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University of Southern California
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Education

Ph.D. University of Wisconsin, 1987
Major Field: Marketing

M.B.A University of Kansas, 1981

M.A. Ohio State University, 1974
Major Field: Education Administration

B.S. University of California - Santa Barbara, 1972
Major Field: Electrical Engineering

Professional Experience

Director – Mindful USC University of Southern California
September 2017 -

Co-Chair – Mindful USC University of Southern California
September 2014 - 2017

Director of Internet Strategy University of Southern California
April 2010 – May 2012

Professor of Marketing University of Southern California
May 2002 -

Associate Professor of Marketing University of Southern California
September 1996 – May 2002

Assistant Professor of Marketing University of Southern California
July 1994 - September 1996

Assistant Professor of Marketing Stanford University
Fall 1987- July 1994

Consulting Member of Technical Staff AT&T Bell Laboratories
Spring 1987

Lecturer	University of Wisconsin 1982 -1986
Professional Singer/Songwriter	1974-1980

Academic Awards, Honors, and Grants

Marketing Science Research Grant 2009
Marketing Science Institute JM Special Issue Competition Selection (with George John and Shantanu Dutta), 1997
Tappen Fellow, 1996-2008
Marketing Science Institute Research Competition Winner (with Rashi Glazer), 1991
Business School Trust Faculty Fellow for 1990-91
Marketing Science Institute Grants (2), 1989
Marketing Science Institute Dissertation Proposal Competition Winner, 1986
R.D. Irwin Foundation Doctoral Dissertation Fellowship, 1986
Albert Haring Doctoral Symposium, 1985

Working Papers

Weiss, A.M., Lurie, N.H. and Chi, H. Roles, Incentives, and User-Generated Contributions in Online Communities (2018), submitted to *Marketing Science*

The Influence of Mere Awareness of Experiential Satisfaction
Priester, J., Zhang, X. Novak, L. A., Weiss, A., Wood, W. (2013)

The Restorative Effects of Mere Awareness: Ego-depleted? Just Pay Attention.
Priester, J., Zhang, X. Wood, W., Weiss, A., Novak, L. A. (2013)

Publications

Macinnis, D, Cavanagh, L, and A. Weiss Perceptual Dimensions Differentiate Emotions – Emotions and Cognitions (2015)

Pauwels, K. and A.M. Weiss (2008),” Moving from Free to Fee: How marketing can stimulate gains and stem losses for an online content provider”, Journal of Marketing, 72(3), 14-31.

Weiss, A.M, Lurie, N.H, and D.J. MacInnis (2008), “Judgments of the Value of Information: The Role of Information Provider Behavior and Information Seeker Goal Orientation”, Journal of Marketing Research, 45(4), 425-436.

Stremersch, Stefan, Weiss, A.M., Benedict G.C. Dellaert and Ruud T. Frambach (2003),“Buying Modular Systems in Technology-Intensive Markets,” Journal of Marketing Research.

MacInnis, D.J., Rao, A., and A.M. Weiss (2002), "Assessing When Increased Media Weight Helps Sales of Real World Ads," Journal of Marketing Research.

Pelled, L.H., Xin, K. R., and A. M. Weiss (2001), "No es como mí: Relational demography and conflict in a Mexican production facility," Journal of Occupational and Organizational Psychology, 74, 1, 63-84.

G. John, A. M. Weiss, and S. Dutta (1999), "Marketing in High-Technology Product Markets: Toward an Integrative Framework" Journal of Marketing, 63, 78-91.

Weiss, A. M., E. Anderson, and D. J. MacInnis (1999), "The Impact of Reputation on the Choice of Sales Organization," Journal of Marketing, 63 (4), 74-89.

Grenadier, S. and A. M. Weiss (1997), "Investments in Technological Innovations: An Options Pricing Approach," Journal of Financial Economics, 44, 397-416.

Weiss, A. M. and N. Kurland (1997), " Holding Distribution Channel Relationships Together: The Role of Transaction-Specific Assets and Length of Prior Relationship, " Organization Science, November-December, vol. 8, no. 6, 612-623.

Dutta, S. and A. M. Weiss (1997), "The Relationship Between a Firm's Level of Technological Innovativeness and its Pattern of Partnership Agreements," Management Science, vol. 43 (March), pp. 343-356.

Heide J. and A. M. Weiss (1995), "Vendor Consideration and Switching Behavior for Buyers in High-Technology Markets," Journal of Marketing, 59 (July), pp. 30-43.

Weiss, A. M. (1994), "The Effects of Expectations on Technology Adoption: Some Empirical Evidence," Journal of Industrial Economics, vol. 42 (December) pp. 1-19.

Glazer, R. and A. M. Weiss (1993), "Marketing in Turbulent Environments: Decision Processes and the Time-Sensitivity of Information," Journal of Marketing Research, vol. 30 (November), pp. 509-521.

Weiss, A. M. and J. Heide (1993), "The Nature of Organizational Search in High-Technology Markets", Journal of Marketing Research, vol. 30 (May), pp. 220-233.

Weiss, A. M. and E. Anderson (1992), "Converting from Independent to Employee Sales Forces: The Role of Perceived Switching Costs," Journal of Marketing Research, vol. 29 (February), pp. 101-115.

Wilson, L. O., Weiss, A.M., and G. John (1990), "Unbundling of Industrial Systems," Journal of Marketing Research, vol. 27 (May), pp. 123-138.

John, G., Weiss, A. M., and B. Weitz (1987), "An Organizational Coordination Model of Sales Compensation Plans: Theoretical Analysis and Empirical Test", Journal of Law, Economics, and Organization, Vol. 3 (Fall), pp. 373-395.

Books

Young, Roy, Weiss, A.M. and D. Stewart (2006), Marketing Champions, John Wiley and Sons, Inc, Hoboken, New Jersey

Book Chapters

Montgomery, David and A.M. Weiss (2002), "Managerial Preferences for Strategic Alliance Attributes: Some Global Contrasts" in S. Jain (Ed.), Research in International Marketing, 2002.

Weiss, A. M. (1998), "The Nature of Technical Products," The Handbook of Technology Management, Richard C. Dorf, ed., CRC Press LLC, Boca Raton, FL.

Professional Activities/Service

Reviewer: Journal of Marketing (1999-2005)
Journal of Marketing Research (1989 - present)
Management Science (1990 - present)
Marketing Science (1989 - present)
International Journal of Marketing Research (1995-present)

Conference Reviewer: Marketing Science Conferences
ORSA/TIMS Conferences
American Marketing Association

Judge: MSI Doctoral Dissertation Competitions

Professional Memberships

American Marketing Association, TIMS/ORSA