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Refereed Journal Publications

Siguaw, Judy A., Jule Gassenheimer, and Gary L. Hunter (2012), "Consumer Co-Creation and the Impact on Intermediaries," *International Journal of Physical Distribution & Logistics Management*, forthcoming.

Riefler, Petra, Adamantios Diamantopoulos, and Judy A. Siguaw (2012), "Cosmopolitan Consumers as a Target Group for Segmentation," *Journal of International Business Studies*, forthcoming.

Hunter, Gary L., Jule B. Gassenheimer, and Judy A. Siguaw (2011), "Suspicion: Its Sources, Means of Control, and Effect on Interorganizational Relationships," *Industrial Marketing Management*, 40 (7), 1183-1192.

Sangwan, Sunanda, Chong Guan, and Judy A. Siguaw (2009), "Virtual Social Networks: Toward a Research Agenda," *International Journal of Virtual Communities and Social Networking*, 1 (1), 1-13. *Lead Article*.

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Diamantopoulos, Adamantios, Judy A. Siguaw, and John W. Cadogan (2008), "Measuring Abstract Constructs in Management and Organizational Research: The Case of Export Coordination," *British Journal of Management*, 19 (4), 389-395.

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Siguaw, Judy A., Penny M. Simpson, and Cathy A. Enz (2006), “Conceptualizing Innovation Orientation: A Framework for Study and Integration of Innovation Research,” *Journal of Product Innovation Management*, 23 (November), 556-574.

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Skogland, Iselin and Judy A. Siguaw (2004), “Are Your Satisfied Customers Loyal?” *Cornell Hotel and Restaurant Administration Quarterly*, 45 (August), 221-234. *Lead article*. Reprinted in Mexico’s *Revista de Alta Hotelaria*.

Siguaw, Judy A. and Penny M. Simpson (2004), “Toward Assessing Supplier Value: The Usage and Importance of Supplier Selection, Retention and Value-Added Criteria,” *Journal of Marketing Channels*, 11 (2), 3-31. *Lead article*.

Enz, Cathy A. and Judy A. Siguaw (2003), “Revisiting the Best of the Best: Innovations in Hotel Practice,” *Cornell Hotel and Restaurant Administration Quarterly*, 44 (December), 115-123.

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Austin, Jon R., Judy A. Siguaw, and Anna S. Mattila (2003), “A Re-examination of the Generalizability of the Aaker Brand Personality Measurement Framework,” *Journal of Strategic Marketing*, 11 (June), 77-92.

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Siguaw, Judy A., Penny M. Simpson, and Thomas L. Baker (1998), "Effects of Supplier Market Orientation on Distributor Market Orientation and the Channel Relationship: The Distributor Perspective," *Journal of Marketing*, 62 (July), 99-111. Recipient of Cornell University School of Hotel Administration Annual Faculty Research Award, 1999. Recipient of Citation of Excellence Award certifying a Highest Quality Rating from ANBAR Electronic Intelligence and the Editorial Advisory Board of ANBAR, 1999. Nominated for AMA's Louis W. Stern Award, 2004.

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K. Douglas Hoffman and Judy A. Siguaw (1993), "Incorporating Ethics into the Services Marketing Class: The Case of Sears Auto Centers," *Marketing Education Review*, 3 (Fall), 26-32. Case reprinted in *Retailing Management* by Barton A. Weitz and Michael Levy, Homewood, IL: Irwin, 1995.

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Sangwan, Sunanda, Chong Guan, and Judy A. Siguaw (2008), "Effects of Context, Gender and Consciousness on Avatar Choice in Virtual Environments," INFORMS Marketing Science Conference, Vancouver.

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Diamantopoulos, Adamantios, Judy A. Siguaw, and Stephen Horncastle (1995), "Assessment and Utilization of Marketing Research: A Replication and Extension," *Proceedings of the Winter AMA Educators' Conference*, 6, 490-1.

Siguaw, Judy A. and Tammy G. Hunt (1995), "Gender Differences in Job Attitudes and Selling Behaviors among Industrial Salespersons," *Proceedings of the 1995 Southeast Decision Sciences Institute*, 176-178.

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Siguaw, Judy A. (1994), "The Influence of Consumer Religiosity and Religious Affiliation on Sunday Shopping," *Proceedings of the Academy of Marketing Science*, 72. Nominated for Best Paper.

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Siguaw, Judy A., Claude Simpson, and Penny Simpson (1991), "A Study of the Teenage Clothing Market," *Proceedings of Western Decision Sciences Institute*, 134.

Book Contributions

Sangwan, Sunanda, Judy A. Siguaw, and Chong Guan (2009), "A Comparative Study of Motivational Differences for Online Shopping," *The Database for Advances in Information Systems*, 40 (4), 28-42. Reprinted in *Social Computing: Concepts, Methodologies, Tools, and Applications*, edited by S. Dasgupta S., M. Khosrow-Pour, S. Clarke, M. E. Jennex, A. Becker, PA: IGI Global, pp. 2198-2210. ISBN10: 1605669849.

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Founding Farmers, POSH 'Improvisational Cuisine,' Praq, CitizenM, Qbic, Pixel Hotel, Restaurant Freud, Hotel Restaurant Abrona, Dan Le Noir?, Heart Attack Grill, Re:vive, MiWorld, Ultimate Team Play, TweetMyJOBS, Chick-fil-A, Shangri-La Hotels & Resorts, Wendy's International, W-hotel, Marriott, Inc, Southwest Airlines, and Wyndham Hotels and Resorts." Center of Hospitality Research report, vol. 10, no. 12.

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Liu, Shaoping (PhD student), Sara Lo (undergraduate), Paula Vasconcellos (undergraduate), Judy Siguaw, and Cathy Enz (2006), "Competitive Destination Planning: The Case of Costa Rica," Center of Hospitality Research report.

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