

**Wilson PhD, Elizabeth J. (Full Professor)**

**Refereed Journal Articles**

***Journal Article, Academic Journal***

Yuksel, M., Smith, A., Smith, R. S., Bicen, P., Wilson, E., Weiner, J. (2021). Student interest in client-sponsored projects: The quest for engagement in marketing research courses. *Journal of Marketing Education*, 43(3), 354-370.  
<https://doi.org/10.1177/0273475321996797>

Wilson, E., Paleologos, D. A. (2018). Usage and Performance of Bellwether Polls for Election Forecasting. *International Journal of Market Research/Sage Publications*, 60(2), 132-146.  
10.1177/1470785317753097

Wilson, E., McCabe, C., Smith, R. S. (2018). Curriculum Innovation for Marketing Analytics. *Marketing Education Review/Taylor&Francis*, 28(1/Spring), 52-66.  
10.1080/10528008.2017.1419431

Wilson, E., Elliot, E. (2016). Brand meaning in higher education: Leaving the shallows via deep metaphors. *Journal of Business Research/Elsevier*, 69(8/ August), 3058-3068.  
<http://dx.doi.org/10.1016/j.jbusres.2016.01.021>

Elliot, E., Xiao, Y., Wilson, E. (2015). A Multicultural Blend: Metaphors, Cognitive Social Capital and Multiculturalism. *International Marketing Review*.

Wilson, E., Bengtsson, A. O., Curran-Kelly, C. M. (2014). Brand-Meaning Gaps and Dynamics: Theory, Research, and Practice. *Qualitative Market Research: An International Journal/Emerald*, 17(2), 128-150.

Paleologos, D., Wilson, E. J. (2011). Use of Bellwether Samples to Enhance Pre-Election Poll Predictions: Science and Art. *American Behavioral Scientist*, 55(4), 390-418.

Savage, G. T., Bunn, M. D., Gray, B., Xiao, Q., Wang, S., Wilson, E., Williams, E. S. (2010). Stakeholder Collaboration: Implications for Stakeholder Theory and Practice. *Journal of Business Ethics*, 96(August), 21-26.

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.

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. (2006). Content, Pedagogy, and Learning Outcomes in the International Marketing Course. *Journal of Teaching in International Business*, 17(1/2), 81-101.

Crittenden, V. L., Wilson, E. (2006). An Exploratory Study of Cross-Functional Education in Undergraduate Marketing Curriculum. *Journal Of Marketing Education*, 28(1), 1-6.

- Wilson, E. (2005). The Nose Knows: New Product Development at Yankee Candle Company. *Journal of Business Research*, 58(7), 989-994.
- Liesch, P. W., Wilson, E. (2005). Business-to-Business Relationship Architecture and Networks among Australia, NZ, and Asian Firms. *Journal Of Business Research*, 58(2), 168-172.
- Woodside, A. G., Wilson, E. J. (2003). Case Study Research Methods for Theory-Building. *Journal Of Business & Industrial Marketing*, 18(6/7), 493-508.
- Crittenden, V., Wilson, E. (2002). Success Factors in Non-Store Retailing: Exploring the Great Merchants Framework. *Journal of Strategic Marketing*, 10, 255-272.
- Woodside, A. G., Wilson, E. J. (2002). Respondent Inaccuracy: An Examination of Self-Report and Actual Purchase Behavior. *Journal Of Advertising Research*, 42, 7-18.
- Wilson, E., Nielson, C. C. (2001). Cooperation and Continuity in Strategic Business Relationships. *Journal of Business-to-Business Marketing*, 8(1), 1-24.
- Wilson, E. J., Woodside, A. G. (2001). Executive and Consumer Decision Processes: Increasing Useful Sensemaking by Identifying Similarities and Departures. *Journal Of Business & Industrial Marketing*, 16(5), 401-414.
- Wilson, E. J., McMurrian, R. C., Woodside, A. G. (2001). How Buyers Frame Problems: Revisited. *Psychology & Marketing*, 18(6), 617-655.
- Wilson, E., Burford, M., Harris, J. (2001). Integrative Learning in Marketing: The Customer Response Function Analysis Exercise. *Marketing Education Review*, 11(1), 35-44.
- Woodside, A. G., Wilson, E. (2000). Constructing Thick Descriptions of Marketers' and Buyers' Decision Processes in Business-to-Business Relationships. *Journal Of Business & Industrial Marketing*, 15(5), 354-369.
- Wilson, E. J., Woodside, A. G. (1999). Degrees-of-Freedom Analysis of Case Data in Business Marketing Research. *Industrial Marketing Management*, 28(3), 215-230.
- Wilson, E. J. (1999). Research Practice in Business Marketing: A Comment on Response Rate and Response Bias. *Industrial Marketing Management*, 28(3), 257-260.
- Vlosky, R. P., Wilson, E., Cohen, D. H., Fontenot, R. J. (1998). Partnerships versus Typical Relationships Between Wood Products Distributors and Their Manufacturer Suppliers. *Forest Products Journal*, 48(3), 27-35.
- Wilson, E., Vlosky, R. P. (1997). Partnering and Traditional Relationships in Business Marketing: An Introduction to the Special Issue. *Journal Of Business Research*, 39, 1-4.
- Wilson, E. J., Vlosky, R. P. (1997). Partnering Relationship Activities: Building Theory from Case Study Research. *Journal Of Business Research*, 39, 59-70.
- Fontenot, R. J., Wilson, E. (1997). Relational Exchange: A Review of Selected Models For A Prediction Matrix of Relationship Activities. *Journal Of Business Research*, 39, 5-12.
- Wilson, E. J. (1996). Theory Transitions in Organizational Buying Behavior Research. *Journal Of Business & Industrial Marketing*, 11(6), 7-19.

- Wilson, E. J., Biswas, A. (1995). The Use of Black Models in Specialty Catalogs. *Journal Of Direct Marketing*, 9, 47-56.
- Woodside, A. G., Wilson, E. (1995). Applying the Long Interview in Direct Marketing Research. *Journal Of Direct Marketing*, 9, 37-55.
- Wilson, E. J., Woodside, A. G. (1994). A Two-Step Model of Influence in Group Purchasing Decisions. *International Journal Of Physical Distribution And Logistics Management*, 24(5), 34-44.
- Wilson, E. J., Woodside, A. G. (1994). Diagnosing Customer Comparisons of Competitors' Marketing Mix Strategies. *Journal Of Business Research*, 31(2/3), 133-144.
- Wilson, E., Woodside, A. G. (1994). The Relative Importance of Choice Criteria in Organizational Buying: Implications for Adaptive Selling. *Journal of Business-to-Business Marketing*, 2(1), 33-57.
- Wilson, E. (1994). The Relative Importance of Supplier Selection Criteria: A Review and Update. *Journal of Supply Chain Management*, 30(3), 34-41.
- Biswas, A., Wilson, E. (1993). Reference Pricing Studies in Marketing: A Synthesis of Research Results. *Journal Of Business Research*, 27(3), 239-256.
- Wilson, E. J., Sherrell, D. L. (1993). Source Effects in Communication and Persuasion: A Meta-Analytic Review. *Journal Of The Academy Of Marketing Science*, 21(2), 101-112.
- Wilson, E. J., Woodside, A. G. (1992). Buying and Marketing CPA Services. *Industrial Marketing Management*, 21(3), 265-272.
- Wilson, E. J., Woodside, A. G. (1992). Marketing New Products with Distributors. *Industrial Marketing Management*, 21(1), 15-21.
- Wilson, E. J., Lilien, G. L. (1992). Using Single Informants to Study Group Choice: An Examination of Research Practice in Organizational Buying. *Marketing Letters*, 3(3), 297-305.
- Wilson, E. J., Woodside, A. G. (1991). A Comment on Patterns of Store Choice and Customer Gain/Loss Analysis. *Journal Of The Academy Of Marketing Science*, 19(4), 377-382.
- Wilson, E. J., Lilien, G. L., Wilson, D. T. (1991). Developing and Testing a Contingency Paradigm of Group Choice in Organizational Buying. *Journal Of Marketing Research*, 28, 452-466.
- Burton, S., Johnston, M. W., Wilson, E. (1991). An Experimental Assessment of Alternative Teaching Approaches for Introducing Business Ethics to Undergraduate Business Students. *Journal Of Business Ethics*, 10, 507-517.
- Woodside, A. G., Wilson, E. (1985). Effects of Consumer Awareness of Brand Advertising on Preference. *Journal Of Advertising Research*, 25, 41-48.
- Wilson, E. J., Woodside, A. G. (1985). Supplier Choice Strategies in Industrialized Nations. *International Marketing Review*, 2, 75-79.
- Wilson, E. J. (1984). A Case Study of Repeat Buying for a Commodity. *Industrial Marketing Management*, 13, 195-200.

## **Book Chapters**

### **Book, Chapter in Scholarly Book-New**

- Woodside, A. G., Wilson, E. (2010). Applying the Long Interview in Case Study Research. *Case Study Research: Theory, Methods, Practice* (pp. 263-289). Emerald Group Publishing Limited.
- 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.
- Wilson, E. J., Woodside, A. G. (1999). Alternative Purchasing Strategies for Competing Technology Standards: A Management Training Exercise in Resolving Industrial Buying Conflicts. In Arch G. Woodside (Ed.), *Advances in Business Marketing and Purchasing* (pp. 187-192 and 244-245). Greenwich, CT: JAI Press.
- Wilson, E. J. (1996). Class Participation Made Easy. In Joseph F. Hair (Ed.), *Great Ideas for Teaching Marketing* (pp. 467-469). Cincinnati, OH: Southwestern Publishing.
- Wilson, E. J. (1994). The Quality Revolution and Organizational Buying. In Arch G. Woodside (Ed.), *Advances in Business Marketing and Purchasing* (pp. 30-43). Greenwich, CT: JAI Press.
- Wilson, E. J. (1986). Combining Macro and Micro Industrial Marketing Segmentation. In Arch G. Woodside (Ed.), *Advances in Business Marketing* (pp. 241-257). Greenwich, CT: JAI Press.

### **Book, Chapter in Textbook-New**

- Wilson, E. (1996). A Decision-Making Exercise for Business Marketing. In Joseph F. Hair (Ed.), *Great Ideas for Teaching Marketing* (pp. 554-559). Cincinnati, OH: Southwestern Publishing.
- Wilson, E. (1991). C.L. Foster Company. In Joseph Hair (Ed.), *Effective Selling* (pp. 230-231). Cincinnati, OH: Southwestern Publishing.

## **Non-Refereed Journal Articles**

### **Journal Article, Academic Journal**

- Hemsley-Brown, J., Melewar, T.C., Nguyen, B., Wilson, E. (2016). Exploring brand identity, meaning, image, and reputation (BIMIR) in higher education: A special section. *Journal of Business Research*, 69(8/ August), 3019-3022. [dx.doi.org/10.1016/j.jbusres.2016.01.016](https://doi.org/10.1016/j.jbusres.2016.01.016)
- Wilson, E. (1998). Commentary on 'The Pedagogy of Executive Education in Business Markets,' by Narakessari Narayandas, V. Katsuri Rangan, and Gerald Zaltman. *Journal of Business-to-Business Marketing*, 5(1/2), 65-70.

## **Other Intellectual Contributions**

### **Book Review**

- Wilson, E. J. (in press). In J. David Lichtenthal (Ed.), *Indistractable*. London: Taylor and Francis.

Wilson, E. J. (2020). In J. David Lictenthal (Ed.), *Go-To-Market Strategies for Women Entrepreneurs: edited by Victoria L. Crittenden, Emerald Publishing, 2019* (3rd ed., vol. 27, pp. 311). London: Taylor and Francis.

### **Written Case with Instructional Material**

Wilson, E. (in press). Yankee Candle: Product Management and Innovation. *Retailing Management, 10th edition*. New York, NY: McGraw Hill.

Wilson, E. (2013). Yankee Candle: New Product Innovation 2013. *Retailing Management, 9th edition*. New York, New York: McGraw Hill.

Wilson, E. (2011). Yankee Candle: New Product Innovation. In Michael Levy and Barton Weitz (authors) (Ed.), *Retailing Management* (8th ed., pp. 581-582). New York, New York: McGraw Hill.

### **Conference Proceedings**

#### **Conference Proceeding**

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.

Wilson, E. J., Nielson, C. C. (1999). *Cooperation and Continuity in Strategic Business Relationships*. Australia New Zealand Marketing Academy Conference.

Wilson, E. J., Weber, M. J. (1999). *The Multiple Dimensions of Patient Expectations: Can Healthcare Providers Manage this Complicated Belief System?* (pp. 89-99). Advances in Health Care Research.

Wilson, E. J. (1998). *A Model of Buyer-Seller Relationship Structure Effects on Firm Performance* (pp. 206-207). AMA Educator's Conference.

Wilson, E. J., Woodside, A. G. (1998). *Case Study Research as a Paradigm Shift: Multiple Objectives, a Classification Scheme, and Core Propositions*. Society for Marketing Advances.

Wilson, E. J., Maxham, J. G. (1997). *Integration and Effectiveness of Multimedia Technology in the Principles of Marketing Classroom* (vol. 20). Developments in Marketing Science.

Wilson, E. J., Hair, J. F. (1997). *Successful Implementation of a Health Care Strategy: A Case Study of Mobile Mammography* (pp. 35-41). Advances in Health Care Research.

Wilson, E. J., Burns, A. C., Cole, L., Bush, R. (1997). *Validation of Reilly's Role Load Scale*. Advances In Consumer Research.

Wilson, E. J., Hair, J. F., Neill, S. (1996). *Determinants of Implemented Strategy in Health Care Marketing* (pp. 68-81). Advances in Health Care Research.

Wilson, E. J., Vlosky, R. P., Fontenot, R. (1996). *Partnership Versus Transactional Exchange Relationships: A Degrees of Freedom Analysis Using Case Data* (pp. 1505-1516). 12th International Marketing and Purchasing Conference.

- Wilson, E. J., McMurrian, R. C. (1996). *Value-Added Customer Service in Supplier Choice* (pp. 663-665). 12th International Marketing and Purchasing Conference, 12th International Marketing and Purchasing Confer.
- Wilson, E. J., Nielson, C. C. (1994). *Interorganizational Cooperation in Buyer-Seller Relationships*. Relationship Marketing: Theory, Methods and Applications.
- Wilson, E. J. (1994). *Research Design Effects on the Reliability of Rating Scales in Marketing: An Update on Churchill and Peter* (vol. 22, pp. 360-365). Advances In Consumer Research.
- Wilson, E. J., Woodside, A. G. (1994). *Tracing Emergent Networks in Adoptions of New Manufacturing Technologies*. Relationship Marketing: Theory, Methods and Applications.
- Wilson, E. J., Woodside, A. G., Nielsen, R. L. (1994). *Using Backward Segmentation for Targeting Hospital Customers* (pp. 15-24). Advances in Health Care Research.
- Wilson, E. J., Woodside, A. G. (1993). *Modeling Individual Influence in Buying Center Decisions* (pp. 82-88). Developments in Purchasing and Materials Management, Developments in Purchasing and Materials Management.
- Wilson, E. J., Woodside, A. G. (1988). *Forecasting Consumer Acceptance of New Products for Multiple Market Segments Using Multiple Methods* (vol. 16, pp. 326-331). Advances In Consumer Research.
- Wilson, E. J., Lilien, G. L., Wilson, D. T. (1988). *Formal Models of Group Choice in Organizational Buying: Toward a Contingency Paradigm* (pp. 548-554). Advances In Consumer Research.
- Wilson, E. J., Wilson, D. T. (1987). *Degrees of Freedom' for Testing Behavioral Theories of Group Buying* (vol. 15, pp. 587-594). Advances In Consumer Research.
- Wilson, E. J., Woodside, A. G. (1986). *Conversational Analysis of Buyer-Seller Interactions* (pp. 745-777). European Marketing Academy Annual Conference.
- Wilson, E. J., Woodside, A. G. (1984). *Large Scale Application of Industrial Market Segmentation* (40-47 ed.). A Strategic Approach to Business Marketing.

### ***Presentations***

- Yuksel, Mujde (Presenter & Author), Smith, Andrew (Presenter & Author), Smith, Robert S. (Presenter & Author), Wilson, Elizabeth (Presenter & Author), SBS Faculty Research Seminar, "Student Interest in Client-Sponsored Projects: The Quest for Engagement in Marketing Research Courses," FLDC. (February 2022).
- Wilson, Elizabeth, Paleologos, David (Presenter & Author), Insights Association New England, "Bellwether Polling for Improved Election Forecasting," Insights Association, Boston. (May 22, 2018).
- Wilson, Elizabeth (Presenter & Author), 2014 Summer Educators Conference, "Games and Gamification in the Marketing Classroom," American Marketing Association, San Francisco, CA. (August 2014).
- Wilson, Elizabeth (Presenter Only), Winter Educators Conference 2014, "MOOC's in Marketing," American Marketing Association, Orlando, FL. (February 2014).

Wilson, Elizabeth (Presenter & Author), DeVilliers, Rouxelle (Author Only), 2013 Summer Educators Conference, "Highly Effective Feedback: Principles and Practices," American Marketing Association, Boston, MA. (August 2013).

Wilson, Elizabeth (Presenter Only), 2012 AMA Summer Educators Conference, "Using Digital Learning Tools in the Principles of Marketing Course," American Marketing Association, Chicago, IL. (August 2012).

Wilson, Elizabeth, AMA Summer Educators Meeting, "Frontiers in Teaching Marketing Analytics: Curriculum Design and Analytical Tools," American Marketing Association, Boston, MA. (August 16, 2010).

Wilson, Elizabeth, AMA Winter Educators Conference, "Author Perspectives on the Scholarship of Teaching," American Marketing Association, New Orleans LA. (February 20, 2010).

Wilson, Elizabeth, Society for Marketing Advances, St. Petersburg, Florida. (2008).

Wilson, Elizabeth, Society for Marketing Advances, St. Petersburg, Florida. (2008).

Wilson, Elizabeth, Simmons University. (2007).

Wilson, Elizabeth, Society for Marketing Advances, San Antonio, Texas. (2007).

Wilson, Elizabeth, Society for Marketing Advances, Nashville, Tennessee. (2006).

Wilson, Elizabeth, "Excellence in Teaching Revisited: Are We There Yet," Society for Marketing Advances, Nashville, Tennessee. (November 2006).

Wilson, Elizabeth, "Social Partnerships: An Analysis of Stakeholder Relationships," 2006 Suffolk University Academic Conference, Boston, Massachusetts. (March 2006).

Wilson, Elizabeth J, Whalen, Thomas F, "To Epicurean Feast or Not to Feast: Implications Surrounding Vertical Integration in the Food Service Business," North American Case Research Association Conference, Falmouth, Massachusetts. (October 2005).

Wilson, Elizabeth J., "Alternative Analysis Approaches for Handling Case Data," Academy of Marketing Science Annual Conference, Tampa, Florida. (May 2005).

Crittenden, Victoria L, Bucks, Laura, Fleming, Katherine, Wilson, Elizabeth J., "An Assessment and Comparison of the International Marketing Course," Academy of Marketing Science Annual Conference, Tampa, Florida. (May 2005).

Crittenden, Victoria L, Wilson, Elizabeth J, "The Status of Cross Functional Education in Undergraduate Marketing Curricula within Management Education," American Marketing Association Winter Educator's Conference, San Antonio, Texas. (February 2005).

Wilson, Elizabeth J., Bunn, Michelle, "Understanding Social Partnerships: Implications for Managing the Value Chain and Value Network in Complex Interorganizational Relationships," Institute for the Study of Business Markets Special Conference, Boston, Massachusetts. (August 2004).

Wilson, Elizabeth J., "Computer Aided Qualitative Data Analysis for Business Marketing Research: Issues and Recommendations," American Marketing Association Winter Educator's Conference, Scottsdale, Arizona. (February 2004).

- Wilson, Elizabeth, Society for Marketing Advances, New Orleans, Louisiana. (2003).
- Wilson, Elizabeth J., "More Thoughts on 'A Journey Toward Excellence in Teaching,'" Society for Marketing Advances, New Orleans, Louisiana. (November 2003).
- Wilson, Elizabeth J., "A Journey Toward Excellence in Teaching," Society for Marketing Advances, St. Petersburg, Florida. (November 2002).
- Wilson, Elizabeth J., "Are We There Yet? A Teacher's Journey Toward Renewal and Improvement," Teaching Excellence, Academy of Marketing Science, Sanibel Island, Florida. (June 2002).
- Crittenden, Victoria, Wilson, Elizabeth J., "Success Factors in Non-Store Retailing: Extending the Great Merchants Framework," Academy of Marketing Science Annual Conference, Sanibel Island, Florida. (May 2002).
- Wilson, Elizabeth J., Crittenden, Victoria L., "The GE Fund's Learning Excellence Program at Boston College," New England Association of Schools and Colleges, Boston, Massachusetts. (December 2001).
- Wilson, Elizabeth J., "Learning by Doing Approaches for Marketing Research II: Qualitative and Quantitative Market Analysis," Academy of Marketing Science, San Diego, California. (May 2001).
- Wilson, Elizabeth J., "Toward an Integrative Learning Experience in the Capstone Marketing Management Course," Academy of Marketing Science, San Diego, California. (May 2001).
- Wilson, Elizabeth J., "An Experiential Approach to Teaching Buyer Behavior in Marketing Management," Academy of Marketing Science, Coral Gables, Florida. (May 1999).
- Wilson, Elizabeth J., "Insights on Teaching Marketing Management and Strategy to Undergraduates," Academy of Marketing Science, Coral Gables, Florida. (May 1999).
- Wilson, Elizabeth J., Woodside, Arch G., "A Framework for Building Useful Microworlds for Case Study Research of Marketing-Buying Systems," AMA Educator's Conference, St. Petersburg, Florida. (February 1999).
- Wilson, Elizabeth J., Woodside, Arch G., "Constructing Thick Descriptions of Marketers' and Buyers' Decision Process in Business-to-Business Relationships," Relationship Marketing Conference, Atlanta, Georgia. (1998).
- Wilson, Elizabeth J., "Society for Marketing Advances Great Teacher Presentation: Managing Client Projects in the Capstone Marketing Course," Society for Marketing Advances, New Orleans, Louisiana. (November 1998).
- Wilson, Elizabeth J., "Applying Qualitative and Quantitative Methods in Case Study Research," Academy of Marketing Science, Norfolk, Vermont. (May 1998).
- Wilson, Elizabeth J., "The Fifth Discipline and Organizational Buying: Toward a Systems View," Southern Marketing Association, New Orleans, Louisiana. (1996).
- Wilson, Elizabeth J., McMurrian, Robert C., Hughes, Edward, "Dimensions of Supplier Value-Added Service in Organizational Buying: An Exploratory Investigation," Enhancing Knowledge Development in Marketing, Chicago, Illinois. (1995).



Wilson, Elizabeth J., "Research Design Effects on the Reliability of Rating Scales in Marketing: An Update on Churchill and Peter," Developments in Marketing Science, Coral Gables, Florida. (1994).

Wilson, Elizabeth J., "Tell Me Again Why I Should Listen to You?," Association for Consumer Research Conference, Boston, Massachusetts. (October 1994).

Wilson, Elizabeth J., "Using the Dollarmetric Scale to Estimate the Just Meaningful Difference in Price," American Marketing Association, Washington, District of Columbia. (1987).

Wilson, Elizabeth J., "Source Effects in Communication and Persuasion: A Meta-Analysis," Advances In Consumer Research, Toronto, Canada. (1986).