

## **MICHAEL A. WILES**

### **OFFICE**

W. P. Carey School of Business  
Arizona State University  
Marketing Department  
P.O. Box 874106  
Tempe, AZ 85287-4106  
480-965-2322 (P)  
480-965-8000 (F)

### **EDUCATION**

Ph.D (Marketing), 2008, Indiana University, Bloomington. Minor: Psychology.

B.A. (Physics and Philosophy), 1996, Dartmouth College, Hannover, NH, *cum laude*.

### **ACADEMIC POSITION**

Associate Professor of Marketing, W. P. Carey School of Business, 2014 – present

Assistant Professor of Marketing, W. P. Carey School of Business, 2008 – 2014.

### **RESEARCH FOCUS**

Shareholder Returns to Marketing Resource Deployments  
Recovery from Negative Firm Actions  
Marketing-Finance Interface

### **PUBLISHED REFEREED RESEARCH**

Feng, Hui, Kimberly A. Whitler, and Michael A. Wiles (2025), “Chief marketing officer pay: The revenue growth consequences of employing internal and external benchmarks,” *Journal of the Academy of Marketing Science*, 53, 255-278.

Cao, Zixia, Hui Feng, and Michael A. Wiles (2024), “When Do Marketing Ideation Crowdsourcing Contests Create Shareholder Value? The Effect of Contest Design and Marketing Resource Factors,” *Journal of Marketing*, 88 (2), 99-120.

Wiles, Michael A., Saeed Janani, Darima Fotheringham, and Chadwick J. Miller (in press), “A Longitudinal Examination of the Relationship Between National-Level Per Capita Advertising Expenditure and National-Level Life Satisfaction Across 76 Countries,” *Marketing Science*.

Darima Fotheringham and Michael A. Wiles (2023), "The Effect of Implementing Chatbot Customer Service on Stock Returns: An Event Study Analysis," *Journal of the Academy of Marketing Science*, 51 (4), 802-822.

Janani, Saeed, Michael A. Wiles, and Mishra, Saurabh (2022), "Marketing Competence and Institutional Trust in Business," *Journal of International Marketing*, 30 (3), 5-17.

Mishra, Saurabh, Sachin B. Modi, and Michael A. Wiles (2022), "Economic Policy Uncertainty and Shareholder Wealth: the Role of Marketing, Operations, and R&D Capabilities," *Journal of the Academy of Marketing Science*, 50, 1011-1031.

Saeed Janani, Christopher Ranjit, Nik Nikolov, and Michael A. Wiles (2022), "Marketing Background of CEOs and Corporate Social Performance," *Journal of the Academy of Marketing Science*, 50, 460-481.

**\*\*Finalist for the Sheth Foundation Best Paper Award**

Miller, Chadwick J., Michael A. Wiles, and Sungho Park (2019), "Trading on Up: An Examination of Factors Influencing the Degree of Upgrade: Evidence from Cash for Clunkers," *Journal of Marketing*, 83 (January), 151-172.

Modi, Sachin, Michael A. Wiles, and Saurabh Mishra. (2015) "Shareholder Implications of Service Failures in Triads: The Case of Customer Information Security Breaches," *Journal of Operations Management*, 35 (May), 21-39.

Luo, Xueming, Michael A. Wiles, and Sascha Raithel. (2013) "Make the Most of a Polarizing Brand," *Harvard Business Review*, 91 (November), 701-703 (accepted Sept. 2013).

Luo, Xueming, Sascha Raithel, and Michael A. Wiles (2013), "The Impact of Brand Rating Dispersion on Firm Value," *Journal of Marketing Research*, 50 (June), 399-415.

▪ Profiled in *bankrate.com*.

Wiles, Michael A., Neil A. Morgan, and Lopo L. Rego (2012), "The Effect of Brand Acquisition and Disposal on Stock Returns," *Journal of Marketing*, 76 (1), 38-58.

▪ Profiled in *strategy + business*, *knowWPCarey*, *KFNN Phoenix*, *Investment Weekly News*.

Wiles, Michael A., Shailendra P. Jain, Saurabh Mishra, and Charles Lindsey (2010), "Stock Market Response to Regulatory Reports of Deceptive Advertising: The Moderating Effect of Omission Bias and Firm Reputation," *Marketing Science*, 29 (5), 828-845.

Wiles, Michael A. and Anna Danielova (2009), "The Worth of Product Placement in Successful Films: An Event Study Analysis," *Journal of Marketing*, 73 (4), 44-63.

▪ Profiled in the *New York Times*, *The Arizona Republic*, *The Hamilton Spectator*, *ABC15 KNXV TV Phoenix*, *KFNN Phoenix*, *Product Placement News*.

Wiles, Michael A., \*Neil A. Morgan, and Lopo L. Rego (2009), “The Effect of Brand Acquisition and Disposal on Stock Returns,” *MSI Working Paper Series*, No. 09-103.

Wiles, Michael A. (2007), “The Effect of Customer Service on Retailers’ Shareholder Wealth: The Role of Availability and Reputation Cues,” *Journal of Retailing*, 83 (1), 19-31.

▪ *Co-winner of the Davidson best paper award in the special issue “Competing Through Service”*

Wiles, Michael A. and Rosann Spiro (2004), “Attracting Graduates to Sales Positions and the Role of Recruiter Knowledge: A Re-Examination,” *Journal of Personal Selling and Sales Management*, 24 (Winter), 39-48.

## **WORKS UNDER REVIEW**

*Deleted to maintain need blind process.*

## **WORKS IN PROGRESS**

*Deleted to maintain need blind process*

## **CONFERENCE PARTICIPATION**

Cao, Zixia, Hui Feng, and Michael A. Wiles (2020), “Does Crowd Wisdom Bring Wealth? The Bifurcated Impact of Crowdsourcing Contests on Shareholder Wealth” Winter AMA Conference, San Diego, CA, Feb. 13-16.

Janani, Saeed, Christopher Ranjit, Nik Nikolov, and Michael A. Wiles (2020), “Marketing Background of CEOs and Corporate Social Performance.” Winter AMA Conference, San Diego, CA, Feb. 13-16.

Janani, Saeed, Michael Wiles, and Gaia Rubera (2019), “Designed for Growth: The Interplay between Design and Market Maturity, Design Centralization, and TMT,” ISMS Marketing Science Conference, Rome, Italy, June 20-22.

The Interplay between Firm Capabilities and Technological Environment: How Technological Turbulence, Uncertainty, and Acceleration Moderate the Worth of Marketing, R&D, and Design Capabilities,” Winter AMA Conference, Austin, TX, February 22-24.

Janani, Saeed, Michael Wiles, and Gaia Rubera (2018), “Technological Dynamism and Janus-like Effects of Firm Capabilities,” ISMS Marketing Science Conference, Philadelphia, PA, June 13-16.

Cowley, Scott and Michael Wiles (2018), "The Effect of Corporate Social Media Response to Positive eWOM on Consumer Engagement Behavior," Frontiers in Service Conference, Austin, TX, September 6-9.

Janani, Saeed, Michael Wiles, and Gaia Rubera (2018), "Technological Dynamism and Janus-like Effects of Firm Capabilities," ISMS Marketing Science Conference, Philadelphia, PA, June 13-16.

Cowley, Scott and Michael Wiles (2016), "Speech is Golden: Silence is Silver: Assessing the Relative Benefits of Firm Responses to Positive Consumer Reviews," Frontiers in Service Conference, Bergen, Norway, June 23-26.

Miller, Chadwick and Michael A. Wiles (2016), "What is Past is Prologue: The Impact of Trade-In Characteristics on the Degree to Which Consumers Upgrade," presented at the Theory + Practice in Marketing conference, Texas A&M University, Houston, Texas (Competitive Paper Presentation and Published Abstract).

Wiles, Michael A. and Sascha Raithel (2016), "The Role of the Recruitment Brand in Service Firms' Performance," presented at the 2016 AMA Winter Educators' Conference, Las Vegas, Nevada (Competitive Paper Presentation and Published Abstract).

Neil A. Morgan, Michael A. Wiles, and Lopo R. Rego (2014), "Strategic Factor Markets for Intangible Assets: Efficiency, Information, and Stock Returns," presented at the Theory & Practice in Marketing Conference, Northwestern University, Evanston, IL (Competitive Paper Presentation and Published Abstract).

Modi, Sachin, Michael A. Wiles, and Saurabh Mishra (2014), "The Risks of Services Outsourcing: What Does the Stock Market Say about Service Failures Due to Service Providers vs. Those Due to the Firm," presented at the Frontiers in Service Conference, University of Miami, Miami, Florida (Competitive Paper Presentation and Published Abstract).

Luo, Xueming, Sascha Raithel, and Michael A. Wiles (2013), "The Impact of Brand Dispersion on Firm Value," presented at the Marketing Strategy Meets Wall Street 2013 Conference, Goethe University, Frankfurt, Germany (Competitive Paper Presentation and Published Abstract).

Wiles, Michael A., Neil A. Morgan, and Rebecca Slotegraaf (2013), "The Role of Prior Performance Sequences in Managerial Risk-Taking and New Product Introductions," presented at the Theory & Practice in Marketing Conference, London Business School, London, England (Competitive Paper Presentation and Published Abstract).

Luo, Xueming, Sascha Raithel, and Michael A. Wiles (2013), "The Impact of Brand Dispersion on Firm Value," presented at the 2013 ISMS Marketing Science Conference,

Ozyegin University, Istanbul, Turkey, special session on *Branding and Firm Performance* (Competitive Paper Presentation and Published Abstract).

Luo, Xueming, Sascha Raithel, and Michael A. Wiles (2013), “Can Inter-Consumer Brand Disagreement Destroy Firm Value?” presented at the 2013 AMA Winter Educators’ Conference, Las Vegas, Nevada, special session on *Branding and Firm Performance* (Competitive Paper Presentation and Published Abstract).

Mishra, Saurabh, Michael A. Wiles, and Sachin Modi (2012), “The Role of Market-Based Assets in Reducing the Negative Shareholder Wealth Effects of Data Breaches,” North American Society for Marketing Education in India Conference, Chennai, India (Competitive Paper Presentation and Published Abstract).

Wiles, Michael A., Neil A. Morgan, and Lopo L. Rego (2011), “Stock Market Response to Corporate Asset Configuration through Brand Acquisition / Disposal,” presented at the MSI Marketing Meets Wall Street Conference, Boston University, Boston, Massachusetts (Competitive Paper Presentation and Published Abstract).

Wiles, Michael A., Neil A. Morgan, and Lopo L. Rego (2011), “The Effect of Brand Acquisition and Disposal on Stock Returns,” presented at the 2011 AMA Winter Educators’ Conference, Austin, Texas, special session on *Value Relevance of Marketing Activities and Brand Assets* (Competitive Paper Presentation and Published Abstract).

Wiles, Michael A., Neil A. Morgan, and Lopo L. Rego (2009), “The Effect of Brand Acquisition and Disposal on Stock Returns,” presented at the MSI Marketing Meets Wall Street Conference, Emory University, Atlanta, Georgia (Competitive Paper Presentation and Published Abstract).

Wiles, Michael A. and Anna Danielova (2006), “The Economic Worth of Movie Product Placement: An Event Study Analysis,” presented at the American Marketing Association Winter Educators’ Conference, St. Petersburg, Florida (Competitive Paper Presentation and Published Abstract).

Wiles, Michael A. and Steven Silverman (2004), “The Value of Narratives for Knowledge Management Effectiveness,” presented at the MSI Conference on Collaborative Research, New Haven, Connecticut (Competitive Paper Presentation and Published Abstract).

Wiles, Michael A. (2004), “A Contingency Framework for Pull Marketing,” presented at the American Marketing Association Winter Educators’ Conference, Scottsdale, Arizona (Competitive Paper Presentation and Published Abstract).

Wiles, Michael A. (2004), “How Perception of Package Size Changes Influences Consumer Choice,” presented at the Society for Consumer Psychology Winter Conference, San Francisco, California (Competitive Poster Presentation and Published Abstract).

Klebanov, Arthur and Michael A. Wiles (2003), “The Adverse Effects of Stockholder-Based Management Reward Systems on a Firm’s Ability to Become Market-Oriented,” presented at the American Marketing Association Summer Educators’ Conference, Chicago, Illinois (Competitive Paper Presentation and Published Abstract).

## HONORS AND AWARDS

- 2025 Outstanding Graduate Teaching Award nominee
- 2019 Outstanding Graduate Teaching Award
- 2018 Best Reviewer Award from the *Journal of the Academy of Marketing Science*
- 2017 Dean’s Council of 100 Distinguished Scholar
- 2016 Dean’s Council of 100 Distinguished Scholar
- 2015 Dean’s Council of 100 Distinguished Scholar
- 2015 MSI Young Scholar
- 2013 Huizingh Outstanding Undergraduate Teaching Award nominee
- 2012 Huizingh Outstanding Undergraduate Teaching Award nominee
- 2007 Davidson best paper award for *Journal of Retailing* special issue (co-winner)
- 2006 American Marketing Association Doctoral Consortia Fellow, U. of Maryland
- 2006 Indiana University Associate Instructor Teaching Award
- 2006 Haring Symposium, Presenter, Indiana University
- 2005 Haring Symposium, Discussant, Indiana University
- 2002 Kelley School of Business Marketing Department Research Scholarship

## RESEARCH GRANTS

- 2015 **CSL Faculty Network Leading Edge Service Research Award.** Awarded \$5000 to study the stock market impact of employer branding in a service context.
- 2007 **The Center for Brand Leadership, Indiana University.** Awarded \$3500 to study the financial valuation of brand portfolio strategies.
- 2005 **The Center for Education & Research in Retailing, Indiana University.** Awarded \$500 to study the shareholder wealth effects of retailers’ customer service strategies.
- 2005 **Doctoral Research Funds Committee, Indiana University.** Awarded \$500 to study the shareholder wealth effects of advertising violations in the pharmaceutical industry.

## PROFESSIONAL SERVICE

### External

#### **Editorial Board**

*Journal of the Academy of Marketing Science* (2015-

### **Ad Hoc Journal Reviewing**

*Journal of Marketing*  
*Journal of Marketing Research*  
*Journal of Operations Management*  
*Journal of Service Research*  
*California Management Review*  
*Journal of Promotion Management*  
*Journal of Business Ethics*

### **Service to Professional Organizations**

Co-chair, 2015 *Summer AMA Conference*, Marketing Strategy and Organization Track.  
Co-chair, 2011 *Winter AMA Conference*, Marketing Strategy and Organization Track.  
Ad hoc reviewer, *Winter AMA Conference* and *Summer AMA Conferences*.

### **Internal**

#### **Committee Work: School**

Coordinator for the Marketing Concentration, W. P. Carey FT MBA (2017 –  
Master Program committee, W. P. Carey, member (2017 –

#### **Committee Work: Department**

Ad hoc member, *MBA Specialization Committee* (2015 – 2017)  
Ad hoc member, *PhD committee* (2013 - .  
Ad hoc member, *Marketing Department Chair Search committee* (2014).  
Ad hoc member, *Undergraduate committee* (2010-2013).  
Ad hoc member, *Assessment committee* (2009-2013).  
Ad hoc member, *Annual review committee* (2009, 2010, 2013, 2016).

### **Service to School**

*Center for Services Leadership*, Faculty Director for Research, 2015 - .  
Provided expert commentary to media (e.g., *The Arizona Republic*, *APR's Marketplace*, *KJZZ*).

### **Service to Department**

Organizer, *ASU Marketing Department Speaker Series*, 2011-2014.  
Organizer, *ASU-U of A Research Symposium*, 2011-2014.

## **TEACHING EXPERIENCE**

### **PhD**

Marketing Strategy Seminar (MKT 791), W. P. Carey School of Business, Arizona State,  
2015 - present.

### MBA

Special Projects Course (MKT 580), W. P. Carey School of Business, Arizona State, 2014 - present.

Applied Learning Labs (BUS 593/FSE 598)

### Undergraduate

Competitive Marketing Strategy (MKT 462), W. P. Carey School of Business, Arizona State, 2008-2015.

Independent Study: Becoming a Marketing Scholar (MKT 499), W. P. Carey School of Business, Arizona State, Fall 2010.

Marketing Strategy (M450), Kelley School of Business, Indiana University, 2005, 2007.

Sales Management (M426), Kelley School of Business, Indiana University, 2004, 2006.

### Online

Competitive Marketing Strategy (MKT 462), W. P. Carey School of Business, Arizona State, 2017 – present.

### PhD Dissertation Work

Cowley, Scott	Chair (2017)	Placed: Western Michigan U.
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Christopher, Ranjit M.	Member (2015)	Placed: University of Missouri, Kansas City.
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### PhD Dissertation External Examiner

Rasoulilian, Shahin	HEC Montreal
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### Honors Advising

Nauert, Jonathan. “Entrepreneurship at ASU” (1<sup>st</sup> reader, Spring 2013).

Milam, Elise. “A Marketing Plan for Zona Verde Cosmetics” (3<sup>rd</sup> reader, Spring 2010).

Ewing, Brandon. “Understanding Gamification” (3<sup>rd</sup> reader, Spring 2013).

## **PROFESSIONAL MEMBERSHIPS**

American Marketing Association  
Marketing Science Institute



## WORK EXPERIENCE

MONITOR COMPANY, Cambridge, Massachusetts.

*Case Team Leader (2000 – 2001).* Managed teams of consultants to develop marketing strategies for Fortune 50 clients. Projects included creating a market development strategy for an adult vaccine, a brand positioning for an ethical drug, an e-commerce strategy for the business-to-business market, and a growth strategy for a pediatric vaccine.

*Module Leader / Analyst (1996 – 1999).* Supervised and ran analytic modules in support of marketing strategy development. Projects included segmentations of the pediatric vaccine market and life insurance markets, new product development for a consumer packaged good product, and a channel strategy for South Africa.