

PROFESSOR VICTOR J. COOK, JR.

Academic Resume
B.A., M.S., Ph.D.

Victor Cook is Freeman Professor of Doctoral Studies and Research, Senior Fellow Goldring Institute for International Business, Emeritus Professor of Marketing Strategy A. B. Freeman School of Business, Tulane University, New Orleans, Louisiana 70118-5669. Professor Cook received his B.A. at Florida State University in 1960, an M.S. from Louisiana State University in 1962, and a Ph.D. from the Rackham School of Graduate Studies at the University of Michigan in 1965. He began his career in 1964 as a doctoral fellow at the Marketing Science Institute (MSI) and Lecturer in Marketing at the Wharton School of the University of Pennsylvania. In 1968 he went to Cambridge, MA as Associate Director of Research when MSI moved to the Harvard Business School. Cook served six years as a tenure-track Assistant Professor of Marketing at the University of Chicago's Graduate School of Business from 1969 through 1975. Since 1997 he also serves as president and design director of [The Style Furniture Corporation](#), a manufacturing and retailing company with patents and patents pending.

Professor Cook's first publication, "What Management Can Learn from the Borden Case," appeared in *Business Horizons* in 1966. A book, *Brand Policy Determination*, published by Allyn and Bacon, Boston, followed this article in 1967. His paper with Rolando Polli "Validity of the Product Life Cycle," has been cited in over one hundred refereed journal articles since its publication in the *Journal of Business* in October 1969. In 1978 his work with Jerome Herniter on "A Multidimensional Stochastic Model of Consumer Purchase Behavior," was published in *Behavioral and Management Science in Marketing*, ed. by Harry L. Davis and Alvin J. Silk, John Wiley and Sons, New York. Professor Cook's paper on "Marketing Strategy and Differential Advantage" appeared in the *Journal of Marketing* in the spring, 1983. His paper "The Net Present Value of Market Share" was published in the summer, 1985 issue of the *Journal of Marketing*. Professor Cook presented a paper on "Marketing Risks and Rate of Return" at the ORSA/TIMS Marketing Science Conference in March 1988. With Jean-Claude Larréché and Ed Strong in 1989 he published the second edition of *Readings in Marketing Strategy*, Scientific Press, San Francisco. From 1990 to 1996 Professor Cook was a member of the editorial board of the *Journal of Marketing*. In 1994-95 he served as Faculty Director of the Freeman MBA program. A paper on "Delphi Sampling" co-authored with David Frigstad appeared in *Marketing Research* in the fall, 1997. His paper "Marketing's Impact on Firm Value: The Value-Sales Differential" appeared in *Marketing Science Institute Reports*, December 2003. A paper with Jianan Wu and Edward Strong "A Two Stage Model of the Promotional Performance of Pure Online Firms" was presented in June, 2002 at the *INFORMS Marketing Science Conference*, Edmonton, Canada. This paper was published in *Information Systems Research* in December 2005. Thomson Learning published his latest book, *Competing for Customers and Capital*, in March 2006.

In addition to teaching and academic research, Professor Cook devotes some time to executive seminars and forensic market research. He is listed in the current edition of *Who's Who in America*.

CURRICULUM VITAE

PERSONAL DATA

Victor Joseph Cook, Jr., Ph.D.
35 Newcomb Boulevard
New Orleans, LA 70118-5527
504.866.3362 (Line)
504.234.9903 (Cell)
504.866.0194 (Fax)
v2@TheStyle.com

CURRENT POSITION

Freeman Professor of Doctoral Studies and Research
Senior Fellow, Goldring Institute for International Business
A. B. Freeman School of Business
Tulane University of Louisiana
New Orleans, Louisiana 70118-5669
504-865-5476 (Office)
504-865-6751 (Fax)
Victor.Cook@Tulane.edu
<http://ssrn.com/author=116438>: Downloads since January 30, 2006 -- 715
<http://www.customersandcapital.com>: Visitors since February 18, 2007 – 25,088

EDUCATION

Florida State University
Tallahassee, Florida
Degree: B.A. (Business and Fine Art) 1960

Louisiana State University
College of Business Administration
Baton Rouge, Louisiana
Degree: M.S. (Marketing and Economics) 1962
Masters Thesis: *A Theory of Retail Advertising*

The University of Michigan
Horace H. Rackham School of Graduate Studies
Ann Arbor, Michigan
Degree: Ph.D. (Marketing, Economics, and Statistics) 1965
Dissertation Title: *Branding Behavior of the Firm*

HONORS

Phi Beta Kappa
Beta Gamma Sigma
Teacher's Honor Roll
Howard W. Wissner Award (MBA)
Who's Who in America, 1995-
Who's Who in the World, 1994-
Who's Who in Finance and Industry, 1993-

PREVIOUS POSITIONS

Freeman Professor of Doctoral Studies and Research, A.B. Freeman School of Business, Tulane University, New Orleans, Louisiana, 2007-

Senior Fellow, Goldring Institute for International Business, A.B. Freeman School of Business, Tulane University, New Orleans, Louisiana, 2007-

Emeritus Professor of Enterprise Marketing Strategy, A.B. Freeman School of Business, Tulane University, New Orleans, Louisiana, 2006-

Professor of Marketing Strategy, A.B. Freeman School of Business, Tulane University, New Orleans, Louisiana, 1983-2005.

Associate Professor of Marketing, A.B. Freeman School of Business, Tulane University, New Orleans, Louisiana, 1979-1983.

Visiting Associate Professor of Marketing, A.B. Freeman School of Business, Tulane University, New Orleans, Louisiana, 1977-1979.

President and Design Director, Management and Design Associates, Inc., New Orleans, Louisiana, 1975-1977.

Assistant Professor of Marketing, Graduate School of Business, University of Chicago, Chicago, Illinois, 1969-1975.

Associate Research Director, Marketing Science Institute, Cambridge, Massachusetts, 1968-1969.

Research Associate, Marketing Science Institute,
Philadelphia, Pennsylvania, 1965-1968.

Doctoral Fellow, Marketing Science Institute,
Philadelphia, Pennsylvania, 1964-1965.

Lecturer in Marketing, The Wharton School of the University of Pennsylvania,
Philadelphia, Pennsylvania, 1965-1968.

Instructor in Marketing, Graduate School of Business, University of Michigan,
Ann Arbor, Michigan, 1963-1964.

Research Assistant, Bureau of Business Research, Louisiana State University,
College of Business Administration, Baton Rouge, Louisiana, 1960-1962.

COURSES TAUGHT AT THE FREEMAN SCHOOL

Competing for Customers and Capital (BSM and MBA)
Strategic Marketing Theory (Ph.D.)
Marketing Research (BSM and MBA)
Retailing Strategy (BSM and MBA)
Marketing Strategy: MARKSTRAT (BSM and MBA)
Consumer Behavior (BSM and MBA)
Marketing Management (BSM and MBA)

PAPERS PUBLISHED IN REFEREED JOURNALS

Jianan Wu, Victor J. Cook, Jr., Edward C. Strong (2005), "[A Two-Stage Model of the Promotional Performance of Pure Online Firms](#)," *Information Systems Research*, 16 (December), 334-351 (the lead paper in this issue).

Victor J. Cook, Jr. (2003), "[Marketing's Impact on Firm Value: The Value-Sales Differential](#)," *Marketing Science Institute Reports*, December, pages 55-78.

Victor J. Cook, Jr. and David Frigstad (1997), "[Take It to the Top: Delphi Sampling is the Best for Supply Chain Research](#)," *Marketing Research*, 9 (Fall), 22-29.

Victor J. Cook, Jr. and Robert R. Rothberg (1990), "[The Harvesting of USAUTO? From the Gasoline Crisis of 1973 to the Imposition of 'Voluntary' Import Quotas in 1981](#)," *Journal of Product Innovation Management*, 7 (December), 310-322.

Victor J. Cook, Jr. (1987), "[Introduction to Strategic Studies in MARKSTRAT](#)," *Journal of Business Research*, 15 (December), 467-468.

Victor J. Cook, Jr. and John R. Page (1987), "[Assessing Marketing Risk](#)," *Journal of Business Research*, 15 (December), 519-530.

Victor J. Cook, Jr. (1985), "[The Net Present Value of Market Share](#)," *Journal of Marketing*, 49 (Summer), 49-63.

Victor J. Cook, Jr. (1985), "[Understanding Marketing Strategy and Differential Advantage](#)," *Journal of Marketing*, 49 (Spring), 137-142.

Victor J. Cook, Jr. and William A. Mindak (1984), "[A Search for Constants: The Heavy User Revisited](#)," *Journal of Consumer Marketing*, 4, 79-81.

Victor J. Cook, Jr. (1983), "[Marketing Strategy and Differential Advantage](#)," *Journal of Marketing*, 47 (Winter), 68-75.

Victor J. Cook, Jr. (1972), "[Computers Pay Off In Marketing](#)," *Business Horizons*, XV (April), 25-34.

Victor J. Cook, Jr. and Jerome D. Herniter (1971), "[NOMMAD, or How Consumers Behave](#)," *Sloan Management Review*, 12 (Spring), 77-95.

Rolando Polli and Victor J. Cook, Jr. (1969), "[Validity of the Product Life Cycle](#)," *Journal of Business*, 42 (October), 385-400.

Victor J. Cook, Jr. (1968), "[Private Brand Mismanagement by Misconception](#)," *Business Horizons*, December 63-74.

Victor J. Cook, Jr. (1967), "[Group Decision, Social Comparison, and Persuasion in Changing Attitudes](#)," *Journal of Advertising Research*, 7 (March), 31-37.

Thomas F. Schutte, Victor J. Cook, Jr. and Richard Hemsely (1966), "[What Management Can Learn from the Borden Case](#)," *Business Horizons*, 9 (Winter), 23-30.

ARTICLES PUBLISHED BY [SEEKING ALPHA](#)

[Air Express Carriers: Winning With a Headwind](#)
August 3, 2008

[Air Express Carriers - Law & Order in the Markets](#)
July 14, 2008

[Air Express Carriers and Intangible Market Value](#)

June 30, 2008

[Air Express Carriers and the Missing Factors Model](#)

June 16, 2008

[Air Express Carriers: Mr. Smith Goes to Holland](#)

June 2, 2008

[Air Express Carriers: Managing Market Share for Optimal Earnings](#)

May 27, 2008

[Air Express Wars: The New Meaning of Market Share](#)

May 20, 2008

[Express Luggage Services: Charting a Demand Curve With No Data](#)

May 12, 2008

[Passengers, Packages: The Paradox of Air Transportation](#)

April 28, 2008

[Luggage Forward Flying: How to Restore Passenger Confidence and Carrier Profitability](#)

April 21, 2008

['Power Offers': Turning Airlines' Mistakes into Value-Added Services](#)

April 14, 2008

['Power Offers' in Air Travel: Should Continental Partner with the TSA?](#)

April 7, 2008

[Creating 'Power Offers' in Air Travel](#)

March 31, 2008

[Why Airline Mergers Don't Work](#)

March 24, 2008

[Fixing the Airlines: Reconfigure or Reregulate](#)

March 17, 2008

[Delta/Northwest: Evaluating Company Performance in a Dysfunctional Industry](#)

March 10, 2008

[Unintended Consequences of a Delta/Northwest Merger](#)

March 3, 2008

[Yahoo + Adobe: It's a Vision Thing](#)

February 26, 2008

[Yahoo's Audacious Option: Who Would Pay \\$50 for an \\$18 Stock?](#)

February 18, 2008

[Did Microsoft 'Massively Undervalue' Yahoo?](#)

February 11, 2008

[Microsoft-Yahoo Deal: A Question of S&M Synergy](#)

February 4, 2008

Victor J. Cook, Jr.

[Dell, You Can't Make a Tune Out of Just One Note,](#)

January 28, 2008.

Victor J. Cook, Jr.

[Metrics For Measuring Dell's Magic Marketing Machine,](#)

January 22, 2008

Victor J. Cook, Jr.

[If Only Dell Had Listened to the Numbers,](#)

January 14, 2008

[The Bad News and the Good News About Newspapers,](#)

December 10, 2007

[The Rough Rider and The Grey Lady: Pennies for Dollars?,](#)

December 6, 2007

[The New York Times Company: Enterprise Marketing and the Bottom Line,](#)

November 26, 2007

[The New York Times Company: Public Trust vs. Maximum Earnings,](#)

November 19, 2007

[Google vs. Microsoft: Blue/Red Ocean Stock Pricing – Reply to SA Comments,](#)

November 5, 2007

[Google vs. Microsoft: Blue vs. Red Ocean Stock Pricing,](#)

October 29, 2007

[Google vs. Microsoft: Crossing the Blue-Ocean, Red-Ocean Divide,](#)

October 22, 2007

[Google vs. Microsoft: Blue/Red Ocean Earnings Productivity](#),
October 15, 2007

[Microsoft vs. Google: The New Battle for Your Network](#),
October 9, 2007

[Microsoft Optimizing “Red Ocean” Expenses](#),
October 2, 2007

[Microsoft’s \\$154 Billion Question: Accounting for the Unaccountable](#),
September 30, 2007

[Interbrand Value and Market Cap: A More Meaningful Comparison](#),
September 19, 2007

[Brand Value vs. Book Value](#),
September 10, 2007

[Southwest Airlines Should Put LUV in Its Logo](#),
September 4, 2007

[Is Competition a New Risk Factor in Morgan Stanley’s World?](#),
August 28, 2007

[Will Morgan Stanley Profit From the Dog Days of Summer?](#)
August 20, 2007

[Goldman Sachs and the Faulty Ivory Towers](#),
August 13, 2007

[Morgan Stanley, Merrill Lynch and the Fable of Three Bears](#),
August 7, 2007

[Double Bull’s Eye for Morgan Stanley](#),
July 30, 2007

[Reconsidering Citigroup: The Middle Line and 3D Marketing](#),
July 23, 2007

[Citigroup’s Differentials: 3rd Dimension Marketing Metrics](#),
July 16, 2007

[Citigroup’s Enterprise Marketing Expenses: The Middle Line](#),
July 9, 2007

[ICE-CME Exchange Wars: A Mexican Standoff?](#),
July 3, 2007

[ICE-CME Exchange Wars Redux](#),
June 27, 2007

[Intercontinental Exchange and Chicago Mercantile Exchange Fight for CBOT](#),
June 18, 2007

[Dow Jones & Company: The Economics Don't Make Sense?](#)
June 12, 2007

[Dow Jones & Company: Anomaly or Hidden Value?](#),
June 5, 2007

PUBLISHED BOOKS AND CHAPTERS

Victor J. Cook, Jr., (2006), [Competing for Customers and Capital](#), 1st Ed., Thomson Southwestern, I-xiv + 246.

Victor J. Cook, Jr., Jean Claude Larréché, and Edward C. Strong (1989), [Readings in Marketing Strategy](#), 2nd Ed., Scientific Press, Palo Alto, California.

Victor J. Cook, Jr. (1984), "Psychological Economics," *Consumer Behavior*, Thomas S. Robertson, Scott Ward, and Joan Zielinski, New York: Scott, Foresman and Company, Chapter 13, 301-320.

Jerome D. Herniter and Victor J. Cook, Jr. (1978), "[A Multi-Dimensional Stochastic Model of Consumer Behavior](#)," *Behavioral and Management Science in Marketing*, Eds. Harry L. Davis and Alvin J. Silk, New York: John Wiley & Sons, 237-269.

Thomas F. Schutte and Victor J. Cook, Jr. (1978), "Branding Policies and Practices," in *Marketing Management: Integrated Text, Readings and Cases*, M. A. Jolson, New York: Macmillian Publishing Company, Inc., 381-392.

Victor J. Cook, Jr. and Fred Veach (1978), "Brands and Brand Names," *Marketing Manager's Handbook*, Ed. Stuart Henderson Britt, Chicago: The Dartnell Corporation, Chapter 45, (Second Ed.), 649-667.

Victor J. Cook, Jr. and Thomas F. Schutte (1967), [Brand Policy Determination](#), Boston: Allyn and Bacon, Inc., i-xxiv + 258.

REFEREED CONFERENCE PROCEEDINGS

Victor J. Cook, Jr., William Moulton, and Jim Spaeth (2005), "[Marketing Meets Finance](#)," INFORMS conference, San Francisco, November 16, in the session on *Frontiers in Enterprise Marketing*.

Victor J. Cook, Jr., Kenneth J. Boudreaux, and Prem Jain (2002) "Value-Sales Differentials: Linking Financial and Marketing Performance," paper presented at the *Marketing Science Institute Conference on Measuring Marketing Productivity*, Dallas, TX, October 3-5 (extended abstract).

Jianan Wu, Victor J. Cook, Jr., and Edward C. Strong (2001), "Assessing Promotion Performance of Pure Online Players: A Two-Stage Model with Sample Selection," *2001 Twenty-Second International Conference on Information Systems* (extended abstract).

Victor J. Cook, Jr. (1986), "To Cite or Not to Cite: Measuring the Research Productivity of Marketing Faculties," *1986 AMA Winter Educators' Conference*, Eds. Joseph Gultinan and Dale Achabal, (February), 22-27.

Marjorie Fox Utsey and Victor J. Cook, Jr. (1984), "A Marketing Strategy Paradigm for Case Analysis," *1984 AMA Educators' Conference Proceedings*, Eds. Russell W. Belk, et. al., Series 50, Chicago, 96-100.

Marjorie Fox Utsey and Victor J. Cook, Jr. (1984), "Demographics and the Propensity to Consume," *Advances in Consumer Research*, Ed. Thomas C. Kinnear, Ann Arbor: MI, Association for Consumer Research, 718-723.

Victor J. Cook, Jr. (1984), "A New Role for Psychological Economics in Consumer Research," *Advances in Consumer Research*, Ed. Thomas C. Kinnear, Ann Arbor, MI: Association for Consumer Research, 709-713.

Victor J. Cook, Jr. and Jerome D. Herniter (1969), "A Manager's Guide to Model Based Information Systems in Marketing," *Marketing in a Changing World*, Ed. Bernard A. Morin, Chicago: American Marketing Association, 121-128.

Victor J. Cook, Jr. and Jerome D. Herniter (1968), "Preference Measurement in a New Product Demand Simulation," *Marketing and the New Science of Planning*, Ed. Robert L. King, Chicago: American Marketing Association, 316-322.

Thomas F. Schutte and Victor J. Cook, Jr. (1966), "Branding Policies and Practices," *Science, Technology and Marketing*, Ed. R. Haas, Chicago: American Marketing Association, 197-13.

AUDIO SLIDE SHOWS OF BOOK CHAPTERS (1,910 Downloads)

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 1 “A Bridge to Tomorrow,” March 22, 2007 (<http://breeze.tulane.edu/cookchapter1/>) 14 Slides, 11m & 42s ([57 downloads](#) as of August 27, 2008).

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 1, “A Bridge to Tomorrow for Doctoral Students,” last modified July 13, 2007 (<http://breeze.tulane.edu/cookchapter1doctoraltopics/>) 40 Slides, 20m & 8s ([18 downloads](#) as of August 27, 2008).

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 2, “Y’all Buckle That Seatbelt,” March 22, 2007 (<http://breeze.tulane.edu/chaptertwo/>) 31 Slides, 17m & 56s ([499 downloads](#) as of August 27, 2008).

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 3, “Who’s in My Strategic Group?” March 22, 2007 (<http://breeze.tulane.edu/cookchapterthree/>) 11 Slides, 11m & 31s ([105 downloads](#) as of August 27, 2008).

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 4, “Enterprise Marketing Expenses,” March 22, 2007 (<http://breeze.tulane.edu/cookchapterfour/>) 16 Slides, 11m & 38s ([549 downloads](#) as of August 27, 2008).

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 5, “The Rule of Maximum Earnings,” March 22, 2007 (<http://breeze.tulane.edu/chapterfive/>) 20 Slides, 14m & 8s ([273 downloads](#) as of August 27, 2008).

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 6, “The Battle for Your Desktop,” March 23, 2007 (<http://breeze.tulane.edu/cookchaptersix/>) 20 Slides, 14m & 8s ([125 Views](#) as of August 27, 2008).

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 7, “In Search of Maximum Earnings,” March 23, 2007 (<http://breeze.tulane.edu/cookchapterseven/>) 25 Slides, 16m & 40s ([54 downloads](#) as of August 27, 2008).

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 8, “High-Flyers and Bottom-Feeders,” March 22, 2007 (<http://breeze.tulane.edu/cookchaptereight/>) 6 Slides, 8m & 9s ([19 downloads](#) as of August 27, 2008).

Victor J. Cook, Jr., Competing for Customers and Capital, Chapter 9, “Competitive Stock Valuation,” May 30, 2007 (<http://breeze.tulane.edu/cookchapternine/>) 13 Slides, 12m & 57s ([211 downloads](#) as of August 27, 2008).

OTHER PAPERS

Victor J. Cook, Jr. and John R. Page (1986), "Specific Risk and Rate of Return," *ORSA/TIMS Marketing Science Conference*, University of Texas at Richardson, (March 15), Session SA2-C.

Victor J. Cook, Jr. and John R. Page (1985), "Measures of Specific Risk in Marketing Strategy," *ORSA/TIMS Marketing Science Conference*, Owen Graduate School of Management, Vanderbilt University, (March 9), Session SA2-B.

Victor J. Cook, Jr. and Jerome D. Herniter (1969), "Microsimulation Determination and Evaluation of the Advertising Budget," *Critical Appraisal of Management Science: Past, Present and Future*, New York: The Institute for Management Sciences, XVI Meeting.

Victor J. Cook, Jr. (1969), "MSI's Research on Product Life Cycles," *Product Life Cycles*, Eds. Robert D. Buzzell, Victor J. Cook, Jr., James R. Peterson, and Paul Hase, Boston, MA: Marketing Science Institute, 10-39.

Rolando Polli and Victor J. Cook, Jr. (1967), "Product Life Cycles: A Review Paper," *Working Paper P-43-2*, Philadelphia: *Marketing Science Institute*, 75 pages.

CURRENT ACADEMIC RESEARCH

Victor J. Cook, Jr. (June 21, 2008), "[Why Airline Mergers Don't Work](#)," SSRN working paper, 145 downloads through August 27, 2008.

Victor J. Cook, Jr. (March 17, 2008), "[Microsoft vs. Yahoo! in the Battle for Your Desktop](#)," working paper, 107 downloads.

Victor J. Cook, Jr. (January 31, 2007), "[The Value/Revenue Ratio: A Semi-Long-Wave Marketing/Accounting Metric](#)," SSAR working paper, 159 downloads through August 27, 2008.

Victor J. Cook, Jr. (January 27, 2007), "[Marketing Meets Finance](#)," SSRN working paper, 304 downloads through August 27, 2008.

Victor J. Cook, Jr. (2008) "Approximating Quality and Price Elasticity for Very New Products from Very Small Samples," working paper.

L.J. Shrum, Tina Lowery, and Victor J. Cook, Jr. (2008), Phonetic Symbolism in Financial Tickers, preliminary research design.

Victor J. Cook, Jr., William Moul, Jim Spaeth, and Tim Ambler (2007), "Intangible Doesn't Mean Invisible," *Harvard Business Review*, proposed paper outline in final draft.

Victor J. Cook, Jr. (2003), "Competing for Customers and Capital: The Impact of Marketing and Finance on Firm Performance," *Journal of Marketing*, 2nd round revision, ms. # 03-047-IR.

Victor J. Cook, Jr. (1997) "Retail Market Risk," working paper.

UNPUBLISHED BOOK MANUSCRIPTS

Victor J. Cook, Jr. (1996), *Manager's Marketing Workbench*. Spreadsheet analyses that integrates marketing with finance, accounting, and strategic planning in a theory driven on-line learning environment.

Victor J. Cook, Jr. (1993), *Bottom-Line Marketing: Theory, Cases, and Workbench*. A long-run business planning environment built on the *Manager's Marketing Workbench*.

SELECTED WORKSHOPS, REVIEWS, AND CONFERENCE CHAIRS

"Valuing Intangibles: From Marketing Investments to Shareholder Value,"
Wharton School, University of Pennsylvania, February 24, 2005.

Supply Chain Management Conference, "Share of Value Added," with Ed Strong,
Freeman School of Business, April 4, 1998.

Supply Chain Management Conference, "Retail Market Risk,"
Freeman School of Business, May 9, 1997.

Marketing Workshop, "Retail Market Risk,"
Columbia Business School, November 14, 1996.

Editorial Review Board, *Journal of Marketing*, 1990-1996

Occasional Reviewer, *Journal of Marketing*, 1985-

Occasional Reviewer, *Marketing Science*, 1993-

DOCTORAL COMMITTEES

Hector Gomez McFarland
A Measure of Tangible and Intangible Market Value
A.B. Freeman School of Business, Tulane University
Chairman, 2003-

Raul Sanabria,
*A Parametric Investigation of Resource Endowments
Under Varying Strategic Conditions*
A.B. Freeman School of Business, Tulane University
Chairman, 1999-2003

Carlos Alfredo Mansilla,
*The Effects of Market Definition on
Supermarket Share*
A.B. Freeman School of Business, Tulane University
Chairman, 1999-2004

Marjorie Fox Utsey, Ph.D.
[*A Study of the Achievement of Profit Potential
In a Simulated Environment*](#)
A.B. Freeman School of Business, Tulane University
Chairman, 1982-85.

Rolando Polli, Ph.D.
*A Test of the Classical Product Life Cycle
By Means of Actual Sales Histories*
The Wharton School, University of Pennsylvania
Committee Member, 1967-68.

PROFESSIONAL ASSOCIATIONS

American Marketing Association
Southern Economic Association
Institute for Operations Research and the Management Sciences

UNIVERSITY SERVICE

Faculty Director, Postdoctoral Programs in Business, 2007-
Student Grievance Committee, 2002-03
Tenure and Promotion Committee, 2002-03
Director, International Ph.D. Program in Marketing, 1998-2001
Marketing Area Coordinator, 1997-2001
Chairman, Marketing Recruiting Committee, 1997-2001
MBA Curriculum Committee, 1996-1998
Faculty Director, Freeman MBA Program, 1994-1995
Tenure and Promotion Committee, 1993-2000

Marketing Recruiting Committee, 1993-1996.

Chairman, Academic Integrity Committee, 1993-95

Chairman, MBA Curriculum Committee, 1994-95.

PhD Applied Economics Curriculum Committee, 1989-95.

Commencement Committee, 1994-95.

Chairman, Committee on Studies in Marketing, 1993-94.

MBA Curriculum Committee, 1993-94.

Burkenroad Institute Faculty Advisory Committee, 1993-94.

AACSB Ad Hoc Committee, 1993-1994

Chairman, Marketing Faculty, 1989-1991.

Ph.D. Program Committee, 1989-1991

Dean's Faculty Advisory Committee, 1990-1991.

Standing Promotion and Tenure Committee, 1989-1993.

University Senate Development Committee, 1985-1988.

Chairman, Dean Search Committee, 1986-1987.

Chairman, Admissions Committee, 1985-1987.

Marketing Area Coordinator, 1983-1986.

Dean's Academic Council, 1984-1986.

Task Force on Admissions, Member, 1985-1986.

Doctoral Program Feasibility Task Force, 1984-1985.

Chairman, Ph.D. Program in Marketing, Graduate School, Tulane University, 1982-1985.

Graduate Faculty of the University, 1982-

CONSULTING

Rushing & Guice, P.L.L.C.
604 Porter Avenue
Ocean Springs, MS 39564
2007-2008

Oreck Corporation
Office of the CFO
100 Plantation Road
New Orleans, LA 70123
2006-07

Fireman's Fund Insurance Company
Centerpointe Corporate Park
Post Office Box 9003
Williamsville, New York 14231
1998-2000

Hartford Insurance Company
Commercial Claim Office
Post Office Box 947000
Maitland, Florida 32794-70000
1998-2000

Media/Professional
2 Pershing Square, Suite 800
2300 Main Street
Kansas City, Missouri 64108-2401
1998-2000

Crown Beverage Company
Financial Department
2811 Toulouse Street
New Orleans, LA 70119
1997-1998

Procter & Gamble Co.
Food Products
1 Procter and Gamble Place
Cincinnati, OH 45202
1993-94

E. I. du Pont De Nemours & Company
Corporate Plans; Legal Department
1007 Market Street
Wilmington, Delaware 19898
1986-1996

General Electric Company
Advanced Marketing Development
New York, New York 10520
1986-1987

International Computers Limited
Marketing Development and Training
Berkshire S14 1EE UK
1983-1992

Meyer Feldberg Associates
145 Central Park West
New York, NY 10023
1982-1993