

## ABBREVIATED CURRICULUM VITA

Betsy D. Gelb 119 Sage Road, Houston, Texas 77056  
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Bauer College of Business, 334 Melcher Hall E-mail: gelb@uh.edu  
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### EDUCATION

Ph.D., University of Houston, Major field: Management, Minor field: Marketing  
MBA, University of Houston  
Bachelor of Journalism, University of Missouri

### ACADEMIC EXPERIENCE, HONORS, and ADMINISTRATIVE RESPONSIBILITIES

University of Houston Bauer College of Business  
Larry J. Sachnowitz Professor of Marketing & Entrepreneurship, 2002-present  
Professor of Marketing, 1996-2002; Associate Professor of Marketing, 1977-1986  
Assistant Professor of Marketing, 1973-1977  
Selected as the outstanding Bauer College faculty member, 1998 and 2003  
Three-year award as Bauer Faculty Fellow, 2003; research awards 1992-97  
Director of Ph.D. Programs, 2002-2009;  
Director, The Institute for Health Care Marketing, 1986-2002  
Coordinator, Small Business Institute Program (SBA), 1977-1994

### EXPERT WITNESS ASSIGNMENTS

Survey research assignments and expert witness reports through Gelb Consulting Group, 1980-present. Most recent assignment, for Frommer Lawrence & Haug LLP, New York: The Mainstreet Collection v. Kirkland's.

### RESEARCH: Books and Monographs

Gelb, Betsy D., and Gabriel M. Gelb, Marketing is Everybody's Business, 3rd ed. (Santa Monica, CA: Goodyear Publishing Company, 1980).

Gelb, Gabriel M., and Betsy D. Gelb, eds., Insights for Marketing Management, rev. ed. (Santa Monica, CA: Goodyear Publishing Company, 1977).

Gelb, Gabriel M., and Betsy D. Gelb, Research at the Top: Better Data for Organizational Policy-Making. (Chicago: American Marketing Association, 1975).

### RESEARCH: Selected Refereed Journal Articles, 1998-2010

Gelb, Betsy D., and James R. Gregory, "Brand Value: Does It Belong on the Balance Sheet?" Journal of Business Strategy, Summer, 2011.

Gelb, Betsy D., and Darren Bush, "Advertising Insights for the Voter-vs-consumer Trade-off," Journal of Public Policy & Marketing, Spring, 2011.

Gelb, Betsy D., and Partha Krishnamurthy, "Protect Your Product's 'Look and Feel' from Imitators," Harvard Business Review, October 2008.

Sundie, Jill, Betsy D. Gelb, and Darren Bush, "Economic Reality Versus Consumer Perceptions of Monopoly," Journal of Public Policy & Marketing, Fall, 2008.

Gelb, Gabriel M., and Betsy D. Gelb, "Internet Surveys for Trademark Litigation: Ready or Not, Here They Come," The Trademark Reporter, September-October, 2007.

Gelb, Betsy D., and Darren Bush, "The Marketing Consequences of Competitor Lawsuits," MIT Sloan Management Review, January, 2006.

Bush, Darren, and Betsy D. Gelb, "When Marketing Practices Raise Antitrust Concerns," MIT Sloan Management Review, Summer, 2005.

Gelb, Betsy D., and Janet A. Meade, "Advertising to Communicate Public Policy: Applying Lessons from Federal Tax Law," Journal of Current Issues & Research in Advertising, Fall, 2005.

Gelb, Gabriel M., and Betsy D. Gelb, "Working Together: Both Marketers and Attorneys Can Help Protect a Company's Intellectual Property" Marketing Management, Jan.-Feb., 2005.

Gelb, Betsy D., and Suresh Sundaram, "Adapting to 'Word of Mouse,'" Business Horizons, Summer, 2002.

Johnson, Madeline, and Betsy D. Gelb, "Cyber-Libel: Policy Tradeoffs," Journal of Public Policy & Marketing, Spring, 2002.

Oakenfull, Gillian, Edward Blair, Betsy D. Gelb, and Peter Dacin, "Measuring Brand Meaning," Journal of Advertising Research, September-October, 2000.

Johnson, Madeline, and Betsy D. Gelb, "Predicting Supplier Cooperation During a Retailer's Bankruptcy," Qualitative Market Research: an International Journal, 2(1), 1999.

Rothstein, Mark, Betsy D. Gelb, and Steven Craig, "Protecting Genetic Privacy by Permitting Employer Access Only to Job-Related Employee Medical Information: A Multi-Disciplinary Analysis of a Unique Minnesota Law," American Journal of Law and Medicine, 24 (4), 1998.

## **OTHER PUBLICATIONS**

Yujuico, Emmanuel, and Betsy D. Gelb, "Getting Digital Statecraft Right," Foreign Affairs "Snapshot" Website posting, July-August, 2010.

Gelb, Betsy D., and Partha Krishnamurthy, "How to Market Health Reform," Houston Chronicle, October 18, 2009.

Gelb, Gabriel M., and Betsy D. Gelb, "When Appearances are Deceiving," Wall Street Journal "Business Insights," December 1, 2007.

## **COURSES TAUGHT**

### Ph.D. Seminars:

Communication of Academic Research: three years  
Marketing Strategy: five years  
Communication Theory: one year  
Research in Public Policy and Marketing: one year  
Research in Health Care Marketing: one year  
Practicum in Academic Research: three years

### MBA Electives:

Marketing Research: two years  
Practicum in Small Business Consulting: 18 years  
International Marketing: one year

MBA Core Course in Marketing Management:  
17 years

### Undergraduate Electives:

Consumer Behavior: three years  
Marketing Research: three years

Undergraduate Core Course in Marketing Management:  
Four years

## **EDITORIAL REVIEW BOARDS**

*Journal of Marketing*, 2 years  
*Current Issues and Research in Advertising*, 5 years  
*Journal of Health Care Marketing*, 8 years