

ROBIN A. COULTER

VOYA Financial Fellow
Professor of Marketing and Department Head
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PROFESSIONAL EXPERIENCE

1987-Present University of Connecticut

2015 – present VOYA Financial Fellow
2008 - present Department Head
2006 - present Professor of Marketing
2012 - 2014 EMBA Program Academic Director
2006 - 2008 Ackerman Scholar
1993 - 2006 Associate Professor of Marketing
1987 - 1993 Assistant Professor of Marketing

Courses Taught: *Ph.D.:* Consumer Behavior, Research Methods; *M.B.A.:* Marketing Management, Consumer Behavior; *Executive M.B.A.:* Management Project, Marketing Management (team taught), Global Business Issues; *Undergraduate:* Consumer Behavior, Advertising, Promotional Strategy, Integrated Marketing Communications

1983-1987 University of Pittsburgh Joseph M. Katz Graduate School of Business

Pittsburgh Research Institute for Studies in Marketing (1986-1987)

Associate Research Director: Plan, develop, execute and manage projects, including: new product concept evaluation studies, a new target market study, a behavioral lab-based simulated shopping study, and a site location feasibility study.

Graduate Assistant (1983-1986): Technical planning, design and execution of research projects, including: market characterization and segmentation studies, new product concept evaluation studies and interpersonal influence study.

- 1981-1982 **Group One Research, Inc. Pittsburgh, PA**
Research Consultant: Develop and execute projects, including: consumer service consumption portfolio studies, and management/personnel studies for financial institutions, and user/non-user discrimination studies for a health maintenance organization.
- 1979-1981 **Bankers Marketing Services, Cambridge, MA**
Research Coordinator: Develop and implement research projects for New York City savings banks. Projects included: bank marketing audits, quality control studies, and new service development studies. Trained and supervised field personnel.
- 1978-1979 **Group One Research, Inc. Pittsburgh, PA**
Market Analyst: Coordinate and prepare branch location feasibility studies, site analyses and formal branch applications for savings and loan clients. Questionnaire design and analysis for user/non-user studies for credit union clients.

EDUCATION

- Ph.D.** **Joseph M. Katz Graduate School of Business, University of Pittsburgh - 1987**
- Major in Marketing, Minor in Applied Statistics
- M.B.A.** **Joseph M. Katz Graduate School of Business, University of Pittsburgh - 1983**
- Major in Marketing
- B.S.** **Pennsylvania State University - 1978**
- Major in Business Administration, Marketing

RESEARCH INTERESTS

- Identity Transformation – Fresh start mindset, cultural identity, global citizenship
- Branding in developed and emerging markets
- Digital imaging and visualization in consumer research - Zaltman Metaphor Elicitation Technique
- Numerical cognition and price perception
- Sensory imaging and association in consumption

REFEREED JOURNAL PUBLICATIONS

Coulter, Robin A. (2016), "From Fragmentation to Imagination: Moving to Marketing's Next Era," *AMS Review*, 6 (3), 132-141.

Schneider, Mark and Robin A. Coulter (2015), "Dual Process Evaluability Theory: A Framework for Choice Anomalies," *Journal of Economic Psychology*, 51, 183-198.

Strizhakova, Yuliya and Robin A. Coulter (2015), "Drivers of Local Relative to Global Brand Purchases: A Contingency Approach," *Journal of International Marketing*, 23 (1), 1-22.

*Lead article

Kareklas, Ioannis, Frédéric Brunel, and Robin A. Coulter (2014), "Judgment is Not Color Blind: The Impact of Color Preference on Product and Advertising Preferences," *Journal of Consumer Psychology*, 24 (1), 87-95.

Strizhakova, Yuliya and Robin A. Coulter (2013), "The "Green" Side of Materialism in Emerging BRIC and Developed Markets: The Moderating Role of Global Cultural Identity," *International Journal of Research in Marketing*, 30 (1), 69-82.

Strizhakova, Yuliya, Robin A. Coulter and Linda L. Price (2012), "The Young Adult Cohort in Emerging Markets: Assessing Their Glocal Cultural Identity in a Global Marketplace," *International Journal of Research in Marketing*, 29 (1), 43-54.

Haws, Kelly L., Rebecca Walker Naylor, Robin A. Coulter and William O. Bearden (2012), "Keeping It All Without Being Buried Alive: Understanding Product Retention Tendency," *Journal of Consumer Psychology*, 22 (2), 224-236.

Micu, Camelia C. and Robin A. Coulter (2012), "The Impact of Pretrial Advertising on Posttrial Product Evaluations: Assessing the Effects of Attribute Information for Hedonic and Utilitarian Products," *Journal of Marketing Theory and Practice*, 20 (2), 189-202.

Strizhakova, Yuliya, Robin A. Coulter and Linda L. Price (2011), "Branding in a Global Marketplace: The Mediating Effects of Quality and Identity," *International Journal of Research in Marketing*, 28 (4), 342-351.

Chelminski, Piotr and Robin A. Coulter (2011), "An Examination of Consumer Complaining Behavior in the Context of Service Encounter Failures: Does Consumer Citizenship Matter?" *Journal of Services Marketing*, 25 (5), 361-71

Coulter, Keith S. and Robin A. Coulter (2010), "Small Sounds, Big Deals: Phonetic Symbolism Effects in Pricing," *Journal of Consumer Research*, 37 (August), 315-328.

Micu, Camelia C. and Robin A. Coulter (2010), "Advertising in English in Non-native English Speaking Markets: The Effect of Language and Self-referencing on Ad Attitudes," *Journal of East-West Business*, 16 (1), 67-84.

Micu, Camelia C., Robin A. Coulter, and Linda L. Price (2009), "How Product Trial Alters the Effects of Model Attractiveness: An Adapted Etic Approach in Romania," *Journal of Advertising*, 38 (Summer), 69-81.

Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2008), "Branded Products as a Passport to Global Citizenship: Perspectives from Developed and Developing Countries," *Journal of International Marketing*, 16 (December), 57-85.

Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2008), "The Meanings of Branded Products: A Cross-National Scale Development and Meaning Assessment," *International Journal of Research in Marketing*, 25(2), 83-94.

*Lead article

Chelminski, Piotr and Robin A. Coulter (2007), "The Effects of Cultural Individualism and Self-Confidence on Propensity to Voice: From Theory to Measurement to Practice," *Journal of International Marketing*, 15 (December), 94-118.

Coulter, Keith S. and Robin A. Coulter (2007), "Distortion of Price Discounts: The Right Digit Effect," *Journal of Consumer Research*, 34 (August), 162-173.

Chelminski, Piotr and Robin A. Coulter (2007), "On Market Mavens and Consumer Self-Confidence: A Cross-Cultural Study," *Psychology & Marketing*, 24 (January), 69-91.

Coulter, Robin A., Linda L. Price, Lawrence F. Feick, and Camelia Micu (2005), "The Evolution of Consumer Knowledge and Sources of Information: Hungary in Transition," *Journal of the Academy of Marketing Science*, 33 (Fall), 604-620.

Coulter, Keith S. and Robin A. Coulter (2005), "Size Does Matter: The Effects of Magnitude Representation Congruency on Price Perceptions and Purchase Likelihood," *Journal of Consumer Psychology*, 15 (1), 64-76.

Moore, Robert, Claire Allison Stammerjohan and Robin A. Coulter (2005), "Banner Ad-Web Site Congruity Context and Color Effects on Attention and Attitudes," *Journal of Advertising*, 34 (Summer), 77-90.

Cotte, June, Robin Coulter, and Melissa Moore (2005), "Enhancing or Disrupting Guilt: The Role of Ad Credibility and Manipulative Intent," *Journal of Business Research*, 58 (3), 361-368.

*Best Paper Award at 1999 26th International Research Seminar in Marketing, 3rd International Research Seminar on Marketing Communications and Consumer Behavior Proceedings, 90-103.

Coulter, Robin A. and Mark Ligas (2004), "A Typology of Customer-Service Provider Relationships: The Role of Relational Factors in Classifying Customers," *Journal of Services Marketing*, 18 (6), 482-493.

Coulter, Robin A., Linda L. Price, and Lawrence F. Feick (2003), "Rethinking the Origins of Product Involvement and Brand Commitment: Insights from Postsocialist Central Europe," *Journal of Consumer Research*, 30 (September), 151-169.

*Lead article

Coulter, Keith S. and Robin A. Coulter (2003), "The Effects of Industry Knowledge on Trust in Service Relationships," *International Journal of Research in Marketing*, 20 (March), 31-43.

Coulter, Robin, Lawrence Feick, and Linda L. Price (2002), "Changing Faces: Cosmetics Opinion Leadership among Women in the New Hungary," *European Journal of Marketing*, 36 (11/12), 1287-1308.

Chelminski, Piotr and Robin A. Coulter (2002), "Examining Polish Market Mavens and Their Attitudes Toward Advertising," *Journal of East-West Business*, 8 (1), 77-89.

Coulter, Keith S. and Robin A. Coulter (2002), "Determinants of Trust in a Service Provider: The Moderating Role of Length of Relationship," *Journal of Services Marketing*, 16 (1), 35-48.

*Best Overall Conference Paper Award and *Best Services SIG Paper Award at *American Marketing Association Summer Educators' Conference 2000*, Chicago, IL: American Marketing Association, abstract, 1-2.

Coulter, Robin A., Gerald Zaltman, and Keith S. Coulter (2001) "Interpreting Consumer Perceptions of Advertising: An Application of the Zaltman Metaphor Elicitation Technique," *Journal of Advertising*, 30 (Winter), 1-22.

*Lead article

Coulter, Robin and Mark Ligas (2000), "The Long-Goodbye: The Dissolution of Customer-Service Provider Relationships," *Psychology & Marketing*, 17 (8), 669-695.

Tyson, Ben and Robin Coulter (1999), "Marketing Enlightened Self-Interest: A Model of Individual and Community-Oriented Motivations" *Social Marketing Quarterly*, V (Winter), 34-49.

Herrmann, Andreas, Frank Huber and Robin Higie Coulter (1997), "Product and Service Bundling Decisions and Their Effects on Purchase Intention," *Pricing Strategy & Practice: An International Journal*, 5 (3), 99-107.

*1998 Outstanding Paper, Award for Excellence

**also appears in *Optimal Bundling: Marketing Strategies for Improving Economic Performance*, Ralph Fuerdere, Andreas Herrmann, and Georg Wuebker, eds., Berlin: Springer-Verlag, 253-268.

Coulter, Robin Higie and Mary Beth Pinto (1995), "Guilt Appeals in Advertising: What Are Their Effects?" *Journal of Applied Psychology*, 80 (6), 697-705.

Feick, Lawrence F., Robin Higie Coulter, and Linda L. Price (1995), "Consumers in Transition to a Market Economy: Hungary 1989-1992," *International Marketing Review*, 12 (5), 18-34.

Zaltman, Gerald and Robin Higie Coulter (1995), "Seeing the Voice of the Customer: Metaphor-Based Advertising Research," *Journal of Advertising Research*, 35 (July/ August), 35-51.

Feick, Lawrence and Robin A. Higie (1992), "The Effects of Preference Heterogeneity and Source Characteristics on Ad Processing and Judgements about Endorsers," *Journal of Advertising*, 21 (June), 9-25.

Higie, Robin A. and Murphy A. Sewall (1991), "Using Recall and Brand Preference to Evaluate Advertising Effectiveness," *Journal of Advertising Research*, 31 (April/May), 56-63.

Price, Linda L., Lawrence F. Feick, and Robin A. Higie (1989), "Preference Heterogeneity and Coorientation as Determinants of Perceived Informational Influence," *Journal of Business Research*, 19 (November), 227-242.

Price, Linda L., Lawrence F. Feick, and Robin A. Higie (1987), "Information Sensitive Consumers and Market Information," *Journal of Consumer Affairs*, 21 (Winter), 328-341.

Higie, Robin A., Lawrence F. Feick, and Linda L. Price (1987), "Types and Amount of Word-of-Mouth Communications about Retailers," *Journal of Retailing*, 63 (Fall), 260-278.

INVITED WORKS

Coulter, Robin A. (forthcoming), editor, *Zaltman Metaphor Elicitation Technique, Legends of Marketing: Gerald Zaltman*, Sage.

Coulter, Robin A. (2006), "Consumption Experiences as Escape: An Application of the Zaltman Metaphor Elicitation Technique," in *Handbook of Qualitative Research Methods in Marketing*, ed. Russell W. Belk, Northampton: Edward Elgar, 400-418.

Coulter, Robin A. and Gerald Zaltman (2000), "The Power of Metaphor," in *The Why of Consumption: Emerging Perspectives on Consumer Motives, Goals and Desires*, S. Ratneswhar, David Glen Mick, and Cynthia Huffman, eds., New York and London: Routledge, 259-281.

Huber, Frank and Robin Coulter (2000), "Das Metaphor Elicitation-Konzept," in *Kundenorientierte Produktgestaltung*, Andreas Herrmann, Günter Hertel, Wilfried Virt, Frank Huber, eds., Munich, Germany: Verlag Franz Vahlen, 103-120.

Zaltman, Gerald and Robin A. Higie (1993), "Seeing the Voice of the Customer: The Metaphor Elicitation Technique," Working Paper 93-114, Marketing Science Institute, Cambridge, MA.

Feick, Lawrence F., Robin A. Higie and Linda L. Price (1993), "Consumer Search and Decision Problems in a Transitional Economy: Hungary 1989-1992," Working Paper 93-113, Marketing Science Institute, Cambridge, MA.

PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

Schultz, Ainslie Linda Price, and Robin Coulter (2015), "Can A "Fresh Start" Help Consumers Achieve Their Goals?" in *NA - Advances in Consumer Research* Volume 43, eds. Kristen Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research.

Schultz, Ainslie Linda Price, and Robin Coulter (2014), "Embracing a "Fresh Start": How Consumers Engage to Change Their Lives", in *NA - Advances in Consumer Research* Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 177-183.

Vredeveld, Anna Jansson and Robin Coulter (2014), "Cultural Brand Engagement: the Roles of Brands in the Construction of Cultural Experiences", in *NA - Advances in Consumer Research* Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 522-523.

Vredeveld, Anna Jansson, Robin A. Coulter, and William T. Ross Jr. (2013) , "Collective Moral Identity Projects: Authentic Brand Users Anti-Counterfeit Framework", in *NA - Advances in Consumer Research* Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research, 572-573.

Vredeveld, Anna Jansson and Robin A. Coulter (2012) , "Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context", in *NA - Advances in Consumer Research* Volume 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, 1111.

Nguyen, Hang, Kunter Gunasti, and Robin Coulter (2012), "Brand Signals of Authenticity: From Conscious to Non-Conscious Effects," *Proceedings of the American Marketing Association Winter Educator's Conference*, vol. 23, eds. John Stuart Hulland and Sundar Bharadwaj, St. Petersburg, FL. — Best Paper Award for the Marketing Communications and Branding Track.

Haws, Kelly, Rebecca Walker Naylor, Robin A. Coulter, and William O. Bearden (2011), "To Have and to Hold? Marketing Implications of Consumers' Product Retention Tendency", in *NA - Advances in Consumer Research* Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research, 52.

Johnson, Bryan R., William T. Ross, and Robin Coulter (2011) , "Expressive Oriented Relationships: a New Type of Commercial Friendships", in *NA - Advances in Consumer Research* Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research, Pages: 757-758.

Polonsky, Maxim and Robin Coulter (2010) , "We Are What We Drive: a SRM Analysis of Human-Brand Personality Associations", in *NA - Advances in Consumer Research* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN : Association for Consumer Research, Pages: 475-476 .

Venkatraman, Meera, Fleura Bardhi, and Robin Higie Coulter (2009), "From Tool to Transformation: Consuming Technology to Negotiate Identity," in *Asia-Pacific Advances in Consumer Research*, Volume 8, ed. Sridhar Samu and Rajiv Vaidyanathan and Dipankar Chakravarti, Duluth, MN : Association for Consumer Research, 27-29.

Polonsky, Maxim and Robin A. Coulter (2009), "Does the Devil Really Wear Prada?: Social Relations Analysis of Brand and Human Personalities," in *Advances in Consumer Research*, Vol. 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Kareklas, Ioannis and Robin A. Coulter (2009), "The Effects of Implicit Color Preference and Implicit Racial Preference on Attitude towards the Ad," in *Advances in Consumer Research*, Vol. 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2009), "Effects of Belief in the Global Citizenship on Branding Discourse in the U.S. and Russia," in *Advances in Consumer Research*, Vol. 36, ed. Ann L. McGill and Sharon Shavitt, Duluth, MN: Association for Consumer Research.

Micu, Camelia and Robin Coulter (2008), "Higher Expectations for Higher Satisfaction: The Effect of Attribute Types on Post-Trial Customer Satisfaction," in *2008 American Marketing Association Winter Educators' Conference Proceedings*, Vol. 19, ed. Tom Brown and Zeynep Gurhan-Canli, Chicago: American Marketing Association, 207-215.

Strizhakova Yuliya, Robin A. Coulter, and Linda L. Price (2008), "Buying into the Global Myth: A Cross-National Investigation of Building Identity through Brands," in *Advances in Consumer Research*, Vol. 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 67-71.

Bardhi, Fleura, Robin Coulter, Meera Venkatraman (2008), "Domesticating Technology to Build Army Family Identity," in *Advances in Consumer Research*, Vol. 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research., 189-193.

Haws, Kelly L., Rebecca Walker Naylor, William O. Bearden, Robin A. Coulter (2008), "To Have and To Hold? Implications of Disposition Tendencies for Consumer Research," in *Advances in Consumer Research*, Vol. 35, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 764-765.

Micu, Camelia and Robin Coulter (2007), "Transforming Product Experience: The Impact of Pre-Trial Attribute Type Information and Claim Objectivity on Post-Trial Product Evaluations," in *European Advances in Consumer Research*, Vol. 8, ed. Stefania Borghini, Mary Ann McGrath, and Cele Otnes, Duluth, MN: Association for Consumer Research, 17-22.

Venkatraman, Meera, Robin Coulter, Fleura Bardhi (2007) "Harnessing the Power of Technology in the Home: The Case of Military Households in the US," in *European Advances in Consumer Research*, Vol. 8, ed. Stefania Borghini, Mary Ann McGrath, and Cele Otnes, Duluth, MN: Association for Consumer Research, 526.

Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2007), "Cross-Cultural Scale Development and Meanings Assessment," in *2007 American Marketing Association Winter Educators' Conference Proceedings*, Vol. 18, ed. Andrea L. Dixon and Karen A. Machleit, Chicago: American Marketing Association, 370-371.

Micu, Camelia C. and Robin A. Coulter (2007), "Advertising and Product Trial: The Impact of Product Type and Attribute Information on Consumer Evaluations," in *2007 American Marketing Association Winter Educators' Conference Proceedings*, Vol. 18, ed. Andrea L. Dixon and Karen A. Machleit, Chicago: American Marketing Association, 322-324.

Coulter, Robin A. and Tilottama G. Chowdhury (2007), "Sensory Metaphor and Meanings: Development of a Cross-Sensory Heterogeneity Index," in *Advances in Consumer Research*, Vol. 33, ed. Cornelius Pechmann and Linda L. Price, Duluth. MN: Association for Consumer Research, 453-455.

Chelminski, Piotr and Robin Coulter (2007), "On Market Mavens and Consumer Self-Confidence: A Cross-Cultural Study," in *Advances in Consumer Research*, Vol. 33, ed. Cornelius Pechmann and Linda L. Price, Duluth. MN: Association for Consumer Research, 369-373.

Coulter, Robin A., Linda L. Price, and Yuliya Strizhakova (2006), "The Meaning of Brands, A Cross-Cultural Assessment," in *13th Recent Advances in Retailing and Services Science Conference*, Technische Universiteit Eindhoven: EIRASS, 42.

Chowdhury, Tilottama G. and Robin A. Coulter (2006), "Getting a 'Sense' of Financial Security for Generation Y," in *2006 American Marketing Association Winter Educators' Conference Proceedings*, Vol. 17, ed. Jean L. Johnson and John Hulland, Chicago: American Marketing Association, 191-192.

Chelminski, Piotr and Robin Coulter (2006), "The Effects of Cultural Individualism on Consumer Self-Confidence for Marketplace Interfaces," in *Advances in Consumer Research*, Vol. 33, ed. Connie Pechmann and Linda Price, Duluth, MN : Association for Consumer Research, 466-468.

Jiang, Ying, Robin Coulter, and S. Ratneshwar (2005), "Consumption Decisions Involving Goal Tradeoffs: The Impact of One Choice on Another," in *Advances in Consumer Research*, Vol. 32, ed. Geeta Memom and Akshay Rao, Duluth, MN: Association for Consumer Research, 206-211.

Coulter, Keith S. and Robin A. Coulter (2004), "The Effects of "Small" vs. "Large" Digit Comparisons on Consumers' Perceptions of Price Discounts," in *Winter 2004 Marketing Educators' Conference Proceedings*, Chicago: American Marketing Association.

Micu, Camelia, Robin A. Coulter, and Linda L. Price (2004), "Renegotiating Who I Am: The Effects of Changing Cultural Ideologies and Interpersonal Influence on the Self," abstract in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, Amar Cheema, Scott Hawkins, and Joydeep Srivastava, eds., Society for Consumer Research, 157-158.

Chelminski, Piotr and Robin Coulter (2004), "Cultural Individualism and Consumer Self-Confidence: Implications for Retailers and Service Providers," abstract in *11th Recent Advances in Retailing and Service Science Proceedings*, Technische Universiteit Eindhoven: EIRASS, 29.

Coulter, Robin A. and Mark S. Ligas (2003), "To Retain or To Relinquish: Exploring the Disposition Practices of Packrats and Purgers," in *Advances in Consumer Research*, Vol. 30, eds. Punam Anand Keller and Dennis W. Rook, Valdosta, GA: Association for Consumer Research, 38-43.

Ligas, Mark and Robin A. Coulter (2001), "Changing Faces in Services Relationships: Customers' Roles During Dissatisfactory Service Encounters," in *Advances in Consumer Research*, Vol. 28, eds. Mary Gilly and Joan Meyers-Levy, Valdosta, GA:: Association for Consumer Research, 71-76.

Coulter, Robin A. and Mark Ligas (2000), "A Typology of Customers' Relationships with Their Service Providers," in *Marketing Advances in the New Millennium*, Dawn R. Deeter-Schmelz and Timothy P. Hartman, eds., Athens, OH: Society for Marketing Advances, 272-276.

Ligas, Mark S. and Robin Coulter (2000), "Understanding Signals of Customer Dissatisfaction: Customer Goals, Emotions and Behaviors in Negative Service Encounters," in *American Marketing Association Winter Educators' Conference 2000*, Vol. 11, John P. Workman, Jr. and William D. Perrault, Jr., eds., Chicago, IL: American Marketing Association, 256-262.

Coulter, Robin Higie, June Cotte, and Melissa Moore (1999), "Believe It or Not: Persuasion, Manipulation, and Credibility of Guilt Appeals," in *Advances in Consumer Research*, Vol. 26, eds. Eric J. Arnold and Linda M. Scott, Provo, UT: Association for Consumer Research, 288-294.

Coulter, Robin Higie, June Cotte, and Melissa Moore (1997), "Guilt Appeals in Advertising: Are You Feeling Guilty?" in *1997 American Marketing Association Winter Educators' Conference Proceedings*, Debbie Thorne LeClair and Michael Hartline, eds., Chicago: American Marketing Association, 109-115. * Best Paper Award

Coulter, Keith S. and Robin Higie Coulter (1997), "Beyond Neilsen Number: The Influence of Program Content on Ad Reactions" in *1997 American Marketing Association Winter Educators' Conference Proceedings*, Debbie Thorne LeClair and Michael Hartline, eds., Chicago: American Marketing Association, 291-296.

Coulter, Robin Higie and Gerald Zaltman (1994), "Using the Zaltman Metaphor Elicitation Technique to Understand Brand Images," in *Advances in Consumer Research*, Vol. 21, eds. Chris T. Allen and Deborah Roedder John, Association for Consumer Research, Provo: UT, 501-507.

Coulter, Robin Higie and Murphy A. Sewall (1994), "A Test of Prescriptive Advice from the Rossiter-Percy Advertising Planning Grid Using Radio Commercials," in *Advances in Consumer Research*, Vol. 21, eds. Chris T. Allen and Deborah Roedder John, Association for Consumer Research, Provo: UT, 276-281.

Higie, Robin A., Linda L. Price, and Julie Fitzmaurice (1993), "Leaving It All Behind: Service Loyalties in Transition," in *Advances in Consumer Research*, Vol. 20, eds. Leigh McAlister and Michael L. Rothschild, Provo, UT: Association for Consumer Research, 656-661.

Higie, Robin A., Lawrence F. Feick, and Linda L. Price (1991) "The Importance of Peripheral Cues in Attitude Formation for Enduring and Task Involved Individuals," in *Advances in Consumer Research*, Vol. 18, ed. Rebecca Holman and Michael Solomon, Provo, UT: Association for Consumer Research, 187-193.

Higie, Robin A. and Lawrence F. Feick (1989), "Enduring Involvement: Conceptual and Measurement Issues," in *Advances in Consumer Research*, Vol. 16, ed., Thomas S. Srull, Provo, UT: Association for Consumer Research, 690-696.

Higie, Robin A. and Susan Spiggle (1989), "Protocol Responses to Advertisements: A Coding Scheme," in *1989 Winter Marketing Educators' Conference, American Marketing Association Proceedings*, Chicago, IL: American Marketing Association,

Feick, Lawrence F., Linda L. Price, and Robin A. Higie (1986), "People Who Use People: The Other Side of Opinion Leadership," in *Advances in Consumer Research*, Vol. 13, ed. Richard J. Lutz, Provo, UT: Association for Consumer Research, 301-305.

WORK IN PROCESS

Price, Linda L., Robin A. Coulter, Yuliya Strizhakova, and Ainslie Schultz, "The Fresh Start Mindset: The Transformative Power of Consumers' Implicit Belief that Fresh Starts are Possible," under revision for 3rd submission to *Journal of Consumer Research*.

Schultz, Ainslie, Linda L. Price, and Robin A. Coulter, "Turning "I Can't" Into "I Can": How Prompting a Fresh Start Helps Consumers Improve Performance," under revision for submission to *Journal of Marketing Research*.

Kruger, Liezl-Marié, Kelly Martin, and Robin A. Coulter, "The Izikhothane Journey: From Moral Disengagement to Moral Engagement," to be submitted to *Journal of Consumer Research*.

Vredeveld, Anna J. and Robin A. Coulter, "Constructing Culturally Authentic Experiences: The Sojourner's Dramatic Enactments and Brand Engagement" to be submitted to *Journal of International Marketing*.

Chowdhury, Tilottama G. and Robin A. Coulter, "Multi-sensory Priming Effects of Images and Words on Self-Brand Connections, to be submitted to *Journal of Marketing Research*.

Vredeveld, Anna J., Robin A. Coulter, and William T. Ross, Jr., "Collective Moral Action onstructing Culturally Authentic Experiences: The Sojourner's Dramatic Enactments and Brand Engagement" to be submitted to *Journal of International Marketing*.

Coulter, Keith S., Lin Boldt, and Robin A. Coulter, "Exercise Motives and the Interruption Effects of Intimidation and Distraction on Exercise Experience and Commitment."

SELECTED PRESENTATIONS

"Making a Fresh Start Boosts Consumer Creativity," with Ainslie Schultz and Linda L. Price, *Society for Consumer Psychology Conference*, February 26, 2015.

"The Effects of Polychronicity on Salesperson Performance: The Moderating Effect of Job Complexity," with Jeffrey Carlson and William T. Ross, *Winter American Marketing Association Educators Conference*, February 11, 2015.

"Cultural Brand Engagement: The Roles of Brands in the Construction of Cultural Exploration," with Anna Jansson Vredeveld, in *Association for Consumer Research Conference*, October 24, 2014.

"Embracing a 'Fresh Start:' How Consumers Engage to Change Their Lives," with Ainslie Schultz and Linda L. Price, *Association for Consumer Research Conference*, October 24, 2014.

"Cultural Identity and Brand Relationships: Negotiating Brand Meanings in a New Cultural Context," with Anna Jansson Vredevel, in *Consumer-Brand Relationship Conference*, June 6-7, 2012.

"To Have and To Hold? Marketing Implications of Consumers' Product Retention Tendency" Kelly Haws, Rebecca Walker Naylor, and William O. Bearden, in *Advances in Consumer Research Conference*, October 2010.

"Shopping with Consumers in Subsistence Marketplaces" with Benet DeBerry-Spence, and Cele C. Otnes, *Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literary and Resource Barriers*, University of Illinois - Chicago, August 4, 2006.

"Meaning of a Connected Home" with Meera Venkatraman, *Boston University Institute for Leading in a Dynamic Economy Conference*, April 6, 2006

"Brand Meanings: A Cross-Cultural Assessment," *University of Connecticut School of Business Research Seminar*, December 2, 2005.

"Understanding and Managing Customer Experiences," presentation to *University of Connecticut Marketing RoundTable*, July 27, 2005.

"Applying the Zaltman Metaphor Elicitation Technique to Marketing Problems," presentation at *Roger Williams University*, April 11, 2005.

"On Market Mavens and Consumer Self-Confidence: A Cross-Cultural Study" with Piotr Chelminski, *Academy of International Business 2005 Conference in Quebec City, Canada*. July 9-12, 2005.

"A Multi-Method Examination of Young Romanian Women's Reactions to Beautiful Models in Ads: Exploring the Joint Effects of Advertising and Product Trial" in Special Session, "Marketing Communications and Young Consumers: Perspectives on Consumer Socialization and Social Comparison," with Camelia Micu and Linda L. Price, *Winter 2004 Marketing Educators' Conference*, February 6-9, 2004.

"Saving for Whom?, for What?, and How?: Exploring the Mindset of Packrats," in Special Session, "'Good To The Last Drop': Perspectives on Thrift and Frugality" (with Mark S. Ligas, *2003 European Association for Consumer Research Conference*, Dublin, Ireland June 6, 2003.

"Central European Women's Ideologies of Appearance, Cosmetics Involvement, and Consumption Intentions," in special session Globalizing Hope and Dispair: Cosmetics Consumptionscapes, with Linda L. Price, *Association for Consumer Research Conference*, Atlanta, October 18, 2002.

"Product Knowledge and Choice Confidence: Hungarian Women in the 1990s," with Linda L. Price, Lawrence Feick, and Camelia Micu, *MSI/IJRM Global Marketing Conference*, Noordwijk, The Netherlands, June 2003.

"Making Up Time in Hungary: A Decade of Research on Women and Cosmetics," *School of Business Seminar, University of Connecticut*, March 2001.

"Rethinking Marketing Research," *University of Nebraska Seminar*, April 2000.

"The Influence of Market Mavenism on Attitudes Toward Advertising in Poland," with Piotr Chelminski, *The Transformation of Communication Culture in the Post-Socialist States in Europe Conference 2000*, Budapest, Hungary, March 2000.

"Rethinking Marketing Research," *University of Pittsburgh Research Seminar*, Pittsburgh, PA, November 1999.

"Changes in Hungarian Women's Information Seeking and Cosmetics Product Choices: 1992-1998," with Lawrence Feick and Linda Price, *European Marketing Academy Conference*, Berlin, Germany, May 1999.

"Three Faces of Advertising: The Good, The Bad and The Ugly," with Gerald Zaltman, June Cotte, and Melissa Lunt Moore, *American Marketing Association's 1998 Summer Educators' Conference – Advertising Special Interest Group*, Boston, MA, August 1998.

"Understanding the Antecedents of Trust and Integrity Across Services," with Karen File and Keith S. Coulter, *American Marketing Association's Summer Educators' Conference*, August 1997.

"Feeling Guilty??" *The University of Connecticut, Department of Marketing and Department of Communication Sciences Seminar Series*, April 1996.

"Driving Forces Affecting the Future of Consumer Decision Making," *University of Mannheim Seminar*, Mannheim, Germany, August 1995.

"Seeing the Value of Marketing," with Gerald Zaltman, *Harvard Business School Seminar*, Boston, MA, May 1995.

"Seeing the Value of Marketing," with Gerald Zaltman, *University of Connecticut Seminar*, Storrs, CT, April 1995.

"Seeing the Value of Marketing," with Gerald Zaltman, *Value of Marketing Conference*, Stanford University, Palo Alto, CA, August 1994.

“Seeing the Voice of the Customer: The Zaltman Metaphor Elicitation Technique,” with Gerald Zaltman, *New Methods and Applications in Consumer Research, 1993 Marketing Science Institute Conference*, Cambridge, MA, September 1993.

“Seeing the Voice of the Customer,” with Gerald Zaltman, *New Tools and New Roles for Marketing Research, 1992 Marketing Science Institute Conference*, Cambridge, MA, June 1992.

“Consumer Information and Product Acquisition Problems and Solutions in Hungary: A Propositional Inventory,” with Lawrence F. Feick and Linda L. Price, *Association for Consumer Research Summer Conference*, Amsterdam, The Netherlands, May 1992.

“Dialogues With Myself: A Theory of Self-Gifts,” with Linda L. Price, *American Marketing Association Winter Educators’ Conference*, February 1991.

“Advertising Content and Viewer Responses: A Semiotic Approach,” with Susan Spiggle, *American Marketing Association Winter Educators’ Conference*, February 1988.

RESEARCH GRANTS AND AWARDS

University of Connecticut School of Business Research Grant (1988, 1989, 1991-1992 1995-2002, 2010, 2011)

University of Connecticut CIBER Grant (1998, 2001, 2003, 2005, 2008)

University of Connecticut Research Foundation Grant (1988, 1990-1993, 1997, 1999-2002, 2008)

Marketing Science Institute Research Grants

“Picturing the Voice of the Consumer: The Image Elicitation, Orientation and Construction Technique,” with Gerald Zaltman (1991).

“Consumer Information and Product Acquisition Problems and Solutions in Hungary” with Lawrence F. Feick and Linda L. Price (1991).

Boston University Institute for Leading in a Dynamic Economy

“Understanding the Transformation of a House to a Connected Home” with Meera Venkatraman (2005) - \$36,100

Suffolk University Sawyer School of Management

“The Impact of Infotainment Technologies on the Meaning of the Home for Families in Transition” with Meera Venkatraman (2005) - \$5,000

HONORS

Ackerman Scholar, School of Business (2004-2006; 2006-2008)

University of Connecticut Faculty of the Year (1995)

Advertising Education Foundation Visiting Professor Program

University of Pittsburgh

1986 American Marketing Association Doctoral Consortium Fellow

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Brands and Brand Relationships Institute Fellow (2014-present)

American Marketing Association, Academic Council, President (2015-16)

American Marketing Association, Academic Council, Executive Committee (2013-present)

American Marketing Association, Academic Council (2010-present)

American Marketing Association/Sheth Foundation Doctoral Consortium Faculty (2008, 2015)

Academy of Marketing Science Doctoral Consortium Faculty (2015)

Association for Consumer Research

Society for Consumer Psychology

Beta Gamma Sigma

Golden Key National Honor Society

Delta Sigma Pi

Editorial Review Board: *Journal of Marketing; Journal of Academy of Marketing Science*

Ad hoc Reviewer for: *AMS Review; International Journal of Research in Marketing; Journal of Advertising; Journal of Consumer Psychology; Journal of Consumer Research; Journal of Economic Psychology; Journal of Public Policy and Marketing; Journal of Retailing*

Conference Activities

Association for Consumer Research Conference

Session Discussant/Chair – 1989, 1997, 2001, 2002.

Program Committee – 2005

American Marketing Association Educators' Conference

Conference Co-Chair – Summer 2010

Session Discussant/Chair – August 1991, August 1994.

UNIVERSITY SERVICE

Dissertation Committees

Marketing Department, Committee Chair

- 2015 Anna Jansson Vredeveld, "Consumer-Brand Engagement: Cultural and Moral Manifestations"
- 2012 Maxim Polonsky, "Going Beyond the Information Given: Perceiving Owners' Personalities from Cars and Perceiving Car Ownership from Personalities"
- 2010 Ioannis Kareklas, "A Quantitative Review and Extension of Racial Similarity Effects in Advertising"
- 2006 Camelia C. Micu, "Advertising and Product Trial: The Impact of Product Type and Attribute Information on Consumer Evaluations"
- 2003 Piotr Chelminski, "The Effects of Culture on Consumer Complaining Behavior"
- 2001 Mark S. Ligas, "Customer Relationship Orientation in Response to Dissatisfactory Service Encounters"

Marketing Department, Committee Member

- 2014 Jeff Carlson
- 2006 Ying Jiang
- 1999 Melissa Lunt Moore
- 1998 June Cotte
- 1997 Byeong Joon Moon
- 1995 Julie Fitzmaurice
- 1994 Junyeon Moon

Finance Department, Committee Member

- 2000 Robert Dubil

Communication Sciences, Committee Member

- 2006 Steven Sohn
- 2005 Yuliya Strizhakova
- 2001 Ipshita Ray
- 1999 Christine de la Paz
Erica Weigel
- 1997 Mats Georgson
- 1996 Nancy Menelly
Ben Tyson
- 1992 Kwangsu Kim

University of Connecticut Administrative Committees

Retirement Committee (2014-present, Chair 2016-present)
Regional Campus Task Force (2015-2016)
University Senate (2014-2016)
Scholastic Standards Committee (2014-2016)
UConn Close to Home Campaign Committee (2013-2016)
Provost's Leadership Task Force (2012-13)
Provost's Activity Report Task Force (2012-2013)
NEASC - School of Business Learning Assessment Liaison (2006)

School of Business Administrative Committees

Human Rights Institute-Business School Search Committee Co-Chair (2013)
Dean Search Committee (2011)
Assessment Committee (2006, Chair)
Interim Dean Search Committee (2006)
Dean's Council (2002-2005)
Promotion, Tenure and Review Committee (1988-1989; 1993-1995; 1999-2000; 2004-2005)
Marketing Department Ph.D. Program Coordinator (1995-2001)
Executive MBA Program Committee (1997-2000, Chair 1997-1999; 2014-present)
Executive MBA Admissions Committee (1995-1997)
Duker Award Committee (1988-2001, Chair)
New Building Committee (1996-1997)
CIBER Grant Project Manager (1995-1996)
Undergraduate Programs Committee (1989-1995)
Dean's Dialogue Committee (1994-1995)
Research Advisory Council (1991-1993)
Connecticut Honors Program Seminar (1988-1993)
School of Business' Faculty Advisor for Apple Computer, Inc.'s Advanced Academic Marketing Program (1991-1993)
Social Committee (1989-1991; Chair, 1991)
Student Misconduct Committee (1987-1990)
University of Connecticut's Faculty Advisor for IBM PS/2 Collegiate Representative Program (1989-1991)

Department of Marketing Committees

Search Committee (Chair, 1994, 2004, 2006, 2008-2013; Member 1998, 2000)
Marketing Department Ph.D. Task Force (2002-2012)
Auran Fox Search Committee (Co-Chair, 2003)
Marketing Department Ph.D. Coordinator (1995-2001)
Marketing Department Ph.D. Task Force (1995-1996)
Task Force for Undergraduate Advising and Counseling, Chair (1994-1995)
Marketing Advisory Council Coordinator (1993)

AMA Collegiate Chapter Faculty Advisor (1992)
Marketing Department Curriculum Committee (1988-1991)
Marketing Seminar Series Co-Coordinator (1988-1990)
Marketing Department Task Force (1987-1988)

CONSULTING ACTIVITIES

Provision of professional consultation includes projects designed to understand consumers' images of brands, products and companies, brand equity, product concepts and designs, product usages and purchase experiences, life experiences, and attitudes toward business. Clients include: New York Life Insurance, Johnson & Johnson, Proctor and Gamble, McNeil Consumer Products, AT&T Bell Laboratories, Coca Cola, General Motors, Reebok, Polaroid, Lifetime Television, Pacific Gas & Electric, and DuPont.