

LISA K. SCHEER

Emma S. Hibbs Distinguished Professor & Professor of Marketing

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EDUCATION

Ph.D., 1990, Northwestern University, Evanston, Illinois, Marketing (Minor: Organization Behavior)
M.B.A., 1982, University of Missouri, Columbia, Missouri, Marketing
B.S.B.A., 1981, University of Missouri, Columbia, Missouri, Marketing & Logistics, *summa cum laude*

ACADEMIC EXPERIENCE – University of Missouri, Columbia, MO

Academic Positions:

September 2009 – present	Emma S. Hibbs Distinguished Professor & Professor of Marketing
September 2003 – August 2009	Emma S. Hibbs Distinguished Professor & Associate Professor
September 1996 – 2003	Associate Professor of Marketing
January 1989 – August 1996	Assistant Professor of Marketing

Administrative Positions:

August 2008 – present	Marketing Ph.D. Program Coordinator
August 1999 – August 2003	Department of Marketing Chairperson
August 2000 – August 2003	Assistant Marketing Ph.D. Program Coordinator
August 1992 – August 1998	Sam M. Walton Scholarships in Business Program Coordinator

BUSINESS/PROFESSIONAL EXPERIENCE

2017 – present	Consultant, Bryan Cave, Jefferson City, Missouri
2016 – present	Consultant, Central Bancompany, Jefferson City, Missouri
2016, 2017 – present	Consultant, Thompson Coburn LLC, St. Louis, Missouri
2007 – 2016	Consultant, Central Bank of Boone County, Columbia, Missouri
June 2005 – Dec 2006	Board of Directors, OMD Corporation, Jefferson City, Missouri

May 1983 – July 1984
1977 – 1981

Assistant Traffic Manager, Schnuck Markets, Bridgeton, Missouri
Scheer Transfer Company, New Haven, Missouri

WORK IN PROGRESS

Peer Reviewed Journals – Under Review

Authors and title not made public. Under revision for third-round review at *Journal of Marketing Research*.

Authors and title not made public. Under revision for second-round review at *Journal of the Academy of Marketing Science*.

PUBLICATIONS

Peer Reviewed Journals – Discipline-Based Scholarship – Publications in AACSB Refereed Academic Research Journals for "SA & SP" Marketing Faculty

Lisa K. Scheer, C. Fred Miao and Robert J. Palmatier (2015), "Dependence and Interdependence in Marketing Relationships: Meta-Analytic Insights." *Journal of the Academy of Marketing Science*, 43(6), 694-712. Citations: Web of Science 4; Google Scholar 31.

Rajdeep Grewal, Gary L. Lilien, Sundar Bharadwaj, Pranav Jindal, Ujwal Kayande, Robert F. Lusch, Murali Mantrala, Robert W. Palmatier, Aric Rindfleisch, Lisa K. Scheer, Robert Spekman & Shrihari Sridhar (2015), "Business-to-Business Buying: Challenges and Opportunities," *Customer Needs and Solutions*, 2, 193-208. (Originating from an ISBM mini-conference of thought leaders in the B2B domain.) Citations: Google Scholar 18.

Donald J. Lund, Lisa K. Scheer and Irina Kozlenkova (2013), "Culture's Impact on the Importance of Fairness in Interorganizational Relationships." *Journal of International Marketing*, 21 (4), 21-43. (Featured in American Marketing Association's *Marketing Insights*, January-February 2014, p. 48.) Citations: Web of Science 12; Google Scholar 30.

Alberto sa Vinhas, Sharmila Chatterjee, Shantanu Dutta, Adam Fein, Joseph Lajos, Scott Neslin, Lisa Scheer, William Ross and Qiong Wang (2010), "Channel Design, Coordination, and Performance: Future Research Directions." *Marketing Letters*, 21 (3), 223-37. (Arising from the Erin Anderson Memorial Business-to-Business Research Conference, Wharton Business School, Philadelphia, Pennsylvania, October 17, 2008.) Citations: Web of Science 9; Google Scholar 31.

- Lisa Scheer, Omar Shehryar and Charles Wood (2010), "How Budget Constraints Impact Consumers' Response to Discount Presentation Formats." *Journal of Product and Brand Management*, 19 (3), 225-32. Citations: Google Scholar 6.
- Lisa K. Scheer, C. Fred Miao and Jason Garrett (2010), "The Effects of Supplier Capabilities on Industrial Customers' Loyalty: The Role of Dependence." *Journal of the Academy of Marketing Science*, 38 (1), 90-104. Citations: Web of Science 33; Google Scholar 89.
- Todd J. Arnold, Timothy D. Landry, Lisa K. Scheer and Simona Stan (2009), "The Role of Equity and Work Environment in the Formation of Salesperson Distributive Fairness Perceptions," *Journal of Personal Selling and Sales Management*, 29 (1, Winter), 61-80. Citations: Google Scholar 14.
- Palmatier, Robert W., Lisa K. Scheer, Kenneth R. Evans and Todd J. Arnold (2008), "Achieving Relationship Marketing Effectiveness in Business-to-Business Exchanges." *Journal of the Academy of Marketing Science*, 36 (2 June), 174-90. Citations: Web of Science 49; Google Scholar 179.
- Fang, Eric (Er), Robert W. Palmatier, Lisa K. Scheer and Ning Li (2008), "Trust at Different Organizational Levels." *Journal of Marketing*, 72 (March), 80-98. Citations: Web of Science 77; Google Scholar 218.
- Palmatier, Robert W., Lisa K. Scheer, Mark B. Houston, Kenneth R. Evans and Srinath Gopalakrishna (2007), "Use of Relationship Marketing Programs in Building Customer-Salesperson and Customer-Firm Relationships: Differential Influences on Financial Outcomes." *International Journal of Research in Marketing*, 24 (3 September), 210-23. Citations: Web of Science 68; Google Scholar 218.
- Palmatier, Robert W., Lisa K. Scheer and Jan-Benedict E. M. Steenkamp (2007), "Customer Loyalty to Whom? Managing the Benefits and Risks of Salesperson-Owned Loyalty," *Journal of Marketing Research*, 44 (May), 185-99. (Featured in May 1, 2007 *Marketing News* and June 2007 *Marketing Thought Leaders Newsletter*, American Marketing Association.) Citations: Web of Science 148; Google Scholar 472.
- Lisa K. Scheer, Nirmalya Kumar and Jan-Benedict E. M. Steenkamp (2003), "Reactions to Perceived Inequity in U.S. and Dutch Interorganizational Relationships," *Academy of Management Journal*, 46 (3), 303-16. Citations: Web of Science 84; Google Scholar 196.
- Nirmalya Kumar, Lisa K. Scheer and Philip Kotler (2000), "From Market Driven to Market Driving," *European Management Journal*, 18 (2), 129-42. (Featured in *The Antidote: The Independent Guide to Issues Currently on the Management Agenda*, 28, 12-14.) Citations: Web of Science N/A; Google Scholar 506.
- Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict E. M. Steenkamp (1998), "Interdependence, Punitive Capability, and the Reciprocation of Punitive Action in Channel Relationships," *Journal of Marketing Research*, 35 (May), 225-35. *Alphabetic authorship*. Citations: Web of Science 129; Google Scholar 362.

Inge Geyskens, Jan-Benedict E. M. Steenkamp, Lisa K. Scheer and Nirmalya Kumar (1996), "The Effects of Trust and Interdependence on Relationship Commitment: A Trans-Atlantic Study," *International Journal of Research in Marketing*, 13, 303-17. Citations: Web of Science N/A; Google Scholar 1587.

Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict E. M. Steenkamp (1995), "The Effects of Perceived Interdependence on Dealer Attitudes," *Journal of Marketing Research*, 32 (August), 348-56. *Alphabetic authorship*. Citations: Web of Science 587; Google Scholar 2117.

Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict E. M. Steenkamp (1995), "The Effects of Supplier Fairness on Vulnerable Resellers," *Journal of Marketing Research*, 32 (February), 54-65. *Alphabetic authorship*. Citations: Web of Science 468; Google Scholar 1806.

Lisa K. Scheer and Louis W. Stern (1992), "The Effect of Influence Type and Performance Outcomes on Attitude toward the Influencer," *Journal of Marketing Research*, 29 (February), 128-42. Citations: Web of Science 111; Google Scholar 373.

Peer Reviewed Proceedings – Scholarly Meetings

Donald J. Lund, John D. Hansen, Thomas E. DeCarlo and Lisa K. Scheer (2012), "An Experimental Examination of Buyers' Responses to Relationship Failures," *AMA Summer Educators' Conference Proceedings 2012*.

Irina Kozlenkova, Lisa Scheer and Donald Lund (2011). "Exploration of Fairness Perceptions in a Cross-Cultural Setting," *Proceedings of the 40th European Marketing Academy Conference*.

Donald Lund, Irina Kozlenkova and Lisa Scheer (2011). "The Central Role of Process, Task and Relationship Conflict in Marketing Relationships," *Proceedings of the 40th European Marketing Academy Conference*.

Lisa K. Scheer (2004). "How Does Culture Impact the Assessment of Outcome Fairness in Marketing Channel Relationships?" *Proceedings of the 33rd European Marketing Academy Conference*.

Lisa K. Scheer and William R. Smith, Jr. (1996), "The Antecedents of Relationship Termination Costs," *Enhancing Knowledge Development in Marketing*, Vol. 7, Cornelia Dröge and Roger Calantone, eds., Chicago, IL: American Marketing Association, 136-41.

Lisa K. Scheer and William R. Smith, Jr. (1996), "The Case for a Bi-Dimensional Model of Relationship Dependence," *Contemporary Knowledge of Relationship Marketing*, Atul Parvatiyar and Jagdish N. Sheth, eds., Atlanta, GA: Emory University, 79-88.

Lisa K. Scheer and William R. Smith, Jr. (1996), "Countertrade Dimensions and Marketing Implications," *Marketing Theory and Applications*, Vol. 7, Edward A. Blair and Wagner A. Kamakura, eds., Chicago, IL: American Marketing Association, 251-57.

Charles Wood and Lisa K. Scheer (1996), "Incorporating Perceived Risk into Models of Deal Assessment and Purchase Intent," *Advances in Consumer Research*, Vol. 23, Kim P. Corfman and John G. Lynch, eds., Provo, UT: Association for Consumer Research, 399-404. Citations: Web of Science 37; Google Scholar 46.

Lisa K. Scheer (1993), "Fairness and Influence: Building on a Classical Foundation," in *Marketing Theory and Applications*, Vol. 4, Rajan Varadarajan and Bernard Jaworski, eds., Chicago, IL: American Marketing Association, 219-25. Citations: Web of Science 1.

Book – Scholarly – Proceedings of National Conference

Kenneth R. Evans and Lisa K. Scheer, eds. (2002), *Marketing Theory and Applications*, Vol. 13. Chicago, IL: American Marketing Association.

Chapters in Books – Scholarly

Lisa K. Scheer (2012), "Trust, Distrust and Confidence in B2B Relationships," *Handbook of Business-to-Business Marketing*, Chapter 18, Gary L. Lilien and Rajdeep Grewal, eds., Cheltenham, UK: Edward Elgar Publishing Ltd, 332-47. Citations: Web of Science 2; Google Scholar 4.

Louis W. Stern and Lisa K. Scheer (1992), "Power and Influence in Marketing Channel Research: Observations on the State of the Art," in *Advances in Distribution Channel Research*, Vol. 1, Gary Frazier, ed., Greenwich, CT: JAI Press, 255-79. Citations: Google Scholar 29.

Other Publications

Articles in Periodicals

Lisa K. Scheer (2012), "Contemplating Trust, Confidence and Loyalty in B2B Relationships," *ISBM Research Quarterly*, Gary L. Lilien and Rajdeep Grewal, eds., Volume 5 (3), Fall 2012.

Lisa K. Scheer (2011), "Planning Business-to-Business Research for the Review Process," *ISBM Research Quarterly*, Gary L. Lilien and Rajdeep Grewal, eds., Volume 3 (2), Summer 2011.

Publicly Available Research Reports from Funded Projects & Formal Working Papers Series

- John D. Hansen, Donald J. Lund, Thomas E. DeCarlo and Lisa K. Scheer (2012), "The Effect of Relationship Role on Buyers' Responses to Relationship Failures and Recovery Efforts." *ISBM Reports*, Report No. 02-2012.
- Nirmalya Kumar and Lisa K. Scheer (1994), "The Effects of Relational Support on Marketing Channel Relationships," University Park, PA: The Institute for the Study of Business Markets, *ISBM Reports*, Report No. 5-1994.
- Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict Steenkamp (1994), "The Effects of Interdependence on Relationship Quality in Marketing Channels," University Park, PA: The Institute for the Study of Business Markets, *ISBM Reports*, Report No. 2-1994.
- Nirmalya Kumar, Lisa K. Scheer and Jan-Benedict Steenkamp (1993), "Powerful Suppliers, Vulnerable Resellers, and the Effects of Supplier Fairness: A Cross-National Study," University Park, PA: The Institute for the Study of Business Markets, *ISBM Reports*, Report No. 11-1993. (Also published by Katholieke Universiteit Leuven.) Citations: Google Scholar 20.
- Ravi S. Achrol, Lisa K. Scheer and Louis W. Stern (1990), "Designing Successful Transorganizational Marketing Alliances," Cambridge, MA: Marketing Science Institute, *MSI Working Paper Series*, Report No. 90-118. Citations: Google Scholar 126.

PRESENTATIONS

Peer Reviewed Papers & Special Session Presentations – Academic Meetings

- "What We Don't Know About Interdependence in Marketing Relationships," AMA Summer Educators' Conference, Chicago, IL, August 17, 2015.
- "Warning: Trust is Dangerous," European Marketing Academy Conference, Leuven, Belgium, May 29, 2015.
- "Macro Trends and the Future of Organizational Buying," AMA Summer Educators' Conference, San Francisco, CA, August 2, 2014.
- "Complex Multi-Provider Service Events: The Challenge of an Ad Hoc Service System," ISBM Biennial Research Conference, San Francisco, CA, July 31, 2014.
- "Is Fairness Always Important?" Sales Conference, Westfälische Wilhelms-Universität, Münster, Germany, July 15, 2013.

- "Delving Into the Dark Side: The Need for Balance in B2B Research," ISBM Academic Conference, Chicago, IL, August 16, 2012.
- "Fairness in B2B Relationships: Insights on Emerging Markets," AMA Summer Marketing Educators' Conference, San Francisco, CA, August 6, 2011.
- "Trust & Distrust in B2B Relationships: Exploration of the Dark Side," AMA Winter Marketing Educators' Conference, Austin, TX, February 19, 2011.
- "Creating Product Value Through Service Channels," AMA Summer Marketing Educators' Conference, Boston, MA, August 15, 2010.
- "Opportunities in Business-to-Business Research – Embracing the Complexity," ISBM Academic Conference, La Jolla, CA, August 7, 2008.
- "Fairness in Interorganizational Relationships: Is What We Think We Know True?" AMA Winter Marketing Educators' Conference, Austin, TX, February 16, 2008.
- "How is Fairness Determined in Cross-National B2B Relationships?" Relationship Marketing Summit, Buenos Aires, Argentina, December 13, 2007.
- "What's Fair? The Complex Nature of Fairness in Retailer-Supplier Relationships," European Marketing Academy Conference (EMAC), Reykjavik, Iceland, May 24, 2007.
- "Antecedents and Consequences of Two Dimensions of Dependence in Buyer-Seller Relationships," ISBM Bi-Annual Academic Conference: Thinking Big, Thinking Different: Contributions and Challenges in B-to-B Research, Chicago, IL, August 3-4, 2006.
- "How Does Culture Impact the Assessment of Outcome Fairness in Marketing Relationships?" European Marketing Academy Conference (EMAC), Murcia, Spain, May 19, 2004.
- "Deconstructing and Reconstructing Outcome Fairness in Marketing Channel Relationships," Marketing Exchange Colloquium, Vienna, Austria, July 23-25, 1998.
- "The Antecedents of Relationship Termination Costs," AMA Summer Educators' Conference, San Diego, CA, August 3-6, 1996.
- "The Case for a Bi-Dimensional Model of Relationship Dependence," Research Conference on Relationship Marketing, Emory University, Atlanta, GA, June 14-16, 1996.
- "Romanian Retailer Attitudes toward Change and Retail Evolution," 3rd CIRASS/EIRASS International Conference on Retailing and Services Science, Telfs/Buchen, Austria, June 22-25, 1996.
- "Countertrade Dimensions and Marketing Implications," AMA Winter Educators' Conference, Hilton Head, SC, February 3-6, 1996.

- "The Effects of Interdependence on Relationship Quality in Marketing Channels," AMA Winter Educators' Conference, St. Petersburg, FL, February 19-22, 1994.
- "Fairness and Trust in Marketing Channel Relationships," AMA Summer Educators' Conference, Boston, MA, August 7-10, 1993.
- "Maintaining Effective Marketing Channel Relationships in the Global Marketplace," AMA Summer Educators' Conference, Boston, MA, August 7-10, 1993.
- "Reactions of Vulnerable Resellers to Perceived Injustice," AMA Business-to-Business Marketing Research Conference, San Francisco, CA, March 27-29, 1993.
- "Fairness and Influence: Building on a Classical Foundation," AMA Winter Marketing Educators' Conference, Newport Beach, CA, February 20-23, 1993.
- "Interorganizational Research Perspectives on Buyer-Seller Relationships," Academy of Marketing Science Annual Conference, San Diego, CA, April 22-25, 1992.

Invited Presentations – Academic Meetings

Keynote & Featured Speaker Presentations at Academic Conferences

- "Designing Good Research vs. *Really Good* Research." Keynote speaker at the BMM-EMAC 8th Biennial International Conference on Business Marketing Management, Karl-Franzens-University, Graz, Austria. July 6, 2017. Also featured on a keynote panel on July 7, 2017 discussing "How to Cultivate Business Marketing Research in Doctoral Programs."
- "In Search of Clarity: Problems and Opportunities in Relationship Research." Keynote speaker at the 7th Bi-Annual International Conference on Business Market Management, Queen Mary University of London, London, England. July 2, 2015.
- "Complex Multi-Provider Service Events: Investigation of an Overlooked Service System." Featured Presenter, Tilburg University Xmas Marketing Camp, Tilburg, The Netherlands. December 19, 2013. Five presenters invited for camp with professors and students from Dutch and Belgian universities.
- "Are Relationship Marketing Theories Universal – or Universally Incomplete?" 17th International Colloquium on Relationship Marketing, Maastricht University, Maastricht, Netherlands, September 18, 2009. One of three featured speakers.
- "Deciphering Dependence in Marketing Relationships," Interorganizational Marketing Camp, Ozeygin

University, Istanbul, Turkey, June 28, 2009. A select group of 10 international B2B researchers participated in this colloquium.

“Challenges in International Marketing Relationships: History, Mystery, Lies & Ties,” International Business Week Keynote Speaker, University of North Florida, Jacksonville, FL, February 9, 2009.

“A Relationship Marketing Research Agenda: Navigating through Complexity,” Marketing Thought Leaders Forum, Coventry University, England, November 18, 2008. One of three featured speakers.

“Challenges & Opportunities in B2B Research – Embracing the Complexity,” 3rd International Conference on Business Market Management, St. Gallen, Switzerland, March 12, 2008. Keynote speaker.

“Deconstructing Dependence and Its Role in Marketing Relationships,” London Business School Marketing Summer Camp, London, England, July 9, 2007. Invited presenter and participant.

Other Invited Presentations to Academic Conferences

“In Search of Sustainable Customer Engagement: The Role of Salesperson’s Customer Advocacy,” Thought Leaders in Customer Engagement and Customer Relationship Management Conference, Paris, France, June 4, 2015.

“Where Do We Go From Here? The Future of Marketing Channels Research,” Thought Leaders in Marketing Channels Conference, Paris, France, June 3, 2014.

“Cultivating Theory in Marketing Doctoral Programs,” AMS Review Theory Forum, Indianapolis, IN, May 19, 2014.

“Centralization of Organizational Buying,” ISBM Invitational Organizational Buying Mini-Conference, Orlando, FL, February 21, 2014.

“What We Don’t Know About Trust in B2B Relationships,” ISBM Authors Conference, Harvard Business School, Boston, MA, August 13, 2010.

“Unresolved Research Questions in Channel Relationships,” Erin Anderson Memorial Business-to-Business Research Conference, Wharton Business School, Philadelphia, Pennsylvania, October 17, 2008.

“Radical and Incremental Product Innovation Among Market Driven and Market Driving Firms,” Fundamental Issues and Directions for Marketing – MSI/AMA/Journal of Marketing Special Conference, Cambridge, MA, June 4-6, 1998. Citations: Google Scholar 4.

Invited Presentations at Doctoral Consortia and Symposia

“Dealing with Constructive (and Less-than-Constructive) Feedback,” ISBM Ph.D. Camp for Research in

Business-to-Business Markets, Emory University, Atlanta, Georgia, August 2, 2016.

"Finding Interesting Research Questions on Well-Travelled Paths," AMA Sheth Foundation Doctoral Consortium, London Business School, London, England, July 18, 2015.

"Strategic Conferencing," AMA Sheth Doctoral Consortium, Northwestern University, Evanston, IL, June 27, 2014.

"Unresolved Issues in Service Research," Expert Panel, 46th AMA Sheth Foundation Doctoral Consortium, Oklahoma State University, Stillwater, OK, June 4, 2011.

"Planning Research for the Review Process," ISBM PhD Summer Camp, Harvard Business School, Boston, MA, August 11, 2010.

"The Agony and Ecstasy of Live Case Projects," 45th AMA Sheth Foundation Doctoral Consortium, Texas Christian University, Fort Worth, TX, June 5, 2010.

"Cultivating & Developing Research Ideas," 2002 AMA Sheth Foundation Doctoral Consortium, Emory University Goizueta Business School, Atlanta, GA, June 8, 2002.

"Market Entry Via Joint Ventures: Determinants of Success," Seventeenth Annual Albert Haring Symposium, Indiana University, Bloomington, IN, April 9-11, 1987.

Invited Campus Presentations & Faculty Research Seminars – Discipline-Based Research

"The Salesperson as Seller Representative & Customer Advocate: Financial Impacts of the Salesperson's Dual Agency," Washington University-University of Missouri Research Camp, Columbia, MO, April 21, 2017.

"Dealing with Constructive (and Less-than-Constructive) Feedback," Technical University Darmstadt, Darmstadt, Germany, May 24, 2016.

"Designing Research for the Review Process," University of Gießen, Gießen, Germany, May 19, 2016.

"Dealing with Constructive (and Less-than-Constructive) Feedback," University of Gießen, Gießen, Germany, May 19, 2016.

"Dependence and Interdependence in Marketing Relationships: Opportunities for Future Research," University of Graz, Graz, Austria, June 9, 2015.

"Dependence and Interdependence in Marketing Relationships: Opportunities for Future Research," University of Nebraska, Lincoln, NE, April 17, 2015.

"Unanswered Questions Regarding Trust in Marketing Relationships," University of Paderborn, Paderborn,

Germany, July 17, 2013.

“Planning Research for the Review Process,” Leeds University, Leeds, UK, May 30, 2013.

“Unanswered Questions Regarding Trust in Marketing Relationships,” Leeds University, Leeds, UK, May 29, 2013.

"Trust, Confidence and Distrust," University of Muenster, Muenster, Germany, April 18, 2012.

"Trust, Confidence and Distrust," Oklahoma State University, Stillwater, OK, March 9, 2012.

"Trust, Confidence and Distrust," Iowa State University, Ames, IA, September 2, 2011.

“Relationship Reality: Embracing Complexity in B2B Relationships,” Freie Universität, School of Business & Economics, Berlin, Germany, November 26, 2010.

“Deciphering Dependence in Marketing Relationships,” Technical University Darmstadt, Darmstadt, Germany, September 14, 2009.

“Building Effective Business-to-Business Relationships: Embracing the Complexity” Aston University Business School, Birmingham, UK, November 19, 2008.

“Customer Loyalty to Whom?” University of Oklahoma, Norman, OK, February 12, 2007.

“Customer Loyalty to Whom?” Tulane University, New Orleans, LA, December 11, 2006.

“Customer Loyalty to Whom?” University of Nebraska, Lincoln, NE, November 3, 2006.

“How Relationship Marketing Programs Impact Multi-Level Customer Relationships and Financial Outcomes,” University of Oklahoma, Norman, OK, April 20, 2004.

Scholar-in-Residence Activities – Discipline-Based Research

Scholar-in-Residence, KU Leuven, Leuven, Belgium, September 8, 2016. Providing feedback on various student and faculty presentations.

Mentor-in-Residence, University of Gießen, Gießen, Germany, May 18-19, 2016. Research consulting and feedback on student research and presentations. Advice about collaboration, giving and receiving constructive criticism, planning research for the review process.

Scholar-in-Residence, Technical University Darmstadt, Darmstadt, Germany, May 23-24, 2016. Research consulting sessions with professors and doctoral students.

Scholar-in-Residence, University of Paderborn, Paderborn, Germany. July 17-18, 2013. Presentation and

research consulting in one-on-one discussions with professors and doctoral students.

Scholar-in-Residence, Leeds University, Leeds, UK. May 29-30, 2013. Presentations and research consulting in one-on-one discussions with professors and doctoral students.

Scholar-in-Residence, Technical University Darmstadt, Darmstadt, Germany, June 4-5, 2013. Research consulting in one-on-one discussions with professors and doctoral students.

Scholar-in-Residence, Technical University Darmstadt, Darmstadt, Germany, April 23-24, 2012. Two-day research workshop; provided input in response to formal presentations and one-on-one discussions.

Scholar-in-Residence, Technical University Darmstadt, Darmstadt, Germany, September 14-15, 2009. Two-day research workshop; input in response to formal presentations and one-on-one discussions.

Invited Presentations to Practitioner Audiences – Discipline-Based Research

“Contemplating Trust, Confidence and Loyalty,” MU Marketing Department Advisory Board, University of Missouri, Columbia, MO, November 2, 2012.

“Contemplating Trust, Confidence and Loyalty,” ISBM Fellow Presentation, ISBM Member Meeting, Pennsylvania State University, September 11, 2012.

"Our Customers are Loyal . . . Aren't They?" Trulaske College of Business Strategic Development Board Meeting, University of Missouri, Columbia, October 22, 2010.

RESEARCH INTERESTS

Implementation of marketing strategy in interorganizational relationships, with specific emphasis on dependence, trust, loyalty, fairness, relationship-building, performance, cross-cultural challenges, and dysfunctional behavior. Complex multi-provider service events. Service innovation and strategy.

PROFESSIONAL MEMBERSHIPS / COMMITTEES / OFFICES

Association & Organization Leadership

B2B Leadership Board, Institute for the Study of Business Markets, 2011 - 2015
American Marketing Association Academic Council, 2009 - 2012

National/International Conference Chair or Director

Conference Organizer, Inaugural Marketing Strategy Doctoral Consortium, University of Missouri, Columbia, MO, to be held March 22-23, 2018

American Marketing Association

Conference Co-Chair, AMA Summer Marketing Educators' Conference, Chicago, IL, August 2012.
Additional service involved conceptual development of a video celebrating AMA's 75th anniversary
Conference Co-Chair, AMA/Sheth Doctoral Consortium, University of Missouri, Columbia, MO, June 2008
Conference Co-Chair, AMA Winter Marketing Educators' Conference, Austin, TX, February 22-25, 2002

Institute for the Study of Business Markets

Camp Director, ISBM Ph.D. Camp for Research in Business-to-Business Markets, Boston, MA, August 2018.
Camp Co-Director, ISBM Ph.D. Camp for Research in Business-to-Business Markets, San Francisco, CA, July 2014; Atlanta, GA, July 2016; Chicago, IL, August 2012.

PROFESSIONAL ACTIVITIES

Journal Editorial Review & Advisory Boards

Journal of Marketing Research Editorial Review Board – July 2016 to present

Journal of Marketing Editorial Review Board – July 2011 to present,
May 1997 - June 2002, December 2002 to June 2005

Journal of the Academy of Marketing Science Editorial Review Board – July 2012 to present

Journal of International Marketing Editorial Review Board – July 2013 to present

Journal of Retailing Editorial Board – 2001 to present

AMS Review Editorial Board – October 2013 to present

International Marketing Review Editorial Board – January 2008 to present

Journal of Business Market Management Editorial Board – January 2008 to present

European Journal of Marketing *Senior Advisory Board* – November 2008 to present
International Journal of Research in Marketing Editorial Board – Fall 1997 to December 2015
American Journal of Business Editorial Advisory Board – August 2011 to 2015.

Other Reviewer Roles

Ad hoc reviewer for various journals
Outside reviewer for numerous promotion and tenure cases

Other Professional Activities

Conference Track and Organizational Leadership Activities

Track Co-Chair, 2009 & 2015 AMA Summer Marketing Educators' Conference
Track Chair, 5th Research Conference on Relationship Marketing, Atlanta, GA, Oct 12-15, 2000
Conference Organizing Committee, The 21st Century Change Imperative: Evolving Organizations and Emerging Networks, College of Business and Public Administration, University of Missouri, 1998

Other Conference Activities

Panel Member, Special Session, AMA Winter Educators' Conference – 2017
ISBM Organizational Buying Mini-Conference (Invitation Only), Orlando, FL, February 2014
ISBM Innovation Mini-Conference (Invitation Only), MIT, August 2013, workgroup output presentation
Session Organizer & Chair, EMAC Conference – 2009, 2015
Session Organizer & Chair, Sales Conference – 2013
Session Organizer & Chair, ISBM Biennial Research Conference – 2012 (2 sessions), 2014
Session Organizer & Chair, AMA Summer Educators' Conference – 1993, 1997, 2012 (2 sessions)
Session Organizer & Chair, AMA Winter Educators' Conference – 1997
Session Organizer & Chair, 3rd Research Conference on Relationship Marketing, Emory University, 1996
Session Chair, AMA Winter Educators' Conference – 1995, 2002, 2011
Session Chair, AMA Summer Educators' Conference – 2006, 2008
Session Chair, ISBM Bi-Annual Academic Conference – 2006
Session Chair, EMAC Conference – 2004
Session Chair, 6th Research Conference on Relationship Marketing and Customer Relationship Management, Atlanta, GA, June 9-12, 2002

Panel Organizer, The 21st Century Change Imperative: Evolving Organizations and Emerging Networks, College of Business and Public Administration, University of Missouri, 1998

Other

Strategic Marketing Association Doctoral Symposium, Hilton Head, SC, October 30, 2013.
AMA Interorganizational SIG: Louis Stern Award Selection Committee – 2009, 2010 (chair)
Lifetime Achievement Award Selection Committee – 2008
AMA Williams-Qualls-Spratlen Multicultural Mentoring Award Selection Committee – 2010
Female Marketing Scholars' Network Facebook Group Organizer – 2011

GRANTS

- \$5000 Sponsored Program Grant (company name proprietary) for research on customer engagement. Investigators Justin Lawrence and Lisa Scheer, 2015.
- \$7500 Institute for the Study of Business Markets for "Investigating Service Growth Strategies in Manufacturing Firms." Investigators Vamsi Kanuri, Eva Boehm and Lisa Scheer, 2014.
- \$3500 Robert J. Trulaske, Sr. College of Business Large Grant Program for "The Role of Reciprocity in Marketing Relationships," college-wide license for MediaLab software, 2010.
- \$2500 Robert J. Trulaske, Sr. College of Business Small Grant Program for "The Impact of Inequity in Business-to-Business Relationships," 2008.
- \$2640 Robert J. Trulaske, Sr. College of Business Large Grant Program for "Foundations of Fairness in Business Relationships—A Multi-National Study," 2008.
- \$1000 MU College of Business Research Support Fund Grant, 2007.
- \$500 MU College of Business Internationalization Committee Grant, 2007.
- \$1000 MU College of Business Internationalization Committee Grant, 2004.
- \$2000 Robert Palmatier Dissertation Proposal Award/Grant. Direct Selling Educational Foundation, 2004.
- \$16,000+ in grants for "ROI of Relationship Marketing Programs: Disentangling Salesperson and Firm Effects." Robert Palmatier, Kenneth R. Evans, Srinath Gopalakrishna, Mark Houston, Lisa K. Scheer.
- \$9500 – Marketing Science Institute, 2003.
 - \$4800 – Manufacturers' Representatives Educational Research Foundation (MRERF), 2003.
 - \$950 – Sub-associations affiliated with MRERF (ERA, NEMRA, and MANA), 2003.
 - \$900 – MU College of Business Research Support Fund Grant, 2002.
- \$3000 "The Nature and Consequences of Trust in Marketing Channels: A Cross-National Study" with Nirmalya Kumar (principal) and Jan-Benedict E. M. Steenkamp. Sponsored by The Institute for the Study of Business Markets at Pennsylvania State University, 1992-93.
- \$2000 "Perceptual Biases in Pricing." American Marketing Association Faculty Advisor Research Grant, 1992-95.

TEACHING

Undergraduate – University of Missouri

Contemporary Issues in Marketing (UG) – regular and honors
Marketing Management (UG) – regular and Writing Intensive
Marketing Channels (UG)

Graduate

University of Missouri

Introduction to Research Methods (PhD)
Seminar in Marketing Management (PhD)
Services Marketing (MBA)
Marketing Strategy (MBA)

Other Universities and Institutes

Doctoral Seminar on Relationship Marketing. Co-taught with Robert Palmatier, Pennsylvania State University's Institute for the Study of Business Markets Internet-Based Seminar Series – Fall 2010, Spring 2013 and Spring 2016.
Executive PhD One-Day Relationship Marketing Seminar, Oklahoma State University, March 2012.

Dissertation Committees

Chair or Co-Chair

Justin Lawrence – 2017
Stephen Hampton – proposal defended 2014
Irina Kozlenkova – 2014
Donald Lund – 2010
Robert Palmatier – 2004
M. Omar Shehryar – 2003
Todd Arnold – 2001

Member

Omid Kamran-Disfani – 2017	Chris Hinsch – 2011
Andrew Crecelius – 2016	Shrihari Sridhar – 2009
Jenifer Skiba (Nebraska) – 2016	C. Fred Miao – 2007
Johanna Slot (Tilburg University) – 2013	Lynn Murray – 2007
Chloé Renault (HEC Paris) – 2012	Vishal Gupta (Mgmt) – 2006

David Hunt – 2006
Eric Fang – 2004
Timothy Landry – 2001
Simona Stan – 2001

Catherine Roster – 2001
Charles Wood – 1999
John Stockmyer – 1999
Roberta J. Schultz – 1997

UNIVERSITY ACTIVITIES

Committee Service

University

Faculty Advisory Committee to Dean's Council Regarding Budget Reform Impacts – 2017
Trulaske Dean Search Committee, Co-Chair – 2010
MU Steering Committee, It's My Mizzou/For All We Call Mizzou Development Campaign – 2005-09
MU Undergraduate Curriculum Committee – 2005-07
MU Committee on Undergraduate Education (CUE) – 1999-2002
 CUE Executive Committee Member – 1999-2002
 CUE Computer & Information Proficiency Subcommittee Chair – 1999-2002
MU Information Technology Committee – 2000-02
MU Licensing Advisory Committee – 2002
MU Honors Council – 1998-2001
MU Grievance Committee – 2001

College

College Ph.D. Policy Committee – 2008-17
Collaboration Strategic Initiative Task Force Co-chair – 2008-09
Professional Development Program Director Screening Committee – 2008
College Undergraduate Programs Committee – 1993-95, 1996-97, 1998-99, 2003-08
Professional Development Program Task Force – 2006-08
Cornell Hall Enhancement Task Force – 2006-07
Assistant/Associate Deans Screening Committee – 1998, 2006
College Executive Committee – 1999-2003
College Strategic Development Board Administration Representative – 2001-02
College Strategic Development Board Faculty Representative – 1997-98
Cornell Hall Furnishings Committee – 2001-02
Finance Department Chair Search Committee – 2002-03
Missouri Bankers Chair Search Committee – 2002
Director of External Relations Search Committee – 2000
Strategic Management Team & Planning Committee – 1991-92 & 1998-99
B&PA Change Conference Organizing & Planning Task Force – 1997-98
MBA Policy Committee – 1995-96, 1999
Adjunct Professor Selection Committee – 1996-97

Walton Scholarship Program Faculty Coordinator – 1998-99
Walton Scholar Selection Committee – 1993-99
Faculty Responsibility Committee – 1992-99

Department

Inaugural Marketing Strategy Doctoral Consortium Chair – 2017
Task Force for Online Sales and Marketing Programs – 2017
Ph.D. Policy Committee Chair – 2008-17
Funding Proposal Review Committee – 2016-17
Faculty Recruiting Committee Chair – 2007, 2013, 2017
AMA Sheth Foundation Doctoral Consortium Co-Chair – 2007-08
Guest Speakers Committee Chair – 2008
Undergraduate Programs Committee Chair – 1993-95, 1996-1999, 2002-08
Teaching Portfolio Review Committee Chair – 2006-07
AMA Sheth Foundation Doctoral Consortium Proposal Committee – 2005-07
MBA Policy Committee – 2007
Ph.D. Policy Committee (Member) – 1991-93, 2004-06, 2008
External Relations Committee – 2002-09
Promotion & Tenure Committee – 1996-2007
Walton Professor Recruiting Committee – 1992-95 & 1999-2002
Department Chair Search Committee – 1995-97, 1998-99, 2002-03
Study Abroad Coordinator – 1999-2003
E-commerce Recruiting Committee – 1999-2000
Developer & Coordinator – Marketing Writing Intensive Curriculum – 1998-99

Student Relations

Business Week Presentation: Why Consider a Career as a PROF? People, Research, Opportunities and Fun!
– 2017
University of Nebraska Doctoral Symposium – 1997, 2001, 2003, 2004, 2006, 2009, 2014, 2015, 2016,
2017
Making Me Marketable Career Counseling Event, Founder & Coordinator – 2001-06
Sam M. Walton Scholarships in Business, Program Coordinator and Scholar Advisor – 1992-99
Conducted doctoral student trips to AMA Educators' Conferences – 1998, 2000, 2002-03, 2010, 2011
Addressed Vasey Academy students – 2000-03
Midwest Marketing Camp – 2003
Faculty Advisor for MU Consulting Organization – 1997-99
Faculty Co-advisor for MU Marketing Forum student organization – 1990-93
Trulaske Diversity Conference Information Session on Doctoral Programs – 2015

AWARDS AND RECOGNITION

Research

External

2014 Louis W. Stern Research Award for significant contribution and impact in marketing channels theory and research. Awarded by the AMA Foundation for Palmatier, Scheer and Steenkamp (2007).

2010 Jan-Benedict E. M. Steenkamp Award for Long-Term Impact for significant long-term contribution to marketing knowledge. Awarded by European Marketing Academy and ***International Journal of Research in Marketing*** for Geyskens, Steenkamp, Scheer and Kumar (1996).

ISBM Fellow, Institute for the Study of Business Markets. One of approximately 30 individuals currently so designated. Inducted 2012.

AMA Doctoral Consortium Faculty Fellow – 2002, 2008, 2010, 2011, 2012, 2014, 2015

Best Paper in Track, 2011 Winter Marketing Educators' Conference – 2011

University of Missouri

Distinguished Research Achievement Award, Robert J. Trulaske, Sr. College of Business – 2011

Trulaske College of Business Faculty Research Award – 2008

Richard G. Miller Summer Scholar Award – 2008, 2009

Harry Hall Trice Faculty Research Award – 1999

Teaching

B&PA Marketing Professor of the Year – 1994

B&PA O'Brien Excellence in Teaching Award Nominee – 1994

MU Alumnae Anniversary Award Nominee – 1992, 1994, 1996, 1997

MU Honors Convocation Faculty Mentor – 1996, 1997

MBA Faculty Mentor – 1997

MU Graduate Faculty Mentor Award Nominee – 2002

Service

Faculty Service Award, Robert J. Trulaske, Sr. College of Business – 2011

B&PA Outstanding Faculty Service Award – 1999

Other Professional Awards

Alumni Citation of Merit, Robert J. Trulaske, Sr. College of Business, University of Missouri – 2008
Haring Symposium, Northwestern University's representative & presenter – 1987
Marketing Science Institute Dissertation Proposal Award – 1987 (declined)

Other

Speaker, representing the faculty, at the Ceremonial Ground-Breaking of Cornell Hall, University of Missouri, Columbia, MO, 1999
Master of Ceremony & Program Director, 75th Anniversary Celebration, Trinity Lutheran Church, New Haven, MO, 2001
Speaker, Honors Awards & Assembly, New Haven High School, New Haven, MO, 2000
Commencement Speaker, New Haven High School, New Haven, MO, 1989
Steuart Henderson Britt Award, Northwestern University, 1987
National Merit Scholar & University of Missouri Curators' Scholar, 1977 – 1981
Henry Hatch Green Graduate Scholarship Award, University of Missouri, 1981
Commencement Speaker (Valedictory), New Haven High School, New Haven, MO, 1977
MU Legacy Society
MU Trulaske College of Business Davenport Society
University of Missouri Jefferson Club
MU Alumni Association Life Member
Scholarship Selection Committee, New Haven High School, New Haven, MO