

# ***Elizabeth J. Wilson***

Associate Professor

## **Education**

PhD, Pennsylvania State University, University Park, Pennsylvania, Marketing, 1989

MS, University of South Carolina, Columbia, South Carolina, Marketing, 1985

BS, University of South Carolina, Columbia, South Carolina, Marketing, 1983

## **Teaching Interests**

Marketing Research, Principles of Marketing, Survey of Business (freshman experience course)

## **Research Interests**

Research Methods, Qualitative Inquiry, Marketing Management and Strategy, Retailing, Database Marketing, Case Research

## **Honors/Awards**

### **Scholarship/Research**

2005: Best Paper in the Innovations in Teaching Track for paper entitled The Status of Cross Functional Education in Undergraduate Marketing Curricula within Management Education, American Marketing Association.

2004: Article of the Year Award for 'Case Study Research Methods for Theory-Building,' Journal of Business and Industrial Marketing, 18 (6/7), 493-508., Emerald Publishers, UK.

## **ACADEMIC EXPERIENCE**

### **Courses Taught**

Mktg Research for Managers

Principles of Marketing

### **Business/Professional Experience**

Associate Professor, Suffolk University, Full-time faculty member in Sawyer Business School; tenured in 2005. Conduct research, engage in Department, School, and University service, teach courses mostly in Marketing Research to UGs and in MBA Programs (Traditional, Executive, Global, Online). Also teach the Core Marketing course in the MBA program., Boston, Massachusetts (September 2003 - Present).

### **Consulting**

2006: The Black Dog, Branding Study for The Black Dog.

## **INTELLECTUAL CONTRIBUTIONS**

### **Refereed Journal Articles**

Paleologos, D., Wilson, E. J. Use of Bellwether Samples to Enhance Pre-Election Poll Predictions: Science and Art. *To appear in American Behavioral Scientist.*

Wilson, E. J., Bunn, M. D., Savage, G. T. (2010). Anatomy of a Social Partnership: A Case Study of Stakeholder Collaboration. *Industrial Marketing Management*, 39(1), 76-90.

Frank, J., Shaw, L., Wilson, E. (2009). The Impact of Providing Web-based PowerPoint Slides as Study Guides in Undergraduate Business Classes. *Journal of Educational Technology Systems*, 37(2), 217-229.

Crittenden, V. L., Wilson, E. J. (2006). An Assessment of the International Marketing Course in Schools of Business: A Benchmarking Report. *Journal of Teaching in International Business*, 17(1/2), 81-101.

Crittenden, V. L., Wilson, E. J. (2006). The Status of Cross-Functional Education in Undergraduate Marketing Curricula within Management Education. *Journal Of Marketing Education*, 28(1), 1-6.

- Wilson, E. J. New Product Development at Yankee Candle Company. *Elsevier Science*, Vol 57 (7), 989-994.
- Liesch, P. W., Wilson, E. J. (2005). Business-to-Business Relationship Architecture and Networks among Australia, NZ, and Asian Firms. *Journal Of Business Research*, 58(2), 168-172.

### **Book Chapters**

- Wilson, E. J. (2004). Business Marketing Executive Education: A Commentary. In J. David Lichtenthal (Ed.), *Fundamentals of Business Marketing Education* (pp. 75-79). Binghamton, NY: Best Business Books.

### **Conference Proceedings**

- Wilson, E. J., Crittenden, V. (2005). *The Status of Cross-Functional Education in Undergraduate Marketing Curricula within Management Education*. American Marketing Association Winter Educator's Conference.

### **Other**

- Wilson, E. Innovation in Retailing Strategy at Yankee Candle Company. *Retailing Management* (8th ed.). New York, New York: McGraw Hill.

### **Non-Refereed Presentations or Papers**

#### **International**

- Wilson, E. (2006, November). *Excellence in Teaching Revisited: Are We There Yet?.* Presented at Society for Marketing Advances, Nashville, Tennessee.

### **Presentation of Refereed Papers**

#### **National**

- Wilson, E. J., Whalen, T. F. (2005, October). *To Epicurean Feast or Not to Feast: Implications Surrounding Vertical Integration in the Food Service Business*. Presented at North American Case Research Association Conference, Falmouth, Massachusetts.
- Wilson, E. J. (2005, May). *Alternative Analysis Approaches for Handling Case Data*. Presented at Academy of Marketing Science Annual Conference, Tampa, Florida.
- Crittenden, V. L., Bucks, L., Fleming, K., Wilson, E. J. (2005, May). *An Assessment and Comparison of the International Marketing Course*. Presented at Academy of Marketing Science Annual Conference, Tampa, Florida.
- Crittenden, V. L., Wilson, E. J. (2005, February). *The Status of Cross Functional Education in Undergraduate Marketing Curricula within Management Education*. Presented at American Marketing Association Winter Educator's Conference, San Antonio, Texas.
- Wilson, E. J., Bunn, M. (2004, August). *Understanding Social Partnerships: Implications for Managing the Value Chain and Value Network in Complex Interorganizational Relationships*. Presented at Institute for the Study of Business Markets Special Conference, Boston, Massachusetts.
- Wilson, E. J. (2004, February). *Computer Aided Qualitative Data Analysis for Business Marketing Research: Issues and Recommendations*. Presented at American Marketing Association Winter Educator's Conference, Scottsdale, Arizona.

#### **Local**

- Wilson, E. (2006, March). *Social Partnerships: An Analysis of Stakeholder Relationships*. Presented at 2006 Suffolk University Academic Conference, Boston, Massachusetts.

### **Faculty Development**

#### **Conference Attendance**

- August 15, 2010: Co-organizer and presenter, special session on Integrating Marketing Analytics in the Curriculum. Boston, Massachusetts.
- December 2005: Boston, Massachusetts.
- May 2005: Boston, Massachusetts.
- February 2004: Scottsdale, Arizona.

### **Seminar**

March 2007: AACSB Department Chair Seminar Tampa, Florida.

### **SERVICE ACTIVITIES**

#### **College/School Assignments**

##### **Committee Chair**

2006: Chair of Department Chairs; Head of Department Chairs Executive Committee.

##### **Committee Member**

2006: Faculty Life and Development Committee; Elected representative, Faculty Life and Development Committee.

2006: NEASC Accreditation; Faculty Committee for Standard 5.

2006: Research Committee; Department of Marketing representative to Sawyer Business School Research Committee to evaluate grant proposal submissions, December 2006.

2006: Task Force: Global MBA Program Revision; Department representative to revise the Global MBA program for Sawyer Business School..

2005: Faculty Life and Development Committee; Elected member, Faculty Life and Development Committee.

2005: Research Grant Proposal Committee; Evaluated research grant proposals submitted by SSOM Faculty in Summer 2005. Selected for service on this committee by Dean O'Neill..

2004: Faculty Life and Development Committee, SSOM; Member.

##### **Faculty Mentor**

2007: MBA 600; Faculty Facilitator, MBA 600 Orientation Course, September.

2006: MBA 600; Served for all three offerings of MBA 600 during the year 2006 as faculty facilitator..

##### **Other**

2005:; Piloted the Forte Hotels case in MBA 660, Spring 2005. Developed and led tutorial on Forte Hotels for MBA 660 faculty, August 17, 2005. Advised faculty using the case in Fall 2005 and Spring 2006..

##### **Other Institutional Service Activities**

2006: AACSB Department Chair Seminar; Attended Department Chairs seminar for professional development, AACSB, Tampa, FL March 15-16 2007.

2006: Executive MBA; Participated in student interviews for admission to Exec MBA Program, August 2006.

2005: Executive MBA Recruiting; Participated in student interviews for admission to Executive MBA Program, November 2005.

2005: Suffolk Showcase; Department Representative.

2004: Suffolk University Graduate Student Awards Brunch; Department representative.

#### **Directed Student Learning**

##### **Directed Individual/Independent Study**

2008: Moises Morin-Martinez: Supplemental paper for IB550 Global Seminar to count as a marketing elective, Spring 2008

Scott Caponi: MKT 510, Interfuture project on the craft beer industry in Belgium and the US, Spring 2008

Kiva Starr: GMBA 800, Research project supervisor, Spring 2008

Han Pham: McNair Scholar Research project supervisor, Summer 2008.

##### **Internship Advisor**

2008: Ming Chien Wu, GMBA 800 Internship in marketing research at Teradyne, Summer 2008.

2007: Supervised Adam Mara for GMBA 800 internship at Massachusetts Office of International Trade and Investment.

2006: Supervised three students in MKT 920, Fall 2006.

2006: Supervised 4 students in MKT 920, Spring 2006.

2004: Nina Viswanathan, Maersk Sealand

Paul Burani, Max Havelaar Fair Trade

Beth Carpasso, Sonus Public Relations

Andy Vanica, Liberty Skis.

## **University Assignments**

### **Committee Member**

2006: Suffolk University Academic Conference Faculty Planning Committee; Sawyer Business School representative to Provost's Committee to plan the Second Annual SU Academic Conference to be held, March 2007.

## **Department Assignments**

### **Committee Chair**

September 2006 - July 2010: Department Chairs Committee; Chairperson and coordinator of Sawyer Business School Department Chairpersons Committee.

### **Committee Member**

May 2010 - Present: Sawyer Business School Research Committee;.

March 2010 - Present: Sawyer Business School Teaching Task Force;.

September 2004 - August 2005: Faculty Life and Development;.

### **Faculty Advisor**

January 2007: MBA Edge Representative; Department of Marketing representative to MBA Edge advising session, January 2007.

September 2006: MBA Edge Representative;.

### **Other**

July 2005 - 2010: Chairperson, Department of Marketing; Mentoring faculty, recruiting faculty, scheduling courses, overseeing department curricula, implementing policies formulated by the Department.

## **Professional Service**

### **Conference-Related**

January 2009 - Present: Industrial Marketing and Purchasing Conference;.

2008: Society for Marketing Advances; Session Chair, competitive paper session, Assessment of and in the Marketing Classroom.

### **Discussant**

2008: Society for Marketing Advances; Issues in Cross Functional Teaching and Learning.

2007: Society for Marketing Advances; Invited panelist to speak to SMA Doctoral Consortium participants about teaching excellence..

2006: Society for Marketing Advances; Invited speaker on teaching excellence, SMA Doctoral Consortium.

### **Editorial Review Board Member**

Journal of Business-to-Business Marketing; Advising the editor-in-chief, serving as a manuscript reviewer..

Journal of Business-to-Business Marketing; Reviewed MS# 08261035 R1, Do Competition Authorities Consider Business Relationships? October 2010.

January 2004 - Present: Psychology and Marketing;.

January 2003 - Present: Industrial Marketing Management;.

January 1995 - Present: Journal of Business-to-Business Marketing;.

January 1994 - Present: Journal of Business Research;.

October 1, 2010 - October 29, 2010: Journal of Business-to-Business Marketing; Reviewed manuscript "Do Competition Authorities Consider Business Relationships" MS# 08261035 R1.  
2008: Journal of Business to Business Marketing;.  
2008: Journal of Marketing Theory and Practice; Attended Board Meeting, November 7, 2008..  
2007: Industrial Marketing Management; Reviewed IMM manuscript 06-265..  
2007: Journal of Business Research; Reviewer, JBR MA2447.  
2007: Journal of Business to Business Marketing; Reviewer MS 04020708.  
2007: Journal of Business-to-Business Marketing;.  
2007: Psychology and Marketing; Reviewed manuscript E69-C.  
2006: Industrial Marketing Management; Reviewed manuscript 05-271 for publication consideration..  
2006: Journal of Business Research; Reviewed MS2308 for publication consideration..  
2006: Journal of Business Research; Reviewed manuscript JBR MA2384 for publication consideration..  
2006: Psychology and Marketing; Reviewed manuscript E-63A for publication consideration..  
2005: Psychology and Marketing; Editorial Review Board Member.

#### **Guest Speaker**

2008: Society for Marketing Advances; Special Session Participant, Issues in Cross-Functional Teaching and Learning.

#### **Invited Lecture**

2007: Simmons University; Invited speaker for graduate entrepreneurship class. Topics discussed were sources of marketing research for small businesses..

#### **Reviewer, Ad Hoc Reviewer**

January 2010 - Present: Journal of the Academy of Marketing Science;.  
2010: The CASE Journal;.  
2005: Marketing Education Review; Reviewer, Special Issue on Teaching Innovations, edited by Catharine Curran-Kelly.

#### **Reviewer, Conference Paper**

2004: Academy of Marketing Science Conference;.  
2004: American Marketing Association Winter Educators Conference;.

#### **Reviewer, Grant Proposal**

2009: American Marketing Association; American Marketing Association Teaching and Learning Special Interest Group -- reviewer of proposals for Teaching Innovation Award..  
2006: Institute for the Study of Business Markets; Reviewed proposal for funding.

#### **Reviewer, Journal Article**

2009: Journal of Business Research; Reviewer for JBR MS 2673 Delivering Moments of Trust: Customer Service in Business-to-Business Marketing. Major/risky revision recommended..  
2009: Journal of Business Research; Reviewer B, MA-1424, The Effects of Mass Customization Level on Purchase Intention, recommended reject despite merit.  
2009: Journal of Business Research; Reviewed Revision of JBR IB 1155 'Downsizing and Business Customer Satisfaction'.  
2009: Journal of Marketing Theory and Practice; Reducing the Optimal to a Useful Number of Clusters for Model Based Clustering.  
2008: Academy of Marketing Science Annual Conference; Reviewed paper for conference program (Foreign Market Entry Mode of Service Firms: The Case U.S. MBA Programs).  
2008: Industrial Marketing Management; Managing Opportunism in a Developing Interfirm Relationship, IMM Manuscript 08-018.  
2008: Journal of Business Research; Reviewed JBR MS2490 Network Structure and Cooperation in Supply Chains.

- 2008: Journal of Business Research; Reviewed MS IB1155, Downsizing and Business Customer Satisfaction: An Investigation among U.S. and European Purchasing Professionals..
- 2008: Journal of Business to Business Marketing; Manuscript No. 01290805, A Study of Determinants in 'Online B2B Purchase' in India.
- 2008: Journal of Marketing Theory and Practice; MSNo. 8-0723-357, 'The Outcomes of Customer Loyalty: An Empirical Investigation of Frequently Purchased Products.'
- 2008: Journal of Marketing Theory and Practice; Reviewer for JMTP 08-0126-316 Information Privacy Planning: A Marketing System Design for Digital Markets..
- 2008: Psychology and Marketing; Reviewer PM E87-C The Effectiveness of Male Gendered Ads Cross-Nationally, Reviewer 1.
- 2007: Industrial Marketing Management; Reviewer, IMM MS 07-188 Alignment of Front Line Personnel: A Preliminary Attempt at Scale Development.
- 2007: Journal of Business-to-Business Marketing; Reviewer for manuscript 08020721 Toward an Enhanced Definition and Measurement of Purchasing's Strategic Role in Buyer-Supplier Relationships.
- 2007: Journal of the Academy of Marketing Science; Reviewed JAMS-D-06-00111 ("Organizational Antecedents to and Consequences of Service Business Orientations in Manufacturing Companies") initial submission and revision..
- 2007: Journal of the Academy of Marketing Science; Reviewed manuscript JAMS-D-07-00183, "Explaining the Joint Effect of Source Credibility and Negativity of Information in Two-Sided Messages".
- 2007: Psychology and Marketing; Manuscript E78-J Alternative Piercing and Tattoos.
- 2006: Industrial Marketing Management; Reviewed manuscript 06-064 for publication consideration..
- 2006: Industrial Marketing Management; Reviewed revision of manuscript 05-271R.
- 2006: Journal of Business to Business Marketing; Reviewed manuscript 10200523 for publication consideration..

### **Track Organizer**

March 2009 - February 2010: American Marketing Association Winter Educator's Conference; Track Co-Chair, Marketing Education. Publicized call for papers, recruited reviewers, oversaw review process, organized accepted papers and special sessions for the track..

### **Public Service**

#### **Guest Speaker**

2007: Simmons University; Invited lecture on Entrepreneurial Marketing Research Methods to MBA students, Simmons College, June 5, 2007..

#### **Other Community Service Activities**

2008: Banker and Tradesman; Quoted in Banker and Tradesman, 2008, The Teller: Entering the Market, Monday, April 14, p2..

2007: Banker and Tradesman; Quoted in a news article, Eastern's True Blue Campaign Designed to Reposition Bank, by Amy Wyeth, March 5, 2007..

#### **Positions Held in Civic Organizations**

2009: Grace Episcopal Church, Norwood MA; Member, Adult Choir  
Lay Reader

Elected member of Vestry (Evangelism and Outreach).

2008: Grace Episcopal Church, Norwood MA; Member, Adult Choir.

### **Professional Memberships**

Academy of Marketing Science.

American Marketing Association.  
Society for Marketing Advances.