

CONOR M. HENDERSON

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EDUCATION & ACADEMIC POSITIONS

Associate Professor of Marketing, 2020-Current
Judy and Hugh Oliphant Research Scholar, 2020-Current
Assistant Professor of Marketing, 2013-2020
University of Oregon, Lundquist College of Business

Fellowship-in-Residence, Visiting Professor at CY Institut d'Études Avancées, 2021-2022
CY Cergy Paris Université and the ESSEC Business School

Research Fellow at the Sales and Marketing Strategy Institute, 2019-Current

Affiliated Researcher at the Center for Sales and Marketing Strategy, 2014-Current
University of Washington, Foster School of Business

Ph.D. and M.S. (2010) in Business Administration (Marketing), 2013
University of Washington, Foster School of Business

B.A. in Business Administration (Marketing and Finance), Summa Cum Laude, 2008
Gonzaga University, School of Business Administration

RESEARCH

Research Objective:

To become a leading expert in managing trade-offs inherent in customer investments aimed at improving customer value and firm performance across the customer lifecycle. I take a multi-method approach in service, business-to-business, and sports contexts.

Publications

Henderson, Conor M., Lena Steinhoff, Colleen Harmeling, and Robert W. Palmatier (2021), "Customer Inertia Marketing," *Journal of the Academy of Marketing Science*, 49 (2), 350-373, <https://doi.org/10.1007/s11747-020-00744-0>

Hilton, Bryson, Bitah Hajihashemi, Conor M. Henderson, and Robert W. Palmatier (2020), "Customer Success Management: The Next Evolution in Customer Management Practice?" *Industrial Marketing Management*, 90 October, 360-369, <https://doi.org/10.1016/j.indmarman.2020.08.001>

Henderson, Conor M., Marc Mazodier, and Aparna Sundar (2019), "The Color of Support: The Effect of Sponsor-Team Visual Congruence on Sponsorship Performance," *Journal of Marketing*, 83 (3), 50-71, <https://doi.org/10.1177/0022242919831672> equal authorship.
~ Awarded 2020 Sports Marketing "Paper of the Year" by American Marketing Association

Mazodier, Marc, Conor M. Henderson, and Joshua T. Beck (2018), "The Long Reach of

Sponsorship: How Fan Isolation and Identification Strength Jointly Shape Sponsorship Performance,” *Journal of Marketing*, 82 (6), 28-48,

<http://dx.doi.org/10.1177/0022242918807673> equal authorship.

~ Awarded 2019 Sports Marketing “Paper of the Year” by American Marketing Association

~ Earlier version <http://www.msi.org/reports/the-long-reach-of-sponsorship-how-fan-isolation-and-identification-strength/>

Beck, Joshua T., Colleen Harmeling, Yashoda Bhagwat, and Conor M. Henderson (2016), “Economic Inequality, Trust, and Brand Leadership” *Marketing Science Institute* (MSI 16-109) <http://www.msi.org/reports/economic-inequality-trust-and-brand-leadership/>

Watson IV, George F., Joshua T. Beck, Conor M. Henderson, and Robert W. Palmatier (2015), “Building, Measuring, and Profiting from Customer Loyalty,” *Journal of the Academy of Marketing Science*, 43(6), 790-825, <http://link.springer.com/article/10.1007/s11747-015-0439-4>
~ Earlier version <http://www.msi.org/reports/unpacking-loyalty-how-conceptual-differences-shape-the-effectiveness-of-cus/>

Lee, Ju-Yeon, Shrihari Sridhar, Conor M. Henderson, and Robert W. Palmatier (2015), “Effect of Customer-Centric Structure on Long Term Financial Performance,” *Marketing Science*, 34 (2), p. 250-268, <http://pubsonline.informs.org/doi/ref/10.1287/mksc.2014.0878>
~ Earlier version <http://www.msi.org/reports/effect-of-customer-centric-structure-on-firm-performance/> recognized as Top 10 most read MSI articles in 2012
~ Featured in “Journal Selections from MSI 2015” for managerial insights.

Henderson, Conor M., Lena Steinhoff, and Robert W. Palmatier (2014), “Consequences of Customer Engagement: How Customer Engagement Alters the Effects of Habit-, Dependence-, and Relationship-Based Intrinsic Loyalty” *Marketing Science Institute* (MSI 14-121) <http://www.msi.org/reports/consequences-of-customer-engagement-how-customer-engagement-alters-the-effe/>
~ Awarded the *Robert D. Buzzell MSI Best Paper Award*

Carter, Robert E., Conor M. Henderson, Inigo Arroniz, and Robert W. Palmatier (2014), “Effect of Salespeople’s Acquisition–Retention Trade-Off on Performance,” *Journal of Personal Selling & Sales Management*, 34 (2), p. 91-111, <http://dx.doi.org/10.1080/08853134.2014.890903>
~ Included in Routledge Social Sciences’ collection of most downloaded articles of 2014

Henderson, Conor M., Joshua T. Beck, and Robert W. Palmatier (2011), “Review of the Theoretical Underpinnings of Loyalty Programs,” *Journal of Consumer Psychology*, 21 (July), 257-276, <http://www.sciencedirect.com/science/article/pii/S1057740811000258>

Henderson, Conor M. and Robert W. Palmatier (2010), “Understanding the Relational Ecosystem in a Connected World,” in *The Connected Customer: The Changing Nature of Consumer and Business Markets*, eds. Stefan Wuyts, Marnik G. Dekimpe, Els Gijsbrechts, and Rik Pieters. New York: Routledge, 37-75, <http://www.worldcat.org/oclc/419792840>

Research Presentations

“Emerging Research on Socio-Political Challenges for Brand Management,” CY Institut d’Études Avancées, CY Cergy Paris Université (November 2021).

“Managing Brands and Customer Relationships through Inertia and Socio-Political Dynamism,” ESSEC Business School (October 2021).

- “Change Agent or Threat?: The Effect of NFL Black Quarterbacks on Social Cohesion,” American Marketing Association’s Marketing + Public Policy Conference (June 2021), with Woocheol Kim* and Julian K. Saint Clair.
- “The Triumph and Troubles of Community Branding According to Levels of Community Consensus,” American Marketing Association Conference (February 2020), with Jessica Canfield* and John Clithero.
- “The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance,” Florida State University (June 2018), with Joshua T. Beck* and Marc Mazodier.
- “Brand Leadership in the Inequality Era,” Payne Research Symposium, University of Arizona (January 2018) with Joshua T. Beck,* Colleen Harmeling, and Yashoda Bhagwat.
- “How Social Context Shapes Effectiveness of Investments in Consumer-Brand Relationships,” Gonzaga University (October 2017).
- “Marketing to Fans all over the World: How Fan’s Identification and Social Context Jointly Shape Brand Sponsorship Effectiveness,” American Marketing Association Conference (August 2017) with Marc Mazodier and Joshua T. Beck.
- “The Role of Team-Sponsor Logo Color Congruity in Sponsorship Effectiveness,” Academy of Marketing Science Conference (May 2017) with Marc Mazodier and Aparna Sundar.
- “The Unintended Consequences of Customer Engagement on Intrinsic Loyalty”, Thought Leaders in Service Marketing Strategy Conference in France (2016) with Lena Steinhoff, Colleen Harmeling*, and Robert Palmatier.
- “Economic Inequality and Brand Performance,” American Marketing Association Conference (August 2016), with Colleen Harmeling, Yashoda Bhagwat*, and Conor M. Henderson
- “How Minority Status and Fan Commitment Affect Sponsorship Evaluation” World Marketing Congress in France (July 2016) with Marc Mazodier*.
- “Economic Inequity, Trust, and Brand Leadership” 2016 Theory + Practice in Marketing Conference (May 2016) with Joshua Beck, Colleen Harmeling*, and Yashoda Bhagwat.
- “Exploring Brand Mind Perception: Does a Brand have a Mind of Its Own?” American Marketing Association Conference (February 2016) with Xie, Jeffrey* and T. Bettina Cornwell.
- “Unintended Consequences of Engaging Customers with Loyalty Initiatives,” American Marketing Association Conference (February 2014) with Robert Palmatier.
~Selected as the winner of the Best Paper Award in the “Marketing of Services” Track
- “Unintended Consequences of Loyalty Initiatives,” presentations at University of Alabama, University of Oklahoma, University of Oregon, University of Tennessee, Drexel University, Iowa State University, Michigan State University, and Southern Methodist University, Fall of 2012.
- “Unpacking Loyalty: A Meta-analytic Review for B2B Relationships,” Special session: Emerging

Interorganizational Issues, American Marketing Association Conference (August, 2012), with George F. Watson IV*, Joshua T. Beck, and Robert W. Palmatier.

“Unintended Consequences of Loyalty Programs: Altering Intrinsic-Loyalty Mechanisms,” UW/UBC Annual Marketing Conference (June 2012).

“Structural Sources of Customer Centricity: An Empirical Examination,” American Marketing Association Conference (August 2011) with Ju-Yeon Lee*, Shrihari Sridhar, and Robert W. Palmatier.

“Dynamic Perspective of Customer Loyalty,” American Marketing Association Conference (August 2010) with Joel Huber and Robert W. Palmatier.

“Leveraging Groups: The Driving Force of Prejudice on Loyalty,” American Marketing Association Conference (August 2010) with Joshua T. Beck* and Robert Palmatier.

“Understanding the Role of Randomness, Groups, and Gratitude in Relationship Marketing,” American Marketing Association Conference (February 2010) with Joshua T. Beck and Robert W. Palmatier.

*Conor Henderson presented unless presenter indicated by asterisk

HONORS AND AWARDS

- **Excellence in Undergraduate Teaching Award**, Lundquist College of Business, University of Oregon 2021
- **CY Initiative of Excellence Fellow-in-Residence**, CY Cergy Paris Univeristé, ESSEC 2021
- **Judy and Hugh Oliphant Research Scholar**, University of Oregon 2020
- **Paper of the Year in Sports Marketing**, American Marketing Association 2020
- **Paper of the Year in Sports Marketing**, American Marketing Association 2019
- **Best Reviewer Award**, Journal of the Academy of Marketing Science 2019
- **Kageyama Research Funds Award**, Lundquist College of Business, University of Oregon 2019
- **Goulet Research Excellence Award**, Lundquist College of Business, University of Oregon 2016
- **Robert D. Buzzell MSI Best Paper Award**, Marketing Science Institute 2016
- **Kageyama Research Funds Award**, Lundquist College of Business, University of Oregon 2016
- **Dean’s Research Award**, special research funds, Lundquist College of Business, University of Oregon 2015
- Twice nominated for the **Excellent Faculty Advising Award**, University of Oregon 2015
- **Best Paper Award in Marketing of Services Track**, Winter AMA Conference 2014
- **Michael G. Foster Scholarship**, research support award, Foster School of Business, University of Washington 2013
- **Stroum Endowed Fellowship in Business Administration**, research support award, Foster School of Business, University of Washington 2013
- **Fellow at the 47th Annual AMA Sheth Foundation Doctoral Consortium** 2012
- **Boeing Fund for Academic Excellence**, research support award, Foster School of Business, University of Washington 2012
- **Evert McCabe Endowed Fellowship Private Enterprise**, research support award, Foster School of Business, University of Washington 2012
- **Dean’s Achievement Award**, Ph.D. program, Foster School of Business, 2011

- University of Washington
 - **Executive MBA Top Teaching Assistant**, selected by the EMBA Class of 2010, Foster School of Business, University of Washington 2010
 - **The Graduate School’s Top Scholar Recruiting Award**, University of Washington 2008
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SYMPOSIUMS AND CONSORTIUMS

- Northwest Marketing Research Symposium, Portland, OR 2019
 - Oregon Decision Neuroscience Symposium, Eugene, OR 2019
 - Professors Institute, Brierley Institute for Customer Engagement, Dallas, TX 2019
 - Oregon Research Symposium, Eugene, OR 2017
 - 47th Annual AMA Sheth Foundation Doctoral Consortium, Seattle, WA 2012
 - ISBM Ph.D. Camp for Research in Business-to-Business Markets, Boston, MA 2010
 - CIBER Doctoral International Marketing Consortium, Austin, TX 2009
 - 2nd National Diversity in Business Research Conference, Redmond, WA 2008
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TEACHING

Teaching Publications and Projects

Henderson, Conor, Shrihari Sridhar and Alejandro Lerza Durant (2017), “Acquiring New Customers in the Hospitality Industry,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.

Henderson, Conor, Shrihari Sridhar and Alejandro Lerza Durant (2017), “Segmenting the Smartwatch Market,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.

Sundaresan, Gautam, Shrihari Sridhar and Conor Henderson (2017), “New Product Development With Conjoint Analysis at MobilMax Inc.,” in *Marketing Strategy: Based on First Principles and Data Analytics*, eds. Robert Palmatier, and Shrihari Sridhar, Palgrave McMillan, 2017.

Marketing analytics instructional videos posted to YouTube with over 82000 views as of June 2021, example video <https://youtu.be/FJCOJoXL59Q>

Digital marketing strategy consulting, projects include consumer surveys, segmentation analysis, and the design and launch of digital advertisements and authored reports for the Portland Trail Blazers (2019), the Eugene Emeralds (2018), and the Oregon Ducks (2017).

Courses Taught

Marketing Strategy Research, PhD
 Marketing Management, MBA
 Marketing Strategy (won the 2021 Excellence in Undergraduate Teaching Award)
 Marketing Research
 Sports Marketing

SERVICE

Reviewer:

- Editor review board: *Journal of the Academy of Marketing Science* (best reviewer award, 2019)
- Ad hoc journal reviewer: *Journal of Marketing*, *Psychological Science*, *Journal of Retailing*, *Journal of Public Policy and Marketing*, *MIT Sloan Management Review*, *Industrial Marketing Management*, *Journal of Service Management*, *International Journal of Sports Marketing and Sponsorship*, *International Journal of Hospitality Management*, *American Marketing Association's Conferences*.
- Grants and award reviewer: Social Science and Humanities Research Council of Canada, 2019 John A. Howard/AMA Doctoral Dissertation Award, 2020 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition, and 2020-2021 SCP Dissertation Proposal Competition.
- Track chair for Interorganizational Issues in Marketing, American Marketing Association conference (2017)

Department and College Service:

- PhD proseminar leader (2019-2021)
- PhD coordinator for marketing department (2019-2020)
- Marketing curriculum review committee (2019)
- Dissertation committee member
 - Andrew Edelblum (2022 expected)
 - Aaron Charlton (2019, placement: Illinois State University)
 - Jeffrey Xie (2017, placement: Western Michigan University)
- Marketing department faculty recruiting committee (2014, 2017, 2018)
- Undergraduate Honors thesis chair for Jordan Finci (2017)
- Undergraduate Honors thesis committee member for Madeline Faaborg (2021)
- Founding member of UO Marketing Analytics Group for analysis of big data on the high performance computing center (2017)
- Counseled PhD students on preparing for the job market (2013, 2015, 2017)
- Chaired “UO Marketing PhD Student Days” (2016)
- Faculty advisor
 - Warsaw Hoopfest (2019)
 - Toyota + Net Impact Next Generation Mobility Challenge (2016)

Professional Memberships:

- Sales and Marketing Strategy Institute, Research Fellow
- Center for Sales and Marketing Strategy at the University of Washington, Affiliated Researcher
- American Marketing Association
 - ~ Contributor to American Marketing Association's “*The Marketing Academic Guidebook for Job Preparation, Placement, and Progression,*” (2014).
- Marketing Science Institute
- Society for Consumer Psychology
- Beta Gamma Sigma, National Business Administration Honor Society