

# KEVEN MALKEWITZ

## Oregon State Information

410 Bexell Hall  
Corvallis, OR 97331  
(541) 737 - 3688  
*keven.malkewitz@bus.oregonstate.edu*

## Consulting Information

XXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXX

---

## EDUCATION

- Ph.D. **University of Oregon, Eugene, OR, 2000**  
Business Administration, Marketing/Consumer Behavior emphasis
- B.A. **Hope College, Holland, MI, 1981**  
Double major in English and Business Administration

## ACADEMIC EXPERIENCE

- **Assistant Professor** (2004 – present), Oregon State University, College of Business, Corvallis, OR
- **Assistant Professor** (2000 – 2004), North Carolina State University, College of Management, Raleigh, NC
- **Adjunct Business Strategy and Policy Instructor** (Summer 1999), Portland State University, Portland, OR
- **Research Assistant and Marketing Graduate Teaching Fellow** (1997 - 2000), University of Oregon, Lundquist College of Business, Eugene, OR

## PROFESSIONAL EXPERIENCE

- **Marketing Consultant**, Portland, OR and Raleigh, NC (1996 - Present)
  - Reser's Fine Foods: Marketing Audit, Marketing Plan, Strategic Positioning, Product Launch, Portland, OR (2006-Present)
  - PODO Technology: Value proposition and strategic planning, qualitative and quantitative research for point-of-decision technologies, Atlanta, GA (2006)
  - *Centric Software*: Market and customer analysis, qualitative and quantitative research for NPD software programs, San Jose, CA (2005-2006)
  - *Bikram Yoga*: Positioning and strategic planning, Raleigh, NC (2003)
  - *adidas America*: Directing innovation and research project allocation with adidas International Senior VP/Research, Portland, OR (1996-1998)
  - *WaterLeaf Architecture*: Developing marketing focus and brand direction for WaterLeaf Architecture in Portland, OR (1995)
- **Marketing Research Director**, adidas America, Portland, OR (1996)
  - Initiating and implementing \$200K marketing research program
  - Planning adidas brand strategy and direction in conjunction with Chief Marketing Officer and with International Creative Director

- **Business Unit Manager**, adidas America, Portland, OR (1993-1995)
  - Baseball and Football Business Unit Manager*
    - Managing start-up business of adidas re-entry into baseball and football after 5-year hiatus, including category branding, business planning, and implementation
    - Accelerating product development cycle 90% (6 months from concept to marketplace)
  - Tennis & Cross-Training Business Unit Manager*
    - Directing and implementing branding efforts of the Tennis & Cross-Training business unit
    - Increasing business from \$18 million to \$35 Million in 18 months
    - Introducing line extensions of Stan Smith and Rod Laver products, resulting in 40% sales increase in classics category
    - Implementing \$70K adidas event retail shop, resulting in a 135% sales increase
  
- **International Product Manager**, adidas AG, Herzogenaurach, Germany (1988 - 1993)
  - adidas Equipment Product Manager*
    - Innovation committee member (appointed by Chairman), researching sustainable, renewable, and recyclable processes and materials, evaluating commercial potential of opportunities, managing innovation of new technologies, allocating R & D resources, project management
    - Managing strategic new product introductions and line extensions to increase sales from \$40 million to \$150 million in 2 ½ years
    - Managing product development for adidas equipment athletes (Stefan Edberg, Steffi Graf, Duke and Indiana University basketball)
  - Court and Racquet Sports Product Manager*
    - Managing \$215 Million Court and Racquet Sports Category
    - Decreasing SKU's 42% (from 520 to 224) while increasing sales 27%
    - Selected by CEO as member of original "adidas Equipment" team, which was credited for "turning adidas around worldwide"
  
- **Manager**, adidas USA, Lansing, MI (1983-1985) and Warren, NJ (1985-1988)
  - *Forecasting and Planning Manager*
  - *Eastern US Operations Manager*
  - *Merchandise Manager*
  - *Marketing Assistant*

## AREAS OF RESEARCH INTEREST

- Influence of design and product design knowledge on consumer decision-making
- NPD and firm performance
- Product and Brand Management
- Product attributes (functional, symbolic, experiential) and product representations
- Knowledge management and marketing knowledge management

## **AREAS OF TEACHING INTEREST**

- New Product Development
- Product and Brand Management
- Consumer Behavior
- Marketing Research
- Marketing Management
- Advertising
- Personal Selling

## **AWARDS AND HONORS**

- Writing Intensive Curriculum (WIC) Grant, 2005
- Marketing Science Institute (MSI) *Measuring Marketing Productivity* research grant award, 2002
- Honorable Mention paper award, joint Journal of Marketing/MSI *Measuring Marketing Productivity* contest, 2002
- Nominated for North Carolina State University Outstanding Teacher Award 2003-2004
- National Panhellenic Association of N.C. State's Outstanding Faculty Member Award, 2001-2002, 2002-2003
- University of Oregon's Mortar Board Professor of the Month Finalist, 1999
- University of Oregon Lundquist College of Business Smith Research Grant, 1999

## **REFEREED PUBLICATIONS**

Orth, Ulrich and Keven Malkewitz, "Holistic Package Design and Consumer Brand Impressions," forthcoming in *Journal of Marketing*, May 2008.

Aiken, Damon, Keven Malkewitz, and Darcy Bowe (2004), "The Program Context of War News: Exploring Influences on Television Advertising Effectiveness," in *International Academy of Business Disciplines Yearbook Volume IX 2004, C*. Gardner, J. Biberman, and A. Alkhafaji, eds. McNaughton & Gunn Inc., Saline, MI, 38-42.

Malkewitz, Keven, Peter Wright, and Marian Friestad (2003), "Persuasion by Design: The State of Expertise on Visual Influence Tactics," in *Persuasive Imagery: A Consumer Response Perspective*, L. Scott & R. Batra, eds. Lawrence Erlbaum and Associates, Mahwah, NJ, 3-15.

## **REFEREED CONFERENCE PAPERS**

Aiken, Damon and Keven Malkewitz (2006), "The Program Context of War News: An Empirical Investigation of Influences on Television Advertising Effectiveness," in AMA Educators' Proceedings, Volume XVII, Dhruv Grewal, Michael Levy, and R. Krishnan, eds. (extended abstract published)

## **REFEREED CONFERENCE PAPERS** (continued)

Orth, Ulrich and Keven Malkewitz (2006), "Packaging Design as a Resource for the Construction of Brand Identity," at Montpelier Wine Conference (awarded "Best Conference Paper" runner-up).

Henard, David H., M. Ann McFadyen, and Keven Malkewitz (2002), "The Impact of Dedicated NPD Resources on Firm Financial Performance," in Marketing Science Institute (MSI) working paper Series on Measuring Marketing Productivity

## **MANUSCRIPTS UNDER REVIEW**

Orth, Ulrich and Keven Malkewitz, "Big Five Factors of Personality and Consumer Response to Role Portrayals: The Influence of Congruency and Susceptibility on Interpersonal Influence."

Target: Journal of the Academy of Marketing Science (JAMS)

Status: *Second Submission sent in September 2007*

## **RESEARCH IN PROGRESS**

Malkewitz, Keven, and M. Ann McFadyen, "The Marketing Canon: 1980-2000."

Target: Journal of Marketing Research

Status: *Revising for Submission in Fall 2007*

Aiken, Damon, Keven Malkewitz and Darcy Bowe, "The Program Context of War News: An Empirical Investigation of Influences on Television Advertising Effectiveness."

Target: Journal of Consumer Psychology (previously submitted to the Journal of Advertising)

Status: *Complete manuscript, initial submission by Sept. 2007*

Orth, Ulrich, Daniela Campana, and Keven Malkewitz, "Formation of Consumer Price Expectations Based on Package Design: Affective and Cognitive Routes."

Target: Journal of Academy of Marketing Science

Status: *Complete manuscript, initial submission by October 2007*

Cote, Joe, Joan Giese, and Keven Malkewitz, "The Chameleon Effect in Marketing Research."

Target: Journal of Marketing Research

Status: *Pilot study finished, data Collection and analysis in process, initial submission by December 2007*

Malkewitz, Keven, and Peter Wright, "The Influence of Visual Fluency on Attitude toward the Product and Product Recognition."

Target: Journal of Consumer Research submission in 2008

Status: *Data collected and analyzed, 1<sup>st</sup> draft in progress*

## MANUSCRIPT REVIEWS

Journal of Marketing Ad Hoc Reviewer 2002, 2003  
International Journal of Wine Business Research Ad Hoc reviewer 2007  
*Reviewed manuscripts in the area of product and package design, marketing knowledge metrics, and bibliometric analysis*

## CONFERENCE PRESENTATIONS

Malkewitz, Keven (2007), "Co-Branding with Sports Entities: How Difficult Can it Be?," at sports marketing special session presentation at AMA Winter Educators' Conference, San Diego, CA.

Aiken, K. Damon and Keven Malkewitz (2006), "The Program Context of War News: An Empirical Investigation of Influences on Television Advertising Effectiveness," at AMA Summer Educators' Conference.

Henard, David H., M. Ann McFadyen, and Keven Malkewitz (2002), "The Impact of Dedicated NPD Resources on Firm Financial Performance," in Marketing Science Institute (MSI) Winter Conference, Dallas, Texas (Fall 2002)

Keven Malkewitz, Peter Wright, & Marian Friestad, "Everyday Knowledge about Visual Persuasion," at the Advertising and Consumer Psychology: Visual Persuasion Conference, University of Michigan, Ann Arbor, May 2000

## ACADEMIC SERVICE

- "Information Requirements of Marketing Academics and Practitioners" Presentation to Graduate Information Management and Library Science Students at the University of North Carolina – Chapel Hill (2003)
- Conducted campus-wide focus groups to evaluate proposed North Carolina State University satellite campus in Italy (2003)
- Moderator for the 2002 and 2003 NC State Graduate MBA Symposium Technology in the Sports Marketing Industry panel. Panelists included the CEO of Eurosport (the world's largest Soccer retailer), one of the most successful entrepreneurs in the industry
- Member of the NC State College of Management's Speakers Bureau, to assist in College of Management outreach presentations in North Carolina, such as February 21, 2003 presentation to the North Carolina Citizens for Business and Industry (North Carolina's "Chamber of Commerce")
- In conjunction with the US Department of State International Visitor Program, gave branding presentation to eNB.ca, a New Brunswick, Canada group representing a government-education-industry consortium

- Presentation of The Marketing Canon to Appalachian State University Graduate School of Business faculty, March 2002
- Parks Scholarship Finalist Interviewer and Parks Scholar Mentor

#### **PROFESSIONAL MEMBERSHIPS AND ACTIVITIES**

- American Marketing Association Member
- Association for Consumer Research Member
- Society for Consumer Psychology member
- Hope College Second Century Club
- Hope College Class of '81 Class Representative
- Larson's Oil Fastpitch Softball Club Member (ASA, Portland OR)
- Eagle Scout