LICHTENTHAL, J. DAVID

RESEARCH / PUBLICATIONS


1 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)


EDITORIAL POSITIONS

- Associate Editor–North America, Journal of Customer Behaviour, February 2008 - present
- Editorial Board Member, Industrial Marketing Management, March 1995 – present
- Editorial Board Member, Journal of Business and Industrial Marketing, June - 1995 - present
- Editorial Board Member, Journal of Business Research, June 2001 - present
- Editorial Board Member, Journal of Personal Selling & Sales Management, June 1999 – June 2010
- Founding Senior Editor, the Foundations Series in Business Marketing, December - 2002 - 2008
- Editorial Board Member, Journal of Purchasing and Supply Chain Management, December 2005 -2011
PRESENTATIONS / CHAIRED SESSIONS


- **Presentation**, “What is in a Name? How We Call Ourselves and Its Import,” Business Marketing Faculty Consortium 2000, Northwestern University, Evanston, August 2000.


- **Session Chair and presentation**, “How to Win Over Reviewers and Influence Editors,” American Marketing Association, Summer Educator’s Conference, Chicago, August 1997.


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PRESENTATIONS / CHAIRED SESSIONS

- **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**.


- **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**.

WORKING SERIES / PROCEEDINGS


EDITORIAL MATTERS


• “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.


BOOKS


BOOK REVIEWS