

## Professional Biography

Dr. Allred began his career as an electrical engineer at Eyring Research Institute in the mid 80's designing digital equipment for 3M, Exxon and Chevron. He earned an MBA and began his business career at Novell in the late 80's. For nearly a decade he pioneered innovative alliances, advanced professional associations and managed award winning services and technologies. He was responsible for international user groups, technical support products, infobases, and user relationships with tens of thousands of corporate customers, resellers and service professionals worldwide.

In the late 90's, Dr. Allred left industry to pursue a PhD at Purdue University. His doctoral research examined satisfaction and loyalty evaluations of high-tech business-to-business service exchange experiences. He is currently on the faculty of the Purdue University Krannert School of Management. Dr. Allred has expertise in quantitative research methods, modeling, and decision sciences, and has been recognized for exceptional instruction and research. Recent research awards include: 2011 Harold E. Fearon Award – Best Paper, 2011 Literati Network Awards for Excellence – Highly Commended Paper, 2010 Literati Network Awards for Excellence - Outstanding Paper, and 2010 E. Grosvenor Plowman Award - Best Research.

Dr. Allred has developed an undergraduate/graduate experiential learning initiative – Social Entrepreneurship in Southeast Asia. He and his students collaborate with the students and faculty of North-Chiang Mai University to help preserve the cultural heritage of an important village in Northern Thailand. Students help rejuvenate the village economy through a variety of in-class (academic year) and on-site (study abroad) activities, including brand management, channel development, product management, event planning, ecommerce, social media, promotions and market research projects. The program continues to receive local, national and international press attention.

## CAREER FOCUS

### **Business Management and Decision Sciences**

Product, Service and Technology Management  
Business-to-Business Relationship Management  
Decision Sciences and High-Tech Marketing  
Quantitative Research Methods

## EDUCATION

### **Ph.D., Business Management**, Purdue University, August 2002

Emphasis: Marketing, Quantitative Research Methods  
Dissertation: "Managing Business Initiated Contacts with System Component  
Manufacturers in Technology Intensive Markets"

### **MBA**, Brigham Young University, April 1987

Emphasis: Quantitative Research Methods (Graduated With Distinction)

### **B.S., Electrical Engineering**, Brigham Young University, April 1985

Emphasis: Digital Architecture and Design  
Minor: Mathematics / Calculus

## ACADEMIC APPOINTMENTS

### **Adjunct Professor (Continuous Lecturer)**, Purdue University, 2011-2012

**Assistant Professor**, Brigham Young University, 2002-2011

**Visiting Assistant Professor**, Purdue University, 2008-2009 Academic Year

## PROFESSIONAL EXPERIENCE

### **Product Management and Marketing**, Intel Corporation, 1997-1998

Product Line Manager, 1997-1998  
LanDesk Anti-Virus Software, 1998  
LanDesk Common Technologies, 1997

### **Technology Management and Marketing**, Novell Inc., 1996

Director of Product Marketing, Novell Extended Networks Division, 1996  
NEST - LAN Magazine Technology of the Year, 1996

### **Services Management and Marketing**, Novell Inc., 1991-1995

Director of Worldwide Services Marketing and Programs, 1991-1995  
IT Service Marketing Association - Founding Board of Advisors, 1994  
NetWare Users International (NUI) Program Management, 1994-1995  
NUI Inc. Board of Trustees, 1994-1998  
NetWare Connect Magazine, 1994-1995  
NUI User Groups and Conferences, 1994-1995  
Novell Authorized Service Centers (NASC) - Established in 1993  
CNE Professional Association (CNEPA) - 1993 (Renamed NPA)  
Technical Support Alliance Network (TSANet) – Underwritten 1993  
Technical Support Alliance (TSA) – Established 1991  
Certified NetWare Engineer (CNE) Program Management  
Education Product Marketing  
NetWire Services (CompuServe Internet Services)  
Network Support Encyclopedia (NSEPro)

### **Consulting Services and Research**, Novell Inc., 1988-1990

Research Notes & Publications, Consulting Services, Market Research

**Software Engineering**, Novell Inc., 1987  
Networks, LAN Drivers, and Diagnostic Software Development

**Hardware Engineering**, Eyring Research Institute Inc., 1982-1985  
Manufacturing Plant Equipment (3M Magnetic Storage Tape)  
Other Projects (Exxon, Chevron, etc.)

**PEER-REVIEWED  
JOURNAL  
PUBLICATIONS**

Allred, Chad R., Stanley E. Fawcett, Cindy Wallin, and Gregory Magnum (2011), "A Dynamic Collaboration Capability as a Source of Competitive Advantage," *Decision Sciences*, Vol. 42, No. 1, pp. 123-304.

Fawcett, Stanley, Cindy Wallin, Chad R. Allred, Amydee Fawcett and Gregory Magnum (2011) "Information Technology as an Enabler of Supply Chain Collaboration: A Dynamic Capabilities Perspective," *Journal of Supply Chain Management*, Vol. 47, No. 1, pp. 38-59. **2011 Harold E. Fearon Best Paper Award**

Allred, Chad R., and R. Bruce Money, (2010), "The Service Hand-Off: Effects of Multivendor Service Performance on Customer Satisfaction - An Experimental Study," *Journal of Services Marketing*, Vol. 24, No. 3, pp. 184-195. **2011 Literati Network Awards for Excellence, Highly Commended Paper Award**

Money, R. Bruce, and Chad R. Allred (2009), "An Exploratory Test of a Model of Social Networks, National Culture, and International Multilateral Negotiations," *Negotiations Journal*, Vol. 25, No. 3, pp. 337-356

Fawcett, Stanley E., Cindy Wallin, Chad R. Allred, and Gregory Magnan (2009), "Supply Chain Information Sharing: Benchmarking a Proven Path," *Benchmarking: An International Journal*, Vol.16, No. 2, pp. 222-246.

Fawcett Stanley E., Chad R. Allred, Gregory M. Magnan, and Jeff Ogden (2009), "Benchmarking the Viability of SCM for Entrepreneurial Business Model Design," *Benchmarking: an International Journal*, Vol. 16, No. 1, pp. 5-29. **2010 Literati Network Awards for Excellence, Outstanding Paper Award**

Allred, Chad R. and Stanley E. Fawcett (2008), "Market Orientations, Collaboration, Value Creation and Business Performance: Understanding Asymmetric Supply and Demand Chain Effects." *International Journal of Business Excellence*, Vol. 1, No. 4, pp. 391-417.

Smith, Scott M., Chad R. Allred, and William R. Swinyard (2008), "The Diffusion of Online Shopping: Online Shoppers and the Computer Competence Index," *International Journal of Internet Marketing and Advertising*, Vol. 4, No. 4, pp 302-327.

Allred, Chad R., Scott M. Smith, and William R. Swinyard (2006), "E-Shopping Leaders and Fearful Conservatives: A Market Segmentation Analysis," *International Journal of Retail & Distribution Management*, Vol. 34 No. 4/5, pp. 308-333.

Allred, Chad R., and Michael Swenson (2006), "Using Technology to Increase Student Preparation for and Participation in Marketing Courses: The Random Selector Model," *Marketing Education Review*, Vol. 16, pp. 15-21.

**ADDITIONAL  
PUBLICATIONS**

Smith, Scott M., Jared S. Smith, and Chad R. Allred (2006), "Advanced Techniques and Technologies in Online Research" in *The Handbook of Marketing Research: Uses, Misuses, and Future Advances*, Sage Publishing, pp. 132-158. **2007 Choice Award for Outstanding Academic Title**

Whitlark, David B., and Chad Allred (2003), "Driving Your Market: Values Research Helps Create a Marketing Driving Strategy," *Marketing Research*, Vol. 15, No. 4, pp 33-38.

**RESEARCH  
IN PROGRESS**

Allred, Chad R., and Jagdip Singh, "To Partition or Not To Partition: Customer Satisfaction and Commitment in Extended Service Experiences." (Targeted for publication in *Journal of Marketing*)

Wallin, Cindy, Stanley Fawcett, and Chad R. Allred, "A Longitudinal Study of the Antecedents and Performance Outcomes of Integration Intensity." (Targeted for publication in *Production and Operations Management*)

Allred, Chad R., Gary K. Rhoads, William T. Ross, Jr. and Jagdip Singh, "An Analysis of the Effects of Ethical Relativism and Idealism on Retail Store Performance." (Targeted for publication in *Journal of Retailing*)

Allred, Chad R., Gary K. Rhoads, and Jagdip Singh, "Store Manager Merchandizing and Customer Satisfaction Orientations: An Assessment of Innovativeness, Proactiveness and Risk Taking." (Targeted for publication in *Journal of Marketing*)

**REFEREED  
CONFERENCE  
PROCEEDINGS**

Fawcett, Stanley E., Cindy Wallin, Chad R. Allred, Gregory Magnum, and Amy Dee Fawcett (October 2010). "Evaluating Information Technology as a Supply Chain Collaboration Enabler: Insights from the Resource-Based View." *Proceedings of the CSCMP Supply Chain Management Educators' Conference. 2010 E. Grosvenor Plowman Award for best research of SCMEC conference.*

Wallin, Cindy, Stanley E. Fawcett, Chad R. Allred (March 2010), "Supplier, Customer and Collaboration Orientations: A Longitudinal Perspective," *Proceedings of the 20<sup>th</sup> Annual North American Research and Teaching Symposium.*

Allred, Chad R., Stanley E. Fawcett, and Cindy Wallin, (October 2008), "Collaboration's Role in Mitigating Functional and Inter-organizational Conflict," *Proceedings of the 2008 CSCMP Supply Chain Management Educators' Conference.*

Fawcett, Stanley E., Cindy Wallin, Chad R. Allred, and Gregory Magnum (August 2008), "Has a Proven Path Emerged? A Longitudinal Study of Supply Chain Information Sharing Capability," *Proceedings of the Academy of Management 2008 Annual Meeting.*

Fawcett, Stanley E., Chad R. Allred, and Cindy Wallin (August 2008), "Market and Collaboration Orientations: Examining Supply/Demand Chain Effects," *Proceedings of the Academy of Management 2008 Annual Meeting.*

Wallin, Cindy, Stanley E. Fawcett, Chad R. Allred, and Gregory Magnum. (March 2008), "Supply Chain Information Sharing and Firm Performance: A Longitudinal Study." *Proceedings of the 19th Annual North American Research and Teaching Symposium on Purchasing and Supply Management*.

Allred, Chad R. and Bruce R. Money (August 2007), "Customer Satisfaction with the Performance of Multivendor, After-Sales Service Alliances," *Proceedings of the Summer 2007 AMA Educators Conference*.

Allred, Chad R., Scott M. Smith and William R. Swinyard (July 2006), "Shopper Segmentation," *Proceedings of the 13th International Conference on Recent Advances in Retailing and Consumer Services Science*.

Money, R. Bruce, and Chad R. Allred (June 2006), "An Exploratory Test of a Model of Social Networks, National Culture, and International Multilateral Negotiations," *Proceedings of the 48<sup>th</sup> Annual Meeting of the Academy of International Business*.

Allred, Chad R., Lenard Huff and Scott M. Smith (December 2005), "Cross Cultural Religiosity, An Exploratory Investigation," *Proceedings of the 11th Cross Cultural Research Conference*.

Allred, Chad R., and Michael J. Swenson (April 2005), "Using Technology to Increase Student Participation in the Marketing Principles Course: The Random Selector Model," *Proceedings of the 2005 Marketing Educators Association Conference*.

Allred, Chad R. (February 2005), "Affect and Conation in Business-to-Business Relationships: An Empirical Analysis of Loyalty Lifecycle Sequence," *Proceedings of the Winter 2005 AMA Educators Conference*.

**CREATIVE WORKS**

Allred, Chad R., *Random Selector*, Software Application. Copyright 2003-2007, Version 2.0, Brigham Young University.

**GRANTS**

Purdue Study Abroad and International Learning (SAIL) 2015  
Purdue Study Abroad and International Learning (SAIL) 2014  
Purdue Study Abroad and International Learning (SAIL) 2013  
Purdue Service Learning Faculty Development Grant 2011-2012  
Marriott School Research Grant, 2007  
Kevin and Debra Rollins Center for eBusiness, 2006  
J.C. Penny Research Endowment, 2005  
Marriott School Research Grant, 2005  
J.C. Penny Research Endowment, 2004  
Marriott School Research Grant, 2004  
J.C. Penny Research Endowment, 2002  
Purdue Research Foundation (PRF) Research Grant, 2001

**PROFESSIONAL AFFILIATIONS**

American Marketing Association (AMA)  
Decision Sciences Institute (DSI)

**PROFESSIONAL SERVICE**

Ad-Hoc Reviewer  
Marketing Education Review, 2006, 2008, 2009  
Academy of International Business, 2007

Journal of the Academy of Marketing Science, 2006  
Journal of Business Research, 2006

Competition Judge

Purdue Business-to-Business Marketing Case Competition, 2008  
BYU Hawaii Business Plan Competition, 2006  
BYU Advertising Campaign Competition, 2005

**COURSES  
TAUGHT**

Brigham Young University

Business Management 659 (MBA - Business-to-Business Marketing)  
Business Management 550 (MBA - Marketing Management)  
Business Management 490R (Business-to-Business Marketing)  
Business Management 459 (Marketing Strategy)  
Business Management 341 (Marketing Management - Majors)  
Business Management 340 (Marketing Fundamentals - Non-Majors)

Purdue University

Management AMP (Applied Management Principles – Weekend Seminar)  
Management 690R (MBA - Business at the Base of the Pyramid)  
Management 623 (MBA - Business-to-Business Marketing)  
Management 621 (Weekend MBA - Marketing Management II)  
Management 620 (Weekend MBA - Marketing Management I)  
Management 620 (MBA - Marketing Management)  
Management 620 (STEM MBA - Marketing Management)  
Management 620 (Executive MBA - Marketing Management)  
Management 590 (MBA - Marketing Project Management)  
Management 521 (MBA - Brand Management)  
Management 490 (Social Entrepreneurship in Southeast Asia – Study Abroad)  
Management 490 (Business-to-Business Marketing)  
Management 490 (Experiential Marketing, Marketing Projects)  
Management 426 (Brand Management)  
Management 425 (Marketing Research)  
Management 422 (International Marketing)  
Management 324 (Marketing Management - Majors)  
Management 323 (Marketing Fundamentals - Non-Majors)

**AWARDS AND  
RECOGNITIONS**

Academic Research Recognitions (see references above)

2011 Harold E. Fearon Award –JSCM Best Paper  
2011 Literati Network Awards for Excellence – Highly Commended Paper  
2010 Literati Network Awards for Excellence - Outstanding Paper  
2010 E. Grosvenor Plowman Award for best research of SCMEC conference  
2007 Choice Award for Outstanding Academic Title – Contributor

Industry Recognitions

1994 ITSMA Best Practices Case Study (Novell Services)  
1991 Harold H. Short, Jr. Innovation In Service Award

Teaching Recognitions

2014 Krannert Outstanding Teaching Recognition (MBA Program)  
2014 Krannert Outstanding Teaching Recognition (Undergraduate Program)  
2013 Krannert Distinguished Teaching Recognition (MBA Program)  
2013 Krannert Innovations in Teaching Award (Undergraduate Program)  
2009 Krannert Distinguished Teaching Recognition (MBA Program)  
2008 Krannert Distinguished Teaching Recognition (Undergraduate Program)

2001 Krannert Graduate Student Teaching Excellence Award  
2000 Krannert Graduate Student Distinguished Teaching Award

Academic Honor Societies

Beta Gamma Sigma, Business Academic Honor Society  
Phi Eta Sigma, Electrical Engineering Academic Honor Society  
Eta Kappa Nu Association, Academic Honor Society

Academic Scholarships

MBA Academic Scholarship  
Presidential Academic Scholarship  
Deans Academic Scholarship  
Alvina S. Berrett Academic Scholarship

Other Recognitions

MENSA  
Eagle Scout w/ three palms

**TECHNOLOGIES  
AND TOOLS**

Digital Logic, Microprocessors, Microcontrollers, Circuits, ...  
C#, Java, VB, Assembly, Machine Language, ...  
HTML, asp.Net, Ethernet, TCP/IP, ...  
Excel/Word/PowerPoint Macros and VBA, ...  
SPSS, AMOS, EQS, Latent Gold, ...

**PROFESSIONAL  
DEVELOPMENT**

Visiting Scholar at Purdue University, August 2008 – June 2009.  
International Business Executive MBA Excursion to Asia, May – June, 2006.  
Japan, Hong Kong, China, Thailand

**INTERNATIONAL  
EXPERIENCE**

Social Entrepreneurship in Southeast Asia, 2013, 2014, 2015  
Bangkok Thailand, January 1977- November 1978 (Thai Language)  
Antwerp Belgium, November 1978 – January 1979