

CURRICULUM VITAE: LEYLAND F. PITT
DENNIS F. CULVER EMBA ALUMINI CHAIR OF BUSINESS
BEDDIE SCHOOL OF BUSINESS
SIMON FRASER UNIVERSITY

PERSONAL DATA

SURNAME: Pitt

FIRST NAMES: Leyland Frederick

BUSINESS ADDRESS: Beedie School of Business, Simon Fraser University, 500 Granville Street
Vancouver, BC V6C 1W6, Canada

BUSINESS TELEPHONE NUMBER: +1 778 7827712

EMAIL: lpitt@sfu.ca

CITIZENSHIP: Australian

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

DISSERTATIONS AND THESES

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

Thesis 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:

Fall, 2017 to present, Distinguished Visiting Fellow, Hanken (Swedish School of Economics), Helsinki Finland

Fall, 2015, Erskine Fellow, Department of Marketing, University of Canterbury, Christchurch, New Zealand

July 2011 to December 2018: Emeritus Professor in Marketing, Department of Business Management, University of Stellenbosch, South Africa

From March 2012 to December 2019: Affiliate Professor of Marketing, Department of Industrial Engineering and Management, Royal Institute of Technology, Stockholm, Sweden

From January 2005 to December, 2010, Senior Research Fellow, Leeds University Business School, Leeds University, United Kingdom

From 2004-2013, 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 Industrial Marketing and e-Commerce PhD Faculty, 2002 to present, University of Technology, Lulea, Sweden

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 Chaussees, Paris, France; teaching on the Paris and Shanghai programs (1999-2011)

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, Dahrhan, Saudi Arabia, 2003-2009.

Visiting Professor, teaching on Executive and MBA courses, Gordon Institute of Business Science, University of Pretoria, South Africa, 2000-2005

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

Visiting Professor, School of Marketing, Monash University, Melbourne, Australia, 2005-2011

Visiting Scholar, Ehrenberg-Bass Institute, University of South Australia, Adelaide, Australia, November 2015

Visiting Professor, Victoria Business School, Wellington, New Zealand, July 2017

Distinguished Visiting Fellow, Hanken Business School, Helsinki, Finland November 2017

Visiting Professor of Marketing, Deakin University, Melbourne, Australia, November-December 2018

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 2010-2016

Nominated and Confirmed Governor of the Academy of Marketing Science, March 2016-2022

Editorial Board Memberships:

Editorships

Editor: *Journal of Wine Research*, since April 2017

Associate Editor: *Journal of Advertising Research*, since April 2017

Associate Editor: *Business Horizons*, since January 2017

Associate Editor (from 1998 to 2000), and reviewer, *MIS Quarterly*, and Acting Associate Editor, 2011

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

Editorial Board Memberships and Reviewing

Section Editor, Marketing and Technology: *Business Horizons*, from January 2011 to December 2016
 Member of the Editorial Board and Reviewer: *California Management Review* (from 2019)
 Member of the Editorial Board and Reviewer: *The Journal of World Business* to 2001
 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: *Journal of Consumer Marketing*
 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* to 2012
 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* (from 2002 to 2016)
 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 Wine Business Research*
 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: *Journal of Marketing Education*
 Member of the Editorial Board and Reviewer: *Journal for the Advancement of Marketing Education*
 Member of the Editorial Board and Reviewer: *Journal of Financial Services Marketing*
 Member of the Editorial Board and Reviewer: *International Journal of Bank Marketing*
 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 Issue Editor:

With Emily Treen (2019) Special Issue on *Conceptual and Theoretical Contributions in Marketing*, **Journal of Strategic Marketing** (published)
 With Kirk Plangger, (2017-19) Special Issue on *Fake News and Brands*, **Journal of Product and Brand Management** (published)
 With Jan Kietzmann and Jeannette Paschen, (2018) Special Issue on *Emerging Technologies in Business and Industrial Marketing*, **Journal of Business and Industrial Marketing** (published)
 With Jan Kietzmann and Kristina Heinonen, (2018-19) *AI and Machine Learning in Services Management*, Special Issue: **Journal of Services Management**
 With Jan Kietzmann, (2018-19) Special Issue on *Computerized Content Analysis Of Online Data – Opportunities For Marketing Scholars And Practitioners*, **European Journal of Marketing** published
 With Jan Kietzmann, (2018-19) Special Issue on *Artificial Intelligence and Machine learning – Implications for the General Manager*, **Business Horizons** (published)
 With Anjali Bal, (2016-17) Special Issue on Marketing and the Arts, **Journal of Public Affairs** (18, 2, May 2018) (published)
 With Ian McCarthy and Marcel Bogers (2015), **Journal of Engineering and Technology Management**, Special Issue on Leveraging Users as Innovators (published)
 With Pierre Berthon, (2015), **Business Horizons**, Special Issue on Secrecy in Business and Management (published)
 With Pierre Berthon, (2015) **International Journal of Wine Business Research**, Special Issue on Luxury Wine Marketing (published)
 With Pierre Berthon, (2015) **Journal of Product and Brand Management**, Special Issue on Products Transforming Products, Customers and Brands (published)
 With Wade Jarvis, (2015) **Journal of General Management**, Special Issue on What General Managers Can Learn from the Wine Business, (published)
 With Jan Kietzmann, (2015) **Journal of Marketing Education**, Special Issue on Simulations in the Marketing Classroom (published)

Journal of Financial Services Marketing, 2011, Special Issue on Advertising of Financial Services, 16, 3/4, 171-172 (published)

Journal of Consumer Behavior, 2011, Special Issue on Web 2.0, Social Networks and Consumer Generated Content (published)

With Neil Granitz, 2010, **Journal of Marketing Education**, Special Issue on Teaching Marketing and Technology, 33, 2, 127-130 (published)

With Pierre Berthon, (2011), **Business Horizons**, Special Issue on Web 2.0, Social Networks and Consumer Generated Content 54, 3, 181-183 (published)

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

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

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

Reviewer

SSHRC Grants, Canada

Journal of Consumer Research

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

Field Methods

Journal of Marketing Education

European Journal of Marketing

International Marketing Review

Journal of Marketing Management

Journal of Communication

Beverages

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

Faculty Member, Doctoral Consortium, Academy of Marketing Science, Vancouver, BC, 2019
Faculty Member, Doctoral Colloquium, Academy of Marketing, Stirling, UK, 2018
Faculty Member, Doctoral Consortium, Academy of Marketing Science, New Orleans, LA, 2018
Faculty Member, Doctoral Consortium, Academy of Marketing Science, World Marketing Conference, Lima, Peru, 2014
Faculty Member, Doctoral Consortium, Association of Consumer Research Annual Conference, Berlin, Germany, October 2016
Track chair, session chair, discussant at the following conferences, on various occasions:
Track Co-Chair: Marketing Strategy Brand Management, ANZMAC, Wellington, 2019
Track Co-Chair: Brand Management, ANZMAC, Christchurch, 2016
Track Co-Chair: Marketing Strategy, World Marketing Conference, Christchurch, 2017
Track Co-Chair: Sensory Marketing, Academy of Marketing Science Conference, San Diego 2017
Track Co-Chair: Marketing Strategy, World Marketing Conference, Oporto, 2018
Track Chair: Marketing Strategy, Academy of Marketing Conference, Stirling, Scotland, 2018
Track Chair: Marketing Strategy, World Marketing Conference, Edinburgh, Scotland, 2019
Track Chair: Marketing Strategy, Society for Marketing Advances Conference, New Orleans, 2019
Conference Chair, Academy of Marketing Science Conference, Monterey, CA, 2013
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

PRIZES AND AWARDS:

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
 - Winner of the Best Paper Award, Marketing Strategy Track, for Campbell, C.L., Berthon. P.R., Pitt, L.F., and McCarthy, I. (2010) *Creative Consumers: Awareness, Attitude and Action*, Australia and New Zealand Marketing Academy Conference, Canterbury University, Christchurch New Zealand, 2011
 - Winner of the Outstanding Paper Award at the Literati Network Awards for Excellence 2012 for best paper in the journal for Reynecke, M., Pitt, L.F., and Berthon, P.R. (2011) *Luxury Wine Brand Visibility in Social Media: An Exploratory Study*, **International Journal of Wine Business Research**, 23, 1, 21-35
 - Winner of the Outstanding Paper Award at the Literati Network Awards for Excellence 2014 for best paper in the journal for Beninger, S., Pitt, L.F., Parent, M., and Chan, A. (2014) *A Content Analysis Of Influential Wine Blogs*, **International Journal of Wine Business Research**, 26,3, 168-187 (Awarded Outstanding Paper of 2014)
 - 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*# My Dad Says*, **Academy of Marketing Conference**, Liverpool, UK. July 2011
 - Winner of the Best Paper Award, Entrepreneurial Marketing Track, for Sarah Lord Ferguson, Leyland Pitt, Ian McCarthy, Emily Rousseau, *Scaling a Hobby Business: The Case of JM Reid Bamboo Rods*, **Academy of Marketing Conference**, Stirling, UK. July 2018
 - Panel of Judges, Globe Award Jury, Stockholm, Sweden, 2009. Leading Sustainability Awards (<http://www.globeaward.org/jury>)

TEACHING AND SERVICE

- 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
- Distinguished Fellow of the Academy of Marketing Science, 2012
- The **Harold Berkman Distinguished Service Award** of the Academy of Marketing Science, 2017

Recipient of numerous teaching awards:

- Best Lecturer, Modular MBA Program, Henley Management College, 1993;
- The Dean's Teaching Honor Roll, 1995-1996, 2004, 2005, 2006, 2007, 2009, 2010, 2011, 2013, 2014, 2015, 2016, 2017, 2018 Faculty of Business Administration, Simon Fraser University (missed years were sabbatical years).
- Nominated best professor, and elected MBA Teacher of the Semester, MBA Program, Copenhagen Business School, 1998, and 1999
- Best Instructor, Executive Development Program, London Business School, 1998
- 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.

PREVIOUS POSITIONS

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:

- ◆ 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 was 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, 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 twenty years and these are available for examination. I have taught marketing on 6 continents, including:

Europe (Some examples)	<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; 2013 to 2017 • 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 • Graduate School of Business, Columbia University, New York. Teaching on Executive Program: Marketing Management (1995 to 1999)
Australia	<ul style="list-style-type: none"> • Monash University, Melbourne, Australia, 2006 to 2011; teaching on MBA program
Asia and Middle East	<ul style="list-style-type: none"> • Singapore campus of Edith Cowan University; Singapore, Malaysia and Hong Kong campus of Curtin University of Technology • King Fahd University of Petroleum and Minerals, Dahrn Saudi Arabia • Tarbiat Modarres University, Tehran, Iran • Tongji University, Shanghai, China
Africa	<ul style="list-style-type: none"> • Seychelles Institute of Management, Victoria, Seychelles. • University of Stellenbosch, Graduate School of Business (adjunct professor, MBA elective in Sales Management) 1990 to 1991; visiting professor, 2008 • University of Cape Town, Graduate School of Business (MBA and executive courses in marketing) 1989 to 2002 • Gordon Institute of Business Science, University of Pretoria 1999-2005; 2017

South America	<ul style="list-style-type: none"> Conducted a number of seminars and classes on Electronic Commerce for Cultura Inglesa, in Brazil during 1998.
---------------	---

General

My research interests lie chiefly in four areas of marketing - namely services marketing; entrepreneurship and marketing strategy; wine marketing and wine business; 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 Trajectories CAD\$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”, \$21 000 (US)
- Advanced Practices Council of the Society for Information Management, USA, (2014) to investigate “Wearable Computing” (with Jan Kietzmann and Karen Robson), \$7 000 (US)
- Social Sciences and Humanities Research Council of Canada Research small award, 2014 Proposal, “Secrecy in Marketing”, \$4250
- Social Sciences and Humanities Research Council of Canada Research small award, 2017 Proposal, B2B Employee Brand Engagement on Social Media, \$6 800
- Advanced Practices Council of the Society for Information Management, USA, (2015), “Converging the Internet of People and the Internet of Things through wearable technologies: Successes, failures, winners, losers, and an integration of frameworks”, (with Jan Kietzmann and Karen Robson), \$20 000 (US)
- Simon Fraser University, Teaching and Learning Grant, 2014, \$5 000
- Simon Fraser University, Teaching and Learning Grant, 2016, \$10 000
- Simon Fraser University, Teaching and Learning Grant, 2017, \$6 000
- Simon Fraser University, Teaching and Learning Grant, 2017, \$6 000
- Simon Fraser University, Teaching and Learning Grant, 2018, \$6 000
- Simon Fraser University, Teaching and Learning Grant, 2018, \$6 000
- Asia Pacific Council of Canada, (2017) “eCommerce in Canada and China” (with Theresa Eriksson and Kirk Plangger), \$12 000

- Asia Pacific Council of Canada, (2017) “eCommerce in Canada and Japan” (with Sarah Lord Ferguson, Theresa Eriksson and Kirk Plangger), \$12 000
- Advanced Practices Council of the Society for Information Management, USA, (2018), “Wearable Technologies and their Impact on Management, (with Jan Kietzmann), \$5 000 (US)
- Asia Pacific Council of Canada, (2018) “eCommerce in Canada and South Korea” (with Sarah Lord Ferguson, Theresa Eriksson and Kirk Plangger), \$12 000
- Social Sciences and Humanities Research Council of Canada Research small award, 2017 How Employees Engage with Business-to-Business Brands on Social Media: Word Choice and Verbal Tone, \$6 800
- Social Sciences and Humanities Research Council of Canada Research small award, 2019 The Effects Of An Articulated Customer Value Proposition (Cvp) On Firm Performance And Brand Investment: A Text Based Analysis, \$6 800

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 and management development 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), Ernst & Young (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 Australia and New Zealand Marketing Academy
- Member of the Academy of Marketing - United Kingdom

REFERENCES

Referees:

Dr. John Deighton, Baker Foundation 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, Regent’s Professor and 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 more than thirty years - he would be able to comment on my research abilities.

Dr. Andrew Ainslie, Dean, The Simon School of Business, University of Rochester, 252 Elmwood Ave, Rochester, NY 14627, United States, Tel: +1 585-275-3533. EMAIL: andrew.ainslie@simon.rochester.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 150 papers, and collaborated since 1993.

MY GOOGLE SCHOLAR PROFILE AS AT 13 August 2020



Leyland Pitt

Dennis F. Culver Chair of Business, and Professor of Marketing, Beedie School of Business, Simon
Verified email at sfu.ca

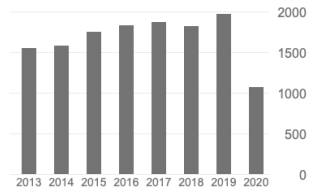
marketing management information s... marketing strategy brands

FOLLOWING

Cited by

VIEW ALL

	All	Since 2015
Citations	24286	10393
h-index	70	45
i10-index	234	156



Co-authors

EDIT

- Richard Watson
J. Rex Fuqua Distinguished Chair...
- Michael Ewing
Professor of Marketing, Deakin U...
- Albert Caruana
Professor of Marketing, Universit...
- Colin Campbell
Assistant Professor in Marketing, ...
- Jan Kietzmann
Gustavson School of Business, U...
- Kirk Plangger
King's Business School, King's C...
- Michael Parent
Professor
- Ian McCarthy
Simon Fraser University and Luis...
- Michael H Morris
Professor of Entrepreneurship an...

TITLE	CITED BY	YEAR
Service quality: a measure of information systems effectiveness LF Pitt, RT Watson, CB Kavan MIS quarterly, 173-187	2589	1995
Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy PR Berthon, LF Pitt, K Plangger, D Shapiro Business horizons 55 (3), 261-271	1419	2012
The World Wide Web as an advertising medium P Berthon, LF Pitt, RT Watson Journal of advertising research 36 (1), 43-54	747	1996
U-commerce: expanding the universe of marketing RT Watson, LF Pitt, P Berthon, GM Zinkhan Journal of the Academy of marketing science 30 (4), 333-347	638	2002
To serve or create? Strategic orientations toward customers and innovation P Berthon, JM Hulbert, LF Pitt California management review 42 (1), 37-58	605	1999
Aesthetics and ephemerality: observing and preserving the luxury brand P Berthon, L Pitt, M Parent, JP Berthon California management review 52 (1), 45-66	546	2009
Is it all a game? Understanding the principles of gamification K Robson, K Plangger, JH Kietzmann, I McCarthy, L Pitt Business horizons 58 (4), 411-420	501	2015
When customers get clever: Managerial approaches to dealing with creative consumers PR Berthon, LF Pitt, I McCarthy, SM Kates Business horizons 50 (1), 39-47	493	2007
Ad Lib: When Customers Create the Ad P Berthon, L Pitt, C Campbell California management review 50 (4), 6-30	489	2008
Measuring information systems service quality: lessons from two longitudinal case studies RT Watson, LF Pitt, CB Kavan MIS quarterly, 61-79	477	1998

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, etc.), International Management and Management Information Systems.

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. Demsar, C., Sands, S., Campbell, C.L., and Pitt, L.F. (2020) "Unprecedented", "Extraordinary", and "We're All in this Together": Does Advertising Really Need to be so Tedious in Challenging Times? **Business Horizons**, (forthcoming)
2. Sands, S., Campbell, C.L., Beverland, M., and Pitt, L.F. (2020) *Strategically Releasing Control: Navigating the Complexities of Enabling Category Captains*, **Industrial Marketing Management**, (forthcoming)
3. Key, M., Ferrell, O.C., Clark, T., Stewart, D. and Pitt, L.F. (2020) *Marketing's Theoretical and Conceptual Value Proposition: Opportunities to Address Marketing's Influence*, **Academy of Marketing Science Review**, (forthcoming)
4. Farshid, M., Lord Ferguson, S. T., Pitt, L.F., and Plangger, K.A. (2020) *People As Products: Exploring Replication and Corroboration in the Dimensions of Theory, Method and Context*, **Journal of Business Research**, available online <https://doi.org/10.1016/j.jbusres.2019.11.001> (Impact factor 4.03)

5. Brown, T., Park, A., and Pitt, L.F. (2020) *The Journal of Advertising Research: A 60-Year Bibliographic Perspective*, **Journal of Advertising Research**, (forthcoming). (Impact factor 2.328)
6. Flostrand, A., Pitt, L., & Bridson, S. (2020). *The Delphi technique in forecasting—A 42-year bibliographic analysis (1975–2017)*. **Technological Forecasting and Social Change**, 150, 119773. (impact factor 3.815)
7. Mishra, S., Ewing, M.T., and Pitt, L.F. (2019) *The Effects of an Articulated Customer Value Proposition (CVP) on Brand Investment and Firm Performance in B2B Markets: A Text Based Analysis*, **Industrial Marketing Management**, 87, May, 264-275. (Impact factor 3.68)
8. McCarthy, I.P, Hannah, D., Pitt, L.F., and McCarthy, J. (2019) *Confronting indifference toward truth: Dealing with workplace bullshit*, **Business Horizons**, 63, 3, 253-263 (Impact Factor 3.77).
9. Berthon, P.R., Pitt, L.F., and Campbell, C.L. (2019) *Addictive De-Vices: A Public Policy Analysis of Sources and Solutions to Addictive Digital Experiences*, **Journal of Public Policy and Marketing**, 38, 4, 451-468 (impact factor 2.18)
10. Robson, K.E., Wilson, M., and Pitt, L.F. (2019) *Creating New Products From Old Ones: Consumer Motivations for Innovating Autonomously From Firms*, **Technovation**, (forthcoming, available online at <https://www.sciencedirect.com/science/article/pii/S016649721730336X>) (impact factor 4.1)
11. Pitt, L.F., Lord Ferguson, S.T., and Berthon, P.R. (2018) *The Transition from Products to Connected Health: Observations and Avenues for Future Research*, **Academy of Marketing Science Review**, 8(3), 233-239
12. Marder, B., Gattig, D., Collins, E., Pitt, L.F., Kietzmann, J.H., and Erz, A. (2018) *The Avatar's New Clothes: Understanding Why Players Purchase Non-functional Items in Free-to-play Games*, **Computers in Human Behavior**, 91, February, 72-83 (impact factor 3.54) Reported in CKNW (The Jon McCom Show): <https://omny.fm/shows/the-jon-mccomb-show/back-in-the-race-6mil-canadians-at-risk-free-games?t=25m35s>; CBC (On the Coast w/ Gloria Macarenko): [Spending real world money on virtual items: The Indo-Canadian Voice: https://www.voiceonline.com/appreciation-fuels-88-billion-free-to-play-gaming-industry/](https://www.voiceonline.com/appreciation-fuels-88-billion-free-to-play-gaming-industry/); Technology: <https://www.technology.org/2019/07/31/the-avatars-new-clothes-appreciation-fuels-88-billion-free-to-play-gaming-industry/>
13. Berthon, P.R., and Pitt, L.F. (2018) *Types of Mindfulness in an Age of Digital Distraction*, **Business Horizons**, 62, 2, 131-137 (Impact Factor 3.77)
14. Ewing, T., Heiligenberg, K., and Pitt, L.F. (2018) *How to Demotivate Your Top Performers: Lessons from Professional Cricket*, **Business Horizons** (Impact Factor 3.77) 62, 2, 131-137.
15. Berthon, P.R., and Pitt, L.F. (2018) *Brands, Truthiness and Post-Fact: Managing Brands in a Post-Rational World*, **Journal of Macromarketing**, 28, 2, 218-227 (Impact factor 1.82)
16. Pitt, C.S., Plangger, K.A., Botha, E., Pitt, L.F., and Kietzmann, J. (2019). *How Employees Engage with B2B Brands on Social Media: Word Choice and Verbal Tone*, **Industrial Marketing Management**, 81, 130-137 (Impact factor 3.68)
17. Brown, T.E., Boon, E., and Pitt, L.F. (2017) *Seeking Funding in Order to Sell: Crowdfunding as a Marketing Tool*, **Business Horizons**, 60, 2, 189-195 (Impact factor 3.77)
18. Wang, E., Berthon, P.R., Pitt, L.F., and McCarthy, I. (2016) *Service, Emotional Labor and Mindfulness*, **Business Horizons**, 59, 5, 655-661 (Impact factor 3.77)
19. Robson, K.E., Pitt, L.F., and Kietzmann, J.H. (2016) *Extending Business Value Through Wearables*, **MIS Quarterly Executive**, 15, 2, 169-179 (Impact factor 1.74)
20. Mills, A., Watson, R.T., Pitt, L.F., and Kietzmann, J.H. (2016) *Wearing Safe: Physical and Informational Security in the Age of the Wearable Device*, **Business Horizons**, 59, 6, 615-622 (Impact factor 3.77)
21. Hannah, D., Treen, E., Pitt, L.F., and Berthon, P.R. (2016) *But You Promised! Managing Consumers' Psychological Contracts*, **Business Horizons**, 59, 4, 363–368 (Impact factor 3.77)

22. Dawson, G., Watson, R.T., Boudreau, M-C., and Pitt, L.F. (2016) *A Knowledge-Centric Examination of Signaling and Screening Activities in the Negotiation for Information Systems Consulting Services*, **Journal of the Association for Information Systems**, 17, 2, 77-106 (Impact factor 2.84)
23. Berthon, P.R., Pitt, L.F., Kietzmann, J.H., and McCarthy, I. (2015) *CGIP: Managing Consumer Generated Intellectual Property*, **California Management Review**, 57, 4, 43-62 (Impact factor 5.0)
24. Hall, D., Pitt, L.F., and Wallstrom, A. (2015) *The Secrets Of Secret Societies: The Case Of Wine*, **Business Horizons**, 58, 6, 651-658 (Impact factor 3.77)
25. Michele Jurgens, Pierre Berthon, Linda Edelman and Leyland Pitt, (2016) *Understanding and Managing Secondary Stakeholders in the Internet Age*, **Business Horizons**, 59, 1, 129-136 (Impact factor 3.77)
26. Vigar-Ellis, D., Pitt, L.F., and Berthon, P. R. (2015) *Knowing What They Know: A Managerial Perspective on Consumer Knowledge*, **Business Horizons**, 58, 6, 679-685 (Impact factor 3.77)
27. Robson, K.E., Plangger, K.A., Kietzmann, J., McCarthy, I., and Pitt, L.F. (2016) *Game on: Engaging customers and employees through gamification*, **Business Horizons**, 59, 1, 29-36 (Impact factor 3.77) (cited in The Huffington Post http://www.huffingtonpost.ca/liisa-atva/gamification-business-model_b_8038962.html)
28. Robson, K.E., Plangger, K.A., Kietzmann, J., McCarthy, I., and Pitt, L.F. (2015) *Is it all a game? Understanding the principles of gamification*, **Business Horizons**, 58, 4, 411-420 (Impact factor 3.77) (cited in The Huffington Post http://www.huffingtonpost.ca/liisa-atva/gamification-business-model_b_8038962.html)
29. Robson, K.E., Pitt, L.F., and Berthon, P.R. (2015) "Yes, And": *What Improv Theater Can Teach Service Firms*", **Business Horizons**, 58, 4, 357-362 (Impact factor 3.77)
30. Kietzmann, J., Pitt, L.F., and Berthon, P.R. (2015) *Disruptions, Decisions, And Destinations: Enter The Age Of 3D Printing And Additive Manufacturing*, **Business Horizons**, 58, 2, 209-215 (Impact factor 3.77)
31. Boon, E., Pitt, L.F., and Salehi-Sangari, E. (2015) *Managing information sharing in online communities and market places*, **Business Horizons**, 58, 3, 347-353 (Impact factor 3.77)
32. Robson, K.E., Pitt, L.F., and West, D.C. (2015) *Reviewers' Suggestions for Manuscripts: Evidence from the JAR*, **Journal of Advertising Research**, 55, 1, 9-17 (Nominated for Annual Best Paper Award, 2015) (Impact factor 2.56)
33. Plangger, K.A., Pitt, L.F., Kietzman, J., Hannah, D., and Berthon, P.R. (2013) *Nomen Est Omen: Towards a Theory of Customer Labeling*, **Academy of Marketing Science Review**, 3, 4, 193-204
34. Berthon, P.R., Robson, K.E., and Pitt, L.F. (2013) *The Theory and Practice of Advertising: Counting the Cost to the Customer*, **Journal of Advertising Research**, 53, 3, 244-246 (Impact factor 2.56)
35. Kietzmann, J., Plangger, K., Eaton, B. Heilgenberg, K., Pitt, L.F., and Berthon, P.R. (2013) *Mobility at Work: A Typology of Mobile Communities of Practice and Contextual Ambidexterity*, **Journal of Strategic Information Systems**, 22, 4, 282-297 (Impact factor 3.49)
36. Hannah, D., Parent, M., Pitt, L.F., and Berthon, P.R. (2014) *It's a secret: Marketing value and the denial of availability*, **Business Horizons**, 57, 1, 49-59 (Impact factor 3.77)
37. Berthon, P.R., and Pitt, L.F. (2012) *Brands and Burlesque: Toward a Theory of Spoof Advertising*, **Academy of Marketing Science Review**, 2, 2, 88-98
38. Newton, F., Ewing, M.T., and Pitt, L.F. (2012) *The Intra- and Inter-Personal Dynamics of Consuming Erectile Function Aids: A Dimensional Qualitative Research Perspective*, **Psychology & Marketing**, 29, 1, 1-14 (Lead article) (Impact factor 2.00)
39. Berthon, P.R., Pitt, L.F., Plangger, K., and Shapiro, D. (2012) *Marketing Meets Web 2.0, Social Media, And Creative Consumers: Implications For International Marketing Strategy*, **Business Horizons**, 55, 261-271 (Impact factor 3.77)
40. Wiid, R., Pitt, L.F., and Mills, A. (2012) *Every Story Tells a Picture: Lessons from Cartoons on Corporate Governance for Senior Executives*, **Business Horizons**, 55, 6, 543-550 (Impact factor 3.77)

41. Pitt, L.F., Berthon, P.R., and Robson, K. E. (2011) *Deciding When to Use Tablets for Business Applications*, **MIS Quarterly Executive**, 10, 3, 133-139 (Impact factor 1.74)
42. Pehlivan, E., Berthon, P.R., Pitt, L.F., and Chakrabarti, R. (2013) *When Outsourcing Fragments: Customer Creativity and Technological Transmutations*, **Production Planning and Control**, 24, 4-5, 284-293 (Impact factor 1.47)
43. 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 (Impact factor 2.56)
44. 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 (Impact factor 2.56)
45. 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 (Impact factor 3.49)
46. Campbell, C.L., Pitt, L.F., Parent, M., and Berthon, P.R. (2011) *Tracking Back-Talk in Consumer-Generated Advertising: An Analysis of Two Interpretative Approaches*, **Journal of Advertising Research**, 51,1, 224-238 (Impact factor 2.56)
47. 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 (Impact factor 1.24)
48. 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)
49. Berthon, P.R., and Pitt, L.F. (2010) *Efficiency, Effectiveness, Emergence: The Three Stages Of Designing For Consumers*, **Business Horizons**, 53, 4, 419-425 (Impact factor 3.77)
50. 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 (Impact factor 2.18)
51. Berthon, P.R., Pitt, L.F., and DesAutels, P. (2011) *Unveiling Videos: Consumer Generated Ads as Qualitative Inquiry*, **Psychology & Marketing**, 28, 10, 1044-1060 (Impact factor 2.00)
52. 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 (Impact factor 5.0)
53. 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) (Impact factor 3.77)
54. 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 (Impact factor 3.77)
55. 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 (Impact factor 3.35)
56. 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) (Impact factor 5.0). Reprinted in *Social Media Advertising and eWOM from 2011 to present*, Special Virtual Issue, **Journal of Advertising**, July 2017, Louisa Ha, editor ("This virtual theme collection selected 10 articles that are useful references and for future research in social media advertising and e-WOM published 2011-2017").
57. 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 (Impact factor 3.68)
58. 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 (Impact factor 3.62)
59. Pitt, L.F., and Watson, R.T. (2007) *An Ecosystem Perspective on Privacy*, **Journal of Consumer Affairs**, 41, 2, 365-374 (Impact factor 1.59)

60. 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/>) (Impact factor 1.53)
61. 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) (Impact factor 3.77)
62. 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 (Impact factor 1.24)
63. 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 (Impact factor 5.89)
64. 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 (Impact factor 2.01)
65. Pitt, L.F., van der Merwe, R., Berthon, P.R., Salehi-Sangari, E., and Barnes, B. (2006) *Swedish BioTech SMEs: The Veiled Values in Online Networks*, **Technovation**, 26, 5-6, 553-560 (Impact factor 2.52)
66. Berthon, P.R., Hulbert, J.M., and Pitt, L.F. (2005) *Consuming Technology: Why Marketers Sometimes Get It Wrong*, **California Management Review**, Fall, 88, 1, 110-128 (This paper won a Citations of Excellence Top 50 papers award from Emerald Publishing in 2005) (Impact factor 5.0))
67. Pitt, L.F., van der Merwe, R., Berthon, P.R., Salehi-Sangari, E., and Caruana, A. (2006) *Global Alliance Networks: A Comparison of Biotech SMEs in Sweden and Australia*, **Industrial Marketing Management**, 35, 5, 600-610 (Impact factor 3.68)
68. Lord Ferguson, S.T., Pitt, C.S., and Pitt, L.F. (2020) *Using Artificial Intelligence to Examine Online Patient Reviews*, **Journal of Health Psychology**, (in print)
69. Toniolo Barios, M., Brazil, A., and Pitt, L.F. (2020) *Nine Prolific Years: An Analysis of Publications in Mindfulness*, **Mindfulness**, 11, 1077-1089.
70. Robertson, J., Pitt, L.F., and Ferreira, C. (2020) *Entrepreneurial Ecosystems: A Bibliographic Analysis*, **Socio-Economic Planning Sciences**, (in print)
71. Kietzmann, J.H. and Pitt, L.F. (2019) *AI and Machine Learning: What General Managers Need to Know* (Editorial to the Special Issue), **Business Horizons**, 63, 2, 131-133
72. Hannah, D., Pitt, L.F., and Lord Ferguson, S.T. (2018) *She Grabbed His What? A Personnel Management Dilemma*, **Case Research Journal**, 38, 4, 79-94.
73. Kietzmann, J.H., and Pitt, L.F. (2016) *Introduction to the Special Issue: Using Simulations in the Marketing Classroom*, **Journal of Marketing Education**, 38, 2, 71-72.
74. Treen, E.R., Atanasova, C., Pitt, L.F., and Johnson, M. (2016) *Evidence from a Large Sample on the Effects of Group Size and Decision-Making Time on Performance in a Marketing Simulation Game*, **Journal of Marketing Education**, 78, 2, 130-137.
75. Pitt, L.F., Berthon, P.R., and Ferreira, J. (2015) *The Magic of Secrets: Guest Editors' Perspective*, **Business Horizons**, 58, 6, 588-590 (Impact factor 3.77)
76. Bogers, M., McCarthy, I.P., and Pitt, L.F. (2015), *Editorial*, **Journal of Engineering and Technology Management**, 37, 3, 3-5. (Impact factor 2.06)

77. Tsao, H-Y., Campbell, C.L., Ma, J., and Pitt, L.F. (2014) *Budget Allocation to Grow Market Share and Maximize Customer Equity: The Effect of Inertial Segment Size*, **Journal of Marketing Analytics**, 2, 4, 205-217.
78. Robson, K.E., Plangger, K.A., Kietzmann, J., McCarthy, I., and Pitt, L.F. (2014) *Understanding Gamification Of Consumer Experiences*, **Advances in Consumer Research**, 42, 352-356
79. Lilford, N., Caruana, A., and Pitt, L.F. (2014) *Psychometric Properties of the Feedback Orientation Scale: A Study among South African Sales Persons*, **Psychological Reports**, 114, 1, 126-133 (Impact factor 1.023)
80. Mills, A., Robson, K.E., and Pitt, L.P (2013) *Using Cartoons to Teach Corporate Social Responsibility: A Class Exercise*, **Journal of Marketing Education**, 35, 2, 181 – 191
81. Grant, Philip; Bal, Anjali; Pitt, Leyland; Parent, Michael. (2011) *Impact of an Operatic Flash Mob on Consumer Behavior*. **Advances in Consumer Research**. 2011, Vol. 39, p676-676
82. Pitt, L.F., and Watson, R.T. (2011) *The Case for Cases: Writing and Teaching Cases for the Emerging Economies*, **Journal of Information Technology for Development**, 17, 4, 319-326
83. Campbell, C.L., Berthon. P.R., Pitt, L.F., and McCarthy, I. (2011) *Creative Consumers: Awareness, Attitude and Action*, **Journal of Consumer Marketing**, 28, 7, 500-507
84. Pitt, L., Crittenden, V., Plangger, K., and Halvorson, W. (2012). *Case Teaching in the Age of Technological Sophistication*, **Journal of the Academy of Business Education**, 13, 1, 77-94.
85. Granitz, N., and Pitt, L.F. (2011) *Teaching About Marketing and Teaching Marketing With Innovative Technology: Introduction to the Special Edition*, **Journal of Marketing Education**, 33, 2, 127-130
86. Crittenden, V.L., Pitt, L.F, and Halvorson, W. (2011) *Teaching Cases in a Virtual World Environment: When the Traditional Case Classroom is Problematic*, **Decision Sciences Journal of Innovative Education**, 9, 3, 485-492
87. Crittenden, V.L., Crittenden, W.F., Pinney, C.C., and Pitt, L.F. (2011) *Implementing Global Corporate Citizenship: An Integrated Business Framework*, **Business Horizons**, 54, 447-455 (Impact factor 3.77)
88. Pitt, L.F., and Berthon, P.R. (2011) *Just When You Thought It Was Safe To Go Back Into the Web: Marketing Meets Web 2.0, Social Media and Creative Consumers* (Editorial, Special Edition) **Business Horizons**, 54, 3, 181-183 (Impact factor 3.77)
89. Berthon, P.R., Crittenden, V. L., DesAutels, P., and Pitt, L.F. (2010) *Get the Most Out of Green IT*, **Industrial Management**, September-October, 14-18
90. Brown, T.J., Dacin, P.A., and Pitt, L.F. (2010) *Corporate Image And Reputation In B2B Markets: Insights From CI/ARG 2008*, **Industrial Marketing Management**, 39, 5, 709-711 (Impact factor 3.68)
91. Steyn, P.G., Salehi-Sangari, E., Pitt, L.F., Parent, M., and Berthon, P.R (2010) *The Social Media Release as a Public Relations Tool: Intentions to Use Among B2B Bloggers*, **Public Relations Review**, 36,1, 87-89 (Impact factor 0.66)
92. Steyn, P.G., van Heerden, G., Pitt, L.F., and Boshoff, C. (2008) *Meet The Bloggers: Some Characteristics Of Serious Bloggers In The Asia-Pacific Region, And Why PR Professionals Might Care About Them*, **Public Relations Quarterly**, 52, 3, 39-44
93. Tudhope, L.E., Prinsloo, M., Pitt, L.F., and Campbell, C. (2008) *Demographic Evidence of Smoking from a Large South African Sample*, **Health Marketing Quarterly**, 25, 3, 289-301
94. Berthon, J-P., Pitt, L.F., Abratt, R., and Nel, D. (2008) *Icon and MARKOR: Links and Performance in South African Firms*, **Journal of Applied Management and Entrepreneurship**, 13, 1, 15-34
95. Berthon, P.R., and Pitt, L.F. (2007) *Managing the Creative Consumer Conundrum* in Angela Y. Lee and Dilip Soman (eds.), **Advances in Consumer Research**, vol. XXXV
96. Pitt, L.F. (2007) *Taking the Tablet: An Introspective Perspective on Using Pen-Based Computing in the Executive Case Class*, **Journal of Executive Education**, 6, 1, 33-40

97. Russell, B., Shapiro, D., and Pitt, L.F. (2007) *Strategic heterogeneity in the global mining industry*, **Transnational Corporations**, 16, 3, 1- 34
98. Ghazisaeedi, M., Pitt, L.F., and Chaharsooghi, K. (2007) *A Conceptual Model for Internet's Impact on Marketing in Iran*, **Direct Marketing: An International Journal**, 1, 3, 125 - 145
99. Caruana, A., Pitt, L.F., Berthon, P.R., and Berthon, J-P. (2007) *Psychometric Properties Of The Brand Personality Scale: Evidence From A Business School*, **Psychological Reports**, 100, 3 (1), 789-794 (Impact factor 1.023)
100. Pitt, L.F., Berthon, P.R., Prinsloo, M., and Nel, D. (2007) *Do I Like My Icon? Determining Preferences for Firms' Mode of Strategic Focus*, **International Journal of Technology Marketing**, 2, 1, 1-18
101. Pitt, Leyland F., Pierre R. Berthon, Richard T. Watson, Donald Wynne and Arien Strasheim (2007) *Open To All: A Postmodern Perspective on Product Development and Brands in an Open-Source Environment*, **International Journal of Technology Marketing**, 2, 4, 316-326
102. Pitt, Leyland F., Barnes, B., Chakrabarti, R., Palihawadana, D., Ewing, M.T., and Leong, E. (2007) *The Internet's Impact on B2B Sales Management: Some Australian Evidence*, **International Journal of Technology Marketing**, 2, 4, 349-363
103. Pitt, L.F., and Page, M.J. (2006) *Grading Feedback of Marketing Management Case Studies: The Elegant and Warm Approach*, **Marketing Education Review**, Special Edition on Innovations in Teaching, 16, Spring, 59-62
104. Pitt, L.F., Watson, R. T., and Shapiro, D. (2005) *Www.Betfair.Com: World Wide Wagering*, **Communications of the AIS**, 15, 8, 149-161, Online Journal <http://cais.aisnet.org/articles/default.asp?vol=15&art=8>
105. Watson, R. T., Berthon, P.R., Pitt, L.F., and Zinkhan, G (2004) *Marketing in the Age of the Network: From Marketplace to U-space*, **Business Horizons**, 47, 6 (November/December), 33-40 (Impact factor 3.77)
106. Watson, R. T., Zinkhan, G., and Pitt, L. F. (2004) *Object-Oriented: A Tool for Enterprise Design*, **California Management Review**, 46, 4, (Summer) 89-110 (Impact factor 5.0)
107. van der Merwe, R., Pitt, L.F., and Abratt, R. (2005) *Stakeholder Strength: PR Survival Strategies in the Internet Age*, **Public Relations Quarterly**, 50, 1 (Spring), 39-48
108. Berthon, P. R. Ewing, M. T., Pitt, L. F., and Naude, P. (2003) *Understanding B2B and the Web: The Acceleration of Coordination and Motivation*, **Industrial Marketing Management**, 32, 7, 553-561 (Impact factor 3.68)
109. Murgolo-Poore, M.E., Pitt, L.F., Berthon, P.R., and Prendergast, G. (2003) *Corporate Intelligence Dissemination As A Consequence Of Intranet Effectiveness: An Empirical Study*, **Public Relations Review** 29, 2 (June) 171-184 (Impact factor 1.31)
110. Berthon, P., Pitt, L.F., Ewing, M.T. and Bakkeland, G. (2003) *Norms and Power in Marketing Relationships: Alternative Theories and Empirical Evidence*, **Journal of Business Research**, 56, 9, (September) 691-775. (Impact factor 3.35)
111. Pitt, Leyland F., Pierre Berthon, Richard T. Watson, and George M. Zinkhan. (2002) *The Internet And The Birth Of Real Consumer Power*, **Business Horizons**, July-August, 7-14 (Impact factor 3.77)
112. Watson, Richard T., Leyland F. Pitt, Pierre Berthon and George M. Zinkhan. (2002) *U-Commerce: Extending The Universe Of Marketing*, **Journal of the Academy of Marketing Science**, Fall, 329-343. (Impact factor 5.89)
113. Berthon, P.R., Pitt, L.F., Ewing, M.T., and Carr, C. (2002) *Potential Research Space In MIS: A Framework For Replication, Extension And Generation*, **Information Systems Research**, 13, 4 (December), 416-427. (Impact factor 2.44)
114. Murgolo-Poore, M.E., Pitt, L.F. and Ewing, M. (2002) *Intranet Effectiveness: A Public Relations Paper-And-Pencil Checklist*, **Public Relations Review**, 28, 113-123 (Impact factor 1.31)

115. Pitt, L.F., Ewing, M.T., and Berthon, P.R. (2002) *Proactive Behavior and Industrial Salesforce Performance*, **Industrial Marketing Management**, 31, 7, 639-646 (Impact factor 3.68))
116. Leong, E., Ewing, M., and Pitt, L.F. (2002) *E-Comprehension: Evaluating B2B Websites Using Readability Formulae*, **Industrial Marketing Management**, 31, 2, 125-131 (Impact factor 3.77)
117. Ewing, M.T., Napoli, J., and Pitt, L.F. (2001) *Managing Southeast Asian Brands in the Global Economy*, **Business Horizons**, May-June, 52-58 (Impact factor 3.77)
118. Pitt, L.F., Berthon, P.R, Watson, R.T., and Ewing, M.T (2001) *Pricing Strategy and the Internet*, **Business Horizons**, 44, (2), 45-54 (Impact factor 3.77)
119. Berthon, P.R, Pitt, L.F., and Ewing, M.T. (2001) *Corollaries of the Collective: Effects of Corporate Culture and Organizational Memory on Decision-making Context*, **Journal of the Academy of Marketing Science** 29, 2, 135-150 (Impact factor 5.89)
120. van der Merwe, R., and Pitt, L. F. (2003) *Pushing Elusive Alliances into the Light—Discovering the Value of Informal Networks on the Internet*, **Journal of Electronic Commerce in Organizations**, 1, 2, April-June
121. Pitt, L.F., Keating, S., Bruwer, L., Murgolo-Poore, M.E., and de Bussy, N. (2002) *Charitable Donations as Social Exchange or Agapic Action on the Internet: The Case of Hungersite.Com*, **Journal of Nonprofit & Public Sector Marketing**, 9, 4, 47-62
122. Morris, Michael. H., Pierre R Berthon; Leyland F Pitt; Marie E Murgolo-Poore; Wendy F Ramshaw (2001) *An Entrepreneurial Perspective On The Marketing Of Charities*, **Journal of Nonprofit & Public Sector Marketing**, 9, 3, 75-87
123. Berthon, P.R., Pitt, L.F., Ewing, M.T., Ramaseshan, B., and Jayaratna, N. (2001) *Positioning in Cyberspace: Evaluating Telecom Websites Using Correspondence Analysis*, **Information Resources Management Journal**, 14, 1, (Jan-Mar) 13-21
124. Ewing, M. T., Pitt, L. F. and Murgolo-Poore, M.E. (2001) *Bean Couture: Using Photographs and Publicity to Re-position the Accounting Profession*, **Public Relations Quarterly**, 46, 4, Winter, 23 - 33
125. Pitt, L.F., Ewing, M.T. and Berthon, P. (2000) *Turning Competitive Advantage into Customer Equity*, **Business Horizons**, September-October, 11-18 (Impact factor 3.77)
126. Berthon, P.R., Pitt, L.F., and Watson, R.T. (2000) *Postmodernism and the Web: Meta Themes and Discourse*, **Technological Forecasting and Social Change**, 65, 3, 265-279 (Impact factor 2.06)
127. Watson, R.T., Zinkhan, G and Pitt, L.F. (2000) *Integrated Internet Marketing*, **Communications of the ACM**, 43, 6 (June), 97-103 (Impact factor 3.62)
128. Nel, D., Athron, T., Pitt, L.F., and Ewing, M.E. (2000) *Customer Evaluations of Service Complaint Experiences in the Public Sector*, **Journal of Nonprofit and Public Sector Marketing**, 7, 3, 3-30
129. Pitt, L.F., and Kannemeyer, R. (2000) *The Role of Adaptation in Microenterprise Development: The Marketing Perspective*, **Journal of Developmental Entrepreneurship**, 5, 2 (August), 137-156
130. Morris, M.H., Berthon, P.R., and Pitt, L.F. (1999) *Assessing the Structure of Industrial Buying Centers with Multivariate Tools*, **Industrial Marketing Management**, 25, 3 (May), 263-276 (Impact factor 3.68)
131. Pitt, L.F., Berthon, P.R., and Berthon, J.P. (1999) *Changing Channels: The Impact of the Internet on Distribution Strategy*, **Business Horizons**, 42, 2 (March-April), 19-28. (Impact factor 3.77)
132. 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 (Winner of the Tamer Cavusgil American Marketing Association Award for the Best Managerial Paper in the journal for 1999). (Impact factor 3.10)
133. Pitt, L.F., Berthon, P.R., and Watson, R.T. (1999) *Cyberservice: Taming Service Marketing Problems with the World Wide Web*, **Business Horizons**, 42, 1 (January-February), 11-18. (Impact factor 3.77)
134. Berthon, P.R., Hulbert, J.M., and Pitt, L.F. (1999) *To Serve or Create? Strategic Orientation Towards Technology and Customers*, **California Management Review**, 42, 1 (Fall), 37 – 58 (Impact factor 5.0)

135. Pitt, L.F., and Foreman, S.K. (1999) *Internal Marketing's Role in Organizations: A Transaction Cost Perspective*, **Journal of Business Research**, 44, 1 (January), 25-36 (Impact factor 3.35)
136. Caruana, A., Pitt, L.F., and Berthon, P.R. (1999) *The Excellence–Market Orientation Link: Some Consequences for Service Firms*, **Journal of Business Research**, 44, 1 (January), 5-15 (Impact factor 3.35)
137. Berthon, P.R., Hulbert, J, and Pitt, L.F. (1999) *Brand Management Prognostications*, **Sloan Management Review**, 40, 2 (Winter), 53 – 65 (Impact factor 1.53)
138. Ainslie, Andrew and Leyland Pitt, (1998) *Marketplace: Unibank and the Analysis of the Excursioncard Customer Database: A Practical Application of Statistical Techniques in Database Marketing*, **Journal of Interactive Marketing**, 12/3 (Summer), 57-66 (Impact factor 2.78)
139. Watson, R.T., Pitt, L.F., and Akselsen, S. (1998) *Attractors; Building Mountains in the Flat Landscape of the World Wide Web*, **California Management Review**, 40, 2 (Winter), 36-56 (Impact factor 5.0)
140. Watson, R.T., Pitt, L.F., and Kavan, B.C. (1998) *Measuring Information Systems Service Quality: Lessons From Two Longitudinal Case Studies*. **MIS Quarterly**, 23 (1), 61-79 (Impact factor 5.31)
141. Berthon, P.R., Pitt, L.F., and Morris, M.H. (1998) *Marketing and Technical Managers: An Inter-functional Exploration of Perceptions of Decision-Making Context*, **Journal of Business Research**, 42, 1, 25 – 38 (Impact factor 3.35)
142. Pitt, L.F., Watson, R.T., and Kavan, B.C. (1997) *Measuring Information Systems Service Quality: Concerns for a Complete Canvas*. **MIS Quarterly**, 21, 5 (June), 209 - 219. (Impact factor 5.31)
143. Pitt, L.F., Berthon, P.R., and Robson, M.J. (1997) *The Internationalization of Management Education: A Global Dialogue*, (**Columbia**) **Journal of World Business**, 4 (Winter), 369-385 (Impact factor 2.39)
144. Watson, R.T., Pitt, L.F., and Berthon, P.R. (1996) *Service: The Future of Information Technology, Database: Advances in Information Systems*, 27, 4 (Fall), 58 – 67 (Impact factor 0.64)
145. Morris, M.H., Avila, R., and Pitt, L.F. (1997) *Pricing Under Conditions of Environmental Turbulence: A Conceptual and Empirical Assessment*. **Journal of Marketing Management**, 6, 2, 1 - 16
146. Berthon, P.R. Pitt, L.F., and Morris, M.H. (1996) *External and Internal Customer Managers: Differences in Perception and Decision Making in the Marketing and Humanities Resource Dyad*, **Journal of Applied Business Research**, 12, 1 (Winter 1995/1996), 77 - 88
147. Berthon, P.R., Pitt, L.F., Watson, R.T. (1996) *Marketing Communication and the World Wide Web*. **Business Horizons**, 39, 5 (September-October), 24–32. (Impact factor 3.77)
148. Berthon, P.R., Pitt, L.F., and Watson, R.T. (1996) *The World Wide Web as an Advertising Medium: Towards an Understanding of Conversion Efficiency*. **Journal of Advertising Research**, Vol. 36, 1 (January/February) (Special 60th Anniversary Edition), 43-53 (This is one of the top 5 most cited articles in the Journal of Advertising Research) (this paper has more than 700 citations in Google Scholar) (Impact factor 2.56)
149. Morris, M.H., Hansen, S.D., and Pitt, L.F. (1995) *Environmental Turbulence and Organizational Buying: The Case of Health Benefits in South Africa*. **Industrial Marketing Management**, 24, 305–315 (Impact factor 3.68)
150. Pitt, L.F., Watson, R.T., and Kavan, B.C. (1995) *Service Quality–A Measure of Information Systems Effectiveness*. **MIS Quarterly**, 19, 2 (June), 173–187 (this paper has more than 1800 citations on Google Scholar) (Impact factor 5.31)
151. Morris, M.H., and Pitt, L.F. (1995) *Entrepreneurship and the Informal Sector: A Third World Perspective*. **The Journal of Small Business Management**, 33, 1 (Jan), 78–86 (Impact factor 1.35)
152. Morris, M.H., and Pitt, L.F. (1993) *Do Strategy Frameworks Apply in the United States and Abroad?* **Industrial Marketing Management**, 22, 215–221 (Impact factor 3.68)

153. Ainslie, A.S., and Pitt, L.F. (1992) *Customer Retention Analysis: An Application of Descriptive and Inferential Statistics in Database Marketing*. **Journal of Direct Marketing** (now the **Journal of Interactive Marketing**), 6, 3, Summer, 31–43 (Impact factor 2.78)

154. Pitt, L.F., and Ramaseshan, B. (1990) *Apprehension About Communication and Salespersons' Performance*. **Psychological Reports**, 67, 1355–1362 (Impact factor 1.023)

155. Ramaseshan, B., and Pitt, L.F. (1990) *Major Industrial Distribution Issues Facing Managers in Australia*. **Industrial Marketing Management**, 19, 3, 225–234 (Impact factor 3.68)

156. Nel, D., Pitt, L.F., and Watson, R.T. (1989) *Business Ethics: Defining the Twilight Zone*. **The Journal of Business Ethics**, 8, 31–41 (Impact factor 1.47)

157. Pitt, L.F., and Abratt R. (1986) *Corruption in Business—Are Management Attitudes Right?* **Journal of Business Ethics**, 5, 39–44 (Impact factor 1.47)

158. Abratt, R., and Pitt, L.F. (1985) *Pricing Practices in Two Industries*. **Industrial Marketing Management**, 14, 4, November, 301–306 (Impact factor 3.68)

B. In European Journals

159. Shum, V., Park, A., Maine, E., and Pitt, L.F. (2019) *A Bibliometric Study of Research-Technology Management, 1998-2017*, **Research-Technology Management**, January-February, 31-40 (Impact factor, 1.796)

160. Hannah, D., Parent, M., Pitt, L.F., and Berthon, P.R. (2019) *Secrets and Knowledge Management Strategy: The Role of Secrecy Appropriation Mechanisms in Realizing Value from Firm Innovations*, **Journal of Knowledge Management**, 23, 2, 297-312 (Impact factor 2.03)

161. Wiid, R., Pitt, L.F., Mills, A.J., and Grant, P.S. (2015) *No joke: Understanding public sentiment towards selling and salespeople through cartoon analysis*, **Marketing Theory**, 16, 2, 171-193 (Impact factor 1.53)

162. Chakrabarti, R., Barnes, B., Berthon, P.R., Pitt, L.F., and Monkhouse, L. (2014) *Goal orientation effects on behavior and performance: evidence from international sales agents in the Middle East*, **International Journal of Human Resources Management**, 25, 2, 317-340 (Impact factor 0.92)

163. Steyn, P., Pitt, L.F., Strasheim, A., Boshoff, C., and Abratt, R. (2010) *A Cross-Cultural Study of the Perceived Benefits of a Retailer Loyalty Scheme in Asia*, **Journal of Retailing and Consumer Services**, 17, 5, 355-373 (Impact factor 1.19)

164. Hsiu-Yuan Tsao, Leyland F. Pitt and Colin Campbell (2010) *Analyzing Loyalty-Based Consumer Segments to Budget for Loyalty and Promotion Programs and Maximize Market Share*, **Journal of the Operational Research Society**, 61, 10, 1523 -1529 (Impact factor 0.95)

165. Coudounaris, D., Kvasova, O., Leonidou, L.C., Pitt, L.F., and Nel, D. (2009) *Fifteen Good Years: An Analysis of Publications in Management International Review*, **Management International Review**, 49, 5, 671-684 (Impact factor 1.18)

166. Caruana, A., Pitt, L.F., Berthon, P.R., and Page, M.J. (2009) *Differentiation and Silver Medal Winner Effects*, **European Journal of Marketing**, 43, 11/12, 1365-1377 (Impact factor 1.97)

167. Hsiu-Yuan Tsao, Pei-Chun Lin, Leyland F. Pitt and Colin Campbell (2009) *The Impact of Loyalty and Promotion Effects on the Retention Rate*, **Journal of the Operational Research Society**, 60, 5, 646-651 (Impact factor 0.95)

168. Ferreira, C., Pitt, L.F., and Kietzmann, J.H. (2020) *From the outside in: The sharing economy and its impact on hybrid entrepreneurship*, **International Review of Entrepreneurship**, (forthcoming)

169. Park, A., Montecchi, M., Feng, C., Plangger, K. A, and Pitt, L.F. (2020) *Understanding Fake News: A Bibliographic Perspective*, **Defense Strategic Communications**, 8, Autumn, 141-172

170. Plangger, K.A., and Pitt, L.F. (2020) *Brands and brand management under threat in an age of fake news*, **Journal of Product and Brand Management**, 29, 2, 141-143 (Impact factor 1.83)

171. Heinonen, K., Kietzmann, J., and Pitt, L.F. (2020) *AI and Machine Learning in Services Management: An Introduction to the Special Issue*, **Journal of Service Management** (forthcoming).
172. Kietzmann, J. and Pitt, L. (2020) *Computerized content analysis of online data – opportunities for marketing scholars and practitioners*. **European Journal of Marketing**, 54, 3, 473-477
173. Chohan, R., Watson, R., & Pitt, L. (2019). *Perspectives: client–agency opportunism: how does it happen and what can we do about it?*. **International Journal of Advertising**, 38(8), 1303-1312.
174. Paschen, J., Kietzmann, J.H. and Pitt, L.F. (2019) *Editorial to the Special Issue: Emerging Technologies and Value Creation in Business and Industrial Marketing*, **Journal of Business and Industrial Marketing**, 34, 7, 1401-1402
175. Flostrand, A., Kietzmann, J.H., and Pitt, L.F. (2019) *Fake News and Brand Management: A Delphi Study of Impact, Vulnerability, and Mitigation*, **Journal of Product and Brand Management**, 29, 2, 246-254 (Impact factor 1.83)
176. Ferreira, C., Lord Ferguson, S.T., and Pitt, L.F. (2019) *Entrepreneurial Marketing and Hybrid Entrepreneurship: The Case of JM Reid Bamboo Rods*, **Journal of Marketing Management**, 35, 9-10, 867-885
177. Robertson, J., McCarthy, I., and Pitt, L.F. (2019) *Leveraging Social Capital in University-Industry Knowledge Transfer Strategies: A Comparative Positioning Framework*, **Knowledge Management Research & Practice**, 17(4), 461-472
178. Pitt, L.F., and Treen, E.R. (2019) *Special issue of the Journal of Strategic Marketing ‘the state of theory in strategic marketing research – reviews and prospects’*, **Journal of Strategic Marketing**, (forthcoming) available online DOI: [10.1080/0965254X.2018.1550906](https://doi.org/10.1080/0965254X.2018.1550906)
179. Berthon, P.R., Treen, E.R., and Pitt, L.F. (2018) *How Truthiness, Fake News and Post-Fact Endanger Brands and What to Do About It*, **GfK Marketing Intelligence Review**, 10, 1, 18-23
180. Pitt, L.F. (2017) *Editorial: Ten Reasons Why Wine is a Magical Marketing Product*, **Journal of Wine Research**, 28, 4, 255-258
181. Paschen, J., Pitt, L.F., Kietzmann, J., Dabirian, A., and Farshid, M. (2017) *The Brand Personalities of Brand Communities: An Analysis of Online Communication*, **Online Information Review**, 41, 7, 1064-1075 (Impact factor 1.15)
182. Blair, A., Atanasova, C., Pitt, L.F., Chan, A., and Wallstrom, A. (2017). *Assessing Brand Equity in the Luxury Wine Market by Exploiting Tastemaker Scores*, **Journal of Product and Brand Management**, 26, 5, 447-452. (Impact factor 1.83)
183. Bal, A. and Pitt, L.F. (2018) *Editorial: Marketing of the Arts and Public Affairs: Value from Different Perspectives*, **Journal of Public Affairs**, 18, 2, 1-2.
184. Treen, E., Pitt, L.F., Bredican, J. and Farshid, (2017) *App Service: How do Consumers Perceive the Quality of Financial Service Apps on Smart Devices?* **Journal of Financial Services Marketing**, 22, 3, 119-125
185. Morrish, S., Pitt, L.F., Vella, J., and Botha, E. (2017) *Where to Visit, What to Drink? A Cross-National Perspective on Wine Estate Brand Personalities*, **International Journal of Wine Business Research**, 29, 4, 373-383.
186. Pitt, L.F., and Berthon, P.R. (2016) *Editorial: “Aesthetics, Ephemerality and the Luxury of Wine: Implications for Luxury Wine Marketing and Brand Management”*, **International Journal of Wine Business Research**, 28(2), 98-101
187. Berthon, P.R., and Pitt, L.F. (2016) *Editorial: The Technopocene: Technology’s Transformation of People, Products and Brands*, **Journal of Product and Brand Management**, special issue, (Impact factor 1.83)
188. Morrison, S., Pitt, L.F., and Kietzmann, J.H. (2015) *Technology and Financial Services: Marketing in Times of U-Commerce*, **Journal of Financial Services Marketing**, 20, 4, 273-281.

189. Vigar-Ellis, D., Pitt, L.F., and Caruana A. (2015) *Does Objective and Subjective Knowledge Vary between Opinion Leaders and Opinion Seekers? Implications for Wine Marketing*, **Journal of Wine Research**, 26, 4, 304-318
190. Vigar-Ellis, D., Pitt, L.F., and Caruana A. (2015) *Knowledge effects on the exploratory acquisition of wine*, **International Journal of Wine Business Research**, 27, 2, 84-102
191. Boon, E., L.F. Pitt, and N. Ofek (2015). *"Deal of the day": an analysis of subscriber purchase behavior*, **Tourism and Hospitality Research**, 15, 2, 105-114.
192. Vella, J., Caruana, A., and Pitt, L.F. (2014) *Elements Of A Talent Strategy For Effective Relationship Building: A Study Among Bank Sales And Service Providers*, **Journal of Financial Services Marketing**, 19, 2, p118-131.
193. DesAutels, P., Berthon, P.R., Pitt, L.F., and Caruana, A. (2015) *The impact of country connectedness and cultural values on the equity of a country's workforce: A cross-country investigation*, **Cross Cultural Management: an International Journal**, 22,1, 2-20 (Impact factor 0.45)
194. Beninger, S., Pitt, L.F., Parent, M., and Chan, A. (2014) *A Content Analysis Of Influential Wine Blogs*, **International Journal of Wine Business Research**, 26,3, 168-187 (Awarded Outstanding Paper of 2014)
195. DesAutels, P., Salehi-Sangari, E., Berthon, P.R., Rabinovich, T., and Pitt, L.F. (2013) *It Is Emergent: Five Propositions On The Relationship Between Creative Consumers And Technology*, **International Journal of Technology Marketing**, 9, 1, 72-85
196. Pitt, L.F., Robson, K.E., and Wallstrom, A. (2014) *Creative Market Segmentation: Understanding the Bugs in Consumer Behavior*, **Journal of Public Affairs**, 13, 2, 218-223
197. Hsiu-Yuan Tsao, Leyland F. Pitt and Colin Campbell (2014) *Discriminating Between Behavior Using Market Data from Panels*, **International Journal of Marketing Research**, 56, 1, 73-88 (Impact factor 0.63)
198. Pitt, L.F. (2012) *Web 2.0, Social Media and Creative Consumers – Implications for Public Policy: Introduction to the Special Edition*, **Journal of Public Affairs**, 12, 2, 105-108
199. Jan H. Kietzmann, Bruno S. Silvestre, Ian P. McCarthy and Leyland F. Pitt (2012) *Unpacking the Social Media Phenomenon: Towards a Research Agenda*, **Journal of Public Affairs**, 12, 2, 109-119
200. Page, K.L., and Pitt, L.F. (2012) *Web 2.0, Social Media and Creative Consumers: Special Issue (Editorial)*, **Journal of Consumer Behavior**, 10, 6, 1-3
201. Mills, A., Pitt, L.F., and Sattari, S. (2011) *Reading Between The Vines: Analyzing The Readability Of Consumer Brand Wine Websites*, **International Journal of Wine Business Research**, 24, 3,169 – 182 (One of four Highly Commended Papers in the journal for 2012).
202. Vella, J., Caruana, A., and Pitt, L.F. (2012) *The Effect of Behavioural Activation and Inhibition on CRM Adoption*, **International Journal of Bank Marketing**, 30, 1, 43-59
203. Vella, J., Caruana, A., and Pitt, L.F. (2011) *Equity sensitivity, perceived performance and organizational commitment among bank managers*, **Journal of Financial Services Marketing**, 17, 1, 5-18
204. Vella, J., Caruana, A., and Pitt, L.F. (2013) *Organizational commitment and users' perception of ease of use: A study among bank managers*, **Journal of Management Development**, 32, 4, 351-362
205. Pitt, L.F. (2011) *Advertising Financial Services: Introduction to the Special Issue*, **Journal of Financial Services Marketing**, 16, 3/4, 171-172
206. Steyn, P.G., Pitt, L.F, and Chakrabarti, R. (2011) *Financial services ads and viewer response profiles: Psychometric properties of a shortened scale*, **Journal of Financial Services Marketing**, 16, 3/4, 210-219
207. Reyneke, M., Sorokáčová, A., Pitt, L.F. (2012) *Managing Brands in Times of Economic Downturn: How Do Luxury Brands Fare?* **Journal of Brand Management**,19, 6, 457-466

208. Pitt, L.F., Caruana, A., and Sattari, S. (2011) *How Readable Are Mission Statements? An Exploratory Study*, **Corporate Communications: an International Journal**, 16, 4, 282 - 292
209. Wiid, R., Pitt, L.F., and Engstrom, A. (2011) *Not so Sexy: Public Opinion of Political Sex Scandals as Reflected in Political Cartoons*, **Journal of Public Affairs**, 33, 2, 137-147
210. Chan, A., Pitt, L.F., and Mills, A. (2011) *How Readable are Environmental Policy Statements? An Exploratory Study within the IT Industry*, **Journal of Corporate Ownership and Control**, 8, 3, 258-267
211. Steyn, P., Ewing, M.T., van Heerden, G., Pitt, L.F., and Windisch, L. (2011) *From whence it came: Understanding source effects in consumer generated advertising*, **International Journal of Advertising**, 30, 1, 133-160 (Impact factor 1.09)
212. Halvorson, W., Bal, A.S., Pitt, L.F., and Parent, M. (2012) *Cashing in on the Green Dots: Marketing Ireland in Second Life*, **Marketing Intelligence and Planning**, 30, 6, 625-633
213. Steyn, P.G., Wallstrom, A., and Pitt, L.F. (2010) *Expressing Herself through Brands: A Comparative Study of Women in Six Asian-Pacific Nations*, **Journal of Brand Management**, 18, 3, 228-237
214. Reynecke, M., Pitt, L.F., and Berthon, P.R. (2011) *Luxury Wine Brand Visibility in Social Media: An Exploratory Study*, **International Journal of Wine Business Research**, 23, 1, 21-35 Winner of the Outstanding Paper Award at the Literati Network Awards for Excellence 2012 for best paper in the journal
215. Reynecke, M., Berthon, P.R., Pitt, L.F., and Parent, M. (2011) *Luxury Wine Brands as Gifts: Ontological and Aesthetic Perspectives*, **International Journal of Wine Business Research**, 23, 3, 258-270
216. Tsao, H-Y., Berthon, P.R., Pitt, L.F., and Parent, M. (2011) *Brand Signal Quality of Products in an Asymmetric Online Information Environment: An Experimental Study*, **Journal of Consumer Behaviour**, 10, 4, 169-178
217. Pitt, L.F., Sattari, S., and Bevelander, D.L. (2010) *Are Business School Mission Statements Readable? Evidence From The Top 100*, **Journal of Strategic Management Education**, 6, 4, 1-16 (Lead article)
218. Steyn, P.G., Wallstrom, A., and Pitt, L.F. (2010) *Consumer Generated Content and Source Effects in Financial Services Advertising: An Experimental Study*, **Journal of Financial Services Marketing**, 15, 1, 32-48
219. Bal, A., Campbell, C.L., Pitt, L.F., and Payne, N. (2010) *Political Ad Portraits: A Visual Analysis of Viewer Reaction to Online Political Spoof Advertisements*, **Journal of Public Affairs**, 10, 4, 313-328
220. Bal, A., Pitt, L. F., Berthon, P.R., and DesAutels, P. (2009) *Caricatures, Cartoons, Spoofs and Satires: Political Brands as Butts*, **Journal of Public Affairs**, 9 (November), 229-237 (Lead Article)
221. Pierre Berthon, Albert Caruana, Deon Nel, Robert Opoku, Leyland Pitt, Asa Wallstrom, (2009) *Online communication of brand personality: A study of MBA programs of top business schools*, **Journal of General Management**, Autumn, 47-64
222. Bäckström, L., Pitt, L.F., Campbell, C.L., and Nel, D. (2009) *Personal Acquaintances and Salespeople in Financial Services: Differences Between Customers and Friends*, **Journal of Financial Services Marketing**, 14,1, 26-39
223. Pitt, L.F., Watson, R.T., Berthon, P.R., Piccoli, G., and Engstrom, A. (2009) *E-Commerce, Web 2.0 and Entrepreneurship: Opportunities in the U-Space*, **International Review of Entrepreneurship**, 7, 1, 5-20
224. Pitt, L.F., Nel, D., and van Heerden, G. (2009) *Web 2.0 and the Open Source Movement: Liberating Textbooks*, **International Review of Entrepreneurship**, 7, 1, 33-56
225. Pitt, L.F., Nel, D., van Heerden, G., and Chan, A. (2009) *The Global Text Project: New Horizons in Textbook Marketing*, **Marketing Intelligence and Planning**, 27, 3, 297-307
226. Kylie McMullen, Pinder Rehal, Katy Read, Judy Luo, Ashley Wu, Pitt, L.F., Papania, L., and Campbell, C.L. (2009) *Selling the Canadian Forces' Brand to Canada's Youth*, **Marketing Intelligence and Planning**, 27, 4, 474-485

227. Pitt, L.F. (2008) *Paul Erdős, Kevin Bacon and I: In praise of co-authorship*, **International Journal of Advertising**, 27, 2 (Impact factor 1.09)
228. Terblanche, N.S., Pitt, L.F., Nel, D., and Wallstrom, A. (2008) *Corporate Governance and Business Ethics: Pictures of the Policies*, **Journal of Corporate Ownership and Control**, 6, 2, 445-454
229. Pitt, L.F., and Schlegelmilch, B. (2008) *Juggling Janus – Strategy For General Managers In An Age Of Paradoxical Trends*, **Journal of General Management**, 33,3 67-82
230. Berthon, P.R., Pitt, L.F., Cyr, D., and Campbell, C. (2008) *e-Readiness and Trust: Macro and Micro Dualities for E-Commerce in a Global Environment*, **International Marketing Review**, 25, 6, 700-714 (Impact factor 1.85)
231. Pitt, L.F., and McCarthy, I. (2008) *Connecting Product Innovation Management And Marketing*, (editorial) **Journal of Commercial Biotechnology**, Special Edition on the Biotechnology-Marketing Interface, 14, 3, 197-200
232. Pierre Berthon, Leyland Pitt, Deon Nel, Esmail Salehi-Sangari, Anne Engstrom (2008) *The Biotechnology and Marketing Interface: Functional Integration using Mechanistic and Holographic Responses to Environmental Turbulence*, **Journal of Commercial Biotechnology**, Special Edition on the Biotechnology-Marketing Interface, 14, 3, 213-224
233. Tudhope, L.E., Prinsloo, M., Pitt, L.F., and Barnes, B. (2008) *Diabetes Knowledge and Physician Compliance: Evidence of Links in a Large South African Sample*, **Journal of Medical Marketing**, 8, 1, 169-176
234. McCarthy, I., Pitt, L.F., Campbell, C., van der Merwe, R., and Salehi-Sangari, E. (2007) *Exploiting the Business Opportunities in Bio-Tech Connections: The Power of Social Networks*, **Journal of Commercial Biotechnology**, 13, 4, 245-253
235. Pitt, L.F., and Papania, L. (2007) *In The Words: Managerial Approaches To Exploring Corporate Identity And Image Through Content Analysis*, **Journal of General Management**, 32, 4, Summer, 1-16
236. Pitt, L.F., and Schlegelmilch, B. (2007) *Juggling Janus: Dealing With Trends In An Age Of Paradox*, **European Business Forum**, 29, Summer, 22-23
237. van der Merwe, R., Pitt, L.F., Barnes, B. R., Berthon, P.R., and Salehi-Sangari, E. (2007) *Finding the Hidden Value in SME Networks: Evidence from the Biotech Industry*, **International Journal of Enterprise Network Management**, 2, 2, 145-166
238. Opoku, R. A., Abratt, R., Bendixen, M., and Pitt, L.F. (2007) *Communicating Brand Personality: Are the Websites Doing the Talking for Food SME's?*, **Qualitative Market Research**, 10, 4, 362-374
239. Pitt, L.F., Salehi-Sangari, E., Berthon, J-P., and Nel, D. (2007) *Icon's Influence: Customer- and Innovation Orientations in South African Firms*, **Marketing Intelligence and Planning**, 25, 2, 157-174
240. Chakrabarti, R., Berthon, P.R., Watson R. T., and Pitt, L.F. (2007) *Quality Management in Business Relationships: The Role of Brands in an Open Source Environment*, **Total Quality Management & Business Excellence**, Special Edition on Quality Management in Business Relationships, 18, 8, 947-955 (Impact factor 1.32)
241. Pitt, L.F., Opoku, R., Hultman, M., Abratt, R., and Spyropoulou, S. (2007) *What I Say About Myself: Communication of Brand Personality by African Countries Through Their Tourism Websites*, **Tourism Management**, 28, 835-844 (Impact factor 2.55)
242. van der Merwe, R., Pitt, L.F., Berthon, P.R. and Barnes, B. (2007) *Analyzing 'Theory Networks': Identifying the Pivotal Theories in Marketing*, **Journal of Marketing Management**, 3 (4), 181-206
243. Tudhope, L.E., Prinsloo, M., Pitt, L.F., and Barnes, B. (2006) *Physician Compliance and Market Demographics*, **Journal of Medical Marketing**, 7, 1, 64-70
244. Berthon, J-P., Prinsloo, M., and Pitt, L.F. (2006) *From service factory to service theatre: Solving the positioning dilemma in the medical practice*, **Journal of Medical Marketing**, 7, 1, 55-63

245. Opoku, R. A., Abratt, R., and Pitt, L.F. (2006) *Communicating Brand Personality: Are the Websites Doing the Talking for the Top South African Business Schools?*, **Journal of Brand Management**, 14,1-2, 20-39
246. Pitt, L.F., Berthon, P.R., Page, M. J., and Spyropoulou, S. (2006) *How Well Are Business Schools Managing Their Brands: A Research Note*, **Journal of General Management**, 31, 3 (Spring), 1-10 Republished in 2008 as one of five chosen articles in a special issue of the same journal, "JGM: Through the Years" – to re-establish the publication's eminence amongst its readers, and also to progress towards expanding its global reach. With this in mind, we intend to provide a showcase of what we feel are some of the most exemplary papers to have been published in the JGM since its inception."
247. Tsao, H., Pitt, L.F., and Berthon, P.R (2006) *An Experimental Study Of Brand Signal Quality Of Products In An Asymmetric Information Environment*, **Omega**, 34, 4, 397-405 (Impact factor 4.38)
248. Berthon, P.R., and Pitt, L.F. (2005) *The Paradox of Advertising*, **International Journal of Advertising**, 24, 4 539-541 (Impact factor 1.09)
249. Davies, M., Pitt, L.F., Shapiro, D., and Watson, R.T. (2005) *Betfair.Com: Five Technology Forces Revolutionize Worldwide Wagering*, **European Management Journal**, 23, 5 (October), 533-541 (Impact factor 1.22)
250. Karlsson, T.; Kuttainen, C., Pitt, L.F., and Spyropoulou, S. (2005) *Price As A Variable In Online Consumer Tradeoffs*, **Marketing Intelligence and Planning**, 23, 4, 350-358
251. Pitt, L.F., Berthon, P.R., Caruana, A., and Berthon, J.P. (2005) *The State of Theory in Three Premier Advertising Journals: A Research Note*, **International Journal of Advertising**, 24, 2, 241-250 (Impact factor 1.09)
252. Page, M.J., Bevelander, D., and Pitt, L.F. (2004) *Positioning the Executive MBA Product: Lets Not Forget the Requirements of The Corporate Market*, **Journal of General Management**, 30 (1), Autumn: 1-13
253. Watson, R.T., Akselsen, S., Monod, E., and Pitt, L.F. (2004) *The Open Tourism Consortium: Laying the foundations for the future of tourism* **European Management Journal**, 22, 3 (June), (315-326) (Impact factor 1.22)
254. Murgolo-Poore, M.E., Pitt, L. F., Berthon, P.R. (2003) *Three Theoretical Perspectives On One Of Marketing's Most Fundamental Exchanges: Propositions On Partner Seeking*, **Marketing Theory**, 3, 2(June) 235-255 (Impact factor 1.53)
255. Leong, E., Ewing, M., and Pitt, L.F. (2004) *Analysing competitors' online persuasive themes with text mining*, **Marketing Intelligence and Planning**, 22, 2, May, 187-200
256. van der Merwe, R., Pitt, L.F., and Berthon, P.R. (2004) *Elucidating Elusive Ensembles: The Strategic Value of Informal Internet Networks*, **European Management Journal**, 22, 1 (February), 12-26 (Impact factor 1.22)
257. Berthon, P.R., Hulbert, J.M, and Pitt, L.F. (2003) *Innovation Or Customer Orientation? An Empirical Investigation* **European Journal of Marketing**, 38, 9/10, 1065-1090 (Impact factor 1.97)
258. Kreppa, A., Berthon, P.R., Webb, D., and Pitt, L.F. (2003) *Mind The Gap: An Analysis Of Service Provider Vs. Customer Perceptions Of Market Orientation And Its Impact On Satisfaction*, **European Journal of Marketing**, 37 (1): 197 – 218 (Impact factor 1.97)
259. Berthon, P.R., Ewing, M.T., Pitt, L.F., and Berthon, J-P (2003) *Reframing Replicative Research In Advertising*, **International Journal of Advertising**, 22, 4, 511-530 (Impact factor 1.09)
260. Caruana, A., Pitt, L.F., and Ewing, M.T. (2003) *The Market Orientation-Performance Link: The Role of Service Reliability*, **The Service Industries Journal**, 23, 4 (September)
261. Pitt, L.F., Napoli, J., and van der Merwe, R. (2003) *Managing the Franchised Brand: The Franchisee's Perspective*, **Journal of Brand Management**, 10, 6 (August) 411-420

262. Hulbert, J.M., Pitt, L.F., and Ewing, M.T. (2003) *Defections, Discourse and Devotion: Some Propositions on Customer Desertion, Dialogue and Loyalty*, **Journal of General Management**, 28, 3 (Spring) 43-51)
263. Leong, E., Ewing, M., and Pitt, L.F. (2003) *Australian Marketing Managers' Perceptions of the Internet: A Quasi-longitudinal Perspective*, **European Journal of Marketing**, 37, 3-4, 554-571 (Impact factor 1.97)
264. Murgolo-Poore, M.E., Pitt, L. F., Berthon, P.R., and Ewing, M.T. (2002) *Re-Inquiring and Progressing People as Products: A Research Agenda for New Media, New Methods and New Theories*, **Journal of Marketing Management**, 18, 5-6, July, 463-481
265. van der Merwe, R., Pitt, L. F., and Berthon, P. R. (2003) *Are Excellent Companies Ethical? Evidence from an Industrial Setting*, **Corporate Reputation Review**, 5, 4, 343-357
266. de Bussy, N.M., Ewing, M. T., and Pitt, L. F. (2003) *Stakeholder Theory And Internal Marketing Communication: A Framework For Analysing The Influence Of New Media*, **Journal of Marketing Communication**, 9, 3, 147-161
267. Ewing, M. T., Napoli, J., Pitt, L. F., and Watts, A. (2002) *On the Renaissance of Domestic Brands in China*, **International Journal of Advertising**, 21, 2, 197-216 (Impact factor 1.09)
268. Ewing, M.T., Pitt, L. F., de Bussy, N.M., and Berthon, P.R. (2002) *Employment Branding in the Knowledge Economy*, **International Journal of Advertising**, 21, 1, 3-22 (Impact factor 1.09)
269. Murgolo-Poore, M.E., Pitt, L. F., and Fish, W. S. (2002) *The 3 C's Of Intranet Effectiveness: A Checklist For The General Manager*, **Journal of General Management**, 27, 4 (Summer) 1-14
270. Berthon, P.R., Capon, N., Hulbert, J.M., and Pitt, L.F. (2001) *Brand Custodianship: A New Primer for Senior Managers*, **European Management Journal**, 19, 3, 215-227 (Impact factor 1.22)
271. Pitt, L.F., Murgolo-Poore, M.E., and Dix, S. (2001) *Changing Change Management: The Intranet As Catalyst*, **Journal of Change Management**, 2, 2 (December), 106 - 114
272. Wynne, C., Berthon, P.R., Pitt, L.F., Ewing, M.T., and Napoli, J. (2001) *The Impact Of The Internet On The Distribution Value Chain: The Case Of The South African Tourism Industry*, **International Marketing Review**, 18, 4, 420-431 (Impact factor 1.85)
273. Pitt, L.F. (2001) *Total E-clipse: Five New Forces for Strategy in the Digital Age*, **Journal of General Management**, 26, 4 (Summer), 1- 15
274. Murgolo-Poore, M.E., and Pitt, L.F. (2001) *Intranets and Employee Communication: PR Behind the Firewall*, **Journal of Communication Management**, 5, 3, 231-241
275. de Bussy, N.M., Watson, R.T., Pitt, L.F., and Ewing M.T. (2000) *Stakeholder Communication Management On The Internet: An Integrated Matrix For The Identification Of Opportunities*, **Journal of Communication Management**, 5, 2, 138-146
276. Aveyard, P., Pitt, L.F., Ewing, M.T., and de Bussy, N (2000) *As Inevitable as Death; What General Managers Need to Know About Taxing E-Commerce*, **Journal of General Management**, 25, 4, 38-50
277. Pitt, L.F., Berthon, P.R., and Robson, M.J. (2000) *Communication Apprehension and Perceptions of Salesperson Performance: A Multinational Perspective*, **Journal of Managerial Psychology**, 15, 1, 68 – 86 (Impact factor 1.22)
278. Berthon, P.R., Pitt, L.F., and Katsikeas, C. (1999) *Marketing and Technical Managers: An Inter-Functional Exploration of Problem Perception*, **European Journal of Marketing**, 33 (7/8), 772 – 792 (Impact factor 1.97)
279. Levett, P., Page, M, Nel, D., Pitt, L.F., Berthon, P.R., and Money, A.H (1999) *Toward an Application of Option Pricing Theory in the Valuation of Customer Relationships*, **Journal of Strategic Marketing**, 7, 275-285.
280. Morris, M. H, Pitt, L.F., Berthon, P.R., and Lane, N. (1999) *An Entrepreneurial Perspective on the Marketing of Universities*, **Journal of European Business Education**, 8, 2, 70 – 79

281. 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)
282. Berthon, P., Lane, N., Pitt, L. and Watson. R. (1999) *World Wide Web; Instrument voor marketingcommunicatie - Modellen voor de identifikasie en de inschatting van kansen* **Marketing Select: Tijdschrift voor Strategische Marketing**, 3, 2, 23 – 33 (Dutch journal: translation – World Wide Web; Tool for Marketing Communication – Models for the Identification and Evaluation of Opportunities. Marketing Select – Journal for Strategic Marketing)
283. Berthon, P., Lane, N., Pitt, L. and Watson. R. (1998) *The World Wide Web as an Industrial Marketing Communication Tool: Models for the Identification and Assessment of Opportunities*. **Journal of Marketing Management**, 14: 691 –704
284. Pitt, L.F., Berthon, P.R., and Lane, N. (1998) *Gaps within the IS Department: Barriers to Service Quality*, **Journal of Information Technology**, 13, 191-200 (Impact factor 4.53)
285. Gillis, C., Pitt, L.F., Robson, M.J., and Berthon, P.R. (1998) *Communication in the Salesperson/Customer Dyad: An Empirical Investigation*, **Marketing Intelligence and Planning**, 16, 2, 100 - 106
286. Berthon, P.R., and Pitt, L.F. (1998) *The Marketing Amphisbaena: A Comment on Gordon Foxall's 'The Marketing Firm'*, **Journal of Strategic Marketing**, 6, 2 (June), 161 - 166
287. Berthon, P., Pitt, L.F., Berthon, J-P., Crowther, C., Bruwer, L., Lyall, P., and Money, A.H. (1997) *Mapping the Marketspace: Evaluating Industry Web Sites Using Correspondence Analysis*. **Journal of Strategic Marketing**, 5, 4 (December), 233-242
288. Page, M.J., Pitt, L.F., and Berthon, P.R. (1997) *Before They Leave, Switch on the Light: Knowing the Value of Keeping Customers*. **Journal of Targeting, Measurement and Analysis for Marketing**, 5, 3, 232 - 246
289. Pitt, L.F., Berthon, P.R., and Morris, M.H. (1997) *Entrepreneurial Pricing: The Cinderella of Marketing Strategy*, **Management Decisions**, 35, 5 344-350
290. Prendergast, G., Pitt, L.F., and Berthon, P.R. (1997) *Packaging, The Environment, and European Legislation: Marketing's Response*. **The Journal of Euromarketing**, 6, 2, 75-98
291. Caruana, A., Pitt, L.F., and Berthon, P.R. (1997) *Right First Time in Service: Effects on Performance*. **Journal of Services Marketing**, Vol. 34 (2), 28-31 (Impact factor 0.99)
292. Caruana, A., and Pitt, L.F. (1997) *INTQUAL: An Internal Measure of Service Quality and the Link Between Service Quality and Business Performance*. **The European Journal of Marketing**, 31, 8, 604 - 616. (Impact factor 1.97)
293. Pitt, L.F., Berthon, P.R., and Prendergast, G. (1997) *Visits, Hits, Caching and Counting On The World Wide Web: Old Wine In New Bottles?* **Internet Research**, Vol. 7,1, 5 – 8 (Impact factor 1.94)
294. 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*. **Journal of Marketing Management**, 12, 617–627 Invited after being selected one of the 6 best papers of the 1996 Marketing Educators' Group Conference, University of Strathclyde, July 1996.
295. Nel, D., Pitt, L.F., Berthon, P.R., and Prendergast, G. (1996) *Social Decision Schemes and Group Processes: Some Impacts on Decision Making*. **Journal of Managerial Psychology** 11, 6, 4 – 17 (Impact factor 1.22)
296. Page, M.J., Pitt, L.F., Berthon, P.R (1996) *Analysing Customer Defections: Predicting the Effects on Corporate Performance*, **Long Range Planning**, 29, 6 (December), 821–834 (Impact factor 2.72)
297. Pitt, L.F., Berthon, P.R., and Watson, R.T. (1996) *Conversion and Efficiency on the World Wide Web: What Marketing Managers Might Want to Know*. **Journal of General Management**, 22, 1 (Autumn), 1–13

298. Berthon, P.R., Pitt, L.F., and Watson, R.T. (1996) *Re-surfing W³: Research Perspectives on Marketing Communication on the World Wide Web*. **International Journal of Advertising**, 15, 4, November, 287–301. (Impact factor 1.09)
299. Prendergast, G., and Pitt, L.F. (1996) *Packaging, Marketing, Logistics and the Environment: Are There Trade-offs?*, **International Journal of Physical Distribution and Logistics Management**, 26, 6, 60 - 72.
300. Pitt, L.F., Caruana, A., and Berthon, P.R. (1996) *Market Orientation and Business Performance: Some European Evidence*, **International Marketing Review**, 13, 1, 5-16 (Impact factor 1.85)
301. Morris, M.H., Pitt, L.F., and Berthon, P. (1996) *Entrepreneurial Activity in the Third World Informal Sector: The View from Khayelitsha*, **International Journal of Entrepreneurial Behaviour and Research**, 2, 1, 59 - 76
302. Hulbert, J.R., and Pitt, L.F. (1996) *Exit Left Centre Stage? The Future of Functional Marketing*, invited paper, **European Management Journal**, 14, 1 (February), 47-60 (Impact factor 1.22)
303. Pitt, L.F., Morris, M.H., and Oosthuizen, P. (1996) *Expectations of Service Quality as an Industrial Market Segmentation Variable*, **The Service Industries Journal**, 16, 1(January), 1-9
304. Pitt, L.F., and Morris, M.H. (1995) *When Marketing and Strategy Become One*, **Journal of General Management**, 21, 2 (Winter), 21-30
305. Lambert, D., Morris, M.H., and Pitt, L.F. (1995) *Has Industrial Advertising Become Consumerized? A Longitudinal Perspective From the USA*, **International Journal of Advertising**, 14, November, 349-364 (Impact factor 1.09)
306. Caruana, A., Pitt, L.F., and Morris, M.H. (1995) *Are There Excellent Service Firms, and Do They Perform Well?* **The Service Industries Journal**, 15, 3 (July), 243-256
307. Pitt, L.F., and Ramaseshan, B. (1995) *Realistic Job Information and Salesforce Turnover: An Investigative Study*, **Journal of Managerial Psychology**, 10, 4, 29–36 (Impact factor 1.22)
308. Pitt, L.F., Foreman, S.K., and Bromfield, D. (1995) *Organisational Commitment And Service Delivery: Evidence From An Industrial Setting in the UK*. **International Journal of Human Resources Management**, 6, 1 (February), 369–389 (Impact factor 0.95)
309. Morris, M.H., and Pitt, L.F. (1994) *The Organization of the Future: Unity of Marketing and Strategy*. **Journal of Marketing Management**, 10, 7, 553–56
310. Pitt, L.F., Tynan, A.C., and Nel, D. (1994) *Discourse and Deed: Perceptions of Discussion Quality and Group Performance in Marketing Decision Making*. **Journal of Managerial Psychology**, 9, 5, 28–35 (Impact factor 1.22)
311. Morris, M.H., Pitt, L.F., and Bromfield, D. (1994) *Marketing as Strategy: Beyond Territorial Boundaries*, **Futures**, 26, 4 (May), 391–402 (Impact factor 1.01)
312. Nel, D., Pitt, L.F., and Webb, T. (1994) *Using Chernoff Faces to Portray Service Quality Data*. **Journal of Marketing Management**, 10, 247–255
313. Pitt, L.F., and Jeantrout, B.(1994) *Management of Customer Expectations in Service Firms: A Study and a Checklist*. **The Service Industries Journal**, 14, 2, April, 170–189
314. Pitt, L.F., and Morris, M.H. (1994) *Implementing Marketing Strategies in the US and South Africa*. **Long Range Planning**, 27, 1, 56–71(Impact factor 2.72)
315. 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*. **Journal of Information Technology**, 8, 257–265 (Impact factor 4.53)
316. Watson, R.T., and Pitt, L.F. (1993) *Personal Computing Ethics: Beliefs and Behaviour*. **International Journal of Information Management**, 13, 287–298 (Impact factor 1.55)

317. Morris, M.H., and Pitt, L.F. (1993) *The Contemporary Use of Strategy, Strategic Planning, and Planning Tools by Marketers: A Cross-Culture Comparison*. **The European Journal of Marketing**, 27, 9, 34–55. (Impact factor 1.97)
318. Watson, R.T., and Pitt, L.F. (1993) *Determinants of Behavior towards Ethical Issues in Personal Computing*. **Omega**, 21, 4, 457–470 (Impact factor 4.38)
319. Nel, D., and Pitt, L.F. (1993) *Service Quality in a Retail Environment: Closing the Gaps*. **Journal of General Management**, 18, 3, Spring, 60–79
320. Pitt, L.F., and Nel, D. (1993) *Some Effects of Machiavellianism on Small Group Decision-Making*. **Advances in Business Studies: An Irish Review**, 3, 6, 25–41
321. Richard Watson, Leyland Pitt, (1990) "Remarrying Marketing and Logistics", **Logistics Information Management**, 3,3, 10-17
322. Rigotti, S., and Pitt, L.F. (1992) *SERVQUAL as a Measuring Instrument for Service Provider Gaps in Business Schools*. **Management Research News**, 15, 3, 9–17
323. Shackleton, D., Pitt, L.F., and Marks, A.S. (1990) *Managerial Decision Styles and Machiavellianism: A Comparative Study*. **The Journal of Managerial Psychology**, 5, 1, 9–16. (Impact factor 1.22)
324. Pitt, L.F., and Ramaseshan, B. (1989) *Communication Apprehension and Salesperson Performance—What Gift of What Gab?* **Journal of Marketing Management**, 5, 2, 173–189
325. Abratt, R., and Pitt, L.F. (1989) *The Selection and Motivation of Industrial Distributors: A Comparative Analysis*. **The European Journal of Marketing**, 23, 2, 144–153. (Impact factor 1.97)
326. Watson, R.T., and Pitt, L.F. (1989) *Remarrying Marketing and Logistics with IST*. **Industrial Management and Data Systems**, 1, 4–12.
327. Pitt, L.F., and Nel, D.(1989) *Student Surrogation in Behavioural Business Research: A Review and Decision Process Model*. **Management Research News**, 12, 8, 28–31
328. Pitt, L.F., Ramaseshan, B., and Nel, D. (1989) *The Doers and the Talkers—Some Effects of Communication Apprehension on Group Performance in a Business Game*. **Management Research News**, 12, 7, 1–6
329. Pitt, L.F., and Abratt, R. (1988) *Music in Advertisements for Unmentionable Products—A Classical Conditioning Experiment*. **The International Journal of Advertising**, 7, 130–137. (Impact factor 1.09)
330. Pitt, L.F., and Nel, D. (1988) *Pharmaceutical Promotion Tools—Their Relative Importance*. **The European Journal of Marketing**, 22, 5, 7–14. (Impact factor 1.97)
331. Pitt, L.F., and Nel, D. (1988) *The Wearer's Merit—A Comparison of the Attitudes of Buyers and Sellers to Corruption in Business*. **Industrial Marketing and Purchasing**, 3, 1, 30–39
332. Abratt, R., Clayton, B.H., and Pitt, L.F. (1987) *Corporate Objectives in Sports Sponsorship*. **International Journal of Advertising**, 6, 299–311. (Impact factor 1.09)
333. Pitt, L.F., and Abratt, R. (1987) *Pricing in Non-profit Organizations—An Overview and Conceptual Framework*. **The Quarterly Review of Marketing**, 12, Spring/Summer, 13–15.
334. Abratt, R., Fourie, J.L.C., and Pitt, L.F. (1985) *Tenant Mix—The Key to a Successful Shopping Centre*. **The Quarterly Review of Marketing**, Spring, April, 10, 19–26.

C. In Australasian Journals

335. Feng, C., Park, A., Pitt, L.F., and Kietzmann, J.H. (2020) *Artificial Intelligence in Marketing: A Bibliographic Perspective*, **Australasian Marketing Journal**, forthcoming)
336. Campbell, C., Berthon, P., Pitt, L., McCarthy, I., and Plangger, K. (2011) "Making a Face: Graphical Illustrations of Managerial Stances Toward Customer Creativity," **Australasian Marketing Journal** 20, 1, 9-15.
337. Ghazisaeedi, M., Steyn, P.G., and Pitt, L. F. (2010) *Believing the Bloggers: Implications of Consumer Skepticism for Public Relations*, **Asia-Pacific Public Relations Journal**, 11, 2, 79-91

338. Van Heerden, G., Salehi-Sangari, E., Pitt, L.F., and Caruana, A. (2009) *Do B2B Bloggers Believe Blogs? PR Insights on Blogger Skepticism*, **Asia-Pacific Public Relations Journal**, 10, November, 123-132
339. Pitt, L.F., Kates, S., McCarthy, I. and Berthon, P.R. (2006) *Customer Creativity: How Consumers Find Meaning in Product Transformation*, **Advertising Express**, July, 12- 15
340. Prinsloo, M., Pitt, L.F., and Berthon, P.R. (2006) *Marketing Strategy Failure: Diagnosis and Treatment*, **Advertising Express**, (India), April, 28-33
341. Berthon, P.R. and Pitt, L.F. (2005) *The Enigma of Advertising*, **Advertising Express**, (India) December, pp30-31
342. Morris, Michael H., John W. Altman, Leyland F. Pitt, (2005) *The Need for Adaptation in Successful Business Concepts: Strategies for Entrepreneurs*, **International Journal for Entrepreneurship Development (India)**, 3, 1, 23-34
343. Tsao, H-S, Pitt, L.F., and Caruana, A. (2005) *The Formation of a 'High Quality - High Price' Inferential Belief: A Study among Young Buyers of Mobile Phones and Notebooks*, **Asia-Pacific Journal of Marketing and Logistics**, 17, 1, 50-60
344. Krepapa, A., Berthon, P.R., Pitt, L.F., and Caruana, A. (2003) *Industrial Marketing and the Internet: Frameworks for Assessing Communication Strategies*, **Journal of Asia Pacific Marketing**, 2, 2
345. Berthon, P.R., Pitt, L.F., Ewing, M.T., and Nel, D. (2000) *Where Angels Fear to Tread: Interaction Effects in Multiple Regression*, **Australasian Journal of Market Research**, 8, 2 (July), 3-8
346. Robson, M.J., Pitt, L.F., and Nel, D. (1999) *Value-for-Money and Local Government Services Pricing: The Marketing Perspective*, **Journal of Contemporary Issues in Business and Government**, November, 41-45
347. Watson, R.T., Pitt, L.F., and Carey, N. (1990) *Information systems technology in support of distribution: Some Australian Experiences*. **The Australian Computer Journal**, 22, 3, August, 99–110

D. In African Journals

348. Bevelander, D.L., Page, M.J, Pitt, L.F., and Parent, M. (2015) *On a Mission: Achieving Distinction as a Business School?* **South African Journal of Business Management**, 46, 2, 29-41
349. Botha, E., Lilford, N., and Pitt, L.F. (2011) *South African management literature over the past fifteen years: Content analysis of the three top South African management journals*, **South African Journal of Business Management**, 42, 4, 89-98
350. Botha, E., Farshid, M., and Pitt, L.F. (2010) *How Sociable? An Exploratory Study of University Brand Visibility in Social Media*, **South African Journal of Business Management**, 42, 2, 43-51
351. Opoku, R.A., Pitt, L.F., and Abratt, R. (2007) *Positioning in Cyberspace: Evaluating Bestselling Authors' Online Communicated Brand Personalities Using Computer-Aided Content Analysis*, **South African Journal of Business Management**, 38,4, 21-32
352. Pitt, L.F., Berthon, J-P., and Prinsloo, M. (2007) *Market Orientation and Mode of Focus: A Study of South African Firms*, **Management Dynamics**, 16, 1, 20-33
353. Berthon, J-P., Opoku, R., Pitt, L.F., and Nel, D. (2007) *Brand Management and Strategic Performance: Some Evidence from South Africa*, **Journal of African Business**, 8, 2, 27-40
354. Nel, D., Pitt, L.F., and Berthon, P. (1997) *The ServQual Instrument: Reliability and Validity in South Africa*, **South African Journal of Business Management**, 28, 3, 113-122
355. Pitt, L.F., and Steyn, P.G. (1991) *Representation of Multivariate Strategic Product Data—Three Graphic Alternatives*. **South African Journal of Economic and Management Sciences**, April, 1–11
356. Pitt, L.F., Watson, R.T., and Nel, D. (1990) *Business Ethics: Should the Punishment Fit the Crime?* **South African Journal of Business Management**, 21, 4, 163–167
357. Miller, J., and Pitt, L.F. (1990) *Top Priorities in Information Systems: The South African Perspective*. **South African Journal of Business Management**, 21, 4, 120–128

358. Pitt, L.F., and Nel, D. (1990) *The Effects of Communication Apprehension on Group Performance*. **South African Journal of Business Management**, 21, 3, 67–71
359. Nel, D., Pitt, L.F., and Marx, S. (1990) *Do Many Hands Make Light Work—Group versus Individual Decision Making Revisited*. **South African Journal of Economic and Management Sciences**, 3, April, 31–44
360. Pitt, L.F., and Nel, D. (1990) *The Effects of Group Cohesiveness on Performance in a Simulated Management Decision Environment*. **South African Journal of Sociology**, 21, 1, 59–65
361. Watson, R.T., and Pitt, L.F. (1989) *Competing with Computers: An Integrated Approach to Identifying Areas of Competitive Advantage*. **South African Journal of Business Management**, December, 20, 4, 174–177
362. Nel, D., and Pitt, L.F. (1989) *Some Characteristics of Personal Interaction in Groups and Their Effects on Performance*. **South African Journal of Business Management**, December, 20, 4, 188–194
363. Pitt, L.F. (1989) *The Mission Statement and the Welfare Organization*. **Social Work**, 25, 4, October, 281–285.
364. Pitt, L.F., Nel, D., and de Wit P. (1989) *Monkey See, Monkey Do—A Comparison of the Attitudes of Top Management and Purchasing Managers Towards Ethical Issues in Business*. **South African Journal of Business Management**, 20, 1, 21–26.
365. Nel, D., Pitt, L.F., and de Wit, P. (1988) *One More Time—The Real Need For Corporate Ethics Policy*. **South African Journal of Economic and Management Sciences**, 1, November, 24–34
366. Pitt, L.F., and Nel, D. (1988) *Kamen's Quick Clustering Procedure for Attitudinal Data—A Research Note*. **The South African Journal of Business Management**, 19, 2, 75–78.
367. Pitt, L.F., and Nel, D. (1988) *Distribution Decisions in Non-profit Organizations*. **Social Work**, 24, 1, March, 13 -18
368. Pitt, L.F., and Nel, D. (1987) *The Appropriateness of the Product Life Cycle to Museums*. **South African Museums Association Bulletin**, 17, 5, July, 236–243.
369. Pitt, L.F., and Jarrard, C. (1987) *Corruptive Practice: Researching Purchaser Attitudes*. **South African Journal of Purchasing Research**, 1, 2, March, 23–32
370. Pitt, L.F., and Steyn, P.G. (1986) *The Status of the In-house Marketing Research Department in Large South African Companies*. **South African Journal of Business Management**, 17, 56–60
371. Pitt, L.F., and Dekker, H.J. (1986) *Marketing Orientation and the Adequacy of Funding in Welfare Organizations*. **Social Work**, 22, 3, August, 128–135
372. Pitt, L.F. (1985) *Managerial Attitudes Towards Corruption—A Pilot Study*. **South African Journal of Business Management**, 16, 1, 27–30
373. Pitt, L.F., and Abratt, R. (1984) *Consumer Dissatisfaction—Does the Consumer Seek Redress?* **South African Journal of Business Management**, 15, 3, 178 -181
374. Pitt, L.F., Steyn, P.G., and Abratt, R. (1984) *The Marketing Audit—It's Use by South African Companies*. **South African Journal of Business Management**, 15, 4, 225 -228
375. Pitt, L.F. (1982) *Fraudulent Consumers –The Attitudes of Young People to Consumer Initiated Fraud Against Business*, **South African Journal of Business Management**, Vol. 13, No. 4, 183 -188

In Peer Reviewed Journals of Other Countries

376. Pitt, L.F., Berthon, P.R., Watson, R.T., and Ewing, M.T. (2002) *Internet y la Estrategia de Precios (The Internet and the Strategy of Pricing)*, **Revista Economia & Administracion**, 8, 1, 29-38 (Chile)

II In Review/Accepted for Publication in Refereed Journals/Conference Proceedings
--

I have approximately ten other journal and conference papers in various stages of the review process at present.

III Books and Published Chapters in Books

1. McCarthy, I., Plangger, K., Robson, K., Kietzmann, J. & Pitt, L. (2019) Dynamic game plans: using gamification to entrain strategic renewal with environmental velocity." Chapter 18 in **Handbook of Strategic Renewal** edited by Aybars Tuncdogan, Adam Lindgreen, Frans van den Bosch and Henk Volberda, New York, NY: Routledge.
2. Berthon, P.R., Fedorenko, I., Pitt, L.F., and Lord Ferguson, S.T. (2018) "Can Brand Custodians Cope with Fake News? Marketing Assets in the Age of Truthiness and Post-Fact", in Atul Parvatiyar and Rajendra Sisodia, (eds.), **Handbook of Marketing Advances in an Era of Disruptions: Essays in Honor of Jagdish Sheth**, New Delhi, India: Sage
3. Pitt, L.F. (2017) "The Dark Side of Social Media: Foreword", in Close, A. (ed.), **The Dark Side of Social Media**, pp.xxi- xxiii, New York, NY: Routledge.
4. Pitt, L.F., Napoli, J., and van der Merwe, R. (2017) "Managing the Franchised Brand: The Franchisee's Perspective", Chapter 4, in **Advances in Corporate Branding**, John M. T. Balmer, Shaun M. Powell, Joachim Kernstock, Tim Oliver Brexendorf, eds., London, UK: Palgrave MacMillan
5. Watson, R.T., Berthon, P.R., Pitt, L.F., and Zinkhan, G. (2015) **Comercio Electrónico: La Perspectiva Estratégica** (Spanish translation of "Electronic Commerce Strategy: The Strategic Perspective), Athens, GA: The Global Text Project
6. Karen Robson and Leyland Pitt, (2014) "The Neglected Art (and science) of Financial Services Advertising", Chapter 19 in **The Routledge Companion to Financial Services Marketing**, Tina Harrison and Hooman Estelami, eds., London, UK: Routledge
7. Michael Morris, Blakely Davis, Adam Mills, Leyland Pitt, and Pierre Berthon (2013) "Opportunity and Entrepreneurial Marketing", chapter 7, in **Entrepreneurial Marketing, Global Perspectives**, Zubin Sethna, Rosalind Jones, and Paul Harrigan, eds., London, UK: Emerald, ISBN 9781781907863
8. A.S. Bal, C.L. Campbell, and L. Pitt, (2012) "*Viewer Reactions to Online Political Spoof Videos and Advertisements*", in **Online Consumer Behavior: Theory and Research in Social Media, Advertising and E-tail**, Angeline G. Close, editor, London, UK: Taylor & Francis Group
9. Pitt, L.F., and Boshoff, C. (2010) **Marketing for Managers: A Practical Approach, 3rd. ed.**, Claremont, South Africa: Juta and Company
10. Berthon, P. R., Holbrook, M., Hulbert, J.M., and Pitt, L.F (2010) "*Brand Manifold: Managing the Temporal and Socio-Cultural Dimensions of Brands*", Chapter 3, in Mark Uncles (ed.) **Perspectives in Brand Management**, Prahran, Victoria: Tilde University Press
11. McCarthy, I., Pitt, L.F., and Berthon, P.R. (2010) "*Service Customization Through Dramaturgy*", in Flavio S. Fogliatto and Giovanni J.C. da Silveira, eds., **Mass Customization: Engineering and Managing Global Operations**, pp. 43-64, London, UK: Springer-Verlag
12. Schindehutte, M., Pitt, L.F. and Morris, M.H., (2009) **Rethinking Marketing: The Entrepreneurial Imperative, Simplified Chinese Edition**, New York, NY: Pearson Education Inc.
13. Watson, R.T., Berthon, P.R., and Pitt, L.F. (2009) "*One Laptop Per Child(OLPC): From Instrumentality to Emergence in Information Systems*", in Galliers, R.D., and Currie, W. **The Oxford Handbook of Management Information Systems**, Oxford, U.K., Oxford University Press
14. Pitt, L.F. (2009) "*Real Decisions at Betfair.com*", case study in Solomon, M.R., Marshall, G.W., Stuart, E.W., Barnes, B.R., and Mitchell, V-W. (2009) **Marketing: Real People, Real Decisions**, 1st European Ed., Harlow, UK: Financial Times, Prentice-Hall
15. Schindehutte, M., Pitt, L.F. and Morris, M.H., (2008) **Rethinking Marketing: The Entrepreneurial Imperative**, New York, NY: Pearson Education
16. Pitt, L. F. (2007). *Opportunities in the network age*. In R. T. Watson (Ed.), **Information Systems**. Athens, GA: The University of Georgia Press
17. 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
18. 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
19. 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
 20. 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
 21. Pitt, L.F. (2002) **Marketing for Managers: A Practical Approach 2nd edition**, Kenwyn, South Africa: Juta & Co., Ltd
 22. Pitt, L.F. (2001) "Brand Equity: A Need for Two Perspectives", in **The Encyclopaedia of Brands and Branding in South Africa**, pp. 39 - 44, Johannesburg, South Africa: Affinity Advertising and Publishing, in Association with The Sunday Times
 23. Morris, M.H., Pitt, L.F., and Honeycutt, E.D., Jr. (2001) **Business to Business Marketing: A Strategic Approach**, Thousand Oaks, CA: Sage Publishing
 24. Pitt, L.F., and Nel, D. (2001) **South African Marketing: Cases for Decision Makers, 3rd ed**, Kenwyn, South Africa: Juta & Co., Ltd
 25. 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
 26. 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.
 27. **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
 28. 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.).
 29. 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.
 30. Pitt, L.F. *Foreword*, in Morris, Michael H. (1998) **Entrepreneurial Intensity: Sustainable Advantages for Individuals, Organizations and Societies**, Westport, Connecticut: Quorum Books, xv – xvi
 31. Pitt, L.F. (1998) *Parasuraman, Zeithaml and Berry*, in Warner, M., ed., **The Handbook of Management Thinking**, London, UK: Thomson Business Press, 501 506
 32. Pitt, L.F. (1998) **Marketing for Managers: A Practical Approach**, Kenwyn, South Africa: Juta & Co., Ltd
 33. 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
 34. 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).
 35. 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
 36. 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.).
 37. Pitt, L.F., and Bromfield, D. (1994) **The Marketing Decision Maker: From MkIS to MDSS second edition**, Kenwyn, South Africa: Juta & Co., Ltd.
 38. Pitt, L.F., and Bromfield, D., and Nel, D. (1992) **South African Marketing: Cases for Decision Makers** Kenwyn, South Africa: Juta & Co., Ltd

39. 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
40. Pitt, L.F., and Bromfield, D. (1991) **The Marketing Decision Maker: From MkIS to MDSS**, Kenwyn, South Africa: Juta & Co., Ltd.
41. 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*
42. 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, Case Studies and Engagements

1. Eriksson, T., Pitt, L.F., and Plangger, K.A. (2018) *Ecommerce in China: A Canadian Perspective, Report of the Asia Pacific Foundation of Canada*, Vancouver, BC, Canada.
2. Robson, K.E., and Pitt, L.F. (2018) *Victoria's Secret: Keeping Up in a Changing Industry*, **Sage Business Cases**, New York, NY: Sage Publishing
3. Robson, K.E., and Pitt, L.F. (2018) *Victoria's Secret: Keeping Up in a Changing Industry, Teaching Note*, **Sage Business Cases**, New York, NY: Sage Publishing
4. Robson, K.E., and Pitt, L.F. (2017) *Discovery Health and the Allied Benefits Saga: Underestimating the Power of Social Media*, **Sage Business Cases**, New York, NY: Sage Publishing
5. Robson, K.E., and Pitt, L.F. (2017) *Discovery Health and the Allied Benefits Saga: Underestimating the Power of Social Media, Teaching Note*, **Sage Business Cases**, New York, NY: Sage Publishing
6. Robson, K.E., and Pitt, L.F. (2017) *Tesco in South Korea: Strategic Localization*, **Sage Business Cases**, New York, NY: Sage Publishing
7. Robson, K.E., and Pitt, L.F. (2017) *Tesco in South Korea: Strategic Localization, Teaching Note*, **Sage Business Cases**, New York, NY: Sage Publishing
8. Robson, K.E., and Pitt, L.F. (2017) *Internet Vigilantism and Ashley Madison: Rebranding After a Cyberattack*, **Sage Business Cases**, New York, NY: Sage Publishing
9. Robson, K.E., and Pitt, L.F. (2017) *Internet Vigilantism and Ashley Madison: Rebranding After a Cyberattack, Teaching Note*, **Sage Business Cases**, New York, NY: Sage Publishing
10. Robson, K.E., and Pitt, L.F. (2016) *People of Walmart*, **Sage Business Cases**, New York, NY: Sage Publishing
11. Robson, K.E., and Pitt, L.F. (2016) *People of Walmart, Teaching Note*, **Sage Business Cases**, New York, NY: Sage Publishing
12. Robson, K.E., and Pitt, L.F. (2016) *Sherlock The Beagle: Viral Advertising Success Or Public Relations Disaster?* **Sage Business Cases**, New York, NY: Sage Publishing
13. Robson, K.E., and Pitt, L.F. (2016) *Sherlock The Beagle: Viral Advertising Success Or Public Relations Disaster? Teaching Note*, **Sage Business Cases**, New York, NY: Sage Publishing
14. **Bridging Business and Academia: Creating Learning Opportunities**. Academy of Management Annual Conference Vancouver, August 2015. *Organizers: Sergiy Dmytryiev*, U. of Virginia; **Shahir Kassam-Adams**, U. of Virginia. *Moderator: Michael James Lenox*, U. of Virginia. *Discussants: Charles A O'Reilly*, Stanford U.; **Richard Benson-Armer**, McKinsey and Co.; **Leyland Pitt**, Simon Fraser U.; **Roy R Suddaby**, U. of Victoria/Newcastle U.; **Michael L. Tushman**, Harvard U.; **James P. Walsh**, U. of Michigan, Ann Arbor
15. 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
16. Deighton, J., and Pitt, L.F. (2008) *"Marketing Chateau Margaux"*, **Harvard Business School Case Study, Teaching Note**, 508107, Boston MA: Harvard Business School Publishing
17. 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

18. 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
19. 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**
20. 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**
21. Halvorsen, W., Parent, M., and Pitt, L.F. (2009) "Selling Green Dots in Second Life", **Richard Ivey School of Business, Case Study 9B09A033**
22. Halvorsen, W., Parent, M., and Pitt, L.F. (2009) "Selling Green Dots in Second Life", **Richard Ivey School of Business, Teaching Note, 8B09A33**
23. Grant, P., Bal, A.S, Pitt, L.F., and Parent, M. (2011) "Impact of an Operatic Flash Mob on Consumer Behavior", **Part of the Film Section of The Association for Consumer Research Conference**, St. Louis, October, (nominated for Best Video) http://www.acrweb.org/acr/conference/special_events.aspx
24. Boon, E., Campbell, C.L., and Pitt, L.F. (2014) "Nespresso and the U.S. Market", **Richard Ivey School of Business, Case Study, 9B14M080**
25. Boon, E., Campbell, C.L., and Pitt, L.F. (2014) "Nespresso and the U.S. Market", **Richard Ivey School of Business, Case Study, Teaching Note, 8B14M080**

V Published Conference Proceedings (Peer Reviewed) *

A. North American Conferences

1. Hannah, D., Parent, M., Pitt, L.F., and Berthon, P.R. (2014) *Exploring the Sources, Characteristics, and Effects of Information Boundaries in Organizations*, **Proceedings of the 2014 Academy of Management Conference**, Philadelphia, PA, August, 2014
2. Pitt, L.F., Plannger, K., Bal, A., and Campbell, C.L. (2011) *National Brands and the Internet: Insights from Central America*, **Sensory Marketing: The Next Frontier - Proceedings of the Society for Marketing Advances Conferences Conference**, Memphis, TN.
3. Bal, A., Plannger, K., Mills, A., and Pitt, L.F. (2011) *Political Sex Scandals in Cartoon*, **Sensory Marketing: The Next Frontier - Proceedings of the Society for Marketing Advances Conferences Conference**, Memphis, TN.
4. McCarthy, I.P., Kietzman, J.H., Silvestre, B., and Pitt, L.F. (2011) *Absorbing user innovations: a typology of creative consumers and firm responses*, **Proceedings of the 2010 Academy of Management Conference**, San Antonio, TX, August, 2011
5. Ian P. McCarthy, Leyland Pitt, Pierre Berthon, (2010) "Service customization through dramaturgy", **Proceedings of the 2010 Academy of Management Conference**, Montreal, August, 2010
6. 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
7. 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
8. Campbell, C.L., Pitt, L.F., Berthon, P.R., Nel, D., and Boshoff, C. (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

* Since 2000 I have only chosen to list some 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

9. 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
10. 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
11. Berthon, P.R., and Pitt, L.F. (2007) "Managing the Creative Consumer Conundrum", **Proceedings of the Association of Consumer Research Annual Conference**, Memphis, TN.
12. 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
13. 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
14. 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)
15. 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.
16. 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
17. 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.
18. 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
19. 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.
20. 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
21. 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.
22. 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.
23. 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

24. 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
25. 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
26. 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
27. 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
28. 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
29. 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
30. 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
31. 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
32. 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
33. 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
34. 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
35. 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
36. 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
37. 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

38. 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
39. 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
40. 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
41. 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
42. 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
43. 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
44. 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
45. 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
46. 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
47. 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
48. 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.
49. 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.
50. 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
51. 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

52. 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
53. 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 Gilligan, 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 Gilligan, 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
 71. Jepsen, B., Pitt, L.F., and Berthon, P.R. *The Effects of Time on Transaction Costs and Relational Governance in Buyer-Supplier Channels: Review and Research Propositions*. **Making Marketing Work, Vol. 1, Proceedings of the Marketing Educators Group Conference**, D.L. Jobber, ed., University of Bradford, July 1995, pp 403–413
 72. Pitt, L.F., Watson, R.T., and Nel, D. *Internal Marketing of Services: A Longitudinal Case of Service Quality*. **Making Marketing Work, Vol. 2, Proceedings of the Marketing Educators Group Conference**, D.L. Jobber, ed., University of Bradford, July 1995, pp 646–654
 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
87. Hulbert, J.M., Pitt, L.F., Ewing, M. T., *Defection, Discourse and Devotion: Some Propositions on Customer Desertion, Dialogue and Loyalty*, **Proceedings of the Australian and New Zealand Marketing Academy Conference**, Ed. Aron O’Cass, Griffiths University, Queensland. 2000, p.103
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
94. With Ramaseshan, B., *Industrial Distribution—The Top Ten Issues*, Proceedings of **The Australian and New Zealand Association of Management Educators Conference**, Auckland, New Zealand, December, 1989. 15 pages
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

97. Tudhope, L.E., Pitt, L.F., and Berthon, P.R. *Some Effects of Behavioral and Attitudinal Variables on Compliance in Patients – Propositions and a Research Agenda*, **Proceedings of the South African Marketing Educators Conference**, Cape Town, South Africa, D. Nel and N. Terblanche, (eds.), pp218-231, April, 1999
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
106. With Walt, L. *Prescribing Habits of Medical Specialists—The Relative Importance of Various Marketing And Non-Marketing Variables*, **Western Cape Marketing Educators Conference Proceedings**, University of Cape Town, November 1990. 15 pages.
107. With Watson, R.T., *Marketing Researchers, IST and Competitive Advantage—Digging a Well Before You Get Thirsty*. **Proceedings of the 11th Annual Conference of The Southern African Marketing Research Association**, Mmabatho, November 12–15 1989 pp 33–81

108. With Steyn, P.G., *South African in-house marketing research departments: Do they even merit a 'B'?*, **Proceedings of the Southern African Marketing Research Association Conference**, Swaziland, 1985, pp 89–98
109. Pitt, L.F. *Using attitudinal techniques to research deviant behaviour*, **Proceedings of the Southern African Marketing Research Association Conference**, Swaziland, 1984, 19 pages

VI Book Reviews in Peer Reviewed Journals

1. Pitt, L.F. (1993) *Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research*, by Bearden, Netemeyer and Mobley, reviewed in **Journal of General Management**, 19, 2 (Winter), 90–92

VII Professional Journals and Magazines (in chronological order)

1. "Computerised Motor Vehicle Budgeting", in **Boardroom**, September 1978, pp 8–10
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
8. With Abratt, R., "Feeding misinformation to competitors can be justified", in **Boardroom**, April 1983, pp 3–5
9. Pitt, L.F., Heyns, J.E., Abratt, R., "Student Loans and Bank Loyalty", **The South African Banker**, February 1985, pp 28 -32
10. "Data and Information–there is a difference", in **Boardroom**, February 1985, pp 7–8
11. With Abratt, R., "What to look for in a trade exhibition", in **Entrepreneur**, January 1985, pp 15–16
12. With Abratt, R., "Strategic Management in South African Retailing", in **The Retailer**, May 1985, pp 9–11
13. "Beating the Bureaucrats–In Search of the End of Red Tape", in **Boardroom**, July 1985, p 19
14. With Steyn, P.G., "Management must make a commitment to research", in **Research Report** (supplement to: Market Place), November 1985, p 3
15. With Nel, D., "Using Faces to Portray the Image of a Retail Store", in **The FMCG Retailer**, July 1986, pp 54 -56.
16. With Steyn, P.G., "Has the marketing audit come of age in South Africa?", in **Boardroom**, 4th Quarter, 1986, pp 5–7.
17. With Abratt, R., "Pricing in Non-profit Organizations–A Framework and Conceptual Overview", in **Marketing World**, The Official Journal of The Australian Marketing Institute, Vol. 8, No. 1, Feb/Mar 1988, pp 26–28. Reprinted with permission from: Pitt, L.F., and Abratt, R., "Pricing in non-profit organizations–an overview and conceptual framework", in **The Quarterly Review of Marketing**, (United Kingdom), Vol. 12, Spring/Summer 1987, pp 13–15.
18. With Watson, R.T., "The 5 P's of Strategy", in **Management Western Australia**, Spring Edition, Vol. 6, No. 3, September–November 1988, p 8
19. "Exporting to Asia: The Reality and the Myths", in **Management Western Australia**, Winter Edition, Vol. 7 No. 2, June–August 1989, pp 12–13
20. 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
21. "Lip Service or Funeral Service?" in **Marketing Mix**, January 1990, pp 5-6
22. "Why Don't They Complain?." in **Marketing Mix**, February 1990, p 17
23. With Nel, C., Marks, A.S., Nel, D., "KSAMI–Key South African Marketing Issues". in **Professional Marketing Review**, March 1990, pp 26-31
24. "When Customer Care and Service Become a Fad", in **Marketing Mix**, March 1990, p72
25. "Strategic Marketing Planning: The Decisive Point for Marketers", in **Marketing Mix**, March 1990, pp 56–61
26. "Understanding Customer Perceptions of Service", in **Marketing Mix**, April 1990, p 50
27. "Writing the Strategic Marketing Plan", in **Marketing Mix**, April 1990, p 50
28. With Nel, C., Marks, A.S., and Nel, D., "Top 10 Marketing Issues of the '90s", in **Graduate School of Business News**, No. 30, May 1990
29. "Investing in Service–What are The Options?," in **Marketing Mix**, May 1990, p21
30. "Close Encounters of the Service Kind", in **Marketing Mix**, June 1990, p88
31. "Not Ignoring the Industrial Marketer", in **Marketing Mix**, July 1990, p21
32. "Assessing Customer Satisfaction", in **Marketing Mix**, August, 1990, p23
33. "Service Dominance–What does it Mean?," in **Marketing Mix**, September, 1990, p74
34. "Service Quality–Closing the Gaps", in **Marketing Mix**, October, 1990, p70
35. "Do You Know What Your Customers Expect?," in **Marketing Mix**, November, 1990, pp 17 -18
36. "Focus on Gap 2–Setting the Wrong Standards", in **Marketing Mix**, December, 1990, pp 59–60
37. "Focus on Gap 3–The Service Performance Gap", in **Marketing Mix**, January, 1991, 55–56

38. "Focus on Gap 4- Service Delivery and Broken Promises", in **Marketing Mix**, February, 1991, 52
39. "The Service Cycle", in **Marketing Mix**, March 1991, p 55
40. "Do You Really Know Who the Customer is?", in **Marketing Mix** April, 1991, p52
41. "Creating Customer Constituency", in **Marketing Mix** May, 1991, p61
42. "Targeting the Internal Market-Making the Internal Market an Important Target in Marketing Planning", in **Marketing Mix** July, 1991, pp 61- 62
43. "Why are We Waiting?", in **Marketing Mix** August, 1991, pp 61- 62
44. "Why are We Still Waiting?", in **Marketing Mix** September, 1991, p40
45. With Caruana, A., "Orientation of Your Firm Towards the Market", in **Professional Sales Management**, January 1995, pp 36-37
46. With McLuckie, J., "Metamorphosis in Marketing", in **Marketing and Sales Update**, February 1995, pp 4-5
47. With Berthon, P.R., and Watson, R.T., "The World Wide Web as an Advertising Medium", in **Perspectives**, Winter 1996, pp 14-15
48. With Berthon, P.R., and Hulbert, J.M., "Structuring Companies for Markets", **Financial Times**, (Mastering Management Series), August 16, 1996, p. 8
49. With Berthon, P.R., "Educating the International Manager: Divergent Global Perspectives", **Textile Horizons**, August-September, 1996, 19-23
50. With Berthon, P.R., "The Management Curriculum: Business Globalisation", **World Clothing Manufacturer**, September, 1996, 35-42
51. 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
52. With Berthon, P.R., and Hulbert, J.M. "How to Structure Firms to Serve, Anticipate and Create Markets and Technologies", **Perspectives**, Summer, 1998, 4-5
53. "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
54. 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
55. Watson, Richard; Berthon, Pierre; Pitt, Leyland; Zinkhan, George "Marketing in the age of the network." (French), **Market Leader**, Spring2005 Issue 28, p64-65
56. With Berthon, P.R., "The Ambiguity of Advertising", **Leadership Magazine**, Vol 11 (September) 2007, 17-18.
57. Berthon, Pierre; Pitt, Leyland. "Ambigüedad De La Publicidad." (Spanish), **Leadership: Magazine for Managers**, 2007, Vol. 4 Issue 11, p16-18
58. With Prinsloo, M. "Addressing information Shortages in Emerging Markets: A Case Study from South Africa", in **Effective Executive**, February, 2008, pp 28-34
59. 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
60. With Parent, M. (2008) "Stretching The Luxury Brand: Why do so many luxury brand extensions fail?", **Financial Post**, Tuesday, October 28
61. With Berthon, P.R., and Plangger, K. (2012) "The Rise and Rise of the Smartphone App: How is IT Doing?", **Cutter Benchmark Review**, 11, 8, 5-20
62. Reyneke, M., Pitt, L. and Berthon, P.R. (2012) "Fine wines and Facebook: Ignore social sites at your peril", **Strategic Direction**, 28, 6, 14-15

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 Friday, 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**

Leyland Pitt: Doctoral Students

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, Gordon Institute of Business Science, Hong Kong Baptist University, University of Birmingham, RMIT University, Deakin University.

University of Pretoria

1. Title: Group Decision Making in a Simulated Environment

Year: 1989

Degree: PhD

Student name: Deon Nel

Currently: Professor of Marketing, University of Cape Town, South Africa, previously 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*, *Journal of Service Research*, *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 former Dean, Kingston Business School, UK. Published in journals such as *Journal of Business Research*, *Journal of Retailing*.

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: Senior 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*, *Marketing Letters*, *European Journal of Marketing*.
Currently: Associate 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 Business Research*, *Journal of International Management*, *Journal of Brand Management*, *Academy of Marketing Proceedings*, *Academy of Marketing Science Proceedings*

Currently: Senior Lecturer, Donald School of Business, Red Deer College, Alberta, Canada

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: Associate 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: Chair of Industrial Marketing (retired), Royal Institute of Technology (KTH), Stockholm, 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 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
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, Computers in Human Behavior, International Review of Entrepreneurship Research, Journal of Services Marketing, Public Relations Quarterly, Asia-Pacific Public Relations Journal, South African Journal of Business Management*
Currently: Associate Professor in Marketing, University of Pretoria.
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: Associate Professor of Marketing, Graduate School of Business, University of Cape Town, 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: Professor of Management and Chair of the Women in Business Program, Rotterdam School of Management, Erasmus University, The Netherlands
25. Essays on the Issues of Readability in Business Disciplines
Year: 2012
Student Name: Setayesh Sattari
Published in: *International Journal of Wine Business Research, Journal of Communication Management, Journal of Strategic Management Education*
Currently: Assistant Professor, Linnaeus University, Sweden
26. Electronic Consumer Communication, Word of Mouth and Brand Image: Insights from Computer-Aided Content Analysis
Year: 2012
Student Name: Mana Farshid
Published in: *International Journal of Wine Business Research, South African Journal of Business Management, Journal of Financial Services Marketing, Journal of Business Research*
Currently: Associate Professor, Royal Institute of Technology (KTH), Sweden

27. Motivating External Participation In Marketing Intelligence Foresight

Year: 2019

Student Name: Andrew Flostrand

Published in: *Technological Forecasting and Social Change, Business Horizons, Journal of Product and Brand Management, Marketing Education Review*

Currently: Lecturer in Management Information Systems, Beedie School of Business, Simon Fraser University

Simon Fraser University

28. Title: Corporate Governance in a Transition Economy

Year: 2005

Degree: PhD

Student Name: Svetlana Poukliakova

(Member of Thesis Committee)

29. 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 Marketing, Journal of Public Policy and Marketing, Journal of the Operations Research Society, Journal of Advertising, Journal of Advertising Research, Journal of Business Research, European Journal of Marketing, Journal of Interactive Marketing*

Currently: Assistant Professor of Marketing, University of San Diego, California

30. Title: Corporate Social Responsibility Communication: Firm Strategies and Consumer Responses

Year: 2012

Degree: PhD

Student Name: Todd Green

Second Supervisor

Published in: *Journal of Consumer Marketing, Journal of Business Ethics, Long Range Planning, Academy of Marketing Science Proceedings*

Currently: Associate Professor of Marketing, Brock University, Canada

31. Title: La Route De La Ferme Saint-Simeon en Hiver, by Monet... 43 Million Dollars; White, by Rothko... 73 Million Dollars; My Family at the Burial of Our Dog Rover, by My Youngest

Son...Priceless

Year: 2012

Degree: PhD

Student Name: Anjali Bal

Supervisor

Published in: *Business Horizons, Journal of Public Affairs, Journal of Marketing Education, Journal of Consumer Behavior, Business Horizons, Journal of Advertising Research, European Journal of Marketing*

Currently: Tenured Associate Professor of Marketing, Babson College, Boston, MA.

32. Title: Understanding Individuals' Attachment to Social Networking Sites: An Empirical Investigation of Three Theories

Year: 2013

Degree: PhD

Student Name: Eric T. K. Lim

Member of Thesis Committee

Currently: Senior Lecturer in Management Information Systems, University of New South Wales, Sydney, Australia

33. Title: Customer Surveillance: Consumer Attitudes and Management Strategies

Year: 2015

Degree: PhD

Student Name: Kirk Plangger

Supervisor

Published in: *Business Horizons, Journal of Retailing, Journal of Interactive Marketing, European Journal of Marketing, Journal of Strategic Information Systems, Journal of Advertising Research, Academy of Marketing Science Review, Industrial Marketing Management, Journal of Business Research*. Awarded the SSHRC Armand Bombardier Doctoral Research Grant 2011-2014.

Currently: Senior Lecturer, Department of Management, King's College, London.

34. Title: Silent Salespeople: The Stories Packages Tell

Year: 2016

Degree: PhD

Student Name: Adam Mills

Supervisor

Published in: *Business Horizons, Journal of Business Research, Marketing Theory, Journal of Marketing Education, British Dental Journal*. Winner of the Jane K. Fenyo Award for Best Student Paper at the Academy of Marketing Science Conference, San Diego, CA, 2017.

Currently: Assistant Professor and the Chase Minority Entrepreneurship Distinguished Professor, Loyola University, New Orleans, LA, USA

35. Title: Understanding Creative Consumers: Implications for Intellectual Property and Brand Management

Year: 2016

Degree: PhD

Student name: Karen Robson

Supervisor

Published in: *Business Horizons, Technovation, Journal of Advertising, Journal of Advertising Research, International Journal of Marketing Research, MIS Quarterly Executive*. Awarded the SSHRC Armand Bombardier Doctoral Research Grant 2013-2015. Winner of the American Marketing Association Consumer Behavior SIG "Rising Star Award", 2015.

Currently: Assistant Professor of Marketing, Odette School of Business, University of Windsor

Currently supervising PhD students in Marketing:

Emily Treen (since 2015). Published in *Business Horizons, Journal of Strategic Marketing, Journal of Marketing Education, Journal of Product and Brand Management, Journal of Advertising Research* and others. Winner of the Darden Award for Best Research Methods Paper at the Academy of Marketing Science Conference, San Diego, CA, 2017; Jay Lindquist Award for the Best Paper, Academy of Marketing Science World Marketing Conference, Edinburgh, 2019. Awarded the SSHRC Armand Bombardier Doctoral Research Grant 2017-2019.

Sarah Lord Ferguson (since 2017). Published in *Business Horizons, Journal of Wine Research, Journal of Business-to-Business Marketing, Academy of Marketing Science Review, Journal of Marketing Management, Journal of Advertising Research*. Jay Lindquist Award for the Best Paper, Academy of Marketing Science World Marketing Conference, Edinburgh, 2019; AMS Sheth Foundation Award for Best Conceptual Paper, Academy of Marketing Science Conference, 2019; Awarded the SSHRC Armand Bombardier Doctoral Research Grant 2019-2021.

Cai Feng (Mitsu) (Since 2019). Published in *Proceedings of Society for Marketing Advances*

Joey Lam (Since 2019). Published in *Journal of Wine Research*.

Queens University

36. 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)

University of Georgia

37. Title: Social Marketing and Social Media: Using Internet-Based Social Network Systems to Encourage Green Behavior
Year: 2011
Degree: PhD
Student Name: Paul York
(Member of Thesis Committee)

Bentley University

38. Title: Ironic Advertising: Theory, Evidence and Practice
Year: 2012
Degree: PhD
Student Name: Ekin Pehlivan Yalcin
(Member of Thesis Committee)

Royal Institute of Technology (KTH), Stockholm, Sweden

39. Title: Exploring Branded Flash Mobs: A study of the impact of BFMs on consumer behavior and brand equity
Year: 2014
Student Name: Philip Grant
Co-supervisor
Published in: *Journal of Public Affairs, Journal of Marketing Communication, Journal of Consumer Behavior, Marketing Theory*
Currently: Assistant Professor of Marketing, University of the Andes, Bogota, Colombia

40. Title: An Assessment Of The Application Of Semiotics In The Analysis Of Mass Communication Messages
Year: 2014
Student Name: Ria Wiid
Co-supervisor
Published in: *Journal of Public Affairs, Business Horizons, Marketing Intelligence and Planning, Marketing Theory*
Currently: Senior Lecturer, Worcester Business School, University of Worcester, United Kingdom

41. Title: Deal of the Day: An Assessment of a New Form of Sales Promotion
Year: 2014
Student Name: Edward Boon
Co-Supervisor
Published in: *Psychology & Marketing, Business Horizons, International Journal of Marketing Research, Journal of Public Affairs*
Currently: Professor, Webster University, Geneva, Switzerland

42. Title: Consumer Knowledge and its Implications for Aspects of Consumer Purchasing in the Case of Information-intensive Products
Year: 2016
Student Name: Debbie Ellis
Co-supervisor
Published in: *Journal of Wine Research, International Journal of Wine Business Research, Business Horizons, Journal of General Management*
Currently: Associate Professor of Marketing, University of Natal

43. Title: Apps in the U-space- from mobile to ubiquitous marketing
Year: 2016

Student Name: John Bredican

Co-Supervisor

Published in *Journal of Retailing and Consumer Services*, *British Dental Journal*, *Journal of Medical Marketing*

Currently: Teaching Fellow, King's College, London

44: Understanding the provision and processing of information for information-intensive products as a basis for market segmentation

Year: 2016

Student Name: Daniel Hall

Co-supervisor

Published in *British Food Journal*, *Journal of General Management*, *International Journal of Wine Business Research*, *Business Horizons*

45. Political Marketing: Understanding and Managing Stance and Brand Positioning

Year: 2017

Student Name: Alessandro Bigi

Co-supervisor

Published in *Journal of Product and Brand Management*, *Journal of Public Affairs*

Currently: Lecturer in Marketing, University of Verona, Italy

46. Identification and Assessment of Luxury Brand Segments in the Emerging Markets: Case of South Africa

Student name: Beate Stiehler

Co-Supervisor

Published in *Qualitative Marketing Research*, *International Journal of Wine Business Research*

Currently: Senior Lecturer in Marketing, University of Johannesburg

47. The role of resource access in determining value processes and value outcomes at different stages of the consumption journey

Student name: Kerry Chipp

Co-Supervisor

Published in *European Journal of Marketing*, *California Management Review*, *Journal of Business Research*, *Journal of Product and Brand Management*

Currently: Senior Lecturer in Marketing, Maynooth University, Ireland

48. Understanding Individual and Collective Consumer Power in the Modern Economy

Student name: Matthew Wilson

Co-supervisor

Published in *Technovation*, *Business Horizons*, *Journal of Product and Brand Management*

Currently: Assistant Professor of Marketing, Central Michigan University