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EDUCATION

Ph.D., Marketing
Business Administration

Arizona State University, 2008
Dissertation: "Effects of Interorganizational Coordination and Customer Participation on Service Excellence: Evidence from the Healthcare Sector"
Committee: Stephen W. Brown (Chair), Mary Jo Bitner, and Cheryl Burke Jarvis

Maastricht University, the Netherlands – Visiting Doctoral Scholar,
Faculty of Economics and Business Administration, January – May 2007.

M.B.A., Marketing
B.A., Liberal Arts

University of Portland, 2004
Colgate University, 1988

Professional Certifications

- Certification (2013), "Designing Customer-Focused Service Processes," W. P. Carey Center for Services Leadership at Arizona State University. Course focused on service blueprinting and analyzing, diagnosing, and addressing service delivery issues; March 2013.
- Certification (2013), "DePaul Online Teaching Series," a faculty development program that trains and assists faculty to become successful facilitators of online learning; December 2013.
- Certification (2001), "Health Service Management Program," Kellogg Graduate School of Management, Northwestern University; October 2001.

RESEARCH INTERESTS

- Service Design and Customer Experience: The role of service design and delivery in increasing quality and efficiency; the impact of service provision on customers, employees, and organizations.
- Transformative Service Research: The transformative potential of services on customers and employees, including health, well-being, quality of life, and human dignity.
- Innovation Design and Strategies: Strategies for the design and management of innovative products and services; development strategies and decision-making that optimizes the success of innovations.
- Marketing/Sales Force Management: Enhancing the performance of sales; sales and marketing management decision-making.

RESEARCH ACTIVITY

Published Peer-Reviewed Articles

Black, Hulda, and Andrew S. Gallan (2015), "Transformative Service Networks: Cocreated Value as Well-Being," special Transformative Service Research (2) issue of *The Service Industries Journal*, 35 (15), 826-845.

Hachem, Fadi, Jeff Canar, Francis Fullam, Andrew Gallan, Sam Hohmann, and Cathy Johnson (2014), "The Relationships between HCAHPS Communication and Discharge Satisfaction and Hospital Readmissions," *Patient Experience Journal*, 1 (2), Fall 2014, pp. 71-77. 2097 downloads as of 1/1/2016: <http://pxjournal.org/journal/vol1/iss2/12/>

Gallan, Andrew S., Cheryl Burke Jarvis, Stephen W. Brown, and Mary Jo Bitner (2013), "Customer Positivity and Participation in Services: An Empirical Test in a Health Care Context," *The Journal of Academy of Marketing Science*, 41 (3), pp. 338-356.

Laurel Anderson, Amy L. Ostrom, Canan Corus, Raymond P. Fisk, Andrew S. Gallan, Mario Giraldo Oliveros, Martin Mende, Mark Mulder, Steven W. Rayburn, Mark S. Rosenbaum, Kunio Shirahada, and Jerome D. Williams (2013), "Transformative Service Research: An Agenda for the Future," *Journal of Business Research*, 66 (8), pp. 1203-1210.

Rosenbaum, Mark S., Canan Corus, Amy L. Ostrom, Laurel Anderson, Raymond P. Fisk, Andrew S. Gallan, Martin Mende, Mark Mulder, Mario Giraldo Oliveros, Steven W. Rayburn, Kunio Shirahada, and Jerome D. Williams (2011), "Conceptualization and Aspirations of Transformative Service Research," *Journal of Research for Consumers*, 19 (2011).
http://jrconsumers.com/academic_articles/issue_19/Transformative_services_academic5.pdf.

Jackson, Donald W. Jr., John L. Schlacter, Claudia Bridges, and Andrew S. Gallan (2010), "A Comparison and Expansion of the Bases Utilized for Evaluating Salespeople's Performance," *Journal of Marketing Theory and Practice*, 18 (4), 393-404.

Michel, Stefan, Stephen W. Brown, and Andrew S. Gallan (2008), "An Expanded and Strategic View of Discontinuous Innovations: Deploying a Service-Dominant Logic," *The Journal of the Academy of Marketing Science*, 36 (1), 54-66.

Michel, Stefan, Stephen W. Brown, and Andrew S. Gallan (2008), "Service-Logic Innovations: How to Innovate Customers, Not Products," *California Management Review*, 50 (3), 49-65.

Jackson, Donald W. Jr., Thomas Hollmann, and Andrew S. Gallan (2006), "Examining Career Development Programs for the Sales Force," *Journal of Business & Industrial Marketing*, 21 (5), 291-299.

Gallan, Andrew S. (2005), "Factors That Influence Physicians' Prescribing of Pharmaceuticals: A Literature Review," *Journal of Pharmaceutical Marketing & Management*, 16 (4), 3-46. Lead Article and *JPM&M*'s most popular article (based upon numbers of downloads and requests).

Google Scholar: 545 total citations as of December 30, 2015; h index: 9.
<http://scholar.google.com/citations?user=8FbiCwsAAAAJ&hl=en&oi=ao>

Published Invited Articles

Gallan, Andrew S., and Mona Shattell (2015), "Patient Experience Management Ignores Mental Health: Suggestions for Health Care Organizations," *Issues in Mental Health Nursing*, in "Comments, Critique, and Inspiration," 36 (4), 311-314:

http://www.tandfonline.com/doi/full/10.3109/01612840.2014.991050#.VcQJ_fngoX8

LaVela, Sherri, and Andrew S. Gallan (2014), "Evaluation and Measurement of Patient Experience," *Patient Experience Journal*, Board Perspectives; 1 (1), Article 5. 2541 downloads as of 1/1/2016:

<http://pxjournal.org/cgi/viewcontent.cgi?article=1003&context=journal>

Research in Progress

Anderson, Laurel, Andrea Ordanini, Mary Jo Bitner, and Andrew S. Gallan, "Service Innovation and Customer Co-Creation Processes in the Health Care Industry: An Organizational Identity Approach," targeted at *Journal of Marketing*, data collection complete; manuscript under development. Supported by Marketing Science Institute research grant.

Jarvis, Cheryl Burke, Andrew S. Gallan, and Marina Girju, "Learning (or Failing to Learn) from Experience: The Dysfunctional Implications of Counterfactual Thinking in Marketing Managers' Post-Project Reviews," targeted at *Journal of Marketing*, data collection complete; additional analyses in process.

Gallan, Andrew S., Rakesh Niraj, and Monte Shaffer, "Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms," targeted at *Marketing Science*, data compilation complete; analysis in process.

Fisk, Ray, Andrew S. Gallan, Linda Nasr, Sandy Ng, Steven Rayburn, Sanjit Roy, and Roberta Sebastiani, "Transformative Service Organizations," targeted at *Journal of Service Research*; paper emanating from Transformative Consumer Research dialogical conference June 2015.

Gallan, Andrew S., "Reconceptualizing Health Care as Service Recovery: Empirical Support for Improved Physician-Patient Communication," targeted at *Journal of Service Research*, data analysis in process.

Principal Investigator, with Mike Commet: "Reconceptualizing Health Care as Service Recovery: Exploring Causal Attributions and Implications for Well-Being," supported by Advocate Health Care; Advocate IRB #6048, DePaul IRB #AG042215COM.

Gallan, Andrew S. and the PFCC Innovation Team at University of Pittsburgh Medical Center, "Shadowing as a Research Technique in Health Care: Connecting with a Patient Perspective," targeted at *Journal of Service Research*, data collection underway.

Principal Investigator, with Anthony M. DiGioia III MD (PFCC at UPMC), Suela Sulo PhD, Bruce Perlow MD, and Riddhi Shah MD: "Shadowing as a Research Technique in Health Care: Connecting with a Patient Perspective," hosted by UPMC and Advocate Health Care, Family Practice, Nessel Pavilion; Advocate IRB #6055, DePaul IRB #AG042115COM.

Gallan, Andrew S. and Rakesh Niraj, "Is There a Limit to the Benefits of a Services-Dominated Economy? Effects of a Transition to Services on Developing Economies and Well-Being," targeted at *Journal of Service Research*, data abstraction in process.

Gallan, Andrew S., Cheryl Burke Jarvis, and Stephen W. Brown, "Interorganizational Service Coordination and Service Quality: What Matters to Customers?" Targeted at *Journal of Marketing*, data analysis and manuscript development in process.

Gallan, Andrew S., "A Service-Logic View of Sales Success: Fostering Resource Integration and the Resolution of Dual-Sided Information Asymmetry," targeted at *Journal of Personal Selling & Sales Management*, manuscript under development.

Gallan, Andrew S., "Conceptualizing Service Interactions as Opportunities for the Cocreation of Human Value," targeted at *Academy of Marketing Science Review*, manuscript under development.

Academic Conference Presentations and Papers

- Transformative Consumer Research (2015), "Transformative Services Research," Villanova University, PA, May 31 – June 2: Dialogical track participant.
- INFORMS Marketing Science Conference (2012), "Leveraging Capabilities for New Product Development: How Emerging Firms Succeed in Biotech," hosted by Boston University, June 7-9, with Rakesh Niraj and Monte Shaffer.
- Frontiers in Service (2012), "Cocreation Styles in Customer-Centric Service Innovations: A Cross-United States Analysis," University of Maryland, June 14-17, with Laurel Anderson, Mary Jo Bitner, Andrea Ordanini, Antonella Caru and Emma Qiu.
- Transformative Consumer Research (2011), "Transformative Services Research," Baylor University, Waco, TX, June 24-26: Dialogical track participant.
- American Marketing Association Summer Marketing Educators' Conference (2010), "Effects of Customer Positivity and Coproduction on Perceptions of a Healthcare Service Experience," Boston, MA, August 17, with Cheryl Burke Jarvis, Stephen W. Brown and Mary Jo Bitner, in Healthcare Special Session: Focus on the Patient: Considering Complex Issues in Healthcare with a Services Marketing Perspective.
- Frontiers in Service (2008), "Creating Innovative Service for the Bottom of the Pyramid," University of Maryland, October 2-5, with Stefan Michel and Stephen W. Brown.
- DSI Annual Conference (2007), "Service Logic Innovations: Innovate Customers, Not Products," Phoenix, AZ, November 17-20, with Stefan Michel and Stephen W. Brown.
- QUIS 10 (2007), "Interorganizational Coordination and Customer Participation in Creating Service Excellence: A Conceptual Model," Orlando, FL, June 14-17, with Stephen W. Brown, Mary Jo Bitner, and Cheryl Burke Jarvis.
- Conference on the Art and Science of Services (2007), 3rd Annual, "Service Logic Innovation: Theoretical Foundations and Practical Applications," hosted by IBM and Carnegie Mellon University, May 24-26, with Stefan Michel and Stephen W. Brown.
- University of California – Berkeley/Tekes Service Innovation Conference (2007), "Discontinuous Service Logic Innovations: Theoretical Foundations and Practical Applications," Berkeley, California, April 26-28, with Stefan Michel and Stephen W. Brown.
- American Marketing Association Winter Marketing Educators' Conference (2007), "Customer-Centric Approach to Discontinuous Innovation: Theoretical Foundations and Practical Applications," San Diego, CA, Feb 2007, with Stefan Michel and Stephen W. Brown, New Approaches to Enhancing Organizational Innovation Track.
- Association for Consumer Research (2006), "The Effects of Reciprocity in a Triadic Relationship," working paper, Sept 28 – Oct 1, Orlando, FL; with Naomi Mandel, Robert Cialdini and Gene Schneller.

- Published as: Gallan, Andrew, Naomi Mandel, Robert Cialdini, and Eugene Schneller (2007), "The Effects of Reciprocity in a Triadic Relationship," in *Advances in Consumer Research*, Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, Pages: 427-430.
- XXIII Annual University of Houston Dept. of Marketing & Entrepreneurship Doctoral Symposium (2005); Discussant.
- Western Casewriters Association (2004), "Winds of Change? Portland, Oregon and the Vestas Group," with William Barnes, April 2004, Anchorage, AK.

Invited Academic Research Presentations

- DePaul University (2011), "Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms," Department of Marketing, October 24.
- Siena College (2011), "Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms," Marketing and Management Department, October 21.
- University of Massachusetts Lowell (2011), "Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms," Department of Marketing, October 13.
- Oregon State University (2011), "Capabilities that Enhance New Product Development Success for Entrepreneurial Biotechnology Firms," Department of Marketing, September 29.
- Case Western Reserve University, Weatherhead School of Management Brownbag Seminar Series (2010), "Effects of Customer Positivity and Effort on Perceptions of a Healthcare Service Experience," Department of Marketing and Policy Studies, September 7.
- Case Western Reserve University, Weatherhead School of Management Brownbag Seminar Series (2009), "Maximizing the Value of Radical Innovation for Emerging Firms: A Study of the Impact of Strategic Decision-Making on Financial Outcomes," Department of Marketing and Policy Studies, February 27.
- University of North Carolina Charlotte (2007), Belk College of Business, "Effects of Interorganizational Coordination and Customer Participation on Service Excellence," November 1.
- University of Tennessee (2007), College of Business Administration, "Effects of Interorganizational Coordination and Customer Participation on Service Excellence," October 18.
- Case Western Reserve University, Weatherhead School of Management, "Effects of Interorganizational Coordination and Customer Participation on Service Excellence," October 8.
- North Carolina State University (2007), Poole College of Management, "Effects of Interorganizational Coordination and Customer Participation on Service Excellence," September 28.
- Florida State University (2007), College of Business, "Effects of Interorganizational Coordination and Customer Participation on Service Excellence," September 17.
- Cornell University (2007), School of Hotel Administration, "Effects of Interorganizational Coordination and Customer Participation on Service Excellence," September 10.

Invited International Academic Research Presentations

- Eindhoven University of Technology, the Netherlands, April 11, 2007. Host: Ad de Jong
- Karlstad University, Sweden, March 13, 2007. Hosts: Patrik Larsson and Bo Edvardsson
- Katholische Universität, Eichstätt-Ingolstadt, Germany, March 7, 2007. Host: Bernd Stauss
- University of Maastricht, the Netherlands, March 2, 2007. Host: Ko de Ruyter

Additional Research Presentations

- University HealthSystem Consortium (UHC) Revolution Conference (2014), "The Relationships Between HCAHPS Communication and Discharge Items and Hospital Readmission," Fadi Hachem,

Jeff Canar, Francis Fullam, Andrew Gallan, Sam Hohmann, and Catherine Johnson; Poster presentation, October 21-22, 2014, Las Vegas, NV.

- Center for Services Leadership Professional Development Session (2013), “The Power of Positivity: Fueling Customer Participation to Boost Satisfaction,” with Cheryl Burke Jarvis. Arizona State University, Tempe, AZ, February 8, 2013. Presented findings of JAMS paper to CSL Board Members and Academic Research Faculty.
- BioEnterprise (2012), “Leveraging Capabilities for New Product Development: How Emerging Firms Succeed in Biotech,” with Rakesh Niraj. Presented research project to executives and interns, Cleveland, OH, June 21, 2012. BioEnterprise is a business formation, recruitment, and acceleration initiative designed to grow health care companies and commercialize bioscience technologies. Based in Cleveland, BioEnterprise’s founders and partners are Cleveland Clinic, University Hospitals, Case Western Reserve University, Summa Health System and BioInnovation Institute in Akron, OH. (<http://www.bioenterprise.com/>). Host: Margaret Groh, PhD, Director of Business Development.
- International Stroke Conference (2011), “Impact of a New Neuroscience Intermediate Care Unit on Acute Stroke Care: Quality, Cost, and Nursing Productivity,” Richard S. Jung MD, Leigh Ann McCartney RN, Curtis Tatsuoka PhD, Anthony J. Furlan MD, Cathy A. Sila MD, and Andrew Gallan PhD. Abstract #3174 (poster presentation), Los Angeles, CA, February 9 - 11; sponsored by American Heart Association and American Stroke Association.
- Supporting Decision-Making Through Research: Findings from the 2008 Ohio Family Health Survey Sponsored Projects (2009), “Obesity in Children and Families Across Ohio,” Leona Cuttler MD, Mendel Singer PhD, Lisa Simpson MB MPH, Andrew Gallan PhD, Ann Nevar MPH, and JB Silvers PhD, Columbus, OH, June 1. <http://www.slideserve.com/rad/child-and-adult-obesity-in-ohio-2008-ohio-family-health-survey-supporting-decision-making-through-research-finding>

Supervised Graduate Student Research Projects

- Student Masters’ Project Committee Member, Fadi Hachem, Masters in Health Systems Management (2013-2014), Rush University Medical Center, “The Relationship between HCAHPS Communication and Discharge Domain Satisfaction and Readmissions.” Committee: Jeff Canar (Chair, Rush), Francis Fullam (Rush), Cathy Johnson (Rush), Sam Hohmann (University HealthSystem Consortium).
 - Presentation: “The Relationships Between HCAHPS Communication and Discharge Satisfaction and Hospital Readmissions,” March 14, 2014 at Rush University.
- Student Project Advisor, Masters of Science in Predictive Analytics Project (2013), DePaul University. Heidi Cochran: “Dimensions of Patient Experience and Likelihood to Recommend a Hospital.” Chair: Raffaella Settimi.

Awards and Honors

- Health Policy Research Award for Independent Scholarship, from Health Policy Institute of Ohio (2009): Top Research Brief from HPIO for 2009.
- Consortium Fellow, AMA/Sheth Foundation Doctoral Consortium (2007)
- Arizona State University Graduate College Grant (2007)
- Kenneth A. Coney Memorial Scholarship, ASU (2007)
- Center for Services Leadership Summer Research Award, ASU (2006, 2007)
- Alfred J. Schmidt Memorial Doctoral Award,, ASU (2006)
- Gene Gallup Fellowship, ASU (2006)
- W.P. Carey Doctoral Scholarship, ASU (2005)
- Awarded “Outstanding Graduate Student of 2003-2004,” Robert J. Pamplin School of Business Administration, University of Portland.

- Ranked #3 in U of Portland MBA class and top 10% nationwide on ETS MBA Graduation Exam (2004).

Research Appointments & Research Affiliations

Academic

- Affiliated Faculty, Data Mining & Predictive Analytics (DaMPA), DePaul University, 2013 - Present.
<http://dampa.cdm.depaul.edu/people/faculty.html>.
- Center for Services Leadership, Arizona State University, Research Faculty, 2009-2012, 2012-2015.
- Center for Sales Leadership, DePaul University, Department of Marketing, Faculty Member, 2012 – 2013.

Health Care

- Advocate Home Health, Advocate Health Care, Oak Brook, IL: Research Partner. Sept. 2013 – Present.
 - Advocate Home Health: Focused on impacting experiences for home health patients and families, Home Health CAHPS metrics and reimbursement, employee recruitment, morale, and performance, and building the Advocate Home Health brand through thought leadership and high levels of performance.
 - Principal Investigator, Research Protocols
 - “Shadowing as a Research Technique in Healthcare: Connecting with a Patient Perspective,” with Anthony M. DiGioia III, MD (UPMC), Suela Sulo, PhD (Russell Institute for Research & Innovation, Advocate Health Care), Bruce Perlow, MD (Family Medicine, Advocate Medical Group).
 - “Reconceptualizing Health Care as Service Recovery: Exploring Causal Attributions and Implications for Well-Being,” with Mike Commet (Advocate at Home)
 - Advocate Health Care Center for Health Information Services (CHIS): Advised department on development and use of Net Promoter Score in health care, July 2014.
- Research Associate, Patient and Family Centered Care Innovation Center, University of Pittsburgh Medical Center, June 2014 – Present.
- Department of Neurology, Neurological Institute, Neurological Outcomes Center, University Hospital/Case Medical Center: Secondary Appointment (Asst. Professor), May 2009-June 2012.
- Mayo Foundation, Mayo Clinic Scottsdale, AZ.
 - Visiting Scientist, Principal Investigator, February – August 2009.
 - Research Trainee, Principal Investigator, May 2007 – May 2008.

Grants

- Andrew S. Gallan, PhD and Catherine Wells, Assistant Director for Public Services, Kelvin Smith Library Opportunity Funds Grant, Case Western Reserve University, funding to support research, 2010 (\$6,600).
- Richard Buchanan, PhD, Kaja Tooming Buchanan, PhD, Andrew S. Gallan, PhD, Simon Peck, PhD, and Michael Lehto, MFA, “Service Experience & the Industrialization of Services: A Theme for Management by Design.” In cooperation with the Cleveland Institute of Art, funded by Weatherhead School of Management, 2009-2010 (\$50,000).
- Leona Cuttler MD, Lisa Simpson MB, MPH, Mendel Singer PhD, Andrew S. Gallan PhD, and JB Silvers PhD, “Obesity in Children and Families across Ohio,” Ohio Family Health Survey. Funded by The Ohio Colleges of Medicine Government Resource Center, 2008-2009 (\$35,000). Health policy brief: [http://staging.uhhospitals.org/Portals/0/Docs/Final_OFHSBrief_Cuttler%20\(2\).pdf](http://staging.uhhospitals.org/Portals/0/Docs/Final_OFHSBrief_Cuttler%20(2).pdf). Awarded 2009 Health Policy Research Award for Independent Scholarship, sponsored by Health Policy Institute of Ohio (HPIO).

TEACHING EXPERIENCE

Teaching Evaluations: DePaul University (Online Surveys)

Term	Course	Enrollment/RR	Course (avg.)*	Instr. (avg.)*
Winter 2016	MKT 555 – Decisions in Mkting. Mgmt.	20/%	()	()
Winter 2016	MKT 798 – Health Care Data Analysis	14/%	()	()
Winter 2016	MKT 798 – Service Design & Pt. Exp.	7/%	()	()
Autumn 2015	MKT 555 – Decisions in Mkting. Mgmt.	40/83%	4.54(4.07)	4.70(4.09)
Autumn 2015	MKT 555 – Decisions in Mkting. Mgmt.	40/78%	4.10(4.07)	4.06(4.09)
Winter 2015	MKT 555 – Decisions in Mkting. Mgmt.	37/89%	4.39(4.02)	4.54(4.05)
Winter 2015	MKT 555 – Decisions in Mkting. Mgmt.	29/72%	3.90(4.02)	3.95(4.05)
Winter 2015	MKT 798 – Service Design & Pt. Exp.	12/58%	4.43(4.02)	4.43(4.05)
Autumn 2014	MKT 555 – Decisions in Mkting. Mgmt.	36/69%	4.08(3.94)	4.28(3.98)
Autumn 2014	MKT 555 – Decisions in Mkting. Mgmt.	32/78%	4.00(3.94)	4.20(3.98)
Winter 2014	MKT 555 – Decisions in Mkting. Mgmt.	40/60%	3.71(3.89)	3.92(3.94)
Winter 2014	MKT 555 – Decisions in Mkting. Mgmt.	35/69%	3.67(3.89)	3.67(3.94)
Winter 2014	MKT 798 – Service Design & Pt. Exp.	8/75%	4.83(3.89)	4.83(3.94)
Autumn 2013	MKT 555 – Decisions in Mkting. Mgmt.	39/46%	3.78(3.91)	3.94(3.96)
Autumn 2013	MKT 555 – Decisions in Mkting. Mgmt.	36/61%	4.18(3.91)	4.59(3.96)
Winter 2013	MKT 555 – Decisions in Mkting. Mgmt.	27/67%	3.78(3.91)	4.06(3.96)
Winter 2013	MKT 301 – Principles of Marketing	30/53%	4.44(3.91)	4.50(3.96)
Winter 2013	MKT 301 – Principles of Marketing	39/51%	4.25(3.91)	4.30(3.96)
Autumn 2012	MKT 301 – Principles of Marketing	22/45%	4.10(3.92)	4.40(3.96)
Autumn 2012	MKT 301 – Principles of Marketing	40/53%	4.57(3.92)	4.48(3.96)

DePaul Rating Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Very Good, 5 = Excellent,

*College mean for the specified quarter.

Teaching Evaluations: DePaul University (Paper Surveys)

Term	Course	Enrol/RR	Teaching	Quality Recom.	
Winter 2016	MKT 555 – Decisions in Mkting. Mgmt.	20/%			
Winter 2016	MKT 798 – Health Care Data Analysis	14/%			
Winter 2016	MKT 798 – Service Design & Pt. Exp.	7/%			
Autumn 2015	MKT 555 – Decisions in Mkting. Mgmt.	40/%			
Autumn 2015	MKT 555 – Decisions in Mkting. Mgmt.	40/%			
Winter 2015	MKT 555 – Decisions in Mkting. Mgmt.	37/92%	4.65	4.35	4.41
Winter 2015	MKT 555 – Decisions in Mkting. Mgmt.	29/93%	4.37	4.30	4.07
Winter 2015	MKT 798 – Service Design & Pt. Exp.	12/83%	4.70	4.70	4.60
Autumn 2014	MKT 555 – Decisions in Mkting. Mgmt.	36/89%	4.28	4.13	3.84
Autumn 2014	MKT 555 – Decisions in Mkting. Mgmt.	32/97%	4.26	4.10	3.97
Winter 2014	MKT 555 – Decisions in Mkting. Mgmt.	40/85%	4.18	4.24	4.38
Winter 2014	MKT 555 – Decisions in Mkting. Mgmt.	35/94%	4.03	3.88	3.76
Winter 2014	MKT 798 – Service Design & Pt. Exp.	8/100%	5.00	5.00	5.00
Autumn 2013	MKT 555 – Decisions in Mkting. Mgmt.	39/87%	4.38	4.06	4.29
Autumn 2013	MKT 555 – Decisions in Mkting. Mgmt.	36/55%	4.50	4.30	4.25
Winter 2013	MKT 555 – Decisions in Mkting. Mgmt.	27/93%	4.56	4.12	4.48
Winter 2013	MKT 301 – Principles of Marketing	30/77%	4.65	4.57	4.74

Winter 2013	MKT 301 – Principles of Marketing	39/79%	4.52	4.45	4.65
Autumn 2012	MKT 301 – Principles of Marketing	22/86%	4.53	4.16	4.11
Autumn 2012	MKT 301 – Principles of Marketing	40/83%	4.76	4.58	4.70

DePaul Rating Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Very Good, 5 = Excellent

Visiting Faculty

- Aalto University School of Business, Mikkeli Campus, Finland, April 2016: Services Marketing.

Guest Lectures

- Guest Lecturer, HLTH 330: Topics in Health: Health Leadership. Instructor: Michele L. McCay, MPH DrPH, “Patient- and Family-Centered Care,” April 27, 2015.

Awards & Recognition

- Nominated, DePaul’s Supervisor of the Year, 2015; Office of Student Employment.

Teaching Innovations

- Developed new courses in the business of health care as electives for graduate majors (MBA Health Sector Management, MSPA Health Care, and MS Health Informatics).
 1. Service Design & Patient Experience. First offered winter quarter 2014.
 2. Health Care Data Analysis. First offered winter quarter 2016.
- First instructor in department to utilize a simulation, LINKS Marketing Strategy, in the MBA core marketing class.

Teaching Certifications

- Completed DePaul Online Teaching Series (DOTS) program, December 2013, a faculty development program that trains and assists faculty to become successful facilitators of online learning. The course builds online readiness among faculty through an immersive, hands-on experience. Faculty are introduced to online-learning best practices, hands-on innovative use of technology, quality standards for course development across all delivery formats, and are guided through the development of exemplary course sites for online and blended instruction.

SERVICE ACTIVITY

DePaul University Service & Advising

University Level

- Member, Cross-College Collaboration Task Force, Oct. 2014 – June 30, 2015.
- Member, Consortium of Health Initiatives at DePaul University. Committee Chair: Kay Thurn, PsyD, RN. Focus on developing events and awareness for DePaul's health offerings across programs, August 2014 – Present.
- Member, Hiring Committee, Department of Health Sciences, Health Policy & Administration, Assistant Professor; Chaired by Craig Klugman. November – January 2014.
- Founder and Chair, Dignity in Action (July 2013 – December 2013). This working group connects academics and business leaders who are interested in distinguishing their services, brands, and businesses through incorporating dignity strategies into their business designs. The goal of this initiative is to develop responses to relevant business issues that may be enlightened by respecting and enhancing dignity in customers, employees, and other stakeholders.
<http://driehaus.depaul.edu/departments/marketing/dignity-in-action/Pages/default.aspx>
LinkedIn: Dignity in Action group. Twitter: #DignityInAction.
- DePaul Health Initiatives
 - Organizer and Moderator, "Successfully Managing Projects in Health Organizations," Health Sector Panel Series, November 12, 2015. <http://depaulmarketing.org/2015/10/15/health-care-panel-series-november-12-successfully-managing-projects-in-health-organizations/>
 - Organizer and Host, Keynote Presentation, "Building a Culture of Accountability, Alignment and Transparency," Bill Santulli, Executive VP and Chief Operating Officer, Advocate Health Care, April 22, 2015. Video & Slides: <http://depaulmarketing.org/2015/05/13/health-sector-series-video-slides-available/>
 - Organizer and Moderator, Panel Discussion, "Transitioning to a Patient-Centered Organization," February 12, 2015. Video: <http://depaulmarketing.org/2015/02/18/watch-the-video-transitioning-to-a-patient-centered-organization/>
 - Organizer and Moderator, Panel Discussion, "Generating Insights from Health Care Data Analysis," to support MBA/HSM and MSPA/HC majors. November 13, 2014, DePaul Center 8005. Video part I: <http://depaulmarketing.org/2014/11/20/video-part-1-generating-insights-from-health-care-data-analysis/>
 - Organizer and Moderator, Panel Discussion, "Re-Designing Health Care: Transitioning to a Value-Based Model," February 13, 2014 at DePaul University. Class session of Service Design & Patient Experience graduate-level course. Information and video: <http://wp.me/p3slku-bXcnH>
 - Organizer and Moderator, Health Care Kick-Off Event: "Patients, Data, and Policy: Dealing with Health Care's Challenges." To support MSPA and MBA majors and courses. September 27, 2013 at University Center, Chicago. Keynote speaker: Stephen Gold (IBM) and eight panelists.
 - Keynote Address Video: <http://condor.depaul.edu/mptvideo/HEALTH/KEYNOTE.html>
 - Panel Discussion Video: <http://condor.depaul.edu/mptvideo/HEALTH/PANEL.html>
- Member, MSPA Health Care Design Committee. Created a health care concentration for the MSPA major, April – August 2013.
- Dissertation Committee Reader: Megan Lombardi, PhD Candidate, Department of Experimental Psychology. Committee: Dr. Jessica Choplin (Chair), Dr. Ralph Erber, Dr. Kathy Grant and Dr. Neil

Vincent: "A Range-Frequency Theory Account of the Effects of Mood on Evaluations." Defense date: July 1, 2013.

School of Business Level

- Co-Director, Health Sector Management MBA Major, with Marty Martin; August-December 2014.
- Developed new courses in the business of health care as electives for graduate majors (MBA Health Sector Management, MSPA Health Care, and MS Health Informatics).
 1. Service Design & Patient Experience. First offered winter quarter 2014.
 2. Health Care Data Analysis. To be offered winter quarter 2016.
- Member, MKT301: Principles of Marketing course redesign committee, Autumn/Winter 2012-13.
- Member, MKT555: Decisions in Marketing Management course redesign committee, Winter 2013.
- Volunteer Coach, "Effective Communication," with Joel Whalen for DePaul Men's Basketball Team at Sullivan Athletic Center, Lincoln Park Campus, December 7, 2012 and October 11, 2013.

National Marketing Conference Leadership

- Session Chair, Friends Stick Together (CRM) Track of 2014 Academy of Marketing Science Conference, Indianapolis, IN.
- Track Co-Chair, with Kathleen Seiders (Boston College), Healthcare Marketing Track, 2010 American Marketing Association Summer Educators' Conference, Boston, MA.

Reviewing Activities

- *Journal of Service Research*
 - Special Section Co-Editor, with Tracey Danaher, "Health Service Research: A Multidisciplinary Perspective." Submission Deadline: May 15, 2015. Expected Publication Date: November 2016. <http://jsr.sagepub.com/content/17/4/359.short>
 - Editorial Review Board Member, 2013 – 2017; Mary Jo Bitner, Editor.
 - Ad hoc reviewer, 2009 – 2013.
- *Patient Experience Journal*, Editorial Review Board, 2013 – present.
- *The Service Industries Journal*, Ad hoc reviewer, 2014 – present.
- *Journal of Retailing*, Ad hoc reviewer, 2012 – present.
- *Journal of Service Management*, Ad hoc reviewer, 2014 – present.
- *Journal of Business Logistics*, Ad hoc reviewer, 2014 – present.
- *Design Issues*, Ad hoc reviewer, 2010 – 2012.
- ServSIG 2016, Maastricht, the Netherlands; 4 papers.
- Judge, PhD Project's Marketing Doctoral Student Association's "3-Minute Thesis" session, Thursday, August 13; Chicago, IL.
- Judge, Bowling Green State University's (OH) National Service Marketing Competition, Service Blueprinting component, February 2014.
- AMS Conference 2014, Customer Relationship Management track.
- AMA Marketing Educators' Conference Reviewing Activities
 - AMA Winter 2016, Las Vegas, NV; Services track.
 - AMA Summer 2015, Chicago, IL; CRM track.
 - AMA Summer 2014, San Francisco, CA; CRM track.
 - AMA Summer 2013, Boston, MA; CRM and Relationship Management track.
 - AMA Winter 2013, Las Vegas, NV; Marketing Theory track, Sales and CRM track, and Service Research and Theory track.
 - AMA Summer 2012, Chicago, IL; Services Marketing track.

- AMA Winter 2012, St. Petersburg, FL; Marketing Theory track.
- AMA Summer 2011, San Francisco, CA; Services Marketing track.
- AMA Winter 2011, Austin, TX; Services, Service Science, and Retailing, CRM, and B2B tracks.
- AMA Summer 2010, Boston, MA; Healthcare Marketing track.
- AMA Winter 2010, New Orleans, LA; Services Marketing track and Marketing & Technology.
- Standard Research Grants Program of the Social Sciences and Humanities Research Council of Canada 2011; Service Innovation.
- Marketing Science Institute Dissertation Proposal Competition 2010; reviewed two proposals.
- Society of Marketing Advances Annual Conference
 - 2014, New Orleans, LA; Marketing Strategy track.
 - 2009, New Orleans, LA; Services Marketing track.

Professional Memberships

- | | |
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| <ul style="list-style-type: none"> ▪ American Marketing Association ▪ Academy of Marketing Science ▪ INFORMS Society for Marketing Science ▪ Marketing Science Institute ▪ Academy of Management | <ul style="list-style-type: none"> ▪ American College of Healthcare Executives ▪ Chicago Health Executives Forum ▪ The Service Council ▪ Association for Patient Experience ▪ The Beryl Institute |
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Patient Experience/Health Services Community Service

- Subject Matter Expert (2013-2014): The Beryl Institute's Patient Experience Body of Knowledge, Course Design, Development and Pilots. A SME is an individual with a level of knowledge, skill, and experience in a specific area or focus. SMEs are tasked with developing a Patient Experience certificate program that will be offered by The Beryl Institute in 2014.
- Project Team Member (2012-2013): The Beryl Institute's Patient Experience Body of Knowledge - Domain Development Team: Experience Design. Team Lead: Tria Deibert, Director of Marketing, Meridian Health. The team's goal is to develop a systematic understanding of how to design the overall experience, including engaging the customer's voice and communicating expectations, for optimal patient experience. This effort is part of an overall strategy to develop a Certificate in Patient Experience.
- Committee Chair (Monthly Breakfast Forums) and Advisory Council Member, Oregon Health Forum (www.healthforum.org), 2002-2004.
- Committee Member, Education & PR Working Group, OR Dept. of Health's Judicious Use of Antibiotics Campaign (www.healthoregon.org/antibiotics), a CDC and state funded initiative, 2002-2004.

Contributions to Popular/Practitioner Press

Blogs

- Insights², the blog for the Department of Management, DePaul University
 - Gallan, Andrew S. and Sama Labib, "Ebola and Health care in the U.S.: Issues & Actions," posted November 13, 2014. Over 500 views: <http://www.dpumgt.org/2014/11/13/ebola-and-health-care-in-the-u-s-issues-actions/>
 - Gallan, Andrew S. and Raffi Elchemmas, "Is another Health Care Debate Brewing?" posted February 28, 2014. Over 1200 views: <http://www.dpumgt.org/2014/02/27/is-another-healthcare-debate-brewing/>
- Gallan, Andrew S., Blog Entries for The Patient Outcomes Blog by Keith Meadows:

- “Service Recovery in Health Care,” posted November 9, 2013; 324 total views.
<http://thepatientoutcomesblog.com/2013/11/09/service-recovery-in-health-care/>
- “Dealing with Variance in Health Care,” posted July 18, 2013; 50 total views.
<http://thepatientoutcomesblog.com/2013/07/18/dealing-with-variance-in-health-care/>
- “Are Patients Customers?” posted March 25, 2013; 197 total views (received most comments for any post in 2013). <http://thepatientoutcomesblog.com/2013/03/25/are-patients-customers/>
- “Managing Patients’ Emotions,” posted February 1, 2013; 167 total views.
<http://thepatientoutcomesblog.wordpress.com/2013/02/01/managing-patients-emotions/>
- “Hospitality in Health Care,” posted December 5, 2012; 598 total views.
<http://thepatientoutcomesblog.wordpress.com/2012/12/05/hospitality-in-health-care/>.
 - Re-blogged on <http://dougdelapietra.wordpress.com/2012/12/10/247/>, Dec. 11.
- “Net Promoter Score in Health Care,” posted November 12, 2012; 1213 total views (2nd most viewed post for 2013).
<http://thepatientoutcomesblog.wordpress.com/2012/11/12/net-promoter-score-in-health-care/>
- Gallan, Andrew S., “Putting Customers at Ease: The Patient’s Point of View,” Blog Entry for the Center for Services Leadership, Arizona State University. Posted December 30, 2013.
<http://serviceleadershipblog.com/2013/12/28/putting-customers-at-ease-the-patients-point-of-view/>

News Media

- PFCC Innovation Center (2015), 2014 Year in Review, “Research Collaboration about Shadowing,” p. 52. <https://drive.google.com/file/d/0B3MrByAl2H60dXFpQkJCLUVTYVE/view>
- Sampson, Ovetta (2015), “Graduate Course Spotlights Patient Experience in Health Care Management,” Inside Kellstadt & Events, March 9, 2015: <http://kellstadt.depaul.edu/about/inside-kellstadt-and-events/Pages/Graduate-Course-Spotlights-Patient-Experience-in-Health-Care-Management.aspx> Highlights the impact of Service Design & Patient Experience class on students.
 - Featured on MetroMBA: <http://www.metromba.com/2015/03/course-spotlight-depauls-service-design-and-patient-experience/>
- Newswise, DePaul University (2015), “ACA Signing Anniversary: DePaul Faculty Experts Available to Discuss Health Care,” Expert Pitch; Released March 5, 2015: <http://www.newswise.com/articles/aca-signing-anniversary-depaul-faculty-experts-available-to-discuss-health-care> Describes insights on data analytics, patient perceptions of care, and service innovation and quality.
 - DePaul News Release: <http://www.newsroom.depaul.edu/NewsReleases/showNews.aspx?NID=2867>
- An, Susie (2013), “Health Insurers Expand Marketing and Retail as ACA Deadline Looms,” WBEZ 91.5FM, Chicago’s NPR Affiliate, December 17, 2013. Provided commentary on ACA’s impact on health insurance companies’ marketing efforts. <http://www.wbez.org/health-insurers-expand-marketing-and-retail-aca-deadline-looms-109390>
- Moore, Brenden (2013), “Healthcare.gov Glitches Shine Light on Policy Issues,” *The DePaulia*, November 4, 2013: Nation & World Section, p 10. Commentary on ACA health exchange rollout. <http://www.depauliaonline.com/nation-world/healthcare-gov-glitches-shine-light-on-policy-issues-1.3111778>

- PRWeb (2013), "The Patient Experience Journal Announces Call for Papers and Reviewers for Inaugural Issue," June 28, 2013. Commentary on role of new journal for PX movement: <http://www.prweb.com/releases/2013/6/prweb10882193.htm>
- Mathis, Christi (2012), "Customer Perception is Key to Service Satisfaction," *The Saluki Times* (Southern Illinois University), September 12, 2012. Article discusses managerial implications of 2013 JAMS article (<http://news.siu.edu/2012/09/091212cjm12217.html>).
 - Also appeared in *The Southern Illinoian*: http://thesouthern.com/news/local/siu/study-customer-perception-is-key-to-service-satisfaction/article_c1f4af8e-fd2a-11e1-9fb1-0019bb2963f4.html
- Feldstein, Mary Jo (2008), "Rams, SLU Hospital: Partners in Marketing, Not Medicine," *St. Louis Post-Dispatch*, Business Healthcare section, September 11, 2008: provided expert commentary.
- KnowWPC (2007), "The Customer: An Overlooked Component of the Innovation Process," September 26, 2007: PR piece emerging from academic work on service innovation; W.P. Carey School of Business, Arizona State University. <http://knowwpcarey.com/article.cfm?aid=578>
- Gallan, Andrew S. (2004), "Bringing CARE to Your Customers," *Sales & Marketing Management*, 156 (5), page 72.
- Gallan, Andrew S. and Cheryl Fletcher (2004), "Treat Your Customers with CARE," *Pharmaceutical Representative* online (www.pharmrep.com), February 2004.
 - Posted also on *Health Care Intelligence Report*, published by HealthBridge, March 2004, Issue 23. <http://www.internetviz-newsletters.com/healthbridge/index000047767.cfm>.
 - Included in PPT slides to support *Selling Today: Partnering to Create Value* (2011), by Manning, Ahearne, and Reece, editors, 12th edition, Pearson Publishing. Chapter 3: "Creating Value with a Relationship Strategy."

Practitioner Presentations/Conferences

- Featured Keynote Speaker and Panelist, Patient and Family Centered Care Innovation Center at University of Pittsburgh Medical Center, Vision Quest 2015: "Designing Care with Patients and Families," October 9, 2015. https://gallery.mailchimp.com/92340394ce38b0447fec14f98/files/VQ2015_4pager_final.pdf
- Guest Speaker, AMITA Health, "A Few Things I've Learned about What it Takes to Become a Patient-Centered Organization," Patient Experience Steering Committee Meeting, Barbara Carbon, VP Patient Experience (Chair), September 3 & 17, 2015.
- Presenter, Lunch and Learn, Advocate Health Care, The Center for Health Information Services (CHIS), "Linking Patient Experience Metrics to Process Improvement in Health Care," May 1, 2015, Downers Grove, IL.
- Content Expert, "Patient and Family Engagement," Breakout Session, Sprague Symposium on Inter-professional Education, sponsored by Consortium of Health Initiatives at DePaul, Kay Thurn, chairperson; Stanford Club, Chicago, IL, March 23, 2015.
- Presenter, Lunch and Learn, Health Care Service Corporation, "CAHPS Measures, Metrics, and Analysis," February 25, 2015, Chicago, IL.
- Moderator, "Reducing Costs of Health Care," Special Session in Health Economics Symposium – Achieving Convergence Symposium, February 13, 2015, Sponsored by Department of Economics.
- Presenter, Patient Experience Learning Bites (2014), The Beryl Institute, "Service Recovery and Apology: Getting it Right." The learning bites library includes multiple perspectives presented by leading thought leaders. PXLBs provide ideas, recommendations and opportunities in addressing and excelling in the patient experience. <http://www.theberylinstitute.org/?page=LearningBiteGallan>
- Keynote Speaker, Advocate at Home Leadership Development Institute (2014), "Transitioning to a Patient-Centered Organization," December 16, 2014, Naperville, IL.

- Presenter, The Beryl Institute's Patient Experience Conference (2014), "Patient Experience Insights from Data Analytics" Break-Out Session. Tuesday, April 8, 2014, Chicago, IL.
- Presenter, Executive Education Online Module, "Designing and Managing Services in Health Care," part of Six-Part Series: Business Fundamentals for Physicians. Taped August 29, 2013 for Southern Illinois University's College of Business and School of Medicine.
- Moderator, Roundtable Presentation and Discussion, The Service Council Executive Symposium, Chicago, IL, April 20 – May 2, 2012: "Service Recovery and Customer Failure."
- Presenter, Entrepreneurs EDGE, Independence, OH, February 2, 2009: MBA UltraLite, "What is Marketing?"

ACADEMIC APPOINTMENTS & EVALUATIONS

DePaul University, July 2012 – present, Assistant Professor of Marketing (tenure-track), Richard H. Driehaus College of Business and Kellstadt Graduate School of Business.

Marketing Department P&T Subcommittee: Roger Baran, Lawrence Hamer (Chair), Steven Kelly

June 2015: "Dr. Gallan has an active research agenda and I expect him to continue in a productive manner. He will have no trouble with tenure if he maintains his current path." – Sue Fogel, Chair, Department of Marketing

June 2014: "Dr. Gallan is proving to be an energetic, engaged, and productive faculty member." – Sue Fogel, Chair, Department of Marketing

January 2013: "Dr. Gallan is off to a great start in his first year at DePaul." – Sue Fogel, Chair, Department of Marketing

Case Western Reserve University, 2008 – 2012

Primary Appointment: Asst. Professor of Marketing, Weatherhead School of Management

Secondary Appointment: Asst. Professor, Department of Neurology, Case Western Reserve University School of Medicine, 2009 – 2012

Member (2009-2012), *Neurological Outcomes Center*, Neurological Institute, UH Case Medical Center, Cleveland, Ohio (<http://www.uhhospitals.org/tabid/2475/Default.aspx>).

Weatherhead School of Management – Case Western Reserve University

	Research*	Teaching*	Service*
2009-2010	2	2	2
2008-2009	3	3	2

*1 = unacceptable performance, 2 = acceptable performance, 3 = exceptional performance

PROFESSIONAL EMPLOYMENT HISTORY

Abbott Laboratories, Pharmaceutical Products Division, Chicago, IL

- District Sales Manager, Seattle, WA (1999-2000) & Portland, OR (2000-2004). Responsible for twelve primary care pharmaceutical sales representatives covering the Pacific NW (Oregon, Washington, Idaho, Montana, and Alaska).
 - Completed Health Service Management Program, Kellogg Graduate School of Management, Northwestern University; October 2001.
 - Field-Based Associate Product Manager (2003-2004), Anti-Infectives (Biaxin). Worked on project to re-position half-billion dollar antibiotic brand. Involved in marketing research, analysis, and creative activities with product marketing team and vendors.
- Regional Training Specialist (1998-1999), Andover, MA.
- Medical Center Representative (1997-1998), Albany, NY.
- Professional Pharmaceutical Representative (1996-1997), Kingston, NY.

Perrier Group of America, Greenwich, CT (1992-1996), Territory Manager, Bronx/Westchester, NY.

Acura of Bedford Hills, Bedford Hills, NY (1990-1992), Sales Representative: Salesperson of the Year, 1990 & 1991.

Ford Motor Credit Company, Jericho, NY (1988-1990), Customer Service/Collections Representative.

COMMUNITY SERVICE

- Board Member, Santa Rosa Stitches (2013 – present): Organization that benefits residents of Chiltiupan, El Salvador by providing residents with raw materials and designs for production of craft products that are sold in the U.S. and online (<http://www.santarosastitches.com/>). SRS has enabled approximately 25 women in Chiltiupan to earn a living wage, obtain electricity, gain access to health care, send their children to school, and other basic necessities, thereby empowering women to become confident, independent, and self-sufficient.
- Head Coach, Church of St. Dominic Bulldogs CYO Boys Basketball Team, 2009 – 2012 (4th - 6th grade).
- Shaker Heights Country Club Committee Leadership
 - Member, Golf Committee, SHCC, 2010 – 2012.
 - Developed Member Survey and Analyzed Data, 2012
 - Member, House Committee, SHCC, 2011 – 2012.
 - Chair, Wine and Beverage Subcommittee, SHCC, 2011 – 2012.
 - Captain, SHCC/Cleveland Skating Club B Platform Tennis Team, 2010 – 2012.
- Advisory Board Member, New Avenues for Youth, Portland, Oregon (www.newavenues.org), 2003-2004.

Eagle Scout, Troop 56, Garden City, NY; Awarded in 1981

ACADEMIC REFERENCES

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