

## LICHTENTHAL, J. DAVID

### RESEARCH / PUBLICATIONS

- Mummalaneni, V., Lichtenthal, J.D. and D.T. Wilson (2008), “Reply to Commentaries by Dant, Honeycutt, LaPlaca, Malhotra, Woodside on the Essence of Business Marketing,” **Journal of Business-Business Marketing**, 15, 2, 234 - 245 .
- Lichtenthal J. David, Mummalaneni, V. and D.T. Wilson (2008), “The Essence of Business Marketing: The First Thirteen Years of the *Journal of Business to Business Marketing*,” **Journal of Business-to-Business Marketing**, 15, 2, 91 - 179.
- Long, M.M., Tellefsen, T. and J. David Lichtenthal (2007), “Internet Integration into the Industrial Selling Process: A Step-By-Step Approach,” **Industrial Marketing Management**, 36, 676 – 689.
- Lichtenthal, J. David, G.R. Iyer, P. S. Busch and T. Tellefsen (2006), “We Are All Business Marketers Now,” **Journal of Business and Industrial Marketing**, *Special Issue<sup>1</sup> Commemorating the 20<sup>th</sup> Anniversary of the Journal of Business and Industrial Marketing*, 21, 7, 414-421.
- Lichtenthal, J. David, Yadav, V. and N. Donthu (2006), “Outdoor Advertising for Business Markets,” **Industrial Marketing Management**, 35, 4, 236 - 247.
- Lichtenthal, J. David and S. A. Goodwin (2006), “Product Related Attributes for Business Markets: Implications for Selling and Sales Management,” **Psychology & Marketing**, 23, 3, 225 – 251.
- Lichtenthal, J. David (2003), “Business Buyer Relationship Management Through Seamless Internet Integration,” **Journal of Relationship Marketing**, *Special Issue on Customer Relationship Management in Electronic Markets*, 3/4, 69-85.
- Lichtenthal, J. David and S. Eliaz (2003), “Internet Integration in Business Marketing Tactics,” **Industrial Marketing Management**, 32/1, 2 -13 (*lead article*).
- Lichtenthal, J. David and T. Tellefsen (2001), “Toward a Theory of Business Buyer-Seller Similarity,” **Journal of Personal Selling and Sales Management**, 21, 1, 1 – 14 (*lead article*).
- Lichtenthal, J. David and S. Shani (2000), “Fostering Client-Agency Relationships: A Business Buyer Behavior Perspective,” **Journal of Business Research**, 49, 213 – 228 (*lead article*).

---

<sup>1</sup> Asked by the **J B I M** Editor, Wes Johnston to comment on where our field is heading. Invited luminaries include Richard Bagozzi, Gregory Gundlach, Mike Hutt, Peter La Placa, Jag Sheth, Jerry Wind, and others.

## LICHTENTHAL, J. DAVID

### RESEARCH / PUBLICATIONS (con't)

- Hwang, P.J. and J. David Lichtenthal (2000), "Anatomy of Organizational Crises," **Journal of Crises and Contingency Management**, 8, 3 129 – 140 (*lead article*).
- Lichtenthal, J. David and M. M. Long (1998), "Service Support and Capital Goods: Dissolving the Resistance to Obtaining New Product Acceptance in New Business Markets," **Journal of Business and Industrial Marketing**, *Special Issue on Industrial Services Marketing*, 13, 4/5, 356 - 370.
- Lichtenthal, J. David, D.T. Wilson and M. M. Long (1997), "Scientific Contributions to the Field from the Journal of Business-to-Business Marketing," **Journal of Business Research**, 35, 3, 211 - 234.
- Lichtenthal, J. David (1997), "One Customer - Multiple Targets," **Business to Business Journal**, 1, 1, 15 - 16.
- Lichtenthal J. David and M. M. Long "Duprey Progressing Cavity Oil Production Pumps" (1996), **Advances in Business Marketing and Purchasing**, Arch G. Woodside Jr. (ed.), JAI Press, Inc., Greenwich, CT, Vol. 7, 125 -141.
- Lichtenthal, J. David and R. Ducoffe (1994), "Industrial Advertising Decisions," **Advances in Business Marketing and Purchasing**, Arch G. Woodside Jr. (ed.), JAI Press, Inc., Greenwich, CT, Vol. 6, 219 - 256.
- Lichtenthal, J. David and W.J. Copulsky (1993), "How Big Blue IBM Became the Big Black and Blue," **Industrial Marketing Management**, 22, 277 - 285.
- Lichtenthal, J. David and D.T. Wilson (1992), "Becoming Market Oriented," **Journal of Business Research**, 24, 3, 191 - 208 (*lead article*).
- Lichtenthal, J. David and N. Eyuboglu (1991), "Channel Power in Business Markets: Structural Linkages," **Journal of Marketing Channels**, 1, 1, 39 - 58.
- Lichtenthal, J. David and G. Butaney (1991), "Undergraduate Industrial Marketing Education: Content & Methods," **Industrial Marketing Management**, 20, 3, 231 - 239.
- Lichtenthal, J. David, Sikri, S. and Folk, K. (1989), "Teleprospecting: An Approach to Qualifying Accounts," **Industrial Marketing Management**, 18, 1, 9 - 17.

## LICHTENTHAL, J. DAVID

### RESEARCH / PUBLICATIONS (con't)

- Lichtenthal, J. David (1988), "Group Decision Making in Organizational Buying: A Role Structure Approach," **Advances in Business Marketing**, Arch G. Woodside Jr. (ed.), JAI Press, Inc., Greenwich, CT, Vol. 3, 119 - 157.
- Wilson, David T. and Lichtenthal, J. David (1985), "Testing for Deterministic Salesperson Attributes in Mature Markets," **Journal of Personal Selling and Sales Management**, 7, May, 23 - 30.
- Lichtenthal, J. David and Beik, L. L. (1984), "A History of the Definition of Marketing," **Research in Marketing**, Jagdish .N. Sheth (ed.), JAI Press Inc., Greenwich, CT, Vol. 7, 133 - 163.

## EDITORIAL POSITIONS

- **Associate Editor–North America, Journal of Customer Behaviour, February 2008 - present**
- **Editorial Board Member, Journal of Purchasing and Supply Chain Management, December 2005 - present**
- **Editorial Board Member, Industrial Marketing Management, March 2004 - present**
- **Founding Senior Editor, the *Foundations Series in Business Marketing*, December - 2002 - present**
- **Editorial Board Member, Journal of Business Research, June 2001 - present**
- **Editorial Board Member, Journal of Business and Industrial Marketing, June - 1995 - present**
- **Editorial Board Member, Journal of Personal Selling & Sales Management, June 1999 – June 2001**
- **Editor- in - Chief, Journal of Business-to-Business Marketing, December 1994 - present**

## PRESENTATIONS / CHAIRED SESSIONS

- **Presentation**, “Curriculum Issues,” B2B PhD Student Summer Camp,” American Marketing Association (AMA) / Institute for the Study of Business Markets (ISBM) – Penn State, San Francisco, **July 2005**.
- **Presentation**, “The First Ten Years of the Journal of Business-to-Business Marketing”, Meet the Editors Session, Academy of Marketing Science, Washington, D.C., **May 2003**.
- **Session Chair**, “The State of Practice in Business Market Research,” Business Marketing Faculty Consortium 2000, Northwestern University, Evanston, **August 2000**.
- **Presentation**, “What is in a Name? How We Call Ourselves and Its Import,” Business Marketing Faculty Consortium 2000, Northwestern University, Evanston, **August 2000**.
- **Presentation**, “Meet the Editors: The Journal of Business-of-Business Marketing: The First Five Years,” Academy of Marketing Science, Educator’s Conference, Coral Gables, **May 1999**.
- **Session Chair<sup>2</sup> and presentation**, “Meet the Editorial Process: The Decisions Behind THE Decisions,” Academy of Marketing Science, Educator’s Conference, Norfolk, VA, **May 1998**.
- **Presentation**, “Meet the Editors: Directions and Opportunities for Future Research,” American Marketing Association, Summer Educator’s Conference, Chicago, **August 1997**.
- **Session Chair and presentation**, “How to Win Over Reviewers and Influence Editors,” Academy of Marketing Science, Educator’s Conference, Coral Gables, **May 1997**.
- **Session Chair and presentation**, “Toward a Kinder, Gentler Publication Process,” American Marketing Association, Summer Educator’s Conference, Washington, D.C., **August 1996**.
- **Presentation**, “Experiential Exercises in Teaching Business and Services Marketing Concepts: A Discussion of Results of a National Marketing Survey,” ISBM (Penn State) & CBIM (Georgia State), Atlanta, **January, 1996**.
- **Session Chair and presentation**, “Meet the Editor’s of *Specialized Journals*,” American Marketing Association, Summer Educator’s Conference, Washington, D.C., **August 1995**.

---

<sup>2</sup> A session chair with other Editors means that I initiated organized and structured the content with the Editors of leading journals in the field of marketing (Journal of Advertising, Journal of Business Research, Journal of Marketing Channels, Journal of Marketing, Journal of Marketing Research, Journal of Personal Selling and Sales Management, Journal of Product Innovation Management, Journal of Retailing).

- **Presentation**, “Advances in Industrial Marketing Theory and Research from the Journal of Business-to-Business Marketing,” Industrial Marketing Track, Advances in IM Theory and Research from Specialized Journals, Academy of Marketing Science, **May 1995**.
- **Session Chair**, “Advances in Research on Marketing Industrial Services,” Industrial Marketing Track, Academy of Marketing Science, **May 1995**.
- **Editorial Board Representative**, “Meet the Editor's of Specialized Journals,” Journal of Business to Business Marketing, American Marketing Association Winter Educator's Conference, St. Petersburg, **February 1994**.
- **Session Chair**, “Organizational Buying Behavior: Trust and Its Components,” Business-to-Business Marketing Conference, Institute for the Study of Business Markets (Penn State), San Francisco, **March 1993**.
- **Presentation**, “Market Mix Implications of Commercial Customer Type,” presentation, Business to Business Marketing Conference, Institute for the Study of Business Markets (Penn State), San Francisco, **March 1993**.
- **Session Chair and presentation**, “Business Marketing Education: Where Will We Be in Five Years,” Business Marketing in the 90's: Dialogue and Direction, Institute for the Study of Business Markets (Penn State) -University of Toledo Mini-Conference, Toledo, Ohio, **October 1991**.
- **Presentation**, “Validating and Extending Conceptual Models of Organizational Buying Behavior,” with D. Shani, presentation, Idea Workshop, Conference on Business Marketing: The State of Theory and Practice, Fort Lauderdale, sponsored by ISBM (Penn State), CSMM, FICSM, **December 1990**.

## WORKING SERIES / PROCEEDINGS

- Long, M. M., T. Tellefsen and J. David Lichtenthal, "Internet Integration into Industrial Selling Process," **Working Series # 3 - 2006**, Institute for the Study of Business Markets, Penn State.
- Lichtenthal, J. David and S. A. Goodwin, "Deriving Product Related Attributes with Business Buyer Input: Implications for Industrial Selling and Sales Force Management." **Working Series # 13 - 2005**, Institute for the Study of Business Markets, Penn State.
- Lichtenthal, J. David, V. Yadav and N. Donthu, "Outdoor Advertising for Business Markets," **Working Series # 3 - 2004**, Institute for the Study of Business Markets, Penn State.
- Lichtenthal, J. David, "Business Buyer Relationship Management Through Seamless Internet Integration," **Working Series # 13 - 2003**, Institute for the Study of Business Markets, Penn State.
- Lichtenthal, J. David and Gopal Iyer, "Mutual Myopia: Individual and Dyadic Influences on Market Orientation," **Working Series # 8 - 2003**, Institute for the Study of Business Markets, Penn State.
- Lichtenthal, J. David and Shay Eliaz, "Internet Integration in Business Marketing Tactics," **Working Series # 5 - 2002**, Institute for the Study of Business Markets, Penn State.
- Hwang, P. and J. David Lichtenthal, "The Anatomy of a Crises," **Working Series # 28 - 1999**, Institute for the Study of Business Markets, Penn State.
- Lichtenthal, J. David and T. Tellefsen, "Toward a Theory of Business Buyer-Seller Similarity," **Working Series # 22 - 1999**, Institute for the Study of Business Markets, Penn State.
- Lichtenthal, J. David and S. Shani, "Fostering Client-Agency Relationships: A Business Buyer Behavior Perspective," **Working Series # 2 - 1999**, Institute for the Study of Business Markets, Penn State.
- Lichtenthal, J. David and D.T. Wilson, "Becoming Market Oriented," **Working Series # 11 - 1992**, Institute for the Study of Business Markets, Penn State.
- Wilson, D. T., Lichtenthal J. David and A. J. Rethans (1986), "Grounded Theory in Organizational Buying Behavior: Back to the Past," **Consumer Psychology - Division 23 Proceedings**, J.G. Saegert (ed.) & H.B. Lammers (publisher), American Psychological Association Conference, Washington, D.C.

## EDITORIAL MATTERS

- “From the Editor: Advocating Business Marketing Education in the 21st Century: Rigor and Relevance - Uttered in Unison”, **Journal of Business-to-Business Marketing**, (2007), 14, 1, 1 - 11.
- “From the Editor: Overview of the Special Double Issue on Integrating the Internet into Business Marketing Strategy,” **Journal of Business-to-Business Marketing**, (2004), 11, ½ 1 - 4.
- From the Series Senior Editor: “Preface to the Foundations Series in Business Marketing,” (2004), *Foundations Series in Business Marketing*, Volumes 1 & 2.
- From the Series Senior Editor: “Executive Summary, How to Read and Use the Comprehensive Literature Review & Overview of Commentaries & the Reply,” *Fundamentals of Business Marketing Research*, Reid, D.A. and R.E. Plank, *Foundations Series in Business Marketing*,” (2004), xv – xxi.
- “From the Editor: Eleven Outstanding Article of the Year Awards,” **Journal of Business-to-Business Marketing**, ('06, '05, '04, '03, '02, '01, '00, 1999, '98, '97, '96, '95), Volumes 12 – 3.
- “From the Editor: Call for Papers - Fostering Ethical Business Marketing,” **Journal of Business-to-Business Marketing**, (2002), 9, 4, i.
- “From the Editor: Call for Papers - Integrating the Internet into Business Marketing Strategy,” **Journal of Business-to-Business Marketing**, (2001), 8, 2, 3 - 4.
- “From the Editor: Literature Reviews, Commentaries on the State of our Discipline with a Continuing Call for Papers,” **Journal of Business-to-Business Marketing**, (2000), 7, 4, 3 - 9.
- “From the Editor: Literature Reviews and the State of the Discipline,” **Journal of Business-to-Business Marketing**, (2000), 7, 2/3, 1 - 7.
- “From the Editor: Standing Call for Papers and the JBBM Mission,” **Journal of Business-to-Business Marketing**, (1999), 5, 4, ii.
- “From the Editor: Business-to-Business Marketing Education in the 21st Century,” **Journal of Business-to-Business Marketing**, (1998), 5, 1 & 2, i - iv.
- “From the Editor: Update on Call for Papers and Dedicated Issues,” **Journal of Business-to-Business Marketing**, (1996), 3, 3, I - ii.
- “From the Editor: Statement on the State of the Discipline, Use of Dedicated Issues and the Review Process,” **Journal of Business-to-Business Marketing**, (1995), 2, 4, I - v.

- “From the Editor: Statement of Mission and Call for Papers,” **Journal of Business-to-Business Marketing**, (1995), 2, 2, iii - iv.
- “From the Book Review Editor: Statement of Accomplishments and Policy Regarding Book Reviews,” **Journal of Business-to-Business Marketing**, (1995), 2, 1, 73 - 74.
- “Book Review Policy Statement,” **Journal of Business-to-Business Marketing**, (1993), 1, 1, 99-100.
- EDITOR, “Business Marketing Theory and Practice,” PROCEEDINGS of the **1990**, American Marketing Association (AMA), Winter Educators' Conference, Chicago.

## BOOKS

- Fundamentals of Business Marketing Education A Guide for University-Level Faculty and Policymakers (2004), *Foundations Series in Business Marketing*, Lichtenthal, J.D., Editor, Best Books Imprint, Haworth Press, Binghamton, NY.

## BOOK REVIEWS

- Cabell's Directory of Publishing Opportunities in Marketing, Eighth Edition, D.W.E. Cabell & D. L. English (eds.), **Journal of Business-to-Business Marketing**, 9, 4, (2002), 123 -126.
- Cabell's Directory of Publishing Opportunities in Management and Marketing, Seventh Edition, D.W.E. Cabell & D. L. English (eds.), **Journal of Business-to-Business Marketing**, 4, 4, (1998), 76 -78.
- 1997 American Manufacturers Directory and the 1997 American Big Business Directory American Business Directories (American Business Information, Inc.), Omaha, NE, **Journal of Business-to-Business Marketing**, 3, 4, (1997), 60 - 62.
- Penton Research Overview Reports: Business and Government Markets, Penton Research Services, Cleveland, **Journal of Business-to-Business Marketing**, 2, 4, (1995), 80 - 82.
- G.C. Bruner and P.J. Hensel, Marketing Scales Handbook, American Marketing Association, 1992 and W.O. Bearden, R.G. Netemeyer and M.F. Mobley, Handbook of Marketing Scales, Sage Publications, reviewed comparatively in the **Journal of Business-to-Business Marketing**, 1, 4, (1993), 108 -110.
- G. Falk, The Life of the Academic Professional in the United States, E. Mellen Associates-1991, **Journal of Business to Business Marketing**, 1, 2, (1993), 115 -118.
- "A Review of Book Reviews for Business Marketing: Journal of Marketing and Journal of Marketing Research 1975-1990," **Journal of Business-to-Business Marketing**, (1993), 1, 1, 115 -121.