

Curriculum Vitae

JOHN HEATH ROBERTS

Appointed Position Scientia Professor of the University of New South Wales

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Currently: Visiting Professor (September-December 2018)
Massachusetts Institute of Technology

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Date of Birth: September, 1949

Citizenship: Australian

EDUCATIONAL BACKGROUND

Ph.D.	Massachusetts Institute of Technology Major Field: Marketing Thesis: A Multi-Attribute Utility Diffusion Model: Theory and Application to the Pre-Launch Forecasting of Automobiles Supervisor: Professor Glen Urban Winner, American Marketing Association John A. Howard Award	1984
M.Sc.	Massachusetts Institute of Technology Major Field: Management Thesis: The Nature of Long Distance: Telephone Usage and Reliability of Reporting Supervisor: Professor Alvin Silk Grade Point Average 5.0/5.0	1982
M.Com.	University of Melbourne Major field: Econometrics Thesis: A Comparison of Short Term Forecasting Techniques Used to Plan a Telephone Network Supervisor: Professor Ross Williams	1980
B.A. (Hons.)	University of Melbourne Major Field: Mathematical Statistics Thesis: The Statistical Foundations of Box Jenkins Time Series Analysis Supervisor: Professor Bruce Craven Result: H2A, Dux of Course (first place)	1970

HONOURS AND AWARDS

Research Awards

2018	INFORMS Society for Marketing Science Buck Weaver Award for Lifetime Contributions to the Theory and Practice of Marketing Science
2016	Member, American Marketing Association Marketing Hall of Fame Academy (New York Chapter)
2015-	Fellow, London Business School
2015	Erasmus Research Institute of Management, Winner, Top Article Award
2015	<i>International Journal of Research in Marketing</i> Best Paper Award
2014-	Fellow, Fudan University, Institute for Sustainable Innovation and Growth
2014	Finalist, ISMS/MSI/EMAC Gary Lilien Marketing Science Practice Prize
2013-	Fellow, Australian Academy of Social Sciences (first Marketing Fellow)
2012	Sir Charles McGrath Medal, Australian Marketing Institute (first academic)
2011	Australian Research Council College of Experts (Social Behavioral & Economics)
2012, 2009	Nominee, J B Steenkamp Long Term Impact Award for article in the <i>International Journal of Research in Marketing</i> (twice)
2009	Finalist, ISMS/MSI/EMAC Gary Lilien Marketing Science Practice Prize
2009	Fellow, Australian and New Zealand Academy of Marketing
2005	Finalist, John DC Little Award for best paper in marketing science for the top paper in quantitative marketing published in the previous year
2005	Distinguished Researcher Award, Australian Graduate School of Management
2003	Third Most Published Researcher in Marketing in Asia (<i>JMktEd</i> 25, No. 2)
2003	Finalist, ISMS/MSI/EMAC Gary Lilien Marketing Science Practice Prize
2002	American Mkt Ass ⁿ Advanced Research Techniques Forum Best Paper Award
2000	Plenary speaker, European Marketing Academy Doctoral Colloquium
2000	Inaugural <i>Australasian Journal of Marketing</i> Layton Best Paper Award
2007, 2005, 1999	Australia and New Zealand Academy of Marketing (ANZMAC) Best Paper in Conference Award (thrice). Also ANZMAC Best Paper Award, Corporate Social Responsibility (2012), Branding (2007) and Strategy (2006)
1996	Winner, Australian and New Zealand Academy of Marketing Inaugural Distinguished Marketing Researcher Award
1996	Winner, American Marketing Association William O'Dell Award for the most influential paper in <i>Journal of Marketing Research</i> five years previous.
1990	Finalist, John DC Little Award for best paper in marketing science for the top paper in quantitative marketing published in the previous year
1988	Finalist, John DC Little Award for best paper in marketing science for the top paper in quantitative marketing published in the previous year

- 1985 Winner, American Marketing Association John A. Howard Doctoral Dissertation Competition for the top U.S. doctorate in marketing
- 1985 First Prize, MSI Consumer Durables Research Competition

University and Teaching Awards

- 2012, 2014 Faculty, Academy of Indian Marketing–American Marketing Assn. Sheth
- 2015, 2016 Foundation Doctoral Consortium on Marketing in Emerging Markets
- 2012 Nominee, Vice Chancellor’s Award for Excellence in Supervision, ANU
- 2010 Nominee, Top Research Supervisor, Australian National University (ANU)
- 2009-2011 Emeritus Scientia Professor, The University of New South Wales
- 2018, 2015, 2009, 2006, 2001, 1996, 1985 Faculty, American Marketing Association Doctoral Consortium, (Duke University, University of Colorado, University of Miami, University of Maryland, Georgia Tech, London Business School, Leeds)
- Multiple Faculty, European Marketing Academy and Australian and New Zealand Marketing Academy Doctoral Consortia
- 2008 Runner Up, London Business School Best Teacher Award EMBA
- 2014, 2005, 2004, 2003 Invited Speaker, Special Session, European Academy of Marketing (Glasgow, Murcia, Milan, Valencia). Chair Special Session: 2007, 2008
- 1997 Winner, ANZ Marketing Academy Distinguished Marketing Educator Award
- 1992 Distinguished Teaching Award, Australian Graduate School of Management.
- 1980-82 Harkness Fellow

RESEARCH INTERESTS

Modelling in the areas of:

- Branding and communications
- Adoption of radical technologies
- Marketing sustainable outcomes
- Marketing accountability

Major Recent Research Funding

Australian Research Council Linkage Grant (2005) (\$US 62,379) (with Pam Morrison and Murali Chandrashekar), **Branding and Brand segmentation** Industry Partner: ACNielsen

Australian Research Council Linkage Grant (2006-08) (\$US 282,433) (with Pamela Morrison) **Marketing Metrics: In search of a toolkit** Industry Partner: Australian Marketing Institute

Australian Research Council Linkage Grant (2007-9), (with Baljit Sidhu and Tom Smith), **The Role of Financial Analysts in creating liquidity in stock markets** Industry Partner: Australian Stock Exchange (\$US 220,732)

Australian Research Council Discovery Grant (2010-12) (with Pamela Morrison) **Marketing Sustainable Futures** (\$US 452,184)

Australian Research Council Discovery Grant (2013-2015) (with Baljit Sidhu) **Calibrating Brand Impairment** (\$US 253,300)

Previous Grants: MIT Center for Entrepreneurial Studies, Stanford Graduate School of Business, Institute for the Study of Business Markets, London Business School, Bell

Communications Research (Bell Labs), Marketing Science Institute, Australian Research Council (APRA, Discovery and Linkage Grants), Australian Telecommunications and Electronics Research Board

EDITORIAL AND REVIEW ACTIVITIES

Editor in Chief: *Australian Journal of Management* 1995-98

Associate Editor: *Journal of Forecasting* 1989- (Guest Editor, July 1998 Issue)

Editorial Board: *International Journal of Research in Marketing* 1987-93, 1997-

- Guest Editor, Special Issue on Consideration Sets, May 1995
- Associate Editor, 2009-2015; Chairman, Best Paper Committee 2002

Editorial Board: *Journal of Marketing* 2015-

- Academic Advisory Board 2018 -
- Guest Editor, Special Issue on Better Marketing for a Better World 2020

Other Editorial Boards: *Journal of Marketing Research* 1993-, *Marketing Science* 1994-, *Customer Needs and Solutions* 2013-; *Review of Marketing Science* 2000-2012, *Quantitative Abstracts in Marketing* 2002-

Advisory Board: *Applied Economics Research Bulletin* 2007-

Reviewer: *Management Science*; *Journal of Consumer Research*; *Journal of Consumer Policy*; *Journal of the Academy of Marketing Science*; *Interfaces*; *Journal of Retailing*; *Marketing Letters*; *California Management Review*; *Journal of Public Policy & Marketing*, *Accounting and Finance*, *Journal of Management Studies*; *Journal of Services Research*

Australian Research Council Reviewer: (Collaborative Research Grants, Large Grants).

External Examination Committees/Reviewer: Universities of Sydney, Melbourne, Adelaide, Queensland, Singapore, Auckland, QUT; Bond University; UCLA, Pennsylvania State University, UC Davis, LBS, MIT, UC Berkeley, Cambridge University, Social Sciences and Humanities Research Council of Canada; Portuguese Foundation for Science & Technology

Scientific Committee/Reviewer: European Marketing Academy Conference, Academy of Marketing Science, AMA Summer Educators Conference, Association for Consumer Research Conference (Multiple years)

RESEARCH SUPERVISION (CHAIRMAN)

PhD (Completed)

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|------------------|---|
| Suzan Burton | “Understanding the zone of tolerance in customer satisfaction in modelling actual and perceived performance disconfirmation”
(Published in <i>Journal of Service Research</i> , ABDC A* journal)
Professor of Marketing, University of Western Sydney |
| Mathew Chylinski | “Understanding the dynamics of taste formation: Departures from rational decision making” (Lead article in <i>Marketing Science</i> , ABDC A* journal)
Associate Professor, University of New South Wales |
| Lina Tan | “The role of expectations in evaluating CSR News: Would, Could and Should” (Best paper, CSR Track, ANZ Academy of Marketing <i>Journal of Service Theory and Practice</i> , ABDC A journal) |

Huy Nguyen “Examining the Nature of the Effect of Emotions on Consumer Choice” (Two papers under preparation for submission to *Marketing Science* ABDC A* journal)
Lecturer, University of Sussex, U.K.

M Phil (Completed)

Song Lin “The Role and Antecedents of Fit in the Cobranding of a New Product” (As yet unpublished)
Ph.D. student, Sloan School of Management, Massachusetts Institute of Technology (Graduation expected December 2016)

PUBLICATIONS

Articles in Refereed Journals

- 2018 “Practice Prize Report: The 2016 ISMS Gary Lilien Practice Prize Competition” *Marketing Science*, Forthcoming
- 2017 “The Role of Expectations on Consumer Interpretation of New Information” Lina Tan, John Roberts, and Pamela Morrison *Journal of Service Theory and Practice*
- 2015 “Incorporating Emotions into Evaluation and Choice Models: Application to Kmart Australia” Roberts, Ken, John Roberts, Rohan Raghavan, *Marketing Science*, 34 (65), 815-824. Finalist, Gary Lilien Marketing Science Practice Prize. Featured article Marketing Science Institute, June 2016.
- “What’s Different About Emerging Markets, and What Does it Mean for Theory and Practice?” John Roberts, Ujwal Kayande and Rajendra K. Srivastava *Customer Needs and Solutions* Vol 4 (4), 245-250
- 2014 “From Academic Research to Marketing Practice: Exploring the Marketing Science Value Chain” John H. Roberts, Ujwal Kayande, and Stefan Stremersch, *International Journal of Research in Marketing* (Lead article.) Volume 31 (2), 127-140, Winner, International Journal of Research in Marketing Best Paper Award 2015; Elsevier “Editor’s Choice” 2015-2016; Most downloaded *IJRM* Paper every month, January 2015 – April 2016
- “From academic research to marketing practice: Some further thoughts” John H. Roberts, Ujwal Kayande, and Stefan Stremersch, *International Journal of Research in Marketing* 31 (2), 144-146
- 2013 “Effective Marketing Science Applications: Insights from the ISMS Practice Prize Finalist Papers and Projects” Gary Lilien, John H. Roberts, and Venkatesh Shankar, *Marketing Science* March/April 32 (2), 229-245

- 2012 “Modeling Consumer Learning of New Binary Attribute Importance Accounting for Priors, Bias, and Recency” Mathew Chylinski, John Roberts and Bruce Hardie, *Marketing Science*, (Lead article) 31(4), 549-66
- 2011 “A Conceptual Framework for Studying the Interaction of Demand, Supply and the Market Environment in Product Line Optimization”, *International Journal of Research in Marketing*, (March) 28 (1), 23-25
- 2011 “Jetstar: A Dynamic Model of Consumer Choice to Guide Brand Development” Peter Danaher, John Roberts, Ken Roberts, and Alan Simpson, *Marketing Science*, Runner Up, Gary Lilien Marketing Science Practice Prize. 30 (4) 586-94
- 2010 “Has Research in Marketing Lost its Way?” *Australasian Journal of Marketing*, 18 (3) 161-64
- 2010 “Why, When and How should the Effect of Marketing be Measured? A Stakeholder Perspective for Corporate Social Responsibility Metrics” Priya Ragubhir, John Roberts, Kay Lemon and Russell Winer, *Journal of Public Policy & Marketing* (Special issue on Stakeholder Marketing) 20 (1) 66-77
- 2009 “Special Section Introduction: The 2007 ISMS Practice Prize Competition”, (John Roberts and Gary Lilien) *Marketing Science*, 28 (4) 617-619
- 2008 “The Marketing Accounting Interface – Lessons and Limitations” (Baljit Sidhu and John Roberts) *Journal of Marketing Management* 24 (7-8) (Special Issue on the Marketing Accounting Interface. Lead article) 669-86
- 2008 “Assessing Market Performance: Don’t Settle for a Silver Metric” (Tim Ambler and John Roberts) *Journal of Marketing Management* 24 (7-8) (Special Issue on the Marketing Accounting Interface) 733-50
- 2008 “Special Section Introduction: The 2006 ISMS Practice Prize Competition”, (John Roberts and Gary Lilien) *Marketing Science* 27 (4), 542-4
- 2007 “Mapping the bounds of incoherence: How far can you go and how does it affect your brand?” (Ujwal Kayande, John Roberts, Gary Lilien, and Duncan Fong), *Marketing Science* 26 (4), 508-14
- 2005 “Defensive Marketing: How a Strong Incumbent Can Protect Its Position” *Harvard Business Review* (November), pp 150-7
- 2005 “A Prelaunch Diffusion Model for Evaluating Market Defence Strategies”, (John Roberts, Charlie Nelson and Pamela Morrison), *Marketing Science* Special Issue on Competition Policy, 24 (1), 150-64, Finalist John D Little Award.
- 2004 “Implementing a Pre-Launch Diffusion Model: Measurement and Management Challenges of the Telstra Switching Study”, (John Roberts, Pamela Morrison and Charlie Nelson), *Marketing Science* 23 (2), 180-191. Runner Up, Marketing Science Practice Prize.
- 2004 “The Nature of Lead Users and Measurement of Leading Edge Status” (Pamela Morrison, John Roberts, and David Midgley), *Research Policy*, 33 (2), 351-362

- 2003 “Reality or Perception? The Effect of Actual and Perceived Performance on Satisfaction and Behavioral Intention” (Suzan Burton, Simon Sheather and John Roberts), *Journal of Service Research* 5 (4), 292-302
- 2002 “Assessing Market Structure and Company Fit Based on Consumer Perceptions in Dynamic Information Technology Markets” (John Roberts and Pamela D. Morrison), *Journal of Business Research* 55 679-86
- 2001 “Australia’s Competitive Advantage: Gaining the Marketing Edge” (John Roberts and Chris Styles) *Australian Journal of Management* 26 (August), 105-20
- 2001 “Defending the Beachhead: Telstra vs Optus” (John Roberts, Charlie Nelson and Pamela Morrison), *Business Strategy Review* 12 (1), 19-24
- 2000 “Determinants of User Innovation and Innovation Sharing in a Local Market” (Pamela D. Morrison, John Roberts and Eric von Hippel), *Management Science* December (Lead article) 46 (12), 1513-1527
- 2000 “The Intersection of Modelling Potential and Practice” *International Journal of Research in Marketing* 13 (3) 127-34. Nominated for the 2010 Jan Benedict Steenkamp Long Term Impact Award.
- 2000 “Whether an Australian Research Agenda” *Australasian Marketing Journal* 8 (2), 63-68
- 2000 “Opinion Leadership Amongst Leading Edge Users” (Pamela D. Morrison, John Roberts and David F. Midgley), Lead article, *Australasian Marketing Journal* 8 (1), 5-14, Winner, Roger Layton Best Paper Award
- 2000 “Developing New Rules for New Markets” *Journal of the Academy of Marketing Science* Millennium Special Issue on Serving Customers and Consumers Effectively in the 21st Century, 28 (1), 31-44
- 1999 “Brand Equity, Consumer Learning and Choice” (Tulin Erdem, Joffré Swait, Susan Broniarczyk, Dipankar Chakravati, Jean-Noël Kapferer, Michael Keane, John Roberts, Jan-Benedict Steenkamp and Florian Zettelmeyer) *Marketing Letters* 10 (3) (August) Special Issue on HEC Choice Symposium, 301-318
- 1998 “Marketing Approaches to Forecasting Problems” *Journal of Forecasting*, 14 (3 & 4) (June-July) 169-174
- 1998 “Matching Electronic Distribution Channels to Product Characteristics: The Role of Congruence in Consideration Set Formation” (Pamela D. Morrison and John Roberts), *Journal of Business Research* 41 (3) (March), 223-230
- 1997 “Consideration: Review of Research and Prospects for Future Insights” (John Roberts and James M. Lattin) *Journal of Marketing Research* XXXIV (August), 406-410
- 1997 “Management Research in Australia: Past, Present and Future” *Australian Journal of Management* 22 (1) (June), i -vi
- 1996 “Using the Diagnostics of Dynamic Choice Models to Manage or Defend Against New Product Launches” (John Roberts and Charles J. Nelson) *Australasian Journal of Market Research*, 4 (1) (January), 13-34

- 1996 “In Search of Relevance” *Australian Journal of Management* 21 (2) (December), i -iv.
- 1996 “The *Australian Journal of Management* enmeshed in the Web”, *Australian Journal of Management* 21 (1), i -v (June)
- 1995 “Studying Consideration in the Consumer Decision Process: Progress and Challenges” (John Roberts and Prakash Nedungadi) in *International Journal of Research in Marketing*, 12 (1), 3-7
- 1995 “A Review of International Research in Promotional Effectiveness and Its Implications for an Australian Agenda”, *Australasian Journal of Market Research* 3 (2) (July), 24-38
- 1995 “Increasing the Reach of the *Australian Journal of Management*”, *Australian Journal of Management* 20 (2) (December), i -iv
- 1995 “New Ideas and Old Directions” *Australian Journal of Management* 20 (1) (June), i -v
- 1994 “The Role of Leading Edge Users in the Adoption of Technological Innovations by Organizations” (Pamela D Morrison, David F Midgley and John Roberts) in J A Cote and S.M. Leong, eds., *Asia Pacific Advances in Consumer Research*, Provo, UT: Association for Consumer Research, 65-71
- 1994 “Using Choice Modelling to Diagnose Markets and Identify Management Leverage Points” in *Australasian Journal of Market Research* 2 (1) (January), 37-44
- 1992 “The Effect of Network Structure in Industrial Diffusion Processes” (David Midgley, Pamela Morrison and John Roberts). Paper presented to Interdisciplinary Workshop on Network Structures, Montreal, May. *Research Policy* 21 (6), 533-552
- 1991 “Development and Testing of a Model of Consideration Set Formation” (John Roberts and James Lattin) *Journal of Marketing Research*, XXVIII (November), 429-440. Winner 1996 O’Dell Award
- 1991 “The Nature of Communication Networks between Organisations Involved in the Diffusion of Technological Innovations” (David Midgley, Pamela Morrison and John Roberts) in M. Solomon and R. Holman, eds., *Advances in Consumer Research* XVIII, 635-643
- 1990 “Improving the Effectiveness of Promotional Expenditures Using Scanning Data” (John Roberts and Garry Haberecht) *Australian Market Researcher* (August) (Lead article). Used in Wharton MBA program
- 1990 “Prelaunch Forecasting of New Automobiles” (Glen L. Urban, John R. Hauser and John Roberts) *Management Science* (April) (Lead article). Finalist and Runner-up JDC Little Best Paper in Marketing Science (Abstracted in *OR/MS Today* June 1990; Abstracted in the *Journal of Product Innovation and Management* 8, 1991), 401-421
- 1989 “A Grounded Model of Consideration Set Size and Composition”, in T. Srull (ed.) *Advances in Consumer Research*, Vol. XVI, Provo, UT: Association for Consumer Research, 749-757

- 1988 “Modeling Multiattribute Utility, Risk, and Belief Dynamics for New Consumer Durable Brand Choice” (John Roberts and Glen L. Urban), *Management Science* 34 (2) (February). Finalist and Runner-up Inaugural JDC Little Best Paper in Marketing Science Competition. (Abstracted in *International Journal of Forecasting*, 1991), 167-185
- 1984 “The Case for User-Oriented Innovation: Comments on the National Technology Strategy” (David F. Midgley and John Roberts) *Australian Journal of Management*, 9 (2) (December), 43-58
- 1983 “Forecasting the Sales of a New Consumer Durable” (John R. Hauser John Roberts and Glen L. Urban) in F. Zufryden, ed., *Advances and Practices of Management Science*, Providence, RI: The Institute of Management Science 115-128

Book Reviews

- 2009 “Review: Wierenga, Berend. 2008. *Handbook of Marketing Decision Models*. Springer, New York.” *Interfaces* 39 (6) November-December, 558-60
- 1997 “Review: Managing the Supply Chain” by John Gattorna and David Walters, Book Review in *Australian Journal of Management*, 22 (1), 109-110

Books and Chapters

- 2016 “Modeling choice processes in marketing: An applications perspective” John Roberts and Denzil G. Fiebig in *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*, Natalie Mizik and Dominique M. Hanssens, eds., Under review
- 2012 “Strategic Marketing Metrics to Guide Pathways to Growth” (John Roberts, Rajendra Srivastava, and Pamela Morrison) in *From Little’s Law to Marketing Science: Essays in Honor of John D. C. Little* John Hauser and Glen Urban, Eds., Cambridge Ma.: M.I.T. Press 49-84
- Kotler on Strategic Management* (Glen Urban, John Roberts, Alvin Silk and Jerry Wind) Volume 5 in *Legends in Marketing: Philip Kotler, Jagdish Sheth, ed.*, Sage Publications.
- 2012 “New Product Strategies” in *Handbook of Marketing Strategy*, Shankar, V. and G. Carpenter, eds., Northampton, MA.: Edward Elgar, 172-85
- 2010 “Soft Computing Methods in Marketing: Phenomena and Management Problems” in Jorge Casillas and Francisco J. Martínez-López (Eds.) *Marketing Intelligent Systems Using Soft Computing: Managerial and Research Applications* Berlin Heidelberg: Springer-Verlag 21-26
- 2009 “Global Branding”(John Roberts and Julien Cayla) in *The Sage Handbook of International Marketing*, Maasaki Kotabe and Kristiaan Helsen, eds., London: Sage Publications, 346-360
- 2009 “Sales Management in the Ascendancy” in John MacTear *Sales* Harrow, UK FT Prentice Hall, 111-14

- 2009 “Measuring is good; measuring what matters might be even better” in Chris Rithie *Marketing* UK FT Prentice Hall, 150-52
- 2007 “Best Practice: Defensive Marketing – How A Strong Incumbent Can Protect its Position” in Lovelock, Christopher and Jochen Wirtz *Services Marketing: People, Technology, Strategy* Sixth Edition Upper Saddle River, NJ: Prentice Hall Pearson pp 225-29 (Reproduction of John H. Roberts “Defensive Marketing: How a Strong Incumbent Can Protect Its Position” *Harvard Business Review* (November), 150-7)
- 2007 “Choosing Marketing Dashboard Metrics” (Tim Ambler and John Roberts) in A. Neely, ed., *Business Performance Measurement: Theory and Practice* (2nd Edition), Cambridge: Cambridge University Press, 239-60
- 2004 “Designing Supply and Distribution Channels” (Duncan Simester and John Roberts) in *New Strategies for Tomorrow’s Thought Leaders*, S. Chowdhury, ed., ISBN 0471669962, Hoboken, NJ: John Wiley and Sons, pp 616-29
- 2000 “Disaggregate Level Diffusion Models” (John Roberts and James Lattin) in *New Product Diffusion Models*, V. Mahajan, E. Muller, and Y. Wind, eds., Norwell Ma; Kluwer Academic Publishers, 207-236
- 2000 “Defending Market Share Against a New Entrant” (John Roberts, Charlie Nelson and Pamela Morrison) in *New Directions in Corporate Strategy*, Garry Twite and Michael O’Keefe, eds., Boston: Allen and Unwin, 89-100
- 2000 “Defending the Domestic Long Distance Telecommunications Market: A Case in Defensive Marketing Strategy” (John Roberts, Charlie Nelson and Pamela Morrison) in David Cravens, Bill Merrilees, and Rhett Walker *Strategic Marketing Management for the Pacific Region* Sydney: McGraw Hill, pp 448-455
- 1998 “How to Succeed by Really Trying: Glen Urban and the 1996 Converse Award” in *Collection of Contemporary Marketing Thought: Papers at the 1996 Converse Awards*, James Hess and Kent Munro, eds., 125-29 ISBN 0 89757 2712, Chicago: American Marketing Association
- 1997 *Management Research in Australia* (Gill Palmer, Boris Kabanoff, Paul Rider, John Roberts, Peter Sheldrake, Amanda Sinclair, Tom Smith, Geoffrey Soutar, Bruce Stening, Ken Trotman) Canberra, Australian Government Publishing Service ISBN 0 642 23683 6
- 1996 “Wideband Services Marketing Strategy” (with Stephan Phelan) in *Cases in Marketing Management and Strategy: An Asia Pacific Perspective* edited by John A Quelch, Siew Meng Leong, Swee Hoon Ang and Tan Chin Tiong, Singapore: Prentice Hall, 106-122.
- 1996 “Beer Wars” (Grahame Dowling and John Roberts) in *Cases in Marketing Management and Strategy: An Asia Pacific Perspective* edited by John A Quelch, Siew Meng Leong, Swee Hoon Ang and Tan Chin Tiong, Singapore: Prentice Hall, 149-162.

- 1996 “Prelaunch Forecasting of New Automobiles” (Glen L. Urban, John R. Hauser and John Roberts) in *Modelling for Management*, Volume 1, George P. Richardson ed., Chapter 17, 339-360 Aldershot: Dartmouth Publishing
- 1993 “Explanatory and Predictive Models of Consumer Behavior” (John Roberts and Gary Lilien) in Eliashberg, Jehoshua and Gary Lilien, eds., *Marketing Models in Management*, Handbook in Operations Research and Management Science Series, Volume 2 Amsterdam: North Holland, pp 27-82. Reviewed in *International Journal of Research in Marketing* 14 (1997) 88-92. Revised and translated into Japanese (1997)
- 1993 “Consumer Behavior Models” (John Roberts and Gary Lilien) in Lilien, Gary, Philip Kotler, and Sridhar Moorthy *Marketing Models* Englewood Cliffs: Prentice Hall (Second edition) 19-135

Government Reports (Refereed)

- 1995 “Evaluating Business Schools: Review of Alternative Methods” in *Enterprising Nation: Renewing Australia’s Managers to Meet the Challenges of the Asia Pacific Century* Research Report Vol.2, Industry Taskforce on Leadership and Management Skills Chapter 21, pp 927-940, Canberra: Australian Government Publishing Service

Other Published Work

- 2013 “Customer Loyalty Programmes” in The Palgrave Encyclopaedia of Strategic Management, Mie Augier and David Teece, Eds., Available online: <http://www.palgraveconnect.com/esm/doifinder/10.1057/9781137294678.0380>
- 2012 “Jetstar Airways: How Modeling Guided The Brand Migration Strategy Of A Low-Cost Carrier.” John H. Roberts, Peter Danaher, Ken Roberts, Alan Simpson, *GfK-Marketing Intelligence Review* 4 (2)
- 2011 “A Stakeholder-Based Approach to Measuring the Effects of Corporate Social Responsibility.” Kay Lemon, John Roberts, Priya Raghubhir and Russ Winer, *Directors’ Note*, The Conference Board, Vol. 3, No. 7, April, New York. Available online: <https://www.conference-board.org/publications/publicationdetail.cfm?publicationid=1920>
- 2011 “Effective Marketing Science Applications: Insights from ISMS-MSI Practice Prize Finalist Papers and Projects.” Gary Lilien, John Roberts, and Venky Shankar, *Marketing Science Institute Working Paper Series 2011*, Report No. 11-101.
- 2011 “Developing Brand Performance and Valuation Standards”, *Professional Marketing*, Australian Marketing Institute, April-June, Sydney.
- 2010 “Jetstar: Building the Brand” (John Roberts, Peter Danaher, Alan Simpson, and Ken Roberts. Practice Prize DVDs (Volume 5) Forthcoming, Providence, Rhode Island: INFORMS Society for Marketing Science. Available on line at Massachusetts Institute of Technology TV (<http://techtv.mit.edu/collections/isms:1132/videos/7414-jetstar>)

- 2004 “Defending Market Share Against a New Entrant” (John Roberts, Pamela Morrison and Charlie Nelson) Practice Prize DVDs (Volume 1) 3.02 Providence, Rhode Island: INFORMS Society for Marketing Science Available on line at Massachusetts Institute of Technology TV (<http://techtv.mit.edu/collections/isms:1137/videos/7804-telstra>)

Other cited work

- 1999 “Towards a finer understanding of Lead Users” Pamela D. Morrison, John H. Roberts, David F. Midgley, State College, PA: Institute for the Study of Business Markets, ISBM Report, 15-1999
- 1983 “A multiattribute utility diffusion model: Theory and application to the pre-launch forecasting of automobiles, Unpublished Ph.D. thesis , Cambridge, MA: Massachusetts Institute of Technology

EXTRAMURAL ACTIVITIES

Intervarsity and First grade rugby (University of Melbourne); Federal President, Australian Liberal Students Federation; Convenor, Australian Intervarsity Chess; Executive, Second Australian University Arts Festival; President, Melbourne University Maths Society
Pro bono activity: Mission Australia, The Smith Family, Lifeline Australia, National Parks & Wildlife Service, World Medical Fund UK, Indigenous Education, Tribal Warrior Foundation

TEACHING EXPERIENCE

- 2009-13 Research Professor, Australian National University
- 2005 Visiting Professor, Massachusetts Institute of Technology
- 2003-15 Professor of Marketing, London Business School (Joint appointment)
- 2002 Visiting Professor, Hong Kong University of Science and Technology
- 2000 Visiting Professor, London Business School, University of Hamburg
- 1990- External Examiner, Queensland University of Technology
Institute for the Study of Business Markets, Pennsylvania State University
University of Queensland, Charles Sturt University, Bathurst.
- 1988-1991 Lecturer, International Marketing Institute
- 1989, Visiting Professor, Graduate School of Business, Stanford University.
- 1995-2002
- 1984-2009 Faculty of Australian Graduate School of Management:
- 2013-
 - Scientia Professor, University of New South Wales, 2005 - 2009
 - National Australia Bank Professor of Marketing, 1996 –
 - Professor 1993-96, Assoc. Professor 1987-92, Senior Lecturer 1986-87
 - Lecturer 1984-85

Ph.D. Courses	Research Workshop in Marketing (LBS, AGSM) Research Methodology (AGSM, ASB, LBS, ANU); Marketing Models (HKUST, LBS)
Taught:	Supervisor: McBurney, Osmond, Phelan, Burton, Chylinski, Tan, Ha
MBA Courses	Marketing Management (AGSM, Stanford, and ANU)
Taught:	Marketing Concepts (AGSM)
	Student Projects in Management
	Marketing New Products and Services
	Marketing Research (AGSM and Stanford)
	Marketing Strategy (AGSM, Stanford, London Business School)
	Global Marketing (Stanford)
	Brand Management (LBS, MIT, and University of Hamburg)
Executive Courses	<ul style="list-style-type: none"> • Development Program for Managers, SMDP, ADP (AGSM) • Data Analysis for Market Research (AGSM) • Strategic Marketing of Consumer Products (Director) (AGSM)
Taught:	<ul style="list-style-type: none"> • Effective Sales Forecasting (AGSM) • Growth Strategies for Innovative Organizations (Stanford GSB) • Benchmarking • Developing Brand Strategies for Profit (Co-director) • Essentials of Marketing (London Business School) • Recent Advances in Market Research (Director) (AGSM) • Alumni Executive Program (AGSM) • Advanced Conjoint Analysis (University of Sydney) • Industrial Marketing (Co-director) (AGSM) • New Product Management (Co-director) (AGSM) • Marketing Management Program (Stanford) • Management for Growing and Emerging Companies (Stanford)

ADMINISTRATIVE, BUSINESS AND PROFESSIONAL EXPERIENCE

Industry Experience

1998-2009	Board of Directors, eChoice Pty. Ltd. (Winner, Most Effective Internet Provider, Australian Mortgage Awards, 2006)
1997-	Chairman and CEO, Marketing Focus (NSW) Pty Ltd
1993-96	Board of Directors, Macnaught Holdings Pty Ltd
1989-94	Chairman, Marketing Insights Pty Ltd
1983-84	Senior Project Officer, Telecom Australia, Sydney. Responsible for Telecom Australia's wideband services, including product offerings, pricing, positioning and competitive analysis.
1977-80	N.S.W. Marketing Manager, Telecom Australia, Sydney. Responsible for State market planning, market research, forecasting, marketing, and evaluation of all Telecom products. (Staff: 95)
1976	Director, Market Planning Branch, Telecom Australia, Melbourne. Responsible for all forecasting, market research, pricing policy, and monitoring of product sales in all categories. (Staff: 28)
1972-76	Manager, Forecasting and Analysis Branch, Telecom Australia/PMG, Melbourne. Responsible for development of forecasting techniques, analysis, forward estimates, and associated data bases for Telecom Australia. (Staff: 10)

1970-72 Research Officer/Senior Research Officer, Sampling & Methodology Branch, Australian Bureau of Statistics, Canberra. Responsible for the analysis of survey data and econometric time series.

Consulting (Major consulting projects)

IOOF, Nestle, Woolworths	Branding expert testimony (Federal Court)
IBM Australia	Market sizing
Westpac Banking Corporation	Portfolio strategies
Kellogg Australia	Segmentation and targeting
Telecom Australia (Telstra)	Market defence
Buick Motor Corporation	Prelaunch marketing strategies
Kimberly Clark Australia	Strategic information audit
AMP Society	Driving brand equity
AC Nielsen	Brand Tracking Product Development (Asia)
Accenture (Anderson Consulting)	Global Positioning (Chicago Head Office)

Expert testimony

IOOF vs Lumley Life	Customer lifetime value
Woolworth vs BP	Copyright infringement
Coles vs Aldi	Low price claims
Nestle vs Mars	Copyright infringement
Australian Government vs Philip Morris	Effect of plain packaging of tobacco products
Australian Govt vs Ukraine, Cuba, etc.	Effect of plain packaging of tobacco products
Aldi vs Moroccan Israel Oil	Copyright infringement
Bunnings vs NZ Price Commission	Misleading advertising

University Administrative Experience

2009-11	ANU College of Business and Economics Research Committee
1996-98	Head of the Marketing Discipline at the Australian Graduate School of Management
2001-2003	
1987-1998	2005-2008 Executive Director, Centre for Applied Marketing, AGSM
1991-1993	Member, University of New South Wales Qualifications Committee (responsible for all University promotions)
2004-2005	Chairman, AGSM Curriculum Committee
2004-2005	Member, University of New South Wales Teaching and Learning Committee
2005-2009	UNSW Post Doctoral Research Fellowship Committee

International positions

2009-	Academic Trustee, Centre for Advanced International Marketing (AiMark)
2006-08	Chairman, INFORMS Society for Marketing Science Best Practice Prize
2008-	Academic Board, Chief Marketing Officers Council, Palo Alto CA
2005-	Academic Advisory Board, Centre for Brand Management and Marketing at the University of Hamburg (Wissenschaftliches ZMM)
2002-08	Academic Trustee, Marketing Sciences Institute, Cambridge, MA
2000	Keynote Address to Verband der Hochschullehrer für Betriebswirtschaft, Berlin (Association of German Management Professors), Humboldt University

- 1997 Marketing Chair, Decision Sciences Institute World Congress, Sydney
- 1986- Executive Member, American Marketing Association
 - Advisory Council, Marketing Strategy, SIG 1993-98
 - Reviewer, Doctoral Dissertation Competition: Numerous
- 1982- Member, The Institute of Management Sciences, INFORMS
 - Deputy Program Chairman, XXVII International Marketing, 1986
 - Chairman, Marketing Science Conference, Sydney 1995
 - Marketing Practice Committee 2002-,
 - Chairman, Best Practice Award 2006-08

Professional Experience, Australia

Australian Research Council College of Experts (Social, Behavioral and Economics 2013-15)
 ARC Social, Behavioural and Economic Sciences Journal Review Panel, 2009
 ARC Social, Behavioural and Economic Sciences Strategic Review Committee, 1997
 Fellow; Australian Institute of Management
 Fellow, Australian Marketing Institute. Certified Marketing Practitioner

- National Academic Advisory Committee 1994-2000,

 Fellow: Australian Institute of Advertising
 Fellow, Australian Market and Social Research Society
 Fellow, Australia and New Zealand Academy of Marketing
 Fellow, Academy of the Social Sciences in Australia
 Fellow, Royal Society of New South Wales