

**GLENN B. VOSS**  
Southern Methodist University  
Cox School of Business  
214.768.2236  
[gvoss@smu.edu](mailto:gvoss@smu.edu)

## **Professional Experience**

Southern Methodist University	Research Director	2012 –
	National Center for Arts Research	
	Marilyn and Leo Corrigan	2009 –
	Endowed Professor of Marketing	
	Associate Professor	2007 – 10
North Carolina State University	Promoted to Full Professor	April 2007
	Associate Professor	2001 – 07
	Study Abroad Program Director	2003; 2007
	Assistant Professor	1995 – 01
University of North Carolina Chapel Hill	Visiting Associate Professor	2005 – 06
Graduate School of Management	Visiting Scholar	2000 – 04
Université Aix-Marseille, France		
Texas A&M University	Lecturer/Graduate Assistant	1990 – 94
California State Polytechnic University	Assistant Professor	1987 – 90
Grambling State University	Director, Hotel & Restaurant Management Program	1986 – 87
Cornell University	Graduate Assistant	1980 – 86
MDR Associates	Hotel Development Consultant	
Hotel Intercontinental	Restaurant Manager	

## **Education**

Texas A&M University	Ph.D. in Marketing Minor in Statistics Regent's Fellowship 1990-93	December 1994
University of California, Riverside	M.A. in Economics	June 1990
Cornell University	M.P.S. in Hotel Administration Ye Hosts Honorary Society Academic Fellowship 1984-86	June 1986
Rowan University	B.A. in Communications Graduated Magna cum Laude Trustee's Fellowship 1978-80	June 1980

## Journal Publications

- Voss, Glenn B. and Zannie G. Voss (2013), "Strategic Ambidexterity in Small and Medium-Sized Enterprises: Implementing Exploration and Exploitation in Product and Market Domains," *Organization Science*, 24(5), 1459-77.
- Godfrey, Andrea L., Kathleen Seiders, and Glenn B. Voss (2011), "Enough is Enough! The Fine Line in Executing Multichannel Relational Communication," *Journal of Marketing*, 75 (July), 94-109. Adapted for "When is Enough Enough? Balancing on the Fine Line in Multichannel Marketing Communications," *Marketing Intelligence Review*, 4(November), 2012.
- Voss, Glenn B., Andrea L. Godfrey, & Kathleen Seiders (2010), "How Complementarity and Substitution Alter the Customer Satisfaction-Repurchase Link," *Journal of Marketing*, 74 (November), 111-127. Featured in "Do Satisfied Customers Always Buy More?" *Insights from MSI*, Summer 2010; "The Limits of Consumption," *BizEd*, September/ October 2009; and "Confessions of a Satiated Consumer," *The Economist's Executive Briefing*, July 29, 2009. The fourth most downloaded Marketing Science Institute Report (#10-101) during 2010.
- Moon, Sangkil and Glenn B. Voss (2009), "How Do Price Range Shoppers Differ from Reference Price Point Shoppers?" *Journal of Business Research*, 62 (January), 31-38.
- Voss, Glenn B. and Zannie Giraud Voss (2008), "Competitive Density and the Customer Acquisition-Retention Tradeoff," *Journal of Marketing*, 72 (November), 3-18. Lead article.
- Voss, Glenn B., Deepak Sirdeshmukh, & Zannie Giraud Voss (2008), "The Effects of Slack Resources and Environmental Threat on Product Exploration and Exploitation," *Academy of Management Journal*, 51 (1), 147-164. Featured in "Cut Me Some Slack: To Exploit or Explore Competencies," *The Economist's Executive Briefing*, January 2008; and in "Running Fat," *Utah CEO Magazine*, August 2008.
- Seiders, Kathleen, Glenn B. Voss, Andrea L. Godfrey, and Dhruv Grewal (2007), "SERVCON: Development and Validation of a Multidimensional Service Convenience Scale," *Journal of the Academy of Marketing Science*, 35 (March) 144-156.
- Voss, Zannie Giraud, Daniel M. Cable, and Glenn B. Voss (2006), "Organizational Identity and Firm Performance: What Happens when Leaders Disagree about 'Who We Are?'" *Organization Science*, 17, Nov-Dec (6), 741-755.
- Voss, Glenn B., Mitzi M. Montoya-Weiss, and Zannie Giraud Voss (2006), "Aligning Innovation with Market Characteristics in the Nonprofit Professional Theater Industry," *Journal of Marketing Research*, 43 (2), 296-302. Featured in "For Love or Money," *Stanford Social Innovation Review*, Fall 2006.
- Seiders, Kathleen, Glenn B. Voss, Dhruv Grewal, and Andrea L. Godfrey (2005), "Do Satisfied Customers Buy More? Examining Moderating Influences in a Retailing Context," *Journal of Marketing*, 68 (October), 26-43. Lead article. Finalist for the Best Services Article Published in 2005 Award.

- Voss, Zannie Giraud, Glenn B. Voss, and Christine Moorman (2005), "An Empirical Examination of the Complex Relationships between Entrepreneurial Orientation and Stakeholder Support," *European Journal of Marketing*, 39 (9/10), 1132-1150.
- Seiders, Kathleen and Glenn B. Voss (2004), "From Price to Purchase: Is your Retail Price Promotion Strategy Aligned with your Positioning Goals?" *Marketing Management*, November-December, 38-43.
- Grewal, Dhruv, Julie Baker, Michael Levy, and Glenn B. Voss (2003), "The Effects of Wait Expectations and Store Atmosphere Evaluations on Patronage Intentions in Service-Intensive Retail Stores," *Journal of Retailing*, 79 (4), 259-68.
- Montoya-Weiss, Mitzi M., Glenn B. Voss, and Dhruv Grewal (2003), "Determinants of Online Channel Use and Overall Satisfaction with a Relational, Multichannel Service Provider," *Journal of the Academy of Marketing Science*, 31 (4), 448-458.
- Voss, Glenn B. (2003), "Formulating Interesting Research Questions," *Journal of the Academy of Marketing Science*, 31 (3), 356-59. Invited Article.
- Voss, Glenn B. and Kathleen Seiders (2003), "Exploring the Effect of Retail Sector and Firm Characteristics on Price Promotion Activity," *Journal of Retailing*, 79 (1), 37-52. Featured in the Spring 2003 Intelligence section of *Sloan Management Review*.
- Voss, Glenn B. and A. Parasuraman (2003), "Conducting Measurement Validation with Experimental Data: Cautions and Recommendations," *Marketing Letters*, 14 (1), 59-73.
- Baker, Julie, A. Parasuraman, Dhruv Grewal, and Glenn B. Voss (2002), "The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Purchase Intentions," *Journal of Marketing*, 66 (April), 120-141.
- Voss, Zannie Giraud and Glenn B. Voss (2000), "Exploring the Impact of Organizational Values and Strategic Orientation on Performance in the Nonprofit Professional Theatre Industry," *International Journal of Arts Management*, (Fall), 62-76.
- Voss, Glenn B., Daniel M. Cable, and Zannie Giraud Voss (2000), "Linking Organizational Values to Relationships with External Constituents: A Study of Nonprofit Professional Theatres," *Organization Science*, (May/June), 330-47.
- Voss, Glenn B. and Zannie Giraud Voss (2000), "Strategic Orientation and Firm Performance in an Artistic Environment," *Journal of Marketing*, 64 (January), 67-83.
- Woodside, Arch C. and Glenn Voss (1999), "Modeling Innovation, Manufacturing, Diffusion, Adoption/Rejection (IDMAR) Processes for New Medical Technologies," *International Journal of Healthcare Technology Management*, 1 (1/2), 200-08.
- Voss, Glenn B., A. Parasuraman, and Dhruv Grewal (1998), "The Roles of Price, Performance, and Expectations in Determining Satisfaction in Service Exchanges," *Journal of Marketing*, 62 (October), 46-61.

Voss, Glenn B. and Zannie G. Voss (1997), "Implementing a Relationship Marketing Program: A Case Study and Managerial Implications," *Journal of Services Marketing*, 11 (4), 278-298. Outstanding Paper Award Winner.

## **Research and Service Recognition & Awards**

Texas A&M Mays Business School Outstanding Ph.D. Alumni Award, 2015.

Outstanding Reviewer Award, *Journal of Service Research*, 2011.

Outstanding Reviewer Award, *Journal of Retailing*, 2006; 2010.

Faculty Recognition Award for Research Excellence, Southern Methodist University, 2008-09.

Recognized as a Top-100 Cutting Edge Marketing Faculty (tied for 42<sup>nd</sup>) on the basis of a study completed by the American Marketing Association DocSIG (3/27/2008) ranking research productivity for the period 2000-07.

Outstanding Reviewer Award, *Journal of the Academy of Marketing Science*, 2000-03; 2003-06; 2008-09.

Best Overall Paper and Best Retailing Paper Award, Academy of Marketing Science, 2002, with Dhruv Grewal, Julie Baker, and Michael Levy.

Best Paper Award, Technology & Marketing Track, American Marketing Association, 2000, with Mitzi Montoya-Weiss and Dhruv Grewal.

Outstanding Paper Award, *Journal of Services Marketing*, 1998, with Zannie Giraud Voss.

Best Paper Award, Services Marketing and Retailing Track, American Marketing Association, 1996, with A. Parasuraman.

Texas A&M Department of Marketing Doctoral Student Research Excellence Award, 1993-94.

Best Paper Award, Student Track, Southern Marketing Association Conference, 1992.

## **Grants (see also NCAR Fundraising activities below)**

French American Cultural Exchange Fund for University Partnerships Grant to establish a Dual Master's Degree Program in Innovation Management, 2007, \$40,000.

Marketing Science Institute Research Competition on Nonprofit Marketing, 2006, \$7,000, with Zannie Voss & Wooseong Kang.

National Science Foundation Innovation and Organizational Change Grant No. SES0217874, 2002, \$80,660, with Mitzi Montoya-Weiss and Zannie Giraud Voss.

Marketing Science Institute Grant, 2002, \$4,000, with Kathleen Seiders and Dhruv Grewal.

North Carolina State University E-Commerce Research Initiative Grant, 2001, \$16,000.  
The Aspen Institute Nonprofit Sector Research Fund, 2000, \$29,400, with Zannie Giraud Voss.  
North Carolina State University E-Commerce Faculty Development Grant, 1999, \$5,000.  
North Carolina State University Grant to Develop Web-based Course Materials, 1999, \$7,200.  
North Carolina State University Professional Development Grant, 1998, \$5,000.  
Marketing Science Institute Research Grant, 1993, \$6,900, with A. Parasuraman.  
Texas A&M Center for Retailing Studies' Research Grant, 1993-94, \$4,000.  
Texas A&M College of Business Doctoral Research Grant (\$500) and Office of Graduate Studies Mini-Grant (\$450) 1993-94.  
California State University Chancellor's Grant to create hotel computing lab, 1989, \$52,000.  
Title III Grant for salaries and equipment to establish Hotel & Restaurant Management Program at Grambling State University, 1987, \$150,000.

### **National Center for Arts Fundraising ([www.smu.edu/artsresearch](http://www.smu.edu/artsresearch))**

#### **NCAR Fundraising, February 2013-May 2015**

\$1,000,000 from Individuals for endowment  
\$800,000 from Individuals in operating support  
\$500,000 in-kind support from Boston Consulting Group  
\$500,000 in-kind support from IBM  
\$75,000 Doris Duke Charitable Foundation  
\$40,000 Carl B. and Florence E. King Foundation  
\$25,000 M.R. and Evelyn Hudson Foundation  
\$15,000 TurningPoint Foundation  
\$15,000 Dallas Foundation

### **Edited Books and Book Chapters**

“Market Definition,” Chapter appearing in *Wiley International Encyclopedia of Marketing*, Marketing Strategy Volume, 2011, Jagdish Sheth and Naresh Malhotra, eds.

“Market Evolution,” Chapter appearing in *Wiley International Encyclopedia of Marketing*, Marketing Strategy Volume, 2011, Jagdish Sheth and Naresh Malhotra, eds.

Seiders, Kathleen and Glenn B. Voss (2005), *Marketing Theory and Applications: 2005 Winter Educators' Conference Proceedings*, Vol. 16, Chicago, IL: American Marketing Association.

“Internet Marketing,” Chapter appearing in *Essentials of Marketing*, 3<sup>rd</sup> edition, Charles W. Lamb, Joseph F. Hair and Carl McDaniel, Thompson – Southwestern Publishing.

## Other Publications

- Voss, Zannie Giraud and Glenn B. Voss, with Ilana Rose and Laurie Baskin (2015), “Theatre Facts 2014: A Report on the Fiscal State of the U.S. Not-for-Profit American Theatre,” New York: Theatre Communications Group.
- Voss, Glenn B., Zannie Giraud Voss, and Rick Briesch (2014), “NCAR Arts Vibrancy Index: Hotbeds of America’s Arts and Culture,” White paper published through the National Center for Arts Research.
- Voss, Zannie Giraud and Glenn B. Voss, with Ilana Rose and Laurie Baskin (2014), “Theatre Facts 2013: A Report on the Fiscal State of the Professional. Not-for-Profit American Theatre,” New York: Theatre Communications Group.
- Gan, Anne Marie, Glenn B. Voss, and Zannie Giraud (2014), “Do Grants from the National Endowment for the Arts Represent a Wealth Transfer from Poorer to Wealthier Citizens?” White paper published online at [http://www.smu.edu/~media/Site/Meadows/NCAR/NCAR/NEA Study](http://www.smu.edu/~media/Site/Meadows/NCAR/NCAR/NEA/NEA%20Study).
- Voss, Zannie Giraud and Glenn B. Voss, with Ilana Rose and Laurie Baskin (2013), “Theatre Facts 2012: A Report on the Fiscal State of the Professional Not-for-Profit American Theatre,” New York: Theatre Communications Group.
- Flynn, Andrea Godfrey, Kathleen Seiders, and Glenn B. Voss (2012), “When is Enough Enough? Balancing on the Fine Line in Multichannel Marketing Communications,” *Marketing Intelligence Review*, 4(2), 2012, 8-15.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Ilana Rose (2012), “Theatre Facts 2011: A Report on Practices and Performances in the American Nonprofit Theatre,” New York: Theatre Communications Group. Report findings featured in “Get Smart, Hold Tight,” by Sarah Hart, *American Theatre*, November 2012, 34-41.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Ilana Rose (2011), “Theatre Facts 2010: A Report on Practices and Performances in the American Nonprofit Theatre,” New York: Theatre Communications Group. Report findings featured in “Contending with the New Normal,” by Sarah Hart, *American Theatre*, November 2011, 36-42. Report findings published in additional articles online by *The Chicago Tribune* (11/28/11), *BroadwayWorld* (11/29/11), *about.com* (12/7/11), *AmericansfortheArts.org* (12/11), *usitt.org* (1/12).
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Ilana Rose (2010), “Theatre Facts 2009: A Report on Practices and Performances in the American Nonprofit Theatre,” New York: Theatre Communications Group. Report findings featured in online articles at *BroadwayWorld* (8/4/10) and *TheAndyGram* (8/4/10).

- Voss, Glenn B., Andrea L. Godfrey, & Kathleen Seiders (2010), "Do Satisfied Customers Always Buy More? The Roles of Satiation and Habituation in Customer Repurchase," Marketing Science Institute Report #10-101, March. The fourth most downloaded MSI Report during 2010.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Ilana Rose (2009), "*Taking Your Fiscal Pulse—August 2009: A Report on the Fiscal Health of the National Not-for-Profit Theatre*," New York: Theatre Communications Group, October. Report findings featured in "Agility Under Pressure," by Sarah Hart, *American Theatre*, November 2009, 32-38.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Ilana Rose (2009), "*Taking Your Fiscal Pulse—August 2009: A Report on the Fiscal Health of the San Francisco Bay Area Not-for-Profit Theatre Community*," New York: Theatre Communications Group, October. Report findings presented to Theatre Bay Area membership, October 2009.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Ilana Rose (2009), "Theatre Facts 2008: A Report on Practices and Performances in the American Nonprofit Theatre, New York: Theatre Communications Group. Report findings featured in "Special Report: Theatre Facts 2008," by Sarah Hart, *American Theatre*, November 2009; findings published in online articles by *StarkSilverCreek* (8/20/09), *BNet* (10/09), *Chicago Reader* (7/31/09), *Theatre Bay Area* (8/11/09), and incorporated into the 2009 Statistical Abstract of the United States.
- Voss, Zannie Giraud and Glenn B. Voss (2009), *Philadelphia's Professional Theatres: A Snapshot*, Report published by the Theatre Alliance of Greater Philadelphia.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Ilana Rose (2008), "Theatre Facts 2007: A Report on Practices and Performances in the American Nonprofit Theatre," New York: Theatre Communications Group. Report findings published in additional articles online by *Americans for the Arts*, *The Internationalists* (8/2/08), *Business Week's Business Exchange* (9/9/08), *The Clyde Fitch Report* (9/5/08), and in *American Theatre* (November 2008). Report findings incorporated into the Statistical Abstract of the United States published by the U.S. Department of Commerce. Subject of TCG National Leadership Teleconference 10/2/08.
- Voss, Zannie G. and Glenn B. Voss, with and Christopher Shuff and Ilana Rose (2007), "In Whom We Trust IV: Theatre Governing Boards in 2007," Proprietary Report published by Theatre Communications Group.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Ilana Rose (2007), "Theatre Facts 2006: A Report on Practices and Performances in the American Not-for-profit Theatre," Proprietary Report published by Theatre Communications Group.
- Voss, Zannie Giraud, and Glenn B. Voss, with Christopher Shuff and Ilana B. Rose (2006), "Theatre Facts 2005: A Report on Practices and Performances in the American Not-for-profit Theatre," Proprietary Report published by Theatre Communications Group.
- Seiders, Kathleen, Glenn B. Voss, Dhruv Grewal, and Andrea L. Godfrey (2005), "Do Satisfied Customers Buy More? The Moderating Influence of Customer, Relational, and Marketplace Characteristics on Repurchase Intentions and Behavior," Marketing Science Institute #05-114.

- Voss, Zannie Giraud, and Glenn B. Voss, with Christopher Shuff and Ilana B. Rose (2005), "Theatre Facts 2004: A Report on Practices and Performances in the American Nonprofit Theatre," Proprietary Report published by Theatre Communications Group. Report findings published in additional articles online by *PerformInk Online* (7/22/05), *Central Florida Performing Arts Alliance* (7/4/05), *Boekman Foundation Online* (7/2005). Report findings incorporated into *Statistical Abstract of the United States*, U.S. Department of Commerce.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Katie Taber (2004), "Theatre Facts 2003: A Report on Practices and Performances in the American Nonprofit Theatre," Proprietary Report published by Theatre Communications Group. Report findings published in *American Theatre* (11/4/04), *Back Stage* (6/25/04), *Chicago Business Online* (3/3/05), *The Union* (2/21/05), *American Society for Public Administration* (7/26/04), *New England Theatre Conference News* (Winter 2005), *The Foundation Center* (6/22/04). Report findings incorporated into the *Statistical Abstract of the United States*, U.S. Department of Commerce.
- Seiders, Kathleen and Glenn B. Voss (2003), "When Does Promotional Pricing Make Sense?" *Sloan Management Review* Intelligence section, Volume 44, Spring, 10-13.
- Montoya-Weiss, Mitzi M., Glenn B. Voss, and Dhruv Grewal (2003), "Online Channel Use and Satisfaction in a Multichannel Service Context," Marketing Science Institute Report 03-107.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Hillary Jackson (2003), "Theatre Facts 2002: A Report on Practices and Performances in the American Nonprofit Theatre," Proprietary Report published by Theatre Communications Group. Report findings published in articles by *The Seattle Times* (8/22/03), *Philanthropy Journal* (8/28/03), *Association of Fundraising Professionals* (9/15/03), *American Society of Public Administration* (9/8/03), *San Francisco Chronicle* (8/26/03), *Back Stage* (6/19/03), *San Jose Mercury News* (9/27/03), *Chicago Sun Times* (1/28/04). Report findings incorporated into the *Statistical Abstract of the United States*, U. S. Department of Commerce.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Hillary Jackson (2002), "Theatre Facts 2001: A Report on Practices and Performances in the American Nonprofit Theatre," Proprietary Report published by Theatre Communications Group. Report findings incorporated into the *Statistical Abstract of the United States*, U. S. Department of Commerce.
- Voss, Zannie G., Glenn B. Voss and Christopher Shuff, (2002) "In Whom We Trust II: Theatre Governing Boards in 2001," Proprietary Report published by Theatre Communications Group.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Dan Melia (2001) "Theatre Facts 2000: A Report on Practices and Performance in the American Nonprofit Theatre," Proprietary Report published by Theatre Communications Group. Report findings incorporated into *Statistical Abstract of the United States*, U. S. Department of Commerce.
- Voss, Zannie Giraud and Glenn B. Voss, with Christopher Shuff and Collette Carter (2000) "Theatre Facts 1999: A Report on Practices and Performance in the American Nonprofit Theatre," Proprietary Report published by Theatre Communications Group.



Voss, Zannie Giraud and Glenn B. Voss, with Judith Cooper Guido and Christopher Shuff (1999) "Theatre Facts 1998: A Report on Practices and Performance in the American Nonprofit Theatre," *American Theatre*, 16, (June), Special Pull-Out Section, 1-12.

Voss, Zannie Giraud, Glenn B. Voss and Judith Cooper Guido (1999) "In Whom We Trust: An Exploration of Theatre Governing Boards," *TCG Bulletin*, (Jan.) Special Pull-Out Section.

Voss, Zannie Giraud, Glenn B. Voss, and Judith Cooper Guido, (1998) "Beyond the Balance Sheet," *TCG Bulletin*, (November) Special Pull-Out Section.

Voss, Zannie Giraud and Glenn B. Voss, with Jennifer Dineen and Judith Cooper Guido (1998) "Theatre Facts 1997: A Report on Practices and Performance in the American Nonprofit Theatre," *American Theatre*, 15, (November), Special Pull-Out Section, 1-12.

Voss, Zannie G., Glenn B. Voss, and Judith Cooper Guido (1998), "Beyond the Balance Sheet," *TCG Bulletin*, (November) Special Pull-Out Section.

Voss, Zannie Giraud and Glenn B. Voss (1997) "Satisfaction, Relational Motivation, and Customer Segmentation: A Case Study of a Nonprofit Professional Theatre," *Arts Reach* (June/July), 8-11.

Voss, Glenn B. and A. Parasuraman, (1995) "Prepurchase Preference and Postconsumption Satisfaction in a Service Exchange," Marketing Science Institute Report No. 95-113.

## **Refereed Conference Presentations and Publications**

Voss, Glenn B., Rick Briesch, and Zannie G. Voss (2014), "Combining Market-, Organizational-, and Consumer-level Data to Model Industry Dynamics... and Delivering Insights to All," Society for Marketing Advances, New Orleans (November).

Voss, Zannie Giraud, Glenn B. Voss, Véronique Cova, and Bernard Cova (2012), "How Customers Respond to Firms' Customer Relationship Norms," Academy of Marketing Science Conference, New Orleans, LA (May).

Voss, Zannie Giraud and Glenn B. Voss (2011), "The Value of Arts and Culture in a Downtown Turnaround," Cross Cultural Research Conference, Kona, HA (December).

Voss, Glenn B. and Zannie Giraud Voss (2010), "Managing Dynamic Customer Portfolios." Marketing Dynamics Conference, Istanbul, Turkey (June).

Voss, Glenn B. and Zannie Giraud Voss (2009), "Exploration and Exploitation in Product and Market Domains." Frontiers in Service Conference, Honolulu, HA (October).

Voss, Glenn B., Zannie Giraud Voss, & Wooseong Kang (2007), "Managing Dynamic Customer-Donor Portfolios: A Lifetime Value Approach." Frontiers in Service Conference, San Francisco, CA (October).

- Voss, Glenn B., Zannie Giraud Voss, & Wooseong Kang (2007), "Managing Dynamic Customer-Donor Portfolios: A Lifetime Value Approach." International Conference on Arts & Cultural Management, Valencia, Spain (July).
- Moon, Sangkil and Glenn B. Voss (2006), "How Do Price Range Shoppers Differ from Reference Price Shoppers?" Marketing Science Conference, Pittsburg (June).
- Voss, Glenn B., Deepak Sirdeshmukh, & Zannie Giraud Voss, (2006), "Exploiting Synergies among Product Exploration and Exploitation and Market Exploration and Exploitation to Improve Firm Performance." European Marketing Academy Conference, Athens, Greece (May).
- Seiders, Kathleen, Glenn B. Voss, Andrea L. Godfrey, and Dhruv Grewal (2006), "Measuring Service Convenience and Assessing its Influence on Retail Customers." American Marketing Association Winter Educators' Conference, St. Petersburg, FL.
- Voss, Glenn B. and Zannie G. Voss (2006), "Complexity Theory and Strategic Learning Orientations: When What You Know Will (and Won't) Help You," International Congress on Marketing Trends, Venice, Italy (January).
- Voss, Zannie G., Daniel M. Cable, and Glenn B. Voss (2005), "When We Disagree About Who We Are: Ideographic Identity and Firm Performance," Annual Meeting of the Academy of Management, Honolulu, HI (August).
- Seiders, Kathleen, Glenn B. Voss, Dhruv Grewal, and Andrea L. Godfrey (2005), "Do Satisfied Customers Buy More? The Moderating Influence of Convenience and Individual Characteristics on Repurchase Behavior," Academy of Marketing Science International Retailing Conference, Reims, France (July).
- Voss, Glenn B., Zannie Giraud Voss, Mitzi Montoya-Weiss (2005), "Maximizing Firm Performance by Matching Organizational Knowledge and Learning with Product-Market and Marketplace Characteristics." European Marketing Academy Conference, Milan, Italy.
- Voss, Zannie Giraud, Glenn B. Voss, and Daniel M. Cable (2005) "The Effects of Authenticity Rift on Firm Performance." American Marketing Association Winter Educators' Conference, San Antonio, TX.
- Seiders, Kathleen and Glenn B. Voss (2004), "Do Satisfied Customers Buy More? The Moderating Roles of Convenience and Individual Characteristics on Repurchase Behavior," in *AMA Frontiers in Services Conference Proceedings*, Parasuraman and Rust (eds.), Vol. 13, Chicago, IL: American Marketing Association, 47.
- Voss, Glenn B., Deepak Sirdeshmukh, & Zannie Giraud Voss (2004), "Improving Organizational Performance by Aligning Strategic Emphasis with Marketplace Characteristics: Knowing When to Explore and When to Exploit," International Research Seminar in Service Management (June), La Londe, France.

- Voss, Zannie Giraud and Glenn B. Voss (2003), "Perceived Image and Customer Response: A Case of Two Theatres," AIMAC: Seventh International Conference on Arts and Cultural Management, (June/July) Milan, Italy.
- Voss, Glenn B., Mitzi M. Montoya-Weiss, and Zannie Giraud Voss (2003), "Investigating the Effects on Firm Performance of Product Portfolio Innovativeness and Organizational Learning through Experimentation," American Marketing Association Winter Educators' Conference.
- Seiders, Kathleen, Glenn B. Voss, Dhruv Grewal, and Andrea Godfrey (2003), "Customer Evaluation of Service Convenience: An Empirical Investigation," in *AMA Winter Educators' Conference Proceedings*, Henderson and Moore (eds.), Vol. 14, Chicago, IL: American Marketing Association, 163-164.
- Grewal, Dhruv, Julie Baker, Michael Levy, and Glenn Voss (2002), "Wait Expectations, Store Atmosphere and Gender Effects on Store Patronage Intentions," Etienne Thil Retailing Conference, La Rochelle, France.
- Grewal, Dhruv, Julie Baker, Michael Levy, and Glenn Voss (2002), "The Effects of Wait Expectations, Store Atmosphere and Merchandise Value Perceptions on Store Patronage Intentions" in *Hypercompetition in Markets and Marketing: The New Economic Reality*, Robert Lusch & Matthew B. Myers, eds. Coral Gables, FL: Academy of Marketing Science.
- Voss, Zannie Giraud and Glenn B. Voss, (2002) "The Effects of Authenticity Rifts on Firm Performance and Marketing Outcomes in the Arts." The Eric Langeard International Research Seminar in Service Management, (May), La Londe, France.
- Andreasen, Alan, Zannie Giraud Voss, Christine Moorman, and Glenn B. Voss (2002) "Cross-Sector Knowledge Transfer: Implications for Non-Profit Marketing." Marketing and Public Policy Consortium, (May), Atlanta, GA.
- Voss, Zannie Giraud and Glenn B. Voss, (2000) "Exploring Entrepreneurial Orientation and its Effect on Performance in the Nonprofit Professional Theatre Industry." The Eric Langeard International Research Seminar in Service Management, (June), La Londe, France, 624-44.
- Montoya-Weiss, Mitzi M., Glenn B. Voss, and Dhruv Grewal (2000), "Bricks to Clicks: What Drives Consumer Use of the Internet Retail Channel?" in *Enhancing Knowledge Development in Marketing*, Gregory T. Gunlach & Patrick E. Murphy, eds. Chicago, IL: AMA, 347.
- Voss, Zannie G. and Glenn B. Voss, (1999) "Nonprofit Professional Theatres: Organizational Values, Strategic Orientation, and Performance," AIMAC: International Conference on Arts and Cultural Management, (June) Helsinki, Finland, 637.
- Voss, Glenn B. and Kathleen Seiders, (1999) "Exploring the Effects of Retail Sector Characteristics on Retail Pricing Strategy," in *Marketing Theory and Applications*, Anil Menon and Arun Sharma, eds. Chicago, IL: American Marketing Association, 163-164.
- Woodside, Arch and Glenn Voss, (1997) "Models of Interfirm Networks in Adopting New Medical Technologies," INFORMS National Conference, October 28.

Voss, Glenn B. and A. Parasuraman, (1996) "An Experimental Investigation of Perceived Price, Perceived Quality, and Satisfaction in a Service Exchange," in *Enhancing Knowledge Development in Marketing*, Cornelia Drogue & Roger Calatone, eds. Chicago, IL: AMA.

Voss, Glenn B. and A. Parasuraman, (1996) "An Experimental Investigation of Price-Perceived Quality Boundary Conditions in a Service Exchange," in *Enhancing Knowledge Development in Marketing*, Cornelia Drogue & Roger Calatone, eds. Chicago, IL: AMA, 170-1.

Voss, Zannie G. and Glenn B. Voss, (1996) "Conceptualizing and Implementing a Relationship Marketing Program" in *Enhancing Knowledge Development in Marketing*, Cornelia Drogue and Roger Calatone, eds. Chicago, IL: American Marketing Association, 220-1.

Voss, Glenn B. (1994), "A Reexamination and Integration of Value and Satisfaction," in *Marketing Theory and Applications*, C. Whan Park and Daniel C. Smith, eds. Chicago, IL: AMA, 102.

Voss, Glenn B. (1994), "Toward an Understanding of Value Pricing," in *Marketing Theory and Applications*, C. Whan Park and Daniel C. Smith, eds. Chicago, IL: AMA, 333-4.

Voss, Glenn B. (1993), "An Experimental Investigation of Price, Quality, and Value Perceptions," in *Enhancing Knowledge Development in Marketing*, David W. Cravens and Peter R. Dickson, eds. Chicago, IL: American Marketing Association, 127-134.

Voss, Glenn B. (1992), "Modeling Value Determination: The Role of Perceived Price and Quality," in *Marketing: Perspectives for the 1990s*, Robert L. King, ed. SMA, 94-7.

Voss, Glenn B. and Irfan Ahmed (1991), "Extended Warranties: A Behavioral Perspective," *Advances in Consumer Research*, 19, John F. Sherry & Brian Sternthal, eds. Provo, UT: 462-6.

## **Invited Seminars and Courses**

"Where Do We Go From Here? New Venture Planning, Building Scale & ... Monetizing an Innovation?" Texas A&M University, College Station, TX, October 2015.

"The Practice of Pricing," Marketing Certificate Program, Cox School of Business, December 1, 2014; October 30, 2013; March 27, 2013; October 8, 2012; March 28, 2012; October 31, 2011; February 17, 2011; October 18, 2010; March 11, 2010; November 9, 2009.

"Market Research," EuroMed Business School, Marseille, France, November 2011.

"Why Are Customer Loyalty Programs Ineffective?" Texas Christian University Research Seminar, Fort Worth, TX, February 2011.

"Success in Research Publishing: Staying Motivated and Current," Society for Marketing Advances Doctoral Consortium, November 4, 2009.

"Competitive Density, Market Position, and Strategic Actions: Toward a Multi-Level Theory of Performance Heterogeneity," Tulane University Research Seminar, November 2008.

“Transforming Data into Managerial Research that Makes a Significant Contribution,” Services Doctoral Consortium, University of Maryland, October 2008.

“Customer Satisfaction, Retention, and Profitability: In Search of the Missing Links,” ESCP-EAP Seminar Series, London, United Kingdom, May 2008.

“Six Tips for Establishing a Productive Research Program,” Peking University Guanghua Business Marketing Research Doctoral Seminar, Beijing, China, May 2008.

“Managing Dynamic Customer Portfolios: A Lifetime Value Approach,” EuroMed Business School, Marseille, France, March 2008.

“How Do Price Range Shoppers Differ from Reference Price Point Shoppers?” Retailing SIG Special Session, AMA Winter Educators’ Conference, February 2008.

“When Do Relational and Intellectual Assets Become Financial Liabilities? A Contingency Theory of Competitive Dynamics,” Texas A&M University Marketing Research Camp, February 2008.

“Balancing Competitive and Relational Complexity: Is Your Firm on the Road to Complexity Catastrophe?” Koc University (Istanbul), May 2007.

“Organizational Identity and Firm Performance: What Happens when Leaders Disagree about ‘Who We Are?’” Bocconi University (Milan), May 2007.

“Complexity Theory and Strategic Learning Orientations: When What You Know Will (and Won’t) Help You,” University of Alabama Marketing Seminar Series, January 2006.

“Complexity Theory and Strategic Learning Orientations: When What You Know Will (and Won’t) Help You,” University of North Carolina-Chapel Hill Marketing Seminar Series, October 2005.

“Do Satisfied Customers Buy More? The Moderating Influence of Customer, Relational, and Marketplace Characteristics on Repurchase Behavior,” City University (London), May 2005.

“Do Satisfied Customers Buy More? The Moderating Influence of Customer, Relational, and Marketplace Characteristics on Repurchase Behavior,” University of Arizona Center for Retailing, November 2004

“Aligning Innovation and Marketing Program Decisions with Market Characteristics: An Empirical Investigation in the Nonprofit Professional Theater Industry,” University of North Carolina-Chapel Hill Marketing Seminar Series, October 2004.

“Do Satisfied Customers Repurchase More? The Moderating Roles of Perceived Convenience and Individual Characteristics,” ESADE Business School, Barcelona, Spain, Marketing Department Research Seminar, March 2004.

“Repurchase Behavior of Satisfied Customers: They Talk the Talk but Do They Walk the Walk?” HEC Business School, Paris, France, Marketing Research Seminar, Oct 2003.

“Electronic Business Models,” EDHEC Business School, Lille, France, MBA Seminar, October 2003; HEC Business School, Paris, France, MBA E-Business Seminar, November 2000.

“Marketing Management & Strategy” (Fall 2003; Fall 2004), “Electronic Marketing” (Fall 2002) and “Nonprofit Services Management” (May 2004; March 2002; October 2000) MBA seminars at IAE, Aix-en-Provence, France.

"Investigating the Effects on Firm Performance of Innovation, Marketing, and Learning through Experimentation," ESSEC Marketing Department Research Seminar, Paris, March 2003.

"Exploring the Role that Service Convenience Plays in Determining Customer Satisfaction and Loyalty," ESSEC, Paris, Marketing Department Research Seminar, January 2003.

"Identifying Research Competencies," ESCP-EAP Business School, Paris, France, Marketing Department Research Seminar, January 2003.

"Formulating Interesting Research Questions," Louisiana State University, Marketing Department Research Seminar, December 2002.

“Exploring the Effect of Entrepreneurial Orientation on Firm Performance,” Bocconi University, Milan, Marketing Department Research Seminar, November 2002.

“Online Behavior and Customer Satisfaction,” 2001 American Marketing Association Doctoral Consortium, *Delivering Value through Technology and Superior Service*, June 2001.

"Electronic Commerce," 15-hour course delivered in the NC State Management and Technology Academy, Raleigh, NC, June 2001.

“Managing the Review Process at Top U.S. Business Journals,” PhD Seminar Series, IAE d'Aix-en-Provence, France, October 13, 2000.

“Value Pricing on the Internet: Can Stable Prices Survive the WWW?” Institute for International Research Conference on *Cyberspace as Marketplace: Pricing to Sell on the Internet*, 9/99.

“Exploring the Association between Organizational Values and Relational Behavior,” Triangle Junior Faculty Seminar Series, April 4, 1997.

"The Effect of Entrepreneurial Orientation and Market Interdependence on Relational Strategies," University of North Carolina-Chapel Hill, Marketing PhD Seminar Series, 4/96.

“Prepurchase Preference and Postconsumption Satisfaction in a Service Exchange," MSI Conference on *Developing Customers, Products, and Markets for Services*, December 1995.

## **Professional Service**

### **Editorial Review Board Member:**

*Journal of Marketing*, 2012 –

*Journal of Service Research*, 2005 – (Outstanding Reviewer 2011)

*Journal of Retailing*, 2004 – (Outstanding Reviewer 2006; 2010)

*Journal of the Academy of Marketing Science*, 1998 – 2014 (Outstanding Reviewer 2001-03; 2004- 06; 2008-09)

### **Ad-Hoc Reviewer:**

National Endowment for the Arts, Theater and Musical Theater Panel Member

*Journal of Marketing Research*

*Marketing Science*

*International Journal of Research in Marketing*

*Academy of Management Journal*

*Organization Science*

*American Journal of Sociology*

*American Sociological Review*

*Journal of Business Research*

*Marketing Letters*

American Marketing Association Conferences

European Marketing Academy Conferences

John A. Howard Dissertation Competition

MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition

### **Professional Leadership Roles:**

Research Director, SMU National Center for Arts Research, 2012 –

Chair, 2010 John A. Howard American Marketing Association Dissertation Award Competition.

Chair, Strategic Marketing and Product & Brand Management Tracks, 10th International Conference on Arts and Cultural Management, 2009, Dallas, TX.

Co-Chair, 10<sup>th</sup> International Research Seminar in Service Management, 2008, LaLonde, France.

Co-Chair, 2005 American Marketing Association Winter Educators' Conference.

Chair, 2005 Levy and Weitz Doctoral Dissertation Award Competition.

Chair, Retailing Special Interest Group, 2002-2005, American Marketing Association. Initiated the Levy and Weitz Doctoral Dissertation Award.

Chair, Marketing in Unconventional Industries Track, 2005 European Marketing Academy Conference.

Co-Chair, Services Connections Track, 2003 Summer American Marketing Association Conference.

Co-Chair, Retailing Track, 2001 Winter American Marketing Association Conference.

Co-Chair, Marketing Strategy Track, 2000 Winter American Marketing Assn. Conference.

Co-Chair, Services Marketing and Customer Satisfaction Track, 1998 Academy of Marketing Science Conference.

**Academic Conference Chair/Panelist/Discussant:**

Consortium Faculty Member, Academy of Marketing Science Doctoral Consortium, Denver, CO, May 14, 2015, “Creating and Sustaining Meaningful Research” and “Making Research Relevant for Stakeholders.”

Panelist, Best of the Best in Services & Retailing, 2009 Society for Marketing Advances Conference.

Session Chair, Issues in Europe Track, 2009 Society for Marketing Advances Conference.

Consortium Faculty Member, Society for Marketing Advances Doctoral Consortium, November 2009.

Session Chair, 2009 Frontiers in Service Conference.

Special Session Chair, Top Journal Editors’ Panel, 10th International Conference on Arts and Cultural Management, 2009, Dallas, TX.

Consortium Faculty Member, Services Doctoral Consortium, University of Maryland, October 2008.

Special Session Chair, Retailing SIG Doctoral Dissertation Award in Retailing, 2006 Winter AMA Conference

Special Session Chair, Services Connections Track, 2004 Winter AMA Conference.

Advisory Committee Member, Theater and Musical Theater Trends and Growth, National Endowment for the Arts, March 2002.

Consortium Faculty Member, American Marketing Association Doctoral Consortium, Delivering Value through Technology and Superior Service, June 2001.

Session Chair, Product, Brand, and Pricing Management Track, 1999 Winter American Marketing Association Conference.

Discussant, Marketing Strategy Track, 1997 Summer AMA Conference.

Discussant, Marketing at the Point of Customer Contact Track, 1997 Winter American Marketing Association Conference.

Discussant, Marketing Strategy and Public Policy Track, 1995 Southern Marketing Association Conference.