Stephen J. Carson, Ph.D.

David Eccles Professor

Chair, Department of Marketing

David Eccles School of Business

University of Utah

Stephen J. Carson is David Eccles Professor of Marketing and Chair of the Marketing Department. He joined the David Eccles School of Business in 2000 after receiving a Ph.D. from the University of Minnesota. He holds an M.B.A. from the University of Texas-Austin and an A.B. in Economics from the University of Illinois. His research focuses on marketing strategy, marketing channels, and digital marketing. It has appeared in leading marketing and strategy journals including the *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science*, *Strategic Management Journal*, *Organization Science*, *Strategy Science*, and the *Academy of Management Journal*. A winner of both the Brady Superior Teaching Award and the Faculty Research Excellence Award, he currently teaches the core marketing strategy class in the Professional MBA program.

# Academic Experience

Chair, Department of Marketing, University of Utah, 2012-

Professor, Department of Marketing, University of Utah, 2016-

Associate Professor, Department of Marketing, University of Utah, 2007-2016

Assistant Professor, Department of Marketing, University of Utah, 2000-2007

Education

Ph.D., University of Minnesota, 2000

M.B.A., University of Texas at Austin, 1991

A.B., University of Illinois at Urbana-Champaign, 1989

#### Refereed Journal Publications

Carson, Stephen J., Timothy M. Devinney, Grahame R. Dowling, and George John (1999), “Understanding Institutional Designs within Marketing Value Systems,” ***Journal of Marketing***, 63: 115-130.

Terry L. Childers, Christopher Carr, Joann J. Peck, and Stephen J. Carson (2001), “Hedonistic and Utilitarian Motivations for Online Retail Shopping Behavior,” ***Journal of Retailing***, 77 (Winter): 511-535.

Carson, Stephen J., Anoop Madhok, Rohit Varman, and George John (2003), “Information Processing Moderators of the Effectiveness of Trust Based Governance in Inter-Firm R&D Collaboration,” ***Organization Science***, 14 (January-February): 45-56.

Carson, Stephen J., Anoop Madhok, and Tao Wu (2006), “Uncertainty, Opportunism and Governance: The Effects of Volatility and Ambiguity on Formal and Relational Contracting,” ***Academy of Management Journal*,** 49 (October): 1058-1077.

Carson, Stephen J. (2007), “When to Give Up Control of Outsourced New Product Development,” ***Journal of Marketing***, 71 (January): 49-66.

Carson, Stephen J., Robert D. Jewell, and Christopher Joiner (2007), “Prototypicality Advantages for Pioneers over Me-Too Brands: The Role of Evolving Product Designs,” ***Journal of the Academy of Marketing Science***, 35 (June): 172-183.

Aric Rindfleisch, Kersi Antia, Janet Bercovitz, James Brown, Joseph Cannon, Stephen J. Carson, Mrinal Ghosh, Susan Helper, Diana C. Robertson, and Kenneth H. Wathne (2010), “Transaction Costs, Opportunism, and Governance: Contextual Considerations and Future Research Opportunities,” ***Marketing Letters***, 21 (September): 211-222.

Carson, Stephen J., Tao Wu, and William L. Moore (2012), “Managing the Tradeoff between Ambiguity and Volatility in New Product Development,” ***Journal of Product Innovation Management***, 29 (November): 1061-1081.

Ekaterina V. Karniouchina, Stephen J. Carson, Jeremy C. Short, and David J. Ketchum (2013), “Extending the Firm Versus Industry Debate: Does Industry Lifecycle Stage Matter?” ***Strategic Management Journal***, 34 (August): 1010-1018.

Carson, Stephen J., and George John (2013), “A Theoretical and Empirical Investigation of Property Rights Sharing in Outsourced Research Development and Engineering Relationships,” ***Strategic Management Journal***, 34 (September): 1065-1085. Republished in *Strategic Management Journal’s* Inaugural Virtual Special Issue on Innovation, Intellectual Property, and Strategic Management.

Nga N. Ho-Dac, Stephen J. Carson, and William L. Moore (2013), “The Effects of Positive and Negative Online Customer Reviews: Do Brand Strength and Category Maturity Matter?,” ***Journal of Marketing***, 77 (November): 37-53. Top journal article in Marketing Science Institute’s list of 10 most read articles for 2014. Lead article in Marketing Science Institute’s *Journal Selections from MSI* highlighting academic research of managerial importance, March 2014.

Elham Yazdani, Shyam Gopinath, and Stephen J. Carson (2018), “Preaching to the Choir: The Chasm Between Top Ranked Reviewers, Mainstream Customers, and Product Sales,” ***Marketing Science***, 37 (September-October): 838-851.

Carson, Stephen J. and Mrinal Ghosh (2019), “An Integrated Power and Efficiency Model of Contractual Marketing Channel Governance: Theory and Empirical Evidence,” ***Journal of Marketing***, 83 (July): 101-120.

Linyi Li, Shyam Gopinath, and Stephen J. Carson (2022), “History Matters: The Impact of Online Customer Reviews across Product Generations,” ***Management Science***, 68 (May): 3878-3903.

Hoskins, Jake D. and Stephen J. Carson (2022), “Industry Conditions, Market Share, and the Firm’s Ability to Derive Business-Line Profitability from Diverse Technological Portfolios,” ***Journal of Business Research***, 149 (October): 178-192.

Karniouchina, Ekaterina V., Stephen J. Carson, Carol Theokary, Lorien Rice, and Siobhan Reilly (2023), “Women and Minority Film Directors in Hollywood: Performance Implications of Product Development and Distribution Biases,” ***Journal of Marketing Research***, 60 (February): 25-51.

Karniouchina, Ekaterina V., William L. Moore, Can Uslay, and Stephen J. Carson (2023), “The Varying Returns to Diversification along the Value Chain,” ***Strategy Science***, 8 (March): 44-61.

Elham Yazdani, Shyam Gopinath, and Stephen J. Carson (2024), “The Role of Reviewer Badges in the Dynamics of Online Reviews,” forthcoming, ***International Journal of Research in Marketing***.

Articles under Review

Linyi Li, Shyam Gopinath, and Stephen J. Carson, “The Dynamic Effects of TrueView Video Advertising: An Empirical Investigation Across Website and Amazon Channels,” under review, ***Management Science***.

Dey, Amrita, Tianyu Gu, Ross Zhu, and Stephen J. Carson, “How to Read an Image: Transferring Key Textual Measures to Image Analysis,” under review, ***Journal of Marketing***.

Karniouchina, Ekaterina V., Stephen J. Carson, Amrita Dey, and Kevin Cooney, “How Indiscretions by Celebrity Endorsers and the Firm’s Response Affect Firm Value,” under revision for resubmission, ***Journal of Marketing***.

Working Papers

Dey, Amrita, Tianyu Gu, Ross Zhu, and Stephen J. Carson, “Image Concreteness in Multimedia Marketing: An Empirical Examination of Crowdfunding Success.”

Lo, Desmond, Shan Yu, Mrinal Ghosh, and Stephen J. Carson, “How to Price versus How Much to Price? Evidence from Pricing Contracts in Industrial Procurement.”

### Conference Proceedings

Carson, Stephen J., Joann J. Peck, and Terry L. Childers (1996), “Preliminary Results on the Determinants of Technology Assisted Shopping (TAS): A Model, Measure Development, and Validation,” pp. 229-39 in Edward A. Blair and Wagner A. Kamakura, Eds. *1996 Winter Educators’ Conference: Marketing Theory and Applications*. Chicago: American Marketing Association.

# Conference Presentations

Carson, Stephen J., Susan D. A. Misterek, and George John (1996), “A Multi-Level Examination of Cross-Functional Quality Improvement Team Performance,” INFORMS Spring Conference, Washington DC.

Carson, Stephen J. and George John (1997), “An Incomplete Contracting Model of Multi-Firm Relationship Governance,” Marketing Science Conference, University of California, Berkeley.

Carson, Stephen J. and George John (1997), “The Structure of Relationships Between Specialized Partners: An Incomplete Contracting Model,” Marketing Science Conference, University of California, Berkeley.

Carson, Stephen J. and George John (1997), “The Market Oriented Ideal: First-Best and Second-Best Approaches to Organizational Learning about Customer Markets,” Marketing Science Conference, University of California, Berkeley.

Carson, Stephen J., Timothy M. Devinney, Grahame R. Dowling, and George John (1998), “Understanding Institutional Designs in Marketing Value Chains,” Midwest Marketing Camp, University of Iowa.

Carson, Stephen J., Timothy M. Devinney, Grahame R. Dowling, and George John (1998), “Understanding Institutional Designs in Marketing Value Chains,” Marketing Science Institute Conference for Special Issue on Marketing in the Next Millennium, Boston.

Carson, Stephen J., Anoop Madhok, Rohit Varman, and George John (2001), “The Effectiveness of Trust-Based Governance in R&D Alliances: A Contingent Approach,” Organization Science Special Issue Conference on Trust in an Organizational Setting, Como, Italy.

Carson, Stephen J. and Mrinal Ghosh (2005), “Reconciling Power and Efficiency Theories of Marketing Channel Governance: A Theory and Empirical Investigation,” Marketing Science Conference, Emory University, Atlanta.

Mrinal Ghosh and Stephen J. Carson (2006), “An Empirical Investigation of Marketing Technology Across National Borders,” Marketing Science Conference, University of Pittsburgh.

Carson, Stephen J. (2008), “A Transaction Cost Explanation of Property Rights Sharing in Outsourced Research Development and Engineering Relationships,” Erin Anderson Business-to-Business Research Conference, The Wharton School, University of Pennsylvania.

Regina C. McNally, Serdar S. Durmuşoglu, and Stephen J. Carson (2011), “New Product Portfolio Management Decisions: Time Varying Impact of Firm Performance,” American Marketing Association Winter Educator’s Conference, Austin.

Regina C. McNally, Serdar S. Durmuşoglu, and Stephen J. Carson (2011), “New Product Portfolio Management Decisions: Time Varying Impact of Firm Performance,” International Product Development Management Conference, Delft, Netherlands.

Stephen J. Carson (2012), “Reconciling Power and Efficiency Theories of Marketing Channel Governance: A Theory and Empirical Investigation,” BYU-Utah Doctoral Symposium.

Karniouchina, Ekaterina V., William L. Moore, Can Uslay, and Stephen L. Carson (2016),

“Celebrity Founders: False Prophets or Boon for Performance,” Global Research Symposium for Marketing and Entrepreneurship, San Diego, CA.

Karniouchina, Ekaterina V., Stephen L. Carson, Can Uslay, and William L. Moore (2017), “The Varying Advantage of Focus and Diversification Along the Value Chain: The Case of the Motion Picture Industry,” INFORMS Marketing Science Conference, Los Angeles, CA.

Dey, Amrita and Stephen J. Carson (2022), “Differences in online Review Content between Old and New Products,” Academy of Marketing Science Conference, Monterey, CA.

Karniouchina, Ekaterina V., Stephen J. Carson, Carol Theokary, Lorien Rice, and Siobhan Reilly (2022), “Women and Minority Film Directors in Hollywood: Performance Implications of Product Development and Distribution Biases,” Academy of Marketing Science Conference, Monterey, CA.

Invited Presentations

Arizona State University

Emory University

Indiana University

Michigan State University

Pennsylvania State University

University of Arizona

University of California, Los Angeles

University of Minnesota

University of New Hampshire

Worchester Polytechnic Institute

University of Pennsylvania

# Honors and Awards

Brady Superior Teaching Award

Faculty Research Excellence Award

David Eccles Faculty Scholar

David Eccles Faculty Fellow

# Teaching

# Ph.D. Seminar in Marketing Strategy, University of Utah, Spring 2001, Spring 2003, Spring 2005, Spring 2007, Spring 2009, Spring 2010, Spring 2011, Spring 2015, Spring 2018

Marketing Management 6190 (EMBA), University of Utah, Spring 2008, Spring 2009, Spring 2010, Spring 2011, Spring 2012, Spring 2013, Fall-Spring 2013-2014, Spring 2015, Spring 2016, Spring 2019, Spring 2020

Marketing Management 6090 (PMBA), University of Utah, Spring 2003, Fall 2004 (2), Fall 2005 (2), Fall 2006 (2), Fall 2007 (2), Fall 2009 (2), Fall 2010 (2), Fall 2011 (2), Fall 2012 (2), Fall 2013 (2), Fall 2014, Fall 2015 (2), Fall 2016 (2), Spring 2017, Fall 2017 (2), Fall 2018 (2), Fall 2019 (2), Fall 2020 (2), Fall 2021(2), Fall 2022(2)

Marketing Management 6090 (MBA), University of Utah, Spring 2003, Spring 2004

Marketing Management 4020 (Undergraduate), University of Utah, Fall 2000 (2), Fall 2001, Spring 2002 (2), Spring 2004 (2), Fall 2005, Spring 2008

# Executive Education Short Programs

# Business Essentials, University of Utah, Spring 2009, Fall 2009, Spring 2010

# Editorial Review Board

*International Journal of Trust Research*

# Journal Reviewer (Selected)

*Journal of Marketing*

*Journal of Marketing Research*

*Strategic Management Journal*

*Academy of Management Review*

*Academy of Management Journal*

*Organization Science*

*Management Science*

*Journal of Operations Management*

*Production and Operations Management*

*Manufacturing and Service Operations Management*

*MIS Quarterly*

*Journal of Product Innovation Management*

*Journal of Interactive Marketing*

*Decision Sciences*

*Journal of Trust Research*

*European Journal of Marketing*

*Journal of Marketing Theory and Practice*

*Journal of International Business Studies*

*Organization Studies*

*Journal of Retailing and Consumer Services*

*California Management Review*

*American Marketing Association Winter Educator’s Conference*

*American Marketing Association Doctoral Dissertation Competition*

*Journal of Business Research*

*Marketing Letters*

# Service, Institutional, and Professional Involvement

Chair, Department of Marketing, 2012-Present

College Council Representative, Department of Marketing, 2022-

MSBA Program Committee, David Eccles School of Business, 2016-Present

Ph.D. Program Coordinator, Department of Marketing, 2011-2012

Ph.D. Program Committee, David Eccles School of Business, 2011-2012

Undergraduate Program Committee, David Eccles School of Business, 2011-2012

Social Science Area Committee Member, University of Utah, 2009-2012

President of Faculty, David Eccles School of Business, 2010-2011

Vice-President of Faculty, David Eccles School of Business, 2009-2010

PMBA Strategic Planning Sub-Committee, David Eccles School of Business, 2010

Academic Senate, University of Utah, 2009-2011

Retention, Promotion, and Tenure Committee, David Eccles School of Business, 2009-2011

University Studies Committee, University of Utah, 2007-2010

Classroom Building Committee, David Eccles School of Business, 2007-2010

MBA Program Committee, David Eccles School of Business, 2003-2009

Teaching Technology Taskforce, David Eccles School of Business, 2003-2004

Electronic Database Review Committee, David Eccles School of Business, 2003-2004

Faculty Advisor DEX, Department of Marketing, 2002-2004

Ph.D. Committee, Department of Marketing, 2001-2015

Selected Honors

Dissertation Committees

Ph.D. Dissertation Committee Co-Chair, Amrita Dey, 2018-2023

Ph.D. Dissertation Committee Chair, Linyi Li, 2017-2020

Ph.D. Dissertation Committee Co-Chair, Elham Yazdani, 2016-2017

Ph.D. Dissertation Committee Member, Jake Hoskins, 2014-2015

Ph.D. Dissertation Committee Member, Keith Botner, 2014-2015

Ph.D. Dissertation Committee Member, Oscar Moreno, 2014-2015

Ph.D. Dissertation Committee Member, Bo Liang, 2013-2014

Ph.D. Dissertation Committee Co-Chair, Nga Ho-Dac, 2010-2011

Ph.D. Dissertation Committee Member, Joon Seo, 2009-2010

Ph.D. Dissertation Committee Member, Michelle Burnhardt, 2008-2009

Ph.D. Dissertation Committee Co-Chair, Kate Karniouchina, 2007-2008

Ph.D. Dissertation Committee Co-Chair, Tao Wu, 2004-2005

Ph.D. Dissertation Committee Member, Marie Hafey, 2007-2008

Ph.D. Dissertation Committee Member, Gulnur Tumbat, 2004-2005

Student Choice Teaching Award Nominee, University of Utah, 2001-2002

Carlson School Industry Fellowship Recipient, University of Minnesota, 1998 & 1999

AMA Doctoral Consortium Representative, University of Minnesota, 1997

Curtis L. Carlson Fellowship Recipient, University of Minnesota, 1997

Albert Haring Symposium Representative, University of Minnesota, 1996

Sord Scholar Award Recipient, University of Texas, 1991

Dean’s Award Recipient, University of Texas, 1991