

Kristin N. Rotte

The Australian Graduate School of Management
UNSW
Sydney, Australia 2052

Office: 011-61-2-9931-9283
Fax: 011-61-2-99313-7279
Email: kristinr@agsm.edu.au

EDUCATION

Ph.D., University of Cincinnati, Cincinnati, OH
Marketing, August 2002

Dissertation: *“Destination ‘e’: Detecting and Managing Customer Uncertainty in a Forced Migration Initiative within a Business-to-Business Market”*

B.S.B.A., Xavier University (cum laude), Cincinnati, OH
Marketing, 1996

PROFESSIONAL EXPERIENCE

2002 – Australian Graduate School of Management
Lecturer of Marketing
Sydney, Australia

1999 – 2002 University of Cincinnati, College of Business Administration
Research Assistant
Cincinnati, OH, USA

1996 – 1999 Fidelity Investments
Positions held: *Senior Marketing Coordinator,*
Interim Team Manager, Workgroup Leader, Team Specialist, Account
Associate
Covington, KY, USA

1997 – 2002 Coldwell Banker West Shell
Real Estate Agent
Cincinnati, OH

HONORS/ AWARDS

2002 Doctoral Dissertation Grant from the Teradata Center for
CRM, Duke University (\$5,000)
AMA-Sheth Foundation Doctoral Consortium Fellow,
Atlanta, GA

2001-2002 University Summer Graduate Student Research
Fellowship

- 2001** University of Cincinnati representative to Albert Haring Symposium, Bloomington, IN
- 2000** Recipient of Doctoral Scholarship from the American Marketing Association (AMA) to attend the AMA Business Marketing Faculty Consortium
- 2000-2001** Recipient of University Graduate Scholarship for Summer Quarter
- 1999-2002** Recipient of the University of Cincinnati College of Business Siddall Scholarship
 Recipient of University Graduate Scholarship and Research Assistantship
 Recipient of The Whiting Doctoral Fellowship

RESEARCH INTERESTS

Customer Relationship Management

- Customer Migration across channels/new technologies
- Customer Retention vs. Customer Acquisition
- Customer vulnerability following service failures and recovery
- Evolution of opportunism in business-to-business relationships
- Managing profitability of relationships

Product Management Issues

- Uncertainty reduction through strategic actions
- Brand extensions

Organizational Issues

- Internal Marketing, e.g., technology upgrades
- Organizational culture, market orientation and firm performance

RESEARCH UNDER REVIEW

*“Decoding Judgments with the Judgment Uncertainty and Magnitude Parameters (JUMP) Model -- Insights into Innovation Adoption, Order-of-Entry Effect, and Customer Relationship Management,” (with Murali Chandrashekar, Detelina Marinova, and Rajdeep Grewal) Manuscript under second review at **Journal of Consumer Research**.*

*“Unobserved Heterogeneity and Brand Extension Evaluation: Brand Related Inferences versus Similarity-Induced Attitude Transfer,” (with Murali Chandrashekar, Rajdeep Grewal and Susan Kleiser). Manuscript under first review at **Journal of Consumer Research**.*

**WORK IN
PROGRESS**

“Defection-Despite-Trust: Customer Vulnerability Following Service Failures,” (with Murali Chandrashekar) Manuscript being prepared for review at *Journal of Marketing*.

“Customer Migration in Business-to-Business Markets: The Role of CRM Interventions and Uncertainty Resolution” (based on my dissertation; with Murali Chandrashekar; targeted for *Journal of Marketing*)

“Detecting Uncertainty-provoking Customer Migration Scenarios: An Analysis of Managerial Perceptions” (with Murali Chandrashekar; conceptual stage)

**CONFERENCE
AND INVITED
PRESENTATIONS**

“Service Failures and Customer Vulnerability: Implications for Customer Relationship Management,” presented at the Marketing Science Conference, University of Alberta, Canada, June 2002.

“From CRM to ‘E’: Marketing Communications and Uncertainty Resolution in a Customer Migration Initiative,” presented at the Australian Graduate School of Management, Sydney, Australia, September 2001.

“To ‘e’ or not to ‘e’: Marketing Actions, Uncertainty Resolution and Adoption of an Innovation in an Electronic Business-to-Business Market,” (with Detelina Marinova and Murali Chandrashekar) presented at the Marketing Science Conference, Wiesbaden, Germany, July 2001.

“To ‘e’ or not to ‘e’: Marketing Actions, Uncertainty Resolution and Adoption of an Innovation in an Electronic Business-to-Business Market,” presented at the Haring Symposium, Indiana University, March 2001.

**TEACHING
INTERESTS**

Services Marketing, Business-to-Business, Customer Relationship Management

**TEACHING
EXPERIENCE**

Undergraduate: Marketing Metrics (Spring and Summer 2001)
Assisted with teaching, Marketing Strategy (Summer 2000)
Assisted with teaching, Marketing E-Commerce (Fall 2000)

MBA: Serve as Markstrat Administrator for Product Management class (Fall 1999, Spring 2000, two classes in Spring 2001, Spring 2002)

- Verify Team Decisions
- Run Simulation
- Review Results and Consult with Professor
- Provide Feedback to Teams

**PROFESSIONAL
AFFILIATIONS**

American Marketing Association
INFORMS
Association for Consumer Research