

## VITA

Name: James C. Anderson  
Born: January 31, 1953  
Office Address: Department of Marketing  
Kellogg School of Management  
Northwestern University  
2001 Sheridan Road  
Evanston, Illinois 60208

### EDUCATION

Ph.D. 1978 Psychology, Michigan State University, East Lansing, Michigan. Major Area: Consumer Psychology. Minor Areas: Quantitative Psychology and Social Psychology.  
M.A. 1975 Psychology, Michigan State University, East Lansing, Michigan. Major Area: Consumer Psychology.  
B.A. 1974 Psychology, Western Illinois University, Macomb, Illinois. Minor: Marketing.

### PROFESSIONAL EXPERIENCE

September 1990 to present William L. Ford Distinguished Professor of Marketing and Wholesale Distribution, and Professor of Behavioral Science in Management, Kellogg School of Management, Northwestern University.  
Courses taught: MKT D53, a master's level course in business marketing; MKT D66, a master's level course in marketing policy; and E20, a doctoral seminar in measurement and structural equation modeling. Teaching also in the Executive Master's Program and various executive programs.  
September 1987 to August 1990 William L. Ford Distinguished Professor of Marketing and Wholesale Distribution, and Associate Professor of Behavioral Science in Management, Kellogg Graduate School of Management, Northwestern University.  
September 1987 Associate Professor of Behavioral Science in Management (with tenure), Kellogg Graduate School of Management, Northwestern University.

PROFESSIONAL EXPERIENCE (continued)

- July 1984 to August 1987 Assistant Professor of Marketing, Kellogg Graduate School of Management, Northwestern University.
- September 1981 to July 1984 Assistant Professor of Marketing, Department of Marketing Administration, University of Texas at Austin.
- Courses taught: MKT 397, a graduate seminar in industrial marketing; MKT 370, an upper-level undergraduate course in marketing strategy and policy; and MKT 337, an undergraduate course in principles of marketing.
- September 1978 to September 1981 Senior Research Psychologist, E. I. duPont de Nemours and Company, Inc.
- Employed in the corporate marketing research division. Primary responsibilities: Designed and conducted industrial marketing and consumer research. Consulted on marketing strategy and strategic planning.
- January 1980 to September 1981 Adjunct Assistant Professor, Department of Business Administration, University of Delaware.
- Courses taught: BU 867, a graduate seminar in consumer and organizational buying behavior; and BU 473, an upper-level undergraduate course in consumer and organizational buying behavior.
- February 1979 to December 1979 Part-time Assistant Professor, Department of Business Administration, University of Delaware. Course taught: BU 473.
- June 1977 to October 1977 Intern at Leo Burnett USA, Advertising. Worked in Copy and Creative Research Group headed by John Fiedler.
- Primary responsibilities: Designed and conducted developmental research for package evaluation from an advertising standpoint.
- March 1977 to June 1977; June 1978 to August 1978 Instructor, Michigan State University.
- Courses: Psychology 455, an undergraduate course in personnel research techniques; and Psychology 215, an undergraduate course in psychological measurement. Co-taught courses with another graduate student.
- September 1976 to December 1976 Lecturer in Psychology, University of Michigan - Flint.
- Course: Psychology 327, an upper level undergraduate course in personnel research techniques.

## RESEARCH AND PUBLICATIONS

### Journal Publications

- Wynstra, Finn, Anderson, James C., Narus, James A. and Wouters, Marc (2012). Supplier Development Responsibility and NPD Project Outcomes: The Roles of Monetary Quantification of Differences and Supporting-Detail Gathering. *Journal of Product and Innovation Management*, forthcoming.
- Anderson, James C., Wouters, Marc, and van Rossum, Wouter (2010). Why the Highest Price Isn't the Best Price. *MIT Sloan Management Review*, 51(2) Winter, 69-76.
- Anderson, James C. and Wynstra, Finn (2010). Purchasing Higher-Value, Higher-Price Offerings in Business Markets. *Journal of Business-to-Business Marketing*, 17(1) January-March, 29-61. [Winner of *JBBM* Outstanding Article of the Year for 2010]
- Wouters, Marc, Anderson, James C., Narus, James A., and Wynstra, Finn (2009). Improving Sourcing Decisions in NPD Projects: Monetary Quantification of Points of Difference. *Journal of Operations Management*, 27(1) January, 64-77.
- Anderson, James C., Kumar, Nirmalya, and Narus, James A. (2008). Business Market Value Merchants. *Marketing Management*, 17(2) March-April, 31-35.
- Narus, James A. and Anderson, James C. (2007). A Commentary on "Business Marketing in Master's Programs: A Part of the Fabric: Cut from the same cloth? *Journal of Business-to-Business Marketing*, 14(1), 61-68.
- Anderson, James C., Zerrillo, Phillip E., and Wang, Lihua (2006). Estimating Firm-Specific and Relational Properties in Interorganizational Relationships in Marketing. *Journal of Business-to-Business Marketing*, 13(4), 29-67. [Winner of *JBBM* Outstanding Article of the Year for 2006]
- Anderson, James C., Narus, James A., and van Rossum, Wouter (2006). Customer Value Propositions in Business Markets. *Harvard Business Review*, 84(3) March, 90-99.
- Wouters, Marc, Anderson, James C., and Wynstra, Finn (2005). The adoption of Total Cost of Ownership for sourcing decisions – A structural equations analysis. *Accounting, Organizations and Society*, 30(2) February, 167-191.
- Anderson, James C. and Narus, James A. (2003). Selectively Pursuing More of Your Customer's Business. *MIT Sloan Management Review*, 44(3) Spring, 42-49.
- Anderson, James C., Thomson, James B.L., and Wynstra, Finn (2000). Combining Value and Price to Make Purchase Decisions in Business Markets. *International Journal of Research in Marketing*, 17(4) December, 307-329.
- Thomson, James B. L. and Anderson, James C. (2000). Pursuing Risk-Sharing, Gain-Sharing Arrangements. *Marketing Management*, 9(2) Summer, 40-47.

Journal Publications (continued)

Anderson, James C. and Narus, James A. (1998). Business Marketing: Understand What Customers Value. *Harvard Business Review*, 76(6) November-December, 53-65 (Reprint # 98601).

Narus, James A. and Anderson, James C. (1998). Master's Level Education in Business Marketing: Quo Vadis? *Journal of Business-to-Business Marketing*, 5(1/2), 75-93.

Reprinted in: *Fundamentals of Business Marketing Education*, J. David Lichtenthal, ed. (New York: Best Business Books, Haworth Press, 2004), 87-104.

Narus, James A. and Anderson, James C. (1998). Making Business Marketing More Prominent in Master's Programs: Reply to Earl D. Honeycutt, Jr. *Journal of Business-to-Business Marketing*, 5(1/2), 99-102.

Reprinted in: *Fundamentals of Business Marketing Education*, J. David Lichtenthal, ed. (New York: Best Business Books, Haworth Press, 2004), 109-112.

Narus, James A. and Anderson, James C. (1996). Rethinking Distribution: Adaptive Channels. *Harvard Business Review*, 74(4) July-August, 112-120 (Reprint # 96409).

Reply to Letters to the Editor, *Harvard Business Review*, 74(5) September-October 1996, 194.

Anderson, James C. (1995). Relationships in Business Markets: Exchange Episodes, Value Creation, and Their Empirical Assessment. *Journal of the Academy of Marketing Science*, 23(4) Fall, 347-351. (Part of a special issue on Relationship Marketing).

Anderson, James C. and Narus, James A. (1995) Capturing the Value of Supplementary Services. *Harvard Business Review*, 73(1) January-February, 75-83 (Reprint # 95101).

Reprinted in: *Harvard Business Review on Strategies for Growth*, (Boston: Harvard Business School Press, 1998), 149-170.

Narus, James A. and Anderson, James C. (1995). Using Teams to Manage Collaborative Relationships in Business Markets. *Journal of Business-to-Business Marketing*, 2(3), 17-46.

Anderson, James C., Håkansson, Håkan and Johanson, Jan (1994). Dyadic Business Relationships Within a Business Network Context. *Journal of Marketing*, 58(4) October, 1-15.

Anderson, James C., Jain, Dipak and Chintagunta, Pradeep A. (1993). Customer Value Assessment in Business Markets: A State-of-Practice Study. *Journal of Business-to-Business Marketing*, 1(1) Spring, 3-29.

Kumar, Nirmalya, Stern, Louis W. and Anderson, James C. (1993). Conducting Interorganizational Research Using Key Informants. *Academy of Management Journal*, 36(6) December, 1633-1651.

Journal Publications (continued)

Gerbing, David W. and Anderson, James C. (1992). Monte Carlo Evaluations of Goodness of Fit Indices for Structural Equation Models. *Sociological Methods & Research*, 21(2) November, 132-160.

Reprinted in Kenneth A. Bollen and J. Scott Long, eds. (1993). *Testing Structural Equation Models*, Newbury Park (CA): SAGE Publications, 40-65.

Anderson, James C. and Gerbing, David W. (1992). Assumptions and Comparative Strengths of the Two-Step Approach: Comment on Fornell and Yi. *Sociological Methods & Research*, 20(1) February, 321-333.

Anderson, James C. and Gerbing, David W. (1991). Predicting the Performance of Measures in a Confirmatory Factor Analysis With a Pretest Assessment of Their Substantive Validities. *Journal of Applied Psychology*, 76(5) October, 732-740.

Anderson, James C. and Narus, James A. (1991). Partnering as a Focused Market Strategy. *California Management Review*, 33(3) Spring, 95-113.

Reprinted in Sidney J. Levy, George R. Frerichs and Howard L. Gordon, eds. (1994). *Marketing Manager's Handbook*. Chicago: The Dartnell Press, 1010-1029.

Abstracted in *The Journal of Product Innovation Management*, 8(4) December 1991, 310-312.

Anderson, James C. and Narus, James A. (1990). A Model of Distributor Firm and Manufacturer Firm Working Partnerships. *Journal of Marketing*, 54(1) January, 42-58.

Anderson, James C. and Gerbing, David W. (1988). Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach. *Psychological Bulletin*, 103(3) May, 411-423.

Gerbing, David W. and Anderson, James C. (1988). An Updated Paradigm for Scale Development Incorporating Unidimensionality and Its Assessment. *Journal of Marketing Research*, 25(2) May, 186-192.

Narus, James A. and Anderson, James C. (1988). Strengthen Distributor Performance Through Channel Positioning. *Sloan Management Review*, 29(2) Winter, 31-40.

Sethuraman, Rajagopalan, Anderson, James C. and Narus, James A. (1988). Partnership Advantage and Its Determinants in Manufacturer and Distributor Working Partnerships. *Journal of Business Research*, 17(4) December, 327-347.

Anderson, James C. (1987). An Approach for Confirmatory Measurement and Structural Equation Modeling of Organizational Properties. *Management Science*, 33(4) April, 525-541.

Anderson, James C. (1987). The Effect of Type of Representation Upon Industrial Supplier and Customer Firms' Judgments of New Product Acceptance. *Industrial Marketing and Purchasing*, 2(2), 29-46.

Journal Publications (continued)

- Anderson, James C., Gerbing, David W. and Hunter, John E. (1987). On the Assessment of Unidimensional Measurement: Internal and External Consistency, and Overall Consistency Criteria. *Journal of Marketing Research*, 24(4) November, 432-437.
- Gerbing, David W. and Anderson, James C. (1987). Improper Solutions in the Analysis of Covariance Structures: Their Interpretability and a Comparison of Alternate Respecifications. *Psychometrika*, 52(1) March, 99-111.
- Narus, James A. and Anderson, James C. (1987). Distributor Contributions to Partnerships with Manufacturers. *Business Horizons*, 30(5) September-October, 34-42.
- Narus, James A. and Anderson James C. (1986). Industrial Distributor Selling: The Roles of the Outside and Inside Sales Forces. *Industrial Marketing Management*, 15(1) February, 55-62.
- Narus, James A. and Anderson, James C. (1986). Turn Your Industrial Distributors into Partners. *Harvard Business Review*, 64(2) March-April, 66-71.
- Reprinted in Benson P. Shapiro and John Siviokla, eds. (1993). *Seeking Customers*. Boston, MA: Harvard Business School Press, 301-311.
- Reprinted in Robert J. Dolan, ed. (1991). *Strategic Marketing Management*. Boston: Harvard Business School Press, 348-356.
- Reprinted in Philip Kotler and Keith K. Cox, eds. (1988). *Marketing Management and Strategy: A Reader*. Englewood Cliffs, NJ: Prentice Hall, 302-309.
- Anderson, James C. (1985). A Measurement Model to Assess Measure-Specific Factors in Multiple-Informant Research. *Journal of Marketing Research*, 22(1) February, 86-92.
- Anderson, James C., Gerbing, David W. and Narayanan, A. (1985). A Comparison of Two Alternate Residual Goodness-of-Fit Indices. *Journal of the Market Research Society*, 27(4) October, 283-291.
- Gerbing, David W. and Anderson, James C. (1985). The Effects of Sampling Error and Model Characteristics on Parameter Estimation for Maximum Likelihood Confirmatory Factor Analysis. *Multivariate Behavioral Research*, 20(3) July, 255-271.
- Anderson, James C. and Gerbing, David W. (1984). The Effect of Sampling Error on Convergence, Improper Solutions, and Goodness-of-Fit Indices for Maximum Likelihood Confirmatory Factor Analysis. *Psychometrika*, 49(2) June, 155-173.
- Anderson, James C. and Narus, James A. (1984). A Model of the Distributor's Perspective of Distributor-Manufacturer Working Relationships. *Journal of Marketing*, 48(4) Fall, 62-74.
- Anderson, James C. and Sivacek, John M. (1984). Augmentation, Single Causation, Discounting, and Minimum Causation in Attributions. *Basic and Applied Social Psychology*, 5(1) March, 83-93.

### Journal Publications (continued)

- Gerbing, David W. and Anderson, James C. (1984). On the Meaning of Within-Factor Correlated Measurement Errors. *Journal of Consumer Research*, 11(1) June, 572-580.
- Anderson, James C. and Gerbing, David W. (1982). Some Methods for Respecifying Measurement Models to Obtain Unidimensional Construct Measurement. *Journal of Marketing Research*, 19(4) November, 453-460.
- Harrell, Gilbert D., Hutt, Michael D., and Anderson, James C. (1980). Path Analysis of Buyer Behavior Under Conditions of Crowding. *Journal of Marketing Research*, 17(1) February, 45-52.
- Anderson, James C. (1978). The Validity of Haire's Shopping List Projective Technique. *Journal of Marketing Research*, 15(4) November, 644-649.

### Books and Monographs

- Anderson, James C., Kumar, Nirmalya, and Narus, James A. (2007). *Value Merchants: Demonstrating and Documenting Superior Value in Business Markets*. Boston: Harvard Business School Press.
- Anderson, James C., Narus, James A., and Narayandas, Das (2009). *Business Market Management: Understanding, Creating, and Delivering Value*, 3<sup>rd</sup> edition. Upper Saddle River, NJ: Pearson Prentice Hall.
- Anderson, James C. and Narus, James A. (2004). *Business Market Management: Understanding, Creating, and Delivering Value*, 2<sup>nd</sup> edition. Upper Saddle River, NJ: Pearson Prentice Hall.
- Anderson, James C. and Narus, James A. (2004). *Teaching Business Market Management*, second edition. Upper Saddle River, NJ: Pearson Prentice Hall.
- Narus, James A. and Anderson, James C. (1987). *The Wholesale Distribution Channel: Building Successful Working Partnerships*. Washington, D. C.: Distribution Research & Education Foundation.

### Published Papers

- Anderson, James C. and Carpenter, Gregory S. (2011). A Framework for Creating Value Propositions. In *Wiley International Encyclopedia of Marketing*, J. Sheth and N. Malhotra, eds; Volume 1: *Marketing Strategy*, R.A. Peterson and R.A. Kerin, eds. West Sussex (UK): John Wiley & Sons, 1 – 2.
- Anderson, James C. and Carpenter, Gregory S. (2005). Brand Strategy for Business Markets. In *Kellogg on Branding*, A. Tybout and T. Calkins, eds. New York: John Wiley & Sons, forthcoming.

Published Papers (continued)

- Anderson, James C. (2004). From Understanding to Managing Customer Value in Business Markets. In *Rethinking Marketing: Developing a New Understanding of Markets*, H. Håkansson, D. Harrison, and A. Waluszewski, eds. London: John Wiley & Sons, Ltd., 137-159.
- Anderson, James C., Carpenter, Gregory S., and Narus, James A. (2001). Managing Market Offerings in Business Markets. In *Kellogg on Marketing*, D. Iacobucci, ed. New York: John Wiley & Sons, 330-365.
- Anderson, James C. and Carpenter, Gregory S. (1998). Escaping the commodity trap in business markets. In *Financial Times*, Mastering Marketing supplement, November 2, 4-6.
- Reprinted in Tim Dickson and Neville Hawcock, eds. (1999). *Mastering Marketing*. London: Pearson Education Ltd., 241-246.
- Anderson, James C. and Donthu, Naveen (1988). A Proximate Assessment of the External Validity of Conjoint Analysis. In *1988 AMA Educators' Proceedings*, C. A. Ingene, G. L. Frazier et al., eds. Chicago: American Marketing Association, 287-291.
- Anderson, James C. and Narus, James A. (1986). Toward a Better Understanding of Distribution Channel Working Relationships. In *Industrial Marketing: A German-American Perspective*, K. Backhaus and D. Wilson, eds. Berlin: Springer-Verlag, Inc., 320-336.
- Anderson, James C. and Narus, James A. (1985). Social Exchange Concepts and Distributor-Manufacturer Working Relationships. Paper presented at the Ninety-second Annual Convention of the American Psychological Association in August 1984, and appearing in *Proceedings of the Division of Consumer Psychology*, D. W. Stewart, ed. San Antonio, TX: Division of Consumer Psychology, American Psychological Association, 40-41.
- Anderson, James C. and Haley, George T. (1984). The Impact of Published Conference Proceedings on Marketing and Consumer Research. In *Advances in Consumer Research*, Vol. XI, T. C. Kinnear, ed. Ann Arbor, MI: Association for Consumer Research, 133-136.
- Anderson, James C. and Narus, James A. (1984). Power Antecedents in Channel Relationships: Equity and Social Exchange Perspectives. Paper presented at the Ninety-first Annual Convention of the American Psychological Association in August 1983, and appearing in *Proceedings of the Division of Consumer Psychology*. J. C. Anderson, ed. San Antonio, TX: Division of Consumer Psychology, American Psychological Association, 77-81.
- Anderson, James C. and Harrell, Gilbert D. (1983). A Comparison of Alternate Ways of Weighting Compositional Multiattribute Models. In *Proceedings of the 1983 Southwestern Marketing Association Conference*. Barnett Greenberg, ed., 45-48.
- Anderson, James C. and Ridgway, Nancy M. (1983). Marketing a Professional Association: The Effect of Varied Persuasive Appeals. Paper presented at the Ninetieth Annual Convention of the American Psychological Association in August 1982, and appearing in *Proceedings of the Division of Consumer Psychology*, M. B. Mazis, ed., 20-22.

Anderson, James C. (1981). A Potential Problem in the Use of Orthogonal Arrays in Conjoint Analysis. In *AIDS 1981 Proceedings*, Vol. 1, G. R. Reeves and J. R. Sweigart, eds. Atlanta: American Institute for Decision Sciences, 278-280.

### Proceedings Edited

Lichtenthal, David, Spekman, Robert E., Wilson, David T., Anderson, James C., Anderson, Paul F., Bonoma, Tom, Cespedes, Frank V., Hills, Gerald E., Johnston, Wesley J., Narus, James A., Reve, Torger, Root, H. Paul, and Ryan, Michael J. (eds.) (1990). *1990 AMA Winter Educators' Proceedings*. Chicago: American Marketing Association.

Douglas, Susan P., Solomon, Michael R., Alpert, Mark I., Anderson, James C., Doyle, Peter, Ford, Gary T., Frazier, Gary L., Mahajan, Vijay, and Pride, William M. (eds.) (1987). *1987 AMA Educators' Proceedings*. Chicago: American Marketing Association.

Anderson, James C. (ed.) (1984). *Proceedings of the Division of Consumer Psychology*, San Antonio, TX: Division of Consumer Psychology, American Psychological Association.

### Presented Workshops

Anderson, James C. and Gerbing, David W. (1983). Structural equation modeling: A path to understanding? Workshop presented at the American Institute for Decision Sciences 1983 National Conference, and an abstract appearing in *AIDS 15th Annual Meeting Proceedings*, V. Thomas Dock (ed.). Atlanta: American Institute for Decision Sciences, 922.

An updated version of this workshop was given as an invited workshop at the 1984 Southwestern Marketing Association Conference, San Antonio, TX.

### Presented Papers

Anderson, James C. *Value Merchants: Demonstrating and Documenting Superior Value in Business Markets*, Keynote address at the 14<sup>th</sup> Winter Conference of the Institute for the Study of Business Markets (ISBM), Tampa (FL), February 2008.

Anderson, James C. *Getting a more equitable return on value in business markets*. An invited paper presented at the Marketing Science Institute Conference: Marketing, Sales, and Customers, Cambridge (MA), December 2005.

Anderson, James C. *Customer value in business markets*. An invited colloquium at Ohio State University, Columbus (OH), February 2004.

Anderson, James C. *Customer value in business markets*. An invited paper presented at the 2003 American Marketing Association Summer Educators Conference, Chicago (IL), August 2003.

Anderson, James C. *Customer value in business markets*. Invited paper presented at the Conference: Towards a New Understanding of Marketing, Norwegian School of Management (BI), Oslo, Norway, May 2003.

Presented Papers (continued)

Anderson, James C. Getting an equitable return on value in business markets. Paper presented as an invited colloquium at Harvard Business School, Boston (MA), March 2002.

Wouters, Marc, Wynstra, Finn, and Anderson, James C. What gets measured, gets done – but how do the measurements get done? Paper presented at the 11<sup>th</sup> Annual International Purchasing and Supply Education and Research Association (IPSEERA) Conference, Enschede, the Netherlands, March 2002.

Anderson, James C. Getting an equitable return on services: Approaches and practices. An invited presentation to the 18<sup>th</sup> Annual Members Meeting of the Institute for the Study of Business Markets, State College (PA), August 24, 2001.

Anderson, James C. Purchasing and business marketing: Is there value in working together? An invited plenary session presentation at the 10<sup>th</sup> Annual International Purchasing and Supply Education and Research Association (IPSEERA) Conference, Jönköping, Sweden, April 2001.

Anderson, James C. and Ollie T. Martins. Really understanding value in business markets: problems and perspectives. An invited presentation to The Sixth Joint Conference of the Institute for the Study of Business Markets and the Center for Business and Industrial Marketing, Atlanta, January 2000.

Anderson, James C. Really understanding value in business markets. Keynote address to The Fifth Joint Conference of the Institute for the Study of Business Markets and the Center for Business and Industrial Marketing, Atlanta, January 1999.

Anderson, James C. Becoming more international in business marketing. An invited presentation to the Doctoral Internationalization Consortium in Marketing. The University of Texas at Austin, June 1997.

Anderson, James C. A perspective on becoming more international in business marketing. An invited presentation to the Doctoral Internationalization Consortium in Marketing, The University of Texas at Austin, March 1995.

Anderson, James C. An integrative perspective on relationship marketing. Paper presented at the 1994 American Marketing Association Faculty Consortium on Relationship Marketing, Atlanta, June 1994.

Anderson, James C., Håkansson, Håkan, and Johanson, Jan. Viewing business relationships within a network context. Invited paper presented at the Internationalization, Relationships and Networks Colloquium, Uppsala University, Uppsala Sweden, June 1994.

A revised version of this paper was also presented at the Second Research Conference on Relationship Marketing, Atlanta, June 1994.

Anderson, James C., Håkansson, Håkan, and Johanson, Jan. Dyadic business relationships within business networks. Paper presented as an invited colloquium at Ohio State University, Columbus (OH), May 1993.

Presented Papers (continued)

Anderson, James C. and Narus, James A. Business channel management: The next ten years. Invited paper presented at the 10th Anniversary ISBM Members Meeting, State College (PA), June 1993.

Anderson, James C. and Frazier, Gary L. Channels and business marketing: Quo vadis? Invited paper presented at the 1992 American Marketing Association Doctoral Consortium, East Lansing, MI, August 1992.

Kumar, Nirmalya, Stern, Louis W., and Anderson, James C. Revisiting the key informant methodology in marketing channels research: Problems and prospects. Paper presented at the TIMS 1992 Marketing Science Conference, London (UK), July 1992.

Anderson, James C., Håkansson, Håkan, and Johanson, Jan. Dyadic business relationships and business networks: An integrative essay and prospectus for research. Invited paper presented at the 1991 American Marketing Association Doctoral Consortium, Los Angeles CA, August 1991.

Anderson, James C. Estimating organizational constructs from multiple informant reports: A confirmatory measurement model with measure-specificity equality constraints. Paper presented at the TIMS 1991 Marketing Science Conference, Wilmington DE, March 1991.

Narus, James A. and Anderson, James C. Methodological issues in measuring trust in channel relationships. Paper presented as part of a special session at the 1991 AMA Winter Educators' Conference, Orlando FL, February 1991.

Anderson, James C. Alternate representations of organizational properties: Quo vadis?, Invited paper presented at the Business Marketing Conference, Ft. Lauderdale FL, December 1990.

Anderson, James C. and Narus, James A. Value-based segmentation, targeting and positioning. Paper presented at the 1990 AMA Winter Educators' Conference, Scottsdale AZ, February 1990.

Anderson, James C. Alternate representations of organization properties: Will the "true" construct please stand? Invited paper presented at the Fifth International Marketing and Purchasing (IMP) Conference, State College PA, September 1989.

Anderson, James C. and Narus, James A. Managing business marketing channels. Paper presented at the 1989 American Marketing Association Business Marketing Workshop, cosponsored with the Institute for the Study of Business Markets, Tempe AZ, October 1988.

Anderson, James C., Jain, Dipak C. and Chintagunta, Pradeep K. Understanding customer value in business markets: Methods of customer value assessment. Paper presented at the 1989 American Marketing Association Business Marketing Workshop, cosponsored with the Institute for the Study of Business Markets, Tempe AZ, October 1988.

Gerbing, David W. and Anderson, James C. Unidimensionality and reliability in scale development: Their assessment and interpretation. Paper presented at the 1988 Marketing Science Conference, Seattle, March 1988.

Presented Papers (continued)

Anderson, James C. and Gerbing, David W. Structural equation modeling practice: A review and recommended two-step approach. Paper presented at the 1987 Marketing Science Conference, Jouy-en-Josas, France, June 1987.

A revised version of this paper was also presented as an invited colloquium at the Department of Marketing and Transportation Administration, Michigan State University, East Lansing, May 1988, and at the College of Business Administration, University of Cincinnati, Cincinnati, May 1988.

Anderson, James C. Assessing commonalities and differences across groups using multiple informants. Paper presented as part of a special session at the American Marketing Association Educators' Conference, Chicago, August 1986.

Anderson, James C. On confirmatory measurement and structural modeling of properties of marketing organizations. Paper presented at the 1985 TIMS/ORSA Marketing Science Conference, Nashville, March 1985.

Anderson, James C. Second-order confirmatory factor analysis. Paper presented as part of a special session at the American Marketing Association Educators' Conference, Washington, D.C., August 1985.

Anderson, James C. and Gerbing, David W. Structural equation modeling in practice: A review and suggested two-step approach. Paper presented as part of the D. Maynard Phelps distinguished lecture series in marketing, The University of Michigan, Ann Arbor, March 1985. Also presented as an invited colloquium at the Weatherhead School of Management, Case Western Reserve University, Cleveland, April 1985.

A revised version of this paper was presented as an invited colloquium at the College of Business and Economics, University of Delaware, Newark (DE), February 1986, and at the Wharton School, University of Pennsylvania, Philadelphia, April 1986.

Anderson, James C. and Narus, James A. Industrial distributor and manufacturer working relationships. Paper presented at the Strategic Approach to Business Marketing Conference, College Park, MD, February 1984.

Anderson, James C. Some work on improper solutions in linear structural models. Paper presented as part of a special session at the American Marketing Association Educators' Conference, Chicago, August 1984.

Anderson, James C. On the assessment of construct validity with organizational informants. Paper presented at the TIMS/ORSA Joint National Meeting Chicago, April 1983.

Anderson, James C. Product attributions and operation of the discounting principle for single versus multiple experiences with a product. Paper presented at the meeting of the Eastern Psychological Association, New York, April 1981.

Work in Process

Anderson, James C. and Iacobucci, Dawn. Good measure or bad? Model context and the meaning of measure specificity in structural equation modeling. Research in progress.

Dissertation and Master's Thesis

Anderson, J. C. Strength of product attribution and operations of the discounting principle for single versus multiple experiences with a product. Unpublished doctoral dissertation, Michigan State University, 1978.

Anderson, J. C. List valence and Haire's shopping list projective technique. Unpublished master's thesis, Michigan State University, 1975.

## INTERNATIONAL EXPERIENCE

Visiting Research Professor, School of Business, Public Administration & Technology, University of Twente, the Netherlands, April 2003 to present.

Visiting Research Professor, Department of Technology Management, Eindhoven University of Technology, the Netherlands, January 2000 to December 2003.

Visiting Professor, Department of Business Studies, Uppsala University, Sweden. Taught a two-day course in business marketing, Executive Master's Program, each year from June 1991 to May 1999.

Visiting Research Professor, Department of Business Studies, Uppsala University, and Institute for Distribution Research (D Section), Stockholm School of Economics, Sweden, April-June, 1990.

Visiting Professor, Executive Master's Program, TSM School of Business, Twente University, Enschede, the Netherlands. Taught a two-day course in business marketing, each year from April 1989 to May 1998. Co-taught a four-day course in business marketing, each year from May 1999 to 2001.

PROFESSIONAL SOCIETY MEMBERSHIPS

American Psychological Association (Elected as a Fellow, 1990)

Society for Consumer Psychology (Division 23)

Division of Evaluation and Measurement (Division 5)

Society for Industrial and Organizational Psychology (Division 14)

American Marketing Association

## PROFESSIONAL RECOGNITION AND SERVICE

### Research Institution Affiliations

Irwin Gross Distinguished ISBM Research Fellow, Institute for the Study of Business Markets, Pennsylvania State University, University Park, PA. Named the first to hold this position, June 1999; continued through 2011.

AT&T Bell Laboratories ISBM Research Fellow, Institute for the Study of Business Markets, Pennsylvania State University, University Park, PA. Named the first to hold this position, March 1990; continued through 1999.

Member, ISBM Advisory Board, Institute for the Study of Business Markets, Pennsylvania State University, University Park, PA, May 1992 to present.

Research Program Director, Institute for the Study of Business Markets (ISBM), Pennsylvania State University, University Park, PA, January 1987 to June 1991.

Project Director, University Steel Resource Center (USRC), Northwestern University, Evanston, IL, January 1987 to December 1991.

### Reviewing

Member of the Editorial Board: *International Journal of Research in Marketing* (January 2001 to December 2006), *Journal of Applied Psychology* (January 1988 to December 1994), *Journal of Marketing Research* (January 1986 to July 2003), *Journal of Business-to-Business Marketing* (May 1990 to present), *Journal of Strategic Marketing* (June 1999 to present), *Structural Equation Modeling* (May 1993 to December 1998)

Occasional reviewer for: *Journal of Experimental Social Psychology*, *Journal of Marketing*, *Journal of Retailing*, *Marketing Science*, *Multivariate Behavioral Research*, *Psychological Bulletin*, *Psychometrika*, *Management Science*, and *Sloan Management Review*

### American Marketing Association

Chairperson, 2000 AMA Faculty Consortium

Vice President, Business Marketing Division, 1992 - 1993

Vice President-Elect, Business Marketing Division, 1991 - 1992

Member, Board of Directors, 1991 - 1993

Member, Business Marketing Council, Business Marketing Division, 1988 - 1993

Co-Chairperson, Marketing Education Crises and Challenges Track, 1993 Summer Educators' Conference

Chairperson, Research Methodology Track, 1990 Winter Educators' Conference

PROFESSIONAL RECOGNITION AND SERVICE (continued)

American Marketing Association (continued)

Chairperson, Research Methodology Track, 1987 Marketing Educators' Conference

American Psychological Association

1988 - 1991 Chairperson for Planning and Structure, Society for Consumer Psychology

1986 - 1988 Secretary-Treasurer, Division of Consumer Psychology

1985 - 1986 Secretary-Treasurer-Elect, Division of Consumer Psychology

1983 - 1985 Chairperson for Policy and Professional Affairs, Division of Consumer Psychology

1982 - 1983 Convention Program Chairperson, Division of Consumer Psychology

1981 - 1982 Membership Chairperson, Division of Consumer Psychology

Institute for Scientific Information (ISI)

ISI Highly Cited Researcher – A recognition indicating that the number of citations of a researcher's published work place that researcher in the top ½ percent of the more than 5 million researchers indexed in the ISI database.