
C Jay Lambe, Ph.D.
Associate Professor
Marketing
Albers School of Business/Economics
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Academic Background

Ph.D. The Darden Graduate School of Business, University of Virginia, Charlottesville, Virginia, Marketing, 1998
M.B.A. George Washington University, Washington, DC, Finance, 1991
B.A. Virginia Tech, Blacksburg, Virginia, Marketing (English minor), 1983

Qualification

Other

Work Experience

Work Experience

Academic

Associate Professor, Seattle University (June, 2012 - Present), Seattle, Washington.
Assistant Professor of Marketing, Seattle University (September, 2006 - May, 2012), Seattle, Washington.
Assistant Professor of Marketing, Virginia Tech (January, 2001 - August, 2006), Blacksburg, Virginia.
Assistant Professor of Marketing, Texas Tech University (June, 1998 - December, 2000), Lubbock, Texas.
Instructor of Marketing, George Mason University (August, 1997 - May, 1998), Fairfax, Virginia.

Non-Academic

Key Account Manager, AT&T (January, 1989 - August, 1992), Washington, DC, District of Columbia.
Account Manager, AT&T Information Systems (January, 1985 - December, 1988), Richmond, Virginia.
Account Manager (Business Systems), Xerox Corporation (May, 1983 - December, 1984), Richmond, Virginia.

Teaching

Courses Taught

Courses from the Teaching Schedule: Independent Study, Introduction to Marketing, Introduction to Marketing, Marketing Management, Marketing Management, Marketing Principals, Marketing Strategy, New Product Development, New Product Development, Personal Selling, Personal Selling, Personal Selling, Sales Management, Special Topics-Personal Selling, Special Topics-Sustainable Business Concepts and Strategies, Sustainable Business Marketing

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	13			13
Publications in Refereed Conference Proceedings	21			21

Books, Monographs, Compilations, Manuals, Supplements, Chapters, Cases, Readings	4	1	3	8
Presentations of Refereed Papers	8			8
Research Report, Non-Refereed			1	1

Refereed Articles

Basic or Discovery Scholarship

- Lambe, C. J., Webb, K., & Ishida, C. (2009). Self-Managing Selling Teams and Team Performance: The Complementary Roles of Empowerment and Control. *Industrial Marketing Management*, 38, 5-16.
- Lambe, C. J., Morgan, R. E., Sheng, S., & Kutwaroo, G. (2009). Explaining Success in New Product Development Alliances: Distinguishing between Exploration and Exploitation Strategy and the Moderating Role of Formalization. *Journal of Business-to-Business Marketing*, 16 (3), 242-275.
- Webb, K. & Lambe, C. J. (2007). Internal Multi-Channel Conflict: An Exploratory Investigation and Conceptual Framework. *Industrial Marketing Management*, 36 (1), 29-43.
- Bluemelhuber, C., Carter, L., & Lambe, C. J. (2007). Extending the View of Brand Alliance Effects: An Integrative Examination of the Role of Country of Origin. *International Marketing Review*, 24 (4), 427-443.
- Lambe, C. J., Spekman, R. E., & Hunt, S. D. (2002). Alliance Competence, Resources, and Alliance Success: Conceptualization, Measurement, and Initial Test. *Journal of the Academy of Marketing Science*, 30 (2), 141-158.
- Lambe, C. J., Wittmann, C. M., & Spekman, R. E. (2001). Social Exchange Theory and Research on Business-to-Business Relational Exchange. *Journal of Business-to-Business Marketing*, 8 (3), 1-36.
- Lambe, C. J., Spekman, R. E., & Hunt, S. D. (2000). Interimistic Alliances: Conceptualization and Propositional Development. *Journal of the Academy of Marketing Science*, 28 (2), 212-225.
- Hunt, S. D. & Lambe, C. J. (2000). Marketing's Contribution to Business Strategy: Market Orientation, Relationship Marketing, and Resource-Advantage Theory. *International Journal of Management Reviews*, 2 (1), 17-43.
- Hunt, S. D., Lambe, C. J., & Wittmann, C. M. (2000). A Theory and Model of Business Alliance Success. *Journal of Relationship Marketing*, 1 (1), 17-35.
- Spekman, R. E., Salmond, D. J., & Lambe, C. J. (1997). Consensus and Collaboration: Norm-Regulated Behavior in Industrial Marketing Relationships. *European Journal of Marketing*, 31 (11/12), 832-856.
- Lambe, C. J. & Spekman, R. E. (1997). National Account Management: Large Account Selling or Buyer-Supplier Alliance? *Journal of Personal Selling and Sales Management*, 17 (4), 61-74.
- Lambe, C. J. & Spekman, R. E. (1997). Alliances, External Technology Acquisition, and Discontinuous Technological Change. *Journal of Product Innovation Management*, The, 14 (2), 102-116.
- Lambe, C. J. & Spekman, R. E. (1997). Fruit Fly Alliances: The Rise of Short-Lived Partnerships. *Alliance Analyst*, The.

Refereed Proceedings

Basic or Discovery Scholarship

- Brown, J. R., Dant, R. P., Bagozzi, R. P., & Lambe, C. J. (2011). Managing Marketing Channel Conflict: A Longitudinal Investigation. *American Marketing Association Winter Marketing Educators Conference Proceedings*, American Marketing Association.
- Lambe, C. J., Ishida, C., & Sandvik, K. (2011). Extending Views of Rewards and Salesperson Outcomes: Exploration of the Moderating Role of Task Programmability. *American Marketing Association Summer Marketing Educators Conference Proceedings*, 22 American Marketing Association, 281-290.
- Morgan, R., Lambe, C. J., Kouropalatis, Y., & Hughes, M. (2008). Knowledge Application and Knowledge Generation in High Technology Strategic Alliances. *Strategic Management Society Conference (SMS 28th Annual International Conference)*, Strategic Management Society.
- Morgan, R., Lambe, C. J., Kutwaroo, G., & Hughes, P. (2007). Delivering Financial Performance in International Strategic Alliances: A Knowledge-Based Perspective. *Winter American Marketing Association Educators' Conference Proceedings*, 18 American Marketing Association, 200.
- Lambe, C. J., Dietz, T., & Nieswandt, H. (2005). Structural Prerequisites for the Emergence of Relational Exchange.

European Ways of Law: First European Socio-Legal Conference (sponsored by the Oñati International Institute for the Sociology of Law), Oñati International Institute for the Sociology of Law.

Lambe, C. J., Ishida, C., & Brown, J. R. (2004). Business Network Effects, the Relationship Lifecycle, and Dyadic Alliance Resources: An Initial Empirical Investigation. *Winter American Marketing Association Educators' Conference Proceedings*

Lambe, C. J., Ishida, C., & Brown, J. R. (2004). Business Network Effects the Relationship Lifecycle and Dyadic Alliance Resources: An Initial Empirical Investigation. *Winter American Marketing Association Educators' Conference Proceedings*

Lambe, C. J., Ishida, C., & Brown, J. R. (2004). Business Network Effects the Relationship Lifecycle and Dyadic Alliance Resources: An Initial Empirical Investigation. *Winter American Marketing Association Educators' Conference Proceedings*

Grzeskowiak, S., Lambe, C. J., & Brown, J. R. (2003). Antecedents of Relational Norms in Developing and Mature Relationships. *Winter American Marketing Association Educators' Conference Proceedings*.

Webb, K. L. & Lambe, C. J. (2003). Multichannel Competence and Conflict: An Internal Network Investigation. *ISBM/CBIM Conference Proceedings*.

Poppo, L. & Lambe, C. J. (2002). Examining the Transfer of Knowledge Within and Across Firms: A Review of the Literature. *LINK Conference on Organizing Processes of Building and Leveraging Knowledge Proceedings*.

Lambe, C. J. (2001). A Resource-Based View of Brand Alliances. *Marketing Science Conference*.

Lambe, C. J. (2001). A Resource-Based View of Brand Alliances. *Marketing Science Conference*.

Lambe, C. J. (2000). Brand Alliances and Partner Firm Brand Equity. *Conference on Brand Leadership in a Digital Economy at Ludwig-Maximilians Universität*

Lambe, C. J. (2000). Brand Alliances and Partner Firm Brand Equity. *Conference on Brand Leadership in a Digital Economy at Ludwig-Maximilians Universität*

Lambe, C. J. & Spekman, R. E. (1997). The Bases of Alliance-Derived Sustainable Competitive Advantage: Relationship and Resources. *American Marketing Association Winter Marketing Educators Conference Proceedings*.

Lambe, C. J. (1997). The Bases of Alliance-Derived Sustainable Competitive Advantage: Relationship and Resources. *Winter American Marketing Association Educators' Conference Proceedings*.

Lambe, C. J. & Spekman, R. E. (1996). Firm Attributes and Preemptive Partner Advantage. *Research Conference on Relationship Marketing Proceedings*.

Lambe, C. J. & Spekman, R. E. (1996). First Mover Advantage and a Consideration of Alliances. *American Marketing Association Summer Marketing Educators Conference Proceedings*.

Lambe, C. J. (1996). Firm Attributes and Preemptive Partner Advantage. *Research Conference on Relationship Marketing at Emory University*.

Lambe, C. J. (1996). First Mover Advantage and a Consideration of Alliances. *American Marketing Association Summer Marketing Educators Conference*.

Chapters, Cases, Readings, Supplements

Case

Lambe, C. J. & Spekman, R. E. (1997). Teaching Note: Bombardier: The Procurement Decision of Light Rail Cars for the LA Metro Transit Authority. *The 1997-1998 Darden Case Bibliography and Irwin's Custom Publishing Division*. The 1997-1998 Darden Case Bibliography and Irwin's Custom Publishing Division.

Lambe, C. J. & Spekman, R. E. (1996). Teaching Note: AT&T and Olivetti: Analysis of a Failed Strategic Alliance. *The 1996-1997 Darden Case Bibliography and Irwin's Custom Publishing Division*. The 1996-1997 Darden Case Bibliography and Irwin's Custom Publishing Division.

Lambe, C. J. & Spekman, R. E. (1996). Teaching Note: IBM and Microsoft: A Partnership. *The 1996-1997 Darden Case Bibliography & Irwin's Custom Publishing Division*. The 1996-1997 Darden Case Bibliography & Irwin's Custom Publishing Division.

Chapter

Lambe, C. J. (2015). Qualitative Research Acumen as a Core Resource for Understanding Business Markets. In Silke

Bartsch and Christian Blumelhuber (Eds.), *Always Ahead in Marketing* (pp. 12). Wiesbaden: Springer [B].

Lambe, C. J. & Hayden, A. (2013). Strategic Alliances: Promise, Perils, and a Roadmap to Success. In Timothy J. Wilkinson (Ed.) Vijay R. Kannan (Ed.) (Ed.), *Strategic Management in the 21st Century, Volume 2: Corporate Strategy* (pp. 23-47). Santa Barbara, California Denver, Colorado Oxford, England: Praeger [B].

Lambe, C. J., Spekman, R. E., & Hayden, A. (2011). Anti-Competitive Practices In Marketing. In Professor Cary Cooper, Chair of Academy of Social Sciences (Ed.), *Volume 2 Business Ethics of the Wiley Encyclopedia of Management, 3rd edition* (pp. 7). Hoboken, New Jersey:

Poppo, L. & Lambe, C. J. (2006). A Time Dependent Framework On Developing Perceptions of Relational Norms: The Role of Emotion and Uncertainty Reduction. In Africa Arino and Jeffery J Reuer (Eds.) *Strategic Alliances: Governance and Contracts* (pp. 135-147). United States and United Kingdom: PALGRAVE MACMILLAN.

Lambe, C. J. & Spekman, R. E. (1996). First Mover Advantage and a Consideration of Alliances. In Roger Calatone and Cornelia Droge (Eds.) *Enhancing Knowledge Development in Marketing, Vol. 7*. Chicago: American Marketing Association.

Reading

Lambe, C. J. & Spekman, R. E. (1998). Anti-Competitive Practices in Marketing. *Blackwell Encyclopedic Dictionary of Business Ethics* (pp. 21-22). Malden, Mass: Blackwell [B].

Presentations of Refereed Papers

International

Lambe, C. J., Ishida, C., & Sandvik, K. (2011, July). *Extending Views of Rewards and Salesperson Outcomes: Exploration of the Moderating Role of Task Programmability*. American Marketing Association Summer Marketing Educators Conference, San Francisco, California.

Lambe, C. J., Ishida, C., & Brown, J. R. (2004, February). *Business Network Effects the Relationship Lifecycle and Dyadic Alliance Resources: An Initial Empirical Investigation*. Winter American Marketing Association Educators' Conference Proceedings, Scottsdale, Arizona.

Lambe, C. J. (2001, July). *A Resource-Based View of Brand Alliances*. Marketing Science Conference, Wiesbaden, Germany.

Lambe, C. J. (2000, June). *Brand Alliances and Partner Firm Brand Equity*. Conference on Brand Leadership in a Digital Economy at Ludwig-Maximilians Universität, Munich, Germany.

Lambe, C. J. (1997, October). *The Bases of Alliance-Derived Sustainable Competitive Advantage: Relationship and Resources*. London Business School, London, United Kingdom.

Lambe, C. J. (1997, February). *The Bases of Alliance-Derived Sustainable Competitive Advantage: Relationship and Resources*. Winter American Marketing Association Educators' Conference Proceedings, Tampa, Florida.

Lambe, C. J. (1996, August). *First Mover Advantage and a Consideration of Alliances*. American Marketing Association Summer Marketing Educators Conference, Chicago, Illinois.

Lambe, C. J. (1996, June). *Firm Attributes and Preemptive Partner Advantage*. Research Conference on Relationship Marketing at Emory University, Atlanta, Georgia.

Research Reports

2014: Lambe, C. J., & Hayden, A., What the launch of HealthCare.gov can teach us about consumer marketing: 4 lessons., submitted to Insights.

Service

Service to the Institution

Department Assignments

Chair:

2015-2016: Chair, Marketing Department Personnel Committee

Faculty Advisor:

2013-2014: Faculty Advisor - Marketing Club,
2012-2013: Faculty Advisor - Marketing Club
2006-2007 – 2010-2011: Advisor for Toastmasters (Albers Student Club)

College Assignments

Assurance of Learning - Institutional Service:

2015-2016: Assessment Committee, Department Representative (Leadership Role)
2011-2012 – 2015-2016: Assessment Committee, Department Representative (Leadership Role)
2009-2010 – 2011-2012: Assessment Committee, Department Representative (Leadership Role)

College Assignments

Member:

2012-2013: Marketing Department Personnel Committee

Other Institutional Service Activities:

2007-2008 – 2015-2016: Albers Advisory Board Faculty Mentor Program

College Assignments

Chair:

2012-2013 – 2014-2015: CAPCOM

Member:

2008-2009: ASBE Communications Task Force.
2008-2009: ASBE Teaching and Research Committee.

College Assignments

Member:

2009-2010: Assessment Gurus

College Assignments

Member:

2009-2010 – 2011-2012: CAPCOM

College Assignments

Member:

2009-2010: Ethics Committee

College Assignments

Member:

2013-2014: Gleed Committee

College Assignments

Member:

2013-2014: Graduate Marketing Task Force (For Pro-MBA)

Dissertation Assignments

Chair:

2005-2006: Dissertation Co-Chair for Stephan Grzeskowiak (Virginia Tech 2006): **Stephan Grzeskowiak**

(Virginia Tech 2006), "An Empirical Examination of Boundary Conditions of Relational Exchange," Dissertation Co-Chair with James R. Brown.
Dissertation Recognized as one of the top 10 "Finalists" (from 41 submissions) in the "2003 ISBM Business Marketing Doctoral Support Award Competition."

Dissertation Assignments

Member:

2000-2001: Dissertation Committee Member for C. Michael Wittmann (Texas Tech University 2001):
C. Michael Wittmann (Texas Tech University 2001), "Business Alliance Success: The Influence of Alliance Competence, Idiosyncratic Resources, Relational Factors, and Competitive Advantage," Dissertation Committee Member (Dissertation Chair: Shelby C. Hunt).

Dissertation Assignments

Member:

2006-2007: Dissertation Committee Member for Chiharu Ishida (Virginia Tech 2007): Chiharu Ishida (Virginia Tech 2007), "Bad Apples, Bad Barrels, and the Structure of Marketing Channel Relationships: Analyses of the Propensity for Opportunism and Opportunistic Behavior," Dissertation Committee Member (Dissertation Chair: James R. Brown).

Thesis Assignments

Chair:

2001-2002: Masters Thesis Chair for Larry L. Carter (Virginia Tech 2002):
Larry L. Carter (Virginia Tech 2002), "Consumer Attitudes Toward Cross-Border Brand Alliances: Adding a Consideration of Country of Origin Fit," Primary Masters Thesis Advisor.

Service to the Profession

Board Member: PRJ Editorial Review Board

2005 – 2016: Editorial Review Board Member (and listed as such with my Seattle University affiliation near the beginning of every Journal publication), Journal of Business-to-Business Marketing (2000-present).

2005 – 2016: Editorial Review Board Member (and listed as such with my Seattle University affiliation near the beginning of every Journal publication), Industrial Marketing Management (2005-present), Level 3.

Other Professional Service Activities

2016: EXTERNAL EXPERT REVIEWER FOR NEW DEGREE PROGRAM DECISION (for Bellevue College).

EXTERNAL EXPERT REVIEWER FOR NEW DEGREE PROGRAM DECISION

Degree Program proposed: Bachelor Degree in Digital Marketing, Bellevue College, 2016

(at the request of: Chris Bell, Director of Baccalaureate Development, Bellevue College; and Suzanne Marks, Marketing Program Chair, Bellevue College).

2016: EXTERNAL REVIEWER FOR TENURE AND PROMOTION DECISION. Dr. Matthew E. Sarkees (for rank of Associate Professor at Saint Joseph's University) 2016 (at the request of: Joseph A. DiAngelo, Dean, Erivan, K. Haub School of Business, Saint Joseph's University).. EXTERNAL REVIEWER FOR TENURE AND PROMOTION DECISION. Dr. Matthew E. Sarkees (for rank of Associate Professor at Saint Joseph's University) 2016 (at the request of: Joseph A. DiAngelo, Dean, Erivan, K. Haub School of Business, Saint Joseph's University).

2014: EXTERNAL EXAMINER FOR PH.D. THESIS DECISION (for University of South Australia).

EXTERNAL EXAMINER FOR PH.D. THESIS DECISION. Ulrich Michael Veyhl (Ehrenberg-Bass Institute for Marketing Science, University of South

Australia, Adelaide, Australia), “The Role and Leadership of Functional Experts in Cross-Functional Selling Teams,” as it was motivated by my 2009 work on Self-Managing Selling Teams I served as Examiner for Ph.D. Thesis submitted 2014 (at the request of: David Corkindale, BSc. (Hons), MSc., PhD. Professor of Marketing Management, The International Graduate School of Business, The University of South Australia).

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