

Rashi H. Glazer
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Professional Experience

Present Professor, Walter A. Haas School of Business,
University of California, Berkeley.

Research and Teaching interests include: consumer
behavior, marketing research, decision making and
information processing, marketing strategy, new product
introduction strategy, relationship between marketing
and technology strategy, strategic use of information
technology and management of information.

Co-Director, Berkeley Center For Marketing and
Technology. Director, Berkeley Portfolio of Marketing
Management Programs.

1992-1997 Associate Professor and Marketing Group Chair, Walter A.
Haas School of Business, University of California,
Berkeley.

1989-1992 Assistant Professor and Northern Telecom Scholar, Walter
A. Haas School of Business, University of California,
Berkeley.

1982-1989 Associate Professor, Graduate School of Business,
Columbia University.

1974-77 Founder and Partner, ETL, Inc., Boston/New York. A
communications company specializing in innovative
educational and commercial applications of video-based
technology.

1971-73 Independent Communications Consultant, Boston.

Academic Background

1982 Ph.D., Stanford University, Graduate School of Business.
Major concentration in marketing.

1979 MBA, Stanford University, Graduate School of Business.
Arjay Miller Scholar (Top 10% of Graduating Class).

1970 BA, Cum Laude, Brandeis University. Major in
Sociology/Psychology.

Honors, Prizes, and Professional Recognition

Co-Editor, *Journal of Interactive Marketing* (formerly *Journal of Direct
Marketing*).

Associate Editor, *Management Science*.

Editorial Board, *Journal of Marketing Research*.

Editorial Board, *Marketing Letters*.

Board of Editors, *The Journal of Market-Focused Management*.

Editorial Board, *California Management Review*

1999 William O'Dell "Outstanding Article" Award (for paper appearing 5 years earlier), *Journal of Marketing Research*, "Meaningful Brands from Meaningless Differentiation: The Dependence on Irrelevant Attributes."

1999 American Marketing Association Doctoral Consortium Faculty.

1998 American Marketing Association Doctoral Consortium Faculty.

1996 Outstanding Teacher Award, Haas School of Business, U.C. Berkeley.

1996 American Marketing Association Doctoral Consortium Faculty.

1994 American Marketing Association Doctoral Consortium Faculty.

1993 American Marketing Association Doctoral Consortium Faculty.

1992 Harold H. Maynard Award, "best paper," *Journal of Marketing*, for "significant contribution to marketing theory and thought" for article, "Marketing In An Information-Intensive Environment: Strategic Implications of Knowledge As An Asset."

1991 Marketing Science Institute/IBM Research Competition on "Managing Information for Competitive Advantage" first-place winner (with Allen Weiss).

1991 American Marketing Association Doctoral Consortium Faculty.

1990 Schwabacher Fellowship, Haas School of Business, U.C. Berkeley, outstanding junior faculty prize.

1989 Outstanding Teacher Award, Haas School of Business, U.C. Berkeley.

1987 American Marketing Association Doctoral Consortium Faculty.

1982 Robert Ferber Award, Association of Consumer Research and *Journal of Consumer Research* (best interdisciplinary article in consumer behavior based on a doctoral dissertation).

Other Activities

Consultant to major corporations (e.g., Arthur Anderson, AT&T, Bay Networks, Deere & Company, Equitable Life Assurance, Hewlett Packard, IBM, Intel, Mitsubishi Industries, Motorola, Pacific Bell Telephone, Pacific Gas & Electric, SBC, SUN, Time, Inc., Visa, Wells Fargo) and new ventures (e.g., MicroUnity Systems, Inc., Mips, MicroMed Technologies, Oaysis, MyPoints, Telegroup) in marketing strategy, consumer behavior, new product introduction, marketing research and information technology.

Visiting Assistant Professor, UCLA Graduate School of Management, Fall, 1985.

Visiting Associate Professor, Yale School of Organization and Management, Fall, 1987.

Faculty/Associate Director in Columbia Executive Programs in Marketing Management, Marketing Research, Sales Force Management, Marketing for Competitive Advantage.

Academic Liaison for Marketing Science Institute Steering Group on Information Technology.

Reviewer for *California Management Review*, *Journal of Consumer Research*, *Journal of Marketing*, *Marketing Science*.

Publications

2001 "Smart vs. Dumb Service Strategies: A Framework for E-Business Intensity," in Rust, Roland T. and P.K. Kannan (eds.), E-Service, Armonk, NY: M.E. Sharpe.

2000 "Market Driving Strategies: Toward a New Concept of Competitive Advantage," (with G. Carpenter and K. Nakamoto) in D. Iacobucci and L. Krishnamurthi (eds.), Kellogg on Marketing. New York: Wiley.

2000 "Smart Services: Competitive Advantage Through Information-Intensive Strategies," in Handbook of Services Marketing and Management, eds. T. Swartz and D. Iacobucci, London: Sage Publications.

2000 "Customer Knowledge Management: The INFOVALUE Methodology," NYU Conference: Management of Intangible Assets Proceedings.

- 1999 "Winning in Smart Markets," Sloan Management Review, Vol. 40, No.4
- 1998 "Measuring The Knower," California Management Review, Vol. 40, No.3
- 1998 "Measuring The Knower," Knowledge Management, Vol. 2, No. 2.
- 1997 Readings on Market-Driving Strategies: Towards a New Theory of Competitive Advantage, ed. (with G. Carpetner and Kent Nakamoto), Reading, Ma.: Addison Wesley.
- 1997 "Strategy and Structure in Information-Intensive Markets: The Relationship Between Marketing and IT," Journal of Market-Focused Management.
- 1996 "Similarity in Context: Cognitive Representation and Violation of Preference and Perceptual Invariance in Consumer Choice," (with R. Dhar), Organizational Behavior & Human Decision Processes, September.
- 1994 The Marketing Information Revolution, ed. (with Robert Blattberg and John Little), Cambridge, Ma.: Harvard Business School Press.
- 1994 "Marketing in the Information Revolution," (with R. Blattberg) in The Marketing Information Revolution, eds. R. Blattberg, R. Glazer and J. Little, Cambridge, Ma.: Harvard Business School Press.
- 1994 "Harnessing the Marketing Information Revolution: Toward The Market-Driven Learning Organization," (with G. Day) in The Marketing Information Revolution, eds. R. Blattberg, R. Glazer and J. Little, Cambridge, Ma.: Harvard Business School Press.
- 1994 "Meaningful Brands from Meaningless Features: The Dependence on Irrelevant Attributes" (with G. Carpenter and K. Nakamoto), Journal of Marketing Research, August, 339-350.
- 1993 "Marketing In Turbulent Environments: Decision Processes and The Time-Value of Information," (with A. Weiss), Journal of Marketing Research, November, 509-21.
- 1993 "Measuring The Value of Information: The Information-Intensive Organization," IBM Systems Journal, 32, 99-110.
- 1992 "Locally Rational Decision Making: The Distracting Effect of Information on Managerial Performance," (with J. Steckel and R. Winer), Management Science, 38, 212-226.
- 1991 "Marketing in an Information-Intensive Environment: Strategic Implications of Knowledge as an Asset," Journal of Marketing, 55, 1-19.
- 1991 "Cognitive Geometry: An Analysis of Structure Underlying Representations of Similarity," (with K. Nakamoto), Marketing Science, 10, 205-228.
- 1991 "The Influence of External Constraints on Brand Choice: The Lone Alternative Effect," (with B. Kahn and W. Moore), Journal of Consumer Research, Volume 18, No. 1, 119-127.
- 1990 "Judgmental Forecasts of Key Marketing Variables: Rational vs. Adaptive Expectations," (with J. Steckel and R. Winer), International Journal of

Forecasting, 6, 149-162.

1989 Cable TV Advertising: In Search of the Right Formula, ed. (with R. Batra), New York: Quorum Books.

1989 "Cable Television Advertising: A Strategic Perspective," (with R. Batra), in Cable TV Advertising: In Search of the Right Formula, eds. R. Batra and R. Glazer, New York: Quorum Books.

1989 "Marketing and the Changing Information Environment: Implications for Strategy, Structure and the Marketing Mix," Marketing Science Institute Research Report No. 89-108.

1989 "The Formation of Key Marketing Variable Expectations and their Impact on Firm Performance: Some Experimental Evidence," (with J. Steckel and R. Winer), Marketing Science, Vol. 8, No. 1, 18-34.

1987 "Experiments in Constrained Choice," (with B. Kahn and W. Moore), Journal of Consumer Research, Vol. 14, No. 1, 96-113.

1987 "Marketing and Technology: A Strategic Coalignment," (with N. Capon), Journal of Marketing, Vol. 51, No. 3, 1-14.

1987 "Group Processes and Decision Performance in a Simulated Marketing Environment," (with J. Steckel and R. Winer), Journal of Business Research, Vol. 15, No. 6, 545-557.

1986 "Marketing and Technology," (with N. Capon), Marketing Science Institute Research Report.

1984 "Multiattribute Perceptual Bias as Revealing of Preference Structure," Journal of Consumer Research, Vol. 11, No. 1, 510-521.

1980 "New Products and Innovation: An Annotated Bibliography," (with D. Montgomery), Technical Report No. 65, Graduate School of Business, Stanford University.

Computer Software

INFOVALUE -- a program to help organizations value their customer information files

SUITS -- an interactive competitive simulation game for teaching the strategic use of information and the integration of information technology strategy and business strategy.

Books in Progress

Market-Driving Strategies (with G. Carpenter and K. Nakamoto), Harper Collins Publisher.

Working Papers

"The Evolution of E-Business"

"The Drivers of E-Business Intensity: A Theoretical and Empirical Analysis"

"Information-Intensive Strategies: A Conceptual Framework and Some Preliminary Empirical Results"

"Strategic Benchmarking and Market Performance in High Turbulence Environments"
(with D. Purohit and R. Winer)

"Group Context Effects and Managerial Decision-Making" (with I. Simonson).

"INFOVALUE: A Program For Measuring The Value of Information" (With A. Weiss)

Work in Progress

"Deriving Value from e-Business: The Virtues of Virtualization"

"Towards An Optimal Level of Interactivity: The Valuation of E-Business Processes".

"A Framework and Associated Methodologies For The Valuation of Customer Knowledge".

" A New Measure of Customer Lifetime Valuation -- The Customer Beta-Portfolio Model" (with R. Dhar).

"Perspectives on Privacy: The Politeness Paradigm".

"Strategic Inimitability: Preemptive Positioning Through Meaningful and Meaningless Differentiation" (with G. Carpenter and K. Nakamoto).

"Cognitive Geometry, Context Effects, and Consumer Choice" (with K. Nakamoto).

"The Gestalt Effect in Consumer Research" (with M. Holbrook).

"Pattern Recognition, Choice, and the Structure of Consumer Memory: Spatial, Associative, and Holographic Architectures".

"Decision-Making and Intuition".

"A Consumer Behavior Definition of High-Technology Markets" (with M. Stiving).

"Measuring The Value of Information: The INFOVALUE Project" (with A. Weiss).

"Organizations as Information Processors: A Comparison of Sequential versus Parallel Architectures".

Conferences Organized

1997 New Frontiers In Interactive Marketing (with J. Deighton) Sponsored by the Marketing Science Institute, Cambridge, Ma.

1991 "The Marketing Information Revolution," (with R. Blattberg, G. Day, and J. Little) Sponsored by the Marketing Science Institute, Cambridge, Ma.

1989 First Annual Columbia University Graduate School of Business Marketing Summer Workshop.

1987 "Cable TV Advertising: In Search of The Right Formula," (with R. Batra). Sponsored by Coopers & Lybrand and Columbia University Graduate School of Business Center for Telecommunications Research.

Conference Sessions Organized (competitive review and selection)

1994 "The Marketing Information Revolution: Has Marketing Science Missed the Boat?" Marketing Science Conference, Tucson.

1994 "The Marketing Information Revolution" AMA Educators' Conference, San Francisco.

1991 "Behavioral Theories of Marketing Strategy," Association of Consumer Research Conference, Chicago.

1990 "Pattern Recognition and Consumer Behavior: Empirical Applications of An Emerging Paradigm," Association of Consumer Research Conference, New York.

1990 "Marketing and Information Technology," American Marketing Association Educators' Conference, Washington D.C.

1989 "Context Effects and Consumer Choice," Association of Consumer Research Conference, New Orleans.

1987 "Behavioral Theories of Pioneering Advantage," Association of Consumer Research Conference, Cambridge, Mass.

1985 "New Directions in Hierarchical Models of Consumer Choice," Association of Consumer Research Conference, Las Vegas.

1985 "Irrationality, Inconsistency, and Context Effects," Association of Consumer Research Conference, Las Vegas.

Conference Presentations

2001 Deriving Value from e-Business: The Virtues of Virtualization, IBM Academic Conference on E-Business.

2000 Perspectives on Privacy: The Politeness Paradigm, American Marketing Association/Vanderbilt University Conference on Services Marketing.

2000 Customer Knowledge Management, NYU Stern School of Business Conference on Measuring Intangible Assets.

2000 The Evolution of E-Business, IBM Academic Conference on E-Business.

2000 Smart Marketing Research & Customer Behavior Dynamics, American Marketing Association Attitude and Behavior Conference.

1999 Measuring Customer Assets in Information-Intensive Environments, Association of Consumer Research Conference.

1999 E-Business Intensity, IBM Academic Conference on E-Business.

1999 Customer Knowledge Management, Haas School of Business, U.C. Berkeley, Conference on Knowledge Management.

1999 Customer Knowledge Management, Conference Board/IBM Institute for Knowledge Management Conference on Knowledge Management, New York and San Francisco

1998 Customer Knowledge Management, Haas School of Business, U.C. Berkeley, Conference on Knowledge Management.

1997 Measuring The Knower, Haas School of Business, U.C. Berkeley, Conference on Knowledge Management.

1997 Competitive Benchmarking in Turbulent Markets, Marketing Science Conference, Berkeley.

1997 Competitive Benchmarking in Turbulent Markets, University of Florida Marketing Camp.

1997 Strategy and Structure in Information-Intensive Markets: The Relationship Between Marketing and IT, Columbia University Marketing Camp.

1996 Strategy and Structure in Information-Intensive Markets: The Relationship Between Marketing and IT, Marketing Science Institute Menlo Park Conference.

1996 Competitive Advantage in Smart Markets, Marketing Science Institute Conference, Chicago.

1996 Information-Intensive Strategies: A Conceptual Framework and some Preliminary Empirical Results, Northwestern University Kellogg School Marketing Camp.

1996 Information Intensive Strategies, Marketing Science Conference, Gainesville.

1994 "Market Driving Strategies," Marketing Science Conference, Tucson.

1994 Marketing and Technology Strategies, National Black MBA Association Conference, San Francisco.

1994 Panelist at The Changing Landscape In Grocery Retailing: The Information Highway Reaches the Trading Post, Marketing Science Institute Conference, Atlanta.

1993 "Measuring The Value of Information: Implications For Marketing Strategy, Firm Structure and Marketing-Mix Decisions," Marketing Science Conference, St. Louis.

1993 "Dominant Brand Advantage: An Analysis of Strategic Inimitability," Marketing Science Conference, St. Louis.

1992 "Measuring The Value of Information: Implications For Marketing Strategy, Firm Structure and Marketing-Mix Decisions," Marketing Science Institute Conference on Managing Information, Dallas, Texas.

1992 "Cognitive Geometry, Context Effects And Choice," Behavioral Decision Research Conference, Berkeley, Ca.

1991 "Strategic Inimitability: Preemptive Positioning Through Meaningful and Meaningless Differentiation," Association of Consumer Research Conference, Chicago.

1991 "Strategic Implications of Knowledge As An Asset," American Marketing Association Educators' Conference, San Diego.

1991 "Marketing Strategy and Structure in Turbulent and Information-Intensive Environments: Empirical Results From A Simulated Marketplace," Marketing Science Conference, Wilmington.

1991 "Marketing and The Information Revolution," Marketing Science Institute "Marketing Information Revolution" Conference, Cambridge, Ma.

1991 "Market-Driven Learning Organizations," Marketing Science Institute "Marketing Information Revolution" Conference, Cambridge, Ma.

1990 "Empirical Tests of a Holographic Theory of Pattern Recognition," Association of Consumer Research Conference, New York.

1990 "Marketing and Information Technology: A Research Agenda," American Marketing Association Educators' Conference, Washington, D.C.

1990 "Cognitive Geometry," Marketing Science Conference, University of Illinois, Champaign- Urbana, Illinois.

1990 "Strategic Uses of Information Technologies," Center for Telecommunications Management "Information and Communication Technologies: A User Perspective" Conference, University of Southern California, Los Angeles.

1989 "Context Effects and Measurement Indeterminacy in Consumer Judgments," Association of Consumer Research Conference, New Orleans.

1989 "Meaningful Brands from Meaningless Attributes: The Competitive Importance of Trivial Differences," Marketing Science Conference, Duke University, Durham, North Carolina.

1989 "Marketing and the Changing Information Environment: Implications for Strategy, Structure and the Marketing Mix," Marketing Science Institute Annual Trustees Conference, Phoenix.

1988 "Meaningful Brands from Meaningless Attributes: The Competitive Importance of Trivial Differences," Association of Consumer Research Conference, Honolulu.

1988 "Lone Alternative and Asymmetric Effects in Hierarchical Models of Brand Choice," Marketing Science Conference, University of Washington, Seattle.

1988 "A Theoretical Comparison of Trees and Spaces," Marketing Science Conference, University of Washington, Seattle.

1988 "Pattern Recognition and Individual Choice," Holonomic Processes in the Social Sciences Conference, Big Sur, California.

1987 "A Holographic Theory of Decision-Making," ORSA-TIMS Conference, St. Louis.

1987 "Order of Entry Effects in Hierarchical Models of Brand Choice," Association of Consumer Research Conference, Cambridge, Ma.

1987 "A Holographic Theory of Decision-Making," First Annual Stanford Graduate School of Business Marketing Department Summer Workshop.

1986 "The Mediating Role of Information in Marketing-Mix Response Functions" Marketing Science Conference, University of Texas at Dallas.

1986 "Examination of the Properties of A Weighting Function in Risky Consumer Choice Contexts," Behavioral Decision Research in Management Conference, Cornell University, Ithaca, NY.

1986 "A Holographic Theory of Decision-Making," Holonomic Processes in Social Sciences Conference, Big Sur, California.

1985 "An Experiment in External Constrained Choice," Association of Consumer Research Conference, Las Vegas.

1985 "Certainty and Uncertainty in Risky Consumer Choice Contexts," Association of Consumer Research Conference, Las Vegas.

1985 "The Long-Term Effects of Dealing," Association of Consumer Research Conference, Las Vegas.

1985 "The Formation of Key Marketing Variable Expectations," ORSA-TIMS Conference.

1985 "Testing Properties of Prospect Theory's Pi-Function," ORSA-TIMS Conference, Atlanta.

1985 "Estimating Advertising Response Functions From Noisy Data," Marketing Science Conference, Vanderbilt University, Nashville.

1984 Discussant of Session "Hedonic, Esthetic, and Impulsive Consumption Phenomena," Association of Consumer Research Conference, Washington, D.C.

1983 "Stimulus Cue Redundancy and Multiattribute Models of Preference," ORSA-TIMS Conference, Orlando, Florida.

1982 "Multiattribute Perceptual Bias As Revealing of Preference Structure," Association of Consumer Research Conference, San Francisco.