

CHARLES PATTON

Rutgers Business School
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EDUCATION

Wharton School, University of Pennsylvania, Philadelphia, PA

Ph.D. - Marketing 1988
M.B.A. - Marketing 1976

Rensselaer Polytechnic Institute, Troy, NY

M.S. - Mechanical Engineering 1970
B.S. - Mechanical Engineering 1969

AWARDS/ACHIEVEMENTS

Professional Engineering Licenses: NY - 1982, NJ - 1977

ACADEMIC EXPERIENCE

Rutgers Business School, Newark, NJ

Assistant Professor, Department of Marketing, 2016-Present
Instructor, Department of Marketing, 2014-2015
Instructor, Department of SCM and Marketing Science, 2012-2014
Lecturer, Department of SCM and Marketing Science, 2011-2012

Courses: Brand Management (Grad, UG), Pharmaceutical Marketing Research (Grad), Introduction to Marketing (UG), Marketing Research (Grad, UG), International Marketing (UG), New Product Planning (UG), Marketing Management (Grad), and Sales Management (Grad, UG), Adv. Mktg. Res. (Grad).

Fairleigh Dickinson University, Teaneck, NJ

Visiting Assistant Professor, Department of Marketing and Entrepreneurship, 2011

Courses: Sales Force Management (UG), Fundamentals of Marketing (Grad), International Marketing (Grad), and Pharmaceutical Marketing (Grad)

Columbia University, New York, NY

Adjunct Professor, Department of Marketing, 2009

Courses: Sales Force Management in the Graduate School of Business Executive MBA Program.

University of Central Florida, Orlando, FL

Assistant Professor, Department of Marketing, 1987-1992

Courses: Marketing Research (UG), Sales Force Management (UG), Advertising and Sales Promotion (UG), Introduction to Marketing (UG)

Taught Marketing Management in off-campus professional development MBA programs
Designed and administered executive education programs for major corporations.

JOURNAL PUBLICATIONS

"Conceptualizing and Measuring the Efficiency of Negotiated Exchanges between Buyers and Sellers: A Data Envelopment Analysis Approach," by P.V. Balakrishnan, Charles Patton and Robert Wilkin. *The DEA Journal*, Forthcoming.

"Negotiating when Outnumbered: Agenda Strategies for Bargaining with Buying Teams," by Charles Patton and P.V. Balakrishnan, *International Journal of Research in Marketing*, 29 (September), 280-291, 2012.

"The Impact of Expectation of Future Negotiation Interaction on Bargaining Processes and Outcomes," by Charles Patton and P.V. Balakrishnan. *Journal of Business Research*, 63 (8), 809-816, 2010.

"Performance Related Nonresponse Bias in Surveys of Dyadic Channel Relationships," by Charles Patton, *Journal of Business-to-Business Research*, 2 (4), 65-76, 1995.

"Toward a Theory of Agenda Setting in Negotiations", by P.V. Balakrishnan, Charles Patton and Phillip A. Lewis, *Journal of Consumer Research*, 19 (4), March, 637-654, 1993.

PROCEEDINGS

"Measuring Efficiency of Negotiated Exchanges: An Evaluation, Refinement, and Extension," P.V. Balakrishnan, Charles Patton, and Robert Wilken, Presented at Marketing Science Conference, Houston/TX, June 11, 2011

"An Empirical Investigation of the Expectation of Future Bargaining Interaction on Resource and Outcome Efficiency," P.V. Balakrishnan and Charles Patton. Presented at the TIMS Marketing Science Conference, Tuscon, March, 1994.

"An Empirical Investigation of the Expectation of Future Bargaining Interaction on Resource and Outcome Efficiency," P.V. Balakrishnan and Charles Patton. Presented at the ACR Conference, Special Session on Negotiation: An Interdisciplinary Approach, Nashville, October, 1993.

CONFERENCE PRESENTATIONS

"Measurement of Customer Satisfaction", 10th Railroad Industry Quality Conference, October 29-30 2002, Rosemont Illinois, Railroad Progress Institute

"Attitudes of Florida Residents Towards Tourism", June 2000, Tallahassee Florida, Visit Florida (State Bureau of Tourism)

"Quantifying the Financial Return on Service", 10th Measuring and Improving Customer Satisfaction Conference, June 6-9 1999, La Jolla California, Institute for International Research

"Measuring and Analyzing the Voice of the Customer Using Conjoint Analysis", Conjoint and Choice-Based Modeling Forum, June 18-19 1998, Chicago Illinois, The Marketing Institute

"InfoScan Baseline Methodology", September 27 1994, New York New York, Marketplace Measurement Council, Advertising Research Foundation

SERVICE TO THE UNIVERSITY

Marketing Research Insight and Analysis (MRIA) Advisory Board member 2012-2017

Excel Taskforce 2016

Academic Standing Committee 2016-2017