

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

Carol Fiske Gwin

Areas of Interest

Marketing Strategy, Customer Relationship Management, and Consumer Policy.

Specialization: My research follows two streams. The first emphasizes the implications for marketing strategy of decisions about specific marketing variables, in particular brand and customer relationships. The second focuses on the implications for public policy of issues such as compulsive buying and consumer privacy.

Education

1997 **University of South Carolina** **Columbia, SC**
Ph.D. Business Administration

Major: Marketing; Minor: Psychology

Dissertation: Understanding the Effects of Cause-Related Advertising on Consumer Attitudes.

1982 **University of Georgia** **Athens, GA**
M.A. Marketing Research

Thesis: The Personal Home Computer Market Profiled by Buyer Intention

1978 **Furman University** **Greenville, SC**
B.A. Business Administration (Magna Cum Laude)

Teaching Experience

Practitioner Faculty of Marketing
Fall 2006-Present **Graziadio School of Business & Management**
Pepperdine University **Malibu, CA**

Courses taught:

- MBFE 658 – Marketing Management (fully employed, Boeing program)
- MBFE 686 (623) – Strategic Issues in Marketing
- MBAM 615 – Marketing Management (full-time)
- MBFE 622 – Marketing Communications
- MBFE 624 – Marketing Consulting (E2B)

Assistant Professor of Marketing **Fall 2005-Summer 2006**
Lecturer, Marketing **Fall 2001-Summer 2005**
Baylor University **Waco, TX**

Courses taught:

- MBA
 - MKT 5398 – Customer Relationship Management
 - MKT 5330 – Marketing in the E-Commerce Age
- Undergraduate
 - MKT 3305 – Principles of Marketing
- Course Development
 - Customer Relationship Management (second course in CRM track)

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Teaching Experience (continued)

Assistant Professor of Marketing
1995 - 2001 Babson College

Babson Park, MA

Courses taught:

- MBA
 - Product Design and Development
 - Marketing Research & Analysis
 - eMarketing
 - Managing Competing Capabilities (co-taught with management)
- Undergraduate
 - Intermediate Management Core 1 (IMC1)
 - Understanding the Firm and the Market (UFM - integrated principles of marketing and microeconomics, co-taught with economics)
 - Understanding the Organization (UO – Integrated marketing, economics, finance, accounting, operations, organizational behavior)
 - Intermediate Management Core 2 (IMC2) – (co-taught with statistics)
 - eMarketing
 - Marketing Research & Analysis
 - Principles of Marketing
- Course development:
 - eMarketing (Independently developed)
 - IMC2 – Discipline leader for integration of marketing and statistics into hands-on labs.
 - IMC1, UFM – Team development of course with an economics colleague
 - IMC1, UO – Team development for the curriculum with five other interdisciplinary colleagues
 - Managing Competing Capabilities – Co-developed with a management colleague
- Executive Education
 - Taught seminars in new product development, marketing research, pricing.

Other teaching activities: Supervised four successful undergraduate and graduate independent studies and served as faculty mentor for six new product development projects.

Instructor

1992 - 1995

University of South Carolina

Columbia, SC

Undergraduate courses taught: Marketing Research and Marketing Management.

Executive Education: Taught courses in customer satisfaction and marketing management.

Instructor

1995 (May)

Zelenograd Business College, MIET

Zelenograd, Russia

Course taught: Marketing Research

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Research Publications

Cooper, Marjorie J., Carol F. Gwin, and Kirk L. Wakefield (2008), "Cross-functional Interface and Disruption in CRM Projects: Is Marketing from Venus and Information Systems from Mars?" *Journal of Business Research*, 61:4, 292-299.

Gwin, Carol F., James A. Roberts, and Carlos Ruy Martínez (2005), "Nature vs. Nurture: The Role of Family in Compulsive Buying." *Marketing Management Journal*, 15:1, 95-107.

Roberts, James, Carol F. Gwin, and Carlos Martínez (2004), "The Influence of Family Structure on Consumer Behavior: A Re-Inquiry and Extension of the Rindfleisch et al. (1997) Model in Mexico." *Journal of Marketing Theory and Practice*, 12:1, 61-79.

Gwin, Carol F., James Roberts, and Carlos Martínez (2004), "Does Family Matter? Influences on Compulsive Buying." *Marketing Management Journal*, 14:1, 45-62.

Gwin, Carol F. and Carl R. Gwin (2003), "Product Attributes Model: A Tool for Evaluating Brand Positioning," *Journal of Marketing Theory and Practice*, 11:2, 30-42.

Gwin, Carl R., Seow-Eng Ong, and Carol F. Gwin (2002), "Seller versus Broker: Timing of Promotion." *Journal of Real Estate Research*, 24:1, 27-45.

Fiske (Gwin), Carol A., Lisa A. Luebbehusen, Anthony D. Miyazaki, and Joel E. Urbany (1995), "Exploring the Search Process for Durables," in *Advances in Consumer Research*, Vol. 22, eds. Frank Kardes and Mita Sujun, Provo, UT: Association for Consumer Research.

Fiske (Gwin), Carol A., Lisa A. Luebbehusen, Anthony D. Miyazaki, and Joel E. Urbany (1994), "The Relationship Between Knowledge and Search: It Depends," in *Advances in Consumer Research*, Vol. 21, eds. Chris T. Allen and Deborah Roedder John, Provo, UT: Association for Consumer Research.

Fiske (Gwin), Carol A. (1988), "Concept Testing for New Products and Line Extensions: The Contribution of Forecasting Models - The Importance of Early ... and Accurate ... Volume Estimates," *Concept Testing Today*, New York: Advertising Research Foundation.

Brooks, Randolph N. and Carol A. Fiske (Gwin) (1987), "Converging Technology: The Value of an Integrated Evaluation System," *Broadening the Horizons of Copy Research*, New York: Advertising Research Foundation.

Teaching Publications

Gwin, Carl R. and Carol F. Gwin (2000), "Pioneering an Interdisciplinary Curriculum: The Foundation in Marketing and Economics," *Journal of Business Education*, Vol. 1, Proceedings 2000.

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Teaching Publications (continued)

Gwin, Carl R. and Carol A. Fiske (Gwin) (1999, 1998), "Product Attributes Model," Chapter 6 in *Understanding the Firm and the Market*, New York, NY: The McGraw-Hill Companies, Inc.

Balaguer, Nancy S., Carol A. Fiske (Gwin), and Norean Radke Sharpe (1998), "Implementation Issues of Curriculum Innovations at Babson College: Integrating Across Disciplines," *Annual Meeting Proceedings, Volume 1*, Decision Sciences Institute.

Gwin, Carol Fiske, Carl Gwin, Richard Bliss, Michael Feters, James Hunt and Jay Rao (1998), *Ben & Jerry's: Why Scoop Up Phish Food™? (B)*, Babson College: Babson Park, MA.

Gwin, Carl, Carol Fiske (Gwin), Richard Bliss, Michael Feters, James Hunt and Jay Rao (1998), *Southwest Airlines: A Symbol of Freedom (B)*, Babson College: Babson Park, MA.

Rao, Jay, James Hunt, Richard Bliss, Michael Feters, Carol Fiske (Gwin), and Carl Gwin (1998), *Southwest Airlines (A)*, Babson College: Babson Park, MA..

Hunt, James, Jay Rao, Richard Bliss, Michael Feters, Carol Fiske (Gwin) and Carl Gwin (1998), *Ben & Jerry's (A)*, Babson College, Babson Park, MA.

Feters, Michael, Richard Bliss, Carol Fiske (Gwin), Carl Gwin, James Hunt and Jay Rao (1998), *Note on the U.S. Airline Industry*, Babson College: Babson Park, MA.

Bliss, Richard, Michael Feters, Carol Fiske (Gwin), Carl Gwin, James Hunt and Jay Rao (1998), *Note on the U.S. Ice Cream and Frozen Dessert Industry*, Babson College, Babson Park, MA.

Work in Progress

Submitted Papers

Gwin, Carol F., "The Brand Preference to Search Relationship: An Empirical Investigation." Revise and re-submit for *Journal of Business Research*.

Gwin, Carl R. and Carol F. Gwin, "Special Pricing Agreements as Vertical Restraints," Submitted to *Economics Letters*.

Gwin, Carol F. and James Roberts, "Yielding to Temptation: Is It Just a Matter of Control?" Under revision for submission to *Journal of Marketing Theory and Practice*.

Gwin, Carol F. and Carl R. Gwin, "Influencing Salesperson Effort by Withholding Cost Information," Accepted for presentation at Western Economic Association International Conference, July 2008.

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Work in
Progress
(continued)

Working Papers

Gwin, Carol F., "Does Brand Relationship Quality Impact Perceived Value for Consumer Goods: An Empirical Investigation." Final analysis.

Gwin, Carol F. and James Roberts, "The Influence of Attitudes toward Death on Consumption Choices." Initial analysis.

Gwin, Carol F. and Gwin, Carl R. "To Hire or Not To Hire a Salesforce: An Empirical Analysis of How Support Activities Influence the Decision to Contract Out."

- Presented at the Southern Economic Association Annual Conference, November 2001.

Gwin, Carol F., "Privacy Policies of e-Businesses: Visibility, Content and Implications for Businesses and Policy Makers," Data collected.

Conference
Presentations

Gwin, Carol F. (2008), "Influencing Salesperson Effort by Withholding Cost Information," Western Economic Association International 83rd Annual Conference. Co-author: Carl R. Gwin.

Gwin, Carol F. (2004), "Creating Value through Successful Implementation of Relationship Building Strategies," American Marketing Association, Winter Educators' Conference. Developed and delivered Special Session with five papers and eight authors; participated as creator, chair, presenter, and co-author.

Gwin, Carol F. (2003), "Modernizing the Marketing Curriculum with a CRM Course," American Marketing Association, Winter Educators' Conference.

Gwin, Carl R. and Carol F. Gwin (2002), "A Unified Model for Industry Study and the Analysis of Firms and Competitive Strategy," Western Economic Association International 77th Annual Conference.

Gwin, Carol F. (2001), "E-Marketing: Implications for Marketing Strategy," American Marketing Association Summer Educators' Conference.

Gwin, Carl R. and Gwin, Carol F. (2000), "The Principal Withholds Cost Information: Influencing a Salesperson's Effort to Set Price," American Marketing Association Summer Educators' Conference.

Gwin, Carol Fiske (2000), "Cause-Related Marketing: The Perspective of the Non-Profit Organization," AMA Winter Educators' Conference.

Gwin, Carl R. and Carol F. Gwin (1999), "An Interdisciplinary Model for Analyzing Government," International Atlantic Economic Conference.

Gwin, Carl R. and Carol A. Fiske (Gwin) (1998), "Special Pricing Agreements as Vertical Restraints," Western Economic Association International Conference.

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Work
Experience

1982 - 1991

Burke Marketing Services, Inc. Cincinnati, OH
Marketing Research Company.

- **Vice President/Group Manager, Burke Marketing Research, Inc., Atlanta, GA (1988-1991)**
 - Managed the profitability, budget and staff for the Atlanta office.
 - Exceeded profitability and revenue goals each year.
 - Developed and managed a new service (Integrated Concept Evaluation System) which generated revenues in excess of \$500,000 a year.
 - Participated on product development teams for a new marketing strategy service and for customer satisfaction research.
- **Vice President/Marketing Manager, BASES, Cincinnati, OH (1986-1988).**
 - Developed marketing program to help increase BASES' market share to over 50% of the Simulated Test Market business.
 - Directed advertising, public relations, brochure and slide development for this division.
 - Implemented a sales training program.
 - Hired, trained, managed and evaluated a team of 13 professionals.
 - Provided senior consulting expertise on the division's #1 account, Ralston Purina, and assisted in developing new accounts.
 - Exceeded revenue and profitability targets for accounts by 100%.
- **Group Manager, BASES, Westport, CT (1985-1986)**
 - Responsible for directing activities of a client service team with \$2.5 million in revenue.
 - Provided new product consulting and forecasting to clients, including General Foods, Johnson & Johnson, and Colgate Palmolive.
 - Made a partner in Burke marketing Services, Inc. in 1985 and Vice President in 1986 on merits of contribution, leadership ability, and marketing knowledge.
- **Client Service, BASES, Westport, CT and Cincinnati, OH (1982-1985)**
 - Hired as an Intern/Market Research Analyst.
 - Fast-tracked through positions of Client Service Associate and Client Service Manager.
 - Instrumental in opening and developing the division's first satellite office which experienced 350% growth in three years.