

## **EDUCATION**

2000-2005 University of Virginia, PhD in Business Administration  
1994-1996 San Francisco State University, MBA  
1983-1987 Beloit College, BA

## **ACADEMIC POSITIONS**

Associate Professor of Marketing with tenure, College of Business, University of Central Florida, 2018-present

Professorial Fellow, School of Business, University of Edinburgh, 2018-present

Professor Emeritus, College of Business, James Madison University, 2018-present

Professor of Marketing, College of Business, James Madison University, 2015-2018

Visiting Professor of Marketing, IE Business School, IE University, 2018

Visiting Professor of Marketing, Department of Business Administration, Carlos III University, 2017

Associate Professor of Marketing with tenure, College of Business, James Madison University, 2010-2015

Visiting Associate Professor of Marketing, Faculty of Business, Hong Kong Polytechnic University, 2013

Assistant Professor of Marketing, College of Business, James Madison University, 2003-2010

## **JOURNAL APPOINTMENTS**

Associate Editor, Marketing Area, *Journal of Business Research*, 2015 – Present

Co-Editor, *Journal of Business Research*, "Virtual Reality in Marketing: Emerging Opportunities in Research and Practice" (Special Issue, forthcoming)

Editorial Review Board, *Journal of the Academy of Marketing Science*, 2016-present

Editorial Review Board, *Journal of Business-to-Business Marketing*, 2010-present

Editorial Review Board, *European Journal of Management and Business Economics*, 2018-present

### **RESEARCH AWARDS AND ACCOMPLISHMENTS**

2018 Keynote Speaker, Center for Business & Industrial Marketing (CBIM) Conference  
2015 Dean's Impact Award, James Madison University  
2012 Madison Research Scholar, James Madison University  
2005 Article of the Year, *Journal of Business-to-Business Marketing*

### **TEACHING AWARDS AND ACCOMPLISHMENTS**

2018 Faculty Excellence Award, IE Business School  
2015 Faculty Leader, MBA International Experience, China, James Madison University  
2011 Outstanding MBA Faculty Teaching Award, James Madison University  
2009 Faculty-Member-In-Residence, Study Abroad Program, University of Salamanca  
2007 Innovation in Undergraduate Teaching Award, James Madison University

### **ARTICLES IN REFEREED JOURNALS/BOOKS**

Boyd, D. Eric, P.K. Kannan, and Rebecca Slotegraaf (forthcoming), "Branded Apps and their Impact on Firm Value: A Design Perspective," *Journal of Marketing Research*.

Boyd, D. Eric and Bernadett Koles (forthcoming), "Virtual Reality Usage in B2B Marketing: A Value-in-Use Perspective," *Journal of Business Research*.

Boyd, D. Eric and P.K. Kannan (2018), "(When) Does Third-Party Recognition for Design Excellence Impact Financial Performance in B2B Markets?" *Journal of Marketing*, 82 (3), 108-123.

Whitler, Kimberly A., Neil A. Morgan, and D. Eric Boyd (2017), "The Power Partnership: CMO & CIO," *Harvard Business Review*, 95 (4), 55.

Brown, Brian P., Mayoor Mohan, and D. Eric Boyd (2017), "Top Management Attention to Trade Shows and Firm Performance: A Relationship Marketing Perspective," *Journal of Business Research*, 81, 40-50.

Whitler, Kim, D. Eric Boyd, and Neal Morgan (2017), "The Criticality of CMO-CIO Alignment," *Business Horizons*, 60, 313-324.

Kim, MinChung, Eric Boyd, Namwoon Kim, and Cheong Yi (2016) "CMO Equity Incentive and Shareholder Value: Moderating Roles of CMO Managerial Discretion," *International Journal of Research in Marketing*, 33 (4), 725-738.

Boyd, D. Eric, Benjamin Michael McGarry, and Theresa Clarke (2016), "Exploring the Empowering and Paradoxical Relationship between Social Media and CSR Activism," *Journal of Business Research*, 69 (8), 2739-2746.

Boyd, D. Eric, Theresa Clarke, and Robert Spekman (2014), "The Emergence and Impact of Consumer Brand Empowerment in Online Social Networks: A Proposed Ontology," *Journal of Brand Management*, 21, 516-531.

Bahn, Kenneth E. and D. Eric Boyd (2014), "Information and Its Impact on Consumers' Reactions to Restrictive Return Policies," *Journal of Retailing and Consumer Services*, 21 (4), 415-423.

Boyd, D. Eric and Brian P. Brown (2012), "Marketing Control Rights and their Distribution Within Technology Licensing Agreements: A Real Options Perspective," *Journal of the Academy of Marketing Science*, 40 (5), 659-672.

Boyd, D. Eric, Rajesh Chandy, and Marcus Cunha (2010), "When Do Chief Marketing Officers Impact Firm Value? A Customer Power Perspective," *Journal of Marketing Research*, 47 (4), 1162-1176.

Boyd, D. Eric and Robert E. Spekman (2010), "The Licensing of Marketing Control Rights in Technology Alliances: A Shareholder Value Perspective," *Journal of Product Innovation Management*, 27 (4), 593-605.

Boyd, D. Eric, Rajesh Chandy, and Marcus Cunha (2010), "The CMO of Consequence," *Business Strategy Review*, Q3, 42-45.

Boyd, D. Eric and Kenneth D. Bahn (2009), "When Do Large Product Assortments Benefit Consumers: An Information-Processing Perspective," *Journal of Retailing*, 85 (3), 288-297.

Boyd, D. Eric and Robert E. Spekman (2008), "The Market Value Impact of Indirect Ties in Technology Alliances," *Journal of the Academy of Marketing Science*, 36 (4), 488-500.

Boyd, D. Eric and Kevin Webb (2008), "Interorganizational Ethical Conflict within Alliances: A Conceptual Model and Research Propositions," *Journal of Business-to-Business Marketing*, 15 (1), 1-24.

Boyd, D. Eric, Robert E. Spekman, Patricia Werhane, and John W. Kamauff (2007), "Corporate Social Responsibility in Global Supply Chains: A Procedural Justice Perspective," *Long Range Planning*, 40 (3), 341-356.

Werhane, Patricia H., S. Ramakrishna Velamuri, and D. Eric Boyd (2005), "Corruption and Moral Risk in Business Settings," in *The Responsible Corporation*, (ed) Kirk Hanson, Westport, CT: Greenwood Publishing.

Boyd, D. Eric and Robert E. Spekman (2004), "Internet Usage within B2B Relationships and Its Impact on Value Creation: A Conceptual Model and Research Propositions," *Journal of Business-to-Business Marketing*, 11 (1/ 2), 9-34. \* Awarded Outstanding Article of the Year

Boyd, D. Eric, Paul W. Farris and Lutz Hildebrandt (2004), "PIMS and COMPUSTAT Data: Different Horses for the Same Course?" in *Profit Impact of Marketing Strategy: Retrospect and Prospect*, (eds) Paul Farris and Michael Moore, New York: Cambridge University Press.

### **INVITED RESEACH SEMINARS**

Complutense University (Madrid, Spain)  
EAE Business School (Barcelona, Spain)  
George Mason University (Fairfax, Virginia, USA)  
Hong Kong Polytechnic University (Hong Kong, China)  
IE Business School (Madrid, Spain)  
National Research Council (Rome, Italy)  
University of Alabama (Tuscaloosa, Alabama, USA)  
University of Glasgow (Glasgow, Scotland)  
University of Massachusetts (Lowell, Massachusetts, USA)  
University of Strathclyde (Glasgow, Scotland)  
University of Zaragoza (Zaragoza, Spain)

### **CONFERENCE PRESENTATIONS**

Boyd, D. Eric (Keynote Speaker), "10+ Habits of a Productive Researcher: Small Changes in How You Think About and Do Research That Will Increase Your Research Productivity," 2018 CBIM Conference, Madrid, Spain.

Boyd, D. Eric, Brian P. Brown, and Mayoer Mohan, "Crying for Attention: The Impact of Top Management Attention on the Contribution of Trade Shows to Firm Value," *2017 Thought Leadership on the Sales Profession Conference* in Paris, France.

Boyd, D. Eric, MinChung Kim, and P. K. Kannan, "Data Security Concerns and their Impact on Consumer Participation in Contextual Marketing Programs," *2017 European Marketing Academy Conference* in Groningen, Netherlands.

Boyd, D. Eric, "Meet the Editors," *2017 European Marketing Academy Conference* in Groningen, Netherlands.

Boyd, D. Eric, Stephen Anderson-MacDonald, and Rajesh Chandy, "(When) Should Marketing & Sales Report to One Top Manager?" *2015 American Marketing Association Winter Educators' Conference* in San Antonio, Texas.

Boyd, D. Eric and P.K. Kannan, "Product Design Awards and Their Impact on Firm Value," *2014 American Marketing Association Winter Educators' Conference* in Tampa, Florida.

Boyd, D. Eric, Stephen Anderson-MacDonald, and Rajesh Chandy, "Marketing CEOs: Where Are They, And How Are They Different?" *2013 American Marketing Association Winter Educators' Conference* in Las Vegas, Nevada.

Stephen Anderson-MacDonald, D. Eric Boyd, and Rajesh Chandy, "When Should Marketing and Sales be Integrated within Top Management: An Executive Job Demands Perspective", *2012 American Marketing Association Winter Educators' Conference* in St. Petersburg, Florida.

Boyd, D. Eric, Christine Moorman, and Rajsh Chandy, "CMO Migration and Its; Impact on Firm Value: Gone, But Not Forgotten," *2011 MSI Marketing Meets Wall Street Conference* in Boston, MA.

Boyd, D. Eric and Brian Brown, "The Impact of Branding and Relational Capabilities on Contractual Decisions in Technology Alliances," *2010 American Marketing Association Winter Educators' Conference* in New Orleans, LA.

Boyd, D. Eric, "Deregulation in Service Industries and Its Impact on Buyer Behavior," *2009 American Marketing Association Winter Educators' Conference* in Tampa, Florida.

Boyd, D. Eric, "The Licensing of Marketing Control Rights in Technology Alliances: A Shareholder Value Perspective," *2008 DC Marketing Colloquium* in Fairfax, VA

Boyd, D. Eric, "Chief Marketing Officers and their Impact on Firm Value," *2007 DC Marketing Colloquium* in Fairfax, VA

Cunha, Jr., Marcus and D. Eric Boyd, "Return Policy Leniency and Assortment Attractiveness: An Information Processing Perspective," *2007 Society for Consumer Psychology Conference* in Las Vegas, Nevada.

Boyd, D. Eric, "Fairness in Supply Chain Relationships and Its Impact on Consumer Judgments and Behavioral Intentions," *2006 American Marketing Association Winter Educators' Conference* in St. Petersburg, Florida.

Boyd, D. Eric, "New Product Alliances, Commercialization Decisions and Marketing Capabilities," *Institute for the Study of Business Markets B2B 2003: Market Trends and Academic Response Workshop* in Orlando, Florida.

Boyd, D. Eric, "Managing Corporate Social Responsibility within Supply Chains: Synthesizing Historical and Contemporary Perspectives," *2002 Association for Practical and Professional Ethics, Eleventh Annual Meeting* in Cincinnati, Ohio.

Boyd, D. Eric and Robert E. Spekman, "Internet Usage within B2B Exchange Partnerships: A Conceptual Model and Research Propositions," *2001 Academy of Marketing Science Annual Conference* in San Diego, CA.

Boyd, D. Eric, "Business Partnerships, Social Dilemmas and Marketing Ethics," *2001 American Marketing Association Winter Marketing Educators' Conference* in Scottsdale, Arizona.

Spekman, Robert E. and D. Eric Boyd, "Partnership Value and the Internet: Preliminary Thoughts and a View of the Darker Side," *15<sup>th</sup> Industrial Marketing and Purchasing Group Conference* in Dublin, Ireland.

Boyd, D. Eric and Subodh Bhat, "Integrating Dual Entitlement and Equity Theory into Perceived Price Fairness: An Empirical Investigation within a Service Setting" *1996 American Marketing Association Summer Educators' Conference* in San Diego, California.

Bhat, Subodh and D. Eric Boyd, "The Impact of Price Perceptions on Customer Satisfaction and Renewal Behavior in an Industrial Purchase Situation," *1995 American Marketing Association Sixth Annual Advanced Research Techniques Forum* in Monterey, California.

## **TEACHING**

### **Graduate-level**

Content Marketing  
Marketing Management  
Product Development and Management  
Business Marketing

### **Undergraduate-level**

Business Marketing  
Marketing Management  
Product Development and Management

## **SERVICE**

### **Department**

2012 - Present, Marketing Internship Director  
2012-2014, Marketing Department Head Search Committee, Member  
2012-2013 Recruitment Committee, Chair  
2011-2012 Curriculum Committee, Member

2009-2010 Curriculum Committee, Chair  
2009-2010 PAC Committee, Member  
2009-2010 Recruitment Committee, Member  
2007-2009 Recruitment Committee, Chair  
2007-2008 APR Committee, Member  
2006-2007 Curriculum Committee, Member  
2005-2006 Curriculum Committee, Member  
2005-2006 Scholarship Committee, Member  
2006-2007 Scholarship Committee, Member  
2005-2006 Department Chair Recruitment Committee, Member  
2004-2005 Graduation Program, Representative  
2004-2005 Assessment Committee, Member  
2005-2006 Assessment Committee, Member

### **College**

2013 - Present, AACSB Impact of Research Committee, Chair,  
2007- Present, MBA Program Committee, Member  
2014-2015, CSX Professorship Committee, Member  
2013-2015, Dean's Impact Award Committee, Member  
2013-2014, COB Distinguished Teacher Award Selection Committee, Member  
2012-2013, COB Dean Search Committee, Member  
2010-2011, COB Grants and Awards Committee, Member  
2007-2008, COB Core Curriculum Committee, Member  
2007-2008, COB Recruitment Committee, Member

### **University**

2013-2014, JMU University Student Research Center Task Force  
2012-2013, Best Practices in Online Education Committee, Member  
2009-2010, Faculty Member in Residence (FMIR), Salamanca, Spain