

**Dr. Thomas Dotzel**  
University of Nebraska-Lincoln  
Marketing  
Email: thomas.dotzel@unl.edu

## **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 Superieure 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**

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

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

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. (September 2019 - November  
2023).

Faculty/Staff Sexual Misconduct Prevention & Response Training, University of Nebraska-  
Lincoln. (February 2022).

Report=Support!, University of Nebraska-Lincoln. (February 2022).

## **Professional Memberships**

American Marketing Association. (2015 - 2019).

## **Development Activities Attended**

Continuing Education Program, "Certificate of Completion," University of Nebraska-Lincoln,  
Suicide Prevention Program REACH Training. (August 2021).

Conference Attendance, "2021 Haring Symposium," Indiana University, Bloomington, Indiana.  
(April 2021).

Continuing Education Program, "Certificate of Engagement," University of Nebraska-Lincoln, Teaching & Learning Center. (August 2020).

Continuing Education Program, "Summer Institute for Online Teaching," University of Nebraska-Lincoln, Lincoln, NE. (May 2020).

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

Conference Attendance, "2020 AMA Winter Marketing Educators' Conference," American Marketing Association, San Diego, CA. (February 2020).

## TEACHING

### Teaching Experience

#### University of Nebraska-Lincoln

MRKT 426, Services Marketing, 3 courses.

MRKT 442, Marketing Management, 9 courses.

### Awards and Honors

Nominated, 2022-2023 College Distinguished Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2022).

Nominated, 2021-2022 College Distinguished Teaching Award, University of Nebraska-Lincoln, College of Business. (December 2021).

Nominated, 2020-2021 College Distinguished Teaching Award, University of Nebraska-Lincoln, College of Business. (January 2021).

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

Raghupatruni, R., Dotzel, T., Singh, S. K. K. (2023). *DEI Events and Firm Value*. Dallas, TX: Marketing Science: Diversity, Equity, and Inclusion Conference.

Shankar, V., Dotzel, T. (2022). *The Differential Effects of Good Innovations, Service Innovations, and Software Innovations on Firm Value and Firm Risk for Technology Firms*. Chicago, IL: 2022 ISBM Academic Conference: Advances in B-to-B Markets.

Dotzel, T., Shankar, V. (2022). *The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms*. 2022 TPM Theory and Practice in Marketing Conference at Emory University.

Dotzel, T., Shankar, V. (2021). *The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms*. 2021 AMA Winter Academic Virtual Conference.

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.

## Periodicals

Dotzel, T., Shankar, V. (2020). *Service Innovation Research: The Gain is Worth the Pain*. AMA SERVSIG Newsletter (invited).

## Other

Dotzel, T., Shankar, V. (2021). *FINANCE in MARKETING: The Value of B2C Service Innovations*. Marketing Accountability Standards Board (MASB; <https://themasb.org/>), invited video. <https://www.youtube.com/watch?v=ADBwGs7lsls>

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.

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

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

## Presentations Given

Raghupatruni, R. (Presenter & Author), Dotzel, T. (Presenter & Author), Singh, S. K. K. (Author Only), Marketing Science: Diversity, Equity, and Inclusion, "DEI Events and Firm Value," Dallas, TX. (March 2023).

Shankar, V. (Presenter & Author), Dotzel, T. (Author Only), 2022 ISBM Academic Conference: Advances in B-to-B Markets, "The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms," Chicago, IL. (August 2022).

Dotzel, T. (Author Only), Shankar, V. (Presenter & Author), 2022 TPM Theory and Practice in Marketing Conference, "The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms," Emory University. (May 2022).

Dotzel, T. (Presenter & Author), Shankar, V. (Author Only), 2021 AMA Winter Academic Virtual Conference, "The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms," American Marketing Association. (February 2021).

Dotzel, T. (Presenter & Author), Management 475H, "How to Create Buyer Personas," College of Business, University of Nebraska-Lincoln. (February 2021).

Dotzel, T. (Panelist), "Teaching Lessons Learned," College of Business, University of Nebraska-Lincoln, Lincoln, NE. (December 2020).

- Dotzel, T. (Presenter & Author), Shankar, V. (Presenter & Author), New Ideas in Marketing (NiM) Virtual Seminar Series, "The Differential Effects of Goods, Services, and Software Innovations on Firm Value and Firm Risk for Technology Firms." (October 2020).
- Dotzel, T. (Panelist), Question & Answer Session with Ph.D. Students, "How to Survive the Job Search," College of Business, University of Nebraska-Lincoln, Lincoln, NE. (October 2020).
- Dotzel, T. (Presenter & Author), Shankar, V. (Presenter & Author), Mays Innovation Research Center, "The Effects of New Goods, New Services, and New Software on Firm Value and Risk," Texas A&M University, Austin, TX. (June 2020).
- 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 - Campgrounds 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**

- 2021 Haring Symposium - Faculty Representative, University of Indiana. (April 2021).
- Best Services Article Award 2019, AMA SERVSIG. (July 2020).
- Faculty Research Award, Department of Marketing, College of Business, University of Nebraska-Lincoln. (May 2020).
- 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**

### **University Service**

Committee Member, Department of Marketing Grade Appeal Committee. (September 2020 - Present).

Scholarship, Honors, & Awards. (September 2022 - May 2025).

Second Year/Comprehensive Exam Paper Reviewer. (February 2023).

Committee Member, Assistant Professor of Marketing Search Committee. (December 2021 - August 2022).

First Year Paper Reviewer. (August 2021).

Second Year/Comprehensive Exam Paper Reviewer. (August 2020).

### **Professional Service**

Reviewer, Ad Hoc Reviewer, International Journal of Research in Marketing. (2021 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (2021 - Present).

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

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

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

Vice Chair (Communication), AMA Marketing Strategy Special Interest Group. (January 2014 - May 2022).

Reviewer, Book Chapter, ISBM Handbook of Business to Business Marketing, <https://isbm.smeal.psu.edu/research/b2b-handbook>. (2021).

Reviewer, Ad Hoc Reviewer, Marketing Science Institute's (MSI) Alden G. Clayton Doctoral Dissertation Proposal Competition. (2021).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2019 - 2021).

Reviewer, Ad Hoc Reviewer, International Journal of Research in Marketing. (2020).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (2020).

Reviewer, Ad Hoc Reviewer, Marketing Science Institute's (MSI) Alden G. Clayton Doctoral Dissertation Proposal Competition. (2020).

Reviewer, Grant Proposal, Social Sciences and Humanities Research Council Canada (SSHRC Insight Grant Competition). (2020).

Reviewer/Discussant, Conference Paper, European Marketing Association Conference. (2019).

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

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/Discussant, Conference Paper, AMA 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).