

Keven Malkewitz

Oregon State Information

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Consulting Information

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** (1997 - 2000), University of Oregon, Lundquist College of Business, Eugene, OR
- **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)
 - *adidas America*: Directing innovation and research project allocation in conjunction with adidas International Senior VP/Director of Research in Portland, OR (1996 - 1998)
 - *WaterLeaf Architecture*: Developing marketing focus and brand direction for WaterLeaf Architecture in Portland, OR (1995)
 - *Bikram Yoga*: Positioning and strategic planning for Bikram Yoga in Raleigh, NC (2003)
- **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 (selected 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

- Knowledge management and marketing knowledge management
- 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

AREAS OF TEACHING INTEREST

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

AWARDS AND HONORS

- 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

PUBLICATIONS

Refereed Publications

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.

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.

Refereed Proceedings

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

Dissertation

Keven Malkewitz (2000), "The Effect of Representational Fidelity and Product Design Quality on Attitude toward the Product and Product Recognition," University of Oregon.

Dissertation Committee Chair: Dr. Peter Wright (Marketing)

Dissertation Committee members: Dr. Alan Meyer (Management), Dr. David Boush (Marketing), Dr. Robert Mauro (Psychology)

MANUSCRIPTS UNDER REVIEW

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

Status: revising for 2nd round, re-submission by end March 2005

Malkewitz, Keven, Brendon Moylan, Mike Moylan, Jim Noonan, Doug Williams,
"The Effect of Visual Fluency on Product Image ROI." Abstract for Journal of
Marketing Research/Marketing Science Institute Conference on Joint
Academic/Practitioner Research, paper to be submitted to JMR

Status: awaiting decision from JMR/MSI (was due 4/15/2004)

RESEARCH IN PROGRESS

Henard, David H., M. Ann McFadyen, and Keven Malkewitz, "Assessing the Impact
of Dedicated NPD Resources on Firm ROI."

Status: Re-positioning for either Management Science or JPIM

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

Target: Journal of Consumer Research submission in Fall 2005

Status: Data collected and analyzed, 1st draft in progress

Malkewitz, Keven, and M. Ann McFadyen, "The Influence of Knowledge Diversity
in Marketing Research."

Target: Journal of Marketing submission in Fall 2005

Status: Data collected and analyzed, literature review conducted, 1st draft in progress

MANUSCRIPT REVIEWS

Journal of Marketing Ad Hoc Reviewer 2002

Journal of Marketing Ad Hoc reviewer 2003

*Reviewed manuscripts in the area of marketing knowledge metrics and bibliometric
analysis*

CONFERENCE PRESENTATIONS

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

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)

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
- Durham Tigers Baseball Club Member (Men's Senior Baseball League)
- United States Amateur Ballroom Dancing Association Member
- The Nautical Research Guild member (an international organization of ship modelers, maritime artists, nautical archeologists and historians dedicated to enhancing the art and experience of ship modeling)
- Eagle Scout

REFERENCES

Dr. Peter Wright

Edwin E. & June Woldt Cone Professor of Marketing
Marketing Department Chair
Charles H. Lundquist College of Business
381 Gilbert Hall, 1208 University of Oregon
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Peter can offer insight into my research ability, my collegiality, my work ethic, and my code of behavior (he was my dissertation chair, and is actively involved in conducting research with me and in reviewing my research)

Dr. Alan D. Meyer

Professor
Charles H. Lundquist Professor of Entrepreneurial Management
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Alan can offer insight into my research ability, my collegiality, my work ethic, and my code of behavior (He was on my dissertation committee, and remains actively involved in reviewing my research)

Dr. David Boush

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David can offer insight into my research ability, my collegiality, my code of behavior, my work ethic, and my teaching skills (he was on my Ph.D. committee at the University of Oregon)

Dr. Rich Campbell

Assistant Professor of Marketing
California State University, Bakersfield
School of Business & Public Administration
9001 Stockdale Highway
Bakersfield, CA 93311
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Rich can offer insight into my teaching expertise, my research ability, my collegiality, my code of behavior, and my work ethic (he was a cohort in the Ph.D. program at the University of Oregon)

Dr. Damon Aiken

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Pepperdine University
The Graziadio School of Business and Management
400 Corporate Pointe
Culver City, CA 90230
Work Phone: (310) 568-5500
Home Phone: (805) 217 - 8596
e-mail: damon.aiken@pepperdine.edu

Damon can offer insight into my teaching expertise, my research ability, my collegiality, my code of behavior, and my work ethic (he was a cohort in the Ph.D. program at the University of Oregon)