

**Dr. Thomas Dotzel**  
University of Nebraska-Lincoln  
Marketing  
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## **Education**

Ph D, Texas A&M University, Mays Business School, 2009.  
Major: Marketing

MBA, University of Texas at Arlington, 2003.  
Major: Marketing

French/German Dual Degree Program, Ecole Supérieure de Commerce (ESC) de Pau, France  
and Diplombetriebswirt (FH) University of Applied Sciences and Research in Munich,  
Germany, 2002.

## **Academic, Government, Military and Professional Positions**

### **Academic - Post-Secondary**

Assistant Professor of Marketing, University of Nebraska-Lincoln, Department of Marketing,  
College of Business. (August 2019 - Present).

Assistant Professor of Marketing, McGill University, Desautels Faculty of Management. (2009 -  
2019).

Graduate Assistant, Texas A&M University, Mays Business School. (2004 - 2009).

## **Licensures and Certifications**

Search Committee Certification, University of Nebraska-Lincoln. (2019 - 2022).

## **Professional Memberships**

American Marketing Association. (2015 - 2019).

## **Development Activities Attended**

Faculty Development, "New Faculty Development Program," University of Nebraska-Lincoln,  
Lincoln, Nebraska, United States. (August 2019 - May 2020).

## **TEACHING**

### **Teaching Experience**

**University of Nebraska-Lincoln**  
MRKT 442, Marketing Management, 2 courses.

## Awards and Honors

Nominee for 2017-18 Distinguished Teaching Award, McGill University. (2018).

Nominee for 2016-17 Distinguished Teaching Award, McGill University. (2017).

Association of Former Students Distinguished Graduate Student Teaching Award, Texas A&M University. (2009).

Dean's Award for Outstanding Teaching by a Doctoral Student, Mays Business School, Texas A&M University. (2008).

## RESEARCH

### Published Intellectual Contributions

#### Refereed Journal Articles

Dotzel, T., Shankar, V. (2019). The Relative Effects of Business-to-Business (vs. Business-to-Business Consumer) Service Innovations on Firm Value and Firm Risk: An Empirical Analysis. *Journal of Marketing*, 83(5), 133-152.

Dotzel, T., Shankar, V., Berry, L. L. (2013). Service Innovativeness and Firm Value. *Journal of Marketing Research*, 50(2), 259-276.

Shankar, V., Berry, L. L., Dotzel, T. (2009). A Practical Guide to Combining Products and Services. *Harvard Business Review*, 87(11), 94-99.

Berry, L. L., Shankar, V., Turner Parish, J., Cadwallader, S., Dotzel, T. (2006). Creating New Markets Through Service Innovation. *MIT Sloan Management Review*, 47(2), 56-63.

#### Conference Proceedings

Dotzel, T., Shankar, V. (2016). *Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?*. Houston, TX: Theory & Practice in Marketing Conference.

Dotzel, T., Janakiraman, R., Lim, J. H., Rishika, R. (2016). *The Impact of Free Return Policy on Customer Shopping Behavior: An Empirical Examination*. Lake Louise: Empirical and Theoretical (ET) Symposium.

Dotzel, T., Shankar, V. (2012). *Service Innovation versus Goods Innovation: Effects on Firm Value and Risk*. Boston, MA: INFORMS Marketing Science Conference.

Dotzel, T., Shankar, V. (2010). *Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?*. Harvard University: ISBM Academic Conference: Advances in B-to-B Marketing.

Dotzel, T., Shankar, V. (2009). *Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?*. Anaheim, CA: PDMA Academic Research Forum.

Dotzel, T., Shankar, V. (2009). *Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?*. University of Michigan: INFORMS Marketing Science Conference.

Dotzel, T., Shankar, V., Berry, L. L. (2009). *Service Innovation, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet Enabled Service Innovations*. Emory University: MSI Marketing Strategy Meets Wall Street Conference.

Dotzel, T., Shankar, V., Berry, L. L. (2008). *Service Innovation, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet Enabled Service Innovations*. Vancouver: INFORMS Marketing Science Conference.

Dotzel, T., Shankar, V., Berry, L. L. (2008). *Service Innovation, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet Enabled Service Innovations*. University of Houston: 26th Annual Doctoral Symposium.

Shankar, V., Berry, L. L., Dotzel, T. (2007). *Creating and Managing Hybrid Innovations*. Orlando, FL: 10th Quality in Services (QUIS) Conference.

Shankar, V., Berry, L. L., Dotzel, T. (2007). *Creating and Managing Hybrid Innovations*. UC Berkeley: Tekes Service Innovation Conference.

Shankar, V., Berry, L. L., Dotzel, T. (2007). *Creating and Managing Hybrid Innovations*. San Diego, CA: AMA Winter Educators' Conference.

### Monographs

Shankar, V., Dotzel, T. (2015). In Dominique M. Hanssens (Ed.), *Impact of Service Innovations* (pp. 101-102). Marketing Science Institute Relevant Knowledge Series.

### Other

Dotzel, T., Shankar, V. (2016). *Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?*. Marketing Science Institute Working Paper Series #16-132.

Berry, L. L., Shankar, V., Turner Parish, J., Cadwallader, S., Dotzel, T. (2006). In Christopher Lovelock and Jochen Wirtz (Ed.), *Creating New Markets Through Service Innovation* (pp. 478-484). Upper Saddle River, NJ: Prentice Hall.

### Presentations Given

Dotzel, T. (Presenter & Author), Janakiraman, R. (Author Only), Lim, J. H. (Author Only), Rishika, R. (Author Only), Empirical and Theoretical (ET) Symposium, "The Impact of Free Return Policy on Customer Shopping Behavior: An Empirical Examination," Lake Louise. (May 2016).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), Theory & Practice in Marketing Conference, "Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?," Houston, TX. (May 2016).

Dotzel, T., 2013 Marketing Strategy Meets Wall Street Conference, "R&D and Advertising Sensitivities to Shareholder Complaints," Goethe University, Frankfurt, Germany. (2013).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), INFORMS Marketing Science Conference, "Service Innovation versus Goods Innovation: Effects on Firm Value and Risk," Boston University. (June 2012).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), ISBM Academic Conference: Advances in B-to-B Marketing, "Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?," Harvard University. (August 2010).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), PDMA Academic Research Forum, "Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?," Anaheim, CA. (October 2009).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), Berry, L. L. (Author Only), ISES Inaugural Global Conference on Service Excellence, "Service Innovation, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet Enabled Service," Singapore Management University. (July 2009).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), INFORMS Marketing Science Conference, "Determinants and Outcomes of B2B Service Innovations: How are they Different from those of B2C Service Innovations?," University of Michigan. (June 2009).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), Berry, L. L. (Author Only), MSI Marketing Strategy Meets Wall Street Conference, "Service Innovation, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet Enabled Service," Emory University. (January 2009).

Dotzel, T., 2008 KOA - Kampgrounds of America, Marketing and Technology Partners Meeting, "Services Marketing Workshop," Houston, TX. (2008).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), Berry, L. L. (Author Only), INFORMS Marketing Science Conference, "Service Innovation, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet Enabled Service," Vancouver. (June 2008).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), Berry, L. L. (Author Only), 26th Annual Doctoral Symposium, "Service Innovation, Customer Satisfaction, and Firm Value: Asymmetries between Internet-Enabled and Non-Internet Enabled Service," University of Houston. (April 2008).

Shankar, V. (Author Only), Berry, L. L. (Author Only), Dotzel, T. (Presenter & Author), 10th Quality in Services (QUIS) Conference, "Creating and Managing Hybrid Innovations," Orlando, FL. (June 2007).

Shankar, V. (Presenter & Author), Berry, L. L. (Presenter & Author), Dotzel, T. (Author Only), Tekes Service Innovation Conference, "Creating and Managing Hybrid Innovations," UC Berkeley. (April 2007).

Shankar, V. (Author Only), Berry, L. L. (Author Only), Dotzel, T. (Presenter & Author), AMA Winter Educators' Conference, "Creating and Managing Hybrid Innovations," American Marketing Association, San Diego, CA. (February 2007).

## **Awards and Honors**

2013 AMA Services Special Interest Group (SERVSIG) Best Services Article Award (across journals), American Marketing Association. (February 2013).

2012 AMA SERVSIG Doctoral Consortium Fellow, American Marketing Association. (2012).

Finalist, ISBM Business Marketing Doctoral Dissertation Award Competition, ISBM. (2008).

Fellow, (Presenter) 26th Annual Doctoral Symposium, University of Houston. (April 2008).

Dean's Award for Outstanding Research by a Doctoral Student, Mays Business School, Texas A&M University. (2007).

Fellow, AMA-Sheth Foundation Doctoral Consortium, American Marketing Association. (2007).

ISBM Ph.D. Student Research Camp. (2006).

Liam Glynn/ASU Center for Services Leadership Research Award, AMA Services Marketing Special Interest Group. (2006).

Fellow, (Discussant) 24th Annual Doctoral Symposium, University of Houston. (April 2006).

## **SERVICE**

### **Professional Service**

Reviewer, Ad Hoc Reviewer, European Marketing Association Conference. (2019 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Academy of Marketing Science. (2019 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2019 - Present).

Reviewer, Ad Hoc Reviewer, Marketing Letters. (2019 - Present).

Editorial Review Board Member, Journal of Service Research. (2015 - Present).

Vice Chair (Communication), AMA Marketing Strategy Special Interest Group. (January 2014 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Service Research. (2009 - Present).

Services Marketing Track Co-Chair with Beibei Dong, 2018 AMA Summer Educators' Conference. (2018).

Reviewer, Ad Hoc Reviewer, Shankar-Spiegel Doctoral Dissertation Proposal Competition. (2018).

Conference Discussant, Empirical & Theoretical Symposium, Montreal. (2017).

Reviewer, Ad Hoc Reviewer, AMA Marketing Educators' Conference. (2016).

Reviewer/Discussant, Conference Paper, AMA Winter Marketing Educators' Conference. (2016).

Reviewer, Ad Hoc Reviewer, Journal of Retailing. (2016).

Reviewer, Ad Hoc Reviewer, MSI Clayton Dissertation Award. (2016).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (2015 - 2016).

Reviewer/Discussant, Conference Paper, AMA Winter Marketing Educators' Conference. (2015).

Reviewer, Ad Hoc Reviewer, Productions and Operations Management. (2015).

Reviewer, Ad Hoc Reviewer, Shankar-Spiegel Dissertation Award. (2013).

Reviewer/Discussant, Conference Paper, AMA Winter Marketing Educators' Conference. (2012).

Reviewer, Ad Hoc Reviewer, AMS World Marketing Congress. (2010 - 2012).

Session Chair, 10th International Research Symposium on Service Excellence in Management, Orlando, FL. (2010).

Reviewer/Discussant, Conference Paper, AMA Winter Marketing Educators' Conference. (2010).

Session Chair, ISBM Academic Conference: Advances in B-to-B Marketing, Harvard University. (2010).

Reviewer, Journal Article, Journal of Product Innovation Management. (2010).

Reviewer/Discussant, Conference Paper, AMA Winter Marketing Educators' Conference. (2008).