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Born: August 6, 1942

EDUCATION

Ph. D.	1972	Northwestern University, Evanston, Illinois.
M.S.	1972	Northwestern University, Evanston, Illinois.
Graduate Study	1968-9	Stuart School of Management and Finance, Illinois Institute Technology, Chicago, Illinois
B.S.	1964	Illinois Institute of Technology, Chicago, Illinois.

INDUSTRY EXPERIENCE

MARKETING CONSULTANT	Raedel-Kieffer, Inc., Rosemont, Illinois, 1968-1972.
ASST. MARKETING MANAGER	Breuer Electric Mfg. Co., Chicago, Illinois, 1967-1972.
ASST. PRODUCT MANAGER	Automatic Division, Eaton, Yale & Towne (now Eaton, Inc.) Chicago, Illinois, 1964-1967.

ACADEMIC EXPERIENCE

PROFESSOR & STERN TEACHING EXCELLENCE FELLOW	New York University Leonard N. Stern School of Business, New York, 1992 to present; named Stern Teaching Excellence Fellow in 1996. Associate Professor 1976 to 1992; Assistant Professor 1972 to 1976. Teaching and research in marketing.
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John A. Czepiel, Ph.D.

ASSOCIATE DIRECTOR

Institute of Retail Management, New York University, 1974-1975.
Planned and conducted management development programs for retail trade.

RECOGNITIONS

Stern Teaching Excellence Fellow, 1996

Who's Who in the East

Who's Who in Advertising

Executive Program Excellence in Teaching Award, 1992, 1996

Stern School Excellence in Teaching Award, 1990

MBA Teacher of the Year Finalist, 1990, 1992, 1997, 1998

Doctoral Dissertation Award, American Marketing Association

National Science Foundation Dissertation Research Grant

Sigma Iota Epsilon, National Management Honorary

Northwestern University Research Fellowship

AFFILIATIONS

American Marketing Association

Product Development and Management Association

Strategic Management Society

Strategic Leadership Forum

Society of Competitive Intelligence Professionals

Commercial Development Association

Societe de Chemie Industrielle

John A. Czepiel, Ph.D.

BOARDS AND COMMITTEES

- Member Marketing Science Institute "Services Marketing Research Steering Committee" (1982 - 1994)
- Member Editorial Board, Journal of Marketing (1978-1994).
- Member Board of Directors, American Marketing Association, New York Chapter, Inc. (1979-1982).
- Associate Chairman Executive Board, Journal of Retailing (1973-1981).
- Member Academic Advisory Subcommittees on Information and on the Regulation of Industry Structure and Competition for the Domestic Policy Review of Federal Policy Affecting Industrial Innovation U.S. Department of Commerce (1978-1979).

BOOKS

John A. Czepiel, Competitive Marketing Strategy: Englewood Cliffs, N.J.: Prentice-Hall, 1992.

John A. Czepiel, Carole Congram and James Shanahan eds.,: The Service Challenge: Integrating for Competitive Advantage. Chicago: American Marketing Association, 1987.

John A. Czepiel, Michael Solomon and Carol Surprenant eds., The Service Encounter. Lexington, MA: Lexington Books, 1984.

Jules Backman and John A. Czepiel, eds., Changing Marketing's Strategies in a New Economy. New York: Bobbs-Merrill, 1977.

John A. Czepiel and F. R. Shoaf The Basic Marketing Course; How Should It Be Taught? New York: American Marketing Association, 1973.

PUBLICATIONS

Srinivas K. Reddy and John A. Czepiel, "Measuring and Modeling the Effects of Buyer/Seller Relationships in Corporate Financial Services Markets," *Journal of Business Research*, Vol.46, No. 3 (November 1999): 235-244.

John A. Czepiel and Srinivas K. Reddy, "Exploring the Social Geography of the Marketplace: A Study of Relationships in Corporate Banking," in Research in Marketing--Customer Relationship Management: Theory and Practice, Jagdish N. Sheth and Charles D. Frame, eds., Greenwich, CT: JAI Press, 1997.

John A. Czepiel, "Managing Relationships with Customers: A Differentiating Philosophy of Marketing," in Service Management Effectiveness: Balancing Strategy, Human Resources, Operations, and Marketing, D. E. Bowen, R. B. Chase, T. G. Cummings, eds., San Francisco: Jossey-Bass, Inc. 1990.

John A. Czepiel, Ph.D.

John A. Czepiel, "Service Encounters and Service Relationships: Implications for Research," Journal of Business Research, Vol 20, No. 1 (January 1990); 13-21.

John A. Czepiel and A. D. Lesh "Financial Services Marketing" in Handbook of Services Marketing, C. A. Congram and M. L. Friedman, eds., New York: AMACOM, 469-477.

John A. Czepiel and Robert Gilmore, "Marketplace Loyalty as a Source of Differential Advantage" in Telecommunications Marketing in the Information Era: Opportunities and Strategies, R. R. Dholakia and C. Surprenant (Eds.) Kingston, R.I.: College of Business Administration, University of Rhode Island, 1987.

John A. Czepiel, C. Congram and J. Shanahan, "Achieving Internal Integration in Service Organization: Five Propositions" in The Service Challenge: Integrating for Competitive Advantage, J. A. Czepiel, C. Congram, and J. Shanahan (Eds) Chicago: American Marketing Association, 1987.

John A. Czepiel and Robert Gilmore, "Exploring the Concept of Loyalty in Services" in The Service Challenge: Integrating for Competitive Advantage, C. Congram, J. A. Czepiel, and J. Shanahan (Eds.) Chicago: American Marketing Association, 1987.

John A. Czepiel, "Marketing Financial Services: An Overview" in Creativity in Services Marketing: What's New, What Works, What's Developing, M. Venkatesan, D. M. Schmalensee, and C. Marshall (Eds.). Chicago: American Marketing Association, 1986: 146-147.

Michael Solomon, C. Surprenant, John A. Czepiel and E. Gutman, "Service Encounters as Dyadic Interactions: A Role Theory Perspective" Journal of Marketing 49 (Winter, 1985): 99-111.

L. J. Rosenberg and John A. Czepiel, "A Marketing Approach for Customer Retention" The Journal of Consumer Marketing, Vol. 1, No 2 (1984): 45-51.

Evelyn Gutman, John A. Czepiel, Michael Solomon, and Carol Surprenant, "The Concept of Service Encounters: An Application to Health Service Marketing" in S. M. Smith and M. Venkatesan (Eds.) Advances in Health Care Research. Provo, Utah: Brigham Young University, 1984: 18-22.

John A. Czepiel, Michael Solomon, Carol Surprenant, and Evelyn Gutman, "Service Encounters: An Overview" in J. A. Czepiel, M. Solomon, and C. Surprenant (Eds.) The Service Encounter. Lexington, MA: Lexington Books, 1984.

S. J. Levy, J. Czepiel, and D. Rook, "Social Division and Aesthetic Specialization: The Middle Class and Musical Events" in E. C. Hirschman and M. B. Holbrook (Eds.) Symbolic Consumer Behavior. An Arbor: Association for Consumer Research, 1981.

John A. Czepiel, "Managing Customer Satisfaction in Consumer Service Business" Marketing Science Institute Report No. 80-109 (September 1980).

John A. Czepiel, L. J. Rosenberg and C. Surprenant, "The Development of Thought, Theory, and Research in Consumer Satisfaction" in Conceptual and Theoretical Developments in Marketing, Chicago: American Marketing Association, 1980.

John A. Czepiel, Ph.D.

James MacLachlan, John Czepiel, and Priscilla LaBarbera, "Implementation of Response Latency Measures" Journal of Marketing Research 16 (November, 1979) 573-577.

John A. Czepiel and A. Aiello, Jr., "Consumer Satisfaction in a Catalog Type Retail Outlet: Exploring the Effect of Product, Price and Attributes" in Ralph L. Day and H. Keith Hunt (Eds.) New Dimensions of Consumer Satisfaction Bloomington, Indiana: Graduate School of Business Administration, Indiana University, 1979: 129-135.

John A. Czepiel "Communications Networks and Innovations in Industrial Communities" in M. J. Baker (Ed.), Industrial Innovation: Technology, Policy, Diffusion London: MacMillan Press Ltd., 1979: Chapter 20, 399-416.

L. J. Rosenberg, J. A. Czepiel, and A. Akerele, "The Consumer Satisfaction Orientation of Large Corporations" in the Proceedings of the 1978 Southern Marketing Association Conference Atlanta: Southern Marketing Association, 1978: 85-89.

John A. Czepiel and Martin Greller "Improving Satisfaction in a Public Agency Setting: An Interdisciplinary Approach," in Jean-Paul Leonard and Steven H. Greyser (Eds.), Proceedings of the 5th International Research Seminar in Marketing, Aix-en-Provence, France: Institut D'Administration Des Entreprises, 1978: 50-59.

John A. Czepiel, "The Quality of Life and Customer Satisfaction," in Fred D. Reynolds and H. C. Berksdale (Eds.) Marketing and the Quality of Life Chicago: American Marketing Association, 1978: 69-72.

L. J. Rosenberg and John A. Czepiel, "The Consumer Affairs Audit: A New Corporate Performance Evaluation Approach" Management International Review, Vol. 17, No. 4 (Winter 1977): 35-43.

John A. Czepiel and L. J. Rosenberg, "Consumer Satisfaction: Concept and Measurement" Journal of the Academy of Marketing Science, Vol. 5, No. 4 (Fall 1977): 403-411.

A. Aiello, J. A. Czepiel, and L. J. Rosenberg, "Scaling the Heights of Consumer Satisfaction: An Evaluation of Alternative Measures," in Ralph L. Day (Ed.) Proceedings of the Research Symposium on Consumer Satisfaction, Dissatisfaction, and Complaining Behavior Bloomington, Indiana: Graduate School of Business Administration, Indiana University, 1977: 92-119.

L. J. Rosenberg, and J. A. Czepiel, "Auditing Corporate Consumer Affairs to Increase Consumer Satisfaction" The Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction National Science Foundation and Marketing Science Institute, 1977: 365-381.

J. A. Czepiel and L. J. Rosenberg, "The Study of Consumer Satisfaction: Addressing the "So What" Question," in H. Keith Hunt (Ed.), The Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction National Science Foundation and Marketing Science Institute, 1977: 92-119.

L. J. Rosenberg and J. A. Czepiel, "Consumer Affairs Audits: Evaluation and Analysis" California Management Review XIX (Spring 1977): 12-20

John A. Czepiel and L. J. Rosenberg, "Consumer Satisfaction: Toward an Integrative Framework" Proceedings of 1976 Southern Marketing Association Conference Atlanta: Southern Marketing Association, 1976: 169-171.

John A. Czepiel, Ph.D.

John A. Czepiel and Paul Hertz, "Management Science in Major Merchandising Firms", Journal of Retailing (Winter 1976-77).

John A. Czepiel and Paul Hertz, "The Status of Management Science in Major Retailing firms", Proceedings of the 1976 National AIDS Conference (Atlanta: American Institute for Decision Sciences, 1976: 340).

John A. Czepiel, "Decision Group and Firm Characteristic in an Industrial Adoption Decision," Proceedings of the 1976 National Conference, American Marketing Association Chicago: American Marketing Association, 1976: 341-34.

S. J. Levy and J. A. Czepiel, "Marketing and Aesthetics" Proceedings of the 1974 National Conference, American Marketing Association Chicago: American Marketing Association, 1975: 386-391.

J. A. Czepiel, L. Rosenberg and A. Akerele, "Perspectives on Consumer Satisfaction" Proceedings of the 1974 National Conference, American Marketing Association Chicago: American Marketing Association, 1975: 119-123. Reprinted in Japan in YTV Report, No. 98 (May 1975): 64-69.

John A. Czepiel, "Patterns of Interorganizational Communications and the Diffusion of a Major Technological Innovation in a Competitive Industrial Community: Journal of the Academy of Management (March 1975): 6-24.

John A. Czepiel, "Word-of-Mouth Processes in the Diffusion of a Major Technological Innovation" Journal of Marketing Research 11 (May 1974): 172-80.

John A. Czepiel, "Using Sociometric Techniques in the Analysis of Social Processes in Industrial Communities Proceedings of the 1973 National Conference, American Marketing Association, 1974: 343-348.

F. R. Shoaf and J. A. Czepiel, "The Term Project" in F. R. Shoaf and J. A. Czepiel (Eds.), The Basic Marketing Course: How Should It Be Thought? New York: American Marketing Association, New York Chapter Inc., 1973: 76-81.

"The Diffusion of Major Technological Innovation in a Complex Industrial Community: An analysis of Social Processes in the American Steel Industry" in Proceedings of the Second Annual Albert Haring Symposium (Bloomington, Indiana: Graduate School of Business, Indiana University, April 1972): Abstract in Proceedings of the 1972 American Marketing Association Fall Conference (Chicago: American Marketing Association, 1973).

Presentations Modeling Long-term Customer Relationships of Financial Institutions," presentation (with Srinivas Reddy) at the Research Conference on Customer Relationship Management, Emory University, April 9-11, 1992.

"Customer Relationships and Customer Loyalty: Implications for Measuring and Managing," presentation at Bellcore Measurements Research Symposium, June 7, 8, 1989, San Francisco, California

"Applying the Concept of Loyalty in Financial Services" at the Conference on the Marketing of Financial Services, University of Quebec at Montreal. Montreal, April 8, 1987.

"Some Lessons on Loyalty" American Marketing Association-New Jersey Chapter. 1986.