

MORRIS GEORGE

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Marketing Department
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EDUCATION

Ph.D. Business Administration-Marketing, 2008, University of Connecticut

Dissertation: "Essays on Cross-Buying in a Non-contractual Setting: Why, What, When and How much?"

**** Honorable mention, 2006 Levy and Weitz Doctoral Dissertation Competition**

Chair: V. Kumar

M.B.A., 1996, Indian Institute of Management, Ahmedabad, India

Bachelor of Technology, 1992, Kerala Agricultural University, India

PROFESSIONAL EXPERIENCE

Hankamer School of Business, Baylor University

Associate Professor of Marketing (August 2014 - Present)

Assistant Professor of Marketing (August 2008 - August 2014)

Indian Oil Corporation Ltd., Bangalore & Chennai, India

Assistant Manager (July 1996 - June 2003)

ACADEMIC HONORS AND AWARDS

- HSB Teaching Excellence, Hankamer School of Business, Teaching. (April 2019).
- 2010 Davidson Award for the best paper in the *Journal of Retailing* in 2008
- JAMS/Sheth Foundation Award for best paper in the *Journal of Academy of Marketing Science* in 2007
- Honorable Mention in the 2006 Levy and Weitz Doctoral Dissertation Competition, sponsored by the Miller Center for Retailing Education and Research at the University of Florida
- First rank in B. Tech, Kerala Agricultural University, India

PUBLISHED ARTICLES

- Shah, Denish and **Morris George**. (2021). Linking Marketing to Non-profit Performance. *Journal of Public Policy & Marketing*, 40 (4), 571-583
- **George, Morris** and Kirk Wakefield (2018). “Modeling the Consumer Journey for Membership Services,” *Journal of Services Marketing*, 32(2), 113-125
- **George, Morris** and John F. Tanner (2014). “Promotion to Change Lifestyle: Securing Participation and Success,” *Health Marketing Quarterly*, 31(4), 293-311
- **George, Morris**, V. Kumar, and Drew Grewal (2013). “Maximizing Profit for a Multi-category Catalog Retailer,” *Journal of Retailing*, 89(4), 374-396
- Ganesan, Shankar, **Morris George**, Sandy Jap, Robert Palmatier, Barton Weitz (2009). “Supply Chain Management and Retailer Performance: Emerging Trends, Issues, and Implications for Research and Practice,” *Journal of Retailing*, 85(1), 84-94
- Kumar, V., **Morris George**, and Joseph Pancras (2008). “Cross-buying in Retailing: Drivers and Consequences,” *Journal of Retailing*, 84(1), 15-27
- **** William R Davidson award (2010) for the Best Article in the Journal of Retailing in 2008**
- Kumar, V. and **Morris George** (2007). “Measuring and Maximizing Customer Equity: A Critical Analysis,” *Journal of the Academy of Marketing Science* 35(2): 157-171
- **** JAMS/Sheth Foundation Award for the Best Paper in the Journal of Academy of Marketing Science in 2007**
- Berger, Paul, Naras Eechambadi, **Morris George**, Donald R. Lehmann, Ross Rizley, and Rajkumar Venkatesan (2006). “From Customer Lifetime Value to Shareholder Value: Theory, Empirical Evidence, and Issues for Future Research,” *Journal of Service Research* 9: 156-167

OTHER PUBLICATIONS

- **George, Morris** (2014). *Can Big Data bridge the gap between Sales and Marketing?* (4th ed., vol. 7), Keller Center for Research.
- **George, Morris** and Jeff Tanner, (2011), “Worksite Wellness: How Engagement Drives Real Health Improvement,” *White Paper* published by Viverae, Inc
- **George, Morris** (2012) “Commentary on Marketing Research – New Methodology,” *Legends in Marketing – Dr. V. Kumar*, Edited by Jagdish N. Sheth, SAGE Publications
- MSI conference summary on “Marketing Metrics and Financial Performance” December 6-8, 2006 in Boston, Massachusetts

WORKING PAPERS

- Consumer-Brand Relationship Types: A Systematic Review and Future Research Agenda
- Does the Negativity of Negative Reviews Inform the Helpfulness of Online Reviews More Than the Positivity of Positive Reviews?

RESEARCH IN PROGRESS

- "Are all Stores the Same when it Comes to Product Reviews? Investigating Factors Affecting Variations in Product Reviews Across Stores"

RESEARCH INTERESTS

- Customer Relationship Management with particular focus on Customer Lifetime Value
- Relationship Management strategies (cross-buying, multi-category catalog mailing, customer retention)
- Developing one-to-one strategies to improve customer value for non-profits and for-profits including retailers and professional sports organizations
- Social marketing issues such as Corporate Wellness programs
- User Generated Content

CONFERENCE PRESENTATIONS

- "Are All Stores the Same When it Comes to Product Reviews?" 2019 INFORMS Marketing Science Conference, INFORMS, Rome, Italy.
- "Does the Negativity of Negative Reviews Inform the Helpfulness of Online Reviews More Than the Positivity of Positive Reviews?" 2017 ISMS Marketing Science Conference, Los Angeles, CA
- "Congruence Between Marketing and Purchase Channels: An Empirical Study of its Impact on Revenue and Customer Lifetime Value," 2016 Direct/Interactive Marketing Research Summit, Los Angeles, CA.
- "Linking Marketing to Non-profit Performance," 2014 ISMS Marketing Science Conference, Atlanta, GA (co-authors: Denish Shah)
- "Quantifying the Impact of Marketing on Performance of Non-Profit Organizations," 2013 Marketing EDGE Direct/Interactive Marketing Research Summit, Direct Marketing Education Foundation, Chicago, IL (co-authors: Denish Shah)
- "Strengthening Empathy and Directed Altruism," 2012 Wharton Customer Analytics Initiative Research Symposium, Wharton Customer Analytics Initiative, Philadelphia (co-authors: Mirabito, A., Tanner, J., and Harford, S.)
- "Health Promotion in Corporations Through Personal Intervention: Influencing Factors and Outcomes," 2012 AMA Winter Marketing Educator's Conference, February 17-19, St.

Petersburg, FL (co-author: Jeff Tanner)

- “Multi-category Catalog Mailing,” 2010 DMEF Direct/Interactive Marketing Research Summit, October 10, San Francisco, CA (co-authors: V. Kumar, and Dhruv Grewal)
- “Cross-buying in Retailing: Drivers and Consequences,” 2010 AMA Winter Marketing Educator’s Conference, February 19-22, New Orleans, LA (co-authors: Kumar, V. and Joseph Pancras)
- “Optimizing Multi-category Catalog Mailing,” Retailing Special Session: Quantitative Research on Retailing & Pricing, 2009 AMA Summer Marketing Educator’s Conference, August 7-10, Chicago, IL (co-authors: V. Kumar, and Dhruv Grewal)
- “What, When, and How Much to Cross-Sell? Optimizing Multi-category Catalog Mailing,” 2009 Marketing Science Conference, June 4-6, Ann Arbor, MI (co-authors: V. Kumar, and Dhruv Grewal)
- “What Drives Cross-buying: An Application in Catalog Retailing,” 2006 Marketing Science Conference, June 8-10, Pittsburgh, PA (co-authors: V. Kumar and Joseph Pancras)
- “A Comparison of Aggregate and Disaggregate Level Approaches for Measuring and Maximizing Customer Equity,” 2006 AMA Winter Marketing Educator’s Conference, February, St. Petersburg, FL (co-author: V. Kumar)
- “Identifying Information Search Patterns in a web-based Environment: Development of a Search Pattern Index,” 2005 AMA Winter Marketing Educator’s Conference, February, San Antonio, TX (co-author: Girish N. Punj)

TEACHING INTERESTS

Marketing Research, Customer Analytics, Customer Relationship Management, New Product Development, Marketing Management

COURSES TAUGHT

- Marketing Research
- Customer Analytics
- Marketing Research for MBA Students (MKT 5398 - Directed Studies)
- Customer Analytics for MBA Students (MKT 5398 – Directed Studies)
- Introduction to Marketing, University of Connecticut School of Business

SELECTED SERVICE

Department Service

Committee Chair, Marketing Department Curriculum Committee (January 2022 - Present)
Committee Member, Faculty Search Committee (June 2022 - present)
Committee Member, Developing Dept. By-laws (2021)
Peer reviewer, Peer review - Teaching
Committee Chair, Marketing Department Research Committee (March 2016 – May 2021)
Committee Chair, Clinical Faculty Search Committee (July 2016 - December 2016)
Committee Member, Faculty Search Committee (July 2014 - November 2014)
Faculty Advisor, Distinguished Scholar Lunch (February 21, 2014)
Committee Member, Marketing Department Research Committee (July 2011 - 2013)
Organizer, Departmental Service Activity (September 16, 2012)
Judge - Ethics Case Competition, 5th Annual Business Ethics Case Competition (November 5, 2010)

College Service

Committee Member, Hankamer Scholarship Committee (August 2021 – Present)
Faculty Advisor, Business School Welcome Week Mixer (August 2021)
Committee Member, Dean Search Committee (August 2019 – February 2021)
Data Analytics Task Force (November 2017 – Apr 2018)
Faculty Mentor, Invitation to Excellence (November 3, 2017)
Judge - Ethics Case Competition, 8th Annual Business Ethics Case Competition (November 8, 2013)
Podcast contributor, Baylor Business Review (June 2013)

University Service

Committee Member, Teaching, Learning, and Technology Committee (August 2020 – Present)
CBE in Foreign Languages Testing (Malayalam) (April 2012 - Present)
CBE in Foreign Languages Testing (Hindi) (March 2011 - Present)
Faculty Mentor, Invitation to Excellence (November 20, 2015)
Faculty participant, Kaleidoscope (March 2, 2012)

Professional Service

Ad Hoc Reviewer:

Journal of the Academy of Marketing Science

Journal of Marketing

Journal of Retailing

Journal of Business Research

International Journal of Forecasting

European Journal of Marketing

Journal of Public Policy and Marketing

Industrial Marketing Management

Journal of Interactive Marketing

International Journal of Forecasting

AMA Winter Educators Conference

Community Service

Board member, Global Banjara Baptist Ministries International Inc., Waco, TX. (January 2016 - Present).

Children's Leader - Junior high and High School, Bible Study Fellowship, Waco, TX. (August 2014 – May 2021)

Participant, West Service Project, West, TX (October 26, 2013)

Loaves and Fishes Food Pantry, Waco, TX (September 2008 - December 2010)