

## **JOHN F. GASKI**

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Mendoza College of Business  
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## ACADEMIC HISTORY

Degrees: Ph.D., **University of Wisconsin**, May 1982.

Major: Business (concentration, Marketing)

Minors: Finance, Transportation, Economics

Dissertation: "An Empirical Extension of Channel Power  
and Conflict Theory: Effects of Exercised Power Sources"  
(John R. Nevin, chairman)

M.S., **University of Wisconsin**, Dec. 1979.

Major: Finance

M.B.A., **University of Notre Dame**, May 1973.

Concentration: Management

B.B.A., **University of Notre Dame**, May 1971.

Major: Marketing

### *Academic honors and awards:*

#### University of Notre Dame, 1967-73

- Honorary Hoosier State Scholarship, 1967-71
- Dean's List, 1967-68, 1968-69, 1970-71
- Awarded BBA degree "With Honors," 1971
- Full Tuition Scholarship, Graduate Business School, 1971-72
- MBA Honor List, 1971-72
- Beta Gamma Sigma* National Honorary Scholarship Society, 1972

#### University of Wisconsin, 1976-80

- Project Assistantship, 1976-77
- Teaching Assistantship, 1977-79
- Lectureship, 1979-80
- Mu Kappa Tau* Professional Honorary Marketing Society, 1978
- Fellow, American Marketing Association Doctoral Consortium, 1979

## ACADEMIC HISTORY, CONTINUED

### *Academic honors and awards, continued:*

#### University of Notre Dame, 1980-present

- *Alpha Mu Alpha* National Marketing Honorary Society, 1984
- Promoted to Associate Professor with tenure, May 1988
- Selected one of “108 Best Researchers in Marketing” according to a peer review study published in *Marketing Educator* (Vol. 16, No. 3, Summer 1997, p. 5).
- Citation of Excellence, ANBAR International Management Database, for article, “Does Marketing Ethics Really Have Anything to Say?—A Critical Inventory of the Literature,” *Journal of Business Ethics*, Vol. 18 (No. 3, February 1999), pp. 315-334.

#### Grants:

"American Marketing Association Colloquium: Applying Marketing Technology to Spectator Sports," co-chairman (with Michael J. Etzel), Jan.-June 1982, \$1300.  
Sponsors: American Marketing Association, Crain Communications Inc., Time Inc. (*Sports Illustrated*), Arlington Race Track Corp., California Sports (Los Angeles Lakers and Kings), Green Bay Packers, Los Angeles Dodgers, San Diego Padres, Washington Capitals and Bullets.

"Alienation in the Distribution Channel: Conceptualization, Measurement, and Initial Theory Testing" (with Nina M. Ray), 2000-01, \$500; Institute for the Study of Business Markets, The Pennsylvania State University.

Annual summer research grants awarded by the College of Business Administration/Mendoza College of Business, University of Notre Dame, 1981-2008, \$2,600-9,983.

Summer teaching grant, Mendoza College of Business, 2003, \$7000.

Occasional ad hoc data collection grants, Mendoza College of Business and Center for Social Concerns.

## EMPLOYMENT HISTORY

### *Academic positions*

1980-'09 UNIVERSITY OF NOTRE DAME, Notre Dame, Indiana.

1988-'09 Associate Professor; 1982-88 Assistant Professor; 1980-82 Instructor.

*Courses taught:* (undergrad.) Principles of Marketing, Distribution Management, Marketing Strategy and Planning, Marketing Management, Marketing Research; (grad.) Marketing Management, Marketing Research.

*Departmental service:* Text Review Committee, 1982-83; Faculty Adviser, Marketing Club, 1982-84, 1993-94; Faculty Coordinator, Alpha Mu Alpha Honorary Society, 1982-93; GTE Emerging Scholar Lecture Series selection committee, 1985; Ad hoc chairman search committee, 1986-87; Library Coordinator, 1986-'07; Committee on Appointments & Promotions, 1988; Honesty Committee, 1988-89; MBA Electives Committee, 1994; Faculty Adviser, Champion Products project, 1996-97; Alumni survey committee, 2006-07; Mentoring committee, 2007-09; Undergraduate curriculum committee, 2008-09.

*College service:* Working Paper/Reprint Series ad hoc committee, 1983-85; Strategic Planning Task Force on Research Centers, 1985; College Council, 1985-91, '03-09; Committee on Research Productivity, 1989-90; Chair and Coordinator, Sesquicentennial Historical Convocation, 1990-91; Faculty Adviser, N.D. Friends of St. Jude Children's Research Hospital, 1992.

*University service:* Traffic and Parking Appeals Board, 1987-89; Badin Guild, 1987-present (*Gaski Scholarship Fund, Gaski Chair of Marketing Science*); Committee on Admissions, Scholarships, and Financial Aid, 1991-94; Academic Affirmative Action Committee, 1992-95; Faculty Adviser, N.D. Martial Arts Institute, 1995-99; Ganey Grant Selection Committee, Center for Social Concerns, 2005; Council of Advisors, *Irish Rover*, 2005-06; Faculty Senate, 2005-09; Community-Based Research partner, Center for Social Concerns, 2005-present; Advisory Committee to the Provost on Evaluation of Teaching (ACPET), 2007-09.

1976-80 UNIVERSITY OF WISCONSIN, Madison.

1979-80 Lecturer.

A faculty position, taught two sections per semester of undergraduate intro course while a doctoral student.

1977-79 Teaching Assistant.

Taught one section per semester of undergraduate intro course.

1976-77 Project Assistant.

Assisted Prof. Michael Rothschild in investigation of impact of audience involvement level on effectiveness of political advertising.

## EMPLOYMENT HISTORY, CONTINUED

### *Previous positions*

- 1975-76 L & S EQUIPMENT CO., INC., Fort Wayne, Indiana.  
Salesman.  
Sold heavy-duty laundry machinery to institutions such as hospitals, nursing homes, hotels, motels, schools, industrial plants, and restaurants for industrial distributor with annual sales of approximately \$1 million.
- 1973-74 INTERSTATE COLOR LABORATORIES, INC., South Bend, Indiana.  
Retail Marketing Director.  
Responsible for all marketing activities associated with 20 retail stores in Indiana, Illinois, and Michigan for \$3 million firm in the retail and mail order photo processing business.
- 1971-73 UNIVERSITY OF NOTRE DAME, Notre Dame, Indiana.  
Resident Assistant.  
Residence hall (dormitory) supervision for two academic years while in graduate school.
- 1968-72 UNITED STATES STEEL CORPORATION, Gary (Indiana) Works.  
[summer employment while in college and graduate school]
- 1968-69 Boiler Cleaner, Water Tender in Steam Production Dept., Power and Fuel Division.  
General labor and tending of boilers for department that distributed open-hearth furnace waste-heat to rest of the largest steel mill in North America. (Point of interest: Part of my job was pushing the button to send those billows of soot out the rows of smokestacks at the open-hearth building, providing the archetypal and caricature image of big steel or heavy industry. Such was my contribution to our environment.)
- 1972 Timekeeper (accounting clerk), AMERICAN BRIDGE subsidiary.  
Production and payroll bookkeeping for construction projects including (1) blast furnace rebuilding at Gary Works and (Chicago) South Works plants, and also (2) Sears Tower.

## REFEREED PUBLICATIONS

### Articles in recognized top-tier journals sponsored by the American Marketing Association or American Psychological Association

- John F. Gaski. "The Theory of Power and Conflict in Channels of Distribution," *Journal of Marketing*, 48 (No. 3, Summer 1984), pp. 9-29. [lead article]
- John F. Gaski and John R. Nevin. "The Differential Effects of Exercised and Unexercised Power Sources in a Marketing Channel," *Journal of Marketing Research*, 22 (No. 2, May 1985), pp. 130-142.
- John F. Gaski. "Interrelations Among a Channel Entity's Power Sources: Impact of the Exercise of Reward and Coercion on Expert, Referent, and Legitimate Power Sources," *Journal of Marketing Research*, 23 (No. 1, February 1986), pp. 62-77.
- John F. Gaski and Michael J. Etzel. "The Index of Consumer Sentiment Toward Marketing," *Journal of Marketing*, 50 (No. 3, July 1986), pp. 71-81.
- John F. Gaski. "Commentary on Howell's Observations," *Journal of Marketing Research*, 24 (No. 1, February 1987), pp. 127-129.
- John F. Gaski. "On 'Construct Validity of Measures of College Teaching Effectiveness,'" *Journal of Educational Psychology*, 79 (No. 3, September 1987), pp. 326-330.
- John F. Gaski and Michael J. Etzel. "National Aggregate Consumer Sentiment toward Marketing: A Thirty-Year Retrospective and Analysis," *Journal of Consumer Research*, 31 (No. 4, March 2005), pp. 859-867.

### Other articles in designated *Financial Times* "top 40" business journals<sup>1</sup>

- John F. Gaski. "Does Marketing Ethics Really Have Anything to Say?--A Critical Inventory of the Literature," *Journal of Business Ethics*, 18 (No. 3, February I 1999), pp. 315-334.
- John F. Gaski. "Normative Marketing Ethics *Redux*, Incorporating a Reply to Smith," *Journal of Business Ethics*, 32 (No. 1, July I 2001), pp. 19-34.

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<sup>1</sup>Forty journals across eleven different business disciplines, that is.

REFEREED PUBLICATIONS, CONTINUED

Other journal articles

- John F. Gaski. "The Cause of the Industrial Revolution: A Brief, 'Single-Factor' Argument," *The Journal of European Economic History*, 11 (No. 1, Spring 1982), pp. 227-234.
- John F. Gaski and Michael J. Etzel. "Collegiate Athletic Success and Alumni Generosity: Dispelling the Myth," *Social Behavior and Personality*, 12 (No. 1, 1984), pp. 29-38.
- John F. Gaski. "The Effects of Discrepant Power Perceptions in a Marketing Channel," *Psychology & Marketing*, 1 (No. 3, Fall 1984), pp. 45-56.
- John F. Gaski. "Dangerous Territory: The Societal Marketing Concept Revisited," *Business Horizons*, 28 (No. 4, July/August 1985), pp. 42-47.
- John F. Gaski. "Nomic Necessity in Marketing Theory: The Issue of Counterfactual Conditionals," *Journal of the Academy of Marketing Science*, 13 (No. 2, Spring 1985), pp. 310-320.
- John F. Gaski. "A Catholic Citizen Replies to the Bishops' Pastoral Letter on War and Peace," *International Journal on World Peace*, 3 (No. 2, April-June 1986), pp. 83-93.
- John F. Gaski. "Rejoinder," *International Journal on World Peace*, 3 (No. 2, April-June 1986), pp. 97-100.
- John F. Gaski. "Commentary: Gaski on the Catholic Bishops," *International Journal on World Peace*, 4 (No. 3, July-September 1987), pp. 14-21.
- John F. Gaski. "Distribution Channels: A Validation Study," *International Journal of Physical Distribution & Materials Management*, 18 (No. 5, 1988), pp. 16-33.
- John F. Gaski. "The Impact of Environmental/Situational Forces on Industrial Channel Management," *European Journal of Marketing*, 23 (No. 2, 1989), pp. 15-30. [lead article]
- John F. Gaski. "A Three-Dimensional Conceptualization of Interorganizational Power," *International Journal of Management*, 11 (No. 1, March 1994), pp. 539-549.
- John F. Gaski. "'Volume' of Power: A New Conceptualization of the Power Construct," *Sociological Spectrum*, 15 (No. 3, July-September 1995), pp. 257-276.

REFEREED PUBLICATIONS, CONTINUED

Other journal articles, continued

- John F. Gaski. "Reflections on Interorganizational Power, Dependence, and Satisfaction," *Psychological Reports*, 79 (No. 1, August 1996), pp. 79-82.
- John F. Gaski. "On Interorganizational Dependence and Social Power: A Follow-Up of Zemanek and McIntyre," *Psychological Reports*, 85 (No. 1, August 1999), pp. 323-326.
- John F. Gaski and Nina M. Ray. "Measurement and Modeling of Alienation in the Distribution Channel: Implications for Supplier-Reseller Relations," *Industrial Marketing Management*, 30 (No. 2, February 2001), pp. 207-225.
- John F. Gaski and Nina M. Ray. "Alienation in the Distribution Channel: Conceptualization, Measurement, and Initial Theory Testing," *International Journal of Physical Distribution & Logistics Management*, 34 (No. 2, 2004), pp. 158-200.
- John F. Gaski. "Raising the Minimum Wage Is Unethical and Immoral," *Business and Society Review*, 109 (No. 2, Summer 2004), pp. 209-224.
- John F. Gaski. "Efficacy of a Mail Survey Appeal for a Dissertation," *Perceptual and Motor Skills*, 99 (No. 3, December 2004, Part 2), pp. 1295-1298.
- John F. Gaski. "A Comment on Selected Wilkie and Moore-Inspired Commentaries in 'The Sages Speak,'" *Journal of Public Policy & Marketing*, 26 (No. 1, Spring 2007), pp. 126-130.
- John F. Gaski. "The Index of Consumer Sentiment toward Marketing: Validation, Updated Results, and Demographic Analysis," *Journal of Consumer Policy*, 31 (No. 2, June 2008), pp. 195-216.

## REFEREED PUBLICATIONS, CONTINUED

### Articles in refereed research annuals, series, or collections

- John F. Gaski. "The Inverse Power Source → Power Relationship: An Empirical Note on a Marketing Anomaly," in *Research in Marketing*, Vol. IX, Jagdish N. Sheth, ed. (Greenwich, CT: JAI Press, 1987), pp. 145-161.
- John F. Gaski. "The History of the Measurement of Power in Marketing Channels," in *Review of Marketing*, Michael J. Houston, ed. (Chicago: American Marketing Association, 1987), pp. 67-89.
- John F. Gaski. "Some Fundamental Conceptual Issues in Intrachannel Power Research," in *Advances in Distribution Channel Research*, Vol. I, Gary L. Frazier, ed. (Greenwich, CT: JAI Press, 1992), pp. 115-133.
- John F. Gaski. "Some Observations on the Imprecise Usage of 'Brand' in Marketing Language," in *Great Ideas for Teaching Marketing*, 3rd ed., Joseph F. Hair et al., eds. (Cincinnati, OH: South-Western College Publishing, 1996), pp. 21-23.
- John F. Gaski. "Capital Market Efficiency and Its Implications for the Investor: A Case of a Superior Product Mismarketed," in *Advances in Financial Economics: Innovations in Investments and Corporate Finance*, Vol. 7; Mark Hirschey, Kose John, and Anil K. Makhija, ed. (Oxford: Elsevier Science Ltd./JAI Press, 2002), pp. 105-125.

## REFEREED PUBLICATIONS, CONTINUED

### Proceedings papers

- John F. Gaski. "College Athletics as a Marketing Tool: Impact on Benefactor Generosity," in Developments in Marketing Science, Vol. V (Proceedings, Sixth Annual Conference, Academy of Marketing Science), Vinay Kothari, ed. (Nacogdoches, TX: Academy of Marketing Science, 1982), p. 550.
- John F. Gaski and Michael J. Etzel. "Athletic Success as a Variable in the University Marketing Mix," in Applying Marketing Technology to Spectator Sports (Proceedings, American Marketing Association Workshop, University of Notre Dame, Apr. 1982), M. J. Etzel and J. F. Gaski, eds. (Notre Dame, IN: Dept. of Marketing, College of Business Administration, University of Notre Dame, 1982), pp. 149-153.
- John F. Gaski. "Current Russian 'Marketing' Practice: A Report on the 1982 AMA Study Tour of the Soviet Union," in 1983 AMA Educators' Proceedings, Patrick E. Murphy et al., eds. (Chicago: American Marketing Association, 1983), pp. 74-77.
- John F. Gaski. "The Misrepresentation of Marketing: A Reply to Criticism of the Marketing Concept," in The Marketing Concept: Perspectives and Viewpoints (Proceedings, American Marketing Association Workshop, Texas A&M University, Feb. 1983), P. Varadarajan, ed. (College Station, TX: Marketing Dept., Texas A&M University, 1983), pp. 118-127.
- John F. Gaski. "A Clarification of Channel Power Theory: Exercised Power Sources and Exercised Power," in 1984 AMA Winter Educators' Conference: Scientific Method in Marketing, Paul F. Anderson and Michael J. Ryan, eds. (Chicago: American Marketing Association, 1984), pp. 110-113.
- John F. Gaski. "A Reconciliation of the Dahl Base-Means Framework with Contemporary Channel Power Terminology," in 1984 AMA Winter Educators' Conference: Scientific Method in Marketing, Paul F. Anderson and Michael J. Ryan, eds. (Chicago: American Marketing Association, 1984), pp. 114-116.
- John F. Gaski and Michael J. Etzel. "A Proposal for a Global, Longitudinal Measure of National Consumer Sentiment Toward Marketing Practice," in Advances in Consumer Research, Vol. XII (Proceedings, 1984 Annual Conference, Association for Consumer Research), Elizabeth C. Hirschman and Morris B. Holbrook, eds. (Provo, UT: Association for Consumer Research, 1985), pp. 65-70.

REFEREED PUBLICATIONS, CONTINUED

Proceedings papers, continued

- John F. Gaski. "Supplier Actions as Intrachannel Communications: Impact on Dealer Perceptions," in Marketing Communications--Theory and Research (Proceedings, 1985 American Marketing Association Winter Educators' Conference), Michael J. Houston and Richard J. Lutz, eds. (Chicago: American Marketing Association, 1985), pp. 22-26.
- John F. Gaski. "The Concept of Consumer Market Efficiency: Toward Evaluating the Social Efficiency of Consumer Marketing," in Advances in Consumer Research, Vol. XIII (Proceedings, 1985 Annual Conference, Association for Consumer Research), Richard J. Lutz, ed. (Provo, UT: Association for Consumer Research, 1986), pp. 88-93.
- John F. Gaski. "The Inverse Power-Power Source Relationship: A Note on the Misoperationalization of Power," in 1985 Proceedings, Annual Meeting of the American Institute for Decision Sciences, B. Hartman and J. Ringuest, eds. (Atlanta: American Institute for Decision Sciences, 1985), pp. 560-562.
- John F. Gaski and John R. Malone. "Urban Consumer Market Size as a Determinant of National and Local Advertising Intensity and Media Share," in Proceedings of the 1986 Conference of the American Academy of Advertising, Ernest F. Larkin, ed. (Norman, OK: School of Journalism, University of Oklahoma, 1986), pp. R62-R67.
- John F. Gaski. "Involvement and Media: A Reconsideration of Some Traditional Theory," in Proceedings of the 1986 Annual Meeting of the Decision Sciences Institute, Sang M. Lee et al., eds. (Atlanta: Decision Sciences Institute, 1986), pp. 848-851.
- John F. Gaski. "Toward Measurement of Consumer Market Efficiency," in Advances in Consumer Research, Vol. XIV (Proceedings, 1986 Annual Conference, Association for Consumer Research), Melanie Wallendorf and Paul Anderson, eds. (Provo, UT: Association for Consumer Research, 1987), pp. 314-318.
- John F. Gaski. "Conceptual Commentary on Frazier and Sheth's Attitude-Behavior Framework," in 1987 AMA Winter Educators' Conference: Marketing Theory, Russell W. Belk et al., eds. (Chicago: American Marketing Association, 1987), pp. 295-300.

REFEREED PUBLICATIONS, CONTINUED

Proceedings papers, continued

John F. Gaski. "A Re-examination of the Exercised/Unexercised Power Sources Issue Using Partial Correlation Analysis," in Developments in Marketing Science, Vol. X (Proceedings, 11th Annual Conference, Academy of Marketing Science), Jon M. Hawes and George B. Glisan, eds. (Akron, OH: Academy of Marketing Science, 1987), pp. 339-342.

John F. Gaski. "Effects of Advertising-Related Tactics in the Distribution Channel: Review and Extension," in Marketing: Meeting the Challenges of the 1990's (Proceedings, Annual Meeting of the Southern Marketing Association), J. Joseph Cronin, Jr. and Melvin T. Stith, eds. (Tallahassee, FL: Southern Marketing Association, 1987), pp. 310-314.

John F. Gaski. "Effects of the Proximate Environment on Phenomena in the Marketing Channel Dyad," in Proceedings of the 1987 Annual Meeting of the Decision Sciences Institute, Robert A. Parsons and John C. Saber, eds. (Atlanta: Decision Sciences Institute, 1987), pp. 478-482.

John F. Gaski. "Toward a Generally Accepted, Conceptually Coherent Channel Power Lexicon," in Marketing: A Return to the Broader Dimensions (Proceedings, 1988 American Marketing Association Winter Educators' Conference), Stanley Shapiro and A. H. Walle, eds. (Chicago: American Marketing Association, 1988), pp. 256-259.

John F. Gaski. "A Framework for Organizing, Integrating, and Teaching the Techniques of Demand Estimation," in Contemporary Perspectives in Marketing Education (1988 Conference Proceedings, Western Marketing Educators' Association), B. Stern and D. Lincoln, eds. (Boise, ID: Western Marketing Educators' Association, 1988), pp. 13-16.

John F. Gaski. "A Causal Modeling Analysis of Intrachannel Conflict and Satisfaction," in Proceedings, 1988 Annual Meeting, Decision Sciences Institute, Ernest C. Houck, ed. (Atlanta: Decision Sciences Institute, 1988), pp. 727-729.

John F. Gaski. "'There Is No Such Thing as an Unsuccessful Attempt to Exercise Power When Power Is Present': Interpretation, Criticism, and Resolution," in Franchising Challenges and Opportunities in the 1990's and Beyond (1989 Proceedings, Society of Franchising), James R. Brown, ed. (Lincoln, NE: International Center for Franchise Studies, 1989), pp. 11.i-iii, 11.1-8.

REFEREED PUBLICATIONS, CONTINUED

Proceedings papers, continued

John F. Gaski. "Measuring Aggregate Consumer Welfare *qua* Quality of Life: Insights from the Accounting and Economics Literatures," in Proceedings, 1989 Annual Meeting, Decision Sciences Institute, Ashok K. Soni, ed. (Atlanta: Decision Sciences Institute, 1989), pp. 723-725.

John F. Gaski. "Marketing the Society to the IFA: First Iteration of an Annotated Bibliography of Practitioner-Relevant Franchising Literature," in Franchising: Passport for Growth & World of Opportunity (1992 Proceedings, Sixth Conference of the Society of Franchising), Patrick J. Kaufmann, ed. (Lincoln, NE: International Center for Franchise Studies, 1992), pp. 21.i, 1-7.

Michael J. Etzel and John F. Gaski. "The Public's View of the Practice of Marketing," in Southern Marketing Theory and Applications (Proceedings of the Refereed Section of the 1994 Australian Marketing Conference), Byron Sharp, ed. (Adelaide, South Australia: Marketing Science Centre, Elton Mayo School of Management, University of South Australia, 1994), pp. 327-349.

John F. Gaski. "Some Troublesome Definitions of Elementary Marketing Concepts--Have You Ever Looked at It This Way?" in 1995 AMA Winter Educators' Conference: Marketing Theory and Applications, Vol. 6, David W. Stewart and Naufel J. Vilcassim, eds. (Chicago: American Marketing Association, 1995), pp. 425-429.

CONFERENCE PRESENTATIONS (other than those accounted for in Proceedings section)

- "College Athletics as a Marketing Tool: Its Effect on Generating Donations," Third Annual Conference, Sport Management Art and Science Society, Pittsburgh, PA; June 1981.
- "Measuring Marketing's Contribution to the Quality of Life," 1988 American Marketing Association Winter Educators' Conference, San Diego, CA; Feb. 1988 (with Michael J. Etzel).
- "Researching Power in Distribution Channels: Near-Term Needs and Opportunities," 1988 American Marketing Association Faculty Consortium: Marketing Channels and Distribution; Virginia Polytechnic Institute and State University, Blacksburg, VA; July 1988.
- "Index of Consumer Sentiment toward Marketing: A Retrospective and Illustration," Marketing & Society Doctoral Consortium, 1999 Marketing & Public Policy Conference; University of Notre Dame; May 1999 (with Michael J. Etzel).

## OTHER PROFESSIONAL PUBLICATIONS

### Books and monographs

John F. Gaski. *An Empirical Extension of Channel Power and Conflict Theory: Effects of Exercised Power Sources* (Ann Arbor, MI: University Microfilms International, 1982), 131 pp. (doctoral dissertation)

Michael J. Etzel and John F. Gaski, eds. *Applying Marketing Technology to Spectator Sports* (Notre Dame, IN: Dept. of Marketing, College of Business Administration, University of Notre Dame, 1982), 266 pp.

John F. Gaski and Nina M. Ray. "Alienation in the Distribution Channel: Conceptualization, Measurement, and Initial Theory Testing," ISBM Report 8-2000 (Institute for the Study of Business Markets, The Smeal College of Business Administration, Penn State University, 2000), 43 pp.

John F. Gaski. *Frugal Cool: How to Get Rich—Without Making Very Much Money* (Notre Dame, IN: Corby Books), 226 pp., forthcoming, May 2009.

### Book chapter

John F. Gaski and Michael J. Etzel. "Evolution of Consumer Attitude Toward Business, 1971-1984: A Replication," in *The Future of Consumerism*, Paul N. Bloom and Ruth B. Smith, eds. (Lexington, MA: Lexington Books, 1986), pp. 75-83.

### Case

John F. Gaski. *American Steel Corporation--South Liberty Works*, ICCH #9-473-750 (Boston: Intercollegiate Case Clearing House, 1973), 5 pp.

## REPRINTS

- John F. Gaski. "The Theory of Power and Conflict in Channels of Distribution," Journal of Marketing, 48 (No. 3, Summer 1984), pp. 9-29. Reprinted in Marketing Theory: Classic and Contemporary Readings, Jagdish N. Sheth and Dennis E. Garrett, eds. (Cincinnati, OH: South-Western Publishing Co., 1986), pp. 668-701.
- John F. Gaski. "Current Russian 'Marketing' Practice: A Report on the 1982 AMA Study Tour of the Soviet Union," in 1983 AMA Educators' Proceedings, Patrick E. Murphy et al., eds. (Chicago: American Marketing Association, 1983), pp. 74-77. Featured and excerpted as "Some Aspects of Consumer Behavior in Russia," in Consumer Behavior, William L. Wilkie (New York: John Wiley & Sons, 1986), p. 132.
- John F. Gaski and Michael J. Etzel. "Collegiate Athletic Success and Alumni Generosity: Dispelling the Myth," Social Behavior and Personality, 12 (No. 1, 1984), pp. 29-38. Reprinted in Sport Sociology: Contemporary Themes, 3rd ed., M. J. Melnick et al., eds. (Dubuque, IA: Kendall-Hunt, 1987), pp. 166-171.
- John F. Gaski and Michael J. Etzel. "The Index of Consumer Sentiment Toward Marketing," Journal of Marketing, 50 (No. 3, July 1986), pp. 71-81. Excerpted and measurement scale reprinted in Handbook of Marketing Scales: Multi-Item Measures for Marketing and Consumer Behavior Research, W. O. Bearden, R. G. Netemeyer, and M. F. Mobley, eds. (Newbury Park, CA: SAGE Publications, 1993), pp. 245-246. (Also reprinted in 2<sup>nd</sup> and 3<sup>rd</sup> editions.) Scale reprinted in Basic Marketing Research, Gilbert A. Churchill, Jr. (Chicago: The Dryden Press, 1988), p. 316. (Also reprinted in 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> editions.) Scale reprinted in Marketing Research: Methodological Foundations, Gilbert A. Churchill, Jr. and Dawn Iacobucci (Mason, OH: South-Western, 2002), p. 402.
- John F. Gaski. "Efficacy of a Mail Survey Appeal for a Dissertation," Perceptual and Motor Skills, 99 (No. 3, December 2004, Part 2), pp. 1295-1298. Reprinted as Chapter 12 in A Cross Section of Educational Research: Journal Articles for Discussion and Evaluation, 3<sup>rd</sup> ed., Lawrence S. Lyne, ed. (Los Angeles: Pycszak Publishing, 2006), pp. 78-80.

OTHER PUBLICATIONS: COMMENTARY/ESSAYS

John F. Gaski. "Is Nuclear War Inevitable?" *Washington Inquirer*, Vol. 1, No. 16 (April 24, 1981), p. 9.

John F. Gaski. "In Defense of College Sports," *Chicago Tribune* (Nov. 6, 1982), Sec. 1, p. 9. Reprinted as "Positive Sides of College Athletics Explored," *The NCAA News*, Vol. 19, No. 28 (Nov. 29, 1982), p. 2.

John F. Gaski. "Why the Nuclear Freeze Movement Is Wrong," *Challenge* (Dec. 1982), p. 7. Reprinted as "The Nuclear Freeze," *The Center Magazine* (The Robert Maynard Hutchins Center for the Study of Democratic Institutions, University of California at Santa Barbara), Vol. 15, No. 6 (Dec. 1982), pp. 63-64.

John F. Gaski. "The Terminology of Abortion," *Chicago Tribune* (Dec. 28, 1983), Sec. 1, p. 11.

John F. Gaski. "Success in Athletics Important to Well-Being of N.D. Community," *South Bend Tribune* (Jan. 26, 1984), p. 19.

John F. Gaski. "Bishops Adopt Leftist Nostrums on Economy," *Human Events*, Vol. 45, No. 1 (Jan. 5, 1985), pp. 11, 19.

John F. Gaski. "Réflexions sur les Jeux Olympiques (Reflections on the Olympics)," *Revue Olympique 1985* (Official Publication of the Olympic Movement), No. 210 (April 1985), p. 256.

John F. Gaski. "The Bishops' Pastoral Letter: A Catholic Citizen Replies," *Contemporary Review*, Vol. 248, No. 1440 (Jan. 1986), pp. 25-31.

John F. Gaski. "American TV Does a Good Job," *Chicago Sun-Times* (Feb. 9, 1990), p. 38.

John F. Gaski. "Anger over Notre Dame-NBC Pact Unjustified," *The NCAA News*, Vol. 27, No. 22 (May 30, 1990), pp. 4-5.

John F. Gaski. "Why a I-A Playoff Is a Bad Idea," *The NCAA News*, Vol. 30, No. 45 (Dec. 15, 1993), pp. 4-5.

John F. Gaski. "A History of Cedar Lake: Face to Face Meeting," *Steel Shavings* ("a magazine devoted to 'Life in the Calumet Region,'" Indiana University Northwest), Vol. 26 (1997), p. 91.

John F. Gaski. "Looking Beyond Polls Reveals the Illusion of Clinton's Numbers," *Chicago Sun-Times* (Aug. 16, 1998), p. 38A.

John F. Gaski. "The Media, Not Notre Dame, Were to Blame," *The Indianapolis Star* (Dec. 28, 2001), p. A23.

OTHER PUBLICATIONS: COMMENTARY/ESSAYS, CONTINUED

John F. Gaski. "The Mismarketing of a President," *Chicago Tribune* (Mar. 14, 2004), Sec. 2 ("Perspective"), p. 9.

John F. Gaski. "Politicians Must See the Light on Daylight-Saving Time," *South Bend Tribune* (Feb. 22, 2005), p. B5.

John F. Gaski. "Daniels' Error: Getting Daylight-Saving Time Passed," *Fort Wayne Journal Gazette* (Apr. 5, 2005), p. 7A.

John F. Gaski. "Real Traitors in a Global Economy Are Those Who'd Fetter U.S. Firms," *Investor's Business Daily* (May 23, 2005), p. A19.

John F. Gaski. "Who Really Outed Wilson's Wife? Answer Is Right Under Her Nose," *Investor's Business Daily* (July 18, 2005), p. A19.

John F. Gaski. "Time Wars: Answering the Chamber of Commerce Types," *South Bend Tribune* (Aug. 24, 2005), p. B5.

John F. Gaski. "Elkhartans Are Being Sold a Bill of Goods on Eastern Time," *The (Elkhart) Truth* (Sept. 10, 2005), p. A4.

John F. Gaski. "County Commissioners Are Right," *South Bend Tribune* (Nov. 20, 2007), p. B6.

John F. Gaski. "Pain at the Pump: A Big Cause of the High Price of Gasoline," *The Indianapolis Star* (May 18, 2008), Sec. E, p. 1.

PROFESSIONAL ACTIVITIES

## Conference

Co-chairman, American Marketing Association Workshop "Applying Marketing Technology to Spectator Sports," University of Notre Dame, April 1982.

Organized the Special Session "Marketing in the Soviet Union and China," American Marketing Association Educators' Conference, Dearborn, MI, August 1983.

Session Chair, Annual Meeting of the Decision Sciences Institute, Honolulu, HI, November 1986.

Faculty member, 1988 American Marketing Association Faculty Consortium, Virginia Polytechnic Institute and State University, Blacksburg, VA, July 1988.

Exhibit judge, Michiana Chapter Regional Conference, Data Processing Management Association, South Bend, IN, April 1989/90/91/92/93/94.

Organizer and Chair, Special Sessions "Behavioral Channels Research, Parts I and II," American Marketing Association Winter Educators' Conference, St. Petersburg, FL, February 1989.

Organizer and Chair, Special Session "Behavioral Channels Research: Follow-up," American Marketing Association Winter Educators' Conference, Scottsdale, AZ, February 1990.

Organizer and Co-chair, Special Session "The Environment of Marketing Channels: Its Impact on Franchise Distribution Systems," Society of Franchising Annual Meeting, Scottsdale, AZ, February 1990.

Session Chair, Society of Franchising Annual Meeting, Miami Beach, FL, February 1991.

Panelist, Special Session "Current Franchising Research Findings, Needs, and Prospects," American Marketing Association Winter Educators' Conference, Orlando, FL, February 1991.

Discussant, Society of Franchising Annual Meeting, Palm Springs, CA, February 1992.

Resident Faculty member, Marketing & Society Doctoral Consortium, 1999 Marketing & Public Policy Conference, University of Notre Dame, May 1999.

Session Chair, 1999 Marketing & Public Policy Conference, University of Notre Dame, May 1999.

PROFESSIONAL ACTIVITIES, CONTINUED

Reviewing

Editorial Review Board member, Journal of the Academy of Marketing Science, 1984-91

Editorial Review Board member, Journal of Marketing, 1986-94

Editorial Review Board member, Journal of Marketing Channels, 1989-present

Consulting Editor, Journal of Education for Business, 2008-present

Reviewer, American Marketing Association Educators' Conference, 1985/86/  
87/88/91/94/95

Reviewer, American Marketing Association Winter Educators' Conference,  
1987/89/92

Reviewer, Decision Sciences Institute Annual Meeting, 1988/89/91

Reviewer, Southern Marketing Association Annual Conference, 1989

Reviewer, Society of Franchising Annual Meeting, 1993

Reviewer, Research Conference on Relationship Marketing, 1996

Reviewer, American Marketing Association Dissertation Competition, 1986/88/  
91/92

Reviewer, Academy of Marketing Science Dissertation Contest, 1991

Ad hoc reviewer, Marketing Science, 1985

Ad hoc reviewer, Journal of Marketing, 1985-86, 1994-2006

Ad hoc reviewer, Journal of Marketing Research, 1985-92, 1997-99

Ad hoc reviewer, Management Science, 1987

Ad hoc reviewer, Journal of Consumer Research, 1987-89

Ad hoc reviewer, Journal of Public Policy and Marketing, 1988-91

Reviewer, Advances in Distribution Channel Research, 1989

Ad hoc reviewer, Journal of Retailing, 1992-2001

Ad hoc reviewer, Psychological Reports, 1995-96, 2001

PROFESSIONAL ACTIVITIES, CONTINUED

Reviewing, continued

Ad hoc reviewer, Journal of International Marketing, 1996

Ad hoc reviewer, Journal of the Academy of Marketing Science, 1997-99, 2004-08

Ad hoc reviewer, Journal of Business Venturing, 2000

Ad hoc reviewer, Economics of Education Review, 2000

Ad hoc reviewer, Journal of Business Ethics, 2001

Ad hoc reviewer, Financial Services Review, 2001

Ad hoc reviewer, Perceptual and Motor Skills, 2001

Ad hoc reviewer, European Journal of Marketing, 2001-02, 2007-08

Ad hoc reviewer, Journal of Macromarketing, 2006

Ad hoc reviewer, Public Opinion Quarterly, 2006-09

Ad hoc reviewer, American Review of Public Administration, 2008

Referee, Industrial Marketing Management, 2000

Reviewing, continued--miscellaneous

Editorial Staff member, Marketing Abstracts Section, Journal of Marketing,  
1982-84

Outside reviewer for tenure case, University of Michigan Division of  
Kinesiology, Department of Sport Management, 1990

Reviewer, Chapters 10 and 11 of Kinnear, Bernhardt, and Krentler, Principles  
of Marketing, 4th edition, Harper Collins College Publishers, 1993

PROFESSIONAL ACTIVITIES, CONTINUED

Other

In residence at Kellogg Graduate School of Management, Northwestern University, Evanston, IL, Spring quarter 1996

Candidate for editorship, *Journal of Marketing Channels*, 1999

Outside chair of examining board, defense of doctoral dissertation by Alexander Buoye, Dept. of Sociology, University of Notre Dame (Maureen Hallinan, adviser), April 2004

Member, Board of Directors, Michiana Chapter, American Marketing Association, 2008-09

Nominated for endowed chairs at several schools including Penn State and Iowa

## COMMUNITY SERVICE

### *Public and nonprofit*

External Entrepreneurial Subcommittee, **Logan Center**, 1988-92.

Development of new business initiative for **Logan Industries** subsidiary of this nonprofit charitable service organization.

Entrepreneurial Education Council, **Indiana Small Business Development Center**, 1991-92.

Member, academic advisory group for local economic office of public-private partnership organization affiliated with **Project Future** of St. Joseph County.

Board of Managers, **New London Lake Condominium Association, Inc.**, 1998-present.

Vice President (1998-99), Treasurer (1999-present). President's Award, 2002.

### *Private/business*

General Partner, **Madison Oyster Bar Partnership**, 1989-95.

One of 17 original owners of a South Bend bar/restaurant/nightclub. Directed and practiced "guerilla marketing" before the term was invented.

President, **All American Investment Club**, 1989-90.

Up to 25 members; six-figure portfolio; founded in 1967, the senior institution of its kind in the area.

Member, **South Bend Professional Baseball Club, LLC**, 2006-present.

Among a group of 45 investors, led by former Indiana Governor Joe Kernan, who acquired **South Bend Silver Hawks** Class A minor league baseball franchise, an action that forestalled the team's relocation from South Bend.

Principal, **PetCoupe, Inc.**, 2007-09.

Value of consulting service capitalized as equity position in pet products manufacturer and marketer.

## COMMUNITY SERVICE, CONTINUED

### Presentations

"A Consumer-Oriented Tour of Moscow and Leningrad," Lake County (IN) Convalescent Home, July 1982; U.S. Naval Reserve, South Bend Detachment, Feb. 1983; Notre Dame Alumni Club of St. Joseph Valley, Aug. 1985.

Keynote address, "Notre Dame Then and Now," University of Notre Dame Alumni Reunion Dinner; Class of 1974, June 1984; Class of 1973, June 1993; Class of 1971, June 1996; Class of 1972, June 1997; Class of 1971, June 2001; Class of 1976, June 2006; Class of 1972, June 2007.

"Notre Dame Then and Now," Notre Dame Alumni Club of Indianapolis, July 1992.

Keynote address, "History of the MBA Program," University of Notre Dame MBA Class of 1973 Alumni Reunion Dinner, Oct. 1998.

Panelist, Sacred Heart Parish seminar, "Building a Catholic Culture of Life," April 2005.

Public testimony, U.S. Dept. of Transportation hearing on St. Joseph County time zone petition, South Bend, IN, Nov. 2005.

### Consulting Clients

L & S Equipment Co., Inc., Fort Wayne, IN (1980)

University of Notre Dame, Dept. of Athletics, *pro bono* (1983, 1987, 1991)

Mager Enterprises, Inc., South Bend, IN (1989-90)

Da-Lite Screen Co., Inc., Warsaw, IN (1990)

South Bend Country Club, *pro bono* (1992)

St. Joseph County Commission, South Bend, IN, *pro bono* (2005)

Bishop & Heintz P.C., Traverse City, MI (Wells v. Wells Mansfield case) (2007)

PetCoupe, Inc., South Bend, IN (2007-08)

## MISCELLANEOUS DISTINCTIONS

Who's Who in Advertising

Who's Who of Emerging Leaders in America

Who's Who in Business Higher Education

Strathmore's Who's Who

Contract freelance contributor, *Chicago Tribune*, 2004-present

Quoted and featured in numerous media outlets including daily newspapers, magazines, Associated Press, United Press International, World Features Syndicate, local TV, and radio. Illustrative print vehicles include *The Wall Street Journal*, *New York Times*, *Washington Post*, *Chicago Tribune*, *Chicago Sun-Times*, *Pittsburgh Post-Gazette*, *South China Morning Post*, *The Sporting News*, *Indianapolis Star*, *Winston-Salem Journal*, *The (Gary) Post-Tribune*, *Northwest Indiana Times*, *Lake County Star*, *South Bend Tribune*, *Tribune Business Weekly*, *Philanthropy Magazine*, *CASE Currents*, *Andrean AlumNiner Magazine*, *Notre Dame Magazine*, and *Notre Dame Business*.

Notre Dame trivia:

- Author of first three *Journal of Marketing Research* publications in Notre Dame history.
- First junior (untenured) faculty member in Notre Dame College of Business history to be appointed to a top-tier editorial board (*Journal of Marketing*, 1986).
- Only College of Business regular faculty member who is a double alumnus of the College.

## SELECTED AFFILIATIONS

### Present

American Economic Association

American Marketing Association

### Former

Association for Consumer Research

Financial Management Association

Academy of Financial Services

Chicago Council on Foreign Relations

The Planetary Society

National Football Foundation