

Sandy Jap

Sarah Beth Brown Professor of Marketing at Emory University, Goizueta Business School
Atlanta, GA, US

Global expert on partnering relationships, B2B routes-to-market, omnichannel, franchise, and ecommerce management

Biography

Sandy Jap is the Sarah Beth Brown Endowed Professor of Marketing at the Goizueta Business School at Emory University. Her research focuses on strategic partnering, business-to-business management, channels of distribution, and go-to-market strategies. She has published widely across the top academic journals in marketing and management science. She is among the top 2% of most cited scholars and scientists worldwide across 22 scientific fields and 176 subfields. She has received numerous awards, including a Lifetime Achievement Award from the American Marketing Association (AMA) Interorganizational Special Interest Group, the Innovative Marketing Award from the Marketing Management Association, and many paper awards for her contributions and service to the academy. She is an AMA and Marketing Science Institute (MSI) fellow as well as at Institute for the Study of Business Markets (ISBM) at the Pennsylvania State University and the Direct Selling Education Foundation (DSEF). She is currently an MSI board member, and a former editor-in-chief at Marketing Letters. She is the author of *Partnering with the Frenemy*, and co-author of *A Field Guide to Channel Strategy*; both are how-to books on going to market strategy. She is a former faculty member at the MIT Sloan School of Management and the Wharton School. Her PhD is from the University of Florida (Go Gators!).

Industry Expertise

Automotive, Agriculture and Farming, Chemicals, Business Supplies/Equipment, Business Services, Furniture

Areas of Expertise

B2B Routes to Market, Strategic Partnerships, Omnichannel Strategy, B2B and Channel Analytics, Social Media Selling, Direct Selling

Affiliations

Journal of Marketing Research : Editorial Board, Marketing Letters (Journal) : Editorial Board, International Journal of Research in Marketing; Editorial Board, Editorial Board of Marketing Science, American Marketing Association, Institute for Operations Research and the Management Science

Event Appearances

Going to Market in the 21st Century
Buckhead Business Association

A Decision Support System for Multichannel Sales Attribution and Multimedia Optimization
Therapedic International Annual Meeting

Balancing Research, Teaching, Service and a Personal Life,
Marketing Management Association Doctoral Consortium

Education

University of Florida
PhD Marketing

University of Florida
BSc Marketing

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