



CORPORATE BIBLIOGRAPHY

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Beckley, J. H. Recipient of the 2018 Sensory and Consumer Sciences Achievement Award from The Institute of Food Technologists (IFT), July, 2018.

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Moskowitz, H. R., Beckley, J. H. & A. Grofman; Recipients of The Edison Award in the category of Applied Technology: Research Tools for its innovative process: MindGenomics/IdeaMap.Net, April 26, 2012.

Beckley, J. H. Recipient of the Malcolm G. Trout Visiting Scholar Award from Michigan State University, Jan. 2011.

Beckley, J. H. Invited speaker at Institute of Food Technologists Symposium: Sensory and consumer insights, Institute of Food Technologists Annual Meeting, Chicago, IL, July 2010. Presentation: "Texture Is Fundamental: Understanding consumer needs to reshape thinking around texture design for people and healthy foods."

Beckley, J. H. Invited speaker at Institute of Food Technologists presents: Understanding the Consumer Experience, 41st Annual Meeting of the Intermountain Section of the Institute of Food Technologists, Sun Valley, ID, March 17-19, 2010. Presentation: "Consumer Research on a Shoestring Budget."

Beckley, J. H. Invited speaker at Institute of Food Technologists presents: Understanding the Consumer Experience, 41st Annual Meeting of the Intermountain Section of the Institute of Food Technologists, Sun Valley, ID, March 17-19, 2010. Presentation : "Bring Consumer Mindsets to the Corporation."

Beckley, J. H. Invited speaker at FERIAAL Congress, Medellin, Columbia, May 2009. Presentation: "Harvesting your consumer understanding investment – Knowledge Mapping: Creating ongoing business value from research you already own."

Beckley, J. H. Invited speaker at FERIAAL Congress, Medellin, Columbia, May 2009. Presentation: "Engaging the consumer over time – Review of a case study on how to allow consumers to work with your company creatively over time."

Lewis, J. N., Teratanavat, R., Beckley, J. H. & M. A. Jeltema. Using a consumer-driven rapid production navigation process to develop an optimal product. Food Quality and Preference, <http://dx.doi.org/10.1016/j.foodqual.2010.07.008>. October 2010.

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Beckley, J. H. Participant in the SmartBrief Reader Advisor Panel that explores new ideas and product prototypes. SmartBrief, Inc., electronic newsletter targeted to industry business professionals. Washington, D.C., February 2008 to present.

Beckley, J. H. & H. Ashman. Awarded American Graphic Design Award for marketing materials entitled "Chameleons Times Two" presented by GD USA (Graphic Design USA Magazine), Oct. 2007.

Beckley, J. H. Elected Fellow by Institute of Food Technologists. Mar. 2006.

Beckley, J. H. Judged Innovation Challenger, The University of Virginia -- Darden School of Business, 2006.

Beckley, J. H. Judged the Global Citizenship Challenge presented by Thunderbird, The Garvin School of International Management, in partnership with Net Impact, Mar. 2006.

Beckley, J. H. & H. Ashman. Nominated for the ESOMAR John and Mary Goodyear Award, 2005.

Beckley, J. H. Presented with Certificates of Appreciation from Institute of Food Technologists (IFT) Product Development Division, 2003-05.

Beckley, J. H. Judged at 2nd Annual Thunderbird Global Innovation Challenge, The Garvin School of International Management, Glendale, AZ, Oct. 28, 2004.

Beckley, J. H. Biography featured on website, www.innovationchallenge.com of Thunderbird, The Garvin School of International Management, Glendale, AZ, Fall 2004.

Moskowitz, H. R., Beckley, J. H. & H. Ashman. Received Provisional Patent: System for Construction of Algorithms to Understand Human Behavior. (Foreign licensing also filed.) Sept. 2004.

Beckley, J. H. Awarded Recognition from Idea Crossing, LLC for participation in the 3rd Annual Global Innovation Challenge, 2004.

Himmelstein, J., Ashman, H., Moskowitz, H. R., Minkus-McKenna, D. & S. Rabino. Awarded Best Paper from Global Healthcare 4 Conference, Paris, France -- The algebra of the customer mind: Decoding drivers of customer choice for over-the-counter drugs and supplements in the healthcare arena, 2004.

Beckley, J. H. Judged 2nd Annual Thunderbird Global Innovation Challenge, The Garvin School of International Management, 2004.

Beckley, J. H. & H. Ashman. Rebroadcast on Yahoo Business, streaming video, World Business Review "On-Location" program of Public Broadcasting System -- The Understanding & Insight Group: Catalyst for Adaptive Growth (Interview with General Alexander Haig), 2002-2004.

Beckley, J. H. & H. Ashman. Chosen by United Airlines In-Flight System to rebroadcast PBS's World Business Review "On Location" program -- The Understanding & Insight Group: Catalyst for Adaptive Growth (Interview with General Alexander Haig), 2002-03.

Beckley, J. H. & H. Ashman. The Understanding & Insight Group: Catalyst for Adaptive Growth (Interview with General Alexander Haig). World Business Review "On-Location" program, Public Broadcasting System, Aug. 2002.

Beckley, J. H. Awarded Most Innovative Internet Research by the American Marketing Association, 2002.

Beckley, J. H. Awarded Certificate of Appreciation for contributions to Rutgers University Food Science, 2002.

Ashman, H. NECFE Training Documents, Northeastern Center for Food Entrepreneurship, 2001.

Beckley, J. H. Award of Merit--Committee E-18: Sensory Evaluation of Materials and Products, ASTM, 1988.

Ashman, H. Review of Liquid Crystal Display Manufacturing, British Broadcasting Company (BBC 2), 1987.

Beckley, J. H. Received three patents for Standard Oil Company, 1979.

IN REVIEW

UNPUBLISHED MANUSCRIPTS

Hughson, A., Ashman, H., de la Huerga, V. & H. R. Moskowitz. Segmenting the market for alcoholic drinks.

Moskowitz, H. R., Beckley, J. H. & T. C. Mascuch. The IT![®] Knowledge Warehouse. Large-scale concept-response databases using conjoint analysis, segmentation and databasing for development and marketing.



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