

VITA

C. Anthony Di Benedetto

WORK ADDRESS

Department of Marketing,
School of Business and Management,
Temple University,
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HOME ADDRESS

2015 Mount Vernon Street,
Philadelphia, PA 19130

PERSONAL

Born June 23, 1957 at Windsor, Ontario, Canada.
Citizenship: United States and Canada.
Languages: English, Italian, French (fluent); German (conversational).
Certificate of German as a Foreign Language (Goethe Institute Montreal).

EDUCATION

- Ph. D. 1985 Joint Doctoral Program in Administration, McGill University, Montreal, PQ, Canada.
Major area: Marketing
Minor area: Management Science
Named to Dean's Honor List
- M.B.A. 1980 McGill University, Montreal, PQ, Canada.
Concentration: Marketing
- B. Sc. 1978 McGill University, Montreal, PQ, Canada.
Major: Chemistry
Graduated with Great Distinction
Named University Scholar

PROFESSIONAL CERTIFICATION

- 2000 New Product Development Professional (NPDP), conferred by Product Development & Management Association.

LISTINGS

- 2006 Listed in *Great Minds of the 21st Century*, American Biographical Institute.
Listed in *Who's Who Among American Teachers*, 10th edition, Educational Communications, Inc.
Listed in *2000 Outstanding Intellectuals of the 21st Century*, International Biographical Centre.
- 2005 Listed in *Great Lives of the 21st Century*, International Biographical Centre.
Listed in *Marquis Who's Who in American Education*, 7th Edition.
- 2004 Listed in *Marquis Who's Who in Finance and Business*, 34th Edition.
- 2002 Listed in *Marquis Who's Who in the World*, 19th Edition.

2001 Listed in *Marquis Who's Who in America*, 55th Edition.

AWARDS, SCHOLARSHIPS, AND RECOGNITION

- 2009 Recognized as one of the top 50 authors worldwide of Technology and Innovation Management (2003-2007), International Association of Management of Technology.
- 2007 Recognized as one of the top scholars worldwide in Innovation Management, *Journal of Product Innovation Management* (Vol. 24, No. 3, 2007).
Research Roundtable, Fox School of Business and Management, Temple University.
Washburn Senior Research Fellow, Fox School of Business and Management, Temple University.
- 2006 Recognized as one of the top scholars worldwide in Innovation Management, *R&D Management* (Vol. 26, No. 2, 2006).
- 2002-04 Teachers Roundtable, Fox School of Business and Management, Temple University.
- 2001, 04, 06 Dean's Research Honor Roll, Fox School of Business and Management, Temple University.
- 1997, 99, 00 Finalist, *Journal of Product Innovation Management* Best Paper Award.
- 1997 Great Teacher Award, Temple University.
- 1996 Christian R. and Mary F. Lindback Foundation Award for Distinguished Teaching, Temple University.
- 1995 Marketing Department Annual Teaching Award, Temple University.
- 1992 Steven J. Shaw Award for Best Paper at the Southern Marketing Association Conference; also Best Paper Award (Marketing Strategy Track).
- 1990 Inaugural Recipient of Lynne A. Cronfeld Foundation Research Award/Grant, Department of Marketing, Temple University (awarded for productivity in research).
Best Paper Award (Review/Conceptual Paper Category), Product Development and Management Association International Academic Seminar.
- 1989 Finalist, Franz Edelman Award Competition for Excellence in the Practice of Management Science.
- 1985 Finalist, Academy of Marketing Science Doctoral Dissertation Competition.

DISSERTATION

"A Game-Theoretic Framework for Marketing Decision-Making Using Econometric Analysis."
Supervisor: Dr. Roger J. Calantone.

RECENT PUBLICATIONS IN REFEREED ACADEMIC JOURNALS

Jeffrey B. Schmidt, Roger J. Calantone and C. Anthony Di Benedetto. "New Product Activities and Performance: The Moderating Role of Environmental Hostility," *Journal of Product Innovation Management*, Vol. 14, No. 3, May 1997, pp. 179-189. **Finalist in the JPIM Best Paper Award, 1997.**

Roger Kashlak, Rajan Chandran and C. Anthony Di Benedetto. "Reciprocity in International Business: A Study of Telecommunications Alliances and Contracts," *Journal of International Business Studies*, Vol. 29, No. 2, Second Quarter 1998, pp. 281-304.

Roger J. Calantone, C. Anthony Di Benedetto and Jeffrey B. Schmidt. "Using the Analytic Hierarchy Process in New Product Screening," *Journal of Product Innovation Management*, Vol. 16, No. 1, January 1999, pp. 65-76. **Finalist in the JPIM Best Paper Award, 1999.**

Michael Song, C. Anthony Di Benedetto and Yuzhen Lisa Zhao. "Pioneering Advantages in Manufacturing and Service Industries: Empirical Evidence from Nine Countries," *Strategic Management Journal*, Vol. 20, No. 9, September 1999, pp. 811-836.

C. Anthony Di Benedetto. "Identifying the Key Success Factors in New Product Launch," *Journal of Product Innovation Management*, Vol. 16, No. 5, November 1999, pp. 530-544.

Roger J. Calantone and C. Anthony Di Benedetto. "Performance and Time-To-Market: Accelerating Cycle Time with Overlapping Stages," *IEEE Transactions on Engineering Management*, Vol. 47, No. 2, May 2000, pp. 232-244.

Michael Song, C. Anthony Di Benedetto, and Lisa Z. Song. "Pioneering Advantage in New Service Development: A Multi-Country Study of Managerial Perceptions," *Journal of Product Innovation Management*, Vol. 17, No. 6, September 2000, pp. 378-392. **Finalist in the JPIM Best Paper Award, 2000.**

Michael Song, Jinhong Xie and C. Anthony Di Benedetto. "Message and Source Factors, Market Uncertainty, and Extrafunctional Information Processing: Hypotheses and Empirical Evidence," *IEEE Transactions on Engineering Management*, Vol. 48, No. 2, May 2001, pp. 223-238.

Michael Song, Roger J. Calantone and C. Anthony Di Benedetto. "Competitive Forces and Strategic Choice Decisions: An Experimental Investigation in the United States and Japan," *Strategic Management Journal*, Vol. 23, No. 10, October 2002, pp. 969-978.

C. Anthony Di Benedetto, Roger J. Calantone, and Chun Zhang. "International Technology Transfer: Model and Exploratory Study in the People's Republic of China," *International Marketing Review*, Special Issue on International New Product Development, Vol. 20, No. 4, September 2003, pp. 446-462.

C. Anthony Di Benedetto and Michael Song. "The Relationship Between Strategic Type and Firm Capabilities in Chinese Firms," *International Marketing Review*, Special Issue on Marketing in China, Vol. 20, No. 5, November 2003, pp. 514-533.

Wayne S. DeSarbo, C. Anthony Di Benedetto, Michael Song, and Indrajit Sinha. "Revisiting the Miles and Snow Strategic Framework: Uncovering Relationships Between Strategic Types, Capabilities, Environmental Uncertainty, and Firm Performance," *Strategic Management Journal*, Vol. 26, No. 1, 2005, pp. 47-74.

Wayne S. DeSarbo, C. Anthony Di Benedetto, Kamel Jedidi, and Michael Song. "A Constrained Latent Structure Multivariate Regression Methodology for Empirically Deriving Strategic Types," *Management Science*, Vol. 52, No. 6, June 2006, pp. 909-924.

Roger J. Calantone and C. Anthony Di Benedetto. "Clustering Product Launches by Price and Launch Strategy," *Journal of Business and Industrial Marketing*, Vol. 22, No. 1, 2007, pp. 4-19. **Featured article in Monthly Highlights for March 2007 on Emerald website, www.emeraldinsight.com/info/highlights.jsp. Highly Commended Award Winner, Literati Network Awards for Excellence, 2008.**

Michael Song, Robert Nason and C. Anthony Di Benedetto, "Capabilities and Financial Performance: The Moderating Effect of Strategic Type," *Journal of the Academy of Marketing Science*, Vol. 35, No. 1, March 2007, pp. 18-34.

Manak Gupta and C. Anthony Di Benedetto. "Optimal Pricing and Advertising Strategy for Introducing a New Business Product With Threat of Competitive Entry," *Industrial Marketing Management*, Vol. 36, No. 4, May 2007, pp. 540-548.

Wayne S. DeSarbo, C. Anthony Di Benedetto, and Michael Song. "A Heterogeneous Resource Based View Approach for Exploring Relationships Between Firm Performance and Capabilities," *Journal of Modeling in Management*, Vol. 2, No. 2, 2007, pp. 103-130. **Highly Commended Award Winner, Literati Network Awards for Excellence, 2008.**

Michael Song and C. Anthony Di Benedetto. "Supplier's Involvement and Success of Radical New Product Development in New Ventures," *Journal of Operations Management*, Vol. 26, No. 1, January 2008, pp. 1-22.

Michael Song, Robert Nason and C. Anthony Di Benedetto, "Distinctive Marketing and Information Technology Capabilities and Strategic Types: A Cross-National Investigation," *Journal of International Marketing*, Vol. 16, No. 1, March 2008, pp. 4-38.

Michael Song, C. Anthony Di Benedetto and Yushan Zhao. "The Antecedents and Consequences of Manufacturer-Distributor Cooperation," *Journal of the Academy of Marketing Science*, Vol. 36, No. 2, June 2008, pp. 215-233.

C. Anthony Di Benedetto, Wayne S. DeSarbo, and Michael Song. "Strategic Capabilities and Radical Innovation: An Empirical Study in Three Countries," *IEEE Transactions on Engineering Management*, Vol. 55, No. 3, August 2008, pp. 420-433.

Mumin Dayan and C. Anthony Di Benedetto. "The Impact of Procedural and Interactional Justice Perceptions on Teamwork Quality," *Journal of Business and Industrial Marketing*, Vol.,23, No. 8, October 2008, pp. 566-576.

Junfeng Zhang, Scott Hoenig, C. Anthony Di Benedetto, Richard A. Lancioni, and Arvind Phatak. "What Contributes to the Enhanced Use of Customer, Competition and Technology Knowledge for Product Innovation Performance? A Survey of Multinational Companies' Subsidiaries Operating in China," forthcoming, *Industrial Marketing Management*, Spring 2009.

C. Anthony Di Benedetto and Michael Song. "Managerial Perceptions of Global Pioneering Advantage: Theoretical Framework and Empirical Evidence in the U.S. and Korea," forthcoming, *Industrial Marketing Management*, 2009. Joint publication with *Journal of the Korean Academy of Marketing Sciences*, 2009.

Mumin Dayan, C. Anthony Di Benedetto and Mustafa Colak. "Managerial Trust in New Product Development Projects: Its Antecedents and Consequences," forthcoming, *R&D Management*.

Mumin Dayan and C. Anthony Di Benedetto. "Antecedents and Consequences of Teamwork Quality in New Product Development Projects: An Empirical Investigation," forthcoming, *European Journal of Innovation Management*, 2009.

Lisa Song, Michael Song, and C. Anthony Di Benedetto. "Competitive Advantages in the First Product of New Ventures," forthcoming, *IEEE Transactions on Engineering Management* special issue, 2009.

Junfeng Zhang, Scott Hoenig, and C. Anthony Di Benedetto. "Product Development Strategy, Product Innovation Performance, and the Mediating Role of Knowledge Utilization: Evidence from Subsidiaries in China," forthcoming, *Journal of International Marketing*, 2009.

Michael Song, C. Anthony Di Benedetto, and Lisa Song. "A Staged Service Innovation Model," forthcoming, *Decision Sciences*, Vol. 40, No. 3, 2009.

Michael Song, C. Anthony Di Benedetto, and Mark E. Parry. "Market Information and New Venture Performance: Differences Between Established and Emerging Technology Standards," forthcoming, *IEEE Transactions on Engineering Management*, 2009.

RECENT PUBLISHED CONFERENCE PROCEEDINGS

Michael Song and C. Anthony Di Benedetto. "Global Pioneering Advantage: Theoretical Framework and a Nine-Country Investigation," *Reflections and Future Directions for Marketing*, Proceedings of the American Marketing Association 1998 Winter Educators Conference, Austin, TX, February 1998.

C. Anthony Di Benedetto. "Key Success Factors in New Product Launch: Preliminary Results," in Chuck Tomkovick (ed.), *Achieving Excellence in New Product Development and Management*, Proceedings of the 1998 International Seminar, Product Development and Management Association, Atlanta, GA, October 1998, pp. 189-199.

Wayne S. DeSarbo, C. Anthony Di Benedetto, and Michael Song. "Evaluating Heterogeneity: The Miles and Snow Strategic Framework Versus Alternative Quantitative Modeling Approaches" (invited paper), in Proceedings of *Organizational Strategy, Structure, and Process: A Reflection on the Research Perspective of Miles and Snow*, conference co-sponsored by Cardiff University and the Economic and Social Research Council, Cardiff, Wales, December 2008.

MARKETING SCIENCE INSTITUTE WORKING PAPERS

C. Anthony Di Benedetto. "Game Theory in Marketing Management: Issues and Applications," Report No. 86-100, Marketing Science Institute, Cambridge, MA, March 1986; also presented under title "Game Theory for Managers" at the Strategic Marketing Management Conference, Marketing Science Institute, Massachusetts Institute of Technology, Cambridge, MA, December 1986.

Michael Song, C. Anthony Di Benedetto, and Yushan Lisa Zhao. "Does Pioneering Advantage Exist? A Cross-National Comparative Study," Report No. 99-111, Marketing Science Institute, Cambridge, MA, August 1999.

SELECTED BOOKS

Roger J. Calantone and C. Anthony Di Benedetto. *Successful Industrial Product Innovation: An Integrative Literature Review*, Westport, CT: Greenwood Press, 1990.

Roger J. Calantone and C. Anthony Di Benedetto. *The Product Manager's Toolbox*, New York: McGraw-Hill, 1993.

Roger J. Calantone and C. Anthony Di Benedetto (editors). *Driving Product Development Into the New Millennium*. Proceedings of the PDMA Research Conference, Marco Island, FL, Product Development & Management Association, October 1999.

C. Merle Crawford and C. Anthony Di Benedetto. *New Products Management*. Burr Ridge, IL: Irwin-McGraw Hill. 6th edition, 2000; 7th edition, 2003; 8th edition, 2006; 9th edition, 2008.

BOOK CHAPTERS

C. Anthony Di Benedetto. "Defining Technology, Markets and Users," Chapter 4 of William E. Souder and J. Daniel Sherman (eds.), *Managing Technology and Innovation*, New York: McGraw-Hill, 1994, pp. 73 - 115.

C. Anthony Di Benedetto and Rajan Chandran. "Behaviors of Environmentally Concerned Firms: An Agenda for Effective Strategic Development," Chapter 13 of Michael J. Polonsky and Alma T. Mintu-Wimsatt (eds.), *Environmental Marketing: New Developments in Practice, Theory and Research*, Binghamton, NY: Haworth Press, 1995, pp. 269 - 292.

Roger Calantone, C. Anthony Di Benedetto and Theodore Stank. "Managing the Supply Chain Implications of Launch," Chapter 31 of Kenneth B. Kahn, George Castellion and Abbie Griffin (eds.), *The PDMA Handbook of New Product Development*, second edition, Wiley, 2005.

C. Anthony Di Benedetto. "Diffusion of Innovations," in V. K. Narayanan and Gina O'Connor (eds.), *Technology and Innovation Management Encyclopedia*, Blackwell, 2008.

C. Anthony Di Benedetto. "Pre-Test Market Models," "Product Testing," and "Cross-Functional Team," in Jagdish Sheth and Naresh K. Malhotra (eds.), *Wiley International Encyclopedia of Marketing*, Wiley-Blackwell, 2009.

C. Anthony Di Benedetto. "The Future of Innovation...The Future of Academic Research," in Anna Triflova and Bettina von Stamm (eds.), *The Future of Innovation*, Gower, 2009.

RECENT CONTRACT RESEARCH, GRANTS AND FELLOWSHIPS

- 2008 "Networking Capability and New Product Development Performance" (co-recipient: Jifeng Mu), Product Development & Management Association Research Proposal Competition. Amount: \$5000.
- "Children's Perception of Package Shapes" (co-recipient: Dan Zhang), Temple University Grant-in-Aid for Research. Amount: \$3000.
- 2006 "The Dynamic Process of Knowledge Management in Product Development: The Tracing of Its Evolving Paths" (co-recipient: Junfeng Zhang), CIBER Research Grant, Temple University. Amount: \$1000.
- 2005 "Impact of Project Strategy and Consumer Orientation on Knowledge Flow Use and Innovation Performance in Chinese Subsidiaries: An Exploratory Study" (co-recipient: Junfeng Zhang), CIBER Research Grant, Fox School of Business, Temple University. Amount: \$3000.
- 2005 "Impact of Project Strategy and Consumer Orientation on Knowledge Flow Use and Innovation Performance in Chinese Subsidiaries: An Exploratory Study" (co-recipient: Junfeng Zhang), Temple University Grant-In-Aid for Research. Amount: \$2800.
- 1999 "Competitive Advantage in the New Millennium: Interactions Between Marketing, Strategies, and Environment." Temple University Grant-In-Aid for Research. Amount: \$2500.
- 1997 "Excellence in New Product Launch and its Effect on Market Performance." Product Development & Management Association Research Grant. Amount: approx. \$3000.

PROFESSIONAL EXPERIENCE

January 1990 to present:

Professor of Marketing, Fox School of Business, Temple University, Philadelphia, PA.

Promoted to rank of Full Professor, July 1998.

Chairperson of Marketing Department, July 1996 - June 1999.

Granted tenure and promoted to rank of Associate Professor, July 1991.

January 1985 to December 1989:

Assistant Professor of Marketing, College of Business and Economics, University of Kentucky, Lexington, KY.

September 1984 to December 1984:

Instructor (Chargé du Cours), Département des Sciences Administratives, Université du Québec à Montréal, Montreal, PQ, Canada (courses taught in French).

June 1983 to March 1984:

Investigator on consulting projects, SECOR Inc., 555 Dorchester Blvd. West, Suite 922, Montreal, PQ, Canada (work required bilingual English-French fluency and included some translation).

September 1981 to December 1983:

Faculty Lecturer and Research Assistant, Faculty of Management, McGill University, Montreal, PQ, Canada.

June 1980 to January 1981:

Management Trainee, Henry Birks and Sons Limited, 1240 Phillips Square, Montreal, PQ, Canada (work required bilingual English-French fluency).

VISITING PROFESSORSHIPS AND TEACHING EXPERIENCE

- 2009 Visiting Professor, Institute of Technology and Innovation Management, Department of Management, Università Bocconi, Milan, Italy, May.
- 2008 Visiting Scholar, Marketing Area, Haskayne School of Business, University of Calgary, Calgary, AB, Canada, February.
- 2007-09 Visiting Professor of International Entrepreneurship, Eindhoven University of Technology, Eindhoven, The Netherlands.
- 2006 Visiting Professor, Vienna University of Economics and Business Administration, Vienna, Austria, December.
- Distinguished Hooker Visiting Professor, DeGroote School of Business, McMaster University, Hamilton, ON, Canada, September.
- 2006-07 Instructor, Marketing Management seminar, in University of Missouri-Kansas City Executive M.B.A. Program, Kansas City, MO, October-November.
- 1999 Instructor, Rome MBA Program, St. John's University, Rome Campus, Rome, Italy, May-June. Courses taught: Principles of Marketing and International Marketing

RECENT EXECUTIVE TEACHING EXPERIENCE

- 2006 Instructor, Leading the Effective Sales Force seminar, offered through Wharton Executive Education, Philadelphia, PA, December.
- "Market Research Input into the New Product Process," workshop, for Global CCID Summit, Campbell Soup Company, Ace Conference Center, Lafayette Hill, PA, November.
- 2005 "Initiative Management: Emphasis on Action" segment of CSI University, Constellation Software Inc., Kingbridge Centre, King City, ON, Canada, September.

- 2000 Corporate Branding and Positioning in a Competitive Environment, for Sales and Marketing Council, ARAMARK Corp., Radnor, PA, August.
- Global Distribution and Global Organization segments, Global Marketing Management seminar, offered through Wharton Executive Education, Philadelphia, PA, July.
- 1999 The Analytic Hierarchy Process, for Caterpillar Inc., Peoria, IL, May.
- Quality Function Deployment, for ITT, Lancaster, PA, March.

KEYNOTE SPEECHES AND PLENARY SESSIONS

- 2008 "Entrepreneurship Research at Technische Universiteit Eindhoven," presented at the Plenary Session on International Entrepreneurship, High Technology Small Firms Conference, University of Twente, Enschede, The Netherlands, May.
- 2007 "From the Editor: Directions in New Product Research," keynote speaker at 31st Annual International Research Conference, Product Development & Management Association, Orlando, FL, September.
- 2004 "PDMA, EIASM, and the Emergence of the New Product Development Discipline," keynote speaker at 11th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Dublin, Ireland, June.
- "Resource Planning and Cross-Functional Integration in Next-Generation Product Development," keynote speaker at conference on "Next Generation Drug Development – Risk Management and Resource Planning Throughout the Product Pipeline", sponsored by The Management Roundtable, Philadelphia, PA, May.
- 2003 "Proven Techniques for Cross-Functional Integration in New Product Development," keynote speaker at conference on "Balancing Multiple Projects with Limited Resources," sponsored by The Management Roundtable, Chicago, IL, April.

OTHER SPEECHES AND EXECUTIVE/PROFESSIONAL PRESENTATIONS

- 2009 "Marketing Activities, Launch Execution and Timing, and New Product Performance: An Empirical Study in the U.S. and China," presented at the 33rd Annual International Conference, Product Development & Management Association, Anaheim, CA, October.
- "Publishing Strategies: Understanding Journal Ratings and Managing Expectations," presented at the Organizing International Innovation workshop, Università D'Annunzio di Chieti, Pescara, Italy, June.
- "How Do Founding Team Capabilities Affect the Performance of a New Service Venture?" presented at Aston Business School, Birmingham, UK, May.
- "Publishing Strategies: Understanding Journal Ratings and Managing Expectations," presented at Aston Business School, Birmingham, UK, May.
- "Open Innovation: Present and Future Opportunities for Technology and Innovation Management Scholars," presented at the Department of Management Engineering, Politecnico di Milano, Milan, Italy, May.

"How Do Founding Team Capabilities Affect the Performance of a New Service Venture?" presented at Universita' Bocconi, Milan, Italy, May.

"Evaluating Heterogeneity: The Miles and Snow Strategic Framework Versus Alternative Quantitative Modeling Approaches," presented at Telfer School of Business, University of Ottawa, Ottawa, ON, Canada, May.

"Pioneering Advantages and First-Mover Decisions: Empirical Evidence from US and China," presented at North Carolina State University, Raleigh, NC, April.

"Publishing Strategies: Understanding Journal Ratings and Managing Expectations," presented at North Carolina State University, Raleigh, NC, April.

"Pioneering Advantages and First-Mover Decisions: Empirical Evidence from US and China," presented at Eindhoven University of Technology, Eindhoven, The Netherlands, March.

"Supply Chain Management and Open Innovation," presented at the Product Development & Management Association, New York Metro Area Chapter, Moorestown, NJ, January.

"Evaluating Heterogeneity: The Miles and Snow Strategic Framework Versus Alternative Quantitative Modeling Approaches," presented at DeGroote School of Business, McMaster University, Hamilton, ON, Canada, January.

2008 "Publishing Strategies: Understanding Journal Ratings and Managing Expectations," presented at Manchester Business School, University of Manchester, Manchester, UK, December.

"How to Produce Publishable Research on Management of Product Development," at Doctoral Workshop, 15th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Hamburg, Germany, June.

"Radical Innovation: An Open Innovation Perspective," presented at the Organizing International Innovation workshop, Universita' D'Annunzio di Chieti, Pescara, Italy, June.

"Supply Chain Management in Innovation: Current Research and Future Research Directions," presented at the New Product Development as a Business Process Workshop, Eindhoven University of Technology, Eindhoven, The Netherlands, June.

"Publishing Strategies: Understanding Journal Ratings and Managing Expectations," presented at Haskayne School of Business, University of Calgary, Calgary, AB, Canada, February.

"Strategic Implications of Radical New Product Development," presented at Haskayne School of Business, University of Calgary, Calgary, AB, Canada, February.

2007 "*Journal of Product Innovation Management* and Directions in New Product Research," presented at Eindhoven University of Technology, Eindhoven, The Netherlands, December.

"Strategic Capabilities and Radical Innovation: An Empirical Study in Three Countries," presented at RSM Erasmus University, Rotterdam, The Netherlands, June.

2006 "International Technology Transfer: Model and Exploratory Study in the People's Republic of China," presented at University of Vienna, Vienna, Austria, December.

"Strategic Capabilities and Radical Innovation: An Empirical Study in Three Countries," presented at University of Vienna, Vienna, Austria, December.

"Welcome from the Editor," presented at 2006 Kauffman Foundation and IEI Research Conference on Technology Commercialization and Entrepreneurship, University of Missouri at Kansas City, Kansas City, MO, November.

"Publishing in Top Tier Journals: Comments and News," presented at the 30th Annual International Conference, Product Development & Management Association, Atlanta, GA, October.

"Revisiting Miles and Snow: Towards a Better Understanding of Business Unit Capabilities and Their Relationship to Performance," presented at DeGroote School of Business, McMaster University, Hamilton, ON, Canada, September.

"*Journal of Product Innovation Management: Aims, Scope, and Expectations*," presented at DeGroote School of Business, McMaster University, Hamilton, ON, Canada, September.

"Revisiting Miles and Snow: Towards a Better Understanding of Business Unit Capabilities and Their Relationship to Performance," presented at Eindhoven Technical University, Eindhoven, The Netherlands, September.

2005 "Journal of Product Innovation Management: Aims, Scope, and Expectations," presented at B2B Ph. D. Student Research Camp, San Francisco, CA, July.

"Emerging Issues in Product Development: JPIM Expectations," presented at the 12th International Product Development Management Conference, sponsored by European Institute for Advanced Studies in Management, Copenhagen, Denmark, June.

"Innovation and its Impact on Company Performance," presented at Philadelphia Council for Business Economics, sponsored by Temple University, Philadelphia, PA, May.

2004 "Joint TMS/NPD Panel: Editors' Views on Multidisciplinary Research," panelist, at Institute for Operations Research and the Management Sciences Annual Meeting, Denver, CO, October.

"Vision and Direction for New Product Strategy," presented at conference on "Competitive Performance Assessment: Identifying the Drivers of New Product Development Success," co-sponsored by the Institute for International Research and the Product Development & Management Association, New Orleans, LA, March.

2002 "Using Cutting Edge Product Development Research in Your Company," panelist, sponsored by the Philadelphia Chapter of the Product Development & Management Association, Philadelphia, PA, April.

"Global First Mover Advantage: Pioneering Benefits and Cultural Differences," presented at the Product Development & Management Association, New York Metro Area Chapter, as part of the conference "Successful Abroad: Developing and Launching Global New Products," Newark, NJ, February.

2000 "The Voice of the Customer in New Product Development and Design," part of seminar series sponsored by the Product Development & Management Association and the Industrial Design Society of America, Malvern, PA, January.

CONSULTING EXPERIENCE

Marketing and economics studies for private companies and government agencies in the Montreal, Lexington, KY and Philadelphia, PA areas on a freelance basis.

DOCTORAL COMMITTEES CHAIRED

2009	Ellen Thomas*
2006	Junfeng Zhang (dissertation co-chairperson)
2003	Julie Pirsch Mumin Dayan
1996	Clyde Philip Rolston
1990	Teresa McGlone, University of Kentucky (dissertation co-chairperson)

All at Temple University except where indicated.

* In progress.

SERVICE AS DOCTORAL COMMITTEE MEMBER

Temple University:

2009	Florian Zach* (Department of Tourism and Hospitality Management) Tolulope Bewaji (Department of General and Strategic Management)
2008	Tim Swift (Department of General and Strategic Management)
2007	Qin Yang (Department of General and Strategic Management) Alex Stein
2003	Nisreen Bahnan Yaniv Gvili
2002	John Volkmar (Department of International Business) Shruti Gupta
1997	Howard Forman Farid Sadrieh (Department of International Business) Bei Zhou (Department of Statistics)
1996	Ashok Vasudevan (Department of International Business) Virginia Taylor (Department of International Business)
1995	Joel P. Frater (Department of Recreation and Leisure Studies)
1994	Bradford S. Seid (Department of Recreation and Leisure Studies) Dona DeCarolis (Department of General and Strategic Management) Roger Kashlak (Department of International Business)
1992	Susan R. Gregory (Department of Recreation and Leisure Studies)

University of Kentucky:

1990	Héctor R. Lozada
1989	David M. Blanchette
1988	Martin S. Meloche David C. Bojanic
1987	Eric Panitz Elliot Hammer (Department of Management)

Other:

2009	Elise Meijer (Technische Universiteit Eindhoven) – promoter* Miriam Kebbeling (Technische Universiteit Eindhoven) – second promoter* Leonard Kistner (Cappella University) – outside reader*
2008	Ksenia Podoyntsina (Technische Universiteit Eindhoven) – outside reader
2006	Serge Rijdsdijk (Technische Universiteit Delft) – outside reader

2005 Susan E. Reid (Concordia University) – outside reader
2003 Jeffrey S. Pinegar (Georgia Tech University) – outside reader

All in Marketing Department except where indicated.
* In progress.

PROFESSIONAL SERVICE

2009 Board of Directors, Korean Academy of Marketing Science.
2009 Associate Editor, Product and Service Marketing, *Journal of the Global Academy of Marketing Science*.
2002-06 Board of Directors, Product Development & Management Association.
2004-present Editor, *Journal of Product Innovation Management*.
2004-06 Academic Council, Product Development & Management Association.
2003 Special Issue Editor, “Strategic Planning for New Products,” *Journal of Product Innovation Management*, Vol. 19, No. 2, March 2003.
1996-2003 Abstracts Editor, *Journal of Product Innovation Management*.
1992-96 Editor, *Visions* (national newsletter of the Product Development & Management Association).

On Editorial Review Board of:

Industrial Marketing Management
Journal of the Global Academy of Marketing Science
Journal of Managerial Issues
Journal of Global Business and Technology
Journal of International Consumer Marketing