

ALEXANDRA J. CAMPBELL

2014/15 Curriculum Vitae

Work Experience

1992 to present	Schulich School of Business, York University, Associate Professor, Marketing
2014 to present	IMBA Program Director
2005-2006	EDHEC, Nice, France. Visiting Professor, Marketing
1999	ITESM, Guadalajara, Mexico, Visiting Professor, Marketing
1984-1986	Centennial College, Faculty of Administrative Studies, Tenured Professor, Marketing
1983-1984	Reckitt & Colman, Marketing Manager. Major responsibilities included management of French's mustard brand and new product development launch of speciality mustards.
1982-1983	Nestle, Senior Product Manager. Major responsibilities included management of Crosse & Blackwell products, Libby's Alpha-Getti and vegetable brands.
1980-1982	Laura Secord Candy Shops Ltd, Product Manager. Major responsibilities included management of Laura Secord ice cream, cakes and cookies.

Education

1986-1992	Phd, Marketing, University of Toronto (supervisors: G. Day and A. Rugman)
1978-1980	MBA, Marketing, University of Toronto
1974-1978	Honours B.A., Philosophy and French, York University

Research Grants and Awards

2013-2014	Edhec Research Grant (\$7,500), "Temporary Ownership: The Impact of Planned online sale on the consumption experience of luxury products"
2005-2006	York Sabbatical Leave Fellowship (\$5,000) "The Effect of Organizational Form on Value Creation in Buyer-Seller Relationships"
1999-2000	York University Leave Fellowship "Knowledge Transfer in MNCs", (\$2,500)
1995	York University Small Research Grant, "Privacy Issues Surrounding Direct Marketing Usage: Canadian Consumer Perceptions", (\$1,000) SSB Small Research Grant, "Senior versus Junior Partners: How are Power Asymmetries managed in Vertical Collaboration?", (\$1,000) Chalmers University of Technology Research Scholarship, Gottenburg Sweden (\$10,000)
1993-1996	Esso Canada Research Grant, "Using Supplier-Customer Partnerships for more effective New Product Development", (\$37,000) (with Robert Cooper and Elko Kleinschmidt)

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- ASDGM, "Cooperation in International Supply Markets: An Examination of Thai Textile Exporters", (\$20,000), (with Adith Cheosakul and Supaporn Polnikorn)
- 1994 SSB Small Research Grant, "International Direct Marketing: An Analysis of Mexican Consumers", (\$1,880)
- 1993 SSB Small Research Grant, "The Impact of NAFTA on Managerial Attitudes and Strategy Formulation: A Cross-Cultural Study" (\$1,500)
- 1992 SSB Small Research Grant, for translation of survey instrument for research into Vertical Supply Partnerships in Southeast Asia, (\$1,500)
- 1990-1991 Academic & corporate grants for doctoral dissertation research, "The Antecedents and Outcomes of Cooperation in International Supply Markets", Ontario Centre for International Business (\$2,000) Marketing Science Institute (\$6,000); Corporate grants (\$15,000). Alden Clayton Doctoral Dissertation Award, Marketing Science Institute (\$3,000)

Refereed Journal Publications

"The Effect of Environmental Dynamism on Relational Governance in Manufacturer-Supplier Relationships: A Contingency Framework and an Empirical Test" *Journal of the Academy of Marketing Science*, (2003), vol 31, 2, 176-188 (with Ashwin Joshi)

"Creating Customer Knowledge Competence: Managing Customer Relationship Management Programs Strategically", *Industrial Marketing Management*, (2003), vol 32, 5, 375-383. (most cited article in *Industrial Marketing Management* in 2004)

"Using Customer Relationships to Acquire Technological Innovation: A Value Chain Analysis of Supplier Contracts with Scientific Research Institutions", *Journal of Business Research*, (2003), vol 56, 9, 711-719 (with Alain Verbeke and Marcus Nordberg),

"Do Customer Partnerships improve New Product Success Rates?", *Industrial Marketing Management*, (1999), vol 28, 5, 507-520 (with Robert Cooper).

"Cooperation in International Value Chains: Comparing an Exporter's Supplier versus Customer Relationships", *Journal of Business and Industrial Marketing* (1998), vol. 13, 1, 22-39.

"Buyer-Supplier Partnerships: Flip sides of the same coin?", *Journal of Business and Industrial Marketing* (1997), vol. 12, 5-6, 417-434.

"What affects Expectations of Mutuality in Business Relationships?", *Journal of Marketing Theory and Practice* (1997) vol. 5, 3, 1-11.

"Using Buyer-Supplier Networks to increase Innovation Speed: An Exploratory Study of Thai Textile Exporters", *Asia Pacific Journal of Management*, (1997), vol. 14, 2, 109-122.

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"Relationship Marketing in Consumer Markets: A Comparison of Managerial and Consumer Attitudes about Information Privacy", *Journal of Direct Marketing*, (1997), vol. 11, 3, 44-57.

"Can Market-Based Contracts Substitute for Alliances in High Technology Markets?", *Journal of International Business Studies*, (1996), vol. 27, 5, 936-980 (with Markus Nordberg and Alain Verbeke) , reprinted as a book chapter in: *Cooperative Strategies: European Perspectives*, (P.W. Beamish & J.P. Killing, editors), CA: The New Lexington Press (1997).

"The Effects of Internal Firm Barriers on the Export Behavior of Small Firms in a Free Trade Environment: Evidence from NAFTA", *Journal of Small Business Management*, (1996), vol. 34, 3, 50-58.

"The Globalization of Service Multinationals", *Long Range Planning*, (1994), vol. 27, 2, 95-102 (with Alain Verbeke).

"The Use of International Direct Marketing by Small Businesses in Canada, Mexico and the United States", *Journal of Direct Marketing*, (1994), vol. 8, 1, 7-16 (with Lisa Spiller).

"Strategic Change in the European Flexible Packaging Industry", *European Management Journal*, (1990), vol. 8, 380-387 (with Alan Rugman and Alain Verbeke)

Book Chapters

"The Multinational Management of Multiple External Networks", (2001) (with A. Verbeke). In *Globalization and the Small Open Economy: Essays in Honour of John Dunning*, (A. Verbeke and D. van den Bulcke, editors) Elgar Publishing

"Managed Networks: Creating Strategic Advantage", (1996), (with David Wilson), pp. 125-144, In *Networks in Marketing*, (D.Iacabucci, ed), CA: Sage Publications.

Other Publications

"The Effect of Market Responsiveness on Supply Partnerships", (October 1995), *Marketing Science Institute Working Paper Series*, report no. 95-112.

"A Value Chain Analysis of Supply Partnerships", (1994), In *Logistics Technology International* (4th ed.), (G. Brace ed), London: Sterling Publications Inc.

Refereed Conference Proceedings

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“The Effect of Environmental Volatility on Relational Governance: A Conceptual Framework” (with A. Joshi) *International Marketing and Purchasing Conference*, Oslo, Norway (2001)

“Achieving Customer Knowledge Competencies: Managing Customer Relationship Management Programs Strategically”, *International Marketing and Purchasing Conference*, Oslo, Norway (2001)

“Technology Transfer by Scientific Research Institutions: A Value Chain Analysis of Industrial Supplier Performance”, (with M. Noordberg and A. Verbeke), *International Marketing and Purchasing Conference*, University City College, Dublin, Ireland (1999)

“An Empirical Examination of the Value of Customer Partnering in New Product Development”, (With R. Cooper and E. Kleinschmidt), *International Marketing and Purchasing Conference*, Turku School of Economics and Business Administration, Finland, (1998), vol 2, 11-17.

"Committing Specific Assets in Spot Market Contracts with an International Research Organization: Do Suppliers Benefit?" (with M. Nordberg and A. Verbeke), *Global Perspectives on Cooperative Strategies, IMD*, Lausanne, Switzerland (1996), pp. 1-32.

"Creating a Value-Adding Network: The Fight for Control", *Research Conference on Relationship Marketing*, Atlanta, Georgia, USA (1996)

"Do Internal Norms Influence Supply Relationship Governance?", *American Marketing Association*, Washington, USA, (1995), pp. 224-226.

"The Influence of Intra-firm Coordination on Inter-Firm Cooperation", *International Marketing and Purchasing Conference*, Groningen, The Netherlands, (1994), pp. 237-258.

"Do Canadian small business exporters care about NAFTA export opportunities?", *ASAC Conference*, Halifax, Nova Scotia, (1994), pp. 31-37.

"Service Multinationals: Broadening Our Theoretical Perspectives", *ASAC Conference*, Lake Louise, Alberta, (1993) (with A. Verbeke), pp. 1-20.

"Time-based Strategic Vertical Networks", *International Marketing and Purchasing Conference*, Lyons, France, (1992), pp. 49-55.

“Knowledge Transfer in Contractually-Based Transactions: A Case Study of a High Technology Scientific Research Organization”, *American Marketing Association Research Conference on Relationship Marketing*, Atlanta, Georgia, USA (1998), (with M. Nordberg and A. Verbeke).

"Assessing the Role of Alliances in Creating Strategic Advantage in the Global

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Telecommunications Industry", *American Marketing Association Relationship Marketing Conference*, Dublin, Ireland (with A. Verbeke), (1997)

"Neither Hierarchies nor Cooperative Arrangements: Knowledge Transfer in Market-Based Transactions", *European International Business Academy, Stockholm School of Economics*, (1996), (with M. Nordberg and A. Verbeke)

"The Multinational Management of Multiple External Networks", *European International Business Academy, Stockholm School of Economics*, (1996) (with A. Verbeke)

"The International Organization of Service Multinationals" (with A. Verbeke), *Workshop on the Managerial Challenges of Designing Structures for Global Logistics*, European Institute for Advanced Studies in Management, Brussels, Belgium, (1996)

"The Strategic Benefits of Cooperation", *Marketing Science Conference*, Tucson, Arizona, (1994)

"Cooperative Behaviour in International Supply Markets", *American Marketing Association Business-to-Business Conference*, San Francisco, California, (1993)

"Cooperative Strategies under Conditions of Heightened Uncertainty", *EIASM Conference*, Madrid, Spain (1991)

Research Seminars

"A Comparison of Marketing Practices in the three NAFTA Countries", *Christopher Newport University*, Virginia, (1993)

"Cooperative Behaviour in International Supply Markets", *Marketing Science Institute Research Series*, (Washington), (1992)

"Buyer-Seller Cooperation in International Markets: Antecedents and Outcomes", *Richard Ivey Business School (University of Western Ontario) Research Series*, (1992)

Phd Thesis Committee Work

Committee member: Alan Middleton (successfully defended December 1996);
Hla Aung May (successfully defended March, 1997)
Paulette Padani (successfully defended April, 2001)

Phd Classes Taught

1993 - 2007 *Marketing Theory, Marketing Strategy, International Marketing*

MBA Courses Taught

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Schulich Business School

Relationship Marketing; Marketing Management; International Marketing; Direct and Database Marketing; Export Marketing; Leadership Skills for Management; Strategic Marketing

AIE (France)
2011-2012

Marketing Strategy, Brand Management

Edhec (France)
2013

International Marketing

2007 to present
2005-2006

Marketing Strategy

Marketing Management; Services Marketing; International Marketing; Marketing Strategy

ITESM (Mexico)
1999

International Marketing

BBA Courses Taught

Schulich Business School

International Marketing

Edhec
2005-2006

Services Marketing; International Marketing; Marketing Management

Teaching Recognition/Awards

- 2008 Direct Marketer of the Year in recognition of significant educational contribution to the profession of Direct Marketing (awarded by the Toronto Association of Direct Marketing)
- 2004 Nominated for Schulich Business School, Outstanding Educator Award (MBA Program), (nominated by students).
- 2001 Nominated for Schulich Business School, Outstanding Educator Award (MBA Program), (nominated by students).
- 1997 to 2011 Supervised winning MBA student entries for Canadian Direct Marketing case competition sponsored by CDMA. 2nd & 3rd place (1997); 1st & 2nd place (1998); 1st place & honourable mention (2000); 2 honourable mentions (2001), 1st place & honourable mention (2002); 2nd place (2003), honourable mention (2004), 2nd place (2006), 1st place (2007-2008); 2nd place (2009-2011)
- 1993 Nominated for Schulich Business School, Outstanding Educator Award (MBA Program), (nominated by students).
- 1991 Supervised, winning MBA student entry for Canada-Hong Kong case competition (sponsored by Queens University and Hong Kong Bank of Canada)

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Case Writing

1994 - 1996 “Brewer's Association of Canada”; “Pitney Bowes – Part A & B” (Direct Marketing cases used in MKTNG 6950); “Atac Steel”; (with T. Peridis and A. Middleton); (Strategic alliance case used in BBA and MBA International Marketing courses)

Executive Development Teaching

2012-2013 TD Product Manager Bootcamp (Course Director)

2002 - 2008 Masters Certificate in Marketing Communications (Course Director)

Professional Contributions

2010 Reviewer, Humber College Marketing Program

1996-2009 Reviewer, Journal of International Marketing

Reviewer, International Journal of Research in Marketing;

Reviewer, Journal of International Business Studies

Reviewer, Journal of Industrial Business and Marketing

Reviewer, Industrial Marketing Management

2005 Reviewer, Social Sciences and Humanities Research Council of Canada

2001 “Marketing Matters” (speech given to Toronto District School Board); Reviewer, *International Marketing and Purchasing Conference*, Oslo, Norway

1998 Reviewer, *European Marketing Academy Conference*, Berlin, Germany

1997 Reviewer, *European Marketing Association Conference*, (Warwick University, England); Reviewer, *Academy of Marketing Science Conference*, Relationship Marketing, Channels and Logistics track, (Phoenix, Arizona)

1996 Reviewer, *American Marketing Association Educators' Conference* 1996 (Winter), Marketing Relationships and Alliances Track, (Florida); Reviewer, *Academy of Marketing Science Conference*, Relationship Marketing and Strategic Alliances track, (Miami, Florida); "Creating a Winning Marketing Strategy", *Investment Funds Institute of Canada*, (speech given at 10th Annual Conference)

1995 Judge for MBA paper competition held by Queen's University and the Centre for Canada-Asia Business Relations

1995 Reviewer, proposal for the Canadianization of Kotler and Armstrong, *Principles of Marketing Seventh Edition* text for BBA students, Prentice-Hall (publisher)

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1994 Reviewer, *Administrative Sciences Association of Canada Conference*, (Halifax, Nova Scotia); Reviewer, *ASAC Phd Dissertation award*

University Service

Committee Work

2012-to present	Member, IMBA Committee
2009-2011	Member, MBA Committee
2007-2008	Member, Student Affairs Committee
2006-2007	Member, Tenure and Promotions Committee
2004-2005	Member, MBA Committee
2000-2001	Member, IMBA Committee; Member, IMBA sub-committee on Language Fluency Requirements
1995 -2000	Member, BBA Committee; Member, BBA teaching award sub-committee; Member, SSB task force investigation introduction of co-op work program in BBA program; Member BBA sub-committee on internationalizing BBA curriculum
1993-1995	Member, Student Affairs Committee; Member, Admissions sub-committee

Other Service

2007 to present	Course Director MKTNG 5200 (Marketing Management)
2007- 2010	Course Director MGMT 5150 (Leadership Skills for Management)
1999-2001	Area Coordinator, Marketing Department, Schulich Business School