

VITA

MICHAEL J. RYAN

Office:

Ross School of Business
University of Michigan
Ann Arbor, Michigan 48109-1234
mikeryan@umich.edu

Home:

7345 Village Drive
Mason, Ohio 45040
207.266.1097 (cell)

PERSONAL DATA

Birthdate: June 5, 1941
Height and Weight: 6 ft, 210 lbs.
Marital Status: Married, one child
Birthplace: Green Bay, Wisconsin, USA

EDUCATION

D.B.A. University of Kentucky, Lexington, Kentucky 40506 (December, 1974) Major in marketing, minor in behavioral research methodology

M.B.A. Xavier University, Cincinnati, Ohio 45207 (June, 1971) Concentration in marketing, electives in operations research and economics

B.S. Xavier University, Cincinnati, Ohio 45207 (June, 1969) Major in business administration, minor in philosophy

DISSERTATION

"An Empirical Test of a Predictive Model and Causal Chain Derived from Fishbein's Behavioral Intention Model and Applied to a Purchase Intention Situation," University of Kentucky, December, 1974. Copies available from University Microfilms, Ann Arbor, Michigan. Sponsor: Michael J. Etzel

HONORS

Twente University, The Netherlands, Research Fellowship, 1988
American Marketing Association, Doctoral Consortium Faculty, 1983, 86
NAFA Foundation, Inc., Faculty Research Fellowship, 1979, 82, 84
General Motors Corporation Faculty Research Fellowship, 1980
W.R. Grace Faculty Research Fellowship, 1978
Included in Outstanding Young Men of America, 1976, 77
Included in Personalities of the South, 1976, 77
University of Kentucky, Dissertation Teaching Fellowship, 1973-74
University of Kentucky, A M A Doctoral Consortium Fellow, 1973
University of Kentucky, Research Assistantship, 1971-73

MEMBERSHIPS

American Marketing Association
 American Psychological Association, Division 23 Affiliate
 Association for Consumer Research

ACADEMIC EMPLOYMENT

Dates	Institution	Title and Rank
June 2004 –	University of Michigan Ross School of Business Ann Arbor, Michigan 48109-1234	Professor Emeritus of Marketing
Jan 1988 – July 1988	University of Twente Faculty of Business 7500 AE Enschede The Netherlands	Visiting Research Professor
May 1984 - June 2003	University of Michigan	Professor of Marketing
July 1981- May 1984	University of Michigan	Associate Professor of Marketing
July 1980 -June 1981	Columbia University Graduate School of Business New York NY 10027	Associate Professor of Business
July 1976 – June 1980	Columbia University	Assistant Professor of Business
Aug 1974 - July 1976	The University of Alabama College of Commerce University AL 35486	Assistant Professor of Marketing
Aug 1973 - May 1974	University of Kentucky College of Business and Economics Lexington KY 40506	Teaching Fellow
Sept 1971 - June 1973	University of Kentucky Office of Business Development Lexington KY 40506	Research Assistant

TEACHING EXPERIENCE

University Traditional Degree Programs

University of Michigan

Marketing Management (BBA)
 Strategic Marketing Planning (MBA)
 Marketing Management (MBA Core Course)
 Seminar in Marketing Theory, Topical Issues (Ph.D)
 Marketing Proseminar (Ph.D)
 Industrial Marketing (MBA)
 Sales Management (MBA and BBA)
 Seminar in Customer Satisfaction (MBA)

Columbia University

Marketing Management (MBA)
 Analysis of Buyer Behavior (MBA)
 Marketing Planning and Strategy (MBA)
 Seminar in Marketing: Current Research Topics (Ph.D.)
 Seminar in Industrial Buyer Behavior (MBA)
 Sales Management (MBA)

The University of Alabama

Marketing Management (MBA)
 Basic Marketing (undergraduate)
 Promotional Strategy (undergraduate)
 Market Audit (undergraduate experimental course)
 Analysis of Marketing Operations (undergraduate)

The University of Kentucky

Marketing Management (undergraduate)

University Non-Traditional Degree Programs

The University of Michigan

Tauber Management Institute - Summer Project Faculty Advisor	1998
Global MBA Program	1999-2002
MAP Faculty Advisor	2000-2003

Management Development Non-Degree Programs

University of Michigan, Executive Education Programs

Marketing Research Program	1981-84
Strategies in Sales Management (Faculty Director 82 – 90))	1982-90, 02-03
Business to Business Marketing Strategy (Faculty Director 82 – 89))	1982-89, 98
Effective Sales Management (Faculty Director)	1983-90
Executive Program Core Faculty	1986-88
Linking Quality, Satisfaction and Profitability (Faculty Director)	1995-2002
Dana Corporation - Custom Programs	1997-2003
Applied Industrial Technologies – Custom Strategy Program	2000
US Steel Slovakia – Custom Industrial Strategy Program	2003

Columbia University Executive Programs (Arden House)

Marketing Management Program	1976-81
Marketing Research Program	1976-82
Executive Program in Business Administration	1978-81
Sales Management Program	1981
Marketing Driven Firm	1992

American Marketing Association - New York Chapter

Market Planning and Product Management Seminar	1980
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The University of Alabama

Public Utility Management Conference	1975
Institute for Public Welfare Management	1975
Annual Life Underwriters Workshop	1976

ACADEMIC ACTIVITIESAssociation for Consumer Research

Conference Special Topic Chairman, 1975, 76, 84
Conference Paper Referee, 1976-85, 98
Research Awards Committee, 1977
Officer Nomination Committee, 1980
Conference Program Committee, 1984

American Marketing Association

Educator's Conference Paper Referee, 1976-78, 80-82, 84-88, 91-93
Doctoral Dissertation Award Judge, 1977-79, 81, 82, 85, 86, 87, 91,92
Measurement Standards Committee, 1979
Tract Chairman, Theory Conference, 1982, 90
Tract Chairman, Causal Models Conference, 1983
Doctoral Consortium Faculty, 1983, 86
Co-Chairman, Winter Educators Conference, 1985
Program Committee, Business Marketing Conference, 1985

American Psychological Association

National Conference Paper Discussant, 1976
Doctoral Dissertation Award Judge, Div. 23, 1982

Institute for the Study of Business Markets

Director of Marketing Policy Research Program, 1987-89

Marketing Science Institute

Business to Business Marketing Steering Committee 1989-90

JOURNAL SERVICEJournal of Business Research

Editorial Review Board, 1975-88
Associate Editor, Buyer Behavior, 1977-79

Journal of Marketing

Editorial Review Board, 1978-88, 1991-93

Journal of Marketing Research

Measurement Section, Associate Editor, 1980-85
Editorial Review Board, 1982-88

Journal of Consumer Research

Editorial Review Board, 1983-86

UNIVERSITY SERVICEUniversity of Michigan

1982-85 School of Business Placement Committee (Chairman, 1984-85)
1983, 86 Marketing MBA Core Course Coordinator
1984 Rackham Predoctoral Fellowship Selection Committee
1984-85 School of Business Curriculum Committee
1984 Management Education Marketing Advisory Committee
1985-87 School of Business Executive Committee
1986 Cognitive Science and Machine Intelligence Laboratory Executive Committee
1987-91 Office of Manufacturing Research Faculty Advisory Board
1988-95 Honors Committee
1988-93 Marketing Area Doctoral Studies Committee
1988-89 Marketing Area Phelps Fund Solicitation
1995-2003 Marketing Area Chairman
2000-2001 School of Business Curriculum Committee
2000-2001 School of Business Grievance Committee
2002-2003 Global Strategy Task Force Committee

Columbia University

1977 Graduate School of Business Task Force on Quantitative Offerings

The University of Alabama

1975-76 College of Business Computer Advisory Committee
1975-76 College of Business Research Committee
1975-76 College of Business M.B.A. Program Committee (Vice Chairman)
1976 University Advisory Committee for Continuing Education

University of Kentucky

1972-73 University Senate, Graduate Student Representative
1972-73 University Senate Council
1973-74 Graduate School Advisory Council
1973 University Ombudsman Search Committee

BUSINESS EXPERIENCE

Date	Organization	Title Type of Business
June 2011 – Aug 2017	Fiona Rois Yacht Charters	Proprietor Crewed Sail Charter
June 2005 - Present	MJR Investments, Inc.	President Land Development
July, 1995 - Dec. 1998	Market Strategies, Inc. Southfield, MI 48075	Principal Customer satisfaction modeling
Dec - 1988 - June 1995	Anjoy Research, Inc. Ann Arbor, MI 48108	President & CEO Customer satisfaction modeling
Aug 1974 – April 2003	Michael J. Ryan and Associates	Proprietor Business to business marketing consulting and seminars, expert legal witness
April 1969 - Oct. 1970	World Library Publications, Inc. Cincinnati, Ohio 45214	Marketing Manager Sheet music and phonograph records
Nov 1963 - Sept 1968	Dun and Bradstreet, Inc. Cincinnati, Ohio 46206	Correspondent Department Manager, Salesman, Business Analyst

CONSULTING CLIENTS

Allergan (U.S., England, Italy)	Photographic Division (NASO)
Amoco Oil	Powertrain Division
American Airlines	SPO (Service Parts Operation)
American Express	General Tire International
American Hospital Supply	Grupo Catho (Brazil)
American Telephone and Telegraph	GTE
Apoteksbolaget (Sweden)	IBM
Applied Industrial Technologies	Janssen Pharmaceutica
Baker Group	Long Island Lighting Co
Bell Laboratories	Marion Merrell Dow
Boise Cascade	Michigan Bell Communications
Borg-Warner	Midwest Foundry
Bronner Glove	Monroe Automotive Equipment
Burson-Marsteller	National Assoc.of Fleet Administrators
Commonwealth Edison	National Automobile Dealers Association
Compuware	Newman Computer Exchange
Cooper, Walinski & Cramer	New York Telephone Company
Deluxe Corp.	Norwegian Telecom (Norway)
Detroit Edison	OHM Corporation
Dickinson & Wright	Pacific Gas and Electric
Doehler-Jarvis Foundry	Polsinelli, White, Vardeman and Shalton
Dow Chemical	Price Waterhouse
DowElanco	Rockwool Lapinus (Netherlands)
Ervin Industries, Inc.	Rohm & Haas Chemical
Exxon	SPX Corporation
Ford Motor Co	Sohio Carborundum
North American Operations	Sola Optical
Jaguar Cars Ltd. (Great Britain)	Posten (Swedish Post Office)
GE Capital	The JN Company
General Motors	U.S. West
Advanced Mfg. Engineering	Veterans Hospital Administration (VHA)
Buick Division	Virginia Power
Chevrolet Division	Wehkamp (Netherlands)
GMAC	Wisconsin Electric Company
Oldsmobile Division	

PUBLICATIONS

Refereed Journal Articles

Peter, J. Paul, Michael J. Ryan and R. Eugene Hughes (1975), "A MANOVA Approach to Disentangling Correlated Dependent Variables in Organizational Research," Academy of Management Journal, Vol. 18, No. 4 (December), 904-11.

Ryan, Michael J. and E. H. Bonfield (1975), "The Fishbein Behavioral Intention Model and Consumer Behavior," Journal of Consumer Research, Vol. 2, No. 2 (September), 118-36. Abstracted in Journal of Marketing, 1976, Abs. #83.

Peter, J. Paul and Michael J. Ryan (1976), "An Investigation of Perceived Risk at the Brand Level," Journal of Marketing Research, Vol. 13, No. 2 (May), 184-88.

Ryan, Michael J. (1978), "Analyzing Models with Multiple Outcome Variables," Decision Sciences, Vol. 9, No. 4 (October), 596-611.

Winer, Russell S. and Michael J. Ryan (1979), "Analyzing Cross-Classification Data: An Improved Method for Predicting Events," Journal of Marketing Research, Vol. 16, No. 4 (November), 539-44. Abstracted in Journal of Marketing, 1980, Abs. #218.

Ryan, Michael J. and E. H. Bonfield (1980), "Fishbein's Intention Model: A Test of External and Pragmatic Validity," Journal of Marketing, Vol. 44, No. 2 (Spring), 82-95.

Ryan, Michael J. (1980), "Psychobiology and Consumer Research: A Problem of Construct Validity," Journal of Consumer Research, Vol. 7, No. 1 (June), 92-96.

Farley, John U., Donald R. Lehmann and Michael J. Ryan (1981), "Generalizing Relationships Among Variables on the Basis of 'Imperfect' Replication," The Journal of Business, Vol. 54, No. 4 (October), 597-610.

Ryan, Michael J. and Morris B. Holbrook (1982), "Importance, Elicitation Order, and Expectancy X Value," Journal of Business Research, Vol. 10, No. 3 (September), 309-17.

Ryan, Michael J. and Morris B. Holbrook (1982), "A Decision-Specific Approach to Organizational Buyer Behavior," Journal of Marketing, Vol. 46, No. 3 (Summer), 62-68.

Holbrook, Morris B. and Michael J. Ryan (1982), "Modeling Decision-Specific Stress: Some Methodological Considerations," Administrative Science Quarterly, Vol. 27, No. 2 (June), 243-58.

Farley, John U., Donald R. Lehmann and Michael J. Ryan (1982), "Patterns in Parameters of Buyer Behavior Models: Generalizing from Sparse Replication," Marketing Science, Vol. 1, No. 2 (Spring), 181-204.

Ryan, Michael J. (1982), "Behavioral Intention Formation: A Structural Equation Analysis of Attitudinal and Social Influence Interdependency," Journal of Consumer Research, Vol. 9, No. 3 (December), 263-78.

Fornell, Claes, Michael J. Ryan and Robert A. Westbrook (1990), "Customer Satisfaction: The Key to Customer Retention," MOBIUS, Summer, 14-17.

Ryan, Michael J., Thomas Buzas and Venkatram Ramaswamy (1995), "Making CSM a Power Tool," Marketing Research, Vol. 7, No. 3 (Summer), 11-16.

Barclay, Donald C. and Michael J. Ryan (1996), "Microsegmentation in Business Markets: Incorporating Buyer Characteristics and Decision-Oriented Determinants," Journal of Business-to-Business Marketing, Vol. 3, No. 2, 3-35.

Katrichis, Jerome M. and Michael J. Ryan (1998), "An Interactive Power Activation Approach to Departmental Influence in Organizational Purchasing Decisions," Industrial Marketing Management, Vol. 27, No. 6 (November), 469-482.

Ryan, Michael J., Robert Rayner and Andy Morrison (1999), "Diagnosing Customer Loyalty Drivers: Partial Least Squares vs. Regression," Marketing Research, Vol. 11, No. 2 (Summer), 19-26.

Book Chapters

Ryan, Michael J. (1977), "Programmatic Research Based on Fishbein's Extended Model," in Consumer and Industrial Buying Behavior, A. Woodside, J. Sheth and P. Bennett, eds., New York: Elsevier North-Holland, 151-66.

O'Shaughnessy, John and Michael J. Ryan (1979), "Marketing, Science, and Technology," in Conceptual and Theoretical Developments in Marketing, O. C. Ferrell, S. W. Brown, and C. W. Lamb, Jr., eds., Chicago: American Marketing Association, 577-85. Reprinted in Marketing Theory: Classic and Contemporary Readings, J. N. Sheth and D. E. Garrett, eds., Cincinnati: South West Publishing, 1986.

Ryan, Michael J. (1986), "Implications from the 'Old' and the 'New' Physics for Studying Buyer Behavior in General and Affect, Cognition, and Intention in Particular," Innovations in Consumer Behavior, D Brinberg and R. Lutz, eds., New York: Springer Verlag, 37-63.

Bristor, Julia M. and Michael J. Ryan (1989), "Applying the Small World Phenomenon to Organizational Buying," in The Small World, M. Kochen, ed., Norwood, N. J.: Ablex Publishing Corporation, 88-99.

Hulland, John, Michael J. Ryan and Robert Raynor (2010), "Modeling Customer Satisfaction: A Comparative Performance Evaluation of Covariance Structure Analysis versus Partial Least Squares," in Handbook of Partial Least Squares (PLS): Concepts, Methods and Applications, V. E. Vinzi, W. W. Chin, J. Henseler, and H. Wang, eds., Springer-Verlag Press, Berlin, Germany, 307-326.

Meeting Proceedings Papers

Ryan, Michael J. and E. H. Bonfield (1975), "The Extended Fishbein Model: Additional Insights and Problems," Advances in Consumer Research, Volume 2, The Association for Consumer Research, 265-83. (Invited paper)

- Oliver, Richard L. and Michael J. Ryan (1975), "The Use of Objective Tests: Suggestions for Test Construction and Item Validation," Proceedings, 1975 American Marketing Association Conference, 634-37. (Open Competition paper)
- Ryan, Michael J. and Richard C. Becherer (1976), "A Multivariate Test of C.A.D. Instrument Construct Validity," Advances in Consumer Research, Volume 3, The Association for Consumer Research, 149-54. (Open competition paper)
- Ryan, Michael J. and Michael J. Etzel (1976), "The Nature of Salient Outcomes and Referents in the Extended Model," Advances in Consumer Research, Volume 3, The Association for Consumer Research, 485-90. (Invited paper)
- Ryan, Michael J. and J. Paul Peter (1976), "Two Operational Modifications for Delineating the Relative Strength of Attitudinal and Social Influences on Purchase Intentions," Proceedings of the 1976 American Marketing Association Educators' Conference, 147-50. (Open competition paper)
- Ryan, Michael J. (1976), "Reaction to the Papers on Consumer Research," Proceedings of the Division 23 Program, 84th Annual Convention of the American Psychological Association, 21. (Invited paper)
- Ryan, Michael J. (1977), "Improving Consumer Research Measurement: An Overview," Advances in Consumer Research, Volume 4, The Association for Consumer Research, 392-93. (Invited paper)
- Ryan, Michael J. (1978), "An Examination of an Alternative Form of the Behavioral Intention Model's Normative Component," Advances in Consumer Research, Volume 5, The Association for Consumer Research, 283-89. (Open competition paper)
- Ryan, Michael J., Morris B Holbrook and James M. Hulbert (1979), "A Two Stage Model of Relative Decision-Specific Stress in the Buying Center," Proceedings of the Division 23 Program, 86th Annual Convention of the American Psychological Association, 1979, 28, Abstract. (Invited paper)
- Holbrook, Morris B., James M. Hulbert and Michael J. Ryan (1979), "The Extended Matching Hypothesis in Complex Selling Interactions," Proceedings of the Division 23 Program, 86th Annual Convention of the American Psychological Association, 29, Abstract. (Invited paper)
- Ryan, Michael J. (1980), "Future Directions in Attitude Theory," Advances in Consumer Research, Volume 7, The Association for Consumer Research, 356-58. (Invited paper)
- Ryan, Michael J. and John O'Shaughnessy (1980), "Theory Development: The Need to Distinguish Levels of Abstraction," in Theoretical Developments in Marketing, C. W. Lamb, Jr. and P. Dunne, eds., Chicago: American Marketing Association, 47-50. (Open competition paper)
- Ryan, Michael J. and John O'Shaughnessy (1982), "Scientific Explanation and Technological Prediction," in Marketing Theory: Philosophy of Science Perspectives, R. Bush and S. Hunt, eds., Chicago: American Marketing Association, 22-25. (Open competition paper)
- Ryan, Michael J. and Donald W. Barclay (1983), "Integrating Results from Independent Studies," Advances in Consumer Research, Vol. X, The Association for Consumer Research, 492-96. (Invited paper)

E. H. Bonfield, Franklin Houston and Michael J. Ryan (1983), "The Fishbein Extended Model and Consumer Behavior: A Test of Selected Causal Models," in Research Methods and Causal Modeling, W. R. Darden, K. B. Monroe and W. R. Dillon, eds., Chicago: American Marketing Association, 232-34. (Open competition paper)

Bender, Horst O. and Michael J. Ryan (1985), "Diagnosing Industrial Markets: An Application of the Industrial Conversion Framework," in Proceedings European Marketing Academy, H. Simon, ed., Bielefeld, West Germany, 467-77 (Open competition paper)

Bristor, Julia M., and Michael J. Ryan (1987), "The Buying Center is Dead, Long Live the Buying Center," Advances in Consumer Research, Vol. XIV, The Association for Consumer Research, 255-58. (Invited paper)

Ryan, Michael J. and Julia M. Bristor (1987), "The Symbiotic Nature of Hermeneutical vs. Classically Generated Knowledge," in Winter Educators Conference Proceedings, R. W. Belk and G. R. Zaltman, eds., Chicago: American Marketing Association. (Open competition paper)

Ryan, Michael J. and Chad Kymal (1990), "Getting More Out of QFD by Integrating it with Corporate Strategy," 44th. Annual ASQC Congress Proceedings, American Society for Quality Control. (Open competition paper)

Stiehl, Chris, Michael J. Ryan, Joan Stelzer and Robert Rayner (1997), "Do Eigens have Value?" Proceedings of the 1997 Electric Utility Customer Research Conference, The American Marketing Association. (Invited Paper)

Edited Conference Proceedings

Anderson, Paul F. and Michael J. Ryan, eds. (1984), Scientific Method in Marketing, 1984 Winter Educators' Conference Proceedings, Chicago: American Marketing Association, 299 pp.

SELECTED UNPUBLISHED PRESENTATIONS

Ryan, Michael J. "An Experimental Investigation into the Effects of Halo on Attitudinal and Normative Structures." Presented at the Association for Consumer Research Conference, Chicago, Illinois, October 14, 1977.

Ryan, Michael J. and John O'Shaughnessy. "Philosophical Problems of Prediction." Presented at the 88th Annual Convention of the American Psychological Association, Montreal, Canada, September 1, 1980.

Ryan, Michael J. "Sharpening and Broadening the Focus of Marketing." Presented at the American Marketing Association Doctoral Consortium, Ann Arbor, Michigan, August 13, 1983.

Ryan, Michael J. "A Conceptual Evaluation of the Fishbein Extended Model Research Program in Buyer Behavior." Presented at the American Marketing Association Workshop on Marketing Theory, Blacksburg, Virginia, May 13, 1985.

Ryan, Michael J. "Toward a Marketing View of the Firm." Presented at the American Marketing Association Doctoral Consortium, Notre Dame, Indiana, August 1986.

Ryan, Michael J. "Oh to Go Down to the Sea Again: Or Why I'd Rather be Sailing," Presented at the Association for Consumer Research Annual Conference, Toronto, Ontario, Canada, October 17, 1986.

Ryan, Michael J. "Behavioral Science Approaches to Understanding and Segmenting Organizational Buying," Presented at the Marketing Science Conference on Business Marketing," Atlanta, Georgia, March 10, 1988.

Ryan, Michael J. "Marketing Theory and Research Programs," Presented at the Netherlands Doctoral Consortium for Business Economics, Wageningen, The Netherlands, April 28, 1988.

Ryan, Michael J. "Understanding Customer Value in Business Markets." Presented at the AMA/ISBM Conference on Business Marketing: Emerging Issues in Theory and Practice, Tempe, Arizona, October 30, 1988.

Fornell, Claes and Michael J. Ryan. "Quality, Customer Satisfaction, and Profit," Presented at the Society for Consumer Affairs Professionals in Business Conference, Boston, Massachusetts, April 25, 1989.

Ryan, Michael J. "Philosophical Implications for Latent Variable Measurement Models: When Selecting a Pew Have We Recognized the Church," Invited presentation at the American Marketing Association Winter Educators Conference, San Antonio, Texas, February 17, 1992.

Ryan, Michael J. and Ruth Dibble, "Linking Quality, Customer Satisfaction and Business Performance", Invited presentation at the American Marketing Association Electrical Utility Conference, Cincinnati, Ohio, April, 1996.

Rayner, Robert, Michael J. Ryan and Vish Viswanathan, "Capturing Multiple Person Influences in a Structural Equation Buyer Behavior Model," Invited presentation at the American Marketing Association Advanced Research Techniques (ART) Forum, Avon, Colorado, June 12, 1996.

Ryan, Michael J. "Some Issues to Consider when Linking Customer Perceptions and Financial Performance," Invited presentation at the 10th Annual ASQ/AMA Customer Satisfaction & Quality Management Conference, Atlanta, Georgia, March 3, 1998.

Ryan, Michael J. and Robert Rayner, "Estimating Structural Equation Models: PLS versus CVA," Invited presentation at the American Marketing Association Advanced Research Techniques (ART) Forum, Breckenridge, Colorado, June 8, 1998.