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1. RESEARCH INTERESTS

My research focuses on substantive applications of managerial and consumer decision-making, with a special emphasis on the domains of channel management, salesforce management, buyer behavior, and marketing management. I use conceptualizations from the base disciplines to examine how sales persons and buyers behave in response to different kinds of constraints in their environment. I define constraints rather broadly, as personal, interpersonal, or environmental factors that affect the decision-maker's ability to respond to a given situation.

2. EDUCATIONAL BACKGROUND

- Duke University - Ph.D. in Business, May, 1988
- The Wharton School, University of Pennsylvania - MBA (First Year Only), 1982-1983
- Wake Forest University - B.A. in History, *cum laude*, June, 1973

3. UNIVERSITY POSITIONS HELD

- School of Business, University of Connecticut – Voya Financial Chair and Professor 2010-present
- The Smeal College of Business, The Pennsylvania State University – Associate Professor 2000-2004, Professor 2004-2010, Smeal Research Fellow 2008-2010
- The Fox School of Business and Management, Temple University – Assistant Professor 1994-1997, Associate Professor 1997-2000
- The Wharton School, The University of Pennsylvania - Instructor 1987-88, Assistant Professor 1988-1994

4. PUBLICATIONS AND RESEARCH

A. Articles published or accepted in refereed journals

1. Bai, Xue, James Marsden, William T. Ross, Jr, and Gang Wang, "Relationships among Minimum Requirements, Facebook Likes, and Groupon Deal Outcomes," *forthcoming, ACM Transactions on Management Information Systems*.
2. Groening, Christopher, J. Jeffrey Inman, and William T. Ross, Jr., "The Role of Carbon Emissions in Consumer Purchase Decisions," *forthcoming, International Journal of Environmental Policy and Decision Making*.
3. Gunasti, Kunter and William T. Ross, Jr. 2015, "The Effects of Compensatory Inferences for Attributes On the Choice of Incomplete Product Options," *Journal of Business Research*, 68, 1136-44.
4. Johnson, Bryan. R., Ross, and William. T, Jr., 2014, "The Consequences of Consumers' Use of Pre-Existing Social Relationships to Make Purchases," *Journal of Relationship Marketing*, 13(October), 207-242..
5. Lee, Saerom, Karen Page Winterich, and William T. Ross, Jr., 2014, "I'm Moral, But I Won't Help You": The Distinct Roles of Empathy and Justice in Donation," *Journal of Consumer Research*, 41(October), 678-696.
6. Groening, Christopher, J. Jeffrey Inman, and William T. Ross, Jr., 2014, "Carbon Footprints in the Sand: Marketing in the Age of Sustainability," *Customer Needs and Solutions*, 1 (March), 40-51.
7. Germann, Frank, Rajdeep Grewal, William T. Ross, Jr., and Rajendra K. Srivastava, 2014, "Product Recalls and the Moderating Role of Brand Commitment," *Marketing Letters*., 25 (June), 179.191.
8. Wang, Qiong, Juan Julie Li, William T. Ross, Jr., and Christopher W. Craighead, 2013, "The Interplay of Drivers and Deterrents of Opportunism in Buyer-Supplier Relationships," *Journal of the Academy of Marketing Science*, 41 (January), 111-131.
9. Puligadda, Sanjay and William T. Ross, Jr. "When Loyalties Clash Purchase Behavior when a Preferred Brand is Stocked Out: The Tradeoff Between Brand and Store Loyalty," *Journal of Retailing and Consumer Services*, 19 (6), 570-577.
10. Puligadda, Sanjay William T. Ross, Jr., and Rajdeep Grewal, 2012, "Individual Differences in Brand Schematicity," *Journal of Marketing Research*, 49 (February), 115-130 (Co-winner 2013 Lehmann Best Paper based on a dissertation Award; Brand Schematicity Scale to be included in next edition of *Handbook of Marketing Scales*).
11. Puligadda, Sanjay and William T. Ross, Jr., 2010, "The Unique Effects of Branding on Variety Perception," *Journal of Brand Management*, 18 (October-November), 134-149.

12. Gunasti, Kunter and William T. Ross, Jr., 2010, "How and When Alphanumeric Brands Affect Consumer Preferences," *Journal of Marketing Research*, 47 (December), 1177-1192.
13. Ding, Min Q., William T. Ross, Jr., and Vithala Rao, 2010, "Price as an Indicator of Quality Implications for Utility and Demand Functions," *Journal of Retailing*, 86 (January), 69-84. **(Co-winner - 2012 Davidson Best Paper Award)**
14. Sa Vinhas, Alberto, Sharmila C. Chatterjee, Shantanu Dutta, Adam J. Fein, Joseph Lajos, Scott Neslin, William T. Ross, Jr., Lisa Scheer, and Qiong Wang, 2009, "Channel Design, Coordination and Performance: Future Research Directions," forthcoming, *Marketing Letters*.
15. Winterich, Karen Page, Vikas Mittal, and William T. Ross, Jr., 2009, "Donation Behavior toward In-Groups and Out-Groups: The Role of Gender and Moral Identity," *Journal of Consumer Research*, 36(2), 199-214.
16. Tsiros, Michael, William T. Ross, Jr., and Vikas Mittal, 2009, "How Commitment Reduces the Termination of B2B Exchange Relationships," *Journal of Services Research*, 11 (3), 263-276.
17. Kwortnik, Robert J., Michael Lynn, and William T. Ross, Jr., 2009, "To Insure Personalized Service (TIPS): Buyer Monitoring and its Effects on Employee Motivation and Service Delivery," *Journal of Marketing Research*, 46(5), 573-58. (Lead Article)
18. Gunasti, Kunter and William T. Ross, Jr., 2009, "How Inferences about Missing Attributes Decrease the Tendency to Defer Choice and Increase Purchase Probability," *Journal of Consumer Research*, 35(5), 823-837.
19. Vosgerau, Joachim, Erin A. Anderson, and William T. Ross, Jr., 2008, "Can Inaccurate Perceptions in B2B Relationships Be Beneficial?," *Marketing Science*, 27(2), 205-224.
20. Kwortnik, Robert J. and William T. Ross, Jr., 2007, "The Role of Positive Emotions in Experiential Decisions," *International Journal of Research in Marketing*, 24(4), 324-335.
21. Ross, Jr., William T. and Diana C. Robertson, 2007, "Compound Relationships between Firms," *Journal of Marketing*, 71(3), 108-123. (Finalist for Maynard Award)
22. Kwortnik, Robert. J., Elizabeth H. Creyer, and William T. Ross, Jr., 2006, "Usage-Based versus Measure-Based Unit Pricing: Is There a Better Index of Value?," *Journal of Consumer Policy*, 29 (1), 37-66.
23. Ross, Jr., William T., Erin A. Anderson, and Fredric A. Dalsace, 2005, "Should you Outsource Your Sales Force? Pitfalls of the Standard Financial Analysis," *Business Horizons*, 48 (1), 23-36.

24. Creyer, Elizabeth H., William T. Ross, Jr., and John Kozup, 2004, "Consumer Response to a Pro-social Marketing Initiative: The Case of Discount Stores and Gun Sales," *Journal of Applied Social Psychology*, 34 (1), 206-218.
25. Creyer, Elizabeth H., William T. Ross, Jr., and Deborah Evers, 2004, "Risky Recreation: An Exploration of Factors Influencing the Likelihood of Participation and the Effects of Experience," *Leisure Studies Journal*, 22(3), 239-253. (#2 Leisure Studies Journal)
26. William T. Ross, Jr. and Diana C. Robertson, 2004, "The Effects of Situational Factors on the Ethical Decision-Making of Sales Representatives," *Journal of Business Ethics*, 46(3), 213-234. (#2 business ethics journal)
27. Tsiros, Michael, Vikas Mittal, and William T. Ross, Jr., 2004, "The Role of Attributions in Consumer Satisfaction: A Re-examination," *Journal of Consumer Research*, 31(2), 476-483.
28. Mittal, Vikas, William T. Ross, Jr., and Michael Tsiros, 2002, "The Role of Issue Valence and Issue Capability in Determining Effort Investment," *Journal of Marketing Research*, 39(4), 455-468.
29. Ross, William T., Jr. and Diana Robertson, 2000, "Lying: The Impact of Decision Context," *Business Ethics Quarterly*, 10(2), 409-440. (#1 business ethics journal)
30. Ross, Jr., William T., Marian C., Moore, and Richard Staelin, 2000, "Recurrent Marketing Decisions: Decision Complexity, Decision Focus and Firm Performance," *Marketing Letters*, 11(4), 283-297.
31. Dunfee, Thomas, N. Craig Smith, and William T. Ross, Jr., 1999, "Social Contracts Theory and Marketing," *Journal of Marketing*, 63(3), 14-32.
32. Creyer, Elizabeth H. and William T. Ross, Jr., 1999, "The Development and Use of the Regret Experience Measure," *Marketing Letters*, 10(4), 379-392.
33. Mittal, Vikas, William T. Ross, Jr., and Patrick Baldesare, 1998, "The Asymmetric Impact of Negative and Positive Attribute-Level Performance on Overall Satisfaction and Repurchase Intentions," *Journal of Marketing*, 62(1), 33-47.
34. Anderson, Erin A., William T. Ross, Jr., and Barton A. Weitz, 1998, "Commitment and its Consequences in the American Agency System of Selling Insurance," *Journal of Risk and Insurance*, 64(4), 637-669. (#1 Insurance Journal)
35. Mittal, Vikas and William T. Ross, Jr., 1998, "The Impact of Positive and Negative Affect and Issue Framing on Issue Interpretation and Risk Taking," *Organizational Behavior and Human Decision Processes*, 76(3), 298-324.

36. Ross, William T., Jr., Erin A. Anderson, and Barton A. Weitz, 1997, "Performance in Principal-Agent Dyads: The Causes and Consequences of Perceived Asymmetry of Commitment to the Relationship," *Management Science*, 43(5), 680-704.
37. Creyer, Elizabeth H. and William T. Ross, Jr., 1997, "Tradeoffs between Price and Quality: How a Value Index Affects Preference Formation," *Journal of Consumer Affairs*, 31(2), 280-302.
38. Creyer, Elizabeth H. and William T. Ross, Jr., 1997, "The Influence of Firm Behavior on Purchase Intention: Do Consumers Really Care About Business Ethics?," *Journal of Consumer Marketing*, 14(6), 421-433. (lead article)
39. Creyer, Elizabeth H. and William T. Ross, Jr., 1996, "The Impact of Corporate Behavior on Perceived Product Value," *Marketing Letters*, 7(2), 173-186.
40. Hardie, Bruce G. S., Thomas S. Robertson, and William T. Ross, Jr., 1996, "Expertise, Innovativeness and the Perception of Different Types of Innovations," *Marketing Letters*, 7(4), 355-370.
41. Robertson Diana C. and William T. Ross, Jr., 1995, "Decision-Making Processes on Ethical Issues: The Impact of a Social Contract Perspective," *Business Ethics Quarterly*, 5(2), 213-240. (#1 Business Ethics Journal)
42. Creyer, Elizabeth H. and William T. Ross, Jr., 1994, "Salesperson Impression and Strategy Formation," *Marketing Letters*, 5(3), 225-235.
43. Creyer, Elizabeth H. and William T. Ross, Jr., 1993, "Hindsight Bias and Inferences in Choice: The Moderating Effects of Effort," *Organizational Behavior and Human Decision Processes*, 55, 61-77.
44. Ross, William T., Jr. and Elizabeth H. Creyer, 1993, "Interpreting Interactions: Raw Means or Residual Means?," *Journal of Consumer Research*, 20(2), 330-338.
45. Ross, William T. Jr. and Elizabeth H. Creyer, 1992, "Making Inferences About Missing Information: The Effects of Existing Information," *Journal of Consumer Research*, 19(1), 14-25.
46. Ross, William T., Jr., 1991, "Performance against Quota and the Call Selection Decision," *Journal of Marketing Research*, 23(3), 296-306.
47. Ross, William T., Jr. and Thomas S. Robertson, 1991, "Information Processing and Innovative Choice," *Marketing Letters*, 2(2), 87-97.
48. Ross, William T. Jr. and Itamar Simonson, 1991, "Evaluations of Pairs of Experiences: A Preference for Happy Endings," *Journal of Behavioral Decision Making*, 4(4), 273-282.

49. Ross, William T., Jr., 1987, "A Re-examination of the Results of Hogarth and Makradakis' 'The Value of Decision Making in a Complex Environment: An Experimental Approach,'" *Management Science*, 33(2), 288-96.

B. Other Publications

1. William T. Ross, Jr. 1998, "An Introduction to 'The Ombudsman: Reaction to Armstrong's 'Management Folklore and Management Science'," *Interfaces*, 28 (4), 81-83.
2. William T. Ross, Jr., 1996, "An Introduction to 'Management Folklore and Management Science'," *Interfaces*, 26(4), 25-28
3. William T. Ross, Jr., 1985, "Managing Marketing Channel Relationships," *Marketing Science Institute Working Paper Series # 85-106*.
4. Creyer, Elizabeth H. and William T. Ross, Jr., 1987, "The Effect of Range-Frequency Manipulations on Conjoint Importance Weight Stability," in M. I. Houston (ed.), *Advances in Consumer Research*, 505-510, 1987.

C Working Papers under Review and not under Review

1. Anderson, Erin A., Frederic A. Dalsace, and William T. Ross, Jr., "When Strategic Renewal Does Not Occur: Explaining the Vertical Integration of Sales Forces."
2. Christiansen, Glenn, William T. Ross, Jr., and Jerry C. Olson, "Why Consumption Vision? Finding Consumer Value in Anticipatory Mental Imagery."
3. Christiansen, Glenn, William T. Ross, Jr., and Jerry C. Olson, "The Phenomenology of a Consumer Goal: Consumption Visions Across Consumer Behavior."
4. Christiansen, Glenn, William T. Ross, Jr., and Jerry C. Olson, "Exploring the Forms of Anticipatory Mental Imagery: An Empirical Investigation of Imaginative Hedonism's Taxonomy of Consumption Visions."
5. Gunasti, Kunter and William T. Ross, Jr., "Achieving the Compromise Effect with Missing Attribute Information: Introducing Shadow Options."
6. Gunasti, Kunter and William T. Ross, Jr. "The Effects of Suggestive Brand Names on Consumers' Judgment, Inferences, and Choices of Products."
7. Germann, Frank Hammerschmidt, Maik, Tomas Falk, and William T. Ross, Jr., "A Two-Step Model of Brand Productivity."
8. Johnson, Bryan and William T. Ross, Jr., "I Know a Guy: The Consequences of Using Social Capital to Facilitate Consumption Experiences."

E. Papers presented

1. Gunasti, Kunter and William T. Ross, Jr., 2008, "How and When Alphanumeric Brands Affect Consumer Preferences, Association for Consumer Research Annual Conference.
2. Johnson, Bryan and William T. Ross, Jr., 2008, "Ties that Bind and Blind: The Negative Consequences of Using Social Capital to Facilitate Purchases," Association for Consumer Research Annual Conference.
3. Johnson, Bryan and William T. Ross, Jr., 2008, "Are All Referrals Created Equal: The Impact of Social Structure on Consumer Discounts," Association for Consumer Research Annual Conference
4. Anderson, Erin, Frederic Dalsace, and William T. Ross, Jr., 2008, "Why Most Sales Forces are Employees," Erin Anderson Memorial Conference.
5. Christensen, Glenn L., Jerry C. Olson, and William T. Ross, Jr., 2007, "Hierarchicality in Consumption Visions: Imagic Anticipation and Dynamics Within the Goal Structure," European Association for Consumer Research.
6. Kayande Ujwal, William T. Ross, Jr., and Johan. Baumgartner, 2006, "Inducing Customer Effort in Value Co-Creation," Marketing Science Conference.
7. Page, Karen, Vikas Mittal and William T. Ross, Jr., 2006, "Conflicting Identities: The Effect of Gender and Internal Moral Identity on Charitable Giving," Marketing Science Conference.
8. Gunasti, Kunter and William T. Ross, Jr., 2006, "Choice with Inference is Different from Choice Without Inference," Association for Consumer Research Annual Conference.
9. Gunasti, Kunter and William T. Ross, Jr., 2006, "How and When Alphanumeric Brands and Suggestive Brands Affect Consumer Choice," Association for Consumer Research Annual Conference.
10. Page, Karen, Vikas Mittal and William T. Ross, Jr., 2006, "Conflicting Identities: The Effect of Gender and Internal Moral Identity on Charitable Giving," Association for Consumer Research Conference.
11. Bens, Katherine, George S. Day, and W. T. Ross, Jr., 2004, "Customer Orientation and Performance: The Role of Value," American Marketing Association Winter Educators Meeting.
12. Christensen, Glenn L., Jerry C. Olson, and William T. Ross, Jr., 2004, "Why Consumption Vision? Understanding Consumer Value in Anticipatory Consumption Imaging," Association for Consumer Research Annual Conference.
13. Fujikawa, Yoshinori, Keith E. Niedermeier, and W. T. Ross, Jr., 2003, "MultiChannel Consumers: Attributional, Affective, and Behavioral Reactions to Cross-Channel Price Differences," Society for Consumer Psychology Conference.

14. Christensen, Glenn L., Jerry C. Olson, and William T. Ross, Jr., 2003, "The Phenomenology of A Goal:: Consumption Visions Across Consumer Behavior," European Association for Consumer Research Conference.
15. Fujikawa, Yoshinori, Keith E. Niedermeier, and William T. Ross, Jr., 2003, "Betrayal in Consumer-Retailer Relationships," Association for Consumer Research Annual Conference.
16. Ding, Min Q. and William T. Ross, Jr., 2003, "Only Fools Pay More: Incorporating Behavioral Regularities into the Pricing Decision," Association for Consumer Research Annual Conference.
17. Vosgerau, Joachim, Erin A. Anderson, and William T. Ross, Jr., 2003, "A Social Perception View of Distribution Channel Relationships in the Service Sector," Association for Consumer Research Annual Conference.
18. Creyer, Elizabeth H., William T. Ross, Jr. and John Kozup, 1999, "Consumer Response to a 'Pro-Social' Marketing Initiative: The Case of Discount Stores and Gun Sales," Association for Consumer Research Annual Conference.
19. Adams, Marjorie A., and William T. Ross, Jr., 1999, "'Short-Termism' In New Product Decisions," Management Science Fall Conference.
20. Adams, Marjorie A. and William T. Ross, Jr., 1998, "Success and Failure: Our Memory May Deceive Us," Marketing Science Conference.
21. Roy, Soumya and William T. Ross, Jr., 1997, "Salespersons' Response to Missing Information: The Effects of Task Difficulty, Framing, and Expertise," Marketing Science Conference.
22. Mittal, Vikas, William T. Ross, Jr., and Patrick Baldesare, 1996, "The Asymmetric Impact of Positive and Negative Attribute-Level Performance on Overall Satisfaction and Repurchase Intentions," Marketing Science Conference.
23. Creyer, Elizabeth H. and William T. Ross, Jr., 1996, "Tradeoffs between Price and Quality: How a Value Index Affects Preference Formation," Association for Consumer Research Annual Conference.
24. Creyer, Elizabeth H., William T. Ross, Jr., and Anne M. Velliquette, 1996, "A Model of the Consumer Evaluation Process of Firm Ethicality," Association for Consumer Research Annual Conference.
25. Robertson Diana C. and William T. Ross, Jr., 1994, "Decision-Making Processes on Ethical Issues: The Impact of a Social Contract Perspective," American Marketing Association Winter Marketing Educator's Conference.
26. Creyer, Elizabeth H. and William T. Ross, Jr., 1992, "The Experience of Regret: Measuring Its Influence on Subsequent Outcomes," Behavioral Decision Research Conference.

27. Kahn, Barbara and William T. Ross, Jr., 1992, "How Managers Combine Forecasts," Behavioral Decision Research Conference.
28. Ross, Jr., William T., and Hubert Gatignon, 1991, "Strategic Resource Allocation and Firm Preference," Marketing Science Conference.
29. Ross, Jr., William T., 1989, "Position Against Quota and the Call Selection Decision," Marketing Science Conference.
30. Ross, Jr., William T. and Elizabeth H. Creyer, 1989, "A Process-Based Model of Inferences About Missing Information," Marketing Science Conference.
31. Ross, Jr., William T., 1989, "The Effects of Ambiguity on Marketing Decision Making," Association for Consumer Research Annual Conference.
32. Ross, Jr., William T., 1988, "The Effects of Ambiguity on Decision Processes," Marketing Science Conference.
33. Burke, Marian C., William T. Ross, Jr., and Richard Staelin, 1987, "The Impact of Forecasting Competitor Actions on Firm Performance," Marketing Science Conference.
34. Creyer, Elizabeth. H. and William T. Ross, Jr., 1987, "The Effect of Range/Frequency Manipulations on Conjoint Importance Weight Stability," Association for Consumer Research Annual Conference.
35. Burke, Marian. C., William T. Ross, Jr. and Richard Staelin, 1986, "Decision Rules and Firm Performance: What Matters," Marketing Science Conference.
36. Simonson, Itamar and William T. Ross, Jr., 1986, "Influences of Consumer Preferences for Multiple Outcomes on Choice," Association for Consumer Research Annual Conference.

5. TEACHING ACCOMPLISHMENTS

A. *Additional Academic positions held*

- Director, Ph.D. Program in Business Administration, Smeal College of Business, Penn State University 2007-2009
- Research Director, Center for the Study of Electronic Marketing, Fox School of Business and Management (FSBM), Temple University, 1999-2000
- Assistant Dean for Research and Doctoral Programs, FSBM, Temple University, 1997-2000
- Director, Ph.D. Program in Business Administration, FSBM, Temple University, 1997-2000
- Adjunct Associate Professor, The Wharton School, University of Pennsylvania, 1998-2000
- Adjunct Assistant Professor, The Wharton School, University of Pennsylvania, 1994-1997

B. Teaching Recognition

- Andrisani/Frank Outstanding Teacher Award, School of Business and Management, Temple University, 1997
- Department Teaching Award, Marketing Department, School of Business and Management, Temple University, 1997, 2000
- Finalist, Lindbach University Teaching Award, University of Pennsylvania, 1991
- Undergraduate Teaching Award, The Wharton School, University of Pennsylvania, 1991

C. Courses Taught (Teaching Ratings Available Upon Request)

1. Undergraduate Courses

- Principles of Marketing (Wharton, Temple, Penn State, UConn)
- Consumer Behavior (Wharton)
- Marketing Research (Temple)
- Sales Force Management (Wharton, Temple)
- Principles of Retailing (Wharton)

2. MBA Courses

- Marketing Management (Wharton, Penn State)
- Business to Business Marketing (Wharton)
- Marketing Strategy (Temple, Penn State)
- Sales Force Management (Wharton)
- Retailing Management (Wharton)
- Business Ethics (Wharton)

3. Doctoral Courses

- Introduction to Research in Marketing (Temple, UConn)
- Seminar in Marketing Management (Penn State)
- Seminar in Marketing Strategy (UConn)

4. Executive MBA Courses

- Business to Business Marketing (Wharton)
- Business Ethics (Temple)
- Marketing Management (Penn State, UConn)
- Sales Force Management (Wharton)

5. Executive Education

- Customer Relationship Management in a B2B environment– ALBA, Athens Greece, Designer and Instructor, June 2003.
- Sales Force Management – ALBA, Athens Greece, Designer and Instructor, May 2002,

May 2004.

- Leading the Effective Sales Force - Aresty Institute of Executive Education, Wharton School, The University of Pennsylvania, Instructor, 1988-2001, Co-academic director, 1994-2001

D. Doctoral Students Chaired

- Temple – Vikas Mittal (Rice University), Michael Tsiros (committee member and adviser but not chair, University of Miami), Robert Kwortnik (Cornell University School of Hotel and Tourism), Soumya Roy (industry)
- Penn State – Bella Florenthal (Butler University), Yoshinori Fujikawa (co-chair with Keith Neidermeier, Hitsobyashi School of Business. Tokyo Japan), Sunil Thomas (co-chair with David Wilson, California State University, Fullerton), David LeBaron (co-chair with John Liechty, Salisbury University), Melea Press (University of Wyoming), Kunter Gunasti (committee member and co-author but not chair, University of Connecticut), Bryan Johnson (Creighton University), Frank Germann (co-chair with Rajdeep Grewal, Notre Dame)
- UConn – Hang Thu Nguyen (Michigan State University), Jeffrey Carlson (University of Richmond).

6. PROFESSIONAL ACTIVITIES

A. Business and industrial activities

- Celanese Corporation - Charlotte, NC, New York, NY and Columbus, OH, several positions, June, 1973 to March, 1982. Programmer, Senior Programmer, and Systems Analyst (successively) designing, developing, and implementing computer-based business application systems, responsibilities included project management..
- Professional Consulting - Clients have included Scott Paper Company, The DMC Group, CIGNA, The Hay Group, BASF Corporation, Betz-Dearborn, Novartis, DHL, and Domestic Abuse Program of Delaware County, Pa.

B. Professional Service

- Editorial Boards, *Marketing Letters*, *International Journal of Research in Marketing*, *Customer Needs and Solutions*
- Editorial Board, *Journal of Marketing*, 2000-2006.
- Regular Ad hoc Reviewer, *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *Journal of Personal Selling and Sales Management*, *Journal of Product Innovation Management*, *Journal of Retailing*, *Journal of Business Ethics*.
- Track Co-Chair, Summer Marketing Educator's Conference, 2014.
- Regular Reviewer, Association for Consumer Research Conference, American Marketing Association Summer Educators' Conference, and American Marketing Association Winter Educators' Conference.

- Reviewer, GMAT test questions for Educational Testing Service, 1991-2001.
- Reviewer, *Handbook of Consumer Behavior*, Thomas S. Robertson and Harold H. Kassarian, editors.
- Session Chair, 1995 TIMS-ORSA Joint National Spring Meeting, 1995.
- Program Committee, Association for Consumer Research Annual Conference, 1997, 2003.

C. Institutional Service

- Member, University, Academic Vision Committee, University of Connecticut, 2013-2014.
- Member, School Academic Vision Committee, School of Business, University of Connecticut, 2013-2014.
- Chair, Promotion, Tenure, and Renewal Committee, School of Business, University of Connecticut, 2013-2014.
- Member, Promotion, Tenure, and Renewal Committee, School of Business, University of Connecticut, 2012-2013.
- Member, Marketing Department Recruiting Committee, School of Business, University of Connecticut, 2010-present
- Ph.D. Coordinator, Marketing Department, School of Business, University of Connecticut, 2010-present
- Member, Committee on Teaching and Research, School of Business, University of Connecticut, 2010-present.
- Chair, Promotion, Tenure, and Renewal Committee, Department of Marketing, School of Business, University of Connecticut, 2010-2012.
- Chair, Marketing Department, Smeal College of Business, 2010
- Director, Ph.D. Program in Business, Smeal College of Business, 2007-2009
- Member, Promotion and Tenure Committee, Smeal College of Business, 2005-2007.
- Champion/Designer, Product Market Development Portfolio, Smeal College, 2000-2007.
- MBA Adviser, Marketing Department, Smeal College, 2000-2007.
- Chair, New Product Development ad hoc Committee, 2005-2006.
- Member, Core Implementation Committee and Portfolio Design and Implementation Committee, Smeal College, 2001-2002.
- Chair, Marketing Department Recruiting Committee, Smeal College, 2003-2004.
- Member, Core Implementation Committee and Portfolio Design and Implementation Committee, Smeal College, 2001-2002.
- Ph.D. Advisor, Marketing Department, Fox School of Business and Management, Temple University, 1995-2000.
- Director, Ph.D. Program in Business Administration, Fox School of Business and Management, 1997-2000
- Assistant Dean for Research and Doctoral Programs, Fox School of Business and Management, 1997-2000.
- Member, Ph.D. Oversight Committee, Fox School of Business and Management, Temple University, 1996-97.
- Undergraduate and Transfer Adviser, Marketing Department, Wharton School, 1988-94.
- Chair, Marketing Department Curriculum Committee, Wharton School, 1988-89.
- Member, Undergraduate Curriculum Committee, Wharton School, 1989-91, 1992-93.

- Member, Undergraduate Executive Committee, Wharton School, 1992-94.

D. Professional memberships

- Association for Consumer Research
- American Marketing Association
- INFORMS, Marketing Chapter

7. GRANTS, HONORS, AND AWARDS

- Co-winner, 2013 Don Lehman Best Paper based on a doctoral dissertation Award, *Journal of Marketing* and *Journal of Marketing Research*
- Co-winner, 2012 Davidson Best Paper Award, *Journal of Retailing*
- ING Global Chair in Business, School of Business, University of Connecticut, 2010-present
- Smeal Research Fellow in Marketing, Smeal College, Penn State University, 2007-2010
- Competitive Summer Research Grant, Smeal College, Penn State University, 2002-2007.
- Research Honor Roll, Fox School of Business and Management, Temple University, 2000.
- Lynn Kronfeld Award for Research, Marketing Department, Fox School of Business and Management, Temple University, 1995, 1999.
- Competitive Summer Research Grants, University of Pennsylvania, 1988, 1990, 1992.
- Fellow, 1986 American Marketing Association Doctoral Consortium.
- Richard D. Irwin Foundation Doctoral Dissertation Fellowship, 1986-1987.
- Full tuition fellowship with stipend, Fuqua School of Business, 1983-1987.
- Directors' List two semesters, both with 4.0 average, The Wharton School, 1982-1983.
- Guy T. Carswell Scholar and National Merit Scholar, Wake Forest University, 1969-1973.