

David Berkowitz

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Department of Management and Marketing
College of Business Administration
University of Alabama in Huntsville
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Education

Doctor of Philosophy, Marketing, University of Alabama, 1997.
Master's of Business Administration, Marketing, University of Texas at Austin, 1980.
Bachelor of Arts, Accounting, Rutgers University at Camden, 1978.

Academic Appointments

Dean, Graduate Studies, 2013-present
Associate Dean for Research and Graduate Studies 2011-2013.
Director of the Integrated Enterprise Laboratory, 2009-2013.
Academic Director of the Innovation and Commercialization Laboratory 2009-2013.
Chair Department of Management, Marketing and Management Science, 2007- 2009.
Director of the Center for the Management of Science and Technology Academic Year 2003-2007.
Professor, University of Alabama in Huntsville, Academic Year 2008-present.
Associate Professor, University of Alabama in Huntsville, Academic Year 2002-2008.
Assistant Professor, University of Alabama in Huntsville, Academic Year 1997-2002.
Visiting Professor, University of Alabama in Huntsville, Academic Year 1996-97.

Articles Accepted for Publication (Refereed)

Richard, Michael D., Arthur W. Allaway, David Berkowitz, and Giles D'Souza (1996), "Capturing Competitive, Cannibalistic, and Variety-Seeking Influences on Market Share: An Asymmetric Choice Modeling Approach," *Journal of Applied Business Research*, Vol. 12, Number 3, 108-119.

Berkowitz, David and John S. Hill (1996), "Social Expressions/Greeting Card Industry: Anatomy of an International Marketing Strategy," *Journal of Product and Brand Management*, Vol. 5, Number 1, 34-46.

Weaver, K. Mark, David Berkowitz, and Les Davies (1998), "Preliminary Development of an Export Screening Checklist: A Regression Analysis of a Comprehensive Norwegian Export Survey," *Journal of Small Business Management*, Vol. 36, Number 4, 1-11.

Trocchia, Philip J. and David Berkowitz (1999), "Preparing the Marketing Doctoral Student for the 21st Century," *European Journal of Marketing*, Vol. 33 Number 7/8, 746-759.

Wren, Brent M., Wm. E. Souder, and David Berkowitz (2000), "Market Orientation and New Product Development in Global Industrial Firms," *Industrial Marketing Management*, Vol. 29, Number 6, 601-611.

Berkowitz, David, Arthur Allaway, and Giles D'Souza (2001), "The Impact of Differential Lag Effects on the Allocation of Advertising Budgets Across Media," *Journal of Advertising Research*, Vol. 41, No 2., 27-36.

Berkowitz, David, Arthur W. Allaway and Giles D'Souza (2001), "Estimating Differential Lag Effects for Multiple Media," *Journal of Advertising*, Vol. 30, No. 4; 59-66.

Simpson, James T., C. Wiedemann, P. Schmalen and D. Berkowitz (2002), "New Product Development in German and US Technology Firms" *European Journal of Innovation Management*, Vol. 5, No. 4, 194-207.

Allaway, Arthur W., David Berkowitz and Giles D' Souza (2003), "Spatial Diffusion of a New Loyalty Program Through a Retail Market," *Journal of Retailing*, Vol. 79, 131-151.

Berkowitz, David, Jatinder N. D. Gupta, James T. Simpson and Joan B. McWilliams (2004), "Defining and Implementing Performance-Based Logistics in Government," *Defense Acquisition Review Journal*, Vol. 11, No. 3, 255-266.

Sherman, J.D., D. Berkowitz and W.E. Souder (2005), "New Product Development Performance and the Interaction of Cross-Functional Integration and Knowledge Management," *Journal of Product Innovation Management*, New York: Sep 2005. Vol. 22, Iss. 5; p. 399.

Allaway, Arthur and David Berkowitz (2005), "Modeling Market Adoption of a Retail Innovation over Time and Space," *The Business Review Cambridge*, Vol. 4, Number 1, Summer, p. 13.

Berkowitz, D., Y. Bao and A. Allaway (2005), "Hispanic Consumers, Store Loyalty and Brand Preference", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 14, No. 1, 9-24.

Allaway, A, R. Gooner, D. Berkowitz and L. Davis (2006) "Deriving and Exploring Behavior Segments within a Retail Loyalty Card Program", *European Journal of Marketing* Vol. 40, Iss. 11/12; p. 1317.

Berkowitz, David, Brent M. Wren, and E. Stephen Grant (2007), "Predicting New Product Success or Failure: A Comparison of U.S. and U.K Practices," *Journal of Comparative International Management*, 10 (June), 50-65.

Killingsworth, William, David Berkowitz, John E. Burnett, James T. Simpson (2008), "The Application of Supply Network Optimization and Location Analysis in a DoD Repair Supply Chain," *Defense Acquisition Review Journal*, Vol. 15, No. 3, pp. 276-291.

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Lamore, Paul R., David Berkowitz, and Phillip A. Farrington (2013), "Proactive / Responsive Market Orientation and Marketing – Research and Development Integration," *Journal of Product Innovation Management*, Vol. 30, No. 4, 695-711.

Lamore, Paul R., David Berkowitz, and Phillip A. Farrington (2013), "Antecedents of Proactive and Responsive Market Orientation," *International Journal of Sustainable Strategic Management*, Vol. 4, No. 1, 2-23.

Berkowitz, David and Brent M. Wren and (2013), "Creating Strategic Commitment in Franchise Systems: Establishing the Link between Leadership, Organizational Structure and Performance," *Journal of Small Business and Entrepreneurship*, Vol. 26, No. 5, 481-492.

Wren, Brent M., David Berkowitz and E. Stephen Grant (2014), "Attitudinal, personal, and job-related predictors of salesperson turnover," *Marketing Intelligence and Planning*, Vol. 32, No. 1, 107-123.

Articles Accepted for Publication and Book Chapters

David Berkowitz and Arthur W. Allaway (1998), "SPSS, Version 7.5 For Windows NT/Windows 95," *Journal of Marketing Research*, 35 (1), 130-132.

Allaway, A., Lisa D. Murphy and David Berkowitz (2004), "The Geographical Edge: Spatial Analysis of retail Loyalty Program Adoption," in *Geographic Information Systems in Business*, James B. Pick Ed., Idea Publishing Group, Hershey, 260-277.

Bao, Yeqing, David Berkowitz, Brent Wren (2009), "Consumer Marketing of High Technology Products," in Bidgoli, Hossein (editor), *The Handbook of Technology Management*, Vol. 2, 290-304.

Lamore, Paul and David Berkowitz (2009), "Market Orientation and Innovation: A Literature Review" in Timo Riihela and Minna Mattila (editors), *Many Faces of Innovation*, The Laurea Publication Series A-70, 7-41.

Manuscripts submitted for review to a journal:

Hawkins, Timothy, Michael Gravier, David Berkowitz and William Muir, "Improving Services Supply Management in the Defense Sector: How the Procurement Process Affects B2B Service Quality," *Journal of Purchasing and Supply Management*, (Forthcoming).

Whittinghill, Craig, David Berkowitz, and Phillip Farrington, "Does Your Culture Encourage Innovation?" *Defense Acquisition Research Journal*, Under Second Review.

Sponsored Research

Investigators (Identify principal investigator)	Title	Awarding Organization	Date Sub- mitted	Time Period of Grant or Contract	Dollar Value	Status: (Awarded, Under Review, Rejected)
Berkowitz	End to End Supply Chain Metrics	AMC	8/11	4/12-5/13	\$1,650,000	Not Funded
Berkowitz	End to End Supply Chain Metrics	AMC	1/11	5/11-4/12	\$1,500,000	Complete
Berkowitz	End to End Supply Chain Metrics	AMC	1/10	5/10-4/11	\$1,300,000	Complete
Berkowitz	End to End Supply Chain Metrics	AMC/ AMCOM	12/09	2/10-8/10	\$200,000	Complete
Berkowitz	End to End Supply Chain Metrics	AMC/ AMCOM	5/09	8/09-8/10	\$600,000	Complete
Berkowitz	New Venture Challenge Support	UTC	5/09	1/10-5/14	\$120,000	Awarded
Greenwood	Enhancing The Army Supply Chain	AMCOM	1/09	2/09-12/09	\$500,000	Complete
Berkowitz	Open Source Business Models	Teledyne Brown	12/08	1/09-12-09	\$45,000	Complete
Berkowitz	MOA Assessment	Polaris	9/08	6/09	\$5,000	Complete
Berkowitz	C/AMRDEC/Presentation of MOA & Commercialization Technology	AMRDEC	2/08	2/08-3/08	\$39,000	Complete
Berkowitz	Huntsville Virtual Incubator	SBA	11/08	2/08-3/08	\$350,000	Rejected
Berkowitz	Strategic Advisors for Missile S&T-Patent Mapping	AMRDEC	2/08	2/08-3/08	\$60,000	Complete
Berkowitz	Performance Based Logistics	DRS	2/08	2/08-3/08	\$185,000	Rejected
Harris	Retail Impact on Transportation System	ALDOT	12/06	7/07-7/08	\$325,000	Complete
Berkowitz	BRAC Workforce Development Analysis	HSV Chamber of Commerce	10/06	12/060-6/07	\$142,000	Complete
Berkowitz	Strategic Advisors for Missile S&T	AMRDEC	1/07	1/07-6/07	\$20,000	Complete
Rhoades	Strategic Advisors for AMCOM	AMCOM	5/05	5/05-4/06	\$150,000	Complete
Flinn	Logistic Engineering	FCS PM	8/05	8/05-4/06	\$50,000	Complete
Berkowitz	ADTRAN Training	ADTRAN	8/05	8/05	\$9,000	Complete
Rhoades	Aviation Systems Integration Facility Analysis	Comanche Termination Office	8/05	8/05 – 12/31/05	\$200,000	Complete
Berkowitz	Aviagen Production Management Course (P)	Aviagen		Awarded 2/1/05	\$60,000	Complete

Other Current Research Projects

Hawkins, Timothy G., William A. Muir and David Berkowitz, “Improving Services Supply Management: How the Procurement Process Affects B2B Service Quality”, under revision Journal of Business Logistics.

Allaway, A., G. D'Souza, D. Berkowitz and K. Kim., "Identifying Intervention Opportunities in a Loyalty Program," Target *International Journal of Research in Marketing*.

Berkowitz, David and Ann Ledwith INTERPROD: A review of findings and implications for future research. target *Journal of Product Innovation Management*.

Berkowitz, David, Timothy D. Landry and Arthur Allaway, Sale Items and the Geographic Draw: An Analysis of Loyalty Card Behavior, target *Journal of Retailing*.

Berkowitz, David and Russell Alexander, "Patent Mapping and the Budget Allocation Decision," target, *Les Nouvelles Journal of the Licensing Executives Society International*.

Conference Publications and Presentations

Allaway, A. and D. Berkowitz (2000), "Creating Store Loyalty: The spatial diffusion of a loyalty card program." Presented at the EIRASS conference in Sintra, Portugal.

D. Berkowitz and A. Allaway (2001), "Model Building Insights in a Loyalty Program Environment," Presented at the EIRASS conference in Vancouver, Canada.

Berkowitz, David, Brent M. Wren and James T. Simpson (2002), "US vs. UK Product Development Practices," presented at the Society for Marketing Advances National Conference.

Berkowitz, Simpson and Allaway, Poster Presentation at ITEA in Kauai, HI on Kwajalein Marketing Strategy (2003).

Allaway, A., R. Gooner, and D. Berkowitz (2004), "Derivation of Loyalty Program Market Segments," presented at the EIRASS conference in Prague, CR.

Berkowitz, David, Invited Presentation at IDGA in Washington, DC on Performance Based Logistics (2004).

Berkowitz, David, Yeqing Bao and A. Allaway (2005), "*Hispanic Loyalty: A Post-Hoc Approach to Developing Quasi-Experimental Designs with a Customer Loyalty Database*," presented at the EIRASS conference in Orlando.

Rogers, E.W. ; Berkowitz, D. ; Singh, T. ; Linde, C. (2005), "Linking acquisition strategy to contract performance over the product life cycle," Presented at IEEE Aerospace Conference in Big Sky, MT.

Arthur W. Allaway, David Berkowitz and Catherine S. Hartley (2005), "*Comparing Spatial Diffusion Models of a New Product Launch for Multiple Sites*," presented at the Association of American Geographers in Denver.

Arthur W. Allaway, and David Berkowitz (2005), "Modeling Market Adoption of a Retail Innovation over Time and Space," presented at The Global Business and Finance Research Conference in London.

Berkowitz, David, Invited Presentation at IDGA in Washington, DC on Performance Based Logistics (2005).

Berkowitz, David and A. Allaway (2006), "*Do Items that are on Sale Increase Store Draw for Loyalty Card Holders?*" to be presented at the EIRASS conference in Budapest.

Berkowitz, David, Invited Presentation at IDGA in Washington, DC on Business Case Analysis (2006).

Wren, Brent and David Berkowitz (2007), "Creating Strategic Commitment in Franchise Systems: Establishing the Link between Leadership, Organizational Structure and Performance," Accepted at the International Congress on Small Business 2008

Berkowitz, David Keynote Address at the Performance Based Logistics 2007, Sydney Australia.

Berkowitz, D., A. Allaway, and G. D' Souza, (2008) "Customer Purchase Patterns for New Product Launches," presented at the EIRASS conference in Zagreb.

Berkowitz, David (2009), Panel Moderator and Organizer of the *Ethics and Compliance Issues in Government Contracting*, UAHuntsville.

Berkowitz, David (2009), *Energy in the 21st Century, What do Consumers Want?*, Panelist and Presenter at *Building Partnerships, Advancing Competitiveness* Symposium, UAHuntsville.

Zhuang Yue1, Berkowitz, David, and Yeqing Bao (2009), "Integrated Effects on R&D Composite Input: China Manufacturing Firms Practices," Presented at IEEE International Conference on Management Science & Engineering (16th)

Berkowitz, David, Ravi Patnayakuna, Fan Tseng, Allen Wilhite (2009), "An End to End View of the AMCOM Supply Chain," Presented at Forty-Eight Annual Army Operations Research Symposium, Ft. Lee, VA.

Berkowitz, David, Fan Tseng and Jatinder N. Gupta (2010), "Developing Products for A Complex Global Supply Chain," to be presented at the EIRASS conference in Istanbul.

Berkowitz, David, Timothy D. Landry and Arthur Allaway (2010), "Sale Items and the Geographic Draw: An Analysis of Loyalty Card Behavior," to be presented at the EIRASS conference in Istanbul.

Berkowitz, David, Jatinder N.D. Gupta, Fan Tseng, Laird Burns and Greg Harris (2010), "Designing Products and International Supply Chains," presented in a special session "Examining Issues at the Intersection between Technology and Global Marketing," Winter Marketing Educators' Conference AMA, New Orleans.

Carter, Greg, Greg Harris and David Berkowitz 2010, "A Scan of the State of Lean New Product Development," *Proceedings of the 2010 Industrial Engineering Research Conference* A. Johnson and J. Miller, eds.

Laird Burns, Fan Tseng, and Berkowitz, David (2010), "Global network analysis in a military supply chain: Using a systems-based approach to develop a next-generation end-to-end supply chain performance measurement and prediction system," *15th Annual Cambridge International Manufacturing Symposium, Cambridge, UK.*

Laird Burns, Fan Tseng, and David Berkowitz, "Global network analysis in a military supply chain: Using a systems-based approach to develop a next-generation end-to-end supply chain performance measurement and prediction system", *15th Annual Cambridge International Manufacturing Symposium, Cambridge, U.K.*

Laird Burns, Fan Tseng, David Berkowitz, "Military Supply Chains: Characteristics, Challenges and Next Generation Metrics for an Army Supply Chain Command", *Decision Sciences Institute 2010 Conference, San Diego, CA.*

Laird Burns and Steven Melnyk, "Do Supply Chain Relationships Matter? A Multi-Method Study of Supply Chain Relationship Structure, Firm Performance, and Resilience Under Conditions of Supply Disruption", *Decision Sciences Institute 2010 Conference, San Diego, CA.*

David Berkowitz, Laird Burns, Fan Tseng, and Al Wilhite, "Characteristics, Challenges and Performance Metrics in Military Supply Chains", *INFORMS Deep South Conference 2010, Huntsville, AL.*

David Berkowitz, Arthur Allaway, and Giles D'Souza, "Trajectories and Post Adoption Behavior," presented at the EIRASS conference in San Diego (2011).

Allaway, Arthur W., Giles D' Souza, David Berkowitz, and William M. Northington, "Segmenting the Customer Base using Trajectories of Buying Activity," presented at AMS-Reims, France (2011).

David Berkowitz, Panel Participant at the New Deans Institute, *FRESHMAN DEANS' REFLECTIONS*, Portland (2014)

Teaching Interests

New Product Development, Marketing Management Strategy, Product Management.

Professional Experience

Board of Directors Outside Member, Peaches Inc., 1996-1998

Randall's Bridal and Formalwear, Kansas City, MO - 1987 to 1992

Co-Owner

International Operations Analyst, Hallmark Cards, Kansas City, MO -1983 to 1991

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Reported to the International Director of Administration and during his extended trips abroad, directly to the President. Supervised activities of interns and clerical staff to support various projects worldwide.

- Responsible for the introduction and ongoing management as Product Manager of new computer product lines outside the United States. Developed complete financial and market analysis for the introduction of 8 products with over \$1 million sales volume.
- Provided division with technology plan and direction. Provided consultation on all international telecommunications needs.
- Performed extensive research projects in the European, Far East Markets.
- Performed acquisition analysis on several acquisition candidates.
- Licensed the "Peanuts" Characters to third party vendors.

Operations Research Analyst, Hallmark Cards, Kansas City, MO -1980 to 1983

- Responsible for the improvement of marketing operations by utilizing analytical abilities to solve business problems.
- Derived mathematical models and programmed systems to analyze sales to space relationships for greeting cards and gift wrap displays.
- Developed and implemented a competitive market share tracking system which analyzed competitive market shares by channel of trade and product category.

Professional Service

Executive Committee Alabama Council of Graduate Deans 2014-present.

Executive Committee Conference of Southern Graduate Schools 2014-present.

Past Chair TechSig AMA 2009-2011.

Chair TechSIG AMA 2007-2009.

Vice Chair for Membership –TechSIG AMA 2005-2007.

Editorial Board Member Journal of Product Innovation Management.

Editorial Board Member of the International Quarterly Journal of Marketing.

Reviewer for Journal of Business Logistics

Reviewer for the Journal of Retailing.

Reviewer for the Journal of Retailing and Consumer Services.

Reviewer for Management Decision

Reviewer for the Product Development Management Association Conference

Track Chair Academy of Marketing Science Annual Conference, 2000.

Session Chair/Discussant for Academy of Marketing Science Annual Conference, 1997.

Reviewer for Relationship Marketing Conference, American Marketing Association, 1996.

Reviewer for Academy of Marketing Science Annual Conference, 1997.

Reviewer for Relationship Marketing Conference, Emory University, 1996.

Reviewer for Academy of Marketing Science Annual Conference, 1996.

Reviewer for Decision Sciences Institute Annual Conference, 1995.

Scholastic Honors

Billings Faculty Fellowship for 2006.

ADSC Award for Graduate Teaching, 2004-2005.

Witmond Fellowship, 2001, College of Administrative Science, UAH.

Witmond Fellowship, 2000, College of Administrative Science, UAH.

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Witmond Fellowship, 1999, College of Administrative Science, UAH

Nominated for ADSC Award for Undergraduate Teaching, 1999-2000

Minnie C. Miles Outstanding Graduate Student Award, University of Alabama, 1997

Mary Dunstan Hood Award for Outstanding Accomplishment in the Marketing Doctoral Program, University of Alabama, 1997

Dudley Ray Watson and Taylor E. Little Award for Excellence Demonstrated in Academic and Service Activities by a Marketing Graduate Student, University of Alabama, 1997

American Marketing Association Doctoral Consortium Fellow, 1995.

Minnie C. Miles Outstanding Graduate Student Award,

College of Commerce and Business Administration, University of Alabama, 1995.

Harvey Smith Student Award,

Birmingham Chapter of the American Marketing Association, 1995.

Award for Excellence in Research by a Doctoral Student,

College of Commerce and Business Administration, University of Alabama, 1995.

Mu Sigma Rho Award for Outstanding Statistics Minor, University of Alabama, 1995.

Minnie and Sam Pizitz Department Store Scholarship Award, 1995.

Comer Foundation Endowed Graduate Fellowship, 1992-1994.