

James L. Oakley

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Faculty Positions

Purdue University, Krannert School of Management

Assistant Professor of Marketing, June 2002 – Present

Northwestern University, Weinberg College of Arts & Sciences

Marketing Instructor, 2001 – 2002

Education

Doctor of Philosophy in Marketing (PhD), June 2002

Kellogg School of Management, Northwestern University, Evanston, IL

Master of Science in Management (MBA), May 1995

Krannert Graduate School of Management, Purdue University, West Lafayette, IN

Bachelor of Science in Psychology (BS), May 1993

University of Illinois, Urbana-Champaign, IL

Publications

James L. Oakley, Adam Duhachek, Subramanian Balachander, & S. Sriram (2007), "Order of Entry and the Moderating Role of Comparison Brands in Brand Extension Evaluation," *Journal of Consumer Research*, forthcoming.

Adam Duhachek & James L. Oakley (2007), "Mapping the Hierarchical Structure of Coping: Unifying Empirical and Theoretical Perspectives," *Journal of Consumer Psychology*, forthcoming.

Bradley J. Alge, Gary A. Ballinger, Subrahmaniam Tangirala, & James L. Oakley (2006), "Information Privacy in Organizations: Empowering Creative and Extra-role Performance," *Journal of Applied Psychology*, 91 (1), 221-232.

James L. Oakley, Dawn Iacobucci, & Adam Duhachek (2006), "Multi-Level, Hierarchical Linear Models and Marketing: This Is Not Your Advisor's OLS Model," in Naresh Malhotra (ed.), *Review of Marketing Research, Volume II*, New York: Wiley.

Edward C. Malthouse, James L. Oakley, Bobby J. Calder, & Dawn Iacobucci (2004), "Customer Satisfaction Across Organizational Units," *Journal of Service Research*, 6 (3), 231-242.

Papers Under Review

"Bridging the Gap Between Employees and Customers" (with Dawn Iacobucci & Bobby J. Calder) – under 2nd review at *International Journal of Research in Marketing*

"The Pricing Implications of Brand Extensions in Niche Markets" (with Ram Bezawada) – under 2nd review at *Journal of Product and Brand Management*

"The Relationship of Organizational Monitoring to Public and Private Deviance" (with Bradley J. Alge, Gary A. Ballinger, Subrahmaniam Tangirala, & David W. Lehman) – under 1st review at *Journal of Applied Psychology*

Industry White Papers

James L. Oakley (2006), “The Road to an Engaged Workforce,” *Forum for People Performance Management & Measurement*, Northwestern University.

James L. Oakley (2005), “Linking Organizational Characteristics to Employee Attitudes and Behavior – A Look at the Downstream Effects on Market Response & Financial Performance,” *Forum for People Performance Management & Measurement*, Northwestern University.

Working Papers

“HR Policies and Their Effect on Intrinsic Motivation: A Hierarchical Approach” (with Bradley J. Alge) – targeted to *Journal of Applied Psychology*

“Your Best Customers are Your Competitor’s Best Customers” (with Edward C. Malthouse & Bobby J. Calder) – targeted to *Journal of Marketing*

“Interpreting Market Research Information: Why We Think Hindsight is 20/20” (with Adam Duhachek) – targeted to *Journal of Marketing Research*

“Authenticity as a Driver of Brand Extension Evaluation” (with Ram Bezawada & Adam Duhachek) – targeted to *Journal of Marketing*

“Modeling the Relationship Between Customer Satisfaction and Loyalty” (with Edward C. Malthouse & Bobby J. Calder) – targeted to *Journal of Marketing Research*

“Overcoming the Pioneering Advantage with a Market Orientation” (with Justin Gressel, Ian Sinapuelas, Donglei Qiu, Hongjie Qi, Bikram Ghosh, & Jeremy Sim) – targeted to *Marketing Science*

Teaching Experience

- Brand Management (MBA Elective), Purdue University, Fall 2003-2006
- Advertising (MBA Elective), Purdue University, Fall 2006
- Brand Management (MBA Elective), German Industrial School of Management & Administration (GISMA), Hannover, Germany, Summer 2005
- Marketing Management (Undergraduate Core Course), Purdue University, Fall 2002-2006
- Doctoral Seminar in Marketing, Purdue University, Fall 2002
- Marketing Management, Northwestern University, Winter 2002

Professional Activities

- Academic Liaison Committee, CMO Council, 2006-present
- Editorial Review Board, *Journal of Consumer Research*, 2004-2005
- Ad Hoc Reviewer, *Journal of Marketing*, *Strategic Management Journal*, *Journal of Personality and Social Psychology*, *International Journal of Research in Marketing*, *Journal of Interactive Marketing*
- Special Issue Reviewer, *Journal of Retailing*
- Reviewer, American Marketing Association Winter Educators Conference
- Reviewer, American Marketing Association Summer Educators Conference
- Reviewer, Association for Consumer Research Conference, North America & Asia-Pacific
- Reviewer, Academy of Management Conference, Organizational Behavior Division
- Reviewer, European Marketing Academy Conference
- Reviewer, SCP-Sheth Foundation Dissertation Proposal Competition
- Member, American Marketing Association, Association for Consumer Research, Society for Consumer Psychology

Honors and Awards

- Krannert Outstanding Undergraduate Teacher, Purdue University, 2006
- Excellence in Undergraduate Teaching at Krannert (Management Teacher of the Year), Purdue University, 2005 & 2007
- Krannert Distinguished Teaching Faculty (MBA), Purdue University, Fall 2003-2006
- Distinguished Teaching Faculty (MBA), German Industrial School of Management & Administration (GISMA), Hannover, Germany, Summer 2005
- Finalist, Excellence in Service Research Award, *Journal of Service Research*, October 2004
- Faculty Research Grant, Center for E-Business Education and Research (CEER), Purdue University
- Dissertation Award, State Farm Companies Foundation

Conference Presentations

- Society for Industrial and Organizational Psychology, “HR Policies and Their Effect on Intrinsic Motivation: A Hierarchical Approach,” New York, NY, April 2007 (*with Bradley J. Alge*)
- Society for Consumer Psychology, “Relative Strength of Affective vs. Cognitive Attitudes Throughout the Consumer Decision Making Process,” St. Petersburg, FL, February 2005 (*with Justin W. Gressel*)
- Association for Consumer Research, “Understanding the Simultaneous Effects of Category Fit and Order of Entry on Consumer Perceptions of Brand Extensions,” Portland, OR, October 2004
- INFORMS Marketing Science Conference, “Modeling the Relationship Between Customer Satisfaction and Loyalty,” College Park, MD, June 2003 (*with Edward C. Malthouse*)
- Midwest Marketing Conference, “High Intensity Consumption and Advertising Effectiveness,” Champaign, IL, June 2002 (*with Adam Duhachek*)

Invited Presentations

- Purdue University, Department of Psychological Sciences, April 2005
- Purdue University, Department of Communication, September 2002
- University of Texas, Department of Advertising, November 2001
- Purdue University, Krannert School of Management, September 2001

Professional Experience

Research Associate, 1999-2001

Media Management Center (MMC), Northwestern University, Evanston, IL

Joint research effort between Kellogg School of Management and Medill School of Journalism Administered and analyzed research instruments related to the Readership Impact study for the newspaper industry. Worked with consulting partners and Media Management Center staff to develop research instruments, and to design feedback materials for participating organizations.

Business Development Analyst, 1996-1999

Capital One Financial Corporation, Richmond, VA

Direct marketer of financial services and related products

Developed and implemented new products and services. Worked on the startup of a new business unit for the sale of telecommunications products through direct channels – direct mail, telemarketing, and internet. Additionally, developed a streamlined methodology for evaluating the purchase of external credit card portfolios and converting those portfolios to Capital One accounts.

Project Manager, 1995-1996

First Bank System, Inc., St. Paul, MN (since merged with US Bancorp)

Large regional bank holding company

Designed and executed new service offerings for the 24-hour centralized customer service center.

Implemented traditional brick-and-mortar services in the telephone service and sales center – e.g., sales and service of investment products, provision of foreign currency information, and servicing of business products.