Dennis A. Pitta, Ph.D.

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Education

Ph.D., University of Maryland, 1983.
Major: Marketing

M.B.A., Canisius College, 1972.
Major: Marketing

M.S., Canisius College, 1970.
Major: Chemistry

B.S., Boston College, 1967.
Major: Chemistry

Professional Positions

Academic - Faculty

Professor of Marketing, Merrick School of Business, University of Baltimore. (1998 - Present).

Academic - Administrative/Other

Chair, Department of Marketing and Entrepreneurship, University of Baltimore Merrick School of Business. (2009 - 2012).

Director of Program Development, Merrick School of Business, University of Baltimore. (2001 - 2002).

webMBA Director, Merrick School of Business, University of Baltimore. (1999 - 2001).

Director of Executive Programs, Merrick School of Business, University of Baltimore. (1998 - 2002).

Professional Memberships

American Academy of Advertising (Present).

American Marketing Association (Present).

Direct Marketing Association of Washington (Present).

Awards and Honors

Beta Gamma Sigma. (Present).

J. William Middendorf Chair in Business. (2007).

Frank Baker Distinguished Teaching Professor. (2000).

First Place Award for Best Nontechnical article, American Optometric Association for Communication Strategies for the Optometric Professional. (1989).

RESEARCH

Intellectual Contributions

Book Chapters

Bryan, L., Cardona, M. M., Pitta, D. A., & Schneller, B. (2014). Leveraging the Talents of Faculty Members to Create an Engaged Retirement Ecosystem at the University of Baltimore. *Stylus Publishing and ACE - The American Council on Education.* 129-144.

Pitta, D. A., Franzak, F. J., & Fowler, D. C. (2010). A Strategic Approach to Building Online Customer Loyalty: Integrating Customer Profitability Tiers. *Pearson Prentice Hall.* 120-130.

Refereed Journal Articles

Guesalaga, R., Pitta, D. A., & . (2014). The Importance and Formalization of Service Quality Dimensions: A Comparison of Chile and the United States. *Journal of Consumer Marketing. 31*(2), 145-151.

Pitta, D. A., Patino, A., Kaltcheva, V. D., Sriram, V., Winsor, R. D., & . (2014). How important are different socially responsible marketing practices? An exploratory study of gender, race, and income differences. *Journal of Consumer Marketing. 31*(1), 2-12.

Kaltcheva, V., Patino, A., Laric, M. V., Pitta, D. A., & Imparato, N. (2014). Customers' Relational Models as Determinants of Customer Engagement Value. *Journal of Product and Brand Management. 23*(1), 55-61.

Fowler, D. C., Pitta, D. A., & Leventhal, R. (2013). Technological Advancements and Social Challenges for One-to-One Marketing. *Journal of Consumer Marketing. 30*(6), 509-516.

Fowler, D. C., & Pitta, D. A. (2013). Advances In Mining Social Media: Implications For Marketers. *Journal of Information Technology Management. XXIV*(4), pp25-33.

Isberg, S. C., & Pitta, D. A. (2013). Using Financial Analysis to Assess Brand Equity. *Journal of Product and Brand Management. 22*(1), 13.

Patino, A. D., Pitta, D. A., & Quinones, R. (2012). Social Media's Emerging Importance in Market Research: Implications and Concerns. *Journal of Consumer Marketing. 29*(3), 223-237.

Laric, M. V., Pitta, D. A., & Gwin, L. (2012). Physicians' Prescribing Data as Marketing Tools for Pharmaceutical Companies. *Journal of Business and Behavioral Sciences.. 24*(1), 96-106.

Castro, K., & Pitta, D. A. (2012). Relationship Development for Services: An Empirical Test. *Journal of Product and Brand Management. 21*(2), 126-131.

Lingelbach, D., Pitta, D. A., & Patino, A. D. (2012). The Emergence of Marketing in Millennial New Ventures. *Journal o Journal of Consumer Marketing. 29*(2), 136-145.

Patino, A. D., Kaltcheva, V. D., Lingelbach, D., & Pitta, D. A. (2012). Segmenting the Toy Industry: A study of Pre-teen Millennials. *Journal of Consumer Marketing. 29*(2), 156-162.

Pitta, D. A., & Pitta, E. Z. (2012). Transforming the Nature and Scope of New Product Development. *Journal of Product and Brand Management. 21*(1), 35-46.

Pitta, D. A., & Smith, D. B. (2011). Hallmarks in the Development of Marketing: Chinese Managers' Market Orientation and Ability to Deliver Service Quality. *Advances in International Marketing. 21.* 155-187.

Franzak, F. J., & Pitta, D. A. (2011). Moving from Service Dominant to Solution Dominant Brand Innovation. *Journal of Product and Brand Management. 20*(5), 394–401.

Wood, V. R., Franzak, F. J., Pitta, D. A., & Gillpatrick, T. (2011). Integrating Creative People, Creative Communities and Macro-Environmental Characteristics into the Marketing Organization. *Journal of Marketing Development and Competitiveness. 5*(3), 32-46.

Swan, H., & Pitta, D. A. (2010). The Ultimate in New Product Design: Molding the Product Concept to User Learning Needs (Invited). *Journal of Product and Brand Management. 19*(4), 286-294.

Laric, M. V., Pitta, D. A., & Katsanis, L. P. (2009). Consumer Concerns for Health Care Information Privacy: A Comparison of US and Canadian Perspectives. *Research in Healthcare Financial Management. 12*(1), 93-111.

Laric, M. V., & Pitta, D. A. (2009). Preserving Patient Privacy In The Quest For Health Care Economies. *Journal of Consumer Marketing. 26*(7), 477-487.

Wood, V. R., Pitta, D. A., & Franzak, F. J. (2009). Global Umbrella Brands: Understanding Brand America and Its Competitors. *International Journal of Global Business and Economics. 2*(1), 14-29.

Wood, V. R., Pitta, D. A., & Franzak, F. J. (2009). Successful Strategic Alliances with International Partners: Key Issues for Small to Medium Sized Enterprises. *International Journal of Innovation and Research. Vol 3*(Vol 3), pp 232-251.

Smith, D. B., Pitta, D. A., & . (2009). Chinese Managers' Perceptions of Their Ability to Deliver Service Quality. *International Journal of Business Excellence. Vol 2*(Nos. 3-4), pp 241-256.

Wood, V. R., Pitta, D. A., & Franzak, F. J. (2008). Success Marketing by Multinational Firms to the Bottom of the Pyramid: Connecting Share of heart, Global "Umbrella Brands" and Responsible Marketing. *Journal of Consumer Marketing. 25*(7), 419-429..

Pitta, D. A., Guesalaga, R., & Marshall, P. (2008). The Quest for the Fortune at the Bottom of the Pyramid: Potential and Challenges. *Journal of Consumer Marketing. 25*(7), 393-401.

Pitta, D. A., & Franzak, F. J. (2008). Nurturing an Effective Creative Culture within a Marketing Organization. *Journal of Consumer Marketing. 25*(3), 137-148.

Pitta, D. A., & Franzak, F. J. (2008). Foundations for Building Share of Heart in Global Brands. *Journal of Product and Brand Management. 17*(2), 64- 72.

Arsham, H., Ford, D. A., Pitta, D. A., & Morse, J. N. (2007). The Rate Decision: Adjustable vs Fixed Rate Mortgages. *Journal of Business & Economics Research. 11*(5), 31-42.

Smith, D. B., Pitta, D. A., & Richardson, S. L. (2007). A Comparison of the Market Orientation of Chinese and U.S. Firms. *International Business and Economics Research Journal. 6*(12), 25-37.

Pitta, D. A., Franzak, F., & Fowler, D. C. (2006). A Strategic Approach to Building Online Customer Loyalty: Integrating Customer Profitability Tiers. *Journal of Consumer Marketing. 23*(7), 421-429.

Pitta, D. A., Weisgal, M., & Lynagh, P. M. (2006). Integrating Exhibit Marketing into Integrated Marketing Communications. *Journal of Consumer Marketing. 23*(3), 156-166.

Pitta, D. A., & Fowler, D. C. (2005). Internet Community Forums: An Untapped Resource for Consumer Marketers. *Jou Journal of Consumer Marketing. 22*(5), 265-274.

Pitta, D. A., & Fowler, D. C. (2005). Online Communities and Their Value to New Product Developers. *Journal of Product and Brand Management. 14*(5), 283-291.

Pitta, D. A., Franzak, F. J., & Little, M. W. (2004). Maintaining Positive Returns In The Value And Supply Chain: Applying Tomorrow's Marketing Skills. *Journal of Consumer Marketing. 21*(7), 510-519.

Pitta, D. A., & Laric, M. V. (2004). Value Chains in Health Care. *Journal of Consumer Marketing. 21*(7), 451-464.

Pitta, D. A., Franzak, F., & Laric, M. (2003). Privacy and One-to-One Marketing: Resolving the Conflict. *Journal of Consumer Marketing. 20*(7), 616-682.

Pitta, D. A., Handlin, A., Mosca, J. B., & Forgione, D. A. (2002). DTC Pharmaceutical Advertising: the Debate's Not Over. *Journal of Consumer Marketing. 20*(3), 227-237.

Pitta, D. A., Franzak, F., & Fritsche, S. (2001). Online Relationships and the Consumer's Right to Privacy. *Journal of Consumer Marketing. 18.* 631-641.

Conference Proceedings

Laric, M. V., Lingelbach, D., & Pitta, D. A. (2013). Two Decades of Technological Entrepreneurship: From "Lab to Market" to an M.S. Degree in "Innovation Management and Technology Commercialization". *Western Business Management.*

Laric, M. V., & Pitta, D. A. (2011). Physicians' Prescribing As Marketing View. *Academy of Global Business.*

Hickman, T. M., Kaltcheva, V. D., Patino, A. D., Joan, P. M., Pitta, D. A., & Winsor, R. D. (2011). Current and Future Managers' Perceptions of Positive Marketing. *Center For Positive Marketing at Fordham University.*

Franzak, F. J., Laric, M. V., & Pitta, D. A. (2011). A Networking Framework for Technology-Based Born Global Success. *Strategic Management in Latin America Conference.*

Fowler, D. C., & Pitta, D. A. (2010). Brand Management and User Created Media: Using the Semantic Web to Hear the Voice of the Customer. *Thought Leaders in Brand Management.*

Wood, V. R., Franzak, F. J., Pitta, D. A., & Gillpatrick, T. (2010). "Developing, Harnessing and Managing "Creative" Marketing Organizations: The Role of Creative People, Creative Communities and Macro-Environmental Characteristics.". *Academy of Marketing Science 2010 Annual Conference.*

Pitta, D. A., Wood, V. R., & Pitta, E. Z. (2010). Using Blue Ocean Strategy to Reduce New Product Failure. *6th Thought Leaders International Conference on Brand Management.*

Wood, V. R., Franzak, F. J., & Pitta, D. A. (2009). Engines of Growth in the New Globalization Era: Nurturing the Creative Class. *Global Studies Conference, 2009.*

R, W. V., Pitta, D. A., J, F. F., & G. T. (2009). Extending the Brand Concept: From Products to Value Chains and Global Competitive Systems. *Proceedings, 2009 Global Business & International Management Conference.* 90-98.

Laric, M. V., Pitta, D. A., & Mirani, R. (2009). President Obama's Drive to Digitize Individuals' Health Records: Issues and Opportunities. *The International Academy of Business and Public Administration Disciplines.*

Smith, D. B., Pitta, D. A., & Pels, J. (2008). A Comparison of Argentine and US Managers' Perceptions of Their Ability to Deliver Service Quality. *ATINER Marketing Conference.*

Laric, M. V., Pitta, D. A., & Katzanis, L. (2008). Consumer Concerns for Health Care Information Privacy: A Cross Cultural Perspective. *Proceedings of the International Association of Business and Public Administration.*

Wood, V., Franzak, F., & Pitta, D. A. (2008). Successful Strategic Alliances with International Partners: Key Issues for Small to Medium Sized Enterprises. *Proceedings of the Global Business Innovation and Development Conference.* 373-388.

Smith, D., Pitta, D. A., & Ansari, A. (2008). Chinese Managers' Perceptions of Their Ability to Deliver Service

Quality. *Proceedings of the Global Business Innovation and Development Conference.* 157-169.

Aggarwal, A. K., & Pitta, D. A. (2007). Webcasting: A New Way of Learning?. *Proceedings of the College Teaching & Learning (TLC) Conference & Applied Business Research (ABR) Conference.*

Pitta, D. A., & Nielsen, C. (2007). Relationship Marketing: Building Share of Heart in the Wine Industry. *RM2007, Relationship Marketing Summit: Time to Integrate Perspectives. CD-ROM.*

Wood, V. R., Franzak, F., & Pitta, D. A. (2007). Attracting and Retaining the Creative Class: Assessing the Foundation of Latin American Competitiveness in the Global Knowledge Economy. *The Second International Conference on Strategic Management in Latin America.*

Rafael, A., Brauchle, M., Laric, M. V., & Pitta, D. A. (2007). Consumer Concerns for Health Care Information Privacy: A Comparison between Chile and the US. *The Second International Conference on Strategic Management in Latin America.*

Pitta, D. A., Ford, D. A., & Smith, D. B. (2007). The Influence of the Environment on a Firm's Market Orientation. *The The Second International Conference on Strategic Management in Latin America.*

Smith, D. B., Pitta, D. A., & Weinrich, R. (2007). A Comparison of the Market Orientation of Chilean and US Firms. *Proceedings of the Strategic Management in Latin America Conference.*

Laric, M. V., Pitta, D. A., & Katzanis, L. P. (2006). Consumer Concerns for Health Care Information Privacy: A Cross National Perspective. *International Management Development Research Yearbook- Technology, Structure, Environment, and Strategy Interfaces in a Changing Global Business Arena: Advances in Global Management Development. XV.* 449-456.

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Pitta, D. A., Laric, M. V., & Katzanis, L. P. (2005). Consumer Concerns for Health Care Information Privacy: A Cross Cultural Perspective. *8th International Conference of the American Society of Business and Behavioral Sciences.*

Pitta, D. A., Franzak, F. J., Wood, V. R., & Clark, D. (2005). Global Marketing Management Strategies for Overcoming Barriers to Creative Class Formation. *Proceedings, Academy of Marketing/American Marketing Association.*

Non-Refereed Journal Articles

Pitta, D. A., & Weisgal, M. (2006). Is Anybody Out There Listening? About face:. *The Journal of Face-to-Face Marketing.* 6-13.

Pitta, D. A. (2004). An Online Competitor is Restructuring the Banking Industry. *Journal of Services Marketing. 18*(7).

Pitta, D. A. (2004). Do Not Call has Created Numerous Responses from Telephone Marketers. *Journal of Consumer Marketing. 21*(1).

Pitta, D. A. (2004). Electronic Data Interchange: The Backbone of B2B Success. *Journal of Business and Industrial Marketing. 19*(3).

Pitta, D. A. (2004). Engineering a Website to Entice and Enrich the Business Customer. *Journal of Business and Industrial Marketing. 19*(7).

Pitta, D. A. (2004). Exploiting the Product Life Cycle While Achieving One-to-One Marketing. *Journal of Product and Brand Management. 13*(2).

Pitta, D. A. (2004). Finally a Sentinel Against Online Fraud Aimes at Consumers. *Journal of Consumer Marketing. 21*(3).

Pitta, D. A. (2004). If You're In The Market For A Robot, Parker Hannifin Can Engineer One For You. *Journal of Business and Industrial Marketing. 19*(1).

Pitta, D. A. (2004). Now a Giant in the Shipping Industry Courts Online Consumers. *Journal of Services Marketing. 18*(6).

Pitta, D. A. (2004). Obesity, Industry and Public Policy: The Combatants are Already Fighting. *Journal of Consumer Marketing. 21*(2).

Pitta, D. A. (2004). Online Auction Sites Develop Partnerships To Make It Easy On Customers And Boost Auction Volume. *Journal of Consumer Marketing. 21*(6).

Pitta, D. A. (2004). Online Auction Sites Still Face the Challenge of Fraud. *Journal of Consumer Marketing. 21*(7).

Pitta, D. A. (2004). Part of Your Shipment of Goods Disappeared between Hong Kong and your Company What are You Going To Do?. *Journal of Services Marketing. 18*(2).

Pitta, D. A. (2004). Product Development Reaches for the Stars. *Journal of Product and Brand Management. 13*(3).

Pitta, D. A. (2004). Resources for Keeping Product Development at the Leading Edge. *Journal of Product and Brand Management. 13*(1).

Pitta, D. A. (2004). Resources for Understanding Product Liability. *Journal of Product and Brand Management. 13*(6).

Pitta, D. A. (2004). Six Sigma Resources for Product Development. *Journal of Product and Brand Management. 13*(4).

Pitta, D. A. (2004). Sounding the Consumer Product Safety Alarm. *Journal of Product and Brand Management. 13*(5).

Pitta, D. A. (2004). Swagelok Really Knows its Customers and How to Communicate Effectively. *Journal of Business and Industrial Marketing. 19*(2).

Pitta, D. A. (2004). Technology Enhanced Customer Service Still has a Way to Go. *Journal of Consumer Marketing. 21*(5).

Pitta, D. A. (2004). The Nature and Scope of B2B Commerce. *Journal of Business and Industrial Marketing. 19*(4).

Pitta, D. A. (2004). The New Product Development Body of Knowledge. *Journal of Product and Brand Management. 13*(7).

Pitta, D. A. (2004). There are .com's,.edu's and .gov's, Now There is a New Domain for Professionals,.PRO. *Journal of Services Marketing. 18*(5).

Pitta, D. A. (2004). Third Party Seal Programs: Now They are Targeting Identity Theft. *Journal of Services Marketing. 18*(3).

Pitta, D. A. (2004). Third Party Seal Programs: Now They are Targeting Identity Theft. *Journal of Services Marketing. 18*(1).

Pitta, D. A. (2004). What Does the Largest B2B Advertiser Have to Offer?. *Journal of Business and Industrial Marketing. 19*(5).

Pitta, D. A. (2004). What Happens to a Website When the Corporation is in Shambles?. *Journal of Business and Industrial Marketing. 19*(6).

Pitta, D. A. (2004). When a Product Problem Occurs, How Can a Company Get the Word Out?. *Journal of Product and Brand Management. 12*(4).

Pitta, D. A. (2004). When an Online Presence is Good and Just Misses the Mark. *Journal of Services Marketing. 18*(4).

Pitta, D. A. (2004). When Monopolies Have to Change with the Times. *Journal of Consumer Marketing. 21*(4).

Pitta, D. A. (2003). A Clicks and Mortar Challenge to the Established Automobile Retail Channel. *Journal of Consumer Marketing. 20*(6).

Pitta, D. A. (2003). A Decidedly Non-Uniform Approach to the Online Uniform Business. *Journal of Business and Industrial Marketing. 18*(7).

Pitta, D. A. (2003). A Suite of Research Tools for the Small to Medium Sized Business. *Journal of Services Marketing. 17*(5).

Pitta, D. A. (2003). Enriching the e-Commerce experience with New Strategies. *Journal of Consumer Marketing. 20*(54).

Pitta, D. A. (2003). Finding Resources for Assessing the Voice of the Customer. *Journal of Product Brand Management. 12*(7).

Pitta, D. A. (2003). From a Dormitory Room to the Internet. *Journal of Business and Industrial Marketing. 18*(6).

Pitta, D. A. (2003). Helping Health Care Service Providers Obey the Law. *Journal of Services Marketing. 17*(7).

Pitta, D. A. (2003). Implementing the Value Chain and Managing the Efficiency of the Inventory Process. *Journal of Business and Industrial Marketing. 18*(3).

Pitta, D. A. (2003). Merchandising the WebSite: A Lesson From a Consumer Non-Durables Giant. *Journal of Consumer Marketing. 20*(4).

Pitta, D. A. (2003). One-to-One Product Development. *Journal of Product and Brand Management. 12*(6).

Pitta, D. A. (2003). Price Competition in the Mortgage Market: Exploiting the Internet. *Pricing Strategy and Practice. 12*(5).

Pitta, D. A. (2003). The Newest Consumer Protection Initiative will Pose Great Challenges for Telemarketers. *Journal of Consumer Marketing. 20*(7).

Pitta, D. A. (2003). The Online B2B Site Against Which All Others are Measured - 3M. *Journal of Business and Industrial Marketing. 18*(4).

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Pitta, D. A. (2003). Where Is That Receipt I Need? It's Online. *Journal of Services Marketing. 17*(4).

Pitta, D. A. (2002). A Nonprofit's Affinity Marketing Aims at Building a Community Feeling. *Journal of Services Marketing. 17*(2).

Pitta, D. A. (2002). Brand Management and the Internet: Does it Depend on Search Engines?. *Journal of Product and Brand Management. 12*(1).

Pitta, D. A. (2002). Business Models and the Products They Spawn. *Journal of Consumer Marketing. 20*(2).

Pitta, D. A. (2002). Consumers Get an Online Voice. *Journal of Consumer Marketing. 20*(1).

Pitta, D. A. (2002). Continuing Evolution in B2B Online Marketing Exchanges. *Journal of Business and Industrial Marketing. 18*(2).

Pitta, D. A. (2002). Copyrights in the Digital Age and Their Effect on Product Development. *Journal of Product and Brand Management. 12*(2).

Pitta, D. A. (2002). Internet Fraud and the Consumer's Right to Protection. *Journal of Consumer Marketing. 20*(3).

Pitta, D. A. (2002). Moving the Enterprise to the Internet. *Journal of Business and Industrial Marketing. 18*(1).

Pitta, D. A. (2002). Straining the Information Processing Ability of Humans: American Express. *Journal of Services Marketing. 17*(3).

Pitta, D. A. (2002). Supply Chain Management and Commodity Industries. *Journal of Business and Industrial Marketing. 17*(6).

Pitta, D. A. (2002). Supply Chain Management and Promoted Goods. *Journal of Business and Industrial Marketing. 17*(7).

Pitta, D. A. (2002). The Ultimate Financial Service for Students: Sallie Mae. *Journal of Services Marketing. 17*(1).

Pitta, D. A. (2001). A Collaborative Team Centered Approach to Product Management. *Journal of Product and Brand Management. 11*(1).

Pitta, D. A. (2001). Finally a Site that Does it Right. *Journal of Product and Brand Management. 10*(7).

Pitta, D. A. (2001). Instant Messaging Has Been a Mainstay of Consumer Computing. Now It Has a Place in Business. *Journal of Business and Industrial Marketing. 17*(1).

Pitta, D. A. (2001). Sears and Roebuck: A Household Name is now an Internet Presence. *Journal of Consumer Marketing. 19*(1).

Pitta, D. A. (2001). Supply Chain Management and High Tech Manufacturing: Balancing Cooperation and Control. *Jou Journal of Business and Industrial Marketing. 17*(5).

Pitta, D. A. (2001). Supply Chain Management: the Next Phase of B2B. *Journal of Business and Industrial Marketing. 17*(4).

Pitta, D. A. (2001). The Business Marketing Association: A Resource for Business to Business Marketers. *Journal of Business and Industrial Marketing. 17*(3).

Pitta, D. A. (2000). Advice on Product and Brand Issues is Just a Mouse Click Away. *Journal of Product and Brand Management. 10*(4).

Pitta, D. A. (2000). Avoiding the Annoyance of Telemarketing: A Lesson for Internet Marketers. *Journal of Consumer Marketing. 18*(3).

Pitta, D. A. (2000). Barnes and Noble.com. *Journal of Services Marketing. 14*(5).

Pitta, D. A. (2000). Barter on the Internet: A Neat Way to Exchange. *Journal of Product and Brand Management. 10*(3).

Pitta, D. A. (2000). Brand Extension into the Web: Bluelight.com, the Scion of K-Mart. *Journal of Product and Brand Management. 9*(6).

Pitta, D. A. (2000). Confinity's PayPal.com. *Journal of Product and Brand Management. 9*(4).

Pitta, D. A. (2000). Consumer Personalization Refinements Promise Higher Sales and More Satisfied Customers. *Journal of Consumer Marketing. 18*(1).

Pitta, D. A. (2000). Experience Breeds Sophistication: B-2-B Exchanges Are Adding Services to Remain Visible. *Journal of Business and Industrial Marketing. 16*(2).

Pitta, D. A. (2000). Finally a Practical Resource for Web Marketers: The ResultBuilder® WebSite Clinic. *Journal of Services Marketing. 15*(5).

Pitta, D. A. (2000). Finally a Source of Real Consumer Information on the Web: BizRate.com. *Journal of Consumer Marketing. 17*(6).

Pitta, D. A. (2000). Finally, Census Data at Our Fingertips. *Journal of Consumer Marketing. 18*(5).

Pitta, D. A. (2000). FreeMarkets.com. *Journal of Business and Industrial Marketing. 15*(6).

Pitta, D. A. (2000). From Clicks to Bricks: One Online Bank Finds the Real World. *Journal of Services Marketing. 15*(1).

Pitta, D. A. (2000). In B-2-B Marketing It Isn't Just the Combinations that Work. *Journal of Business and Industrial Marketing. 15*(7).

Pitta, D. A. (2000). In Internet Services the Old Economy Retailers May Have the Advantage. *Journal of Services Marketing. 14*(7).

Pitta, D. A. (2000). Many Happy Returns: UPS Unveiles a New B-2-B Online Returns Solution. *Journal of Business and Industrial Marketing. 16*(1).

Pitta, D. A. (2000). More Shakeouts in the Online Exchange Marketplace?. *Journal of Business and Industrial Marketing. 16*(3).

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Pitta, D. A. (2000). New Product Development in a Box-Almost: the NPD Group. *Journal of Product and Brand Management. 9*(7).

Pitta, D. A. (2000). Old Economy Auto Retailers Fear Their Profits May Be Hijacked. *Journal of Consumer Marketing. 17*(7).

Pitta, D. A. (2000). On the Way Past Maturity: Are B-2-B exchanges Already in Decline. *Journal of Business and Industrial Marketing. 16*(5).

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Pitta, D. A. (2000). Online Credit Services: An Alternative for Creditless Users. *Journal of Services Marketing. 15*(3).

Pitta, D. A. (2000). Priceline.com: Another Chance to Play with Bayesian Decision Making. *Pricing Strategy and Practice. 9*(5).

Pitta, D. A. (2000). Privacy and e-Marketing: An Emerging Issue. *Journal of Consumer Marketing. 18*(4).

Pitta, D. A. (2000). Service Providers to dot.com's Face a Tough Shakeout. *Journal of Services Marketing. 15*(2).

Pitta, D. A. (2000). Solid New Product Development and e-Marketing: Never the Twain Shall Meet?. *Journal of Product and Brand Management. 10*(2).

Pitta, D. A. (2000). The Almost Complete Recipe for Creative Ideation: The Creativity Web. *Journal of Product and Brand Management. 10*(1).

Pitta, D. A. (2000). The Ultimate in Customized Consumer Communication: DoDots!. *Journal of Consumer Marketing. 18*(2).

Pitta, D. A. (2000). The Ultimate Marriage of the Internet and Services: The Idea Market. *Journal of Services Marketing. 15*(4).

Other

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Pitta, D. A. (2009). Creating a Culture of Innovation at Portugal Telecom. *Journal of Product and Brand Management. 18*(6), 448-451..

Pitta, D. A. (2009). Product Development in a Down Economy: Blue Oceans in Product Development. *Journal of Product and Brand Management. 18*(4), 292-296.

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Pitta, D. A., & Scherr, B. (2009). Beyond Product Management: The Product Strategy for Seasonal Products. *Journal of Product and Brand Management. 18*(2), 152-3.

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Pitta, D. A., & Amsbaugh, P. (2006). New Product Introduction at TyRx Pharma, Inc. *Journal of Product and Brand Management. 15*(6), 468-472.

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Pitta, D. A. (2005). Inland Technology: The Quest for Genuine Replicas. *Journal of Product and Brand Management. 14*(4), 260-263.

Pitta, D. A., & Franzak, F. (2005). New Product Development at Eastern Spice & Flavorings. *Journal of Product and Brand Management. 14*(6).

Journal Article, Professional Journal

Presentations

Graham, C., Hickman, T., Kaltcheva, V. D., Patino, A. D., Phillips, J. M., Pitta, D. A., & Winsor, R. D. "Current and Future Jesuit Educated Managers' Perceptions of Socially Responsible Marketing," Jesuit Business Educators, Los Angeles, Ca. (2012).

Nielsen, C., & Pitta, D. A. "Building Competitive Advantage through Share of Heart Strategies: A Comparative Case Study for the Latin American Wine Industry," Fundação Getúlio Vargos – Escola de Administração de Empresas de São Paulo, São Paulo, Brazil. (2009).

Laric, M. V., Pitta, D. A., & Katzanis, L. "Consumer Concerns for Health Care Information Privacy: A Cross Cultural Perspective," International Association of Business and Public Administration, Dallas, TX. (2008).

Ford, D. A., Pitta, D. A., & Smith, D. B. "The Influence of the Environment on a Firm's Market Orientation," Santiago, Chile. (2007).

Contracts, Grants and Sponsored Research

Grants

Pitta, Dennis A.(Co-Principal), "Transitioning to an Engaged Retiremen" Sponsored by American Council on Education/ Sloan Foundation, Other, $150000. (2012).

Pitta, Dennis A.(Co-Principal), "Sloan Faculty Worklife Award" Sponsored by Sloan Foundation - ACE, Private, $200000. (2008 - 2010).

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Patino, Anthony D.(Principal), Kachura, Matthew (Supporting), Kaltcheva, Velitchka (Supporting), Pitta, Dennis A., "Gaining Insight into Consumers' Food Literacy and Motivations in a Food Desert: An Exploratory Study for Public Policy Development" Sponsored by ACR, Private, $1350. (2012).

Intellectual Contributions in Submission

van Vliet, F. R., & Pitta, D. A. Considerations in the Evolution of Product/Service Offerings. Journal of Product & Brand Management - Emerald.

Research in Progress

"Born Global and Networking for Resources" (On-Going)

SERVICE

Department Service

Committee Member, Management Committee. (August 2009 - December 2012).

Chair, Department of Marketing & Entrepreneurship. (August 2009 - August 2012).

Department Chair, Faculty Recruiting for Marketing position. (July 2009 - August 2010).

College Service

Committee Member, Faculty Development Task Force.

University Service

Administrative Assignment, Other, Sloan Retirement Grant Application.

University Senate Service, University Faculty Senate.

Co-chair, Civility Committee. (August 2012 - Present).

Committee Chair, Faculty Work Life Committee - UFS. (January 2013 - December 2013).

Committee Chair, UFS Faculty Worklife Committee. (August 2011 - December 2011).

Committee chair, Sloan Faculty Worklife Steering Committee. (August 2008 - May 2011).

Chairperson, APPIS. (August 2008 - May 2009).

Committee Member, Provost Search Committee. (July 2008 - May 2009).

Professional Service

Committee Chair, Academy of Marketing Science.

Reviewer, Journal Article, Journal of Consumer Marketing.

Reviewer, Journal Article, Journal of Product Innovation Management. (January 2009 - December 2010).

Reviewer, Conference Paper, Thought Leaders in Brand Management. (January 2008 - December 2010).