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Education

PhD Management (Marketing), Boston University, Boston, MA, 2011
MBA (Marketing and Finance), Texas A&M University, College Station, TX, 2001
BS (Hotel Administration), Cornell University, Ithaca, NY, 1997

Fellowships & Awards

Best Paper, International Society of Franchising, 2016
Cornell University Family Fellows Program Honored Guest, 2016
Best Article of Year Appearing in *Service Science*, 2015
Teacher of the Year Award: Freshman Required Courses, SHA, Cornell University, 2015
Coleman Foundation Faculty Fellow, 2014-2015
Teacher of the Year Award: Freshman Required Courses, SHA, Cornell University, 2013
Doctoral Student Research Award, Boston University - School of Management, 2011
AMA Sheth Doctoral Consortium Fellow, 2010
Doctoral Student Teaching Award, Boston University - School of Management, 2009
Doctoral Student Service Award, Boston University - School of Management, 2008
Doctoral Fellowship, Boston University, 2006-2010
Mays MBA Scholarship, Texas A&M University, 1999-2001

Academic Work Experience

Georgia State University, Robinson College of Business, Cecil B. Day School of Hospitality
Aziz Hashim Professor in Franchise Entrepreneurship & Associate Professor, 2018 - Present

Cornell University, SC Johnson College of Business, School of Hotel Administration
Assistant Professor of Food and Beverage Management, 2011-2017

Publications: Refereed Scholarly Journals

1. Lawrence, Benjamin, Yanqing Wang, Yinghao Pan, Charlotte S. Alexander (2022), An overview, empirical application, and discussion of the future research potential of Q&A models in B2B contexts, *Industrial Marketing Management*, 107 :212-221.
2. Lawrence, Benjamin, Jie J. Zhang, Liwu Hsu and Sarah Zheng (2021), Return on Investments in Hotel Franchising: Understanding Moderating Effects of Franchisee Dependence, *Production and Operations Management* 30.8: 2420-2440.

3. Giebelhausen, Michael, Benjamin Lawrence, Helen Chun (2021), Doing Good While Behaving Badly: Checkout Charity Process Mechanisms, *Journal of Business Ethics*, 172, 133–149.
4. Ludvigsson-Wallete, Martin and Benjamin Lawrence (2020), Expanding the Conceptual Domain of Governance in Franchising, *Industrial Marketing Management* [90](#):314-323.
5. Liwu Hsu, Jie J. Zhang & Benjamin Lawrence (2020): The Moderating Role of Hotel Type on Advertising Expenditure Returns in Franchised Chains, *Journal of Advertising*, 9(5), 575-591.
6. Massimino, Brett and Benjamin Lawrence (2019), Supersize me? Franchisee size and voluntary compliance with corporate brand-building initiatives. *Journal of Operations Management*, 65:7, 659-684.
7. Lawrence, Benjamin and Patrick J. Kaufmann (2019). Channel Members' Relationships with the Brands they Sell and the Organizations that Own them. *Industrial Marketing Management*, 83, 148-161.
8. Grünhagen, Marko, Rajiv P. Dant & Benjamin Lawrence (2018) An empirical assessment of the Consumer Agency Model: Evidence from India and China, *Journal of Marketing Channels*, 25:1-2, 85-99.
9. Giebelhausen, Michael, Benjamin Lawrence, Helen Chun and Liwu Hsu (2017). The Warm Glow of Restaurant Checkout Charity, *Cornell Hospitality Quarterly* 58, 329-34 (Lead Article).
10. Lawrence, Benjamin, Jie J. Zhang and Janelle Heineke (2016). A Life-cycle Perspective of Professionalism in Services. *Journal of Operations Management* 42-43, 25-38.
11. Hsu, Liwu and Benjamin Lawrence (2016). The Role of Social Media and Brand Equity During a Product Recall Crisis: A Shareholder Value Perspective. *International Journal of Research in Marketing* 33:1, 59–77.
12. Susskind, Alex, Mark A. Bonn, Benjamin Lawrence and H. Leslie Furr (2016). A Review of Regional Contrasts in Consumers' Attitudes and Behavior Following the BP Oil Spill, *Cornell Hospitality Quarterly* 57, 66-81.
13. Jie J. Zhang, Benjamin Lawrence and Chris K. Anderson (2015). An Agency Perspective on Service Triads: Linking Operational and Financial Performance. *Journal of Operations Management* 35, 56-66.
14. Lawrence, Benjamin and Rozenn Perrigot (2015). Organizational Form and Customer Satisfaction in Franchise Chains. *Journal of Small Business Management* S1, 58-74.
15. Anderson, Chris K. and Benjamin Lawrence (2014). The Influence of Online Reputation and Product Heterogeneity on Service Firm Financial Performance. *Service Science* 6:4, 217-228. (*Winner of Service Science best article of 2014*)
16. Lawrence, Benjamin, Susan Fournier and Frederic Brunel (2013). When Companies Don't Make the Ad: A Multi-Method Inquiry into the Differential Effectiveness of Consumer-Generated

Advertising. *Journal of Advertising*, 42:4, 292-307. - *Measures developed for this article in Volume 8 of the Marketing Scales Handbook*.

17. Lawrence, Benjamin and Patrick J. Kaufmann (2011). Identity in Franchise Systems: The Role of Franchisee Associations. *Journal of Retailing*, 87:3, 285–305.

18. Lawrence, Benjamin and Patrick J. Kaufmann (2010). Franchisee Associations: Strategic Focus or Response to Franchisor Opportunism? *Journal of Marketing Channels*, 17:2,137-155.

Publications: Books and Monographs

19. Graybeal, Geoffrey and Benjamin Lawrence., (2022) Entrepreneurial Responses to the Coronavirus Pandemic: Digitization of the U.S. Restaurant Business, In *Handbook on Digital Business Ecosystems: Technologies, Markets, Business Models, Management, and Societal Challenges*, Baumann, S. (Ed.), Edward Elgar Publishing.

20. Zhang, Jie and Benjamin Lawrence. (2019) How Can We Reinvent Business Education? Applying the Professional Service Life-Cycle Perspective to AI-Enabled Learning in Management and Business Education in the time of Artificial Intelligence, A. Stachowicz-Stanusch, W. Amannby (eds.), Information Age Publishing, Charlotte, NC, USA.

21. Lawrence, Benjamin, Cyril Pietrafesa and Patrick J. Kaufmann (2017). Exploring the Growth of Multi Unit Franchising – A Practitioner Perspective, in *Handbook of Research on Franchising*, F. Hoy, R. Perrigot, A. Terry (eds), Edward Elgar Publishing.

22. Susskind, Alex, Mark A. Bonn, Benjamin Lawrence (2015). How the Deepwater Horizon Oil Spill Damaged the Environment, the Travel Industry, and Corporate Reputations, Cornell Hotel School Center for Hospitality Report.

23. Lawrence, Benjamin and Patrick Kaufmann (2015). Identity Tensions in Business Based Brand Relationships, in *Better Brands, Better Relationships*, S. Fournier, M. Breazeale, and J. Avery (eds.), London: Routledge/Taylor & Francis Group.

24. Lawrence, Benjamin and Peng Liu (2014). Insights on Hospitality, Retailing, and Commercial Real Estate: 2014 Cornell Retail Real Estate Roundtable Proceedings, Cornell Hotel School Center for Hospitality Report.

25. Lawrence, Benjamin (2013). Proceedings: Emerging Trends in Restaurant Ownership and Management Roundtable, Cornell Hotel School Center for Hospitality Report.

26. Batra, Rishtee, Benjamin Lawrence, Susan Fournier and Russ Winer (2008). Engaging Communities for the Company and the Brand, Conference Summary Marketing Science Institute Report, 8-301.

27. Lawrence, Benjamin and C.B. Bhattacharya (2008). Stakeholder Marketing: Beyond the Four Ps and the Customer, Conference Summary Marketing Science Institute Report, 09-200.

Publications: Refereed Conference Proceedings

Lawrence, Benjamin and Charlotte Alexander (2022). "Franchise Governance in Response to Covid-19: An Automated Text Analysis of Franchise Disclosure Documents", in Proceedings of the 35th International Society of Franchising Conference, (Toronto, Canada).

Lawrence, Benjamin, Yanqing Wang, Yinghao Pan and Charlotte Alexander (2022), Automated Text Applications in the Context of Franchise Disclosure Documents, in Proceedings of the 35th International Society of Franchising Conference, (Toronto, Canada)

Ludvigsson-Wallette, Martin and Benjamin Lawrence (2019). "Governance in Franchising: Expanding the Conceptual Domain", in *Proceedings of the 33rd International Society of Franchising Conference*, (Vienna, Austria).

Lawrence, Benjamin and Brett Massimino (2018). "Decay and Renewal of Corporate Routines: A Longitudinal Assessment of Franchisee Compliance", in *Proceedings of the 32nd International Society of Franchising Conference*, (Quito, Ecuador).

Lawrence, Benjamin and Brett Massimino (2017). "The Effect of Governance Structure, Location, Competition and Agglomeration on Outlet Compliance with Corporate Brand Building Initiatives", in *Proceedings of the 31st International Society of Franchising Conference*, (Atlanta, Georgia).

Lawrence, Benjamin, Liwu Hsu and Jie J. Zhang (2016). "The Impact of Marketing Expenditures on Outlet Performance in Franchised Channels", in *Proceedings of the 30th International Society of Franchising Conference*, (Groningen, Netherlands).

Grünhagen, Marko, Rajiv Dant and Benjamin Lawrence (2016). "An Empirical Assessment of the Consumer Agency Framework: Evidence from India and China", in *Proceedings of the 30th International Society of Franchising Conference*, (Groningen, Netherlands).

Enz, Cathy, Linda Canina and Benjamin Lawrence (2015). "The Role of Service Complexity and Operating Structure in the Performance of New Service Enterprises" in *Proceedings of the 29th International Society of Franchising Conference*, (Oviedo, Spain).

Lawrence, Benjamin, Jie J. Zhang, Chris K. Anderson (2014). "Linking Price and Performance with Satisfaction in Franchised Outlets", in *Proceedings of the 28th International Society of Franchising Conference*, (New Orleans, LA).

Lawrence, Benjamin and Patrick J. Kaufmann (2012). "Identification in Franchise Organizations", in *Proceedings of the 26th International Society of Franchising*, (Ft. Lauderdale, FL: International Society of Franchising).

Brunel, Frederic, Benjamin Lawrence and Susan Fournier (2010). "Towards A Contingency Theory of Consumers' Engagement with CGAs," in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.

Batra, Rishtee, Sucharita Chandran and Benjamin Lawrence (2010). "Is What You See What You Get? Consumer Responses to Product Packaging Transparency," in *Advances in Consumer Research*, Vol. 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.

Lawrence, Benjamin and Patrick J. Kaufmann (2009). "Independent Franchisee Associations: Antecedents to Social Identification", in *Proceedings of the International Society of Franchising*, (Ft. Lauderdale, FL: International Society of Franchising).

Batra, Rishtee, Benjamin Lawrence and Sucharita Chandran (2008). "Is Seeing Believing: Consumer Responses to Opacity of Product Packaging," in *Advances in Consumer Research*, Vol. 36, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Fournier, Susan, Benjamin Lawrence and Frederic Brunel (2008). "Exploring the Benefits of Consumer Co-Creation in Advertising," in *Academy of Marketing Science Annual Conference Proceedings*, Vancouver, BC Canada.

Fournier, Susan, Frederic Brunel, Benjamin Lawrence, Courtney Guzman and Eliza Papavasileiou (2008). "Consuming the Consumer-Generated Ad," in *Advances in Consumer Research*, Vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research.