

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

**Refereed Journal Articles**

**Journal Article, Academic Journal**

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

#### **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**

- 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," Amercian 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).