

WILLIAM T. ROBINSON
February 2021

HOME

4728 Pebblepoint Pass
Zionsville, IN 46077
(317) 769-0550

OFFICE

4029 Rawls Hall
Purdue University
West Lafayette, IN 47907
(765) 494-4432

EDUCATION

Ph.D. 1984

University of Michigan
Major Field: Marketing
Minor Field: Economics

M.S. 1976

University of Illinois: Champaign-Urbana
Major: Economics
Minor: Finance

B.A. Distinction 1974

University of Illinois: Champaign-Urbana
Major: Economics
Minor: Mathematics

TEACHING EXPERIENCE

1996 -

Purdue University Marketing Management
New Product Development
Ph.D. Seminar

1989 - 96

University of Michigan New Product Development
Marketing Management
Marketing Strategy

1986 - 89

University of Rochester Marketing Management
Advertising

1983 - 86

Purdue University Marketing Management
New Product Development
Ph.D. Seminar

RESEARCH INTERESTS

Marketing Strategy

Main topics include market pioneering and stock market
reactions to marketing decisions

PH.D. DISSERTATION

“Market Pioneering and Market Share in Consumer Goods Industries,” (1984), University of Michigan, Chaired by Claes Fornell.

ACADEMIC JOURNAL PUBLICATIONS

- Oh, Yun Kyung, Huseyin Gulen, Jung-Min Kim, and William T. Robinson (2016), “Do Stock Prices Undervalue Investments in Advertising?” Marketing Letters, Vol. 27, 611-626 (lead article).
- Oh, Yun Kyung, Ye Hu, Xin Wang, and William T. Robinson (2013), “How Do External Reference Prices Influence Online Gift Giving?”, International Journal of Electronic Marketing and Retailing, Vol. 5, 359-371.
- Sinapuelas, Ian and William T. Robinson (2012), “Do Me-Too Brands Price Lower than the Feature Pioneer?” Journal of Product and Brand Management, Vol. 21, 5, 350-358.
- Sinapuelas, Ian and William T. Robinson (2009), “Entry for Supermarket Feature Me-Too Brands: An Empirical Explanation of Incidence and Timing,” Marketing Letters, Vol. 20, 183-196.
- Nikolaeva, Ralitzia, Manohar U. Kalwani, William T. Robinson, and S. Sriram (2009), “Survival Determinants for Online Retailers”, Review of Marketing Science, Vol. 7, Article 1.
- Min, Sungwook, Manohar U. Kalwani, and William T. Robinson (2006), “Market Pioneer and Early Follower Survival Risks: A Contingency Analysis of Really New versus Incrementally New Products,” Journal of Marketing, (January), 15-33. Spotlight article in the Journal of Product Innovation Management (2006); 23: 379-381.
- Robinson, William T. and Jeongwen Chiang (2002), “Product Development Strategies for Established Market Pioneers, Early Followers, and Late Entrants,” Strategic Management Journal, 23 (September), 855-866.
- Robinson, William T. and Sungwook Min (2002), “Is the First to Market the First to Fail?: Empirical Evidence for Industrial Goods Businesses,” Journal of Marketing Research (accepted June 2000), 39 (February), 120-128.
- Robinson, William T. and Jeongwen Chiang (1996), “Are Sutton's Predictions Robust?: Empirical Insights Into Advertising, R&D, and Concentration,” Journal of Industrial Economics, 44 (December), 389-408.
- Kalyanaram, Gurumurthy, William T. Robinson, and Glen L. Urban (1995), “Order of Market Entry: Established Empirical Generalizations, Emerging Generalizations, and Future Research,” Marketing Science, 14 (Summer, Part 2), 212-221.
- Huff, Lenard C. and William T. Robinson (1994), “The Impact of Leadtime and Years of Competitive Rivalry on Pioneer Market Share Advantages,” Management Science, 40 (October), 1370-1377.

ACADEMIC JOURNAL PUBLICATIONS (cont.)

Robinson, William T., Gurusurthy Kalyanaram, and Glen L. Urban (1994), "First-Mover Advantages from Pioneering New Markets: A Survey of Empirical Evidence," Review of Industrial Organization, 9 (February), 1 - 23. Followed by two comments in the April issue.

Ramaswamy, Venkat, Wayne DeSarbo, David Reibstein, and William T. Robinson (1993), "An Empirical Pooling Approach for Estimating Marketing Mix Elasticities with PIMS Data," Marketing Science, 12 (Winter), 103-124.

Robinson, William T., Claes Fornell, and Mary Sullivan (1992), "Are Market Pioneers Intrinsically Stronger than Later Entrants?" Strategic Management Journal, 13 (November), 609-624. Recast in the 1994 Handbook of Business Strategy.

Robinson, William T. (1990), "Product Innovation and Start-Up Business Market Share Performance," Management Science, 36 (October), 1279 - 1289.

Robinson, William T. (1988), "Reply," Marketing Science, 7 (Fall), 391 - 392.

Robinson, William T. (1988), "Marketing Mix Reactions to Entry," Marketing Science, 7 (Fall), 368 - 385.

Robinson, William T. (1988), "Sources of Market Pioneer Advantages: The Case of Industrial Goods Industries," Journal of Marketing Research, 25 (February), 87 - 94.

Fornell, Claes, William T. Robinson, and Birger Wernerfelt (1985), "Consumption Experience and Sales Promotion Expenditures," Management Science, 32 (September), 1084 - 1105.

Robinson, William T. and Claes Fornell (1985), "Sources of Market Pioneer Advantages in Consumer Goods Industries," Journal of Marketing Research, 22 (August), 305 - 317.

Fornell, Claes and William T. Robinson (1983), "Industrial Organization and Consumer Satisfaction / Dissatisfaction," Journal of Consumer Research, 9 (March), 403 - 412.

OTHER PUBLICATIONS

Kalwani, Manohar and William T. Robinson (2009), "Pioneering in B-to-B Markets," Empirical Generalizations About Marketing Impact, edited by Dominique M. Hanssens, Marketing Science Institute, 28. Reprinted in the 2015 edition.

Kalwani, Manohar and William T. Robinson (2009), "Pioneer Survival Rates," Empirical Generalizations About Marketing Impact, edited by Dominique M. Hanssens, Marketing Science Institute, 27. Reprinted in the 2015 edition.

Robinson, William T. and Mark Parry (2004), "Order of Market Entry: Empirical Results from the PIMS Data and Future Research Topics," PIMS in Retrospect and Prospect: Essays to Honor Bob Buzzell, edited by Paul Farris and Michael Moore, Cambridge University Press, 73-91.

Robinson, William T., Claes Fornell, and Mary Sullivan (1994), "Skill and Resource Profiles for Market Pioneers, Early Followers, and Late Entrants," 1994 Handbook of Business Strategy, 174 - 185.

Robinson, William T. (1988), "Marketing Mix Reactions to New Business Ventures," PIMS Letter, #42, Strategic Planning Institute.

Robinson, William T. and Claes Fornell (1986), "Market Pioneering and Sustainable Market Share Advantages," PIMS Letter, #39, Strategic Planning Institute.

RESEARCH IN PROGRESS

"The Impact of the Great Recession on Advertising Budgets", with Utsav Shenava.

"When Do Firms Cut Advertising Budgets to Manage Earnings?" with Utsav Shenava.

EDITORIAL BOARDS

Journal of the Academy of Marketing Science, 2001 – present.

INVITED RESEARCH PRESENTATIONS

University of Rochester, Marketing Workshop, Rochester, NY, August 1985.

University of California, Los Angeles Marketing Workshop, Los Angeles, CA, September 1985.

Marketing Science Institute, Strategy & Life Cycle Conference, Cambridge, MA, December 1985.

University of Michigan, Marketing Workshop, Ann Arbor, MI, March 1988.

University of Chicago, Marketing Workshop, Chicago, IL, April 1988.

University of Michigan, Marketing Workshop, Ann Arbor, MI, February 1989.

Cornell University, Marketing Workshop, Ithaca, NY, March 1989.

Washington University, Marketing Workshop, St. Louis, MO, April 1989.

University of Pennsylvania, Wharton Strategy Conference, Philadelphia, PA, May 1989.

University of British Columbia, 1991 Summer Strategy Conference, Vancouver, BC, June 1991.

University of Pennsylvania, Empirical Generalizations in Marketing Conference, Philadelphia, PA, February 1994.

University of Rochester, Marketing Workshop, Rochester, NY, May 1995.

HEC (affiliated with the University of Montreal), International Game Theory Conference, Montreal, August 1995.

University of London, Economics Workshop, London, England, March 1997.

Hong Kong University of Science and Technology, Marketing Workshop, March 2000.

University of Virginia, PIMS Conference to Honor Bob Buzzell, October 2002.