
Debra L. Zahay

NIU College of Business
Assistant Professor - Marketing

Date of Hire: 2003

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Academic Background

Ph.D., University of Illinois, Urbana-Champaign, Marketing, Minor in Strategy

J.D., Loyola University School of Law, Business Planning

M.B.A., J.L. Kellogg Graduate School of Management, Quantitative Methods (MIS) and Finance

Washington University, English Literature

Memberships

Direct Marketing Association

Chicago Association of Direct Marketing

American Marketing Association

Business Marketing Association

WORK EXPERIENCE

Academic Experience

Assistant Professor, Northern Illinois University (2003 - Present).

Assistant Professor of Marketing and Electronic Commerce, North Carolina State University (2000 - 2003).

Executive-in-Residence, DePaul University (1995 - 1996).

Adjunct faculty positions, National Lewis University, and Joliet Junior College (1994 - 1996).

Adjunct Instructor, DePaul University (1994 - 1995).

Non-Academic Experience

President, Zahay, Inc (1993 - Present).

Various marketing management positions at Dun & Bradstreet, MCI and Illinois Chamber of Commerce, prior to Doctoral studies.

Consulting

2006: Junction Solutions, White Paper Series

2005: NIU Business Outreach, Internet Marketing Update

2004: Experian Corporation, Assessment tool for direct marketing certification program

2001: Novozymes Corporation, Internet Marketing Update

Courses Taught

Database Marketing Management

Direct Marketing

Interactive Marketing Technology
Internet Marketing
Marketing Seminar (MBA)

Other Teaching Activities

Course (New) - Creation/Delivery: Conventional

2000 - One of the first undergraduate Internet Marketing courses in the country, contributed to development of text in the area, Mary Lou Roberts' Marketing on the Internet, involved students in projects with real-world companies

Experiential Learning Project ~ ELC Team Coach

2006 - Mental Health Association of Rock River Valley
2005 - Caterpillar Executive Information System Project

Other Teaching Activities

2005 - Update in Interactive Marketing for Business Outreach

INTELLECTUAL CONTRIBUTIONS:

Refereed Articles

- Zahay, D. L. & Peltier, J. (in press). Interactive Strategy Formation: Organizational and Entrepreneurial Factors Related to Effective Customer Information Systems Practices in B2B Firms. *Industrial Marketing Management*.
- James, P., Schibrowsky, J. A., Schultz, D. E., & Zahay, D. L. (2006). Interactive IMC: The Relational Transactional Continuum and the Synergistic Use of Customer Data. *Journal of Advertising Research, 46 (2)*, 146-159.
- Payton, F. C. & Zahay, D. L. (2005). Why doesn't marketing use the corporate data warehouse? The role of trust and quality in adoption of data-warehousing technology for CRM applications. *Journal of Business & Industrial Marketing, 20 (4/5)*, 237-244.
- Zahay, D. L., Peltier, J., Griffin, A., & Schultz, D. (2004). The Role of Transactional versus Relational Data in IMC Programs: Bringing Sales and Marketing Data Together. *Journal of Advertising Research, 44 (1)*, 3-18.
- Zahay, D. L. & Griffin, A. (2004). Customer Learning Processes, Strategy Selection, and Performance in Business-to-Business Service Firms. *Decision Sciences (Journal of), 35 (2)*, 169-203.
- Zahay, D. L., Griffin, A., & Fredericks, . (2004). Sources, Uses, and Forms of Data in the New Product Development Process. *Industrial Marketing Management, 33*, 657-666.
- Zahay, D. L. & Handfield, R. (2004). The Role of Learning in Adoption of B2B Technologies. *Industrial Marketing Management, 33*, 627-641.
- Zahay, D. L. & Handfield, R. (2003). Using the Value Chain Concept to Improve Interactive Marketing. *Interactive Marketing, 4 (4)*, 343-354..
- Payton, F. & Zahay, D. L. (2003). Understanding Why Marketing Doesn't Use the Corporate Data Warehouse for CRM Applications. *Journal of Database Marketing, 10 (4)*, 315-326.
- Zahay, D. L. & Griffin, A. (2003). Antecedents and Consequences of Personalization and Customization. *Journal of Database Marketing, 10 (3)*, 255-271-326.
- Wagle, J. S. & Zahay, D. L. (1998). Reliable Corporation. *Journal of Interactive Marketing, 12 (3)*, 63-72.

Refereed Proceedings

Full Paper

- Zahay, D. L. (2001). Preparing Students for the Interactive Future. *Marketing Theory and Applications, AMA Winter Educators' Conference*, 225-232.
- Zahay, D. L. (1992). Turning Results into Action: The MCI Insurance Connection. *ESOMAR Business-to-Business Seminar, Better Decisions from Added Value Research*, 137-151.

Abstract Only

- Zahay, D. L., Peltier, J. , & Schoenbachler, D. (2005). Organizational and Strategy Formation Factors Relating to Customer Information Management Practices. *DMEF Educator's Conference, *Recipient of Best Paper Award*.
- Zahay, D. L. (2005). Interactive Strategy: Organizational Factors Related to Effective Customer Information Management Practices. *AMA Winter Educator's Conference*.
- White, T. B., Zahay, D. L., Thorbjorsen, H. , & Shavitt, S. (2004). Beyond Permission Marketing: Improving E-Mail Response Rate with Appropriate Personalization. *DMEF, Educator's Conference*.
- Payton, F. & Zahay, D. L. (2004). Why Doesn't Marketing Use the Corporate Data Warehouse? *Winter Marketing Educator's Conference, AMA*.
- Zahay, D. L. (2003). The Role of Transactional versus Relational Data in IMC Programs: Bringing Sales and Marketing Data Together. *DMEF Educator's Conference, *Recipient of Best Paper Award*.
- Payton, F. & Zahay, D. L. (2002). Implementing the Corporate Data Warehouse to Support CRM Applications. *Proceedings of AMCIS*.
- Zahay, D. L. & Griffin , A. (2000). Aligning Strategic Choices with Marketing Database and Interactive Technologies to Create Competitive Advantage in Business Markets. *Marketing Science Conference 2000: Marketing for the New Millennium*, 218-219.
- Zahay, D. L. (2000). Customer Information System Management, the Customer Relationship and Business Performance. *Proceedings of Fifth Annual Conference on Relationship Marketing*.
- Zahay, D. L. (1998). Developing Competitive Advantage through Customer Relationships. *Research Conference Proceedings, Relationship Marketing, 6*.
- Zahay, D. L. (1998). Catching on: How Software Entrepreneurs Use Information from Customer Interaction to Create Advantage. *Entrepreneurship Symposium - AMA*.
- Zahay, D. L. & Griffin , A. (1998). How Companies Use Customer Interaction to Develop Relationships. *Frontiers in Direct Marketing Research Proceedings, DMEF's 10th Annual Robert B. Clarke Educators' Conference*.

Presentation of Refereed Papers

International

- Zahay, D.L., Scovatti, C., Domagalski, S., & Kelly, S. (2006). *What Does it Mean to Be a Direct Marketer?* Presented at Direct Marketing Educators Conference, San Francisco, California.
- Zahay, D.L. (2005). *Managing Customer Information Well*. Presented at World Marketing Congress, Muenster, Germany.
- Zahay, D.L. (2003, June). *The Role of Personalization in Increasing the Response Rate of Email Solicitations*. Presented at Direct Marketing Educators' Conference (DMEF) , Perth, Australia.
- Zahay, D.L. (2002, June). *How Do Knowledge Management Capabilities Relate to New Product Development Performance?* Presented at Marketing Science-INFORMS , Edmonton, Alberta, Canada.
- Zahay, D.L. (1992, November). *Turning Results into Action: The MCI Insurance Connection*. Presented at ESOMAR Business-to-Business Seminar, Prague, Czech Republic.

National

- Zahay, D.L. (2006). *Successful B2B Customer Database Management*. Presented at Academy of Marketing Science Conference., San Antonio, Texas.
- Zahay, D.L., Kelly, J. S., & Domagalski, S. (2005, October). *What does it mean to be a direct marketer?* Presented at DMEF Educators' Conference, Atlanta, Georgia.
- Zahay, D.L. (2005, February). *Finding the Lost Variance: How Organizational Factors Contribute to Successful Customer Information Management Practices*. Presented at AMA Winter Educator's Conference, San Antonio, Texas.
- Zahay, D.L. (2005, February). *Interactive Strategy: Organizational Factors Related to Effective Customer Information Management Practice*. Presented at AMA Winter Educator's Conference, San Antonio, Texas.
- Peltier, J., Schibrowsky, J., & Zahay, D. (2004). *Interactive Integrative Marketing Communications in Business-to Business Relationships: The Relational-Transactional Data Continuum*. Presented at Direct Marketing Educators' Conference (DMEF) , New Orleans, Louisiana.
- Zahay, D.L. (2004). *Interactive Strategy: Organizational Factors Related to Effective Customer Information Systems Practices*. Presented at AMA Winter Educator's Conference, Phoenix, Arizona.
- White, T.B., Zahay, D., Thorbjorsen , H., & Shavitt, S. (2004). *Beyond Permission Marketing: Improving E-Mail Response Rate with Appropriate Personalization*. Presented at Direct Marketing Educators' Conference (DMEF) , New Orleans, Louisiana.
- Payton, F. & Zahay, D. . (2004). *Why Doesn't Marketing Use the Corporate Data Warehouse?' .* Presented at AMA Winter Educator's Conference, Phoenix, Arizona.
- Zahay, D.L. (2003, October). *The Role of Transactional versus Relational Data in IMC Programs: Bringing Sales and Marketing Data Together*. Presented at Direct Marketing Educators' Conference, *Received best paper award, Orlando, Florida.
- Zahay, D.L. (2002, August). *Implementing the Corporate Data Warehouse to Support CRM Applications*. Presented at AMCIS (Association for Information Systems) 8th Americas Conference on Information Systems, Dallas, Texas.
- Zahay, D.L. (2000, October). *Customer Information System Management, the Customer Relationship and Business Performance*. Presented at 5th Annual conference on Relationship Marketing - Emory Univeristy, Atlanta, Georgia.
- Zahay, D.L. (2000, June). *Aligning Strategic Choices with Marketing Database and Interactive Technologies to Create Competitive Advantage in Business Markets*. Presented at Marketing Science-INFORMS , Los Angeles, California.
- Zahay, D.L. (1998). *Developing Competitive Advantage through Customer Relationships*. Presented at Relationship Marketing Conference, Atlanta, Georgia.
- Zahay, D.L. (1998, October). *How Companies Use Customer Interaction to Develop Relationships*. Presented at Direct Marketing Educators' Conference (DMEF) , San Francisco, California.
- Zahay, D.L. & Kelly, J. Steven (1997, October). *Database Marketing Activity and Firm Performance*. Presented at Direct Marketing Educators' Conference (DMEF) , Chicago, Illinois.

Presentation of Non-Refereed Papers

National

- Zahay, D. L. (1998, August). *Catching on: How Software Entrepreneurs Use Information from Customer Interaction to Create Advantage*. Summer AMA Entrepreneurship Symposium , Boston, Massachusetts.

Research Grants

Funded-External

- 2005 - "Organizational and Strategy Formation Factors Relating to Customer Information Management Practices in Financial Services Firms," Marketing Science Institute, (\$3,750).
- 2004 - "Interactive Strategy: Organizational Factors Related to Effective Customer Information Systems Practices," University of Cincinnati, Center for Interactive and Direct Marketing, (\$2,500).
- 2004 - "Organizational and Strategy Formation Factors Relating to Customer Information Management Practices in Financial Services Firms," , Marketing Science Institute for research, University of Wisconsin, Whitewater, (\$3,720).
- 2003 - "Email personalization research," Duke Teradata Institute , (\$7,500).
- 2002 - "Why Doesn't Marketing Use the Corporate Data Warehouse?: The Role of Trust and Quality in Adoption of Data Warehousing Technology for CRM Application," Understanding Why Marketing Doesn't Use the Corporate Data Warehouse for CRM Applications, NC State - Faculty Research and Development Grant , (\$5,000).
- 2001 - "Sources, Uses, and Forms of Data in the New Product Development Process," Institute for the Study of Business Markets (new product study), ISBM, (\$5,000).
- 1999 - "Customer Information Management PHD Thesis," Direct Marketing Policy Center, University of Cincinnati, (\$5,000).
- 1999 - "Customer Information Management PHD Thesis," DePaul University Center for Interactive and Direct Marketing, (\$1,000).
- 1999 - "Customer Information Management PHD Thesis," University of Illinois Graduate Studies Research, (\$1,000).
- 1996 - "Database Marketing and Firm Performance," DePaul University & DePaul University Direct Marketing Institute, (\$2,000).

Funded-Internal

- 2006 - "Multicultural Curriculum Transformation Institute," Provost's Task Force MCTI, (\$1,000).
- 2006 - "Using Podcasting to Enhance Course Delivery of Internet Marketing, Marketing 370," CIUE, (\$4,000).

Not Funded-External

- 2006 - "Information Management in New Product Development: An Empirical Test," Institute for the Study of Business Markets , (\$10,000).

Research Reports

- Zahay, . L., & Griffin, A., "Are Customer Information Systems Worth It?: Results from B2B Services" (2002) .
- Walls, S. & Zahay, D.L., "Managing Customer Relationships" (2000) .

Papers Under Review

- Peltier, J., Schibrowsky, J., Schultz, D., & Zahay, D. L. (2005). "Interactive integrative marketing communications in business-to business relationships: The relational-transactional data continuum," initial submission to *Journal Of Advertising Research*.
- Zahay, D. L., (2005). "Interactive Strategy: Organizational Factors Related to Effective Customer Information Systems Practices," revised and resubmitted to *Industrial Marketing Management*.
- Zahay, D. L. & Griffin, A. (2005). "Differences in CRM-Based Measures in the Context of Strategic Choice," revised and resubmitted to *Journal Of The Academy Of Marketing Science*.

Working Papers

- Zahay, D. L., Kelly, J., & Domagalski, S. (2006). "What Does it Mean to be a Direct Marketer" targeted for *Journal Of Marketing Education*.

- Zahay, D. L. & Peltier, J. (2005). "An Empirical Study of Organizational Factors Related to Effective Customer Information Systems Practices" targeted for Journal Of Marketing.
- Zahay, D. L., Griffin, A., & Fredericks, E. (2005). "Information Management in New Product Development: An Empirical Test" targeted for Journal Of Product Innovation Management.
- White , T., Zahay, D., Thorbjorsen, H., & Shavitt, S. (2005). "The Role of Personalization in Increasing the Response Rate of Email Solicitations" targeted for Journal Of Consumer Research.

Other Intellectual Activities

- 2005 - Special Projects or Assignments: Secured 3,500 from Teradata.com and restaurant.com for student projects for Marketing 370. Secured \$3,000 in advisory board membership fees for Interactive Marketing Area of Study.
- 2004 - Special Projects or Assignments: Secured \$5,000 in outside funding for projects and \$2,000 in advisory board memberships.

SERVICE:

Service to the University

Departmental assignments:

Member:

- 2006-2007: Dept. of Marketing Curriculum Committee
2005-2006: Scholarship Committee: Review and award scholarships

College/School assignments:

Member:

- 2006-2007: Barsema Hall Building Committee: Maintain Appearance of Barsema Hall
2005-2006: Barsema Hall Building Committee: Maintain appearance of Barsema Hall

University assignments:

Member:

- 2006-2007: Library Committee
2002-2003: Library intellectual property committee, NC state: Research with Ecommerce industry partners 2000-2002

Service to the Profession

Academic Conference: Discussant

- 2002: American Marketing Association (Winter), Austin, Texas (National).
2002: American Marketing Association (Summer), Austin, Texas (National).
2000: American Marketing Association (Winter), San Antonio, Texas (National).
1999: Haring Symposium, Indiana University (National).

Board Member: Advisory Board

- 2005: Chicago CRM Association, Quarterly Meeting Facilitation (National).
2004: Chicago CRM Association, Planning Meetings, Chicago, Illinois (National).
2003: Chicago CRM Association (National).

Chair: Conference / Track / Program

- 2006: Direct Marketing Educational Foundation, Chaired academic conference;, San Francisco, California (International).
2005: Direct Marketing Educator's Conference, Served as vice chair, Atlanta, Georgia (National).

Officer: Organization / Association

1992-1993: Business and Services Marketing, Chicago's AMA, Vice President (National).

Presentation

2006: Chicago Association of Direct Marketing, Presented w/Exact Target on Personalization Issues, related research, Chicago, Illinois (Local).

2006: Chicago Association of Direct Marketing, Presentation on multichannel marketing panel, Chicago, Illinois (Local).

2005-2006: CADM Basic Course, Strategic Aspects of DM (Local).

2005: CADM Bob Stone Day, Top Ten Trends in DM Panelist (Local).

2005: Acxiom Executive Symposium, Retail Data Management Update, Las Vegas, Nevada (National).

2004: NCDM, High Cholesterol Databases, Orlando, Florida (National).

2004: Northwest Suburban Chamber, Schaumburg, IL, "Positioning Your Web Site' (Regional).

2004: BMA Roundtable, Chicago, IL, "Search Engine Strategy' (Regional).

2004: CADM B2B Lunch and Learn, "Search Engine Strategy' (Regional).

2004: CADM Direct Marketing Days, Chicago, IL, "Data Quality' (Regional).

2004: CADM Monthly Luncheon, "Maximizing your B2B Customer Database: Seven Steps to Success' (Regional).

2004: CADM/DePaul University Pennebaker Certificate, "Privacy in DM' (Regional).

2004: CADM Basic Course, "The Offer' (Regional).

2002: North Carolina State University Graduate Symposium, Raleigh, NC, "Customer Data Warehousing' (Regional).

2001: American Marketing Association (Winter), 'Preparing Students for the Interactive Future', Phoenix, Arizona (National).

2001: North Carolina State University Privacy Symposium, Raleigh, NC, "Privacy vs. Personalization (Regional).

2001: North Carolina State University Graduate Symposium, Raleigh, NC, "Customer Relationship Management' (Regional).

Reviewer: Ad Hoc Reviewer for a Journal

2006: Journal of Product and Innovation Management, Reviewer (National).

2005: Journal of Technology and Information Management, Paper Review (International).

Reviewer: Conference Paper

2006: Summer AMA Educator's Conference, Reviewer for Communications and Technology Tracks; selected best paper for Direct and Interactive Track (National).

2005: World Marketing Congress, Muenster, Germany (International).

Service to the Community

Positions Held in Civic Organizations

2005: Lyric Opera Far West Chapter, Board Member

Faculty Development

Instructional-Related Conference

2005: Exact Target: Email Marketing Trends. DeKalb, Illinois.

2005: Webinar: Alterian Research Trends. DeKalb, Illinois.

2005: CADM Academic Update. Chicago, Illinois.

2005: CADM Bob Stone Education Day. Chicago, Illinois.

2005: DMA Professor's Update. Philadelphia, Pennsylvania.

International

- 2006 - Zahay, Debra , Carol Scovatti, Sandra Domagalski, and Steve Kelly, "What Does it Mean to Be a Direct Marketer?," *Direct Marketing Educators Conference* , held in San Francisco, California, 2006.
- 2005 - Zahay, Debra , "Managing Customer Information Well," *World Marketing Congress* , held in Muenster, Germany, 2005.
- 2003 - Zahay, Debra , "The Role of Personalization in Increasing the Response Rate of Email Solicitations," *Direct Marketing Educators' Conference (DMEF)* , held in Perth, Australia, June 2003.
- 2002 - Zahay, Debra , "How Do Knowledge Management Capabilities Relate to New Product Development Performance?," *Marketing Science-INFORMS* , held in Edmonton, Alberta, Canada, June 2002.
- 1992 - Zahay, Debra , "Turning Results into Action: The MCI Insurance Connection," *ESOMAR Business-to-Business Seminar* , held in Prague, Czech Republic, November 1992.

Honors-Awards-Grants

Honors:

- 1999: American Marketing Association (AMA) Doctoral Consortium Student for University of Illinois.
- 1978: Elected to Phi Beta Kappa.

Awards:

- 1999: Stellner Fellowship, David Kinley Fellowship, J.M. Jones Fellowship.
- 1999: Verdell Frazier Young Award.
- 1999: Strategic Account Management Association (SAMA) Scholar of the Year, .
- 1998: Stellner Fellowship, David Kinley Fellowship, J.M. Jones Fellowship.
- 1998: Verdell Frazier Young Award.
- 1997: Stellner Fellowship, David Kinley Fellowship, J.M. Jones Fellowship.
- 1996: Second place, Direct Marketing Casewriters' Competition, Direct Marketing Educational Foundation.
- 1996: Stellner Fellowship, David Kinley Fellowship, J.M. Jones Fellowship.

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