

CLAUDE R. MARTIN JR.
CURRICULUM VITA – April, 2001

Isadore and Leon Winkelman Professor of Retail Marketing
University of Michigan

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Personal Information: Born May 11, 1932
United States citizen
Married (Marie)
Six children & eight grandchildren

Current Position: Isadore & Leon Winkelman Professor of Marketing
University of Michigan

Previous Positions:

1952-1955	Radio & Television Newsman - Northeastern Pennsylvania
1955-1957	Night Operations Supervisor - Armed Forces Radio & TV Service, Los Angeles
1957-1961	News Director - WNEP-TV
1961-1963	Director of Systems - Blue Cross/Blue Shield, Pennsylvania
1963-1965	Research Assistant - Columbia University, New York
1964-1965	Lecturer in Marketing - St. Francis College, New York
1965-1969	Lecturer in Marketing - University of Michigan
1969-1972	Assistant Professor of Marketing - University of Michigan
1973-1977	Associate Professor of Marketing - University of Michigan
1978-1980	Professor of Marketing - University of Michigan
1976-1984	Board of Directors, Comerica Bank -Ann Arbor.
1983-1989	Board of Directors, Perry Drug Stores Inc. (NYSE)
1986-1989	Chairman, Marketing Faculty - University of Michigan
1991	Visiting Professor, Institut d'Administration des Entreprises, Universite de Droit, d'Economie et des Sciences d'Aix-Marseille, @ Aix-en -Provence, France
1980-Present	Isadore & Leon Winkelman Professor of Marketing - University of Michigan
1978-Present	Co-Editor, <i>Journal of Current Issues and Research in Advertising</i>

National Biographical Listings:

Who's Who in the World
Who's Who in America
Who's Who in the Midwest
Who's Who in Germany
Dictionary of International Biography
Men of Achievement

Scholarly Honors and Awards:

Alpha Sigma Nu (International Honors Fraternity)
AJCU Business Deans' Award
(200th Anniversary of Jesuit Education in U.S., 1989)
O'Hara Award for Distinguished Service in Education
(University of Scranton, 1994)
Team Kania Award (Kania School of Management, 2000)

Academic Background:

Bachelor of Science in Business Administration (1954)
Master of Business Administration (1963)
University of Scranton
Ph.D. in Business Administration (1969)
Columbia University

Community Service:

Board of Trustees
University of Scranton (1996-present)
Services Steering Committee
Marketing Science Institute, (1990-present)
Board Member
National Advertising Review Board (1989-1993)
University Council (1989 - 1996)
University of Scranton
Board of Directors (1970-1971)
American Cancer Society (Michigan)
Board of Trustees (1979-1987) and Treasurer (1980-1987)
Catholic Social Services
Committee on Real Estate (1983-1989)
Diocese of Lansing

Organizations:

American Marketing Association
Association for Consumer Research
American Collegiate Retailing Association
Academy of Marketing Science
Adcraft Club of Detroit

Southwest Marketing Association
European Academy of Marketing
American Academy of Advertising
Member, Research Committee, 1982-88
Chairman, Research Committee, 1987-88

Editorial Review Boards:

Journal of Advertising
European Journal of Innovation Management

Ad hoc reviewer:

Journal of Marketing
Journal of Marketing Research
International Journal of Service Industry Management
Journal of Business and Industrial Marketing
Journal of Retailing and Consumer Services
Journal of Business Research

Reviewer for Academic Conferences (1970-1999):

American Marketing Association
Academy of Marketing Science
American Psychological Association
American Academy of Advertising
European Academy of Marketing
American Collegiate Retailing Association

Member of the scientific committee for the 1995,
1997, 1999, & 2001 International Research
Seminars on Marketing Communications and
Consumer Behavior (France).

Research Experience:

Dr. Martin has authored more than 70 articles appearing in national and international journals. The author of five books and monographs, he also has served since 1978 as co-editor of the **Journal of Current Issues and Research in Advertising**.

1968-1973 Director of Research Group B. This was a group of department stores in eight midwestern and southwestern states who supported through the University of Michigan a program of basic research into consumer behavior.

1974-1975 Directed preparation of an economic, cultural and educational impact study for the State of West Virginia on the development of Blenerhasset Island. The study formed the foundation for a projected

multi-million dollar development of the island as an historic tourist attraction.

- 1979-1980 Served as a member of a research group that examined household and business mailstreams in a major national study commissioned by the U.S. Postal Service. This study was coordinated through the Institute for Social Research, University of Michigan.
- 1968-1979 Directed a program of graduate student development of marketing plans for major organizations. Among the organizations participating in this program were: Ford Motor Company, Wolverine WorldWide Inc., Detroit Coca-Cola Bottling Company, Federal Reserve System, Michigan Bell Telephone Company, American Cancer Society, Warner Vineyards Inc., A.T. & T., and U.S. Plywood/Champion Paper Inc.
- 1978-1979 Principal researcher for the Federal Reserve System on the potential for the Susan B. Anthony dollar prior to its 1979 introduction. This was a comprehensive study among consumers, retailers, and financial service institution providers. The study correctly predicted the failure of this new coin.
- 1978-1979 Co-principal on a project formulating a model for service demand at the Survey Research Center, University of Michigan. This national study was funded by a grant from American Express.
- 1983 Directed a study into demand for the U.S. Olympic Coin offering. This project addressed the basic positioning of the coin and the advertising strategy for it. The project was funded by the office of the Treasurer of the United States.

- 1980-1986 Principal investigator and director of research for a project commissioned by the Federal Reserve Board of Governors to examine public attitudes and usage of U.S. currency. This project was coordinated with the Bureau of Printing and Engraving and U.S. Secret Service. The objective was to assess the public reaction to alternative forms of U.S. paper currency, proposed as a deterrent to a counterfeiting threat based on copy machine technology.
- 1994-1998 Study into the public policy implications and ethical issues associated with advertising research. Includes analysis of Center for Disease Control study on adolescent behavior. (Funding from RJR, Inc.)
- 1990-1998 Examining the viability of mall intercepts as a method for the assessment of new product concepts and for advertising testing. (Funding from Kraft Inc.)
- Current Since 1972 directing a study into telecommunications technology and the effect on the buying and selling of goods and services, including financial services. This research originated as a result of participation in a task force on new services taxonomy and assessment funded by the National Science Foundation as a part of an inter-disciplinary study of telecommunications and public policy.
- Current Study into the process for the development of new service offerings among multi-national firms. This project includes an examination of the structure of firms as they move toward a service orientation.
- Current Member of Tobacco Research Network at the University of Michigan – scholars examining tobacco related issues.

Consulting Experience - Litigation:

Outboard Marine Corporation
Weber Marking Systems Inc.
Booth Publications Inc.
Metropolitan Life Insurance Company
American Educational Subscription Services Inc.
City of Adrian, Michigan
Avon Products Inc.
Automobile Club of Michigan
Toyota Motor Sales, U.S.A. Inc. (7 cases)
Continental-Illinois Bank Corporation
Ohio Mattress Company (Sealy and Stearns & Foster Inc.)
Dunlop Tire and Rubber Company
PepsiCo Inc.
Nissan Motor Company (USA) (2 cases)
General Aviation Corporation
Hallmark Cards Inc. (2 cases)
Subaru of America
Burger King Corporation
Teledyne, Inc.
Toymax, Inc. (2 cases)
Coburn Optical Industries Inc.
U.S. West Inc.
AMOCO Oil Corporation
Abbott Laboratories
Absopure, Inc.
American Dental Laser Corporation
Schering Plough Corporation
Farm Fresh, Inc.
Amers, Inc.
Grauel Enterprises, Inc.
The Colonel's, Inc.
Anheuser-Busch, Inc.
King County (State of Washington)
Southwestern Oakland County Cable Commission (Michigan)
City of Brunswick, Ohio
Nutro Products, Inc.
American Honda, Inc.
Stroh Brewing Company, Inc.
Franklin Credit Management Corporation
Office Max, Inc.
Volkswagen & Volkswagen of America
OPI Products, Inc.
Pinkerton's Inc.

Consulting Experience - Litigation (cont'd):

Insurance Commissioner – State of Michigan
U.S. District Court – Southern District of California
Cleveland Automobile Dealer's Association
Review Directories, Inc.
Cow Creek Band of the Umpqua Indian Tribe
Publisher's Clearing House, Inc.
City of Healdsburg, California

Consultant to law firms representing Philip Morris, Lorillard and Liggett from 1986-1988 concerning advertising and consumer behavior for tobacco litigation (Cippolone v. Philip Morris, et al.). Legal firms involved were:

Arnold & Porter (Washington)
Shook, Hardy & Bacon (Kansas City)
Chadbourne & Park (New York)
Webster & Sheffield (New York)

Consultant to Jones, Day, Reavis & Pogue (Cleveland/Washington/Atlanta/Pittsburgh/ LosAngeles/Dallas); Womble, Carlyle, Sandridge, and Rice (Winston Salem); and to Collier, Shannon, Rill & Scott (Washington, D.C.) concerning advertising and consumer behavior for tobacco litigation from 1996 to present. This involved cases in the state courts of Alabama, Oklahoma, Mississippi, Florida Texas, California, Massachusetts, Vermont, Maryland, District of Columbia, Iowa, and Washington. It also involved litigation before the Federal Trade Commission.

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Additional expert witness testimony in administrative law hearings for 35 financial institutions, including banks and saving & loan associations, involving establishment of new offices or de novo institutions.

Executive Education Seminars:

Acer, Inc. (Taiwan)
Management Institute
Michigan Bell Telephone Company
Time Inc. (FORTUNE)
Beecham Laboratories
Charles H. Strand Inc.
Hershey Foods Corporation
Burroughs Corporation (UNISYS)
Red Lobster Inns of America (General Mills)
STP Corporation
Unisys Corporation
Rexham Corporation
Lincoln National Life Insurance Company

Executive Education Seminars (cont'd):

Diversey Wyandotte Corporation
Southland Corporation
Southern New England Telephone Company
Bethlehem Steel Corporation
MAACO
Bell Communications Research (BELLCORE)
Catho Progresso Profissional, Comercial LTDA (Brasil, Argentina, Chile)
Automotive Warehouse Distributors Association
Allen-Bradley Inc.
Chemical Bank of New York
General Motors Corporation
Consumers Power Company
Southwestern Bell Telephone Company
EDS
BellSouth, Inc.
National Bank of Kuwait (Kuwait)
University of Michigan Medical Center
University of Michigan Libraries
Sprint Corporation
Sanford Corporation

Also have served as core faculty member for the Executive Education Division of the Graduate School of Business Administration, University of Michigan in the following programs:

Managing Services For Competitive Advantage (Dubai)
Strategic Marketing for Managerial Decision Making (Dubai)*
Whirlpool Polska Trade Partner Workshop (Poland)*
Banking and Financial Services Executive Program
Marketing for Non-Marketing Managers*
New Product Development
Daewoo Executive Education Program
New Products & Services for High Technology Firms
Excellence in Service Management*
International Marketing for Non-Marketing Managers (Hong Kong and Beijing)*
(*faculty director)

Other Consultation (includes strategic planning):

Old Kent Financial Corporation
Michigan National Corporation
United Michigan Corporation
National Bank of Detroit
Dow-Corning Inc.
Dayton-Hudson Inc.
Bil-Mar Foods Inc.
General Motors Corporation
Rexham Corporation
Realtron, Inc.
National Decorating Products Association
Burroughs Corporation (UNISYS)
Michigan Bell Telephone Company (AMERITECH)
University of Michigan - Office of Continuing Medical Education
Witmark Catalog Showrooms

For the past 20 years have served as a primary judge for the National Automobile Dealers' Association's Outstanding Auto/Truck Dealer Award, sponsored by Time, Inc. and Goodyear. This has included the review and evaluation of the intimate financial, operating and performance data for more than 1,000 auto dealers in the United States in conjunction with this award.

Selected Publications

Articles

"Support for Women's Lib: Management Performance," **Southern Journal of Business**, (University of Georgia), Vol. 7 No. 1, February, 1972.

"What Consumers of Fashion Want to Know," **Journal of Retailing**, Vol.47 No.4, Winter 1977.

"The Contribution of the Professional Buyer to the Success or Failure of a Store," **Journal of Retailing**, Vol. 49 No. 2, Summer 1973.

"Survey Implemented Market Segmentation, a Modification of AID," **Proceedings of the American Institute for Decision Sciences**, April 1973.

"Double Jeopardy," **Journal of the Academy of Marketing Science**, Fall 1973. Also in: **Marketing Update**, Harold Berkman, et.al., eds. Greenvale, N.Y.: Academy of Marketing Science, 1977.

"Profit Oriented Data Analysis for Market Segmentation: An Alternative to Aid," **Journal of Marketing Research**, August 1974.

- "Teleshopping and EFTS," in **Project Cable Faculty Seminars**, Anil Telang and Kan Chen, eds. Publication C-20, University of Michigan Program in Telecommunications Research, June 1975.
- "Teleshopping and Electronic Funds Transfer," in **Policy Research in Cable Communications, Report to the National Science Foundation**, Kan Chen, ed., June 1975.
- "The Future for an Electronic Business Society," **Business Horizons**, Vol. 18, October 1975.
- "The Consumer and Electronic Funds Transfer Systems," in **Eliminating Constraints on Banking**, Philip C. Mayer, ed., Golembe and Associates, December 1975.
- "The Elderly Consumer: One Segment or Many," **Advances in Consumer Research, Volume III**, Association for Consumer Research, 1975. Also in: **The Elderly Consumer**, Fred Waddell, ed., The Human Ecology Center, 1976; **Lifestyles in Consumer Behavior of Older Americans**, Howard G. Schultz and Glen R. Hawkes, eds., Prager Publishing Company, 1978.
- "Transgenerational Comparison: The Elderly Fashion Consumer," **Advances in Consumer Behavior, Volume III**, Association for Consumer Research, 1975. Also in: **The Elderly Consumer**, Fred Waddell, ed., The Human Ecology Center, 1976.
- "EFTS: The Need for Marketing Planning and Analysis," in **Marketing EFTS to Consumers**, Payment Systems Research Program, 1976.
- "Teleshopping: An Assessment," in **The Retail Revolution of 1976**, National Retail Merchants Association, January 1976.
- "SIMS II: Profit Oriented Market Segmentation for Decision Time Implementation," **Journal of the Marketing Research Society**, July 1976.
- "Profit Oriented and Decision Time Segmentation," **Journal of the Academy of Marketing Science**, Spring 1977.
- "Consumer Demand for Electronic Banking," **Proceedings of the 1977 Southwestern Marketing Association**, March 1977.

- "The Situation Confronting Introduction of the Anthony Dollar," in **Government Marketing**, Steven Permut and Michael Mowka, eds., Prager Press Inc., 1981.
- "The New Susan B. Anthony Dollar: Hypotheses Regarding Consumer and Retailer Reactions," **Developments in Marketing Science, Volume III**, Academy of Marketing Science, 1980.
- "Temporal Incongruency in Consumer Behavior," **Advances in Consumer Research, Volume VIII**, Association for Consumer Research, October 1980.
- "Normative Models for Department Store Buying," **Proceedings of the Southern Marketing Association**, 1980.
- "The Non-Checking Account Customer and EFTS," in **Marketing of Services**, James H. Donnelly and William R. George, eds., American Marketing Association, 1981.
- "An Improved Model for Media Audience Evaluation," **Proceedings of the European Academy for Advanced Research in Marketing**, March 1981.
- "A Review of Situational Influence Paradigms and Research," in **Review in Marketing 1981**, Ben M. Enis and Kenneth J. Roering, eds., American Marketing Association, 1981.
- "Evaluating Classifications of Shoppers: Temporal and Enjoyment Dimensions of Patronage," **Proceedings of the Patronage Theory Conference**, William Darden, ed., American Marketing Association, May 1981.
- "Conceptualizing Elderly Buyer Behavior," **Developments in Marketing Science, Volume IV**, American Academy of Marketing Science, May 1981.
- "Voice Analysis in Advertising: Two Additional Concerns," **Proceedings of the American Academy of Advertising**, April 1981.
- "On Using Voice Analysis in Marketing Research," **Journal of Marketing Research**, August 1981.
- "The Attitudinal Implications of a New Brand Name," **Advances in Consumer Research, Volume IX**, Association for Consumer Research, October 1981.

- "Collective Behavior in Consumer Behavior," in **Marketing Theory: Philosophy of Science Perspectives**, Ronald F. Bush and Shelby D. Hunt, eds., American Marketing Association, February 1982.
- "Message Characteristics and Audience Characteristics: Predictors of Advertising Response," **Advances in Consumer Research, Volume X**, Association for Consumer Research, October 1982.
- "Two Copy Testing Techniques: The Cloze Procedure and Cognitive Complexity," **Journal of Business Research**, Summer 1983.
- "Demand Potential for Electronic Funds Transfer at the Retail Point of Sale," in **The Economics of Distribution**, Franco Angeli, ed., Centro de Studi sul Commercio, University L. Bocconi, (Milan, Italy), 1983.
- "The Cloze Procedure: A Clue to Advertising Likeability and Message Recall," **Journal of Advertising Research**, June/July 1983.
- "On Building a Transition-Based Paradigm for Examining the Changing Household," in **The Changing Household, Its Nature and Consequences**, Ballinger Publishing Company, 1984.
- "New Service Development: International Research Report," **Creativity in Services Marketing**, American Marketing Association, September 1985.
- "Domanda Potenziale Per Il Trasferimento Elettronico Di Fondi Al Punto Di Vendita Al Dettaglio," **Commercio, Revista Di Economia E Politica Commerciale**, Aldo Spranzi, ed., Milan: CESCO, 1985.
- "Burroughs Corporation: Why A New Corporate Identity Program," in **Crosscurrents in Corporate Communications No. 15**, New York: Time Inc., 1986
- "Electronic Funds Transfer at the Point of Sale: The Issue of Productivity," in **Distributive Trades: An International Perspective**, L. Pelligrini & S.K. Reddy, eds., Milan: Franco Angeli Libri S.R.L., 1986 (pp. 209-229)
- "Le Management Du Nouveau Service Aux U.S.A. Et En France," in **Contribution A L'Etude Du Nouveau Service: Concepts Et Pratique Manageriales**, Eric Langeard, et.al. eds., Aux En Provence: Rapport de Recherche remis au Ministere de la Recherche et de l'Enseignement Superieur, December, 1986 (pp.101-111)

- "Item Non-Response in a Telephone Survey: Effects of Question Form and Respondent Characteristics," **Journal of Marketing Research**, Volume XXIV, November 1987 (pp. 418-424)
- "The Impact of New Brand Names on the Process of Inferential Belief Formation," **Journal of Business Research**, Volume 15 No. 2, April 1987 (pp. 157-172)
- "New Services Development Among Successful Firms," **Les Apports Marketing, Production Et Ressources Humaines Au Management Des Services - 1st Seminaire International De Rechere En Management Des Activites De Service**, June, 1990, Aix-En-Provence, France: institut d'administration des entreprises; pp. 160-181
- "Communications in Europe: Global, Local or 'Glocal'?" **Proceedings of the XVIIth International Research Seminar in Marketing**, La Londe les Maures (France), May, 1991
- "Restructuring Toward A Service Orientation," **International Journal of Service Industry Management**, Volume 3, No. 1, 1992 (pp.25-38)
- "New Services Development: Consumer vs. Organizational Firms," **Les Apports Marketing, Production Et Ressources Humaines Au Management Des Services - 2nd Seminaire International De Rechere En Management Des Activites De Service**, June, 1992, Aix-En-Provence, France: institut d'administration des entreprises, pp. 150-172
- "Service Innovation: Successful vs. Unsuccessful Firms," **International Journal of Service Industry Management**, Volume 4, No. 1, 1993 (pp. 49-65)
- "Research Validity and Resulting Public Policy: The Case of the DiFranza 'Old Joe' Cigarette Study," **Proceedings of the American Association of Public Opinion Research**, May 1993
- "The Efficacy of Statistically-Based Research: The Case of 'Old Joe'," **Proceedings of the American Statistical Association**, August 1993
- "Developing New Retail Services: A Research Report," **Proceedings of the 7th International Conference on Research in the Distributive Trades**, University of Sterling, Sterling, Scotland, September 1993 (pp. 154-171)

- “Consumer Research Standards & Public Policy Formulation: The Case of Mickey Mouse & Old Joe," **Advances in Consumer Research**, Vol. XXI - 1994 (pp. 380-386)
- “Pollay’s Pertinent and Impertinent Opinions: ‘Good’ versus ‘Bad’ Research,” **Journal of Advertising**, Vol. 23, No. 1 - 1994 (pp. 117-122)
- “Checking the References: Adolescent Smoking Research Used in Public Policy Formulation,” **Proceedings of the Marketing and Public Policy Conference**, Vol. 4 - 1994 (p. 2)
- “The Congruence of New Product and New Service Development, ”**Le Management des Services: Apports Multidisciplinaires”- Seminaire International De Rechere En Management Des Activites De Service**, May, 1994, Aix-En-Provence, France: institut d'administration des entreprises (pp. 526-545)
- “Ethical Advertising Research Standards: Three Case Studies,” **Journal of Advertising**, Volume 23, No 3 - 1994 (pp. 17-30)
- “The FTC v. *Joe Camel*: Research Standards and Public Policy,” **Proceedings of the 1994 Conference of the Society for Consumer Psychology**, 1995 (pp. 1-8)
- “Advertising Effectivness: Stimuli Setting Differences,” **Proceedings of the International Research Seminar on Marketing Communications and Consumer Behavior**, La Londe les Maures, France: 1995 (pp. 384-396)
- “Retail Service Breakdowns and Recovery,” **Proceedings of the 8th International Conference on Research in the Distributive Trades; September, 1995**; Milan, Italy, pp. B5.15-5.22
- “Review of Retailing by Dunne, et al” in **Journal of Retailing and Consumer Services**, Vol. 3 No. 1, 1996, pp.58-59
- “Level of Success Inputs for Service Innovations in the Same Firm,” **International Journal of Service Industry Management**, Volume 6 No. 4, 1995, pp. 40-57

- “The Role of Advertising in a Service-Driven Strategy,” in **Marketing Intangibles in Business Marketing, A Report from the Institute for the Study of Business Markets, The Pennsylvania State University and from The Center for Business and Industrial Marketing, Georgia State University**, Bob Donath, ed., 1996, pp. 18-21
- “The Advertising Creative Theme: Service Constructs as a Foundation,”
”Les Apports Marketing, Production, Economie, Stratégie et Ressources Humaines au Management des Services - Séminaire international de recherche en management des activités de service, Aix-En-Provence, France: institut d'administration des entreprises d'aix-marseille III France, 1996, pp. 490-509
- “Retail Service Innovations: Inputs for Success,” **Journal of Retailing and Consumer Services**, Vol. 3 No. 2, pp. 63-71, 1996
- “Advertising in the New Service Economy: How It is Meeting the Challenge of Communicating the Intangibles,” **Development in Marketing Science**, Volume XX, Elizabeth J. Wilson and Joseph F. Hair Jr., eds., 1997, p. 161
- “Effects of Plain Packaging on the Cigarette Consumption Process,” in **Plain Packaging and the Marketing of Cigarettes**, J.C. Luik, ed., London: NTC Publications, Ltd., Chapter 7, 1998
- “The Business to Business Customer in the Service Innovation Process,” **European Journal of Innovation Management**, Vol. 2 No. 2, 1999
- “The Effect of Advertising on Adolescent Smoking Behaviour,” in **The Current State of Business Disciplines Vol 6**, S.B. Dahiya, ed., Rohtak, India: Spellbound Publications, March, 2000. pp. 2959-2983
- “The Productivity of the Customer in the Service Encounter,” **Marketing Management**, No. 6, forthcoming, 2001
- “A Perspective On Client Productivity In Business-To-Business Consulting Services,” **International Journal of Service Industry Management**, forthcoming, May, 2001

Books, Journals, and Monographs

Journal of Current Issues and Research in Advertising, (23 volumes), 1978-2001 (co-editor).

An Introduction to Electronic Funds Transfer Systems, American Management Association, 1978.

EFTS: Electronic Funds Transfer Systems, Stichting Contact Centrum Levensmiddelenhandel, (Amsterdam), 1977.

Research Study into Market Acceptance of the New One Dollar Coin, Federal Reserve Bank of Chicago, 1979.

Telecommunications and Electronic Funds Transfer Systems, Publication TC-5, University of Michigan Program in Telecommunications Research, June 1975.

"Conceptual Development of the Situation and Setting in Marketing Exchange: Toward a Molar Perspective of Marketing," **Research in Marketing**, Volume 8, JAI Press, March 1986.