

VITA

ALAN S. DICK

Department of Marketing
University at Buffalo
School of Management
Buffalo, NY 14260-4000

215 Jacobs Management Center
(716) 645-3208
E-Mail: mgtdick@buffalo.edu

ACADEMIC DEGREES

- | | |
|----------|---|
| Ph.D. | University of Florida, Gainesville (1989)
College of Business Administration, Major in Marketing |
| M.A. | University of Florida, Gainesville (1985)
College of Business Administration, Major in Marketing |
| B.S.B.A. | University of Florida, Gainesville (1981)
College of Business Administration, Major in Marketing |

HONORS AND AWARDS

Jagdish N. Sheth Award for Best Article of 1994 in the Journal of the Academy of Marketing Science

Awarded University at Buffalo School of Management Summer Research Fellowship. 1991, 1992, 1994.

Awarded University at Buffalo School of Management Summer Teaching Fellowship. 1993.

Inducted to Alpha Mu Alpha Honor Society

Inducted to Golden Key Honor Society

Inducted to Beta Gamma Sigma Honor Society

Inducted to Phi Kappa Phi Honor Society

ACADEMIC APPOINTMENTS

Associate Professor of Marketing, State University of New York at Buffalo. September 1, 1996 - present

Assistant Professor of Marketing, State University of New York at Buffalo. August 1987 - August 1996

Chairman, Marketing Department, State University of New York at Buffalo. Fall 06-Summer 25

Director, Center for Relationship Marketing, Spring 07 – Summer 25

RESEARCH AND PUBLICATIONS

Articles in Scholarly Journals

Dick, Alan, Dipankar Chakravarti and Gabriel Biehal (1990), "Memory-Based Inferences During Consumer Choice", *Journal of Consumer Research*, 17 (June), 82-93.

Dick, Alan and Kunal Basu (1994), "Customer Loyalty: Toward An Integrated Conceptual Framework," *Journal of the Academy of Marketing Science*, 22 (April), 99-113.

Winner: Jagdish N. Sheth Award for Best Article of 1994.

Richardson, Paul, Alan Dick and Arun Jain (1994), "Extrinsic and Intrinsic Cue Effects on Perceptions of Store Brand Quality," *Journal of Marketing*, 58 (October), 28-36.

Abstracted in "How Consumers Evaluate Private Label Brand Quality," Retailing Review (Stores Magazine), January 1995.

Dick, Alan, Arun Jain and Paul Richardson (1995), "Correlates of Store Brand Proneness: Some Empirical Observations," *Journal of Product and Brand Management*, 4 (4), 15-22

Dick, Alan (1995), "Using Membership Fees to Increase Customer Loyalty," *Journal of Product and Brand Management*, 4 (5), 65-68.

Dick, Alan, Douglas Hausknecht and William Wilkie (1995), "Consumer Durable Goods: A Review of Post Purchase Issues," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 8, 111-123.

Richardson, Paul, Arun Jain and Alan Dick (1996), "The Influence of Store Aesthetics on Evaluation of Private Label Brands." *Journal of Product and Brand Management*, 5 (1), 19-28.

Richardson, Paul, Arun Jain and Alan Dick (1996), "Household Store Brand Proneness: A Framework." *Journal of Retailing*, 72 (Summer), 159-186.

Dick, Alan, Arun Jain, and Paul Richardson (1996), "How Consumers Evaluate Store Brands." *Journal of Product and Brand Management*, 5 (2).

Reprinted in Pricing Strategy and Practice, (1997) 5 (1), 18-24

Dick, Alan and Ken Lord (1998), "The Impact of Sunk Cost on Customer Loyalty," *Psychology and Marketing*, 15 (1), 41-57.

Pauler, Gabor, and Alan Dick (2006), "Maximizing Profit of a Food Retailing Chain by Targeting and Promoting Valuable Customers Using Loyalty Card and Scanner Data," *European Journal of Operational Research*

Refereed Conference Proceedings

Sauer, Paul and Alan Dick (1993), "Using Moderator Variables in Structural Equation Models," in Leigh McAlister and Michael L. Rotschild (eds.), *Advances in Consumer Research*, Association for Consumer Research: Provo, 637-639.

Dick, Alan, Douglas Hausknecht, Lawrence Marks and Michael Tharp (1995), "Identifying Mentor Influence in Consumer Research," in Sammy G. Amin (ed.), *Trends in Modern Business: Proceedings of the National Conference of the Academy of Business Administration*: Frostberg, 760-767.

Other Publications

Hausknecht, Douglas, Patricia Robinson and Alan Dick (1989), "Benjamin's Briefs," In M. Dale Lewison and Jon M. Hawes, *Cases in Retail Management*. Columbus, OH: Merrill, 132-147.

Scholarly Presentations

Sauer, Paul and Alan Dick, "Using Moderator Variables in Structural Equation Models," *Association for Consumer Research Conference*, October 1992.

Dick, Alan and Paul Sauer, "Specifying and Testing Moderator Variable Functional Forms in Causal Equation Modeling," *TIMS Marketing Science Conference*, 1993.

Dick, Alan, "The Impact of Extrinsic and Intrinsic Cues on Evaluation of Private Label Brand Quality," Invited Presentation, *Cornell University*, May 1993.

Dick, Alan, "How Consumers Evaluate Private Brand Quality," Invited Presentation, *Buffalo-Cornell-Rochester-Syracuse-Toronto (BCRST) Regional Marketing Symposium*, University of Toronto, May 1994.

Sauer, Paul and Alan Dick, "A Structural Modeling Approach to Market Segmentation," *TIMS Marketing Science Conference*, March 1996.

Dick, Alan and Kip Herald, "The Joy of Clickers," presentation invited by the Teaching and Learning Center, University at Buffalo, November 2010, rescheduled for Fall 2010.

Scholarly Work in Progress

Dick, Alan and Charles D. Lindsey, "One Step Back and Two Steps Forward: A Conceptual Revisitation and Extension of the Loyalty Construct,"

Target: Journal of Marketing

Lindsey, Charles D. and Alan Dick, "Marketing ... Marketing,"

Target: Journal of Marketing

TEACHING

Courses Taught

MGM 301: Principles of Marketing
MGM 403: Marketing Research
MGM 404: Consumer Behavior
MGM 499: Independent Study
MGM 625 Marketing Management

MGM 663: Internet Marketing
MGM 647: Supervised Research
MGM 651: Consumer Behavior
MGM 796: Ph.D. Seminar in Experimental Design

Ph.D. Supervision

Member, Dissertation Committee of Junghim Min, Fall 2012-present

Member, Dissertation Committee of Dr. Ambuj Jain, School of Management. Fall 1988 - Spring 1990.

Member, Dissertation Committee of Dr. Paul Richardson, School of Management. Fall 1990 - Spring 1993.

Member, Dissertation Committee of Dr. Pamela Grimm, School of Management. Fall 1989 - Spring 1993.

Member, Dissertation Committee of Dr. Rajan Sambandam, School of Management. Fall 1992 - Spring 1995.

Member, Dissertation Committee of Dr. Bruce Baily, School of Management. Fall 1996-2000

Masters Committees

Member, Masters Project Committee of Ms. Anita Bacher, School of Nursing. Spring 1991 - January, 1992.

Independent Studies Supervised (representative sampling)

Patricia Czora, Spring 1988 - Fall 1989.
Brian Mann, Summer 1988 - Spring 1989.
Pamela Grimm, Fall 1989.
Jill Joyce, Spring 1992 - Fall 1992.
Peggy Choong, Spring 1995.
Bruce Bailey, Fall 1995.
Christine Martin, Spring 1996.

Special Majors Supervised

Colleen Mangan, Fall 1988 - Fall 1990.

SERVICE: ACADEMIC/PROFESSIONAL

Service to Professional Organizations/Societies

Chairman, Association for Consumer Research session on "The Elaboration Likelihood Model: Central and Peripheral Factors in Persuasion", ACR Conference, New Orleans, Louisiana, October 1989.

Reviewer, Winter Educator's Conference Proceedings of the American Marketing Association, 1990, 1991

Reviewer, Advances in Consumer Research, Association for Consumer Research, 1991, 1995, 1997

Reviewer, Journal of Consumer Psychology, 1993.

Reviewer, International Journal of Research in Marketing, 1993, 1994.

Reviewer, Journal of the Academy of Marketing Science, 1994, 1995, 1996, 1997, 1998, 2002, 2005

Reviewer, Journal of Consumer Research 1997

Reviewer, Journal of Retailing and Consumer Services 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006

SERVICE: UNIVERSITY

University Committees

Member, President's Brand Council 2015

Member, Provost's Chairs Advisory Committee 2014 - 2016

Member, Provost's Associate Professors Advisory Committee 2000-2002

Member, Campus Computer Software/Hardware Standards Committee, 2002-2003

and 2003-2004, 2004-2005, 2005-2006
Member, University Academic Adjudication Committee 2003-2004, 2004-2005.

Member, Graduate School Executive Committee, 2004-2005

Member Faculty Senate, 2016-2020t

School of Management Committees and Positions

Member, ad hoc subcommittee to design, evaluate and recommend a proposal for a marketing concentration in the evening MBA program. Spring 1988.

Member, Computer Resource and Allocation Committee. Fall 1988 - Present.

Member, Subcommittee to Evaluate and Propose the Acquisition of a Laptop Computer and an Overhead Projection System for School of Management Use. Fall 1988.

Member, Subcommittee to Evaluate Printer Options for Student Lab. Fall 1989.

Member, Subcommittee to Evaluate and Recommend Software Configurations for all School of Management Secretarial Machines. Fall 1989.

Member, Ph.D. Program Committee. Fall 1988 - 2005

Member, Subcommittee to Examine the Issue of Ph.D. Student Funding. Fall 1989.

Member, Subcommittee to Consider the Disposition of the Mathematical Statistics Core Requirement for the Ph.D. Program. Fall 1990 - Spring 1991.

Member, Subcommittee to Recommend Procedures for Evaluating Ph.D. Research Assistants. Spring 1992.

Member, Subcommittee to Evaluate Ph.D. Research Assistants. Spring 1992 - Present.

Member, Subcommittee to Recommend Procedure for Evaluating and Improving the Quality of Ph.D. Student Teaching. Fall 1992 - Spring 1993.

Member, Subcommittee to Monitor Student Teaching. Fall 1993 - Present.

Member, School of Management Personnel Action Committee Fall 1999 - 2001, 2003-2005,

Member, Research Computing Committee. Summer 1995 - Present.

Member, School of Management Resource Management Advisory Committee, Spring 1995 - Present.

Member, search committee for Assistant Dean. Summer 1997-Fall 1997.

Member, Social Science - Management TLTR Node committee. Fall 1997- spring 2020

Chair, Ph.D. Program Committee Fall 2004

Member, SOM Policy Committee, Fall 2004, 2006-present

Member, SOM Strategic Planning Committee. Spring 2005-2020

Member, Departmental Chairs Committee, 2010-2025

Ad Hoc SOM Service

- Developed surveys and analyzed results regarding student satisfaction with UG and Grad program offices, 2009

- consulted on the design of survey of alumni regarding MBA program, 2010

- consulted with SOM regarding the creation of a position of Chief Marketing and Communication Officer for SOM

Departmental Committees and Positions

Evaluated course waiver applications. Summer 1988 - Present.

Administered and evaluated waiver exams. Summer 1988 - Present.

Served as Marketing Department Ph.D. Program Coordinator. Fall 1988 – Fall 2005.

Evaluated, designed and recommended the adoption of a subject pool for the Marketing Department. Fall 1988 - Spring 1989.

Administered Marketing Department subject pool. Spring 1989 - Present.

Coordinated awarding of the Kahn Award. Spring 1989, Spring 1994.

Designed promotional brochures and posters for recruiting students to the marketing Ph.D. and M.B.A. programs. Summer 1989 - Fall 1989.

Coordinated awarding of the Jacobs Award. Spring 1990, Spring 1991, Spring 1992, Spring 1993.

Coordinated Design of data base and mailing list of schools to be sent Ph.D. program recruitment materials. Fall 1990.

Designed promotional brochure for Marketing minors. Fall 1994 - Spring 1995.

Coordinated Marketing Department Internship Program, Spring 1997-present.

Coordinated Marketing Department search for two assistant professor positions,

Summer 1997-Fall 1997

Coordinated Marketing Department search for assistant professor positions, Summer 2001, Summer 2006, Summer 2007.

Coordinator of CRM database management 2000-2005

Chair, Search Committee, hired two Assistant Professors, one Full Professor, 2 clinical, and 6 adjunct professors since becoming Chair

Other Contributions

Reactor for Wayne Hunter's Center for Entrepreneurial Leadership Clinic Presentation, January 1995.

SERVICE: COMMUNITY

Co-Chairman, Subcommittee on promotion for the Facilities Planning Committee of the Williamsville Central School District. Designed promotional campaign targeted at various segments of the community in an effort to achieve passage of a bond issue. The bond issue was passed.

Consulting

2008 Delta Sonic Car Wash Research on automatic drive through point of sale machines and customer loyalty programs

2010 Delta Sonic Car Wash - conducting research on consumer perceptions and evaluative criteria in choosing car washes

PROFESSIONAL ASSOCIATIONS

American Marketing Association
Association for Consumer Research
Institute of Management Science
Academy of Marketing Science

July 2025