

JAMES G. MAXHAM III, PH.D.

Crozet, Virginia • 434.249.8200 • maxham@virginia.edu • [Google Citations \(6900+\)](#)

Accomplished researcher with 20+ years' experience across higher education and demonstrated expertise overseeing graduate and undergraduate programs; excelled in several senior leadership roles.

Extensive professorial, research, and leadership background complemented by track record of building programs and inspiring growth of academic, professional, and personal success and wellbeing for students and colleagues.

Expertise in variety of business research areas including consumer research, customer journeys customer value chains, frontline service employee performance, customer loyalty, and financial performance over time following key customer touchpoints.

Well-traveled and affable leader, creator of collaborative workplace cultures, and genuine communicator able to ensure the highest standards in student engagement, diversity, equity & inclusion, and organizational success.

EDUCATION

Doctor of Philosophy in Business Administration, Statistics, and IO Psychology

Louisiana State University – Baton Rouge, Louisiana

Master of Business Administration - Business and Applied Psychology

University of South Florida – Tampa, Florida

Bachelor of Science in Business Administration

Western Carolina University – Cullowhee, North Carolina

ACADEMIC LEADERSHIP EXPERIENCE

University of Virginia – Charlottesville, Virginia

ASSOCIATE DEAN FOR BUSINESS ANALYTICS (July 2020 to Present)

Govern program activities including design and delivery of innovative undergraduate and graduate programs in business analytics across the McIntire School. Help faculty responsible for training career professionals to leverage rigorous and relevant business analytics to unveil insights and improve market performance. Serve as liaison to represent McIntire School on pan-university initiatives and new programs in analytics. Academic Director of the Center for Business Analytics. Program Director of the MS in Business Analytics. Coordinator of the Business Analytics Track in the BS in Commerce program.

Key Contributions:

- **Course Offerings:** Made critical contributions towards development and continuous improvement of all McIntire analytics programs including BS in Commerce Track in Business Analytics, MS in Commerce Track in Business Analytics, MS in Business Analytics, Center for Business Analytics, executive certifications, and non-degree programs.

University of Virginia – Charlottesville, Virginia

ASSOCIATE DEAN FOR GRADUATE PROGRAMS (August 2014 to July 2020)

Held full accountability for providing leadership and conducting strategic planning for five graduate programs: MS in Accounting, MS in Commerce, MS in Global Commerce, MS in the Management of Information Technology, and MS in Business Analytics. Guided development, approval, and launch of new programs, Master of Science in Global Commerce and Master of Science in Business Analytics. Represented McIntire regarding curriculum, faculty, scheduling, course delivery, and facilities. Oversaw integrated schedule of department course offerings and faculty assignments.

Key Contributions:

- **Program Development:** Spearheaded design and launch of two graduate programs involving partnerships with other schools (Darden) or universities (ESADE) and Sun Yat-sen (Lingnan).
- **Program Development:** Inspired and led all facets of science, technology, engineering, and mathematics (STEM) designation process for undergraduate and graduate programs.

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University of Virginia – Charlottesville, Virginia

ASSOCIATE DEAN FOR THE BACHELOR OF SCIENCE IN COMMERCE (August 2010 to August 2014)

Orchestrated development, implementation, and operationalization of vision and strategy for program. Played key role in providing pedagogical direction within subject area while delivering effective leadership and coordination of learning activities. Coordinated with Dean, school, Faculty Senate, Provost, and State Council for Higher Education in Virginia to approve all degree plan changes and curriculum updates. Created, implemented, and oversaw policy and procedures for all academic and student conduct.

Key Contributions:

- **Curriculum Growth:** Oversaw development and launch of four new undergraduate track specializations including global commerce, business analytics, quantitative finance, and advertising & digital media.
- **Program Leadership:** Collaborated with faculty to develop engaging curriculum and promote student learning excellence.

TEACHING & RESEARCH EXPERIENCE

University of Virginia – Charlottesville, Virginia

FARISH ENTREPRENEURIAL RESEARCH PROFESSOR (August 2013 to Present)

Lead efforts to discover relevant data insights involving customers and revenue trends by applying artificial intelligence (AI), machine learning, multivariate data analytics, A-B testing, conjoint analysis, user testing, social analytics, and text Analytics including natural language processing (NLP). Concurrently provide instruction covering research a design and advanced quantitative modeling. Conduct business and scholarly research on links between customer experiences and customer outcomes including satisfaction and loyalty in relation to financial results.

Key Contributions:

- **Customer Loyalty Trends:** Empowered marketing scholars and retail managers with better understanding of customer loyalty trends by carefully examining quantitative consumer models.
- **Subject Matter Expertise:** Served on variety of Editorial Review Boards including *Journal of Marketing*, *Journal of Service Research*, and *Journal of Retailing*.

University of Virginia – Charlottesville, Virginia

PROFESSOR OF COMMERCE (August 2011 to August 2013)

Instructed undergraduate coursework in marketing research and business analytics. Conducted scholarly research presentations, engaged in conversational exercises, and participated in curriculum development. Achieved and held classroom interest, motivation, participation, and discipline through creative teaching techniques. Supervised students regarding degree path and course loads.

Key Contributions:

- **Collaboration:** Partnered with leading retail, hospitality, and consumer manufacturing firms to conduct research on consumer insights and behavior during related purchase occasions.
- **Student Success:** Guided creation and establishment of curriculum development and strategic planning processes that ensured student access, progress, and success.

University of Virginia – Charlottesville, Virginia

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ASSOCIATE PROFESSOR OF COMMERCE (August 2005 to August 2011)

Promoted academic excellence, addressed student needs, and encouraged student success by utilizing best practices in curriculum development and instruction. Managed consulting and scholarly research projects with retailers, technology firms, and consumer electronics manufacturers to investigate links between internal employee procedures and policies and key customer outcomes including satisfaction, loyalty, and revenue.

Key Contributions:

- **Academic Progress:** Received positive evaluations from students regarding teaching delivery style.
- **Subject Matter Expertise:** Served as Editorial Board Member for *Journal of Marketing*.

ADDITIONAL EXPERIENCE

University of Virginia – Charlottesville, Virginia

CHESAPEAKE & POTOMAC TELEPHONE COMPANY PROFESSOR (August 2009 to August 2013)

University of Virginia – Charlottesville, Virginia

ASSISTANT PROFESSOR OF COMMERCE (August 1999 to August 2005)

EARLIER ACADEMIC EXPERIENCE

Louisiana State University – Baton Rouge, Louisiana

INSTRUCTOR, DEPARTMENT OF MARKETING

Louisiana State University – Baton Rouge, Louisiana

RESEARCH ASSISTANT, DEPARTMENT OF MARKETING

Louisiana State University – Baton Rouge, Louisiana

TEACHING ASSISTANT, DEPARTMENT OF MARKETING

BUSINESS EXPERIENCE

AT&T | NCR Corporation – Tampa, Florida | Jacksonville, Florida | Dayton, Ohio

PRODUCT SPECIALIST, SYSTEMEDIA GROUP | ACCOUNT CONSULTANT, SYSTEMEDIA GROUP

Russell Stover Candies – Atlanta, Georgia

PERSONNEL FIELD TRAINER | CONSULTATIVE SALES | BRAND MANAGEMENT

SELECT HONORS & GRANTS

Davidson Award

RUNNER-UP FOR BEST ARTICLE IN THE *JOURNAL OF RETAILING* (2012)

American Marketing Association

BEST SERVICES ARTICLE AWARD (2001)

Literati Club

HIGHLY COMMENDED AWARD FOR RESEARCH EXCELLENCE

American Marketing Association

SALES SIG EXCELLENCE IN RESEARCH AWARD

JAMES G. MAXHAM III, PH.D.

REVIEW SERVICE

Journal of Retailing

EDITORIAL REVIEW BOARD (2010 to Present)

Journal of Service Research

EDITORIAL REVIEW BOARD (2013 to Present)

Journal of Marketing

EDITORIAL REVIEW BOARD (2003 to 2005)

Journal of Marketing | Journal of Consumer Research | Journal of Marketing Research | Journal of the Academy of Marketing Science

AD-HOC REVIEWER

TEACHING HONORS

University of Virginia

ALL-UNIVERSITY EDUCATION ABROAD AWARD (2013)

University of Virginia

COMMERCE SCHOOL'S NOMINEE FOR THE UNIVERSITY-WIDE TEACHING AWARD (2003, 2004, 2008, 2012)

Louisiana State University

COLLEGE OF BUSINESS ADMINISTRATION "EXCELLENCE IN TEACHING" AWARD (1998)

SELECT UNIVERSITY SERVICE ACTIVITIES

UNIVERSITY OF VIRGINIA

- Associate Dean for Graduate Programs (2014 – 2020)
- Chair, Graduate Program Committee (2014 – 2020)
- Chair, Undergraduate Program Committee (2010 – 2014)
- Chair, Provost's Committee for Dean Zeithaml's Review (2011 – 2012)
- Provost's Committee for Global Studies (2012)
- Provost's sub-committee for Undergraduate Global Studies (2012)
- University Committee on Undergraduate Research (2011)
- Associate Dean for the BS in Commerce (2010 – 2014)
- Co-Chair, Business Analytics Track
- Co-Chair, Global Commerce Track
- Team Leader, Integrated Core Curriculum (2005 – 2008)
- Integrated Core Curriculum Steering Committee (2005 – 2008; 2010 – 2015)
- Undergraduate Admissions Committee (2007 – 2009)

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RESEARCH

1. Atefi, Yashar, Michael Ahearne, **James G. Maxham III**, Todd Donavan, and Brad Carlson (2018), "Does Selective Sales Force Training Work?," *Journal of Marketing Research*, 55 (5).
2. Zablah, A.R., B. Carlson, D.T. Donavan, **James G. Maxham III**, and T.J. Brown (2016), "A Cross-Lagged Test of the Association between Customer Satisfaction and Employee Job Satisfaction in a Relational Context," *Journal of Applied Psychology*.
3. Obeng, E., J.E. Prescott, J. Hulland, R. Gilbert, and **James G. Maxham III**, (2015), "Retail Capability Systems," *Academy of Marketing Science Review*, 5 (3 – 4).
4. Donavan, T., S. Janda, and **James G. Maxham III** (2015), "Identification and Aftermarket Personalization with Durable Goods," *Psychology & Marketing*, 32 (6).
5. Bower, Amanda B. and **James G. Maxham III** (2012), "Return Shipping Policies of Online Retailers: Normative Assumptions and their Long-Term Consequences," *Journal of Marketing*, 76 (5).
6. Netemeyer, Richard G., Carrie M. Heilman, and **James G. Maxham III** (2012), "Identification with the Retail Organization and Customer-Perceived Employee Similarity: Effects on Customer Spending," *Journal of Applied Psychology*, 97 (5).
7. Netemeyer, Richard G., Carrie M. Heilman, and **James G. Maxham III** (2012), "The Impact of a New Retail Brand In-Store Boutique and its Perceived Fit with the Parent Retail Brand on Store Performance and Customer Spending," *Journal of Retailing*, 88 (4).
8. Netemeyer, Richard G., **James G. Maxham, III**, and Donald Lichtenstein (2010), "Store Manager Performance and Satisfaction: Effects on Store Employee Performance and Satisfaction, Store Customer Satisfaction, and Store Customer Spending Growth," *Journal of Applied Psychology*, 95 (3).
9. Lichtenstein, Donald, Richard G. Netemeyer, and **James G. Maxham, III** (2010), "The Relationships among Manager-, Employee-, and Customer-Company Identification: Implications for Retail Store Financial Performance," *Journal of Retailing*, 86 (1).
10. **James G. Maxham III**, Richard G. Netemeyer, and Donald Lichtenstein (2008), "The Retail Value Chain: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Financial Performance," *Marketing Science*, 27 (2).
11. Netemeyer, Richard G. and **James G. Maxham, III** (2007), "Employee versus Supervisor Ratings of Performance in the Customer Service Sector: Differences among Dimensions and Outcomes," *Journal of Retailing*, 83 (1), special issue on Service Research, edited by Ruth Bolton.
12. Netemeyer, Richard G., **James G. Maxham, III**, and Chris Pullig (2005), "Conflicts in the Work-Family Interface and Job Stress: Links to Customer Service Employee Performance and Customer Purchase Intent," *Journal of Marketing* 69 (2).
13. **Maxham, James G., III** and Richard G. Netemeyer (2003), "Firms Reap What They Sow: The Effects of Shared Values and Perceived Organizational Justice on Customer Evaluations of Complaint Handling," *Journal of Marketing*, 67 (1).
14. **Maxham, James G., III** and Richard G. Netemeyer (2002), "Modeling Customer Perceptions of Complaint Handling Over Time: The Effects of Perceived Justice on Satisfaction and Intent," *Journal of Retailing*, 78 (4).

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15. **Maxham, James G., III** and Richard G. Netemeyer (2002), "A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts," *Journal of Marketing*, 66 (4), 57-71.
16. Pullig, Chris, **James G. Maxham, III**, and Joseph F. Hair, Jr. (2002), "Salesforce Automation Systems: An Exploratory Examination of Organizational Factors Associated with Effective Implementation and Salesforce Productivity," *Journal of Business Research*, 55 (5), 401-415.
17. **Maxham, James G., III** (2001), "Service Recovery's Influence on Consumer Satisfaction, Positive Word-of-Mouth, and Purchase Intentions," *Journal of Business Research*, 54 (1), 11-24.
18. Hartline, Michael, **James G. Maxham, III** and Daryl McKee (2000), "Corridors of Influence in the Dissemination of Customer-Oriented Strategy to Customer-Contact Employees," *Journal of Marketing*, 64 (2), 35-50.
19. Burns, Alvin C., Laura A. Williams, and **James G. Maxham, III** (2000), "Narrative Text Biases Attending the Critical Incidents Technique," *Qualitative Market Research*, 3 (4).
20. Licata, Jane W. and **James G. Maxham, III** (1998), "Student Expectations of the University Experience," *Journal of Marketing for Higher Education*, 9 (1), 69-91.

INVITED RESEARCH PRESENTATIONS

1. **Maxham, James G., III** (2014), "Frontline Customer Service Research," 2014 AMA Winter Educators' Conference.
2. **Maxham, James G., III** (2013), Dyadic Customer Service Research at the Intersection of Employees and Customers," Sun Yat-sen University, Lingnan (University) College, Guangzhou, China.
3. **Maxham, James G., III** (2012), "Designing and Delivering World-Class Patient Experiences," West China Hospital, Sichuan University, Chengdu, China.
4. **Maxham, James G., III** (2012), "Customer Value Chain Research," Davidson Award Special Session for the Journal of Retailing, AMA Winter Educators Conference.
5. **Maxham, James G., III** (2008), "*Linking Customer Loyalty Management to Key Customer Outcomes*," Peking University, Beijing, China.
6. **Maxham, James G., III**, Todd Donovan, and Swinder Janda (2008), "Consumer Identification with Brands and the Essence of Loyalty over Time," Branding and Marketing Communications (Special Session) at the Winter Educators Conference.
7. Bower, Amanda B. and **James G. Maxham III**, "Set Them Free: The Impact of Product Return Shipping Policies on Repurchases," presented at the McIntire School of Commerce, Behavioral Research Series, *Penn State University* (2004), *Georgetown University* (2005), and *Peking University* (2008).
8. **Maxham, James G., III** (2005), "Current Trends in CRM," *University of Virginia*, Masters in IT graduate program.
9. **Maxham, James G., III** (2002), "Internal Branding," special session, 2002 AMA summer educators' conference, San Diego, CA.
10. **Maxham, James G., III** (2001), "Multiple Service Failures and Customer Loyalty," *Boston College*.

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11. **Maxham, James G., III** (2001), "Marketing Tactics for Competitive Advantage: Assessing Loyalty Programs," an invited presentation at the 2001 McIntire School of Commerce SIGMA: Creating Shareholder Value in the Petroleum Marketing Industry, *University of Virginia*.
12. **Maxham, James G., III** (2000), "Repeated Measures MANCOVA in Marketing Research," Department of Statistics, *University of Virginia*.
13. **Maxham, James G., III** (1999), "A Productive Transition from Doctoral Student to Assistant Professor," an invited presentation at the 1999 Doctoral Consortium, Society for Marketing Advances Conference, Atlanta, GA.
14. **Maxham, James G., III** and Jack Gifford (1998) "Effective Teaching Portfolios," a special session at the American Marketing Association Summer Educators' conference.
15. Hair, Joseph F., Jr., Renee Fontenot, **James G. Maxham, III**, Chris Pullig, and Chuck Lamb (1997), "CD-ROM Technology in the Classroom," a special session at the Southern Marketing Association annual conference.
16. **Maxham, James G., III** (1997), "The Influence of Service Recoveries on Customer Perceptions," poster presentation, American Marketing Association Winter Educators' Conference, Debbie Thorne LeClair and Michael Hartline, eds., St. Petersburg, Florida.
17. Williams, Laura A., Melissa Johnson, **James G. Maxham, III**, Barbara-Jean Ross, and Alvin C. Burns (1997), "Throw Me Something Mister! A Qualitative Study of Experiential Consumption at Mardi Gras," poster presentation, Association for Consumer Research Conference, Denver, Colorado.
18. **Maxham, James G., III** (1997), "The Impact of Service Recovery on Consumer Satisfaction, Positive Word-of-Mouth, Behavioral Intentions, and Perceived Justice," presented at the Sixth Annual Nebraska Doctoral Symposium, University of Nebraska-Lincoln.

CONFERENCE PROCEEDINGS

1. **Maxham, James G., III** (2014), "Frontline Customer Service Research," 2014 AMA Winter Educators' Conference.
2. Atefi, Yashar, Michael Ahearne, and **James G. Maxham III**, (2015), "Training Spillover among Competing Salespeople," 5th Biennial Enhancing Sales Force Productivity Conference, Atlanta, GA.
3. Atefi, Yashar, Michael Ahearne, and **James G. Maxham III**, (2015), "Training Spillover among Competing Salespeople," AMA Winter 2015 – Sales and CRM Track, San Antonio, TX.
4. **Maxham, James G., III** and Son Lam (2011), "A Longitudinal Dyadic Analysis of Spill-over Effects in Front Line Employee - Customer Interface," 2011 AMA Winter Educators' Conference.
5. Efua Obeng, John Hulland, **James G. Maxham, III**, and Robert Gilbert, "Leveraging Resources to Enhance Retail Success: A Framework," 2010 AMA Summer Conference.
6. **Maxham, James G., III**, Todd Donovan, and Swinder Janda (2008), "Consumer Identification with Brands and the Essence of Loyalty over Time," Branding and Marketing Communications (Special Session) at the Winter Educators Conference.
7. **Maxham, James G., III**, Todd Donovan, and Swinder Janda (2005) "The Impact of Intimacy and Brand Connection on Identification and Customer Spending," in the *AMA summer conference proceedings*, San Francisco, CA.

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8. Williams, Laura A., Melissa Johnson, **James G. Maxham, III**, Barbara-Jean Ross, and Alvin C. Burns (1998), "Throw Me Something Mister! An Informant Study of Mardi Gras Consumer Behavior," in *Marketing Advances in Theory, Practice and Education*, J. Duncan Herrington and Ronald D. Taylor, eds., Society for Marketing Advances, Radford, Virginia, 59-64.
9. **Maxham, James G., III** (1998), "Service Recovery in a Health Care Environment: A Conceptual Model," in *Advances in Health Care Research*, Joe F. Hair, Jr. and Elizabeth Wilson-Woodside, eds., Association for Health Care Research, Madison, WI, 109-118. *Best Paper Award*.
10. **Maxham, James G., III** (1997), "The Role of Adaptive Selling in Sales Training: A Salesperson Perspective," in *Advances in Marketing*, Joyce A. Young, Dale L. Varble, and Faye W. Gilbert, eds. Terre Haute, IN: Southwestern Marketing Association, 195-203.
11. **Maxham, James G., III** and Jane W. Licata (1997), "An Examination of Multidimensional Expectations Prior to the Service Encounter," in *Enriching Marketing Practice and Education*, Elnora W. Stuart and Ellen M. Moore, eds., Society for Marketing Advances, Rock Hill, South Carolina, 3-4.
12. **Maxham, James G., III** and Elizabeth J. Wilson (1997), "Integration and Assessment of Multimedia Technology in the Principles of Marketing Classroom," in *Developments in Marketing Science*, Elizabeth J. Wilson and Joseph F. Hair, Jr., eds., Academy of Marketing Science, volume 20, 54.
13. Wilson, Elizabeth J. and **James G. Maxham, III** (1997), "Internet Experiential Learning in the Principles of Marketing Classroom: A Pedagogical Approach," in *Developments in Business Simulation and Experiential Learning*, John K. Butler, Jr. and Nancy H. Leonard, eds., Association for Business Simulation and Experiential Learning, 261-266.
14. Ross, Barbara-Jean, **James G. Maxham, III**, and Stern Neill (1996), "UCUES: An Evaluation Scale for Business College Personal Computer Labs," in *Marketing: Moving Toward the 21st Century*, Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore, eds., Society for Marketing Advances, 24-29.
15. **Maxham, James G., III**, Laura A. Williams and John Michael Weber (1996), "Computer-Aided Content Analysis: An Expository Study of its Role in Qualitative Consumer Behavior Research," in *Marketing: Moving Toward the 21st Century*, Elnora W. Stuart, David J. Ortinau, and Ellen M. Moore, eds., Society for Marketing Advances, Rock Hill, South Carolina 1996, pp. 37-43.