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Date of Hire: 2003

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Intellectual Contributions:

Refereed Articles

- Kamis, A., Stern, T., & Ladik, D. M. (in press, 2008). A Flow-Based Model of Web Site Intentions when Users Customize Products in Business-to-Consumer Electronic Commerce. *Information Systems Frontiers*.
- Ladik, D. M. & Locander, W. B. (2008). 21st Century CMO: Leadership for the New Marketplace. *Marketing Management*.
- Jaramillo, J. F., Ladik, D. M., Mulki, J. P., & Marshall, G. W. (in press, 2007). A Meta Analysis of the Relationship between Sales Orientation (SOCO) and Salesperson Job Performance. *Journal of Business & Industrial Marketing*, 22 (5), 302-310.
- Ladik, D. M., Carrillat, F. A., & Solomon, P. J. (in press, 2007). The Effectiveness of University Sponsorship in Increasing Survey Response Rate. *Journal of Marketing Theory & Practice*, 15 (3), 263-271.
- Ladik, D. M., Marshall, G. W., Lassk, F. G., & Moncrief, W. (2002). Reexamining Gender Issues in Salesperson Propensity to Leave. *Industrial Marketing Management*, 31 (7), 599-607.
- Locander, W., Hamilton, F., Ladik, D. M., & Stuart, J. (2002). Developing a Leadership Rich Culture: The Missing Link to Creating a Market-Focused Organization. *Journal of Market Focused Management*, 5 (2), 149-163..
- Ladik, D. M. & Locander, W. (2001). A Functional Approach to Examining Online Communities. *Quarterly Journal of Electronic Commerce*, 4 (2), 315-324..

Refereed Proceedings

Full Paper

- Ladik, D. M. (2001). Knowledge Borrowing: Embellishing or Eroding the Theory Base in Marketing? *Society for Marketing Advances*, 155-156.
- Ladik, D. M. (1999). A Technology-Based Self-Service Delivery System: An Exploratory Adoption Model in a Supermarket Delicatessen. *Society for Marketing Advances*, 195-200.

Abstract Only

- Carrillat, F., Ladik, D. M., & Edmondson, D. (2006). An Integrative View of Customer Loyalty: Is It Different for Maximizers versus Satisficers? *AMA Educator's Conference*, 212-213.

- Ladik, D. M., Carrillat, F., & Solomon, P. (2005). Tandem Prenotification Techniques and University Sponsorship: An Examination of Mail Survey Response Rates. *Society for Marketing Advances*, 204-205.
- Hensel, J. S., Ladik, D. M., & Riggle, R. (2004). The Internet as a Service Coupon Delivery Mechanism: Consumer Perceptions of Coupon Use Utility for Internet Versus Direct Mail Delivery Alternatives. *American Marketing Association Winter Educators Conference*, American Marketing Association, 164-165.
- Ladik, D. M., Marshall, G. W., Lassk, F., & Moncrief, W. C. (2000). The Relationship of Satisfaction and Performance to Salesforce Turnover: A Replication and Extension. *AMA Summer Educators' Conference*, 232-233.

Invited Articles/Reviews

- Ladik, D. M. & Stewart, D. W. (2008). The Contribution Continuum. *Journal of the Academy of Marketing Science*, 36 (2), 157-163. (Invited)

Presentation of Refereed Papers

International

- Ladik, D.M. & Grewal, D. (2008, August). *Where is the Cutting Edge?* Presented at AMA Summer Educators' Conference, San Diego, California.
- Ladik, D.M. (2007, August). *The Contribution Continuum*. Presented at AMA Summer Educators' Conference, DC, Washington.
- Ladik, D.M. (2007, March). *Consumer Perceptions of Service Coupon Delivery: Internet versus Direct Mail*. Presented at National Business & Economics Society Conference, San Juan, Puerto Rico.
- Jaramillo, F. & Ladik, D. M. (2007, February). *Sales Force Stressors: Revising the Dominant Logic*. Presented at AMA Winter Marketing Educators Conference, San Diego, California.
- Carrillat, F., Ladik, D. M., & Edmondson, D. (2006, February). *An Integrative View of Customer Loyalty: Is It Different for Maximizers versus Satisficers?* Presented at AMA Winter Marketing Educators Conference, St. Petersburg, Florida.
- Ladik, D.M., Marshall, G. W., & Locander, W. B. (2006, February). *Extraordinary Insights from Marketing Educators*. Presented at AMA Winter Marketing Educators Conference, St. Petersburg, Florida.
- Hensel, J.S., Ladik, D. M., & Riggle, R. J. (2004, February). *The Internet as a Service Coupon Delivery Mechanism: Consumer Perceptions of Coupon Use Utility for Internet vs. Direct Mail Delivery Alternatives*. Presented at AMA Winter Marketing Educators Conference, Scottsdale, Arizona.
- Ladik, D.M., Marshall, G., Lassk, F., & Moncrief, W. C. (2000, August). *The Relationship of Satisfaction and Performance to Sales Force Turnover: A Replication and Extension*. Presented at AMA Summer Educators' Conference, Chicago, Illinois.

National

- Ladik, D.M., Carrillat, F., & Solomon, P. (2005, November). *Tandem Prenotification Techniques and University Sponsorship: An Examination of Mail Survey Response Rates*. Accepted for Society for Marketing Advances, San Antonio, Texas.
- Ladik, D.M. (2001, November). *Knowledge Borrowing: Embellishing or Eroding the Theory Base in Marketing?* Presented at Society of Marketing Advances, New Orleans, Louisiana.

Ladik, D.M. (1999, November). *A Technology-Based Self-Service Delivery System: An Exploratory Adoption Model in a Supermarket Delicatessen*. Presented at Society for Marketing Advances, Atlanta, Georgia.

Presentation of Non-Refereed Papers

International

Ladik, D. M. (2008, June). *The Contribution Continuum*. Invited presentation at Consumer Culture Theory Conference, Boston, Massachusetts.

Ladik, D. M. (2002, August). *DocSIG: Value Added Initiatives*. Invited presentation at AMA Summer Educators' Conference, San Diego, California.

Ladik, D. M. (2001, August). *The Doctoral Student SIG Symposium: A First Step Toward Building a Community*. Invited presentation at AMA Summer Educators' Conference, DC, Washington.

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