

James G. Maxham, III

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7680 Birchwood Hill Road
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Hometown

Fort Myers, Florida

Academic Experience

University of Virginia, Charlottesville, Virginia

<i>Associate Dean for Graduate Programs</i>	(2014 - present)
<i>Associate Dean for the B.S. in Commerce Program</i>	(2010 - 2014)
<i>Farish Entrepreneurial Research Professor</i>	(2013 - present)
<i>Professor of Commerce</i>	(2011 - present)
<i>Chesapeake & Potomac Telephone Company Professor</i>	(2009 - 2013)
<i>Associate Professor of Commerce (with tenure)</i>	(2005 - 2011)
<i>Assistant Professor of Commerce</i>	(1999 - 2005)

Louisiana State University, Baton Rouge, Louisiana

<i>Instructor, Department of Marketing</i>	(1998 - 1999)
<i>Research Assistant, Department of Marketing</i>	(1995 - 1998)
<i>Teaching Assistant, Department of Marketing</i>	(1996 - 1998)

Research

Research Interests

- My program of research examines the customer value chain between human resource management, frontline service employee performance, customer loyalty, and financial performance over time following key customer touchpoints (e.g., complaints, product returns, new concept launches, and product support).

Selected Research Honors/Grants

- Runner-up, Davidson Award for the best article in the *Journal of Retailing* (2012)
- Winner of the 2001 *American Marketing Association* Best Services Article Award
- Winner of the Literati Club's "Highly Commended Award" for research excellence

Review Service

- Editorial Review Board, *Journal of Retailing* (2010 – present)
- Editorial Review Board, *Journal of Service Research* (2013 – present)
- Editorial Review Board, *Journal of Marketing* (2003 – 2005)
- Ad-Hoc Reviewer for *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, and other leading scholarly journals.

Research

Atefi, Yashar, Michael Ahearne, **James G. Maxham III**, Todd Donovan, and Brad Carlson (2018), “Does Selective Sales Force Training Work?,” *Journal of Marketing Research*, 55 (5).

Zablah, A.R., B. Carlson, D.T. Donovan, **James G. Maxham III**, and T.J. Brown (2016), “A Cross-Lagged Test of the Association between Customer Satisfaction and Employee Job Satisfaction in a Relational Context,” *Journal of Applied Psychology*.

Obeng, E., J.E. Prescott, J. Hulland, R. Gilbert, and **James G. Maxham III**, (2015), “Retail Capability Systems,” *Academy of Marketing Science Review*, 5 (3 – 4).

- The *AMS Review* is positioned to be the premier marketing journal that focuses exclusively on conceptual and theoretical contributions across all sub-discipline areas in the field of marketing.

Donavan, T., S. Janda, and **James G. Maxham III** (2015), “Identification and Aftermarket Personalization with Durable Goods,” *Psychology & Marketing*, 32 (6).

Bower, Amanda B. and **James G. Maxham III** (2012), “Return Shipping Policies of Online Retailers: Normative Assumptions and their Long-Term Consequences,” *Journal of Marketing*, 76 (5).

- Profiled in the Washington Post, NPR, and NBC News.
- Profiled in, Petersen, A. and V. Kumar (2010), “Can Product Returns Make You Money,” *Sloan Management Review*, 51 (3), 85 – 89.

Netemeyer, Richard G., Carrie M. Heilman, and **James G. Maxham III** (2012), “Identification with the Retail Organization and Customer-Perceived Employee Similarity: Effects on Customer Spending,” *Journal of Applied Psychology*, 97 (5).

Netemeyer, Richard G., Carrie M. Heilman, and **James G. Maxham III** (2012), “The Impact of a New Retail Brand In-Store Boutique and its Perceived Fit with the Parent Retail Brand on Store Performance and Customer Spending,” *Journal of Retailing*, 88 (4).

Netemeyer, Richard G., **James G. Maxham, III**, and Donald Lichtenstein (2010), “Store Manager Performance and Satisfaction: Effects on Store Employee Performance and Satisfaction, Store Customer Satisfaction, and Store Customer Spending Growth,” *Journal of Applied Psychology*, 95 (3).

Lichtenstein, Donald, Richard G. Netemeyer, and **James G. Maxham, III** (2010), "The Relationships among Manager-, Employee-, and Customer-Company Identification: Implications for Retail Store Financial Performance," *Journal of Retailing*, 86 (1).

- Research profiled in the Harvard Business Review [blog](#) (2011)
- Runner-up, Davidson Award for the best article in the *Journal of Retailing* (2011).

James G. Maxham III, Richard G. Netemeyer, and Donald Lichtenstein (2008), "The Retail Value Chain: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Financial Performance," *Marketing Science*, 27 (2).

- *Lead Article*

Netemeyer, Richard G. and **James G. Maxham, III** (2007), "Employee versus Supervisor Ratings of Performance in the Customer Service Sector: Differences among Dimensions and Outcomes," *Journal of Retailing*, 83 (1), special issue on Service Research, edited by Ruth Bolton.

Netemeyer, Richard G., **James G. Maxham, III**, and Chris Pullig (2005), "Conflicts in the Work-Family Interface and Job Stress: Links to Customer Service Employee Performance and Customer Purchase Intent," *Journal of Marketing* 69 (2).

Maxham, James G., III and Richard G. Netemeyer (2003), "Firms Reap What They Sow: The Effects of Shared Values and Perceived Organizational Justice on Customer Evaluations of Complaint Handling," *Journal of Marketing*, 67 (1).

- Research highlighted in Oliver, Richard L. (2010), *Satisfaction: A Behavioral Perspective on the Consumer*, 2nd edition. New York: M.E. Sharpe, Inc.

Maxham, James G., III and Richard G. Netemeyer (2002), "Modeling Customer Perceptions of Complaint Handling Over Time: The Effects of Perceived Justice on Satisfaction and Intent," *Journal of Retailing*, 78 (4).

- Profiled in, "True Believers: Passionate Customers can Transform your Company. Here's how to make them your Secret Weapon," *Business Week*, Winter 2006.
- Research highlighted in Oliver, Richard L. (2010), *Satisfaction: A Behavioral Perspective on the Consumer*, 2nd edition. New York: M.E. Sharpe, Inc.

Maxham, James G., III and Richard G. Netemeyer (2002), "A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts," *Journal of Marketing*, 66 (4), 57-71.

- Research highlighted in Oliver, Richard L. (2010), *Satisfaction: A Behavioral Perspective on the Consumer*, 2nd edition. New York: M.E. Sharpe, Inc.

Pullig, Chris, **James G. Maxham, III**, and Joseph F. Hair, Jr. (2002), "Salesforce Automation Systems: An Exploratory Examination of Organizational Factors Associated with Effective Implementation and Salesforce Productivity," *Journal of Business Research*, 55 (5), 401-415.

Maxham, James G., III (2001), "Service Recovery's Influence on Consumer Satisfaction, Positive Word-of-Mouth, and Purchase Intentions," *Journal of Business Research*, 54 (1), 11-24.

- Research highlighted in Oliver, Richard L. (2010), *Satisfaction: A Behavioral Perspective on the Consumer*, 2nd edition. New York: M.E. Sharpe, Inc.

Hartline, Michael, **James G. Maxham, III** and Daryl McKee (2000), “Corridors of Influence in the Dissemination of Customer-Oriented Strategy to Customer-Contact Employees,” *Journal of Marketing*, 64 (2), 35-50.

- Winner of the 2001 American Marketing Association Best Services Article Award.

Burns, Alvin C., Laura A. Williams, and **James G. Maxham, III** (2000), “Narrative Text Biases Attending the Critical Incidents Technique,” *Qualitative Market Research*, 3 (4).

- Winner of the Literati Club’s “Highly Commended Award” for research excellence.

Licata, Jane W. and **James G. Maxham, III** (1998), “Student Expectations of the University Experience,” *Journal of Marketing for Higher Education*, 9 (1), 69-91.

Invited Research Presentations

Maxham, James G., III (2014), “Frontline Customer Service Research,” 2014 AMA Winter Educators’ Conference.

Maxham, James G., III (2013), Dyadic Customer Service Research at the Intersection of Employees and Customers,” Sun Yat-sen University, Lingnan (University) College, Guangzhou, China.

Maxham, James G., III (2012), “Designing and Delivering World-Class Patient Experiences,” West China Hospital, Sichuan University, Chengdu, China.

Maxham, James G., III (2012), “Customer Value Chain Research,” Davidson Award Special Session for the Journal of Retailing, AMA Winter Educators Conference.

Maxham, James G., III (2008), “*Linking Customer Loyalty Management to Key Customer Outcomes*,” Peking University, Beijing, China.

Maxham, James G., III, Todd Donovan, and Swinder Janda (2008), “Consumer Identification with Brands and the Essence of Loyalty over Time,” Branding and Marketing Communications (Special Session) at the Winter Educators Conference.

Bower, Amanda B. and **James G. Maxham III**, “Set Them Free: The Impact of Product Return Shipping Policies on Repurchases,” presented at the McIntire School of Commerce, Behavioral Research Series, *Penn State University* (2004), *Georgetown University* (2005), and *Peking University* (2008).

Maxham, James G., III (2005), “Current Trends in CRM,” *University of Virginia*, Masters in IT graduate program.

Maxham, James G., III (2002), “Internal Branding,” special session, 2002 AMA summer educators’ conference, San Diego, CA.

Maxham, James G., III (2001), "Multiple Service Failures and Customer Loyalty," *Boston College*.

Maxham, James G., III (2001), "Marketing Tactics for Competitive Advantage: Assessing Loyalty Programs," an invited presentation at the 2001 McIntire School of Commerce SIGMA: Creating Shareholder Value in the Petroleum Marketing Industry, *University of Virginia*.

Maxham, James G., III (2000), "Repeated Measures MANCOVA in Marketing Research," Department of Statistics, *University of Virginia*.

Maxham, James G., III (1999), "A Productive Transition from Doctoral Student to Assistant Professor," an invited presentation at the 1999 Doctoral Consortium, Society for Marketing Advances Conference, Atlanta, GA.

Maxham, James G., III and Jack Gifford (1998) "Effective Teaching Portfolios," a special session at the American Marketing Association Summer Educators' conference.

Hair, Joseph F., Jr., Renee Fontenot, **James G. Maxham, III**, Chris Pullig, and Chuck Lamb (1997), "CD-ROM Technology in the Classroom," a special session at the Southern Marketing Association annual conference.

Maxham, James G., III (1997), "The Influence of Service Recoveries on Customer Perceptions," poster presentation, American Marketing Association Winter Educators' Conference, Debbie Thorne LeClair and Michael Hartline, eds., St. Petersburg, Florida.

Williams, Laura A., Melissa Johnson, **James G. Maxham, III**, Barbara-Jean Ross, and Alvin C. Burns (1997), "Throw Me Something Mister! A Qualitative Study of Experiential Consumption at Mardi Gras," poster presentation, Association for Consumer Research Conference, Denver, Colorado.

Maxham, James G., III (1997), "The Impact of Service Recovery on Consumer Satisfaction, Positive Word-of-Mouth, Behavioral Intentions, and Perceived Justice," presented at the Sixth Annual Nebraska Doctoral Symposium, University of Nebraska-Lincoln.

Conference Proceedings

Atefi, Yashar, Michael Ahearne, and **James G. Maxham III**, (2015), "Training Spillover among Competing Salespeople," 5th Biennial Enhancing Sales Force Productivity Conference, Atlanta, GA.

Atefi, Yashar, Michael Ahearne, and **James G. Maxham III**, (2015), "Training Spillover among Competing Salespeople," AMA Winter 2015 – Sales and CRM Track, San Antonio, TX.

Maxham, James G., III and Son Lam (2011), "A Longitudinal Dyadic Analysis of Spill-over Effects in Front Line Employee - Customer Interface," 2011 AMA Winter Educators' Conference.

Efua Obeng, John Hulland, **James G. Maxham, III**, and Robert Gilbert, “Leveraging Resources to Enhance Retail Success: A Framework,” 2010 AMA Summer Conference.

Maxham, James G., III, Todd Donovan, and Swinder Janda (2008), “Consumer Identification with Brands and the Essence of Loyalty over Time,” Branding and Marketing Communications (Special Session) at the Winter Educators Conference.

Maxham, James G., III, Todd Donovan, and Swinder Janda (2005) “The Impact of Intimacy and Brand Connection on Identification and Customer Spending,” in the *AMA summer conference* proceedings, San Francisco, CA.

Williams, Laura A., Melissa Johnson, **James G. Maxham, III**, Barbara-Jean Ross, and Alvin C. Burns (1998), “Throw Me Something Mister! An Informant Study of Mardi Gras Consumer Behavior,” in *Marketing Advances in Theory, Practice and Education*, J. Duncan Herrington and Ronald D. Taylor, eds., Society for Marketing Advances, Radford, Virginia, 59-64.

Maxham, James G., III (1998), “Service Recovery in a Health Care Environment: A Conceptual Model,” in *Advances in Health Care Research*, Joe F. Hair, Jr. and Elizabeth Wilson-Woodside, eds., Association for Health Care Research, Madison, WI, 109-118. *Best Paper Award*.

Maxham, James G., III (1997), “The Role of Adaptive Selling in Sales Training: A Salesperson Perspective,” in *Advances in Marketing*, Joyce A. Young, Dale L. Varble, and Faye W. Gilbert, eds. Terre Haute, IN: Southwestern Marketing Association, 195-203.

Maxham, James G., III and Jane W. Licata (1997), “An Examination of Multidimensional Expectations Prior to the Service Encounter,” in *Enriching Marketing Practice and Education*, Elnora W. Stuart and Ellen M. Moore, eds., Society for Marketing Advances, Rock Hill, South Carolina, 3-4.

Maxham, James G., III and Elizabeth J. Wilson (1997), “Integration and Assessment of Multimedia Technology in the Principles of Marketing Classroom,” in *Developments in Marketing Science*, Elizabeth J. Wilson and Joseph F. Hair, Jr., eds., Academy of Marketing Science, volume 20, 54.

Wilson, Elizabeth J. and **James G. Maxham, III** (1997), “Internet Experiential Learning in the Principles of Marketing Classroom: A Pedagogical Approach,” in *Developments in Business Simulation and Experiential Learning*, John K. Butler, Jr. and Nancy H. Leonard, eds., Association for Business Simulation and Experiential Learning, 261-266.

Ross, Barbara-Jean, **James G. Maxham, III**, and Stern Neill (1996), “UCUES: An Evaluation Scale for Business College Personal Computer Labs,” in *Marketing: Moving Toward the 21st Century*, Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore, eds., Society for Marketing Advances, 24-29.

Maxham, James G., III, Laura A. Williams and John Michael Weber (1996), “Computer-Aided Content Analysis: An Expository Study of its Role in Qualitative Consumer Behavior Research,” in *Marketing: Moving Toward the 21st Century*, Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore, eds., Society for Marketing Advances, Rock Hill, South Carolina 1996, pp. 37-43.

Teaching

Teaching Interests

- Marketing Research
- Customer Analytics & Brand Strategy
- Global Commerce Immersion

China: Shanghai, Beijing, Chengdu, Chongqing, Qingdao, Xi'an, Guangzhou, and Hong Kong
Southeast Asia: Vietnam, Indonesia, Malaysia, Thailand, and Singapore
Europe: Prague, Vienna, Budapest, London, Paris, and Brussels

Teaching Honors

- All-University Education Abroad Award, University of Virginia (2013)
- Commerce School's Nominee for the university-wide teaching award, *University of Virginia*, (2003; 2004; 2008; 2012).
- 1998 College of Business Administration “Excellence in Teaching” Award, Louisiana State University.

Business Experience

AT&T/ NCR Corporation

Product Specialist, Systemedia Group

- Specialist in variable imaging technology and digital label applications.
- Designed and implemented custom digital label systems for large industrial firms.
- Utilized proprietary software to design digital labels, bar-coded products, and ID cards.
- Performed *Total Cost Analytics* to provide customers with quantitative feasibility options.

Account Consultant, Systemedia Group

- Analyzed current digital forms management systems to develop creative solutions that streamlined customer operations and reduced total costs.
- Worked on crossfunctional teams to formulate and sell customer-driven solutions.
- Created and integrated custom form solutions that helped reduce total costs.
- Implemented inventory control software programs for perpetual inventory tracking and better decision-making abilities.
- Integrated AT&T customers onto an online order fulfillment network.
- Promoted four times.

Russell Stover Candies, Atlanta, Georgia

Personnel Field Trainer

- Responsible for training new sales personnel in the nine-state southeast US region.
- Conducted company field days and worked with prospective Russell Stover employees to show them all aspects of the position. Evaluated each candidate.

Sales Representative

- Responsible for selling seasonal and traditional candies to over two hundred business accounts throughout North Georgia.
- Sold new and replacement product fixtures.
- Prospected potential dealers of Russell Stover and concentrated on opening new accounts.
- Promoted to Personnel Field Trainer after six months.

Selected University Service Activities

University of Virginia, Charlottesville, Virginia

- Associate Dean for Graduate Programs (2014 – present)
- Chair, Graduate Program Committee (2014 – present)
- Chair, Undergraduate Program Committee (2010 – 2014)
- Chair, Provost’s Committee for Dean Zeithaml’s Review (2011 – 2012)
- Provost’s Committee for Global Studies (2012 – present)
- Provost’s sub-committee for Undergraduate Global Studies (2012 – present)
- University Committee on Undergraduate Research (2011 – present)
- Associate Dean for the B.S. in Commerce (2010 – present)
- Co-Chair, Business Analytics Track
- Co-Chair, Global Commerce Track
- Team Leader, Integrated Core Curriculum (2005 – 2008)
- Integrated Core Curriculum Steering Committee (2005 – 2008; 2010 – 2015)
- Undergraduate Admissions Committee (2007 – 2009)

References

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