

Alberto Sa Vinhas

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My main research focus is on behavioral issues in business-to-business marketing. I have a special interest in channels of distribution, with my current research centering on issues related to the design and management of multiple channels of distribution, with a particular emphasis on structuring and governance issues in channel systems comprising both manufacturer-owned and independent sales forces. These channel systems raise significant distributor concerns related to customer cherry-picking and potential replacement by the manufacturer. I consider potential channel conflict issues and the distributor's perspective and behaviors. I am also particularly interested in the multiple dimensions of intra-brand competition in channels of distribution, and how these interact with distributor capabilities and channel governance to determine distributor and customer behavior and outcomes, as well as value creation and allocation processes within the marketing channel. I examine these problems by empirically testing theories developed in the fields of institutional economics, organizational theory, and marketing.

Expertise

Business-to-Business Marketing
Distribution Channels
Sales Management
Supply-Chain Management
Marketing Strategy

Teaching areas :

Marketing Management (traditional and/or experiential/project-based)
Marketing Strategy
Sales Management
Business-to-Business Marketing
Global Marketing Strategy

Education

Ph. D. Management, specialization in Marketing, INSEAD (2002)
MSc Management, specialization in Marketing, INSEAD, France, 1999
Licenciatura Management, Faculty Economics University of Porto, Portugal, 1993

Research

Peer-Reviewed Journal Publications

Alberto Sa Vinhas and Jan Heide (2015), "Forms of Competition and Channel Outcomes in Dual Distribution Systems," *Marketing Science*, 34(1), 160-175.

Alberto Sa Vinhas, Jan Heide and Sandy Jap (2012), "Consistency Judgments, Embeddedness, and Relationship Outcomes in Interorganizational Networks," *Management Science*, 58(5), 996-1011.

Alberto Sa Vinhas and Richard Gibbs (2012), "Competitive Channel Relationship Management," *Marketing Letters*, 23, 645-659.

Alberto Sa Vinhas, Sharmila Chatterjee, Shantanu Dutta, Adam Fein, Rupinder Jindal, Joseph Lajos, Scott Neslin, Bill Ross, Lisa Scheer, Qiong Wang (2010), "Channel Design, Coordination and Performance: New Research Directions," *Marketing Letters*, 21(3), 223-237.

Alberto Sa Vinhas and Erin Anderson (2008) "The Antecedents of Double Compensation in Concurrent Channel Systems in Business-to-Business Markets," *Journal of Personal Selling and Sales Management (JPSSM), Special Issue on Enhancing Sales Force Productivity*, 28(2), 133-144.

Alberto Sa Vinhas and Erin Anderson (2005), "How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Routes to Market," *Journal of Marketing Research*, 42 (Nov), 505-515.

Book chapters

Alberto Sa Vinhas and Jean Johnson (2015), "Design and Management of Multi-Channel Distribution in B2B Environments," *Handbook of Research on Distribution Channels*, edited by Rajiv P. Dant and Chuck Ingene.

Reviewing and Service to the Marketing Discipline

Conference co-chair, Summer American Marketing Association Educator's Conference, San Francisco, CA, August 2014

Current Inter-Organizational Issues in Marketing AMA SIG (IOSIG) leader

Track co-chair, Inter-organizational track, Summer American Marketing Association Educator's Conference, Boston, MA, August 2013

Organizing committee, *Marketing Science Conference*, Goizueta Business School, Emory University, June 2005

Reviewer, *Journal of Marketing Research*

Reviewer, *Journal of Retailing*

Reviewer, *Marketing Science*

Reviewer, *John A. Howard Doctoral Dissertation Award*

Reviewer, *Journal of Marketing*

Reviewer, *Information Systems Research*

Reviewer, *International Journal of Research in Marketing*

Reviewer, *AMA Summer and Winter Marketing Educators Conferences*

Reviewer, *European Marketing Academic Conference (EMAC)*

Conference presentations:

AMA Summer Marketing Educators Conference, Chicago, August 2015, organized and moderated special session on “Theoretical Challenges in IOR research.”

AMA Winter Marketing Educators Conference, San Antonio, February 2015, organized and moderated special session on “Empirical Challenges in IOR research.”

INSEAD Conference of Customer Strategies for Sustained Growth, Fontainebleau, France, June 2013, “How Intra-brand Channel Competition and Coordination Issues Affect Customer Satisfaction and Sales Growth.”

Institute for the Study of Business Markets (ISBM) Educators Conference, Chicago, August 2012, “Managing Exclusive Channels for Relationship Effectiveness.”

AMA Summer Marketing Educators Conference, Chicago, August 2012, “Managing Exclusive Channels for Relationship Effectiveness.”

Institute for the Study of Business Markets (ISBM) Educators Conference, Boston, August 2010, “Intra-Brand Competition, Governance Mechanisms, and Channel Outcomes in Dual Distribution Systems.”

INFORMS Marketing Science Conference, University of Cologne, Germany, June 2010, “Intra-Brand Competition, Governance Mechanisms, and Channel Outcomes in Dual Distribution Systems.”

AMA Summer Marketing Educators Conference, San Diego, August 2008, “Returns to Consistency: Dyad- Versus Territory-Level Determinants of Channel Relationship Outcomes.”

Institute for the Study of Business Markets (ISBM) Educators Conference, San Diego, August 2008, “Competitive Channel Relationship Management.”

INFORMS Marketing Science Conference, Vancouver, Canada, June 2008, “Competitive Channel Relationship Management.”

“How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels,” *invited* presentation at the ISBM Doctoral Consortium, Washington D.C., August 2007.

INFORMS Marketing Science Conference, Singapore University, Singapore, June 2007, “Antecedents and Consequences of Search Patterns across Multiple Channels in Non-Contractual Services.”

INFORMS Marketing Science Conference, Singapore University, Singapore, June 2007, “The Impact of the Consistency of Channel Strategies Within a Territory on Channel Satisfaction.”

AMA Winter Educators Conference, San Antonio, February 2005, “Multiple Channels of Distribution: Research Opportunities, Challenges and Directions” (Special session organizer, chair and discussant).

“New Priorities and Challenges for Business-to-Business Marketers” Conference organized by the Institute for the Study of Business Markets, the Center for Business and Industrial Marketing, Harvard Business School and AMA, Boston, August 2004, “How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels.”

INFORMS Marketing Science Conference, Erasmus University, the Netherlands, June 2004, “How Potential Conflict Drives Channel Structure: Concurrent (Direct and Indirect) Channels.”

INFORMS Conference, Atlanta, Georgia, October 2003, “Antecedents of Adoption of Dual Distribution: Blending Real Options and Transaction Cost Economics.”

Academy of Management Conference, Seattle, Washington, August 2003, “The Channel Ownership Mix Under Environmental Uncertainty.”

INFORMS Marketing Science Conference, University of Alberta, Canada, July 2002, “Forward Integration Under Environmental Uncertainty: Wait or Invest in the Future?”

Ph.D. Committees

Sean Yim (WSU) – Doctoral Dissertation Committee Member

ShinHye Kim (WSU) – Doctoral Dissertation Committee Chair

Courses

Marketing Strategy (WSUV Masters of Business Administration)

Marketing Management (WSUV Undergraduate) – traditional and project-based classes

Principles of Marketing (WSUV Undergraduate)

Business-to-Business Marketing (WSUV Undergraduate)

Sales Management (WSUV Undergraduate)

Global Marketing Strategy (Goizueta Undergraduate, MBA and Evening-MBA programs)

Channel Governance and Multiple Channels (Goizueta PhD mini-class)

Marketing Management (Goizueta MBA)

Experience:

Teaching

- Assistant Professor of Marketing, Emory University, 2002-2009
- Lecturer, Faculty of Economics, University of Porto, Portugal, 1993-1996

Professional:

- Manager, CIN SA (paints manufacturer), Portugal, 1993-1996

Honors and Awards

- 2014 Dean's Excellence Award, Carson College of Business, Washington State University
- 2012 Best track paper, Summer American Marketing Educator's Conference, Chicago, IL, Inter-organizational Issues in Marketing track
- 2007 Research Grant, I.S.B.M.
- 2006 Research Grant, Emory University
- 2001 Winner I.S.B.M. (Pennsylvania State University) Business Doctoral Support Award Competition
- 1998 Fellow, AMA-Sheth Foundation Doctoral Consortium, University of Georgia
- 1997 Fundação Ciencia e Tecnologia (Portugal, E.U.) Fellowship (4 years)
- 1991 Erasmus (European Union) Fellowship (1 year)

Professional Memberships:

American Marketing Association, Chicago, IL

Institute for Operations Research and the Management Sciences (INFORMS)

Department and College Service

WSU, Faculty hiring committee

WSU, Masters committee (MPPC) member

WSUV, Department strategic planning committee

WSUV, Faculty Hiring Committee

WSU, Committee to Propose Curriculum for a new core MBA quantitative class

WSUV Professional Sales Program website design

WSUV Professional Sales Program strategic planning committee

WSUV Professional Sales Program Advisory taskforce creation and annual meeting organizer

WSUV Sales Career Fair Organizer

Emory University, BBA Program Committee

Emory University, Evening MBA Program Committee

Emory University, Research Committee

Emory University, Committee on Redesigning the Evening MBA Program Committee

Campus and University Service

WSUV, Faculty Organization Executive Committee (FOEC)

Languages

Portuguese: native language

English: fluent

French: fluent

Spanish: good working knowledge