Robert Francis Dahlstrom

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1610 Merrimac Street
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PUBLICATIONS

Books


Refereed Journal Articles


**Cases (refereed)**


**Book Chapters (refereed)**


**Book Reviews (refereed)**


**Proceedings Articles (refereed)**


Dahlstrom, Robert, Terri F. Barr, and James M. Comer (1990), “Using Multiple Discriminant Analysis as an Exploratory Technique with Multiple Informants,” *1990 American Marketing Association Winter Educators’ Conference*.


**Working Papers (Refereed, Published)**


Study Guides


Works-in-Process


DOCTORAL PROGRAM COMMITTEES

Adeel Tariq, University of Southeastern Norway, outside examiner
Afra Koulaei, University of Southeastern Norway, outside examiner
Audun Reidby, Norwegian Business School, Dissertation Co-Chair
Utgaard, Jakob, Norwegian Business School, Dissertation Chair
Nasun Moadmuang, Norwegian School of Economics & Business Administration, outside examiner
Emily Plant, UK College of Business and Economics, Committee Chair
Jason Rowe, UK College of Business and Economics, Committee Member
Matthew Seevers, UK College of Business and Economics, Committee Member
Jody Crosno, UK College of Business and Economics, Dissertation Chair
Ved Basu, UK College of Business and Economics, Committee Member
Arne Morten Ulvnes, Norwegian Business School, Committee Member
Catherine McCabe, UK College of Business and Economics, Committee Member
Mary Conway Dato-on, UK College of Business and Economics, Dissertation Chair
Rhea Ingram, UK College of Business and Economics, Committee Member
Gary Hunter, UK College of Business and Economics, Committee Member
Charlene Davis, College of Business and Economics, Committee Member
Aron Levin, UK College of Business and Economics, Committee Member
Doug Ayers, UK College of Business and Economics, Committee Member
Chris Manolis, UK College of Business and Economics, Committee Member


**ADMINISTRATIVE EXPERIENCE**

Department Chair, Miami University Department of Marketing (2011-2016)

Managed department consisting of eighteen tenure track faculty and fifteen instructors that interact with over 1000 marketing majors and 100 minors. Responsible for faculty recruiting, faculty evaluations, budget management, course scheduling, and administrative operations of the marketing department. Hired seven tenure track assistant professors, one full professor, one Markley Visiting Executive professor, and three fulltime instructors. Responsible for oversight of capstone courses generating over $120K annually. Designer of Department of Marketing Strategic Plan and Governance Documents.

Created Miami’s *Cradle of Marketers*’ Conference bringing marketing executive alumni to campus from twelve firms, including marketing leaders at Coca-Cola, Twitter, Jim Beam, Kellogg’s, Louisville Slugger, and Forbes. Executives meet with over 350 students during the conference.

Implemented major revision of curriculum. Revised curriculum to raise student learning experiences, augment opportunities for experiential learning, and enhance assessment while converting courses to three credit hour campus norm.
Director, UK Gatton College School of Management (2010 – 2011)

Managed operations of over 60 tenure track faculty, instructors, and graduates students in the finance, management, decision sciences/information systems, and marketing areas of the Gatton College.

Instrumental in the re-alignment of the School of Management allocating information systems faculty into three separate departments (Marketing & Supply Chain, Finance & Quantitative Methods, Management).

Founder and Director, Douglas J. Von Allmen Center for Green Marketing (2008 – 2011)

The Von Allmen Green Marketing Center strives to be the leading university center devoted to green marketing. The Center continually expands the knowledge of green marketing among practitioners, and creates and enhances executive and student educational opportunities through the establishment and maintenance of scholarly green marketing research that contributes to marketing practice and theory.

The Center seeks to enhance research, instruction, and outreach concerning green marketing and sustainability. The Center annually grants more than $25K in research to faculty and graduate students within and external to UK. The instructional efforts have led to the development of graduate and undergraduate courses in Green Marketing and the composition of *Green Marketing Management* (Cengage, 2011) by the director. The director has also developed an executive advisory board of Kentucky employers (e.g., IBM, Lexmark) focused on enhancing sustainability in the state.


The Area Coordinator manages operations of the marketing department including oversight of ten faculty, two adjunct faculty, and nine doctoral students serving more than 2000 undergraduate and 200 graduate students. The coordinator is responsible for faculty recruiting, faculty evaluations, course scheduling, and administrative operations of the marketing area.

Director, Center for a Sustainable Aluminum Industry (2009 – 2011)

The UK Center for a Sustainable Aluminum Industry seeks to enhance the university’s long-standing ties to the industry via collaboration with the UK College of Engineering’s Center for Aluminum Technology, and Secat, Inc., a university-industry partnership devoted to advances in aluminum technology. The center strives to enhance the sustainable use, reclamation, and recycling of aluminum.
AMA SERVICE

Co-founder of the American Marketing Association Sustainable Marketing Special Interest Group

The Sustainable Marketing Special Interest Group serves academics and practitioners who want to collaborate through AMA in order to advance research, teaching, and stakeholder partnerships related to sustainable marketing. The realities of rapid global warming, increasing plastic and other pollution, as well as lack of fair trade practices and fair labor practices within many supply chains, present serious challenges to economic, social, and environmental sustainability. Given its central role in the development, production, distribution, and post-consumption destination of consumer and business products, the marketing discipline in general and AMA members in particular are very well-positioned to develop innovative, cost-effective approaches that improve and safeguard the physical and social environments, both for today and for future generations. Members of the Sustainability SIG develop and distribute sustainable marketing knowledge in cooperation with AMA through research, curriculum development, and industry/organization partnerships. Members are encouraged to incorporate the UN Sustainable Development Goals for interdisciplinary social innovation initiatives into their teaching and research.

UNIVERSITY SERVICE

University Committees

Miami University Title IX Appeals Board (2017-present)
Miami University Sustainability Champions (2011 – present)
Miami University 2020 Plan, Coordinator Team II (2011 – 2012)

University of Kentucky Faculty Senate (1998-2001)
Patterson School of International Diplomacy and Commerce, Board of Advisors (1992-2011)
Senate Retroactive Withdrawal Appeals Committee (1998 – 2002)

Divisional Service

Executive Committee, Farmer School of Business, Miami University (2011 – 2016)
Dean’s Search Committee (2019-2020)
International Programs Committee (2017-present)
Farmer School of Business Service Committee Award (2018)

Gatton College Promotion and Tenure Committee (2007-2010)
Gatton College Strategic Planning Review Committee (2007-2011)
Gatton College Strategic Planning Committee -- Chair (2006-2007)
Gatton College Performance Review Committee (2005-2011)
Applebee’s—Johnny Carino’s (Thomas & King Co.), Intern Program Coordinator (2004-2007)
MBA Revision Committee (2003)
College of Business and Economics International Programs Committee Chair (2003)
College of Business and Economics International Programs Committee (1992-2003)
MBA Policy Committee (1994-1995)
College of Business and Economics Scholarship Committee (1996 – 2000)
College of Business and Economics – Economics Department Review Committee (1996)
Long John Silver’s Inc., Intern Program Coordinator (1993-2000)
College of Business and Economics Chair in Entrepreneurship – Search Committee Chair (1998)

INTERNATIONAL ACTIVITIES


Adjunct Faculty Member, BI-Norwegian Business School (2006-2010, 2012-present)

Visiting Professor August 2006 Oslo, Norway Norwegian School of Management.

Visiting Professor March 2006 Oslo, Norway Norwegian School of Management.

Fulbright Scholar, 2004-2005 Oslo, Norway Norwegian School of Management.

Visiting Professor 2004 November Oslo, Norway Norwegian School of Management.

University of Kentucky/TEI Piraeus MBA Program in Athens, Greece (2004) course taught: Marketing Management.

Visiting Professor May 2001 Oslo, Norway Norwegian School of Management.

Visiting Professor November 1999 Oslo, Norway Norwegian School of Management.

Visiting Professor October 1998 Oslo, Norway Norwegian School of Management.

Invited Scholar, Faglærere ved Handelhøyskolen BI; Bergen, Norway on October 3, 1997
Presentation: “A North American Perspective on Franchising.”

Fulbright Scholar, 1997-1998 Oslo, Norway Norwegian School of Management.


University of Kentucky – Gadjah Mada Program Lexington, KY -- Students from Gadjah Mada University, Yogyakarta, Indonesia (1997), course taught: International Marketing Management.

University of Kentucky Summer Program, Lexington, KY -- Students from Gadjah Mada University, Yogyakarta, Indonesia (1996), course taught: International Marketing Management.

Invited Scholar, Norwegian School of Management, Oslo, Norway (August 1996) Presentation: “A Longitudinal Analysis of Control Structures in Franchised Distribution Channels.”

University of Kentucky Patterson School of Diplomacy and International Commerce Board of Advisors (1992-2011).

University of Kentucky Summer Program, Lexington, KY -- Students from Gadjah Mada University, Yogyakarta, Indonesia (1995), course taught: International Marketing Management.


Faculty Training Session July 1993 Vienna, Austria “Doing Business in Central and Eastern Europe.”


Invited Scholar, Norwegian School of Management, Oslo, Norway (July 1990) Presentation: “Transaction Cost Analysis of Interfirm Networks.”

Post-doctoral Fellow, Norwegian School of Economics and Business Administration Bergen, Norway (March - August 1990).


EDITORIAL EXPERIENCE


RESEARCH ACTIVITIES


2021 AMA Summer Educators’ Conference Sustainable Marketing Track Chair
Special Session Chair

Special Session Chair
“Contemporary Investigations into Social Network Analysis in Supply Chain Management” 2020 American Marketing Association Winter Educators’ Conference.

Special Session Chair
“An International Perspective on Relational Norms” 1991 American Marketing Association Summer Educators’ Conference.


Dissertation

“Transaction Cost Analysis of Interfirm Networks” This dissertation uses a network perspective to address the processes by which organizations contract for data processing systems and support. The dissertation chairperson is F. Robert Dwyer.

Post-doctoral Fellow, Norwegian School of Economics and Business Administration (March - August 1990).

Research Assistant, University of Cincinnati Marketing Department (1986-1990) Projects on interfirm influence strategies in distribution channels, distribution bargaining research, sales management effectiveness, and affect transfer in advertising.

2007 AMA Winter Educators’ Conference Interorganizational Relationships track chair.

2005 AMA Summer Educators’ Conference Business-to-Business and Interorganizational Relationships track co-chair.

Co-Chair 2002 American Marketing Association Faculty Consortium

TEACHING EXPERIENCE

Joseph C. Seibert Professor Marketing, (July 2011 – present)
Miami University, courses taught: Sustainable Marketing Management (undergraduate – Farmer School of Business), Special Problems in Environmental Sciences (graduate – Arts & Sciences).

Bloomfield Professor of Marketing, (July 2002 – 2011)
University of Kentucky, courses taught: Green Marketing Management, Marketing Management (MBA), Marketing Management (undergraduate), Sustainability in Marketing (MBA), Seminar in International Business (Ph.D.), International Marketing Management (MBA), and International Marketing (undergraduate).

Associate Professor (July 1996 – June 2002)
University of Kentucky, courses taught: Seminar in International Business (Ph.D.), International Marketing Management (MBA), and International Marketing (undergraduate).

Assistant Professor (August 1990-June 1996)
University of Kentucky, courses taught: Personal Selling and Sales Management (MBA), International Marketing Management (MBA), International Marketing (MBA), Marketing Strategy (undergraduate).

University of Kentucky Summer Program in Vienna, Austria, (1992-1993) courses taught: International Marketing Management (MBA), International Marketing (undergraduate).

Instructor (June 1987-June 1989) University of Cincinnati, courses taught: Industrial Marketing (undergraduate), Sales Management (undergraduate).

HONORS AND AWARDS

Gatton Summer Research Grant (2010)
Gatton Summer Research Grant (2009)
Gatton Summer Research Grant (2008)
Knapp Business Education and Arts Fund Recipient (2007)
Gatton Summer Research Grant (2006)
Fulbright Scholar, (2004-2005) Norway Norwegian School of Management
Gatton Summer Research Grant (2005)
Gatton Summer Research Grant (2004)
Gatton Summer Research Grant (2003), 22% of annual salary
Gatton Summer Research Grant (2002), 22% of annual salary
Gatton Summer Research Grant (2001), 22% of annual salary
Bloomfield Professor of Marketing (July 2000 – present)
Gatton Summer Research Grant (2000), 22% of annual salary
KPMG/University of Illinois Business Measurement Case Development and Research Program (1999), $40,000
Gatton Research Professorship (1999-2002). $10,000 research stipend annually
Gatton Summer Research Grant (1999), 22% of annual salary
Gatton Summer Research Grant (1998), 22% of annual salary Humana
Instructional Development Grant (1996), $2,500.
University of Kentucky Special Summer Research Fellowship (1995)
Ashland Oil Grant Recipient (1994, 1996)
University of Kentucky Summer Research Fellowship (1993)
University of Kentucky Patterson School of Diplomacy and
International Commerce Board of Advisors (1992-1997)
University Research Council Summer Research Fellowship,
University of Cincinnati (1989)
Richard D. Irwin Fellowship (1989-1990)
Kelley Siddall Scholar, University of Cincinnati (1986-1990)
Graduate Scholarship, University of Cincinnati (1986-1990)
AMA Doctoral Consortium Fellow (1988)

EDUCATION

Ph.D. (1986-1990), Marketing; support area, Social Psychology;
College of Business Administration, University of Cincinnati.

B.S.B.A. (1976-1980), Marketing; College of Business Administration, Xavier
University, Cincinnati, Ohio

BUSINESS EXPERIENCE

Senior Sales Representative (1985-1986),
General Datacomm Inc., Cincinnati, Ohio

Marketing & Systems Representative (1983-1985),
Burroughs Corporation, Cincinnati, Ohio

Senior Sales Representative (1982-1983)
Electronic Data Systems, Inc., Cincinnati, Ohio