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EDUCATION

Ph.D. in Marketing (December 1990), Graduate School of Business, University of North Carolina at Chapel Hill. Dissertation: *An Ecological Niche Theory Approach to the Assessment of Brand Competition in Fragmented Markets.*

MA. In Economics (December 1984), Graduate School, University of Utah. Thesis: *Defense Expenditures and Economic Growth in Latin America: 1968-1973.*

B.S. in Economics, (December 1982) College of Social Behavior, University of Utah

EMPLOYMENT

- 7/96-Present **Associate Professor of Marketing**, University of Massachusetts at Amherst
- 7/01-8/01 **Visiting Erskine Fellow in Management**, University of Canterbury, Christchurch
New Zealand
- 7/92-7/96 **Assistant Professor of Marketing**, University of Massachusetts at Amherst
- 7/90-6/92 **Visiting Assistant Professor of Marketing**, University of North Carolina at Chapel Hill
- 6/86-6/87 **Market Analyst**, First Deposit Corporation, San Francisco, CA.
- 2/85-2/86 **Assistant Actuarial Analyst**, Fireman's Fund Insurance, Novato, CA.
- 11/82-6/83 **Economist**, State of Utah Economic Planning Office, SLC, UT.
- 1979-1981 **Ski Instructor**, Department of Physical Education, University of Utah, SLC, UT.

HONORS AND RECOGNITIONS

- 2003-Outstanding Paper Award, Association for Health Care Research 22nd Annual Conference
- 1999-Best Paper Award, Ethical and Societal Issues in Marketing and Consumer Relationships Track ,
Winter AMA
- 1999-Best Paper of Conference Award, Association for Health Care Research 18th Annual Conference.
- 1993-1994 Outstanding College Teaching Award, University of Massachusetts at Amherst
- 1992 Advertising Education Foundation Visiting Professor
- 1989 American Marketing Association Doctoral Consortium Fellow.
- Graduated Magna Cum Laude (1982).
- Phi Kappa Phi (1982).

PUBLICATIONS

Journal Articles

- Milne, George and Mary J. Culnan (2004), "Strategies for Reducing Online Privacy Risks: Why Consumers Read [Or don't Read] Online Privacy Notices" *Journal of Interactive Marketing*, 18:3 15-29.
- Milne, George R., Andrew J. Rohm, and Shalini Bahl (2004), "Consumers' Protection of Online Privacy and Identity." *Journal of Consumer Affairs*, 38:2, Winter. 217-232
- Rohm, Andrew, Vishal Kashyap, Thomas Brashear, and George R. Milne (2004), "The Use of Online Marketplaces for Competitive Advantage: A Latin American Perspective." *Journal of Business and Industrial Marketing* (Forthcoming 19:6
- Milne, George R. and Andrew J. Rohm (2003), "The 411 on Mobile Privacy," *Marketing Management*, July/August 41-45.
- Rohm, Andrew and George R. Milne (2004), "Investigating Internet Channel Opportunities and Challenges: Managers Experiences Across Five Industries," *Journal of Managerial Issues*, Winter 25:4, 467-485.
- Milne, George (2003), "How Well Do Consumers Protect Themselves from Identity Theft?" *Journal of Consumer Affairs*, Winter 37:2,
- Milne, George R. and Mary J. Culnan (2002), "Using the Content of Online Privacy Notices to Inform Public Policy: A Longitudinal Analysis of the 1998-2001 U.S. Web Sweeps," *The Information Society*, 18:5, 345-360.
- Rohm, Andrew J. and George R. Milne, "Just What the Doctor Ordered: The Role of Information Sensitivity and Trust in Reducing Medical Information Privacy Concern," *Journal of Business Research* (2002, In Press).
- Milne, George R. and Andrew Rohm (2000), "Consumer Privacy and Name Removal Across Direct Marketing Channels: Exploring Opt-in and Opt-out Alternatives," *Journal of Public Policy and Marketing*, 19:2 (Fall) 238-249.
- Milne, George R. (2000), "Privacy and Ethical Issues in Database/Interactive Marketing and Public Policy: A Research Framework and Overview of the Special Issue," *Journal of Public Policy and Marketing*, 19:1 (Spring), 1-6.
- Milne, George R. and Maria-Eugenia Boza (1999), "Consumers' Trust and Concern About Organizations Use of Personal Information in Direct Marketing," *Journal of Interactive Marketing*, 13:1 (Winter), 7-24. [Also in Marketing Science Institute Report No 98-117 (Sept. 1998)] [Reprinted in "Internet Marketing: Readings and Online Resources, Paul Richardson, McGraw Hill)]
- Gordon, Mary Ellen and George R. Milne (1999), "Selecting the Dimensions that Define Strategic Groups: A Novel Market-Driven Approach," *Journal of Managerial Issues*, 11:2 (Summer), 213-33.
- Milne, George R. (1997), "Consumer Participation in Mailing Lists: A Field Experiment," *Journal of Public Policy and Marketing*, 16(2) Fall, 298-309. [Also in *Marketing Science Institute*, Report No. 96-107 (May 1996)].
- Milne, George R., Easwar S. Iyer, and Sara Gooding-Williams (1996), "Environmental Organization Alliance Relationships Within and Across Nonprofit, Business and Government Sectors." *Journal of Public Policy and Marketing*, 15:2 (Fall).
- Mullen, Michael, George R. Milne, and Nicholas Didow (1996), "Determining Cross Cultural Metric Equivalence in Survey Research: A New Statistical Test," *Advances in International Marketing*, Vol. 8, 145-158.
- Milne, George R. James Beckman, and Marc L. Taubman (1996), "A Study of Consumer Privacy and Attitudes Toward Direct Marketing in Argentina." *Journal of Direct Marketing* 10:1 (Winter) 22-33.
- Mullen, Michael R., George R. Milne and Patricia Doney (1995), "An International Marketing Application of Outlier Analysis for Structural Equations: A Methodological Note" *Journal of International Marketing* 3:1, 45-62.

- Bloom, Paul N., George R. Milne and Robert Adler (1994), "Avoiding Misuse of New Information Technologies: Legal and Societal Considerations," *Journal of Marketing*, 58:1 (January) 98-110.
- Milne, George R. (1994), "A Magazine Taxonomy Based on Customer Overlap," *Journal of the Academy of Marketing Science*, 22:2 (Spring) 170-179.
- Milne, George R. and Mary Ellen Gordon (1994), "A Segmentation Study of Consumers' Attitudes Toward Direct Mail," *Journal of Direct Marketing*, 8:2 (Spring) 45-52. Article in condensed form was reprinted as "Increasing Direct Mail Efficiency through Customer Segmentation," *Stores: Retailing Review*, (University of Florida Center for Retailing Education and Research).
- Mason, Charlotte H. and George R. Milne (1994), "An Approach for Identifying Cannibalization Within Product Line Extensions and Multi-Brand Strategies," *Journal of Business Research*, 31, 163-170.
- Milne, George R. and Mary Ellen Gordon (1993), "Direct Mail Privacy-Efficiency Tradeoffs within An Implied Social Contract Framework," *Journal of Public Policy and Marketing*, 12:2 (Fall), 206-215.
- Milne, George R. (1992), "A Marketing Approach for Measuring Product Market Differentiation and Concentration in Antitrust Cases" *Journal of Public Policy and Marketing*, 11:2 (Fall) 90-100.
- Milne, George R. and Charlotte H. Mason (1990), "An Ecological Niche Theory Approach to the Measurement of Brand Competition", *Marketing Letters* 1:3, 267-281.

Conference Papers

- Keller, Sarah, Andrew Rohm and George R. Milne (2003), "Health-Related Segmentation Among Runners: Associations Between Advertising Execution and Motivational Message." *Advances in Health Care Research*, Hair Joe F., J Michael Weber and Ronald Hoverstad, editors, Madison, WI: Ominpress.
- Rohm, Andrew and George R. Milne (2002), "Expanded Channel Opportunities Using the Internet: Experiences of Five Firms." *Winter AMA Proceedings*, 13, 8-14.
- Milne, George R., Mary J. Culnan, and Easwar Iyer (2001), "A Methodological Note on Assessing Web Sweeps with Longitudinal Research Designs," *Marketing and Public Policy Conference Proceedings 2001*, Ron Paul Hill and Charles R., Taylor editors, Vol. 11, American Marketing Association: Chicago, IL, 60-67.
- Milne, George R. (2001), "Lessons from Using Discussion Forums in Undergraduate Business Courses," *Enhancing Knowledge Development in Marketing.*, Stephen J. Grove and Greg W. Marshall editors. (American Marketing Association, Chicago), 412-420.
- Milne, George R (2001), "Privacy Protection and Personal Information Collection on Health Websites," *Advances in Health Care Research*, Hair Joe F., J Michael Weber and Ronald Hoverstad, editors, Madison, WI: Ominpress.
- Rohm, Andrew and George R. Milne (1999), "Consumers' Privacy Concerns About Direct Marketers Use of Personal Medical Information," *Advances in Health Care Research*, Joe Hair Jr. (ed), (Madison WI: Association for Health Care Research, Omnipress), p 27-37.
- Milne, George R. , Andrew J. Rohm, Maria-Eugenia Boza, (1998) "Trust Has to be Earned: An Exploration into the Antecedents of Trust in Database Marketing," *Frontiers of Direct Marketing Research*, John Wiley (Joe Phelps, ed), 31-44.
- Rohm, Andrew J. and George R. Milne (1998), "Emerging Marketing and Policy Issues in Electronic Commerce: Attitudes and Beliefs of Internet Users," *1998 Marketing and Public Policy Conference Proceedings*. (Vol. 8 1998), Alan Andreason, Alex Simonson, and N. Craig Smith, editors. American Marketing Association. 73-79.
- Kashyap, Rajiv and George R. Milne (2000), "A Data Driven Model for Evaluating Brand Exit," *Marketing in a Global Economy*, Jaqueline Pels and David Stewart eds. (American Marketing Association: Chicago) 75-80.
- Gladden, James M., George R. Milne, and Mark A. McDonald (1997), "Biases in Self Reports of Zip Codes and Zip+4 in Geodemographic Segmentation," *Proceedings of the Biennial World Marketing Congress*. Vol. VIII, Samsina MD. Sinin, Ajay K. Marai, eds, 78-87.
- Beckman, James, George R. Milne, Norton E. Marks, and Marc L. Taubman (1995), "Privacy, The Marketing Concept, Marketing Channels, and Data Collection: Suggestions. *Proceedings of the Seventh Bi-Annual World Marketing Conference*, Vol. VII-II, K.Grant and I. Walker eds., 40-43.

- Workman, John P. and George R. Milne (1994), "Breaking Free of Institutional Business Practices: Theory, Field Observations, and Implications." Proceedings of the *Winter AMA*, 232-237.
- McKeage, Kim K.R., Mary Ellen Gordon, and George R. Milne (1994), "An Integrated Approach to Course Design: Theory Meets Marketing Management," *AMA Educator Proceedings*, Ravi Achrol and Andrew Mitchell, eds., 35-41.
- Bloom, Paul N. and George R. Milne (1991), "Historical Perspectives on Funding Opportunities in Consumer Research," Rebecca H. Holman and Michael R. Solomon, editors, *Advances in Consumer Research*, 18, 255-61.
- Milne, George R. (1989), "A Systems Approach for Evaluating Competitive Parity," (1989) in *Marketing: Positioning for the 1990's*, Robert L. King, Editor, Charleston, SC: Southern Marketing Association, 434-7.

Research Reports

- Ball, Leslie, George R. Milne, Susan C. Milne (1999), "Measuring Internet Presence: How do Massachusetts Companies Compare with Nation's Best," *Massachusetts Benchmarks*, 2:4, 18-22
- Milne, George R. and Maria-Eugenia Boza (1998), "A Business Perspective on Database Marketing and Consumer Privacy Practices," *Marketing Science Institute Report* No. 98-110 (June).
- Milne, George R. and Charlotte H. Mason (1994), "A Niche Share Approach for Assessing Brand Performance and Identifying Competitive Groups." *Marketing Science Institute Technical Report* No. 94-107 (May).
- Bloom, Paul N., George R. Milne, Robert Adler (1992) "A Framework For Identifying the Legal and Political Risks of Using New Information Technologies to Support Marketing Programs," *Marketing Science Institute Commentary* (February) No. 92-102.

Book Chapters

- Milne, George R., Frank J. Franzak, John Butler, and Andrew Rohm (2004), "Sears Roebuck and Company" Readings and Cases in Integrated Marketing Communications, J. Steven Kelley and Susan K. Jones, editors, Racom Communications., p. 334-46
- Milne, George R. (2001), "The Effectiveness of Self-Regulated Privacy Protection: A Review and Framework for Future Research," *Handbook of Marketing and Society*, Paul N. Bloom and Gregory T. Gundlach, eds. (Sage Publications, Inc., Thousand Oaks, CA), 462-485.
- Bloom, Paul N., Robert Adler and George R. Milne (1994), "Identifying the Legal and Ethical Risks and Costs of Using New Information Technologies to Support Marketing Programs," pp. 289-305 in *The Marketing Information Revolution*, Robert Blattberg, Rashi Glazer, and John Little (eds.), Harvard Business School Press: Boston, MA.

Abstracts

- Greene, Henry and George R. Milne (2004), "Seeing the Forest and the Trees: Exographic Data in Database Marketing."
- Rohm, Andrew, and George R. Milne (2004), An Approach for Quantifying Qualitative Self-Concept Data in Marketing Communications Research, in *Society for Marketing Advances*.
- Milne, George R., Maria-Eugenia Boza, and Andrew Rohm (1999), "Controlling Personal Information in Marketing Databases: A Consumer Perspective," Proceedings of Winter AMA, p. 107 [Best Conference Track Paper-Ethical and Societal Issues in Marketing and Consumer Relationships Track]
- Mullen, Michael, George R. Milne and Nicholas Didow (1994), "Caution: Comparison of Means Across Groups May Be Hazardous to Your Business Success." *Proceedings of Winter AMA*, 53-54.
- Mullen, Michael and George R. Milne (1993), "A Time Lagged Model of the Effects of International Trade on Economic Growth and Meeting Basic Human Needs," *Journal of Macromarketing* 13:2 (Fall), 88-89.

Milne, George R. (1989), "Managerial Signalling Behavior in Monopolistic Competition," *Enhancing Knowledge Development in Marketing*, (1989) Paul Bloom and Bart Weitz, Editors, 1989 American Marketing Association Educator's Proceedings, 109.

Edited Journals and Proceedings

1997 Marketing and Public Policy Conference Proceedings, Volume 7, Chicago IL: American Marketing Association, Easwar Iyer and George R. Milne, editors.

Journal of Public Policy and Marketing, Special Issue editors, Easwar Iyer and George R. Milne.
Journal of Public Policy and Marketing, Special Issue Editor (Spring 2000). George R. Milne.

PRESENTATIONS

Invited

Privacy Notices: Food Labels for Information Exchange, Bentley College (March 28, 2002).

Privacy in Database Marketer-Consumer Information Interactions, University of Canterbury, Christchurch New Zealand (July 18, 2001).

Sport Sponsorship: The Role of Personality Matching (with Mark McDonald) Hitotsubashi University, Tokyo, Japan (June 2000).

The Role of Personality Matching in Professional Sport (with Mark McDonald) Aispo, Tokyo, Japan (June 2000)

"Report on Commissioned Research on Privacy," *Direct Marketing Educators Conference*, New Orleans. (October 26, 1996).

Conference

"Assessing Online Privacy Notices," AMA Summer Educators' Conference, Boston, (August 8, 2004)

"Looking Deeper: The Role of Privacy in Consumer Behavior" (with Shalini Bahl) 2004 Marketing and Public Policy Conference, Salt Lake City, UT (May 21, 2004)

"Privacy Issues and HIPAA" 2004 Marketing and Public Policy Conference, Salt Lake City, UT (May 21, 2004)

"How Well Do Consumers Protect Themselves from Identity Theft?" 2002 Marketing and Public Policy Conference, Atlanta, GA (June 3, 2002)

"A Market Segmentation Study of Runner Motivations and Health Benefits," Association for Health Care Research Conference, Big Sky, MT. (March, 2002).

"Lessons from Using Discussion Forums in Undergraduate Business Courses," *Enhancing Knowledge Development in Marketing.*, 2001 AMA Educator's Conference, Washington, D.C. (August 14, 2001)

"A Methodological Note on Assessing Web Sweeps with Longitudinal Research Designs," 2001 Marketing and Public Policy Conference, Washington, D.C. (June 3, 2001).

"Privacy Protection and Personal Information Collection on Health Websites," Association for Health Care Research Conference, Sante Fe, New Mexico (March 21, 2001).

"Is Self-Regulation Protecting Online Privacy?: A Methodological Assessment of the Web Sweeps," 2001 AMA Winter Educator's Conference, Scottsdale, Arizona (February 18, 2001).

"A Data Driven Model for Evaluating Brand Exit, 2000 International Marketing Educators Conference, Buenos Aires, Argentina (June 28, 2000).

"Trust and Concern in Consumers' Perceptions of Marketing Information Management Practices," *1998 Marketing and Public Policy Conference*, Washington D.C. (June 6, 1998)

"Emerging Marketing and Policy Issues in Electronic Commerce: Attitudes and Beliefs of Internet Users," *1998 Marketing and Public Policy Conference*, Washington D.C. (June 6, 1998 - with Andrew Rohm)

- "Trust and Concern in Consumers' Perceptions of Marketing Information Management Practices," *School of Management Mini-Research Conference*, Amherst, MA (January 30, 1998).
- "Database Marketing and Consumer Privacy," *Direct Marketing Educators Conference*, Chicago (October 5, 1997).
- "Biases in Self Reports of Zip Codes and Zip+4 in Geodemographic Segmentation," 1997 World Marketing Congress, Malaysia (with James Gladden and Mark McDonald).
- "Measuring the Strategic and Financial Impact of Reverse-Cannibalization in the Context of Line Pruning," *1995 Marketing Science Conference*, Sydney, Australia.
- "Privacy, The Marketing Concept, Marketing Channels, and Data Collection: Suggestions" *1995 World Marketing Conference*, Melbourne, Australia.
- "Influencing Environmental Policy and Market Behavior Through Alliances in the Political Marketplace." *1995 Marketing and Public Policy Conference*, Atlanta, GA.
- "International Direct Marketing: Report on the Idea of Privacy in Argentina," *Academic Session of the 77th Annual Meetings of Direct Marketing Association: San Francisco (paper presented by James Beckman)*.
- "An Approach for Identifying Cannibalization Within Product Line Extensions and Multi-Brand Strategies" (with Charlotte Mason) *1994 Marketing Science Conference*, Tucson, AZ.
- "Caution: Comparison of Means Across Groups May Be Hazardous to Your Business Success" (with Michael Mullen) *1994 Winter AMA Educators Conference*, St. Petersburg, FL.
- "Direct Mail Privacy-Efficiency Tradeoffs within an Implied Social Contract Framework" *1993 Public Policy and Marketing Conference*, East Lansing, MI.
- "A Multiple Resource Base Market Structure Approach," *1992 Marketing Science Conference*, London, England.
- "A Marketing Approach for Measuring Product Market Differentiation and Concentration in Antitrust Cases" *1992 Public Policy and Marketing Conference*, Washington D.C.
- "Identifying the Legal and Ethical Risks and Costs of Using New Information Technologies to Support Marketing Programs," (1991 with Paul Bloom and Robert Adler). *Marketing Science Institute Mini-conference on Policy Issues in Gathering and Using Data on Consumers*, Boston, MA.
- "Using Population Ecology Theory to Assess and Predict Brand and Market Level Performance" *1991 Marketing Science Conference*, Wilmington, DL.
- "Using Population Ecology to Assess Competitive Position" (with Charlotte Mason). *1990 Marketing Science Conference*, Champagne, IL.
- "Managerial Signaling Behavior in Monopolistic Competition," *American Marketing Association Summer Educators Conference* (1989), Chicago, IL.

RESEARCH/TEACHING GRANTS

- \$15,000 Cypres Research Fund—Awarded 6/14/01 (with Mary Culnan, Bentley College).
- \$2,000 Service Learning Fellow Grant —Awarded 9/15/00 (\$15,000 to Marketing Department)
- \$4,000 School of Management 2001 Summer Research Grant (University of Massachusetts, Amherst)
- \$41,000 Marketing Science Institute funding for "Business Privacy Practices and Consumer Sensitivity to Privacy Issues. "
- \$ 4,500 School of Management 1997 Summer Research Grant (University of Massachusetts, Amherst).
- \$3,000 School of Management 1996 Summer Research Grand (University of Massachusetts, Amherst).
- \$600 Faculty Research Grant for Conference / Performance Travel (6/25/95).
- \$2,500 MSI funding for "Niche Theory and Brand Competition" project (George Milne and Charlotte Mason), Complete 3/15/94.
- \$750 Graduate School Support for Pilot Study Research -- University of Massachusetts Amherst. (5/5/93).
- \$5,000 MSI funding for "Identifying the Boundaries of Fair Play in Using New Information Technologies" project, (Paul Bloom, George Milne, and Robert Adler). Completed 9/15/91.

RESEARCH PROJECTS

Evaluating Online Privacy Notice Readability: A Longitudinal Examination. (with Mary Culnan and Henry Greene).

Online privacy notices are seen as an important document for an organization to convey fair information practices to consumers, and, in turn, provide consumers with an opportunity to decide whether they want to exchange personal information with the organization. Yet, the effectiveness of information practice disclosures by organizations is predicated on the notices being understandable. In an effort to provide a large scale effort to assess how understandable online privacy notices are, this study evaluates the readability of a set of 312 online privacy notices during 2001 and 2003 time periods. The research discovers that the readability of privacy notices has declined over the time period. Recommendations on changing the format of the notices are provided.

The Consumption of Privacy (with Shalini Bahl)

This paper addresses what privacy means to consumers in their daily lives and why privacy is needed. The authors build a conceptual model to explain how privacy barriers are used to protect and enhance the extended self. Privacy is portrayed as a dynamic process by which barriers are established for the different elements of the extended self along three dimensions of privacy—private time, private space, and private information. By controlling access to the self, consumers are able to enhance the extended self through the consumption of privacy.

Seeing the Forest and the Trees: Exographic Data in Database Marketing (with Henry Greene).

This paper develops an external forces model that supports the use of exographics in a direct marketing context. Exographics, defined as environmental characteristics outside the scope of individual, household or neighborhood space, are argued to have an incremental advantage over traditional data sources. This is particularly true during the prospecting and customer acquisition stages of the customer relationship. The value of exographics is demonstrated by constructing regression models to predict response to direct marketing campaigns for an automobile insurance company.

Looking Deeper: The Role of Privacy in Consumer Behavior (with Shalini Bahl)

The purpose of this paper is to assist public policy makers and marketers in understanding privacy from the perspective of the consumer so that consumer needs are better served. This paper reframes the privacy problem by expanding the dimensions of privacy from primarily information, to also include dimensions of space and time. Drawing from the literature in the social sciences and marketing, we present a theoretical framework that describes the process of boundary regulation in consumers' dealings with marketers; resulting in open, negotiated, and closed access. The framework helps marketers in avoiding privacy invasions and also in offering opportunities to consumers to enhance their privacy.

What does Privacy Mean to Consumers (with Shalini Bahl)

The purpose of this paper is to explore why consumers want privacy. This paper utilizes metaphor analysis to develop a grounded understanding of consumers need and use of privacy. Views from consumers across multiple cultures (U.S., India, and Kuwait) are compared.

A Statistic for Measuring Response Model Performance: Determining the Significance of the Gains Chart (with Henry Greene)

This paper evaluates and extends the use of the Gini coefficient, used by economists (Giles 2002) and other social scientists (Berndt, Fisher and Rajendrababu 2003; Thomas, Wang and Fan 2002), to evaluate cumulative gains charts. Building on previous work of Malthouse (2001) and Mulhern (1999) who applied the Gini coefficient in other direct marketing applications, this dissertation develops a statistic with distributional properties that can help direct marketers make inferential assessments regarding model performance. A monte carlo simulation procedure utilizing bootstrapping will be used to create distributional characteristics. The theoretical results and procedures are validated with data files

(100,000 records each) reflecting realistic direct marketing situations. These data files were acquired from the Direct Marketing Association and have been used in previous academic studies (Levin and Zahavi 1998, Malthouse 2002).

The utility of this approach is demonstrated through several applications: comparing competing models, assessing model reliability, and evaluating distributions of variables. In addition, a more efficient approach for calculating the Gini statistic is presented, which provides analysts with a simple technique for creating partial Gini indices, potentially useful in a variable selection procedure (Malthouse 2001) or when selecting competing models within a budgetary constraint.

TEACHING

Doctoral Seminars:

Marketing Management and Strategy: (SOM 894)
Applied Multivariate Methods (SOM 805)
Research Methods and Measurement in Marketing (SOM 892)
Research Process in Marketing (SOM 892)
Current and Classics in Marketing
Theory and Science in Marketing (SOM 851)
Professional Seminar Development in Marketing

Masters

Internet Marketing
Direct Marketing
Marketing Management
Marketing Research
Traditional and Online Survey Design

Undergraduate

Introduction to Business
Marketing Research
Internet Marketing
Marketing Management
Direct Marketing
International Business: Marketing Module

DISSERTATION SUPERVISION:

Dissertations Chaired in Marketing

Gordon, Mary Ellen (1995), Strategic Alliance Outcomes: The Role of Strategic Fit.
Kashyap, Rajiv (1997), Measuring Reverse Cannibalization: Strategic Implications for Category and Product Line Management.
Rohm, Andrew (2001), "An Investigation of the Internet's Impact on Marketing Channel Relations.
Boza, Maria-Eugenia (2004 est.), "Cultures of Shopping: Meanings, Experiences, and Games over Shopping in Contemporary Metropolitan Washington D.C. Retailscape."
Bahl, Shalini (2005 est.), "Multiple Selves and The Meanings They Give to Consumptions."
Greene, Henry (2005 est.), "A Statistic For Measuring Response Model Performance: Determining the Significance of the Gains Chart."

Dissertation Committees

Mullen, Michael (1992), *The Role of International Marketing Channels in Economic Development: A Structural Analysis of the Effects of Exporting and Importing on Economic Level and Basic Needs*
Antes, David (1995), "Product Complexity and Customer Satisfaction,"
McKeage, Kim (1995), "Managing the Retail Salesforce for Superior Service Quality,"
Banerjee, Bobby (1995), "Managerial Perceptions of Corporate Environmentalism: Antecedents, Consequences, and Implications for Marketing Strategy
Watson, Adrew (2000) "Core Competence Orientation,"

Thuhang Thi Tran (2004), "Capability Building and Performance,"
Latham, Scott (2005 est.), "Bankruptcy and Strategy"

PROFESSIONAL SERVICE

Special Issue Editor: Journal of Public Policy and Marketing (Spring 2000)
Editorial Review Board: Journal of Public Policy and Marketing (1998-2004)
Journal of Interactive Marketing (Ad Hoc Reviewer 2002- 2004).
Journal of Consumer Affairs (Ad Hoc reviewer: 2003,2004).
Co-Chair of 1997 Public Policy and Marketing Conference. May 16-17, Boston, MA.
Marketing and Public Policy Conference Program Committee (1996- 2001).
Journal of Marketing, Ad Hoc Reviewer (2000- 2002).
Journal of Public Policy and Marketing (Ad hoc reviewer: 1993-1997).
The Information Society (Ad hoc reviewer 2000, 2003,2004).
Organizational Science (Ad hoc reviewer: 1996).
Academy of Management Journal (Ad hoc reviewer: 1996).
Journal of Advertising (Ad hoc reviewer: 1994).
Marketing and Public Policy Conference Reviewer (1992-1997, 2001), Session Chair (1996), Discussant (1993).
Direct Marketing Educator Foundation Conference Reviewer (2000, 2001).
AMA Doctoral Dissertation Competition: Reviewer (1996)
AMA Summer Educators Conference: Reviewer (1994-1996, 2004).
AMA Winter Educators Conference: Reviewer (1994, 1997)
Academy of Marketing Science Conference Reviewer (1994, 1997)
Academy of Marketing Science World Marketing Conference (Session Chair, 1995)

APPENDIX: GEORGE R. MILNE -- SPORT MARKETING RESEARCH

PUBLICATIONS

Books

Milne, George R. and Mark A. McDonald (1999), *Sport Marketing: Managing the Exchange Process* (Sudbury, MA: Jones and Bartlett Publishers)

[Reviewed in *Journal of Sport Management* (2000), 14:2, 188-190.]

[Reviewed in *Sport Marketing Quarterly* (1999), 8:3, 61-62.]

[Reprinted in Japanese, 2000]

McDonald, Mark A. and George R. Milne (1999), *Cases in Sport Marketing*. (Sudbury, MA: Jones and Bartlett Publishers)

[Reviewed in *Sports Marketing Quarterly* (1999), 8:3, 59-60.]

[Reprinted in Korean, 2000]

Journal Articles

McDonald, Mark A., George R. Milne, and JinBae Hong (2002), "Motivational Factors for Evaluating Sport Spectator and Participant Markets," *Sport Marketing Quarterly* 11:2, 100-113.

Rohm, Andrew J., George R. Milne, and Mark A. McDonald (2002) "A Market Segmentation Study of Runner Motivations and Health Benefits" *Advances in Health Care Research*, Joe F. Hair, Michael Weber and Ronald Hoverstad eds, (Madison, WI: Omnipress)

Milne, George R. and Mark A. McDonald (2000), "Marketing Safety: Ski Industry Response to Perceived Snowboarding Threat," *Advances in Health Care Research*, Joe F. Hair, Michael Weber and Ronald Hoverstad eds, (Madison, WI: Omnipress)

Gladden, James M. and George R. Milne (1999) "Examining the Importance of Brand Equity in Professional Sport," *Sports Marketing Quarterly*.8:1, 21-29.

Musante, Michael, George R. Milne and Mark A. McDonald (1999), "Sport Sponsorship: The Role of Personality Matching" *International Journal of Sports Marketing and Sponsorship*. 1:1, 32-47.

Gladden, James, George R. Milne, and William Sutton (1998) "A Conceptual Framework for Assessing Brand Equity in Division I College Athletics" *Journal of Sport Management*. 12:1, 1-19.

Milne, George R. and Mark A. McDonald (1997), "Introduction to the Special Issue on Relationship Marketing in Sport," *Sport Marketing Quarterly*, 6:2, 4.

McDonald, Mark A., and George R. Milne (1997), "A Conceptual Framework for Evaluating Marketing Relationships in Professional Sport Franchises," *Sport Marketing Quarterly*, 6:2, 27-32.

Sutton, William A., Mark A. McDonald, George R. Milne and John Cimperman (1997), "Creating and Fostering Fan Identification in Professional Sports," *Sport Marketing Quarterly*, 6:1, 15-22.

Milne, George R., Mark A. McDonald, William A. Sutton, and Rajiv Kashyap (1996), "A Niche-Based Evaluation of Sport Participation Patterns," *Journal of Sport Management*, 10:4, 417-434.

Milne, George R., William A. Sutton, Mark A. McDonald (1996), "Niche Analysis: A Strategic Tool for Sport Managers," *Sport Marketing Quarterly*, 5:3, 15-22.

McDonald, Mark A., William A. Sutton, and George R. Milne (1995), "TEAMQUAL™: Measuring Service Quality in Professional Team Sports," *Sports Marketing Quarterly* 4:2, 9-16.

Other Publications and Abstracts

Milne, George R., William A. Sutton, Mark A. McDonald (1997), "Success with Surveys," *Athletic Management*, June/July, 12.

Sutton, William A., Mark A. McDonald, and George R. Milne (1997), "Escalating Your Fan Base" *Athletic Management*, April/May.

McDonald, Mark, George R. Milne, William Sutton (1997), *1997 Sports Marketing Industry Compensation Study* (Chicago, IL:Team Marketing Report).

McDonald, Mark A., William A. Sutton, George R. Milne (1995), "Measuring Service Quality in Professional Sports", *Proceedings of the Seventh Bi-Annual World Marketing Conference*, Vol. VII-I, K.Grant and I. Walker eds., 99.

McDonald, Mark A., George R. Milne, and William A. Sutton (1995), "Understanding the Sport Consumer: The Development of Constructs of Measuring Motivations," *Proceedings of the Seventh Bi-Annual World Marketing Conference*, Vol. VII-II, K.Grant and I. Walker eds., 58.

Presentations

Sport Sponsorship: The Role of Personality Matching (with Mark McDonald) Hitotsubashi University, Tokyo, Japan (June 2000).

The Role of Personality Matching in Professional Sport (with Mark McDonald) Aispo, Tokyo, Japan (June 2000).

"What's Winning Worth?" *North American Society of Sport Management*, 12th Annual Conference-1997, (with Jay Gladden, William Sutton, Mark A. McDonald), San Antonio TX."

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