

**CURRICULUM VITAE**  
**NOEL CAPON**  
**GRADUATE SCHOOL OF BUSINESS**  
**COLUMBIA UNIVERSITY**  
**NEW YORK, N.Y. 10027**

**EDUCATION**

- Ph.D. 1975, Columbia University, Graduate School of Business, Marketing
- M.B.A. 1969, Harvard University, Graduate School of Business Administration, Management
- Dip.B.A. 1968, Manchester Business School, Great Britain, Management
- Ph.D. 1964, University College, London University, Chemistry
- A.R.I.C. 1962, Royal Institute of Chemistry, London, Great Britain
- B.Sc. 1960, University College, London University, Great Britain, Chemistry

**PROFESSIONAL APPOINTMENTS**

- Columbia University, Graduate School of Business, Columbia University, R.C. Kopf Professor of International Marketing (2003-), Professor (1988-), Associate Professor (1979-88), with tenure (1986-), Chair of Marketing Division (2000-), Member School Executive Committee (2000-)
- Columbia University, School of International and Public Affairs, Faculty Member (1991-)
- China Europe International Business School (CEIBS), Shanghai, PRC, Visiting Professor (1999-2001)
- Hong Kong University of Science and Technology, Visiting Professor (1994-95)
- Institut Europeen d'Administration des Affaires (INSEAD), Fontainebleau Cedex, France, Visiting Professor (1988)
- Harvard University, Graduate School of Business Administration, Visiting Lecturer, (1977-1979)
- University of California at Los Angeles, Graduate school of Management, Associate Professor (with tenure), (1977-1979)
- University of California at Los Angeles (UCLA), Graduate School of Management, Assistant Professor, (1973-1977), Chair of Marketing Department (1974-1977)
- Empire State College, Albany, New York, Assistant Professor (1972-1973)
- Long Island University, Brooklyn, New York, Lecturer (1970)
- Marketing Executive, ICI Fibres Ltd., Great Britain (1963-1967)

**TEACHING AWARDS**

- Jerome A. Chazen Award for Teaching Innovation in International Business, 1996
- GBA Award for Outstanding Teaching, Graduate School of Business, Columbia University, 1984
- George Robbins Award for Outstanding Teaching, Graduate School of Management, UCLA, 1975

**CURRENT RESEARCH INTERESTS**

- Key Account Management, Global Account Management, Strategy and Planning, Managerial Decision Making in Marketing

**BOOKS PUBLISHED**

- 11. Hulbert, J. Capon, N. and Piercy, N., *Total Integrated Marketing*, New York: The Free Press, 2003

10. Capon, N., Hulbert, J. and Burgers, W., *Marketing Management in the 21<sup>st</sup> Century* (in Chinese), Shanghai: Shanghai People's Publishing House, 2003.
9. Capon, N., *Key Account Management and Planning*, New York: The Free Press, 2001
8. Capon, N., and Hulbert, J., *Marketing Management for the 21<sup>st</sup> Century*, Upper Saddle River: Prentice Hall, 2001
7. Capon, N. and Vanhonacker, W., *The Asian Marketing Case Book and Instructors Manual*, Upper Saddle River: Prentice Hall, 1999
6. Capon, N., Farley, J.U., and Hoenig, S., *Toward and Integrative Explanation of Corporate Financial Performance*, Boston, MA: Kluwer Academic Publishers, 1996
5. Capon, N., *Planning the Development of Builders, Leaders and Managers for 21<sup>st</sup> Century Business: Curriculum Change at Columbia Business School*, Boston, MA: Kluwer Academic Publishers, 1996
4. Capon, N., (Ed), Section 8, *Sales Management and Distribution*, in *AMA Management Handbook* (3<sup>rd</sup> Edition), Hampton, J. (Ed.), AMACOM, 1994
3. Capon, N., (Ed.), Section 7, *Marketing*, in *AMA Management Handbook* (3<sup>rd</sup> Edition), Hampton, J. (Ed.), AMACOM, (1994)
2. Capon, N., *The Marketing of Financial Services: A Book of Cases and Instructors Manual*, Upper Saddle River: Prentice Hall, 1992
1. Capon, N., Farley, J.U., and Hulbert, J., *Corporate Strategic Planning*, Irvington, NY: Columbia University Press, 1988

#### **JOURNAL ARTICLES PUBLISHED**

50. Mathias, P.F. and Capon, N., "Is Your Business Strategy Shaping Your Strategic Account Program," *Velocity*, Strategic Account Management Association, 6 (1<sup>st</sup> Quarter 2004),
49. Mathias, P.F. and Capon, N., "Managing Strategic Customer Relationships as Assets: Developing Customer Relationship Capital," *Velocity*, Strategic Account Management Association, 5 (1<sup>st</sup> Quarter 2003), 45-49.
48. Capon, N. and Kuhn, D. "The Effectiveness of Problem-Based Learning," *Cognition and Instruction*, in press, 2003.
47. Capon, N., Berthon, P., Hulbert, J. and Pitt, L. "Brand Custodianship: A New Primer for Senior Managers," *European Management Journal*, 19 (June 2001), 213-227. (Published as lead article).
46. Capon, N., Fitzsimons, G. and Prince, R., "An Individual Level Analysis of the Mutual Fund Investment Decision," *Journal of Financial Services Research*, 10 (1996), 59-82; Three Star Quality Rating from Anbar Electronic Intelligence.
45. Lei, D., Capon, N., Farley, J.U. and Hulbert, J., "Corporate Diversification, Strategic Planning and Performance in Large Multiproduct Firms," *Journal of Strategic Marketing*, 2 (1994), 85-111.
44. Capon, N. and Palij, P., "Strategic Forecasting and Marketing Strategy," *International Journal of Forecasting*, 10 (1994), 339-352.
43. Capon, N., Fitzsimon, G. and Weingartner, R., "Affluent Investors and the Mutual Fund Purchase Decision," *International Journal of Bank Marketing*, (1994), 17-25.
42. Capon, N., Farley, J.U. and Hulbert, J., "Strategic Planning and Financial Performance More Evidence," *Journal of Management Studies*, 31 (January 1994), 105-110.
41. Capon, N., Farley, J.U., Lehmann, D.R. and Hulbert, J., "Profiles of Product Innovators Among Large U.S. Manufacturers," *Management Science*, 38 (February 1992), 157-169. (Published as lead article)
40. Capon, N., Farley, J.U., Hulbert, J. and Lei, D., "In Search of Excellence Ten Years Later: Strategy and Organization Do Matter," *Management Decision*, 29 (4) (1991), 12-21.

39. Capon, N., Farley, J.U. and Hoenig, S., "Determinants of Financial Performance: A Meta-Analysis," *Management Science: Special Issue on Strategy*, 36 (October 1990), 1143-1159. (Published as lead article)
38. Capon, N. and Cooper-Martin, E., "Public and Non-Profit Marketing: A Review and Directions for Future Research," *Review of Marketing* (1988-1989), Valarie Zeithaml (ed.) (1990), 481-536.
37. Capon, N. and Steckel, J.H., "Investing in the Stock Market: Statistical Pooling of Individual Preference Judgments," *Annals of Operations Research*, 23 (1990), 181-200.
36. Capon, N., Farley, J.U., Hulbert, J. and Martin, L.E., "Corporate Diversity and Economic Performance: The Impact of Market Specialization," *Strategic Management Journal*, 9 (January/February 1988), 61-74.
35. Capon, N., Kuhn, D. and Carretero, M., "Shopping Styles and Skills: Everyday Cognition in a 'Noncognitive Task'," *Laboratory of Comparative Human Cognition*, 9 (October 1987), 102-114.
34. Capon, N. and Prince R., "Relationship Banking," *Lending for the Commercial Banker*, 1 (Summer 1987), 47-57.
33. Capon, N. and Glazer, R., "Marketing and Technology: A Strategic Co-Alignment," *Journal of Marketing*, 51 (July 1987), 1-14. Previously circulated as Marketing Science Institute working paper, (1986).
32. Capon, N., Christodolou, C., Farley, J.U. and Hulbert, J., "A Comparative Analysis of the Strategy and Structure of United States and Australian Corporations: An Evolutionary Perspective," *Journal of International Business Studies*, 18 (Spring 1987), 51-74.
31. Capon, N. and Hulbert, J., "The Integration of Forecasting and Strategic Planning," *International Journal of Forecasting*, 1 (Fall 1985), 123-133.
30. Capon, N. and Davis, R., "Basic Cognitive Ability Measures as Predictors of Consumer Information Processing Strategies," *Journal of Consumer Research*, 11 (June 1984), 551-563.
29. Capon, N., Christodolou, C., Farley, J.U. and Hulbert, J., "A Comparison of Corporate Planning Practice in American and Australian Manufacturing Companies," *Journal of International Business Studies*, 15 (Fall 1984), 41-54.
28. Capon, N. and Lutz, R.J., "The Marketing of Consumer Information," *Journal of Marketing*, 47 (Summer 1983), 108-112.
27. Capon, N. and Mauser, G., "Non-Profit Marketing: Reviews and Commentary," *Journal of Marketing*, 46 (Summer 1982), 125-129.
26. Capon, N., "Institutional Change in Delivery of Dental Services: A Marketing Perspective," *American Journal of Public Health*, 72 (July 1982), 679-683. Reprinted in The Dunning Memorial Symposium, American Public Health Symposium: Washington, D.C., 1982.
25. Capon, N. and Kuhn, D., "Can Consumers Calculate Best Buys?" *Journal of Consumer Research*, 8 (March 1982), 449-453.
24. Capon, N., "Credit Scoring Systems: A Critical Analysis," *Journal of Marketing*, 46 (Spring 1982), 82-91.
23. Capon, N., Kuhn, D. and Gurucharri, M., "Consumer Information Processing Strategies in Middle and Late Adulthood," *Journal of Applied Developmental Psychology*, 2 (Spring 1981), 1-12.
22. Capon, N., "Marketing Strategy Differences Between State and Privately Owned Corporations: An Exploratory Analysis," *Journal of Marketing*, 45 (Spring 1981), 11-18.
21. Capon, N. and Kuhn, D., "A Developmental Study of Consumer Information Processing Strategies," *Journal of Consumer Research*, 7 (December 1980), 225-233.
20. Capon, N. and Burke, M., "Individual Product Class and Task-Related Factors in Consumer Information Processing," *Journal of Consumer Research*, 7 (December 1980), 314-326.

19. Capon, N., Hulbert, J., and Farley, J.U., "International Diffusion of Corporate and Strategic Planning Practices," *Columbia Journal of World Business*, 15 (Fall 1980), 5-13.
18. Capon, N. and Kuhn, D., "Logical Reasoning in the Supermarket: Adult Females' Use of a Proportional Reasoning Strategy in an Everyday Context," *Developmental Psychology*, 15 (July 1979), 450-452.
17. Capon, N. and Lutz, R.J., "A Model and Methodology for the Development of Consumer Information Programs," *Journal of Marketing*, 43 (January 1979), 58-67.
16. Capon, N., "Rebuttal to Response to 'Discrimination in Screening of Credit Applicants'," *Harvard Business Review*, 56 (September-October 1978), 184-186.
15. Capon, N., "Discrimination in Screening of Credit Applicants," *Harvard Business Review*, 56 (May-June 1978), 8,12,172. Reprinted in Congressional Record, 96<sup>th</sup> Congress, First Session, 125 (February 9, 1979), S1479. (Syndicated by the Associated Press and reprinted in numerous newspapers nation-wide).
14. Capon, N. and Farley, J.U., "The Impact of Message on Direct Mail Response," *Journal of Advertising Research*, 16 (October 1976), 69-75.
13. Bettman, J.R., Capon, N. and Lutz, R.J., "Information Processing in Attitude Formation and Change," *Communication Research*, 2 (Fall 1975), 267-278.
12. Capon, N. and Hulbert, J., "Decision Systems Analysis in Industrial Marketing," *Industrial Marketing Management*, 4 (Summer 1975), 143-160.
11. Bettman, J.R., Capon, N. and Lutz, R.J., "Cognitive Algebra in Multi-attribute Attitude Models," *Journal of Marketing Research*, 12 (May 1975), 151-164.
10. Capon, N., "Persuasive Effects of Sales Messages Developed from Interaction Process Analysis," *Journal of Applied Psychology*, 60 (April 1975), 238-244.
9. Bettman, J.R., Capon, N. and Lutz, R.J., "Multi-attribute Measurement Models and Multi-attribute Attitude Theory: A Test of Construct Validity," *Journal of Consumer Research*, 1 (March 1975), 1-15. (Published as lead article with commentaries).
8. Capon, N., Farley, J.U. and Hulbert, J., "Pricing and Forecasting in an Oligopoly Firm," *Journal of Management Studies*, 12 (1975), 133-156.
7. Capon, N. and Hulbert J., "The Sleeper Effect: An Awakening," *Public Opinion Quarterly*, 37 (Fall 1973), 333-358.
6. Capon, N., Holbrook, M.B. and Hulbert, J., "Industrial Purchasing Behavior: Some Final Comments," *Journal of Business Administration*, 4 (Fall 1972), 83.
5. Capon, N., Holbrook, M.B. and Hulbert, J., "Industrial Purchasing Behavior: A Reappraisal," *Journal of Business Administration*, 4 (Fall 1972), 69-77.
4. Hulbert, J. and Capon, N., "Interpersonal Communication in Marketing: An Overview," *Journal of Marketing Research*, 9 (February 1972), 27-34. Reprinted in *Readings in Interpersonal and Organizational Communication*, Huseman, R.C., Logue, C.M. and Freshly, D. (eds.), Boston: Holbrook, 1973, 40-65. Partially reprinted in *Consumer Behavior: A life Style Approach*, Berkman, H.W. and Gilson, C.C., Encino, Cal.: Dickenson, (1978), 386-397.
3. Capon, N. and Lawrence, J.K., "How Practical is the Electric Car?" *New Scientist*, 40 (November 12, 1968), 426-428.
2. Capon, N., Ross, R.A., and MacColl, A., "Mechanism of the Pyrolysis of 3-Bromopentane," *Transactions of the Faraday Society*, 62 (May 1967), 1152-1154.
1. Capon, N. and Ross, R.A., "Mixed Ethyl Bromide and Ethyl Chloride Pyrolyses," *Transactions of the Faraday Society*, 62 (June 1966), 1560-1564.

## CHAPTERS IN BOOKS

12. Capon, N., "Introduction to Marketing," in Capon, N. (Ed.), Section 7, *Marketing*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 2-3--2-4.
11. Capon, N., "Introduction to Sales Management and Distribution," in Capon, N. (Ed.), Section 8, *Sales Management and Distribution*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 3-3--3-4.
10. Capon, N., "The Product Life Cycle," in Capon, N. (Ed.), Section 7, *Marketing*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 2-18--2-25.
9. Capon, N., "The Tasks of Marketing Management," in Capon, N. (Ed.), Section 7, *Marketing*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 2-12--2-18.
8. Capon, N., "The Tasks of Sales Management," in Capon, N. (Ed.), Section 8, *Sales Management and Distribution*, in AMA Management Handbook (3<sup>rd</sup> Edition), Hampton, J. (Ed.), Chicago: AMACOM, 1994, 3-5--3-10.
7. Capon, N., Kuhn, D. and Carretero, M., "Consumer Reasoning," in *Everyday Problem Solving*, Sinnott, J.D. (ed.), Boston: MA, Praeger, (1989), 153-174.
6. Capon, N. and Hulbert, J., "Forecasting and Strategic Planning," in *Handbook of Forecasting*, Makridakis, S. and Wheelwright, S.C. (eds.), New York: Wiley, (1987), 74-86.
5. Capon, N. and Swasy, J., "Testing a Model of Personal Selling by Industrial Salesmen's Perceptions of Compliance Gaining Techniques: Structural Analysis and Situation Effects," in *Buyer-Seller Interactions: Empirical Research and Normative Issues*, Reingen, P.H. and Woodside, A.G. (eds.), Chicago: American Marketing Association, (1982), 161-189.
4. Capon, N. and Scammon, D., "Advertising Agency Decisions: An Analytic Treatment," in *Current Issues and Research in Advertising*, Leigh, J.M. and Martin, C.R., Jr. (eds.), Ann Arbor: University of Michigan Press, (1979), 35-52.
3. Capon, N., "The Development of Markets and Marketing in the Pacific Basin," in *International Business in the Pacific Basin*, Mason, R.H. (ed.), Lexington, Mass.: D.C.Heath, (1978), 167-196.
2. Capon, N., Holbrook, M.B. and Hulbert, J., "Selling Processes and Buyer Behavior: Theoretical Implications of Recent Research," in *Foundations of Consumer and Industrial Buying Behavior*, Woodside, A.G., Bennett, P.D. and Sheth, J.N. (eds.), New York: North-Holland, (1977), 323-332.
1. Capon, N. and Lutz, R.J., "Consumer Information and the Black Consumer: An Exploratory Study," in *Issues in Black Economic Development*, Bobo, B.F. and Osborne, A.E. Jr. (eds.), Lexington, Mass: D.C. Heath, (1976), 125-166.

## CONFERENCE PROCEEDINGS

8. Capon, N., "Towards a Theory of the Personal Selling Process," in *Sales Management: New Developments from Behavioral and Decision Model Research*, Bagozzi, R., (ed.), Cambridge, Mass.: Marketing Science Institute, (1979), 243-262.
7. Capon, N. and Swasy, J., "An Exploratory Study of Compliance Gaining Techniques in Buyer Behavior," in *Contemporary Marketing Thought*, Greenberg, B.A. and Bellenger, D.W., (eds.), Chicago: American Marketing Association, 41 (1977), 252-257.
6. Capon, N. and Spogli, J., "Strategic Marketing Planning: A Comparison and Critical Examination of Two Contemporary Approaches," in *Contemporary Marketing Thought*, Greenberg, B.A. and Bellenger, D.W., (eds.), Chicago: American Marketing Association, 41 (1977), 219-223.

5. Capon, N. and Burke, M., "Information Seeking Behavior in Consumer Durable Purchase," in *Contemporary Marketing Thought*, Greenberg, B.A. and Bellenger, D.W., (eds.), Chicago: American Marketing Association, 41 (1977), 110-115.
4. Bettman, J.R., Capon, N. and Lutz, R.J., "A Multi-Method Approach to Validating Multi-attribute Attitude Models," in *Advances in Consumer Research*, Plummer, J., and Schlinger, M.J., (eds.), Chicago: Association for Consumer Research, 2 (1975), 351-374.
3. Capon, N. and Hulbert, J., "International Communication and Persuasion Processes: An Overview," in *Advances in Consumer Research*, Anderson, B.B., (ed.), Cincinnati: Association for Consumer Research, 3 (1975), 405-406.
2. Bluestein, A., Capon, N., Farley, J.U. and Howard, J.A., "The Structure of Attitude: An Empirical Investigation," in *Increasing Marketing Productivity*, Greer, T.V., (ed.), Chicago: American Marketing Association, 35 (1973), 231-235.
1. Capon, N. and Hulbert, J., "Decision Systems in Industrial Marketing: An Empirical Approach," *Proceedings of the American Institute for Decision Sciences*, 4 (November 1972), 112-117.

### **EDITORIALS**

3. Capon, N., "Giving Consumer of Credit Needed Tools," *The New York Times*, 132 (July 25, 1983), A13.
2. Capon, N., "Sorry, No Credit," *The New York Times*, 128 (February 21, 1979), A19, reprinted in Congressional Record, 96<sup>th</sup> Congress, First Session, 125 (March 1, 1979), S1988-1989.
1. Capon, N., "Credit Ratings and Rights," *The Washington Post*, 101 (December 17, 1977), A9, reprinted in Congressional Record, 96<sup>th</sup> Congress, First Session, 125 (February 9, 1979), S1478-1479.

### **BOOK REVIEWS**

3. Capon, N., "The Trust Factor by Jordan Lewis," *Manageris synthese*, (2001).
2. Capon, N., "The Rise and Fall of Strategic Planning," by Henry Mintzberg, *Academy of Management Review*, (1996).
1. Capon, N., "The Changing Universe of Retail Credit, Volume 11," *Journal of Retailing*, 59 (Summer 1983), 101-103.

### **OTHER PUBLISHED WORK**

8. Browne, P.C., Capon, N., Harris, T.S., Mantel, H.N., Newland, C.A., Walsh, A.H., "The Ratemaking Process for the United States Postal Service," *Institute of Public Administration*, (1991).
7. Capon, N. and Cooper-Martin, E., "Bibliography for Public and Non-Profit Marketing," *Avis Working Paper Series*, Columbia University, (1989).
6. Capon, N., "Comments to the Federal Reserve Board on Proposed Interpretations of Regulation B, Equal Credit Opportunity Act," (1980, 1982).
5. Capon, N., "Credit Scoring Systems," in *Credit Card Redlining, Hearings before the Subcommittee on Consumer Affairs of the Committee on Banking, Housing and Urban Affairs, United States Senate, 96<sup>th</sup> Congress, First Session on S.15, June 4 and 5, 1979*, Washington: U.S. Government Printing Office, (1979), oral testimony, 95-99; written Testimony, 100-182; supplementary testimony, 233.
4. Capon, N., "Comments to the Federal Reserve Board on Proposals to Amend Regulation B, Equal Credit Opportunity Act," (1979).
3. Capon, N., "Management Scientist Responds," *The Harbus News*, 42 (January 22, 1979), 3.

2. Capon, N., "Comments to the Federal Trade Commission on the Consent Agreement with Aldens, Inc.," (1978).
1. Bettman, J.R., Capon, N., Lutz, R.J., Belch, G.E. and Burke, M., Affirmative Disclosure in Home Purchasing," *Occasional Paper No. 14 Housing, Real Estate and Urban Land Studies Program*, Graduate School of Management, University of California, Los Angeles, (1978).

## **POETRY**

1. Capon, N., "Life and Death: An Odyssey," *The Villager*, 74 (January 2002), 6-9.  
 First Prize: Columbia Business School, *The Bottom Line*, 2001  
 Second Prize: Bronxville Poetry Society, Bronxville, New York, 2001

## **DISSERTATIONS**

2. Capon, N., "An Experimental Evaluation of Alternative Message Variables in Personal Selling and Direct Mail Advertising," unpublished doctoral dissertation, Columbia University, (1975).
1. Capon, N., "Mechanisms in the Pyrolysis of Alkyl Halides," unpublished doctoral dissertation, London University, (1964).

## **BOOKS IN PREPARATION**

3. Capon, N. and Hulbert, J., *Managing Marketing*
2. Capon, N., *Marketing Excellence: Lessons from the World's Best Marketers*
1. Capon, N., Potter, D. and Schindler, F., *Global Account Management*

## **BUSINESS SCHOOL COURSES**

Marketing Strategy; Strategic Marketing Planning; Developing and Managing Strategic Customers; Strategic Issues in the Marketing of Financial Services; Industrial Marketing; Sales Force Management; Marketing Planning; Product Management; International Marketing; Public and Nonprofit Marketing; Services Marketing

## **EXECUTIVE SEMINARS: COLUMBIA UNIVERSITY**

Abraham Shuchman Memorial Seminar; Columbia Senior Executive Program (CSEP), Marketing Management (Associate Director); Sales Management (Founder and Director); Sales Management, Europe (Founder and Director); Market Analysis and Competitive Action (Director); Competitive Marketing Strategy (Founder and Director); Management of Financial Services (Director); Key Account Management Program (Founder and Director); Bahrain Institute of Banking and Finance (Founder and Director); NYPD, Police Management Institute (Founder and Director); American Association of Equipment Lessors; Operations Management; Executive Program in Business Administration; Institute for Not-for-Profit Marketing; Public Health Management; Commercial Bank Management; Marketing Research; Soviet Union Study Teams (Various, including Heavy Industry; Transportation Systems; Oil and Chemical Industry)

## **EXECUTIVE SEMINARS: OTHER**

INSEAD--Executive Program, Marketing Strategy, Advanced Industrial Marketing Seminar; UCLA--Marketing Management (Founder and Director), Medical Marketing (Founder and Director), Executive Program, Japanese Study Teams; University of Hawaii--Advanced Management; University of Bradford (U.K.)--Sales Management; Monash University (Australia)--Industrial

Marketing; Urban Mass Transit Administration--Marketing Management; National Association of Independent Schools--Advanced Admission

### **CONSULTANT AND CORPORATE EDUCATION**

A.T.&T., Aetna, American Cyanamid, A.R.A. Services, L'Air Liquide, Bankers Trust, Bell Laboratories, Bell Canada, Bell Communications Research, Bristol Myers Squibb, Budget Rent-A-Car, Ceverceria Cuahtemoc (Mexico), Chase Manhattan Bank, Chemical Bank, Ciba-Geigy, Cluett Peabody, Corning, Equifax, Equitable Life Assurance Society of the United States, Essilor of America, Digital Equipment, FMC (Asia); General Foods, General Electric, GE Capital, Goodyear, G.T.E., Hoescht-Celanese, Home Equity, I.B.M., International Paper, Inspiron, Johnson and Johnson, McDonalds, McGraw Hill, Merck, NYPD, Newsweek, Pacific Stereo, PaineWebber, Pharmaseal, Philips Industries (G.B.), Pfizer, Reader's Digest, Satellite Business Systems, S.C.M., Schering Plough, Seagrams (Europe), Singer, Sony, Sperry, T.E.A.C., Urwick Orr (G.B.), Viacom, Westinghouse, Julius Wile, Carl Zeiss.

### **DIRECTORSHIPS**

Argentine Institute of Management (Distinguished Academic Advisor) (1991-)  
Trudy Corporation, Norwalk, Ct. (Public Company) (Director) (1990-1991)  
Belle Mead Beverage Co., Belle Mead, NJ. (Director) (1992 -1995)  
Adizes Graduate School, Los Angeles, CA. (Advisory Board Member) (1994-)  
International Technical Assistance Program for Transforming Economies (ITAP), Columbia University (Academic Director) (1994-)

### **EDITORIAL BOARDS**

Journal of Marketing

### **REVIEWER**

Marketing Science Institute, Columbia Journal of World Business, International Journal of Forecasting, International Journal of Research in Marketing, Journal of Business, Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Economics and Business, American Marketing Association (Doctoral Research Grants Award, Educators Conference, Services Marketing Conference), Marketing Science Institute, Wiley, Dickenson, Wadsworth

### **EXPERT WITNESS**

United States Congress, Hearings on Senate Bill, S15, 96th Congress, First Session, in the Consumer Affairs Subcommittee of the Committee on Banking, Housing and Urban Affairs, United States Senate; First National Bank of Boston; Purdue Frederick, Sprint

### **TEACHING NOTES**

4. Price Setting in Industrial Goods Companies, ICH 9-578-139, (1978)
3. A Comparison and Critical Analysis of the PIMS and BCG Approaches to Strategic Marketing Planning, ICH 9-578-148, (1978)
2. The Product Life Cycle, ICH 9-579-072, (1978), reprinted in, *Marketing Management: Strategy, Planning and Implementation*, Vol. 2, Shapiro, B.R., Dolan, R.J., Quelch, J.A., Hmewood, Ill: Irwin, (1985).

1. Strategic Level Decision Making in Oligopoly, ICH 9-579-223, (1978)

## **CASE STUDIES**

### **Social Enterprise Marketing**

- New York City Police Department (A) (1993)
- New York City Police Department (B) (1993)
- Port Morris: In-Place Industrial Park (1987)
- New York City: Department of Sanitation (1987)
- Harold Clurman Theater (1984)
- Child Safety Seats in New York City (1983)
- Department of Cultural Affairs: 2 Columbus Circle (1983)
- The Cathedral of St. John the Divine (A), (B), (1981)
- John LeBoutillier for Congress (A), (B), (C), (D), (1981)

### **Marketing (general)**

- Enron Inc. (A), (B), (C) (2000)
- ICI Fibres Ltd. (1992)
- Eurotool (A), (B), (C), (D), (E) (1990)
- Riverside Division (1990)
- Bowen Corporation (A), (B), (C), (D), (E) (1990)
- RPM Fashions Inc. (1988)
- Amicon Corporation (A), ICH 9-574-093, reprinted in, Problems in Marketing, Corey, E.R., Lovelock, C.H., and Ward, S., New York: McGraw-Hill, (1981)
- Amicon Corporation (B), ICH 9-574-094 (1981)
- Amicon Corporation (C), ICH 9-574-095 (1981)
- Amicon Corporation (D), ICH 9-574-096 (1981)
- Norton Company, ICH 9-581-046 (1979)
- John Andrews (A), (B), (C) (1979)

## **INVITED ADDRESSES AND UNPUBLISHED PROCEEDINGS (partial list)**

24. "Global Account Management," University of St. Gallen, St. Gallen, Switzerland, (July 13, 2001)
23. "Key Account Management," to Analytical and Life Science Systems Association (ALSSA), Chicago, (July 23, 2001)
22. "Forecasting in the MARKSTRAT environment," (co-author Peter Palij), ORSA-TIMS Conference, Anaheim, (August, 1991)
21. "Packaging and the Environment," Issues Forum, Stone Container Corporation, Newark, NJ, (October 7, 1991)
20. "Product Innovation in Large U.S. Manufacturing Firms" (with John U. Farley, Donald Lehmann and James M. Hulbert) to the Columbia/Wharton Business Schools' Joint Marketing Colloquium, Wharton School, (March 1, 1991)
19. "Independent to Contingent: A Continuum of Organizational Characteristics and Subsystems," (with John U. Farley and Scott Hoenig) at ORSA/TIMS Joint National Meeting, New York City, (October 18, 1989)
18. "Determinants of Business, Firm and Industry Financial Performance: A Meta-Analysis," (with John U. Farley and Scott Hoenig) at Management Science conference on "State of the Art in Theory and

- Method in Strategy Research,” The Wharton School, Philadelphia, PA., (May 25 & 26, 1989) (competitive review)
17. “A New Approach for Assessing Contingency Relationships,” (with John U. Farley and Donald R. Lehmann) at Management Science conference on “State of the Art in Theory and Method in Strategy Research,” The Wharton School, Philadelphia, PA., (May 25 & 26, 1989) (competitive review)
  16. “How to Develop a Winning Marketing Strategy,” Centro Studi d'Impresa, Valmadrera, Italy, (May 6 & 7, 1988)
  15. “Planning and Strategy for International Success,” Ekspordagene '87, Handelsakademiet, Oslo, Norway, (October 13, 1987)
  14. “Strategic Planning,” (with John U. Farley and James M. Hulbert) at *Marketing Strategy*, Marketing Science Institute Conference, (December 16, 1986)
  13. “The Marketing of Technology,” (with Rashi Glazer) at *Marketing Strategy*, Marketing Science Institute Conference, (December 16, 1986)
  12. *Corporate Strategic Planning and Firm Financial Performance*, (with John U. Farley and James M. Hulbert) at “Strategic Alliances: New Competitive Muscle,” Business Week Ninth Annual Strategic Planning Conference, (October 7, 1986)
  11. “An Empirical Test of 'In Search of Excellence',” (with John U. Farley, James M. Hulbert and David Lei) to the Columbia/Wharton Business Schools' Joint Marketing Colloquium, Wharton School, (January 24, 1986)
  10. “The Importance of a Mix of Life Cycle Positions in the Firm's Portfolio,” (with John U. Farley and James M. Hulbert) to Conference on Life Cycles, Marketing Science Institute, Cambridge, Mass., (December 12, 1985)
  9. “Changing Views of Children's Consumer Information Processing,” Discussant at Association of Consumer Research Annual Conference, Las Vegas, (October 20, 1985)
  8. “Corporate Diversity and Economic Performance: The Impact of Market Specialization,” (with E. Martin) to the New York, Columbia, Yale Universities Joint Marketing Colloquium, New York City, (May 10, 1985)
  7. “Marketing Financial Services: Principles and Strategy Development” to Conferences on Marketing Financial Services, organized by The Center for Strategic Management, New York City, (January 24, 1984; May 2, 1984)
  6. “Organizational Processes and Economic Performance: A Contingency Approach,” (with S. Wright, John U. Farley, James M. Hulbert, *Academy of Management*, (August 1984)
  5. “Institutional Change in Dentistry: A Marketing Perspective,” to the Dunning Memorial Symposium, School of Public Health, Columbia University, New York, (April 29, 1981)
  4. “Credit Scoring: Some Questions,” to the Advisory Council of the Credit Research Center, Purdue University, Atlanta, Georgia, (November 10, 1977)
  3. “Some Issues Raised by the Use of Credit Scoring,” to the Third Annual Management Forum of the Associated Credit Bureaus, Houston, Texas, (February 23, 1978)
  2. “Credit Scoring: Some Unanswered Questions,” to the Annual Convention of the Consumer Bankers Association, Boca Raton, Florida, (October 9, 1978). Reprinted in *American Banker*, 144 (March 19, 1979), 10, 15, 17.
  1. “Problems with Credit Scoring,” to Senior Management, Consumer Services Group, Citibank, Montauk, New York, (June 13, 1979)

## TV APPEARANCES

Business This Morning, WCBS and FNN, June 15, 1989.

## **DOCTORAL DISSERTATION COMMITTEES**

Jin-Kyung Han, Columbia University, 1993  
Yael Zackai, Columbia University, 1993  
Praveen Kopalle, Columbia University, 1992  
Jukti K. Kalita (chair), Columbia University, 1991  
Scott Hoenig, Columbia University, 1990  
Sunder Narayanan, Columbia University, 1990  
Kapil Jain, Columbia University, 1989  
Raj Sisodia (chair), Columbia University, 1988  
Elizabeth Martin (sponsor), Columbia University, 1986  
David Lei (de facto sponsor), Columbia University, 1985  
Heather Wilson, Teachers College, Columbia University, 1985  
Tom Christian, Columbia University, 1984  
Robert Clarke, Harvard Business School, 1980  
Dan Sarrel, Harvard Business School, 1979

## **GRANTS AND AWARDS**

Marketing Case Studies in Asia, 1995, HK\$235,000  
Case Studies: New York City Police Department, 1993, \$5,000; Northern Telecom, 1993, \$5,000  
Marketing of Financial Services: General Electric Foundation, (1984), \$7,000; General Motors Acceptance Corporation, (1985), \$150,000; The Equitable Life Assurance Society of the United States, (1986), \$150,000  
Marketing of Technology, Marketing Science Institute, 1982, \$7,000