

Robert E. Carter
Associate Professor
University of Louisville
(Revised as of 10/2017)

Office Address:

Marketing Department
College of Business
University of Louisville
Louisville, KY 40292
Phone Number: 502-852-4851
Email: robert.carter@louisville.edu

Education:

- Ph.D.** Marketing, College of Business, **University of Cincinnati**, May 2007, Cincinnati, Ohio.
- M.S.** Quantitative Analysis, College of Business, **University of Cincinnati**, May 2006, Cincinnati, Ohio (earned concurrently with Marketing Ph.D.)
- M.B.A.** Marketing, Fuqua School of Business, **Duke University**, Durham, North Carolina.
- B.S.** Chemical Engineering, **Northwestern University**, Evanston, Illinois.

Academic Positions:

University of Louisville

Associate Professor
Assistant Professor

August, 2013 to Present
August, 2007 – July, 2013

University of Cincinnati

Graduate Research Assistant

September, 2003 – May, 2007

Research Program

Research Interests:

Interested in researching areas that combine consumer behavior, product strategy, and marketing response modeling with a particular interest in:

- Advertising and promotion strategy and effects
- New product strategy, “pioneer” advantage, and new product sales forecasting
- Research methods
- Pricing and price elasticity
- Sales management and client acquisition
- Entrepreneurship

Refereed Articles (Published or Forthcoming):

Carter, Robert E. (2016), “Faculty Scholarship has a Profound Positive Association with Student Evaluations of Teaching – Except When It Doesn’t,” *Journal of Marketing Education*, 38 (1), 18-36.

Winterich, Karen Page, **Robert E. Carter**, Michael J. Barone, Ramkumar Janakiraman, and Ram Bezawada (2015), “‘Tis Better to Give Than Receive? How and When Gender and Residence-Based Segments Predict Choice of Donation- Versus Discount-Based Promotions,” *Journal of Consumer Psychology*, 25 (4), 622-634.

Lonial, Subhash C. and **Robert E. Carter** (2015), “The Impact of Organizational Orientations on Medium and Small Firm Performance: A Resource-Based Perspective,” *Journal of Small Business Management*, 53 (1), 94-113.

Carter, Robert E. (2014), “Will I Hit My Year-End Numbers? A Brand-Performance Forecasting Model: The Case for Benchmarking Sales and Advertising Spending,” *Journal of Advertising Research*. 54 (4), 398-406.

Carter, Robert E., Conor M. Henderson, Inigo Arroniz, and Robert Palmatier (2104), “Effect of Salespeople’s Acquisition–Retention Trade-Off on Performance,” *Journal of Personal Selling & Sales Management*, 34 (2), 91-111.

Carter, Robert E. and David J. Curry (2013), “Perception versus Performance when Managing Extensions: New Evidence about Parent Brand/Extension Fit,” *Journal of the Academy of Marketing Science*, 41 (2), 253-269.

Poudel, Krishna, **Robert E. Carter**, and Subhash C. Lonial (2012), “The Process Aspect of Entrepreneurial Orientation–Performance Relationship: Uncovering the Mediating Roles of Technological Capabilities, Innovation, and Firm Growth,” *Frontiers of Entrepreneurship Research*, Vol. 32.

- Carter, Robert E.** and David J. Curry (2011), "Using Student Choice Behaviour to Estimate Tuition Elasticity," *Journal of Marketing Management*, 27 (11-12), 1186-1207.
- Carter, Robert E.**, Subhash C. Lonial and P.S. Raju (2010), "Impact of Quality Management on Hospital Performance: An Empirical Examination," *Quality Management Journal*, 17 (4), 4-24.
- Carter, Robert E.** and David J. Curry (2010), "Transparent Pricing: Theory, Tests, and Implications for Marketing Practice," *Journal of the Academy of Marketing Science*, 38 (6), 759-774.
- Carter, Robert E.** (2010), "Incorporating Demographics into Discrete Choice Analyses," *International Journal of Market Research*, 52 (3), 403-416.
- Carter, Robert E.** (2009), "Will Consumers Pay a Premium for Ethical Information?" *Social Responsibility Journal*, 5 (4), 464-477.
- Carter, Robert E.** (2009), "The Impact of Perceived Service Quality on MBA Student Satisfaction and Recommendations: Do Expectations Matter?" *Services Marketing Quarterly*, 30 (3), 234-248.
- Carter, Robert E.**, Andrea L. Dixon and William C. Moncrief (2008), "The Complexities of Sales and Sales Management Research: A Historical Analysis from 1990 to 2005," *Journal of Personal Selling and Sales Management*, 28 (4), 403-419.

Refereed Conference Proceedings (Published):

- Carter, Robert E.** and David J. Curry (2009), "Using a Dynamic Discrete Choice Model to Estimate Tuition Elasticity," in *2009 AMA Summer Educators' Conference Proceedings*, Michael Kamins and Ingrid M. Martin, eds., Vol. 20, Chicago, IL: American Marketing Association, 222-223. (**Best Paper in the Marketing Research and Technology Track**).
- Carter, Robert E.** (2009), "Does Fit Always Benefit an Extension? A Comparison of Two Analyses using Survey Data and Scanner Data," in *2009 AMA Summer Educators' Conference Proceedings*, Michael Kamins and Ingrid M. Martin, eds., Vol. 20, Chicago, IL: American Marketing Association, 21-22.
- Carter, Robert E.** and David J. Curry (2008), "Friend or Foe: The Impact of Line Extension Advertising on Parent Brand Sales," in *2008 AMA Summer Educators' Conference Proceedings*, James R. Brown and Rajiv P. Dant, eds., Vol. 19, Chicago, IL: American Marketing Association, 431-432.

Carter, Robert E. (2008), "The Impact of Perceived Service Quality on MBA Student Satisfaction and Recommendations: Do Expectations Matter?" in *2008 AMA Summer Educators' Conference Proceedings*, James R. Brown and Rajiv P. Dant, eds., Vol. 19, Chicago, IL: American Marketing Association, 12-13.

Carter, Robert E. and David J. Curry (2005), "Earning a Premium Without Changing the Product: Using Price Transparency to Create a Competitive Advantage," in *2005 AMA Summer Educators' Conference Proceedings*, Beth A. Walker and Mark B. Houston, eds., Vol. 16, Chicago, IL: American Marketing Association, 171-180. (*Best Paper in the Consumer Behavior Track*).

Work in Progress:

Kushev, Trayan, Manju Ahuja, and **Robert E. Carter**, "A Social Cognitive Perspective on Opportunity Evaluation." Submitted to the *Journal of Small Business Management*

Poudel, Krishna, **Robert E. Carter**, and Subhash C. Lonial, "A Multi-Theoretical Approach to Entrepreneurial Orientation-Performance Relationship: the Roles of Technological Capability and Consumer Attitude." Revise and resubmit to the *Journal of Small Business Management*.

Carter, Robert E., "Advertising Spillover Effects: Myth or Reality?" Targeted for submission to the *Journal of Marketing*.

Carter, Robert E., "Do Niche Products Really Exist? An Examination of 50 Consumer Packaged Goods Introductions." Targeted for submission to the *Journal of the Academy of Marketing Science*.

Carter, Robert E., "If it is Good for the Goose, is it Good for the Gander? Comparing the Optimal Number of Clients from the Salesperson and Client Perspective." Targeted for submission to the *Journal of Personal Selling and Sales Management*.

Professional Presentations:

"Using a Dynamic Discrete Choice Model to Estimate Tuition Elasticity," *AMA Summer Educators' Conference*, August 2009, Chicago, IL.

"Does Fit Always Benefit an Extension? A Comparison of Two Analyses using Survey Data and Scanner Data," *AMA Summer Educators' Conference*, August 2009, Chicago, IL.

“Friend or Foe: The Impact of Line Extension Advertising on Parent Brand Sales,” *AMA Summer Educators’ Conference*, August 2008, San Diego, CA.

“The Impact of Perceived Service Quality on MBA Student Satisfaction and Recommendations: Do Expectations Matter?” *AMA Summer Educators’ Conference*, August 2008, San Diego, CA.

“Transparent Pricing and Its Effect on Consumer Price Sensitivity,” *EIRASS Conference*, July 2007, San Francisco, CA.

“Earning a Premium Without Changing the Product: Using Price Transparency to Create a Competitive Advantage,” *AMA Summer Educators’ Conference*, August 2005, San Francisco, CA.

Professional Development:

- 2016 AMA webinar on Big Data
- 2016 Attended College of Business training session by Kristen Lucas
- 2015 Attended Celebration of Teaching and Learning (Delphi Center) on teaching millennials to be self-regulated learners.
- 2015 Attended two College of Business training sessions. Topics included student motivation, and developing and applying a teaching philosophy.
- 2014 Attended Delphi Training session on the “Flipped Classroom”.
- 2012 Attended “Teaching and Assessing Critical Thinking: Helping College Students Become Better Thinkers”.
- 2011 Attended “What Makes a Teacher Great?”
- 2011 Attended Critical Thinking and Ideas 2 Action (i2a).
- 2010 Attended multiple in-house research seminars.
- 2010 Conducted in-house research seminar on Advertising Spillover Effects.
- 2009 Attended Delphi training session on Online Teaching Methods.
- 2009 Attended in-house training session on Tegrity, Blackboard Tools, Student Oriented Learning, and Student Assessments.
- 2009 Attended multiple in-house research seminars. Topics included Deal Exclusivity, Theory of Constraints, and Pay What You Want.

Teaching

Teaching Interests:

Marketing Research, New Product Management and Sales Forecasting, Direct Marketing, Marketing Analytics, Conjoint and Discrete Choice Methods.

Teaching Experience:

University of Louisville

Marketing Research (*Undergraduate: MKT-441*)

Term	Rating	Enrollment
F17	Upcoming	105 (3 sections)
S17	4.5/5.0	32
F16	4.4/5.0	69 (2 sections)
S16	5.0/5.0	29
F15	4.6/5.0	42
S15	4.7/5.0	33
F14	4.3/5.0	60 (2 sections)
S14	4.8/5.0	24
F13	4.5/5.0	43
S13	4.4/5.0	38
F12	4.0/5.0	43
S12	4.4/5.0	42
F11	4.6/5.0	44
S11	4.4/5.0	41
F10	4.4/5.0	42
S10	4.1/5.0	40
F09	4.7/5.0	41
S09	4.5/5.0	24
F08	4.5/5.0	43
S08	4.6/5.0	32
F07	3.8/5.0	26

Direct Marketing (Undergraduate: MKT-345, replaced by Marketing Analytics)

Term	Rating	Enrollment
S14	4.7/5.0	16
S13	Only 1 response	12
S12	4.3/5.0	22
S11	4.6/5.0	36
S10	4.2/5.0	34
F08	4.5/5.0	35
F07	3.8/5.0	37

Marketing Analytics (Undergraduate: MKT-490; replaces Direct Marketing)

Term	Rating	Enrollment
S17	5.0/5.0	15
S16	4.3/5.0	23

Data-Driven Marketing (Graduate: MBA 680)

Term	Rating	Enrollment
S18 (1.5 CH)	Upcoming	Upcoming
Su17 (1.5CH)	4.8/5.0	13
S17 (1.5 CH)	3.7/5.0	18
Su16 (1.5 CH)	4.3/5.0	15
S16 (1.5 CH)	4.3/5.0	23
S15 (1.5 CH)	5.0/5.0	7
F13 (1.5 CH)	4.3/5.0	19

Marketing I (Graduate: MBA 617)

Term	Rating	Enrollment
Su18 – PM17 Cohort (1.5 CH)	Upcoming	Upcoming
Su18 – WK17 Cohort (1.5 CH)	Upcoming	Upcoming
S18 – FT17 Cohort (1.5 CH)	Upcoming	Upcoming

New Product Research Methods (Ph.D. Seminar: ENTR-780)

Term	Rating	Enrollment
F15 (1.5 CH)	4.5/5.0	4
F13 (1.5 CH)	4.5/5.0	5
S11 (1.5 CH)	4.7/5.0	6

Honors and Awards:

- 2016 Outstanding Marketing Faculty, Spring 2016. Awarded by CoB Student Council.
- 2016 Selected to attend the Red and Black Banquet as a mentor for a student-athlete.
- 2015 Recipient of a Delphi Faculty Favorite Award.
- 2104 Selected to attend the Red and Black Banquet as a mentor for a student-athlete.
- 2012 Selected to attend the Red and Black Banquet as a mentor for a student-athlete.
- 2010 Winner of the *Highly Commended Award* for article “Will Consumers Pay a Premium for Ethical Information?” in *Social Responsibility Journal*.
- 2010 Recipient of a Delphi Faculty Favorite Award
- 2009 Recipient of a Delphi Faculty Favorite Award
- 2009 Selected to attend the Red and Black Banquet as a mentor for a student-athlete.
- 2009 Best paper award in the *Marketing Research and Technology Track* at the Summer AMA Educators’ Conference for “Using a Dynamic Discrete Choice Model to Estimate Tuition Elasticity.”
- 2007 \$2500 Zyman Institute of Brand Science Prize for Doctoral Dissertation Proposal
- 2006 \$3000 URC Summer Graduate Student Research Fellowship.
- 2006 AMA Sheth Foundation Doctoral Consortium Fellow, University of Maryland.
- 2005 Best paper award in the *Consumer Behavior Track* at the Summer AMA Educators’ Conference for “Earning a Premium Without Changing the Product: Using Price Transparency to Create a Competitive Advantage.”
- 2005 Haring Symposium Fellow, Indiana University.
- 2004 SMA Doctoral Consortium Fellow, St. Petersburg, FL.

Service:

- Ongoing **Research Committee.** Approve faculty requests for conference travel and research grants. Also the committee has been working on developing a new system for journal quality rankings.
- Ongoing **Coop Committee** with Marketing Department chair. Promptly evaluate appropriateness of student co-op assignments and opportunities.
- Ongoing **MSBA Committee.** A member of the committee where we developed and approved the MSBA curriculum. Will also be teaching a course in the program starting in S19.
- Ongoing **MBA Committee.** Member. Teach Data-Driven Marketing and Marketing I to MBA students.
- Ongoing **Ad Hoc Reviewer** Journal of Brand Management
- Ongoing **Ad Hoc Reviewer** Journal of Marketing Management
- 2014 to 2016 **Ph.D. Committee.** Regular member and also teach Ph.D. seminar in New Product Strategy (Spring, 2011 and Fall, 2013). Also screened applications and interviewed the 2015 student cohort.
- 2015 **Undergraduate Business Analytics Task Force.** Member of the task force that recommended a four course BA sequence.
- 2015 **Marketing Chair Five Year Review.** Solicited and summarize faculty feedback as part of the five year review for the department chair.
- 2014 **Ph.D. Dissertation Committee.** Member of the dissertation committee for Tray Kushev.
- 2013 **Reviewer** for SPSS Instructional Text for Sage Publications
- 2013 **Faculty Advisor** for Two Undergraduate Independent Studies
- 2009 **Reviewer** Academy of Marketing Science Conference.
- 2008 **Research Integrity Program,** with Michael Barone and Laura Engel. Worked on a unique two semester long course sequence in partnership with the Research Integrity Program at the University of Louisville, which included a “live” marketing research project.
- 2006 **UC|21 Initiative.** In the spirit of the UC|21 initiative (in terms of community service), we partnered with The Junior League of Cincinnati (a local non-profit service organization) to conduct primary research aimed at improving member retention and recruitment (this research was conducted as part of the Advanced Marketing Research class).
- 2006/2007 **Reviewer,** AMA 2006/2007 Summer Educators' Conference.

Industry Employment History:

ACNielsen/BASES, Cincinnati, Ohio & Chicago, Illinois

Vice President, Client Service

Account Management/Sales. Led the account team that consistently and regularly increased sales at a “dormant” client. This client generates approximately \$7.5 million per year, and has been on BASES “Top 5 client” list for 5+ years in a row

Client Service. Responsible for managing all aspects of client service including study design, costing, proposals, handling client questions and interaction, and presentations. Have personally given over 100 client presentations and also managed over 100 presentations by junior client service team members. Further, at this major client, our team achieved the #1 ranking (among the client’s preferred suppliers) in 4 of the past 6 evaluations covering 10+ years.

Managerial. The account group grew from 2 employees to 22 full time team members. Responsible for conducting performance reviews, recruiting and hiring (and sometimes letting employees go), workload management, reviewing client deliverables, and general training and coaching of analysts.

Analytical. Extensive new product forecasting and report writing experience, especially in long purchase cycle categories. Completed or managed over 500 forecasts. Versatile in custom research methods and in-market data sources. Conducted special research projects for the client on multi-year forecasting, order of entry, and testing methods for specific products (i.e. premium priced products). Conducted internal R&D on the use of a diffusion model to estimate the “build” for cumulative first repeat rate.

Global Account Coordination. Senior member on the global team (for a major client) that included BASES representatives from North America, Latin America, Asia/Pacific, and Europe. The client is consistently one of BASES largest global accounts. Completed a temporary assignment in BASES European office in Oxford, U.K. in 2002

Training. Developed and conducted a range of training session for both new hires as well as for senior level analysts. Training session included study design, multi-year forecasting, order of entry, and presentation skills.

Procter & Gamble, Cincinnati, Ohio

Process Engineer and Products Research, Food Product Development