

# CHRISTOPHER PHILLIPS BLOCKER

Office	Rockwell Hall (13), College of Business, Colorado State University, 1278 Campus Delivery, Fort Collins, CO 80523 (970.682.8898), chris.blocker@colostate.edu
PhD	University of Tennessee, Knoxville, TN (2007)
MBA	Texas Christian University (TCU), Fort Worth, TX (2000)
BBA	Texas Christian University (TCU), Fort Worth, TX (1998)

## Awards, Grants, & Honors

- 2016-2018 College of Business Summer Enterprise Research Program Grant Recipient
- 2015-2016 College of Business Dean's Scholar, Colorado State University
- 2013 Young Researcher of the Year, Hankamer School, Baylor University
- 2012 University Faculty Teaching Fellow (one of ten university faculty selected by Provost)
- 2012 University Research Committee Grant Award
- 2011 Robert & Robin Nitsche Outstanding Scholar
- 2010 University Research Committee Grant Award
- 2009 M.W. DeLozier Best Paper in Conference Award, Academy of Marketing Science
- 2009-2012 Hankamer School of Business Summer Research Grant (competitive)
- 2009 Keller Center for Research Grant
- 2006 Graduate Teaching Award Finalist, College of Business, University of Tennessee
- 2006 Schneider National Corporation \$15,000 Research Grant for Dissertation
- 2006 Sheth AMA Doctoral Consortium
- 2006 Integrated Value Chain Forum Endowment Award, University of Tennessee
- 2002 AT&T Common Bond Quarterly Award Winner
- 2001 AT&T Gold Club Award – Top 10% U.S. Regional Sales
- 1999 Sprint Values Excellence Quarterly Award

## Research Program Summary and Impact: Value Creation in Market Relationships

- **Developing Value Creation Theory, Measurement, and Modeling.** Programmatic contributions (7 articles), including *Journal of the Academy of Marketing Science* article, investigating theory, measurement, and modeling of perceptions, processes, and experiences related to the dynamic and cultural facets of value. Value creation papers comprise 80% of 1,000+ citations (Harzing 2017).
- **How Market Relationships Create Value.** Theory article in *Journal of Consumer Research* (2012) using metaphor analysis to reexamine assumptions and measurement in relationship marketing. First *JCR* study to highlight the consumption and value-related experiences of business buyers. Several other papers drawing implications for value creation in relationships. Also, paper in preparation (*JM*) challenging the nature of relationship effects in the similarity-attraction paradigm.
- **Value and Consumption in Contexts of Poverty.** Seven publications include a *Journal of Service Research* article that develops "Transformative Value Creation" within a homelessness context, two *JPP&M* papers exploring consumption in poverty, several conceptual papers, and works in progress. Ongoing engagement in scholarly communities (TCR, Subsistence Marketplaces).

## Peer Reviewed Journal Articles and Book Chapters

18. Houston, Mark B., Christopher P. Blocker, and Daniel J. Flint, "Business Buyers Are People Too: Phenomenology and Symbolic Interaction in Buyer Relationships," 2018, *Handbook of Research on Distribution Channels*, Rajiv P. Dant and Charles Ingene, editors.
17. Corus, Canan, Bige Saatcioglu, Carol Kaufman-Scarborough, Christopher Blocker, Shikha Upadhyaya, and Samuelson Appau, (2016) "The Power of Intersectionality to Transform Poverty-Related Policy Invisibility" *Journal of Public Policy & Marketing*, 35 (2), 211-222.
16. Blocker, Christopher P. and Andrés Barrios, (2015) "The Transformative Value of a Service Experience," forthcoming at the *Journal of Service Research*. \*Honorable Mention Award with Prize for Best Paper in Issue, sponsored by Center for Services Leadership at Arizona State University. In the top 10 cited papers in *Journal of Service Research* from 2015-2018.
15. Barrios, Andrés and Christopher P. Blocker, (2015) "The Contextual Value of Social Capital for Subsistence Entrepreneur Mobility" forthcoming, *Journal of Public Policy & Marketing*.
14. Bettencourt, Lance, Christopher P. Blocker, Mark B. Houston, and Daniel J. Flint (2015) "Rethinking Customer Relationships," forthcoming at *Business Horizons*.
13. Hamilton, Kathy, Banister, Emma, Barrios, Andrés, Blocker, Christopher P., Coleman, C., Ekici, Ahmet, Gorge, Gelen, Passerard, Françoise, Hutton, Martina, and Saatcioglu, Bige "Poverty in Consumer Culture: Towards a Transformative Social Representation," (2014), *Journal of Marketing Management*, 30 (17-18), p. 1833-1857.
12. Blocker, Christopher P., Mark B. Houston, and Daniel J. Flint, (2012) "Unpacking What a "Relationship" Means to Commercial Buyers: How the Relationship Metaphor Creates Tension and Obscures Experience." *Journal of Consumer Research* (Feb), Vol. 38 (5), 886-908.
11. Blocker, Christopher P., Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, José Antonio Rosa, Bigé Saatcioglu, Carlos Trujillo, Debabrata Talukdar, and Rohit Varman (2013) "Understanding Poverty and Promoting Poverty Alleviation through Transformative Consumer Research," *Journal of Business Research*, (66), 1195-1202.
10. Blocker, Christopher P., Joseph P. Cannon, Nikolaos G. Panagopoulos, and Jeffrey K. Sager, (2012) "The Role of the Sales Force in Value Creation and Appropriation: New Directions for Research" *Journal of Personal Selling & Sales Management*, Vol. 32 (1), 15-28.
9. Blocker, Christopher P., (2012) "The Dynamics of Satisfaction and Loyalty after Relational Transgressions," *Journal of Services Marketing*. Vol. 26 (2), 94-101.
8. Blocker, Christopher P., Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, José Antonio Rosa, Bigé Saatcioglu, Carlos Trujillo, Debabrata Talukdar, and Rohit Varman (2012) "Applying a Transformative Consumer Research Lens to Understanding and Alleviating Poverty," *Journal of Research for Consumers*.

7. Fournier, Christophe, Bill Weeks, Christopher P. Blocker, and Lawrence B. Chonko (2012) "Polychronicity and Scheduling's Role in Reducing Role Stress and Enhancing Sales Performance" *Journal of Personal Selling and Sales Management*, (33), 2, 197-210.
6. Blocker, Christopher P., Daniel J. Flint, Matthew B. Myers, and Stanley F. Slater (2011) "The Role of Proactive Customer Orientation for Creating Customer Value in Global Markets." *Journal of the Academy of Marketing Science* (39), 216-233.
5. Blocker, Christopher P. (2011) "Modeling Customer Value Perceptions in Cross-Cultural Business Markets," *Journal of Business Research* (64), 533-540.
4. Flint, Daniel J., Christopher P. Blocker, and Philip Boutin, (2011), "Customer Value Anticipation as an Operant Resource Driving Customer Satisfaction and Loyalty." *Industrial Marketing Management* (40) 2, 219-230. One of top 25 most read articles (by download) in *Industrial Marketing Management* for last 10 years. <http://goo.gl/ulzU4l>
3. Judge, William and Christopher P. Blocker, (2008) "Organizational Capacity for Change and Strategic Ambidexterity: Flying the Plane while Rewiring It." *European Journal of Marketing*, 42 (9), 915-26.
2. Blocker, Christopher P. and Daniel J. Flint, (2007) "Customer Segments as Moving Targets: Integrating Customer Value Dynamism into Segment Instability Logic," *Industrial Marketing Management*, Vol. 36 Issue 6 (August), 810-822.
1. Blocker, Christopher P. and Daniel J. Flint, (2007) "Exploring the Dynamics of Customer Value in Cross-Cultural Business Relationships," *Journal of Business & Industrial Marketing*, Vol. 22 Issue 4/5 (September), 249-259.

### Research in Progress

- Kidwell, Blair, Christopher P. Blocker, and Virginie Lopez-Kidwell "Birds of a Feather Feel Together: Emotional Ability Similarity within Consumer Interactions," four studies (dyadic longitudinal field survey and dyadic lab experiments), currently preparing 3<sup>rd</sup> round review at *Journal of Consumer Research*.
- Blocker, Christopher P., Steve Bradley, Jeffrey McMullen, and Ryan Mullins "Creating Value in Developing Contexts: The Role of Entrepreneur Customer Orientation in Microventure Performance," Two field studies in Kenya, gathering experimental data, revising for resubmission *Journal of Business Venturing*.
- Blocker, Christopher P, Kenneth C. Manning, and Carlos Trujillo "Beyond Radical Affordability: The Role of Consumer Self-Confidence in Product Acceptance," preparing for submission *Journal of Consumer Psychology*.
- Blocker, Christopher P. "The Proactivity Premium in B2B Markets," Two cross-cultural field surveys, panel-based experiment, exploring opportunities to integrate secondary data modeling, target *Journal of Academy of Marketing Science*.
- Blocker, Christopher P. and Andrés Barrios, "Trajectories of Consumption Desire in Upward Status Transformations," Qualitative study with participants in U.S., U.K., and Colombia, data analysis stage, planned submission to *Journal of Consumer Research*.

Blocker, Christopher P., José Antonio Rosa, and Andrés Barrios "Consumer Desired Value, Aspiration, and Well-being" Results from a series of panel studies, analysis stage, target: *Journal of Consumer Psychology*.

### Conference Publications and Presentations

Kidwell, Blair, Christopher P. Blocker, and Virginie Lopez-Kidwell "Birds of a Feather Feel Together: Emotional Ability Similarity in Consumer Interactions," 2017 *Association of Consumer Research*, San Diego, California.

Kidwell, Blair, Christopher P. Blocker, and Virginie Lopez-Kidwell "'More Than Meets the Eye: Emotional Ability Similarity in Interpersonal Interactions'" 2017 *Academy of Management*, Atlanta, Georgia.

Kidwell, Blair, Christopher P. Blocker, and Virginie Lopez-Kidwell "More Than Meets the Eye: The Power of Emotional Ability Synergy" 2014 *Academy of Management*, Philadelphia, Pennsylvania.

Blocker, Christopher P., Kenneth C. Manning, and Carlos Trujillo, "Exploring Price Strategy and Affordability in Subsistence Markets," *The Fifth Subsistence Marketplaces Conference*, University of Illinois – Urbana-Champaign, July 2014.

Blocker, Christopher P. and Andrés Barrios, "Trajectories of Consumption Desire in Poverty," *Consumer Culture Theory Conference*, July 2013, Tucson, Arizona sponsored by University of Arizona.

Andrés Barrios and Christopher P. Blocker, "Using Consumption Practices to Countervail Stigma Experiences and Transform Self-Identity among the Homeless," *Association for Consumer Research*, North American Conference, Vancouver, Canada, October, 2012.

Blocker, Christopher, "Portraits of Poverty: From Consumption Desire to Subsistence Marketing," presented at Universidad de los Andes, Bogota, Colombia, September 2012.

Blocker, Christopher and Andrés Barrios, "Deprivation of Desire, Tools of Desire, and Turning Points in Poverty," poster session at the *Consumer Culture Theory Conference*, Oxford University, August 2012.

Blocker, Christopher and Andrés Barrios, "Consumer Desire Deprivation and Trajectories in Poverty," *Fourth Subsistence Marketplaces Conference*, Chicago, IL, July 2012.

Blocker, Christopher and Steve Bradley, "The Role of Marketing Capabilities for Microventure Performance and Individual Well-being in Subsistence Markets," *Fourth Subsistence Marketplaces Conference*, Chicago, IL, July 2012.

Blocker, Christopher P., Mark B. Houston, and Daniel J. Flint, "Are There Conceptual Limits to the 'Relationship' Metaphor in B2B Research?" Winter Marketing Educators' Conference, St. Petersburg, Florida, *American Marketing Association*, February 2012.

Blocker, Christopher P. "Deprivation of Desire: Exploring the Nature of Consumer Desire for Individuals Living within Conditions of Poverty," *Consumer Culture Theory Workshop*, Northwestern University, July 2011.

- Blocker, Christopher P. "Does Marketing Strategy Matter for the Poor? Market Orientation, Innovation and Performance in Microcredit Firms," *Proceedings of the CK Prahalad: Reaching over Boundaries and Expanding Possibilities*, San Diego, CA, June 2011 (coauthors: Bradley, Artz, McMullen).
- Blocker, Christopher P. (2010) "Emotional Intelligence Symmetry in Consumer-Salesperson Interactions," *Texas Marketing Faculty Colloquium*, University of Texas at San Antonio, March 27<sup>th</sup>, 2010, Invited presentation.
- Cheung, Mee-Shew and Christopher P. Blocker, "Base of the Pyramid Market Construction in China: Co-creating Value for Organizations and Individuals," *Third Subsistence Marketplace Conference: From Impactful Research to Sustainable Innovation*, Chicago, IL. July 2010.
- Cheung, Mee-Shew and Christopher P. Blocker, "Strategic Sensemaking and Value Creation at the Base of the Pyramid in China," *International Base of the Pyramid Conference*, sponsored by the University of Pretoria's Gordon Institute of Business Science and the W.K. Kellogg Foundation, Johannesburg, South Africa. November 2009.
- Blocker, Christopher P., Daniel J. Flint, and Matthew B. Myers "Customer Value Perceptions in Global Business Markets: Exploring the Strategic Potential of Standardization," *2009 AMS Conference*, (Baltimore, MD, USA) Academy of Marketing Science.
- Flint, Daniel J., Christopher P. Blocker, and Philip Boutin "Customer Value Anticipation as an Operant Resource Driving Customer Satisfaction and Loyalty," *2008 Otago Forum II*, New Zealand.
- Blocker, Christopher P. and Daniel J. Flint, "Dynamic Value Perceptions in the Global Environment: Exploring the Influence of National Culture on Customer Value Change," *2005 AMS World Congress*, (Muenster, Germany) Academy of Marketing Science.
- Blocker, Christopher P., "Exploring the Phenomenon of Buyer-Seller Mismatches in Business-to-Business Relationships," *2005 Winter AMA Winter Marketing Educators' Conference*, (San Antonio, TX) American Marketing Association.
- Judge, William Q. and Christopher P. Blocker, "Organizational Capacity for Change and Strategic Ambidexterity: Flying the Plane While Rewiring It," *2005 Society for Strategic Management International Conference*, (Orlando, FL), Society for Strategic Management.
- Blocker, Christopher P., "Examining the Complexity of Buyer-Seller Relationships: A Critical Analysis of the Transactional-Relational Exchange Continuum," *2004 Atlantic Marketing Association Conference*, (Chattanooga, TN) Atlantic Marketing Association, Best in Conference Award.
- Flint, Daniel J. and Christopher P. Blocker, "Expanding on the Emotional and Symbolic Aspects of Business Customer Desired Value Change: A Conceptual Model," *2004 AMS Conference*, (Vancouver, Canada) Academy of Marketing Science.

## Selected Research Presentations and Contributions to Practice

Bettencourt, Lance A., Mark B. Houston, and Christopher P. Blocker (2013), "How to Recover Well in Business-to-Business," *Velocity*, 15 (2), 12-14.

Blocker, Christopher P., (2013) "Living a Good Story: Desire in Poverty," research presented to Mission Waco – Mission World, June 2013.

Blocker, Christopher P., Lance A. Bettencourt, Mark B. Houston, and Daniel J. Flint (2013) "Do Your Customers Really Want a Relationship with You?," *Keller Center Research Report*, May 2013, Baylor University.

Blocker, Christopher P. (2011) "Back to the Future: Anticipation and Co-creating Value with Customers, Hankamer School of Business Advisory Board Meeting, October 2011, Baylor University.

Blocker, Christopher P. (2010) "Are We on the Same Wavelength? How Emotional Intelligence Interacts and Creates Value in Agent-Client Encounters," *Keller Center Research Report*, December 2010, Baylor University.

Blocker, Christopher P. (2010) "Emotional Intelligence Symmetry in Consumer-Salesperson Interactions," *Texas Marketing Faculty Colloquium*, University of Texas at San Antonio, March 27<sup>th</sup>, 2010, Invited presentation.

Blocker, Christopher P. (2009) "The Emotionally Intelligent Salesperson" *Keller Center Research Report*, August 2009, Baylor University.

Blocker, Christopher P. (2008) "Lead Conversion: Adaptation, Influence, and Customer Value" *Keller Center Research Report*, Baylor University.

Blocker, Christopher P., (2006) "The Dynamics of Customer Value in Global Business Markets," Sales Forecasting Management Conference. May 18<sup>th</sup>, 2006, Knoxville, Tennessee. *Integrated Value Chain Forum*, University of Tennessee.

Blocker, Christopher P., (2005) "Anticipating Customer Value," Customer Value and Marketing Strategy Forum. April 20, 2005, Knoxville, Tennessee. *Integrated Value Chain Forum*, University of Tennessee.

## Value Creation Theory, Measurement, and Modeling

7 published papers, 1 in progress

Value Creation in Global Markets (JAMS)  
Modeling Value Cross-Culturally (JBR)  
Value Anticipation and Service Dominant Logic (IMM)  
Value Dynamism and Segmentation (IMM)  
Value Creation & Appropriation (JPSSM)  
Ambidexterity and Value Creation (EJM)  
Value Creation and Culture (JBIM)  
*Value Change as Market Turbulence (JM)*

## Market Relationships and How they Create Value

4 published papers, 1 in progress

Relationship Metaphor (JCR)  
Relational Transgressions (JSM)  
Rethinking Relationships (BH)  
Buyers are People Too (HDC)  
*Synergy in Market Relationships (JMR)*

## Value Creation in Marketplace Relationships

## Value & Consumption in Contexts of Poverty & Subsistence

7 published papers, 3 in progress

Transformative Value Creation (JSR)      Consumption in Poverty (JBR)  
TCR Poverty Research (JRC)      Social Representation in Poverty (JMM)  
*Creating Value in Microventures (JBV)*      Social Capital in Poverty (JPPM)  
Intersectionality and Consumer Poverty (JPPM)  
*Consumer Self-Confidence in Subsistence (JCP)*  
*Desired Value in Upward Transformations (JCR)*

*italicized = under review/preparation*

## Teaching Activity

### Experience:

Developed and delivered 10 different courses with a range of class sizes (12-230 students) and an increasing emphasis on active learning and external partner engagement.

- Product Design (Colorado State U., 2016-2018)
- Marketing for Social & Sustainable Enterprises (Colorado State U., 2016-2018)
- International Marketing (Colorado State U., 2014-2018)
- Marketing Management - Executive MBA (Tulane U. 2013-2017)
- Marketing Principles (Baylor U. and Colorado State U., 2007-2015)
- Social Enterprise Marketing (Université de Caen, IAE) (2012)
- Sales for Social Impact (including research immersion trip to Nicaragua) (2011)
- Global Marketing Strategy, (U. of Tennessee) (2006)
- Selling & Sales Force Management (U. of Tennessee) (2005)
- Demand Management (U. of Tennessee) (2004-2005)

## Service Activity

### Professional

- Editorial Review Board, *Journal of the Academy of Marketing Science* 2018-
- Editorial Review Board, *Journal of Service Research* 2017-
- Editorial Review Board, *Journal of Public Policy & Marketing* 2016-
- TCR Panelist, Association of Consumer Research Conference 2017
- Track Chair, Consumer Welfare, AMA, Summer Conference 2017
- Transformative Consumer Research (TCR) Advisory Board 2014-2017
- Track Chair, Transformative Consumer Research Conferences 2015, 2011
- Track Chair, Subsistence Marketplace Conference 2014
- Reviewer, *Journal of Consumer Research* 2012-
- Reviewer, *Journal of Marketing* 2009-
- Track Chair, American Marketing Association – Winter and Summer 2009-2010
- Editorial Review Board, *Journal of Business to Business Marketing* 2009-2012
- Reviewer, Marketing textbook, McGraw-Hill-Irwin 2009
- Faculty mentor for Ph.D. student at peer university, AMS Mentor program 2009

### University

- CSU Richardson Design Center – Core Faculty Member 2018-
- CSU Richardson Design Center – Faculty Curriculum Committee 2016-
- Program Guest Speaker – “How to Get an Internship,” Summit Residence Hall 2015
- University Commencement Marshall 2014
- Faculty coordinator for student leadership development workshops 2010
- Faculty Partner - Brooks Flats (faculty mentor for residence hall) 2010
- University 1000 (6 week orientation course for incoming freshman) 2009
- Winter Premiere Faculty Advisor (Parent-student Campus Visits) 2008
- New Faculty Orientation, Invited Guest Speaker 2008



## College

- CSU Todos Santos – College of Business Engagement Trip 2016
- College of Business - Enterprise Task Force 2016
- College of Business International *Go Abroad* Advisory Committee 2015-
- Dean Search Committee 2014-2015
- Strategic Planning Sub-Committee: Teaching & Learning 2014-2015
- Mentor for Global Social and Sustainability Enterprise (GSSE) venture groups 2013-2016
- Dean's Strategic Task Force for updating School of Business Vision 2011-2012
- Dale P. Jones MBA Ethics Competition Judge 2010
- AACSB Review Team, Marketing Department Representative 2008

## Department

- Departmental search committee, chair 2018
- Departmental search committee 2015
- Undergraduate thesis advisor and committee member 2014-2016
- Assessment of marketing curriculum sub-committee 2014
- Departmental faculty advisory committee to Dean 2013-2014
- Faculty Sponsor, Student Honors Curriculum Project 2010
- Faculty advisor, local chapter of American Marketing Association 2009-2011
- Faculty Facilitator, Marketing Principles Research Panel 2007-

## Community

- Volunteer, Faith Family Hospitality, Services for Homeless, Fort Collins 2017
- Volunteer, Ridgebotics – Fossil Ridge High School, Fort Collins 2017
- Coach for First Lego League (FLL) – Preston Middle School, Fort Collins 2013
- Directed student marketing projects for 20 local United Way agencies 2011
- Youth soccer coach, Heart of Texas Soccer 2010-2013
- Meyer Center, volunteer teacher in MPowerment job program 2010-2013

## Employment History and Industry Experience

- Associate Professor, Department of Marketing, College of Business, Colorado State University, Fort Collins, CO (2016-present)
- Assistant Professor, Department of Marketing, College of Business, Colorado State University, Fort Collins, CO (2013-2016)
- Associate Professor, Department of Marketing, Hankamer School of Business, Baylor University, Waco, TX (Spring 2013)
- Visiting Professor, Université de Caen, Normandy, France Institute of Business Management (IAE) (Fall 2012)
- Assistant Professor, Department of Marketing, Hankamer School of Business, Baylor University, Waco, TX (2007-2012)
- Graduate Research Assistant and Lecturer, Department of Marketing and Supply Chain Management, College of Business, University of Tennessee, Knoxville TN (2003-2007)

- Professional Services Manager, AT&T Business Solutions, Dallas, TX (2002-2003), client business development and managing consulting engagement financials for the U.S. Southwest region.
- Global Account Manager, AT&T Business Services, Dallas, TX (2000-2002), responsible for developing new and growing existing client relationships with Fortune 500 firms.
- E-Business Analyst (MBA Consultant), Freightwise.com (formerly part of BNSF), Fort Worth, TX (2000), responsible for analyzing ecommerce strategy and brand messaging.
- Marketing Manager, Sprint Corporation, Dallas, TX (1999), responsible for national marketing program development and market research.
- Marketing Analyst, Innovative TeleSolutions, Fort Worth, TX (1998), responsible for trend analysis and marketing plan development.
- Billing Analyst, Electronic Data Systems (EDS), Plano, TX (1996), responsible for billing national accounts and analyzing process improvements.

## References

### **Dr. Mark B. Houston**

Eunice and James L. West Chair of American Enterprise  
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### **Dr. Daniel J. Flint**

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