

KATHERINE N. LEMON, Ph.D.

Department of Marketing
Carroll School of Management, Boston College
Fulton Hall 450, 140 Commonwealth Avenue
Chestnut Hill, MA 02467-3808
Phone: (617) 552-1647 e-mail: kay.lemon@bc.edu

EDUCATION

Ph.D., Marketing
December 1994

Haas School of Business, University of California, Berkeley,
California

Dissertation: "An Econometric and Behavioral Investigation of
the Customer Disadoption Decision," Committee: Russ Winer
(chair), John Meyers, Miguel Villas Boas, George Judge
(), Volume 56/05-A,
p.1887, 222 pages, order number: 9529395).

M.B.A., M0 TJ/TT1 15Ff0Tt0 Exc0.020 Td(,)Tj/TT2 1 Tf0.253 0 Td()Tj/TT1 1 Tf0.006 Tc -0.003 Tw 0.253 0 Td(C)

committee, Audit and Finance Committee, Nominating Committee,
past member of Governance Committee

, Marketing Science Institute, Cambridge, MA

June 2012 – May 2015

, Carroll School of
Management, Boston College

March 2008-

, Carroll School of Management, Boston
College

Feb. 2011 - 2016

, Faculty of Economics and
Business, University of Groningen, The Netherlands

Sept. 2003 – Aug. 2008

, Carroll School of Management, Boston College

July 2000 – Aug. 2003

, Carroll School of Management, Boston College
(Promotion to Associate Professor with Tenure, March 2003)

1998 – June 2000

, Harvard University Graduate School of Business
Administration (on leave from Duke University)

1994, Harvard Business School

Graduate Faculty (temporary membership for Doctoral Committees):

HEC Montreal (2014)

University of Alabama, Tuscaloosa, AL (2005-11)

Florida State University, Tallahassee, FL, (2010-11)

University of Western Ontario, London, Ontario, Canada (2006-08)

COURSES TAUGHT

Applied Marketing Management (Undergraduate)

Customer Relationship Management (Undergraduate, MBA, Executive MBA)

Marketing Strategy (MBA)

Marketing of Services (MBA)

Marketing Management (Full-time MBA at Harvard, Duke, BC, Part-time MBA, Ph.D., DBA)

Electronic Marketing (Undergraduate)

Marketing Principles – Undergraduate and Undergraduate Honors

Marketing Research (Undergraduate)

Management of Organizations (Undergraduate)

Organizational Communication (Undergraduate)

AWARDS, ACADEMIC HONORS, GRANTS

RESEARCH RECOGNITION

Sheth Foundation/Journal of Marketing Award (2021) for the article “Understanding CustomerRSM 7ud8 Tc -0.03 (A)3

Lemon, Katherine N. and Peter Verhoef (2016), "UNDERSTANDING CUSTOMER EXPERIENCE THROUGHOUT THE CUSTOMER JOURNEY," *Journal of Business Research*, 80 (November), 69-96. Best Article Award, 2021 Sheth Foundation/ Award for long-term contributions to marketing Finalist for MSI/H. Paul Root Award 2017, finalist for Shelby D. Hunt/Harold H. Maynard Award 2017, finalist for SERVSIG Best Article Award 2016.

Fombelle, Paul W., Sterling A. Bone and Katherine N. Lemon (2016), "RESPONDING TO THE 98%: FACE ENHANCING STRATEGIES FOR DEALING WITH REJECTED CUSTOMER IDEAS," *Journal of Business Research*, 44 (November), 685-706.

Bone, Sterling A., Paul W. Fombelle, Kristal Ray and Katherine N. Lemon (2016), "RESPONDING TO THE 98%: FACE ENHANCING STRATEGIES FOR DEALING WITH REJECTED CUSTOMER IDEAS," *Journal of Business Research*, 44 (November), 685-706.

- Bolton, Ruth N., Katherine N. Lemon and Peter C. Verhoef (2008), "EXPANDING BUSINESS-TO-BUSINESS CUSTOMER RELATIONSHIPS: MODELING THE CUSTOMER UPGRADE DECISION,"
, 72 (January), 46-64.
- White, Tiffany Barnett, Katherine N. Lemon and John E. Hogan (2007), "CUSTOMER RETENTION WHEN THE CUSTOMER'S FUTURE IS UNCERTAIN,"
24(10) (October), 849-869.
- Bolton, Ruth N., Katherine N. Lemon and Matthew Bramlett (2006), "THE EFFECT OF SERVICE EXPERIENCES OVER TIME ON A SUPPLIER'S RETENTION OF BUSINESS CUSTOMERS,"
52 (December), 1811-1823 (lead article, also published in the
).
- Tokman, Mert, Lenita Davis and Katherine N. Lemon (2006), "THE WOW FACTOR: A MODEL OF CUSTOMER REACQUISITION,"
Special Issue: Competing Through Service, 83 (1), 47-64 (Special Issue Best Article Finalist and Honorable Mention Award).
- Kumar, V., Katherine N. Lemon and A. Parasuraman (2006), "MANAGING CUSTOMERS FOR VALUE: AN OVERVIEW AND RESEARCH AGENDA,"
Special Issue: Managing Customers for Value, 9 (November), 87-94.
- Zeithaml, Valarie A., Ruth N. Bolton, John Deighton, Timothy Keiningham, Katherine N. Lemon and J. Andrew Petersen (2006), "FORWARD-LOOKING FOCUS: CAN FIRMS HAVE ADAPTIVE FORESIGHT?"
Special Issue: Managing Customers for Value, 9 (November), 168-183. (Finalist, best article award).
- Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2004), "CUSTOMER-CENTERED BRAND MANAGEMENT,"
September, 110-118.
- Hogan, John E., Katherine N. Lemon and Barak Libai (2004), "QUANTIFYING THE RIPPLE: WORD-OF-MOUTH AND ADVERTISING EFFECTIVENESS,"
44 (Sep/Oct), 271-280 (Reprinted in 2006

RETENTION DECISION,”
/

66 (January), 1-14 (lead article; 2003
Lehmann Award).

Hogan, John E., Katherine N. Lemon and Roland T. Rust (2002), “CUSTOMER EQUITY MANAGEMENT:
CHARTING NEW DIRECTIONS FOR THE FUTURE OF MARKETING,”
Special Issue: Customer Equity Management, 5 (August), 4-12.

Ambler, Tim, C.B. Bhattacharya, Julie Edell, Kevin Lane Keller, Katherine N. Lemon and Vikas Mittal
(2002), “RELATING THE BRAND AND CUSTOMER PERSPECTIVES OF MARKETING MANAGEMENT,”
Special Issue: Customer Equity Management, 5 (August), 13-25.

Rust, Roland T., Valarie A. Zeithaml and Katherine N. Lemon (2001), “DRIVING CUSTOMER EQUITY,”
(Japan) 10 (October), 68-85, adapted and translated by
Satoshi Deguchi.

Rust, Roland T., Katherine N. Lemon and Valarie A. Zeithaml (2001), “WHERE SHOULD THE NEXT
MARKETING DOLLAR GO?” 10 (Fall), 25-28.

Zeithaml, Valarie A., Roland T. Rust and Katherine N. Lemon (2001), “THE CUSTOMER PYRAMID:
CREATING AND S

Lemon, Katherine N. (2013), "FOCUS ON THE MULTIDISCIPLINARY NATURE OF SERVICE RESEARCH,"
Editorial in , 16 (May), 119-120.

Verhoef, Peter C. and Katherine N. Lemon (2011), "CUSTOMER VALUE MANAGEMENT: OPTIMIZING THE
VALUE OF THE FIRM'S CUSTOMER BASE," publication by the Marketing Science
Institute: Cambridge, MA.

Katherine N. Lemon, John H. Roberts, Priya Raghuram and Russell S. Winer (2011), "MEASURING THE
EFFECTS OF CORPORATE SOCIAL RESPONSIBILITY; A STAKEHOLDER-BASED APPROACH."
, 3 (March), The Conference Board.

Lemon, Katherine N. (2010), "FROM THE EDITOR: STATE OF THE JOURNAL," Editorial in
, 13 (November), 359-361.

Lemon, Katherine N. (2010), "SETTING THE AGENDA FOR THE FUTURE OF SERVICE RESEARCH," Editorial
in , 13 (February), 3.

Lemon, Katherine N. (2007), "A ROADMAP 6 ()TJ9RTc 0.001 Tw 8.4 -0 0 8.4 368.04 551or3 (a3DM 00 Tc MAP 6 ()TJ9P39 BDC0 0 10.0

Lemon, Katherine N. (2007), T0 0 10.44 449.28 553.32 Tm(R)Tj0.0011 0492Tm(6 (P)H456.24 1.4 (V)-3.6 (I)21.7 (C)-1.4 (E)T25 0 0492Tm(6 (C)
6S0.006 T Tw 9.0.001 Tw 8.189 198e)5.43rN-0 0 8.OMV3333

PAPERS UNDER REVIEW AT REFEREED ACADEMIC JOURNALS

Taylor, Gail Ayala, Merlyn A. Griffiths, Katherine N. Lemon, Inger Roos, and Lawrence Hamer (2023), “NOMADS AND NEW ATTACHERS: EXPLORING THE EFFECTS OF INVOLUNTARY SWITCHING AND WHY SOME CONSUMERS HAVE TROUBLE MOVING ON,” under invited second review at

Jonathan M. Beck, Clay M. Voorhees, Paul W. Fombelle and Katherine N. Lemon (2023), “PUTTING WORDS IN THEIR MOUTHS: FIRM GENERATED USER CONTENT AND CONSUMER SHARING BEHAVIORS” being revised for invited second review at

Lesscher, Lisan, Lara Lobschat, Katherine N. Lemon and Peter C. Verhoef (2023), “SHOULD ALL BRANDS AND CUSTOMERS BE MULTICHANNEL? THE MODERATING EFFECTS OF BRAND AND LOYALTY TIERS,” being revised for invited second review at

Mark, Tanya, Katherine N. Lemon, Peter C. Verhoef and Tirtha Dhar (2023), “THE EFFECTS OF RETARGETING ON PURCHASE INCIDENCE, CHANNEL CHOICE AND PURCHASE QUANTITY,” under invited third round review at

RESEARCH WORKING PAPERS

Robinson, Stacey, Katherine N. Lemon and Darren Dahl (2023)

Lemon,

PUBLISHED WORKING PAPERS AND WHITE PAPERS

Mark, Tanya, Katherine N. Lemon, Peter C. Verhoef and Tirtha Dhar (2022), ““RETARGETING: GETTING CONSUMERS TO BUY BUT REDUCING HOW MUCH THEY S

OTHER ACADEMIC CONFERENCE ABSTRACTS AND PROCEEDINGS

Lemon, Katherine N. (2005), "WHY DO CUSTOMERS DO BUSINESS WITH FIRMS?"

University of California, Davis, November 2016
Boston University, May 2015
Bocconi University, Italy, March 2014
University of Queensland, Brisbane, Australia, November 2011
Griffith University, Gold Coast, Australia November 2011
HEC Montreal, October 2011.
University of Groningen, April 2011.
Notre Dame University, South Bend, IN, March 2011
Georgia State University, Atlanta, GA, Oct 2010
University of Alabama, Tuscaloosa, AL, 2010.
Washington University in St. Louis, St. Louis, MO. 2010.
University of Wisconsin School of Business, Madison, WI, 2010.
University of Arizona Eller College of Management, Tucson, AZ, 2010.
Fordham University School of Management, New York, NY, 2009.
Cornell University School of Hotel Administration, Ithaca, NY, 2009.
University of Miami School of Business Administration, Miami, FL, 2009.
Fordham University Graduate School of Business, New York, NY, 2009.
Florida State University Distinguished Scholar, Tallahassee, FL, 2008
SERVSIG Doctoral Consortium, San Francisco, CA, 2007
American Marketing Association Sheth Doctoral Consortium, Tempe, AZ, 2007.
University of Groningen, Groningen, The Netherlands, 2007.
Brigham Young University Marketing Research Series, Provo UT, 2007.
University of Missouri, Columbia MO, 2006.
American Marketing Association Services Marketing Special Interest Group Frontiers in Services
Doctoral Consortium, Tempe, AZ, 2005.
Zyman Institute for Brand Science Lecture, Goizueta School of Business, Emory University, Atlanta, GA,
2005.
Hightower Speaker Series, Goizueta School of Business, Emory University, Atlanta, GA, 2005.
American Marketing Association Sheth Foundation Doctoral Consortium, Storrs, CT, 2005.
W.P. Carey School of Business, Arizona State University, Tempe, AZ, 2005.
University of Massachusetts, Amherst, MA, 2005.
University of Alabama, Tuscaloosa, AL, 2005.
American Marketing Association Sheth Foundation Doctoral Consortium, College Station, TX, 2004.
Tuck Graduate School of Business Marketing Department, Dartmouth College, Hanover, NH, 2004.
W.P. Carey School of Business Marketing Department, Arizona State University, Tempe, AZ, 2004.
McIntire School of Business Marketing Department, University of Virginia, Charlottesville, VA, 2004.
University of Neuchâtel, Neuchâtel, Switzerland, invited two-day research seminar for Swiss doctoral
students, 2003.
Texas A&M University Mays Business School Department of Marketing Research Forum, College
Station, TX, 2003, two presentations.
Erasmus University Masters Thesis Awards Ceremony, Rotterdam, The Netherlands, 2003.
Erasmus University Marketing Research Seminar, Rotterdam, The Netherlands, 2003.
Tilburg University, Tilburg, Netherlands, 2001.
Marketing Science Institute's Marketing, Corporate Social Initiatives and the Bottom Line Conference,
Chapel Hill, NC, 2001 with Roland Rust and Valarie Zeithaml.
Marketing Science Institute's Marketing Metrics Conference, Toronto, ON, Canada, 2000.

Evanston, June 2017.
 CRMC, Chicago, June 2017.
 Marketing Science Institute Board of Trustees Meeting, Boston, April 2017.
 Marketing Science Institute, Harnessing Marketing Analytics for Business Impact Conference, Los Angeles, February 2017.
 Marketing Science Institute Webinar, with Peter Verhoef, February 2017.
 Marketing Science Institute Customer Experience Roundtable, Boston, Kansas City, January 2017.
 Marketing Science Institute, Design Thinking Seminar (Moderator), Boston, November 2016.
 Marketing Science Institute Board of Trustees Meeting, San Francisco, November 2016.
 Marketing Science Institute Marketing in the Consumer Internet of Things Conference, Washington, DC, September 2016.
 Marketing Science Institute Immersion Conference, Boston, September 2016.
 Marketing Science Institute Getting Real Insights from Social Media Conference, Facebook HQ, July 2016.
 Marketing Science Institute Customer Experience Roundtable, Cincinnati, June 2016.
 Marketing Science Institute Board of Trustees Meeting, Boston, April 2016.
 Marketing Science Institute Board of Trustees Meeting, Phoenix, November 2015.
 Marketing Science Institute Frontiers of Marketing Conference, Boston College, July 2015.
 Marketing Science Institute Customer Experience Roundtable, Indianapolis, June 2015.
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, Chicago, November 2014.
 Marketing Science Institute Customer Experience Roundtable, Boston, July 2014.
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, Boston, April 2014.
 Service Leadership Institute, Arizona State University, March 2014.
 Marketing Science Institute Thought Leadership Regional Meeting, Boston College, March 2014.
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, San Francisco, Nov. 2013.
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, Boston, April 2013.
 State Street Global Services, Boston, November 2012.
 Marketing Science Institute Board of Trustees Meeting, Discussion Leader, Phoenix, November 2012.
 Marketing Science Institute Meeting, Discussion Leader, Phoenix, November 2012.

- Marketing Research Project Task Force, 2003 – 2004
- Marketing-Practitioner Interface, 2004 – 2005

Member, Selection Committee for

Editor, 2005

Member, Selection Committee for 2005 American Marketing Association Winter Educators' Conference Best Paper Award

Member, Research Committee, Carroll School of Management, 2010 - 2015
 Member, Fourth Year Review Committee for Metin Sengul 2011
 Member, Fourth Year Review Committee for Linda Salisbury 2009-2010
 Advisor, Graduate Women in Business, 2005 - 2007
 Case Teacher, Admitted MBA Classes, 2005, 2006
 Member, Third Year Review Committee for Monique Valcour, 2005
 Member, various subcommittees for strategic planning process, 2004
 Marketing Internship Development (with career center), 2004 - 2005
 Member, Third Year Review Committee for Mei Xue and Michael O'Leary, 2004
 Co-Chair, Committee to Research Feasibility for Service MKT/OPS MS Program, 2003 - 2004
 Chair, Third Year Review Committee for Jeffrey Lewin, 2003
 Member, Third Year Review Committee for Paul Tallon, 2003
 Member, Task Force on Integrating Three CSOM Centers, 2003
 Presenter, Carroll School of Management Parents' Day, 2003
 Case Leader, Career Services Advisory Board, 2002
 Invited speaker, Achievement Awards Presentation, 2002
 Faculty Advisor, MBA Diane Weiss Consulting Competition, 2002 - 2004
 Member, Research Fellowships and Sabbatical Review Committee
 Undergraduate Advisor
 Member, Executive Education Development Committee
 Panel Member, Teaching Effectiveness Seminar
 Member, Faculty Teaching Effectiveness Committee
 Senior Thesis Advisor: Shirley Galarza, Bethany O'Neil
 Co-coordinator, Work-in-Progress Seminar Series, with J. Hogan and M. Subramaniam, 2001 - 2002.
 Judge for the sophomore business plan competition
 Faculty Presenter, Freshman Honors Immersion Course, 2001, 2002
 Speaker, Boston College Entrepreneur Society and Marketing Academy
 Speaker, MBA Marketing Academy
 Moderator, MBA Student organization panel on Wireless Technologies at HBS Cyberposium
 Faculty Presenter, Organizational Studies Doctoral Teaching Practicum

Marketing Department

Mentor for Associate Professors, 2019 – present
 Teaching Mentor for Michelle Song, 2022- present
 Teaching Mentor for Min Zhao, 2016 - 2020
 Adjunct (Part-time) Faculty Onboarding, 2017 - 2019
 Department Chair, June 2012 - May 2015
 Interim Department Chair, January - June 2009
 New Scholar Program Coordinator, 2006 - 2011
 Doctoral Collaborative and Visiting Ph.D. Student Coordinator, 2006 - 2015
 Recruiting Coordinator, 2003-2004, 2005, 2006
 Senior Exit Survey Coordinator, 2003
 Co-developer of Marketing Advisory Board and coordination of first meeting, 2002
 Co-developed Marketing Principles course content expectations, 2002
 Co-Chair, "Managing the Customer Asset" Conference, Boston, MA, 2001
 Member, Committee to Research Potential of MS degree in Marketing

ACADEMIC – PH.D. STUDENTS

Mentor & co-author, Lianne Lesscher, doctoral student, University of Groningen, Netherlands, 2019 - 21
Member, Dissertation Committee for Arne de Keyser, University of Ghent, Belgium, 2014-2015
Co-supervisor for doctoral student, Sander Beckers, University of Groningen, Netherlands, 2010-2012
Member, Dissertation Committee for Lisette deVries, University of Groningen, Netherlands, 2012-2014
Member, Dissertation Committee for Mina Rohani, HEC University, Montreal, 2012 - 14
Co-chair, Masters Thesis Committee for Wouter Neef, University of Groningen, Netherlands, 2011
Member, Dissertation Committee for Christian Heumann, Technical University Munich, 2009-2012
Member, Dissertation Committee for Marnix Bugel, University of Groningen, 2010
Member, Dissertation Committee for Stacey Robinson, Florida State University, 2008-2011
Member, Dissertation Committee for Mary Harrison, University of Alabama, 2008-2011
Member, Dissertation Committee for Andrew Petersen, University of Connecticut, 2007 – 2008
Member, Dissertation Committee for Brent Dong, Boston University, 2007 – 2008
Member, Dissertation Committee for Markus Wuebben Technical University Munich, 2007-08
Member, Dissertation Committee for Howard Dover, University of Texas, Dallas, 2006 – 2008
Member, Dissertation Committee for Tanya Mark, University of Western Ontario, 2006 – 2008
Doctoral Supervisor for Visiting Doctoral Student, Markus Wuebben, University of Dortmund, 2006-07
Co-

LOCAL

Volunteer, Marketing Science Institute Future Fund, Cambridge, MA.
Volunteer, Saengerfest Men's Chorus, Boston, MA.
Volunteer and Virtual Pen Pal, In2Books, organization that encourages literacy in elementary age children in inner-city Washington, DC.
Secretary, FOLMADS (Friends of Lexington, Music, Art and Dance, Inc.), Lexington, MA.
Correspondence Secretary, Backers of Lexington Debate (BOLD), Lexington, MA.
Volunteer, Lexington Youth Summer Theatre, Lexington, MA.
Marketing, fund raising and alumni relations, North Carolina Boys Choir, Durham, NC.
Volunteer teaching – gifted elementary math program, Chapel Hill, NC public schools

PRIOR WORK EXPERIENCE

1988-1990	Siclone Sales and Engineering Corporation, Milpitas, CA
1986-1988	Western United States, New Hospitals Charter Medical Corporation, Macon, GA
1981-1983	Sales Consultants, Overland Park, KS
1980 – 1981	Xerox Corporation