

June, 2017

## VITA

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Department of Marketing  
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Michigan State University  
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### PRESENT POSITION:

- University Distinguished Professor
- Eli Broad University Professor of Business, Michigan State University
- Senior Advisor to the Dean for Integrative Research and Outreach, Broad College of Business, Michigan State University
- Co-Research Director, Center for Business & Social Analytics, MSU

### EDUCATION:

University of Massachusetts, Amherst, Mass. (May 1976) - Ph.D.  
Major: Quantitative Methods, Marketing

Canisius College, Buffalo, New York (May 1972) - M.B.A.  
Major: Quantitative Methods

Canisius College, Buffalo, New York (May 1970) - B.A.  
Major: Economics    Minor: Philosophy

### PRIOR EMPLOYMENT HISTORY:

Dec 1999-June 2000	Visiting Professor of Marketing, University of Florida, Gainesville (sabbatical)
July 1985-Dec 1990	Professor of Marketing/Professor of DSIS, Associate Dean, Research & Graduate Studies University of Kentucky
May 1983-July 1985	Research Director Dick Pope, Sr. Institute for Tourism Studies. Associate Professor of Marketing, College of Business

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	University of Central Florida
Jan 1983-May 1983	Visiting Professor, Rutgers University, N.J. Resident Consulting work at Bell Laboratories.
Aug 1979-June 1983	Associate Professor of Marketing & Management Science, McGill University, Faculty of Management Associate Dean, Research & Ph.D. Program
Aug 1976-July 1979	Assistant Professor of Marketing & Management Science, McGill University
Sept 1975-Aug 1976	Lecturer, Dept. of Marketing, UMASS - Amherst
Aug 1972-Aug 1975	Research/Teaching Associate, UMASS - Amherst
Sept 1970-June 1972	Director of Statistical Laboratory & Econometrician Canisius College

**COURSES TAUGHT** (Recent Responsibilities Underlined)

*Graduate:* Pricing & Profitability; Product Innovation, Predictive Analytics for Marketing Research, Web-based Marketing, Industrial Marketing, Marketing Research, Advanced Marketing Research, Applied Multivariate Analysis, Management Science in Marketing, Marketing Management, International Marketing, Causal Models in Marketing, Advanced Statistical Models in Marketing, Marketing Decision Support Systems, Management of Technology & Innovation (joint with engineering), Information Systems Research.

*Undergraduate:* Administrative Statistics, Advertising Management, Marketing Research, Management Science in Marketing, Operations Research, Marketing Management, Product Design & Management (Taught jointly with Engineering).

**AWARDS AND HONORS (about 60% shown)**

IAMOT AWARD for Long Term research achievement (2009)

University Distinguished Faculty Award – Michigan State University (2004)

Best Marketing Research Paper Award – American Marketing Association (2003)

Richard J. Lewis Quality Award – Information Technology Program (2002)

Citation of Excellence: ANBAR Electronic Intelligence (NPD) (1997, 1998)

Highest Quality Rating: ANBAR Electronic Intelligence (International Marketing) (1997)

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Ronald E. McNair Outstanding Mentor Award (1997)  
Award for Excellence - Literati Club - Outstanding Paper (JBIM) (1997).  
Richard J. Lewis Quality Award - Global Logistics Research Project (1996)  
Winner Research Proposal Competition - PDMA (1996)  
Richard J. Lewis Quality Award - Food Marketing Consortium (1995)  
Best Competitive Strategy Paper Award - American Marketing Association (1994)  
Steven J. Shaw Award - Southern Marketing Association (1992)  
Best Marketing Strategy Paper Award - Southern Marketing Association (1992)  
Best Intermodal Paper Award - Transportation Research Forum (1991)  
Presidential Merit Grant awarded to top research faculty at University of Kentucky  
(1988 -1989, 1989 -1990, 1990 -1991)  
Best Theory Paper Award - Product Development & Management Association (1990)  
Ashland Oil Research Fellow, University of Kentucky (1987-1990)  
Faculty Research Associate for Vice Chancellor of Research, University of Kentucky  
(1988-1990)  
Franz Edleman Award for Management Science Achievement Semifinalist  
(TIMS/ORSA) (1989)  
Winner of Outstanding Paper Award, Journal of Travel Research (TTRA) (1985)  
Who's Who in the East (1977-1984)  
Honorable Mention, American Marketing Association Dissertation Competition (1976)  
American Marketing Association Doctoral Consortium (1975)  
Outstanding Young Men of America (1973)  
Many Conference Awards, etc. not enumerated.(>20)

### **PROFESSIONAL ASSOCIATIONS**

Academy of Marketing Science (i)  
Product Development Management Association  
American Marketing Association

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## **RESEARCH INTERESTS**

New Product Design & Development Processes, Predictive Analytics, Decision Support Systems in Business, Technological Innovation & Diffusion, Market Segmentation.

## **INTERNATIONAL STUDY SITES VISITED**

Austria\*, Canada\*, Czech Republic, Denmark, England\*, France, Germany\*, Hungary, Japan\*, Norway, Singapore\*, Sweden\*, PRC\*

\*Denotes primary data collection site.

## **PUBLISHED JOURNAL ARTICLES/NON-REFEREED ARTICLES NOTED (\*)**

1. Nguyen, Hang, Roger Calantone, and Ranjani Krishnan, "Influence of Social Media Emotional Word of Mouth on Institutional Investors' Decisions and Firm Value," Management Science, (forthcoming).
2. McCardle, Mike, White, J. Chris, Calantone, Roger, "Market Foresight and New Product Outcomes" Innovation and Strategy, Review of Marketing Research, Vol. 15, 169-203, (October 2018).
3. Chaudhuri, Malika, Calantone, Roger J., Voorhees, Clay M., Cockrell, Seth, "Disentangling the effects of promotion mix on new product sales: An examination of disaggregated drivers and the moderating effect of product class," Journal of Business Research, Vol. 90 (September 2018).
4. Zhao, Yanhui, Calantone, Roger J., Voorhees, Clay M., "Identity change vs. strategy change: the effects of rebranding announcements on stock returns," Journal of the Academy of Marketing Science, Vol. 46, Iss. 5, 795-812 (September 2018).
5. Jean, Ruey-Jer "Bryan", Kim, Daekwan, Chiou, Jyh-She, Calantone, Roger, "Strategic orientations, joint learning, and innovation generation in international customer-supplier relationships," International Business Review, Vol. 27, Iss. 4, 838-851, (August 2018).
6. Nguyen, Hang T., Zhang, Yufei, Calantone, Roger J., "Brand portfolio coherence: Scale development and empirical demonstration," International Journal of Research in Marketing, Vol. 35, Iss. 1, 60-80, (March 2018).
7. Dean, Tereza, Griffith, David A., Calantone, Roger J., "Reciprocal value sharing in manufacturer-retailer relationships: the case of new product introductions," Marketing Letters, Vol. 29, Iss. 1, 87-100 (February 2018).

8. Brusco, Michael J., Voorhees, Clay M., Calantone, Roger J., Brady, Michael K., Steinley, Douglas, "Integrating linear discriminant analysis, polynomial basis expansion, and genetic search for two-group classification," Communications in Statistics - Simulation and Computation, (January 2018).
9. Calantone, Roger J., Di Benedetto, Anthony, Rubera, Gaia, "Launch activities and timing in new product development," Journal of Global Scholars of Marketing Science, Vol. 28, Iss. 1, 33-41, (January 2018).
10. Pentland, Brian T., Pentland, Alex P, Calantone, Roger J., "Bracketing off the actors: Towards an action-centric research agenda," Information and Organization, Vol. 27, Iss. 3 (September 2017).
11. Calantone, Roger, Whipple, Judith M., Wang, Joyce (Feng), Sardashti, Hanieh, Miller, Jason W., "A Primer on Moderated Mediation Analysis: Exploring Logistics Involvement in New Product Development," Journal of Business Logistics, Vol. 38, Iss. 3, (August 2017).
12. Akdeniz, M. Billur, Calantone, Roger J. "A longitudinal examination of the impact of quality perception gap on brand performance in the US Automotive Industry" Marketing Letters, Vol. 28, Iss 1, (January 2017).
13. Sardashti, Hanieh, Calantone, Roger, Stieler, Maximilian, "A Brand Loyalty and Attachment-Based Bayesian Brand Choice Model," Creating Marketing Magic and Innovative Future Marketing Trends, 617-626, (January 2017).
14. Wang, Yen-Yao, Wang, David Wang, and Roger Calantone,. "Momentum in Social Media and Offline Sales after Automobile Recalls" Proceedings of the 2016 International Conference on Information Systems (2016).
15. Chaffin, D., R. Heidl, J. R. Hollenbeck, M. Howe, A. Yu, C. Voorhees, and R. J. Calantone, "The Promise and Perils of Wearable Sensors in Organizational Research", Organizational Research Methods, (January 2017).
16. Rakthin, S., R. J. Calantone, and J. F. Wang, "Managing Market Intelligence: The Comparative Role of Absorptive Capacity and Market Orientation", Journal of Business Research, Vol. 69, Iss. 12, (December 2016), p5569-5577.
17. Vickery, S. K., X. Koufteros, C. Dröge, and R. J. Calantone, "Product Modularity, Process Modularity, and New Product Introduction Performance: Does Complexity Matter?" Production and Operations Management, Vol. 25, Iss. 4, (April 2016), p751-770.

18. Dean, T., D. A. Griffith, and R. J. Calantone, "New Product Creativity: Understanding Contract Specificity in New Product Introductions", Journal of Marketing, Vol. 80, No. 2, (March 2016), p39-58.
19. Eisend, M., H. Evanschitzky, and R. J. Calantone, "The Relative Advantage of Marketing over Technological Capabilities in Influencing New Product Performance: The Moderating Role of Country Institutions", Journal of International Marketing, Vol 24, No. 1, (March 2016), p41-56.
20. Grekova, K., R. J. Calantone, H. J. Bremmers, J. H. Trienekens, and S. W. F. Omta, "How Environmental Collaboration with Suppliers and Customers Influences Firm Performance: Evidence from Dutch Food and Beverage Processors", Journal of Cleaner Production, Vol. 112, Pt. 3, (January 2016), p1861-1871.
21. Voorhees, C. M., M. K. Brady, R. J. Calantone, and E. Ramirez, "Discriminant Validity Testing in Marketing: An Analysis, Causes for Concern, and Proposed Remedies", Journal of Academy of Marketing Science, Vol. 44, Iss. 1, (January 2016), p119-134.
22. Chaffin, D., R. Heidl, J. R. Hollenbeck, M. Howe, A. Yu, C. Voorhees, and R. J. Calantone, "The Promise and Perils of Wearable Sensors in Organizational Research", Organizational Research Methods, (November 2015).
23. Randhawa, P., R. J. Calantone, and C. M. Voorhees, "The Pursuit of Counterfeited Luxury: An Examination of the Negative Side Effects of Close Consumer-Brand Connections", Journal of Business Research, Vol. 68, Iss. 11, (November 2015), p2395-2403.
24. Vickery, S. K., Y. A. Bolumole, M. J. Castel, and R. J. Calantone, "The Effects of Product Modularity on Launch Speed", International Journal of Production Research, (September 2015).
25. Adonis, M. B., and R. J. Calantone, "A Longitudinal Examination of the Impact of Quality Perception Gap on Brand Performance in the U.S. Automotive Industry", Marketing Letters, (September 2015).
26. Ozkaya, H. E., C. Dröge, G. T. M. Hult, R. J. Calantone, and E. Ozkaya, "Market Orientation, Knowledge Competence, and Innovation", International Journal of Research in Marketing, Vol. 32, Iss. 3, (September 2015), p309-318.
27. Calantone, R. J., M. Castel, L. Lucianetti, and S. Vickery, "Antecedents and Consequences of Measuring Quality in a Balanced Scorecard Framework: Does Measurement Matter?" International Journal of Production Research.

**\*Forthcoming**

28. Calantone, R.J., E. Hiner, and M. Eisend, "the influence of marketing and technological capabilities on new product performance: the moderating role of institutions", Journal of International Marketing. **\*Forthcoming**
29. Chaffin, D., R. Heidl, J. Hollenbeck, R. J. Calantone, C. Voorhees, and A. Yu, "The Promise and Perils of Wearable Sensors in Organizational Research", Organizational Research Methods, (September 2015).
30. Nair, A., R. Narasimhan, and R. J. Calantone, "Competing in Existing Product Markets: Post-Launch Investments by Leader and Follower", European Journal of Operational Research, (September 2015).
31. Sarangee, K., J. Schmidt, and R. J. Calantone, "Does the Future Impact the Present during New Product Development?" Journal of Product and Innovation Management, (August 2015).
32. Vickery, S., Y. Bolumole, M. Castel, and R. J. Calantone, "The Effects of Product Modularity on Launch Speed", International Journal of Production Research, Vol. 53, Iss. 17, (April 2015).
33. Vickery, S., X. Koufteros, C. Dröge, and R. J. Calantone, "Product Modularity, Process Modularity, and New Product Introduction Performance: Does Complexity Matter?" Production and Operations Management, (April 2015), p1-20.
34. Baldus, B., C. Voorhees, and R. J. Calantone, "Online Brand Community Engagement: Scale Development and Validation", Journal of Business Research, Vol. 68, Iss. 5, (May 2015), p978-985.
35. Bolumole, Y., R. Calantone, C. A. Di Benedetto, and S. A. Melnyk, "New Product Development in New Ventures: The Quest for Resources", International Journal of Production Research, Vol. 53, Iss. 8, (April 2015), p2506-2523.
36. Chauduri, M., R. Calantone, and P. Randhawa, "New Wine from Old Grapes: Innovation in the Eco-Friendly B2C Space", Journal of International Consumer Marketing, Vol. 27, Iss. 2, (March 2015), p99-122.
37. Ozkaya, H. E., C. Dröge, G. T. M. Hult, R. Calantone, and E. Ozkaya, "Market Orientation, Knowledge Competence, and Innovation", International Journal of Research in Marketing, (March 2015).
38. Calantone, R. and F. J. Molina-Castillo, "A Search for Theoretical Plurality in New Product Launch", Journal of Global Scholars of Marketing Science: Bridging Asia and the World, Vol. 25, Iss. 1, (January 2015).

39. Calantone, R., P. Randhawa, and C. M. Voorhees, "Breakeven Time on New Product Launches: An Investigation of the Drivers and Impact on Firm Performance", Journal of Product Innovation Management, Vol. 31, Iss. S1, (December 2014).
40. Cui, A. S., K. Chan, and R. Calantone, "The Learning Zone in New Product Development", IEEE Transactions on Engineering Management, Vol. 61, Iss. 4, (November 2014).
41. Gonzalez-Padron, T., M. B. Akdeniz, and R. Calantone, "Benchmarking Sales Staffing Efficiency in Dealerships Using Extended Data Envelopment Analysis", Journal of Business Research, Vol. 67, Iss. 9, (September 2014), p1904-1911.
42. Raykov, T. and R. Calantone, "The Utility of Item Response Modeling in Marketing Research", Journal of the Academy of Marketing Science, Vol. 42, Iss. 4, (July 2014).
43. Akdeniz, M. B., R. Calantone, and C. Voorhees, "Signaling Quality: An Examination of the Effects of Marketing- and Nonmarketing-Controlled Signals on Perceptions of Automotive Brand Quality", Journal of Product Innovation Management, Vol. 31, Iss. 4, (July 2014).
44. Griffith, D., H. S. Lee, C. S. Yeo, and R. Calantone, "Marketing Process Adaptation: Antecedent Factors and New Product Performance Implications in Export Markets", International Marketing Review, Vol. 31, Iss. 3, (May 2014).
45. Dentoni, D., G. T. Tonsor, R. Calantone, and H. C. Peterson, "Disentangling Direct and Indirect Effects of Credence Labels", British Food Journal, Vol. 116, Iss. 6, (May 2014).
46. Henseler, J., T. K. Dijkstra, M. Sarstedt, C. M. Ringle, A. Diamantopoulos, D. W. Straub, D. J. Ketchen Jr., J. F. Hair, G. T. M. Hult, and R. Calantone, "Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013)" Organizational Research Methods, (April 2014).
47. Talay, M. B., R. Calantone, and C. Voorhees, "Coevolutionary Dynamics of Automotive Competition: Product Innovation, Change, and Marketplace Survival", The Journal of Product Innovation Management, Vol. 31, Iss. 1, (January 2014).
48. Townsend, J. D. and R. Calantone, "Evolution and Transformation of Innovation in the Global Automotive Industry", The Journal of Product Innovation Management, Vol. 31, Iss. 1, (January 2014).



49. Dentoni, D., G. Tonsor, R. Calantone, H.C. Peterson, “Consumers' Perceptions of Stakeholder Credibility: Who Has It and Who Perceives It”, Journal on Chain and Network Science, Vol. 14, Iss. 1, (January 2014).
50. Melnyk, S. A., Ritchie, W. J. and Calantone, R. J., “The Case of the C-TPAT Border Security Initiative: Assessing the Adoption/Persistence Decisions When Dealing with a Novel, Institutionally Driven Administrative Innovation”, Journal of Business Logistics, Vol. 34, Iss. 4, (December 2013), p289-300.
51. Dentoni, D., G. T. Tonsor, R. Calantone, and H. Christopher Peterson, “Brand Coopetition with Geographical Indications: Which Information Does Lead to Brand Differentiation?” New Medit, Vol. 12, Iss. 4, (December 2013), p14-27.
52. Townsend, J. D., W. Kang, M. M. Montoya, and R. J. Calantone, “Brand-Specific Design Effects: Form and Function.” Journal of Product Innovation Management, Vol. 30, Iss. 5, (September 2013), p994–1008.
53. Durmuşoğlu, S. S., R. J. Calantone, and R. C. McNally, “Ordered to Innovate: A Longitudinal Examination of the Early Periods of a New Product Development Process Implementation in a Manufacturing Firm”, Journal of Product Innovation Management, Vol. 30, Iss. 4, (July 2013), p712–731.
54. Molina-Castillo, F.-J., R. J. Calantone, M. A. Stanko, and J. L. Munuera-Aleman, “Product Quality as a Formative Index: Evaluating an Alternative Measurement Approach”, Journal of Product Innovation Management, Vol. 30, Iss. 2, (March 2013), p380–398.
55. McNally, R. C., S. S. Durmuşoğlu, and R. J. Calantone, “New Product Portfolio Management Decisions: Antecedents and Consequences”, Journal of Product Innovation Management, Vol. 30, Iss. 2, (March 2013), p245–261.
56. Akdeniz, B., R. J. Calantone, and C. M. Voorhees, “Effectiveness of Marketing Cues on Consumer Perceptions of Quality: The Moderating Roles of Brand Reputation and Third-Party Information”, Psychology & Marketing, Vol. 30, Iss. 1, (January 2013), p76–89.
57. Evanschitzky, H., M. Eisend, R. J. Calantone, and Y. Jiang, “Success Factors of Product Innovation: An Updated Meta-Analysis”, Journal of Product Innovation Management, Vol. 29, Iss. Supplement 1, (December 2012) p21-37.
58. Arlbjørn, J. S., A. Paulraj, and R. J. Calantone, “Special topic forum on innovation in business Networks from a supply chain perspective”, Journal of Supply Chain Management, Vol. 49, Iss. 4, (October 2013), p3-11.

59. Calantone, R. C., A. Di Benedetto, G. Rubera, "Launch Timing and Launch Activities Proficiency as Antecedents to New Product Performance", Journal of Global Scholars of Marketing Science, Vol. 22, Iss. 4, (September 2012).
60. Rubera, G., A. Ordanini, and R. Calantone, "Whether to Integrate R&D and Marketing: The Effect of Firm Competence", Journal of Product Innovation Management, Vol. 29, Iss. 5, (September 2012), p766-783.
61. Calantone, R. J. and C. A. Di Benedetto, "The Role of Lean Launch Execution and Launch Timing on New Product Performance", Journal of the Academy of Marketing Science, Vol. 40, Iss. 4, (July 2012), p526-538.
62. Townsend, J.D., S. T. Cavusgil, and R. J. Calantone, "Building Market-Based Assets in a Globally Competitive Market: A Longitudinal Study of Automotive Brands", Advances in International Marketing, Vol. 23, (2012), p3-37.
63. Scannell, T. V., R. J. Calantone, and S. A. Melnyk, "Shop Floor Manufacturing Technology Adoption Decisions: An Application of the Theory of Planned Behavior", Journal of Manufacturing Technology Management, Vol. 23 Iss. 4, (2012), p464 – 483 **\*2013 Outstanding Paper Award**
64. Calantone, R. J. and G. Rubera, "When Should RD&E and Marketing Collaborate? The Moderating Role of Exploration-Exploitation and Environmental Uncertainty", Journal of Product Innovation Management, Vol. 29, (2012), p144-157.
65. Schmidt, J., L. Tuncay Zayer, and R. J. Calantone, "Grumpier Old Men: Age and Sex Differences in the Evaluation of New Services", Journal of Product Innovation Management, Vol. 29, Iss. 1, (January 2012), p88-99.
66. Harmancioglu, N., C. Dröge, and R. J. Calantone, "Strategic Fit to Resources Versus NPD Execution Proficiencies: What are Their Roles in Determining Success?" Journal of the Academy of Marketing Science, (2011).
67. Calantone, R. J., C. A. Di Benedetto, and M. Song, "Expecting Marketing Activities and New Product Launch Execution to Be Different in the U.S. and China: An Empirical Study", International Journal of China Marketing, Vol. 2, Iss. 1, (November 2011), p14-44.
68. McNally, R. C., M. B. Akdeniz, and R. J. Calantone, "New Product Development Processes and New Product Profitability: Exploring the Mediating Role of Speed to Market and Product Quality", The Journal of Product Innovation Management, Vol. 28, Iss. Supplement 1, (November 2011), p63-77.

69. Molina-Castillo, F.-J., J.-L. Munuera-Alemán, and R. J. Calantone, "Product Quality and New Product Performance: The Role of Network Externalities and Switching Costs", The Journal of Product Innovation Management, Vol. 28, Iss. 6, (November 2011), p915.
70. Cavusgil, E. and R. J. Calantone, "Are Pharmaceutical Marketing Decisions Calibrated to Communications Effects?" Health Marketing Quarterly, Vol. 28, Iss. 4, (October 2011), p317-336.
71. Hanson, J. D., S. A. Melnyk, and R. J. Calantone, "Defining and Measuring Alignment in Performance Management", International Journal of Operations Production Management, Vol. 31, Iss. 10, (2011), p1089-1114.
72. Demmer, W. A., S. K. Vickery, and R. J. Calantone, "Engendering Resilience in Small- and Medium-Sized Enterprises (SMEs): A Case Study of Demmer Corporation", International Journal of Production Research, Vol. 49, Iss. 18, (2011), p5395.
73. Scannell, T. V., S. A. Melnyk, and R. J. Calantone, "Shop Floor Manufacturing Technology Adoption: An Adaptation of the Technology Acceptance Model", International Journal of Manufacturing Technology and Management, Vol. 23, (2011), p193.
74. Huang, Y., B. Sternquist, C. Zhang, and R. J. Calantone, "A Mixed-Method Study of the Effects of Guanxi Between Salespersons and Buyers on Retailer-Supplier Relationships in China", Journal of Marketing Channels, Vol. 18, Iss. 3, (2011), p189.
75. Cavusgil, E., R. J. Calantone, and S. Deligonul, "Late Entrant Over-the-Counter and Rx Market Entry Strategies", International Journal of Pharmaceutical and Healthcare Marketing, Vol 5, Iss. 2, (2011), p79-98.
76. Lee, Y., B.-W. Lin, Y.-Y. Wong, and R. J. Calantone, "Understanding and Managing International Product Launch: A Comparison Between Developed and Emerging Markets", Journal of Product Innovation Management, Vol. 28, Iss. Supplement 1, (November 2011), p104.
77. Townsend, J.D., M. M. Montoya, and R. J. Calantone, "Form and Function: A Matter of Perspective", Journal of Product Innovation Management, Vol. 28, Iss. 3, (2011).
78. Stanko, M. A. and R. J. Calantone, "Controversy in Innovation Outsourcing Research: Review, Synthesis and Future Directions", R&D Management, Vol. 41, Iss. 1, (2011), p8.

79. Setia, P., B. Rajagopalan, V. Sambamurthy, and R. Calantone, "How Peripheral Developers Contribute to Open-Source Software Development", Information Systems Research, Vol. 23, Iss. 1, (March 2012), p144-163.
80. Cui, A. S., R. J. Calantone, and D. A. Griffith, "Strategic Change and Termination of Interfirm Partnerships", Strategic Management Journal, Vol. 32, Iss. 4, (2011), p402.
81. Tasoluk, B., C. Dröge, and R. Calantone, "Interpreting Interrelations Across Multiple Levels in HGLM Models", International Marketing Review, Vol. 28, Iss. 1, (2011), p34-56.
82. Jacobs, M., C. Dröge, S. Vickery, and R. Calantone, "Product and Process Modularity's Effects on Manufacturing Agility and Firm Growth Performance", Journal of Product Innovation Management, Vol. 28, Iss. 1, (2011), p123.
83. McNally, R. C., E. Cavusgil, and R. J. Calantone, "Product Innovativeness Dimensions and Their Relationships with Product Advantage, Product Financial Performance, and Project Protocol", Journal of Product Innovation Management, Vol. 27, Iss. 7, (2010), p991.
84. Calantone, R., N. Harmancioglu, and C. Dröge, "Inconclusive Innovation 'Returns': A Meta-Analysis of Research on Innovation in New Product Development", Journal of Product Innovation Management, Vol. 27, Iss. 7, (2010) p1065.
85. Calantone, R.J. and S. K. Vickery, "Introduction to the Special Topic Forum: Using Archival and Secondary Data Sources in Supply Chain Management Research", Journal of Supply Chain Management, Vol. 46, Iss. 4, (2010) p3-11.
86. Bohlmann, J.D., R. J. Calantone, and M. Zhao, "The Effects of Market Network Heterogeneity on Innovation Diffusion: An Agent-Based Modeling Approach", Journal of Product Innovation Management, Vol. 27, Iss. 5, (2010), p741.
87. Melnyk, S. A., J. D. Hanson, and R. J. Calantone, "Hitting the Target...but Missing the Point: Resolving the Paradox of Strategic Transition", Long Range Planning: International Journal of Strategic Management, Vol. 43, Iss. 4, (2010), p555-574.
88. Dentoni, D., G. T. Tonsor, R. J. Calantone, and H. C. Peterson, "Brand Information Mitigating Negative Shocks on Animal Welfare: Is It More Effective to 'Distract' Consumers or Make Them Aware?" International Food and Agribusiness Management Review, Vol. 13, Iss. 4, (2010).

89. Calantone, R. J., C. A. Di Benedetto, and M. Song, "The Impact of Industry Environment on Early Market Entry Decisions by B2B Managers in the U.S. and Japan", Industrial Marketing Management, Vol. 39, Iss. 5, (2010), p832.
90. Griffith, D.A., G. Yalcinkaya, and R. J. Calantone, "Do Marketing Capabilities Consistently Mediate Effects of Intangible Capital on Performance Across Institutional Environments?" Journal of World Business, Vol. 45, Iss. 3, (2010), p217.
91. Calantone, R. J., S. Yeniyurt, J. D. Townsend, and J. B. Schmidt, "The Effects of Competition in Short Product Life-Cycle Markets: The Case of Motion Pictures", Journal of Product Innovation Management, Vol. 27, Iss. 3, (2010) p349-361.
92. McCall, M., C. Voorhees, and R. Calantone, "Building Customer Loyalty: Ten Principles for Designing an Effective Customer Reward Program", Cornell Hospitality Report, Vol. 10, Iss. 9. (2010).
93. Akdeniz, M. B., T. Gonzalez-Padron, and R. J. Calantone, "An Integrated Marketing Capability Benchmarking Approach to Dealer Performance Through Parametric and Nonparametric Analyses", Industrial Marketing Management, Vol. 39, Iss. 1, (2010), p150.
94. Rajagopalan, B., D. Hillison, R. Calantone, and V. Sambamurthy, "Diffusion of Information and Communication Technologies: A Takeoff Analysis", International Journal of Business Information Systems, Vol. 5, Iss. 4, (2010), p329-347.
95. Dentoni, D., G. T. Tonsor, R. J. Calantone, and H. C. Peterson, "Animal Welfare Practices Along the Food Chain: How Does Negative and Positive Information Affect Consumers?" 113th EAAE Seminar Chania, Crete, Greece, (September 2009). Also published in the journal's special issue on: "A Resilient European Food Industry and Food Chain in a Challenging World".
96. Dentoni, D., G. T. Tonsor, R. J. Calantone, and H. C. Peterson, "The Direct and Indirect Effects of 'Locally Grown' on Consumers' Attitudes towards Agri-Food Products", Agriculture Resource Economics Review, Vol. 38, Iss. 3, (2009), p384-96.
97. Dröge, C., R. Calantone, and N. Harmancioglu, "New Product Success: Is It Really Controllable by Managers in Highly Turbulent Environments?" The Journal of Product Innovation Management, Vol. 25, Iss. 3, (2009), p272-286.
98. Voss, M.D., D. Closs, and R. Calantone, "The Role of Security in the Food Supplier Selection Decision", Journal of Business Logistics, Vol. 30, Iss. 1, (2009).

99. McNally, R. C., S. S. Durmusoglu, R. J. Calantone, and N. Harmancioglu, "Exploring New Product Portfolio Management Decisions: The Role of Managers' Dispositional Traits", Industrial Marketing Management, Vol. 38, Iss. 1, (2009), p127-143.
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Tasoluk, B., S. Deligonul, S. T. Cauvusgil, and R. J. Calantone. "The Interplay Between Perceived Brand Globalness, Domestic Brand Origin, and Brand Attitude". *Marketing Dynamism & Sustainability; Things Change, Things Stay the Same...* Springer, 2015.

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Gassenheimer, J. and R. J. Calantone. "Marketing Strategies in Manufacturer-Distributor Relationships". *Handbook of Organization and Business Marketing*. A. Woodside (Ed.). JMI Press, 1994.

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Wardlow, D., G. Omura, M. Montoya-Weiss, M. Agrawal, and R. J. Calantone. *A Selected Bibliography of Entrepreneurship Literature*. Michigan State University, 1992.

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**PhD Students:**

**Dissertations Chaired** 48 (mostly innovation strategies and New product development)

**Additional Committees Served** 83 (Mostly statistics/ econometrics/ research design)

**Seminars Taught:**           Multivariate Statistics(9);  
                                  Structural Equations Models(29);  
                                  Empirical & Analytic Marketing Models(6);  
                                  Research Methods in Information Technology(4).  
                                  Research Methods-International Business (3)

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