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2011 PhD Degree University of Leicester UK

UNIVERSITY APPOINTMENTS

1994-current: **UNIVERSIDAD TORCUATO DI TELLA**, Business School, Buenos Aires, Argentina
Professor

1993-1994: **UNIVERSITA' DI TORINO**, Business School, Torino, Italy
Associate Marketing Professor

1987-1994: **SDA BOCCONI**, Business School, Milan, Italy
Senior Lecturer in Marketing

PROFESSIONAL AFFILIATIONS AND SERVICES

Organizations

- International Advisory Board, Academy of Indian Marketing (AIM)
- International Society for Marketing Development (ISMD)
- Asociación Latinoamericana de Académicos de Marketing (ALAM). Vice President of the Administrative Council and Founding Member
- Asociación Argentina de Marketing (AAM)
- American Marketing Association (AMA)
- American Marketing Science (AMS), member of the Blue Ribbon Commission (2003-2004)

Editorial(chronological)

- Associate Editor, Marketing Theory (as from 2011)
- Associate Editor, Emerald Emerging Markets Case Studies (as from 2010)
- Board Member, ABI Who's Who of Professional & Business Women (as from 2009)
- Regional Editor for South America Journal of Business and Industrial Marketing (as from 2006)
- Regional Editor for Latin America, AMS-Review (2004-2008)
- Guest Editor Journal of Business and Industrial Marketing, Special Issue Relationship Marketing Summit (2009)
- Guest Editor Journal of Business Market Management, Special Issue Relationship Marketing Summit (2009)
- Editorial Review Board, Journal of Marketing (2000-2006)
- Editorial Review Board, Journal of Business Market Management(as from 2011)
- Editorial Review Board, Impresa, Ambiente e Management (as from 2011)
- Editorial Review Board, International Journal of Online Marketing (as from 2010)
- Editorial Review Board, Journal of Business and Industrial Marketing (as from 2006)
- Editorial Review Board, Journal of Global Marketing (as from 2004)
- Editorial Review Board, International Journal of Internet Marketing and Advertising (as from 2002)
- Editorial Review Board, Journal of Relationship Marketing (as from 2001)
- Editorial Review Board, Journal of International Marketing (as from 2000)
- Editorial Review Board, Journal of Business in Developing Nations (as from 1998)
- Manuscript Review Board for European Journal of Marketing (as from 2011)

- Manuscript Review Board for Journal of the Academy of Marketing Science (as from 2009)
- Manuscript Review Board for Journal of Marcomarketing (as from 2008)

Conference Organization

Conference/Workshop Chair

- Conference co-chair, 37th Annual Macromarketing Conference, Berlin, Germany, June 13 – June 16, 2012
- Workshop Co-chair, CoopLink Workshop:Service Science Principal Scientific Domains and Major Priorities, Buenos Aires, 18th -20th April, 2011
- Conference co-chair, 9th International Relationship Marketing Conference, Berlin, Germany, September 30 - October 2, 2009
- Conference chair, The Relationships Marketing Summit, joint event of the Relationship Marketing AMA SIG Conference and the International Colloquium in Relationship Marketing (ICRM), Buenos Aires, December 13-15 2007
- Conference co-chair, The International Marketing Educators Conference, American Marketing Association, Buenos Aires, June 28th – July 1st, 2000

Regional Chair

- Emerging Markets in the New World Order –The Paradigm Shift, New Delhi, India, December, 2010

Advisory Board

- Advisory Board of the International Colloquium in Relationship Marketing. 2010-current
- Advisory Board of the Naples Forum on Service, Capri, June 2009-current

Mentor

- Senior Mentor for PhD students, in Emerging Markets in the New World Order, New Delhi, India, December, 2010

Track Chair

- Regional Chair for Latin America, AIM Conference, Bangalore, India, July 2012
- Relationship Marketing track co-chair, AMS World Marketing Congress, Atlanta, USA, September 2012
- Relationship Marketing track co-chair, AMS World Marketing Congress, Oslo, Norway, July 2009
- International Marketing track co-chair, 34th EMAC Conference, Milan, Italy, May 2005
- Relationship Marketing track co-chair, 33rd EMAC Conference, Murcia, Spain, May 2004
- Relationship Marketing track co-chair, AMS Conference, Perth, Australia, June 2003
- Latin American Issues track co-chair, AMS Conference, Valencia, Spain, June 2002

Session chair

- Session Chair, Naples Forum on Service, Capri, 2011
- Session Chair, Emerging Markets in the New World Order, New Delhi, India, 2010
- Session-chair, Naples Forum on Services, Capri, Italy 2009
- Session-chair, IV Annual Conference LSS, Honolulu, USA 2008
- Session-chair, 11th ICRM Conference, Cheltenham, England 2003
- Session-chair, IMP Conference, Dublin, Ireland 1999
- Session-chair, AMS Conference, Norfolk, USA 1998

Reviewer

- Reviewer, 41st EMAC, Lisbon, Portugal 2012
- Reviewer, Naples Forum on Service, Capri, 2011
- Reviewer, 40th EMAC, Ljubljana, Slovenia, 2011
- Reviewer, 18th ICRM Conference, Henley, England 2010
- Reviewer, 39th EMAC , Copenhagen, Denmark 2010
- Reviewer, IAM conference, Buenos Aires, Argentina 2009
- Reviewer, 38th EMAC, Nates, France 2009
- Reviewer, UK Academy of Marketing Conference, Nottingham, UK 2006
- Reviewer, 35th EMAC, Athens, Greece 2006

- Reviewer, 11th ICRM Conference, Cheltenham, England 2003
- Reviewer, 32nd EMAC Conference, Glasgow, Scotland 2003
- Reviewer, AIB Conference, San Juan, Puerto Rico 2002
- Reviewer, 31st EMAC Conference, Braga, Portugal 2002
- Reviewer, Summer AMA Conference, Washington, USA 2001
- Reviewer, BALAS Conference, Caracas, Venezuela 2000
- Reviewer, 7th ISMD Conference, Accra, Ghana 2000
- Reviewer, IMP Conference, Dublin, Ireland 1999
- Reviewer, AMS Conference, Norfolk, USA 1998

Book Reviewer

- Editorial Board for the “Handbook of Marketing Theory” SAGE, 2008
- Book Proposal Reviewer, “Critical Marketing: Defining the Field”, Butterworth-Heinemann, 2005
- Book Proposal Reviewer, “The Tribal Marketing Handbook”, Butterworth-Heinemann, 2005
- Reviewer, Anderson J. and Narus, J., “Business Markets: Understanding what Customers Value”, Prentice Hall, 1999

Institutional Services – Universidad Torcuato Di Tella

- Director of ENI, Espacio Negocios Inclusivos a research center on Inclusive Business (2010-current).
- Member of the Undergraduate Program Study Council (2005- current)
- Member of the Library Council (2003-current)
- Member of the Advisory Board to the President of the University (2001-2002)

Honors and Grants

- 2011, Judge for Premio Negocios Sociales, AMCHAN
- 2011 fondos ENI: USD10.000 Avina, USD10.000 IBM
- 2011 Projects for: Direct TV, Barbie, Telefonica (\$10.500)
- 2011 AVINA (\$39.500) funding for the development of ENI, Espacio Negocios Inclusivos
- 2009/2011 **The Emerging Perspectives of Service Science for Management and Marketing Studies**. Joint research with the Mid Sweden University (Sweden) and Università degli Studi di Cassino (Italy). **Cooperazione Interuniversitaria Internazionale (A.F. 2008)**. Bando del Ministero dell’Istruzione, dell’Università e della Ricerca (MIUR). Direzione Generale per l’Università – Ufficio IV. Protocollo n. 1324.(Euros 66.000)
- 2010 Research project: “Rethinking Strategies for the Underserved in the Emerging Economies: In search for an elusive pattern”, Highly Commended Award winner of the 2010 Emerald/CLADEA Latin American Management Research Fund Award
- 2010: Extension Project PICTO CRUP # 2-31361; (\$ 41.583) Topic:“*Como abastecer la base de la pirámide? Una propuesta desde el Marketing. Aplicación al caso Argentino*” [How to serve the BOP, an Argentine case study].
- 2010 Projects for: Telefonica, Microsoft, Teleperformance, J&J, Mercado Libre, YELL, Lenor, ESAB-Conarco, Medix, Fundacion Flexer, Intergest, Grupo E, Climarisk, ESET, Van de Heider (\$ 35.000).
- 2009 Projects for: Microsoft, Bibliografika, Yell Argentina, Three Melons, AFS, ESAB, Wingum, P&G, Lenovo, Dridco-Demotores, Telefonica TV, Telefonica Blindaje, Schneider Electric, Globant, Gambrinus (\$23.500)
- 2008 Member of the jury of the Mercurio Award
- 2008 Projects for: Telefonica, Discovery, TuBlip, Microsoft, IPlan, de Remate, Plus Video, Bibliografika, Yell, La Caja, Met Life, Finca Pilar, L’Oreal. (\$ 25.600)
- 2008-2009: Project PICTO CRUP # 2-31361; (\$ 76.532) Topic:“*Como abastecer la base de la pirámide? Una propuesta desde el Marketing. Aplicación al caso Argentino*” [How to serve the BOP, an Argentine case study].
- 2007 Projects for: 3M, Climarisk SA, Discovery, Ledesma, Los Robles, Procter & Gamble, Royal Class, Tensocable, Microsoft Argentina, Iplan, Maxima AFJP (HSBC), Covergencia Latina, Prima Internacional (Ubbi), Yell Argentina, Telefonica de Argentina, L’Oreal (\$ 15.750).
- 2006 Member of the jury of the Mercurio Award
- 2006 Projects for: *Telinver, Swiss Medical, Iplan, Maxima AFJP, Microsoft Argentina, Procter & Gamble, Zurich Argentina, Unilever de Argentina, New Arrecife (Reef), Imagen Satelital (FTV), Nokia Argentina, Bio Science* (\$11.850).

- Great Women of the 21st Century
- ABI (American Biographical Institute), ‘Woman of the Year 2002, 2005, 2006’, ‘American Medal of Honor 2002’
- International Who’s Who of Professionals
- International Who’s Who of Professional & Business Women 2002, 2003, 2004, 2005, 2006, 2008, 2009, 2010, 2011.
- 1999-2000: ISBM Research Grant (US\$ 8.600). Topic: Designing Marketing Channels for Business Products in Emerging Markets: A Comparison of Practices in Argentina and the United States
- 1998: Roche Research Grant (US\$15.000). Topic: Aircraft Passengers’ Feelings towards Flying

RESEARCH PROJECTS In SDA Bocconi, Italy (1987-1994) and in Universidad Torcuato Di Tella, Argentina (1994-current)

- 2010- on going **Inclusive Business**. An inclusive business is a sustainable business that benefits lower-income communities. Inclusive business is not corporate philanthropy, which has inherent limitations of scope and budget. Rather, it is the search for viable (sustainable) business models that "do well by doing good" and have the potential to become part of the mainstream business model within the companies concerned. Large corporations traditionally target consumers in the middle and high-income segments of society, and established suppliers and service providers from the formal economy. Inclusive businesses find profitable ways to engage the lower-income segment into their business operations in a way that benefits the low-income communities and creates sustainable livelihoods. Inclusive businesses may engage low-income communities through, among other things, directly employing low-income people; targeting development of suppliers and service providers from low-income communities; or providing affordable goods and services targeted at low-income communities.
- 2009-on going **The Emerging Perspectives of Service Science for Management and Marketing Studies**. Joint research with the Mid Sweden University (Sweden) and Università degli Studi di Cassino (Italy). The scientific goal of the project is to root “Service Science” in the three/four University units and to create a leading group of scholars that foster service science studies internationally, contributing to international debate and guiding its development.. A specific international publication (in the form of a book edited by the 3 units) will follow the final workshop, and several papers and contributes will be written along all the research period.
- 2008-on going **How to serve the BOP, the Argentine experience**. Prahalad (2005) correctly calls our attention to the BOP. The project aims at studying Argentine cases that address the BOP market in order to understand how marketing practices must be modified.
- 2002-on going: **Managers as Interpreters of the Context and their Role in Decision Making**. Shrivastava and Mitroff (1984) invite academics to look at managerial assumptions, “with the exception of a small number of theorists few have given any importance to the role of managerial assumptions and the implicit cognitive maps in explaining organizational behaviour” the aim of this study is to help bridge this gap. This position does not ignore the role of external factors, rather, it aims at introducing, in the marketing debate, an aspect that has been present in other managerial disciplines and that both researchers and managers could benefit from in their study of marketing choices
- 1998-on going: **Understanding Contemporary Marketing Practice**. A cross-country study (Canada, Finland, Sweden, Ireland, Argentina, Thailand, England Germany, USA, New Zealand) of contemporary marketing practices and managerial perceptions about marketing, in a context that integrates both traditional and relational views of marketing (<http://cmp.auckland.ac.nz/>)
- 1999-2000: **Designing Marketing Channels for Business Products in Emerging Markets: A Comparison of Practices in Argentina and the United States**. Sponsored by the ISBM (<http://www.smeal.psu.edu/isbm/seminars/boston04.html>)
- 1987-1995: IMP.2 **International Research on Industrial Marketing and Purchasing**. (<http://www.impgroup.org>)
- 1990-1992: **Structure of the Market Research Industry in Italy**
- 1989-1990: **Understanding the Professional Services**. A multi-functional research project on the peculiarities of the Professional Services

REFEREED JOURNAL PUBLICATIONS

- The Service Dominant Logic: A Conceptual Foundation to Address the Underserved, *International Journal of Rural Management*, special issue on "Rural Marketing: Marketing to Rural, Poor, or Disadvantaged Consumers", Sage publications, 2012

- Value Co-creation: Using a Viable Systems Approach to Draw Implications from Organizational Theories, co-authors Polese F. and Brodie, R. *Mercati e Competitività*, 2012
- “The Viable Systems Approach and its Potential Contribution to Marketing Theory”, co-author Polese F., Barile S., *Journal of Business Market Management*, special issue on Network & Systems Theory Suggestions to Service Research Advance, 2012
- “BioScience Argentina: BioMobile and the Telemedicine Market”, co-authors Schurman, N. and Garcia, C., *Emerald Emerging Markets Case Studies*, 2011
- “Commentaries on the state of journals in marketing: In Search for Better Questions”, *Marketing Theory*, Vol. 11, No. 2, 2011
- “Theorizing About the Service Dominant Logic: The Bridging Role of Middle Range Theory” co-authors Brodie R. J. and Saren M., *Marketing Theory*, Vol. 11, No. 1, 2011
- “Configurational fit: Pathways for successful value co-creation” co-author Polese, F., in Polese, F., von Friedrichs, Y. (eds), *Perspectives of Service Science Research*, Special Issue of the Journal *Impresa, Ambiente, Management*, Vol. 3, No. 2, 2010
- A Brief Review of Systems Theories and their Managerial Applications, co-authors Mele, C. and Polese, F., *Journal of Service Science*, Vol. 2 (1) 2010
- *Introducing Managers in Marketing Practices Studies: A Configurational Approach to the Way Organizations Relate to their Markets*, co-author Lefaix-Durand A., *Revista Romana de Marketing*, Vol 1, pp. 74-96, 2010 ISSN: 1842-2454 EISSN: 1844-6523
- Do we Really Understand Business Marketing? Getting Beyond RM and BM Matrimony, co-authors Möller, K.E. and Saren, M., *Journal of Business and Industrial Marketing*, Vol. 24, N. 5/6, 2009
- Business-To-Business Marketing Practices in Emerging Economies: West Africa and Argentina Benchmarked with The United States, co-authors Dadzie, K. And Johnston, W; *Journal of Business and Industrial Marketing*, Vol 23., p. 115-123 2008 **2009 Highly Commended Award**
- A Comment on Paradox and Middle-Range Theory: Universality, Synthesis and Supplement, co-author Saren, M; *Journal of Business and Industrial Marketing*, Vol 23., 2008
- Negotiating Incommensurability in Marketing Theory, co-authors Saren, M. and Tadjewski, M.; *Advances in Doctoral Research in Management*, L. Moutinho (ed.), Vol. 1, 2006
- The Role of Assumptions in the Choice of Marketing Strategy, co-author Saren, M.; *Finanza, Marketing e Produzione*, Special Issue Milan 34th EMAC Conference, Vol. 3 (September), 2005
- The New Ps of Relational Marketing, Perspectives, Perceptions & Paradigms: Learnings from Organizational Theory and the Strategy Literature, co-author Saren, M.; *Journal of Relationship Marketing*, Vol. 3 (1), 2005
- Marketing Practice and Market Orientation: an Exploratory International Study, co-author Palmer, R.; *Journal of Euromarketing*, Vol. 14 (1/2), 2005
- Benchmarking Business-to-Business Marketing Practices in Transitional and Developed Economies: Argentina Compared to the USA and New Zealand, co-authors Brodie, R. J. and Johnston, W.; *Journal of Business in Industrial Markets*, Vol. 19 (6), 2004
- Profiling Marketing Practice in a Transition Economy: The Argentine Case, co-author Brodie, R. J.; *Journal of Global Marketing*, Vol. 17 (1), 2003
- Marketing Exchange Situations: Empirical Cases on the Seller’s Perspective, co-author Lindgreen, A.; *Journal of Relationship Marketing*, Vol. 1 (3), 2002
- Integrating Transactional and Relational Marketing Exchange: A Pluralistic Perspective, co-authors Coviello, N. and Brodie, R.J.; *Journal of Marketing Theory and Practice*, Vol. 8 (3), 2000
- Commentary to Conducting Cross-National Research in Relationship Marketing: A Discussion of Methodological Challenges; *Australasian Marketing Journal*, Vol. 7 (1), 1999
- Exchange Relationships in Consumer Markets?; *European Journal of Marketing*, Vol. 33 (1/ 2), 1999. **Citation of Excellence by ANBAR Electronic Intelligence**
- The Market Research Industry in Italy, co-author Adams, P.; *European Management Journal*, Vol. 11 (1), 1993
- Le Ricerche di Mercato in Italia: il Profilo dell’Offerta, co-author Molteni, L.; *Economia & Management*, Vol. 4 (September), 1993
- Identification and Management of Key Clients; *European Journal of Marketing*, Vol. 26 (5), 1992
- Identificazione e Gestione dei Clienti Chiave; *Economia & Management*, Vol. 20 (May), 1991
- Professional Service Firm: Standardizzare per Crescere, co-author Arcari, A.; *Economia & Management*, Vol. 18 (January), 1991

BOOK CHAPTERS and CASES IN BOOKS

Chapters- Sections in Books

- “International Relationship Marketing”, *Online International Encyclopedia of Marketing*, Sheth, J. and Malhotra, N. (Eds), Volume 1 International Marketing, John Wiley & Sons Limited, 2010
- “The Marketing Theory or Theories into Marketing? Plurality of Research Traditions and Paradigms” co-authors Saren, M and Möller, K., Chapter 9, *Handbook of Marketing Theory* SAGE, 2009
- “The 4Ps of Relational Marketing: Perspectives, Perceptions, Paradoxes and Paradigms: Learnings from Organizational Theory and the Strategy Literature”, co-author Saren, M. in *The future of Relationship Marketing*, Bejou, D. and Palmer, A. (eds.), Haworth Press, 2006
- “From Goods- towards Service-Centered Marketing: Dangerous Dichotomy or an Emerging Dominant Logic?”, co-authors Brodie, R.J. and Saren, M.; *The New Dominant Logic of Marketing*, Lusch, S. and Vargo, R. (eds.), M.E. Sharpe, 2006
- “The Role of Institutions and Networks”; *Marketing Graffiti*, Saren M. (ed.), Butterworth Heinemann, pp. 80-91, 2006
- “Marketing Practice and Market Orientation: An Exploratory International Study”, co-author Palmer, R.; *Marketing Issues in Western Europe: Changes and Developments*, Kaynak, E. and Jallat, F. (eds.), Haworth Press, 2005
- “Exchange Relationships in Consumer Markets?”; *Relationship Marketing*, Egan, J. and Harker, M. (eds.), Sage Publications, 2005
- “Buyer-Seller Exchange Situations: Four Empirical cases”, co-author Lindgreen, A.; *Relationship Marketing: Design, Implementation and Monitoring*, Lindgreen, A.(ed.), ICAFI University Press, Andhra Pradesh, pp. 171-194, 2005
- “Integrating Transactional and Relational Marketing Exchange: A Pluralistic Perspective”, co-authors, Coviello, N.E and Brodie, R.J., and “Exchange Relationships In Consumer Markets?”; *Relationship Marketing: An Introduction*, Lindgreen, A. and Chaturvedi, B. M. (eds.), ICAFI University Press, Andhra Pradesh, pp.69-91 and 44-68, 2004
- “La Standardizzazione nelle Aziende di Servizi Professionali”, co-author Arcadi, A.; *Gestire Persone e Idee nel Terziario Avanzato*, Piantoni, G. and Salvemini, S. (eds.), Egea, Milano, 1991

Cases in Books

- “BGH-RMOTOROLA: RADIUS Connects Business Relationships”, co-author Pelton, L.; *Business to Business Marketing*, Tanner, J. and Dwyer, I (eds.), McGraw-Hill, 1999
- “The Svitola Case Study”, co-author Snehota, I.; *Developing Relationships in Business Networks*, Hakansson, H. and Snehota, I. (eds.), Routledge, 1995
- “Helen Curtis”, *Marketing Management: Casi*, Kotler P., Clarck, J.B. and Scott, W.G (eds.), Prentice Hall International, 1992

REFEREED CONFERENCE PROCEEDINGS and WORKING PAPERS

Guest Speaker and Visiting Lecturer

- Guest Speaker: *The Service Dominant Logic : The Elusive Strategy for the Underserved in the Emerging Economies*, Naples Forum on Service, Capri, 14th-17th June 2011
- Guest Speaker: *Managerial Dominant Logic: BOP1 vs BOP2*, The 2009 Naples Forum on Services, Capri, Italy, June 16-19, 2009
- Visiting Lecturer: *The middle class consumer in Latin-America* Instituto Latino Americano de Marketing, Plataforma Tecnológica de Itaipu e Polo Iguazu, Foz do Iguazu, Brazil 2008
- Discussant, *The Global Service Revolution*, by Richard Alm of the Dallar Federal Reserve Bank, IV Annual Conference LSS, Honolulu, USA 2008
- Guest speaker: *Value Co-Creation*, SD Logic Doctoral Colloquium, Honolulu, USA 2008
- Key Note Speaker: *The middle class consumer in Latin-America* Escuela Brasileña De Marketing Y Ventas Marcos Cobra / UNICENP, Curitiba, Brazil 2007
- Visiting Lecturer for Strategic Marketing Management in Master of Science in International Marketing, Strathclyde, UK 2003
- Guest Speaker: *Where is Relationship Marketing Headed?*, Relationship Marketing Colloquium, Montreal, Canada, September 23-24, 2001
- Guest Speaker: *IMP and the New Millenium: New Problems*, IMP-OZ, University New South Wales, Sydney, Australia, February 25-26, 2001

- Guest Speaker: *Building Research Centers and Gaining Corporate Support*, Business Marketing Faculty Consortium, Evanston, USA 2000
- Panel Member: *Marketing Relationships across the Globe*, The International Marketing Educators Conference, American Marketing Association, Buenos Aires, Argentina 2000

Refereed Conference Proceedings

- *Theoretical Underpinning to Successful Value Co-creation*, co-authors Polese, F. and Brodie, R., Naples Forum on Service, Capri, 14th-17th June 2011
- *Approaches to theorizing the market*, co-author Mele, C., Naples Forum on Service, Capri, 14th-17th June 2011
- *The Service Dominant Logic : The Elusive Strategy for the Underserved in the Emerging Economies*, Naples Forum on Service, Capri, 14th-17th June 2011
- *Rethinking Strategies for the Underserved in the Emerging Economies: In search for an elusive pattern*, Academy of Indian Marketing International Conference, New Delhi, December 16-18, 2010
- *Introducing Managers in Marketing Practices Studies: A Configurational Approach to the Way Organizations Relate to their Markets*, co-author Lefaix-Durand, A. 38th Annual Conference of the EMAC, Nantes, France, may 2009.
- *Business With The Bop Co Creation Value*, co-authors, Lassaga, G.; Lanfranchi, G, Pazo, M.Y, Base Of The Pyramid Academic Conference, 15-17 Novembre 2009, The University Of Pretoria's Gordon Institute Of Business Science (Gibs), Johannesburg, Southafrica.
- *Co-creation value*, co-authors, Lassaga, G.; Lanfranchi, G, Pazo, IAM Conference, Buenos Aires, Argentina December 2009.
- *Middle range versus a general theory of markets and marketing: a philosophical perspective*, co-authors, Brodie. R. and Saren, M., Forum on Markets and Marketing: Extending Service-Dominant Logic, Sydney, Australia, 4-6 December, 2008.
- *Dominant as Predominant or as Domination that is the Question!* Forum on Markets and Marketing: Extending Service-Dominant Logic, Sydney, Australia, 4-6 December, 2008
- *A Comparison of Argentine and US Managers' Perceptions of Their Ability to Deliver Service Quality* co-authors Brannigan Smith, D and Pitta, D., 6th ATINER Conference, Athens, Greece, July 7-10, 2008
- *When 1+1+1=4: Re-Creating Business Logics*, IV Annual Conference LSS, Honolulu, USA 18-21 June, 2008
- *The Underlying Assumptions in Marketing Theory: The Case for Pluralism versus Universality* co-authors Möller, K. and Saren, M., 36th Annual Conference of the EMAC, Brighton, UK, 27-30 May, 2008
- *Rethinking Strategies for the Bottom of the Pyramid: Two Argentine Cases*, AMS World Marketing Congress, University of Verona, 11-14 July, 2007
- *Debate over Marketing Theory: The Logics of Dominance versus Multiple Logics*, co-authors Möller, K. and Saren, M., 35th Annual Conference of the EMAC, Athens, Greece, 23-26 May, 2006
- *The Role of Assumptions in the Choice of Marketing Strategy*, co-author Saren, M., 34th Annual Conference of the EMAC, Milan, Italy, 24-27 May, 2005
- *Mono-Paradigm or Multiparadigms*, EMAC/ANZMAC Symposium, Milan, Italy, 27 May, 2005
- *Investigating Multiple Marketing Practices: Exploring the Role of Paradigm*, co-authors Brodie R. and Saren, M., Irish Academy of Management, Dublin, Ireland, 2-3 September, 2004
- *Patterns of Marketing Practices in Transition Economies* co-authors Wagner,R., Irish Academy of Management, Dublin, Ireland, 2-3 September, 2004
- *Three Scales for Assessing the Antecedents of Institutionalization of Marketing Practices in Transitional Economies*, co-author Dominguez, L., American Marketing Science Conference, Vancouver, Canada, 26-29 May, 2004
- *Institutional Environment and Marketing Practices in Transitional Economies: Testable Hypotheses*, co-author Dominguez, L., American Marketing Science Conference, Vancouver, Canada, 26-29 May, 2004
- *The 4Ps of Relational Marketing: Perspectives, Perceptions, Paradigms & Proposition*, co-author Saren, M., 11th International Colloquium in Relationship Marketing, Cheltenham, UK, 14-17 September, 2003
- *Market Orientation, Marketing Practice and Business Performance: An Exploratory Study*, co-author Palmer, R., 10th International Colloquium in Relationship Marketing, Kaiserslautern, Germany, 29 September- 2 October, 2002
- *Archetypes of Marketing Practice in a Transition Economy: The Argentine Case*, co-author Brodie, R., 30th Annual Conference of the EMAC, Bergen, Norway, 8-11 May, 2001
- *Profiling Contemporary Marketing Practice: Cross National Comparisons*, co-authors Brodie, R., Coviello, N. and Gronroos, C., 30th Annual Conference of the EMAC, Bergen, Norway, 8-11 May, 2001
- *Marketing Exchange Situations: Empirical Cases on the Seller's Perspective*, co-author Lindgreen, A., 8th. International Relationship Colloquium, Stockholm, Sweden, 7-9 December, 2000

- *Does the Marketing Orientation of a Firm Influence the Choice between a Transactional and Relational Approach?* co-author Domegan, C., The International Marketing Educators AMA Conference, Buenos Aires, Argentina, 28 June – 1 July, 2000
- *Transactions vs. Relationships? The Risk of Missing the Real Issue*, co-authors Coviello, N. and Brodie, R. J., 15th IMP Conference, Dublin, Ireland, 2-4 September, 1999
- *Actors Exchange Paradigms and their Impact on the Choice of Marketing Models*, Macro Marketing Conference, Bergen, Norway, 14-17 June, 1997. American Marketing Science Conference, Norfolk, USA, 27-30 May, 1998
- *Traditional and Relationship Marketing Can Coexist! The BGH-Motorola Research Case 1991-1995*, Relationship Marketing Research Conference, Emory University, Atlanta, USA, 14-16 June, 1996
- *Consumer Marketing: The Blind Spot of the Network Approach*, co-author Arora, P., 8th IMP Conference, Lyon, France, 3-5 September, 1992
- *Single Client Communication Strategy*, co-author Ostillio, M.C., 8th IMP Conference Proceedings, Lyon, France, 3-5 September, 1992
- *Market Types and Marketing Strategy: Rationale for a Network View*, co-author Krapfel, R., 7th IMP Conference, Uppsala, Sweden, 5-8 September, 1991

Working Papers

- *Designing Marketing Channels for Business Products in Emerging Markets: A Comparison of Practices in Argentina and the United States*, co-author Narus, J., WP-ISBM, 2000

SEMINARS and WORKSHOPS

- *“Lo Social y los Negocios. El desafío de Integrarlos”* Buenos Aires, 9th November 2011.
- *“The Service Dominant Logic: A Conceptual Foundation to Address the Underserved”*, Seminario Escuela de Negocios Universidad Torcuato Di Tella, 20 October 2011
- *“Challenges and Learning of adopting a VSA for an Emerging Markets Course”*, Service Science Goal and Perspectives (The New Research Agenda), Naples, 12th-13th June 2011
- *“Highlighting Service Science Major Research Priorities”*, Co-author Polese, F., Service Science Principal Scientific Domains and Major Priorities, Buenos Aires, 18th-20th April 2011
- *“Integrating VSA and SDL into a Course Curriculum”*, Service Science Principal Scientific Domains and Major Priorities, Buenos Aires, 18th-20th April 2011
- *Understanding the Pre-requisites to Successful Co-creation*, Cooper-Link Conference “Reflections upon System Theories and Service Research”, Naples, June 2010
- *A Marketing Configurational Framework: Understanding how Organizations Relate to their Markets*, Università degli Studi di Napoli Federico II, June 2010
- *Do we really understand business marketing? Getting beyond the RM and BM Matrimony*, Universidad de San Andrés, Buenos Aires, Argentina, October 2009
- *A Configurational Approach to Marketing*, Universidad Torcuato Di Tella, Buenos Aires, Argentina, November 2009
- *Coordinator and senior lecturer of the Workshop: SOLFI*, Buenos Aires, Argentina, Universidad Torcuato Di Tella, April-July 2008
- *¿Marketing for my Entrepreneurship? ¿Which?*, Workshop, Buenos Aires, Argentina, Endeavor, June 2008
- *¿Marketing for my Entrepreneurship? ¿Which?*, Workshop, Buenos Aires, Argentina, Endeavor July 2006
- *¿Marketing for my Entrepreneurship? ¿Which?*, Workshop, Buenos Aires, Argentina, Endeavor July 2005
- *The New Ps of Relational Marketing: Perspectives, Perceptions & Paradigms: Learnings from Organizational Theory and Strategy Literature*. IAE, Buenos Aires, Argentina, August 2005
- *The new Ps of Relational Marketing: Perspectives, Perceptions and Paradigms: Learning from Organizational Theory and Strategy Literature*, UTDT, Buenos Aires, Argentina, November 2003
- *Contemporary Marketing Practices: Stages II and III*, UTDT, Buenos Aires, Argentina, November 2002
- *Comparing Marketing Practice in Argentina, New Zealand and the UK*, ORT, Buenos Aires, Argentina, September 2002
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THESIS-TUTOR

- MBA 1999-current
- UNDERGRADUATE 1997-1998