

# Gary R. Schirr

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## RESEARCH INTERESTS

My primary research interests comprise new service & product development and innovation, entrepreneurship, and sales management. My primary focus is on B2B markets; secondary research interests include financial services marketing and international marketing.

## EDUCATION

- Ph.D. Managerial Studies (Marketing)– University of Illinois at Chicago
- M.S. Finance – Carnegie Mellon University (Pittsburgh, PA)
- B. S. Mathematics – Miami University (Oxford, OH)

## JOURNAL ARTICLES

**Growth and Development of a Body of Knowledge: Sixteen years of New Product Development Research, 1989 - 2004** - with Albert L. Page  
(2008) *Journal of Product Innovation Management* – May 2008

*This article is a content review of new product and service development articles in leading management, marketing and R&D journals. It notes a shortage of research on new service development and a lack of progress on research shortcomings noted in past meta-analyses of success variables in new product development.*

## CONFERENCE PAPERS: Refereed Conferences

*Accepted and Presented (& published in summary form in conference proceedings):*

**Grounded antecedents of New Service Development Success**      PDMA 2008  
Predictors of NSD success derived from grounded research with 27 service organizations

**Individual Customer Engagement as Market Research**      PDMA 2007  
A study of market research tools to engage customers in new product development.

**Authors & Universities Producing NPD Research**      PDMA 2007  
A review of the authors of NPD articles 1989-2004.

**User Collaboration in B2B web-based services**      AMA Summer 2006  
*A case study of user involvement in new service development at three leading banks.*

**International Marketing & a Civilization Paradigm**      SMA Fall 2006  
*Conceptual: International Marketing and the “Clash of Civilizations”*

- |   |                      |
|---|----------------------|
| <b>Experiential Recognition</b>   | Babson (BKERC) 2005  |
| <i>Empirical evidence of the importance of trial and error in newly launched firms.</i>           |                      |
| <b>Content Analysis of the NPD Literature</b>   | PDMA Conference 2005 |
| <i>A content review of new product and service development articles.</i>                          |                      |
| <b>Dearth of Research on the Salesperson</b>  | AMA Summer 2005      |
| <i>Conceptual paper arguing that the sales function receives insufficient research attention.</i> |                      |
| <b>Opportunity Recognition and Experience</b>   | UIC Symposium 2004   |

ONGOING RESEARCH

*Three-Paper Dissertation:*

- A Grounded Study of New Service Development in Diverse Organizations**
- The NSD process as a B2B Financial Service migrates to the Web: a case study**
- Iterative, Cooperative, Experimental NSD in banks: a survey and Test**

*Working papers:*

- **Individual Customer Engagement as Market Research**
- **Authors & Universities Producing NPD Research**
- **User Collaboration in B2B web-based services**
- **Authentic Leadership and Sales Management**

JOURNAL AND CONFERENCE REVIEWS

- |   |           |
|---|-----------|
| • Journal of Product Innovation Management (regular; ongoing)                 | 2007-2008 |
| • <i>Journal of Financial Services Marketing</i>                              | 2004-2006 |
| • <i>JAMS</i> – Special issue on intersection of finance and marketing (33:4) | Fall 2005 |

*Reviewing conference submissions:*

- 2008 Product Development Management Association
- 2007 Product Development Management Association

SELECTIVE DOCTORAL CONSORTIUMS (2006)

- American Marketing Association Sheth Foundation Doctoral Consortium
- Babson College Entrepreneurship Research Conference Doctoral Consortium
- AMA SERVSIG Liam Glynn Award--Consortium at Frontiers of Service (Brisbane)  
(I was unable to attend Frontiers of Service for personal and family reasons)

## SELECTIVE WORKSHOPS

- 2007 ISBM Doctoral B2B Workshop
- 2003 Case Western Reserve seminar on Entrepreneurship research

DISSERTATION: *Defense date in July 2008*

### **New Service Development: *User Collaboration in a Unique Process***

The research questions are: *How are new services developed? What is the role of customer collaboration in new service development? How do internet communication and the migration of services to web-delivery affect customer collaboration in new service development?*

*Committee Members:*

Dr. Albert L. Page (chair)	University of Illinois at Chicago, Marketing
Dr. Abbie Griffin	University of Utah, Marketing
Dr. Gerald Hills	University of Illinois at Chicago, Entrepreneurship
Dr. Joseph Cherian	University of Illinois at Chicago, Marketing
Dr. Benet DeBerry-Spence	University of Illinois at Chicago, Marketing

## INDUSTRY ACTIVITIES

White Paper for the American Bankers Association	2008
Conducted webinar for the American Bankers Association	2008

TEACHING EXPERIENCE: *All are undergraduate, upper-level courses, unless noted:*

- Entrepreneurship
  - Global Marketing
  - Personal Sales
  - Sales Management
  - Finance -- Risk Management\*
- \* exec-MBA course

*I received a commendation from the Dean of the College of Business at UIC after each course taught there, for very strong student evaluations.*

## BUSINESS EXPERIENCE – Product Development, Marketing and Sales Management

2001-2003 **President, Market Solutions.**

*Consulting to new ventures. I provided initial business development, new product assessment, market research and/or initial sales efforts and strategies for new online financial service and risk-management ventures. Extensive engagements with clients in Singapore, New York and Berkeley.*

1999-2001 **VP—New Products and First VP—New Product Development**

*I ran product development as well as marketing for two online new ventures. In the first venture I was the leader of an effort that brought an innovative new product to market in six months time. In the second venture I helped guide the efforts of 100 engineers. I also made initial sales of new products and arranged key alliances.*

1993-1999 **CEO, Prudential Bache Futures and Fixed Income—Asia Pacific**

*I ran PBFF-AP's institutional business, including floor trading on the Singapore exchange and regional institutional fixed income and derivatives sales and trading. Since PBFF-AP served customers from Sydney to Shanghai, I hired, trained and managed a multi-national, multi-cultural sales force.*

*I served on the new products committee of the Singapore Exchange. (Earlier in my career I had served on the new products committee of the Chicago Mercantile Exchange.)*

Prior to 1993 **Prudential, Chicago Mercantile Exchange & Metropolitan Insurance**

- *Marketing and education for financial futures and risk management.*
- *Staff member of new product committee of the CME.*
- *Investment Analysis for private funding.*

## REFERENCES

*References are available by request*