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ACADEMIC POSITIONS

- 2018 **INSEAD, Europe Campus, Fontainebleau, France**
Senior Affiliate Professor of Marketing
- Teach B2B Marketing and Leading the Service Business in the MBA program on INSEAD's Fontainebleau and Singapore campuses,
 - Design and facilitate executive development sessions in both custom and open programs,
 - Coordinate and direct executive development programs and workshops.
- 2018 **Arizona State University ,W.P. Carey School of Business, Tempe, Arizona**
2015 AT&T Professor of Services Leadership;
Research Professor of Marketing & Co-Executive Director, Center for Services Leadership (CSL).
- Lead the Center together with its Co-Executive Director
 - Reorganize CSL's structure, processes, budget, and educational offerings
 - Deepen the engagement with CSL Member Firms and Board Members
 - Design & deliver custom & open executive education programs and workshop
 - Teach the Business-to-Business Marketing 2nd Year Elective in W.P. Carey's Full-Time MBA Program (elected Most Impactful Marketing Concentration Professor, April 2018)
- 2015 **IMD – International Institute for Management Development,**
2012 **Lausanne, Switzerland**
Professor of Business-to-Business Marketing.
- Direct 'Strategic Marketing in Action' (SMA) open enrollment program
 - Design and lead custom executive programs (i.e. Maersk, Neste Oil, Nilfisk, Rockwool),
 - Design and facilitate sessions in open programs (i.e. ASM, OWP Stream Coordinator From Deep Insights into Outstanding Customer Experiences <http://www.youtube.com/watch?v=x37gl74n0ZU>).
 - Teach in MBA and EMBA/PED programs
 - Develop existing and new corporate customer accounts

- 2012 **HEC School of Management, Paris, France**
 2007 Associate Professor of Marketing, Tenured.
 EDF (Electricité de France) Chair of Marketing (2009-2012).
- Teach Business-to-Business Marketing (MBA/EMBA/Trium EMBA/MSc.), Marketing Management (MBA/Executive MBA/Mastère), and the Ph.D. Course in Interorganizational Marketing. HEC Best Teacher of the Year Award Vernimmen BNP-Paribas, June 2009.
 - Establish and grow the Electricité de France (EDF) Chair of Marketing
 - Serve as a Member of HEC's Promotion and Tenure Review Committee
- 2007 – **ESCP-EAP European School of Management, Paris, France**
 2004 Associate Professor of Marketing. Tenured in 2007.
- 2004 – **University of Notre Dame, South Bend, Indiana, USA**
 2002 Mendoza College of Business.
 Visiting Associate Professor of Marketing, Non-tenure track position.
 One-year contract, renewed for a second year.
- 2002 – **EDHEC School of Management, Lille & Nice, France**
 1995 Affiliated with the *Catholic University of Lille* (15.000 students).
 Associate Professor of Marketing & Head of Marketing Department (1999 – 2002)
 Assistant Professor of Marketing (1995 – 1998).

VISITING SCHOLAR POSITIONS ABROAD

- 2009 – **Arizona State University (1 year)**
 2010 Visting Scholar during sabbatical year. Named Center for Service Leadership (CSL) Research Faculty at Arizona State University.
- 1999 **University of Texas A&M, College Station, Texas (8 month)**
 Visiting Researcher and Lecturer of International Marketing.

RESEARCH & PUBLICATION ACTIVITIES

Articles Under Preparation for Submission:

Terho, Harri, Andreas Eggert, Eva Boehm, Wolfgang Ulaga and Alexander Haas, Crafting Solutions in Business Markets: The Important Role of Salesperson's Human and Social Capital In Preparation for Review at the Journal of Service Research.

Ulaga, Wolfgang, Value Creation In Buyer-Vendor Relationships: Past, Present and Future, Invited Commentary on Wagner and Benoit (2017), full-length article.
 In preparation for Industrial Marketing Management.

Research in Data Analysis Stage:

Uлага, Wolfgang, Mekhail Mustak and Marcella Grohmann, Mastering the Free-to-Fee Service Transition in Business Markets: A Taxonomy, Roadmap, and Agenda for Academic Inquiry.

Uлага Wolfgang, Ranjit Christopher and Andreas Eggert, Understanding Willingness-to-Pay for Services in Business Markets.

Articles Published in Refereed Academic and in Managerial Journals

Uлага, Wolfgang and Stefan Michel (forthcoming 2018), Bill It, Kill it, or Keep It? Unleashing the Profit Potential of Free-to-Fee Services, Sloan Management Review.

Uлага, Wolfgang (2018), The Journey Towards Customer Centricity and Service Growth in B2B: A Commentary and Research Directions, AMS Review, 8 (1), 80-83.

Eggert, Andreas, Wolfgang Uлага, Adrian Payne, Penny Frowne (2018), Conceptualizing and Communicating Value in Business Markets: From Value in Exchange to Value in Use, Industrial Marketing Management, 69 (February), 80-90.

Uлага, Wolfgang and Ajay Kohli (2018), The Role of a Solutions Salesperson: Reducing Uncertainty and Fostering Adaptiveness, Industrial Marketing Management (February), 161-168.

Terho, Harri, Andreas Eggert, Wolfgang Uлага, Alexander Haas, and Eva Böhm (2017), Selling Value in Business Markets: Individual and Organizational Factors for Turning the Idea into Action, Industrial Marketing Management, 66 (October), 42-55.

Worm, Stefan, Sundar Bharadwaj, Wolfgang Uлага, and Werner Reinartz (2017), When and Why Do Customer Solutions Pay Off In Business Markets?, Journal of the Academy of Marketing Science, Volume 45 (4), 490–512.

Finalist Sheth Foundation Best Paper Award, Top Ten Articles published in JAMS in 2017.

Steiner, Michael, Andreas Eggert, Wolfgang Uлага and Klaus Backhaus (2016), Do Customized Service Packages Impede Value Capture in Industrial Markets?, Journal of the Academy of Marketing Science, Vol. 44, 151-165.

Terho, Harri, Andreas Eggert, Alexander Haas, and Wolfgang Uлага (2015), Implementing Sales Strategy in Business Markets: The Role of Salesperson Customer Orientation and Value-Based Selling, Industrial Marketing Management, Vol. 45, 12-21.

Uлага, Wolfgang and Stefan Michel (2014), 5 Steps to Create Superior Customer Experience, Chinese Title: 5 步打造卓越客户体验, Harvard Business Review China, February, p. 87-92.

Uлага, Wolfgang and James Loveland (2014), Transitioning From Product to Service-led Growth in Manufacturing Firms: Emergent Challenges in Selecting and Managing the Industrial Sales Force, Industrial Marketing Management, 43 (January), 113-125.

Eggert, Andreas, Jens Högrevé, Wolfgang Uлага and Eva Münkhoﬀ (2014), Revenue and Profit Implications of Industrial Service Strategies, Journal of Service Research. Vol. 17 (1), February, 23-39.

Haas, Alexander, Andreas Eggert, Terho, Harri, and Wolfgang Ulaga (2013), Erfolgsfaktor Value-Based Selling: Erfolgreich Verkaufen, wenn Kundenorientierung nicht zum Erfolg führt, Marketing Review St. Gallen, Issue 4, Trends im Industriegütermarketing, 64-72.

Terho, Harri, Alexander Haas, Andreas Eggert and Wolfgang Ulaga (2012), It's Almost Like Taking the Sales Out of Selling: Towards a Conceptualization of Value-Based Selling in Business Markets, Industrial Marketing Management, January, Vol. 41 (1), 174-185.

Ulaga, Wolfgang and Werner Reinartz (2011), Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully, Journal of Marketing, Vol. 75 (6) November, 5-23. **This article was ranked 4th on Shugan's Top 20 Marketing Meta-Journal (Most Cited Marketing Articles) between 2011 and 2015.** <http://bear.warrington.ufl.edu/centers/mks/>

Eggert, Andreas, Jens Høgreve, Wolfgang Ulaga and Eva Münkhoff (2011). Industrial Services, Product Innovations, and Firm Profitability: A Multiple-Group Latent Growth Curve Analysis. Industrial Marketing Management, Vol. 40 (5), 661-670.

Ulaga, Wolfgang (2011), Investigating Customer Value in Global Business Markets: A Commentary Essay, Journal of Business Research, Vol. 64, 928 – 930.

Eggert, Andreas and Wolfgang Ulaga (2010), Managing Customer Share in Key Supplier Relationships, Industrial Marketing Management, Vol. 39 (8), November-December, 1346-1355.

Lewin, Jeffrey E., Wim Biemans and Wolfgang Ulaga (2010), Firm Downsizing and Satisfaction among United States and European Customers, Journal of Business Research, Vol. 63 (7), 697–706.

Eggert, Andreas, Wolfgang Ulaga and Sabine Hollmann (2009), Benchmarking the Impact of Customer Share in Key-Supplier Relationships, Journal of Business and Industrial Marketing, Vol. 24 (3/4), 154 - 160. **Winner "Highly Commended Article" Award for the Year 2010 in JBIM.**

Jacob, Frank and Wolfgang Ulaga (2008), The Transition From Product to Service in Business Markets: An Agenda for Academic Inquiry, Industrial Marketing Management, Vol. 37 (3), 247 - 253.

Reinartz, Werner and Wolfgang Ulaga (2008), How to Sell Services More Profitably, Harvard Business Review, Mai, pp. 90 – 96. Article subsequently reprinted in: Special Issue "Growing Your Business", Harvard Business Review, Fall 2008, 98-107.

Ulaga Wolfgang and Andreas Eggert (2006), Value-Based Differentiation in Business Relationships: Gaining and Sustaining Key Supplier Status, Journal of Marketing, Vol. 70 (1), January, 119-136. **This article was ranked third among the most frequently cited articles in the Journal of Marketing between 2006 and 2009.**

Ulaga Wolfgang and Andreas Eggert (2006), Relationship Value and Relationship Quality: Broadening the Nomological Network of Business-to-Business Relationships, European Journal of Marketing, Vol. 40, No. 3/4, 311-327.

Eggert, Andreas, Wolfgang Ulaga, and Franziska Schultz (2006), Value Creation in the Relationship Life Cycle: A Quasi-Longitudinal Analysis, Industrial Marketing Management, Vol. 35 (1), 20-27.

Cunningham, Lawrence, Clifford E. Young, Moonkyu Lee, and Wolfgang Ulaga (2006), Customer Perceptions of Service Dimensions: Cross-Cultural Analysis and Perspective, International Marketing Review, Vol. 23 (2), 192-210.

Ulaga Wolfgang, Jean-Luc Arrègle and Andreas Eggert (2005), The Dynamic Nature of Value in Business Markets: New versus Ongoing Relationships, Finanza Marketing e Produzione, Vol. XXIII, Number 3 (September), 145-152.

Ulaga Wolfgang and Andreas Eggert (2005), Relationship Value in Business Markets: The Construct and its Dimensions, Journal of Business-to-Business Marketing, Vol 12 (1) 73-99.

Lawrence F. Cunningham, Clifford E. Young, Wolfgang Ulaga and Moonkyu Lee (2004), Consumer Views of Service Classifications in the USA and France, Journal of Services Marketing, Vol. 18 (6), 421-432.

Ulaga Wolfgang (2003), Capturing Value Creation in Business Relationships: A Customer Perspective, Industrial Marketing Management, Vol. 32 (8), 677-693.

Jean-Luc Arregle and Wolfgang Ulaga (2003), Les modèles linéaires hiérarchiques: une méthode privilégiée d'analyse de données collectées par policy capturing, M@n@gement, Vol. 6 (1), 29-48.

Ulaga, Wolfgang, Arun Sharma, and R. Krishnan (2002), Plant Location and Place Marketing : Understanding the Process from the Business Customers' Perspective, Industrial Marketing Management, Vol. 31 (5), 393-401.

Eggert, Andreas and Wolfgang Ulaga (2002), Customer-Perceived Value : A Substitute for Satisfaction in Business Markets?, Journal of Business and Industrial Marketing, Vol. 17 (2/3), 107-118.

Ulaga, Wolfgang and Samir Chacour (2001), Measuring Customer-Perceived Value in Business Markets : A Prerequisite for Marketing Strategy Development and Implementation, Industrial Marketing Management, Vol. 30 (6), 525-540.

Ulaga, Wolfgang (2001), Customer Value in Business Markets : An Agenda for Inquiry, Industrial Marketing Management, Vol. 30 (4), 315-319.

Ulaga, Wolfgang and Arun Sharma (2001), Complex and Strategic Decision-Making in Organizations: Implications for Personal Selling and Sales Management, Industrial Marketing Management, Vol. 30 (5), 427-440.

Books :

Liozu, Stephan and Wolfgang Ulaga (forthcoming 2018), Data Monetization: A Practical Roadmap for Framing, Pricing, and Selling your B2B Digital Offers, Self-Edited book, Anthem, Arizona, USA.

Kowalkowski, Christian and Wolfgang Ulaga, Translated by: Marco Rapaccini (2018), Service Strategy. Guida pratica per crescere con i servizi, Franco Angeli Editions, 26 aprile 2018. Further information at: https://www.francoangeli.it/Ricerca/Scheda_libro.aspx?CodiceLibro=100.884

Kowalkowski, Christian and Wolfgang Ulaga (2017), Service Strategy in Action (S2iA): A Practical Guide for Growing Your B2B Service and Solution Business, Self-Edited book, Scottsdale, Arizona, USA. Further Information at www.amazon.com and www.servicestrategyinaction.com

Karsenti, Gerald and Wolfgang Ulaga, (2010), Le Business Model des Services : Des Produits aux Services dans les Marchés B to B, [Trad.: The Services Business Model : From Products to Services in Business Markets], Eyrolles – Editions d’Organisations, Paris, France.

Jokung, Octave, Jean-Luc Arregle, Yves de Ronge and Wolfgang Ulaga (2001), Introduction au Management de la Valeur, Dunod, Paris.

Book Chapters :

Eggert, Andreas, Alexander Haas, Wolfgang Ulaga, and Harri Terho (2015), Wertbasiertes Verkaufen auf Industrieguetermaerkten, in : Backhaus, Klaus and Markus Voeth (Eds.), Handbuch Business-to-Business Marketing, pages 483-495.

Reinartz, Werner and Wolfgang Ulaga (2014), Hybrid Offerings: Research Avenues for Implementing Service Growth Strategies, in : Rust, Roland T. and Ming-Hui Huang (Eds.), Handbook of Service Marketing Research , Chapter 17, Edward Elgar Publishers, Cheltenham UK - Northampton MA, pages 370-394.

Ulaga, Wolfgang and Andreas Eggert (2008), Linking Customer Value to Customer Share in Business Relationships, in: Woodside Arch G., Francesca Golfetto and Michael Gibbert (Eds.), Creating and Managing Superior Customer Value, Advances in Business Marketing and Purchasing, Volume 14, JAI Press, Elsevier, pages 221 - 247.

Ulaga, Wolfgang and Werner Reinartz (2007), Des produits aux services : l’enjeu des firmes « BtoB », in : L’Art de la Croissance, Editions Les Echos – Editions Village Mondial Pearson Education France , pages 144 – 150.

Ulaga, Wolfgang (1999), Customer Value Analysis- Case Study of an International Food Ingredients Supplier, in: Art T. Weinstein and William C. Johnson (Eds.), Designing and Delivering Superior Customer Value: Concepts, Cases and Applications, CRC St.Lucie Press, Boca Raton, FL.

Case Studies

Award Winning Cases:

Winner, The Case Centre, Annual Awards and Competitions 2016: This case was recognized as Best Case in the “Outstanding Case Writer” Category:

GE Healthcare India (A): The Marketing Challenge of Low-Resource Customers

Kondis, Athanasios and Wolfgang Ulaga (2014), IMD Case Study IMD-5-0800.

GE Healthcare India (B): The Product Innovation Journey

Kondis, Athanasios and Wolfgang Ulaga (2014), IMD Case Study IMD-5-0801.

GE Healthcare India (C): The Commercial Innovation Imperative

Kondis, Athanasios and Wolfgang Ulaga (2014), IMD Case Study IMD-5-0802.

Winner, The Case Centre, Annual Awards and Competitions 2016 and 2015: This case was recognized as Best Case in the “Marketing” Category.

Michelin Fleet Solutions: From Selling Tires to Selling Kilometers

How to transform the business model of a traditional product-centric manufacturer in search of growth through value-added services and complex customer solutions?

The case document and teaching notes are available through the *European Case Clearing House*.

Access: http://www.ecch.com/caserearch/product_details.cfm?id=96546&rc=1&pg=1&tc=2&adv_search=1

A compact version of this case targeted at Executive Education programs is :

Business Model Innovation: Michelin Fleet Solutions-From Selling Tires to Selling Kilometers

Renault, Chloé, Wolfgang Ulaga and Frédéric Dalsace (2013), *Executive Education Case*. Detailed Teaching Note, PPT Slide Deck, and Video Interviews. IMD Case Study IMD-5-0793.

All Other Cases:

Procter & Gamble’s Tide Dry Cleaners (A): Leveraging the Brand to provide a “Wow” Experience

Wolfgang Ulaga, Kathryn Eaton, and Darima Fotheringham (2017), Teaching Note, Video Interviews and PowerPoint slide deck. Center for Services Leadership Case Series in Service Excellence. Case Study CSL-17-001.

Procter & Gamble’s Tide Dry Cleaners (B): Bringing the Customer Experience to Life

Wolfgang Ulaga, Kathryn Eaton, and Darima Fotheringham (2017), Teaching Note, Video Interviews and PowerPoint slide deck, Center for Services Leadership Case Series in Service Excellence. Case Study CSL-17-002.

Royal DSM (A): Creating a Chief Marketing Officer (CMO) Position in a B2B Firm

Kondis, Athanasios and Wolfgang Ulaga (2015), Teaching Note and Video Interviews. IMD Case Study IMD-7-1646.

Royal DSM (B): The Challenge of Establishing the Corporate Marketing Function

Kondis, Athanasios and Wolfgang Ulaga (2015), IMD Case Study IMD-7-1647.

Royal DSM (C): Taking Marketing and Sales Excellence to the Next Level

Kondis, Athanasios and Wolfgang Ulaga (2015), IMD Case Study IMD-7-1648.

Japan Electric Power Company (A): Can This Customer Be Saved?

Ulaga Wolfgang (2014), IMD Case Study IMD-7-1575.

Japan Electric Power Company (B): The Customer Value Assessment Project

Ulaga Wolfgang (2014), IMD Case Study IMD-7-1576. Teaching Note and Excel Spreadsheet for Value-in-Use Modeling.

ABB Turbocharging (A): Leading Change in Certain Times

Kondis, Athanasios, Winter Nie, and Wolfgang Ulaga (2014), IMD Case Study IMD-3-2430.

ABB Turbocharging (B): Implementing Change in Turbulent Times

Kondis, Athanasios, Winter Nie, and Wolfgang Ulaga (2014), IMD Case Study IMD-3-2431.

Châteaufort: Creating an Outstanding Customer Experience – From Good to Great

Kondis, Athanasios and Wolfgang Ulaga (2013), Detailed Teaching Note, PPT Slide Deck, and Video Interviews, IMD Case Study IMD-5-0788.

E-Channel Integration @ Fnac.com

Ulaga, Wolfgang.

How to transform a traditional brick-and-mortar retailer into a brick-and-click business?

The case document and teaching notes are available through the *European Case Clearing House*.

Access: http://www.ecch.com/casearch/product_details.cfm?id=20426

Compact Cases :

From Concrete to A Flooring Solution: Holcim Mexico – Selling a Commodity that Isn't
Siebenburger-Hacki, Katrin and Wolfgang Ulaga (2016), IMD Case Study IMD-7-1718.

Hilti – Converting the North American Decking Market: Creating and Capturing its Value by Changing Behaviors Across a Network of Stakeholders.

Siebenburger-Hacki, Katrin and Wolfgang Ulaga (2016), IMD Case Study IMD-7-1719.

Customer Lifetime Valuation: Water Filters – A Brief Exercise

Ulaga, Wolfgang (2014), IMD Case Study IMD-50785. Teaching Note IMD-81393.

Customer Lifetime Valuation: Sotarg Inkjet Printers – A Brief Exercise

Ulaga, Wolfgang (2014), IMD Case Study IMD-5-0786. Teaching Note IMD-5-086-T.

Presentations at Refereed Conferences :

Mustak, Mekhail, Wolfgang Ulaga and Marcella Grohmann (2018), Unleashing the Revenue and Profit Potential of Free Services in B2B: Conceptual Foundations and Managerial Insights, Proceedings ISBM Academic Conference: Advances in Business-to-Business Marketing, MIT, Sloan School of Management, Cambridge MA, August 8-9, 2018

Ritter, Thomas, Wolfgang Ulaga and Henrik Andersen (2018), Who Is My Customer? Data0Driven Challenges in Business Relationships and Markets, Proceedings ISBM Academic Conference: Advances in Business-to-Business Marketing, MIT, Sloan School of Management, Cambridge MA, August 8-9, 2018

Salas Jim, Gabriel Gonzales and Wolfgang Ulaga (2018), Replicating Hybrid Solutions for Business Customers: A Proposed Framework for Service Infusion Success, Proceedings ISBM Academic Conference: Advances in Business-to-Business Marketing, MIT, Sloan School of Management, Cambridge MA, August 8-9, 2018

Bond, Edward, Wolfgang Ulaga, and Mark Houston (2018), Complex B2B Solutions: Systematic Review and Research Agenda, BI-JAMS Thought Leaders' Conference 2018, Systematic Reviews and Meta-Analyses, Oslo, June 3-5, 2018.

Ritter, Thomas and Wolfgang Ulaga (2018), Monetizing Data in Business Relationships: Case Observations and Propositions, Proceedings 47th European Marketing Academy (EMAC) Conference, May 29-June 1, Glasgow, UK.

Mekhail Mustak, Wolfgang Ulaga, and Marcella Grohmann (2018), Mastering the Free-to-Fee Service Transition in Business Markets: A Typology, Roadmap, and Agenda for Academic Inquiry,

Proceedings AMA Winter Marketing Educators' Conference, New Orleans, Louisiana, February 23-25.

Uлага, Wolfgang and Thomas Ritter (2018), Data-Driven Disruption in Organizational Frontlines, 4th Organizational Frontlines Research Symposium, New Orleans, Louisiana, February 23-25.

Ritter, Thomas and Wolfgang Uлага (2018), Monetizing Data in Relationships and Networks, Inaugural Industrial Marketing Management Summit, Copenhagen, Denmark, 25 & 26 January.

Mekhail Mustak, Wolfgang Uлага, and Marcella Grohmann (2017), Mastering the Free-to-Fee Service Transition in Business Markets: A Taxonomy, Roadmap, and Agenda for Academic Inquiry, 8th BMM-EMAC Biennial International Conference on Business Market Management, Karl–Franzens-University, 6-8 July, Graz, Austria.

Ritter, Thomas and Wolfgang Uлага (2017), Who's Got the Power? How Data Is Changing Power and Profits in Value Networks, 8th BMM-EMAC Biennial International Conference on Business Market Management, Karl–Franzens-University, 6-8 July, Graz, Austria.

Kleinaltenkamp, Michael, Andreas Eggert, and Wolfgang Uлага (2017), How Business Actors Perceive Value: An Integrated Perspective, Inaugural Session of the Business-to-Business Marketing Special Interest Group (B2B SIG), Proceedings 46th European Marketing Academy (EMAC) Conference, May 23-26, Groningen, The Netherlands.

Böhm, Eva, Andreas Eggert, Harri Terho, Wolfgang Uлага, and Alexander Haas (2016), Mastering Solution Sales in Business Markets: The Key Role of Salesperson's Solution Crafting Competence, Proceedings ISBM Academic Conference: Advances in Business-to-Business Marketing, Goizueta Business School, Atlanta, Georgia, August 3-4.

Uлага, Wolfgang, Wesley J. Johnston, Gary L. Lilien and Jagannath Rao (2016), Leveraging Big Data & Analytics for Service Innovation and Growth: Promising Research Avenues Grounded in Managerial Practice, Panel Session, Proceedings ISBM Academic Conference 2016: Advances in Business-to-Business Marketing, Goizueta Business School, Atlanta, Georgia, August 3-4.

Morgan Neil, Kim Whitler, Wolfgang Uлага, Mike French, and Dick Lynch (2016), The Role of Marketing in the Firm and the C-Suite, Opening Plenary Session, Proceedings AMA Summer Marketing Educators' Conference, Atlanta, Georgia, August 4-7.

Grohmann Marcella, Marcus Zimmer, Florian von Wangenheim and Wolfgang Uлага (2016), How to Move Services From Free to Fee Without Jeopardizing The Customer Relationship: The Role of Pricing Schemes, Service Level and Communication Strategies, 2016 JAMS Thought Leaders in Service Marketing Strategy Conference, May 29-31, Paris, France.

Böhm, Eva, Andreas Eggert, Harri Terho, Wolfgang Uлага, and Alexander Haas (2016), Crafting Solutions in Business Markets: The Role of Salesperson's Human and Social Capital, JAMS Thought Leaders in Service Marketing Strategy Conference, May 29-31, Paris, France.

Eggert, Andreas, Manfred Krafft, Wolfgang Uлага, Jan Wieseke (2016), Identifying High-Potential Research Ideas on Value Creating Sales, Panel, 45th European Marketing Academy (EMAC) Conference, May 24-27, Oslo, Norway.

Böhm, Eva, Andreas Eggert, Harri Terho, Wolfgang Uлага, Alexander Haas (2016), Crafting Solutions in Business Markets: The Important Role of Salesperson's Human and Social Capital, 45th European Marketing Academy (EMAC) Conference, May 24-27, Oslo, Norway.

Böhm, Eva, Andreas Eggert, Alexander Haas, Harri Terho, and Wolfgang Ulaga (2015), Recognizing Value Creation Opportunities in Business Markets, Proceedings AMA Winter Marketing Educators' Conference, San Antonio, Texas, February 13-15.

Ritter, Thomas, Andreas Eggert, Eva Böhm, and Wolfgang Ulaga (2014), The Corporate Marketing Department – Between Value and Vanish, ISBM Academic Conference Advances in B-to-B Marketing, San Francisco State University, San Francisco, CA, 30-31 July 2014.

Haas, Alexander, Andreas Eggert, Harri Terho, Wolfgang Ulaga, and Eva Böhm (2014), Selling Value in Business Marketing: Why a Powerful Idea Often Fails, ISBM Academic Conference Advances in B-to-B Marketing, San Francisco State University, San Francisco, CA, 30-31 July 2014.

Eva Böhm, Andreas Eggert, Harri Terho, Alexander Haas, and Wolfgang Ulaga (2014), Salespersons' Solution Crafting Capability: A Knowledge-Based Perspective, ISBM Academic Conference Advances in B-to-B Marketing, San Francisco State University, San Francisco, CA, 30-31 July 2014.

Terho, Harri, Andreas Eggert, Alexander Haas, and Wolfgang Ulaga (2014), Overcoming Roadblocks to Implementing Value-Based Selling: Aligning Organizational Support With Sales Force Activities, Proceedings AMA Winter Marketing Educators' Conference, Orlando, Florida, February 20-24.

Renault C., Worm, S., Ulaga, Dalsace F. (2013), Successful Solution Deployment: How Can Manufacturing Firms Leverage their Channel Partners more Effectively?, 6th International Conference on Business Market Management (BMM), 20-22 June, Bamberg, Germany.

Worm S., Ulaga, W., Bharadwaj, S., Reinartz, W. (2013) Understanding the Risk and Return of Output-Based Customer Solutions, The 2013 Theory + Practice in Marketing (TPM) Conference in Marketing Strategy, London, May 31 – June 1, 2013.

Eggert, A., Steiner, M., and Ulaga, W. (2013), Increasing Customers' Willingness to Pay for Hybrid Offerings: The Impact of Price Presentation Formats, Proceedings of the 42nd European Marketing Academy (EMAC) Conference, May, Istanbul, Turkey.

Ulaga W. and Loveland J. (2012), Implementing Service Growth Strategies in Industrial Markets: The Role of the Sales Force, Proceedings AMA Summer Marketing Educators' Conference, Chicago, August 16-19.

Renault, C., Dalsace, F., Ulaga, W. and Worm, S. (2012), Successful Solution Deployment: How Manufacturing Firms Can Leverage Their Channel Partners, ISBM Academic Conference Advances in B-to-B Marketing, University of Chicago, 15-16 August 2012.

Worm, S., Ulaga, W., Bharadwaj, S., and Reinartz, W. (2012), Financial Performance Outcomes of B2B Customer Solution Offerings, in: Worm, S. and Bharadwaj, S. – Special Session: Creating Value Via B2B Customer Solutions, ISBM Academic Conference Advances in B-to-B Marketing, University of Chicago, 15-16 August 2012.

Ulaga W. and Loveland J. (2012), Aligning the Industrial Sales Force with Service Growth Strategies: Key Challenges for Selling Hybrid Offerings in Business Markets, ISBM Academic Conference Advances in B-to-B Marketing, University of Chicago, 15-16 August 2012.

Eggert, A., Steiner M., Ulaga W., and Backhaus, K. (2012), Capturing the Value of Hybrid Offerings: The Impact of the Price Presentation Format, in: Homburg, C., Totzek, D. – Special Session on “Pricing Issues in B2B Markets”, ISBM Academic Conference Advances in B-to-B Marketing, University of Chicago, 15-16 August 2012.

Ulaga W. and Loveland J. (2012), ‘Are Product Sales People From Mars and Service Sales People From Venus? Key Challenges in Implementing B2B Service Growth Strategies at the Industrial Sales Force Level’, Proceedings of the Thought Leadership on the Sales Profession Conference, Harvard Business School, 5 – 6 June, Boston. Mass.

Ulaga W. and Loveland J. (2012), ‘Implementing Service Growth Strategies at the Industrial Sales Force Level: Key Challenges in Selecting and Managing Service-Savvy Sales People’, Proceedings of the 41st European Marketing Academy (EMAC) Conference, 22 – 25 May, Lisbon, Portugal.

Eggert, A., Eckert J., Ulaga, W., Haas, A. and Terho, H. (2012), ‘Assessing the Performance Impact of Value-Based Selling : Come Strong or Don’t Come at All, Proceedings of the 41st European Marketing Academy (EMAC) Conference, 22 – 25 May, Lisbon, Portugal.

Ulaga, W. and Reinartz, W. (2012), Driving Growth Through Services in B2B Markets: Key Success Factors Derived From Best Practices, Research Impacting Practice – Bringing Technology to Market Conference, April 27 – 28, Berlin, Germany.

Ulaga, W. and Reinartz, W. (2012), Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully, Special Session, 2012 AMA Winter Marketing Educators' Proceedings, February 17-19, St. Petersburg, Florida.

Terho, H., Haas, A., Eggert, A. and Ulaga, W. (2011). ‘It’s Almost Like Taking the Sales out of Selling’: Conceptualizing Value-Based Selling in Business Markets, 2011 AMA Summer Marketing Educators' Proceedings, August 5 – 7, San Francisco, CA.

Worm, S. and Ulaga, W. (2011), Understanding Customer-Perceived Value in B2B Solution Offerings, Proceedings of the 40th European Marketing Academy (EMAC) Conference, 24 – 27 May, Ljubljana, Slovenia.

Eggert, A., Hogreve, J., Ulaga, W. and Muenkhoff, E. (2011). Assessing the Long-Term Effect of Industrial Services on Firm Profitability: The Moderating Impact of Product Innovations, 2011 AMA Winter Marketing Educators' Proceedings, 18 – 20 February, Austin, Texas. **Winner "Overall Best Conference Paper" Award**.

Eggert, A. Hogreve, J. Ulaga, W. and Muenkhoff, E. (2010), Disentangling the Revenue and Cost Implications of the Service Transition: A Latent Growth Analysis, ISBM Academic Conference Advances in B-to-B Marketing, August 11-12, Harvard Business School, Boston.

Worm, S., Ulaga, W. and Zitzlsperger, D. (2010), Understanding Customer-Perceived Value in B2B Solution Offerings, ISBM Academic Conference Advances in B-to-B Marketing, August 11-12, Harvard Business School, Boston.

Ulaga, W. and Zimmer, M. (2010), Risky Solutions? Risk/Benefit-Based Drivers and Barriers of Business Solutions, 19th Annual Frontiers in Service Conference, Karlstad University, June 10 – 13, Karlstad, Sweden.

Fentvik, B., Ulaga W. and Bitner, M. J. (2010), Transition From Products to Service – Experiences from Tetra-Pak, Panel Discussion, 19th Annual Frontiers in Service Conference, Karlstad University, June 10 – 13, Karlstad, Sweden.

Eggert, A., Hogreve, J., Ulaga, W. and Muenkhoff, E. (2010), Industrial Services, Product Innovations, and Firm Profitability – A Longitudinal Analysis, Pre-Conference Service and Solution Innovation, 19th Annual Frontiers in Service Conference, June 10 – 13, Karlstad, Sweden.

Worm, S., Ulaga W. and Zitzelsperger D. (2009), Understanding the Additional Value Created by Customer Solutions and How It Is Contingent Upon Solution Complexity, ANZMAC, Monash University, December 2 – 4, Melbourne, Australia.

Ulaga, W. and Reinartz, W. (2009), The Transition from a Product-Centric to a Service-Centric Salesforce in Industrial Companies: Key Drivers of Success, The Houston Conference in Selling and Sales Management, The University of Houston, Sales Excellence Institute, April 2 – 4, Houston, Texas.

Eggert, A. and Ulaga, W. (2009), Musing on a Decade of Customer Value Research in Business Relationships: Where Do We Come From? Where Should We Go?, Fourth International Conference on Business Market Management, Copenhagen, March 18 – 20.

Eggert, A., Ulaga, W. (2008). Linking Customer Value to Customer Share in Business Relationships. In: Brown, J.; Dant, R. (Eds.). Unleashing the Power of Marketing to Transform Consumers, Organizations, Markets, and Society, 2008 AMA Summer Educators' Proceedings, San Diego, CA.

Ulaga, W., Reinartz, W. (2008), Drivers of Profitability in Industrial Services: A Framework and Research Propositions, ISBM Academic Conference 2008: Advances in B-to-B Marketing, August 6 – 7, San Diego, CA.

Eggert, A., Ulaga, W., Schultz, F.(2008), Supplier Status Matters: Identifying the Supplier Status as a Source of Heterogeneity in Business Relationships, ISBM Academic Conference 2008: Advances in B-to-B Marketing, August 6 – 7, San Diego, CA.

Reinartz, W.; Ulaga, W. (2008). Drivers of Profitability in Industrial Services, In: Weinberg, C. (Editor). Proceedings of the 2008 INFORMS Marketing Science Conference, Vancouver, Canada.

Ulaga, W.; Eggert, A.; Schultz, F. (2008). Are All Supplier Relationships Created Equal? A Multi-Group Analysis of Key Supplier and Back-up Supplier Relationships. In: Perks, Keith J. and Shukla, Paurav (Editors), Proceedings of the 37th EMAC Conference, Brighton, UK.

Eggert, A.; Ulaga, W. (2007). Conceptualizing, Measuring and Managing Customer Share in Key Supplier Relationships. In: Sharma D.; Borna, S. (Eds.). Proceedings of the Annual Conference of the Academy of Marketing Science, Vol. 30, Coral Gables, Florida, p. 149.

Eggert, A.; Ulaga, W.; Hollmann, S. (2007). Customer Share Marketing from the Customer's Perspective. In: Mohr, J.; Fisher, R. (Hrsg.). Enhancing Knowledge Development in Marketing, 2007 AMA Summer Educators' Proceedings, Washington, D.C.

Ulaga, W.; Eggert, A.; Hollmann, S. (2007). Customer Share Marketing from the Customer's Perspective. In: Proceedings of the 36th EMAC Conference, Reykjavic.

- Eggert, A.; Ulaga, W. (2006). Customer Share in Business-to-Business Markets: Antecedent, Outcome, Contingency. In: Grewal, D.; Levy, M.; Krishnan, R. (Hrsg.). Enhancing Knowledge Development in Marketing, 2006 AMA Summer Educators' Proceedings, Chicago, pp. 172-173.
- Eggert, A.; Ivens, B.; Ulaga, W. (2006). Value Creation and Value Claiming in Business Relationships: The Role of Specific Investments. In: Institute for the Study of Business Markets (Eds.). Thinking Big, Thinking Different: Contributions and Challenges in B-to-B Research, August 3-4, Chicago.
- Obadia, C; Ulaga, W. (2006). Inter-firm Economic Commitment: The Construct and its Dimensions, In: Institute for the Study of Business Markets (Eds.). Thinking Big, Thinking Different: Contributions and Challenges in B-to-B Research, August 3-4, Chicago.
- Eggert, A.; Ulaga, W.; Schultz, F. (2006). Relationship Value as a Driver of Customer Share. In: Avlonitis, G.; Papavassiliou, N.; Papastathopoulou, P. (Eds.). Sustainable Marketing Leadership, Proceedings of the 35th EMAC Conference, Athens, p. 230.
- Flint, D.; Sawhney, M.; Ulaga, W.; Vargo, S. (2005). Value Creation in Business Relationships – Conceptual, Methodological, and Managerial Challenges, Special Session chaired by Professor Daniel J. Flint on “Understanding Value in Interorganizational Relationships”, In: Walter, B.; Houston, M. (Eds.). Enhancing Knowledge Development in Marketing, 2005 AMA Summer Educators' Proceedings, San Francisco, pp. 261-262.
- Ivens, B.; Eggert, A.; Ulaga, W. (2005). Value Creating and Value Claiming Norms: An Empirical Test of their Impact on Customer Commitment. In: Walter, B.; Houston, M. (Eds.). Enhancing Knowledge Development in Marketing, 2005 AMA Summer Educators' Proceedings, San Francisco, pp. 261-262.
- Ulaga, W.; Arrègle, J.L.; Eggert, A. (2005). An investigation of the dynamic nature of value creation in business relationships. In: Trailo, G. (Eds.). Rejuvenating Marketing, Proceedings of the 34th EMAC Conference, Milano, p. 212.
- Ulaga, W.; Eggert, A. (2005). Value Based Differentiation in Business Relationships: Gaining and Maintaining Key Supplier Status. In: Seiders, K., Voss, G. (Eds.). Marketing Theory and Applications, 2005 AMA Winter Educators' Proceedings, Austin, p. 294-295.
- Eggert, A.; Ulaga, W. (2004). Managing Value Chains under the Condition of High Dependence. In: Spekman, R.; Wilson, D. (Eds.). New Priorities and Challenges for Business-to-Business Marketers, Proceedings of the 1st ISBM Workshop at Harvard Business School, Boston, p. 7-8.
- Ulaga, W.; Eggert, A. (2004). Relationship Value and Relationship Quality: Broadening the Nomological Network of Business-to-Business Relationships. In: Bernhardt, K., Boles, J.; Ellen, P. (Eds.). Enhancing Knowledge Development in Marketing, 2004 AMA Summer Educators' Proceedings, Boston.
- Ulaga, W.; Eggert, A. (2004). Trust as a Perfect Mediator of the Value-Commitment Link in Business-to-Business Relationships. In: Munuera-Aleman, J. (Eds.). Worldwide Marketing, Proceedings of the 33nd EMAC Conference, Murcia, p. 221.
- Eggert, A.; Ulaga, W. (2004). Integrating Value into the Nomological Network of Relationship Marketing. In: Cron, W.; Low, G. (Hrsg.). Marketing Theory and Applications, 2004 AMA Winter Educators' Proceedings, Scottsdale, Vol. 15, pp. 139-140.

Eggert, A.; Ulaga, W. (2003). The Role of Value and Trust in Buyer-Supplier Relationships. In: Spotts, H.E. (Hrsg.): Developments in Marketing Science, Proceedings of the Annual Conference of the Academy of Marketing Science, Vol. 26, Washington, D.C., p. 284.

Ulaga, W. (2003). Value Creation in Manufacturer-Supplier Relationships, B2B 2003 – Market Trends and Academic Response, Proceedings of the Nineth Annual CBIM/ISBM Academic Workshop, Orlando, Florida, February 13-14.

Eggert, A.; Ulaga, W. (2002). Trust: A driver of relationship performance in business markets? In: Farhangmehr, M. (Hrsg.): Proceedings of the 31st EMAC Conference, Braga, p. 40.

Eggert, A.; Georges, L. (2002). Key account management and value creation: An empirical study. In: Farhangmehr, M. (Hrsg.): Proceedings of the 31st EMAC Conference, Braga, p. 79.

Ulaga, W.; Eggert, A. (2002). La création de valeur dans les relations entre fournisseurs et clients: proposition d'une échelle. In: Salerno, F. ; Ulaga, W. (Hrsg.): XVIIIe Actes de Congrès International de l'Association Française de Marketing, Vol. 1, Lille, pp. 261-279.

Ulaga, W.; Eggert, A. (2002). Exploring the Key Dimensions of Relationship Value and their Impact on Buyer-Supplier Relationships. In: Evans, K.; Scheer, L. (Hrsg.). Marketing Theory and Applications, 2002 AMA Winter Educators' Proceedings, Austin, Vol. 13, pp. 411-412.

Ulaga, W.; Eggert, A. (2001). Developing a Standard Scale of Relationship Value in Business Markets. In: Håkansson, H.; Solberg, C.A.; Huemer, L.; Steigum, L. (Hrsg.): Interactions, Relationships and Networks: Strategic Dimensions, 17th Annual IMP Conference Proceedings, Oslo, pp. 1-18.

Eggert, A.; Ulaga, W. (2000). Customer Perceived Value: A Substitute for Satisfaction in Business Markets? In: Grundlach, G.; Murphy, P. (Hrsg.). Enhancing Knowledge Development in Marketing, 2000 AMA Educators' Proceedings, Chicago, Vol. 11, pp. 338-339.

Eggert, A.; Ulaga, W.; Drapier, L. (2000). Customer Perceived Value in Business Relationships: A Cross-Sectional Survey Among Purchasing Managers in Germany. In: Spotts, H.; Meadow, L. (Hrsg.). Developments in Marketing Science, Proceedings of the Annual Conference of the Academy of Marketing Science, Vol. 23, Montreal, p. 395.

Eggert, A.; Ulaga, W. (2000). Developing and Testing a Value-Theory of Relationship Marketing. In: Johnson, W.; Rich, M. (Hrsg.). Business Marketing in the Decade Ahead: The Key Challenges We Face. Proceedings of the Sixth Annual CBIM/ISBM Academic Workshop, Atlanta, pp. 1-9.

Dupuis, M.; Prime, N.; Szymanski, D.; Ulaga, W. (2000). Strategic Perceptual Gaps Among Managers And Their Performance Effects in International Retailing Strategy, Retailing and Distribution in Europe – Third AFM French-German Conference, Rennes, June 29-30, 2000.

Arrègle, J.-L.; Ulaga, W. (2000). Policy Capturing and Hierarchical Linear Models: An Innovative Approach to the Assessment of Marketing Decision Models, 16th Annual Conference of the French Marketing Association, Montreal, May 18-20.

Ulaga, W. (1999). An Investigation of Perceived Value in Industrial Buyer-Seller Relationships, Annual Conference Industrial Marketing and Purchasing (IMP), Dublin, Ireland, September 2-4.

Ulaga, W. (1999). Measuring Customer-Perceived Value in Industrial Markets : A Prerequisite for Marketing Strategy Development and Implementation, Proceedings of the Fifth Annual

CBIM/ISBM Academic Workshop, Connecting to Customers: Value, Volume, and One-to-One, Atlanta, January 16-19.

Uлага, W. (1998). Customer Value Audit in Business Markets: The Case of a Chemicals Supplier in International Markets, Annual Conference Industrial Marketing and Purchasing (IMP), Turku, Finland, September 3-5.

Uлага, W. (1998). Customer Value Audit in Business Markets : A Strategic Marketing Tool, Proceedings of the Annual Conference of the Academy of Marketing Science, Norfolk, Virginia, May 27-30, 1998.

Uлага, W. (1997). Understanding Foreign Plant Location Decision-Making : A Prerequisite for Place Marketing', Annual Conference Industrial Marketing and Purchasing (IMP), Lyons, September 4-6.

Other Presentations at Academic & Professional Conferences

Uлага, Wolfgang, Gaby Oedekerken-Schroeder, Martin Mende and Thomas Baker (2017), Creating Impact Through Teaching & Service, Panel Session, 24th Annual SERVSIG Doctoral Consortium, Fordham University, June 21 & 22, New York, NY.

Patricio Lia, Bo Edvardsson, Christian.Gronroos, Irene Ng, and Wolfgang Ulaga (2017), Service Research Centers: Past, Present and Future, Panel Session, QUIS 15, The 15th International Research Symposium on Service Excellence in Management, Porto, Portugal, June 12-15, 2017.

Uлага, Wolfgang (2016), Pricing Field Services for Profits: Mastering the Free-to-Fee Transition, Field Service USA Conference, Palm Springs, CA April 25 – 28, 2016.

Recognition for Excellence in Research

Honorary Doctorate, Turku School of Economics, Turku University, Finland, May 2016
Doctor of Economics Honoris Causa, conferred on May 13, 2016 in recognition of :

"pioneering, high-quality research on customer value and servitization strategies in the field of business-to-business marketing as well as his exceptional ability to combine the requirements of science to practical relevance both in academic research, executive education and teaching of marketing."

SYNTEC (French Association of Management Consulting Companies), Paris, April 2012

Winner, Category "Marketing and Decision Science", Research-in-management academic prize for the article *Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully*, published with co-author Werner Reinartz, University of Cologne in the *Journal of Marketing* in November 2011.

ESMT Conference Bringing Technology to Market, Berlin, April 2012

1st Runner-up, Research Recognized for Managerial Relevance, *Driving Growth Through Services*, presented with co-author Werner Reinartz, University of Cologne. Based on the article *Hybrid Offerings: How Manufacturing Firms Combine Goods and Services Successfully*, published with co-author Werner Reinartz, University of Cologne in the *Journal of Marketing* in November 2011.

American Marketing Association Winter Conference, Austin, February 2011

Winner "Overall Best Conference Paper" Award for the article *Assessing the Long-Term Effect of Industrial Services on Firm Profitability: The Moderating Impact of Product Innovations* with co-authors A. Eggert, J. Hogreve and E.Muenkhoff, 2011 AMA Winter Marketing Educators' Proceedings, 18 – 20 February, Austin, Texas.

Journal of Business and Industrial Marketing, 2010

Winner "Highly Commended Article" Award for the Year 2010 in JBIM for the article *Benchmarking the Impact of Customer Share in Key-Supplier Relationships* with co-authors A. Eggert and S. Hollmann, Journal of Business and Industrial Marketing (2009), Vol.24 (3/4), 154 - 160.

Awards for Excellence in Pedagogy and Managerial Practice

Winner, 'Best Marketing Concentration Teacher of the Year' Award (April 2018)

Full-Time MBA Program, W.P. Carey School of Business, Arizona State University (ASU).

The Case Centre, Top 40 Best-Selling Case Authors, 2016-2017 (# 27); 2015-2016 (# 36);

For full list, see:

<http://www.thecasecentre.org/educators/casemethod/bestsellingauthors/2016/intro?ueid=bsauthors2016-UK-5>

The Case Centre, Annual Awards and Competitions, 2016

GE Healthcare India (A), (B), and (C). Best Case in the "Outstanding Case Writer Category".

The Case Centre, Annual Awards and Competitions, 2015

Michelin Fleet Solutions: From Selling Tires to Selling Kilometers. Best Case in the "Marketing" Category.

Winner, Vernimmen 'HEC Best Teacher of the Year' Award, June 2009

Award sponsored by BNP-Paribas to acknowledge excellence in pedagogy across all faculty members at HEC Paris, France.

Business Press Articles:

Ulaga, Wolfgang (2008), 你还在卖产品吗? Business Management Review (BMR) China, October, p. 44 - 43.

Reinartz, Werner and Wolfgang Ulaga (2006), Growth Beyond the Core, *Financial Times*, Weekly Series 'Mastering Uncertainty', Friday, 31 March, p.10 – 11.

Access: <http://www.ft.com/cms/s/cc499b8a-c00e-11da-939f-0000779e2340.html>

Ulaga, Wolfgang and Werner Reinartz (2006), Des Produits aux Services : L'Enjeu des Firmes « BtoB », *Les Echos*, L'Art de la Croissance, 30 Novembre, pages 9 – 10.

Working Papers

Eggert, Andreas, Wolfgang Ulaga, and Sabine Hollmann (2006), Linking Customer Share to Relationship Performance: The Customer's Perspective, *ISBM Working Paper Series*, No. 10-2006, Penn State University, University Park, PA..

<http://www.ebusiness.xerox.com/isbm/dscgi/ds.py/Get/File-285/10-2006.pdf>

Eggert, Andreas, Wolfgang Ulaga and Franziska Schultz, (2005), "Value Creation in the Relationship Life Cycle: A Quasi-Longitudinal Analysis." *ISBM Working Paper Series*, No. 9-2005, Penn State University, University Park, PA.

Access: <http://www.ebusiness.xerox.com/isbm/dscgi/ds.py/Get/File-264/09-2005.pdf>

Ulaga, Wolfgang and Andreas Eggert (2003), "Relationship Value in Business Markets : Development of a Measurement Scale", *ISBM Working Paper Series*, No. 2-2003, Penn State University, University Park, PA.

Access: <http://www.ebusiness.xerox.com/isbm/dscgi/ds.py/Get/File-228/2-2003.pdf>

Service to the Academic Community

ISBM PhD Camp on Research in B2B Markets, Atlanta, August 1-3, 2016

Counselor, Research Roundtable. Advice to PhD Students in Business-to-Business Marketing.

PhD Theses Supervision & PhD Committee Membership:

Supervisor, PhD Dissertation, Chloé RENAULT, HEC Paris, December 3, 2012.

Co-supervisors: Frédéric DALSAË, Wolfgang ULAGA, HEC Paris.

Committee: Jean-Pierre Helfer (University of Paris 1), Sandy Jap (Emory University), Robert Salle (EM Lyon), Lisa Scheer (University of Missouri).

Member, PhD Dissertation Committee of Marcus Zimmer, Technische Universität München, Germany. Dissertation Defense: September 3, 2014

PhD Supervisor: Professor Florian von Wangenheim, Technische Universität München.

Committee Members: Isabell Welp, Wolfgang Ulaga.

Dissertation Title: Business Solutions: Sellers' and Buyers' Perspectives.

Member, PhD Dissertation Committee of Joonas Keränen, Lappeenranta University of Technology, Finland. Dissertation Defense: June 13, 2014

PhD Supervisors: Professors Anne Jalkala and Risto T. Salminen, Lappeenranta University of Technology, Finland.

Committee Members: Peter LaPLaca, Wolfgang Ulaga.

Dissertation Title: Customer Value Assessment in Business Markets.

Member, PhD Dissertation Committee of Jim SALAS, Arizona State University, USA.

Dissertation Defense: November 20, 2013.

PhD Supervisors: Professors Beth WALKER and Michael HUTT, Arizona State University.

Committee Members: Sungho PARH, Wolfgang ULAGA

Dissertation Title: Replicating Hybrid Solutions for Business Customers : A Proposed Framework for Service Infusion Success.

Member, PhD Dissertation Jury of M. Thierry DELECOLLE, University Paris Dauphine :

"An Investigation of the Behavior of Very Small Enterprises", Paris, 26 January 2009.

Editorial Review Board Membership:

- **Journal of Service Research (JSR)**
Member of the Editorial Board as of 2017.
- **Journal of Business Research (JBR)**
Member of the Editorial Board as of 2012.
- **Recherche et Applications en Marketing (RAM)**
Member of the Editorial Board as of January 2011.
- **Journal of Personal Selling and Sales Management (JPSSM)**
Member of the Editorial Board since 2009.
- **Journal of Business Market Management (JBM)**
Member of the Editorial Board since 2006.
- **Industrial Marketing Management (IMM)**
Member of the Editorial Board since 2004.
- **Qualitative Market Research : An International Journal (QMR)**
Member of the Editorial Board since 1998.
- **Journal of Creating Value**
Member of the Editorial Board since 2017.

Journal of Creating Value

Guest Editorship:

Industrial Marketing Management

Guest Editor, together with Frank Jacob, ESCP-EAP Berlin.

Special Issue on the Transition from Product to Service in Business Markets, Vol. 37 (Feb.) 2008.

Industrial Marketing Management

Guest Editor, Special Issue on Customer Value in Business Markets, Vol. 30 (4), May 2001.

Reviewer Assignments:

- *Industrial Marketing Management (IMM)*,
- *International Journal of Research in Marketing (IJRM)*,
- *International Business Review (IBR)*,
- *International Marketing Review (IMR)*,
- *Journal of the Academy of Marketing Science (JAMS)*,
- *Journal of International Business Studies (JIBS)*
- *Journal of Marketing (JM)*,
- *Journal of Business Research (JBR)*,
- *Journal of Personal Selling and Sales Management (JPSSM)*
- *Qualitative Marketing Review: An International Journal (QMR)*,
- *Recherche et Applications en Marketing (RAM)*,
- *Revue Politique et Management Public (PMP)*

- *Décisions Marketing (DM)*.

Reviewer for AMA Summer & Winter Educators' Conferences, the European Marketing Academy (EMAC), the Annual Conference of the *Industrial Marketing and Purchasing Group (1999, 2006)*, *Annual Conference of the French Marketing Association (2001-2006)*

European Marketing Academy (EMAC), Brussels.

Country Representative for France. Three-year term 2008/09 – 2010/11.

Conference Chair:

Annual Conference of the French Marketing Association AFM

Conference Co-Chair, 18th Annual Conference, Lille, May 23-24, 2002.

The 18th Conference was hosted by both the University of Lille 1 – IAE (Co-Chair Francis Salerno) and EDHEC School of Management.

Conference Track Chair:

European Marketing Academy (EMAC):

Track Chair “Business-to-Business Marketing & Networks”, Co-Chair: Andreas Eggert.

- 40th Annual Conference, Ljubljana, May 24 – 27, 2011.
- 39th Annual Conference, Copenhagen, June 1 – 4, 2010.
- 38th Annual Conference, Nantes, May 2009.
- 37th Annual Conference, Brighton, 27 – 30 May 2008.

Annual Conference Industrial Marketing and Purchasing (IMP), Milan, September 7-9, 2006

Track Chair. Track “The Transition from Products to Services in Business Markets”.

RESEARCH GRANTS OBTAINED _____

Marketing Science Institute (MSI, Research Grant (\$ 12,000), February 2009.

MSI Research Grant # 4-1548: Drivers of Profitability in Industrial Services. Research project in cooperation with Werner REINARTZ, University of Cologne.

HEC Foundation, Research Award (€ 40,000), April 2008.

Assessment of the key drivers of profitability in B2B services in manufacturing companies. This research project is designed to include both qualitative and quantitative data collection stages over a period of two years.

French Association for Management Education FNEGE (€13.000).

Research Fellow Abroad, Texas A&M University, College Station, Texas.

Credit Mutuel, Retail Banking (€ 11.000).

Assessment of the link between customer perceptions of satisfaction/value and customer profitability to the firm. The project aims at building a market information system combining internal data drawn from the company's data warehouse and a survey among 2.500 customers.

Institute for the Study of Business Markets (ISBM), Pennsylvania State University (\$ 750).
Research support for developing and conducting a survey among purchasing managers in the U.S. on value creation in manufacturing buyer-seller relationships.

EDUCATION & ACADEMIC DEGREES _____

- 2016 **Turku University, Turku School of Economics, Finland.**
Doctor of Economics Honoris Causa, conferred on May 13, 2016.
- 2010 **University Paris Dauphine, Paris, France.**
Habilitation à Diriger des Recherches – HDR (French Habilitation Thesis)
- 1991-95 **University of Paris 1, Panthéon-Sorbonne, Paris, France.**
Doctorat en Sciences de Gestion (French Ph.D. in Business Administration)
Foreign Market Entry Decision-Making and Place Marketing.
- 1989-90 **University of Paris 1, Panthéon-Sorbonne, Paris, France.**
Diplôme d’Etudes Approfondies – DEA (Doctoral Preparation Program).
- 1988 - 89 **EDHEC Graduate School of Management, Lille, France.**
General Management Certificate.
- 1986 – 88 **Pforzheim University of Applied Sciences, Pforzheim, Germany.**
Diplom-Betriebswirt (FH) – (German equivalent of M.A.in Management).

PRIOR PROFESSIONAL EXPERIENCE _____

DML & ASSOCIATES International Management Consultants (1990 - 1995)

Consultant (1993-1995). Junior Consultant (1990-1993), Francfort and Paris offices.
Assignments in international business development and corporate restructuring.
International market entry studies, industrial partner search, customer satisfaction studies for industrial clients, export promotion and inward investment promotion programs, divestment from non-strategic subsidiaries.

Major clients : ABS, AVX (Kyocera), Cedilac-Candia, Chemviron Carbon (Calgon), DIM, Kraft Jacobs Suchard, Kysor-Warren, MIKO, Rhône-Poulenc, Unilever, United Biscuits.

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS _____

Academy of Marketing Science
American Marketing Association
Association Française de Marketing
Institute of Supply Management (ISM)
European Marketing Academy – Country Representative for France (2008 – 2010)

PERSONAL BACKGROUND _____

Married to Ghislaine Ulaga, daughter Juliette & dog Joshua.