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Associate Professor and Chair, MBA Healthcare Management Program
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ACADEMIC EXPERIENCE

Union Graduate College Schenectady, New York	Associate Professor of Management and Chair, MBA Healthcare Management Program, 2004 – present Interim President, 2008 – 2009
Syracuse University Syracuse, New York	Graduate Teaching Assistant, 1974-1978
LeMoyne College Syracuse, New York	Instructor, 1978

PROFESSIONAL EXPERIENCE

Eric Mower and Associates, Inc. Syracuse, New York	Managing Partner, Marketing and Research Services (1992 - 2004) Board of Directors, Eric Mower and Associates, Inc.
	Senior Vice President, Marketing Research Services (1986 - 1992)
	Vice President, Director, Marketing Research (1978 - 1986)

Summary:

Led two operating divisions of a \$135 million marketing communications agency: Marketing Research and Direct Marketing Services. Consulted with clients on business and marketing strategy. Designed and implemented marketing research studies, managed an interdisciplinary professional team, researched and wrote strategic and marketing plans, participated in new business development, and corporate management.

Responsible for marketing research project design and management, division operations, marketing training, strategic planning, marketing and management consulting for clients in consumer, healthcare, business-to-business, and technology industries.

EDUCATION:

Syracuse University: Ph.D., Social Psychology, 1978
M.A., Social Psychology, 1976

Xavier University: A.B., English, 1973

PUBLICATIONS

Huppertz, John W., and Jay P. Carlson, "Consumers' Use of HCAHPS Ratings and Word-of-Mouth in Hospital Choice," under review.

Carlson, Jay P., John W. Huppertz, Alan Bowman, James Lambrinos, Martin Strosberg, and Natalia Kutzer, "Volunteering Time Decisions: A Multi-Factor Experimental Study," under review.

Belasen, Alan T., and John W. Huppertz (2009), "Designing and Implementing a Mission-Driven, Student-Centered Assessment Program," Journal of Health Administration Education, 26 (1), 5-26.

Morrisson, Olivier, and John W. Huppertz, "External Equity, Loyalty Program Membership, and Service Recovery," Journal of Services Marketing, forthcoming.

Huppertz, John W. (2008), "Predicting Health Plan Member Retention from Satisfaction Surveys: The Moderating Role of Intention and Complaint Voicing," Health Marketing Quarterly, 25 (4), 383-404.

Carlson, Jay P., John W. Huppertz, and Presha E. Neidermeier (2008), "Price and Consumer Cost Responsibility Effects on Quality Perceptions and Price Negotiation Likelihood for Healthcare Services," Health Marketing Quarterly, 25 (4), 303-328.

Mittal, Vikas, John W. Huppertz, and Adwait Khare (2008), "Customer Complaining: The Role of Tie Strength and Information Control," Journal of Retailing, 84 (2), 195-204.

Huppertz, John W. (2007), "Firms' Complaint Handling Policies and Consumer Complaint Voicing," Journal of Consumer Marketing, 24 (7), 428-437.

Huppertz, John W. (2003), "Passion vs. Dispassion: The Role of Marketing Research at the Corporate Table," Marketing Research, 15 (Summer), 16-21. Winner of the American Marketing Association Foundation David K. Hardin Award for Best Peer-Reviewed Article, 2004.

Huppertz, John W. (2003), "An Effort Model of First-Stage Complaining Behavior," Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior, 16 (October), 132-144.

Huppertz, John W. (1978), "On the Possibility of the Existence and Measurement of Negative Inputs in Social Exchange," Personality and Social Psychology Bulletin, 4, 469-472.

Huppertz, John W., Sidney J. Arenson, and Richard H. Evans (1978), "An Application of Equity Theory to Buyer-Seller Exchange Situations," Journal of Marketing Research, 15 (May), 250-260.

Hall, Vernon C., John W. Huppertz, and Alan Levi (1977), "Attention and Achievement Exhibited by Middle- and Lower-Class Black and White Elementary School Boys," Journal of Educational Psychology, 69 (2), 115-120.

REFEREED PROCEEDINGS

Huppertz, John W. (2006), "Can Firms' Actions Influence Complaint Voicing by Dissatisfied Customers?" in Marketing, Strategy, Economics, Operations and Human Resources: Insights on Service Activities, D. Bowen, B. Edvardsson, P. Eiglier, and D. Gremler (eds.), Aix en Provence, France: Institut D'Administration des Entreprises.

Huppertz, John W. (1983), "Reliability of Single-Item Measures in Consumer Telephone Surveys," in Proceedings of the Division of Consumer Psychology, J. C. Anderson, ed. Washington, D.C.: American Psychological Association.

Huppertz, John W. (1979), "Measuring Components of Equity in the Marketplace: Perceptions of Inputs and Outcomes by Satisfied and Dissatisfied Consumers," in New Dimensions of Consumer Satisfaction and Complaining Behavior," R. L. Day and H. Keith Hunt, eds. Bloomington, Indiana: Indiana University School of Business Press.

INVITED ADDRESSES AND PRESENTATIONS

Huppertz, John W., Alan Belasen, Michael Matthias, and Mel Chudzik (2008), "Student Assessment and Outcome Management," Paper presented at the AUPHA Leaders Conference, Chicago, IL.

Filerman, Gary L., and John W. Huppertz (2008), "Health System Pharmacy Leadership," Symposium presented at AUPHA Annual Meeting, Washington, DC.

Morrisson, Olivier, and John W. Huppertz (2007), "The Effects of External Equity on Satisfaction with Service Recovery: The Moderating Role of Loyalty Program Membership," Paper presented at the AMA Frontiers in Services Conference, San Francisco.

Huppertz, John W. (2003), "Service Failure, Recovery Failure, and Telling the Whole Wide World About It," Paper presented at the AMA Frontiers in Services Marketing Conference, Washington, D.C.

Huppertz, John W. (2001), "Competitive Differentiation through Service Quality in Bundled Product-Service Offerings," Paper presented at the AMA Frontiers in Services Marketing Conference, Washington, D.C.

Huppertz, John W. (2000), "Measures of Satisfaction, Intention, and Complaining Behavior in Predicting Customer Retention or Defection," Paper presented at the AMA Frontiers in Services Marketing Conference, Nashville, Tennessee.

Huppertz, John W. (1998), "Turning Customer Data into Marketing Strategy," Paper presented at the Annual Conference on Healthcare Strategy and Marketing, Alliance for Healthcare Marketing, Orlando, Florida.

Huppertz, John W. (1981), "Equity Theory and Dissatisfied Consumers: An Analysis of Letters of Complaint," Paper presented at the Annual Conference of the American Psychological Association, Los Angeles, California.

Huppertz, John W. (1980), "The Predictive Validity of Measures of Negative Inputs in Applied Settings," Paper presented at the Annual Conference of the American Psychological Association, Montreal, Quebec.

Huppertz, John W. (1978), "Judgments of Inputs and Outcomes in Retail Exchange Situations by Satisfied and Dissatisfied Consumers," paper presented at the Annual Meeting of the Eastern Psychological Association, Washington, D.C.

Huppertz, John W. (1977), "Evaluations of Fairness and Preferences for Modes of Inequity Reduction in Retail Shopping Situations," paper presented at the Annual Meeting of the Eastern Psychological Association, Boston, Massachusetts.

SERVICE AND PROFESSIONAL CONTRIBUTIONS

- A. Ad hoc reviewer, *Journal of Healthcare Management*, 2008.
- B. Ad hoc reviewer, *Journal of Healthcare Administration Education*, 2008-09.
- C. Ad hoc reviewer, *International Journal of Hospitality Management*, 2006-present.
- D. Chair and editor of the Student Issues: Recruitment, Advising, Mentoring and Organizations session, AUPHA 2007 Leadership Conference.
- E. Personnel Committee, Union Graduate College, 2008-present.
- F. Curriculum Committee, Union Graduate College, 2006-present.
- G. New York State Energy Research & Development Authority (NYSERDA) Technical Evaluation Panel Marketing Review Team, 2010.
- H. Student Assessment Committee, Union Graduate College, 2004-2005.
- I. President, Health Policy Consortium of the Capital Region, 2005-2007.

- J. MBA-Health and MS-Health advisor for 8-year Union/Albany Medical College students, 2005-2007.
- K. MBA-Health advisor for PharmD-MBA students.
- L. Columnist, *Capital District Business Review*, 2005.
- M. Columnist, Healthcare Financial Management Association (HFMA) Northeast Chapter, 2006-2007.
- N. School of Management Advisory Council Liaison, 2007-2009.
- O. Faculty advisor to the UGC Student Chapter of the American College of Healthcare Executives (ACHE), 2004 to present.