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Department of Marketing  
Owen Graduate School of Management  
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### Education

University of Illinois at Urbana-Champaign  
Ph.D. in Quantitative Psychology, 1987  
Master of Science in Statistics, 1985  
Master of Arts in Quantitative Psychology, 1985  
Bachelor of Science in Liberal Arts and Sciences, 1982,  
Magna cum laude, Distinction in Psychology, Phi Beta Kappa

Garrett Evangelical Theological Seminary, Evanston  
Master of Theological Studies, 1999

### Employment

Vanderbilt University, Owen Graduate School of Management, 2007-present  
Sr. Associate Dean, 2008-2010  
E. Bronson Ingram Professor of Marketing, 2007-present

University of Pennsylvania, Wharton, 2004-2007  
John J. Pomerantz Professor in Marketing, 2005-2007  
Professor of Marketing, 2004-2005

University of Arizona, Eller Graduate School of Business, Tucson, AZ, 2001-2002  
Coca-Cola Distinguished Professor of Marketing and Psychology  
Chair of Marketing Department

Northwestern University, Kellogg School of Management, 1987-2004  
Professor of Marketing and Professor of Health Services Management, 1998-2004  
Professor of Marketing, 1996-1998  
Tenured Associate Professor of Marketing, 1989-1996  
Assistant Professor of Marketing, 1987-1989

## Publications

Unsolicited but welcome accolades: In world's top 2% most-cited researchers across all disciplines, research conducted by the *Meta-Research Innovation Center at Stanford*. Weekly top 10% of Authors SSRN downloads and Research Gate by department and institution. Nobel Prize Committee solicits nominations yearly since 2008. Top 10 citation count among top 10 business school behavioral Fulls. 6<sup>th</sup> most productive author in the area of analytical marketing, in Więcek-Janka, Ewa and Sandra Szewczuk (2022), "Scientometric and Bibliometric Analysis in Analytical Marketing Research," *Annales Universitatis Mariae Curie-Sklodowska, sectio H, Oeconomia*, 56 (1), 143-167.

Román, Sergio, Isabel P. Riquelme, and Dawn Iacobucci (2023), "Fake or Credible? Antecedents and Consequences of Perceived Credibility in Exaggerated Online Reviews," *Journal of Business Research*, 156, article 113466.

Iacobucci, Dawn (2024), "Multivariate Statistical Analyses: Cluster Analysis, Factor Analysis, and Multidimensional Scaling," in Natalie Mizik and Dominique M. Hanssens (eds.), *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*, 2<sup>nd</sup> ed., Elgar Publishing, to appear.

Iacobucci, Dawn (2024), "Social Network Analyses: An Introduction," in Natalie Mizik and Dominique M. Hanssens (eds.), *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*, 2<sup>nd</sup> ed., Elgar Publishing, to appear.

Iacobucci, Dawn, Deidre L. Popovich, Sangkil Moon, and Sergio Román (2023), "How to Calculate, Use, and Report Variance Explained Effect Size Indices and Not Die Trying," *Journal of Consumer Psychology*, 33 (1), 45-61.

Triana, Austin J., Lauren A. Hatcher, Stefan Koester, Dawn Iacobucci, Arthur Laffer, R. Larry Van Horn (2022), "Ignorance is Not Bliss: Discordant Beliefs and Preferences for Prices Among Healthcare Consumers in the United States," *Health Management, Policy, & Innovation* 7 (3).

Thomas, Jacqueline, Chaoqun Chen, and Dawn Iacobucci (2022), "Email Marketing as a Tool for Strategic Persuasion," *Journal of Interactive Marketing*, 57 (3), 377-392, lead article. Finalist for best paper 2022.

Moon, Sangkil and Dawn Iacobucci (2022), "Social Media Analytics (SMA) and Its Applications in Marketing," *Foundations and Trends in Marketing*, 15 (4), 213-292.

Iacobucci, Dawn (2022) guest editor and "Introduction to Reflections of Eminent Marketing Scholars," *Foundations and Trends in Marketing*, 16 (1-2), 2-4, 1-307.

Pangarkar, Aniruddha, Gary Fleischman, and Dawn Iacobucci (2022), “Enhancing Frontline Employee Support During a Product-Harm Crisis: Evidence and Strategic Managerial Implications for Firms,” *Journal of Retailing and Consumer Services*, 64 (May), 1-13.

Iacobucci, Dawn, and Deidre Popovich (2022), “Studying Healthcare from a Marketing Perspective,” *Foundations and Trends in Marketing*, 15 (2), 86-152.

Iacobucci, Dawn, Ayalla Ruvio, Sergio Román, Sangkil Moon, and Paul M. Herr (2022), “How Many Factors in Factor Analysis? New Insights about Parallel Analysis with Confidence Intervals,” *Journal of Business Research*, 139, 1026-1043.

Mulcahy, Rory, Ryan McAndrew, Rebekah Russell-Bennett, and Dawn Iacobucci (2021), “Game On! Pushing Consumer Buttons to Change Sustainable Behavior: A Gamification Field Study,” *European Journal of Marketing*, 55 (10), 2593-2619.

Moon, Sangkil, Moon-Yong Kim, and Dawn Iacobucci (2021), “Content Analysis of Fake Consumer Reviews by Survey-Based Text Categorization,” *International Journal of Research in Marketing*, 38 (2), 343-364.

Schneider, Matthew J. and Dawn Iacobucci (2020), “Protecting Survey Data on a Consumer Level,” *Journal of Marketing Analytics*, 8, 3-17. Winner of JMA’s *Best Paper Award* of all articles published in 2020. We donated the award money to the Network of Asian American Organizations (they helped make the survey data possible).

Iacobucci, Dawn (2020), “Introduction,” to *Continuing to Broaden the Marketing Concept: Making the World a Better Place, Review of Marketing Research, Vol. 17*, (Guest Editor; Naresh Malhotra, series editor), Emerald, 1-8.

Iacobucci, Dawn, Marcelo L. D. S. Gabriel, Matthew J. Schneider, and Kavita Miadaira Hamza (2020), “Marketing Research on Environmental Sustainability,” in *Continuing to Broaden the Marketing Concept: Making the World a Better Place, Review of Marketing Research, Vol. 17*, (Naresh Malhotra, series editor), Emerald, 261-292.

Iacobucci, Dawn, Timothy J. Vogus, Deidre L. Popovich, and J. Matthew Austin (2020), “Are Hospital Ratings Systems Transparent? An Examination of *Consumer Reports* and The Leapfrog Group,” *Health Marketing Quarterly*, 37 (1), 41-57.

Mulcahy, Rory, Rebekah Russell-Bennett, and Dawn Iacobucci (2020), “Designing Gamified Apps for Sustainable Consumption: A Field Study,” *Journal of Business Research*, 106, 377-387.

Iacobucci, Dawn (2019), *A Chronology of Health Care Marketing Research*, *Foundations and Trends in Marketing*, 13 (2-4), 77-529.

Kim, Moon-Yong, Sangkil Moon, and Dawn Iacobucci (2019), "The Influence of Global Brand Distribution on Brand Popularity on Social Media," *Journal of International Marketing*, 27 (4), 22-38.

Riquelme, Isabel P., Sergio Román, and Dawn Iacobucci (2019), "Perceived Deception in Online Consumer Reviews: Antecedents, Consequences, and Moderators," Aric Rindfleisch and Alan Mater (eds.), *Review of Marketing Research: Marketing in a Digital World, Vol. 16*, Emerald, 141-166.

Iacobucci, Dawn, Maria Petrescu, Anjala Krishen, and Michael Bendixen (2019), "The State of Marketing Analytics in Research and Practice," *Journal of Marketing Analytics*, 7 (3), 152-181.

Iacobucci, Dawn (2019), "A Challenge within Macromarketing: Global Disasters," *Journal of Macromarketing*, 39 (3), 334-338, invited article.

Riquelme, Isabel P., Sergio Román, and Dawn Iacobucci (2019), "The Dark Side of Good Reputation and Loyalty in Online Retailing: When Trust Leads to Retaliation as a Consequence of Dynamic Pricing," *Journal of Interactive Marketing*, 47, 35-52.

Iacobucci, Dawn (2018), "Marketing Research Challenges and Opportunities," *Brazilian Journal of Marketing*, 17 (5), 639-642, invited.

Iacobucci, Dawn (2018), "Contemporary Disruptions in the Realm of Research Methods in Marketing," in Atul Parvatiyar and Raj Sisodia (eds.), *Handbook of Marketing Advances in an Era of Disruptions: Essays in Honor of Professor Jagdish Sheth*, 391-400, invited.

Rouziou, Maria, Riley Dugan, Dominique Rouziès, and Dawn Iacobucci (2018), "Brand Assets and Pay Fairness as Two Routes to Enhancing Social Capital in Sales Organizations," *Journal of Personal Selling and Sales Management*, 38 (2), 191-204.

Iacobucci, Dawn, Rebecca McBride, Deidre L. Popovich, and Maria Rouziou (2018), "Confidence Intervals for Assessing Sizes of Social Network Centralities" *Social Networking*, 7, 220-242.

Iacobucci, Dawn and Douglas Grisaffe (2018), "Perceptual Maps via Enhanced Correspondence Analysis: Representing Confidence Region to Clarify Brand Positions," *Journal of Marketing Analytics*, 6 (3), 72-83, lead article. Selected by Springer for their *Change the World, One Article at a Time* series. (I am flattered but I think that's optimistic.)

Onyemah, Vincent, Dominique Rouziès, and Dawn Iacobucci (2018), "Impact of Religiosity and Culture on Salesperson Job Satisfaction and Performance," *International Journal of Cross Cultural Management*, 18 (2), 191-219.

Iacobucci, Dawn (2018), "Multivariate Statistical Analyses: Cluster Analysis, Factor Analysis, and Multidimensional Scaling," in Natalie Mizik and Dominique M. Hanssens (eds.), *Handbook*

*of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*, Elgar Publishing, 227-252.

Iacobucci, Dawn, Rebecca McBride, Deidre L. Popovich, and Maria Rouziou (2017), "In Social Network Analysis, Which Centrality Index Should I Use?: Theoretical Differences and Empirical Similarities among Top Centralities," *Journal of Methods and Measurement in the Social Sciences*, 8 (2), 72-99.

Iacobucci, Dawn, Douglas Grisaffe, and Wayne DeSarbo (2017), "Statistical Perceptual Maps: Using Confidence Region Ellipses to Enhance the Interpretations of Brand Positions in Multidimensional Scaling," *Journal of Marketing Analytics*, 5, 81-98, lead article.

Iacobucci, Dawn, Rebecca McBride, and Deidre L. Popovich (2017), "Eigenvector Centrality: Illustrations Supporting the Utility of Extracting More Than One Eigenvector to Obtain Additional Insights into Networks and Interdependent Structures," *Journal of Social Structure*, 18, 1-21.

Rouziès, Dominique, Vincent Onyemah, and Dawn Iacobucci (2017), "A Multi-Cultural Study of Salespeople's Behavior in Individual Pay-for-Performance Compensation Systems: When Managers are More Equal and Less Fair than Others," *Journal of Personal Selling and Sales Management*, 37 (3), 198-212.

Iacobucci, Dawn, Matthew J. Schneider, Deidre L. Popovich, and Georgios A. Bakamitsos (2017), "Mean Centering, Multicollinearity, and Moderators in Multiple Regression: The Reconciliation Redux," *Behavior Research Methods*, 49, 403-404.

Vogus, Timothy J. and Dawn Iacobucci (2016), "Creating Highly Reliable Health Care: High Performance Work Practices, Relational Processes, and Patient Safety in Hospitals," *ILR Review*, 69 (4), 911-938.

Iacobucci, Dawn, Matthew J. Schneider, Deidre L. Popovich, and Georgios A. Bakamitsos (2016), "Mean Centering Helps Alleviate 'Micro' but not 'Macro' Multicollinearity," *Behavior Research Methods*, 48, 1308-1317, and featured in *Atlas of Science*.

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Ostrom, Amy L. and Dawn Iacobucci (2016), "Retrospective: The Effect of Guarantees on Consumers' Evaluation of Services," *Journal of Services Marketing*, 30 (4), 373-376.

Iacobucci, Dawn and Rebecca McBride (2015), "A Social Networks Model for Categorical Data," in Michael Ahearne and Douglas E. Hughes (eds.), *Improving Business Practice Through Marketing Insight*, 2015 Summer Marketing Educators' Conference, 26, Chicago, AMA, K2-K6, winner of "Best Paper in Track."

Iacobucci, Dawn, Deidre L. Popovich, Georgios A. Bakamitsos, Steven S. Posavac, and Frank R. Kardes (2015), "Three Essential Analytical Techniques for the Behavioral Marketing Researcher: Median Split, Mean-Centering, and Mediation Analysis," *Foundations and Trends in Marketing*, 9 (2), 3-95.

Iacobucci, Dawn, Steve Posavac, Frank Kardes, Matthew J. Schneider, and Deidre L. Popovich (2015), "The Median Split: Robust, Refined, and Revived," *Journal of Consumer Psychology*, 25 (4), 690-704.

Iacobucci, Dawn, Steve Posavac, Frank Kardes, Matthew J. Schneider, and Deidre L. Popovich (2015), "Toward a More Nuanced Understanding of the Statistical Properties of a Median Split," *Journal of Consumer Psychology*, 25 (4), 652-665.

Iacobucci, Dawn (2015), "A Commentary on Jagdish Sheth's Methodological Contributions," in Balaji C. Krishnan (ed.), *Legends in Marketing: Jagdish N. Sheth, Volume 9, Research Methods*, Los Angeles: Sage, 197-200.

Iacobucci, Dawn and Vincent Onyemah (2015), "JBBM at 21: Variety of Theories, Methods, and Countries While Giving Further Voice to Emerging Markets within Africa," *Journal of Business-to-Business Marketing*, 22, 73-85, invited article.

Iacobucci, Dawn and Steve Hoeffler (2015), "Leveraging Social Networks to Develop Radically New Products," *Journal of Product Innovation Management*, 33 (2), 217-223, invited article.

Dass, Mayukh, Srinivas K. Reddy, and Dawn Iacobucci (2014), "A Network Bidder Behavior Model in Online Auctions: A Case of Fine Art Auctions," *Journal of Retailing*, 90 (4), 445-462.

Iacobucci, Dawn (2014), "Social Networks," in David W. Stewart (ed.), *Oxford Bibliography of Marketing*, New York: Oxford University Press, and Advisory Editor.

Iacobucci, Dawn (2014), "Gilbert A. Churchill, Jr.'s Editorship of the *Journal of Marketing Research*, 1979-1982," *Journal of Marketing Research*, 51 (February), 23-24, invited article.

Dass, Mayukh, Srinivas K. Reddy, and Dawn Iacobucci (2014), "Social Networks among Auction Bidders: The Role of Network Interactions and Key Bidders on Auction Prices," *Social Networks*, 37, 14-28.

Posavac, Steven S., David M. Sanbonmatsu, Joon Yong Seo, and Dawn Iacobucci (2014), "How Attitudes Toward Product Categories Drive Individual Brand Attitudes and Choice," *Psychology and Marketing*, 31 (10), 843-852.

Iacobucci, Dawn (2013), "A Psychometric Assessment of the *Businessweek*, *U.S. News & World Report*, and *Financial Times* Rankings of Business Schools' MBA Programs," *Journal of Marketing Education*, 35 (3), 204-219. Picked up by Poets and Quants June 10, *Business Insider*

June 12, Robert Morse of *U.S. News and World Report* Morse Code June 27, *Huffington Post*  
 July 1, *Free i News* July 1, *Washington Monthly* July 2, *Business Administration Information*  
 July 18.

Kusari, Sanjukta, Steve Hoeffler, and Dawn Iacobucci (2013), "Trusting and Monitoring Business Partners throughout the Relationship Lifecycle" *Journal of Business-to-Business Marketing*, 20 (3), 119-138, winner Outstanding Article.

Iacobucci, Dawn (2012), "Mediation Analysis with Categorical Variables Compleat," *Journal of Consumer Psychology*, 22 (4), 603-604.

Iacobucci, Dawn (2012), "Mediation Analysis with Categorical Variables: The Final Frontier," *Journal of Consumer Psychology*, 22 (4), 582-594.

Üstüner, Tuba and Dawn Iacobucci (2012), "Does Intra-Organizational Network-Embeddedness Improve Salespeople's Effectiveness? A Task Contingency Perspective," *Journal of Personal Selling & Sale Management*, 32 (2), 187-205. Article won the "2012 James M. Comer Award for Best Contribution to Selling and Sales Management Theory."

Iacobucci, Dawn (2011), "Social Media, ROI, and Social Networks," *Strategic Innovators*, 1 (1) 18 Mar – 9 June, 29-31.

Román, Sergio and Dawn Iacobucci (2010), "Antecedents and Consequences of Adaptive Selling Confidence and Behavior: A Dyadic Analysis of Salespeople and Their Customers," *Journal of the Academy of Marketing Science*, 38, 363-382.

Iacobucci, Dawn, Lawrence Van Horn, and Steve Hoeffler (2010), "The Politics of Health Care," *Journal of Medical Marketing*, 10 (4), 305-311.

Park, C. Whan, Deborah J. MacInnis, Joseph Priester, Andreas B. Eisingerich and Dawn Iacobucci (2010), "Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers," *Journal of Marketing*, 74 (November), 1-17.

Moon, Sangkil, Paul K. Bergey, and Dawn Iacobucci (2010), "Dynamic Effects of Movie Ratings on Movie Revenues and Viewer Satisfaction," *Journal of Marketing*, 74 (January), 108-121.

Iacobucci, Dawn (2010), "Fuzzy Networks," in Jorge Casillas and Francisco J. Martínez-López (eds.), *Marketing Intelligent Systems Using Soft Computing: Managerial and Research Applications*, New York, Springer, 31-34.

Iacobucci, Dawn (2010), "Rejoinder to Commentators on Structural Equations Modeling Primers: Bentler, Bagozzi, and Fabrigar, Porter, and Norris," *Journal of Consumer Psychology*, 20 (2), 226-227.

Iacobucci, Dawn (2010), "Structural Equations Modeling: Fit Indices, Sample Size, and Advanced Issues," *Journal of Consumer Psychology*, 20 (1), 90-98. Ranked 22 out of 27,946 business articles by Web of Science.

Iacobucci, Dawn (2009), "Everything You Always Wanted to Know about S.E.M. (Structural Equations Modeling) But Were Afraid to Ask," *Journal of Consumer Psychology*, 19 (4), 673-680.

Rouziès, Dominique, Anne T. Coughlan, Erin Anderson, and Dawn Iacobucci (2009), "Determinants of Pay Levels and Structures in Sales Organizations," *Journal of Marketing*, 73 (Nov.), 92-104. Article won American Marketing Association's "Selling and Sales Management Special Interest Group's Excellence in Research" Award, August AMA, Boston 2010.

Iacobucci, Dawn and James M Salter II (2009), "Social Networks: You've Lost Control," in Kleindorfer, Paul R. and Yoram (Jerry) Wind (eds.), *The Network Challenge: Strategy, Profit, and Risk in an Interlinked World*, Upper Saddle River, NJ: Prentice Hall, 67-84.

Iacobucci, Dawn (2011), "Consumer Behavior and Services Marketing," in Richard P. Bagozzi and Ayalla A. Ruvio (eds.), Jagdish N. Sheth and Naresh K. Malhotra (series eds.), *Wiley International Encyclopedia of Marketing, Volume 3: Consumer Behavior*, Wiley, 62-67.

Iacobucci, Dawn (2010), "What is Different about Services?," in Barbara A. Lewis and Dale Littler (eds.), *The Blackwell Encyclopedic Dictionary of Marketing*, 1-5.

Iacobucci, Dawn, Neela Saldanha and Jane Xiaoyan Deng (2007), "A Meditation on Mediation: Evidence That Structural Equations Models Perform Better than Regressions," *Journal of Consumer Psychology* 17 (2), 140-154.

Iacobucci, Dawn (2007), "Let's Network!," *Marketing Research*, Spring, 30-35.

Iacobucci, Dawn (2006) "Three Thoughts on Services," *Marketing Science*, 25 (6), 581-583, invited article.

Oakley, James L., Dawn Iacobucci and Adam Duhachek (2006) "Multilevel, Hierarchical Linear Models and Marketing: This is Not Your Advisor's OLS Model," in Naresh Malhotra (ed.), *Review of Marketing Research* (2), New York: M. E. Sharpe, 203-227.

Iacobucci, Dawn "On *p*-values" (2005), *Journal of Consumer Research* 32 (1), 6-11.

Duhachek, Adam, Anne T. Coughlan and Dawn Iacobucci (2005), "Results on the Standard Error of the Coefficient Alpha Index of Reliability," *Marketing Science*, 24 (2), 294-301. Reprinted I think, as "Résultats sur l'écart Type de l'alpha de Cronback, Indice de Fiabilité," *Recherche et Applications en Marketing*, www.revue-ram.org, 21 (2), 83-94.



Ostrom, Amy, Dawn Iacobucci and Felicia N. Morgan (2005), "The Nuances of Successful Service Branding," in Alice M. Tybout and Timothy Calkins (eds.) *Kellogg on Branding*, New York: Wiley, 186-200.

Duhachek, Adam and Dawn Iacobucci (2005), "Consumer Personality and Coping: Testing Rivaling Theories of Process," *Journal of Consumer Psychology*, 15 (1), 52-63.

Duhachek, Adam and Dawn Iacobucci (2004), "Alpha's Standard Error (ASE): An Accurate and Precise Confidence Interval Estimate," *Journal of Applied Psychology*, 89 (5), 792-808.

Malthouse, Edward, James L. Oakley, Bobby J. Calder and Dawn Iacobucci (2004), "Customer Satisfaction Across Organizational Units," *Journal of Service Research*, 6 (2), 231-242. Best Article, Finalist.

Iacobucci, Dawn (2004), "O Principal Desafio do Marketing é a Accountability," *Marketeer: Estratégias, Marketing e Negócios*, 96 (Julho), 16-22, Portugal.

Iacobucci, Dawn and Adam Duhachek (2003), "Advancing Alpha: Measuring Reliability with Confidence," *Journal of Consumer Psychology*, 13 (4), 478-487.

Hopkins, Nigel, Adam Duhachek and Dawn Iacobucci (2003), "Decision Guidance Systems" in Iacobucci and Calder (eds.) (2003) *Kellogg on Integrated Marketing*, New York: Wiley, 208-225.

Iacobucci, Dawn, Doug Grisaffe, Adam Duhachek and Alberto Marcatti (2003), "FAC-SEM: A Methodology for Modeling Factorial Structural Equations Models, Applied to Cross-Cultural and Cross-Industry Drivers of Customer Evaluations," *Journal of Service Research*, 6 (1), 3-23, lead article. Research featured by Regina Fazio Maruca, "Mapping the World of Customer Satisfaction," *Harvard Business Review*, 78 (May/June 2000), p.30.

Iacobucci, Dawn, Bobby J. Calder, Edward Malthouse, and Adam Duhachek (2003), "Psychological, Marketing, Physical, and Sociological Factors Affecting Attitudes and Behavioral Intentions for Customers Resisting the Purchase of an Embarrassing Product," in Punam Anand Keller and Dennis W. Rook (eds.) *Advances in Consumer Research*, 30, Provo, UT: ACR, 236-240.

Iacobucci, Dawn, Bobby J. Calder, Edward Malthouse and Adam Duhachek (2002), "Did You Hear: Consumers Tune in to Multimedia Marketing," *Marketing Health Services*, Summer, 22 (2), 16-20, lead article.

Henderson, Geraldine R., Dawn Iacobucci, and Bobby J. Calder (2002), "Using Network Analysis to Understand Brands," *Advances in Consumer Research*, 29, 397-405.

Iacobucci, Dawn (2001), "Commonalities between Research Methods for Consumer Science and Biblical Scholarship," *Marketing Theory*, 1 (1), 109-133.

- Iacobucci, Dawn (2001), "Quantitative Marketing Research," in Iacobucci (ed.) *Kellogg On Marketing*, New York: Wiley, 195-211.
- Hibbard, Jonathan, Frederic Brunel, Rajiv P. Dant, and Dawn Iacobucci (2001), "Does Relationship Marketing Age Well?" *Business Strategy Review*, 12 (4), 29-35.
- De Wulf, Kristof, Gaby Odekerken-Schröder and Dawn Iacobucci (2001), "Investments in Consumer Relationships: A Cross-Country and Cross-Industry Exploration," *Journal of Marketing*, 65 (4, October), 33-50.
- Iacobucci, Dawn (2001), "Services Marketing and Customer Service," in Iacobucci (ed.) *Kellogg On Marketing*, New York: Wiley, 320-329.
- Iacobucci, Dawn, Phipps Arabie and Anand Bodapati (2000), "Recommendation Agents on the Internet," *Journal of Interactive Marketing*, 14 (3), 2-11, lead article.
- Iacobucci, Dawn and Christie Nordhielm (2000), "Creative Benchmarking," *Harvard Business Review*, 78, 2-3.
- Iacobucci, Dawn, Ramya Neelamegham, and Nigel Hopkins (1999), "Measurement Quality Issues in Dyadic Models of Relationships," *Social Networks*, 21, 211-238.
- Iacobucci, Dawn and Jonathan D. Hibbard (1999), "Toward an Encompassing Theory of Business Marketing Relationships (BMRs) and Interpersonal Commercial Relationships (ICRs): An Empirical Generalization," *Journal of Interactive Marketing*, 13 (3), 13-33. Best Paper Award Winner, *Relationship Marketing Conference*, Atlanta: Emory University.
- Iacobucci, Dawn (1999), "Customer Service Dyads: Diagnosing Empirical Buyer-Seller Interactions along Gaming Profiles in a Dyadic Parametric Space," in Roger Leenders and Shaul Gabbay (eds.), *Corporate Social Capital*, Boston: Kluwer Academic Publishers, 148-158.
- Grayson, Kent, and Dawn Iacobucci (1999), "It's My Party and You'll Buy if I Want You To: Consumer-Consumer Relationships and Home Party Selling," in Eric J. Arnould and Linda M. Scott (ed.), *Advances in Consumer Research*, Provo, UT: ACR (26), 417-418.
- Iacobucci, Dawn (1998), "Quantitative Tools and Representation," in Barbara Stern (ed.), *Representing Consumers: Voices, Views, and Visions*, NY: Routledge, 44-54.
- Henderson, Geraldine, Dawn Iacobucci, and Bobby J. Calder (1998), "Brand Diagnostics: Brand Diagnostics: Mapping Branding Effects Using Consumer Associative Networks," *European Journal of Operational Research*, 111, 306-327, and MSI research paper series, and featured in *Marketing Management* 2002 (July/Aug.), 4.

Iacobucci, Dawn (1998), "Interactive Marketing and the MegaNet: Networks of Networks," *Journal of Interactive Marketing*, 12, 5-16, lead article.

Iacobucci, Dawn (1998), "Golden Rules for Customer Service," *Financial Times*, Mastering Marketing Series, Part Seven, Monday, November 8, p.9, 221-225.

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Iacobucci, Dawn, and Gerri Henderson (1997), "Log Linear Models for Consumer Brand Switching Behavior: What A Manager Can Learn from Studying Standardized Residuals," in Merrie Brucks and Deborah MacInnis (eds.), *Advances in Consumer Research*, Provo, UT: ACR, 24, 375-380.

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Iacobucci, Dawn, Geraldine Henderson, Alberto Marcati, and Jennifer Chang (1996), "Network Analyses of Brand Switching Behavior," *International Journal of Research in Marketing*, 13, 415-429. Reprinted as "Riacquisto e sostituzione tra marche nell' industria automobilistica: un'analisi reticolare delle strutture di mercato in Francia e nel Regno Unito," in *Sinergie*, 12, December 1997, 157-184.

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Iacobucci, Dawn, and Philip Zerrillo (1996), "Multiple Levels of Relational Marketing Phenomena," in Iacobucci (ed.), *Networks in Marketing*, Thousand Oaks, CA: Sage, 387-409.

Iacobucci, Dawn (1996), "A Focus Group on Relationship Marketing," in Lou E. Pelton, David Strutton, and James R. Lumpkin, *Channel Management: A Relationship Marketing Approach*, Irwin.

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Hopkins, Nigel, Gerri Henderson, and Dawn Iacobucci (1995), "Actor Equivalence in Networks: The Business Ties That Bind," *Journal of Business-to-Business Marketing*, 2, 3-31, lead article.

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Iacobucci, Dawn (1994), "Analysis of Experimental Data," in Richard Bagozzi (ed.), *Principles of Marketing Research*, Cambridge, MA: Blackwell, 224-278.

Iacobucci, Dawn (1994), "Classic Factor Analysis," in Richard Bagozzi (ed.), *Principles of Marketing Research*, Cambridge, MA: Blackwell, 279-316.

Iacobucci, Dawn, and Nigel Hopkins (1994), "Detection of Experimental Effects in Social Network Analysis," *Social Networks*, 16, 1-41, lead article.

Iacobucci, Dawn (1994), "Graph Theory," in Stanley Wasserman and Katherine Faust, *Social Network Analysis: Methodology and Applications*. NY: Cambridge University Press, 92-166.

Iacobucci, Dawn (1994), "Statistical Analysis of a Single Relation," in Stanley Wasserman and Katherine Faust, *Social Network Analysis: Methodology and Applications*. New York: Cambridge University Press, 605-674.

Iacobucci, Dawn (1994), "Toward Defining Relationship Marketing," in Jagdish N. Sheth and Atul Parvatiyar (eds.), *Relationship Marketing: Theory, Methods, and Applications*, Research Conference, Roberto C. Goizueta Business School, Emory University, Atlanta: Center for Relationship Marketing, 1-10.

Iacobucci, Dawn, Kent Grayson, and Amy Ostrom (1994), "Customer Satisfaction Fables," *Sloan Management Review*, 35, 93-96.

Iacobucci, Dawn, Kent Grayson, and Amy Ostrom (1994), "The Calculus of Service Quality and Customer Satisfaction: Theoretical and Empirical Differentiation and Integration," in Teresa A. Swartz, David E. Bowen, and Stephen W. Brown, (eds.), *Advances in Services Marketing and Management: Research and Practice*, 3, Greenwich, CT: JAI Press, 1-67, lead article.

Grayson, Kent, and Dawn Iacobucci (1993), "Generalizing from Samples of Stimuli: A Practical Guide," in Cravens, David W., and Peter R. Dickson (eds.), *Enhancing Knowledge Development in Marketing*, 4, Chicago: AMA, 295-302.

Iacobucci, Dawn, and Jill Grace (1993), "Interpretation of Parameters from the Holland-Leinhardt Stochastic Network Models," in Cravens, David W., and Peter R. Dickson (eds.), *Enhancing Knowledge Development in Marketing*, 4, Chicago: AMA, 84-91.

Iacobucci, Dawn, and Amy Ostrom (1993), "Gender Differences in the Impact of 'Core' and 'Relational' Aspects of Services on the Evaluation of Service Encounters," *Journal of Consumer Psychology*, 2, 257-286. Article summarized in *Stores*, 76, April 1994, 8-9.

Iacobucci, Dawn, and Nigel Hopkins (1992), "Modeling Dyadic Interactions and Networks in Marketing," *Journal of Marketing Research*, 29, 5-17, lead article.

Valley, Kathleen, Sally White, and Dawn Iacobucci (1992), "The Process of Assisted Negotiations: A Network Analysis," *Group Decision and Negotiation*, 2, 117-135.

Iacobucci, Dawn (1992), "An Empirical Examination of Some Basic Tenets in Services: Goods-Services Continua," in Teresa A. Swartz, David E. Bowen, and Stephen W. Brown (eds.), *Advances in Services Marketing and Management: Research and Practice*, 1, Greenwich, CT: JAI Press, 23-52.

McGill, Ann, and Dawn Iacobucci (1992), "The Role of Post-Experience Comparison Standards in the Evaluation of Unfamiliar Services," in John Sherry and Brian Sternthal (eds.), *ACR: Diversity in Consumer Behavior*, 19, Provo, UT: Association for Consumer Research, 570-578.

Wasserman, Stanley, and Dawn Iacobucci (1991), "Statistical Modelling of One-Mode and Two-Mode Networks: Simultaneous Analysis of Graphs and Bipartite Graphs," *British Journal of Mathematical and Statistical Psychology*, 44, 13-43.

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Iacobucci, Dawn, and Ann McGill (1990), "Analysis of Attributions Data: Theory Testing and Effects Estimation," *Journal of Personality and Social Psychology*, 59, 426-441.

Jones, Lawrence E., and Dawn Iacobucci (1989), "The Structure of Affect and Trait Judgments of Political Figures," *Multivariate Behavioral Research*, 24, 457-476.

Iacobucci, Dawn (1990), "Derivation of Subgroups from Dyadic Interactions," *Psychological Bulletin*, 107, 114-132, lead article.

Iacobucci, Dawn, and Stanley Wasserman (1990), "Social Network Relations with Two Sets of Actors," *Psychometrika*, 55, 707-720.

Iacobucci, Dawn (1989), "Modeling Multivariate Sequential Dyadic Interactions," *Social Networks*, 11, 315-362, lead article.

Iacobucci, Dawn, and Stanley Wasserman (1988), "A General Framework for the Statistical Analysis of Sequential Dyadic Interaction Data," *Psychological Bulletin*, 103, 379-390.

Iacobucci, Dawn (1988), "Statistical Analysis of Multivariate Sequential Dyadic Interactions," *Connections: Bulletin of the International Network for Social Network Analysis*, 11, 66.

Wasserman, Stanley, and Dawn Iacobucci (1988), "Sequential Social Network Data," *Psychometrika*, 53, 261-282.

Iacobucci, Dawn, and Stanley Wasserman (1987), “Dyadic Social Interactions,” *Psychological Bulletin*, 102, 293-306, lead article.

Wasserman, Stanley, and Dawn Iacobucci (1986), “Statistical Analysis of Discrete Relational Data,” *British Journal of Mathematical and Statistical Psychology*, 39, 41-64.

### Books

Ruvio, Ayalla and Dawn Iacobucci (2023), *Consumer Behavior Insights*, NY: Wiley.

Iacobucci, Dawn (2022), *Marketing Management* 6<sup>th</sup> ed., Mason, OH: Cengage, Thomson Learning (*Marketing Management* 2017 5<sup>th</sup> ed., *MM4* 2013 4<sup>th</sup> ed., *MM3* 2012 3<sup>rd</sup> ed., *MM2* 2012 2<sup>nd</sup> ed., 2010 *MM1* 1<sup>st</sup> ed.), *Marketing Management*, (2014), Mason, OH: Cengage, Thomson Learning.

Iacobucci, Dawn (guest ed.) (2022) “Reflections of Eminent Marketing Scholars,” *Foundations and Trends in Marketing*, 16 (1-2), 1-307.

Iacobucci, Dawn (2023), *Analysis of Variance, Experimental Design, and Multivariate ANOVA* 3<sup>rd</sup> edition, *Analysis of Variance (ANOVA)* (2021, 2<sup>nd</sup> edition; 2016, 1<sup>st</sup> edition), Nashville, TN: Earlie Lite Books, Inc.

Iacobucci, Dawn and Gilbert A. Churchill, Jr. (2023), *Marketing Research: Methodological Foundations*, 13<sup>th</sup> ed., Nashville, TN: Earlie Lite Books, Inc. (2018 12<sup>th</sup> ed; 2015 11<sup>th</sup> ed.; Cengage, 2010 10<sup>th</sup> ed., Churchill and Iacobucci for 2005 9<sup>th</sup> ed. and 2002 8<sup>th</sup> ed.), lead marketing research text.

Iacobucci, Dawn (guest ed.) (2020), “Continuing to Broaden the Marketing Concept: Making the World a Better Place,” *Review of Marketing Research*, Naresh Malhotra (series editor), Emerald, and “Introduction,” pp.1-8.

Iacobucci, Dawn (2017), *Marketing Models: Multivariate Statistics and Marketing Analytics*, 4<sup>th</sup> ed., Nashville, TN: Earlie Lite Books, Inc. (Cengage 2013 1<sup>st</sup> ed.; 2015 2<sup>nd</sup> ed.; 2016 3<sup>rd</sup> ed.; 2017 4<sup>th</sup> ed.). Featured on Shepherd.com (like Goodreads).

Iacobucci, Dawn (2016), *Death by Committee: A B-School Mystery*, circulation among friends.

Iacobucci, Dawn (2008), *Mediation Analysis*, Thousand Oaks, CA: Sage.

Cases on Accenture, AFLAC, Burke, Dunkin’ Donuts, eGo, Federated Direct, Honest Tea, Iwon.com, Marriott, Motorola, Nextel, Nike, Snapple, Sony Metreon, Starbucks, Subaru, for Gary Armstrong and Philip Kotler, *Marketing: An Introduction* (2005), (7<sup>th</sup> ed.) Upper Saddle River, NJ: Prentice Hall, pp. VC1-VC31.

Iacobucci, Dawn and Bobby J. Calder (eds.) (2003), *Kellogg on Integrated Marketing*, New York: Wiley.

Iacobucci, Dawn (ed.) (2001), *Kellogg on Marketing*, New York: Wiley.

Swartz, Teresa A. and Dawn Iacobucci (eds.), (2000), *Handbook of Services Marketing and Management*, collection of writings by the top domestic and international academics in the area of services marketing, Thousand Oaks, CA: Sage.

Swartz, Teresa A., David E. Bowen, and Dawn Iacobucci (eds.), (1997), *Advances in Services Marketing and Management: Research and Practice*, 6, Greenwich, CT: JAI Press.

Iacobucci, Dawn (ed.), (1996), *Networks in Marketing*. A volume encompassing research and thought from the leading domestic and international network researchers in marketing, Thousand Oaks, CA: Sage.

#### Presented Papers

“Evaluating Consumer Sentiment from Online Communications,” Maria Petrescu presenting, with Sheen Kachen, Special Session on Advertising, Promotion, and Marketing Communications by Nancy Wong and Anjala Krishen, *AMA Winter Educators’ Conference*, 2021.

“A Chronology of Health Care Marketing Research” kicking off the Knowledge Forum on “Consumer Health and Medical Decision Making” at the *Association for Consumer Research*, Paris, via Zoom, October 2020.

“Perceptual Maps, Social Network Centralities, Health Care Marketing,” invited Byington Speaker, Broad College of Business, *Michigan State University*, October, 2019.

“Thought Leadership on the Sales Profession Conference,” invited participant and moderator, *Stanford*, May, 2019.

“Social Network Centralities” and “Help with Publishing” at the *University of Texas, Rio Grande Valley*, November, 2017.

“The Median Split Issue and Sales Force Culture Issues and Doctoral Studies,” at *Texas Tech University*, Lubbock, October, 2015.

“The Median Split Issue and Sales Force Culture Issues,” at the *University of Illinois*, Champaign, October, 2015.

“A Social Networks Model for Categorical Data,” at the *Summer AMA Winter Educators’ Conference*, Chicago, August, 2015.



“Structural Equations, Mediations, and Other Methods,” at the *ACR Doctoral Consortium*, Baltimore, October, 2014.

“Staying Up to Date in Methods” and “Teaching Tips” at the *Ph.D. Project conference*, San Francisco, August 2014.

“Mediation Analyses, Contrasts, and Structural Equations Modeling” workshop, *Association for Consumer Research*, Chicago, October 2013.

“Mediation Analyses and B-School Rankings,” keynote address to the *Classification Society of North America*, Milwaukee, June 2013.

“Networks, Mediation, and B-School Rankings,” presented as distinguished speaker at the Marketing Department at the *University of North Carolina*, Charlotte, April 2011.

“Tips on Publishing,” presented at the *Doctoral Consortium*, TCU, June 2011.

“Developing Research Ideas and Publishing” *Queensland University of Technology*, Brisbane, December 2010, December 2011.

Feedback on Doctoral Thesis Ideas, *Society for Consumer Psychology*, Tampa, February 2010; *American Marketing Association Doctoral Consortium*, Dallas, May 2010; *European Association for Consumer Research Doctoral Consortium*, London, June 2010.

“Hierarchical Linear Models” at the *Association for Consumer Research* conference, San Francisco, October 2008.

“Research Methods” to the *Ph.D. Project*, San Diego, August 2008.

“Social Networks,” at the *Association for Consumer Research* conference, San Francisco, October 2008; NeoMetrics, Madrid, June 2008; Marketing Departments at *Southern Illinois University*, February 2008; *Owen*, *Vanderbilt*, February 2008;

“Marketing in the Global Market” *Keizai Koho Center: Japan Institute for Social and Economic Affairs*, Tokyo, June 2007.

“The Good and Bad of Marketing” *International Society for Marketing and Macromarketing Joint Conference*, Washington, D.C., June 2007.

“Coming up with Good Ideas,” *Doctoral Consortium*, ASU, May 2007.

“Networks” discussion at *MSI conference on networks*, March 2007, Los Angeles.

“Structural Equations Modeling” pre-conference workshop at the *Society for Consumer Psychology* conferences (Vegas, February 2007, New Orleans, February 2008); *Association for*

*Consumer Research* conference, Memphis 2007; *University of Haifa*, July 2007; *Vanderbilt* May 2008.

“Finding Research Topics,” *Doctoral Consortium*, ASU, May 2007, SCP February 2007.

“Hot Topics in Marketing: Customer Satisfaction and Networks,” to *Third Annual Wharton Marketing Conference* (Park Hyatt), October, 2006; to *Wharton Families*, October 2006; “Networks Research and Buzz Marketing,” to *Undergrads Vice Dean Fireside Chat*, October 2006; “Mock Class: Marketing Research: Conjoint,” to *Wharton Admits*, March 2006.

“Mediation” to the *Georgetown Marketing Camp*, April 2007; *Vanderbilt University*, April 2007; the *Association for Consumer Research* conference, Orlando, September 2006; *Temple University*, January 2006; at distinguished scholar speaker series, *Florida State University*, February 2006; Marketing Camp, *Tilburg University*, December 2005; “Publishing” and “Mediation” to the doctoral students at *New York University*, November 2005.

“Professional Services Marketing” *IQPC International Quality & Productivity Center: Legal Marketing and Business Development* conference, New York, October 2006.

“Services and Operations Management” Panel, *Informa*, San Francisco, November 2005.

“Issues in Behavioral Methodology,” Doctoral Consortium, *University of Connecticut*, June 2005.

“Results on the Standard Error of the Coefficient Alpha Index of Reliability,” *Marketing Science*, Atlanta, June 2005.

“Coefficient Alpha, Mediation, and JCR” to the Marketing Departments at *Korea University*, May 2005; *INSEAD, Singapore*, May 2005; *Ohio State University*, March 2005; *Yale University*, February 2005.

“Presidential Address: Status of JCP and CB Self-Esteem,” *Society for Consumer Psychology*, St. Pete, FL, February 2005.

“Mapping the World of Customer Satisfaction, and Other Research” to *University of Pennsylvania’s Provost and Council of Deans*, February 2005.

“Writing Surveys,” to *Wharton Staff*, November 2004, 2005; “Marketing,” January 2006; “Intro to Services Marketing,” to *Marketing Department, Wharton*, March 2006.

“Gladwell’s ‘The Tipping Point,’ Network Research, and Your Penn Career,” one of three featured speakers in the *University of Pennsylvania’s Reading Project*, annual welcome to incoming first year undergraduates, September 2004.

“Hierarchical Linear Models,” to the Organization Behavior Research Doctoral Seminar at *Purdue University*, April 2004.

“Tips for Success for Ph.D. Students,” *Haring Symposium* Keynote Address, Indiana University, April 2004.

“Coefficient Alpha, Mediation, and *JCR*” for the *Iowa State* Distinguished Speakers Series, May 2004; and to the Marketing Departments at *Baruch*, May 2004; *Georgia Tech*, April 2004; *London Business School*, March 2004; *University of Bologna*, March 2004; *Notre Dame*, November 2003; *University of Colorado*, October 2003; *University of Southern California*, September 2003.

“Mediation Analysis” at the *Association for Consumer Research* conference, Toronto, October 2003.

Meet-the-Editors sessions at SCP, ACR, AMA conferences, various Doctoral Consortia, and the Ph.D. Project on behalf of *JCP* and *JCR*, 1999-2005.

“Coefficient Alpha” to the Marketing Departments at the *University of Houston*, March 2003; *University of California, Irvine*, January 2003; *Northwestern University*, October 2002; *University of Michigan*, *Washington State University*, September 2002.

“Factorial Structural Equations Models: An Application to International Customer Satisfaction Data,” Research Camp at *New York University*, June 2002, and First Annual Marketing Research Camp at the *University of Maryland*, May 2002.

“The State of Graduate Training in Marketing Research,” at the *AMA’s Executive Insights: Best Practices in Marketing Research* conference, Scottsdale, January 2002.

“Determinants of On-Line Shopping” to the First Annual Marketing Research Camp at the *University of Iowa*, April 2001, the Marketing Departments at *INSEAD*, June 2001 and in *Boston University’s* Distinguished Speaker Series, March 2001.

“Modeling Customer Satisfaction Internationally” to Marketing Department at *University of Rochester*, February 2000.

“Future of Service Marketing,” to *AMA Summer Educators’ Meeting* conference, San Francisco, August 1999.

“Modeling Customer Satisfaction on Multiple Samples” to Marketing Department at *Vanderbilt University*, Nashville, April 1999.

“Services Marketing” and “Networks in Marketing” to Marketing Department at *Maastricht University*, Netherlands, April 1999.

“A Tribute to Larry Jones” and “Multi-Group Modeling of Customer Satisfaction” Psychology Department at *University of Illinois*, Champaign-Urbana, April 1999.

“A Salute to Lou Stern,” and “Toward an Encompassing Theory of Relationships in Business and Consumer Marketing,” paper with Jonathan Hibbard to *AMA Summer Educators’ Meeting* conference, Boston, August 1998.

“Intra-Paradigm Shifts: The Commonality Between Research Methods for Social Science and Biblical Scholarship,” to *Psychometric Society* conference, Champaign, June 1998.

“Toward an Encompassing Theory of Relationships in Business and Consumer Marketing,” to *Emory University’s Relationship Marketing* conference, Best Paper Award, Atlanta, June 1998.

“Toward an Encompassing Theory of Relationships in Business and Consumer Marketing: A Systematic Empirical Generalization Analysis and Future Directions,” to *Marketing Science Institute*, Boston, June 1998, with Jonathan Hibbard.

“Services Marketing,” and “Services Cognitive Networks,” to *University of Maastricht*, Netherlands, April 1998.

“Relationships in Marketing, Services Cognitive Networks, and Intra-Paradigm Shifts,” to *University of Chicago*, April 1998; *University of Georgia*, April 1998; *University of Arizona*, March 1998.

“Networks for Interactive Marketing,” *Marketing Science Institute* conference, Boston, September 1997.

“Networks and Other Methods,” *Harvard Business School*, Conference on Methodologies, Boston, August 1997.

“Career Management,” *Ph.D. Project* Conference, Chicago, August 1997.

“Services Marketing,” presented to *University of Washington*, Seattle, April 1997.

“Log Linear Models for Consumer Brand Switching Behavior: What a Manager Can Learn from Studying Standardized Residuals,” *Association for Consumer Research* conference, Tucson, October 1996.

Boswell Lecturer presenting “Tutorial on Log Linear Modeling” and “Multiple Levels of Relationships” to the Business School at *California Polytechnic State University*, San Luis Obispo, March 1996.

“The Marketing and Management of Services,” presented to the *Kellogg Alumni Club* of Chicago, Evanston, March 1996.

“Exporting Services Concepts to Business-to-Business Marketing and Back: Studying Relationships,” *ISBM-CBIM-FICSM* conference on Services and Business-to-Business Marketing, Atlanta, January 1996.

Donald Lehmann’s Presidential Roundtable on the “Relationship between Analysis of Variance and Regression,” *Association for Consumer Research* conference, Minneapolis, October 1995.

“Tutorial on Log Linear Modeling,” *Association for Consumer Research* conference, Minneapolis, October 1995.

“Tutorial on Special Topics in the Analysis of Variance,” *Association for Consumer Research* conference, Minneapolis, October 1995.

“Research Questions Addressable Via Social Networks and Dyadic Interactions Methods and Philosophies,” *American Psychological Association* conference, New York, August 1995.

“A Little Bit o’ This (Service Quality, Customer Satisfaction) and a Little Bit o’ That (Networks),” presented to the Marketing Department at *OSU*, Columbus, May 1995.

“The Analysis of Variance for Unbalanced Data,” *AMA Winter Educators’* conference, San Diego, February 1995.

Tutorials on “Log Linear Modeling,” and “Factor Analysis,” presented to the Marketing Department at the *University of Texas*, Austin, November 1994.

“Perceptions of Services,” *ACR* conference, Boston, October 1994.

“Experimentation and Social Network Analysis,” *ACR* conference, Boston, October 1994.

“Tutorial on Log Linear Modeling,” *Academy of Management* pre-conference workshop on analyzing qualitative data, Dallas, August 1994.

“Toward Defining Relationship Marketing,” Emory University *Relationship Marketing* conference, Atlanta, June 1994.

“Relationships, Networks, and Marketing,” *AMA Faculty Consortium* on Relationship Marketing, Emory University, Atlanta, June 1994.

“Relationships and Networks, and the Detection of Experimental Effects in Social Network Analysis,” presented to the Marketing Department at *Emory University*, Atlanta, April 1994.

“Interpretation of Parameters from the Holland-Leinhardt Stochastic Network Models,” *AMA Summer Educators’* conference, Boston, August 1993, with Jill Grace.

“Generalizing from Samples of Stimuli: A Practical Guide,” *AMA Summer Educators’* conference, Boston, August 1993 with Kent Grayson.

“A Really Bad Poem and Some (Hopefully Much Better) Research,” presented to the Quantitative Division of the Psychology Department at *OSU*, Columbus, March 1993.

“The Calculus of Service Quality and Customer Satisfaction: Theoretical and Empirical Differentiation and Integration,” presented at the *University of Florida’s* Winter Research Retreat, Gainesville, February 1993.

“The Calculus of Service Quality and Customer Satisfaction: Theoretical and Empirical Differentiation and Integration,” presented to the Marketing Department at *Arizona State University*, Tempe, February 1993.

“Distinguishing Core and Peripheral Service Factors,” conference on *Frontiers in Services* sponsored by Vanderbilt University, Nashville, September 1992.

“Something New and Different: Fractal Geometry,” *Psychometric Society* conference, Ohio State University, July 1992.

“Application of Some Classic Psychological Theories to the Management of the Relationship Life Cycle,” presented at the conference on *Customer Relationship Management: Theory and Practice* sponsored by the Institute for Customer Relationship Excellence and the Emory Business School, Atlanta, April 1992.

“Network Analyses,” presented to the Marketing Department at *Cornell University*, March 1992.

“Gender Differences in Preferences for Attributes in the Service Encounter,” *Association for Consumer Research* conference, Chicago, October 1991.

“Detecting Experimental Effects in Social Networks Analysis,” *Psychometric Society* conference, New Jersey, June 1991.

“Modeling Coalitions as Networks,” *Marketing Science* conference, Delaware, March 1991.

“Modeling Dyadic Interactions and Social Networks,” presented to the Marketing Department at *Arizona State University*, Tempe, February 1991.

“Modeling Coalitions as Networks,” *Institute for the Study of Business Markets* conference, Fort Lauderdale, December 1990.

“Modeling Coalitions as Networks,” presented to the *Sociology Department*, Northwestern University, Evanston, November 1990.

“Gender Differences in Preferences for Attributes in the Service Encounter,” *Services Marketing* conference, Vanderbilt University, September 1990.

“Corporate Relations and Substitutability,” *Marketing Science* conference, Urbana-Champaign, March 1990.

“Relationship Life Cycles,” *AMA’s Winter Educators’* conference, Phoenix, February 1990.

“Corporate Relations and Structural Substitutability,” presented to the Marketing Department at the *University of Michigan*, Ann Arbor, December 1989.

“Agreement in Dyadic Interactions in the Professional Service Encounter,” *Association for Consumer Research* conference, New Orleans, October 1989.

“Analysis of Attribution Data: Theory Testing and Effects Estimation,” *Psychometric Society* conference, Los Angeles, June 1989.

“Modeling Social Networks and Dyadic Interactions in Marketing: Applications to Negotiations.” Presented to the *Kellogg Dispute Resolution Center*, Evanston, May 1989.

“Multivariate Statistical Modeling of One-Mode and Two-Mode Networks,” *Psychometric Society* conference, Los Angeles, June 1988.

“Statistical Analysis of Multivariate Sequential Social Interactions,” *Psychometric Society* conference, Montreal, June 1987.

“The Statistical Analysis of Sequential Dyadic Interaction Data,” *Midwestern Psychological Association* conference, Chicago, May 1987.

“Sequential Social Network Data,” *Psychometric Society* conference, Toronto, June 1986.

“The Structure of Affective Reactions and Trait Attributions to Political Figures,” *Midwestern Psychological Association* conference, Chicago, May 1986.

### Doctoral Student Committees

*Dissertation Committee Chair or Co-Chair (year, thesis topic, first job):*

Adam Duhachek, 2004 “Coping with Customer Dissatisfaction,” Indiana University.

James Oakley, 2002 “Market Orientation” (Co-chair with Bobby Calder), Purdue University.

Alexa Bezjian-Avery, 1996 “Cognitive Processes of Interactive Marketing” (Co-chair with Bobby Calder), DePaul University.

Amy Ostrom, 1996 “The Effect of Guarantees on Consumers’ Evaluation of Services,” Arizona State University.

Gerri Henderson, 1995 “The Elicitation and Representation of Consumer Brand Associations Using Repertory Grid Networks” (Co-chair with Bobby Calder), Duke University.

Kent Grayson, 1994 “Marketing’s Front and Back Stages: The Impression Management and Sincerity of Marketing Performers and Performances,” London Business School.

Nigel Hopkins, 1996 “Measurement Issues in the Application of Stochastic Network Models to the Study of Business-to-Business Relationships in Marketing Distribution Channels,” Pharmaceutical Data Services, Walsh America, Phoenix.

*Dissertation Committee Member:*

*Marketing (name, year, topic, placement):*

- Alvarado, Ursula 1999 Channels, Texas A&M.  
 Artz, Nancy 1989 Verbal and Quantitative Processing, U.So.Maine.  
 Azar, Pablo 1994 Similarity Structures, Gemini Consulting.  
 Bakamitsos, Yiorgos 2000 Information Processing and Mood, Dartmouth.  
 Braig, Bridgette 1996 Information Processing and Art, Colorado.  
 Briesch, Rick 1995 Dynamic Pricing Models, NYU.  
 Chang, Jennifer E. 1998 Brand Essence, Penn State.  
 Das, Moumita 2015 Salesperson Brand Identification (HEC), U Houston.  
 Duruamaku, Chukwuemeka 2020 Emotional and Compulsive Buying at UTRGV.  
 García-Ramón, Lorena 2022 at UT Rio Grande Valley.  
 Grace, Jill 1991 Individual vs. Group Decision Making, USC.  
 Heisley, Deb 1989 Gender of Fruits and Vegetables, UCLA.  
 Heng, tan Yee 2020 Crowdfunding and Backer Networks at SMU.  
 Hwan Kim, Jai 1990 Correlation of Memory and Attitude, Korea.  
 Jung, Sue 2002 Branding and Categorization, U of Colorado.  
 Keshavarz, Alireza 2016 Salesforce Retention and Compensation (HEC), U Dublin.  
 Kraus, Paul 2000 Strategy, ZS Associates.  
 Kusari, Sanjukta 2010 at Vanderbilt, Dell, Austin, Texas.  
 Malaviya, Prashant 1992 Impressions Processing, U of I, Chicago.  
 Neelamegham, Ramya 1995 Experiential Products and WOM, INSEAD.  
 Park, Se-Bum 2004 Goals and Judgment Timing, U of Illinois.  
 Park, Seong-Yeon 1993 Cross-Cultural Gift Giving, Korea.  
 Peracchio, Laura 1989 Scripts and Children, U of Minnesota.  
 Popovich, Deidre 2015 Self Regulation (Emory), Texas Tech.  
 Rouziou, Maria 2016 Sales Force (HEC Paris), Vanderbilt post doc.  
 Sailors, John 1991 Categorization and Attitude, U of Michigan.  
 Scheer, Lisa 1988 Measurement of Power, U of Missouri.  
 Tan, Yee Heng 2018 Networks and Crowdsourcing, (Singapore Management U),  
 Walchli, Suzanne 1993 Brand Associations, Babson College.



Watchrevesringkan, Kittichai, Tu, 2004 (U. Arizona), U North Carolina.  
Zerrillo, Philip 1994 Buyer-Seller Relationships, U of Texas.

*Organizational Behavior:*

Adair, Wendy 2000, Cross Cultural Negotiations, Cornell University.  
Barsness, Zoe 1996 Temporary Employees, Texas A&M.  
Baumann, Joe 1996 Networks and Compensation, McGraw Hill London House.  
Dialdin, Dania 2003 Triadic Alliances, Erasmus.  
Jehn, Karen (Etty Martzke) 1992 Conflict, Wharton.  
Kern, Molly 2005 Trust and Negotiations, Baruch.  
Kim, Peter 1997 Trust and Groups, USC.  
Ku, Gillian 2004 Escalation, LBS.  
Langfred, Claus 1997 Groups, Washington University.  
Lloyd, Denise Lewin 2005 Evaluation and Diversity, MIT.  
Preston, Jared 1999 Group Composition Evolution, KPMG, Berlin.  
Robinson, Sandra 1992 Job Dissatisfaction, NYU.  
Shah, Pri Pradhan 1994 Networks and Layoffs, U of Minnesota.  
Tenbrunsel, Ann 1995 Ethics, Notre Dame.  
Valley, Kathleen 1992 Networks and Decisions, Cornell.  
White, Sally 1992 Social Uncertainty, U of Chicago.

*Political Science*

McBride, Rebecca 2013 Social Networks and Inter-Country Adoptions, Political Science at Vanderbilt.

*Statistics:*

Chiu, Yi-Lin 1996 Associations in Categorical Data, Abbott.

*Civil Engineering:*

Gliebe, John 2000 Transportation and Household Decisions, New Mexico.

*Undergrad, Senior Honors*

Creelman, Evan 2003 *NU* Networks and Airlines, consulting.  
Levin, Anastasiya 2006 Communications and Public Service re GenY, consulting.

*Undergrad, VU*

Prah, Alfred 2018 marketing research and entrepreneurship.

*Education and Social Policy:*

Carlson, Karen 1996 TQM in Public Schools, Prescott Principal.

*Oral Exams Committees:*

Adair, Alvarado, Artz, Azar, Bakamitsos, Barsness, Baumann, Bezjian-Avery, Braig, Briesch, Carlson, Chang, Chiu, Dialdin, Duhachek, Gliebe, Grace, Grayson, Heisley, Henderson, Hopkins, Jehn, Jung, Kern, Kim, Kraus, Ku, Langfred, Leung, Lloyd, Malaviya, Neelamegham,

Oakley, Ostrom, Park SB, Park SY, Peracchio, Pradhan-Shah, Preston, Robinson, Sailors, Tenbrunsel, Valley, Walchli, White, Zerrillo.

### Journal Referee Service

#### *Editor:*

Journal of Consumer Research, 7/1/2002-10/31/2005

“On *p*-values” (2005), *Journal of Consumer Research* 32 (1), 6-11.

“From the Editor-Elect” (2002), *Journal of Consumer Research* 29 (1), 1-3.

Ferber Award Judge (best paper based on dissertation), 2012

Journal of Consumer Psychology, 5/1/1999-7/31/2002

#### *Associate Editor:*

*Methodology*, *Journal of Consumer Psychology*, 2005-2013.

*Journal of Service Research*, 2019-2021, finalist best AE 2021.

#### *Guest Editor:*

*Journal of Consumer Psychology*, 2001, Special Issue on “Methodological Questions of the Experimental Behavioral Researcher”

*Journal of Consumer Psychology*, 2003, Special Issue on “Consumers in Cyberspace”

#### *Boards and Editorial Boards:*

AMA/Sheth Foundation Advisory Board (2007-2009), Judge for the AMA Howard Award (best paper based on dissertation), 2016.

*Brazilian Journal of Marketing*, Council of Editorial Policy (2018-2021)

*Foundations and Trends in Marketing*, NOW Publishers (2008-present)

*Harvard Business Review* Advisory Council (2015-present)

*International Journal of Research in Marketing* (1992-2002)

*International Quarterly Journal of Marketing* (2001-2010)

*Journal of Business to Business Marketing* (2000-present)

*Journal of Business and Industrial Marketing* (2000-2002)

*Journal of Consumer Psychology* (1991-present)

*Journal of Consumer Research* (1994-1997, 2005-2019)

*Journal of Interactive Marketing* (1997-2002)

*Journal of Marketing* (1996-2002), resigned for *JCR*

*Journal of Marketing Research* (2007-2012)

*Journal of Retailing and Consumer Research* (2004-present)

*Journal of Service Research* (1997-2004; 1<sup>st</sup> “Best Reviewer” Award, 2000; *JSR* 2001 only reviewer so acknowledged; 2017-present; Associate Editor 2019-2021)

*Marketing Science* (2007-2008), acknowledged reviewer 2006

#### *Frequent Reviewer* (approx. 50 manuscripts per year) for:

AMA’s Summer and Winter Educators’ Conferences, AMA’s Dissertation and Dissertation Proposal Competitions, Association for Consumer Research Conferences, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Business*

*Research, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Economic Psychology, Journal of Marketing, Journal of Marketing Research, Journal of Personality and Social Psychology, Journal of Quantitative Anthropology, Journal of Retailing and Consumer Services, Multivariate Behavioral Research, National Science Foundation Research Proposals, Psychological Bulletin, Psychological Methods, Psychometrika.*

*Track Chair:*

Marketing Research, with Adam Duhachek, AMA, Summer 2005, San Francisco.

Consumer Behavior with Jenny Escalas, EMAC, 2004 Murcia, Spain.

Methodology, Relationship Marketing conference, Atlanta.

Services Marketing, AMA Summer Educators' conference, San Francisco.

*Online Reviewer* of Goizeuta Business School at Emory University's Strategic Marketing Competition, Webcast.

*Occasional Reviewer for:*

ACR, Computational Statistics and Data Analysis, EMAC, *International Business Review*, *Journal of Business to Business Marketing*, *Journal of the American Statistical Association*, *Journal of Classification*, *Journal of Economic Psychology*, *Journal of Mathematical Sociology*, *Journal of Retailing*, *Management Science*, *Marketing Science*, *Relationship Marketing Conferences*, *Research in Marketing*, *Sociological Methodology*, *Sociological Methods and Research*, *Social Networks*.

*External Academic Program Reviewer:*

University of Kentucky's Business School

Book Reviews

(2004), Review of Duncan J. Watts, "Six Degrees: The Science of a Connected Age," *Journal of Marketing*, 68 (1), 166-167.

(1999), Review of Tom Morris, "If Aristotle Ran General Motors" *Journal of Marketing*, 63 (1), 123-126.

(1999), Review of Anuska Ferligoj and Anton Kramberger, "Developments in Data Analysis," *Journal of Classification*, 16 (1), 144-146.

(1999), Review of Paul Kunst and Jos Lemmink, "Managing Service Quality," Chapman, *Journal of Retailing and Consumer Services*, 6, 61-63.

(1996), Review of Valente, T. W. "Network Models of the Diffusion of Innovations," Cresskill, NJ: Hampton Press, *Journal of Marketing*, 60, 134-135.

(1995), Review of Jackson, S. and D. E. Brashers, "Random Factors in ANOVA," Sage, *Journal of Marketing Research*, 32, 238-239.

(1995), Review of Scott, J. “Social Network Analysis,” London: Sage, *Journal of Business-to-Business Marketing*, 2, 78-81.

(1994), Review of Mudie, P. and A. Cottam, “The Management and Marketing of Services,” *Journal of Retailing and Consumer Services*, 1, 119-120.

(1991), Review of Krantz, D.H., Luce, R.D., Suppes, P., & Tversky, A. “Foundations of Measurement” Volumes I (1971), II (1989), and III (1990), San Diego: Academic Press, *Journal of Marketing Research*, 28, 498-499.

(1988), Review of Wellman, B., & Berkowitz, S.D. (eds.) “Social structure: A network approach,” Cambridge: Cambridge University Press, *Journal of Classification*, 5, 293-296.

### Teaching

*Doctoral seminars:* Analysis of Variance (Experimental Design, Matrix Algebra, Manova, Discriminant Analysis, SAS). Pro bono annual: Multivariate Statistics (Factor Analysis and Principal Components, Multidimensional Scaling, Cluster Analysis, Log Linear Modeling, Correspondence Analysis, Conjoint Analysis, Canonical Analysis, SAS, SPSS), Pro bono, occasional: Social Networks Analysis (Graph Theory, Structural Properties, Stochastic Network Models), Advanced Statistical Methods (e.g., Hierarchical Linear Models and Multilevel Data), Structural Equations Models, Discussion of Current Marketing Journal Articles, Behavioral Decision Theory, Egocentric Networks, Exploratory Data Analysis, Computer Simulations, Interactions in Regression, Meta Analysis, More on Between vs. Within-Subjects Designs, Nonparametric Statistics, Philosophy of Cause and Effect, Signal Detection Theory, Time Series Modeling, many Independent Studies. Class sizes are large for seminars (25+), very high teaching ratings (9+ of 10).

*MBA courses:* Marketing Models Analytics, New Products, Core Marketing Management, Marketing Research, Services Marketing. Class sizes are large (65+; 50+ Vanderbilt), high teaching ratings (4.5+ of 5; 8+ of 10; 5.5+ of 7—scales varied). Dean’s Lists, teaching awards Kellogg and Wharton.

*Undergrads* at Wharton, Marketing Research, Top 10 Professors Excellence in Teaching Award.

*Executives:* Vanderbilt: Finalist EMBA Excellence in Teaching Award, Executive Core Marketing Management (EMBA), Marketing Strategy, University of São Paulo (4.5+ of 5) Wharton: Survey Design, Customer Insights, Services Marketing, Customer Satisfaction, Conjoint Analysis to: Advanced Management Program, LG Electronics.

A fabulous EMBA alumna, Stephanie Brooks Barger, endowed Vanderbilt University’s business school a gift in my name, three times!

A fabulous Arts & Sciences undergraduate and Data Science Master’s student, Alfred Prah, thanked me for my helpful mentorship in a public forum of Vanderbilt News.

VU asked alumni to fill in the blank: “The best class I ever took at Vanderbilt was \_\_\_\_” and two kind and generous alumni mentioned my classes: Shaurya Bajpai, MD mentioned “Marketing Analytics by Dawn Iacobucci” and another colleague, and Ram Kaushik said “Marketing from Dawn Iacobucci” and two more colleagues.

Kellogg: Marketing Research, Services Marketing, Customer Satisfaction in: Cheil Advertising, American Dental Association, Health Services, TQM and Chicago Public Schools, Business Marketing, Eastern European Educators’ Programs.

*Garrett-Evangelical Theological Seminary: Research Methods for Behavioral Sciences*

*Northwestern Medical School: Multivariate Statistics*

### External Teaching

Instituto Superior de Economica e Gestão, ISEG Lisbon, Portugal  
Doctoral seminar on advanced research methods

Luiss Guido Carli Libera Università Internazionale degli Studi Sociali, Rome  
University of Maastricht, The Netherlands  
American-Hellenic Chamber of Commerce, Athens  
Services marketing

Stockholm School of Economics and the University of Uppsala, Sweden  
Doctoral seminar on quantitative social network methods

### Committee and Professional Association Service

#### *Departmental:*

- Wharton: Ph.D. Program Coordinator, faculty recruiting, Return on Marketing.
- Kellogg: doctoral program (curriculum, resource allocation, qualifying exams organizer), recruiting coordinator, ad hoc personnel reviewer

#### *School-wide:*

- Vanderbilt: Executive Advisory, New Building, Curriculum, MMark, MSF, MAcc, Student Achievement
- Presented to Dean Jim Bradford’s Advisory and Alumni Boards regarding my research on the *Businessweek*, *U.S. News & World Report*, and *Financial Times* rankings of business schools’ MBA programs.
- Vanderbilt, received both faculty awards: Research Impact, Research Productivity
- Wharton: Personnel Promotion and Tenure, Ph.D. Executive Committee, Executive Education New Programs, faculty rep at 125<sup>th</sup> Alumni Conference in Rio de Janeiro

- Kellogg: health services management program, Chicago public school system and TQM, diversity subcommittee, re-evaluate policy for new MBA courses, evaluate creation of quality major

#### *University:*

- Vanderbilt: Faculty Senate (Senate Affairs Committee Chair '19-21, Co-Chair '23-24, Academic Policies and Services '21-22, SAC Co-Chair '23-24), Athletics Committee, Head Librarian search, posted backup dancer to Madonna among activities on website
- Wharton: 1 of 3 campus-wide Lecturers to all incoming undergraduates in Penn Reading Project on Gladwell's *Tipping Point*, honorary degrees committee, University Committee on Graduate Programs.
- Kellogg: university honorary degrees nominating committee (met and introduced Robert Redford to my Mother), parking and traffic, external reviewer for statistics department, organize campus-wide statistics course offerings

#### *International, Professional Association Elected Offices, etc.:*

- Included in published list of the world's top 2% most-cited researchers across all disciplines; research conducted by the Meta-Research Innovation Center at Stanford.
- President of the Society for Consumer Psychology
- Secretary/Treasurer for the Classification Society of North America
- GMAC Council Evaluating GMAT and Business Education
- Fulbright Scholarship Winner
- *National Science Foundation* Award \$250k, 5 years
- Won Second Place in GMAC's International "Build a Better Business School" contest \$25k

#### Consulting

Bridgestone mentoring; Large European Global Auto Manufacturer and British Products Liabilities Law Firm; Cisco and Human Resource Progression; Susman Godfrey research methods; TN Department of Tourism; Merck Physician Networks; Bryan Cave Law and AT&T expert witness; Knowles Electronics on Media and Personal Communications; First Chicago on Customer Satisfaction; Yamaha and the Youth Market; Procter & Gamble; Hallmark; Hewlett-Packard on Customer Satisfaction.

#### Professional Society Memberships

American Marketing Association, American Psychological Association, American Statistical Association, Association for Consumer Research, Classification Society of North America, Institute for Management Science, International Network for Social Network Analysis, Psychometric Society.

12/8/23