

# Neil Morgan

**Professor of Marketing at Indiana University, Kelley School of Business**

Bloomington, IN, US

Neil Morgan's research focuses on brand strategy, marketing capabilities, strategy formulation and performance assessment.

---

## Biography

Neil A. Morgan is Professor and PetSmart Distinguished Chair of Marketing at Indiana University's Kelley School of Business. He was previously on the faculty of the University of North Carolina's Kenan-Flagler School of Business. Neil has also held faculty positions at the University of Wales, Cardiff, Cambridge University, and the University of Michigan. He has a BA from the London School of Economics, and an MBA and PhD in business administration from the University of Wales. His primary research and consulting interests are in brand strategy, marketing capabilities, customer feedback systems, marketing strategy formulation and implementation, and marketing performance assessment. Neil has published widely on strategic marketing and management topics. His research appears in Journal of Marketing, Marketing Science, Strategic Management Journal, Journal of Operations Management, Decision Sciences, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Product Innovation Management, Industrial Marketing Management, Journal of Strategic Marketing, Journal of Marketing Management, British Journal of Management, European Journal of Marketing, Journal of Professional Services Marketing, and Long Range Planning. He serves on a number of journal boards and program committees and is also the author of the book Professional Services Marketing, published by Heinemann. Neil has consulted for a large number of firms in a variety of industries and in different parts of the world including the US, Europe, Asia, Latin America, Russia, and South Africa. He is also a multi-award winning MBA teacher and a frequent speaker in management development and executive education programs around the world. Clients include: IBM Johnson & Johnson Hitachi Data Systems Publix Raychem Exxon Mobil Microsoft Dade Behring Cummins United Healthcare Coca-Cola Asia, inc. Richard Ellis Ingersoll-Rand U.S. Navy National City Performance Food Group Asia-Pacific Breweries ConAgra Deutsche Bank Kaiser Permanente

---

## Industry Expertise

Education/Learning, Research, Advertising/Marketing, Market Research

---

## Areas of Expertise

Marketing Management, Marketing Strategy, Brand Strategy, International Marketing, Services Marketing, Competitive Intelligence

---

## Secondary Titles

PETsMART Inc. Distinguished Professor of Marketing Chair

---

## **Education**

**University of Wales**

Ph.D. Business Administration

**University of Wales**

M.B.A. Business Administration

**London School of Economics, University of London**

B.A. Undergraduate Studies

---

## **Accomplishments**

**MBA Teaching Excellence Award**

Awarded by Indiana University.

**Eli Lilly MBA Teaching Excellence Award**

Awarded by Indiana University.

**Outstanding Inspiration and Mentorship Award**

Awarded by the IU Doctoral Student Association.

**Outstanding Inspiration and Mentorship Award**

Awarded by the IU Doctoral Student Association.

**"Ten Most Popular Professors" at top MBA programs**

Recognized by BusinessWeek.

**Business Faculty Research Productivity Award**

Awarded by the Kelley School of Business.

**Excellence in Global Marketing Research Award**

Awarded by AMA Global Marketing SIG.

**Citation of Excellence Award**

Awarded by Emerald.

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)