

CURRICULUM VITAE
WILLIAM E. BAKER, PH.D.

College of Business Administration
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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

August 2001 – Present

- 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 E., Donald Sciglimpaglia and Massoud Saghafi (Forthcoming), "Branding of Post-Purchase Ancillary Products and Services: An Application in the Mobile Communications Industry," *European Journal of Marketing*.

Baker, William E. and James M. Sinkula (Forthcoming), "The Complementary Effects of Market Orientation and Entrepreneurial Orientation on Innovation Success and Profitability," *Journal of Small Business Management*.

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.

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. (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 William L. Wilkie (1992), "Moderators of Information Search." *Marketing Science Institute*, Cambridge, MA; Marketing Science Institute.

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.

Referred Proceedings (Papers or Abstracts)

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 35th EMAC Conference.

Baker, William E. and James M. Sinkula (2003), "Market Orientation, Performance and a New Product Paradox," in Michael Saren and Alan Wilson (eds), *Marketing Responsible and Relevant?*, Glasgow, Scotland: Proceeding of 32nd EMAC Conference, p. 4.2.3.

Baker, William E. and James M. Sinkula (2003), "Market Orientation and New Product Success: A Paradox?," in Harlan E. Spotts (ed.), *Developments in Marketing Science*, Vol. XXVI, Washington

D.C: The Academy of Marketing Science, pp 254.

Baker, William E. and James M. Sinkula (1999), "Maintaining Competitive Advantage Through Organizational Unlearning," in Charles H. Noble (ed.), *Developments in Marketing Science*, Vol. XXII, Coral Gables FL: The Academy of Marketing Science, pp. 206-209.

Baker, William E. (1999), "Do Brand Attitudes Predict Advertising Effectiveness?," in Madhu Viswanathan, Larry Compeau and Manoj Hastak, (eds.), *Proceedings of the Society for Consumer Psychology*.

Manuscripts Under Review

Baker, William E. and Mario Ramos (2008), "Brokerage Analyst Recommendations: A Case for Affirmative Disclosure, submitted to *Journal of Public Policy & Marketing*, August 2008.

Grinstein, Amir and William E. Baker (2008), "Proactive Marketing Culture and SME Foreign Entry Success: An RBV Perspective," submitted to *Entrepreneurship: Theory and Practice*, September 2008.

Baker, William E. and Amir Grinstein (2008), "Multiple Paths to Foreign Entry Success: The Role of Learning Resources at the MNC and Sub-Unit Level," submitted to the *International Journal of Research in Marketing*, October 2008.

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.

SDSU 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 (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* (since 2003)

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