

## GAIL AYALA TAYLOR

Tuck School of Business  
Dartmouth College  
100 Tuck Hall  
Hanover, NH 03755

(603) 646-0533  
(603) 646-0995 (fax)  
Gail.Taylor@Dartmouth.edu

**RESEARCH AREAS:** Non-traditional Retail Promotions  
Services Marketing  
Marketing Communication

### **EDUCATION:**

Ph. D. The Florida State University  
Primary Area: Marketing  
Support Area: Hospitality Management and Research  
Dissertation: Exploring Coupon Usage in a Service Environment

M.B.A. Michigan State University  
Major: Marketing

B.A. Michigan State University.  
Major: Hotel, Restaurant, and Institutional Management  
Ecole Hotelier, Lausanne Switzerland

### **ACADEMIC APPOINTMENTS:**

Visiting Associate Professor  
Dartmouth College  
Tuck School of Business  
August 2008 to Present

Research Faculty  
Center for Digital Strategies  
Dartmouth College  
Tuck School of Business  
October 2015 to Present

Faculty Director  
Tuck Business Bridge Program  
Dartmouth College  
Tuck School of Business  
March 2011 to October 2015

Visiting Scholar  
INSEAD - Singapore  
August 2012 to August 2013

Research Scholar  
Dartmouth College  
Tuck School of Business  
July 2002 to Present

Visiting Professor  
Solvay Business School  
Brussels, Belgium  
Summer 2004

Visiting Assistant Professor  
Dartmouth College  
Tuck School of Business  
September 2000 to June 2002

**ACADEMIC APPOINTMENTS continued:**

Research Director for Interactive Marketing	Dartmouth College Tuck School of Business September 2000 to June 2002
Assistant Professor	Northwestern University Medill School of Journalism Integrated Marketing Communications Department September 1998 to June 2002
Assistant Professor (by courtesy)	Northwestern University J.L. Kellogg Graduate School of Management Management and Organizations Department August 1999 to June 2000
Assistant Professor	The University of Georgia Terry College of Business Department of Marketing and Distribution September 1995 to August 1998

**PUBLICATIONS**

- Taylor, G. Ayala, S. Neslin, K. Grantham and K. R. McNeil (2014), "Recognizing the Real Estate Recency Trap," Keller Center Research Report, Dec, 7 (4).
- Ailawadi, K., J. Luan, S. Neslin, and G. Ayala Taylor (2014), "Does Retailer CSR Enhance Behavioral Loyalty: A Case for Benefit Segmentation," International Journal of Research in Marketing.
- Neslin, S., G. Ayala Taylor, K. Grantham, and K. McNeil (2013), "Overcoming the 'Recency Trap' in Customer Relationship Management," Journal of the Academy of Marketing Science 4: 320-337.
- Ailawadi, K., J. Luan, S. Neslin, and G. Ayala Taylor (2012), "The Impact of Retailers' Corporate Social Responsibility on Price Fairness Perceptions and Loyalty," Marketing Theory and Applications: Proceedings of The American Marketing Association's 2012 Winter Educators Conference, Tampa, FL.
- Taylor, G. Ayala and S. Neslin (2005), "The Current and Future Sales Impact of a Retail Frequency Reward Program." Journal of Retailing.
- Dellande, S. and G. Ayala Taylor (2004), "The Role of Provider Communication in External Customer Participation." Health Marketing Quarterly.
- White, T.B., G. Ayala Taylor and S. Dellande (2003), "Extrinsic and Intrinsic Motivators of Customer Participation in Compliance Dependent Services." International Business & Economics Research Journal.

## **PUBLICATIONS (continued)**

- Taylor, G. Ayala and S. Long-Tolbert (2002), "Coupon Promotions in Quick-service Restaurants: Preaching to the Converted?" *Cornell Hotel and Restaurant Administration Quarterly*.
- Hamer, L. O. and G. Ayala Taylor (2002), "The Customer as a Competitor: Key Drivers of Self-Production Decisions." Proceedings of The American Marketing Association's Winter Educators conference, Austin, TX.
- Taylor, G. Ayala (2001), "Coupon Response in Services." *The Journal of Retailing*.
- Perkins, L., K. Thomas, and G. Ayala Taylor (2000), "Recruiting and Advertising: Marketing to Minorities." *Psychology and Marketing*.
- Taylor, G. Ayala and M. Stamps (2000), "Advertising Modification Strategies: Appealing to Minority Consumers." In G. Zinkhan (Ed.), Advertising Research at the American Marketing Association.
- Johnson, M., G. M. Zinkhan, and G. S. Ayala (1998), "The Impact of Outcome, Competency & Affect on Service Referral." *The Journal of Services Marketing*.
- Ayala, G. S., E. Staros, and J. J. West (1996), Marketing Quality in the Hotel Industry. In R. Teare, M. Olsen & E. Gummesson (Eds.), Service Quality in Hospitality Organizations. London: Cassel PLC.
- Ayala, G. S. and K. V. Henderson (1995), "Interactive Kiosks and Their Effects on Services Marketing: A Call for Further Research." *Journal of Retailing and Consumer Services*.
- West, J. J., G. S. Ayala, and E. Staros (1995), "Quality Service as a Differentiation Strategy." Proceedings of the 26th Annual Decision Sciences Institute, Boston, MA.
- Sonner, B. S., G. S. Ayala, and R.W. Mizerski (1995), "A Comparison of the Responsiveness of Male Shoppers versus Female Shoppers to Sales Promotions." Proceedings of the Southern Marketing Association's 1995 Annual Conference, Orlando, FL.
- Ayala, G. S., R. W. Mizerski, and B. S. Sonner (1994), "An Investigation Into Income Effects on Coupon Redemption." Marketing Science: Theory and Practice Proceedings of the 1994 Conference of the Atlantic Marketing Association.

## **WORKING PAPERS**

- "Going from "Me" to "We": Customer Controlled Co-production" with Kimberly Grantham and Kimberly McNeil
- "Implementing Category Management: Customer-Value-Based Measures and Models of Category Value and Brand Value," with Leigh McAlister.

**WORKING PAPERS continued**

“Services Switching Anxiety: Understanding Consumers’ Reaction to Involuntary Switching,” with Inger Roos, Merlyn Griffiths, and Lawrence Hamer.

**PRESENTATIONS**

Ailawadi, K., J. Luan, S. Neslin, and G. Ayala Taylor (2012), “The Impact of Retailers’ Corporate Social Responsibility on Price Fairness Perceptions and Loyalty,” The American Marketing Association’s Winter Educators conference, Tampa, FL.

Taylor, G. Ayala and Leigh McAlister (2009) “CRM Using Grocery Scanner Data,” American Marketing Association Sheth Doctoral Consortium, Atlanta, GA.

McAlister, Leigh and G. A. Taylor, (2007) “Linking a Brand’s Value to the Value of Its Customers: Manufacturer’s Perspective vs. Retailer’s Perspective,” Marketing Science Conference, Singapore.

Taylor, Gail Ayala, Scott A. Neslin, (2007) “The Current and Future Sales Impact of a Retail Frequency Reward Program,” The American Marketing Association Winter Educator’s Conference, San Diego, CA.

Cano, C., R. Riggle, M. Stamps and G. Ayala Taylor, (2006) “En Fuego: The Hispanic Consumer Market,” 2006 AMA Winter Educator’s Conference, St. Petersburg, FL.

Taylor, G. Ayala, J. Williams and M. Stamps, (2005) “Financial Services: Advertising Modification Strategies to Reach Multicultural Markets,” AMA SERVSIG’s 2005 International Conference, Singapore.

Taylor, G. Ayala, L. Hamer and I. Roos, (2004) “Service Switching Anxiety: Understanding Consumer’s Reaction to Involuntary Switching,” The Ninth Quality in Services Symposium, QUIS 9. Karlstad, Sweden.

Taylor, G. Ayala, J. Williams and L. Foster-Johnson, (2004) “Organic Foods: Using Purchasing Data to Investigate Income and Ethnicity Effects,” Center for Brand Research's Conference, "Niche Lifestyles and Branding.” Washington, D.C.

White, T. B., G. Ayala Taylor and S. Dellande, (2003) “Extrinsic and Intrinsic Motivators of Customer Participation in Compliance Dependent Services,” The 2003 European Applied Business Research Conference, Venice, Italy.

Dellande, S, L. O. Hamer and G. Ayala Taylor, (2001) “The Role of Consumer Self-Expectations in Compliance Motivation,” Presented at the tenth annual AMA Frontiers in Services Conference, Washington, D.C.

Stamps, M., G. Ayala Taylor and C. Cano, (2001) “To Target or Not: Advertising Strategies in Black, White and Hispanic Magazine,” Presented at the American Marketing Association’s Summer Educators Conference, Washington, D.C.

## **PRESENTATIONS (continued)**

- Taylor, G. Ayala, Lawrence Hamer and Leila Borders, (2001) "The Impact of Involuntary Switching on Consumer's Subsequent Purchase Behavior," Presented at the 2001 AMA/SERVSIG Conference in Sydney, Australia.
- Taylor, G. Ayala and Miriam Stamps, (2000) "Ad Modification Strategies: Appealing to Minority Consumers," presented at The Society for Marketing Advances' annual conference, Orlando, Florida.
- Taylor, G. Ayala, (2000) "Sales Promotion in Service Industries: A Neglected Area of Research," presented at The American Marketing Association's 2000 International Educators Conference, Buenos Aires, Argentina.
- Taylor, G. Ayala and Stephanie Dellande, (2000) "A Classification and Investigation of Compliance Dependent Services," presented at The American Marketing Association's 2000 International Educators Conference, Buenos Aires, Argentina.
- Dellande, S. and G. Ayala Taylor, (2000) "The Customer Has Left the Building: Provider Communication and Customer Compliance" poster presentation at The Marketing and Public Policy Conference, Washington, D.C.
- Taylor, G. Ayala, L.O. Hamer, L. Borders, (1999) "Services Separation Anxiety: The Result of Involuntary Switching Behavior." Presented at the Eight Annual Frontiers in Services Conference, Vanderbilt University, Nashville, Tennessee.
- Dellande, S. and G. Ayala Taylor, (1999) "The Customer Has Left the Building: Provider Communication and Customer Compliance." Presented at the Eight Annual Frontiers in Services Conference, Vanderbilt University, Nashville, Tennessee.
- Hamer, L. O. and G. Ayala Taylor, (1998) "The Effect of Credibility Cues on Consumer Perceptions of Quality and Satisfaction." Presented at the Seventh Annual Frontiers in Services Conference, Vanderbilt University, Nashville, Tennessee.
- Ayala, G. S. and M. Stamps, (1998) "Advertising Modification Strategies: Appealing to the Minority Consumer." Presented at the American Marketing Association Advertising SIG mini-conference at the AMA Winter Educators Conference, Austin, Texas.
- Ayala, G. S., L. O. Hamer, and E. Day, (1997) "Self-Provision of Services: The Consumer as a Primary Competitor." Presented at the Sixth Annual Frontiers in Services Conference, Vanderbilt University, Nashville, Tennessee.

## **ACADEMIC CASES WRITTEN**

- Taylor, G. Ayala (2014), "Dartmouth Coach: Managing Service Growth Challenges"
- Taylor, G. Ayala, (2006), "Northern Trust – Growing a Service Brand"

## **RESEARCH IN PROGRESS**

“Examining the Effectiveness of Nontraditional Long-Term Promotions”

“Consumer Stockpiling: A Retailer’s Secret Weapon?”

## **HONORS AND AWARDS:**

Overall Best Conference Paper, 2012 American Marketing Association’s Winter Educators Conference, Tampa, FL.

Best paper in the Social Responsibility, Sustainability, and Marketing track, 2012 American Marketing Association’s Winter Educators Conference, Tampa, FL.

“Dux Femina Facti” Award” for Outstanding Woman Leader, Business Bridge Program, 2008.

Honored Guest and Keynote Speaker, Marketing Doctoral Student Association, Ph.D. Project, August 2007.

2007 Davidson Honorable Mention Award for the Best Paper in Journal of Retailing, 2005.

European Applied Business Research Conference, Italy. Best Paper Award Recipient, 2003

2002 Cornell Quarterly Best Paper Award Finalist for all papers published in the Journal in 2002.

Lilly Teaching Fellowship Recipient, The University of Georgia, 1996-1998.

Advertising Education Foundation Visiting Professor at Avrett, Free and Ginsberg Advertising Agency, New York, Summer 1997.

Florida Education Fund McKnight Doctoral Fellowship Recipient, 1992-1995.

Ford Motor Company MBA Scholarship Recipient, 1989-1990.

NBMBA Association Scholarship Recipient, 1989.

## **GRANTS**

Promotion Marketing Association Research Grant Recipient, 1999, 2000, 2001.

UGA Center for Marketing Studies Summer Research Grant Recipient, 1998.

UGA Office of the Vice President for Research Competitive Faculty Research Grant Recipient, 1998.

Marriott Corporation Research Grant Recipient, 1994.

Florida State University, College of Business, Dean’s Office, Dissertation Grant Recipient, 1994.

## **TEACHING EXPERIENCE:**

Dartmouth  
College

***Tuck School of Business***

MBA Program

Services Marketing

Tuck Global Consultancy

Field Study in International Business (Thailand)

Undergraduate Offerings

Tuck Business Bridge Program

- Summer Program – Introduction to Marketing
- December Program – Introduction to Marketing
- Smith-Tuck Program – Introduction to Marketing

**TEACHING EXPERIENCE (continued):**

Executive Education Offerings  
Marketing Strategies for Growth  
Enhancing the Customer Experience  
Marketing the Service Side of Your Business  
“NEW” Marketing Insights  
Managing the Service Component of Your Business

***Thayer School of Engineering***

Graduate Offerings  
Marketing Management

Northwestern  
University

***Integrated Marketing Communications Department***

Graduate Offerings  
Marketing Management  
Advertising and Sales Promotions Strategies and Tactics

Undergraduate Offerings  
Introduction to Advertising

***Kellogg Graduate School of Business***

MBA Program  
Global Initiatives in Management (Ghana)

The University of  
Georgia

***Marketing Department***

Undergraduate Offerings  
Services Marketing  
Introduction to Advertising and Sales Promotion

Florida State  
University

***Marketing Department***

Undergraduate Offerings  
Basic Marketing

**BOARD MEMBERSHIP**

Member of the Board of Directors of Good Beginnings of the Upper Valley (2013-Present)  
ASCENT Leading Multicultural Women to the Top (2008 (founding member) – 2012)

**PROFESSIONAL ACTIVITIES**

Editorial Review Board:

*Journal of Service Management* 2005 - 2014

Ad Hoc Reviewer:

*International Journal of Hospitality Management*

*Journal of Services Marketing* Special Issue on Promotion of Services 2001

**PROFESSIONAL ACTIVITIES continued:**

American Marketing Association 2001 Summer Educators Conference  
American Marketing Association 2001 Winter Educators Conference  
Academy of Marketing Science 2000 National Conference  
American Marketing Association 1999 Summer Educators Conference  
*Services Marketing*, Second Edition by Valarie Zeithaml and Mary Jo Bitner  
Academy of Marketing Science 1998 National Conference  
*International Journal of Service Industries Management* 1997  
American Marketing Association 1996 Summer Educators Conference

Session Chair:

2001 SERVSIG International Conference  
2000 Frontiers in Services Conference  
1999 Frontiers in Services Conference

Panelist:

SERVSIG's 2000 New Faculty and Doctoral Student Consortium  
1999 KPMG Foundation Marketing Doctoral Student Association Annual Conference

Panelist KPMG - Ph.D. Project Conference:

2000 Marketing Faculty Breakout Session  
1998 Marketing Faculty Breakout Session  
1997 Marketing Faculty Breakout Session  
1996 Marketing Faculty Breakout Session  
1995 The Ph.D. - Investment or Sacrifice  
1994 Student Survival Skills

Planning Committee Member:

2001-2005 KPMG Peat Marwick Foundation Marketing Doctoral Student Association  
Annual Conference

1997 & 1998 KPMG Peat Marwick Foundation Marketing Doctoral Student Association  
Annual Conference

Presenter:

Marketing Doctoral Student Association Conference 2001-2008, 2014

Selection Committee:

1998 Advertising Education Foundation Visiting Professor Program

**PROFESSIONAL ASSOCIATIONS**

American Marketing Association  
Marketing Ethnic Faculty Association  
Advertising Women of New York



**BUSINESS EXPERIENCE:**

- 1988-1989                Southwest Detroit Hospital, Detroit Michigan  
Director of Outpatient Psychiatric Program
- 1987-1988                Westin Hotels and Resorts Corporation, The Westin  
St. Francis Hotel, San Francisco, CA  
Management Rotational Associate  
Assistant Manager