

CURRICULUM VITAE  
WILLIAM E. BAKER, PH.D.

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EDUCATION

Ph.D.	University of Florida Gainesville, FL Marketing, 1991
M.A.	University of Florida Gainesville, FL Marketing 1985
B.A.	Northwestern University Evanston, IL Psychology 1977

PROFESSIONAL BACKGROUND

July 2010 – Present

- Professor of Marketing and Chair, Marketing Department, University of Akron, College of Business Administration.  
Courses taught: Marketing Strategy

August 2001 – July 2010

- Professor of Marketing, San Diego State University, College of Business Administration  
Courses taught: Marketing Strategy, Marketing Planning and Programs, Marketing Research  
Tenured Spring 2004, promoted to Full Professor Spring 2006

May 2000 – August 2001

- Associate Professor of Marketing, The University of Vermont, School of Business Administration  
Courses taught: Marketing Management, Marketing Communications, Consumer Behavior.  
Tenured May 2000

August 1993 – May 2000

- Assistant Professor of Marketing, The University of Vermont, School of Business Administration  
Courses taught: Marketing Management, Marketing Communications, Consumer Behavior.

January 1987- August 1993 – Vice President Marketing

Research and Business Consulting, Ericson Marketing Communications, Nashville, TN  
Designed, supervised and analyzed consumer research programs relevant to clients' marketing and communication planning process. Involved in the strategic planning process of a wide range of clients in the entertainment, travel and tourism, restaurant, healthcare, packaged goods and financial services industries. Promoted to Vice President of Marketing in 1990.

## PUBLICATIONS

### Refereed Articles

Baker, William and Gregory Dumont (2014) , "Equity Analyst Recommendations: A Case for Affirmative Disclosure?" *Journal of Consumer Affairs*, (Forthcoming).

Baker, William E., Sinkula, James M., Grinstein, Amir and Stav Rosenzweig (2014), "The Effect of Radical Innovation In/Congruence on New Product Performance," *Industrial Marketing Management*, (Forthcoming).

Verhoef, Peter C., Martin Natter, William Baker, Amir Grinstein, Anders Gustafson, Pamela Morrison and John Saunders (2011), "A Cross-National Investigation on the Marketing Department's Influence within the Firm," forthcoming at the *Journal of International Marketing*.

Baker, William E., Donald Sciglimpaglia and Massoud Saghaifi (2010), "Branding of Post-Purchase Ancillary Products and Services: An Application in the Mobile Communications Industry," *European Journal of Marketing*, 44 (January), pp. 547-566.

### ***Emerald Citation of Excellence Award Winner 2013***

Baker, William E. and James M. Sinkula (2009), "The Complementary Effects of Market Orientation and Entrepreneurial Orientation on Innovation Success and Profitability," *Journal of Small Business Management*, 47 (October), pp. 443-464.

Baker, William E. and James M. Sinkula (2007), "Does Market Orientation Facilitate Balanced Innovation Programs? An Organizational Learning Perspective," *Journal of Product Innovation Management*, 24 (Summer), pp. 316-332.

Baker, William E. and James M. Sinkula (2005), "Environmental Marketing Strategy and Firm Performance: Effect on New Product Performance and Market Share," *Journal of the Academy of Marketing Science*, 33 (Fall), pp. 461-475.

Baker, William E. and James M. Sinkula (2005), "Market Orientation and the New Product Paradox," *Journal of Product Innovation Management*, 22 (November), pp. 483-502.

Baker, William E., Heather Honea and Cristel Antonio Russell (2004), "Do Not Wait to Reveal the Brand Name: The Effect of Brand Name Placement on Television Advertising Effectiveness," *Journal of Advertising*, Vol. 33, (Fall), pp. 77-85.

Baker, William E. (2003), "Does Brand Name Imprinting in Memory Increase Brand Information

Retention,” *Psychology & Marketing*, Vol. 20 (12), pp. 1119-1135.

Baker, William E. and James M. Sinkula (2002), “Market Orientation, Learning Orientation and Product Innovation: Delving Inside the Organization’s Black Box,” *Journal of Market Focused Management*, Vol. 5 (1) pp. 5-25.

Baker, William E. (2001), “The Diagnosticity of Advertising Generated Brand Attitudes in Brand Choice Contexts,” *Journal of Consumer Psychology*, Vol. 11 (2), pp. 129-139.

Baker, William E. and Richard J. Lutz (2000). “An Empirical Test of an Updated Relevance-Accessibility Model of Advertising Effectiveness,” *Journal of Advertising*, Vol. 29 (Spring), pp. 1-14.

Baker, William E. (1999), “When Can Affective Conditioning and Mere Exposure Directly Influence Brand Choice,” *Journal of Advertising*, Vol. 28 (Fall), pp. 31-46.

Baker, William E. and James M. Sinkula (1999), “Learning Orientation, Market Orientation, and Innovation: Integrating and Extending Models of Organizational Performance,” *Journal of Market Focused Management*, Vol. 4 (4), pp. 295-308.

#### ***Academy of Marketing Science Article of the Year 1999***

Baker, William E. and James M. Sinkula (1999), “The Synergistic Effect of Market Orientation and Learning Orientation on Organizational Performance,” *Journal of the Academy of Marketing Science*, Vol. 27 (Fall), pp. 411-427.

Sinkula, James M., William E. Baker and Thomas Noordewier (1997), “A Framework for Market-Based Organizational Learning: Linking Values, Knowledge and Behavior,” *Journal of Academy of Marketing Science*, Vol. 25 (Fall), pp. 305-318.

Baker, William E., J. Wesley Hutchinson, Danny Moore and Prakash Nedungadi (1986) “Brand Familiarity and Advertising: Effects on the Evoked Set and Brand Preference.” in Richard J. Lutz (ed.), *Advances in Consumer Research*, Vol. XIII, Provo, UT: Association for Consumer Research, pp. 637-642.

#### **Book Chapters**

Baker William E. (2010), “Attitude Behavior Consistency,” in *Wiley International Encyclopedia of Marketing*, Jagdish N. Sheth and Naresh K. Malhotra (eds.), John Wiley & Sons Ltd, 1-7.

Baker, William E. (1993), "The Relevance Accessibility Model of Advertising Effectiveness," in *Advertising Exposure Memory and Choice*, Andrew A. Mitchell (ed.), Hillsdale, NJ: Lawrence Erlbaum, 49-88.

Baker, William E. and Richard J. Lutz (1988), "The Relevance-Accessibility Model of Advertising Effectiveness," in *Nonverbal Communication in Advertising*, Sid Hecker and Dave W. Stewart eds. Lexington MA: Lexington Books, 59-84.

#### Most Recent Referred Proceedings (Papers and Abstracts)

Perin, Marcelo G., Claudio H. Hoffman, Claudia Simoes and William E. Baker (2010), "Antecedents for Radical Innovation in Brazil and in the U.S: Entrepreneurial Orientation, Market Information Generation and the Moderator Role of External Network Harvesting," in EMAC REGIONAL CONFERENCE, 2010, Budapeste. EMAC Regional Proceedings. Budapeste, 2010.

Baker, William E., Amir Grinstein and Marcelo G. Perin (2010), "The Role of Entrepreneurial Orientation in Overcoming Known and Unknown Barriers to Foreign Entry, in INFORMS Marketing Science Conference, Ann Arbor, MI.

Baker, William E. Amir Grinstein and Nukhet Harmancioglu (2009), "External Social Capital: A Lower Risk Alternative to High Risk Innovation Strategies," European Marketing Academy Conference (EMAC) Proceedings, Nante France.

Perin, Marcelo G., Claudio H. Hoffman, William E. Baker and Claudia Simoes (2009), "Capital Social, Empreendedorismo, Geração de Informações de Mercado e a Inovação Radical," in ENANPAD, 2009, São Paulo. Anais do ENANPAD. Rio de Janeiro : ANPAD, 2009.

Baker, William E. and James M. Sinkula (2006), "The Complementary Effect of Market Orientation and Entrepreneurial Orientation on Innovation Success and Profitability", in GJ Avlonitis, N. Papavassilou and P. Papastathopoulou (eds), *Sustainable Marketing Leadership: A Synthesis of Polymorphous Axioms, Strategies and Tactics*. Athens, Greece: Proceedings of the 35<sup>th</sup> EMAC Conference.

#### Manuscripts Under Review

Baker, William E., Amir Grinstein and Nukhet Harmancioglu (2009), "External Social Capital: A Lower Risk Alternative High Risk Innovation Strategies, in revision at the *Journal of the Academy of Marketing Science*, June 2009.

Baker, William E, Amir Grinstein and Marcelo Gutterman Perin (2011), "The Situational Role of Entrepreneurial Orientation in Foreign Market Entry: The Moderating Effects of Cultural Distance and Unexpected Events," in review at *Entrepreneurship Theory and Practice*.

#### Trade Articles

Baker William E. (2004) "Build Your Brand Now: Establish Brand Identity, Image and Position," *Profiles*, Vol. 4 (1), pp. 18-22.

Baker, William E. (2001), "Relationship Marketing: Transforming Satisfied Customers Into Committed Customer," *Profiles* Vol. 2, (9), pp 6-8..

Baker, William E. (2001), "When Being Different Means Being Better, *Profiles* Vol. 2., (7), pp. 18-21.

Baker, William E. (2000), "Like It Or Not, Your Company is a Brand," *Profiles* Vol. 1, (9) pp. 22-25.

Baker, William E. (2001), "Branding for Dollars," *Scaffold*, August, pp.10-15.

#### Grant Programs

December, 2001 College of Business Administration Faculty Development Award of \$8,700 for a proposal entitled "Registering the Brand Name in Memory Increases the Retention of Brand Information."

December 2001 College of Business Administration Faculty Development Award of \$6,200 for a proposal entitled the Perceptual Advantage Matrix of Advertising Effects on Brand Choice."

Spring 2002 award from the Entrepreneurial Management Center for a proposal entitled "The Relationship Between an Entrepreneurial Market-Oriented Culture and Performance Among San Diego County Based Businesses." \$4,500 received to date.

November, 2002 California State University System Research, Scholarship and Creative Activity program grant of \$7,500 for continued work on the "Perceptual Advantage Matrix of Advertising Effects on Brand Choice."

January, 2003 College of Business Administration Faculty Development Award of \$4,000 for continued work on "Registering the Brand Name in Memory Increases the Retention of Brand Information."

January, 2007 College of Business Administration Faculty Development Award of \$9,000 for a proposal entitled "The Synergistic Effect of Market Orientation and Entrepreneurial Orientation on Firm Profitability."

#### Funded Research Reports to Government Agencies

Baker, William (2013) – “University of Akron Image Study” – University of Akron, Akron OH – April.

Baker, William (2001) - "A National Survey of the Vermont Visitor 2000: Outdoor Recreation Supplement" - *Vermont Department of Tourism and Marketing* - Montpelier, VT – May.

Baker, William (2000) - "A Further Examination of the Vermont Visitor: The 1999 Phase Three National Reports. Report #1: Advertising Influence on Vermont Visitors" - *Vermont Department of Tourism and Marketing* - Montpelier, VT – November.

Baker, William (2000) - "A Further Examination of the Vermont Visitor: The 1999 Phase Three National Reports. Report #2: Product Purchases in Vermont." - *Vermont Department of Tourism and Marketing* - Montpelier, VT – November.

Baker, William (2000) - "A Further Examination of the Vermont Visitor: The 1999 Phase Three National Reports: Report #3: Cultural and Historic Activities Pursued in Vermont" - *Vermont Department of Tourism and Marketing* - Montpelier, VT – November.

Baker, William (2000) - "A National Survey of the Vermont Visitor 2000" - *Vermont Department of Tourism and Marketing* - Montpelier, VT - Fall.

Baker, William (2000) - "A Geo-Demographic Profile Analysis of the Vermont Visitor III" - *Vermont Department of Tourism and Marketing* - Montpelier, VT - June.

Baker, William (1999), “An Analysis of Vermont’s Primary Target Market: Their Impressions of Vermont and the Effectiveness of the 1999 Summer Coop Advertising Program,” *Vermont Department of Tourism and Marketing*, Montpelier, VT – Fall.

Baker, William (1999), “A Geo-Demographic Analysis of the Vermont Visitor II,” *Vermont Department of Tourism and Marketing*, Montpelier VT – Summer.

Baker, William E. (1999), “The Effectiveness of the 1998 Vermont Fall Foliage Television Advertising Campaign,” *Vermont Department of Tourism and Marketing*, Montpelier, VT – Winter.

Baker, William E. and James M. Sinkula (1999), “A 1998 National Survey of the Vermont Visitor,” - *Vermont Department of Tourism and Marketing* - Montpelier, VT – Winter.

Baker, William E. (1999), “1998 Summer Inquiry Study: Monitoring 1-800-Vermont,” *Vermont Department of Tourism and Marketing* - Montpelier, VT – Winter.

Baker, William and James M. Sinkula (1998), “1997-1998 Winter Inquiry Study: Monitoring 1-800-Vermont,” *Vermont Department of Tourism and Marketing* - Montpelier, VT – Spring.

Baker, William E. (1998), “A Geo-Demographic Analysis of the Vermont Visitor,” *Vermont Department of Tourism and Marketing* - Montpelier, VT – Summer.

Baker, William and James M. Sinkula (1998), “Unlocking the Brand Equity of Vermont: Message and Visual Appeal Analysis,” *Vermont Department of Tourism and Marketing* - Montpelier, VT – Summer.

## PROFESSIONAL AFFILIATIONS

Editorial Review Board of the *Journal of the Academy of Marketing Science* (2003-2010)

Editorial Review Board of the *Journal of Advertising* (since January 2005)

Editor-in-Chief of the *Journal of Market-Focused Management* (2002-2003)

Senior Research Advisor, Gallup (since 2006)

Ad hoc reviewer for the Journal of Product Innovation Management

Ad hoc reviewer for the Journal of Business Research

Ad hoc reviewer for the Journal of Marketing

Member of the Society of Consumer Psychology

Member of the Academy of Marketing Science

Member of the Academy of Advertising