

## Ian D Parkman

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Portland, OR USA 97203	<a href="https://www.researchgate.net/profile/Ian_Parkman">https://www.researchgate.net/profile/Ian_Parkman</a>

### ACADEMIC APPOINTMENTS

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University of Portland, Associate Professor of Marketing	2018 - present
Assistant Professor of Marketing	2013 - 2018
Loyola University Maryland, Assistant Professor of Marketing	2010 - 2013

### EDUCATION

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PhD	University of Oregon	Marketing	2010
MBA	University of New Mexico	Marketing	2005
BA	University of Arizona	History	2001

### TEACHING AND RESEARCH INTERESTS

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Design-driven product innovation; Marketing strategy; Perceptual positioning and competitive advantage; Brand image, identity, and reputation; Creative and craft industries

### TEACHING EXPERIENCE

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#### Graduate-level

BUS520 *Applied Marketing Strategies*

BUS522 *Marketing Research*

BUS591 *Product Design and Development*

#### Undergraduate-level

BUS200 *Principles of Marketing*

BUS370 *Marketing Research*

BUS476 *Product Design and Development*

BUS/ CST 391 *Design Thinking and Cross-Disciplinary Research*

### PEER-REVIEWED PUBLICATIONS

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Ian D Parkman and Alan J Krause, (2017) "The Diamond Model of Authentic Green Marketing: Evidence from the Sustainable Architecture Industry" Business and Society Review, Volume 123 (1), pp. 83 – 118 (35).

Ian D Parkman and Samuel S Holloway, (2015), "Discovering a Rosetta Stone for Firm-Side Authenticity: An Empirical Investigation." International Journal of Marketing and Business Communications, Volume 5, Issue 1, pp. 21 - 34 (14).

- Peter S Whalen, Samuel S Holloway, and Ian D Parkman, (2015), "Navigating the 'Valley of Death': An Investigation of Which Marketing Competencies Lead Toward Successful Technology Commercialization." Developments in Marketing Science: Proceedings of the Academy of Marketing Science Book Series.
- Bianca Grohmann, Joan Giese, and Ian D Parkman, (2013), "Using Type Font Characteristics to Communicate Brand Personality of New Brands." Journal of Brand Management, Volume 20, Issue 5, pp. 389-403 (15).
- Ian D Parkman, Samuel S Holloway, and Helder Sebastiao, (2012), "Creative Industries: Aligning Entrepreneurial Orientation and Innovation Capacity", Journal of Research in Marketing and Entrepreneurship, Volume 14, Issue 1, pp.95 – 114 (20).
- Gursel Ilipinar and Ian D Parkman (2011), "Design Culture As a Strategic Orientation in New Product Development: A Cross-Cultural Study." International Journal of Research in Finance and Marketing Volume 1, Issue 4, pp. 1 -24 (24).
- Ian D Parkman (2010), "The Reciprocal Relationship Between Corporate and Regional Brands in the Creative Industries: The Case of Sustainable Architecture in Portland Oregon USA." Tourism, Culture & Communication Special Issue on Creative Industries and Experiences: Development, Marketing and Consumption, Volume 10, Number 3, pp. 201-216 (16).

#### **MANUSCRIPTS UNDER REVIEW**

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- Ian D Parkman, "Avoiding the Tyranny of the Served Market: Market Orientation and Design-Driven Organizations" The Design Journal (*Revise and Resubmit, 2/2018*)
- Ian D Parkman and Keven Malkewitz, "The Information Elements of Product Design Briefs: An Exploratory Investigation" International Journal of Product Development (*submitted, 4/2018*)
- Ian D Parkman, Brigitte Borja de Mozota, and Keven Malkewitz, "Design Briefs as Artifacts of Cross-Functional Collaboration in New Product Development" Design Issues (*Submitted, 11/2017*)

#### **ACADEMIC AWARDS AND HONORS**

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- 2018 \$5,000 Ignite Faculty Research Grant, University of Portland
- 2017 Most Read Author from UP PSOB department, ResearchGate
- 2016 Faculty Fellowship for Research in Applied Ethics, Dundon-Berchtold Institute, UP
- 2016 SSRN Top Ten downloaded article; Other Environment for Innovation topic area
- 2015 Awarded \$10,000 Endowed Chair's Cup, University of Portland
- 2014 Faculty Research Day Presentation, University of Portland
- 2012 Sellinger Dean's Fund for Excellence Research Award, Loyola University Maryland
- 2012 SSRN Top Ten downloaded article; Marketing & Entrepreneurship and Entrepreneurship & Management eJournals
- 2011 SSRN Top Ten downloaded article; New Product Development & Product Line Management and Entrepreneurs (Innovation) topic areas

- 2010 Selected Presentation, Graduate School Research Forum, University of Oregon
- 2009 Research Fellowship, Warsaw Sports Marketing Center, University of Oregon
- 2008 Travel Fellowship, Lundquist Center for Entrepreneurship, University of Oregon
- 2008 Roger Best Outstanding Graduate Student Teaching Award, University of Oregon

#### **PEER-REVIEWED CONFERENCE PROCEEDINGS**

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- Ian Parkman, "Product Design Briefs as Knowledge-based Artifacts of Cross-Functional Collaboration in New Product Development" 2017 International Association of Societies of Design Research (IASDR) Conference Re:Research, Cincinnati, OH
- Ian Parkman, "Avoiding the Tyranny of the Served Market: Market Orientation and Firm Performance Among Design-Driven Organizations" 2016 DMI: Academic Design Management Conference
- Ian Parkman and Samuel Holloway (University of Portland), "Partly True and Partly Rhetorical: Conceptualizing Authenticity within Service-Oriented Firms" 2014 American Marketing Association Summer Educators Conference
- Ian Parkman and Samuel Holloway (University of Portland), "Partly True and Partly Rhetorical: Conceptualizing Firm Images of Authenticity" 2013 Academy of Marketing Science Annual Conference
- Gursel Ilipinar (ESADE) and Ian Parkman, "Design Orientation as a Strategic Orientation in New Product Development" 2013 10th Annual European Academy of Design Conference, Gothenburg
- Ian Parkman and Alan J Krause (University of Puget Sound), "Seeing Green: A Case Study of Reputation Assessment in the Sustainable Architecture Industry" 2012 Portland State University's 6<sup>th</sup> Annual International Conference on Business & Sustainability
- Ian Parkman, Keven Malkewitz (Western Oregon University), Gerard Athaide and Richard Klink (Loyola University Maryland), "Sharing Knowledge: Examining the Role of Product Design Briefs in Cross-Functional New Product Development" 2012 Product Development Management Association (PDMA) Global Conference
- Ian Parkman and Samuel Holloway (University of Portland), "Partly True and Partly Rhetorical: Conceptualizing Firm Images of Authenticity" 2012 Applied Business and Entrepreneurship Association International (ABEAI) Ninth Annual Meetings
- Ian Parkman, Keven Malkewitz (Western Oregon University), Gerard Athaide and Richard Klink (Loyola University Maryland), "Sharing Knowledge: Examining the Role of Product Design Briefs in Cross-Functional New Product Development" 2012 EIASM 19<sup>th</sup> International Product Development Management Conference
- Ian Parkman and Alan J Krause (University of Puget Sound), "Self-Regulation of Corporate Reputation to Deter 'Green-Washing' in Sustainable Architecture: A Case Study" 2012 Academy of Marketing Science Annual Conference
- Ian Parkman and Keven Malkewitz (Oregon State University), "Content and Context:

Product Design Briefs, Knowledge-based Assets, and Firm Performance” 2011  
Product Development Management Association (PDMA) Global Conference

Ian Parkman, with Samuel Holloway (University of Portland) and Helder Sebastio (University of Portland), “How Art Meets Commerce: The Relationship Between Entrepreneurial Orientation and Firm Performance in the Creative Industries,” 2011 Industry Studies Association Conference

Ian Parkman, “Brand Authenticity in the Creative Industries: The Case of Sustainable Architecture in Portland Oregon,”2010 Academy of Marketing Science Annual Conference

Ian Parkman, “Benchmarking Design Brief Information Elements in New Product Development,”2010 Academy of Marketing Science Annual Conference

Ian Parkman and Gursel Ilipinar (ESADE), “Design Orientation and Aesthetic Leadership in Technology Products,” 2009 Industrial Designers Society of America (IDSA) International Conference

Ian Parkman and Keven Malkewitz (Oregon State University), “Product Design as an Intangible Asset: Knowledge Management and Competitive Advantage in New Product Development,”2008 Academy of Marketing Science Annual Conference

Ian Parkman, with Samuel Holloway and Peter Whalen, “Navigating the 'Valley of Death': An Investigation of Which Marketing Competencies Lead Toward Successful Technology Commercialization,” 2008 Academy of Marketing Science Annual Conference

Ian Parkman with Samuel Holloway, Suzanne Tillman, Robert Macy (Pennsylvania State University) and Alan Krause, “Active Learning in Entrepreneurship: Applying the Jigsaw Method to Entrepreneurship Instruction,” presented at 2008 Conference of the United States Association for Small Business and Entrepreneurship

***\*Winner of Outstanding Pedagogy Workshop Award***

Ian Parkman and Peter Whalen, “Form Follows Function: Re-conceptualizing Incremental New Product Development from an Industrial Design Perspective,” 2007 American Marketing Association Summer Marketing Educators' Conference

#### **PEER-REVIEWED SPECIAL SESSIONS/ PROFESSIONAL DEVELOPMENT WORKSHOPS**

“Design Strategy Conference”, Illinois Institute of Technology (IIT) Institute of Design, 2017

“DMI Workshops: Design Thinking,” at 2015 Design Management Institute

“How Art Meets Commerce: The Relationship Between Entrepreneurial Orientation and Performance in the Creative Industries,” at 2011 Atlanta Competitive Advantage Conference

“Applied Arts: Entrepreneurial Orientation, Innovation Capacity and Performance in the Creative Industries,” at 2011 George Mason University Entrepreneurship Research Conference (MERC)

“New Product Development, Product Management and Entrepreneurship,” special session panel member on Design, Marketing and Organizational Culture with Giulia

Calabretta (ESADE), Brigitte Borja (Brunel University), Steven Chen (UC-Irvine), Gaia Rubera (University of Southern California) at 2008 American Marketing Association Summer Marketing Educators' Conference

“Profiting From Expertise: A Knowledge-Based View of Design Information in New Product Development,” Business Marketing Meets Design special session with Gursel Ilipinar (ESADE) and Giulia Calabretta (ESADE) presented at 2008 Institute for the Study of Business Markets (ISBM) Academic Conference

“Marketing Meets Design: Introducing Design Orientation as an Aspect of New Product Development Success,” special session panel member with Gursel Ilipinar (ESADE), Judith Zaichkowsky (Simon Fraser) and Giulia Calabretta (ESADE) presented at 2008 INFORMS Marketing Science Conference

“Form Follows Function: Design and Marketing: Design Artifacts as Evaluative Criteria in the Fuzzy Front End of New Product Development,” Non-SIG special session panel Chair with Gursel Ilipinar (ESADE), Steven Chen (UC-Irvine), Sarah Wilner (York) and Minu Kumar (SFSU) presented at 2008 AMA Winter Marketing Educators Conference

#### **INVITED RESEARCH TALKS/ PANEL DISCUSSIONS**

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- “Design Thinking in Higher Education”, Workshop presentation with Jennette Lovejoy (UP – CAS) and Human Centered Design Association of Portland at Design Week Portland, 2018
- “Designing a New Innovation Minor for the University of Portland”, Panel discussion and Workshop with Tim Doughty (UP – Engineering), Jennette Lovejoy (UP – CAS), and Peter Rachor (UP – Franz Center) at Design Week Portland, 2017
- “Tapping into Design: Creating User Personas in Craft Beer”, Panel Discussion and Workshop with Samuel Holloway (UP), Mark Meckler (UP), Jennette Lovejoy (UP) and Keith Carratto (Keen footwear) at Design Week Portland, 2017
- “The Role of Innovation, Design, and Design Thinking at the University of Portland”, Panel Discussion with Tim Doughty (UP – Engineering), Jennette Lovejoy (UP – CAS), and Peter Rachor (UP – Franz Center) at Design Week Portland, 2016
- “Getting Your Dissertation Done”, Panel Discussion with Eric Fehr (University of Washington) and Samuel Holloway (UP), Western Academy of Management Conference 2016
- “Doing and Teaching: A Panel Discussion Linking Design and Academia”, Panel Discussion with Jason Germany (University of Oregon), Ronald Sakaguchi (Oregon Health & Science University), and Jim Arnold (Art Institute- Portland), Design Week Portland, 2014
- “Innovation and Design Thinking” Invited Research Talk, Discover Innovation Session, University of Portland, 2013
- “Sharing Knowledge: Examining the Role of Product Design Briefs in Cross-Functional New Product Development” Invited Research Talk, Department of Marketing, University of New Mexico, 2012

#### **UNIVERSITY, COMMUNITY, AND PROFESSIONAL SERVICE**

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- Co-Director and Proposal Taskforce Member, Minor in Innovation, University of Portland
- Steering Committee Member, 2019 OPUS Prize, University of Portland
- Marketing Discipline Head, University of Portland, 2017 - 2018
- Faculty Advisor, UP Marketing Group student club, University of Portland, 2017 - present
- Taskforce Member, Innovation Minor Proposal, University of Portland, 2016 - present
- Track Co-Chair for Business: Design and Design Management for Economic Growth, Design Management Institute (DMI) Academic Conference, 2016
- Reviewer, Design Management Institute (DMI) Academic Conference, 2016
- Committee Member, Curriculum and Academic Regulations (CAR), University of Portland, 2015 - present
- Committee Member, Founders' Day Organizing Committee- Pamplin School of Business, University of Portland, 2015 - present
- Panel Member, Faculty Research Day, Entrepreneurship Session, University of Portland, 2015
- Committee Member, Outreach Taskforce, Pamplin School of Business Administration, University of Portland, 2014- 2016
- Committee Member, Graduate Initiatives Taskforce, Pamplin School of Business Administration, University of Portland, 2014-2015
- Committee Member, Franz Center Innovation Task Force, University of Portland, 2013 – 2016
- Faculty Mentor, Honors Program, University of Portland, 2013 – present
- Reviewer, Technovation: The International Journal of Technological Innovation, Entrepreneurship and Technology Management, 2013- present

## **PROFESSIONAL AFFILIATIONS**

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- Design Management Institute (DMI), 2015 - present
- Portland Advertising Federation (PAF), 2014- present
- The European Academy of Design (EAD), 2012 – present
- European Institute for Advanced Studies in Management (EIASM), 2012 - present
- Industry Studies Association (ISA), 2011 - 2013
- American Marketing Association (AMA), 2005 - present
- Academy of Marketing Science (AMS), 2005 - present
- Industrial Designers Society of America (IDSA), 2006 - present
- Product Development and Management Association (PDMA), 2007 - present

## **CONSULTING EXPERIENCE**

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- 2015 Intel Corporation, New Business Initiatives (NBI) Group
- 2009 KED Strategic and Tactical Supply Chain Planning
- 2009 American Institute of Architects (AIA), Portland Oregon Chapter

2009 Boora Architects, Portland Oregon

2009 Ankrom Moisan Associated Architects, Portland Oregon

## **MEDIA EXPERIENCE**

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2017 Portland Business Journal, “ Putting a price on Nike's brand”

- (<http://www.bizjournals.com/portland/news/2017/04/20/putting-a-price-on-nikes-brand.html>)

2017 Portland Business Journal, “Marketing madness: Expansive marketing deals renew debate about corporate influence on campus”

- (<http://www.bizjournals.com/portland/news/2017/03/09/marketing-madness-expansive-marketing-deals-renew.html>)

2016 US News, Personal Finance blog, “The Pink Tax: Why Women’s Product Cost More”

- (<http://money.usnews.com/money/personal-finance/articles/2016-02-17/the-pink-tax-why-womens-products-often-cost-more?int=a5a109>)

2015 KGW News, Portland OR “Pink Tax: Why are women’s products more expensive?”

- (<http://www.kgw.com/story/news/investigations/2015/02/18/pink-tax-womens-products-high-prices/23645057/>)

## **INDUSTRY EXPERIENCE**

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2001- 2003 Interpublic Group, Octagon Marketing North America