

Rebecca J. Slotegraaf

Professor of Marketing at Indiana University, Kelley School of Business

Bloomington, IN, US

Professor Slotegraaf's research interests focus generally on marketing strategy and innovation.

Biography

Rebecca joined the faculty in the fall of 2000, after receiving her PhD from the University of Wisconsin-Madison. Her research interests focus generally on marketing strategy and innovation, and more specifically on understanding the extent to which marketing resources, capabilities, and new products can be sources of competitive advantage. Her work has appeared in the Journal of Marketing Research, Journal of Marketing, Organization Science, Decision Sciences, and other top-level marketing and management journals. Rebecca serves on the editorial boards of the Journal of Marketing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of the Academy of Marketing Science, and Journal of Product Innovation Management. She received the Jagdish N. Sheth Award for the best paper published in JAMS in 2004, the Kelley School of Business Faculty Research Award in 2007, and was named a Marketing Science Institute Young Scholar in 2007. She teaches marketing strategy and new product development at the undergraduate, MBA, and PhD levels. Prior to academia, Rebecca worked in the automotive industry for three years.

Industry Expertise

Education/Learning, Research

Areas of Expertise

Marketing Strategy, Marketing Capabilities, New Product Development, Brand Management

Secondary Titles

Whirlpool Faculty Fellow, Chair Kelley School of Business Doctoral Programs

Event Appearances

Competitive Response to Disruptive New Product Introductions: When a New Player Upends an Established Category

AMA Winter Educator's Conference

Assessing Firm Performance Under Different Forms of Uncertainty: Efficacy of Marketing Capabilities

AMA Winter Educator's Conference

What is Brand Diversity? Deconstructing the Diversity of a Brand's Product Portfolio
Utah Winter Product and Service Innovation Conference

How Launching Green New Products Can Influence Brand Equity
Product Development and Management Association

The Role of Prior Performance Sequences in Managerial Risk-Taking and New Product Introductions
Theory + Practice in Marketing Conference

Education

University of Wisconsin, Madison - School of Business
Ph.D. Marketing

Purdue University - Krannert School of Management
MSM Marketing

Grand Valley State University
BBA Business Administration

Accomplishments

AMS Doctoral Consortium, Faculty Fellow
2015

Trustees Teaching Award, Indiana University (Winner)
2014

Trustees Teaching Award, Indiana University (Finalist)
2013

PDMA Research Competition, Award Winner
2012, 2013

Doctoral Student Association, Exceptional Inspiration and Guidance Award, Nominee
2011

Trustees Teaching Award, Indiana University (Nominee)
2008, 2009, 2011

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