

Terence A. Oliva

Department of Marketing
School Of Business And Management
Temple University

I. Present Position.

Professor of Marketing
FSBM Senior Research Fellow
Irwin L. Gross eBusiness Teaching Fellow

II. Personal.

A. Birth: February 21, 1943
B. Place Rochester, New York.

III. Education.

A. B.A. St. Mary's College, California - June, 1964.
Major: Mathematics/Art (Double Major).
Minor: Philosophy and Literature of the Western World.
B. Certif. United States Air Force - March, 1966.
7-month Aircraft Maintenance Management School.
C. M.B.A. California State University at Fresno - June, 1971.
Area of Emphasis: Organization Theory.
D. Ph.D. University of Alabama - August 1974.
Major Field: Operations Management.
Minors: Marketing and Economics.

IV. Publications.

A. Book.

1. *Operations and Production Management*, Coauthored with M. Peters, Pub. Prindle, Weber, and Schmidt, Inc., Boston, Feb., 1981: 1-504.

B. Refereed Journals.

1. "Extensions of Selected Graphical Techniques in International Economics: A Theoretical Approach," *The American Economist*, Spring, 1973: 128-146.
2. "Laszlo, Semantics, and Systems Definitions: A Critique," *Behavioral Science*, May, 1976: 196-199.
3. "Can Systems Really Be Taught? A Socratic Dialogue," Coauthor C. Capdevielle, *Academy of Management Review*, April, 1980: 277-279. Note! This has been reprinted in: *Readings in Management: Policy and Strategy*, 1st and 2nd editions, ed. by Akel and Gupta, Ginn Publishing, Lexington, Mass.: 1982, 1984.
4. "Sussman and Zahler: Throwing the Baby Out With the Bath Water," Coauthor C. Capdevielle, *Behavioral Science*, May, 1980: 229-230.
5. "Macro Marketing: A Rational Approach to Humanomics," Coauthor R. Reidenbach, *Human Systems Management*, November, 1980: 229-235.
6. "Indifference Analysis: Toward Decision Making in the Public Sector," Coauthor T. Leap, *Journal of Collective Negotiations in the Public Sector*, October, 1981: 285-305.
7. "Is There A Philosopher In The House? Or, Even An Artist," *Human Systems Management*, April, 1981: 56-57.
8. "A Preliminary Test of a Cusp Catastrophe Model in the Social Sciences," Coauthors M. Peters and H. Murthy, *Behavioral Science*, May, 1981: 153-162.
9. "A Taxonomy of Bargaining Models," Coauthor T. Leap, *Human Relations*, November, 1981: 935-946.
10. "A Typology of Metamodels in Collective Bargaining," Coauthor T. Leap, *Behavioral Science*, October, 1981: 337-345.
11. "General Living Systems Theory and Marketing: A Framework for Analysis." Coauthor R. Reidenbach, *Journal of Marketing*, Fall, 1981: 42-52. Reprinted in, *Marketing Theory: Classic and Contemporary Readings*, eds. Sheth & Garrett, Southwestern Pub., 1986: 741-752.
12. "The Empirical Identification of 51 Core GST Vocabulary Components," Coauthor S. Robbins, *Behavioral Science*, October, 1982: 377-386. Note: Selected as an outstanding contribution to GST. Reprinted in *General Systems*, 1984/85.
13. "Toward A Theory of The Macro Systemic Effects of the Marketing Function," Coauthor, R. Reidenbach, *Journal of Macromarketing*, Vol. 3, #2, 1983: 116-131.
14. "General Systems Precursor Theory As A Supplement To Wren's Framework For Studying Management History: The Case of Human Resources / Personnel Management," Coauthor T. Leap, *Human Relations*, Vol 36, #7, 1983: 627-640.

15. "The Effects of Sample Composition on Coefficient Estimation and Hypothesis Testing with Dummy Variable Correlation," Coauthors R. Reidenbach and M. Crino, *Psychological Reports*, 1983: 599-606.
16. "The Analysis of 51 GST Core Concepts By Discipline, Time, and Journal Type," Coauthor S. Robbins, *Behavioral Science*, 1984: 28-39.
17. "Play as a Consumption Experience: The Roles of Emotions, Performance, and Personality in the Enjoyment of Games," Coauthors M. Holbrook, R. Chestnut, and E. Greenleaf, *Journal of Consumer Research*, Sept., 1984: 729-739.
18. "Iterative Partitioning Methods: The Use of Mapping Theory as a Clustering Technique," Coauthor R. Reidenbach, *Journal of Marketing Research*, Feb., 1985: 81-85.
19. "GEMCAT: A General Multivariate Methodology For Estimating Catastrophe Models," Coauthors DeSarbo, Day, & Jedidi, *Behavioral Science*, Spring, 1987: 121-137.
20. "Selecting Competitive Tactics: Try A Strategy Map," Coauthors Day and DeSarbo, *Sloan Management Review*, Spring, 1987: 5-17
21. "Strategy Maps: A Spatial Representation of Intra-Industry Competitive Strategy", Coauthors DeSarbo and Day, *Management Science*, December, 1987: 1534-1551.
22. "A Generic Model Of Competitive Dynamics", Coauthors, D. Day & I. MacMillan, *Academy Of Management Review*, July, 1988: 374-389.
23. "Information and Profitability Estimates: Modeling The Firm's Adoption Of A New Technology", *Management Science*, May, 1991: 607-623.
24. "A Catastrophe Model For Developing Service Strategies," Coauthors R. Oliver, and I. MacMillan, *Journal of Marketing*, July, 1992: 83-95.
25. "Brand Equity And The Extendibility Of Brand Names," Coauthors Rangaswamy and Burke, *The International Journal of Research in Marketing*, March, 1993: 61-75.
26. "Organization Design, Inertia, And The Dynamics Of Competitive Response", ex post support of \$1,000 from Lynne Cronfeld grant. Coauthors C. Gresov, and H. Haveman, *Organizational Science*, May, 1993: 181-208.
27. "Multivariate Catastrophe Theory Estimation: Model and Application," Coauthor Ralph Kauffman, *The Academy of Management Journal*, February, 1994: 206-221.
28. "Technological Choice Under Conditions of Changing Network Externalities." *Journal of High Technology Management Research*, Vol. 5, 2, 1994: 279-298.

29. "Effectiveness of Brand-Related 15-Second Commercials," Coauthors S. Ward and D. Reibstein, *Journal of Consumer Marketing*, Vol. 11, 2, 1994: 38-44.
30. "The Relationships Among Consumer Satisfaction, Involvement, and Product Performance: A Catastrophe Theory Application," Coauthors R. Oliver and W. Bearden, *Behavioral Science*, Vol. 40, May, 1995: 104-132.
31. "Penetrating Purchaser Personalities," Coauthor D. Lancioni, *Marketing Management*, Vol 3,4, Spring, 1995: 22-29.
32. "Identifying Key Traits of Good Industrial Service Reps". Coauthor D. Lancioni, *Marketing Management*, Vol. 4,4, Winter/Spring, 1996: 44-51.
33. "The Role of the Internet In Supply Chain Management", Coauthors D. Lancioni, Smith, M. *Industrial Marketing Management*, Vol. 29, 2000: pp. 45-56. Reprinted in The "Role of the Internet In Supply Chain Management", *The Supply Chain Yearbook* , 2001 Edition, McGraw-Hill, eds. J. Woods and E. Marien.
34. "An Algorithm for Estimating Multivariate Catastrophe Models: GEMCAT II", Coauthors R. Lange, S. McDade. *Studies in Nonlinear Dynamics and Econometrics*, Vol, 4,3, 2000, 137-164.
35. "Technological Choice and Network Externalities: A Catastrophe Model Analysis of Firm Software Adoption for Competing Operating Systems", Coauthors R. Lange, S. McDade. *Structural Change and Economic Dynamics*, Vol.12, 1, 2001: 29-57.
36. "The Organizational Adoption of High-Technology Products 'For Use': Effects of Size, Preference and Radicalness of Impact". Coauthors S. McDade, J. Pirsch. *Industrial Marketing Management*, 31: 2002, 441-456..
37. "The Estimation of a Cusp Model to Describe the Adoption of Word for Windows". Coauthors: R. Lange, S. McDade. *Journal of Product Innovation Management*, 21: 2004, 15-32.

C. Other Papers In Periodicals and Books.

1. "Curriculum Development: A Key to Management in the Year 2000," *Co-Enzyme*, Number 6, September, 1976: 4-5.
2. "Synergy: A Research Report on an Unoperationalized Term," Coauthor C. Capdevielle, *General Systems Bulletin*, Autumn, 1977: 18-19.
3. "What They Forgot to Tell You When You Set Up Your Marine Aquarium," (Note! This is a semi-technical note on the ammonia/nitrite cycles in closed home marine environments.) *The Marine Aquarium Review*, Summer, 1977: 4-5.
4. "Chaney Operations," Coauthor L. Megginson, in *Successful Small Business Management*, Tate, et. al., (Dallas, Texas: BPI, 1978): 452-454.

5. "Planning for Freedom: The Equivocal Principle in Sociocybernetics," Coauthor R. Reidenbach, in *Applied Systems and Cybernetics*. Vol. 3, ed. G. Lasker, Permagon Press, New York, 1981: 1250-1255.
6. "The Evolution of a Management Subdiscipline as a Metadiscipline: The Case of Human Resources/Personnel," Coauthors Leap, Gray, & Grigsby, in *General Systems Theory and the Psychological Sciences*, ed. W. Gray, et. al., Seaside, CA: Intersystems, 1982: 405-410.
7. "Extensions Of Bagozzi's Holistic Construal," Coauthor R. Reidenbach, in *Philosophical and Radical Thought in Marketing*, eds., Bagozzi, Dholakia, & Firat, Lexington Books, 1987.

D. Selected Refereed International and National Proceedings.

1. "Some Thoughts on the Viability of Gravity Models in Trading Area Delineation and Estimates of Economic Potential Via Reilly's Law," *Proceedings of the Fifth National Meeting of the American Institute of Decision Sciences*, November, 1973: 133-151.
2. "Empiricism, Rationalism, and Intuitionism: The Type-Three Error of Systems Epistemology," *Proceedings of the National Society for General Systems Research (SGSR)*, February, 1976: 37-43.
3. "A Methodology for Determining the Degree of Semantic Disagreement in Value-Full Terms," *Proceedings of the National Society for General Systems Research*, February, 1977: 32-35.
4. "Catastrophe Theory: A Collective Bargaining Application," Coauthor C. Capdevielle, *Proceeding of National Academy of Management*, April, 1977: 177-181.
5. "Catastrophe Theory as a Model for Describing Consumer Behavior," Coauthor A. Burns, *Proceedings of American Consumer Research Association*, October, 1977: 273-276.
6. "Value Change: GST's Perspective of the Marketing Function and It's Potential for Social Change," Coauthors C. Capdevielle and F. Endsly, *Proceedings of the North American Meeting of the Society for General Systems Research*, February, 1978: 306-310.
7. "Phase II in the Empirical Validation of the Oliva/Capdevielle Cusp Catastrophe Model of Collective Bargaining." Coauthor C. Capdevielle, *Proceedings of The International Society for General Systems Research Meeting*, London, August, 1979: 513-522.
8. "General Living Systems Theory and Management: A Framework for Analysis," Coauthors R. Reidenbach and T. Leap, In *Proceedings of the North American Meetings of the Society of General Systems Research*, January, 1981: 48-58.

9. "Meta Marketing; A Sociocybernetic Mechanism," Coauthor R. Reidenbach, INVITED PAPER, *Proceedings of the North American Meeting of the Society of General Systems Research*, January, 1981: 439-443.
10. "A Graphical Application of the Concept of Marginalism to the Determination of the Promotion Mix," Coauthor R. Reidenbach, *Proceedings of the National Meetings of the American Institute for Decision Sciences*, November, 1981: 308-310.
11. "Labor Arbitration and the Handicapped Grievant: A Quantitative Method for Assessing Decisions Involving a Legal, Medical, and Contractual Dilemma," Coauthors T. Leap, and I. Kovarsky, *Proceedings of the National Meetings of the American Institute for Decision Sciences*, November, 1981: 163-165.
12. "A Preanalytic Approach to Modeling Macromarketing Behavior," Coauthor R. Reidenbach. **THIS PAPER WAS CHOSEN AS THE BEST PAPER IN THE MACROMARKETING TRACK, AND NOMINATED FOR BEST OVERALL CONFERENCE PAPER.** *Proceedings of the American Marketing Association Theory Conference*, February, 1982: 242-245.
13. "An Extension of General Living systems Theory as a Paradigm for Analyzing Marketing Behavior," Coauthor R. Reidenbach. **THIS PAPER WAS CHOSEN AS THE BEST PAPER IN THE GENERAL THEORY TRACK, AND NOMINATED FOR THE BEST OVERALL CONFERENCE PAPER.** *Proceedings of the American Marketing Association Theory Conference*, February, 1982: 59-62.

E. Selected Refereed Regional Proceedings.

1. "Filley and Aldag's Organization Typology: A Replication," Coauthor M. Peters, *Proceedings of the Southeastern Regional SGSR*, April, 1976: 78-80.
2. "Teilhard Restructured," *Proceedings of the Southeastern Regional Meeting of the Society for General Systems Research*, April, 1977: 98-103.
3. "Management Myth Information Systems (MMIS) in a Simulated Competitive Environment," Coauthors M. Peters and J. Wallin, *Proceedings of the Southeastern Regional Meetings of the Society for General Systems Research*, April, 1977: 24-25.

F. Published Book Reviews.

1. Review of Van Gigch's *Applied General System Theory*, in *General Systems Bulletin*, Autumn, 1975: 13.
2. Review of Kraft's *Symbols, Systems, Science, and Survival: A Presentation of the Systems Approach from a Teilhardian Perspective*, in *General Systems Bulletin*, Winter, 1976: 14.
3. Review of Sutherland's *Systems: Analysis, Administration, Architecture*, in *General Systems Bulletin*, Spring-Summer, 1976: 16-17.

4. Review of Dunstan and Garlan's *Worlds in the Making: Probes for Students of the Future*, in *General Systems Bulletin*, Autumn, 1976: 24-25.
5. Review of Moore and Hendrick's *Production Operations Management*, 7th ed. in *Perspectives*, Fall, 1977: 22-23.
6. Review of Brown's *Chaos and Catastrophe Theories*, in the *Journal of Marketing Research*, August, 1997: 418-440.

G. Published Software Reviews.

1. Review of the Addison-Wesley **Student Edition of Lotus 123**, in *Marketing Education Software*. ed., J. T. Mentzer, AMA Marketing Educators Software Clearinghouse, Virginia Polytechnic Instituted, Blacksburg, Virginia, June 22, 1988: 36-37.
2. Review of John Hauser's **Applying Marketing Management: Four PC Simulations**, in *Marketing Education Software*. ed., J. T. Mentzer, AMA Marketing Educators Software Clearinghouse, Virginia Polytechnic Instituted, Blacksburg, Virginia, June 22, 1988: 8-9.
3. Review of Market ACTIONS' **STRATMAP**, in *Marketing Education Software*. ed., J. T. Mentzer, AMA Marketing Educators Software Clearinghouse, Virginia Polytechnic Instituted, Blacksburg, Virginia, June 22, 1988: 8.
4. Review of STSC's **Atlas Graphics**, in *Marketing Education Software*. ed., J. T. Mentzer, AMA Marketing Educators Software Clearinghouse, Virginia Polytechnic Instituted, Blacksburg, Virginia, June 22, 1988: 72-73.
5. Review of SUCCESSware Inc.'s **Marketing Edge: Your Personal Marketing Assistant**, in *Marketing Education Software*. ed., J. T. Mentzer, AMA Marketing Educators Software Clearinghouse, Virginia Polytechnic Instituted, Blacksburg, Virginia, June 22, 1988.

H. Book Editorships.

1. *Production*, London, Mike Morris Inc. 1983: 1-128.

I. Proceedings Editorships.

1. "Man and His Artifacts: 'Quo Vadis'," Co-edited, *Proceedings of the Southeastern Regional Meeting of the Society for General Systems Research*, May, 1975: 1-67.
2. "GST Applications: A Genesis," Co-edited, *Proceedings of the Southeastern Meeting of the Society for General Systems Research*, April, 1976: 1-85.

3. *Proceedings of the Third Annual Southeastern Regional Meeting of the Society for General Systems Research*, Co-edited, April, 1977: 1-90.

4. *Proceedings of the 1979 National American Institute of Decision Sciences Meeting*, Coedited, November, 1979: 1-756 (two volumes).

J. Miscellaneous Paper Presentations.

1. "The Hobby Shop" and "Teaching Note," Intercollegiate Case Clearing House, #9-376-758 and #8-376-759. Presented at Southern Case Writers, November, 1975.

2. "Systems and Production: Marriage, Divorce or an Affair," Presented at the Western Academy of Management Meeting, March, 1979.

3. "Some Thoughts on the Cusp Catastrophe Equation for Those Interested in Empirical Research." Presented at the Southeastern Regional Society for General Systems Meeting, April, 1979.

4. Invited to Present a talk on a General Systems Framework for Management to a joint colloquium of the Swedish Royal Institute of Technology and the University of Stockholm, March, 1981.

5. "GST and the Development of Marketing Thought: An Unachieved Potential," Presented at the AMA Special Conference on Marketing History, May, 1983.

6. "Management Science and GST: The Janus Faced Coin of Epistemology," Presented at The Institute for Management Science Conference, Spring, 1984.

7. Invited to give a talk on "Radical Models of Strategy" to Bell Communications Research Group (BELLCORE), N.J., November, 1985.

8. "Integrating Marketing Knowledge Through The Use of The General Construal: An Essay In The Philosophy of Marketing Science," Coauthor Reidenbach, Presented at the Annual American Marketing Association Meetings, Chicago, August, 1986.

9. "Competitive Dynamics: The Organization's Response Function", Coauthor D. Day. Presented at the Academy of Management Meetings' Strategy Session for 1988.

10. "Network Externalities, High Technology Products, Organizational Adoption of New Standards". Copresenter: Sean McDade, Presented at the 1996 Marketing Science Conference, Gainesville Florida.

11. Invited Speaker at Marketing Science Institute Conference (MSI) in Boston, May 5-6, 1997. This is a mix of academic from top Universities and equally prestigious firms.

12. "GEMCAT II Multivariate Catastrophe Theory Estimation Program and Application" presented at the Advanced Research Techniques Forum of the AMA, June 14, 1999.

13. "Organizational Adoption Of A Product When Network Externalities Matter: The Catastrophe Theory Analysis Of Microsoft Word Purchases", at the National Meetings of The Society for Chaos Theory in Psychology & the Life Sciences, in Philadelphia, July, 2000.

14. Invited to Present a Tutorial on Catastrophe Theory at the Academy of Management's National Meetings in Toronto, August,2000.

V. Honors, Awards, & Grants

A. Honorary Societies.

1. Phi Kappa Phi - National Honorary for all fields of knowledge.
2. Beta Gamma Sigma - National Honorary for Business.
3. Omicron Delta Epsilon - National Honorary for Economics.
4. Mu Kappa Tau - National Honorary for Marketing.

B. Awards & Recognition.

Teaching:

1. Andrisani-Frank FSBM Undergraduate Teaching Award, Spring, 1994.
2. Tenured Faculty Teaching Award for the Department of Marketing, Spring, 1997
3. Sigma Kappa Phi Teacher of the Year Award, Spring, 1998
4. Sigma Kappa Phi Teacher of the Year Award, Spring, 2000.
5. Temple University Lindback Award for Distinguished Teaching, Spring, 2001.

Research:

1. Outstanding Paper Award: Macromarketing Track of the American Marketing Association's Special Conference on Marketing Association's Special Conference on Marketing Theory, February, 1982.
2. Outstanding Paper Award: General Theory Track of the American Marketing Association's Special Conference on Marketing Association's Special Conference on Marketing Theory, February,1982.
3. Horace DePodwin Research Award: Research excellence by a nontenured professor, Rutgers University, September, 1986.
4. School of Business and Management's Nominee for the Temple University's Research Creativity Awards, Spring, 1994, 1995, 1996, 1998.

5. Nominated for Exceptional Salary Adjustment, by School of Business and Management Committee. 1997. (Research Related)
6. Winner of the School of Business and Management's Leadership in Research Award, \$500, Fall, 1997.
7. Elected Fox School of Business Senior Research Fellow, Spring, 1999.

Other:

1. Bronze Star - Vietnam, 1968.
2. Business Advisory Council Award for Scholarship and Leadership in the MBA program - California State University, 1971.
3. MBA Degree Awarded "With Distinction", 1971.
4. Certificate of Merit for Scholastic Achievement, Department of Management Science and Operations Management Science and Operations Management - University of Alabama, 1974.
5. M. Miles Award for Outstanding Graduate Student - University of Alabama, 1974.
6. Beta Gamma Sigma Outstanding Service Award - University of Alabama, 1974.
7. Faculty Service Award - Louisiana State University Short Courses and Conferences, 1979.
8. *Who's Who In America*, 50th Edition, and *Who's Who In American Education*, 3rd, and 4th editions. Note, these are the real Who's Who that are not dependent on a purchase.

C. Research Grants.

1. Lynne Cronfeld Scholarship Grant for Research, \$1,000, Marketing Department, Temple University, January, 1992, ex post support for research completed.
2. MSI Grant for \$6,000 to study "Competing Product Standards, & Manufacturers' Response. Supplemental data grant of \$20,000 Provided By Techtel Corporation. Co-Researcher: Sean McDade.
3. Faculty Senate Summer Research Fellowship, \$4,500. Report filed to Provost in September, 1998.

VI. Editorships And Related Activities.

1. Editor, Article and Monograph Review Department, *General Systems Bulletin*, 1974-1978.
2. Area Editor, *General Systems Yearbook*, 1981, 1982, 1986, 1987.
3. Policy Board Member, *Journal of Human Systems Management*, 1978-1984.
4. Editor, *Co-Enzyme*, The pre-journal publication of HSM. 1978-1980.
5. Editorial Board, *Journal of Human Systems Management*, 1978-1983.
6. Staff assistant to the editor of Academy Of Management, *Perspectives*, 1976-1977.
7. Editorial Board Member for Decision Sciences Institute, *Southeast Action Line*, 1974-1975.
8. Decision Sciences Institute National Proceedings Co-editor, 1979.
9. Associate Editor, *Management Science*, for Technology and R&D area, 1990-1992.
10. Editorial Board, *Organization Science*, 1994-2003.

VII. Journal Manuscript Referee.

1. *Behavioral Science*, 1977-1997.
2. *Journal of Applied Psychology*, 1986-1988.
3. *Systems Research Journal*, 1983-1990.
4. *Journal of Marketing*, 1987-present.
5. *Journal of Consumer Research*, 1988-1991.
6. *Management Science*, 1989-present.
7. *Psychological Bulletin*, 1990-1993.
8. *Journal of the Academy of Marketing Science*, 1991- present
9. *Organization Science*, 1991- present.
10. *Marketing Science* 1995 - present.
11. *Journal of Retailing* 1997 - present.
12. *Journal of Mathematical Psychology*, 2000-2002

13. *Journal of Nonlinear Dynamics, Psychology, & Life Sciences*, 1998-present.

VIII. Professional Meetings And Related Activities.

1. Member, Program Committee, National SGSR Meetings, February, 1977.
2. Vice-Chairman, Southeastern Regional SGSR, 1977-1979.
3. Member of Search Committee for Managing Director of the International Society for General Systems Research, 1977.
4. Session Chairman, National SGSR Meetings, 1976, 1977, 1978, 1981.
5. Work Shop Coordinator and Session Chairman for the use of Microcomputers in the Business Curriculum, National Decision Sciences Meetings, 1983.
6. Reviewer, AMA 1983, 1986, 1987, 1992, 1993, 1996, 1997, 1998 Educators Conference, various Tracks.
7. Reviewer, 1984 ACR Meetings, New Product Track.
8. Session Chairman, 1984 ACR Meetings.
9. Reviewer, Acad. of Mkt. Sci., National Meetings, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001.

IX. Teaching Experience.

A. Full Time Tenure Track

1. Louisiana State University, 1974-82.
 - a. Department of Management, Tenured Associate Prof. Courses Taught: Principles of Management, Production Management, Business Policy, organization Behavior, Personnel Management, Management and Information Systems, Graduate Seminar in Systems Management.
2. Rutgers University, 1983-1989.
 - a. Department of Marketing, Nontenured Associate Prof. Courses Taught: Marketing Management, Industrial Marketing, Inter-functional Management, Competitive Marketing Strategy, Marketing Research, Doctoral Seminar in Quantitative Methods In Marketing, Doctoral Seminar in Advanced Marketing Theory, Consumer Behavior, New Product Management.
3. Temple University, 1990-present.

a. Department of Marketing, Tenured. Courses Taught: Marketing Strategy, Online Marketing Strategy, Marketing Research, Consumer Behavior, Marketing Principles, Marketing Management, Ph.D, Seminar in Theory.

b. Major Committees: School Promotion & Tenure; 6 years and 2 years as Chairman (elected) 1997, 1998. Chaired School Committee on Information Technology Resources (Appointed) 1993-1997. Ad hoc Committee on Faculty Plagiarism (Appointed). Editorial Board of the *Temple University Faculty Herald*. 1995-2001, TLTR Committee for 2 years 1995-1997, Temple University Tuition Evaluation Committee, 2002.

B. Full-Time Visiting Positions

1. Columbia University, 1982-83.

a. Department of Marketing, Rank: Associate Professor, Courses Taught: Product Development and Marketing Research.

2. The Wharton School, University of Pennsylvania, 1985-86, Fall 86, Fall 87, 1989-1990.

a. Department of Marketing, Rank: Associate Professor, Courses Taught: Marketing Management, Consumer Behavior, Capstone Senior Seminar, Marketing Research, Marketing Strategy.

X. Ph.D. Dissertation Committees.

A. Chairman:

1. 8: Christel Capdeville who won a National Dissertation Award from the Richard D. Irwin Foundation, with a grant of \$2,500, 1980. Sean McDade, who won the ISBM National Dissertation Proposal Competition for \$5,000, and who has received another \$6,000 for with me for one portion of his dissertation research. Robert Kortnik who was hired by Cornell University from Temple.

B. Reading Member:

1. Thirty-Two. Vikas Mittal hired by Northwestern University out of Temple University.

2. One As Outside Reading Member For Columbia University and One As An Outside Reading Member For The Wharton School, University of Pennsylvania.

XI. Military Service.

A. Branch of Service United States Air Force, October, 1965 through May, 1969.

- B. Position Aircraft Maintenance Officer (Aircraft Industrial Shops Primarily).
- C. Highest Rank Captain.
- D. Major Locations Pope, AFB North Carolina; Fort Lami, Tchad, Africa; Nha Trang, Vietnam; Luke AFB, Arizona.