

JAGDIP SINGH

AT&T Professor

Office: (216) 368-4270

Email: jagdip.singh@case.edu

ACADEMIC BACKGROUND

Ph.D.	Texas Tech University, Lubbock, Texas	1982-1985
	Major : Marketing	
	Minors : Statistics, International Marketing	
D.I.T. (Diploma in International Trade)	Indian Institute of Foreign Trade, New Delhi, India.	1977-1978
	Major : International Marketing	
B. Tech. (Bachelor of Technology)	Indian Institute of Technology, New Delhi, India	1970-1975
	Major : Electrical Engineering	

AWARDS AND HONORS

Overall:	Distinguished Alum Award Texas Tech University-Rawls College of Business Significant contributions toward furthering the excellence of Texas Tech University through outstanding accomplishments, careers and/or through extraordinary levels of service	2025
Research	2023 Foundational Paper Award Academy of Management, Entrepreneurship Division Enduring Impact of article published in the Academy of Management Review “The Nature and Experience of Entrepreneurial Passion” 34 (3): 511-532; G-citations: 3045 (11/04/2025)	2023
	Finalist, Shelby D. Hunt/Harold H. Maynard award Significant contributions to marketing theory in a calendar year Journal of Marketing “B2B E-Negotiations and Influence Tactics” 84(2): 47-68, G-citations (11/04/2025): 104	2020
	Lifetime Achievement Award-Sales SIG American Marketing Association	2019
	Faculty Distinguished Research Award Case Western Reserve University	2019
	Enduring Impact for Research Excellence (Weatherhead School of Management)	2018
	“Innovation for Good” Best Paper Award, <i>AMA Winter Educators Conference</i>	2017
	Best Conference Paper Award, <i>AMA Winter Educators Conference</i>	2015
	Best Paper Award, Marketing Theory Track, <i>AMA Winter Educators Conference</i>	2013

	IDEA Thought Leader award for best theoretical article on Entrepreneurship (<i>Academy of Management Review</i>)	2010
	Best Paper Award, Services Track, <i>AMA Winter Educators Conference</i>	2008
	Best Overall Paper Award, <i>Society for Marketing Advances</i>	2006
	Best Paper Award, Services Connections Track, <i>AMA Summer Educators' Conference</i>	2003
	Best Overall Paper Award for the <i>AMA Winter Educators' Conference</i>	1999
	Research Recognition Award for Excellence in Research, Weatherhead School of Management, Case Western Reserve University	1997, 2018
	Mu Kappa Tau "best" article award for an article published in <i>Journal of Personal Selling and Sales Management</i>	1994
	Jagdish N. Sheth "best" article award for an article published in <i>Journal of the Academy of Marketing Science</i>	1992
	"Best" Article award for an article published in the <i>Journal of the Academy of Marketing Science</i>	1991
Teaching	Excellence in Doctoral Teaching & Mentoring Award (Weatherhead School of Management)	2017
	Fulbright Senior Specialist Award	2005-2010; 2015-
	Excellence in Doctoral Teaching & Mentoring Award (Weatherhead School of Management)	2007
	John S. Diekhoff Award (University-wide) for Excellence in Graduate Teaching	1992
Service	Pi Sigma Epsilon award for Excellence in Reviewing for the <i>Journal of Personal Selling and Sales Management</i>	1999
	Outstanding Reviewer award, <i>Journal of Marketing</i>	1993-96
	Outstanding Reviewer award, <i>Journal of the Academy of Marketing Science</i>	2000-2002
	Outstanding Reviewer award, <i>Journal of Retailing</i>	2005
	AMA-Sheth Foundation Doctoral Consortium Faculty Fellow	2005, 2008-9, 2011-12
	AIM-Sheth Foundation Doctoral Consortium Faculty Fellow	2015, 2016

Dissertation	AMS <i>Second Prize</i> in Dissertation Contest SMA <i>Best</i> Dissertation Proposal Award	1986 1985
Ph.D.	AMA Doctoral Consortium Fellow Alpha Mu Alpha, AMA Marketing Honorary Society	1984 1984
D.I.T.	<i>First Rank</i> in the University, Gold Medalist	1978
B. Tech.	<i>Distinction</i> and Merit Listed	1970-1975

AWARDS AND HONORS FOR SUPERVISING DISSERTATIONS and YOUNG SCHOLAR RESEARCH (Chair or Member)

2023:	OFR Young Scholar Research Award Winner <i>Frontline Resilience and Resistance: A Longitudinal, Cross-Country Analysis of Caregivers' Narratives in the Frontlines of Pandemic-Care</i>	Doris Viengkham
2021	AMA Sales SIG Dissertation Proposal Competition Winner <i>Letting Customers Win: Live-Chat Agent Effectiveness in B2C Sales Negotiations</i>	Frank Lin
2020	AMA Sales SIG Dissertation Proposal Competition Winner OFR Young Scholar Research Award Winner <i>Voice in Marketing Interactions</i>	Bitty Balducci
2019	AMA Sales SIG Dissertation Proposal Competition Winner OFR Young Scholar Research Award Winner ISBM Dissertation Proposal Competition Winner <i>Email B2B Sales Negotiations: Dynamic Use of Textual Cues as Influence Tactics</i>	Sunil Singh
2017	AMS Review – Sheth Foundation Doctoral Competition for Conceptual Articles <i>Frontline Knowledge Networks in Open Collaboration Models for Service Innovations</i>	Ozlem Ozkok

ACADEMIC EXPERIENCE

2012-date	AT&T Professor of Marketing, Case Western Reserve University
2025-2026	Fulbright Scholar Award: Responsible AI and Analytics for Nudging Sustainable Customer Behaviors , University of Ljubljana, Slovenia
2016-2020	Co-Director, MSM Program in Business Analytics
2015-2017	Honorary Distinguished Visiting Professor of Marketing, Institute of Management Technology, Ghaziabad, INDIA
2015	Visiting Faculty Fellow, University of Melbourne, AUSTRALIA

2010-2013	Chair, Marketing and Policy Studies Department, Case Western Reserve University
2008-2012	H. Clark Ford Professor of Marketing, Case Western Reserve University
2005-2010	Fulbright Senior Specialist (assignments in the Netherlands and Sweden)
2000-2005	Chair, MAPS PhD Program, Case Western Reserve University
1999-2009	Lead faculty (third year), Executive Doctorate in Management
1996-2007	Professor of Marketing, Case Western Reserve University, OHIO, USA.
2003	Gambrinus Fellowship, University of Dortmund, Germany.
April- May, 1996	Visiting Professor of Marketing, Lulea University, SWEDEN
1991-1996	Associate Professor, Case Western Reserve University, OHIO, USA.
Jan.- July, 1993	Visiting Professor, Erasmus University, The NETHERLANDS
1985-1991	Assistant Professor, Case Western Reserve University, OHIO, USA.

COURSES TAUGHT:

MBA Level: Marketing Insights, Marketing Analytics
MSBA Level: Digital Marketing, Predictive Analytics, Machine Learning
PhD Level: Theory Building, Advanced Methods, Measurement, Interfaces
DM Level: Quantitative Inquiry, Critical Applications

PROFESSIONAL ACTIVITIES

Special Issue Editor, *Journal of Service Research*, 2017, vol 1, issue 1.
Associate Editor, Editorial Review Board: *Journal of Service Research* 2007-date
Editorial Review Board: *Journal of Marketing* 1993-1999; 2002-2005, 2008-2025.
Editorial Review Board: *Journal of Marketing Research*, 2016-2025
Editorial Review Board: *Journal of Business Venturing* 2012-date
Editorial Review Board: *Journal of the Academy of Marketing Science* 1997-date
Editorial Review Board: *Journal of the Retailing* 2002-date
Editorial Review Board: *Journal of Personal Selling and Sales Management* 1993-date
Co-Chair, Relationship and Services Marketing Track, *AMA Winter Educators Conference*, 2004, 2008.
Adhoc Reviewer: *Journal of Public Policy and Marketing* 1992--date
Adhoc Reviewer: *Journal of Marketing Research* 1989--2016
Adhoc Reviewer: *Journal of Consumer Affairs* 1989--date

BUSINESS EXPERIENCE

<i>Raunaq Int'l. Ltd.</i>	Assistant Manager in this International Engineering Company engaged in turnkey project contracting in the Middle East. Worked in the contracting and marketing division with responsibilities for international bidding and negotiations.	1978-1982
<i>Indian Oil Corp.</i>	Operations Officer in the Marketing Division of this largest oil company in India and a Fortune 500 non-US Corporation.	1976-1977

Served in their regional office and responsible for coordinating distribution of oil products between retail outlets and oil refineries.

National Radio and Electronics Junior Engineer in this electrical engineering company. 1975-1976
Engaged in industrial marketing of company's heavy and light engineering products, first from the company's regional office and later from the main headquarters.

BOOKS

Editor, *Legends in Marketing* series, **Marketing Theory: Philosophy of Science Foundations of Marketing**, Volume 2 (Sage Publishing). 2011.

BOOK CHAPTERS and REPORTS:

- Wang, Nengbo, Qiyao Pu, Irene Nahm, Navid Mojir and Jagdip Singh (2026), “Technological and Digitalization Forces Shaping B2B Sales: Confluence, Challenges, Promises, and Pitfalls,” ***Handbook of Interorganizational Research*** (*forthcoming*)
- Ozkok, Ozlem, Jagdip Singh, Kwanghui Lim and Simon Bell (2019), “Service Innovation from the Frontlines in Customer-Centric Organizations,” **Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization**, Robert Palmatier, Christine Moorman and Ju-Yeon Lee (Editors).
- Singh, Jagdip, Detelina Marinova and Sunil Singh (2016), “Frontline Problem-solving Dynamics using Video Recordings of Service Failure Interactions,” **Marketing Science Institute** Working Paper and Report 16-122.
- Singh, Jagdip and Rama Jayanti (2014), “Closing the Marketing Strategy-Tactics Gap: An Institutional Theory Analysis of the Pharmaceutical Value Chain,” in Min Ding, Jehoshua Eliashberg and Stefan Stremersch (eds.), **Innovation and Marketing in the Pharmaceutical Industry**, International Series in Quantitative Marketing (Springer), 20: 701-735
- Singh, Jagdip, Detelina Marinova and Steven Brown (2012), “Boundary Work and Customer Connectivity in B2B Frontlines,” in **Handbook of Business to Business Marketing**, Eds., Gary Lilien and Rajdeep Grewal, 433-455, (Edward Elgar Publishing)
- Singh, Jagdip and Argun Saatcioglu (2008), “Role Theory Approaches for Effectiveness of Marketing Oriented Boundary Spanners: Comparative Review, Configural Extension and Potential Contributions,” **Review of Marketing Research**, Vol 4, 148-182, M. E. Sharp: NY.

CASES AND PRACTITIONER ARTICLES

Singh, Jagdip (2016), “**Entrepreneurial Frontline Employees can Improve Profits and Customer Service during the Holiday Season**,” Point-of-Sales News, November, 2016, <https://pointofsale.com/2016113015559/Point-of-Sale-News/Entrepreneurial-Frontline-Employees-Can-Improve-Profits-and-Service-During-Holiday-Season.html>

Also reported in Retail Customer Experience and other industry publications:
<https://www.retailcustomerexperience.com/blogs/how-entrepreneurial-frontline-employees-boost-profit-customer-service-during-holiday-season/>

Singh, Jagdip and Detelina Marinova (2013), “**Stemming Frontline Losses in Service Innovation Implementation**” Marketing Review St Gallen, Vol. 5, 10-20, Springer Publication.

Palan, Harit, Anand Kumar Jaiswal, Jagdip Singh and Garima Sharma (2011), “**Prayas by Sanofi-Aventis in India: Making Healthcare Accessible to the Bottom of the Pyramid,**” Indian Institute of Management, Ahmedabad and Case Western Reserve University, Ohio.

The preceding case was recognized for Honorable Mention in the “Indian Management Issues and Opportunities” category for the 2012 EFMD Case Writing Competition (<http://www.efmd.org/index.php/research/awards/case-writing-competition-winners-2011>).

EDITORIAL RESPONSIBILITIES

Co-Editor, Journal of Service Research special issue on “*10th Anniversary of Organizational Frontlines Research,*” (*forthcoming, 2025*)

(with Todd Arnold, Mike Brady and Tom Brown)

Co-Editor, Journal of Service Research special issue on “*Managing Frontlines in Service Organizations,*” (*February, 20: 2017*)

(with Todd Arnold, Mike Brady and Tom Brown)

RESEARCH PUBLICATIONS

Refereed Journal Articles

Wang, Nengbo, Irene Nahm, Qiyao Pu, Navid Mojir and Jagdip Singh (2026), “Unpacking Generative AI for B2B Sales: Definitional Perspectives, Multidimensional Framework, and Sales Roles,” **Journal of Personal Selling and Sales Management** (*forthcoming*)

Sanger, Sherry and Jagdip Singh (2025), “Breaking Free: Leaders' Strategies for Loosening the Bind of Entrenchment to Lead Innovation,” **Academy of Management Discoveries**, <https://doi.org/10.5465/amd.2024.0071>

Wang, Nengbo, Xiaotian Han, Jagdip Singh, Jing Ma, and Vipin Chaudhary (2025), “CausalRAG: Integrating Causal Graphs into Retrieval-Augmented Generation,” Association of Computational Linguistics (Findings), URL <https://arxiv.org/abs/2503.19878>.

Singh, Jagdip and R Gary Bridge (2023), “Interfaces, Interactions, Time, and the Frontline Nexus: Foundational Constructs and Focus for the Field of Organizational Frontlines,” **Journal of Service Research**, <https://doi.org/10.1177/10946705231177385>

Querbach, Stephanie, Nadine Kammerlander, Jagdip Singh and Mathias Waldkirch (2021), “Pragmatic Learning in Family SMEs: A Qualitative Study of Functional Overload among Family SME Owner-Managers,” **Journal of Knowledge Management**, <https://www.emerald.com/insight/content/doi/10.1108/JKM-08-2020-0657/full/html#loginreload>

Singh, Jagdip, Satish Nambisan, Gary Bridge and Juergen Brock (2021), “One-Voice Strategy for Customer Engagement,” **Journal of Service Research**, 24 (1): 42-65, DOI: 10.1177/1094670520910267

Singh, Sunil, Detelina Marinova and Jagdip Singh (2020), “B2B E-Negotiations and Influence Tactics,” **Journal of Marketing**, 84(2): 47-68. DOI: <https://doi.org/10.1177/0022242919899381>

Finalist for the 2020 Shelby D. Hunt/Harold H. Maynard award to recognize articles published in the Journal of Marketing that make the most significant contributions to marketing theory in a calendar year.

Singh, Jagdip, Todd Arnold, Michael Brady and Tom Brown (2019), “Synergies at the Intersection of Retailing and Organizational Frontlines Research,” **Journal of Retailing**, 95 (2): 90-93, DOI: <https://doi.org/10.1016/j.jretai.2019.06.003>

Singh, Jagdip, Karen Flaherty, Ravi Sohi and et al. (2019), “Sales Profession and Professionals in the Age of Digitization and Artificial Technologies: Concepts, Priorities, and Questions,” **Journal of Personal Selling and Sales Management**, 39 (1): 2-22, DOI: <https://www.tandfonline.com/doi/abs/10.1080/08853134.2018.1557525>

Ozkok, Ozlem, Simon Bell, Jagdip Singh and Kwanghui Lim (2019), “Frontline Knowledge Networks in Open Collaboration Models for Service Innovation,” **Academy of Marketing Science Review**, 9: 268-288, DOI: <https://doi.org/10.1007/s13162-018-00133-5>.

The preceding article was the winner of the Sheth-AMS award for the Outstanding Conceptual contribution based on dissertation research.

Marinova, Detelina, Sunil Singh and Jagdip Singh (2018), “Frontline Problem Solving Effectiveness: A Dynamic Analysis of Verbal and Nonverbal Cues,” **Journal of Marketing Research**, 55 (2): 178-192 online at <http://journals.ama.org/doi/10.1509/jmr.15.0243>).

The preceding article is supported by *Marketing Science Institute* Grant #4-177

The preceding article is highlighted in an Idea Watch article in *Harvard Business Review* 2018 (January-February: pp. 20-22.)

The preceding article is also highlighted in *The Conversation* article dated February 16, 2018 (<https://theconversation.com/customer-service-staff-need-to-be-problem-solving-not-apologising-91646>)

Singh, Sunil, Detelina Marinova, Jagdip Singh and Kenneth Evans (2018), “Customer Query Handling in Sales Interactions,” **Journal of the Academy of Marketing Science**, 46 (5): 837-856, <https://doi.org/10.1007/s11747-017-0569-y>

Singh, Jagdip, Michael Brady, Todd Arnold and Tom Brown (2017), “The Emergent Field of Organizational Frontlines,” **Journal of Service Research**, (February), 20: 3-11, DOI: 10.1177/1094670516681513

The preceding article also serves as an Editorial for the Special Issue of the Journal of Service Research on “*Managing Frontlines in Service Organizations*.”

Niraj, Rakesh and Jagdip Singh (2015), “Impact of User Generated and Professional Critics Reviews on Bollywood Movie Success,” **Australasian Marketing Journal**, DOI: 10.1016/j.ausmj.2015.02.001

Marinova, Detelina and Jagdip Singh (2014), “Consumer Decision to Upgrade or Downgrade a Service Membership,” **Journal of the Academy of Marketing Science**, DOI 10.1007/s11747-014-0374-9, 42: 596-618.

Singh, Jagdip and Rama Jayanti (2013), “When Institutional Work Backfires: Organizational Control of Professional Work in the Pharmaceutical Industry,” **Journal of Management Studies**, special issue on Professions and Institutional Change, 50 (5): 900-929.

- Ye, Jun, Detelina Marinova, and Jagdip Singh (2012) "Bottom-up Learning in Marketing Frontlines: Conceptualization, Processes, and Consequences," **Journal of the Academy of Marketing Science**, 40: 821-844 (online at <http://www.springerlink.com/content/p661m2lm37657p22/>).
- Sorescu, Alina, Ruud Frambach, Jagdip Singh, Arvind Rangaswamy and Cheryl Bridges (2011), "Innovations in Retail Business Models," **Journal of Retailing**, 87 (July): 3-16.
- Singh, Jagdip, Patrick Lentz and Edwin Nijssen (2011), "First and Second Order Effects of Consumers' Institutional Logics on Relationship Marketing Mechanisms: A Cross-Market Comparative Analysis," **Journal of International Business Studies** 42 (2): 307-333. (Available Online, February), <http://www.palgrave-journals.com/jibs/journal/vaop/ncurrent/abs/jibs2009101a.html>.
- Lee, Haejung and Jagdip Singh (2010), "Appraisals, Burnout and Outcomes in Informal Caregiving," **Asian Nursing Research**, 4 (1): 32-44.
- Jayanti, Rama and Jagdip Singh (2010), "Pragmatic Learning Theory: An Inquiry-Action Framework for Distributive Consumer Learning in Online Communities," **Journal of Consumer Research**, 36 (April): 1058-1081.
- Cardon, Melissa, Joakim Wincent, Jagdip Singh and Mateja Drnovsek (2009), "The Nature and Experience of Entrepreneurial Passion," **Academy of Management Review**, 34 (3): 511-532.
- The preceding article was recognized as the 2010 IDEA Thought Leader award for one of the "best" published articles in entrepreneurship during 2009.
- Marinova, Detelina, Jun Ye and Jagdip Singh (2008), "Do Frontline Mechanisms Matter? Impact of Quality and Productivity Orientations on Unit Revenue, Efficiency and Customer Satisfaction," **Journal of Marketing**, 72 (March): 28-45.
- Ye, Jun, Detelina Marinova and Jagdip Singh (2007), "Strategic Change Implementation and Performance Loss in the Front Lines," **Journal of Marketing**, 71 (October): 156-171.
- Cron, William, Greg Marshall, Jagdip Singh, Rosann Spiro and Harish Sujan (2005), "Salesperson Selection, Training and Development: Trends, Implications and Research Opportunities," **Journal of Personal Selling and Sales Management** (25th Anniversary Issue) 25 (2) 123-136.
- Singh Jagdip, Rama Jayanti, Jean Kilgore with Kokil Agarwal and Ramadesikan Gandarvakottai (2005), "What Goes Around Comes Around: A Framework for Understanding Trust-Value Dilemmas of Market Relationships," **Journal of Public Policy and Marketing** (Special Issue on Marketing and Society), 24(1): 38-62.
- An abstract of the preceding paper was also published in **Challenges for an Era of Continuous Change**, and presented in "The Authors Speak" special session of the 2005 Marketing and Public Policy Conference, May 19-22, Washington DC.
- Agustin, Clara and Jagdip Singh (2005), "Curvilinear Effects of Consumer Loyalty Determinants in Relational Exchanges" **Journal of Marketing Research** (February): 96-108.
- Punthmatharith, Busakorn and Jagdip Singh (2005), "A Psychometric Assessment of the H & H Lactation Scale in a Sample of Thai Mothers Using a Repeated Measurement Design," **Nursing Research**, 54 (5) 313-323.

- Cuttler, Leona, J. B. Silvers, Jagdip Singh, Alexander Tsai and Deborah Radcliffe (2005), "Physician Decisions to Discontinue Long-Term Medications Using a Two Stage Framework: The Case of Growth Hormone Therapy," **Medical Care**, 43 (12): 1185-1193
- Singh, Jagdip (2004), "Tackling Measurement Problems with Item Response Theory: Principles, Characteristics, and Assessment with an Illustrative Example," **Journal of Business Research** (*Special Issue on Measurement*) 57: 184-208.
- Singh, Jagdip, Leona Cuttler and J. B. Silvers (2004), "Toward Understanding Consumers' Role in Medical Decisions for Emerging Treatments: Issues, Framework and Hypotheses," **Journal of Business Research**, (*Special Issue on Health Care*), 57: 1054-1065.
- Singh, Jagdip (2003), "A Reviewer's Gold," **Journal of the Academy of Marketing Science**, 31 (3): 331-336.
- Ramaswami, Sridhar and Jagdip Singh (2003), "Antecedents and Consequences of Merit Pay Fairness for Industrial Salespeople," **Journal of Marketing**, 67 (October): 43-66.
- Nijssen, Edwin, Jagdip Singh, Deepak Sirdeshmukh with Hartmut Holzmuller (2003), "Investigating Industry Context Effects in Consumer-Firm Relationships: Preliminary Results from a Dispositional Approach," **Journal of the Academy of Marketing Science** 31 (1): 46-60.
- Sirdeshmukh, Deepak, Jagdip Singh and Barry Sabol (2002), "Consumer Trust, Value and Loyalty in Relational Service Exchanges," **Journal of Marketing**, 66 (January): 15-37.
- The preceding was also published by the *Marketing Science Institute* as working paper and Report No: 01-116 for distribution worldwide to all managers, researchers and companies affiliated with the MSI.
- The preceding was one of the top 5 highly cited papers in the *Journal of Marketing* between 2000 and 2005.
- Boland, Richard, Jagdip Singh, Paul Salipante, John Aram, Sharon Y Fay and Prasert Kanawattanachai (2001), "Knowledge Representations and Knowledge Transfer," **Academy of Management Journal**, 44, #2: (April), 393-417.
- Singh, Jagdip (2000), "Performance Productivity and Quality of Front Line Employees in Service Organizations," **Journal of Marketing**, 64 (April): 15-34.
- The preceding was also published as a *Marketing Science Institute* working paper (Report No. 99-127).
- Singh, Jagdip and Deepak Sirdeshmukh (2000), "Agency and Trust Mechanisms in Consumer Satisfaction and Loyalty Judgments," **Journal of the Academy of Marketing Science** 28 (1): 150-167.
- The preceding was an invited article for the *Marketing Science Institute/Journal of the Academy of Marketing Science* special issue on "Serving Customers and Consumers Effectively in the Twenty-First Century: Emerging Issues and Solutions."
- Fogarty, Tim, Jagdip Singh, Gary Rhoads and Ronald Moore (2000), "Antecedents and Consequences of Burnout in Accounting: Beyond the Role Stress Model," **Behavioral Research in Accounting**, Vol. 12: 31-67.

- Chatterjee, Sayan and Jagdip Singh (1999), "Are Tradeoffs Inherent in Diversification Moves? A Simultaneous Model for Type of Diversification and Mode of Expansion" **Management Science**, 45 (January): 25-41.
- Finkelstein, Beth S., Jagdip Singh, J. B. Silvers, Ursula Marrero, Duncan Neuhauser, and Leona Cutler (1999), "Patient Attitudes and Preferences Regarding Treatment: GH Therapy for Childhood Short Stature," **Hormone Research**, 51 (suppl 1): 67-72.
- Singh, Jagdip, Leona Cuttler, M. Shin, J. B. Silvers, and Duncan Neuhauser (1998), "Medical Decision Making and the Patient: Understand Preference Patterns for Growth Hormone Therapy Using Conjoint Analysis," **Medical Care**, Vol. 36, No. 8 (August): AS31-45.
- Finkelstein, Beth, Jagdip Singh, J. B. Silvers, Duncan Neuhauser and Gary Rosenthal (1998), "Patient and Hospital Characteristics Associated with Patient Assessments of Hospital Obstetrical Care," **Medical Care**, Vol. 36, No. 8 (August): AS68-78.
- Singh, Jagdip (1998), "Striking a Balance in Boundary Spanning Positions: An Investigation of Some Unconventional Influences of Role Stressors and Job Characteristics on Job Outcomes of Salespeople," **Journal of Marketing**, Vol. 62, No. 3 (July): 69-86.
- Westerberg, Mats, Jagdip Singh and Einar Hackner (1997), "Does the CEO Matter?: An Empirical Study of Small Swedish Firms Operating in Turbulent Environments," **Scandinavian Journal of Management**, Vol. 13, No. 3, pp. 251-270
- Singh, Jagdip and Robert Wilkes (1996), "*When Consumers Complain: A Path Analysis of the Key Antecedents of Consumer Complaint Response Estimates*," **Journal of the Academy of Marketing Science**, Volume 24, No. 4, 350-65.
- Singh, Jagdip, Willem Verbeke and Gary Rhoads (1996), "Do Organizational Practices Matter in Role Stress Processes?: A Study of Direct and Moderating Effects for Marketing-Oriented Boundary Spanners," **Journal of Marketing** 60 (July): 69-86.
- Cuttler, L., J. B. Silvers, Jagdip Singh et al. (1996), "Short Stature and Growth Hormone Therapy: A National Study of Physician Recommendation Patterns," **Journal of the American Medical Association**, Volume 276 (August 21), 7: 531-37.
- Singh, Jagdip (1995), "Measurement Issues in Cross-National Research," **Journal of International Business Studies** (Third Quarter): 597-619.
- Song, Li-yu, Jagdip Singh and Mark Singer (1994), "The Youth Self-Report Inventory: A Psychometric Study of Its Measurement Fidelity," **Psychological Assessment: Journal of Consulting and Clinical Psychology** 6 (3): 236-45.
- Singh, Jagdip, Jerry Goolsby and Gary Rhoads (1994), "Behavioral and Psychological Consequences of Boundary Spanning Burnout for Customer Service Representatives," **Journal of Marketing Research** 31 (November): 558-69.
- This article was selected by the **Center of Retailing Education and Research** for publication (as a summary) in the *Retailing Review*.
- Rhoads, Gary, Jagdip Singh and Phillips Goodell (1994), "The Multiple Dimensions of Role Ambiguity and Their Impact Upon Psychological and Behavioral Outcomes of Industrial Salespeople," **Journal of Personal Selling and Sales Management**, XIV, #3: 1-24.

The preceding article was judged as the **1994 Best Article** by the *Journal of Personal Selling and Sales Management* and was awarded the **Mu Kappa Tau** award for the best article in *JPSSM*, Volume 14.

Singh, Jagdip (1993), "Boundary Role Ambiguity: Facets, Determinants and Impacts," **Journal of Marketing**, 57 (April): 11-31.

Singh, Jagdip, Gary Rhoads and Roy Howell (1992), "Adapting Marketing Surveys to Individual Respondents," **Journal of the Market Research Society**, 34, 2, 125-47.

Singh, Jagdip and Gary Rhoads (1991), "Boundary Role Ambiguity in Marketing Oriented Positions: A Multidimensional Multifaceted Operationalization," **Journal of Marketing Research**, 28, 3 (August): 328-38.

A longer version of the preceding article under the title, "Boundary Role Ambiguity in Marketing Positions: Scale Development and Validation" was circulated as a *Marketing Science Institute* Technical Working Paper Number 91-115 to all MSI members.

Singh, Jagdip (1991), "Understanding the Structure of Consumers' Satisfaction Evaluations of Service Delivery," **Journal of the Academy of Marketing Science**, Volume 19 (Summer): 223-44.

The preceding article was judged as the **1991 Best Article** by the Academy of Marketing Science and was awarded the Jagdish N. Sheth award for the best article in *JAMS*, Volume 19.

Singh, Jagdip (1991), "Redundancy in Constructs: Problem, Assessment, and Illustrative Example," **Journal of Business Research**, Volume 22, 3 (May): 255-80.

Singh, Jagdip and Shefali Pandya (1991), "Exploring the Effects of Consumers' Dissatisfaction Level on Complaint Behaviors," **European Journal of Marketing**, 25, 9: 7-21.

Singh, Jagdip and Robert Wilkes (1991), "A Theoretical Framework for Understanding Consumers' Response to Marketplace Dissatisfaction," **Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior**, Volume 4: 1-12.

Singh, Jagdip and Robert Widing II (1991), "What Occurs Once Consumers Complain?: A Theoretical Model for Understanding Satisfaction/Dissatisfaction Outcomes of Complaint Responses," **European Journal of Marketing**, 25, 5: 30-46.

Singh, Jagdip (1991), "Industry Characteristics and Consumer Dissatisfaction," **Journal of Consumer Affairs**, 25, 1 (Summer): 19-56.

Mishra, Debi, Jagdip Singh and Van Wood (1991), "An Empirical Investigation of Two Competing Models of Patient Satisfaction," **Journal of Ambulatory Care Marketing**, Vol. 4 (2): 17-36.

An earlier version of this paper (but with the same title) was also published as a proceedings paper in *Advances in Health Care Research* (1990).

Singh, Jagdip (1990), "Voice, Exit and Negative Word-of-Mouth Behaviors: An Investigation Across Three Service Categories," **Journal of the Academy of Marketing Science**, Vol. 18, 1, (Winter): 1-15.

The preceding article was judged as the **1990 Best Article** by the Academy of Marketing Science.

Singh, Jagdip (1990), "A Typology of Consumer Dissatisfaction Response Styles," **Journal of Retailing**, Vol. 66, 1, (Spring): 57-99.

This article was selected as the **first runner-up** by a vote of the editorial board of the *Journal of Retailing*.

This article was selected by the **Center of Retailing Education and Research** for publication (as a summary) in the *Retailing Review*.

The preceding article is reprinted in *Multivariate Data Analysis with Readings*, Third Edition, Joseph F. Hair, Jr., Rolph E. Anderson, Ronald L. Tatham and William C. Black, 1992, New York: Macmillan Publishing.

Singh, Jagdip, Roy Howell and Gary Rhoads (1990), "Adaptive Designs for Likert-type Data: An Approach for Implementing Marketing Surveys," **Journal of Marketing Research**, Vol. 27, 3, (August): 304-321.

The preceding article was also circulated as a *Marketing Science Institute* working paper (Report No. 90-117) to all MSI members.

Singh, Jagdip (1990), "A Multifacet Typology of Patient Satisfaction With a Hospital Stay," **Journal of Health Care Marketing**, Vol. 10, 4 (December): 8-21.

Singh, Jagdip (1990), "Identifying Consumer Dissatisfaction Response Styles: An Agenda for Future Research," **European Journal of Marketing**, Vol. 24, 6: 55-72.

Singh, Jagdip, Van Wood and Jerry Goolsby (1990), "Consumers' Satisfaction with Health Care Delivery: Issues of Measurement, Issues of Research Design," **Journal of Ambulatory Care Marketing**, Vol. 4, 1: 105-115.

Singh, Jagdip (1989), "Determinants of Consumers' Decision to Seek Third Party Redress: An Empirical Study of Dissatisfied Patients," **Journal of Consumer Affairs**, Vol. 23, 2, (Winter): 329-363.

Singh, Jagdip (1988), "Consumer Complaint Intentions and Behavior: Definitional and Taxonomical Issues," **Journal of Marketing**, Vol. 52, 1, (January): 93-107

Wood, Van and Jagdip Singh (1986), "Strategic Planning for Health Care Markets: A Framework and Case Study in Analyzing Diagnosis Related Groups (DRGs)," **Journal of Health Care Marketing**, Vol. 6, 3, (September): 19-28.

Conference Papers and Proceedings

Singh, Jagdip, John Paul Stephens, and Gabriela Cuconato (2026), "Interactivity Organizing for Customer-Centric Organizations: A Strategic Framework," *AMA Winter Educators Conference*, Feb 10-15.

Pu, Qiyao, Jagdip Singh and Aishani Patil (2026), "Privacy Interfaces as Brand Communication: Design Typologies for Trust Building and Consent Maximizing," *AMA Winter Educators Conference*, Feb 10-15.

- Wang, Nengbo and Jagdip Singh (2026), “AI Guided Detection of Persuasion Strategies in Internal Marketing Communications,” *AI and Strategy Consortium*, ISB, India.
- Viengkham, Doris, Jagdip Singh, Chris Baumann, Fei Guo and Kirti Sharma (2023), “Frontline Resilience and Resistance: A Longitudinal, Cross-Country Analysis of Caregivers’ Narratives in the Frontlines of Pandemic-Care,” Organizational Frontlines Research Symposium, February 8-9. *Winner of the Young Scholar Research Competition.*
- Tang, Jing, Jagdip Singh and Kalle Lyytinen (2020), “When Regulating Negative Reviews Enhances their Value in a Digital Platform,” AMA Summer Academic Conference, August 21-23, San Francisco.
- Pu, Qiyao, Jagdip. Singh, Satish Nambisan, Timothy Summers and Sunita Sah (2020), “Privacy and Personalization Strategies for Winning Customer Trust and Promoting Customer Engagement,” Academy of Management, Vancouver, Canada: August 7-11.
- Pizzutti, Cristiane, Kenny Basso, Natalia Pacheco, Jagdip Singh (2018), “Preferential Service Recovery Efforts: Does It Work?,” Frontiers in Service Conference, September 6-9.
- Lin, Yufan, Detelina Marinova and Jagdip Singh (2018), “When Deals and Sales Converge in Webchat Platforms,” Frontiers in Service Conference, September 6-9.
- Marinova, Detelina and Jagdip Singh (2018), “B2B Sales Interactions: Use of Technology and Analytics,” ISBM Academic Conference, MIT, Boston: August 8-9
- Singh, Jagdip (2018), “AMS Review-Sheth Foundation Doctoral Competition Winners Presentations and Workshop: Developing Theoretical Articles,” AMS Conference, May 22-25.
- Jayanti, Rama and Jagdip Singh (2018), “Technology Enabled Digital Conversations: Implications for Patient Trust and Engagement in Medicine,” AMA Winter Academic Conference, February 23-25, New Orleans.
- Cohen, Daniel and Jagdip Singh (2017), “On the Direction of Causality Between Affect and Effort in Entrepreneurship,” Academy of Management, Atlanta, Georgia: August 5-8.
- Sanger, Sherry and Jagdip Singh (2017), “Expertise and Innovation: An Experimental Study with Senior Executives in Marketing-Oriented Organizations,” American Marketing Association Winter Educators Conference, Orlando, Florida: February 17-19.
- The preceding paper was judged as the “Best Paper” in the “Innovation for Good” theme of the conference at the 2017 AMA Winter Educators’ Conference.*
- Singh, Jagdip and Ravipreet Sohi (2016), “Ambiguous Organizational Orientations and Salesperson Opportunistic Behaviors,” Academy of Management Meetings, Anaheim, California: August 5-9.
- Arnold, Todd, Michael Brady, Tom Brown and Jagdip Singh (2016), “Organizational Frontlines Research: What It is and Why It Matters,” 2nd Organizational Frontlines Research Symposium, Florida State University: March 3-5.
- Singh, Jagdip (2016), “Frontlines in Service Organizations: New Directions, New Opportunities,” AIM-AMA Sheth Doctoral Consortium, Delhi, India: January 7-9.

- Wu, Yuechen, Jagdip Singh, Detelina Marinova, Gary Rhoads (2015), "Entrepreneurship in Retailing: Conceptualization, Operationalization, and Validity," Academy of Management Meetings, Vancouver, Canada: August 8-12.
- Singh, Jagdip (2015), "Consumers' Engagement in Online Health Communities: Opportunities for Enhancing Consumer Decision-Making by Sharing the Knowledge of Many" AMA Marketing and Public Policy Conference, Washington DC: June 5-7.
- Zhu, Fengxia, Detelina Marinova and Jagdip Singh (2015), "Quality-Efficiency Trade-offs in Service Organizations: A SFA-based Approach with Application in Health Care Services," American Marketing Association Winter Educators Conference, San Antonio, Texas, February 13-15.
- The preceding paper was judged as the "Best Overall Paper" of the conference at the 2015 AMA Winter Educators' Conference.*
- Wu, Yuechen, Jagdip Singh, Gary Rhoads, and Detelina Marinova (2015), "Nonlinear Effects of Frontline Store Manager's Entrepreneurial Role Performance: Retail Profit and Revenue Analysis Using Item Response Theory," American Marketing Association Winter Educators Conference, San Antonio, Texas, February 13-15.
- Singh, Jagdip, Gary Rhoads and Detelina Marinova (2014), "Frontline Store Manager's Entrepreneurial Orientation for Merchandising and Service Role Performance: Scale Development and Validation," Academy of Marketing Science Conference, Lima, Peru: August 5-10.
- Crawford, Angela and Jagdip Singh (2014), "Words that Make Customer Contact Employees Tick: A Grounded Study," Academy of Management Meetings, Philadelphia, PA: August 2-5.
- Singh Jagdip, Garima Sharma, James Hill and Andrew Schnackenberg (2013), "Organizational Agility: What it is, What it is not, and Why it Matters," Academy of Management Meetings, Orlando, Florida: August 11-13.
- Singh, Jagdip, Gary K Rhoads and Detelina Marinova (2013), "Retail Store Managers as Entrepreneurs: Focus, Tension and Consequences," Academy of Management Meetings, Orlando, Florida: August 11-13.
- Sanger, Sherry and Jagdip Singh (2013), "Corporate Leaders' Decision Styles, Entrenchment and Disruptive Strategies: A Conceptual Framework," Academy of Management Meetings, Orlando, Florida: August 11-13.
- Sanger, Sherry and Jagdip Singh (2013), "Toward a Conceptual Framework for Understanding Mechanisms of CMO Decision Making: Decision Styles, Entrenchment and Disruptive Strategies," American Marketing Association Winter Educators Conference, Las Vegas, Nevada, February 13-15.
- The preceding paper was judged as the "Best Paper" in the Marketing Theory track at the 2013 AMA Winter Educators' Conference.*
- Singh, Sunil, Detelina Marinova, and Jagdip Singh (2012), "Patterns of Frontline Cognitive and Emotional Work and its Customer Satisfaction Consequences: A Pilot Study," *AMA Winter Educators' Conference Proceedings*, Tampa Florida.

- Singh, Jagdip (2010), "When the Twain Meets: Scholarship at the Intersection of Theory and Practice," Academy of Marketing Science Conference, Portland, Oregon: May 26-29.
- Singh, Jagdip, Rama Jayanti and Elizabeth Gannon (2009), "Conflict in the Shadow of Cooperation: A Study of Trust-Value Dilemmas in Pharmaceutical Marketing," European Marketing Academy, Nantes, France: May 26-29.
- Singh, Jagdip, Edwin Nijssen, Clara Agustin, Hartmut Holzmuller (2009), "Market Climates Anchor and Calibrate Determinants of Consumers' Behavioral Loyalty in Relational Exchanges," Society of Consumer Psychology, San Diego, CA: Feb 11-14.
- Singh, Jagdip, Sanjukta Kusari, Detelina Marinova and Daniel Cohen (2009), "Agency and Trust Mechanisms in Sales Management, AMA Winter Educators' Conference, Tampa, FL: Feb. 20-22.
- Marinova, Detelina, Jun Ye, and Jagdip Singh (2008), "Paradox of Service Effectiveness: Leveraging Frontline Mechanisms for managing Quality and Cost," INFORMS Marketing Science Conference, June 12-15, Vancouver, Canada.
- Ye, Jun, Jagdip Singh and Detelina Marinova (2008), "Market Driven Change Processes for Frontline Employees in Service Organizations," *AMA Winter Marketing Educators' Conference*, February 15-19, Austin, TX.
- The preceding paper was judged as the "Best Paper" in its track, and overall at the 2008 Winter Educators' Conference.*
- Singh, Jagdip (2006), "The Climate for Marketplace Exchanges: Theory and Evidence," *Research in Marketing Conference*, Indian Institute of Management, Ahemdabad, January 2-5, 2007.
- Jayanti, Rama and Jagdip Singh (2006), "Collective-Relational Trust Paradox and Consumer Loyalty Judgments" *Journal of Marketing Theory and Practice* track at the 2006 Society for Marketing Advances (SMA) conference, November 1-4, Nashville.
- The preceding paper was judged as the "Best Paper" in its track at the 2006 Society of Marketing Advances Conference.*
- Kusari, Sanjukta, Daniel Cohen, Jagdip Singh and Detelina Marinova (2006), "Salesperson Cognitions and Behaviors: The Complementary and Conflicting Roles of Trust and Control," *AMA Summer Marketing Educators' Conference*, August 3-5, Washington DC.
- Singh, Jagdip, Clara Agustin and Ed Nijssen (2006), "Looking for Context in a Globalized World of Marketplace Exchanges: A Consumers' Perspective," in *From Silk Road to Global Networks: Academy of International Business Proceedings*, June 23-26, Beijing.
- Jayanti, Rama and Jagdip Singh (2006), "The Nature and Impact of Collective-Relational Paradox in Consumer Trust Judgments," *AMA Winter Educators Conference—Marketing's Continuing Evolution in Today's Competitive Landscape*, Relationship Marketing Track, Session #1.4, St. Petersburg, Florida.
- Cardon, Melissa, Joakim Wincent, Jagdip Singh and Mateja Drnovsek, (2005), "Entrepreneurial Passion: The Nature and Influence of Emotions in Entrepreneurship," *Academy of Management Best Papers Proceedings*, G1-G6.

- Sanjukta Kusari, Daniel Cohen, Jagdip Singh and Detelina Marinova, "Trust and Control Mechanisms in Organizational Boundary Spanners' Cognitions and Behaviors." *Academy of Management Best Papers Proceedings*, D1-D6.
- Lentz, Patrick, Deepak Sirdeshmukh, Ed Nijssen, Hartmut Holzmueller and Jagdip Singh (2005), "A Cross-National Study of Consumer-Firm Exchanges within the Context of Market Milieus," *AMA Winter Educators Conference—Understanding Diverse and Emerging Markets, Technologies and Strategies*, Global Marketing Track, Session #4.5, San Antonio, Texas, 96-97
- Singh Jagdip, Rama Jayanti, Jean Kilgore with Kokil Agarwal and Ramadesikan Gandarvakottai (2004), "Coping with the Complexity and Interconnectedness of the Emerging Marketplace: The Case of Coca Cola Company versus the Los Angeles Unified School District," *AMA Summer Educators Conference* (Boston, MA).
- Singh, Jagdip, Jun Ye and Detelina Marinova (2004), "A Balancing Act: Bottom Line Issues for Strategic Orientation of Service Organizations," *AMA Summer Educators Conference* (Boston, MA).
- Drnovsek, Mateja, Jagdip Singh, Melissa Cardon and Joakim Wincent (2004), "Self-efficacy in Entrepreneurship: A Critical Review and Re-Conceptualization," *Academy of Management Conference*, New Orleans.
- Sirdeshmukh, Deepak, Vinicius Brei and Jagdip Singh (2004), "The Web of Trust: Joint Influence of Online, Frontline, and Company Policies on Consumer Trust, Value and Loyalty," *American Marketing Association's Winter Educators Conference*, Scottsdale, Arizona.
- Ramaswami, Sridhar and Jagdip Singh (2004), "Pay, Sensitivity and Salesperson: When does Fairness in Merit Pay Decisions Payoff?," *American Marketing Association's Winter Educators Conference*, Scottsdale, Arizona.
- Agustin, Clara and Jagdip Singh (2004), "Three Can Dance: Loyalty Mechanisms in B2B Relationships Involving Manufacturers, Distributors and Customers," *American Marketing Association's Winter Educators Conference*, Scottsdale, Arizona (special session on B2B2C: Old Questions, New Answers).
- Singh, Jagdip and Rama Jayanti (2003), "The Collective-Relational Trust Paradox in Consumer Loyalty Judgments," *Association of Consumer Research Proceedings*, October, 2003.
- Kaumudi Misra (PhD Student), Jagdip Singh and Melissa Cardon (2003), "Frontline Employee Empowerment in Service Organizations," *American Marketing Association's Summer Educators Conference: Enhancing Knowledge Development in Marketing*, IL: Chicago.
- The preceding paper was judged as the "Best Paper" in the "Services Connections" track at the 2003 American Marketing Association's Summer Educators Conference.*
- Ye Jun (PhD student), Jagdip Singh and Detelina Marinova (2003), "Change Sans Tears: Understanding Change Processes for Frontline Employees in Service Organizations," *Academy of Management Conference Proceedings*, WA: Seattle.
- The preceding paper was judged as the fifth place winner at the Research Showcase, Case Western Reserve University, 2003.*

Singh, Jagdip, Ed Nijssen and Hartmut Holzmuller, "Of Dinosaurs, Elephants, and Ugly Ducklings: Fundamental Issues and New Directions for Conducting Cross-National Research in the Global Marketplace," *Marketing Science Institute Global Marketing Conference*, Noordwijk, The Netherlands, 8-10 June, 2003.

The preceding paper was selected as part of the MSI/IJRM competition for papers for a special issue of the *International Journal of Research in Marketing*.

Dewettinick, Koen, Jagdip Singh and Dirk Buyens, "The Missing Link: Understanding Why Past Research Shows a Weak Relationship between Employees' Empowerment and Performance," *32nd EMAC Conference, Marketing: Responsible and Relevant*, Glasgow, Scotland, May 19 to 23, 2003.

Singh, Jagdip, Hartmut Holzmuller, and Ed Nijssen, "Bringing the Camel into the Tent: A Case for Multicentric Cross-Cultural Research," *32nd EMAC Conference, Marketing: Responsible and Relevant*, Glasgow, Scotland, May 19 to 23, 2003.

Agustin, Clara, Jagdip Singh and Ed Nijssen, "The ABC Framework for Understanding Buyer-Seller Modalities: Possible Gaps, Possible Opportunities," *32nd EMAC Conference, Marketing: Responsible and Relevant*, Glasgow, Scotland, May 19 to 23, 2003.

Hartmut Holzmuller, Jagdip Singh and Edwin Nijssen, "Multicentric Cross-National Research: A Typology and Illustration," *Academy of Marketing Science International Conference*, June 27-30, Valencia, Spain.

Singh, Jagdip, Edwin Nijssen and Hartmut Holzmueller, "Market Climate: Conceptualization, Construct Development and Consequences," *31st European Marketing Academy Conference*, May 28 to June 1, 2002, Braga, Portugal.

Misra, Kaumudi, Gil Preuss, and Jagdip Singh, "Customization and Conformity: A Replication and Extension of Westphal, Gulati and Shortell (1997)," *Academy of Management Meetings*, Denver, CO, August 2002.

Agustin, Clara and Jagdip Singh, "Satisfaction, Trust, Value and Consumer Loyalty: Curvilinearities in Relationship Dynamics," *31st European Marketing Academy Conference*, May 28 to June 1, 2002, Braga, Portugal.

Singh, Jagdip, Gil Preuss, Kaumudi Misra, Olivia Lee, Ye Jun, and Nancy Linenkugel, "Balancing Hospital Service and Economic Missions in Dynamic Markets," *Health Services Research Conference*.

Lammerts, Arno, T. Pferdekaemper, H. Holzmuller, E. Nijssen, D. Sirdeshmukh and Jagdip Singh (2001), "A Tale of Two Orientations," *AMA Summer Marketing Educators Conference*.

Dos Santos, Cristiane and Jagdip Singh (2000), "Consumers Complain, Can Businesses Satisfy Them?: A Review of Theoretical and Empirical Research on Complaint Handling Processes," *American Marketing Association Winter Educators' Conference, Vol. XI, pp. 4-5*.

Dos Santos, Cristiane and Jagdip Singh, "Fairness in Complaint Resolution: A Cross-National Perspective, Framework and Hypotheses," *American Marketing Association Global Conference, June 30 to July 3, 2000 (Argentina)*.

The preceding papers were completed by Cristiane Dos Santos, Fulbright Scholar from Brazil, during her visit to the Weatherhead School of Management during 1999.

- Singh, Jagdip (2000), "Will She Dance?: A Framework for Understanding Consumers' Response to Business Overtures and its Implications," *Academy of Business Administration Proceedings*, December 18 to 23, 2000 (Mexico).
- Singh, Jagdip (1999), "Some Selected Individual and Organizational Moderators of Boundary Role Ambiguity for Sales and Marketing Professionals," *Marketing Theory and Applications*, Volume X, Anil Menon and Arun Sharma (Editors): 4-5.
- The preceding paper was judged as the **1999 Best Overall Conference Paper** at the *1999 AMA Winter Educators' Conference*.
- Sivakumar, Soumya and Jagdip Singh (1999), "Complaining, Complimenting and No-Response: Current Status and Future Research," *Marketing Theory and Applications*, Volume X, Anil Menon and Arun Sharma (Editors): 172-73.
- Singh, Jagdip (1996), "A Latent Trait Theory Approach to Measurement in Marketing Research: Principles, Relevance and Application Issues," *Marketing for an Expanding Europe, 25th EMAC Conference*, Eds., Jozsef Beracs, Andras Bauer and Judit Simon, (May): 1045-64.
- Singh, Jagdip (1996), "Now You See It, Now You Don't: A Cautionary Note on Comparative Cross-National Analysis," *AMA Winter Educators Conference*.
- Droogenbroeck, Sebastian van and Jagdip Singh (1995), "The Influence of Role Stressors and Job Characteristics on Job Outcomes of Industrial Salespeople: A Test of Nonlinear Hypotheses," *European Marketing Academy Conference* (competitive paper).
- Borghgraef, Stefan and Jagdip Singh (1995), "Job Performance and Organizational Citizenship Behaviors of Salespeople: A Redundancy Analysis," *European Marketing Academy Conference* (competitive paper).
- The preceding paper was judged as the **1995 Best Article** of the *European Marketing Academy Conference*
- Westerberg, Mats, Jagdip Singh and E. Hackner (1995), "Does the CEO Matter?: An Empirical Study of Market and Financial Performance of Small Swedish Firms Operating in Turbulent Environments," *European Marketing Academy Conference* (competitive paper).
- Singh, Jagdip (1994), "Isolating "Real" Cross-National Differences: An Illustrative Study of Selected Measurement Factors Influencing Comparative Analysis," *Academy of Business Administration Conference*, Dec. 16-20, CanCun.
- Cuttler, Leona, Jagdip Singh, et al. (1994), "Analysis of Family Attitudes and Preferences Regarding Childhood Short Stature," *The Endocrine Society*.
- Singh, Jagdip, Leona Cutler, et al. (1994), "Understanding Parent Preferences for GH Therapy by the Method of Part-Worth Utilities," *International Society for Technology Assessment in Health Care*, June 19-22, Baltimore.
- Cuttler, L., Jagdip Singh et al. (1994), "Growth Hormone as a Treatment of Short Stature in Children: The Scope of the Issue," *International Society for Technology Assessment in Health Care*, June 19-22, Baltimore.

- Silvers, J. B., L. Cuttler, J. Singh, et al. (1994), "Growth Hormone as a Treatment of Short Stature in Children: An Economic Analysis," *International Society for Technology Assessment in Health Care*, June 19-22, Baltimore.
- Westerberg, Mats, Jagdip Singh and E. Hackner (1994), "Surviving in the Cold: A Framework for the Study of Swedish Construction Suppliers in a Rapidly Changing Environment," *Enhancing Knowledge Development in Marketing*, Vol. 5, Ravi Achrol and Andrew Mitchell Eds., 323-4.
- Singh, Jagdip, Gary Rhoads and Willem Verbeke (1993), "A Cross-Cultural Study of Role Stress, Coping and Burnout among Marketing Oriented Boundary Spanners," *Sixth Biannual World Marketing Conference*, July 15-19, Istanbul.
- Verbeke, Willem, Peter Beek and Jagdip Singh (1993), "Proposing a Dynamical Systems Perspective about Salesperson-Client Interactions," *Marketing for the New Europe: Dealing with Complexity*, 22nd EMAC Conference, Vol. II, 1515-1529.
- Singh, Jagdip (1992), "Moderating Influences on the Relationship Between Job Outcomes and Boundary Role Ambiguity," *Developments in Marketing Science*, Volume XV, Victoria L. Crittenden, Editor, 87-9.
- Singh, Jagdip (1991), "Consumer Alienation and Discontent: A Review and Prospectus," *Enhancing Knowledge Development in Marketing*, Eds., Mary C. Gilly et al., (Summer): 678-82.
- Singh, Jagdip and Gary Rhoads (1991), "Adapting Marketing Surveys to Individual Respondents: Computerized Adaptive Testing for Marketing Field Studies," *Proceedings of the Advanced Research Techniques Forum*.
- Goodell, Phillips, Jagdip Singh and Gary Rhoads (1991), "Role Ambiguity Among Sales and Marketing Professionals: Dimensions, Diagnosis and Intervention Strategies," *1991 AMA Winter Educators Conference: Marketing Theory and Applications*, Eds., Terry Childers et al., 119-20, American Marketing Association: Chicago.
- Singh, Jagdip, Roy D. Howell and Gary Rhoads (1990), "A Novel Approach for Designing Marketing Surveys Using Item Information Functions," *Enhancing Knowledge Development in Marketing*, Eds. William Bearden et. al., p. 268, American Marketing Association: Chicago.
- Singh, Jagdip and Robert Widing (1990), "A Theoretical Model for Understanding Satisfaction/Dissatisfaction Outcomes of Complaint Responses," *Developments in Marketing Science*, Ed., B. J. Dunlap, Vol. XIII: 62-66.
- Goolsby, Jerry, Gary Rhoads, Jagdip Singh and Phillips Goodell (1990), "Boundary Spanning and Burnout: Toward an Understanding of Burnout in Marketing Organizations," in *Marketing Theory and Applications*, Eds., David Lichtenthal et al., p. 204, American Marketing Association: Chicago.
- Singh, Jagdip (1989), "The Role of Dissatisfaction in Consumer Complaint Behaviors: An Exploratory Study," in *Enhancing Knowledge Development in Marketing*, Eds., Paul Bloom et al., p. 290, American Marketing Association: Chicago.

- Goolsby, Jerry and Jagdip Singh (1989), "Service Quality: An Agenda for Future Research," *Developments in Marketing Science*, Ed. Jon Hawes, Vol. XII: 497-501.
- Singh, Jagdip, Van Wood and Jerry Goolsby (1989), "The Measurement of Consumers' Satisfaction with Health Care Delivery: Some Research Design Issues," *Advances in Health Care Research*, Eds., Richard Kriner and George Baker III, pp. 27-31.
- Macbane, Don, Van Wood and Jagdip Singh (1989), "Health Care Issues and Hispanics: Overview and Research Suggestions," *Advances in Health Care Research*, Eds. Richard Kriner and George Baker III, pp. 22-26.
- Singh, Jagdip (1989), "The Patient Satisfaction Concept: A Review and Reconceptualization," *Advances in Consumer Research*, Ed., Thom Srull, pp. 321-326.
- Singh, Jagdip (1988), "Measurement Approaches for Consumer Behavior Constructs: A Multi-dimensional Perspective," *Advances in Consumer Research*, Ed., Michael Houston: 487-492.
- Singh, Jagdip (1988), "Dismantling the Concept of Patient Satisfaction," *Advances in Health Care Research*, Eds., George Baker III, Richard Kriner and M. Venkatesan, pp. 13-15.
- Goolsby, Jerry, Van Wood and Jagdip Singh (1987), "Expanding Strategic Planning for Health Care Markets: A Framework, for Longterm Planning," *Advances in Health Care Research*, Eds. Wade Lancaster and M. Venkatesan, pp. 13-17.
- Singh, Jagdip and Roy D. Howell (1985), "Consumer Complaining Behavior: A Review and Prospectus," *Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Eds., Keith Hunt and Ralph Day, (February): 41-49.
- Wood, Van and Jagdip Singh (1985), "Strategic Planning for Health Care Markets: A Conceptual Framework for Analyzing Diagnosis Related Groups," *Advances in Health Care Research*, Eds., Scott Smith and M. Venkatesan, (April): 1-4.

Other Conference Articles

- Singh, Jagdip (1985), "An Agenda for the Extension of Trade and Investment Theories to the Service Sector," *Marketing: The Next Decade*, Eds., David Klein and Allen Smith, (November): 255-257.
- Singh, Jagdip (1983), "International Product Life Cycle Theory: An Adequate Explanation of Trade Patterns?" in *Marketing: Theories and Concepts for an Era of Change*, Eds., John Summey et al., 164-167.

Presentations

- Pu, Qiyao, Jagdip Singh and Robert Widing (2024), "Notice and Choice Framework for Mitigating Privacy Concerns and Building Customer Engagement," Federal Trade Commission Conference, October 16.
- Singh, Jagdip (2024), "Frontline Service: Navigating Academic-Practitioner Barriers & Aligning Interests," AMA Winter Educators Conference Special Session, February 24.
- Singh, Jagdip (2024), "Frontline Engineering in Business: New Skills, Open Jobs, & Exciting Work," Management Development Institute, New Delhi, January 24.

- Singh, Jagdip (2023), "Innovations in Doctor of Business Administration Programs: Nurturing Future Practitioner Scholars in an Evolving Business Landscape," Engaged Management Scholarship Conference, Panelist and Participant, September 12: Calgary.
- Singh, Jagdip (2023), "Of Science and Sages: On Managing Impactful Academic Career," Global SIG Doctoral Consortium, May 30: Santiago.
- Singh, Jagdip (2023), "Beyond Technology and AI: Frontline Disruptions and Opportunities," Organizational Frontlines Symposium, February 8: Nashville.
- Singh, Jagdip (2020), "Winning B2B Contracts and Influence Tactics in E-Negotiations," McQuarrie University, Distinguished Lecture Presentation, March 6, 2020.
- Singh, Jagdip (2020), "Theory Development Workshop," McQuarrie University Research Workshop, March 2020.
- Singh, Jagdip (2020), "Future of Work," Panelist on Digital Future 2020 Conference, October 12-14, 2020.
- Singh, Jagdip (2020), "Challenges and Opportunities in a Doctoral Journey," EMS 2020 Doctoral Consortium Keynote Speaker, September 10, 2020.
- Singh, Jagdip (2020), "Frontlines and Frontiers in Health Care," Journal of Marketing Special Issue Panelist, AMA Summer Educators Conference, August 2020.
- Singh, Jagdip (2020), "Organizational Frontline Challenges of Maintaining One-Voice in the Age of Machines," OFR Practitioner Keynote Lead, 6th Annual Symposium of Organizational Frontlines, February 13, 2020.
- Balducci, Bitty, Detelina Marinova, Jagdip Singh (2020), "Organizational Agent Voice in B2B Customer Interactions," 6th Annual Symposium of Organizational Frontlines, February 13, 2020.
- Singh, Jagdip (2018), "New Age Frontline Technologies," Organizational Frontlines Symposium, February 21-22, 2018.
- Singh, Jagdip (2018), "Dynamics of B2B Email Sales Negotiations," University of Melbourne Research Seminar, Feb 14, 2018.
- Singh, Jagdip (2018), "Effective Customer Problem Solving: From Rules to Roles," Center for Workplace Leadership Public Seminar, Melbourne, Australia, February 13.
- Singh, Jagdip (2018), "Last Mile Challenges and Opportunities," New Horizons in Selling and Sales Management, August 8-10, 2018.
- Singh, Jagdip (2017), "Organization Frontlines Research: What is it, and Why it Matters," OFR Symposium, February 26, 2017.
- Singh, Jagdip (2017), "Do Entrepreneurial Frontline Store Managers Help or Hurt Profitability," University of Melbourne-Melbourne Business School Faculty Seminar, February 8.
- Singh, Jagdip (2016), "Frontlines in Service Organizations: New Directions, New Opportunities," AIM-AMA Sheth Doctoral Consortium, New Delhi: January 7.

- Singh, Jagdip (2015), "Flying Blues: Frontline Problem Solving Dynamics using Video Recordings of Customer-Agent Interactions," University of Melbourne-Melbourne Business School Faculty Seminar, November 12.
- Singh, Jagdip (2015), "The Democratization of Sales and Sales Management," Keynote Address, Enhancing Sales Productivity Conference, Georgia Tech, June 16-17.
- Singh, Jagdip (2015), "Managing Frontlines in Service Organizations," Organizational Frontlines Research Symposium, OSU, April 16-18.
- Singh, Jagdip (2015), "Advances in Mediation, Moderation and Moderated Mediation," Nottingham University, Ningbo, Invited Speaker, March 25.
- Singh, Jagdip (2015), "Frontline Marketing Management: Issues, Theories and Directions," AMA Winter Educators Conference, Special Session Co-Chair, Feb 13.
- Singh, Jagdip (2014), "Power of M: Methodology Pointers for Practitioner-Scholars," Engaged Management Scholarship Conference (EDBAC), Tulsa, OK: September 10-12.
- Singh, Jagdip (2014), "Marketing Frontlines: Organizational Capabilities for Customer-Employee Interface," AMA Winter Educators' Conference, Orlando: FL, February 21.
- Singh, Jagdip (2013), "Profitability Payoffs from Intrapreneurial Frontline Retail Store Managers," Invited Research Seminar, April 18, 2013: Otto Beisheim School of Management, WHU, Vallendar, Germany.
- Singh, Jagdip (2013), "Scholar's Craft: Of Mindfulness, Miles and Mastery," Invited Research Seminar, April 16, 2013: Aston Business School, Birmingham, UK.
- Singh, Jagdip (2012), "Exploiting Industry Partners for Explorative Classroom Learning," 47th AMA-Sheth Doctoral Consortium, June 14-16: Seattle, WA.
- Singh, Jagdip (2012), "Navigating the Last Mile: JIBS 0691-2008-08," Frontiers in Service Marketing, Doctoral Consortium, June 13: Washington DC.
- Singh, Jagdip (2012), "Crafting Impactful Theory Articles" AMA Winter Educators Conference, St Petersburg, Florida, February 16-19.
- Singh, Jagdip (2012), "The Last and First Miles of a Scholar," Keynote address at the All India Doctoral Consortium, Indian Institute of Management, Ahemdabad, January 6-9.
- Singh, Jagdip (2011), "Upside Down Marketing," ANPAD (keynote address), Rio de Janeiro: September 3-7.
- Singh, Jagdip (2011), "Harnessing the Disruptive Power of Connected Consumers," University of Sao Paulo (invited lecture), Sao Paulo: September 2.
- Singh, Jagdip (2011), "Nothing Ventured, Nothing Gained," Federal University of Florianopolis (invited lecture): September 8.
- Schnackenberg, Andrew, Garima Sharma, Jagdip Singh, Kalle Lyytinen and James Hill (2011), "Theorizing Capabilities of Organizational Agility: A Paradox Framework," Academy of Management Annual Conference, San Antonio: August 12-16.

- Sharma, Garima, Jagdip Singh and Anand Jaiswal (2011), "Profit Meets Social: A Framework for Hybrid Business Models," Academy of Management Annual Conference, San Antonio: August 12-16.
- Singh, Jagdip (2011), "Crafting Manuscripts for a Career in Marketing," American Marketing Association/Sheth Foundation Doctoral Consortium, Stillwater: June 15-18.
- Stull, Michael and Jagdip Singh (2011), "Managerial Innovativeness and Project Effectiveness in Nonprofit Organizations: A Test of Trust-Control Framework," International Conference on Engaged Management Scholarship, Cleveland: June 2-5.
- The preceding paper was recognized for the "best academic paper" award for the conference.*
- Singh, Jagdip (2010), "Mitigating Knowledge Loss in Organizational Frontlines," Brigham Young University, Provo, Utah: 2-3 September
- Daniels, Rachel, Jagdip Singh and Nicholas Berente (2010), "Dare to Build Trust in Times of Distrust: Findings from Banking, Healthcare and Retailing Industries," Academy of Management Conference, Montreal, CA: August 8, 2010.
- Singh, Jagdip (2010), "Developing Intermediate Constructs for International Comparative Research," Academy of International Business Conference, Rio de Janeiro, BR: June 25, 2010
- Singh, Jagdip (2010), "When the Twain Meets: Scholarship at the Intersection of Theory and Practice," Academy of Marketing Science Conference, Portland, OR: May 26, 2010.
- Singh, Jagdip (2009), "Customer Connectivity and Organizational Frontlines," AMA-Sheth Foundation Doctoral Consortium, Atlanta, GA: 11-14, June.
- Singh, Jagdip (2009), "Navigating the Last Mile," Faculty and Doctoral Seminar Presentation, Weatherhead, Cleveland, OH: 20 November.
- "Salesforce as Organizational Frontlines: A Strategic Perspective," 43rd AMA Seth Foundation Doctoral Consortium, June 4-8, 2008, Columbia, MO.
- "Ethical Compass for Graduate Students in Marketing and Management," 43rd AMA Seth Foundation Doctoral Consortium, June 4-8, 2008, Columbia, MO.
- "Configurations of Job Scope and Role Stressors in Frontline Work in Service Organizations," Administrative Sciences Association of Canada Annual Conference, May 24-27, 2008.
- "Trust and Control Mechanisms in Salesperson Effectiveness for Customer Commitment," Invited Presentation at the University of Houston Marketing Department, April 2008.
- "Trends Favoring Personal Selling and Sales Management Research," AMA Summer Educators Conference, August 3-6, 2007, Washington DC.
- "Boundary Theory for Marketing," New Horizons in Selling and Sales Management, AMA Faculty Consortium, July 13-19, 2007, Orlando, Florida.
- "Ten Ideas for Linking Theory and Method," Indian Institute of Management, Ahemdabad, Faculty Research Seminar, January 14, 2007.
- "Marketing's Frontlines: Progress, Deficits and Promise," American Marketing Association Doctoral Consortium Presentation, July 6-9, 2005.

- “Levers and Limits of Relationship Marketing,” Relationship and Services Marketing Track, *AMA Winter Educators Conference—Understanding Diverse and Emerging Markets, Technologies and Strategies*, Session #7.4, San Antonio, Texas, February 11-14, 2005.
- “Ten Linking Ideas for Theory and Measurement,” Methodology Day organized by the Faculty of Economics and Business Administration, University of Gent and Vlerick School of Management, January 17, 2005, Gent, Belgium.
- “The Interconnected Marketplace: The Case of Coca Cola Company versus the Los Angeles Unified School District,” AMA Summer Conference, 2004.
- “Theory Meets Data: Designing Research Studies for Solving Puzzles and Resolving Paradoxes,” invited presentation at the KPMG PhD Project Marketing Doctoral Student Consortium, August, 2004.
- “Performance, Creativity and Empowerment Dynamics for Frontline Employees in Service Organizations,” invited presentation at Temple University, October 31, 2003.
- “A Reviewer’s Gold: A Personal Reflection,” invited presentation at the American Marketing Association Summer Educator’s Conference, special session on “Outstanding Reviewers”, August 17, 2003.
- “Puzzles and Paradoxes in Understanding Effectiveness of Service Organizations,” invited presentation at the KPMG PhD Project Marketing Doctoral Student Consortium, August, 2003.
- “Economic and Service Orientations of Service Organizations: Construct, Consequences and Correlates,” invited presentation at the University of Houston, Bauer College of Management, September, 2002.
- “Measurement Dilemmas in Linking Concepts to Constructs,” invited presentation at the KPMG PhD Project Marketing Doctoral Student Consortium, August, 2002.
- “Linking Theory and Method,” Invited presentation as a distinguished speaker at the Doctoral Consortium, Administrative Sciences Association of Canada (ASAC), Winnipeg, May 25, 2002.
- “Paradoxes and Puzzles in Understanding Effectiveness of Service Organizations,” Invited presentation as a distinguished speaker in the Marketing division of the Administrative Sciences Association of Canada (ASAC), Winnipeg, May 26, 2002.
- “Front Line Configurations in Boundary Spanning Contexts,” Invited Presentation at the University of Oklahoma, Norman, Oklahoma, November 19, 2001.
- “Influence of Front Line Configurations of Job Scope and Role Stressors on Job Outcomes in Boundary Spanning Contexts,” Invited Presentation at the Indiana University, Bloomington, Indiana, November 19, 2000.
- “Configurations of Job Scope and Role Stressors in Boundary Spanning Contexts,” Invited Presentation at the Texas Tech University, Lubbock, Texas, April 28, 2000.
- “Determinants and Consequences for Consumer Trust in Relational Exchanges,” Invited Presentation at the University of Missouri, Columbia, April 11, 2000.

- “Performance Productivity and Quality of Front Line Employees: *A Case of Having Your Cake and Eating it Too?*” Invited Presentation at the Erasmus University, Rotterdam, The Netherlands, January 24, 2000.
- “Personal Selling and Sales Management for the Millenium: A Boundary Spanning Role Perspective,” Invited Presentation for the *American Marketing Association Sales Management Faculty Consortium*, Orlando, Florida: July 10-13, 1999.
- “Tuning In or Tuning Out?: A Conceptual Framework for the Study of Consumer Discontent and Alienation,” *European Marketing Academy*, Stockholm, Sweden, 1998.
- “Trust and Distrust in Consumer Exchanges: A Multinodal Perspective,” *American Marketing Educators Conference Special Session on “Trust”*, Chicago, August 1997.
- “From Concepts to Constructs: Some Conventional and Not-so-Conventional Wisdom,” Invited Speaker for the Methodology Series at the *Norwegian School of Business and Economics*, Bergen, Norway, 1996.
- “Issues in Managing Service Quality and Productivity in Customer Service Centers,” Invited speaker at the *Marketing Science Institute Conference on Developing Customers, Products and Markets for Services*, Dec. 6-8, 1995, Boston.
- "A Historical Analysis of Marketing Research in the United States: Lessons for Emerging Economies," Invited Speaker at the *Panjab University*, Department of Business and Commerce, March 10, 1995.
- "Mixing Organizational Practices With Boundary Role Stress Process," Invited Presentation at the *Brigham Young University*, July 24, 1994.
- "Understanding Parent Preferences for GH Therapy by the Method of Part-Worth Utilities," *International Society for Technology Assessment in Health Care*, Baltimore, June 19-22, 1994.
- "Some Initial Experiments with Adaptive Survey Designs for Structured Questionnaires," Invited Presentation for the Marketing Science Institute Conference on *New Methods and Applications in Consumer Research*, September 13-14, 1993, Boston, MA.
- "A Latent Trait Theory Approach to Measurement for Marketing Constructs," Invited Presentation at the Catholic University of Leuven, Leuven, Belgium, June 17, 1993.
- "Boundary Role Ambiguity: Some Emerging Research Issues," Invited Presentation at the **ESSEC**, Paris, France, April 21, 1993.
- "Why do Boundary Spanners Fail to Deliver Service Quality?: Mapping Critical Aspects of Boundary Spanning Roles," Invited Speaker at the Marketing Science Institute Conference on *Supporting Service Quality*, Boston, MA, (with Gary Rhoads), October 15-16, 1992.
- "Boundary Spanning Roles: Issues, Problems and Results," Invited Speaker for the *Summer Institute on Relationship Marketing* organized by **Erasmus University**, The Netherlands, September 1, 1992.
- "Latent Trait Analysis," A tutorial presented at the pre-conference methods seminars at the *Academy of Management* meetings, August 7-9, 1992, Las Vegas, NV.

- "Moderating Influences on the Relationship Between Job Outcomes and Boundary Role Ambiguity," *Academy of Marketing Science Conference*, San Diego, CA, April 22-25, 1992.
- "Voice, Exit and Negative Word-of-Mouth Behaviors: Further Discussion and Evidence," Invited Speaker at the 20th Annual Congress of the *Administrative Sciences Association (ASAC)* of Canada, Quebec City, June 6-9, 1992.
- "Adapting" Marketing Surveys to Individual Respondents: Basics, Implementation, and Benefits of Computerized Adaptive Survey Designs," Invited Speaker at the *American Marketing Association's 1991 Advanced Research Techniques Forum*, Beaver Creek, Colorado, June 16-19, 1991.
- "A Theoretical Framework for Understanding Consumers' Response to Marketplace Dissatisfaction," *1991 CS/D and CCB Conference*, Snowbird, Utah, June 23-27, 1991.
- "A Novel Approach for Designing Marketing Surveys with Item Information Functions," *American Marketing Association's Summer Educators Conference*, Washington D.C., August 3-7, 1990.
- "Measuring and Managing Customer Dissatisfaction for Profitability," Invited Speaker for the *Bellcore Measurements Research Symposium*, San Francisco, June 7-8, 1989.
- "The Role of Dissatisfaction in Complaint Behaviors," *American Marketing Association Summer Educators' Conference*, Chicago, August 6-8, 1989.
- "The Patient Satisfaction Concept: A Review and Reconceptualization," *Association of Consumer Research Conference*, Hawaii, October 13-18, 1988.
- "Understanding the Demands Affecting the Performance of Boundary Role Personnel," Invited Presentation to the *National City Bank* management personnel in Cleveland, Ohio, August 1988.
- "Dismantling the Concept of Patient Satisfaction," paper presented at the American Association for *Advances in Health Care Research Meetings*, Snowbird, Utah, June, 1988.
- "Measurement Approaches for Consumer Behavior Constructs: A Multidimensional Perspective," *Association of Consumer Research Meetings*, Boston, October 1987.
- "Modeling Consumer Response to Post-Purchase Disconfirmation of Expectations," *Academy of Marketing Science Conference*, May, 1986.
- "DRG Analysis--A Framework and Case Study for Strategic Planning of Health Care Markets," Invited Speaker at the *American Marketing Association Cleveland Chapter Seminar on Health Care Marketing: Innovation and Opportunity*, January, 1986.

PhD DISSERTATION COMMITTEES

- "An Empirical Study of Firms Engaging in Partial Writedowns of Long Lived Assets," Linda Jeanne Zucca, Department of Accountancy, Case Western Reserve University, 1989.

- "The Effects of Tie Strength on the Structure of Inter-Firm Relationships in Industrial Markets," Rodney L. Stump, Division of Marketing, Case Western Reserve University, 1991.
- "Exploration of the Recency Effect Using Individual Difference and Correlational Approaches," Dasen Luo, Department of Psychology, Case Western Reserve University, 1992.
- "Intergenerational Perspectives of Health and Culture: A Study of Chinese American Families in the Cleveland Area," Tina H. Wu, Department of Sociology, Case Western Reserve University, 1994.
- "The Phenotypic and Genetic Relationships Among School-Related Temperament, Intelligence, and Scholastic Achievement," Stephen A. Petrill, Department of Psychology, Case Western Reserve University, 1994.
- "How to Make Better Products Faster: A Knowledge Based Organizational Integration Process Model of New Product Innovations," Mincheol Shin, Department of Marketing and Policy Studies, May 1997.
- "Understanding the Potential Impact and Utilization of Patient Satisfaction Data as Outcome Measure of Hospital Performance," Elizabeth Finkelstein, Department of Epidemiology, Case Western Reserve University, November 1997.
- "Achieving Potential in Hospital Mergers," Sister Nancy Linenkugel, School of Management, Case Western Reserve University, May 1999 (Chair).
- "Managers in the Middle: A Study of Long Term Care Regional Managers Dealing with Organizational Stress," Jeff Ferguson, Weatherhead School of Management (EDM), CWRU (Chair), May 1999.
- "Don't Rain on my Parade of Horribles! Or Of Defibrillators and Indolence: Taking Risks, Innovation Diffusion, and Renewal Process in Deep Structure Institutions," Louann Cummings, Weatherhead School of Management (EDM), CWRU (member), May 1999.
- "Performance in Interorganizational Relationships (IORs): The Relative Impact of IOR Structure and Process on Relationship Related Efficiency and Effectiveness," Patricia Gorman Clifford, Department of Marketing and Policy Studies., CWRU (member), December 1999.
- "Risk factors for Cardiovascular Disease in Thai Adolescents," Pulsuk, Siripul, Department of Nursing, CWRU (member), May 2000.
- "Randomized Controlled Trial of Early Kangaroo Care: Effects of Maternal-Full Term Infant Bonding and Breastfeeding Success in Thailand," Busakorn Punthmatharith, Department of Nursing, CWRU (member), May 2001.
- "Toward a Theory of Technological Change," J Rod Franklin, Weatherhead School of Management (EDM), CWRU, May 2001.
- "A Reflection of Trust: Analyzing the Role of Customers and Sales Manager on Salesperson Trust-Building Behaviors," Daniel Cohen, Weatherhead School of Management (EDM), CWRU, May 2003.
- "Reciprocal Learning in Teams: The Effects of Practices and Relationships on Outcomes of Professional – Volunteer Dyads in Nonprofit Organizations," Donald Zeilstra, Weatherhead School of Management (EDM), CWRU, May 2003.

- “Beyond Gender Explanations: Agentic and Communal Executive Styles and Role Fit,” Karie Willyerd, Weatherhead School of Management (EDM), CWRU, May 2003.
- “Inter-cultural Service Encounters: The Mechanism Underlying the Effect of Cultural Distance on Customer Service Satisfaction,” Fritz Reichert, Weatherhead School of Management (EDM), CWRU, May 2003.
- “Commitment, Trust and Manager and Employee Disagreement on the Terms of the Employment Relationship,” Efrain Rivera, Weatherhead School of Management (EDM), CWRU, 2004.
- “Developing a Causal Model of Organizational Change on the Frontlines,” Manoj Nakra, Weatherhead School of Management (EDM), CWRU, 2004 (Chair).
- “Nursing Work Expectations and Patient Outcomes,” Lori Brohm, Weatherhead School of Management (EDM), CWRU, 2004.
- “Nonprofit Governance: An Evolving Model Meeting Evolving Needs,” Joe Mandato, Weatherhead School of Management (EDM), CWRU, 2004.
- “Test of a Model to Predict Adaptive Functioning and Depression in School-Aged Children,” Hsiu-Ju Chang, Department of Nursing, CWRU.
- “The Influence of Trust and Motivation in Promoting and Sustaining Entrepreneurial Orientation Among Managers and Employees,” Michael G Stull, Weatherhead School of Management (EDM), CWRU, 2005 (Chair).
- “Empowerment and Control Dynamics in Service Contexts: Conceptual Exploration and Empirical Validation of the Impact on Frontline Employee Affect and Performance,” Koen Dewettinck, Faculty of Economics and Management, University of Gent, January 2005.
- “Everywhere Except on Top: Women Executives in the Nonprofit Sector,” Jane A Van Buren, Weatherhead School of Management (EDM), CWRU, 2005.
- “Customers Behaving Badly: Compliance, Retention and Profitability Consequences of Problem Customers and Frontline Employee Problem Solving,” Soumya Sivakumar, Department of Marketing and Policy Studies (PhD), CWRU, May 2007.
- The preceding dissertation was recognized as an “Honorable Mention” in the Alden G Clayton Dissertation Proposal Competition (Marketing Science Institute).*
- “Using Item Response Theory to Assess the Utility of an Informant Measure of Cognitive Decline Among Community-Dwelling Older Adults,” Zeeshan Butts, Department of Psychology (PhD), CWRU, May, 2006.
- “Affect Modulation Ability Questionnaire (AMAQ): Behavioral Validation and Implications for Clinical Use,” Jennifer Robinson, Department of Psychology (PhD), CWRU, March, 2006.
- “Deliberate Learning in the Front Lines of Service Organizations,” Jun Ye, Department of Marketing and Policy Studies, WSOM (Chair), June 2006.
- The preceding dissertation was recognized as the Academy of Marketing Science’s 2006-2007 winner of the Mary Kay Dissertation competition.*

- “The Dark Side of Trust and Mechanisms to Manage It,” Sanjukta Kusari, Marketing Department, Vanderbilt University, Outside Member, 2010.
- “Bridging the Great Divide: A Moderated-Mediation Framework Linking Meso-Level Trust and Distrust to Micro-Level Consumer-Firm Relationships,” Rachel Daniel, EDM, Dissertation Content Advisor, 2010.
- “The Long Tails in Content Services: How the Structure of Hybrid Networks Shape Content Popularity and related Decision Making,” Nikhil Sirinivasan, IS, Dissertation Committee Member, 2010.
- “The Adoption of Social Innovations by Firms: An Inquiry into Organizational Benevolence,” Alim Beveridge, OB, Dissertation Committee Member, 2013.
- “Corporate Social Initiatives: Signification Work for Value Creation,” Garima Sharma, OB, Dissertation Committee Member, 2013.
- “The Evolution of Open Source Developer Communities,” Aron Lindberg, IS, Dissertation Committee Member, 2015
- “Corporate Leaders’ Decision Styles, Entrenchment and Disruptive Strategies,” Sherry Sanger, Dissertation Committee Chair, 2013-date.
- “Email B2B Sales Negotiation: Influence Strategies as Textual Cues,” Sunil Singh, Dissertation Committee Co-Chair, 2014-date.
- The preceding dissertation was recognized as the winner of the ISBM and AMA Sales SIG dissertation proposal competition, and finalist for the Academy of Marketing Science’s Mary Kay Dissertation competition.*
- “Follower Compassion and Leadership Process,” Hongguo Wei, Dissertation Committee Member, 2015-date.
- “Evolution of Nascent Entrepreneur’s Identity and Passion: A Field Experiment,” Daniel Cohen, Dissertation Committee Chair, 2016.
- “Establishing Highly Effective Information Technology Leaders: A Mixed Methods Study,” Jess Shoop, Member, 2018.
- “Frontline Knowledge Networks in Open Collaboration Models for Service Innovations,” Ozlem Ozkok, Member, 2016-date.
- “Intra-Industry Performance Distributions: Implications of Heads, Tails and Parameters for Management Research,” Avi Turestky, Dissertation Committee Chair, 2018.

RESEARCH GRANTS OBTAINED

- | | |
|-----------|--|
| 2017-date | Singh, Jagdip and Michael Brady, “2018 Organizational Frontlines Research Symposium,” Marketing Science Institute, Massachusetts: Boston. |
| 2017-date | Singh, Jagdip and Michael Brady, “2018 Organizational Frontlines Research Symposium-Young Scholar Research Funding,” Centre for Service Leadership, Arizona State University, Arizona: Tempe |

- 2017-date Singh, Jagdip and Michael Brady, "2018 Organizational Frontlines Research Symposium," Sheth Foundation, Michigan: East Lansing.
- 2013-2020 Singh, Jagdip, Detelina Marinova and Sunil Singh, "Email Negotiations in B2B Selling: Dynamic Use of Textual Cues as Influence Strategies," Marketing Science Institute Grant #4-1814, Cambridge, Massachusetts. Amount \$10,000.
Winner, *ISBM* Dissertation Proposal Competition
Winner, *AMA Sales SIG* Dissertation Proposal Competition
Finalist in the *Mary Kay* Dissertation Proposal Competition.
- 2012-2017: Singh, Jagdip, Detelina Marinova and Sunil Singh, "Change in Customer Satisfaction: Underlying Dynamics of Frontline Displayed Behavior During Problem Solving Interactions," Marketing Science Institute Grant #4-1775, Cambridge, Massachusetts. Amount \$8000.
- 2007-2011 Madigan, Elizabeth, N. Gordon, C. Burant, G. Graham, A. Zhang, C. Khillon, J. Singh and Z. Fu, "Methods and Statistics Core," NSF grant.
- 2000-2003 Singh, Jagdip, Gil Preuss, and Sister Nancy Linenkeugel, "Dynamic Change and Organizational Effectiveness in Health Care Industry," National Science Foundation, Amount: \$305,000. I am the principal investigator (SES-0080567).
- 1998-2002 Sirdeshmukh, Deepak, Jagdip Singh and Barry Sabol, "Trust, Value and Customer-Firm Relationship Strength: A Multiphase Study," *Marketing Science Institute*. Amount \$15,000 for the first two phases.
- 1997-2001 Cuttler, Leona, Jagdip Singh and others, "Assessment of Growth Hormone Use in Short Children," AHCPR Application # RO1 HD30053-03. Priority Score is 183 (13.6 percentile). Estimated total budget is \$1,345,136.00. I am a Co-Investigator. Grant period is 4 years.
- 1995-1996 Singh, Jagdip, "Front Line Performance: Empowering Customer Service and Sales Personnel for Quality Customer Relations," WSOM Research Committee (Total Budget \$5040).
- 1993 1996 Singh, Jagdip, Gary Rhoads and Willem Verbeke, "Organizational and Personal Determinants of Performance Quality: Empowering Boundary Personnel for Quality Customer Relations," supported by *Marketing Science Institute*. (Total Budget \$20,700.00)
- 1992 1996 Cuttler, Leona, Jagdip Singh, Duncan Neuhauser and J. B. Silvers, "Assessment of Growth Hormone Use in Short Children" (1R01 HS 06699-01A1) proposal submitted to *Agency for Health Care Policy and Research*. (Total Budget \$376,204)
- 1992 1993 Singh, Jagdip, "Field Experiments with Adaptive Survey Designs for Likert-type Data," *Marketing Science Institute*, Grant #4-795 (Total Budget \$4,625).
- 1992 1995 Hackner, Einar and Jagdip Singh, "Understanding the Organizational and Environmental Factors Influencing the Performance of Firms: A Study of Swedish Mid-sized Construction Businesses," a joint research proposal between Gothenburg School of Economics and Weatherhead School of Management; submitted to *GOTEBORGS HANDLESHOGSKOLEFONDER*, (Total Budget \$25,000).

- 1987 1989 Awarded research grant by Marketing Science Institute (MSI) to work on "Latent Trait Theory: A Methodology for Improving the Measurement of Marketing Concepts." (Total Budget \$10,000).
- 1987 1988 RIG seed money grant from Case Western Reserve University to conduct a preliminary study into salesperson dissatisfaction. Amount of grant was about \$5,000.
- 1985 1986 Research grant from Furr's Incorporated of Lubbock, Texas to study the nature and determinants of consumer complaining behavior in different service industries. Amount of grant was \$4,000.

DISSERTATION

Modeling Consumer Responses to Post-Purchase Disconfirmation of Expectations: An Empirical Investigation Using Item Response Theory Based Measures.

Dissertation Committee Chairman: Professor Roy Howell.

UNIVERSITY SERVICE ACTIVITIES

- 2018-date CWRU Honorary Degree Committee, Provost Office
- 2016-2020: Co-Director, Masters Program in Business Analytics and Intelligence
Weatherhead School of Management
- 2019: Chair, Taskforce on Doctoral Education Programs for Experienced Executives at
Weatherhead School of Management
- 2015-2019 University-wide Faculty Group on Data Science Undergraduate Programs
- 2011-2013: University-wide Committee on Undergraduate Teaching and Programs
- 2010-2013 Chair, Marketing and Policy Studies Department
- 2003-2009, 2010-2013 Member, WSOM Appointments Committee
- 2000-2005 Chair, MAPS PhD Committee
- 1999-2004 Member, Weatherhead School of Management Task Force on PhD Program
- 1998-2004 Member, Weatherhead School of Management Committee on Research Recognition
Award.
- 1990-2004 Member, Weatherhead School of Management Research Committee
- 1996-97 Member, Faculty Development Subcommittee (WSOM).
- 1996-97 Member, University Review Committee (CWRU).
- 1992-97 Elected Member, WSOM Council.
- 1987-89 Member, School-wide Computer Committee (WSOM).
- 1986-88 Ph. D. Coordinator, Division of Marketing, Weatherhead School of Management
(WSOM).

1986-88 Member, School-wide Committee for Doctoral Program in Management (WSOM).