

CURRICULUM VITAE: LEYLAND F. PITT

PERSONAL DATA

SURNAME: Pitt

FIRST NAMES: Leyland Frederick

BUSINESS ADDRESS: Segal Graduate School of Business, Simon Fraser University, 500 Granville Street
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ACADEMIC QUALIFICATIONS

ACADEMIC QUALIFICATIONS AT TERTIARY LEVEL:

1. Bachelor of Commerce (Marketing). (BCom) University of Pretoria, 1973
2. Bachelor of Commerce (Honores)(Marketing). (BCom(Hons.)) University of Pretoria, 1974
3. Master of Business Administration. (MBA) University of Pretoria, 1977
4. Doctor of Commerce. (PhD) in Marketing, University of Pretoria. 1986
5. Master of Commerce, (Business Administration), Rhodes University, 1991 (with distinction)
6. Doctor of Philosophy (PhD) Honoris Causa, Lulea University of Technology, 2009

PRIZES AND AWARDS:

AS A STUDENT

- Study Grant of the City Council of Pretoria, 1971
- Puniv Fund Bursary Award, 1972
- Volksbank grant for Doctoral study, 1985
- SASOL Ltd prize for best postgraduate student in the Faculty of Economic and Political Sciences, University of Pretoria, 1986

ACADEMIC

- European Foundation for Quality Management, European Quality Award for Theses on Total Quality Management, for supervision of PhD thesis of Albert Caruana, 1996, Henley Management College and Brunel University. Certificate and Medal - Honorable Mention.
- Speaker's Award, Faculty Consortium: Internationalizing the Marketing Curriculum, Academy of Marketing Science, Phoenix, Arizona, June 1996
- Awarded the Association of Direct Marketing Prize for Best Paper, Direct Marketing Track, **Academy of Marketing (Marketing Educators Group) Conference, Marketing without Borders**, Manchester, Manchester Metropolitan University, July, 1996 (With Andrew Ainslie)
- Awarded the Best Academic Competitive Paper Prize (with Lane, N., Berthon, P.R., and Watson, R.T. (1998) **1998 Academy of Marketing (Marketing Educators Group) Conference**, Sheffield, Sheffield Hallam University, July.
- Awarded the Tamer Cavusgil Award for the Best Paper in the *Journal of International Marketing*, 1999, for the paper Berthon, P.R., Pitt, L.F., Katsikeas, C., and Berthon, J-P. (1999) "Virtual Services Go International: International Services in the Marketspace", **Journal of International Marketing**, 7, 3, 84-105
- Awarded Winner of the Prize for the Best Paper in the Internet Marketing Track, Berthon, P., Pitt, L. F., Ewing, M.T., and Boudville, I. (2000) *An Exploratory Investigation Into Positioning In Cyberspace: Evaluating Telecom Websites Using Correspondence Analysis*, **Proceedings of Academy of Marketing 2000 Annual Conference**, eds. Mayer, R. and Ellis, N., Academy of Marketing: University of Derby, August

- Awarded Winner of the Prize for the Best Paper in the Internet Marketing Track, Murgolo-Poore, M.E., Pitt, L.F., Ewing, M.T., and Berthon, P.R. (2001) *The Intranet As An Internal Marketing Medium: Towards A Measure Of Effectiveness* **Proceedings of Academy of Marketing 2001 Annual Conference**, ed. Strong, C., Academy of Marketing: University of Cardiff, July
- Winner of the Best Case Paper of the Conference, Pitt, L. F., Shapiro, D., and Watson, R.T. (2005) *Betfair: Transforming the World's Wagering*, **4th International Business and Economy Conference**, Waikiki, Hawaii, (Winner of the Best Case Paper of the Conference)
- Awarded the Association of Direct Marketing, Prize for Best Paper, Direct Marketing, Electronic Marketing, and Technology Track, **Academy of Marketing (Marketing Educators Group) Conference**, London, UK. July 2006 (with Mehdi Ghazisaaedi).
- Researcher of the Year Award, 2007, Faculty of Business Administration, Simon Fraser University
- Reviewer of the Year, 2007, **International Journal of Advertising**
- Research Honor Roll, 2008, Faculty of Business Administration, Simon Fraser University
- Winner of the Best Paper Award, Marketing Strategy and New Product Development Track, Berthon, P.R., Pitt, L.F., Campbell, C.L., Robson, M., Page, K., and Palihawadana, D., (2008) *Creative Consumers: Awareness, Attitude & Action - Instrument & Preliminary Results*, **Academy of Marketing Conference**, Aberdeen, UK. July 2008
- Winner of the Pearson Education Prize for the Best Case Study, for Pitt, L.F., Kylie McMullen, Pinder Rehal, Katy Read, Judy Luo and Ashley Wu, Papania, L., and Campbell, C.L. (2008) *Selling the Canadian Forces' Brand to Canada's Youth*, **Academy of Marketing Conference**, Aberdeen, UK. July 2008
- Runner-up, Pearson Education Prize for the Best Case Study, for Zala Pogorelnik, Deon Nel, Leyland Pitt, Colin Campbell *The Grameen Bank*, **Academy of Marketing Conference**, Leeds, UK. July 2009
- Winner of the Pearson Education Prize for the Best Case Study, for Halvorson, W., Bal, A.S., Pitt, L.F., and Parent, M. (2010) *Cashing in on the Green Dots: Marketing Ireland in Second Life*, **Academy of Marketing Conference**, Coventry University, UK. July 2010
- Winner of the Business Horizons/Elsevier Publishing Award for Best Paper in Business Horizons for 2010, for the article Pitt, L.F., Parent, M., Berthon, P.R., and Steyn, P.G (2010) *Event Sponsorship and Ambush Marketing: Lessons from the Beijing Olympics*, **Business Horizons**, 53, 2, 281-290
- Runner-up, Pearson Education Prize for the Best Case Study, for Leyland Pitt, Adam Mills, Phuong Nguyen, Jia-Rong Wu, and Aschwin E. van Alphen-Sato, *S*##t My Dad Says*, **Academy of Marketing Conference**, Liverpool, UK. July 2011
- Research Honor Roll, 2009, Faculty of Business Administration, Simon Fraser University
- Panel of Judges, Globe Award Jury 2009. Leading Sustainability Awards (<http://www.globeaward.org/jury>)

TEACHING

- Outstanding Marketing Teacher of 2002, **Award of the Academy of Marketing Science**, Miami, Florida, 2002
- TD Canada Trust Distinguished Teaching Award for 2006, **Simon Fraser University**
- Recipient of the Pearson Prentice-Hall Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education of the American Marketing Association, 2010

Recipient of numerous teaching awards:

- Best Lecturer, Modular MBA Program, Henley Management College, 1993;
- The Dean's Teaching Honor Roll, 1995-1996, 2004, 2005, 2007, 2009 Faculty of Business Administration, Simon Fraser University.
- Nominated best professor, and elected MBA Teacher of the Semester, MBA Program, Copenhagen Business School, 1998, and 1999
- Best Professor on the University of Vienna/University of Minnesota Executive MBA Program, 2000; second 2001, and Winner 2003
- Best Professor, University of Vienna/University of Minnesota Professional MBA Program, 2010

- Nominated as one of Canada's Best Business School Professors for teaching, in "*Best in Class: These Hot Profs Get the Thumbs Up from Students*", in **Canadian Business**, October 25- November 7, 2004, page 85

Teaching evaluations from Cardiff University, Henley Management College; University of Cape Town; London Business School; University of Chicago; Simon Fraser University; Columbia University; University of Minnesota; other universities and in-company teaching assignments, available on request.

DISSERTATIONS AND THESES

Dissertation; MBA, University of Pretoria 1976. "*Some aspects of retail security with particular reference to the problem of shoplifting*".

Dissertation for the Master of Commerce degree in Business Administration, Rhodes University 1991. "*Applicability of the SERVQUAL Instrument under South African Conditions: An Assessment of Four Situations*". (Awarded with distinction)

Dissertation for the Doctor of Commerce (PhD) degree in Marketing, University of Pretoria 1985. Thesis title: *Marketing in selected non-profit organizations*

Coursework for PhD

Major: Marketing in Non-profit Organizations

Minors: Research Methodology; Marketing Research; Marketing Strategy

PRESENT POSITION(S)

Professor of Marketing, and the Dennis F. Culver EMBA Alumni Chair of Business, Segal Graduate School of Business, Simon Fraser University, 515 West Hastings St, Vancouver BC, V6B 5K3, Canada

Also:

Senior Research Fellow, Leeds University Business School, Leeds University, United Kingdom

Also:

Adjunct Professor of Marketing, Rotterdam School of Management. Erasmus Graduate School of Business, P O Box 1738, 3000 DR Rotterdam The Netherlands

Associate Member of the e-Commerce PhD Faculty, University of Technology, Lulea, Sweden

Visiting Professor of Marketing, Wirtschafts University of Vienna, Vienna, Austria

Professor Emeritus in Marketing, University of Pretoria, South Africa

OTHER OCCASIONAL ACADEMIC APPOINTMENTS IN RECENT YEARS:

Visiting Professor and/or External Examiner to the following institutions

Lecturer on the Accelerated Business Program and other executive programs, London Business School, teaching marketing from 1996 to 1998.

Visiting Lecturer, Graduate School of Business, Columbia University, New York (teaching on Executive Programs in Marketing Management and also PhD courses in marketing) from 1995 to 1999

Visiting Lecturer, University of Chicago, Chicago, USA (Teaching 2 executive short courses each year on Services Marketing Strategy for The Graham School of Continuing Education Division) From 1993 until 1998

Taught the core Marketing course on the Full-time MBA program, Warwick Business School, University of Warwick, 1999

Part-time Professor, Copenhagen Business School, Denmark, Teaching Marketing Management on the MBA program, 1998 -1999

Associate Member of Faculty, Ecole Nationale Ponts et Chaussées, Paris, France; teaching on the Paris and Shanghai programs (1999-2005)

Part-time Professor, Athens Laboratory of Business Administration (ALBA), Vouliagmeni, Athens, Greece. Teaching Consumer Behaviour and Sales Management Electives on MBA Program, from 1997 - 1999

Visiting Professor, teaching Marketing Management on Executive MBA program, King Fahd University of Petroleum and Minerals, Dahrán, Saudi Arabia, since 2003.

Visiting Professor, teaching on Executive and MBA courses, Gordon Institute of Business Science, University of Pretoria, South Africa

Visiting Professor of Marketing, Tarbiat Modarres University, Tehran, Iran, 2003

Service to the Academic Community

Nominated and Confirmed Governor of the Academy of Marketing Science, May 1998 (RETIRED 2004)

Nominated and Confirmed Governor of the Academy of Marketing Science, March 2010

Reviewer for the Following Journals and Conferences

Associate Editor (from 1998 to 2000), and reviewer, *MIS Quarterly*

Member of the Editorial Board and Reviewer: *The (Columbia) Journal of World Business to 2001*

Associate Editor, *Database: Advances in Information Systems from 2001 to 2008*

Member of the Editorial Board and Reviewer: *Academy of Marketing Science Review*

Member of the Editorial Board and Reviewer: *Journal of Service Research*

Member of the Editorial Board and Reviewer: *Business Horizons*

Member of the Editorial Board and Reviewer: *The Service Industries Journal From 1995-2004*

Member of the Editorial Board and Reviewer: *The International Journal of Advertising*

Member of the Editorial Board and Reviewer: *The British Journal of Management From 2004 - 2007*

Member of the Editorial Board and Reviewer: *Industrial Marketing Management*

Member of the Editorial Board and Reviewer: *Marketing Intelligence and Planning*

Member of the Editorial Board and Reviewer: *The Journal of Developmental Entrepreneurship*

Member of the Editorial Board and Reviewer: *The International Journal of Marketing Research*

Member of the Editorial Board and Reviewer: *International Journal of Business and Emerging Markets*

Member of the Editorial Board and Reviewer: *Management Online Review*

Member of the Editorial Board and Reviewer: *Southern African Business Review*

Member of the Editorial Board and Reviewer: *South African Journal of Business Management*

Special Edition Editor:

Journal Of Financial Services Marketing, 2011, Special Edition on Advertising of Financial Services

Journal of Consumer Behavior, 2011, Special Edition on Web 2.0, Social Networks and Consumer Generated Content

With Neil Granitz, 2010, **Journal of Marketing Education**, Special Edition on Teaching Marketing and Technology (Forthcoming)

With Pierre Berthon, 2010, **Business Horizons**, Special Edition on Web 2.0, Social Networks and Consumer Generated Content (Forthcoming)

With Tom Brown and Peter Dacin, (2009) **Industrial Marketing Management**, Special Edition on Corporate Image and Reputation Business-to-Business Markets, Proceedings of the Conference on Corporate Image and Reputation, Vancouver 2008

With Ian McCarthy, (2008) **Journal of Commercial Biotechnology**, Special Edition on the Biotechnology-Marketing Interface, 14, 3

With Pierre Berthon, (1997) **Journal of Strategic Marketing**, Special Edition on Marketing on the Internet, 5,4

Reviewer

SSHRC Grants, Canada
 California Management Review
 Journal of Interactive Marketing
 Journal of Operations Management
 Communications of the ACM
 Journal of Service Research
 Research Policy
 Journal of International Business Studies
 Journal of the Academy of Marketing Science
 International Journal of Research in Marketing
 Information Systems Research
 Omega
 Journal of Advertising Research
 Journal of the American Dental Association
 Long Range Planning
 Industrial Marketing Management
 Journal of International Marketing
 Academy of Marketing Science Review
 Journal of Marketing Education
 European Journal of Marketing
 International Marketing Review
 Journal of Marketing Management
 Journal of Communication
 Journal of Strategic Marketing
 Journal of Business Research
 International Journal of Bank Marketing
 Information Resource Management Journal
 Journal of Service Technology Management
 International Journal of High Tech Marketing
 American Marketing Association Summer and Winter Educators' Conferences
 Academy of Marketing Science Conferences since 1993
 (Pi Sigma Epsilon) National Conference in Sales Management since 1990
 Marketing Educators' Group (MEG) Annual Conference since 1993
 Australia and New Zealand Marketing Academic Conference
 Judge:
 Best Paper Award, Academy of Marketing Science Conference, Tampa, 2005

Service

Track chair, session chair, discussant at the following conferences, on various occasions:

Track Chair, Special Sessions, World Marketing Conference 2011, Rheims France
 Track Chair, Brands and Brand Management Track, ANZMAC, Melbourne 2009
 Conference Chair, Corporate Image and Reputation Group Conference 6, Vancouver Canada, May 2008
 Track Chair, Services Marketing Track, World Marketing Conference, Oslo, Norway, 2009
 Track Chair, Services Marketing Track, Academy of Marketing Science Conference, Vancouver 2008
 Track Chair, E-Business Track, International Conference on Information Systems (ICIS) Washington, DC, 2004
 Track Chair, Relationship Marketing Track, World Marketing Conference, Perth, Australia, 2003
 Academy of Management (USA) 1995
 Academy of Marketing Science (USA) 1999, 2003

(Pi Sigma Epsilon) National Conference in Sales Management (USA) various occasions
Marketing Educator's Group (UK) various occasions
South African Marketing Educators' Conference (South Africa) 1991, 1993
Australia and New Zealand Marketing Academy Conference various occasions

PREVIOUS POSITIONS

January - December 1973:

Sales representative, Golden Leather Products (Pty) Ltd, Pretoria, South Africa.

January 1974 - December 1976:

- ◆ Junior Lecturer, Department of Business Economics, University of Pretoria, Pretoria, South Africa.
- ◆ Promoted to Lecturer in January 1976.

January 1977 - March 1978:

Sales Manager, Salfred Manufacturers (Pty) Ltd, Pretoria, South Africa.

April 1978 - March 1979:

- ◆ Fleet Sales Administration Manager, Datsun-Nissan South Africa (Pty) Ltd.
- ◆ Promoted to Marketing Research Manager, Datsun-Nissan South Africa (Pty) Ltd.

April 1979 - March 1980:

Marketing Manager, Air Products South Africa (Pty) Ltd, local subsidiary of Air Products and Chemicals Inc.

April 1980 - January 1987:

- ◆ Lecturer in Marketing (April 1980).
- ◆ Promoted to Senior Lecturer in Marketing (January 1983), Department of Business Economics, University of Pretoria, Pretoria, South Africa.

January 1987 - June 1988

Senior Lecturer in Marketing, School of Business, Western Australian College, Perth, Australia on January 1st 1987 (Now Edith Cowan University of Perth).

July 1988 - August 1989

Senior Lecturer in Marketing in the School of Management, Curtin University of Technology, June 1988.

August 1989 - April 1992

Associate Professor in Marketing, at the Graduate School of Business, University of Cape Town, South Africa.

May 1992 - December 1996

Professor of Management Studies, Henley Management College, Henley-on-Thames, and of Brunel University, Uxbridge, West London, United Kingdom. Research. Teaching marketing on MBA and executive programs; supervision of PhD and DBA students.

January 1997 – December 1999

Professor of Marketing, Cardiff Business School, University of Cardiff, Cardiff, Wales, United Kingdom. Cardiff is one of a small handful of business schools in the United Kingdom boasting a "5" rating in the national Research Assessment exercise. Teaching marketing on MBA programs; supervision of PhD students.

January 2000 – June 2002

Visiting Professor of Marketing, School of Marketing, Curtin University of Technology, Perth, Australia. Teaching marketing and research methodology, to post-graduate students, on the Perth campus, and also in Singapore, Malaysia and Hong Kong. Supervision of PhD students.

July 2002 – December 2003

Professor of Marketing, Rotterdam School of Management. Erasmus Graduate School of Business, P O Box 1738, 3000 DR Rotterdam The Netherlands. Teaching MBA programs, Executive Programs.

TEACHING; RESEARCH AND RESEARCH INTERESTS

Teaching

Ideally, I most enjoy teaching marketing strategy, management and international marketing, and believe that I perform best before MBA students or executives. I am particularly interested in the marketing-information technology interface. However, I enjoy teaching most areas of marketing, and have taught everything from undergraduate principles courses, through to MBA marketing management courses, and also specialized courses in areas such as services marketing, industrial marketing, marketing research and consumer behavior, through to executive courses at business schools, and on PhD programs (research methodology).

I have received recognition and awards for teaching; I have kept teaching evaluations achieved over the past five years and these are available for examination. I have taught marketing on 6 continents:

Europe	<ul style="list-style-type: none"> • France: Ecole Nationale des Ponts et Chaussées MBA Program • England Warwick Business School, MBA Full Time program, 1999, teaching Marketing • Germany (University of Witten-Herdecke, under-grad and graduate courses) Visiting Professor of International Business 1999. • Denmark (Copenhagen Business School teaching MBA core marketing course 1998, 1999) • Portugal (University of Oporto - MBA) 1995 • Malta (University of Malta - executive courses in services marketing; MA in Marketing) 1994 and 1995 • Finland (Swedish School of Economics) 1996
North America	<ul style="list-style-type: none"> • University of Chicago (Executive Course in Services Marketing) 1993 to 1999 • Simon Fraser University, Vancouver, BC, Canada (Visiting Professor of Marketing, Faculty of Business Administration, September to November 1995, teaching Undergraduate courses in Marketing and Marketing Management on the Executive MBA Program • Graduate School of Business, Columbia University, New York. Teaching on Executive Program: Marketing Management (1995 to 1999)
Australia	<ul style="list-style-type: none"> • Edith Cowan University, Perth (Undergraduate courses in marketing) 1987 – 1988; Visitor 1998
Asia and Middle East	Singapore campus of Edith Cowan University; Singapore, Malaysia and Hong Kong campus of Curtin University of Technology King Fahd University of Petroleum and Minerals, Dahrnan Saudi Arabia Tarbiat Modarres University, Tehran, Iran
Africa	<ul style="list-style-type: none"> • University of Pretoria (Undergraduate courses in marketing) 1974 to 1976; 1980 to 1986; Now Emeritus Professor • Seychelles Institute of Management, Victoria, Seychelles. • University of Stellenbosch, Graduate School of Business (adjunct professor, MBA elective in Sales Management) 1990 to 1991 • University of Cape Town, Graduate School of Business (MBA and executive courses in marketing) 1989 to present • Gordon Institute of Business Science, University of Pretoria
South America	Conducted a number of seminars and classes on Electronic Commerce for Cultura Inglesa, in Brazil during 1998.

General

My research interests lie chiefly in three areas of marketing - namely services marketing; entrepreneurship and marketing strategy; and the marketing-information technology interface.

RESEARCH GRANTS

Various, including:

- Australian Government Grant 1988, Australia, (AU)\$148 000 to study Australian International Marketing Efforts in Japan
- Audit Commission Grant 1997, United Kingdom, £10 000 to study non-profit pricing strategy in the United Kingdom
- British Telecom Research Award 1998, United Kingdom, £95 000, to study Improved Internet Marketing
- Curtin Business School Research Grants, 2000 –2001 (AU) \$100 000 Australia
- President's Research Grant Simon Fraser University 2004, CAD 10 000 (Brand Personality Study)
- Van Dusen Research Award, CAD\$10 000 awarded 2004
- Social Sciences and Humanities Research Council of Canada Research award (410-2005-0939(6239), Tracing Technology's TrajectoriesCAD\$97 000, awarded 2005
- Social Sciences and Humanities Research Council of Canada Research award, Corporate Social Responsibility Content Analysis, CAD\$74 000, (with D Shapiro), awarded 2007
- Social Sciences and Humanities Research Council of Canada Research small award, 2007, Theory of Mutual Meaning and Brands, CAD\$4700
- Simon Fraser University Faculty of Business Research Support Award, 2007, \$6160

- Social Sciences and Humanities Research Council of Canada Research award, Consumer Generated Advertising Content: When Customers Create Ads, CAD\$42 874, awarded 2008
- Social Sciences and Humanities Research Council of Canada Research small award, 2008, Do Business Friendships Really Exist? Friends, Customers and Personal Acquaintance, CAD\$6700
- Advanced Practices Council of the Society for Information Management, USA, (2010) to investigate "iApps in U-Space: Developing Customer Service Applications for Smart Phones", with Iris Junglas, University of Houston, seed funding \$5000 (US)
- Social Sciences and Humanities Research Council of Canada Research small award, 2010 Proposal: 13265 - Do consumers believe blogs? toward a measure of consumer blog skepticism, CAD\$6700
- Social Sciences and Humanities Research Council of Canada Research Knowledge Synthesis Grant on the Digital Economy 421-2010-2001, 2010 Proposal: Smartphone Apps in a Sound Environmental Information Systems Strategy: Principles, Practices and a Research Agenda, \$19 950
- Advanced Practices Council of the Society for Information Management, USA, (2011) to investigate "The Application of Tablet Computers (such as the iPad) in Enterprise Settings", \$20 000 (US)

CONSULTING AND IN-HOUSE MANAGEMENT DEVELOPMENT

I do not actively look for in-company consulting assignments, although I do undertake these on occasion. Instead, I prefer to do in-company teaching assignments at senior management level. In recent years I have worked for government departments and companies in many parts of the world, and have conducted senior management development programs for organizations such as British Airways (UK), P&O NedLloyd (London and Rotterdam), The Economist (UK), Volkswagen (Germany and South Africa), Armstrong World Industries (USA), Kutak Rock (USA), the Metropolitan Police Service (UK), Unilever (UK and South Africa), Elders Pastoral (Australia), the Australian Customs Service (Australia), Boots (UK), Oxford University Press (UK) SABMiller South Africa and International, and Sun International (Southern Africa and Indian Ocean Region). If required, names can be provided to attest to my performance.

PUBLICATIONS

Please see attached list

PROFESSIONAL MEMBERSHIP AND CONTRIBUTION:

- Member of the American Marketing Association.
- Member of the Academy of Marketing Science
- Member of the Association of Consumer Research
- Member of the Australian Market Research Society.
- Member of the Australia and New Zealand Marketing Academy
- Member of the Marketing Educators' Group - United Kingdom

REFERENCES

Referees:

Dr John Deighton. Harold Brierly Professor of Business Administration and Professor of Marketing, Morgan Hall, Harvard Business School, Soldiers Field, Boston MA, 02163 USA. Tel 617 495 6945. EMAIL: jdeighton@hbs.edu. I have taught on a number of MBA and executive programs with John, and written case studies with him, and he would be able to comment objectively on my teaching capabilities.

Dr Richard T. Watson, J. Rex Fuqua Distinguished Chair for Internet Strategy, Department of Management Information Systems, Terry College of Business Administration, University of Georgia, Athens, Georgia, 30602, USA. Tel 706 542 3706. EMAIL: rwatson@blaze.cba.uga.edu. I have co-authored many papers with Rick and have worked with him for nearly twenty years - he would be able to comment on my research abilities.

Dr. Andrew Ainslie, Professor of Marketing, The Anderson School at UCLA, 110 Westwood Plaza, Room B505, Los Angeles, CA, 90095, USA, Tel: 310 2068585 (W) 2067422 (Fax). EMAIL: andrew.ainslie@anderson.ucla.edu. Andrew was a graduate student of mine, and we have continued a long and fruitful relationship in research and teaching since then.

Dr. Pierre Berthon, Clifford Youse Professor of Marketing, Department of Marketing. Bentley College. 175 Forest Street, Waltham, MA 02452-4705. USA, email: pberthon@bentley.edu. Pierre was my PhD student at Henley Management College and Brunel University – we have worked on just about everything, co-authored more than 100 papers, and collaborated since 1993.

PUBLICATIONS: LEYLAND PITT

My work has been cited in journals such as *The Journal of Marketing*, *The Journal of Retailing*, *The Journal of Marketing Research*, *The Journal of Consumer Research*, *Journal of the Academy of Marketing Science*; *Decision Sciences*, *MIS Quarterly*, *Journal of Advertising*, *Journal of Advertising Research*, *Information Systems Research*, and *Administrative Science Quarterly*, and also in many of the leading text books in Marketing (including Kotler; McCarthy and Perreault), International Management and Management Information Systems. I have also published in 7 of the 35 journals used by the Financial Times in their research rankings for Executive MBA programs, namely, *MIS Quarterly*, *Information Systems Research*, *California Management Review*, *Sloan Management Review*, *Long Range Planning*, *Journal of Small Business Management*, and *International Journal of Humanities Resource Management*.

What I regard as my best efforts are shaded and blocked.

I. In Peer Reviewed Journals: (In order of recency)

A. In North American Journals

1. Pitt, L.F., Berthon, P.R., and Robson, K. (2011) *Deciding When to Use Tablets for Business Applications*, **MIS Quarterly Executive**, (forthcoming)
2. Pehlivan, E., Berthon, P.R., and Pitt, L.F. (2011) *When Outsourcing Fragments: Customer Creativity and Technological Transmutations*, **Production Planning and Control**, (forthcoming)
3. Pehlivan, E., Berthon, P.R., and Pitt, L.F. (2011) *Ad Bites: Towards A Theory of Ironic Advertising*, **Journal of Advertising Research**, 51, 2, 417-426
4. Berthon, P.R., Pitt, L.F., Chakrabarti, R., and Berthon, J-P. (2011) *Brand Worlds: From Articulation to Integration*, **Journal of Advertising Research**, 51, March, 170-183
5. Pitt, L.F., Parent, M., Junglas, I., Chan, A., and Spyropoulou, S. (2011) *Integrating the Smartphone into a Sound Environmental Information Systems Strategy: Principles, Practices and a Research Agenda*, **Journal of Strategic Information Systems**, 20,1, 27-37
6. Campbell, C.L., Pitt, L.F., Parent, M., and Berthon, P.R. (2011) *Talking Back: Two Approaches to Interpreting Consumer Response to Consumer Generated Advertising*, **Journal of Advertising Research**, 51,1, 224-238
7. Campbell, C.L., Pitt, L.F., Parent, M., and Berthon, P.R. (2011) *Understanding Consumer Conversations Around Ads in a Web 2.0 World*, **Journal of Advertising**, 40, 1, 87-102

8. Berthon, P.R., Pitt, L.F., Halvorson, W., Crittenden, V., and Ewing, M.T. (2010) "Advocating Avatars: The Salesperson in Second Life", **Journal of Personal Selling and Sales Management**, 30, 3 193-206 (Lead article)
9. Berthon, P.R., and Pitt, L.F. (2010) *Efficiency, Effectiveness, Emergence: The Three Stages Of Designing For Consumers*, **Business Horizons**, 53, 4, 419-425
10. Pitt, L. F., Parent, M., Steyn, P.G., Berthon, P.R., and Money, A.G. (2011) "The Social Media Release as a Corporate Communications Tool for Bloggers", **IEEE Transactions on Professional Communications**, 54,2,122-132
11. Berthon, P.R., Pitt, L.F., and DesAutels, P. (2011) *Unveiling Videos: Consumer Generated Ads as Qualitative Inquiry*, **Psychology & Marketing**, 28, 10, 1044-1060
12. Newton, F., Ewing, M.T., and Pitt, L.F. (2011) *The Intra- and Inter-Personal Dynamics of Consuming Erectile Function Aids: A Dimensional Qualitative Research Perspective*, **Psychology & Marketing**, accepted
13. Berthon, P.R., Pitt, L.F., Parent, M., and Berthon, J-P. (2009) *Aesthetics & Ephemerality: Observing and Preserving the Luxury Brand*, **California Management Review**, Fall, 52, 1, 45-66
14. Pitt, L.F., Parent, M., Berthon, P.R., and Steyn, P.G (2010) *Event Sponsorship and Ambush Marketing: Lessons from the Beijing Olympics*, **Business Horizons**, 53, 2, 281-290 (Winner of the Business Horizons/Elsevier Publishing Award for Best Paper in Business Horizons for 2010)
15. Reddy, M., Terblanche, N.S., Pitt, L.F., and Parent, M. (2009) *How Far Can Luxury Brands Travel? Avoiding The Pitfalls Of Luxury Brand Extension*, **Business Horizons**, 52, 2, 187-197
16. Berthon, P.R., Pitt, L.F., and Campbell, C. (2009) *Does Brand Meaning Exist in Similarity or Singularity?* **Journal of Business Research**, 62, 3, 356-361
17. Berthon, P.R., Pitt, L.F., and Campbell, C. (2008) *Ad Lib: When Customers Create the Ad*, **California Management Review**, 50, 4 (Summer), 6-30 (LEAD ARTICLE)
18. Berthon, P.R., Pitt, L.F., Berthon, J-P., Campbell, C., and Thwaites, D. (2008) *e-Relationships for e-Readiness: Culture and Corruption in International eB2B*, **Industrial Marketing Management**, 27, 1, 83-91
19. Berthon, P.R., Pitt, L.F., and Watson, R.T. (2008) *From Genesis to Revelations: The Technology Diaspora*, **Communications of the ACM**, 51, 12 (December), 151-154
20. Pitt, L.F., and Watson, R.T. (2007) *An Ecosystem Perspective on Privacy*, **Journal of Consumer Affairs**, 41, 2, 365-374
21. Berthon, P.R., Holbrook, M., Hulbert, J.M., and Pitt, L.F. (2007) *Viewing Brands in Multiple Dimensions*, **Sloan Management Review**, Winter, 48, 2, 37-43 This article was cited in the **Wall Street Journal**: Gibbert, M and Mazursky, D. (2007) "A Recipe for Creating New Products" **Wall Street Journal**, (weekend edition) Sat/Sun, October 27-28, 2007: section R, page 4; reprinted in **Rotman**, the Magazine of the Rotman School of Management, University of Toronto, August, 2008; cited again in **Wall Street Journal**, January 25th 2010 (see <http://sloanreview.mit.edu/business-insight/articles/2010/1/5212/ambushed/>)
22. Berthon, P. R., Pitt, L.F., McCarthy, I., and Kates, S. M (2007) *When Customers Get Clever: Managerial Approaches to Dealing with Creative Consumers*, **Business Horizons**, 50, 1 (January-February), 39-47 (This article was summarized and cited in **The Economist**, January 2007 - http://www.economist.com/business/globalexecutive/reading/displaystory.cfm?story_id=8511851)
23. Strasheim, A. C., Pitt, L.F., and Caruana, A. (2007) *Psychometric Properties of the Schlinger Viewer Response Profile: Evidence from a Large Sample*, **Journal of Advertising**, 36, 4 (Winter), 107-120
24. Pitt, L.F., Watson, R.T., Berthon, P.R., Wynne, D., and Zinkhan, G. (2006) *The Penguin's Window: Corporate Brands From An OS Perspective*, **Journal of the Academy of Marketing Science**, 34, 115-127

25. Armstrong, J.L., Pitt, L.F., and Berthon, P.R. (2006) *From Production To Performance: Solving the Positioning Dilemma in the Dental Practice*, **Journal of the American Dental Association**, 137, September, 1283-1288
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9. Pitt, L.F., Harmiston, D., Schwabl, J., and van der Merwe, R. (2004) *Thin Red Line*, in David Jobber (2004) **Principles and Practice of Marketing, 4th ed.**, London, UK: McGraw-Hill, pp. 586-592
10. van der Merwe, R., and Pitt, L.F., “*Pushing Elusive Alliances into the Light- Discovering the Value of Informal Networks on the Internet*”, Chapter 14 in **The Social and Cognitive Impacts of e-Commerce on Modern Organizations**., Mehdi Khosrow-Pour, ed.; (2004) Information Resources Management Association, USA, New York, NY: The Idea Group
11. Ewing, M.T., Napoli, J., Pitt, L.F., and Watts, A. “*The Development of Domestic Brands in China*”, Chapter 5 in Ilan Alon (ed.) (2003) **Chinese Economic Transition and International Marketing Strategy**, Westport, Connecticut: Praeger Publishers
12. Pitt, L.F., Keating, S., Bruwer, L., Murgolo-Poore, M. E., and de Bussy, N. “*Charitable Donations as Social Exchange or Agapic Action on the Internet: The Case of Hungersite.Com*” in Michael T. Ewing, ed. (2002) **Social Marketing**, Binghamton, NY: Best Business Books

13. Pitt, L.F. (2002) **Marketing for Managers: A Practical Approach 2nd edition**, Kenwyn, South Africa: Juta & Co., Ltd
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15. Morris, M.H., Pitt, L.F., and Honeycutt, E.D., Jr. (2001) **Business to Business Marketing: A Strategic Approach**, Thousand Oaks, CA: Sage Publishing
16. Pitt, L.F., and Nel, D. (2001) **South African Marketing: Cases for Decision Makers, 3rd ed**, Kenwyn, South Africa: Juta & Co., Ltd
17. Berthon, P.R., Pitt, L.F., Ewing, M.T., Ramaseshan, B., and Jayaratna, N. (2001) "*Positioning in Cyberspace: Evaluating Telecom Websites Using Correspondence Analysis*", in Ook Lee (2001) **Internet Marketing Research: Theory and Practice**, Chapter 6, 77-93, Hershey, PA: Idea Group Publishing
18. Watson, Richard T., Leyland F. Pitt, and Pierre Berthon. (2000). "*Service: the future*". Chapter in **Process think: winning perspectives for business change in the information age**, edited by V. Grover and W. J. Kettinger. Hershey, PA: Idea Group Publishing.
19. **E-commerce & Impreza** (2000) Italian edition of Watson, R.T., Berthon, P. R., Pitt, L.F., and Zinkhan, G.M. (1999) **Electronic Commerce: The Strategic Perspective**, Fort Worth, TX: The Dryden Press.) Translated by Raffaella Bianchi, Milan, Italy: McGraw-Hill Libri Italia srl
20. Hooley, G.J., and Hussey, M.K., eds. (1999) **Quantitative Methods in Marketing 2nd edition**, London, UK.: Academic Press, Chapter 21: *Using Chernoff Faces to Portray Service Quality Data*, (with Nel, D., and Webb, T.).
21. Watson, R.T., Berthon, P. R., Pitt, L.F., and Zinkhan, G.M. (1999) **Electronic Commerce: The Strategic Perspective**, Fort Worth, TX: The Dryden Press. Also translated into Italian and Portuguese, and prescribed at universities in Italy, Portugal and Brazil.
22. Pitt, L.F. *Foreword*, in Morris, Michael H. (1998) **Entrepreneurial Intensity: Sustainable Advantages for Individuals, Organizations and Societies**, Westport, Connecticut: Quorum Books, xv – xvi
23. Pitt, L.F. (1998) *Parasuraman, Zeithaml and Berry*, in Warner, M., ed., **The Handbook of Management Thinking**, London, UK: Thomson Business Press, 501 506
24. Pitt, L.F. (1998) **Marketing for Managers: A Practical Approach**, Kenwyn, South Africa: Juta & Co., Ltd
25. Pitt, L.F., Berthon, P.R., Joynt, P.D., and Money, A.H. (1996) *As the World Spins: Short-term Changes in International Clusters*, Ch. 8, in Joynt, P., and Warner, M. **Managing Across Cultures: Issues and Perspectives**, London, UK: Thompson Business Press
26. Pitt, L.F., and Bromfield, D., and Nel, D. (1995) **South African Marketing: Cases for Decision Makers** Kenwyn, South Africa: Juta & Co., Ltd (Second Edition).
27. Morris, M.H., and Pitt, L. F. (1995) *Informal Entrepreneurship in the Third World—A Marketing Perspective*, Chapter in Hills, G., Muzyka, D. F., Omura, G.S., and Knight, G. (1995) **Research at the Marketing Entrepreneurship Interface**, Chicago, IL.: Institute for Entrepreneurial Studies, University of Illinois at Chicago
28. Hooley, G.J., and Hussey, M.K., eds. (1994) **Quantitative Methods in Marketing**, London, UK.: Academic Press, Chapter 17: *Using Chernoff Faces to Portray Service Quality Data*, (with Nel, D., and Webb, T.).
29. Pitt, L.F., and Bromfield, D. (1994) **The Marketing Decision Maker: From MkIS to MDSS second edition**, Kenwyn, South Africa: Juta & Co., Ltd.
30. Pitt, L.F., and Bromfield, D., and Nel, D. (1992) **South African Marketing: Cases for Decision Makers** Kenwyn, South Africa: Juta & Co., Ltd
31. Stanton, W., Etzel, M., Walker, B., Abratt, R., Pitt, L.F., and Staude, G. (1992) **Marketing Management in South Africa**, Johannesburg, South Africa: Lexicon Publishers
32. Pitt, L.F., and Bromfield, D. (1991) **The Marketing Decision Maker: From MkIS to MDSS**, Kenwyn, South Africa: Juta & Co., Ltd.

33. In du Plessis, P.J., Rousseau, G.G., and Blem, N.H. (1990) **Consumer Behaviour: A South African Perspective**, Halfway House: Southern Book Publishers, Chapter 5: *Attitudes and Learning*
34. In Clarke, R., and Cameron, J., (eds.) (1991) **Managing Information Technology's Organizational Impact**, The Netherlands: North Holland; Chapter: *How Information Systems Technology Can Put Logistics Back Into Marketing – Where it Belongs* (with Richard T. Watson)

IV Prestigious Non-Journal/Book Publications:

1. Deighton, J., Pitt, L.F., Dessain, V., Beyersdorfer, D., and Sjöman, A. (2006) “*Marketing Chateau Margaux*”, **Harvard Business School Case Study**, 507033, Boston MA: Harvard Business School Publishing
2. Deighton, J., and Pitt, L.F. (2008) “*Marketing Chateau Margaux*”, **Harvard Business School Case Study, Teaching Note**, 508107, Boston MA: Harvard Business School Publishing
3. Morris, M.H., Schindehutte, M., and Pitt, L.F. (1996) *Sustaining the Entrepreneurial Society*, **Working Paper 96-01, The Research Institute for Emerging Enterprise**, Washington, D.C.: The Small Business Foundation of America
4. Berthon, P.R., Hulbert, J.M., and Pitt, L.F. (1997) *Brands, Brand Managers, and the Management of Brands: Where to Next?*, **Commentary Report No. 97-122, Marketing Science Institute**, November, Cambridge, MA, 28 pages
5. Morrison, S., Parent, M., and Pitt, L.F. (2009) *The Power of Persuasion: An Exercise in Creative Persuasive Advertising*, **Richard Ivey School of Business, Case Study 9B09A001**
6. Parent, M., and Pitt, L.F. (2009) *The Power of Persuasion: An Exercise in Creative Persuasive Advertising*, **Richard Ivey School of Business, Teaching Note 8B09A01**
7. Halvorsen, W., Parent, M., and Pitt, L.F. (2009) “*Selling Green Dots in Second Life*”, **Richard Ivey School of Business, Case Study 9B09A033**
8. Halvorsen, W., Parent, M., and Pitt, L.F. (2009) “*Selling Green Dots in Second Life*”, **Richard Ivey School of Business, Teaching Note, 8B09A33**

V Published Conference Proceedings (Peer Reviewed) *

A. North American Conferences

1. McCarthy, I.P., Kietzman, J.H., Silvestre, B., and Pitt, L.F. (2010) *Absorbing user innovations: a typology of creative consumers and firm responses*, **Proceedings of the 2010 Academy of Management Conference**, San Antonio, TX, August, 2011
2. Ian P. McCarthy, Leyland Pitt, Pierre Berthon, “*Service customization through dramaturgy*”, **Proceedings of the 2010 Academy of Management Conference**, Montreal, August, 2010
3. Pitt, L.F., Steyn, P.G., Salehi-Sangari, E., van Heerden, G., and Terblanche, N.S. (2010) “*Consumer Skepticism and Blogs: Implications for Marketing Communicators*”, **Developments in Marketing Science, Vol. XXXIII, Proceedings of the Annual Conference of the Academy of Marketing Science**, Portland, OR, May
4. Campbell, C.L., Bal, A.S. and Pitt, L.F. (2010) “*Political Ad Portraits: A Visual Analysis of Constituents’ Reaction to Political Spoof Ads*”, **Developments in Marketing Science, Vol. XXXIII, Proceedings of the Annual Conference of the Academy of Marketing Science**, Portland, OR, May
5. Colin Campbell, Leyland F. Pitt, Pierre Berthon, Deon Nel, Christo Boshoff (2009) “*Charting Chatter: What Consumer Generated Advertising Seems to be Saying about Brand Personality*”, **Developments in Marketing Science, Vol. XXXII, Proceedings of the Annual Conference of the Academy of Marketing Science**, Baltimore, MD, May
6. Anjali Bal, Leyland Pitt, Pierre Berthon, and Philip DesAutels, (2009) “*Spoofing the Political Brand: An Application of a Theory of Caricature*” **Developments in Marketing Science, Vol. XXXII, Proceedings of the Annual Conference of the Academy of Marketing Science**, Baltimore, MD, May

* Since 2000 I have only chosen to list papers at major marketing conferences such as Summer and Winter AMA, ACR, AMS, and Academy of Marketing or those that have received best paper awards

7. Pitt, L.F. (2008) "*A Prescription for Tablets: Using Pen-Based Computing in the Marketing Case Class*", **Developments in Marketing Science, Vol. XXXI, Proceedings of the Annual Conference of the Academy of Marketing Science**, Vancouver, Canada, May
8. Berthon, P.R., and Pitt, L.F. (2007) "*Managing the Creative Consumer Conundrum*", **Proceedings of the Association of Consumer Research Annual Conference**, Memphis, TN.
9. Campbell, C., Pitt, L.F., and Berthon, P.R. (2007) "*Multiple Meanings? A Mutual Knowledge Perspective on Brand Co-Creation*", **Developments in Marketing Science, Vol. XXX, Proceedings of the Annual Conference of the Academy of Marketing Science**, Miami Florida, May
10. Strasheim, C., Pitt, L.F., Caruana, A., and Nel, D. (2005) "*The Schlinger Viewer Response Profile: A Reassessment Using A Large Sample*", in Harlan E. Spotts, Editor, **Developments in Marketing Science, Vol. XXVIII, Proceedings of the Annual Conference of the Academy of Marketing Science**, Miami Florida, May
11. Pitt, L. F., Shapiro, D., and Watson, R.T. (2005) *Betfair: Transforming the World's Wagering*, **4th International Business and Economy Conference**, Waikiki, Hawaii, (Winner of the Best Case Paper of the Conference)
12. Tsao, Hsiu-Yuan, Leyland F. Pitt, and Pierre Berthon (2003) *Pricing Behavior When Brand Serves as a Signal of Quality Where Information is Asymmetric* **2003 American Marketing Association Winter Marketing Educators Conference -- Marketing Theory and Applications**, Vol 14, pp.89-90.
13. van der Merwe, R., Pitt, L.F., Murgolo-Poore, M.E., and Berthon, P.R. (2002) *Spotting Holes: Opportunities in On-Line Markets, Social Network Theory, and Entrepreneurship*, **2002 American Marketing Association Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing**, W.J. Kehoe, and J.H. Lindgren, eds., Vol. 13, Chicago, Illinois: American Marketing Association, August 2002 p3
14. Watson, Richard T., Leyland F. Pitt, Pierre Berthon, and George M. Zinkhan. (2001). *U-commerce: extending the boundaries of marketing*. Paper read at **MSI-JAMS Conference on Marketing to and Serving Customers through the Internet: Conceptual Frameworks, Practical Insights, and Research Directions**, Dec 6-7, at Boca Rotan, FL.
15. Berthon, P.R., Pitt, L.F., Ewing, M.T., and Ramaseshan, B. (2000) *Replication, Extension, and Generation: A Framework of Potential Research Space*, **2000 American Marketing Association Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing**, G.T. Gundlach, and P.E. Murphy, eds., Vol. 11, Chicago, Illinois: American Marketing Association, August 2000 pp.258
16. Kwak, Hyokjin, George M. Zinkhan, and Leyland F. Pitt (2001), "*Global and Cultural Perspectives on Web-Based Chatting: An Exploratory Study*," **Asia Pacific Advances in Consumer Research**, Vol. IV, Paula M. Tidwell and Thomas E. Muller, eds., Provo, UT: Association for Consumer Research, 243-250.
17. Caruana, A., Pitt, L.F., and Ramaseshan, B. (2000) *Satisfaction as a Mediator in the Link Between Service Quality and Service Loyalty*, in **Developments in Marketing Science**, Harlan E. Spotts and H. Lee Meadow (eds.) Vol. XXIII, Miami, FL: The Academy of Marketing Science, May 2000, p132
18. Watson, Richard T., George M. Zinkhan, and Leyland F. Pitt. 2000. *Object orientation: a new perspective on strategy*. Paper read at **Academic Industry Working Conference on Research Challenges**, April 27-29, at Buffalo, NY.
19. Watson, Richard T., George M. Zinkhan, and Leyland F. Pitt. 2000. *Object-oriented programming: implications for advertising and entrepreneurship*. Paper read at **American Marketing Association Winter Educators' Conference**, February, at San Antonio, TX.
20. Levett, P., Page, M., Pitt, L.F., Money, A.H., Berthon, P.R., and Nel, D., (1999) *Towards an Application of Option Pricing Theory in the Valuation of Customer Relationships* in **Developments in Marketing Science**, Charles H. Noble (ed.) Vol. XXII, Miami, FL: The Academy of Marketing Science, May 1999, pp 354 –362
21. Morris, M.H., Pitt, L.F., and Altman, J. (1999) *The Need for Adaptation in Successful Business Concepts: Strategies for Entrepreneurs*, **Proceedings of the United States Association for Small Business and Entrepreneurship Conference**, January, San Diego, CA
22. Napoli, J., Ewing, M., and Pitt, L.F. (1999) *The Internet as a Marketing Communication Medium in the Public Sector*, **1999 American Marketing Association Summer Educators' Conference**

- Proceedings: Enhancing Knowledge Development in Marketing**, S. P. Brown, and D. Sudharshan, eds., Vol. 10, Chicago, Illinois: American Marketing Association, August 1999 pp.124 - 132
23. Morris, M.H., Pitt, L.F., and Lambert, D. *Company Pricing Orientation and Environmental Turbulence: Does National Culture Matter?* **1998 American Marketing Association Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing**, Ronald Goodstein, and Scott MacKenzie, eds., Vol. 9, Chicago, Illinois: American Marketing Association, August 1998. pp 275 -281
 24. Morris, M.H., Kannemeyer, R., and Pitt, L.F. *Adaptation of the Business Concept as a factor in Entrepreneurship: The Case of Historically Disadvantaged South African Entrepreneurs* in **Developments in Marketing Science**, John B. Ford, Earl D. Honeycutt (eds.) Vol. XXI, Miami, FL: The Academy of Marketing Science, May 1998, pp 297 –303
 25. Samouel, P., Pitt, L.F., Berthon, P.R., and Money, A.H. *Vertical Control and Performance: The Role of Power, Relational Norms and Transaction Cost Analysis in Distribution Channels*, in **Developments in Marketing Science**, John B. Ford, Earl D. Honeycutt (eds.) Vol. XXI, Miami, FL: The Academy of Marketing Science, May 1998, pp 412
 26. Berthon, P.R., Hulbert, J.R., Piercy, N.P., and Pitt, L.F. *Functional Integration with Particular Reference to the Marketing-Technical Interface: Mechanistic and Holographic Responses to Turbulence*, **1997 American Marketing Association Summer Educators' Conference Proceedings: Marketing Theory and Applications**, William Pride, and Tomas Hult, eds., Vol. 29, Chicago, Illinois: American Marketing Association, August 1997. Pp 219
 27. Pitt, L.F., and Berthon, P.R. *Internationalizing the Marketing Curriculum: A Global Perspective (or Two)*. in **Developments in Marketing Science**, Elizabeth J. Wilson, Joseph J. Hair (eds.) Vol. XX, Miami, FL: The Academy of Marketing Science, May 1997, p55
 28. Pitt, L.F., Berthon, P.R., Morris, M.H., and Nel, D. *Entrepreneurial Pricing: The Cinderella of Marketing Strategy*. in **Developments in Marketing Science**, Elizabeth J. Wilson, Joseph J. Hair (eds.) Vol. XX, Miami, FL: The Academy of Marketing Science, May 1997, p143
 29. Samouel, P., Pitt, L.F., Berthon, P.R., and Money, A.H. *Some Effects of Response Position in Examples to Respondents*. in **Developments in Marketing Science**, Elizabeth J. Wilson, Joseph J. Hair (eds.) Vol. XX, Miami, FL: The Academy of Marketing Science, May 1997, p143
 30. Berthon, P.R., Hulbert, J.M, and Pitt, L.F. *Forms of Marketing Organization: Towards a Theory* in **1997 American Marketing Association Winter Educators' Conference Proceedings: Significant Advances in Marketing Theory and Practice**, Tradewinds Resort, St. Petersburg Beach, FL, Debbie Thorne LeClair and Michael Hartline, Editors; Chicago, Illinois: American Marketing Association, February 1997. pp 365
 31. Pitt, L.F., Berthon, P.R., and Lyman, M. *Proactive Behavior and the Salesforce: Its Effects on Performance* in **1996 American Marketing Association Summer Educators' Conference Proceedings: Enhancing Knowledge Development in Marketing**, Vol. 7., San Diego, California, Cornelia Dröge and Roger Calantone, Editors; Chicago, Illinois: American Marketing Association, August 1996. pp 456 - 457
 32. Pitt, L.F., Berthon, P.R., Prendegast, G., and Nel, D. *On the Reliability and Validity of the SERVQUAL Instrument in South Africa* in **Developments in Marketing Science**, Elizabeth J. Wilson, Joseph J. Hair (eds.) Vol. XV1V, Phoenix, AZ: The Academy of Marketing Science, June 1996, p164
 33. Berthon, P.R., Pitt, L.F., and Watson, R.T. *Re-Surfing the Web: Research Perspectives on Marketing Communication and Buyer Behavior on W³* in **Developments in Marketing Science**, Elizabeth J. Wilson, Joseph J. Hair (eds.) Vol. XV1V, Phoenix, AZ: The Academy of Marketing Science, June 1996, p182
 34. Caruana, A., Pitt, L.F., and Money, A.H. *An Assessment of the Dimensions and the Stability of Items in the MARKOR Scale* in **Developments in Marketing Science**, Elizabeth J. Wilson, Joseph J. Hair (eds.) Vol. XV1V, Phoenix, AZ: The Academy of Marketing Science, June 1996, p229
 35. Pitt, L.F., Berthon, P.R., and Morris, M.H., *Personal Reports of Communication Apprehension and Perceptions of Salesperson Performance*. in **1996 American Marketing Association Winter Educators' Conference Proceedings: Marketing Theory and Applications**, Hilton Head Island, South Carolina, Edward A. Blair and Wagner A. Kamakura, Editors; Chicago, Illinois: American Marketing Association, February 1996. pp 162

36. Berthon, P.R., Pitt, L.F., and Morris, M.H. *Culture and the Marketing Manager: Exploring a Link Between Culture and Decision-making*. in **1995 American Marketing Association Summer Educators' Conference: Enhancing Knowledge Development in Marketing**, Washington DC., Barbara Stern and George Zinkhan, Editors; Chicago, Illinois: American Marketing Association, August 1995, pp 418
37. Berthon, P.R., and Pitt, L.F. *Marketing and Humanities Resource Managers: Differences in Perception and Decision-making* **Developments in Marketing Science**, Roger Gomes (ed.) Vol. XV111, Orlando, FL: The Academy of Marketing Science, May 1995, p63
38. Pitt, L.F., and Foreman, S.K. *Internal Marketing's Role in Organizations: A Transaction Cost Perspective*, **Developments in Marketing Science**, Roger Gomes (ed.) Vol. XV111, Orlando, FL: The Academy of Marketing Science, May 1995, p184
39. Bakkeland, G., and Pitt, L.F. *Transaction Costs and Relational Norms in Distribution Channels: Research Propositions from the Buyer's Perspective* **Developments in Marketing Science**, Roger Gomes (ed.) Vol. XV111, Orlando, FL: The Academy of Marketing Science, May 1995, p284
40. Pitt, L.F., and Watson, R.T. *Longitudinal Measurement of Service Quality in Information Systems: A Case Study*, **Proceedings of the Fifteenth International Conference on Information Systems (ICIS)**, Vancouver, Canada, 1994, pp 419–428
41. Pitt, L.F., Caruana, A., and Money, A.H. *Managing Customer Expectations of Service Quality: Does it Make a Difference?* in **1994 American Marketing Association Summer Educators' Conference: Enhancing Knowledge Development in Marketing**, San Francisco, Ravi Achrol and Andrew Mitchell, Editors; Chicago, Illinois: American Marketing Association, August 1994, pp 412–419
42. Pitt, L.F., Money, A.H., and Berthon, P. *Partitioning the Pacific: A Simple, Cluster Based Segmentation of the Nations Bordering the Pacific Ocean*. **Proceedings of the Second Annual Conference on Global Business Environment and Strategy**, Sun Valley, Idaho, August 1994, Pocatello, ID: Idaho State University, 346–359
43. Ramaseshan, B., and Pitt, L.F. *Strategic Alliances in the Asia Pacific Region* **Proceedings of the Second Annual Conference on Global Business Environment and Strategy**, Sun Valley, Idaho, August 1994, Pocatello, ID: Idaho State University, 227– 241
44. Caruana, A., and Pitt, L.F. *Excellence, Market Orientation, Some Aspects of Service Quality and Their Effect on Performance in Service Companies: Propositions and a Model*, **Developments in Marketing Science**, Elizabeth J. Wilson, and William C. Black, (eds.) Vol. XV11, Nashville, TN: The Academy of Marketing Science, June 1994, pp 317–318
45. Pitt, L.F., and Page, M.J. *Analysis of Customer Defections: A Graphic Approach*, in **1993 American Marketing Association Summer Educators' Conference Competitive Paradigms in Global Marketing: An Agenda for Change**, Boston, David W. Cravens and Peter R. Dickson, Editors; Chicago, Illinois: American Marketing Association, pp 180-188.
46. Pitt, L.F., Nel, D., and Morris, M.H. *Personal Interaction in Groups and Marketing Decision Making*, in **1993 American Marketing Association Summer Educators' Conference Competitive Paradigms in Global Marketing: An Agenda for Change**, Boston, David W. Cravens and Peter R. Dickson, Editors; Chicago, Illinois: American Marketing Association, pp 246–254.
47. Pitt, L.F., Oosthuizen, P., and Morris, M.H. *Service Quality in a High-Tech Industrial Market: An Application of SERVQUAL*, **1992 American Marketing Educators' Proceedings: Enhancing Knowledge Development in Marketing**, Robert P Leone, V. Kumar, eds., Chicago, IL: American Marketing Association, pp 46–53, August 1992
48. With Ramaseshan, B., and Nel, D., *The Effects of Realistic Job Information on Salesperson Turnover: A Review and Research Agenda*, **Proceedings of the National Sales Management Conference**, Psi Kappa Epsilon, Anaheim, California, April 1991, pp 160–162
49. With Nel, D., *The Effects of Group Cohesiveness on Decision Performance in a Simulated Management Environment*, **Proceedings of the 32nd Mountain Plains Management Conference**, Weber State University, Ogden, Utah, October 1990
50. With Ramaseshan, B., *The Gift of the Gab Communication Apprehension and Salesperson Performance*, **Proceedings of the National Sales Management Conference**, Psi Kappa Epsilon, New Orleans, LA, April 7 and 8, 1989. pp 116–121

B. European Conferences

50. Winner of the Pearson Education Prize for the Best Case Study, for Halvorson, W., Bal, A.S., Pitt, L.F., and Parent, M. (2010) *Cashing in on the Green Dots: Marketing Ireland in Second Life*, **Academy of Marketing Conference**, Coventry University, UK. July 2010
51. Ronika Chakrabarti, Bradley R. Barnes, Leyland Pitt, Pierre Berthon (2009) *Investigating Motivation Amongst International Channel Intermediaries: A Middle Eastern Viewpoint*, **Proceedings of the Academy of Marketing Conference**, Leeds, UK. July 2009
52. Stacey Morrison, Michael Parent, Leyland Pitt (2009) *Instructing The Invisible: An Exercise In Teaching Subliminal Perception*, **Proceedings of the Academy of Marketing Conference**, Leeds, UK. July 2009
53. Zala Pogorelnik, Deon Nel, Leyland Pitt, Colin Campbell (2009) *The Grameen Bank*, **Proceedings of the Academy of Marketing Conference**, Leeds, UK. July 2009 (Runner-up: Best Paper on Case Study Track, Pearson Education Award)
54. Berthon, P.R., Pitt, L.F., Campbell, C.L., Robson, M., Page, K., and Palihawadana, D., (2008) *Creative Consumers: Awareness, Attitude & Action - Instrument & Preliminary Results*, **Academy of Marketing Conference**, Aberdeen, UK. July 2008, Awarded the Association of Direct Marketing, Prize for Best Paper, Direct Marketing, Electronic Marketing, and Technology Track
55. Pitt, L.F., Kylie McMullen, Pinder Rehal, Katy Read, Judy Luo and Ashley Wu, Papania, L., and Campbell, C.L. (2008) *Selling the Canadian Forces' Brand to Canada's Youth*, **Academy of Marketing Conference**, Aberdeen, UK. July 2008, Winner of the Pearson Education Prize for the Best Case Study
56. *A Conceptual Model for Internet's Impact on Marketing in Iran* **Academy of Marketing (Marketing Educators Group) Conference**, London, UK. July 2006 (with Mehdi Ghazisaaedi), Awarded the Association of Direct Marketing, Prize for Best Paper, Direct Marketing, Electronic Marketing, and Technology Track
57. Murgolo-Poore, M.E., Pitt, L.F., Ewing, M.T., and Berthon, P.R. (2001) *The Intranet As An Internal Marketing Medium: Towards A Measure Of Effectiveness* **Proceedings of Academy of Marketing 2001 Annual Conference**, ed. Strong, C., Academy of Marketing: University of Cardiff, July (Abstract, p.60, and CD-ROM) Winner of the Prize for the Best Paper in the Internet Marketing Track
58. Berthon, P., Pitt, L. F., Ewing, M.T., and Boudville, I. (2000) *An Exploratory Investigation Into Positioning In Cyberspace: Evaluating Telecom Websites Using Correspondence Analysis*, **Proceedings of Academy of Marketing 2000 Annual Conference**, eds. Mayer, R. and Ellis, N., Academy of Marketing: University of Derby, August (Abstract and CD-ROM) Winner of the Prize for the Best Paper in the Internet Marketing Track
59. Nel, D., Athron, T., Pitt, L., Ewing, T. and Boudville, I. (2000) *The Theory Of Justice and Customer Service Complaint Experiences In The Public Sector*, **Proceedings of Academy of Marketing 2000 Annual Conference**, eds. Mayer, R. and Ellis, N., Academy of Marketing: University of Derby, August (Abstract and CD-ROM)
60. Nel, D., Pitt, L.F., Berthon, J-P, and Ewing, M. (1999) *Going With the Flow: Web Sites and Customer Involvement*, **Proceedings of the 1999 Academy of Marketing (Marketing Educators Group) Conference**, Andrew McAuley, ed., Stirling, University of Stirling, p.48 Abstract, and CD-ROM
61. Ainslie, A.S., Pitt, L.F., Engebretsen, H., and Money, A.H. (1999) *Dichotomous Situations in Direct Marketing: Wrong on the Good or Right on the Bad*, **Proceedings of the 1999 Academy of Marketing (Marketing Educators Group) Conference**, Andrew McAuley, ed., Stirling, University of Stirling, p.15 Abstract, and CD-ROM
62. Ewing, M., Napoli, J., and Pitt, L.F. (1999) *Makers, Watchers and Wonderers: The Internet as a Marketing Communications Medium in the Public Sector*, **Proceedings of the 1999 Academy of Marketing (Marketing Educators Group) Conference**, Andrew McAuley, ed., Stirling, University of Stirling, p.31 Abstract, and CD-ROM
63. Pitt, L.F., Berthon, P.R., and Krepapa, A. (1999) *Are Excellent Companies Ethical: Evidence From an Industrial Setting*, **Proceedings of the 1998 Academy of Marketing (Marketing Educators Group) Conference**, Andrew McAuley, ed., Stirling, University of Stirling, p. 55 Abstract, and CD-ROM
64. Lane, N., Pitt, L.F., Berthon, P.R., and Watson, R.T. (1998) *The World Wide Web as an Industrial Marketing Communication Tool – Models for the Identification and Assessment of Opportunities*, **Proceedings of the 1998 Academy of Marketing (Marketing Educators Group) Conference**, Colin

- Gillingan, ed., Sheffield, Sheffield Hallam University, July, pp336 - 342. Awarded the Best Academic Competitive Paper Prize.
65. Strong, C., Pitt, L.F., Berthon, P.R., and Nel, D. (1998) *Reconceptualizing Service: SMEs in the Marketspace*, **Proceedings of the 1998 Academy of Marketing (Marketing Educators Group) Conference**, Colin Gillingan, ed., Sheffield, Sheffield Hallam University, July, pp510 - 514
 66. Ainslie, A., and Pitt, L.F. (1997) *UniBank and the Analysis of the ExcursionCard Database: A Case Study*, **Proceedings of the Academy of Marketing (Marketing Educators Group) Conference, Marketing without Borders**, Manchester, Manchester Metropolitan University, July, Volume 1, pp1 – 11. Awarded the Association of Direct Marketing Prize for Best Paper, Direct Marketing Track
 67. Pitt, L.F., Berthon, P.R., Robson, M., and Nel, D. (1997) *Service Quality to Internal Customers: Assessing the Provider Gaps*, **Proceedings of the Academy of Marketing (Marketing Educators Group) Conference, Marketing without Borders**, Manchester, Manchester Metropolitan University, July, Volume 1, pp725 – 741
 68. Pitt, L.F., Berthon, P.R., Robson, M., Caruana, A. and Ewing, M. (1997) *Some Effects of Corporate Reliability on Performance*, **Proceedings of the Academy of Marketing (Marketing Educators Group) Conference, Marketing without Borders**, Manchester, Manchester Metropolitan University, July, Volume 1, pp743 – 756
 69. Page, M.J., Pitt, L.F., Berthon, P.R. and Money, A.H. (1996) *Analysing Customer Defections and Their Effects on Corporate Performance: The Case of Indco*. **Proceedings of the Marketing Educators Group Conference, (CD-ROM)** Glasgow, University of Strathclyde, July 1996 (Selected on of the 6 Best papers of the Conference)
 70. Crowther, C., Pitt, L.F., Berthon, P.R., and Lyman, M. *Telling Them or Selling Them: Sales Orientation vs. Customer Orientation in The Pharmaceutical Salesforce*. **Making Marketing Work, Vol. 1, Proceedings of the Marketing Educators Group Conference**, D.L. Jobber, ed., University of Bradford, July 1995, pp 194–201
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 73. Pitt, L.F., and McLuckie, J. *Metamorphosis in Marketing: 7 Ways in Which the Marketing Job Might Change*, **International Conference of the Hellenic Marketing Institute: Metamorphosis in Marketing**, Proceedings, Athens, Greece, December, 1994
 74. Pitt, L.F., Berthon, P., Joynt, P.D., and Money, A.H., *As the World Spins: Short Term Changes in International Clusters*, **Workshop on Cross-Cultural Perspectives: Comparative Management and Organization**, P.D. Joynt, J-C Usunier, Eds., Henley on Thames, Oxfordshire, November 1994
 75. Morris, M.H., and Pitt, L.F. *Informal Entrepreneurship in the Third World: A Marketing Perspective*. **Proceedings of the American Marketing Association/University of Illinois Chicago Research Symposium on the Marketing-Entrepreneurship Interface**, Fontainebleau: INSEAD, June/July 1994
 76. Morris, M.H., and Pitt, L.F. *The Organization of the Future: A Unity of Marketing and Strategy* **Proceedings of the Marketing Educators Group Conference**, Vol. II, University of Ulster: Coleraine, July 1994, pp 711–718 (Selected as one of the top 11 papers at the conference and subsequently published in a special edition of the **Journal of Marketing Management**).
 77. Pitt, L.F., Foreman, S.K., and Bromfield, D. *Establishing Links Between Organizational Commitment and Service Delivery* **Proceedings of the Marketing Educators Group Conference**, Vol. II, University of Ulster: Coleraine, July 1994, pp 755–764
 78. Pitt, L.F., Caruana, A., and Ewing, M. *The Impact of Reliability, Overall, and by Dimension, on Key Performance Criteria in Service-Based Industries*, **Workshop on Quality Management in Services IV**, Marne La Vallee, France: European Institute for Advanced Studies in Management, Vol. III, May, 1994

79. Pitt, L.F., Joynt, P.D., and Money, A.H. *A Clustering of Countries: Using an International Database to Segment International Markets*, **Workshop on European Co-operation to Honour Geert Hofstede**, University of Limburg, Maastricht, The Netherlands, September, 1993
80. Foreman, S.K., Pitt, L.F., and Nel, D. *Reliability and Validity of the SERVQUAL Instrument: Results from a Very Large Sample*, **Proceedings of the Marketing Educators Group Conference**, Loughborough University of Technology, England, July, 1993, pp 371–382
81. Gibson, H., Tynan, A.C., and Pitt, L.F. *What is Marketing? A Qualitative and Quantitative Analysis of Marketing Definitions*, **Proceedings of the Marketing Educators Group Conference**, Loughborough University of Technology, England, July, 1993, pp 383
82. Watson, R.T., Pitt, L.F., Cunningham, C.J., and Nel, D. (1993) *User Satisfaction and Service Quality of the IS Department: Closing the Gaps*. **Proceedings: The First European Conference on Information Systems**, Henley on Thames, England, March, 341–351
83. Nel, D., Pitt, L.F., Money, A.H., Boshoff, C. *Expectation-Evaluation Consistency and Service Quality: Establishing Links*, **Service Sector Management Research Conference**, British Institute of Management/Cranfield School of Management, Cranfield, Bedfordshire, 14 pages, November 1992
84. Morris, M.H., Pitt, L.F., Davis, D., and Allen, J., *Individualism-Collectivism and Corporate Entrepreneurship: Cross-Cultural Comparisons*, **Proceedings: Annual Babson Conference: Frontiers of Entrepreneurship**, INSEAD, Fontainebleu, France, 1992
- C. Australian Conferences**
85. Colin Campbell, Pierre R. Berthon, Leyland F. Pitt, and Ian McCarthy, *Creative Consumers: Awareness, Attitude & Action - Instrument & Preliminary Results*, **Proceedings of the Australian and New Zealand Marketing Academy Conference**, Christchurch, New Zealand, 2010 (Winner of Best Paper Award, Strategic Marketing Track, Nominated for Best Overall Paper Award)
86. Hansen, K., Murgolo-Poore, M., Pitt, L., Ewing, M., *The World Wide Web and Electronic Commerce: Legal Implications for Marketers*, **Proceedings of the Australian and New Zealand Marketing Academy Conference**, Ed. Aron O’Cass, Griffiths University, Queensland. 2000, p.61
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88. Pollard, L., Pitt, L., Ewing, M., *An Evaluation of Australian Online Sports Betting Sites Using Correspondence Analysis*, **Proceedings of the Australian and New Zealand Marketing Academy Conference**, Ed. Aron O’Cass, Griffiths University, Queensland. 2000, p.71
89. Tay, L., de Bussey, N., Pitt, L.F., Ewing, M. T., *The E-Cultural Revolution: Internet Auctions and their Impact on Buyer Behaviour in Singapore’s Chinese Community*, **Proceedings of the Australian and New Zealand Marketing Academy Conference**, Ed. Aron O’Cass, Griffiths University, Queensland. 2000, p.106
90. Tudhope, L. E., Pitt, L. F., Ewing, M. T., McMahon, L., *Behavioral and Attitudinal variables and Patient Compliance: The Case of Peripheral Ischemia of the Lower Limb*, **Proceedings of the Australian and New Zealand Marketing Academy Conference**, Ed. Aron O’Cass, Griffiths University, Queensland. 2000, p.90
91. Pitt, L.F., Ewing, M.T., de Bussy, N., Murgolo-Poore, M.E., and Bruwer, M. *IS and Marketing: How the Internet Reinvents Communication Management*, in **Proceedings of the 11th Australasian Conference on Information Systems**, G.G. Gable and M.R. Vitale, editors, Brisbane: Queensland University of Technology, December, 2000, Abstract, p.68 (and CD-ROM)
92. With Ewing, M., and de Bussy, N., *White Collar Asia: A Cross-National Psychographic Exploration*, **Book of Abstracts ANZMAC 98 (Australia and New Zealand Marketing Academy Conference)**, Department of Marketing, University of Otago, Dunedin, New Zealand, Editors; B.J. Gray and K.R. Deans, ISBN 1-877156-07-8, November-December 1998
93. With Ramaseshan, B., *Service Quality Measurement Approaches and the Assessment of Management Education Quality*, **Proceedings of The Australian and New Zealand Association of Management Educators Conference**, Launceston, Tasmania, Australia, December, 1990. 513–521

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95. With Groves, R., and Patton, M. *Ethical Sensitivity and Personal Selling: An Empirical Investigation*. **Proceedings of the 2nd Australian Marketing Educators Conference**. Adelaide, SA, August 16 1989, 18 pages
96. With Watson, R.T., *How Information Systems Technology Can Put Logistics Back Into Marketing—Where It Belongs*, **Proceedings of the International Working Conference on Shaping Organizations, Shaping Technology**, The Australian Computer Society and the International Federation for Information Processing TC9, Terrigal, NSW, Australia. Editors: Roger Clarke and Julie Cameron. May, 1989 pp 329–344

D. Southern African Conferences

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98. Pitt, L.F., and Ramaseshan, B., *Communication Apprehension and Retail Salesperson Performance*, **Proceedings of the South African Marketing Educators Conference**, Durban, South Africa: University of Natal, 12 pages, August 1993
99. Morris, M.H., Pitt, L.F., and Bromfield, D. *Individualism-Collectivism And Corporate Entrepreneurship: Some South African Evidence*, **Proceedings of the South African Marketing Educators Conference**, Cape Town, South Africa: Graduate School of Business, University of Cape Town, 12 pages, September 1992
100. Pitt, L.F., *Using A Mid-Range Group Support System To Develop Marketing Strategy: Explanations And Illustrations*, **Proceedings of the South African Marketing Educators Conference**, Cape Town, South Africa: Graduate School of Business, University of Cape Town, 16 pages, September 1992
101. Pitt, L.F., and Staude, G., *Classification of Service Organizations and Service Organization Typologies: A Review and Research Propositions for Service Quality Management*. **Proceedings of the South African Marketing Educators Conference**, University of Stellenbosch, November, 1991
102. Pitt, L.F., and Berthon, P., *The SPACE Model: Theory and Use in Marketing Strategy*, **Proceedings of the South African Marketing Educators Conference**, University of Stellenbosch, November, 1991
103. Pitt, L.F. *Tracking Service Quality Indices—An Application of Multivariate Profile Analysis*, **Proceedings of the South African Marketing Educators Conference**, University of Stellenbosch, November, 1991
104. Pitt, L.F., *Lessening the Law of the Lens in Marketing Decision Making*. **Proceedings of the 13th Southern African Marketing Research Association Conference**, Swaziland, 1991, pp 127–41
105. With Bromfield, D., and Nel, D, *Reliability and Validity of the SERVQUAL Instrument—Recent Adaptations and Some South African Evidence*, in **Proceedings of the CSD/SAMRA/MRSA Conference**, Drakensberg, Natal, South Africa 23–26 May 1991, pp 16–20
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VI Book Reviews in Peer Reviewed Journals

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VII Professional Journals and Magazines (in chronological order)

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2. "Product failures–The Edsel Revisited", in **Marketing Mix**, April 1981, pp 15–18
3. "A short guide to job advertising–for those who don't do it too often", in **Marketing Mix**, October 1981, pp 10–12
4. With van Rooyen, D.C., "Advertising and Economics in a Free Market Society", in **Free Market**, No. 5, November 1981, pp 25 -27
5. "Computer Graphics–New Horizon for Marketing Research", in **Marketing Mix**, February 1982, pp 40–45
6. With van Rooyen, D.C., "Advertising and Economics in a Free Market Society", in **Boardroom**, December 1981, pp 15–18
7. "Environmental Scanning", in **Boardroom**, March 1983, pp 3–6
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10. Pitt, L.F., Heyns, J.E., Abratt, R., "Student Loans and Bank Loyalty", **The South African Banker**, February 1985, pp 28 -32
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12. With Abratt, R., "What to look for in a trade exhibition", in **Entrepreneur**, January 1985, pp 15–16
13. With Abratt, R., "Strategic Management in South African Retailing", in **The Retailer**, May 1985, pp 9–11
14. "Beating the Bureaucrats–In Search of the End of Red Tape", in **Boardroom**, July 1985, p 19
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21. "Exporting to Asia: The Reality and the Myths", in **Management Western Australia**, Winter Edition, Vol. 7 No. 2, June-August 1989, pp 12–13
22. With Thornton, R., and Nel, D., "Medicine in the Hands of the Wise: Selling and the Retail Pharmacist", in **Pharmacy Management**, March 1989, pp 8- 10
23. "Lip Service or Funeral Service?" in **Marketing Mix**, January 1990, pp 5-6
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26. "When Customer Care and Service Become a Fad", in **Marketing Mix**, March 1990, p72
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34. "Assessing Customer Satisfaction", in **Marketing Mix**, August, 1990, p23
35. "Service Dominance–What does it Mean?", in **Marketing Mix**, September, 1990, p74
36. "Service Quality–Closing the Gaps", in **Marketing Mix**, October, 1990, p70
37. "Do You Know What Your Customers Expect?", in **Marketing Mix**, November, 1990, pp 17 -18
38. "Focus on Gap 2–Setting the Wrong Standards", in **Marketing Mix**, December, 1990, pp 59–60
39. "Focus on Gap 3–The Service Performance Gap", in **Marketing Mix**, January, 1991, 55–56
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41. "The Service Cycle", in **Marketing Mix**, March 1991, p 55
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43. *Creating Customer Constituency*", in **Marketing Mix** May, 1991, p61
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45. *Why are We Waiting?*, in **Marketing Mix** August, 1991, pp 61- 62
46. *Why are We Still Waiting?*, in **Marketing Mix** September, 1991, p40
47. With Caruana, A., *Orientation of Your Firm Towards the Market*, in **Professional Sales Management**, January 1995, pp 36–37
48. With McLuckie, J., *Metamorphosis in Marketing*, in **Marketing and Sales Update**, February 1995, pp 4–5
49. With Berthon, P.R., and Watson, R.T., *The World Wide Web as an Advertising Medium*, in **Perspectives**, Winter 1996, pp 14-15
50. With Berthon, P.R., and Hulbert, J.M., *Structuring Companies for Markets*, **Financial Times**, (Mastering Management Series), August 16, 1996, p. 8
51. With Berthon, P.R., *Educating the International Manager: Divergent Global Perspectives*, **Textile Horizons**, August-September, 1996, 19–23
52. With Berthon, P.R., *The Management Curriculum: Business Globalisation*, **World Clothing Manufacturer**, September, 1996, 35–42
53. With Berthon, P.R., and Hulbert, J.M. *Customer is always right, but I really love the product: Structuring Firms to Serve, Anticipate and Create Markets*, **Marketing and Sales Update**, 1998, 3, 5, 19-21
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55. *Differential Pricing: Customers are Different, So Why Should They All Pay the Same Price?* **The South African Journal of Marketing and Sales**, 4, 3, 1998, pp 22 – 23
56. With Berthon, P.R., *Branding the MBA Product: It's a LOT More Difficult than what we Teach*, **EFMD Forum Magazine**, Autumn, 2004, pp 29-33
57. Watson, Richard; Berthon, Pierre; Pitt, Leyland; Zinkhan, George *Marketing in the age of the network*. (French), **Market Leader**, Spring2005 Issue 28, p64-65
58. With Berthon, P.R., *The Ambiguity of Advertising*. **Leadership Magazine**, Vol 11 (September) 2007, 17-18.
59. Berthon, Pierre; Pitt, Leyland. *Ambigüedad De La Publicidad*. (Spanish), **Leadership: Magazine for Managers**, 2007, Vol. 4 Issue 11, p16-18
60. With Prinsloo, M. *Addressing information Shortages in Emerging Markets: A Case Study from South Africa*, in **Effective Executive**, February, 2008, pp 28-34
61. With Berthon, P.R., Piccoli, G., and Watson, R.T. (2008) *IS Executives: Organizational Focus, Customer Creativity, and Supplier Relationships*, **Cutter Benchmark Review**, 8, 8, 5-13
62. With Parent, M. (2008) *Stretching The Luxury Brand: Why do so many luxury brand extensions fail?*, **Financial Post**, Tuesday, October 28

VIII Various Working Papers, Miscellaneous Monographs and Reports (Selected from ± 100)

1. Chapter 5 of "A proposed inter-firm comparative approach to labour turnover and aspects of stock shrinkage in the retail industry 1980/81", **Report No. 27/81** Bureau of Financial Analysis, University of Pretoria, pp 78–97.
2. With Ramaseshan, B., "The Gift of the Gab: Communication Apprehension and Salesperson Performance", **Working Paper Series of the Division of Business and Administration, 3-88**, Curtin University of Technology, 1988, 23 pages
3. With Priday, A. J, and Marks, A.S., "IST and Selling—A Preliminary Study", **Working Paper Series, 90-58**, Graduate School of Business, University of Cape Town, 1990, 52 pages
4. With Watson, R.T., and Lilford, N. *Service Quality: A Measure of Information Systems Effectiveness*", **Working Paper Series**, College of Business Administration, University of Georgia, Athens, GA., 1992, 25 pages
5. "The Strategic Significance of Service Quality" in **The Golden Triangle 1992 Business Survey**, Joint Publication: Henley Management College/Price Waterhouse, Henley on Thames, 1992, p9
6. With Nel, D. (1993) *Groups in Organizations: An Overview and Resource Document*, **Working Paper Series 6/93**, Henley Management College, Henley on Thames
7. With Caruana, A., and Money, A.H., (1994) *Managing Customer Expectations of Service Quality: Does it Make a Difference?* **Working Paper Series 4/94**, Henley Management College, Henley on Thames
8. Pitt, L.F., Berthon, P., Joynt, P.D., and Money, A.H., (1994) *As the World Spins: Short Term Changes in International Clusters*, **Working Paper of the European Institute for Advanced Studies in Management**, Brussels, Belgium
9. Pitt, L.F. (2000) *Strategy in the Digital Age – Five New Forces?*, in **Management Today**, 16 (8) September, 20-23 reprinted from, Pitt, L.F. (1999) *Strategy in the Digital Age – Five New Forces?*, **E-Conomy: Management und Ökonomie in Digitalen Kontexten – Wittener Jahrbuch für Ökonomische Literatur**, November, 117-124 (Germany)

Leyland Pitt: Doctoral Dissertations Supervised

In addition to supervising/co-chairing/ or being on the committees of the students below, I have also been an external examiner of PhD dissertations at the University of Birmingham, University of Cardiff, Lulea University of Technology, University of Stellenbosch.

University of Pretoria

1. Title: Group Decision Making in a Simulated Environment

Year: 1989

Degree: PhD

Student name: Deon Nel

Currently: Associate Professor of Marketing, Flinders University, Adelaide, Australia; Formerly Professor of Marketing, University of the Witwatersrand, Johannesburg, South Africa; Professor of Marketing, Graduate School of Business, University of Cape Town, Professor of Marketing, Henley Management College, UK. Published in journals such as *European Journal of Marketing*, *Journal of Marketing Management*, *Journal of Information Technology*, *Management International Review* and *Journal of Managerial Psychology*, *Journal of Services Marketing*.

Brunel University and Henley Management College

2. Title: Decision Control and Relational Norms in the Channel Dyad: Some Norwegian Evidence

Year: 1996

Degree: DBA

Student name: Gunnar Bakkeland

Currently: President of a major Norwegian pharmaceutical company, and adjunct Professor of Marketing, Norwegian School of Management, Sandvika, Norway. Published in journals such as *Journal of Business Research*.

3. Title: Marketing and Technical Managers: The Great Divide? An Inter-Functional Exploration of Perceptions of Decision-Making Context

Year: 1995

Degree: PhD

Student name: Pierre Berthon

Currently: Clifford Youse Professor of Marketing, Bentley College, Waltham, MA, USA; formerly Professor at University of Bath, UK; Columbia University, New York. Published in journals such as *Academy of Marketing Science*, *Information Systems Research*, *Journal of Advertising Research*, *Sloan Management Review*, *California Management Review*, *Journal of Business Research*.

4. Title: Excellence - Market Orientation Link: Some Consequences for Service Firms

Year: 1994

Degree: PhD

Student name: Albert Caruana

Currently: Professor of Marketing, University of Malta. Published in journals such as *European Journal of Marketing*, *Journal of Business Research*, *Journal of Advertising*, *Journal of Small Business Management*.

5. Title: Internal Marketing: A Transaction Cost Perspective

Year: 1996

Degree: PhD

Student name: Susan Foreman

Currently: Dean of Business, Staffordshire University, UK; formerly Professor of Marketing, Henley Management College, UK. Published in journals such as *Journal of Marketing Management*, *Journal of Business Research*, *International Journal of Humanities Resources Management*

6. Title: Transaction Costs and Relational Norms from a Power perspective in the Norwegian Oil Industry

Year: 1999

Degree: DBA

Student name: Brian Jepsen

Currently: President of a major Norwegian consulting company, and adjunct Professor of Marketing, Norwegian School of Management, Sandvika, Norway. Published in journals such as *Management Research News*, and *Conference Proceedings*.

7. Title: Business-to-business advertising effectiveness and mediating factors in the Web context

Year: 1999

Degree: PhD

Student name: Gholamreza Kiana

Currently: Assistant Professor of Marketing, Iranian Institute of Management, Tehran, Iran. Published in journals such as *Internet Research*.

8. Title: Product-Country Images: The Role of Country Image in Consumers' Prototype Product Evaluations

Year: 1999

Degree: PhD

Student name: Chan-Woo Lee

Currently: Principal of a major Korean management consulting company, and adjunct Professor of Marketing, Kyunghee University in Seoul, Korea. Published in *Journal of International Consumer Marketing*, and in conference proceedings

9. Title: Power Relational Norms and Transaction Cost Analysis: Theory and Empirical Investigation

Year: 1996

Degree: DBA

Student name: Phillip Samouel

Currently: Professor of Marketing, and Dean, Kingston Business School, UK. Published in journals such as *Journal of Business Research*.

Curtin University of Technology

10. Title: Complex Marketing Exchanges: Alternative Explanations of Partner-Seeking Behavior

Year: 2002

Degree: PhD

Student name: Marie E. Murgolo-Poore

Currently: Lecturer in Marketing, School of Marketing, Curtin University of Technology, Perth, Australia. Published in journals such as *Journal of Marketing Management*, *Marketing Theory*, *Public Relations Review*.

11. Title: An Experimental Study of Brand Signal Quality of Products in Asymmetric Information Environment

Year: 2003

Degree: PhD

Student name: Hsiu-Yuan Tsao

Published in *AMA Conference Proceedings*, *Journal of International Management*, *Omega*, *Journal of the Operational Research Society*, work submitted to *Decision Sciences*, *European Journal of Marketing*

Currently: Assistant Professor, Department of Information Management, Ming Hsin University of Science & Technology, Taiwan (R.O.C)

12. Title: Exploring New Avenues for the Application of Social Network Theory in Marketing

Year: 2003

Degree: PhD

Student name: Rian van der Merwe

Published in journals such as *European Management Journal*, *Corporate Reputation Review*, *Journal of Brand Management*, *Industrial Marketing Management*

Currently: Researcher, eBay, San Jose California

Lulea University of Technology, Lulea, Sweden

13. Title: Building buyer-seller trust in business-to-business electronic commerce - Evidence from two public e-marketplaces
 Year: 2005
 Degree: PhD
 Student name: Christer Kuttainen
 Published in *Marketing Intelligence and Planning, Academy of Marketing Conference Proceedings*
 Currently: Assistant Professor of Marketing, University of Gotland, Sweden
14. Electronic service quality (e-SQ) in tourism: development of a scale for the assessment of e-SQ of tourism websites
 Year: 2006
 Student name: Iliachenko, Elena.
15. Towards a methodological design for evaluating online brand positioning
 Year: 2006
 Student name: Opoku, Robert A.
 Published in *Tourism Management, Journal of African Business, Journal of Brand Management, Academy of Marketing Proceedings, Academy of Marketing Science Proceedings*
 Currently: Assistant Professor of Marketing, King Fahd University of Petroleum and Minerals, Dahrán, Saudi Arabia
16. Assessment of Business-to-Business e-Marketplaces' Performance
 Year: 2007
 Student name: Engström, Anne
 Published in *Journal of Commercial Biotechnology, International Journal of Entrepreneurship Education*
 Currently: Assistant Professor of Marketing, Lulea University of Technology, Sweden
17. Assessment of Business-to-Business e-Marketplaces' Performance
 Year: 2007
 Student name: Salehi Sangari, Esmail
 Published in *European Journal of Marketing, Industrial Marketing Management, Technovation* and a number of other journals
 Currently: Professor of Marketing, Lulea University of Technology, Sweden
18. Addressing information challenges in emerging markets: Evidence from South Africa from Buyer and Seller Perspectives
 Year: 2007
 Student name: Melani Prinsloo
 Published in *International Journal of Marketing Research, Health Marketing Quarterly, Journal of Medical Marketing, Management Dynamics* and a number of other journals.
 Currently: CEO of InFusion Marketing Research (South Africa); Adjunct member of faculty Lulea University of Technology, Sweden; Helsinki School of Economics, Finland; Gordon Institute of Business Science, South Africa; Ecole Nationale Ponts et Chaussees, France
19. Immaterial Matters: Strategic Mode & The Management Of Intangibles
 Year: 2007
 Student name: Jean- Paul Berthon
 Published in *Industrial Marketing Management; Business Horizons, Journal of International Marketing, International Journal of Advertising, California Management Review* and a number of other journals
 Currently: Reader in Luxury Brand Management, Winchester School of Art, Southampton University
20. Personal Selling and Relationship Quality: A Review and Explorative Essays
 Year: 2008:
 Student name: Lars Bäckström

Published in: *Management Dynamics, Journal of General Management, Journal of Financial Services Marketing, various conference proceedings*
Currently: Assistant Professor of Marketing, Lulea University of Technology, Sweden

21. Marketing Communications In The Digital Age: Online Market Research In The Asia-Pacific Context

Year: 2009

Student Name: Peter G Steyn

Published in: *Business Horizons, Public Relations Review, Journal of Sponsorship, Journal of Services Marketing, IEEE Transactions on Professional Communication, Journal of Financial Services Marketing*

Currently: Director, Aha! Research, Hong Kong, and Adjunct Professor of Marketing, Lulea University of Technology, Sweden

22. Collaborating And Communicating In New Media – Wiki's, Social Networks And Blogs: A Qualitative And Quantitative Approach

Year: 2010

Student Name: Gene van Heerden

Published in: *Marketing Intelligence and Planning, International Review of Entrepreneurship Research, Public Relations Quarterly, Asia-Pacific Public Relations Journal, South African Journal of Business Management*

Currently: Director of Masters Programs in Finance, Rotterdam School of Management, The Netherlands

23. Luxury as the Opposite of Vulgarity: A Trio of Perspectives on Luxury Brands

Year: 2011

Student Name: Mignon Reynecke

Published in: *International Journal of Wine Business Research, Journal of Brand Management, South African Journal of Business Management*

Currently: Senior Lecturer in Marketing, University of Pretoria, South Africa

24. Business Schools – Emerging Markets: Serving Society

Year: 2011

Student Name: Dianne Bevelander

Published in: *Academy of Management Learning and Education, Journal of Strategic Management Education, Journal of General Management*

Currently: Associate Dean and Director of the MBA Program, Rotterdam School of Management, Erasmus University

Simon Fraser University

25. Title: Corporate Governance in a Transition Economy

Year: 2005

Degree: PhD

Student Name: Svetlana Poukliakova

(Member of Thesis Committee)

26. Title: Consumer Motivations for Creating and Consumer Responses to Consumer Generated Advertising

Year: 2011

Degree: PhD

Student Name: Colin Campbell

Supervisor

Published in: *California Management Review, Journal of the Operations Research Society, Journal of Advertising, Journal of Advertising Research, Journal of Business Research*

Currently supervising PhD students in Marketing, Adam Mills, Anjali Bal and Kirk Plangger

Queens University

27. Title: Consumer Creativity As A Journey Toward A Moral Destiny: An Investigation Of The Free/Open Source Software Community

Year: 2010

Degree: PhD

Student Name: Tiebing Shi

(Member of Thesis Committee)

August 2011