

EUGENE W. ANDERSON

Senior Associate Dean for Academic Affairs

D. Maynard Phelps Professor of Business Administration

Stephen M. Ross School of Business
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CURRENT POSITION

Stephen M. Ross School of Business at the University of Michigan

Senior Associate Dean for Academic Affairs (2010-)

- Responsible for tenure-track and supplemental faculty affairs
 - Appointments, promotions, contracts, and renewals
 - Faculty development and research support
 - Coordination of teaching and service assignments
- Provide leadership and direction for all degree programs
 - Full-Time BBA and MBA
 - Part-time MBA: Evening, Executive, Global, and Weekend
 - Specialty Master's: Accounting, Supply Chain Management
 - Over 20 Dual or Joint Degree Programs
 - Combined tuition revenue of over \$90M
- Participate broadly in all aspects of leading the Ross School
 - Strategic planning and execution of initiatives
 - Stewardship of human, financial, and physical resources
 - Facilitation and support of faculty research
 - Curriculum innovation and execution
 - Collaboration with other units, alumni and external partners
 - Marketing and communications
 - Alumni relations and development

EXPERIENCE

Stephen M. Ross School of Business at the University of Michigan

Academic Director for Action-Based Learning (2009-)

- Responsible for all experiential, field-based learning programs
 - Led action-based learning program in partnership with over 100 corporations, startups, and NGO's
 - Emphasis on projects focused on growth, innovation, sustainability, and social enterprise
 - Over 50% international
 - Garnered external donor support and funding for ABL
 - Collaborated with other campus units on ABL activities
 - Developed ABL-related pedagogy and intellectual capital
 - Ensured optimal student experience in ABL programs
 - Facilitated and led a new ABL initiative for undergraduates

Associate Dean for Degree Programs (2002-2007)

- Responsible for undergraduate and master's level degree programs
 - Full-Time BBA and MBA Programs
 - Part-time Evening MBA, Executive MBA, and Global MBA
 - Specialty Master's: Accounting, Supply Chain Management
 - 20+ Dual Degree Programs
 - Combined tuition revenue of over \$80M in 2006-07
- Responsible for all instructional effort and program support units
 - Admissions
 - Financial Aid
 - Academic Services
 - Student Life
 - Office of Career Development
 - Total operating budget in excess of \$55M in 2006-07
- Led all instructional and curriculum-related initiatives
 - Key accomplishments
 - Redesign of Full-Time MBA program
 - Expansion of BBA from 2-year to 4-year program
 - Restructuring of required MBA field practicum (MAP)
 - Design of Ross Leadership Initiative

EXPERIENCE (continued)

Stephen M. Ross School of Business at the University of Michigan

Academic Director, Executive MBA Program (2000-2002)

- Led development and launch of RSB's first Executive MBA program
 - Designed new curriculum appropriate for senior managers
 - Created 'hybrid' learning format combining classroom and distance learning
 - Developed end-to-end leadership development experience

Professor of Marketing (2000-)

Associate Professor of Marketing (1994-2000)

Assistant Professor of Marketing (1989-1994)

INSEAD

Visiting Scholar (2005)

EDUCATION

University of Chicago

- Ph.D. in Business Administration (June 1989)
 - Major: Marketing
 - Minor: Statistics

University of Illinois at Urbana-Champaign

- Master's of Business Administration (May 1983)
 - Major: Marketing
- Bachelor of Science in Business Administration (May 1981)
 - Major: Marketing
 - Minor: Management Science

HONORS AND AWARDS

- Faculty Fellow, INFORMS Doctoral Consortium (2005)
- Winner of *Marketing Science Institute/Journal of Marketing Competition* on "Linking Marketing to Financial Performance" (2002)
- FedEx Excellence in Service Research Award (2002)
- Victor L. Bernard Faculty Teaching Leadership Award (2000)
- Finalist for PhD Teaching Award (1998,1999)
- American Marketing Association Best Services Article Award (1997)
- INFORMS College on Marketing Little Best Paper Award Finalist (1993,1997)
- Finalist for MBA Teaching Award (7 times)
- Student Fellow, American Marketing Association Doctoral Consortium (1986)

RESEARCH

Refereed Publications

- Anderson, Eugene W., and Sattar Mansi (2009), "Does Customer Satisfaction Matter to Investors? Findings from the Bond Market," *Journal of Marketing Research*, 46:5 (October), 703-714.
- Anderson, Eugene W. (2007), "Linking Service and Finance," *Marketing Science*, 25:6 (November-December), 587-589.
- Mittal, Vikas, Eugene W. Anderson, Akin Sayrak, and Pandu Tadikamalla (2005), "Dual Emphasis and the Long-Term Financial Impact of Customer Satisfaction," *Marketing Science*, 24:4 (Fall), 531-543.
- Morgan, Neil, Eugene W. Anderson, and Vikas Mittal (2005), "Understanding Firms' Customer Satisfaction Information Usage," *Journal of Marketing*, 69:3 (July), 121-135.
- Anderson, Eugene W., Claes Fornell, and Sanal Mazvancheryl (2004), "Customer Satisfaction and Shareholder Value," *Journal of Marketing*, 68:4 (October), 172-185.
- Anderson, Eugene W. and Linda Court Salisbury (2003), "The Formation of Market-Level Expectations and Its Covariates," *Journal of Consumer Research*, 30:1 (June), 115-124.
- Anderson, Eugene W. and Vikas Mittal (2000), "Strengthening the Satisfaction-Profit Chain," *Journal of Service Research*, 3:2, 107-120. (Winner: 2001 FedEx Excellence in Service Research Award)
- Anderson, Eugene W. (1998), "Customer Satisfaction and Word-of-Mouth," *Journal of Service Research*, 1:1, 1-14. (Finalist: 1998 FedEx Excellence in Service Research Award)
- Anderson, Eugene W., Claes Fornell, and Roland Rust (1997), "Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services," *Marketing Science*, 16:2, 129-45. (1997 John

D.C. Little Best Paper Award Finalist and Winner of the American Marketing Association's Best Services Article Award for 1997.)

Fornell, Claes, Michael D. Johnson, Eugene W. Anderson, Jaesung Cha, and Barbara Bryant (1996), "The American Customer Satisfaction Index: Description, Findings, and Implications," *Journal of Marketing*, 60:4 (October), 7-18.

Anderson, Eugene W. (1996), "Customer Satisfaction And Price Tolerance," *Marketing Letters*, 7:3 (July), 19-30.

Huff, Lenard, Claes Fornell, and Eugene W. Anderson (1996), "Productivity and Quality: Complementary and Contradictory," *Quality Management Journal*, 4:1, 22-39.

Johnson, Michael D., Eugene W. Anderson, and Claes Fornell (1995), "Rational and Adaptive Expectations in a Customer Satisfaction Framework," *Journal of Consumer Research*, 21:4 (March), 695-707.

Anderson, Eugene W., Claes Fornell, and Donald R. Lehmann (1994), "Customer Satisfaction, Market Share, and Profitability," *Journal of Marketing*, 58:3 (July), 53-66.

Ramaswamy, Venkatram, Eugene W. Anderson, and Wayne S. DeSarbo (1994), "A Disaggregate Negative Binomial Regression Procedure For Count Data Analysis," *Management Science*, 40:3 (March), 405-417.

Anderson, Eugene W., Claes Fornell and Donald R. Lehmann (1993), "Economic Consequences of Providing Quality and Customer Satisfaction," *Marketing Science Institute*, Report #93-112 (August).

Anderson, Eugene W. (1994), "Cross-Category Variation In Customer Satisfaction And Retention", *Marketing Letters*, 5:1 (January), 19-30.

Anderson, Eugene W. and Mary W. Sullivan (1993), "The Antecedents and Consequences of Customer Satisfaction For Firms," *Marketing Science*, 12:2 (Spring), 125-143 (2nd most cited article ever published in *Marketing Science*).

Anderson, Eugene W. and Steven M. Shugan (1991), "Repositioning For Changing Preferences," *Journal of Consumer Research*, 18 (September), 219-32.

Working Papers

"Industry Differences in Customer Satisfaction: The Moderating Role of Customization."

"The Signal Value of Others' Behavior: Informational Cascades in the Auction of the Estate of Jacqueline Kennedy Onassis," with Jonathan Frenzen, University of Chicago, and Mary Sullivan, George Washington University.

Book Chapters

Anderson, Eugene W. and Claes Fornell (2000), "Foundations of the American Customer Satisfaction Index," *Journal of Total Quality Measurement*, 11:7, S869-S882.

Anderson, Eugene W. and Claes Fornell (1999), "The Customer Satisfaction Index As A Leading Indicator," *Handbook of Services Marketing and Management*, Dawn Iacobucci and Terri Swartz (eds.), New York: Sage.

Anderson, Eugene W. (1995), "An Economic Approach to Understanding How Customer Satisfaction Affects Buyer Perceptions of Value," *Marketing Theory and Applications*, Vol. 6, edited by David W. Stewart and Naufel Vilcassim.

Anderson, Eugene W. and Claes Fornell (1994), "Firm, Industry, and National Indices of Customer Satisfaction: Implications For Services," *Service Quality: New Directions in Theory and Practice*, eds. Roland T. Rust and Richard L. Oliver, Sage Publications: Thousand Oaks, CA, 241-268.

Anderson, Eugene W. (1993), "Firm, Industry, and National Indices of Customer Satisfaction: Implications For Services," *Advances In Services Marketing Management: Research and Practice*, eds. Teresa Swartz, Stephen W. Brown, and David E. Bowen, JAI Press: Greenwich, CT, 2, 87-108.

CD-ROMS, Books, and Invited Book Chapters

Fornell, Claes, David VanAmburg, Forrest Morgeson, Eugene W. Anderson, Barbara Everitt Bryant, and Michael D. Johnson (2005), *The American Customer Satisfaction Index at Ten Years: A Summary of Findings with implications for the Economy, Stock Returns, and Management*, NQRC, Stephen M. Ross School of Business, University of Michigan, 125 pp.

Anderson, Eugene W., Paul Seguin, Valerie Suslow, and David Wright (1998), *Pre-MBA Series 2000*, New York, NY: Irwin.

Anderson, Eugene W., Paul Seguin, Valerie Suslow, and David Wright (1997), *Quantitative Skills Interactive*, New York, NY: Irwin.

Anderson, Eugene W., Barbara Bryant, Jaesung Cha, Claes Fornell, and Michael D. Johnson (1994), *American Customer Satisfaction Index Methodology Report*, Milwaukee, WI: American Society for Quality Control.

Anderson, Eugene W. and Claes Fornell (1993), "A Customer Satisfaction Research Prospectus," *Service Quality: New Directions in Theory and Practice*, eds. Richard L. Oliver and Roland T. Rust, Sage: Newbury Park, CA, 239-266.

Technical Reports

"1997 ACSI Report on the Gasoline Industry," National Quality Research Center, February 1998.

"1997 ACSI Report on the Telecommunications Industry," National Quality Research Center, May 1997.

"1996 ACSI Report on the Property Insurance Industry," National Quality Research Center, February 1997.

"1996 ACSI Report on the Life Insurance Industry," National Quality Research Center, February 1997.

"1996 ACSI Report on the Beer Industry," National Quality Research Center, November 1996.

"Customer Satisfaction Measures And Their Usage Within The Organization: An Annotated Bibliography," Research Monograph, Pole Universitaire Leonardo de Vinci, August 1996.

"1996 ACSI Report on the Telecommunications Industry: Local Telephone," National Quality Research Center, May 1996.

RESEARCH GRANTS

United States Government ACSI

Purpose: To develop an ACSI for 30 Government Agencies

Amount: \$600,000

Role: Core Faculty Member (Claes Fornell, Director).

Marketing Science Institute

Purpose: To investigate the impact of satisfaction on profitability.

Amount: \$5,000 research grant.

Role: Principal Investigator.

American Society For Quality

Purpose: American Customer Satisfaction Index

Amount: \$1,200,000 annually.

Role: Core Faculty Member (Claes Fornell, Director).

American Society For Quality Control

Purpose: To develop an American Customer Satisfaction Index

Amount: \$200,000 seed money plus \$800,000 matching grant.

Provided 20% of funding plus summer support for 1993-94.

Role: Core Faculty Member (Claes Fornell, Director).

Marketing Science Institute

Purpose: When do customer satisfaction programs really pay off?

Amount: \$10,400 research grant.

Role: Principal Investigator.

EDITORIAL BOARD SERVICE

- Area Editor: *Marketing Science* (2003-10)
- Associate Editor: *Journal of Consumer Research* (2002-05)
- Editorial Boards: *Journal of Consumer Research* (1999-2009)
Journal of Marketing Research (1998-2003)
Journal of Marketing (1994-96, 2002-10)
Journal of Service Research (1997-2010)
Marketing Letters (2007-10)
Marketing Science (2001-10)
- Ad Hoc Reviewer: *International Journal of Research in Marketing*
Journal of Consumer Psychology
Sloan Management Review
Journal of the Academy of Marketing Science
European Marketing Association Conferences
Psychology & Marketing
ACR Conferences
Summer and Winter AMA Educators' Conferences
Academy of Marketing Science Conference
AMA Doctoral Dissertation Competition
Marketing Science Institute Doctoral Dissertation Competitions

PROFESSIONAL SERVICE

Positions: *Secretary-treasurer, INFORMS College on Marketing (1995-97)*

AACSB Reviewer: Accreditation Review, Fuqua School, Duke University (2003)

Program Reviews: Wharton Undergraduate Program (2003)
Goizeuta MBA Program (2005)

Conference Chair: Co-Chair of 2010 INFORMS Marketing Science Conference

UNIVERSITY SERVICE

Marketing Area Service

Core Course Coordinator, 1995-2002

Curriculum Committee, 2007-2008 (Chair)

PhD Committee, 1994-2000

Recruiting Coordinator, 1996-1999

Seminar Coordinator, 1994-1996

Strategy Committee, 2007-2008

Business School Service

75th Anniversary Challenge Steering Committee, 1998-2000

BBA Curriculum Review Team, 2003-2004 (Chair)

Business Administration Subject Area Coordinator, 2002-2007

Community Operations Action Team, 2006-2007 (Chair)

Core Course Committee, 1991-2007 (Chair, 2002-2007)

Core Curriculum Review Committee, 1996-1997

Curriculum Committee, 1996-2007 (Chair, 1997-2000; *Ex Officio*, 2002-2007)

Executive MBA Advisory Committee, 2000-2007 (Chair, 2000-2002)

Executive MBA Program Development Team, 1999-2000

Executive Committee, 2002-2007 (*Ex Officio*)
Facilities Steering Group, 2003-2004
Global Strategy Task Force, 2002-2003 (Chair)
Information Resources Committee, 1998-2000
Information Technology Task Force, 2000
Leadership Development Advisory Board, 2004-2006 (Chair)
MAP Advisory Task Force, 2004-2006 (Chair)
MAP Faculty Advisory Committee, 1996-1999
MBA Admissions, 2002-2004 (Chair)
MBA Core Task Force, 2002-2004 (Chair)
New Business Advisory Committee, 1999
Part-Time Programs Development Group, 2004-2007 (Chair)
Proposal 2 Community Task Force, 2006-2007 (Chair)
Strategic Planning Committee, 1996-1997
Student Code of Conduct Task Force, 2004-2005 (Chair)
Teaching Committee, 1995-1997, 2008-2009 (Chair)

University of Michigan Service

Associate Provost and Associate Dean's Group, 2002-2007
Business School Dean Search Advisory Committee, 2000-2001
Committee on Evaluating and Enhancing Teaching Performance, 1996
Lecturer's Employee Organization Advisory Committee, 2003-2007
Provost's China Task Force, 2005
Undergraduate Deans Advisory Committee, 2004

WORK WITH EXTERNAL ORGANIZATIONS

Corporate

3A SA
3M
Afrox
American Express
Barclay's
Baxter
British Telecom
Chelsea Rhone
Chip Ganassi Racing Teams
CorAssist
Delphi
Domino's
Eli Lilly
Equinox
Experian
ESAB
Ford
Google
Hyatt
Hyundai
Intel
Kodak
Microsoft Corporation
Panasonic
Procter & Gamble
Rainforest Expeditions
ReCelluar
Solutia
Syntel
The Linde Group
Toyota
TRW

Ubisoft
Valspar
Visteon

Entrepreneurial

BioXim (Medical Devices)
Cellergy (Telecom)
Chiasma (Life Sciences)
Conergy (Alternative Energy)
Corrassist (Medical Devices)
Crackle (Social Media)
Diverse Energy (Alternative Energy)
Electronic Conversion Devices (Alternative Energy)
Fauchier & Associates (Hedge Funds)
GCrypt (Software)
MotionPoint (Web Services)
MPS (Sustainable Operations)
MyWire (Social Media)
Novar (Telecom)
Relaxis (Medical Devices)
Visotek (Lasers)

Non-Profit

Ashoka
Carbon Disclosure
Make-a-Wish

Government

Army Corps of Engineers
Bureau of the Census
Center for Disease Control
Centers for Medicare and Medicaid
Consular Affairs
Department of Agriculture

Department of Commerce
Department of Defense
Department of the Treasury
Department of State
Federal Aviation Administration
FEMA
Forest Service
Food and Drug Administration
General Services Administration
Internal Revenue Service
NASA
National Institutes of Health
National Institute of Justice
National Library of Medicine
National Parks Service
National Science Foundation
National Weather Service
Office on Women's Health
Pension Benefit Guaranty Corp.
Social Security Administration
United States Mint
Veterans Health Administration

EXTERNAL BOARDS

Emerson School (K-8), Board of Trustees, 2007-present

TEACHING EXPERIENCE

Undergraduate

Principles of Marketing
Action-Learning Projects (ALPS)

MBA

Brand Management
Marketing Management
Multi-Disciplinary Action Projects (MAP)
Multi-Disciplinary Implementation Projects
Strategic Marketing Planning

Executive MBA

Marketing Management

Executive Education

Customer Satisfaction
Marketing Management
Strategic Marketing Planning

TEACHING INTERESTS

Action-Based Learning
Customer Satisfaction
Marketing Management
Service Marketing
Strategic Marketing Planning