Institute for Research in Marketing advisory board

Jan Elsesser  
*President and Managing Director*  
GfK Custom Research Inc.

Bob Anderson  
*Director, Consumer Insights*  
General Mills

Diane Harper  
*Senior Director, Global Consumer Insights and Strategy*  
Kraft Foods

James S. Henney  
*Senior Vice President*  
Enterprise Marketing - Customer Insights  
Wells Fargo

Jim Hield  
*Vice President of Marketing Services*  
Cargill

Mike Jackson  
*President and COO*  
SUPERVALU

Jody Hilgers  
*Assistant Vice President and Director, Corporate Communications*  
Allianz Life Insurance Company of North America

Shelly Regan  
*President*  
Yamamoto Moss

Jim Schroer  
*President and CEO*  
Carlson Marketing

Will Setliff  
*Vice President, Innovation and Interactive Marketing*  
Target

Faculty Advisory Board:  
Robert Ruckert, Professor, Associate Dean for Undergraduate Programs  
Carlson School of Management
Marketing faculty at the Carlson School conduct research that expands the frontiers of the marketing discipline. Located in the heart of the Minneapolis/St. Paul business community, the Carlson School is at a singular intersection of applied marketing expertise in the corporate sphere and original academic research.

Our multidisciplinary faculty consistently produce influential research. Their knowledge is tapped by their peers and today’s leading companies, and their research is opening new areas of exploration in fields ranging from brand management to global and technology marketing. Their portfolio and quantity of high-quality original research is the foundation of their remarkable reputation. The Carlson School’s research in marketing shapes the conversations on current issues at leading international marketing organizations.

The Institute for Research in Marketing brings faculty research to interested audiences through conferences and events that attract academics and practitioners from around the country. An advisory board of top marketing executives contributes its experience and insight to inform our research agenda, and its companies are early adopters of the outcomes of that research. Carrying this work forward is our talented student body, which transmits classroom theories into the workplace. This confluence of a highly engaged corporate community, a world-class faculty, and outstanding students creates an environment for marketing innovation found nowhere but here.
The influence, output, and distinction of faculty research is the core driver of the Carlson School’s ability to set the standards of the marketing discipline. Our faculty members are pioneers, researching a breadth of topics such as brand dilution, brand equity, drivers of technology, innovation metrics, channels of distribution, and cross-cultural consumer behavior. Their work consistently appears in the most prestigious journals, including 27 placements since January of 2005.

The success of the marketing department depends on the Carlson School’s role as a magnet for researchers and practitioners from across the country. Their connections to the school lead to a comprehensive, interdisciplinary approach. Marketing faculty members have doctorates in the fields of marketing, economics, psychology, and other disciplines. This diversity leverages intellectual synergies that lead to principal and fundamental research. The Institute for Research in Marketing plays an important role in fostering research by funding deserving projects and by disseminating research findings.

The Institute for Research in Marketing further influences conversations in the discipline of marketing by hosting lectures and conferences. Carlson on Branding, the institute’s inaugural conference, attracted a national audience of academics and practitioners for a dialogue on the latest developments in the field. And June 6–8, 2007, the Institute for Research in Marketing will co-host a conference in Minneapolis with the Marketing Science Institute.

This year, the Institute for Research in Marketing funded seven marketing-focused research projects in response to its first-ever call for proposals. The institute encourages research in marketing from a variety of perspectives and disciplines. Projects in the Department of Marketing and Logistics Management and the Department of Information and Decision Sciences were funded.

carlsonschool.umn.edu/marketinginstitute
Groundbreaking research

Carlson School marketing faculty are on the cutting edge of research. In 2005-2006, 27 of their research papers were accepted for publication in premier journals—a concentration of research excellence nearly unheard of in academia. The most recent 15 are listed below.


Professor Deborah Roedder John

Carlson School marketing professor Deborah Roedder John is one of a small group of leading researchers who are exploring global branding. Her most recent work focuses on global brand extensions and how consumer reactions to the extensions differ between cultures.

Brand extensions are a technique that a firm uses to sell products in new categories under an established brand name. For example, Coca-Cola has established its brand around soft drinks. What happens if the company begins to sell Coke-branded popcorn?

“One, many companies have global brands that they sell across the world," says John. “The issue for my research is to understand whether Eastern consumers or Western consumers are more accepting of the brand extensions that are out there.”

Consumers, John says, assess brand extensions differently in different cultures. And her research concludes that consumers in Eastern cultures, including Asian countries, are more likely to respond well to a brand extension than are consumers from Western cultures, including Europe and the United States. Although Coke-branded popcorn might not be popular in the U.S., consumers in India are more likely to view the brand extension favorably.

John’s research could provide useful insights for companies planning to bolster their international sales strategies. And the academic community is developing considerable interest in global branding, due in part to several Carlson School marketing department faculty members who are actively researching the topic.

“The unique thing about our department is that we have so many people working on global branding. At most business schools, you’ll find only one person on the faculty who’s researching this,” says John. “In terms of publishing our papers in the best journals, the Carlson School is rapidly building a reputation as a leader in this field.”
The Institute for Research in Marketing offers the business community privileged access to the top-quality research carried out by Carlson School marketing faculty. Select executives from national firms serve on the Institute for Research in Marketing advisory board. Board members make up a distinguished roster of corporate marketing experts. The advisory board regularly convenes with Carlson School marketing faculty for advanced dialogue that includes exposure to current research as well as an airing of pressing issues facing practitioners. Their companies make both financial and intellectual contributions to the success of the institute. Our direct interaction with corporations leads to better research and a more innovative approach to key marketing concepts.

These outcomes are available because the Carlson School occupies a unique place as an academic powerhouse at the heart of a thriving business community. We’ve captured the attention of our corporate partners through the quality of our work and the level of resources that we provide here.

For the latest in marketing innovation, great companies come here.
Assistant Professor Om Narasimhan

Assistant Professor Om Narasimhan is at home at the Carlson School, where the eclectic intellectual atmosphere is well suited to his interests. “I could never have anticipated the collegiality and the level of support for research I found here,” says Narasimhan.

Minneapolis/St. Paul is an area rich in technology and food industry firms that face complex channel coordination issues, and Narasimhan is in a hospitable environment for his research. His work emphasizes a quantitative approach to understanding issues in technology and channel management.

Narasimhan’s research has both theoretical and practical significance. An early paper on innovation in technology-intensive industries (such as pharmaceuticals and semiconductors) uses cutting-edge methods to explain how the most successful firms use marketing to garner competitive advantages. His recent work examines channel issues in mega-mergers such as those in the beverage industry.

In all of his work, Narasimhan’s focus has been on a rigorous research response to novel questions and has been fueled by a growing interest in incorporating behavioral phenomenon in quantitative models.

Recently, Narasimhan was invited to the 2007 Marketing Science Institute Young Scholars Program. He continues to leverage links to the corporate community through the Institute for Research in Marketing. “I’ve been building connections with a Who’s Who of business leaders,” he says, “thanks to the opportunities provided by the institute.”
Carlson School marketing faculty

Associate Professor Rohini Ahluwalia
PhD, The Ohio State University

Professor Mark E. Bergen
PhD, University of Minnesota
Marketing Department Chair
Carolyn I. Anderson Professorship in Business Education Excellence

Associate Professor Rajesh Chandy
PhD, University of Southern California
Carlson School Professor of Marketing

Assistant Professor Tony Cui
PhD, University of Pennsylvania

Assistant Professor Yan Dong
PhD, University of Maryland

Assistant Professor Jane E. J. Ebert
PhD, Harvard University

Associate Professor Robert Hansen
PhD, University of Wisconsin

Professor Michael J. Houston
PhD, University of Illinois
Associate Dean of Cross-Program Activities
Ecolab-Pierson M. Grieve Chair in International Marketing

Professor Deborah Roedder John
PhD, Northwestern University
Curtis L. Carlson Chair in Marketing

Professor George John
PhD, Northwestern University
Pillsbury Co./Paul S. Gerot Chair in Marketing

Professor Barbara Loken
PhD, University of Illinois

Assistant Professor Selin Malkoc,
PhD, University of North Carolina

Professor Joan Meyers-Levy
PhD, Northwestern University

Assistant Professor Prokriti Mukherji
PhD, University of Southern California

Assistant Professor Om Narasimhan
PhD, University of Southern California

Professor Akshay R. Rao
PhD, Virginia Tech
Director of the Institute for Research in Marketing
General Mills Professor of Marketing

Professor Kenneth J. Roering
PhD, University of Iowa

Professor Robert Ruekert
PhD, University of Wisconsin
Associate Dean of Undergraduate Programs

Assistant Professor Kathleen D. Vohs
PhD, Dartmouth College