

Kent Grayson

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EDUCATION

Ph.D. 1994 Northwestern University, Kellogg School of Management, Department of Marketing.
MA 1986 University of Michigan, Department of Communication.
BA 1984 University of Michigan, English and Communication, Distinction, High Honors

MAIN RESEARCH INTERESTS

Consumers often face questions about fabrication and fact in the marketplace. For example, they may wonder whether their mechanic is telling the truth about the need for a repair or whether the “Ab-maxer Plus” advertised on TV will truly make them lose weight. They may worry about whether their lawyer is really spending 30 billable hours per week on their case, or whether a baseball they bought on eBay was actually hit by a famous homerun player. My research investigates how consumers handle these perceived uncertainties and vulnerabilities. More specifically, I focus on such issues as trust and distrust, truth and falsehood, the sincere and the phony, and the authentic and the fake.

In a related research area, I also study companies that use direct selling and network marketing as a channel of distribution. Direct selling is the sale of consumer goods in non-retail locations such as the home or the workplace. Network marketing is a type of direct selling that uses social networks to develop a customer base and a home-based distribution network. My research examines these unique marketing systems, investigating issues relating to relationship marketing, social networks, salesforce compensation, and selling strategies, as well as the fabrication and fact topics listed above.

JOURNAL ARTICLES

Humphreys, Ashlee and Kent Grayson (2008), “The Intersecting Roles of Consumer and Producer: Contemporary Criticisms and New Analytic Directions,” *Sociology Compass*, 2, 1-18

Grayson, Kent, Devon Johnson, and Der-Fa Chen (2008), “Is Firm Trust Essential In A Trusted Environment? How Trust in the Business Context Influences Customers,” *Journal of Marketing Research*, 45 (April), 241-256.

Grayson, Kent (2007) "Friendship versus Business in Marketing Relationships," *Journal of Marketing*, 71 (October), 121-139. *Finalist, 2007 Harold H. Maynard Award for significant contribution to marketing theory and thought.*

Johnson, Devon and Kent Grayson (2005), "Cognitive and Affective Trust in Service Relationships," *Journal of Business Research*, 58:4 (April), 500-507.

Grayson, Kent and Radan Martinec (2004), "Consumer Perceptions of Iconicity and Indexicality and Their Influence on Assessments of Authentic Market Offerings," *Journal of Consumer Research*, 31:2 (September), 296-312

Grayson, Kent and David Shulman (2000), "Indexicality and the Verification Function of Irreplaceable Possessions: A Semiotic Analysis," *Journal of Consumer Research*, 27 (June), 17-30.

Reprinted in Consumer Behavior, Volume 5: Possessions, Brands and the Self (2006), Margaret Hogg, ed., Thousand Oaks, CA: Sage, 172 – 196.

Grayson, Kent and Tim Ambler (1999), "The Dark Side of Long-Term Relationships in Marketing Services," *Journal of Marketing Research*, 36 (February), 132-141.

Coughlan, Anne and Kent Grayson (1998), "Network Marketing Organizations: Compensation Plans, Retail Network Growth, and Profitability," *International Journal of Research in Marketing*, 15 (December), 401-426.

Grayson, Kent (1998) "Customer Responses to Emotional Labor in Discrete and Relational Service Exchanges," *International Journal of Service Industry Management*, 9 (Summer), 126-154. *Winner, 1998 IJSIM most outstanding paper award.*

Deighton, John and Kent Grayson (1995), "Marketing and Seduction: Building Exchange Relationships By Managing Social Consensus," *Journal of Consumer Research*, 21 (March), 93-109.

Iacobucci, Dawn, Amy Ostrom and Kent Grayson (1995), "Distinguishing Service Quality and Customer Satisfaction: The Voice of the Customer," *Journal of Consumer Psychology*, 4, 277-303.

BOOK CHAPTERS

Grayson, Kent (2000), "Counterfeit Brands: Fooling Others or Fooling Ourselves?" *Brand.New* (Jane Pavitt, ed.), London, UK: V&A Press.

Grayson, Kent and David Shulman (2000), "Impression Management and Services Marketing," *Handbook of Services Marketing* (Dawn Iacobucci and Teresa Swartz eds.), Thousand Oaks, CA: Sage, 51-67.

- Johnson, Devon and Kent Grayson (2000), "Sources and Dimensions of Trust in Service Relationships," *Handbook of Services Marketing* (Dawn Iacobucci and Teresa Swartz eds.), Thousand Oaks, CA: Sage, 357-370.
- Grayson, Kent (1999), "The Opportunities and Dangers of Playful Consumption," *Consumer Value* (Morris Holbrook, ed.), New York, NY: Routledge, 105-125.
- Grayson, Kent (1998), "The Icons of Consumer Research: Using Signs to Represent Consumers' Reality," *Representing Consumers: Voices, Views and Visions* (Barbara Stern, ed.), New York, NY: Routledge, 27-43.
- Grayson, Kent (1998), "Commercial Activity at Home: Managing The Private Servicescape," *Servicescapes: The Concept of Place in Contemporary Markets* (John F. Sherry, Jr., ed.), Chicago, IL: NTC Business Books, 455-482.
- Grayson, Kent (1996), "Examining the Embedded Markets of Network Marketing Organizations," *Networks in Marketing* (Dawn Iacobucci, ed.), Thousand Oaks, CA: Sage, 325 - 341.
- Kotler, Philip, Jonathan Hibbard and Kent Grayson (1995), "Marketing and Merchandising," *The New Encyclopaedia Britannica*, 15th Edition, Volume 23 (Macropaedia), Chicago, IL: Encyclopaedia Britannica, Inc., 495-508.
- Iacobucci, Dawn, Kent Grayson, and Amy Ostrom (1994), "The Calculus of Service Quality and Customer Satisfaction: Theoretical and Empirical Differentiation and Integration," *Advances in Services Marketing and Management: Research and Practice*, Volume 3, Teresa A. Swartz, David E. Bowen and Stephen W. Brown eds., Greenwich, CT: JAI Press, 1-67.

MANAGEMENT PUBLICATIONS

- Grayson, Kent (2000), *A Comparative Study of Attitudes and Practices of Retail Workers, Franchise Managers, and Direct Sellers in Germany and the United Kingdom*, London UK: London Business School.
- Grayson, Kent and Richard Berry (1999), "The Strategic Advantages of Direct Selling," *Mastering Marketing* (Financial Times, ed.), London, UK: Financial Times Publishing, 225-230.
- Grayson, Kent and Svetlana Kirillova (1999), "Monitoring the Market Misleaders," *Mastering Marketing* (Financial Times, ed.), London, UK: Financial Times Publishing, 159-162.
- Swartz, Gordon, Bruce G.S. Hardie, Kent Grayson and Tim Ambler (1996), *Value for Money? The Relationships Between Marketing Expenditure and Business Performance in the UK Financial Services Industry*, Berkshire, UK: The Chartered Institute of Marketing.

Iacobucci, Dawn, Kent Grayson, and Amy Ostrom (1994), "Customer Satisfaction Fables," *Sloan Management Review*, 35:4 (Summer), 93-96.

WORKING PAPERS

"Exploring the Ambiguities of Trust in Embedded Relationships," with David Shulman.

"The Influence of Epistemological Stance on Children's Assessments of Truth Products," with Radan Martinec and Matthew Adams.

"Exploring the Psychological Processes that Underlie Trust: A Web-Based Field Experiment."

"The Psychological Outcomes of Consumption-Oriented Communities: Do Actual Consumers Differ from Aspirants?" with Emilio Foxell.

"Subproblem Decomposition: An Exploratory Research Method," with Dirk Ruiz and Dipak Jain.

CONFERENCE PRESENTATIONS

"He Said, She Said: Managing Dissent In Co-Production," 2007 Association for Consumer Research Annual North American Conference, Special Session Co-Presenter with Ashlee Humphreys.

"CCT Research: Methodological Mythologies and Future Challenges," 2005 European Association for Consumer Research Conference, Special Session Presenter.

"Telling the Difference: Consumer Evaluations of Authentic and Inauthentic Market Offerings," 2001 Association for Consumer Research Annual Conference, Special Session Chair and Co-Presenter (with Radan Martinec). See *Advances in Consumer Research* (2002).

"Attitudes and Practices of Retail Workers, Franchise Managers, and Direct Sellers in Germany and the United Kingdom," 2000 Academic Symposium Prague, Prague School of Economics, Paper Presenter.

"Trust Me, I'm a Computer: Consumer Responses to Branded Electronic Agents," 1999 Association for Consumer Research Conference, Special Session Chair and Paper Presenter. See *Advances in Consumer Research* (2000).

"A Symbol is Just a Symbol? Indexicality and Irreplaceable Special Possessions," 1999 European Association for Consumer Research Conference, Special Session Chair and Paper Presenter.

- “Irreplaceable Possessions: A Peircian Approach to Consumer Behavior,” 1998 Marketing and Semiotics conference, London Institute, College of Printing, London, UK.
- “It’s My Party and You’ll Buy if I Want You To: An Analysis of Embedded Exchange,” 1998 Association for Consumer Research Annual Conference, Special Session Chair and Co-Presenter. See *Advances in Consumer Research* (1999).
- “Representing Consumers in Research,” 1998 Consumer Research Association Workshop, Manchester University, Manchester, UK.
- “How Does Advertising Mean What it Does? The Impact of Real Consumers in Commercials,” 1997 Association for Consumer Research Annual Conference, Special Session Co-Chair (with Mark Ritson) and Co-Presenter (with Kristen Vehill). See *Advances in Consumer Research* (1998).
- “Why Are You Really Helping that Charity? An Attributional Analysis of Cause-Related Marketing,” (1997) Association for Consumer Research Annual Conference, Special Session Co-Presenter (with Sonya Grier). See *Advances in Consumer Research* (1998).
- “Stories and Selling: The Narrative Strategies of Direct Sales Agents,” 1996 Association for Consumer Research Annual Conference, Special Session Chair and Presenter. See *Advances in Consumer Research* (1997).
- "Real Things: The Social and Symbolic Value of Genuine Products and Brands," 1995 Association for Consumer Research Annual Conference, Special Session Chair and Co-Presenter with David Shulman. See *Advances in Consumer Research* (1996).
- "Interpersonal and Hedonic Aspects of Service Encounters," 1995 Association for Consumer Research (Europe), Special Session Chair and Presenter. See *European Advances in Consumer Research* (1995).
- "Framing Consumption as Play," 1994 Association for Consumer Research Annual Conference, Special Session Co-Chair with John Deighton. See *Advances in Consumer Research* (1995).
- "Modeling Multi-Level Direct Sales Organizations: The Use of Social Networks for Organizing Independent Agents," 1993 TIMS Marketing Science Conference, Washington University, St. Louis, MO, with Anne Coughlan.
- "Generalizing from Stimuli: A Practical Guide," 1993 American Marketing Association Summer Educator's Conference Proceedings. See *American Marketing Association Conference Proceedings* (1993).
- "Roles and Scripts in Services," 1992 Frontiers in Services Conference, Vanderbilt University, Nashville, TN.

PHD SUPERVISION

Breagin Riley, Northwestern University, “Trust: Disentangling Benevolence and Honesty,” target completion in Spring 2009.

Ashlee Humphreys, Northwestern University, “Institutional Influences on Product Adoption: The Case of Casino Gambling,” target completion in Spring 2008.

InKyung Chung, London Business School, “Using Analogy in the Marketing of New Products,” completed in Fall 2003.

Emilio Foxell, London Business School, “The Role of the Vicarious Consumer in Consumption Subcultures,” completed in Spring 2002.

Svetlana Kirillova, London Business School, “Revision of the Cognitive Structure of the Parent Brand in Response to Incongruent Information,” completed in Spring 2001.

Devon Johnson, London Business School, “Cognitive and Affective Trust in Services Relationships,” completed in Autumn 1998.

TEACHING POSITIONS

2002 – present: Associate Professor, Kellogg School of Management, Evanston, IL (Full-Time and Part-Time MBA Course in Introductory Marketing).

2000 – 2002: Associate Professor, London Business School, London, UK (Executive Courses and Programs in Marketing and Branding).

1995 - 2000: Assistant Professor, London Business School, London, UK (Full-Time and Part-Time MBA Courses in Introductory Marketing).

1994 - 1995: Instructor, Kellogg Graduate School of Management, Evanston, IL, USA (Part-Time MBA Course in Introductory Marketing).

Teaching Recognition at Kellogg

- Chair’s Core Teaching Award 2004, 2006
- Nominated for Outstanding Teacher of the Year 2006, 2007
- Recognized by the Dean’s office for high course ratings concurrent with high “course challenge” ratings on the full-time MBA program (Fall 2003, 2005, 2006, 2007) and the evening MBA program (Winter 2005, 2006, 2007, 2008).
- Recognized by the Dean’s office for high course ratings, Fall 2002
- Average instructor rating since 2004 = 9.3 out of 10.0

Teaching Recognition at London Business School

- Received highest school-wide ratings on the full-time MBA program (Spring 1997, 1998, 1999) and the part-time MBA program (Winter 1998, Autumn 1998, Winter 1999)
- Finalist for LBS Teacher of the Year 1999
- Average instructor rating across all degree courses between 1995 – 2002 was 4.7 out of 5.0, and across more than thirty executive courses (for both senior and mid-level participants) was 4.4 out of 5.0.

ACADEMIC SERVICE

- Guest Associate Editor, *Journal of Consumer Research*, 2007
- Editorial Review Board Member, *Journal of Consumer Research* (for Editors David Mick, Dawn Iacobucci, and John Deighton), 2000 – present. Recognized as “outstanding reviewer,” 2003.
- Editorial Review Board Member, *Academy of Marketing Science Review* (for Editor Joe Cote), 1997-2000. Recognized as “outstanding reviewer,” 1999.
- Ad Hoc Reviewer, *Journal of Marketing Research*, *Marketing Science*, *Journal of Marketing*, *International Journal of Research in Marketing*, *Journal of Consumer Psychology*, *Marketing Letters*, *Journal of Retailing*, *Journal of Advertising*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Sloan Management Review*, *Journal of Interactive Marketing*, *Journal of Economic Psychology*, *European Journal of Marketing*, *Journal of Management Studies*, *MIS Quarterly*.
- Program Committee Member, ACR Europe Conference 1999, 2003; ACR USA Conference 1998, 2001, 2002, 2003, 2005, 2006, 2007, 2008, 2009.
- Competitive Paper Reviewer, ACR Annual Conference 1995, 1996, 1997, 1999, 2004; ACR Europe Conference 2005; ACR Conference on Gender, Marketing and Consumption 2004; AMA Winter Educators' Conference, 1994; AMA Summer Educators' Conference, 1999; TIMS Marketing Science Conference, 1994
- Reviewer, Marketing Science Institute, Alden Clayton Dissertation Competition, 2001.
- Advisor to the Board, Association for Consumer Research, 2001 – 2003.

EXECUTIVE TEACHING AND CORPORATE PROJECTS

Have assisted a number of companies in addressing challenges relating to brand building, developing marketing strategy, building marketing competencies, and implementing consumer and customer research. Clients have included service organizations (Hilton International, British Airways), consumer products companies (Diageo, Exxon/Mobil), and high-tech businesses (Tandem Europe, Gould Electronics).

PRO BONO ACTIVITIES

- Assisted the Northwestern Residential Life department with marketing residential life positions (such as residence hall coordinators) across campus (2005-2006).
- Volunteer instructor, KUBUS program, a government-sponsored business program for women returning to formal employment and for new immigrants to the United Kingdom wishing to start a business (1996 - 1998).

INDUSTRY EXPERIENCE

Advertising Copywriter. Developed marketing strategies; created concepts and copy for print and radio advertisements, direct mail pieces and brochures. Heavy experience with high-tech, business-to-business and recruitment advertising. MDK/BOSTON (Moxon, Dolphin & Kirby, Division of Saatchi & Saatchi Worldwide), Boston, MA (Sept. 1988 - Sept. 1990).

Advertising Copywriter. Created concepts and copy for print advertisements, direct mail pieces and speeches. Wrote and edited corporate newsletters, customer service letters and seminar material. Heavy experience with financial services accounts. Cosgrove/Juro, New York, NY (Sept. 1987 - Sept. 1988).

Communications Coordinator. Initiated and maintained press relations and member relations worldwide. Coordinated and administrated educational programs worldwide. International Academy of Matrimonial Lawyers, Boston, MA (May 1986 - Sept. 1987).