

Jonathan D. Bohlmann

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Academic Positions

Professor of Marketing, Poole College of Management, North Carolina State University.
2015 – present.

Coordinator, Chancellor's Faculty Excellence Program on Innovation + Design, 2012 – present.

Associate Professor of Marketing, Poole College of Management, North Carolina State University. 2008 – 2015.

Visiting Scholar, University of Illinois at Urbana-Champaign, Spring 2013.

Assistant Professor of Marketing, Eli Broad Graduate School of Management, Michigan State University. 2001 – 2008.

Assistant Professor of Marketing, Krannert Graduate School of Management, Purdue University, 1996 – 2001.

Education

Ph.D. (1996) Massachusetts Institute of Technology, Sloan School of Management
Major Area: Marketing Minor Area: Microeconomics

M.B.A. (1991) Texas Christian University, M.J. Neeley School of Business
Named Outstanding MBA Student Graduate

M.S.A.A. (1987) Purdue University, School of Aeronautics

B.S.A.A.E. (1985) Purdue University, School of Aeronautics, with Distinction
Named Outstanding School of Aeronautics Senior Graduate

Industry Experience

Senior engineer, General Dynamics Corporation, 1987 – 1991. Designed advanced aircraft structures; managed contractual and internal Research and Development projects.

Research Associate, NASA, 1986 – 1987. Conducted theoretical and computational research in aerodynamics and structural design.

Research Interests

New Product Innovation and Development Group Decision Models and Processes
 Order-of-Entry Strategies and Incumbency Game Theory Applications to Marketing

Publications and Research

Refereed Journal Publications

- I. Sinapuelas, H. Wang, and J. Bohlmann (2015), **“The Interplay of Innovation, Brand, and Marketing Mix Variables in Line Extensions.”** *Journal of the Academy of Marketing Science*, 43 (5), 558-573.
- M. Stanko, J. Bohlmann, and F. Castillo (2013), **“Demand-Side Inertia Factors and Their Benefits for Innovativeness.”** *Journal of the Academy of Marketing Science*, 41 (6), 649-668.
- J. Bohlmann, J. Spanjol, W. Qualls, and J. Rosa (2013), **“The Interplay of Customer and Product Innovation Dynamics: An Exploratory Study.”** *Journal of Product Innovation Management*, 30 (2), 228-244.
- J. Spanjol, L. Tam, W. Qualls, and J. Bohlmann (2011), **“New Product Team Decision-Making: Regulatory Focus Effects on Number, Type, and Timing Decisions.”** *Journal of Product Innovation Management*, 28 (5), 623-640. *Lead article.*
- J. Bohlmann, R. Calantone, and M. Zhao (2010), **“The Effects of Market Network Heterogeneity on Innovation Diffusion: An Agent-Based Modeling Approach,”** *Journal of Product Innovation Management*, 27 (5), 741-760.
- T. Qiu, W. Qualls, J. Bohlmann, and D. Rupp (2009), **“The Effect of Interactional Fairness on the Performance of Cross-Functional Product Development Teams: A Multilevel Mediated Model,”** *Journal of Product Innovation Management*, 26 (2), 173-187.
- C. Kocas and J. Bohlmann (2008), **“Segmented Switchers and Retailer Pricing Strategies,”** *Journal of Marketing*, 72 (3), 124-142.
- J. Bohlmann, J. Rosa, R. Bolton, and W. Qualls (2006), **“The Effect of Group Interactions on Satisfaction Judgments: Satisfaction Escalation,”** *Marketing Science*, 25 (4), 301-321. *Lead article.*
- J. Bohlmann, P. Golder, and D. Mitra (2002), **“Deconstructing the Pioneer’s Advantage: Examining Vintage Effects and Consumer Valuations of Quality and Variety,”** *Management Science*, 48 (9), 1175-1195.
- J. Bohlmann and W. Qualls (2001), **“Household Preference Revisions and Decision Making: The Role of Disconfirmation,”** *International Journal of Research in Marketing*, 18, 319-339.

G. Urban, J. Hauser, W. Qualls, B. Weinberg, J. Bohlmann, and R. Chicos (1997), **“Information Acceleration: Validation and Lessons From the Field,”** *Journal of Marketing Research*, 34 (February), 143-153.

(the following articles appear in refereed technical journals)

K. Lazarus, E. Crawley, and J. Bohlmann (1991), **“Static Aeroelastic Control Using Strain Actuated Adaptive Structures,”** *Journal of Intelligent Material Systems and Structures*, 1991, 2 (July), 386-410.

J. Bohlmann, C. Eckstrom, and T. Weisshaar (1990), **“Static Aeroelastic Tailoring for Oblique Wing Lateral Trim,”** *Journal of Aircraft*, 27 (6), 558-563.

T. Weisshaar and J. Bohlmann (1989), **“Supersonic Flutter of Aeroelastically Tailored Oblique Wings,”** *Journal of Aircraft*, 26 (1), 75-83.

Published Research Reports

J. Rosa, S. Hoeffler, W. Qualls, and J. Bohlmann (2004), **“Analogies and Imaginary Consumers: A Case Study of New Product Development,”** MSI Report 04-122.

Book Chapter

J. Bohlmann and J. McCreery (2015), **“Customer Experience Mapping: The Springboard to Innovative Solutions,”** PDMA Essentials book on *Design Thinking*.

Manuscripts under Review

C. Kocas, K. Pauwels, and J. Bohlmann, **“Pricing Best Sellers and Traffic Generators: The Role of Asymmetric Cross-Selling.”** Under revision for third-round review at *Journal of Interactive Marketing*.

Additional Working Papers

J. Bohlmann, M. Stanko, and J. Spanjol, **“Incumbent Inertia and Performance (Dis)Advantages: Recommendations for a Demand-Side Perspective.”**

Incumbent firms are often assumed to suffer from “inertia” that prevents them from pursuing new products vigorously. This review paper emphasizes the value of a demand-based perspective that considers the consumer factors behind incumbent inertia. Paper is nearly complete for submission to the *Journal of Marketing*.

J. Bohlmann and W. Qualls, **“Group Decision-Making: Models and Behaviors.”**

This paper studies how models of group purchase decisions can be improved by reflecting the changing preferences of group members during the decision process. Influence processes and strategic behavior are also considered. Target is *Management Science*.

Research Projects in Progress (other than current working papers)

Research Theme #1 – innovation/new product strategy and development

Research Theme #2 – group decision-making processes in innovation

Theme #1 examines important strategic questions behind successful innovation and new product development from the firm's perspective. Most innovation activities are highly contingent on group processes, such as joint decision-making in an NPD team, or the innovation adoption decision made by a buying group. Theme #2 is thus relevant since it reflects how the firm develops new products and makes strategic decisions, and how customer groups make new product purchase decisions.

Theme #1 – Innovation/New Product Strategies and Development

“Entry Timing and Firm Survival in High-Tech Markets.” This research (with S. Min) is based on an extension of the *Management Science* paper on pioneer advantage. The project develops a more general model of optimal entrant timing with empirical validation. We consider new market entry and survival in the context of firms' participation in multiple markets.

Target Journal: *Marketing Science*

Status: Data collection completed; analysis in progress.

“Financial Benefits of Innovation Management.” This research (with M. Stanko) analyzes the financial implications (e.g., ROA, R&D costs) of multiple innovation management dimensions, such as idea management, innovation processes, and metrics. The empirical study utilizes the PDMA Comparative Performance Assessment Study survey and Compustat data for 147 firms.

Target Journal: *Journal of Marketing*

Status: Analysis in progress.

“Innovation Dynamics and Disruptive Innovation.” Based on the theoretical framework of dynamic innovative markets in the 2013 *JPIM* article, this project examines a new approach to disruptive innovation theory.

Target Journal: *Journal of Marketing*

Status: Theoretical development in progress.

Theme #2 – Group Decision-Making Processes in Innovation

“Technology Adoption and End-User Satisfaction.” This project studies end-user satisfaction and technology adoption decisions within organizational teams.

Target Journal: *Journal of Marketing*

Status: Data collection completed; data analysis in progress.

“Innovation in Buyer-Supplier Relationships.” This study (with D. Lynch) analyzes dyadic buyer-supplier data to test the role of innovation in the relationship, including how innovation links with various relationship variables such as trust and collaboration and performance outcomes.

Target Journal: *Journal of Marketing*

Status: Data collection completed; data analysis in progress.

Conference Papers and Presentations

- “Customer Experience Mapping,” panelist at Product Development Management Association Research Forum on new *Design Thinking* book, 2015, Anaheim, CA.
- “A Demand-Side Framework for Incumbent Inertia and Innovativeness,” Marketing Science Conference, 2013, Istanbul, Turkey.
- “Innovation in Buyer-Supplier Relationships: Strategies and Perceptions,” Marketing Science Conference, 2012, Boston, MA.
- “Thinking Inside the Box: Incumbent Firms’ Innovativeness and Demand-Side Inertia,” American Marketing Association Summer Conference, 2011, San Francisco, CA.
- “Incumbent Inertia: Recommendations for a Demand-Side Perspective,” American Marketing Association Summer Conference, 2010, Boston, MA.
- “Pricing Strategies Under Increased Customer Switching,” Marketing Science Conference, 2010, Cologne, Germany.
- “Team Decisions and Regulatory Focus,” World Marketing Congress, 2009, Oslo, Norway.
- “New Product Decision Making in Teams: The Role of Regulatory Focus,” American Marketing Association Winter Conference, 2009, Tampa, FL.
- “Does this Fit or Match? Regulatory Focus Effects on New Product Team Decision-Making,” PDMA Research Forum Conference, 2008, Orlando, FL. *Best Paper Award*.
- “Customer Learning and the Dynamics of Disruptive Innovations,” American Marketing Association Summer Conference, 2007, Washington, DC.
- “Regulatory Focus Theory and New Product Team Decisions,” Marketing Science Conference, 2006, Pittsburgh, PA.
- “A Multi-Market Perspective to Incumbent Survival in New Markets,” Marketing Science Conference, 2006, Pittsburgh, PA.
- “Incumbency and FM(D)A: A Multi-Market Perspective,” Academy of Management Conference, expert panel on first-mover advantages, 2005, Honolulu, Hawaii.
- “Internet Product Recommendations: Effectiveness in Context,” Marketing Science Conference, 2005, Atlanta, GA.
- “Innovative Manufacturing Processes: Adoption, Implementation, and End-User Satisfaction,” DSI Annual Conference, 2004, Boston, MA.
- “Asymmetric Retailers and Price Promotion Strategies under Segmented Switchers,” Marketing Science Conference, 2004, Rotterdam, Netherlands.

“Price Promotion Strategies of Asymmetric Retailers: Discount or Play the Niche?” Midwest Marketing Conference, 2004, MSU, East Lansing, MI.

“An Integrated Model of Optimal Later Entrant Timing in Dynamic Markets,” INFORMS Annual Conference, 2002, San Jose, CA.

“Inaccurate Perceptions of Household Influence and Preferences: What Happens When Preference Updating Occurs?” Midwest Marketing Conference, 2002, University of Illinois, Urbana-Champaign.

“Customer Satisfaction and the Innovative Product Upgrade Decision,” Marketing Science Conference, 2001, Wiesbaden, Germany.

“Deconstructing the Pioneer’s Advantage: An Examination of the Relative Success and Failure of Market Pioneers,” Marketing Science Conference, 2000, Los Angeles, CA.

“Group Decision Process Effects on Satisfaction Formation,” Frontiers in Services Conference, 1999, Vanderbilt University.

“Normative Influence and Learning Effects in Group Decision Processes,” Marketing Science Conference, 1999, Syracuse, NY.

“Product Strategies and Dynamic Innovative Markets,” Marketing Science Conference, 1998, INSEAD, France.

“Market Entry for Innovative Products,” Midwest Marketing Conference, 1997, University of Iowa. Moderator and Panel Member for the Special Session on Market Entry Strategies and the Disadvantages of Pioneers.

“Customer Learning in Dynamic Innovative Markets: Implications for Product Development and Strategy,” invited paper for INFORMS Annual Conference, 1997, Dallas, TX.

“Group Satisfaction Processes and Behavior,” Marketing Science Conference, 1997, Berkeley, CA.

Invited Research Seminars and Presentations

Clarkson University
Dalhousie University
Hunan University
Massachusetts Institute of Technology
McMaster University
Michigan State University
North Carolina State University
Purdue University
University Institute of Lisbon

University of Arizona
University of Illinois at Urbana-Champaign
University of Mainz
University of Minnesota
University of North Carolina, Chapel Hill
University of Sao Paulo
Washington State University
William & Mary

Awards and Recognitions

Zelnak Management of Innovation Research Award, NCSU. Recipient of college-wide award for research excellence in innovation management. 2011.
College of Management Research Innovation Grant, NCSU (competitive); 2010, 2011.
Best Paper Award, PDMA Research Forum Conference, 2008.
Haring Symposium faculty representative, 2006.
Broad College summer research grant awards, MSU (competitive); 2005 – 2007.
Distinguished Teacher, Purdue Krannert Master's Program: 1998 – 2001.
Marketing Science Institute research grants, 1997 and 2000.
Purdue Research Foundation summer research grant award, 2000.
Technology Transfer Initiative grant award, Purdue, 1998.
Multimedia Instructional Development grant award, Purdue, 1996.
Purdue CIBER grant award, 1997.

Business Press and Media Appearances

Featured research and insights on marketing and innovation have appeared in the *Wall Street Journal*, the London *Daily Mail* online, the *Times of India*, *USA Today* magazine, the *Philadelphia Inquirer*, *Focus* (#1 science magazine in Italy) and numerous other online outlets and local newspapers. Appeared in interviews for several local radio and television stations, and have been featured on the first page of the NCSU web site.

Current Affiliations

American Marketing Association (AMA)
Institute for Operations Research and the Management Sciences (INFORMS)
College of Marketing, INFORMS
Product Development & Management Association (PDMA)

Teaching Interests

Product Innovation; New Product Design and Development; Innovation and Design;
Marketing Analysis; Marketing Strategy; Marketing Management

Teaching Activities

Undergraduate Level

Marketing Research: marketing concentration course, NCSU. 2009.
Product Innovation and Management: elective course, MSU. 2001 – 2008.
New Product Design and Development: elective design course jointly offered by College of Business and College of Engineering, MSU. 2003 – 2008.

Marketing Strategy: marketing capstone, MSU. 2008.

Marketing Management: core marketing class, Purdue. 1996 – 2000.

Master's Level

Experience Innovation and Strategic Design: New Course for MBA elective about innovation and design thinking, NCSU. 2012 – present.

Product Innovation Lab: MBA 4-credit elective, joint with Colleges of Engineering and Design, a *Forbes* Top-10 Most Innovative Business Course, NCSU. 2010 – present.

Product Innovation and Adoption: New Course for MBA 1-credit elective, NCSU. 2010 – present.

Marketing Management & Strategy: MBA core course, NCSU. 2009 – present.

Prototyping for Innovation: New Course for MBA 1-credit elective, NCSU. 2015 – 2016.

Marketing Research: MBA course, NCSU. 2008 – 2011.

Product Innovation: Weekend MBA program, MSU. 2002 – 2007.

Technology & Product Innovation Management: New Course in the M.S. in Supply Chain Management program, MSU. 2002 – 2006.

Product and Process Development: Weekend MBA program, MSU. 2005.

Marketing Systems: Core course in Weekend MBA program, MSU. 2001.

Marketing & Supply Chain Strategy: New Course in Weekend MBA, MSU. 2006.

Marketing Analysis and Planning: New Course, MBA elective, Purdue. 1998 – 2001.

Marketing Strategy: MBA elective, Purdue. 1997 – 2001.

Online Teaching

Marketing Management & Strategy: MBA core course, NCSU. 2012 – present.

Product Innovation and Adoption: Online MBA 1-credit elective, NCSU. 2013 – present.

International Teaching

Innovation, Design, and Management: New course for undergrad elective at Prague Institute, 2014.

Innovation and Marketing Systems: MBA course in Munich, Germany. 2010 – present.

Product/Service Innovation and Development: Delivered multiple short-course modules to French students enrolled at SKEMA, and at IAE-Aix. 2010 – present.

Marketing Management: Core marketing course in MBA program at the German International School of Management and Administration. 2000.

Doctoral Level

Selected Topics in Marketing: Ph.D. seminars on select topics, including group decision models, game-theoretic models of product strategy and R&D. 1997 – 2001.

Executive Education

Executive courses on Marketing and Product Management for several companies, including Pentair, Bell and Howell, NetApp, and Pitney Bowes. NCSU.

Executive course on *Design Thinking*. NCSU.

Marketing Instructor for *Business Essentials for Technical Professionals* executive course. NCSU.

Faculty Advisor for *MASCO Leadership Program in Operations Management*.

Executive seminars on *Product Innovation* for various companies, including MASCO, Textron, and IBM.

Course offering on *Strategic Marketing for Technical Managers* in the Krannert Engineering/Management program for executives, 2000 – 2001.

Other Pedagogical Activities

VentureWell grant for Entrepreneurial Extensions to the Product Innovation Lab course, 2015 – present.

Presenter for MBA student orientation, 2010 – 2014.

Certified Instructor for “Design Thinker” simulation.

Participant in AACSB curriculum development seminar on “Design Thinking,” 2011.

Participant in AACSB workshop on “Redesigning the MBA,” 2011.

Participant in Harvard Business School’s course on “The Art and Craft of Discussion Leadership,” 2010.

Developed Multimedia Modules for use in undergraduate and graduate marketing courses at Purdue, 1997 - 1999.

Curriculum design team for the Systems Design and Management program, MIT, 1996.

Master’s Student Thesis Committees

J. Tennenhouse, School of Technology (industrial design) M.S. graduate, Purdue, 2000

B. Smith, School of Technology (industrial design) M.S. graduate, Purdue, 2000

J. Camani, School of Communications M.S. graduate, Purdue, 1998

C. Berry, School of Technology (technical graphics) M.S. graduate, Purdue, 1998

Doctoral Student Dissertation Committees

J. Lu, textiles Ph.D. graduate, NCSU, 2017
J. Shin, mechanical and aerospace engineering Ph.D. graduate, NCSU, 2016
K. McGowan, textiles Ph.D. graduate, NCSU, 2015
A. Neira, materials science Ph.D. graduate, NCSU, 2012
M. Stanko, marketing Ph.D. graduate, MSU, 2008
A. Cui, marketing Ph.D. graduate, MSU, 2006
K. Chan, marketing Ph.D. graduate, MSU, 2006
P. Almoguera, economics Ph.D. graduate, MSU, 2006
N. Mattela, food sciences Ph.D. graduate, MSU, 2006
S. Yenyurt, marketing Ph.D. graduate, MSU, 2005
E.. Sonmez, marketing Ph.D. graduate, MSU, 2005
A. Nair, operations Ph.D. graduate, MSU, 2003
L. Gentry, marketing Ph.D. graduate, MSU, 2003
A. Stock, marketing Ph.D. graduate, Purdue, 2003
R. Nikolaeva, marketing Ph.D. graduate, Purdue, 2002
S. Min, marketing Ph.D. graduate, Purdue, 2001
C. Kocas, marketing Ph.D. graduate, Purdue, 2000
S. Lele-Pingle, marketing Ph.D. graduate, Purdue, 1998

Service Activities

University Level Service

- Co-lead and Co-author of winning proposal for Chancellor's Faculty Excellence Program for new Cluster Hires in area of Innovation + Design. Only proposal awarded for College of Management. NCSU. 2012 – present.
- Chancellor's Faculty Excellence Program faculty search committees, NCSU. 2012 – present.
- Special Committee to the Provost for Health Care Initiatives, MSU. 2006 – 2008.
- University Committee on Faculty Affairs (UCFA), MSU. 2005 – 2007.
- UCFA Budget Subcommittee, MSU. 2005 – 2007.
- Campus Appeals Board, Purdue. 1999 – 2001.

College Level Service

- Faculty committee, Center for Innovation Management Studies, 2015 – present.
- Reappointment, Promotion, and Tenure committee. 2015 – present.
- College of Textiles Ph.D. committee. 2014 – present.
- MBA curriculum committee, NCSU. 2008 – 2016.
- College Leadership Survey Committee (5-year Dean review). 2013 – 2014.
- MBA Committee on Critical Thinking and enhancement of the MBA program. 2012.
- Task Force for a Sustainability Center. 2012.

- Online MBA steering committee. 2010 – 2013.
- Engineering-Management Program committee, NCSU. 2010.
- CAT Initiatives committee, NCSU. 2008 – 2010.
- Langdon University Distinguished Chair search committee, NCSU. 2008 – 2010.
- Weekend MBA curriculum committee, MSU. 2003 – 2004.
- Broad Scholar Undergraduate Mentor, MSU. 2003 – 2006.
- Management School Undergraduate Committee, Purdue. 1997 – 2001.
- Krannert Information Access Advisory Committee, Purdue. 1997 – 2001.
- Krannert School Faculty Grievance Committee, Purdue. 1996 – 2001.
- MBA admissions committee, Purdue. 1997 – 1998.

Department Level Service

- Coordinator, Graduate Certificate in Marketing, NCSU. 2014 – present.
- Marketing faculty search committee. 1997 – present.
- Ph.D. Program Task Force, NCSU. 2009 – 2015.
- Research and Ph.D. Task Force, MSU. 2006 – 2007.
- Undergraduate student advisor, MSU. 2001 – 2008.
- Ph.D. coordinator for the marketing area, Purdue. 1997 – 2001.
- Ph.D. admissions committee, Purdue. 1997 – 2001.

Conference Chair and Planning:

Co-chair, 2015 PDMA Research Forum conference, Los Angeles, CA.

- Review submissions and organize sessions
- Plan conference activities and arrangements

Co-chair and Organizer, 2004 Midwest Marketing Conference, hosted at MSU.

- Review paper submissions, and organize sessions and special panel discussions
- Coordinate conference web site
- Coordinate registration, fees, and conference materials
- Plan all conference activities and arrangements

Conference Session Chair and Panels:

- Marketing Science Conference, 2012, “Innovation III” session chair.
- AMA Summer Conference, 2011, “Role of Creativity, Stability, and Anticipating Regret in New Product Development” session chair.
- AMA Summer Conference, 2010, “Innovation” session chair.
- Panelist, Academy of Management expert panel session on First-Mover Advantages, Academy of Management Conference, 2005.
- Marketing Science Conference, 2005, “E-Commerce E-Agents” session chair.
- Marketing Science Conference, 2004, “Pricing” session chair.

- Marketing Science Conference, 2001, “Customer Satisfaction” session chair.
- INFORMS Annual Conference, 1997, “NPD Process Perspectives” session chair.
- Midwest Marketing Conference, 1997, “Market Entry Strategies and the Disadvantages of Pioneers” session chair and panel member.

Editorial Review Board

Journal of Marketing, published by American Marketing Association, 2017 – present.

Journal of Product Innovation Management, published by John Wiley & Sons, 2013 – present.

Ad hoc Journal Reviewer:

- *International Journal of Research in Marketing*
- *Marketing Science*
- *Journal of Marketing Research*
- *Management Science*
- *European Journal of Operational Research*
- *Marketing Letters*

Other Reviewer Activities:

- Review Board, *Journal of Business Research*, special issue on Marketing Resources, Performance, and Competitive Advantage, 2014 – 2015.
- Product Development & Management Association Conferences.
- American Marketing Association Winter and Summer Conferences
- Academy of Marketing Science Conferences
- Reviewer of *Marketing Research* textbook by Malhotra, 2011.
- Reviewer of *Market-Based Management* textbook by Best, 2010.

Other Service within the Academic Community

- Co-Chair of PDMA Research Competition, 2011.
- Board of Regents Advisory Committee, Concordia University Ann Arbor, MI, 2004 – 2008.
- McNair Undergraduate Scholar Faculty Mentor, 1997 and 2001 – 2002.