

*Curriculum Vitae*  
**J. Andrew Petersen**  
**Kenan-Flagler Business School**  
**The University of North Carolina at Chapel Hill**  
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**Education:**

University of Connecticut, Ph.D. in Business Administration [Marketing] (2008)

*Advisor: V. Kumar*

UNC Chapel Hill, BA with Honors in Economics (2002)

*Advisor: Claudio Mezzetti*

**Professional Experience:**

University of North Carolina at Chapel Hill, Kenan-Flagler School of Business

- Assistant Professor of Marketing (2008 – Present)
- Assistant Director of Center for Integrated Marketing and Sales [CIMS] (2009 – Present)

University of Connecticut, School of Business

- Graduate Assistant (2003 – 2008)

SS&C Technologies, Windsor, CT

- Marketing Associate and Web Developer (2002 – 2003)

**Honors and Awards:**

- Winner, **2010 Don Lehmann Award** for the best dissertation-based paper published in the Journal of Marketing or Journal of Marketing Research
- Winner, **2009 Mary Kay Doctoral Dissertation Competition** Presented by The Academy of Marketing Science
- Finalist for the **2009 MSI/H. Paul Root Award** which recognizes the *Journal of Marketing* article that has made the most significant contribution to the advancement of the practice of marketing
- Finalist for the **2009 Harold H. Maynard Award** which recognizes the *Journal of Marketing* article that makes the most significant contribution to marketing theory and thought
- **Faculty Fellow**, 2010 AMA-Sheth Foundation Doctoral Consortium, Texas Christian University
- **Faculty Fellow**, 2009 AMA-Sheth Foundation Doctoral Consortium, Georgia State University
- **Doctoral Fellow**, 2006 AMA-Sheth Foundation Doctoral Consortium, University of Maryland
- **Student Hall of Fame**, University of Connecticut School of Business, Class of 2008
- **Co-Best Paper in Conference** and **Best Paper in Track** (Pricing and Retailing), 2008 Summer AMA Educator's Conference
- **Finalist for Best Article**, 2007 *Journal of Service Research*

**Journal Publications:**

Kumar, V., **J. Andrew Petersen**, and Robert Leone, "Driving Profitability by Encouraging Customer Referrals: Who, When and How," *Journal of Marketing*, 74 (5), 1-17.

**Petersen, J. Andrew** and V. Kumar (2010), “Can Product Returns Make You Money,” *MIT Sloan Management Review*, 51 (3), 85-89.

Kumar, V., Ilaria Dalla Pozza, **J. Andrew Petersen** and Denish Shah (2009), “Reversing the Logic: The New Path to Profitability,” *Journal of Interactive Marketing*, 23(2), 147-156.

**Petersen, J. Andrew** and V. Kumar (2009), “Are Product Returns a Necessary Evil? Antecedents and Consequences,” *Journal of Marketing*, 73(3), 35-51.

\*\* *Winner: 2010 Don Lehmann Award for best dissertation-based paper published in the Journal of Marketing or Journal of Marketing Research*

\*\* *Finalist for 2009 MSI/H. Paul Root Award*

\*\* *Finalist for 2009 Harold H. Maynard Award*

**Petersen, J. Andrew**, Leigh McAlister, David Reibstein, Russell Winer, V. Kumar, and Geoff Atkinson (2009), “Choosing the Right Metrics to Maximize Profitability and Shareholder Value,” *Journal of Retailing*, 85(1), 95-111.

Kumar, V., **J. Andrew Petersen** and Robert Leone (2007), “How Valuable is Word of Mouth?,” *Harvard Business Review*, 85 (10), 139-146.

Zeithaml, Valarie, Ruth Bolton, John Deighton, Timothy Keiningham, Katherine Lemon and **J. Andrew Petersen** (2006), “Forward-Looking Focus: Can Firms Have Adaptive Foresight?,” *Journal of Service Research*, 9 (2), 168-183.

\*\* *Finalist for 2007 Journal of Service Research Best Article Award*

Kumar, V. and **J. Andrew Petersen** (2005), “Using a Customer-Level Marketing Strategy to Enhance Firm Performance: A Review of Theoretical and Empirical Evidence,” *Journal of the Academy of Marketing Science*, 33 (4), 504-519.

Kumar, V. and **J. Andrew Petersen** (2004), “Maximizing ROI or Profitability,” *Marketing Research Magazine*, 16 (3), 28-34.

### **Other Publications:**

**Petersen, J. Andrew** and V. Kumar (2009), “Getting Smart About Product Returns,” *Business Insight in the Wall Street Journal* (co-produced by *Sloan Management Review*), November 30, 2009. (Link: <http://online.wsj.com/public/page/business-insight-113009.html>). Includes Supplemental Podcast: “Lenient Product Return Policies” (Link: <http://podcast.mktw.net/wsj/audio/20091125/pod-wsjjrpetersen/pod-wsjjrpetersen.mp3>).

George, Morris, Catherine Ma, Tanya Mark, and **J. Andrew Petersen** (2007), “Marketing Metrics and Financial Performance,” summarizes the proceedings of MSI's conference on “Marketing Metrics and Financial Performance” held December 6-8, 2006, in Boston, Massachusetts [07-300].

### **Conference Presentations:**

Kumar, V., **J. Andrew Petersen**, and Robert P. Leone (2010), “Understanding the Drivers of Customer Referral Value,” presented at the 2010 INFORMS Marketing Science Conference, Köln, Germany.

Kumar V., **J. Andrew Petersen**, Yolanda Polo, and Javier Sesè (2010), “Understanding the Role of Attitudes in Customer Value: Does the Contractual Nature of the Relationship Matter?,” presented at the 2010 INFORMS Marketing Science Conference, Köln, Germany.

Kumar, V., **J. Andrew Petersen**, and Robert P. Leone (2010), “Quantifying the Value of Business References,” presented at the 2010 AMA Winter Marketing Educator’s Conference, New Orleans, LA.

**Petersen, J. Andrew** (2009), “The Impact of Product Returns on Customer and Firm Profit,” presented at the 2009 AMA-Sheth Foundation Doctoral Consortium, Atlanta, GA.

**Petersen, J. Andrew** (2009), “Essays on Product Returns: The Impact of Customer Product Return Behavior on Profitability,” presented at the 2009 AMS Annual Conference, Baltimore, MD.

(Dissertation Chair: Dr. V. Kumar)

**\*\* Winner of 2009 Mary Kay Doctoral Dissertation Competition**

**Petersen, J. Andrew** and V. Kumar (2009), “Measuring and Maximizing Donor Lifetime Value Using Donor Selection and Resource Allocation Strategies,” presented at the 2009 AMA Winter Marketing Educator’s Conference, Tampa, FL.

Zeithaml, Valarie A., Tarun Kushwaha, and **J. Andrew Petersen** (2009), “Customer Equity and Its Impact on Firm Performance: Synthesis and Evidence from Research and Implications for Practice,” presented at Marketing Strategy Meets Wall Street, Emory University, Atlanta, GA.

**Petersen, J. Andrew** and V. Kumar (2008), “CLV and Optimal Resource Allocation: The Influence of Marketing, Buying and Product Returns,” presented at the 2008 AMA Summer Marketing Educator’s Conference, San Diego, CA.

**\*\* Winner Co-Best Paper in Conference and Best Paper in Track (Retailing and Pricing)**

Kumar, V. and **J. Andrew Petersen** (2006), “Who are the Customers that Return Products? Correlates of Product Returns,” paper presented at the 2006 INFORMS Marketing Science Conference, Pittsburgh, PA.

Kumar, V., **J. Andrew Petersen** and Robert Leone (2006), “The Power of Customer Advocacy,” paper presented at the 2006 AMA Winter Marketing Educator’s Conference, February, St. Petersburg, FL.

### **Teaching Experience:**

Principles of Marketing/Introduction to Marketing Management  
Customer Relationship Management (CRM)  
International Marketing Research  
New Product and Innovation Management  
Sales Management

### **Media Quotes and Mentions:**

- *The Economist*: “Friends for Sale” on September 17, 2009  
[http://www.economist.com/displaystory.cfm?story\\_id=14460087&fsrc=nwl](http://www.economist.com/displaystory.cfm?story_id=14460087&fsrc=nwl)

**Service:**

Ad Hoc Reviewer for:

- *Journal of Marketing*, 2009 to Present
- *Management Science*, 2008 to Present
- *Journal of Retailing*, 2009 to Present
- *Journal of Interactive Marketing*, 2009 to Present
- *Journal of Consumer Psychology*, 2010 to Present

**Professional Associations and Honorary Societies:**

- American Marketing Association (AMA)
- INFORMS
- AMS (Academy of Marketing Science)
- Omicron Delta Epsilon (Honors in Economics), Inducted in 2002