

Robert E. Carter
Assistant Professor
University of Louisville

Office Address:

Marketing Department
College of Business
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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.

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):

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

Carter, Robert E. and David J. Curry (forthcoming), "Perception versus Performance when Managing Extensions: New Evidence about Parent Brand/Extension Fit," *Journal of the Academy of Marketing Science*.

Lonial, Subhash C. and **Robert E. Carter** (forthcoming), "The Impact of Organizational Orientations on Medium and Small Firm Performance: A Resource-Based Perspective," *Journal of Small Business Management*.

Carter, Robert E. (forthcoming), "Will I Hit My Year End Numbers? The Case for Benchmarking Product Sales and Advertising," *Journal of Advertising Research*.

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*).

Manuscripts Under Review:

Palmatier, Robert, Conor M. Henderson, **Robert E. Carter**, and Inigo Arroniz, "Effect of Relationship Managers' Acquisition-Retention Trade-Off on Performance." Revise and resubmit to the *Journal of Marketing*.

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." Targeted for a Fall 2012 submission to the *Academy of Management Journal*.

Winterich, Karen Page, Michael J. Barone, **Robert E. Carter**, Ramkumar Janakiraman, and Ram Bezawada, "Tis Better to Give Than To Receive? How Gender-, Age-, and Residence-Based Segments Vary in Their Choice of Discount- Versus Donation-Based Promotions." Targeted for a Fall 2012 submission to the *Journal of Consumer Psychology*.

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.
- “An Examination of the Psychometric Properties of the Horizontal and Vertical Individualism and Collectivism Scale: A Four-Country Analysis,” *AMA Summer Educators’ Conference*, August 2005, San Francisco, CA (guest presenter).

Professional Development:

- 2011 Attended “**What Makes a Teacher Great?**” Training (Delphi)
- 2011 Attended training on **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 and Blackboard Tools** (Wright)
- 2009 Attended in-house training session on **Student Oriented Learning** (Laforge)
- 2009 Attended in-house training session on **Student Assessments** (Attaway)
- 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 Forecasting, Direct Marketing, Branding and Promotion Management, Consumer Behavior, Quantitative Methods.

Teaching Experience:

University of Louisville

Marketing Research (*Undergraduate: MKT-441*)

Term	Rating	Enrollment
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*)

Term	Rating	Enrollment
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

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

Term	Rating	Enrollment
S11 (1.5 CH)	4.7/5.0	6

Honors and Awards:

- 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.
- 2006 Omega Rho INFORMS Honor Society
- 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 **Coop Committee** with Marketing Department chair. Promptly evaluate appropriateness of student co-op assignments and opportunities.
- Ongoing **Marketing Subject Pool**, with Michael Barone. Developed and implemented an on-going marketing student subject pool to provide faculty with easy access to student respondents. Successfully completed five studies to date.
- Ongoing **Mock Interviews**. Participation in mock interviews with the undergraduate students to help them be better prepared for their respective job search.
- 2010-2011 **Ph.D. Committee**. Regular member and also teach upcoming Ph.D. seminar in New Product Strategy (Spring, 2011).
- 2009 **Reviewer** Academy of Marketing Science Conference.
- 2009 **Research Consulting** for Stored Value Solutions (Louisville, KY).
- 2009 **Research Consulting**, with the Equine Department to significantly revise a survey for the Animal Welfare Council, a non-profit group.
- 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.
- 2007 **Research Consulting**, with Rob Palmatier and Inigo Arroniz. Worked on a consulting project for Fifth Third Bank to develop a hierarchical data file to address the issue of understanding factors that influence sales person performance. The department was paid \$10,000 for the 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 **Reviewer** AMA 2007 Winter Educators' Conference.
- 2006 **Reviewer**, AMA 2006 Summer Educators' Conference.
- 2006 **Research Consulting**, with David Curry. Worked on a consulting project for the University of Cincinnati to estimate tuition (i.e. “price”) elasticity for the university overall, as well as for the individual colleges at UC.

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