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**Address:**

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**EDUCATION**

Ph.D. (Marketing)	Texas A&M University, August 1997
M.B.A.	Texas A&M University, December 1988
B.S. (Marketing)	Utah State University, March 1987

**Dissertation Title:** “An Investigation of the Relationship Between the Amount of Market Information Obtained by an Organization and its Product Idea Generation Capability”

**TEACHING AND RESEARCH INTERESTS**

**Teaching**

**Primary interests:** Advertising, Marketing Research, New Product Development

**Research**

**Primary research stream:** Product innovation, including organizational innovativeness, product innovation performance, and new product development strategies; customer satisfaction; consumer related health and wellness issues.

**BUSINESS EXPERIENCE**

**Exxon Company, USA.** Financial Analyst, Marketing and Production Departments, 1988-1991. Primary duties included integrating and reporting financial information to, and writing speeches for upper management. Special assignments included developing TQM projects, designing and teaching course on financial reporting and accounting to engineering staff, and serving on the Texas A&M MBA recruiting team.

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## TEACHING EXPERIENCE

### **Texas A&M University, Clinical Associate Professor of Marketing (2008-present)**

**Primary Activities:** Building advertising program designed to prepare marketing students for careers in advertising and related fields. Activities include developing and teaching three new courses, advising student advertising club, securing funding for various program activities, mentoring students, helping coordinate advertising-relevant scholarship and internship opportunities, taking students to regional advertising competitions, and advising American Advertising Federation National Student Advertising Competition team. Additional courses taught include marketing research and various independent study courses.

#### **Effectiveness Indicators:**

- The advertising team participated in the National Student advertising Competition for the first time in spring 2010 and placed third-runner up in the country's most competitive district.
- The student-run Aggie Advertising Club has quadrupled in size since the advertising program was initiated.
- Twenty-eight marketing students attended a region-wide student advertising competition in Houston in fall 2009, with students placing first and third at the event.
- A significantly greater number of marketing students received advertising-related scholarships and internships compared to previous years.

#### **Teaching Awards and Honors**

- SLATE (Student-Led Award for Teaching Effectiveness) top 5% winner, Spring 2010
- Physician's Centre Hospital guest coach (2009)—student nominated honor.
- SLATE finalist (Fall 2009)

#### **Previous Teaching Experience**

**University of North Texas (Assistant Professor of Marketing 2001-2004):** Courses taught include Marketing Research, Global Marketing, New Product Development, and Marketing Thought (doctoral seminar). Assisted in the development of a Product Development Certification program for undergraduate students.

**Utah State University (Assistant Professor 1996-2001):** Courses taught include Principles of Marketing and Retailing Management. Also supervised MBA and senior-level independent marketing projects and initiated dialog to establish a joint engineering and marketing course on new product development.

**Texas A&M University (Instructor 1993-1996):** Courses taught include International Marketing Management and New Product Planning and Development. Received Texas A&M University Association of Former Students University-Wide Distinguished Teaching Award (1995), and McDonald's Outstanding Achievement Award in Teaching (1996).

### **Teaching-Related Publications**

Hise, Richard T., Jong-Kuk Shin, Moshe Davidow, John Fahy, Roberto Solano-Mendez, and Lisa C. Troy (2004), "A Cross-cultural Analysis of the Geographical Knowledge of U.S., Irish, Israeli, Mexican, and South Korean Business School Students," *Journal of Teaching in International Business*, 15 (3), 7-26.

Hise, Richard T., Moshe Davidow and Lisa Troy (2000) " Global Geographic Knowledge of Business Students: An Update and Recommendations for Improvement." *Journal of Teaching in International Business*, 11 (4), 1-22

Troy, Lisa C. (1998), "Using Mini Assignments to Increase Class Participation," in *Great Ideas for Teaching Marketing* (4<sup>th</sup> edition), Joseph F. Hair, Jr., Charles W. Lamb, Jr., and Carl McDaniel, eds., Cincinnati, OH: South-Western College Publishing.

## **PROFESSIONAL ACTIVITIES AND SERVICE**

### **Professional Activities**

- Member of professional American Advertising Federation national and Houston chapters
- Vice President of Programming for Dallas-Fort Worth chapter of the Product Development and Management Association (2002-2004).
- *Ad hoc* reviewer for *Journal of Marketing*, 2009-present.
- *Ad hoc* reviewer for *Journal of the Academy of Marketing Science*, 2001-present.
- Track chair for 2001 American Marketing Association Summer Educators' Conference Technology and Marketing track.
- Ongoing reviewer for national American Marketing Association conferences, Association of International Business conferences, and Product Development and Management Association conferences.
- Ongoing paper discussant or session chair for American Marketing Association conferences.
- Reviewer for Product Development and Management Association Doctoral Dissertation Award (1999-2001).
- Member of American Marketing Association (1991-present), and the American Marketing Association Techsig (Technology and Marketing Special Interest Group).
- Member of the Product Development and Management Association (1999-2004).

## RESEARCH AWARDS AND GRANTS

### Teaching and Research Grants

- Center for Teaching Excellence Teaching Innovation grant (2009).
- New Faculty Summer Research Grant, University of North Texas (2003).
- Women and Gender Research Institute Travel Award, Utah State University (2001, 2000, 1998, 1997).
- Utah State University Summer Research Grant (1999).
- College Of Business competitive Research and Travel Award, Utah State University (2001, 2000, 1998).
- Doctoral Student Research Grant, Office of Graduate Studies, Texas A&M University (1996).
- Doctoral Student Research Grant, Center for Retailing Studies, Texas A&M University (1994).

### Research Awards and Honors

- Best Paper in Conference, American Marketing Association Summer Educators' Conference (2002)
- Best Paper in Track, American Marketing Association Winter Educators' Conference (2000)
- Best Paper in Track, American Marketing Association Summer Educators' Conference (2000)
- Richard D. Irwin National Doctoral Dissertation Fellowship (1995).
- AMA Doctoral Consortium Fellow (1995).
- Doctoral Student Research Award, Department of Marketing, Texas A&M University (1995).
- Best Paper Award, International Association of Business Communication (1994).
- Recipient of Regents' Fellowship, Texas A&M University (1987-1988), and (1991-1994).

## PUBLICATIONS IN REFEREED JOURNALS AND BOOKS

Troy, Lisa C., Tom Hirunyawipada, and Audhesh K. Paswan, (2008), "Cross-Functional Integration and New Product Performance: An Empirical Investigation of the Findings," *Journal of Marketing*, 72 (November), 132-46.

Szymanski, David M., Michael W. Kroff, and Lisa C. Troy (2007), "Innovativeness and New Product Success: Insights from the Cumulative Evidence," *Journal of the Academy of Marketing Science*, 35 (March), 35-52.

Paswan, Audhesh K., and Lisa Troy (2004), "Non-Profit Organization and Membership Motivation: An Exploration in the Museum Industry," *Journal of Marketing Theory and Practice*, Spring, 12 (2), 1-15.

Troy, Lisa C., David M Szymanski, and P. Rajan Varadarajan (2001) "Generating New Product Ideas: An Initial Investigation of the Role of Market Information and Organizational Characteristics," *Journal of the Academy of Marketing Science*, 29 (Winter) 88-100.

- White, J. Chris, Lisa C. Troy, and R. Nicholas Gerlich (2000), "The Role of Slotting Fees and Introductory Allowances in Retail Buyers' New Product Acceptance Decisions," *Journal of the Academy of Marketing Science*, 28 (Spring) 291-98.
- Hise, Richard, Moshe Davidow, and Lisa C. Troy, (2000), "Global Geographical Knowledge of Business Students: An Update and Recommendations for Improvement," *Journal of Teaching in International Business*, 11 (4), 1-22.
- Troy, Lisa C. (1998), "Using Mini Assignments to Increase Class Participation," in *Great Ideas for Teaching Marketing*, Joe Hair and Alvin Copeland, eds.
- Szymanski, David M., Lisa C. Troy, and Sundar G. Bharadwaj (1995), "The Order of Entry--Market Share Relationship: An Empirical Synthesis and Reexamination," *Journal of Marketing*, 59 (October), p. 17-33.

### WORK IN PROGRESS

- "Customer Satisfaction and Business Performance: A Meta-Analysis of Existing Evidence"  
Co-authors: David M. Szymanski, R. Varadarajan  
Status: invited revision for *Journal of Marketing*
- "The Role of Salesperson-generated Satisfaction in Retail Store Performance: A Decompositional Approach"  
Co-author: David M. Szymanski  
Target: *Journal of the Academy of Marketing Science*  
Status: initial version submitted to 2010 Winter AMA conference and final manuscript currently in revision process for submission fall 2009.
- "An Investigation of Perceptual Factors Influencing Consumer's Intention to Adopt Radical Versus Incremental New Products"  
Co-author: Audhesh Paswan  
Target: *Journal of Product and Innovation Management*.  
Status: anticipated submission spring 2010

### PUBLICATIONS AND PRESENTATIONS IN NATIONAL CONFERENCES

- Szymanski, David M. and Lisa C. Troy (2010), "The Role of Salesperson-Generated Satisfaction in Retail Store Performance: A Decompositional Approach," presented at AMA Winter Educators' Conference, New Orleans, LA, February 19-22.
- Szymanski, David M., Michael Kroff, and Lisa C. Troy (2002), "Are More Innovative New Products Really More Successful? An Empirical Synthesis of the Research," presented at AMA Summer Educators' Conference, San Diego, CA, August 6-9 (Awarded Best Paper in Conference).

Szymanski, David M. and Lisa C. Troy (2001), "A Multi-Constituency Model of New Product Performance," presented at AMA Winter Educators' Conference, Scottsdale, AZ, February 16-19.

Troy, Lisa C. and Brian Anderson (2000), "Effectiveness of Green Product Certification: A Contingency Investigation," presented at AMA Winter Educators' Conference, Chicago, IL, August 6 (Awarded Best Paper in Track)

Troy, Lisa C., J. Chris White, and R. Nicholas Gerlich (2000), "Product Uniqueness and Retail Buyer's Decision to Accept New Products," presented at AMA Winter Educators' Conference, San Antonio, Texas, February 6. (Awarded Best Paper in Track)

Troy, Lisa C. and Moshe Davidow (1998), "The Relationship Between Customer-Perceived Product Innovativeness and a New Product's Potential for Success," presented at AMA Winter Educators' Conference, Austin, Texas, February 22.

Troy, Lisa C., David M. Szymanski, and P. Rajan Varadarajan (1997), "An Investigation of the Relationship Between Market Information and an Organization's Product Idea Generation Capability" presented at AMA Summer Educators' Conference, Chicago, Illinois, August 4.

Troy, Lisa C. (1995), "How Does International Market Participation Contribute to Product Innovation Performance?" presented at AMA Winter Educators' Conference, San Diego, California, February 13.

Szymanski, David M. and Lisa C. Troy (1994) "The Order of Entry-Market Share Relationship: An Integrative Analysis," presented at AMA Summer Educators' Conference, San Francisco, California, August 7.

Troy, Lisa C. (1994), "Environmental Responsiveness and Marketing Strategy: A Framework for Analysis," presented at AMA Winter Educators' Conference, St. Petersburg, Florida, February 22.

Troy, Lisa Collins (1993) "Consumer Environmental Consciousness: A Conceptual Framework and Exploratory Investigation," presented at AMA Summer Educators' Conference, Boston, Massachusetts, August 5.

### **INVITED PUBLICATIONS AND PRESENTATIONS**

Szymanski, David M., Lisa C. Troy, and Sundar G. Bharadwaj (2009): findings from a 1995 *Journal of Marketing* article included in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, Dominique M. Hanssens, ed. Marketing Science Institute, Cambridge, MA, p. 29.

Szymanski, David M., Michael W. Kroff, and Lisa C. Troy (2004), "Are More Innovative Products Really More Successful?" in *PIMS in Retrospect and Prospect*, Paul W. Farris and Michael J. Moore, eds.

Panel Discussion on "Green Marketing," Special Session at the 1996 Southwestern Federation of Academic Disciplines, San Antonio Texas, March 1996.

Troy, Lisa C. (1993) "Consumer Environmental Consciousness: A Conceptual Framework and Exploratory Investigation," presented at the University of Houston Doctoral Symposium, Houston, Texas.