
Elizabeth Wilson

Intellectual Contributions:

Refereed Articles

- Frank, J., Shaw, L., & Wilson, E. (in press, 2008). The Impact of Providing Web-based PowerPoint Slides as Study Guides in Undergraduate Business Classes. *Journal of Educational Technology Systems*, 37 (2).
- Wilson, E. J., Bunn, M. D. , & Savage, G. T. (in press, 2008). Anatomy of a Social Partnership: A Case Study of Stakeholder Collaboration. *Industrial Marketing Management*.
- Crittenden, V. L. & Wilson, E. J. (2006). An Assessment of the International Marketing Course in Schools of Business: A Benchmarking Report. *Journal of Teaching in International Business*, 17 (1/2), 81-101.
- Crittenden, V. L. & Wilson, E. J. (2006). The Status of Cross-Functional Education in Undergraduate Marketing Curricula within Management Education. *Journal of Marketing Education*, 28 (1), 1-6.
- Wilson, E. J. (2005). The Nose Knows: New Product Development at Yankee Candle Company. *Journal of Business Research*, 57 (7), 989-994.
- Liesch, P. W. & Wilson, E. J. (2005). Business-to-Business Relationship Architecture and Networks among Australia, NZ, and Asian Firms. *Journal of Business Research*, 58 (2), 168-172.
- Woodside, A. G. & Wilson, E. J. (2003). Case Study Research Methods for Theory-Building. *Journal of Business & Industrial Marketing*, 18 (6/7), 493-508.
- Crittenden, V. & Wilson, E. J. (2002). Success Factors in Non-Store Retailing: Extending the Great Merchants Framework. *Journal of Strategic Marketing*, 10, 255-272.
- Woodside, A. G. & Wilson, E. J. (2002). Respondent Inaccuracy: An Examination of Self-Report and Actual Purchase Behavior. *Journal of Advertising Research*, 42, 7-18.
- Wilson, E. J. & Woodside, A. G. (2001). Executive and Consumer Decision Processes: Increasing Useful Sensemaking by Identifying Similarities and Departures. *Journal of Business & Industrial Marketing*, 16 (5), 401-414.
- Wilson, E., Burford, M., & Harris, J. (2001). Integrative Learning in Marketing: The Customer Response Function Analysis Exercise. *Marketing Education Review*, 11 (1), 35-44.
- Wilson, E. J., McMurrian, R. C. , & Woodside, A. G. (2001). How Buyers Frame Problems: Revisited. *Psychology & Marketing*, 18 (6), 617-655.
- Wilson, E. J. & Woodside, A. G. (2000). Constructing Thick Descriptions of Marketers and Buyers Decision Processes in Business-to-Business Relationships. *Journal of Business & Industrial Marketing*, 15 (5), 354-369.
- Wilson, E. J. & Nielson, C. C. (2000). Cooperation and Continuity in Strategic Business Relationships. *Journal of Business-to-Business Marketing*, 8 (1), 1-24.
- Wilson, E. J. (1999). Research Practice in Business Marketing: A Comment on Response Rate and Response Bias. *Industrial Marketing Management*, 28 (3), 257-260.
- Wilson, E. J. & Woodside, A. G. (1999). Degrees-of-Freedom Analysis of Case Data in Business Marketing Research. *Industrial Marketing Management*, 28 (3), 215-230.

- Wilson, E. J. & Vlosky, R. P. (1998). Partnerships versus Typical Relationships Between Wood Products Distributors and Their Manufacturer Suppliers. *Forest Products Journal*, 48 (3), 27-35.
- Wilson, E. J. (1998). Commentary on 'The Pedagogy of Executive Education in Business Markets,' by Narakessari Narayandas, V. Katsuri Rangan, and Gerald Zaltman. *Journal of Business-to-Business Marketing*, 5 (1/2), 65-70.
- Wilson, E. J. & Vlosky, R. P. (1997). Partnering and Traditional Relationships in Business Marketing: An Introduction to the Special Issue. *Journal of Business Research*, 39, 1-4.
- Wilson, E. J. & Fontenot, R. J. (1997). Relational Exchange: A Review of Selected Models For A Prediction Matrix of Relationship Activities. *Journal of Business Research*, 39, 5-12.
- Wilson, E. J. & Vlosky, R. P. (1997). Partnering Relationship Activities: Building Theory from Case Study Research. *Journal of Business Research*, 39, 59-70.
- Wilson, E. J. (1996). Theory Transitions in Organizational Buying Behavior Research. *Journal of Business & Industrial Marketing*, 11 (6), 7-19.
- Wilson, E. J. & Woodside, A. G. (1995). Applying the Long Interview in Direct Marketing Research. *Journal of Direct Marketing*, 9, 37-55.
- Wilson, E. J. & Woodside, A. G. (1995). The Relative Importance of Choice Criteria in Organizational Buying: Implications for Adaptive Selling. *Journal of Business-to-Business Marketing*, 2 (1), 33-57.
- Wilson, E. J. & Biswas, A. (1995). The Use of Black Models in Specialty Catalogs. *Journal of Direct Marketing*, 9, 47-56.
- Wilson, E. J. & Woodside, A. G. (1994). Diagnosing Customer Comparisons of Competitors' Marketing Mix Strategies. *Journal of Business Research*, 31 (2/3), 133-144.
- Wilson, E. J. & Woodside, A. G. (1994). A Two-Step Model of Influence in Group Purchasing Decisions. *International Journal of Physical Distribution and Logistics Management*, 24 (5), 34-44.
- Wilson, E. J. (1994). The Relative Importance of Supplier Selection Criteria: A Review and Update. *Journal of Purchasing and Supply Management*, 30 (3), 34-41.
- Wilson, E. J. & Biswas, A. (1993). Reference Pricing Studies in Marketing: A Synthesis of Research Results. *Journal of Business Research*, 27 (3), 239-256.
- Wilson, E. J. & Sherrell, D. L. (1993). Source Effects in Communication and Persuasion: A Meta-Analytic Review. *Journal of the Academy of Marketing Science*, 21 (2), 101-112.
- Wilson, E. J. & Woodside, A. G. (1992). Marketing New Products with Distributors. *Industrial Marketing Management*, 21 (1), 15-21.
- Wilson, E. J. & Woodside, A. G. (1992). Buying and Marketing CPA Services. *Industrial Marketing Management*, 21 (3), 265-272.
- Wilson, E. J. & Lilien, G. L. (1992). Using Single Informants to Study Group Choice: An Examination of Research Practice in Organizational Buying. *Marketing Letters*, 3 (3), 297-305.
- Wilson, E. J. & Woodside, A. G. (1991). A Comment on Patterns of Store Choice and Customer Gain/Loss Analysis. *Journal of the Academy of Marketing Science*, 19 (4), 377-382.
- Wilson, E. J., Lilien, G. L., & Wilson, D. T. (1991). Developing and Testing a Contingency Paradigm of Group Choice in Organizational Buying. *Journal of Marketing Research*, 28, 452-466.
- Wilson, E. J., Burton, S., & Johnston, M. W. (1991). An Experimental Assessment of Alternative Teaching Approaches for Introducing Business Ethics to Undergraduate Business Students. *Journal of Business Ethics*, 10, 507-517.

- Wilson, E. J. & Woodside, A. G. (1985). Supplier Choice Strategies in Industrialized Nations. *International Marketing Review*, 2, 75-79.
- Wilson, E. J. & Woodside, A. G. (1985). Effects of Consumer Awareness of Brand Advertising on Preference. *Journal of Advertising Research*, 25, 41-48.
- Wilson, E. J. (1984). A Case Study of Repeat Buying for a Commodity. *Industrial Marketing Management*, 13, 195-200.

Refereed Proceedings

Full Paper

- Wilson, E. J. & Weber, M. J. (1999). The Multiple Dimensions of Patient Expectations: Can Healthcare Providers Manage this Complicated Belief System? *Advances in Health Care Research*, Joe F. Hair, Jr. , 89-99.
- Wilson, E. J. & Nielson, C. C. (1999). Cooperation and Continuity in Strategic Business Relationships. *Australia New Zealand Marketing Academy Conference*, Australia New Zealand Marketing Academy.
- Wilson, E. J. (1998). A Model of Buyer-Seller Relationship Structure Effects on Firm Performance. *AMA Educator's Conference*, Druv Grewal and Connie Pechman , 206-207.
- Wilson, E. J. & Woodside, A. G. (1998). Case Study Research as a Paradigm Shift: Multiple Objectives, a Classification Scheme, and Core Propositions. *Society for Marketing Advances*.
- Wilson, E. J. & Hair, J. F. (1997). Successful Implementation of a Health Care Strategy: A Case Study of Mobile Mammography. *Advances in Health Care Research*, American Association of Health Care Research , 35-41.
- Wilson, E. J. & Maxham, J. G. (1997). Integration and Effectiveness of Multimedia Technology in the Principles of Marketing Classroom. *Developments in Marketing Science*, 20, Academy of Marketing Science.
- Wilson, E. J., Burns, A. C. , Cole, L., & Bush, R. (1997). Validation of Reilly's Role Load Scale. *Advances in Consumer Research*, Association for Consumer Research.
- Wilson, E. J., Hair, J. F. , & Neill, S. (1996). Determinants of Implemented Strategy in Health Care Marketing . *Advances in Health Care Research*, American Association of Health Care Research, 68-81.
- Wilson, E. J., Vlosky , R. P. , & Fontenot, R. (1996). Partnership Versus Transactional Exchange Relationships: A Degrees of Freedom Analysis Using Case Data. *12th International Marketing and Purchasing Conference*, Hans G. Gemunden, Thomas Ritter, and Achim Walter, 1505-1516.
- Wilson, E. J. & McMurrian, R. C. (1996). Value-Added Customer Service in Supplier Choice. *12th International Marketing and Purchasing Conference*, Hans G. Germunden, Thomas Ritter, and Achim Walter, 663-665.
- Wilson, E. J., Woodside, A. G. , & Nielsen, R. L. (1994). Using Backward Segmentation for Targeting Hospital Customers. *Advances in Health Care Research*, American Association for Advances in Health Care R, 15-24.
- Wilson, E. J. & Woodside, A. G. (1994). Tracing Emergent Networks in Adoptions of New Manufacturing Technologies. *Relationship Marketing: Theory, Methods and Applications*, Emory University, Atlanta.
- Wilson, E. J. & Nielson, C. C. (1994). Interorganizational Cooperation in Buyer-Seller Relationships. *Relationship Marketing: Theory, Methods and Applications*, Emory University Atlanta.

- Wilson, E. J. (1994). Research Design Effects on the Reliability of Rating Scales in Marketing: An Update on Churchill and Peter. *Advances in Consumer Research*, 22, Association of Consumer Research, 360-365.
- Wilson, E. J. & Woodside, A. G. (1993). Modeling Individual Influence in Buying Center Decisions. *Developments in Purchasing and Materials Management*, National Association of Purchasing Management, 82-88.
- Wilson, E. J. & Woodside, A. G. (1988). Forecasting Consumer Acceptance of New Products for Multiple Market Segments Using Multiple Methods. *Advances in Consumer Research*, 16, Association for Consumer Research, 326-331.
- Wilson, E. J., Lilien, G. L., & Wilson, D. T. (1988). Formal Models of Group Choice in Organizational Buying: Toward a Contingency Paradigm. *Advances in Consumer Research*, Association for Consumer Research, 548-554.
- Wilson, E. J. & Wilson, D. T. (1987). Degrees of Freedom' for Testing Behavioral Theories of Group Buying. *Advances in Consumer Research*, 15, Association for Consumer Research, 587-594.
- Wilson, E. J. & Woodside, A. G. (1986). Conversational Analysis of Buyer-Seller Interactions. *European Marketing Academy Annual Conference*, European Marketing Academy, 745-777.
- Wilson, E. J. & Woodside, A. G. (1984). Large Scale Application of Industrial Market Segmentation. *A Strategic Approach to Business Marketing (40-47)*, American Marketing Association.

Abstract Only

- Wilson, E. J. & Crittenden, V. (2005). The Status of Cross-Functional Education in Undergraduate Marketing Curricula within Management Education. *American Marketing Association Winter Educators Conference*, American Marketing Association.

Book Chapters

Refereed

- Wilson, E. J. (2004). Business Marketing Executive Education: A Commentary. In J. David Lichtenthal (Ed.) *Fundamentals of Business Marketing Education*, (pp. 75-79). Binghamton, NY: Best Business Books.
- Wilson, E. J. & Woodside, A. G. (1999). Alternative Purchasing Strategies for Competing Technology Standards: A Management Training Exercise in Resolving Industrial Buying Conflicts. In Arch G. Woodside (Ed.) *Advances in Business Marketing and Purchasing*, (pp. 187-192 and 244-245). Greenwich, CT: JAI Press.
- Wilson, E. J. (1996). A Decision-Making Exercise for Business Marketing. In Joseph F. Hair (Ed.) *Great Ideas for Teaching Marketing*, (pp. 554-559). Cincinnati, OH: Southwestern Publishing.
- Wilson, E. J. (1996). Class Participation Made Easy. In Joseph F. Hair (Ed.) *Great Ideas for Teaching Marketing*, (pp. 467-469). Cincinnati, OH: Southwestern Publishing.
- Wilson, E. J. (1994). The Quality Revolution and Organizational Buying. In Arch G. Woodside (Ed.) *Advances in Business Marketing and Purchasing*, (pp. 30-43). Greenwich, CT: JAI Press.
- Wilson, E. J. (1991). C.L. Foster Company. In Joseph Hair (Ed.) *Effective Selling*, (pp. 230-231). Cincinnati, OH: Southwestern Publishing.
- Wilson, E. J. (1986). Combining Macro and Micro Industrial Marketing Segmentation. In Arch G. Woodside (Ed.) *Advances in Business Marketing*, (pp. 241-257). Greenwich, CT: JAI Press.

Cases

Wilson, E. J. (2005). New Product Development at Yankee Candle Company. (in press), In Arch G. Woodside (V. Crittenden, Special Issue Editor) (Ed.) *Journal of Business Research*, (pp. Vol 57 (7), 989-994). New York, NY: Elsevier Science.

Presentation of Refereed Papers

International

Wilson, E.J. (1986). *Source Effects in Communication and Persuasion: A Meta-Analysis*. Presented at Advances In Consumer Research, Toronto, Canada.

National

Wilson, E.J. & Whalen, T. F. (2005, October). *To Epicurean Feast or Not to Feast: Implications Surrounding Vertical Integration in the Food Service Business*. Presented at North American Case Research Association Conference, Falmouth, Massachusetts.

Crittenden, V.L., Bucks, L., Fleming, K., & Wilson, E. J. (2005, May). *An Assessment and Comparison of the International Marketing Course*. Presented at Academy of Marketing Science Annual Conference, Tampa, Florida.

Wilson, E.J. (2005, May). *Alternative Analysis Approaches for Handling Case Data*. Presented at Academy of Marketing Science Annual Conference, Tampa, Florida.

Crittenden, V.L. & Wilson, E. J. (2005, February). *The Status of Cross Functional Education in Undergraduate Marketing Curricula within Management Education*. Accepted for American Marketing Association Winter Educator's Conference, San Antonio, Texas.

Wilson, E.J. & Bunn, M. (2004, August). *Understanding Social Partnerships: Implications for Managing the Value Chain and Value Network in Complex Interorganizational Relationships*. Presented at Institute for the Study of Business Markets Special Conference, Boston, Massachusetts.

Wilson, E.J. (2004, February). *Computer Aided Qualitative Data Analysis for Business Marketing Research: Issues and Recommendations*. Presented at American Marketing Association Winter Educator's Conference, Scottsdale, Arizona.

Wilson, E.J. (2003, November). *More Thoughts on A Journey Toward Excellence in Teaching*. Presented at Society for Marketing Advances, New Orleans, Louisiana.

Wilson, E.J. (2002, November). *A Journey Toward Excellence in Teaching*. Presented at Society for Marketing Advances, St. Petersburg, Florida.

Wilson, E.J. (2002, June). *Are We There Yet? A Teacher's Journey Toward Renewal and Improvement*. Presented at Teaching Excellence, Academy of Marketing Science, Sanibel Island, Florida.

Crittenden, V. & Wilson, E. J. (2002, May). *Success Factors in Non-Store Retailing: Extending the Great Merchants Framework*. Presented at Academy of Marketing Science Annual Conference, Sanibel Island, Florida.

Wilson, E.J. & Crittenden, V. L. (2001, December). *The GE Fund's Learning Excellence Program at Boston College*. Presented at New England Association of Schools and Colleges, Boston, Massachusetts.

Wilson, E.J. (2001, May). *Learning by Doing Approaches for Marketing Research II: Qualitative and Quantitative Market Analysis*. Presented at Academy of Marketing Science, San Diego, California.

Wilson, E.J. (2001, May). *Toward an Integrative Learning Experience in the Capstone Marketing Management Course*. Presented at Academy of Marketing Science, San Diego, California.

- Wilson, E.J. (1999, May). *An Experiential Approach to Teaching Buyer Behavior in Marketing Management*. Presented at Academy of Marketing Science, Coral Gables, Florida.
- Wilson, E.J. (1999, May). *Insights on Teaching Marketing Management and Strategy to Undergraduates*. Presented at Academy of Marketing Science, Coral Gables, Florida.
- Wilson, E.J. & Woodside, A. G. (1999, February). *A Framework for Building Useful Microworlds for Case Study Research of Marketing-Buying Systems*. Presented at AMA Educator's Conference, St. Petersburg, Florida.
- Wilson, E.J. & Woodside, A. G. (1998). *Constructing Thick Descriptions of Marketers' and Buyers' Decision Process in Business-to-Business Relationships*. Presented at Relationship Marketing Conference, Atlanta, Georgia.
- Wilson, E.J. (1998, November). *Society for Marketing Advances Great Teacher Presentation: Managing Client Projects in the Capstone Marketing Course*. Presented at Society for Marketing Advances, New Orleans, Louisiana.
- Wilson, E.J. (1998, May). *Applying Qualitative and Quantitative Methods in Case Study Research*. Presented at Academy of Marketing Science, Norfolk, Vermont.
- Wilson, E.J. (1996). *The Fifth Discipline and Organizational Buying: Toward a Systems View*. Presented at Southern Marketing Association, New Orleans, Louisiana.
- Wilson, E.J., McMurrian, R. C., & Hughes, E. (1995). *Dimensions of Supplier Value-Added Service in Organizational Buying: An Exploratory Investigation*. Presented at Enhancing Knowledge Development in Marketing , Chicago, Illinois.
- Wilson, E.J. (1994). *Research Design Effects on the Reliability of Rating Scales in Marketing: An Update on Churchill and Peter*. Presented at Developments in Marketing Science, Coral Gables, Florida.
- Wilson, E.J. (1994, October). *Tell Me Again Why I Should Listen to You?*. Presented at Association for Consumer Research Conference, Boston, Massachusetts.
- Wilson, E.J. (1987). *Using the Dollarmetric Scale to Estimate the Just Meaningful Difference in Price*. Presented at American Marketing Association , Washington, District of Columbia.

Local

- Wilson, E. (2006, March). *Social Partnerships: An Analysis of Stakeholder Relationships*. Presented at 2006 Suffolk University Academic Conference, Boston, Massachusetts.

Presentation of Non-Refereed Papers

International

- Wilson, E. (2006, November). *Excellence in Teaching Revisited: Are We There Yet?* Invited presentation at Society for Marketing Advances, Nashville, Tennessee.