

Jan B. Heide

Wisconsin School of Business
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Academic Appointments

2019-present Michael Lehman Distinguished Chair in Business, Wisconsin School of Business
2002-2019 Irwin Maier Chair in Business, Wisconsin School of Business
2010-present Professorial Fellow, Department of Management and Marketing, University of Melbourne
2004 Montezemolo Visiting Professor, Cambridge Judge Business School, University of Cambridge
2004 Visiting Fellow, Sidney Sussex College, University of Cambridge
1999-2002 Churchill Professor of Marketing, Wisconsin School of Business
1993-1999 Assistant and Associate Professor, Wisconsin School of Business
1987-1993 Assistant and Associate Professor, Lewis-Progressive Faculty Fellow, Weatherhead School of Management, Case Western Reserve University

Academic Degrees

Ph.D. in Marketing, University of Wisconsin-Madison, 1987

Dissertation: "Explaining 'Closeness' in Industrial Purchasing Relationships: The Effects of Dependence Symmetry on Inter-Organizational Coordination Patterns"

MBA in Finance, University of Wisconsin-Madison, 1982

BSc Norwegian School of Management, Oslo, Norway, 1981

Research Interests

Inter-Firm Relationships, Marketing Channels, B2B Marketing, Marketing Organization

Publications (peer-reviewed)

- [1] Elham Ghazimatin, Erik A. Mooi, and Jan B. Heide, "B2B Projects, Task Configuration, and Innovation", ***Journal of Marketing Research***, forthcoming.
- [2] Jan B. Heide, Simon J. Bell, and Paul Tracey, "Who We Are and How We Govern: The Effect of Identity Orientation on Governance Choice", ***Journal of Marketing***, forthcoming.
- [3] Danielle A. Chmielewski-Raimondo, Ali Shamsollahi, Simon J. Bell, and Jan B. Heide, "When the Honeymoon is Over: A Theory of Relationship Liabilities and Evolutionary Processes", ***Journal of Marketing***, forthcoming.

- [4] Elham Ghazimatin, Erik A. Mooi, and Jan B. Heide, "Mobilizing the Temporary Organization: The Governance Roles of Selection and Pricing", ***Journal of Marketing***, 2021, 85 (4), 85-104.
- Finalist for the Hunt/Maynard Award.
- [5] Allegre L. Hadida, Jan B. Heide, and Simon J. Bell, "The Temporary Marketing Organization", ***Journal of Marketing***, 2019, 83 (2), 1-18.
- Lead article in the March 2019 issue.
 - Summary of article reprinted in *Marketing News*, May 2019 ("Effectively Use Temporary Marketing Organizations").
 - Finalist for the Hunt/Maynard Award.
- [6] Kenneth H. Wathne, Jan B. Heide, Erik Mooi, and Alok Kumar, "Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments", ***Journal of Marketing Research***, 2018, 55 (October), 704-721.
- [7] Alberto Sa Vinhas and Jan B. Heide, "Forms of Competition and Outcomes in Dual Distribution Channels: The Distributor's Perspective", ***Marketing Science***, 2015, 34 (1), 160-175.
- [8] Paul Tracey, Jan B. Heide, and Simon Bell, "Bringing 'Place' Back In: Regional Clusters, Project Governance, and New Product Outcomes", ***Journal of Marketing***, 2014, 78 (6), 1-16.
- Lead article in the November 2014 issue.
- [9] Jan B. Heide, Alok Kumar, and Kenneth H. Wathne, "Concurrent Sourcing, Governance Mechanisms, and Performance Outcomes in Industrial Value Chains", ***Strategic Management Journal***, 2014, 35 (8), 1164-1185.
- [10] Lukas, Bryan A., Gregory J. Whitwell, and Jan B. Heide, "Why Do Customers Get More Than They Need? How Organizational Culture Shapes Product Capability Decisions", ***Journal of Marketing***, 2013, Vol. 77 (January), 1-12.
- Lead article in the January 2013 issue.
 - Article selected by the ***Marketing Science Institute*** to appear in "MSI Selections".
- [11] Alberto Sa Vinhas, Jan B. Heide, and Sandy Jap, "Consistency Judgments, Embeddedness, and Outcomes in Organizational Networks", ***Management Science***, 2012, Vol. 77 (May), 996-1011.
- [12] Alok Kumar, Jan B. Heide, and Kenneth H. Wathne, "Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships", ***Journal of Marketing***, 2011, Vol. 75 (March), 1-18.
- Lead article in the March 2011 issue.
- [13] Simon J. Bell, Paul Tracey, and Jan B. Heide, "The Organization of Regional Clusters", ***Academy of Management Review***, 2009, Vol. 34 (4), 623-642.
- [14] Jan B. Heide, Kenneth H. Wathne, and Aksel Rokkan, "Inter-Firm Monitoring, Social Contracts, and Relationship Outcomes", ***Journal of Marketing Research***, 2007, Vol. 44 (August), 425-433.
- [15] Jan B. Heide and Kenneth H. Wathne, "Friends, Businesspeople, and Relationship Roles: A Conceptual Framework and A Research Agenda", ***Journal of Marketing***, 2006, Vol. 70 (July), 90-103.

- [16] Kenneth H. Wathne, and Jan B. Heide, "Relationship Governance in a Supply Chain Network," *Journal of Marketing*, 2004, Vol. 68, (January), 73-89.
- Published in the *Marketing Science Institute's* report series (No. 01-109).
 - Summary of article published as lead article in the *Marketing Science Institute's Insight* magazine, Fall 2001.
- [17] Jan B. Heide, "Plural Governance in Industrial Purchasing," *Journal of Marketing*, 2003, Vol. 67 (October), 18-29.
- [18] Aksel Rokkan, Jan B. Heide, and Kenneth H. Wathne, "Specific Investments in Marketing Relationships: Expropriation and Bonding Effects," *Journal of Marketing Research*, May 2003, Vol. 40 (May), 210-224.
- [19] Kenneth H. Wathne, Harald Biong, and Jan B. Heide, "Choice of Supplier in Embedded Markets: Relationship and Marketing Program Effects," *Journal of Marketing*, 2001, Vol. 65 (April), 54-66.
- Summary of article published in the *Sloan Management Review*, October 2001.
- [20] Kenneth H. Wathne and Jan B. Heide, "Opportunism in Interfirm Relationships: Forms, Outcomes, and Solutions," *Journal of Marketing*, 2000, Vol. 64 (October), 36-51.
- On the American Marketing Association's list of the ten most-cited *Journal of Marketing* articles, 2000-2005.
 - Article was the winner of the 2007 **Louis W. Stern Award** for the Outstanding Article in an *American Marketing Association* journal on Marketing Channels and Distribution.
- [21] Shantanu Dutta, Jan. B. Heide and Mark Bergen, "Vertical Territorial Restrictions and Public Policy: Theories and Industry Evidence," *Journal of Marketing*, 1999, Vol. 63, October, 121-134.
- [22] Debi Mishra, Jan B. Heide, and Stanton Cort, "Levels of Agency Relationships in Service Delivery: Theory and Empirical Evidence," *Journal of Marketing Research*, 1998, Vol. 35, August, 277-295.
- Lead article in the August 1998 issue.
- [23] Jan B. Heide, Shantanu Dutta and Mark Bergen, "Exclusive Dealing in Channels of Distribution: A Business Efficiency Perspective," *Journal of Law and Economics*, 1998, Vol. 41, October, 387-407.
- [24] Mark Bergen, Jan B. Heide, and Shantanu Dutta, "Managing Gray Markets Through Tolerance of Violations: A Transaction Cost Perspective," *Managerial and Decision Economics*, 1998, vol. 19, October, 157-165.
- [25] John P. Murry and Jan B. Heide, "Managing Promotion Program Participation Within Manufacturer-Retailer Relationships," *Journal of Marketing*, 1998, Vol. 62, January, 58-68.
- Published in the *Marketing Science Institute's* report series (No. 97-109).
 - Abstract of article published in *P-O-P Times*, July 1997.

- [26] Aric Rindfleisch and Jan B. Heide, "Transaction Cost Analysis: Past, Present and Future Applications," *Journal of Marketing*, 1997, Vol. 61, October, 30-54.
- Article ranked fifth among the most commonly used articles in marketing doctoral seminars (Bauerly and Johnson 2005).
 - Abstract of article published in "Essential Marketing Readings," **Marketing Science Institute**, 2006.
 - Article was the winner of the 1997 **Harold H. Maynard Award** for its contribution to marketing theory and thought.
 - Article reprinted in **The International Library of the New Institutional Economics**, C. Menard (Ed.), Elgar Publishing, 2004.
 - Article was the winner of the 2004 **Louis B. Stern Award** for the Outstanding Article in an *American Marketing Association* journal on Marketing Channels and Distribution.
- [27] Rodney L. Stump and Jan B. Heide, "Controlling Partner Opportunism in Industrial Relationships," *Journal of Marketing Research*, 1996, Vol. 33, November, 431-441.
- [28] Jan B. Heide and Allen M. Weiss, "Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets" *Journal of Marketing*, 1995, Vol. 59, July, 30-43.
- [29] Mark Bergen, Shantanu Dutta, Jan B. Heide and George John, "Understanding Dual Distribution: The Case of Reps and House Accounts," *Journal of Law, Economics and Organization*, 1995, Vol. 11, April, 189-204.
- [30] Jan B. Heide, "Interorganizational Governance in Marketing Channels," *Journal of Marketing*, 1994, Vol. 58, January, 71-85.
- Abstract of article published in "Essential Marketing Readings," **Marketing Science Institute**, forthcoming, 2006.
 - Article was the winner of the 2001 **Louis W. Stern Award** for the Outstanding Article in an *American Marketing Association* journal on Marketing Channels and Distribution.
- [31] Jan B. Heide and Rodney L. Stump, "The Performance Implications of Buyer-Supplier Relationships in Industrial Markets: A Transaction Cost Explanation," *Journal of Business Research*, 1995, Vol. 32, January, 57-66.
- [32] Allen M. Weiss and Jan B. Heide, "The Nature of Organizational Search in High-Technology Markets", *Journal of Marketing Research*, 1993, Vol. 30, May, 220-223.
- Published in the **Marketing Science Institute's** report series (No. 92-126).
- [33] Jan B. Heide and George John, "Do Norms Matter in Marketing Relationships?," *Journal of Marketing*, 1992, Vol. 56, April, 32-44.
- [34] Jan B. Heide and Anne S. Miner, "The Shadow of the Future: The Effects of Anticipated Interaction and Frequency of Contact on Buyer-Seller Cooperation," *Academy of Management Journal*, 1992, Vol. 35, June, 265-291.
- Lead article in June 1992 issue.
- [35] Jan B. Heide and George John, "Alliances in Industrial Purchasing: The Determinants of Joint Action in Buyer-Supplier Relationships," *Journal of Marketing Research*, 1990, Vol. 27, February, 20-36.
- Abstract of article published in *Marketing News*, August 1991.
- [36] Jan B. Heide and George John, "The Role of Dependence Balancing in Safeguarding Transaction-Specific Assets in Conventional Channels," *Journal of Marketing*, 1988, Vol. 52, January, 20-35.

- [37] Timothy M. Stearns, Alan N. Hoffman and Jan B. Heide, "Performance of Commercial Television Stations as an Outcome of Interorganizational Linkages and Environmental Conditions," ***Academy of Management Journal***, 1987, Vol.30, No. 1, 71-90.

Book Chapters

- [1] Jan B. Heide, "Managing the Distribution System," in **The AMA Management Handbook**, Third Edition, Noel Capon (Ed.), American Management Association, 1994, 3-19-3-26.
- [2] Jan B. Heide and George John, "Measurement Issues in Research on Inter-Firm Relationships," in **Business Marketing: An Interaction and Network Perspective**, David T. Wilson and Kristian Moller (Eds.), Kluwer Publishing, 1995.

Honors and Awards

Mahajan Award for Lifetime Contributions to Marketing Strategy Research, *American Marketing Association*, 2022.

Selected as a Fellow of the *American Marketing Association*, 2021.

Member of "Top 5 % Review Team", *Journal of the Academy of Marketing Science*, 2016

Listed among "Favorite Professors of Best and Brightest MBAs", *Poets and Quants*, 2017, 2018

Outstanding Reviewer Award, *Academy of Management Review*, 2015, 2016

Finalist, Developmental Reviewer of the Year Award, *Academy of Management Review*, 2015

Outstanding Reviewer Award, *Journal of Marketing*, 2014

Gaumnitz Excellence in Research Award, School of Business, University of Wisconsin-Madison, 2014

Listed Among "World's 50 Most Cited Marketing Scholars" in University of Minnesota study (based on Social Sciences Citation Index 2013)

Lifetime Achievement Award, American Marketing Association's Interorganizational Special Interest Group, 2012

Nomination, *Economist Intelligence Unit's Business Professor of the Year*, 2012

Gaumnitz Excellence in Teaching Award, School of Business, University of Wisconsin-Madison, 2011

Louis W. Stern Award for *Journal of Marketing* article, "Opportunism in Interfirm Relationships: Forms, Outcomes, and Solutions", American Marketing Association, 2007 (with Kenneth Wathne)

Outstanding Reviewer Award, *Journal of Retailing*, 2006

Featured in Thomson-ISI's Highly Cited Researchers Directory

Outstanding Reviewer Award, *Journal of Marketing*, 2003-2005

Louis W. Stern Award for *Journal of Marketing* article, "Transaction Cost Analysis: Past, Present, and Future Applications," American Marketing Association, 2004 (with Aric Rindfleisch)

Erwin A. Gaumnitz Distinguished Faculty Award, School of Business, University of Wisconsin-Madison, 2003

Outstanding Faculty Award, Graduate Business Association, University of Wisconsin-Madison, 2003, 2004

Outstanding Reviewer Award, *Journal of Marketing*, 1999-2001

Louis W. Stern Award for *Journal of Marketing* article, “Interorganizational Governance in Marketing Channels,” American Marketing Association, 2001

Teaching Excellence Award, University of Wisconsin Evening MBA Program, 2001

University of Wisconsin System Underkofler Excellence in Teaching Award, 1998

Rated as one of the four top Professors in the University of Wisconsin School of Business in *Business Week's* 1998 “Best Business Schools Survey”

Marketing Professor of the Year, Mu Kappa Tau, University of Wisconsin, 1998

Harold H. Maynard Award for best theory article, “Transaction Cost Analysis: Past, Present, and Future Applications” in the *Journal of Marketing*, 1997 (with Aric Rindfleisch)

Fellow of the University of Wisconsin Teaching Academy, 1997

Dean's Teaching Award, Beta Gamma Sigma, University of Wisconsin, 1997

Listed among Outstanding Faculty in Business Week's “Guide to the Best Business Schools,” 1993 (while at Case Western Reserve University), 1997 (University of Wisconsin)

Invited faculty Representative, American Marketing Association's Doctoral Consortium, 1997, 1999, 2000, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014

Vilas Associate Award, University of Wisconsin, 1996

Lawrence Larson Excellence in Teaching Award, School of Business, University of Wisconsin, 1996

Finalist, Weatherhead School of Management Teaching Excellence Competition, 1988, 1990

Finalist, Reggie L. Tate Teaching Excellence Competition, University of Wisconsin, 1987

American Marketing Association Doctoral Consortium Fellow, 1986

Invited Seminar Presentations

- West Virginia University, 2019
- Texas A&M University, 2017
- University of Kentucky, 2016, 2000
- University of Leeds, 2016
- McMaster University, 2016 (Lyman Hooker Distinguished Visiting Professor)
- University of Illinois, 2015
- University of North Carolina, 2013, 2020
- University of Houston, 2010
- Michigan State University, 2009
- Tulane University, 2008
- University of Alabama, 2008
- Pennsylvania State University, 2006
- University of Arizona, 2005
- University of Texas, 2005
- Emory University (Hightower Distinguished Lecturer), 2005
- City University of Hong Kong, 2005, 2006, 2007
- University of Michigan, 2004

- Cardiff University, 2002
- University of Minnesota, 2002
- Erasmus University, Rotterdam, 2001
- The University of Melbourne, 2001, 2002, 2003, 2004, 2005, 2010, 2013, 2014
- Thammasat University, Bangkok, 2001
- The University of Iowa, 2001
- The University of Nebraska, 2000, 2010, 2020
- The University of Florida, 1999
- London Business School, 1998
- International Institute of Management Development (IMD), 1998
- University of Cambridge, 1997, 2004, 2014
- INSEAD, 1997
- Notre Dame University, 1996, 2016
- Humboldt University, Berlin, 1996
- Melbourne Business School, 1995
- Ohio State University, 1995
- Washington State University, 1995
- The Norwegian School of Management, 1993
- The University of Maryland, 1993
- The University of Cincinnati, 1991, 1997

Other Invited Presentations (pending, due to COVID and other circumstances)

Northwestern University (Kellogg), Bocconi University, Duke University (Fuqua), Rice University, Tulane University

Conference Presentations

Numerous conference presentations, panel discussions, and session chair/discussant roles

Teaching

Undergraduate:

Marketing Principles, Marketing Management, Marketing Channels, Brand Management, Product and Price Management

MBA:

Marketing Management (MBA core), Product Strategy and Management, Product and Price Management, Marketing Channels

Ph.D.:

Seminar in Marketing Channels, Seminar in Interorganizational Relationships

Executive Education Programs:

Distribution Channel Strategy, Managing Strategic Partnerships, Business-to-Business Marketing, Marketing Strategy

Editorial Appointments and Professional Service

Associate Editor

Journal of Marketing Research (2007-2010, 2014-present), Journal of Marketing (2014-present)

Guest Editor-in-Chief

Journal of Marketing, 2015-2016

Guest Associate Editor

Decision Sciences (2011)

Editorial Review Board

- Academy of Management Review
- Marketing Science (2006-2011, 2015- 2021)
- Journal of Marketing
- Journal of Marketing Research (1993-2012)
- Managerial and Decision Economics (1997-2012)
- Journal of Retailing
- Journal of Business-to-Business Marketing
- Journal of the Academy of Marketing Science
- Academy of Marketing Science Review
- Customer Needs and Solutions
- Journal of International Marketing

Advisory Board

- Journal of Supply Chain Management

Ad Hoc Reviewer

Management Science, Strategic Management Journal, Human Relations, Journal of Consumer Research, Administrative Science Quarterly, Organization Science, Academy of Management Journal, Marketing Letters, Journal of Business Research, Journal of Management Studies, Journal of Public Policy and Marketing, Sloan Management Review, Journal of Market-Focused Management, Omega, Journal of Economic Psychology, Industrial Marketing Management, Journal of Supply Chain Management, International Business Review, International Journal of Research in Marketing, Decision Sciences, Journal of Macromarketing, Journal of Advertising

Other Reviewing Activity

- National Science Foundation, Decision, Risk and Management Science Program
- American Marketing Association Doctoral Dissertation Competition
- Institute for the Study of Business Market's Doctoral Dissertation Competition
- Marketing Science Institute's Doctoral Dissertation Competition
- The Norwegian National Science Foundation

Other Professional Service

- Louis W. Stern Award Committee, American Marketing Association, 2002, 2003, 2005
- William O'Dell Award Committee, Journal of Marketing Research, 2001, 2015
- Chair, Maynard and Root Awards, Journal of Marketing, 2013
- External reviewer, University of Cincinnati's MBA program in Business Administration, 2007
- External reviewer, University of Minnesota's Ph.D. program in Business Administration, 1996
- Journal of Marketing Research, Editor Selection Committee, 2005, 2019

Representative Service - University of Wisconsin

- Committee on Distinguished Teaching Awards, 2017-present
- Dean Search Committee, School of Business, 2010-2011
- University of Wisconsin Teaching Academy, 1997-present
- University of Wisconsin Teaching Academy's Task Force on New Teacher Preparation, 1997-2002
- Wisconsin Idea Seminar Participant, 1994

Representative Service – Wisconsin School of Business

- Workshop Instructor, “MBA On Wisconsin Weekend”, 2018, 2019
- MBA Program Honors Board, 2017-Present
- School of Business Subcommittee (Salary, Promotion, & Governance Committee), 9 Years, Chair 2001-2002
- Research Committee
- Workshop Instructor, School of Business' Big Ten Case Competition Team
- Academic Planning Council

- Masters Curriculum Committee
- Evening and Executive MBA Curriculum Committee
- Ph.D. Curriculum Committee
- Business Scholars Program
- Faculty Mentoring Program
- Workshop Instructor, Teaching Assistants' Teaching Improvement Program
- Workshop Instructor, School of Business Diversity Program

Representative Service – Marketing Department

- Chair, Marketing MBA Curriculum Review Committee
- Faculty Coordinator, “The Marketing Challenge” Case Competition
- Faculty Advisor, Graduate Marketing Network
- Ph.D. Program Coordinator
- Faculty Advisor, Mu Kappa Tau Honorary Marketing Society
- Haring Symposium, Faculty Representative
- PhD Preliminary Exam Committee
- Grainger Center for Supply Chain Management, Advisory Board
- Center for Brand and Product Management, Advisory Board
- A.C. Nielsen Center Faculty Advisory Council

Doctoral Advising

Linge Xia, “Measuring B2B Marketing’s Impact in the Presence of Intra-Group Dynamics”, Committee Member.

Ankita Kumar, “Cultural and Institutional Influences on Consumer Coping in Eldercare Service Provision”, Committee Member.

Ingrid O. Koch, “Show and Tell? An Experimental Examination of Customer Signals and Expert Requests in Conflict of Interest Situations”, Committee Member.

Elham Ghazimatin, “The Governance of Projects”, Co-Chair

Sunaina Velagaleti, “From Symbolic Violence to Revolution: How Social Change Impacts Consumer Legitimacy in the Marketplace”, Committee Member

Erika Paulson, “Branding During Social Disruptions”, Committee Member

Amanda Sprye, “Brand Portfolio Management and Financial Performance”, Co-Chair

Yoon-Hee Kim, “The Effect of Operations Strategy on Supplier-Customer Relationships”, Committee Member

Alok Kumar, “Some Pain, Some Gain: The Role of Reputations in Governing Interfirm Relationships,” Dissertation Chair

Jennifer Wiggins, “Be Careful What You Activate: The Negative Effect of Mismatched Norms in Company-Consumer Relationships,” Committee Member

Civilai Terawatanavong, “Relationship Sentiments and Relationship Outcomes: The Moderating Role of Market Orientation and Bilateral Interdependence,” Committee Member

Kenneth H. Wathne, “Relationship Governance in a Vertical Network Context,” Dissertation Chair

Jay Ebben, “Small Firm Performance: The Effects of Two Proposed Strategies,” Committee Member

Jeff Wallman, “Working Rules in Interfirm Relationships,” Committee Member

Angela Paladino, “Comparing the Resource-Based View and Market Orientation to Understand Organizational

Performance, Committee Member

Havard Ness, "Interorganizational Developmental Processes," Committee Member

Alec Johnson, "Long-Term Survival Strategies: Organizing for Success," Committee Member

Haksin Chan, "Adaptive Word-of-Mouth Communication: A Conceptual Framework and Empirical Test," Reader

Stella Y. Hua, "Sequential Product Development and Impact on Market Share Performance," Committee Member

Aric Rindfleisch, "The Antecedents and Consequences of Cooperative Information Sharing Among Industry Rivals," Committee Member

Rodney Stump, "The Effects of Tie Strength on the Structure of Inter-Firm Relationships in Industrial Markets," Dissertation Chair

Jean Kilgore, "Stages of MNC Market Development and Social Initiative Involvement in Host Countries," Committee Member

Erik Olson, "Computer Assisted Decision Aids for Buyers: Factors Which Enhance the Probability of Errors and Evaluations of Decision Aids," Committee Member

Debi Mishra, "Inter-Firm Relationships in Service Settings: An Agency-Theoretic Perspective," Committee Member

Tom J. Brown, "The Company and the Brand: The Link Between Corporate-Level Associations and Consumer Brand Responses," Committee Member

William Murphy, "Motivating Salespeople with Special Incentives to Attain Performance Goals: Some Empirical Evidence," Committee Member

Albert Lai, "Interorganizational Behavior Control in Marketing Channels," Committee Member

Jan Owens, "Intelligence Gathering and Dissemination in Hypercompetitive Markets," Committee Member

Thani Jambulingam, "Antecedents and Consequences of Channel Relationship Structure," Committee Member

Diana Haytko, "Interpersonal Relationship Management in an Interorganizational Environment," Committee Member

Subashini Pulendran, "Marketing Planning, Market Orientation and Performance," Committee Member

Andreas Schwab, "Short-Term Network Organizations: The Emergence of Flexible Production Structures in the U.S. Movie Industry," Committee Member

Janice Payan, "Information Power in Channels of Distribution," Committee Member

Harald Biong, "Some Essays on Marketing Relationships and Relationship Marketing," Committee Member

Simon Bell, "Organizational Learning and Internal Marketing," Committee Member

Research Grants

"Some Pain, Some Gain", Institute for the Study of Business Markets, Penn State University, (with Alok Kumar)

"Relationship Investments and Relationship Life-Cycles: A Longitudinal Examination, Marketing Science Institute, 2003, (with Aksel Rokkan and Kenneth H. Wathne)

“Credible Commitments in Distribution Channel Relationships,” 2001 The Research Council of Norway (with Aksel Rokkan and Kenneth H. Wathne)

“Promoting Cooperation in the Marketing Value Chain,” Marketing Science Institute, 1999 (with Kenneth H. Wathne)

“Promoting Cooperation in the Manufacturer-Retailer Value Chain: An Empirical Examination,” Marketing Science Institute, 1995 (with John Murry)

“Promoting Cooperation in Interorganizational Relationships: An Empirical Examination,” University of Wisconsin-Madison, Graduate School Research Competition, 1994-95

“External Sourcing and Vertical Integration in Industrial Purchasing: A Test of Plural Governance Systems,” University of Wisconsin-Madison, Graduate School Research Competition, 1993-94

“The Determinants of Flexible Pricing in Industrial Purchasing”, National Association of Purchasing Management, 1986, (with George John and John Nevin)

“The Effects of Switching Costs on Organizational Search”, Marketing Science Institute, 1990-91 (with Allen Weiss)

“Interorganizational Coordination in Industrial Markets,” The Norwegian National Science Foundation, 1985-86

Personal

Norwegian Citizen (U.S. Permanent Resident)

Married, Two children