

Dr. Alok Kumar
University of Nebraska-Lincoln
Marketing
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Education

Ph D, University of Wisconsin-Madison, 2008.
Major: Marketing
Dissertation Title: Some Pain, Some Gain: The Role of Reputations in Governing Interfirm Relationships

MBA, Indian Institute of Management, 1998.

B.Tech (Mining Engineering), School of Mines, 1995.

Academic, Government, Military and Professional Positions

Academic

W. W. Marshall College Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2018 - Present).

Associate Professor of Marketing, University of Nebraska-Lincoln, Department of Marketing, College of Business. (September 2015 - Present).

Assistant Professor of Marketing, University of Nebraska-Lincoln, Marketing Department, College of Business Administration. (September 2013 - August 2015).

Assistant Professor of Marketing, The Pennsylvania State University, Marketing Department, Smeal College of Business. (August 2008 - June 2013).

Licensures and Certifications

Search Committee Certification, EAD, University of Nebraska-Lincoln. (June 30, 2017 - June 30, 2020).

Professional Memberships

American Marketing Association. (2005 - Present).

American Marketing Association Interorganizational SIG. (2005 - Present).

Development Activities Attended

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Austin, Texas. (February 2019).

Conference Attendance, "ISBM Biennial Academic Conference," Institute for the Study of Business Marketing, Boston, MA. (August 2018).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Orlando, Florida. (February 2017).

Conference Attendance, "Haring Symposium," Indiana University, Bloomington,, IN. (April 2016).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Las Vegas, NV. (February 2016).

Conference Attendance, "AMA Summer Educators' Conference," American Marketing Association, Chicago, IL. (August 2015).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, San Antonio, TX. (February 2015).

Conference Attendance, "ISBM Biennial Academic Conference," Institute for the Study of Business Marketing, San Francisco, CA. (July 2014).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, Orlando, FL. (February 2014).

Awards and Honors

Faculty Mentoring Award, Department of Marketing, College of Business, UNL. (April 2018).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

GRBA 813, Managerial Marketing, 7 courses.

GRBA 890, Administrative Internship; Marketing, 4 courses.

MRKT 346, Marketing Channels Management, 12 courses.

MRKT 399, Special Project, 1 course.

MRKT 442, Marketing Management, 3 courses.

MRKT 996, Directed Reading or Research, 3 courses.

MRKT 998A, Seminar in Special Topics; Second Year Paper/Comp Exam, 2 courses.

MRKT 999, Doctoral Dissertation, 10 courses.

SCMA 346, Marketing Channels Management, 2 courses.

SCMS 346, Marketing Channels Management, 4 courses.

Directed Student Learning

Doctorate (committee chair/supervisor)

Doctorate (committee chair/supervisor), Marketing. (May 2019 - Present).
Advised: Ravi Agarwal

Doctorate (committee chair/supervisor), Marketing. (May 2017 - Present).
Advised: Shilpa Somraj

Doctorate (committee chair/supervisor), Marketing. (May 2015 - Present).
Advised: Argha Sen

Doctorate (committee member)

Doctorate (committee member), Marketing. (May 2018 - Present).
Advised: Yashwant Pulumati

Doctorate (committee member), Marketing. (February 2015 - August 2016).
Advised: Jenifer Skiba

Doctorate (committee member), Marketing. (April 2014 - March 2016).
Advised: Arvind Agrawal

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2013).
Advised: Chen Zhou

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2011 - 2013).
Advised: Abhijith Holehonnur

Doctorate (committee member), Other (Outside University of Nebraska-Lincoln). (2010 - 2012).
Advised: Alok Saboo

RESEARCH

Published Intellectual Contributions

Book Chapters

Smaninathan, V., Kumar, A. (2017). When Firms Join Hands: Rajan Varadarajan, A Thought Leader and Thinker With Significant Contributions to Research on Interorganizational Relationships and Marketing Strategy in Internet-Enabled Environments. In Jagdish Sheth (Ed.), *Legends in Marketing: Rajan Vardarajan*.

Refereed Journal Articles

Gupta, A., Kumar, A., Grewal, R., Lilien, G. (2019). Within-Seller and Buyer–Seller Network Structures and Key Account Profitability. *Journal of Marketing*, 83(1), 108-132.

Wathne, K. H., Heide, J. B., Mooi, E. A., Kumar, A. (2018). Relationship Governance Dynamics: The Roles of Partner Selection Efforts and Mutual Investments. *Journal of Marketing Research*, 55(5), 704-721.

Grewal, R., Saini, A., Kumar, A., Dwyer, F. Robert, Dahlstrom, R. (2018). Marketing Channel Management by Multinational Corporations in Foreign Markets. *Journal of Marketing*, 82(4), 49-69.

Chakravarty, A., Kumar, A., Grewal, R. (2014). Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms. *Journal of Marketing*, 78, 1-23.

Heide, J. B., Kumar, A., Wathne, K. H. (2014). Concurrent Sourcing, Governance Mechanisms, and Performance Outcomes in Industrial Value Chains. *Strategic Management Journal*, 35, 1164-1185.

Grewal, R., Kumar, A., Mallapragada, G., Saini, A. (2013). Marketing Channels in Foreign Markets: Control Mechanisms and the Moderating Role of Multinational Corporation Headquarters-Subsidiary Relationship. *Journal of Marketing Research*, 50, 378-398.

Kumar, A., Heide, J. B., Wathne, K. H. (2011). Performance Implications of Mismatched Governance Regimes Across External and Internal Relationships. *Journal of Marketing*, 75, 1-17.

Conference Proceedings

- Somraj, S., Saboo, A. R., Kumar, A. (in press). *When Does 'Distance' in Alliance Portfolios Matter to IPO Outcomes?*. Austin, TX: 2019 AMA Winter Marketing Educators' Conference.
- Kumar, A., Shi, H., Skiba, J., Saini, A. (2018). *Buyer Groups in Industrial Markets*. Boston, MA: Institute for the Study of Business Markets Academic Conference.
- Somraj, S., Saboo, A., Kumar, A. (2018). *Investigating the Influence of Physical and Technological Distance Between Alliance Partners on IPO Outcomes*. Boston, MA: Institute for the Study of Business Markets Academic Conference.
- Sen, A., Rindfleisch, A. P., Kumar, A. (2018). *When Does Improvisation Help or Hinder Performance Outcomes in B2B Alliances? Exploring the Boundary Conditions*. New Orleans, LA: AMA Winter Marketing Educators' Conference.
- Abe, M., Kumar, A., Cannon, J., Grewal, R. (2017). *Capability Building in Industrial Buyer-Supplier Relationships: Approaches, Outcomes and Contingencies*. Orlando, FL: AMA Winter Marketing Educators' Conference.
- Gupta, A., Kumar, A., Grewal, R., Lilien, G. (2016). *Combining Buyer-Seller Interfirm Network and Seller Within Firm Network to Drive Key Account Profitability in Business Markets*. 2016 ISBM Biennial Academic Conference.
- Sen, A., Rindfleisch, A., Kumar, A. (2016). *Effect of Improvisation on Performance Outcomes for Firms in B2B Alliances*. 2016 ISBM Biennial Academic Conference.
- Heide, J., Wathne, K. H., Mooi, E. A., Kumar, A. (2016). *Governing Channel Relationships through Selective Entry and Costly Exit*. Atlanta, GA: 2016 ISBM Biennial Academic Conference.
- Mooi, E. A., Kumar, A., Heide, J., Wathne, K. H. (2016). *Governing Channel Relationships through Selective Entry and Costly Exit*. Las Vegas, NV: 2016 AMA Winter Educators' Conference.
- Gupta, A., Grewal, R., Lilien, G., Kumar, A. (2016). *Managing Key Account Profitability in Business Markets: Aligning Buyer-Seller Inter-firm Networks and Seller Within-Firm Networks*. Las Vegas, NV: 2016 AMA Winter Educators' Conference.
- Wathne, K., Heide, J., Kumar, A. (2016). *Managing Organizational Boundaries in Offshore Outsourcing: The 'Rules' and the 'Play' of the Game*. Las Vegas, NV: 2016 AMA Winter Educators' Conference.
- Kumar, A., Saboo, A., Rindfleisch, A., Heide, J. B. (2015). *Institutional Participation in New Product Alliances*. AMA Winter Educators' Conference.
- Chakravarty, A., Kumar, A., Grewal, R. (2014). *Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms*. ISBM Biennial Conference.
- Wathne, K., Kumar, A., Heide, J. (2014). *Institutional Influences on Governance Efficiency*. ISBM Biennial Conference.
- Chakravarty, A., Kumar, A., Grewal, R. (2012). *Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms*. Chicago, IL: ISBM Biennial Conference.

- Kumar, A., Heide, J. B. (2012). *Reputation Effects in Inter-firm Relationships*. Chicago, IL: ISBM Biennial Conference.
- Wathne, K. H., Heide, J. B., Kumar, A. (2012). *Governance Mechanisms, Ownership Contexts, and Performance Outcomes in Industrial Value Chains*. Lisbon: 41st European Marketing Academy Conference.
- Chakravarty, A., Kumar, A., Grewal, R. (2012). *Platform Firms: Antecedents and Performance Implications of Customer Orientation Structure* (vol. 23). St. Petersburg, FL: AMA Winter Educators' Conference.
- Heide, J. B., Kumar, A., Wathne, K. H. (2011). *How Relationship Strategies and Ownership Forms Drive Performance in Buyer-Supplier Relationships* (vol. 21). Austin, TX: AMA Winter Educators' Conference.
- Saboo, A., Kumar, A., Rindfleisch, A., Heide, J. B. (2011). *New Product Alliances and Institutions: Value Generating Vs. Value Creating Role* (vol. 21). Austin, TX: AMA Winter Educators' Conference.
- Grewal, R., Kumar, A., Saini, A. (2011). *Performance Implications of Channel Control Mechanisms in Multinational Contexts: The Influence of Internal and External Stakeholders* (vol. 21). AMA Winter Educators' Conference, Austin TX, Special Session 2011.
- Heide, J. B., Wathne, K. H., Kumar, A. (2010). *Hybrid Governance Mechanisms, Ownership Contexts, and Performance Outcomes in Marketing Relationships*. Boston, MA: ISBM Biennial Conference.
- Kumar, A., Heide, J. B., Wathne, K. H. (2009). *Incompatible Governance Mechanisms in Supply Chain Relationships* (vol. 20). Chicago, IL: AMA Summer Educators' Conference.
- Kumar, A., Rindfleisch, A., Heide, J. B. (2008). *Institutional Roles in New Product Alliances*. San Diego, CA: ISBM Biennial Conference.
- Kumar, A., Rindfleisch, A. (2005). *Organizing for Innovation: Pure Versus Pure New Product Alliances*. Reykjavík, Iceland: European Marketing Academy Conference.

Presentations Given

- Somraj, S. (Presenter & Author), Saboo, A. R. (Author Only), Kumar, A. (Author Only), AMA Winter Marketing Educators' Conference, "When Does 'Distance' in Alliance Portfolio Matter to IPO Outcomes?," American Marketing Association, Austin, TX. (February 2019).
- Kumar, A. (Presenter & Author), Shi, H. (Presenter & Author), Skiba, J. (Author Only), Saini, A. (Author Only), Institute for the Study of Business Markets Academic Conference, "Buyer Groups in Industrial Markets," ISBM, Boston, MA. (August 2018).
- Somraj, S. (Presenter & Author), Saboo, A. (Author Only), Kumar, A. (Author Only), Institute for the Study of Business Markets Academic Conference, "Investigating the Influence of Physical and Technological Distance Between Alliance Partners on IPO Outcomes," ISBM, Boston, MA. (August 2018).
- Sen, A. (Presenter & Author), Rindfleisch, A. P. (Author Only), Kumar, A. (Author Only), 2018 AMA Winter Educators' Conference, "When Does Improvisation Help or Hinder Performance Outcomes in B2B Alliances? Exploring the Boundary Conditions," American Marketing Association, New Orleans, LA. (February 2018).

- Abe, M. (Author Only), Kumar, A. (Presenter & Author), Cannon, J., Grewal, R., 2017 AMA Winter Educators' Conference, "Capability Building in Industrial Buyer-Supplier Relationships: Approaches, Outcomes and Contingencies," American Marketing Association, Orlando, FL. (February 2017).
- Gupta, A. (Presenter & Author), Kumar, A. (Author Only), Grewal, R. (Author Only), Lilien, G. (Author Only), ISBM Biennial Conference, "Combining Buyer-Seller Interfirm Network and Seller Within Firm Network to Drive Key Account Profitability in Business Markets," Atlanta, GA. (August 2016).
- Sen, A. (Presenter & Author), Rindfleisch, A. (Author Only), Kumar, A. (Author Only), ISBM Biennial Conference, "Effect of Improvisation on Performance Outcomes for Firms in B2B Alliances," Atlanta, GA. (August 2016).
- Heide, J. (Author Only), Wathne, K. (Author Only), Mooi, E. (Presenter & Author), Kumar, A. (Author Only), ISBM Conference, "Governing Channel Relationships through Selective Entry and Costly Exit.," Atlanta, GA. (August 2016).
- Mooi, E. A., Kumar, A., Heide, J., Wathne, K. H., 2016 AMA Winter Educators' Conference, "Governing Channel Relationships through Selective Entry and Costly Exit," American Marketing Association, Las Vegas, NV. (February 2016).
- Gupta, A., Grewal, R., Lilien, G., Kumar, A., 2016 AMA Winter Educators' Conference, "Managing Key Account Profitability in Business Markets: Aligning Buyer-Seller Inter-firm Networks and Seller Within-Firm Networks," American Marketing Association, Las Vegas, NV. (February 2016).
- Wathne, K., Heide, J., Kumar, A., 2016 AMA Winter Educators' Conference, "Managing Organizational Boundaries in Offshore Outsourcing: The 'Rules' and the 'Play' of the Game," American Marketing Association, Las Vegas, NV. (February 2016).
- Kumar, A. (Presenter & Author), Saboo, A. (Author Only), Rindfleisch, A. (Author Only), Heide, J. B. (Author Only), AMA Winter Educators' Conference, "Institutional Participation in New Product Alliances," American Marketing Association, San Antonio, TX. (February 2015).
- Chakravarty, A. (Author Only), Kumar, A. (Presenter & Author), Grewal, R. (Author Only), ISBM Biennial Conference, "Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms," ISBM, San Francisco, CA. (July 2014).
- Wathne, K. (Author Only), Kumar, A. (Presenter & Author), Heide, J. (Author Only), ISBM Biennial Conference, "Institutional Influences on Governance Efficiency," ISBM, San Francisco, CA. (July 2014).
- Kumar, A. (Presenter & Author), Heide, J. B. (Author Only), ISBM Academic Conference, "Reputation Effects in Inter-firm Relationships," ISBM, Chicago, IL. (August 2012).
- Chakravarty, A. (Author Only), Kumar, A. (Presenter & Author), Grewal, R. (Author Only), ISBM Biennial Conference, "Customer Orientation Structure for Internet-Based Business-to-Business Platform Firms," ISBM, Chicago, IL. (August 2012).
- Wathne, K. H. (Presenter & Author), Heide, J. B. (Author Only), Kumar, A. (Author Only), 41st European Marketing Academy Conference, "Governance Mechanisms, Ownership Contexts, and Performance Outcomes in Industrial Value Chains," EMAC, Lisbon. (May 2012).

Chakravarty, A. (Author Only), Kumar, A. (Presenter & Author), Grewal, R. (Author Only), AMA Winter Educator's Conference, "Platform Firms: Antecedents and Performance Implications of Customer Orientation Structure," St. Petersburg, FL. (February 2012).

Heide, J. B. (Author Only), Kumar, A. (Presenter & Author), Wathne, K. H. (Author Only), AMA Winter Educator's Conference, "How Relationship Strategies and Ownership Forms Drive Performance in Buyer-Supplier Relationships," Austin, TX. (February 2011).

Kumar, A. (Author Only), Rindfleisch, A. (Author Only), Heide, J. B. (Author Only), Saboo, A. (Presenter & Author), AMA Winter Educator's Conference, "New Product Alliances and Institutions: Value Generating Vs. Value Creating Role," Austin, TX. (February 2011).

Grewal, R. (Presenter & Author), Kumar, A. (Author Only), Saini, A. (Author Only), AMA Winter Educators' Conference, "Performance Implications of Channel Control Mechanisms in Multinational Contexts: The Influence of Internal and External Stakeholders," AMA, Austin, TX. (February 2011).

Heide, J. B. (Author Only), Wathne, K. H. (Presenter & Author), Kumar, A. (Author Only), ISBM Biennial Conference, "Hybrid Governance Mechanisms, Ownership Contexts, and Performance Outcomes in Marketing Relationships," Boston, MA. (August 2010).

Kumar, A. (Presenter & Author), Heide, J. B. (Author Only), Wathne, K. H. (Author Only), AMA Summer Educators' Conference, "Incompatible Governance Mechanisms in Supply Chain Relationships," Chicago, IL. (August 2009).

Kumar, A. (Author Only), Rindfleisch, A. (Presenter & Author), Heide, J. B. (Author Only), ISBM Biennial Conference, "Institutional Roles in New Product Alliances," San Diego, CA. (2008).

Kumar, A. (Author Only), Rindfleisch, A. (Presenter & Author), European Marketing Academy Conference, "Organizing for Innovation: Pure Versus Pure New Product Alliances," EMAC, Reykjavík, Iceland. (2005).

Kumar, A. (Presenter & Author), Haring Symposium, "Markets and Hierarchies: An Information Processing Perspective," Indiana University, Bloomington, IN. (2004).

Contracts, Grants and Sponsored Research

Grant

Kumar, A. (Principal Investigator), "HOW PLATFORM FIRMS CULTIVATE A BUYER POOL IN TWO SIDED-BUSINESS-TO-BUSINESS (B2B) ELECTRONIC MARKETS: PLATFORM ACTIONS, PROCESSES, AND BOUNDARY CONDITIONS," Sponsored by Internal, NU Foundation. Current Status: Declined.

Other

Kumar, A., "Smeal New Faculty Research Grant," Sponsored by The Pennsylvania State University, Universities, \$10,000.00. (2010). Current Status: Awarded.

Kumar, A., Grewal, R., Saboo, A., "Smeal Small Research Grant," Sponsored by The Pennsylvania State University, Universities, \$2,000.00. (2010). Current Status: Awarded.

Kumar, A., Grewal, R., Saboo, A., "Smeal Small Research Grant," Sponsored by The Pennsylvania State University, Universities, \$2,000.00. (2009). Current Status: Awarded.

Kumar, A., Wathne, K. H., "Graduate School," Sponsored by University of Wisconsin-Madison, Universities, \$41,567.00. (2007). Current Status: Awarded.

Kumar, A., Heide, J. B., "Institute for the Study of Business Markets," Sponsored by The Pennsylvania State University, Universities, \$9,600.00. (2006). Current Status: Awarded.

Awards and Honors

Nominated, 2018 Shelby D. Hunt/Harold H. Maynard Award, Journal of Marketing. (March 2019).

Haring Symposium, Faculty Representative, Indiana University. (April 2016).

Faculty Research Award, Marketing Department, College of Business Administration, University of Nebraska-Lincoln. (May 2015).

Faculty Research Award, Marketing Department, College of Business Administration, University of Nebraska-Lincoln. (May 2014).

Distinguished Research Award, College of Business Administration, University of Nebraska-Lincoln. (April 2014).

Nominated, 2013-2014 Best Paper Award, College of Business Administration, University of Nebraska-Lincoln. (April 2014).

Haring Symposium, Faculty Representative (The Pennsylvania State University), Indiana University. (2012).

Finalist, ISBM Business Marketing Doctoral Competition, ISBM. (2006).

John Etter Scholarship, University of Wisconsin-Madison. (2006).

Robert Bruce Fellowship, University of Wisconsin-Madison. (2006).

AMA-Sheth Foundation Doctoral Consortium Fellow, University of Connecticut. (2005).

Haring Symposium, Indiana University. (2004).

SERVICE

Department Service

Committee Chair, Marketing Graduate Committee. (August 2017 - Present).

Committee Member, Evaluation Advisory Committee. (August 2019 - May 2020).

Committee Member, Faculty Search Committee, Open Rank. (July 2019 - September 2019).

Committee Member, Evaluation Advisory Committee. (August 2018 - May 2019).

Committee Chair, Faculty Search Committee, Open Rank. (July 2018 - September 2018).

Committee Member, Evaluation Advisory Committee. (August 2017 - May 2018).

Committee Member, Faculty Search Committee, Department of Marketing Chair. (September 2017 - December 2017).

Committee Member, MBA/Masters Committee. (January 2017 - May 2017).

Committee Member, Faculty Search Committee, Department of Marketing Chair. (July 2016 - May 2017).

Committee Chair, Faculty Search Committee, Assistant or Associate Professor. (July 2016 - November 2016).

Committee Chair, Faculty Search Committee, Associate or senior Assistant Professor. (July 2016 - November 2016).

Reader, Second Year Paper Review. (May 2016).

Committee Member, Evaluation Advisory Committee. (August 2015 - May 2016).

Committee Member, Marketing Graduate Committee. (August 2015 - May 2016).

Committee Member, Faculty Search Committee, Assistant or Associate Professor (Two Positions). (June 2015 - September 2015).

Committee Member, Faculty Search Committee, Assistant, Associate or Full Professor. (June 2015 - September 2015).

Committee Member, Faculty Search Committee, Assistant Professor. (June 2015 - August 2015).

Reader, Second Year Paper Review. (May 2015).

Committee Member, Faculty Search Committee, Hays Chair in Marketing. (July 2014 - May 2015).

Departmental Advisory Committee, The Pennsylvania State University. (2011 - 2012).

Ph.D. Committee, The Pennsylvania State University. (2011 - 2012).

Candidacy Committee, The Pennsylvania State University. (2011).

Smeal Spring Research Camp, The Pennsylvania State University. (2009 - 2011).

Faculty Recruiting Committee, The Pennsylvania State University. (2008 - 2010).

Ph.D. Comprehensive Exam Committee, The Pennsylvania State University. (2008 - 2010).

Candidacy Committee, The Pennsylvania State University. (2008 - 2009).

College Service

Committee Member, Ph.D. Committee. (August 2017 - Present).

Committee Member, Promotion and Tenure Committee, at-large Associate Professor. (August 2018 - May 2021).

Committee Member, Strategic Planining. (January 2018 - April 2018).

Committee Member, CoB Dean Search Committee. (September 2017 - November 2017).

Committee Member, MBA/Masters Committee. (January 2017 - May 2017).

Committee Member, PhD/Research Policy. (September 2015 - December 2015).

Professional Service

Editorial Review Board Member, Journal of Marketing Research. (2016 - Present).

Editorial Review Board Member, Journal of Marketing. (September 2017 - June 2018).

Track Chair: Business-to-Business Marketing Track, AMA Summer Educators' Conference, Atlanta, GA. (August 2016).

Co-Chair for the Interorganizational Special Interest Group (IOSIG), American Marketing Association. (August 2014 - July 2015).

Track chair for Marketing Strategy track, AMA Winter Educators' Conference, San Antonio, TX. (February 2015).

Session Chair: Emerging Perspectives in Customer Relationship Management, ISBM Conference, San Francisco, CA. (July 2014).

Session Chair: New Directions in Business to Business Relationships Research, ISBM Conference, San Francisco, CA. (July 2014).

Track Chair: Business-to-Business Track, AMA Winter Educators' Conference. (February 2014).

Reviewer, Ad Hoc Reviewer, Journal of Service Research. (2013).

Reviewer, Ad Hoc Reviewer, AMA Summer Educators' Conference. (2008 - 2013).

Reviewer, Ad Hoc Reviewer, AMA Winter Educators' Conference. (2008 - 2013).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2008 - 2013).

Reviewer, Ad Hoc Reviewer, Decision Sciences. (2011 - 2012).

Session Chair: Systemic Perspectives on Buyer-Supplier Relationships, AMA Winter Educators' Conference, St. Petersburg, FL. (February 2012).

Session Chair: New Advances in Interorganizational Exchange, AMA Winter Educators' Conference, Austin, TX. (February 2011).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (2008 - 2010).

Session Chair: New Facades in Channel Management, ISBM Conference, Boston, MA. (August 2010).

Reviewer, Ad Hoc Reviewer, Marketing Letters. (2009).