

PROMOTION RECOMMENDATION

**The University of Michigan-Dearborn
School of Management
Department of Management Studies**

Kim E. Schatzel, assistant professor of marketing, Department of Management Studies, and associate dean, School of Management is recommended for promotion to associate professor of marketing, with tenure, Department of Management Studies, School of Management.

Academic Degrees:

B.S. 1978 Washington University, St. Louis
Ph.D. 1999 Michigan State University, East Lansing

Professional Record:

2005 to present Associate Dean for Executive Programs, University of Michigan-Dearborn
2000 to present Assistant Professor, University of Michigan-Dearborn
1999 to 2000 Assistant Professor, Boston College, Boston

Summary of Evaluation

Teaching: Kim Schatzel is a gifted and impacting teacher. She has consistently demonstrated a measured, demanding and fair approach to the education of undergraduate, graduate and executive program students. Most impressive is Professor Schatzel's ability to create an environment in which students are eager to learn and excel. She inculcates in students the abiding belief that classrooms prepare them for real world excellence, career and beyond. Evaluations from her students routinely place Professor Schatzel in the upper quartile in overall course evaluation. Professor Schatzel has demonstrated initiative in developing and delivering one of the first WebMBA courses. She is presently developing new undergraduate and graduate courses that focus on new product development. She plans on assessing the learning outcomes of her marketing research with numerous marketing research firms that she has built relationships with over the past several years, and reengineering the marketing research course reflecting evolving industry needs. Professor Schatzel's goal is to develop in her students the skill and will to make high level contributions to the profession.

Research: Professor Schatzel has demonstrated consistent excellence in her field of research. Her accomplishments to date have significantly clarified our understanding of new product preannouncement phenomenon. She is highly regarded by her peers. She has an excellent publications record, and has published in top and leading marketing journals. Professor Schatzel has developed and introduced to the literature new constructs emphasizing a firm's strategic orientation regarding preannouncement. The management strives to build a firm's competitive equity and industry leadership position. Her research goes beyond the domain of competitors interplay, developing and empirically testing and incorporating new and different factors. She has developed the understanding of preannouncement as strategic marketing communication targeted at audiences beyond consumers and competitors. Hers is one the few major empirical research efforts at examining non-competitive outcome, placing preannouncement in the

tradition of B2B marketing communication targeted at audiences beyond consumers and competitors.

Recent and Significant Publications:

- Schatzel, Kim E. and Roger J. Calantone, Strategic foretelling: Communication-based antecedents of a firm's propensity to preannounce. *Journal of Marketing*. 64, 2000.
- Schatzel, Kim E., Tunga Kiyak, and Anthony Roath. An examination of the coercive power and satisfaction relationship within a relational exchange: The moderating role of dealer resistance. *Journal of Marketing Channels*. 8(3/4), 2001.
- Schatzel, Kim E. and Cornelia Droge, Beyond the firm's initial declaration: Are preannouncements of new product introductions and withdrawals alike? *Journal of Product Innovation Management*. 18, 2001.
- Schatzel, Kim E., Cornelia Droge, and Roger J. Calantone. Strategic channel activity preannouncements: An exploratory investigation of antecedent effects. *Journal of Business Research*. 56, 2003.
- Schatzel, Kim E., Tunga Kiyak, and Trevor Iles. How do firms identify and pursue opportunities: An exploratory model of pioneering behavior. *The Journal of American Academy of Business*. 6(2), 2005.
- Schatzel, Kim E., Tunga Kiyak, and Trevor Iles. A firm's technology demand receptivity: The development of the construct and a conceptual model: *The Journal of American Academy of Business*. 7(2), 2005.
- Schatzel, Kim E., Roger J. Calantone, and Cornelia Droge. Unfortunately the introduction of our new product will be delayed: An exploratory examination of factors that influence a firm to announce changes in its new product plans. *Journal of Applied Business Research* (Forthcoming).
- Schatzel, Kim E. and Roger J. Calantone. Creating market anticipation: An exploratory examination of the effect of preannouncement behavior on a new product's launch. *Journal of the Academy of Marketing Science* (Forthcoming).

Service: Professor Schatzel has been a member of a number of marketing faculty search committees and standing committees. She was a member of the committee for implementing the WebMBA program. She is the faculty founder for the Collegiate Chapter of the International Association of Business Communicators (IABC) at UM-D. The respect she has gained among her peers at the School of Management is reflected in her membership in the recent School of Management Dean Search Committee. She was part of the task force on the School of Management and UM-D marketing strategy initiatives, conducting an environmental study of higher education and UM-D's positioning in the area and recommending new marketing initiatives.

External Reviewers:

Reviewer (A)

"Kim is clearly developing a focused research stream that examines top management issues related to preannouncement behaviors on new product launch and withdrawals. Kim's journal articles appear in well-respected and highly ranked marketing journals. These articles were rigorously developed both conceptually and analytically."

Reviewer (B)

“She has developed a significant stream of research delving into a previously untapped area, which can have significant impact on future business practice in the arena of new product introductions. She exceeds expectations – in both number and quality. I would consider her a strong candidate for tenure and promotion at any university.”

Reviewer (C)

“Professor Schatzel’s quantity of research output is especially impressive considering her high teaching load at UM-D. Her research on this topic is very programmatic, as she examines several nuances of this activity, such as why firms engage in preannouncements and how it impacts new product success. She has clearly established herself as one of the leading experts on this topic.”

Reviewer (D)

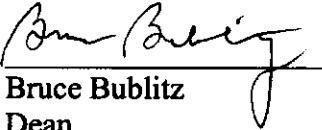
“Dr. Schatzel has been publishing with admirable regularity. This is quite an impressive record that would compare favorably with most faculty at the same career stage. Dr. Schatzel’s work related to preannouncement-related activities of firms seeks to provide a detailed understanding of the many antecedents and implications of preannouncements and other information-sharing initiatives undertaken by firms. This work, taken as a whole, is creative and of good quality.”


Reviewer (E)

“Kim has made significant contributions to the marketing and new product development literature through her research since her arrival at your institution. She has established a research track record of both quantity as well as quality, and her ongoing work suggests that she has a good stream of research that should be helpful to her for many years to come. I strongly support the promotion and tenure of Kim Schatzel at the University of Michigan-Dearborn.”

Summary of Recommendation:

Professor Schatzel has made key contributions to developing a strong and growing marketing program in the School of Management, University of Michigan-Dearborn. She has contributed excellently to the teaching, research and service missions of the department, the School and the University. We are very pleased to recommend, with the strong support of the School of Management Executive Committee, Kim E. Schatzel for promotion to associate professor of marketing, with tenure.


Bruce Bublitz
Dean
School of Management


Daniel Little
Chancellor
University of Michigan – Dearborn

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