddedness, and Outcomes in Organizational Networks," *Management Science*, 58(5), 996-1011.
10. Jap, Sandy D., Diana C. Robertson and Ryan Hamilton, (2011) "The Dark Side of Rapport: Agent Misbehavior Face-to-Face and Online," Special Issue on Marketing Within the Enterprise and Beyond, Pradeep Chintagunta and Preyas Desai eds., *Management Science*, 57(9), 1610-22.
11. Wang, Qiong, Ujwal Kayande, and Sandy D. Jap, (2010) "The Seeds of Dissolution: Discrepancy and Incoherence in Buyer-Supplier Exchange," *Marketing Science*, 29(6), 1109-24.
12. Van Bruggen, Gerrit H., Kersi Antia, Sandy D. Jap, Werner Reinartz, and Florian Pallas (2010) "Managing Marketing Channel Multiplicity," *Journal of Service Research*, Special Issue of the Third Thought Leadership Conference, 13(3), 331-40.
13. Overby, Eric and Sandy Jap (2009), "Electronic and Physical Market Channels: A Multi-Year Investigation in a Market for Products of Uncertain Quality," *Management Science*, 55(6), 940-57.
14. Shankar Ganesan, Morris George, Sandy Jap, Robert Palmatier, and Barton Weitz (2009), "Supply Chain Management and Retailer Performance: Emergent Trends, Issues and Implications for Research and Practice," Special Issue on Retailing Thought Leadership, *Journal of Retailing*, 85(1) 84-94.
15. Sandy D. Jap and Prasad Naik (2008), "*BidAnalyzer*: A Method for Estimation and Selection of Dynamic Bidding Models," *Marketing Science*, 27(6), 949-60.
  - Lead article
16. Sandy D. Jap and Ernan Haruvy (2008), "Interorganizational Relationships and Bidding Behavior in Industrial Online Reverse Auctions," *Journal of Marketing Research*, 45(5), 550-61.
17. Ernan Haruvy, Peter T. L. PopkowskiLeszczyc, Octavian Carare, James C. Cox, Eric A. Greenleaf, Sandy D. Jap, Wolfgang Jank, Young-Hoon Park, and Michael H. Rothkopf (2008), "Competition Between Auctions," Special Issue: 7th Triennial Invitational Choice Symposium, *Marketing Letters*, 19(5), 431-448.
18. Lages, Luis Filipe, Sandy D. Jap, and David A. Griffith (2008), "The Role of Past Performance in Export Ventures: A Short-Term Reactive Approach," *Journal of International Business Studies*, 39(2), 304-325.
19. Sandy D. Jap and Erin Anderson (2007), "Testing a Life-Cycle Theory of Cooperative Interorganizational Relationships: Movement Across Stages and Performance," *Management Science*, 53(2), 260-75.
20. Sandy D. Jap (2007), "The Impact of Online Reverse Auction Design on Buyer-Supplier Relationships," *Journal of Marketing*, 71(1), 146-59.
21. Janet Bercovitz, Sandy D. Jap, and Jackson Nickerson (2006), "The Antecedents and Performance Implications of Cooperative Exchange Norms," *Organization Science*, 17(6), 724-40.

22. Steckel, Joel, Russ Winer, Randy Bucklin, Benedict Dellaert, Xavier Drèze, Gerald Häubl, Sandy Jap, John Little, Tom Meyvis, Alan Montgomery, and Arvind Rangaswamy (2005), "Choice in Interactive Environments," Special Issue: Sixth Invitational Choice Symposium, *Marketing Letters*, 16(3-4), 309-20.
23. Erin Anderson and Sandy D. Jap (2005), "The Dark-Side of Close Relationships," *Sloan Management Review*, 46(3), 75-82.
24. Jap, Sandy D. and Erin Anderson (2003), "Safeguarding Interorganizational Performance and Continuity Under *Ex Post* Opportunism," *Management Science*, 49(12), 1684-1701.
  - SSRN's Top Ten Download List for ORG: Other Interorganizational Networks and Organizational Behavior as of 12/11/2011.
25. Jap, Sandy D. (2003), "An Exploratory Study of the Introduction of Online Reverse Auctions," *Journal of Marketing*, 67(3), 96-107.
26. Jap, Sandy D. (2002), "Online, Reverse Auctions: Issues, Themes, and Prospects for the Future," invited article for The Marketing Science Institute-*Journal of the Academy of Marketing Science* Special Issue on Marketing to and Serving Customers Through the Internet: Conceptual Frameworks, Practical Insights and Research Directions, Parsu Parasuraman and George Zinkhan, eds., 30(4), 506-25.
27. Jap, Sandy D. and Jakki Mohr (2002), "Leveraging Internet Technologies in B2B Relationships," *California Management Review*, 44(4), 24-38.
28. Jap, Sandy D. (2001), "Pie-Sharing in Complex Collaboration Contexts," *Journal of Marketing Research*, 38(1), 86-99.
29. Jap, Sandy D. (2001) "Perspectives on Joint Competitive Advantages in Buyer-Supplier Relationships," *International Journal of Research in Marketing*, Special Issue on Competition and Marketing, 18(2001), 19-35.
30. Jap, Sandy D. (2001), "The Strategic Role of the Salesforce in Developing Customer Satisfaction Across the Relationship Lifecycle," *Journal of Personal Selling and Sales Management*, Special Issue on Strategic Issues in Salesforce Management, 21(2), 95-108.
  - Selected by the editorial board as the Best Article published in *JPSSM* for 2001.
31. Jap, Sandy D. and Shankar Ganesan (2000), "Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment," *Journal of Marketing Research*, 37(2), 227-45.
  - Winner of the Lou Stern Award, 2007.
  - #3 in top 10 most cited articles in *JMR* from 2000-2006 and 2000-2001.
32. Jap, Sandy D. (1999), "'Pie-Expansion' Efforts: Collaboration Processes in Buyer-Supplier Relationships," *Journal of Marketing Research*, 36(4), 461-475.

- Finalist for the 2004 O'Dell Award, given by the *Journal of Marketing Research*.
  - #10 of 10 most cited ISBM sponsored papers
  - Winner of the 1996 Academy of Marketing Science and Mary Kay Cosmetics Dissertation Award.
  - Winner of the 1993 Alden G. Clayton Doctoral Dissertation Proposal Competition Award, sponsored by the Marketing Science Institute.
  - Finalist in the 1993 Doctoral Dissertation Competition, sponsored by the Institute for the Study of Business Markets, the Pennsylvania State University.
33. Jap, Sandy D., Chris Manolis, and Barton A. Weitz (1999), "Relationship Quality and Buyer-Seller Interactions in Channels of Distribution," *The Journal of Business Research*, Special Issue on Relationship Marketing, **46**(3), 303-314.
34. Fein, Adam J. & Sandy D. Jap (1999), "Managing Consolidation in Your Channel," *Sloan Management Review*, **41**(1), 61-72.
35. Weitz, Barton A. and Sandy D. Jap (1995), "Relationship Marketing and Distribution Channels," *Journal of the Academy of Marketing Science*, Invited Commentary, Special Issue on Relationship Marketing, **23**(4), 305-320.
- #9 of 50 most cited articles in *Journal of the Academy of Marketing Science* as of June 2008.
  - #21 of 50 most frequently read articles in the *Journal of the Academy of Marketing Science* as of Nov 2007
  - Also reprinted in the *Handbook of Relationship Marketing*, editors Jagdish Sheth and AtulParvatiyar, Sage Publications, Thousand Oaks, CA (1999).
36. Jap, Sandy D. (1993), "An Examination of the Effects of Multiple Brand Extensions on the Brand Concept," in *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild, eds., **20**, 607-11.

### **Working Papers and Projects**

Tongil "TI" Kim and Sandy Jap, "The Case for Franchise Encroachment," in preparation for third review at *Marketing Science*.

Thomas, Jakki, Richard Briesch, and Sandy D. Jap, "Shopping Trips and Multichannel Choice: Managing Assortments, Product Condition, and Prices" under review at *Journal of Marketing Research*.

Gilbride, Timothy J. and Sandy D. Jap, "Omnichannel Optimization with Cross Channel Synergies."

Haruvy, Ernan and Sandy D. Jap, "The Impact of Organic Search on Sponsored Search and Paid Performance," in preparation for submission.

### **Managerial Publications**

Jap, Sandy D. and Timothy J. Gilbride (2016), "Multichannel Sales Attribution and Media Optimization," Marketing Science Institute, Working Paper Series, #16-116,

<http://www.msi.org/reports/multichannel-sales-attribution-and-media-optimization/>

Haruvy, Ernan, Sandy D. Jap, and Robert Zeithammer (2012), “Auctions versus Posted Price Internet Channels: A Seller’s Perspective on When to Make and When to Take,” Marketing Science Institute, Working Paper Series, #12-113, <http://www.msi.org/reports/auctions-versus-posted-price-internet-channels-a-sellers-perspective-on-whe/>

Beall, Stewart, Craig Carter, Phillip L. Carter, Thomas Germer, Thomas Hendrick, Sandy Jap, Lutz Kaufmann, Debbie Maciejewski, Robert Monczka, Ken Petersen (2003), “The Role of Reverse Auctions in Strategic Sourcing,” *Center for Advanced Purchasing Studies (CAPS)*, research paper.

Jap, Sandy D. (2000), “Going, Going, Gone” *Harvard Business Review*, November- December 2000, p. 30.

### **Books, Chapters and Edited Publications**

Coughlan, Anne and Sandy D. Jap (2016), *A Field Guide to Channel Strategy: Building Routes to Market*, Createspace, ISBN-10: 1539987744, ISBN-13: 978-1539987741.

Jap, Sandy D. (2016), *Partnering with the Frenemy*, Pearson FT Press. ISBN-10: 0134386353, ISBN-13: 978-0134386355.

Haruvy, Ernan and Sandy D. Jap (2011), “Designing B2B Markets, in *Handbook on Business to Business Marketing*, invited chapter, eds. Gary Lilien and Rajdeep Grewal, Edward Elgar Publishing, 639-56.

Jap, Sandy D. and David Reibstein (2010), “Introduction to the Special Issue on B2B Research,” co-edited issue of *Marketing Letters*.

Anne Stringfellow and Sandy D. Jap (2005), “Leveraging Marketing’s Influence in Team and Group Settings,” invited book chapter for *Does Marketing Need Reform*, eds. Jagdish Sheth and Raj Sisodia, M.E. Sharpe: Armonk, NY, 229-36.

Jap, Sandy D. and Erin Anderson (2004), “Challenges and Advances in Marketing Strategy Field Research,” invited chapter in *Cool Tools for Assessing Marketing Strategy Performance*, eds. Christine Moorman and Don Lehmann, Marketing Science Institute, 269-92.

Jap, Sandy D. and Prasad Naik (2004), “Special Issue: Online Pricing,” co-edited issue of the *Journal of Interactive Marketing*, 18(4).

Jap, Sandy D. (2001), “The Relationship-Technology Interface: A Path to Competitive Advantage,” lead chapter invited in *New Directions in Supply Chain Management: Technology, Strategy, and Implementation*, eds. Tonya Boone and Ram Ganeshan, American Management Association, p. 3-23.



## Invited Talks

“The Case for Franchise Encroachment”

- Hong Kong Baptist University, HONG KONG, July 11, 2017
- Hong Kong Polytechnic, HONG KONG, July 10, 2017
- University of Bocconi, Milan, ITALY, June 13, 2017
- Koç University, Istanbul, TURKEY, April 28, 2017
- City University of London, London, UK March 3, 2017
- Aka “Building Trust, One Location at a Time,” Special Session on Managing Spillovers and Terminations, AMA Winter Educator’s Conference, Orlando, FL, February 11, 2017

“Finding Research Ideas,” Institute for the Study of Business Markets ISBM B2B PhD camp, August 3, 2016.

“Advanced Research Methodologies,” The PhD Project, Atlanta, GA, August 4, 2016.

“The Long-Run Impact of Organic Search Results on Paid Search Performance,” 10<sup>th</sup> Triennial Invitational Choice Symposium, Lake Louise, AB, CANADA, May 15-17, 2016.

“Managing Carryover in Multichannel Systems: Optimizing Push and Pull,” Distinguished Speaker, Lehigh University Research Symposium, Allentown, PA, April 21-22, 2016.

“Partnering with the Frenemy”

- Public Relations Society of America (PRSA) Georgia, January 12, 2017
- #Goizueta Engage Conference, Atlanta, GA, October 28, 2016
- Keynote speaker, Chief Marketing Officer Leadership Forum: Spotlight on B2B Marketing, Atlanta, GA, October 27, 2016
- Atlanta Journal-Constitution (AJC) Decatur Book Festival, Atlanta, GA September 4, 2016
- Institute for the Study of Business Markets Big Talk: The Stakeholder Value Chain, Chicago, IL, May 4-5, 2016.
- Scott Madden Goizueta@Work, Atlanta, GA, April 8, 2016.
- Marketing Science Institute, M2M Webinar Series, February 11, 2016
- Keynote speaker, Buckhead Business Association, Atlanta, GA, January 14, 2016.

“Going to Market in the 21<sup>st</sup> Century”

- Global Travel Management Companies (GTMC): the Voice of Business Travel Conference, San Marco Island, FL May 18, 2016.
- Furniture Today Bedding Conference, Tucson, AZ, May 10-12, 2016.
- Keynote speaker, Therapedic International Annual Meeting, Naples, FL, October 28-29, 2015.
- Withit (Women in the Home and Furnishings Industry Today) Annual Conference, Atlanta, GA, August 19, 2015.

“Balancing Research, Teaching, Service and a Personal Life,” Marketing Management Association Doctoral Consortium, San Juan, Puerto Rico, September 16-17, 2015.

“Managing Your Career,” AMA Sheth Doctoral Consortium, London Business School, London, UK, July 16-18, 2015.

“B2B Multichannel Behavior: Managing Assortments, Product Condition and Prices,” University of Iowa Marketing Camp, Iowa City, IA, May 8, 2015.

“Can Marketing Strategy Survive? And Thrive?” Distinguished Speaker, the Haring Symposium, Indiana University, Bloomington, IN, March 27, 2015.

“Empirical Challenges and Solutions in IOR Research,” AMA Winter Educator’s Conference, San Antonio, TX February 14, 2015.

“Multichannel Choice Across Dynamic and Posted Price Formats: the Roles of Product Condition and Assortment,” University of Cologne Procurement Design Workshop, Cologne, Germany, October 20, 2014.

“Estimating and Optimizing Cross-Channel Synergies,” Marketing Science Institute (MSI) Conference on Orchestrating Marketing in B2B, October 15, 2014.

“Best Practices When Collaborating with Companies in Research Projects,” AMA Summer Educator’s Conference, San Francisco, CA, August 2, 2014.

“Publishing Research,” Institute for the Study of Business Markets (ISBM) B2B PhD Camp, San Francisco, CA, July 29, 2014.

“The Future of Marketing,” AMA-Sheth Doctoral Consortium closing plenary, Northwestern University, Evanston, IL, June 29, 2014

“Channel Marketing Stock and Multimedia Optimization,” University of Washington Marketing Camp, Seattle, WA, May 3, 2014.

“Future Research Directions in Channels,” AMA Winter Educator’s Conference, Orlando, Florida, February 22, 2014.

“Collaboration and Partnering with the Enemy,” Hebrew University, Executive MBA in Finance Program, Jerusalem, ISRAEL, January 3, 2014.

“Strategic Alliances and Collaboration,” Marketing Science Institute (MSI) Immersion Conference, Boston, MA, September 20, 2013.

“Different Perspectives on B2B Marketing Research,” Industrial Marketing and Purchasing Group (IMP) Annual Conference, 2013, Atlanta, GA, September 1, 2013.

“MOOCS and the Changing Nature of the University”, AMA Summer Educator’s Conference, Boston, MA, August 10, 2013.

“Frontiers in Research,” AMA-Sheth Doctoral Consortium, University of Michigan, Ann Arbor, MI, June 8, 2013.

“Getting Off to a Good Start,” AMA-Sheth Doctoral Consortium, University of Michigan, Ann Arbor, MI, June 7, 2013.

“Firms and Trust,” Marketing Science Institute (MSI) Board of Trustees Meeting, Boston, MA, April 10, 2013.

“Tightening the Net: Better Messaging for Financial Aid in 2013,” Keynote Speaker, SASFAA (Southern Association of Student Financial Aid Administrators) Annual Conference, Atlanta, GA, Feb 10, 2013.

“Relational Assets, Transaction Value, and Supplier Choice in Strategic Negotiations”

- Marketing in Israel Conference, Tel-Aviv and Jerusalem, ISRAEL Dec 27 2013-Jan 1 2014
- The Pennsylvania State University, Supply Chain Management Group, State College, PA, Oct 3-4, 2013
- Thought Leadership on the Sales Profession Conference, Harvard Business School, Boston, MA, June 5-6, 2012
- Southern Methodist University, Dallas, TX, April 12-13, 2012
- Texas A&M University, College Station, TX, Feb 2-3, 2012

“Low Stakes Opportunism”

- ISBM Biennial Academic Conference, University of Chicago, Chicago, IL, August 15-16, 2012
- Interorganizational Research Camp, BI Norwegian Business School, Oslo, Norway, June 27-30, 2011.

“Seller Strategies in B2B Multi-Channels,” Wharton Interactive Media Initiative WIMI & MSI Crossplatform and Multichannel Customer Behavior Invitational Conference, Philadelphia, PA, December 10, 2010.

“Better Market Making in B2B” ISMS & MSI Practice and Impact of Marketing Science Invitational Conference, MIT, Boston, MA, January 15, 2010.

“Active and Passive Opportunism in Interorganizational Exchange,”

- University of Florida, Gainesville, FL, March 15, 2013
- HEC Paris, November 30, 2012
- University of Illinois at Champaign-Urbana Seminar Series, December 13-14, 2012
- Interorganizational Research Camp, Özyegin University, Istanbul, Turkey, June 25-29, 2009

“Bidding with Multiple Winner Award Rules in Online Reverse Auctions,” Frankfurt University, Frankfurt, Germany, September 15, 2009.

“B2B and Technology,” the Wharton School, November 14, 2008.

“The Consequences and Boundaries of Incoherence in Buyer-Supplier Relationships,” Kellogg Marketing Camp, Evanston, IL, September 12, 2008.

“Online B2B Reverse Auctions,” the 7th Triennial Invitational Choice Conference, sponsored by the Wharton School, Philadelphia, PA, June 15, 2007.

“Do Buyers and Sellers Misbehave More Online or Face-to-Face? Emotions as Facilitators”

- Case Western University, March 30, 2007
- University of Alabama, April 20, 2007
- Xi’an Jiaotong University, P.R. China, May 14, 2007
- HEC Paris, Paris, France, July 7, 2007
- University of Texas at Austin, Austin, TX, May 2, 2008
- Tilburg University Marketing Camp, Tilburg, Netherlands, December 16, 2010
- Wachovia Distinguished Scholar, Florida State University, Tallahassee, FL October 7, 2011

“Electronic Markets, Physical Markets, and Hybrid Markets: An Empirical Comparison in a Business-to-Business Context”

- Ray Keyes Distinguished Lecturer in Marketing, Boston College, February 27, 2006.
- Stellner Distinguished Scholar, University of Illinois at Urbana-Champaign, March 10, 2006.
- Erasmus University, Rotterdam School of Management, March 27, 2006.
- Boston University, School of Management, April 13, 2006.
- ISBM Visiting Scholar Program, The Pennsylvania State University, April 13, 2007.
- University of Iowa Research Camp, May 4, 2007.
- University of Pittsburgh Sheth Marketing Camp, Pittsburgh, PA, February 20-22, 2008.
- University of Alberta, Edmonton, CANADA, June 27, 2008.
- The Wharton School, Philadelphia, PA November 6, 2008.
- The University of Houston, Houston, TX, March 13, 2009.

“Testing a Life-Cycle Theory of Interorganizational Relations: How Movement Across Stages Impacts Performance,” Tulane University, February 18, 2005.

“Ethical Choices in Interactive Environments,” The 6<sup>th</sup> Triennial Invitational Choice Symposium sponsored by the University of Colorado at Boulder, Estes Park, CO, June 5, 2004.

“Career Management Issues,” University of Georgia, Athens, GA, April 30, 2004.

“Field Studies,” Marketing Science Institute-AMA Marketing Strategy Interest Group Conference on Cool Tools for Assessing Marketing Strategy Performance, Chicago, IL, August 15, 2003.

“Online Reverse Auctions: Lessons from 32 Online Events,” Institute for the Study of Business Markets Members Meeting, Orlando, FL, February 12, 2003.

“On the Strategic Use of Reverse Auctions in Sourcing Strategies,” The Marketing Science Institute-Journal of the Academy of Marketing Science Conference on Marketing to and Serving Customers Through the Internet: Conceptual Frameworks, Practical Insights and Research Directions, Boca

Raton, Florida, December 6-7, 2001.

“The Impact of Online Reverse Auctions on Buyer-Supplier Relationships”

Academic Audiences

- Arizona State University, Phoenix, AZ, April 11, 2002
- University of Alabama, Tuscaloosa, AL, January 18, 2002.
- University of Florida, Gainesville, FL, September 19, 2001.
- Tsinghua University, Beijing, China, May 28, 2001.
- Fudan University, Shanghai, China, May 22, 2001.
- Harvard University, Boston, MA, October 25, 2000.
- INSEAD, Fontainebleau, FRANCE, October 17, 2000.
- The University of Groningen, the Netherlands, October 11, 2000.
- University of Michigan, Ann Arbor, MI, September 15, 2000.
- Emory University, Atlanta, GA, September 13, 2000.
- Washington University, St. Louis, MO, July 10, 2000.
- Texas Christian University, Fort Worth, TX, July 24, 2000.
- MIT E-Business Research Seminar, Cambridge, MA, on April 26, 2000.

Managerial Audiences

- Marketing Science Institute/Journal of the Academy of Marketing Science Conference on Marketing to and Serving Customers Through the Internet: Conceptual Frameworks, Practical Insights and Research Directions, Boca Raton, FL, December 7, 2001.
- IMBA Program, Lingnan University, Guangzhou, China, May 27, 2001.
- Marketing Science Institute’s Conference on B2B ECommerce, Austin, TX, March 1- 2, 2001.
- MIT Center for EBusiness Annual Sponsors Conference, January 16, 2001
- ISCM Sponsors Meeting, Cambridge, MA, November 28, 2000.
- *CFO Magazine*’s Best Practices Conference, Chicago, IL, on November 3, 2000 and Boston, MA, on December 7&8, 2000
- MARUG Congress: The Name is Channel, MultiChannel, sponsored by the University of Groningen, the Netherlands, on October 12, 2000.
- MIT International Motor Vehicle Program Sponsors Meeting, Boston, MA, September 27, 2000.
- MIT Affiliates Program in Logistics, Cambridge, MA, on March 27-28, 2000.  
“The B2B Landscape: Which Way is Forward?”
- IMBA Program, Tsinghua University, Beijing, China, May 28, 2001.
- IMBA Program, Lingnan University, Guangzhou, China, May 26, 2001.
- IMBA Program, Fudan University, Shanghai, China, May 24, 2001.
- MIT Arab Alumni/ae Association: Creating the Future Today – Business, Technology and Education, Amman, Jordan, March 24, 2001.
- MARUG Congress: The Name is Channel, MultiChannel, Plenary talk at the University of Groningen, the Netherlands, October 12, 2000.

“Marketing Your Society,” The Council of Christian Scholarly Societies Millenium Meeting, Wheaton,

IL, September 30, 2000.

“Supply Chain Relationships and Technology,” Frank Batten Young Scholars Award Conference, Williamsburg, VA, on June 30, 2000.

“The Rise and Fall of Competitive Advantages in Interorganizational Collaboration,” Competition in Marketing Conference, Mainz, Germany, June 20-21, 1999.

“A Cross-Industry Perspective on Collaboration in the Supply Chain”

- National Initiative for Supply Chain Integration Symposium, Phoenix, AZ, on October 19, 1999.
- MIT Lean Aerospace Initiative Plenary Session, Cambridge, MA, on March 24, 1999.
- MIT Integrated Supply Chain Management Conference on Change Management and Partnerships in Improving Supply Chain Management Performance, Cambridge, MA, on June 23, 1999.
- The Rand Corporation, Washington D.C., on July 16, 1999.

“Sharing the Payoffs of Collaborative Supplier Relationships”

- MIT Lean Aerospace Initiative Breakout Session, Cambridge, MA on March 24, 1999.
- MIT Lean Aerospace Initiative Research Seminar, Cambridge, MA, on December 9, 1998.
- MIT Lean Aerospace Initiative Plenary Workshop, Cambridge, MA, on April 1, 1998.
- MIT International Center for Research on Management of Technology Global Strategies Meeting, United Kingdom, on July 16, 1997.
- MIT International Center for Research on Management of Technology, MIT, on April 10, 1997.

“Control Mechanisms and the Relationship Lifecycle: Implications for Safeguarding Specific Investments and Developing Commitment,”

- 1998 Gibb Clarke Visiting Speaker, University of Western Ontario, Ivey Business School, London, Ontario, CANADA, on March 13, 1998.
- 1998 Research Conference on Relationship Marketing – “New Frontiers in Relationship Marketing Theory and Practice,” Emory University, Atlanta Georgia, on June 13, 1998

“Strategically Managing Relational Assets in Customer Relationships,” MIT Integrated Supply Chain Management Executive Seminar, MIT, on January 30, 1997.

“Achieving Strategic Advantages in Long-Term, Buyer-Supplier Relationships,” Advanced Business Concepts for Logistics and Transportation Conference, MIT, on March 14, 1996.

“The Zen Garden of Theoretical Perspectives on Channel Relationships,” Emory Research Conference on Relationship Marketing, Atlanta, GA, June 12, 1994.

### **Conference Leadership**

Co-Chair, Best Practices in Teaching Channel and Sales Strategy Management, Atlanta, GA, May 18-20, 2017.

Chair, Marketing Science Institute (MSI) Orchestrating Marketing in a B2B Environment, Atlanta, GA, October 15-16, 2014.

Co-Chair, Emory Marketing Analytics Center (MAC) Best Practices Conference, Atlanta, GA, May 2011, 2012.

Co-Chair, Erin Anderson Invitational B2B Research Conference, the Wharton School, Philadelphia, PA, October 16-19, 2008.

Special Faculty Development Track Co-Chair, American Marketing Association's Summer Educator Conference, 2007.

Conference Co-Chair, Marketing Science Conference, Emory University, 2005.

Interorganizational Relationships Track Chair, American Marketing Association's Winter Educator Conference, 2005.

Planning Committee, AMA Sheth Doctoral Consortium, Emory University, 2002.

## **Press**

Please refer to <http://sandyjap.com/media.htm> for the latest listings

## **Subjects Taught**

### **Emory University Goizueta Business School**

BUS 741 Marketing Strategy Seminar (PhD)

BUS 742 Advanced Topics in Marketing (PhD)

BUS 743 Customer Relationship Management (PhD)

BUS 749 Pro-Seminar in Marketing (PhD)

BUS 648/648P/648M, Marketing Channel Strategy (MBA, EMBA)

BUS 644, 444 Marketing Analytics Consultancy (BBA, MBA)

BUS 643, 443 Customer Relationship Management (BBA,MBA)

BUS 340 Marketing Management core (BBA)

BUS 445 Marketing and the Internet (BBA)

BUS 448 Marketing Channel and Retail Strategy (BBA)

BUS 540, 540P Marketing Management core (MBA, evMBA)

### **Wharton School at the University of Pennsylvania**

MAR 777, 277 Marketing Strategy (MBA, Undergraduate)

### **MIT Sloan School of Management**

15.826 Marketing Channels (MBA)

15.812 Marketing Management core (BS & non-Sloan graduate students)  
15.810 Marketing Management core (MBA)

**Warrington School of Business, University of Florida**  
MAR 3231 Retailing Systems & Management (BS)

## Service

### To the Field

Co-Editor in Chief, *Marketing Letters*, 2017-present  
AMA Board of Directors 2016-2018  
AMA Foundation Committee Chairperson 2016-2018  
MSI Roundtable on Commercialization, Academic Advisor 2015-2016  
AMA Executive Council and Academic Council Immediate Past President 2014-2015  
AMA Executive Council and Academic Council President 2013-2014  
AMA Executive Council and Academic Council President-Elect 2012-2013  
AMA Executive Council and Academic Council President-Elect Designate 2011-2012  
Elected Member, AMA Academic Council, 2008-2010  
AMA Foundation Committee, 2013-2015  
Area Editor, *International Journal of Research in Marketing*, 2006-2015  
Editorial Board, *Journal of Marketing Research*, 2001-2016  
Editorial Board, *Marketing Science*, 2016-present  
Editorial Board, *Marketing Letters*, 2005-2017  
Editorial Board, *Journal of Marketing* 2001-08, 2016-present  
Editorial Board, *International Journal of Research in Marketing*, 2015-present  
Co-editor, *Marketing Letters, Special Issue on B2B Research* 2010  
Co-editor, *Journal of Interactive Marketing, Special Issue on Online Pricing* 2004  
Chairperson, *Howard Dissertation Award* 2011  
Chairperson, *Lou Stern Award Selection Committee*, 2006  
Member, Interorganizational Special Interest Group (IOSIG) Lifetime Award Committee, 2013, 2016  
Member, *Lou Stern Award Selection Committee*, 2004  
Member, *Steenkamp Award Selection Committee* 2009  
Member, *Erin Anderson Award Committee* 2010, 2011  
Member, *Journal of Marketing* Editor Search Committee 2013  
Member, *AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award Committee* 2013, 2015  
Chairperson, *Erin Anderson Award Committee* 2012-14

### Ad-Hoc Reviewer

*Journal of Consumer Research*  
*Management Science*  
*Marketing Science*  
*Organization Science*  
*Academy of Management Review*  
*National Science Foundation*  
*International Journal of Production Economics*



*International Journal of Research in Marketing*  
*Journal of the Academy of Marketing Science*  
*Journal of International Business Studies*  
*John Howard Dissertation Competition*  
*Journal of Operations Management*  
*Journal of Retailing*  
*California Management Review*  
*American Marketing Association Educators' Conference*  
*Advances in Consumer Research*  
*International Journal of Research in Marketing Special Issue on Competition and Marketing*  
*Institute for the Study of Business Markets Doctoral Dissertation Award Competition*  
*Marketing Science Institute's Alden G. Clayton Dissertation Proposal Competition*  
*Marketing Management by Russ Winer*  
*US-Israel Binational Science Foundation*  
*Journal of Engineering and Technology Management*

### **Institutional Service**

#### Emory

Tenure and Promotion Advisory Committee 2017-2020  
Class and Labor Committee – Phase 2 – Faculty Issues, 2013-2016  
Advisory Committee Member for Director of Institutional Research Search, 2012-13  
University Appointments Committee 2011-2013  
Co-Founder and Research Director, Emory Marketing Analytics Initiative (MAC) 2010-2012. Raised over \$100,000 for its establishment.  
Promotion & Tenure Committee, 2004-2006, 2009-2013  
Marketing PhD Coordinator and PhD Committee 2008-2011  
GBS Research Committee 2007-2008  
BBA Program Liason 2007-2008  
BBA Program Committee 2007-2008, 2011-present  
BBA Curriculum Design Committee 2005  
EvMBA Committee 2002-2004  
Honor Code Committee 2002-2004  
Institutional Review Board Committee, 2002-2003  
Hightower Seminar Coordinator, Spring 2002  
MBA Committee, Fall 2001

#### MIT

Advisory Group Member to the Institute's Financial Aid Strategy Group, Fall 1998. Sloan Women Faculty Co-Host, Fall 1998.  
Marketing Group Seminar Coordinator, Fall 1996 and 1997, Spring 1997 and 1998.  
Marketing Group Recruiting Coordinator, Fall 1997.

### **Board Activities**

American Marketing Association (AMA) Board of Directors 2016-2018  
Advisory Board, Women in the Academy and Professions (WAP), Intervarsity Christian Fellowship,

2014-present

Institute for the Study of Business Markets (ISBM) at the Pennsylvania State University

- B2B Leadership Board 2011-present
- ISBM Phd Seminar Series (IPSS) Advisory Board, 2007-present

B2E Markets, Solutions Advisory Board, 2001-2003

Nordia Technologies, Advisory Board, 2000-2003

E-Cumulate.Com, Advisory Board, 1999-2001

Daybreak Pregnancy Resource Center, Board of Trustees, Boston, MA, 1996-1999.

### **Doctoral Thesis Committees and Supervisory Work at Emory**

*Chair*, Rodrigo Gueselaga, placed at Pontificia Universidad Católica, Chile

*Co-Chair*, Chen Lin, placed at Michigan State University

*Committee Member*, Vijay Viswanathan, placed at Northwestern University Medill School of Journalism

*Committee Member*, Eric Overby, placed at Georgia Tech University in Information Technology.

*Committee Member*, Jade Sturdy, placed at University of Texas at Austin

*Committee Member*, Steven Seggie, Michigan State University, placed at Bilkent University, Ankara, Turkey

*Committee Member*, Yongfu He, University of Alberta, placed at Monash University, Australia

*Committee Member*, Chloé Renault, HEC Paris

### **Masters Thesis Supervision at MIT**

Leaders for Manufacturing MBA: Gregory Mont Thornton (2001); Scott Ball, John Creighton (2000); Will Graylin, Rafael Omar de Jesus (2000); Bing Wang (1999), Jay Burkholder (1998); Jennifer Hsu and David Greenstein (1997), Michael Lynch (1996)

Masters of Logistics Thesis: Michel Galland and Tyler Rameson (2000)

Masters of Management of Technology Thesis: Hirotaka Yamanami (2000); Thomas J. Fiske and Paul J. Landwehrle, Boik Sohn (1998); Nosa M. Eweka (1996).

MIT Engineering and Computer Science Thesis: Joyce Lo (1999)

Sloan Fellows Thesis: Pierre Corriveau and Wolfgang Hanrieder (1997)