

Monte J. Shaffer

Ph.D. Candidate
Department of Marketing
College of Business,
Washington State University
Todd Addition, PO Box 644730
Pullman, WA, 99164-4730, USA
monte_shaffer@wsu.edu

EDUCATION

- 2007 – Ph.D. Candidate in Marketing
Washington State University (expected in 2011)
- 2004 – 2006 MBA – Marketing
Brigham Young University
- 1991 – 1997 Mathematics
Minors in Physics and Spanish
Brigham Young University

RESEARCH INTERESTS

- Entrepreneurial Innovation
 - Patent Rank: An Objective Measure of Radical Innovation
Under Review -- Marketing Science
 - Diffusion of Radical Innovation: Calculating a Patent's Lifetime Value
 - Value Creation and Value Appropriation: An Entrepreneurial Perspective
- Entrepreneurship: What motivates entrepreneurs to pursue intellectual property rights?
- Empirical Modeling: Innovative statistical methodologies to solve marketing problems
 - Multiple Comparisons to Control (non-linear models; e.g., Richards' curve)
 - Multigraph representations of hierarchical log-linear models

TEACHING INTERESTS

- Internet Marketing (IMC)
- Market Research and Methodology
- Market Simulations
- Entrepreneurship
- Marketing Management (Strategy)

RESEARCH PIPELINE

- Make versus Buy: Marketing Rationale as a Basis for Entrepreneurs' Outsourcing Decisions
Under Review -- Marketing Science
- Multiple Comparison to Control: Unequal Design Frames (with Jan Dasgupta)
To Be Submitted Nov. 15 to JABES
- Do Innovation Source And Technology Class Matter In Indicating Radicalness Of Innovations: Study Of Patents From Information Technology Firms (with Avimanyu Datta)
To Be Submitted Dec. 1 to AMJ

Other Projects

- Patent Data
 - Dr. Gerard Tellis and Dr. Stav Rosenzweig (Globalization of Innovation)
 - Dr. Andrew Gallan and Dr. Rakesh Narij (Commercialization of Biologicals)
 - Dr. Jean L. Johnson and Dr. Babu John-Mariodoss (Firm Performance)
- African Foragers
 - Dr. Karen Lupo, Archaeology and Evolutionary Anthropology
Under Review -- Journal of Anthropological Archaeology
- Insider Trading and Patent filings (with Heather Knewtson)

METHODOLOGICAL TOOLKIT

- Proficient in R, SPSS, SAS, CRSP, USPTO, PHP, MySQL, Latex, Qualtrics
- OLS, time series, panel data, generalized linear model (nonlinear), Markov chains
- Poisson regression, hierarchical log-linear models (HLLMs), Multigraph Representations
- Growth models (Richards' curve), multiple comparisons to control, simulations

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- American Statistical Association (ASA)

TEACHING EXPERIENCE

- Internet Marketing (elective)
 - Fall 2009 (new prep)
- Teaching Assistant
 - Marketing Research
 - Marketing Management
 - International Marketing
- 5 years experience teaching high school mathematics

DOCTORAL COURSEWORK

Marketing

Strategy Seminar	Dr. Jean L. Johnson
Research Methods in Marketing	Dr. Traci J. Hess
Seminar in Marketing Theory	Dr. Yany Grégoire
Seminar in Consumer Behavior	Dr. Jeff Joireman

Statistics

ANOVA [Psych]	Dr. Craig D. Parks
Linear Regression [Psych]	Dr. Craig D. Parks
Applied Linear Models [Stats]	Dr. Jan (Nairanjana) Dasgupta
Theory of Linear Models [Stats]	Dr. Krishna Jandhyala
Statistical Computing [Stats]	Dr. Stephen S. Lee
Distribution Theory [Stats]	Dr. Jave (Francis G.) Pascual
Multivariate Analysis [Stats]	Dr. Stephen S. Lee
Spatial Statistics [Soils]	Dr. David Brown
Statistical Consulting [Stats]	Dr. Jan (Nairanjana) Dasgupta
	Dr. Marc Evans

Econometrics

Statistical Theory	Dr. Ron C. Mittelhammer
Linear and Nonlinear Models	Dr. Thomas L. Marsh
Time Series / Panel Data	Dr. Jonathan K. Yoder

AWARDS AND HONORS

- Sheth Foundation Doctoral Consortium Fellow (2010)
- Hawes Dean's Scholar, Marriott School of Management, Brigham Young University
- 720 GMAT
- National Honor Society Member
- Resident Assistant, Brigham Young University
- Elks National Foundation Scholar
- Trustee Scholar, Brigham Young University

WORK EXPERIENCE

- 1995 – 1996 Math instructor / Math curriculum Development
American Heritage School (Pleasant Grove, Utah)
- *Developed curriculum map for private school as it expanded to include grades 7-8*
- 1996 – 2000 Math instructor / IT specialist
Alpine School District (Highland, Utah)
- *Maintained 2000+ user / 400+ computer network*
 - *Developed IT support strategies and hardware maintenance processes*
 - *Participated in development of End-Of-Year state tests for Algebra II / Geometry*
 - *Developed Marketing Brochures for Lone Peak High School's Academy Program*
 - *Initiated Internet Communications course in High School*
 - *Facilitated Math educators "technology" training for CMEE project*
- 2000 – 2002 Senior Software Engineer / Web Application Developer
Universal Internet (Carmel, California)
- *Developed online survey management tool to measure risk in Aeronautics*
 - *Naval Postgraduate School*
 - *Embry-Riddle Aeronautical University*
 - *United States Marine Corp*
 - *Maintained websites and ecommerce systems for multiple clients*
 - *Internet marketing strategist*
 - *General computer "geekery"*
 - *PHP, MySQL, PostgreSQL, DOM (AJAX)*
- 1997 – Internet Consulting Services
mshaffer.com
- *IT consulting services*
 - *Internet Product Development*
 - *Human Computer Interfaces*
 - *Open Source Technology Advocate*
 - *Search Engine Optimization Strategy (Google magic)*
 - *Internet Marketing*
 - *Programming (database, client-side, server-side)*

MBA EXPERIENCE

- Market Research
 - Consumer Research for Fresh Express — Qualitative Focus Groups and Analysis
 - *Fresh Express, recently acquired by Chiquita, wanted information to determine consumer behavior and belief regarding the "browning of sliced apples." Launching a new product (sliced apples as seen at McDonald's), the company wanted to determine how much of a hurdle the browning issue is, and how likely it can be overcome.*
 - Consumer Research for Fresh Express — Quantitative Product Preference and Analysis
 - *Chiquita, having recently acquired Fresh Express, wanted to determine the best product name for the single serving Sliced Apple product in grocery stores, wanted to test the "Chiquita Bites" prototype.*
 - Viewership Research for BYUTV — Quantitative Viewer Preference and Analysis
 - *BYUTV, available in over 40 million homes, wanted to do a comprehensive survey in its niche community (BYU Alumni, Members of The Church of Jesus Christ of Latter-day Saints [Mormons]) to determine how to maximize viewership and donorship.*
 - Education Research in California — Needs Research and Analysis
 - *Identifying the social and financial implications for Principals of public high schools in California. Specifically, attempting to identify pressures on the principals and their schools in regards to their school's passing rate on the California High School Exit Exam (CAHSEE).*
 - Education Research at Brigham Young University — Performance Research and Analysis
 - *Measuring influence of student role perceptions (of the subject matter and their defined relationships with TAs and Professors) as a determinant of their success in a required Advanced Math course at University.*
- Curriculum Development
 - Personal Finance
 - *Worked closely with Professor Bryan Sudweeks (Brigham Young University) in developing a source of quality content in Personal Finance freely available to the public. <http://personalfinance.byu.edu/>.*
 - Strategic Management of Information Systems Technology
 - *Worked closely with Professor Doug Dean (Brigham Young University) in developing an outline for improvement based on qualitative input of current students. Developed a target population analysis, current analysis, task analysis, work model analysis, syllabus outline.*

REFERENCES

U.N. Umesh

Professor of Marketing
Department of Business and Economics
Washington State University – Vancouver
Phone : (360) 546-9760
Email : umesh@vancouver.wsu.edu

Scott M. Smith

Professor of Marketing
Marriott School of Management
Brigham Young University
Phone : (801) 422-5569
Email : smsmith@byu.edu

Jan (Nairanjana) Dasgupta

Professor of Statistics
Department of Statistics
Washington State University
Phone : (509) 335-8645
Email : dasgupta@wsu.edu