

CHRISTOPHER J. GROENING
Associate Professor of Marketing

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EDUCATION

- 2008 *Ph.D., Marketing*, Katz Graduate School of Business
University of Pittsburgh, Pittsburgh, PA
- 2004 *Master of Business Administration*, Katz Graduate School of Business
University of Pittsburgh, Pittsburgh, PA, *Magna Cum Laude*
- 1994 *Master of Computer Science*
State University of New York, Stony Brook, NY
- 1993 Dual Degree: *Bachelor of Science – Computer Engineering & Cognitive Science*
University of California, San Diego, La Jolla, CA

ACADEMIC EMPLOYMENT

- 2017-present Associate Professor of Marketing, Kent State University
2013-2017 Assistant Professor of Marketing, Kent State University
2008-2013 Assistant Professor of Marketing, University of Missouri

PEER REVIEWED PUBLICATIONS

- Groening, Christopher (2019), "When do Investors Value Board Gender Diversity?" *Corporate Governance: The International Journal of Business in Society*, 19(10), 60-79.
- Groening, Christopher, Joseph Sarkis, and Qingyun Zhu (2018), "Green Marketing Consumer-level Theory Review: A Compendium of Applied Theories and Further Research Directions." *Journal of Cleaner Production*, 172 (1), 1848-1866.
- Groening, Christopher and Vamsi K. Kanuri (2018), "Investor Reactions to Simultaneous Responsible and Irresponsible Corporate Social Announcements: A Reputation Perspective," *Journal of Business Ethics*, 149 (4), 833-856.
- Groening, Christopher and Paul Mills (2017), "A Guide to Pay-What-You-Wish Pricing from the Consumer's Viewpoint," *Business Horizons*, 60 (4), 441-445.
- Groening, Christopher, Vikas Mittal, and Yan "Anthea" Zhang (2016), "Cross-Validation of Customer and Employee Signals and Firm Valuation," *Journal of Marketing Research*, 53 (1), 61-76.
- Groening, Christopher, J. Jeffrey Inman, and William T. Ross Jr. (2015), "The Role of Carbon Emissions in Consumer Purchase Decisions," *International Journal of Environmental Policy and Decision Making*, 1 (4), 261-96.

- Groening, Christopher, Pinar Yildirim, Vikas Mittal, and Pandu Tadikamalla (2014), "Hedging Customer Risk," *Customer Needs and Solutions*, 1 (2), 105-16.
- Pallas, Florian, Vikas Mittal, and Christopher Groening (2014), "Allocation of Resources to Customer Satisfaction and Delight Based on Utilitarian and Hedonic Benefits," *Journal of Research in Marketing*, 2 (1), 106-12.
- Groening, Christopher, J. Jeffrey Inman, and William T. Ross Jr. (2014), "Carbon Footprints in the Sand: Marketing in the Age of Sustainability," *Customer Needs and Solutions*, 1 (1), 40-51.
- Swaminathan, Vanitha, Christopher Groening, Vikas Mittal, and Felipe Thomaz (2014), "How Achieving the Dual Goal of Customer Satisfaction and Efficiency in Mergers Affects a Firm's Long-Term Financial Performance," *Journal of Service Research*, 17 (2), 182-94.
- Groening, Christopher and Vamsi K. Kanuri (2013), "Investor Reaction to Positive and Negative Corporate Societal Events," *Journal of Business Research*, 66 (10), 1852-60.
- Evanschitzky, Heiner, Christopher Groening, Vikas Mittal, and Maren Wunderlich (2011), "How Employer and Employee Satisfaction Affect Customer Satisfaction: An Application to Franchise Services," *Journal of Service Research*, 14 (2), 136-48.
- Aksoy, Lerzan, Bruce Cooil, Christopher Groening, Timothy L. Keiningham, and Atakan Yalçin (2008), "The Long-Term Stock Market Valuation of Customer Satisfaction," *Journal of Marketing*, 72 (4), 105-22.
- Rosen, Jules, Benoit H. Mulsant, Patricia Marino, Christopher Groening, Robert C. Young, and Debra Fox (2008), "Web-based Training and Interrater Reliability Testing for Scoring the 3 Hamilton Depression Rating Scale," *Psychiatry Research*, 161 (1), 126-30.

BOOK CHAPTERS

- Christopher Groening, C., & Zhu, Q. (2019). "Consumers' Role in the Green Supply Chain," in *Handbook on the Sustainable Supply Chain*. Edward Elgar Publishing.
- Nguyen, Dung and Christopher Groening (2011), "Diffusion," in *Encyclopedia of Media Communications*, Peter Mavrikis, Eds. Armonk, NY: M E Sharpe Inc.

OTHER PUBLICATIONS

- Mittal, Vikas and Christopher Groening, "Do Oilfield-Services Companies Strategically Manage Customers and Employees? Halliburton, National Oilwell Varco, and Schlumberger," (March 28, 2016). Available at <http://ssrn.com/abstract=2755713>
- Mittal, Vikas, Yan Zhang, and Christopher Groening (2015), "Employee Layoffs in Oilfield Services Companies: Panacea or Poison?," Rigzone, August 19.
- Mittal, Vikas, Vanitha Swaminathan, and Christopher Groening (2010), "For Customers will United-Continental Merger Fly," The Houston Chronicle, October 9.

Lerzan, Aksoy, Bruce Cooil, Christopher Groening, Timothy L Keiningham, and Atakan Yalcin (2009), "Does Customer Satisfaction Lead to an Increased Firm Value?," GfK Marketing Intelligence Review, 1 (2), 8-15.

RESEARCH GRANTS AND FUNDING

\$2,500	University Research Council, Kent State University (2017)
\$2,500	Dean's Research Grant, College of Business, Kent State University (2017)
\$60,000	Ohio Lake Erie Commission – Lake Erie Protection Fund (key personnel, 2016)
\$5,000	College of Business Distinguished Research Award, Kent State University (2016)
\$2,500	Dean's Research Grant, College of Business, Kent State University (2015)
\$5,000	First Energy Solutions (2014)
\$10,000	Summer Research Grant, University of Missouri (2012)
\$5,000	Research Grant, University of Missouri (2010)
\$1,000	Robert J. Trulaske College of Business, University of Missouri (2010)
\$400	Robert J. Trulaske College of Business, University of Missouri (2010)
\$425	Robert J. Trulaske College of Business, University of Missouri (2009)
\$1,500	David Berg Center for Ethics and Leadership, University of Pittsburgh (2008)
\$1,500	David Berg Center for Ethics and Leadership, University of Pittsburgh (2006)
\$1,000	Katz Graduate School of Business, University of Pittsburgh (2005)
\$4,500	Katz Graduate School of Business, University of Pittsburgh (2004)

HONORS AND AWARDS

2017, 2019	Dean's Distinguished Scholar Finalist (top-3)
2007	Haring Symposium Fellow, Indiana University
2004	Graduated <i>Magna Cum Laude</i> , University of Pittsburgh (MBA)
2004	Katz Graduate Fellowship, University of Pittsburgh
1993	Tuition Scholarship, State University New York, Stony Brook
1988-1993	Warren Scholar, University of California, San Diego

TEACHING EXPERIENCE

Kent State University

Integrated Marketing Strategy (undergrad)
Marketing Policies and Strategies (undergrad)
Marketing Strategy and Planning (MBA)
Brand Management (MBA)
Marketing Management (MBA)
Marketing Strategy Seminar (PhD)
Marketing (EMBA)

University of Missouri

Marketing Management (undergrad)
Marketing Strategy Seminar (PhD)

University of Pittsburgh

Marketing Research (undergrad)

PHD COMMITTEES

Dates	Student	University	Placement
2019-present	Iman Raoofpanah (chair)	Kent State University	NA
2018-present	Ahmad Al Asady (chair)	Kent State University	NA
2018-present	Meiying Hua	Kent State University (Accounting)	NA
2015-2019	Mehdi Darban	Kent State University (M&IS)	Louisiana State University, Shreveport
2014-2017	Paul Mills (chair)	Kent State University	Cleveland State University
2012-2013	Stephen Hampton	University of Missouri	Oklahoma State University
2008-2011	Elina Tang	University of Missouri	University of Illinois at Chicago
2008-2010	Donald Lund	University of Missouri	University of Alabama, Birmingham

PROFESSIONAL SERVICE

Academic Reviewing (Editorial Review Board)

2016-present Journal of Business Research

Academic Reviewing (Ad-hoc)

2017-present Journal of Consumer Psychology

2012-present Journal of Business Ethics

2015-present Journal of Retailing

2013-present Journal of Business Research

2009-present Journal of Marketing

2016-present Journal of the Academy of Marketing Science

2016 Omega

2006-present AMA Summer and Winter Marketing Educators' Conference

2015-present EMAC Conference

2013-2015 Journal of Marketing Research

2015 California Management Review

2014 Customer Needs and Solutions

2012-2014 MIT Sloan Management Review

2011-2013 Academy of Management Journal

2013 Marketing Meets Wall Street Conference

2012 Journal of Asia Pacific Business

2011 Industrial Marketing Management

2009, 2012 Journal of International Marketing

2009 Expert reviewer for: Babin, Barry, "Exploring Marketing Research," in Encyclopedia of Media Communications (10th edition), South-Western | Cengage Learning

Academic Conference Organization

2019 – present Co-founder and continuing organizer of Ohio Marketing Academic Consortium (OMAC); 2019 at Kent State University, 2020 Ohio State University

2015 Track Chair, Winter AMA; organized 40 reviewers for 42 papers, distilled to 6 sessions of 3-4 papers for the Social Responsibility and Sustainability track

2012, 2013 Session Chair, Summer AMA; recruited 3 authors to present papers on CSR

2006 Webmaster, Marketing Science Conference; Created and maintained website

Kent State University College and University Committees and Service

2014-present Department of Marketing and Entrepreneurship Research Forum Organizer
2014-present College of Business Dean's Technology Advisory Committee Representative
2014-present Department of Marketing and Entrepreneurship Intranet Administrator
2013-2014 University Council on Technology Representative

Community Service (customer satisfaction survey construction, analysis, and strategy)

2014-present iCare Mentor, Akron, OH
2009-2012 Columbia Art League, Columbia, MO
2007 Carnegie Museum of Art Children's Programs, Pittsburgh, PA
2006 University of Pittsburgh School of Medicine

Memberships

2007-present American Marketing Association

PROFESSIONAL EXPERIENCE

1994-2003 *Multimedia Programmer* at Carat Interactive, Onflow Corp., Armus Corp., Scientific Learning Corp., and Magnet Interactive Studios in San Francisco, CA and Washington D.C.