



## MICHAEL K. BRADY

Department of Marketing • College of Business • Florida State University  
Tallahassee, FL 32306 • Phone: (850) 644-7853 • Email: mbrady@fsu.edu

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### ACADEMIC APPOINTMENTS

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- The Carl DeSantis Associate Professor of Business Administration, Florida State University, Tallahassee, Florida, 2008-present
- Associate Professor of Marketing, Florida State University, Tallahassee, Florida, 2005-2008
- Assistant Professor of Marketing, Florida State University, Tallahassee, Florida, 2003-2004.
- Assistant Professor of Marketing, The Wallace E. Carroll School of Management, Boston College, Chestnut Hill, Massachusetts, 1997-2003.

### HONORARY APPOINTMENTS

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- Endowed Professorship, College of Business, Florida State University, 2008-present
- Editorial Review Board Member: *Journal of Retailing* (2003-present), *Journal of Service Research* (2003-present), *Journal of the Academy of Marketing Science* (2003-2007; 2009-present)
- Director, Florida State University Doctoral Program in Marketing, 2004-present

### HONORS AND AWARDS

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- Winner of the 2010 *Journal of Retailing* Outstanding Reviewer Award
- Academic Council Member, American Marketing Association, 2010-2012
- Winner of the 2009 *Journal of Service Research* Best Reviewer Award
- Winner of the 2008 William R. Jones Outstanding Mentor Award for work related to mentoring minority doctoral students, Florida Education Fund
- University Graduate Mentor Award Nominee, 2008 (not eligible due to position on the awards committee)
- Winner of the Academy of Marketing Science Outstanding Teacher Award, 2007
- Finalist, Sherwin-Williams Excellence in Teaching Award, 2007
- Winner of the Joan Raley Student Service Award, Florida State University, 2007
- Winner of the University Teaching Award, Florida State University, 2005-2006
- University Teaching Award Nominee, 2004-2009 (not eligible in 2004, 2007, 2008, 2009)
- Winner of the 2004 *Journal of Retailing* Outstanding Reviewer Award
- Plenary panelist: *2004 Frontiers in Services Conference*, Miami, Florida
- Doctoral Consortium Faculty, *Frontiers in Service Doctoral Consortium*, 2001, 2007, 2008, 2009
- Winner of the Senior Faculty Forum Award for Excellence in Teaching, Research, and Service, Boston College, 2003
- Winner of the 2001 M. Wayne Delozier Award for Best Conference Paper: *Academy of Marketing Science Annual Conference*
- Winner of the 1999 Steven J. Shaw Award for Best Conference Paper, Society for Marketing Advances
- Best Paper Award, Strategy Track: *Marketing Exchange Colloquium*, 1998
- ANBAR Citation of Highest Quality Award for Research, 1998
- University Dissertation Award, Florida State University, 1997
- AMA Doctoral Consortium Fellow, 1996

## REFEREED JOURNAL ARTICLES

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Ray L. Benedicktus, Michael K. Brady, Peter R. Darke, and Clay M. Voorhees, "Conveying Trustworthiness to Online Consumers: Reactions to Consensus, Physical Store Presence, Brand Familiarity, and Generalized Suspicion," *Journal of Retailing*, forthcoming.

Melinda L. Andrews, Ray L. Benedicktus, and Michael K. Brady (2010), "The Effect of Incentives on Customer Evaluations of Service Bundles," *Journal of Business Research*, 63 (1), 71-76.

Janet McColl-Kennedy, Paul G. Patterson, Amy K. Smith, and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (2), 222-237.

Michael K. Brady, J. Joseph Cronin Jr., Gavin L. Fox, and Michelle L. Roehm (2008), "Strategies to Offset Performance Failures: The Role of Brand Equity," *Journal of Retailing*, 84 (June), 151-164.

Michelle L. Roehm and Michael K. Brady (2007), "Consumer Responses to Performance Failures by High-Equity Brands," *Journal of Consumer Research*, 34 (December), 537-545.

Clay M. Voorhees, Michael K. Brady, and David M. Horowitz (2006), "A Voice From the Silent Masses: An Exploratory and Comparative Analysis of Noncomplainers," *Journal of the Academy of Marketing Science*, 34 (4), 514-527.

Michael K. Brady, Clay M. Voorhees, J. Joseph Cronin, Jr., and Brian L. Bourdeau (2006), "The Good Guys Don't Always Win: The Effect of Valence on Service Perceptions and Consequences," *Journal of Services Marketing*, 30 (2), 83-91.

Brian L. Bourdeau, Michael K. Brady, and J. Joseph Cronin Jr. (2006), "A New Frontier in the Battle Against Smoking: An Exploratory Investigation of Low-Income Adult Smokers," *Journal of Nonprofit & Public Sector Marketing*, 16 (1/2), 123-149.

Michael K. Brady, Gary A. Knight, J. Joseph Cronin Jr., G. Tomas M. Hult, and Bruce D. Keillor (2005), "Removing the Contextual Lens: A Multinational, Multi-Setting Comparison of Service Evaluation Models," *Journal of Retailing*, 81(3), 215-230.

Clay M. Voorhees and Michael K. Brady (2005), "A Service Perspective on the Drivers of Complaint Intentions," *Journal of Service Research*, 8 (2), 192-204.

Michael K. Brady, Brian L. Bourdeau, and Julia Heskell (2005), "The Importance of Brand Cues in Intangible Service Industries: An Application to Investment Services," *Journal of Services Marketing*, 19 (6), 401-410.

Tom DeWitt and Michael K. Brady (2003), "Rethinking Service Recovery Strategies: The Effect of Rapport on Consumer Responses to Service Failure," *Journal of Service Research*, 6 (2), 193-207.

Michael K. Brady, Charles H. Noble, Gerald E. Smith, and Deborah J. Utter (2002), "How to Give and Receive: An Exploratory Study of Charitable Hybrids," *Psychology & Marketing*, 19 (November), 919-944.

- Christopher J. Robertson, William F. Crittenden, Michael K. Brady, and James J. Hoffman (2002), "Situational Ethics Across Borders: A Multicultural Examination," *Journal of Business Ethics*, 38 (4), 327-348.
- Roscoe Hightower, Jr., Michael K. Brady, and Thomas L. Baker (2002), "Investigating the Role of the Physical Environment in Hedonic Service Consumption: An Exploratory Study of Sporting Events," *Journal of Business Research*, 55 (9), 697-707.
- Michael K. Brady, J. Joseph Cronin, Jr., and Richard R. Brand (2002), "Performance-Only Measurement of Service Quality: A Replication and Extension," *Journal of Business Research*, 55 (1), 17-31.
- Michael K. Brady and J. Joseph Cronin, Jr. (2001), "Some New Thoughts on Conceptualizing Perceived Service Quality: A Hierarchical Approach," *Journal of Marketing*, 65 (July) 34-49.
- Michael K. Brady, Christopher J. Robertson, and J. Joseph Cronin, Jr. (2001), "Managing Behavioral Intentions in Diverse Cultural Environments: An Investigation of Service Quality, Service Value, and Satisfaction for American and Ecuadorian Fast Food Customers," *Journal of International Management*, 7 (2), 129-149.
- Michael K. Brady and J. Joseph Cronin, Jr. (2001) "Customer Orientation: Effects on Customer Service Perceptions and Outcome Behaviors," *Journal of Service Research*, 3 (February), 241-251.
- Michael K. Brady and Christopher J. Robertson (2001), "Searching for a Consensus on the Antecedent Role of Service Quality and Satisfaction: An Exploratory Cross-National Study," *Journal of Business Research*, 51 (1), 53-60.
- Christopher J. Robertson, Michael K. Brady and James J. Hoffman (2001), "Moral and Marketing Differences Between the United States and Ecuador," *International Journal of Organization Theory and Behavior*, 4 (1&2), 75-90.
- J. Joseph Cronin, Jr., Michael K. Brady, and G. Tomas Hult (2000) "Assessing the Effects of Quality, Value, and Satisfaction on Consumer Behavioral Intentions in Service Environments," *Journal of Retailing*, 76 (2), 193-218.
- Michael K. Brady and Christopher J. Robertson (1999), "An Exploratory Study of Service Value in the United States and Ecuador," *International Journal of Service Industry Management (now Journal of Service Management)*, 10 (5), 469-486.
- J. Joseph Cronin, Jr., Michael K. Brady, Richard R. Brand, Roscoe Hightower, Jr., and Donald J. Shemwell (1997), "A Cross-Sectional Test of the Effect and Conceptualization of Service Value," *Journal of Services Marketing*, 11 (6), 375-391.

## **BOOK CHAPTERS**

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Ray L. Benedictus III, Michael K. Brady, Peter R. Darke, and Clay M. Voorhees, "Consumer Trust in Multiple Channels: New Evidence and Directions for Future Research," in *Bricks and Mortar Shopping in the 21<sup>st</sup> Century*, Tina Lowrey (ed.), Erlbaum: Mahwah, NJ.

Gau, Li-Shiue, Matthew Gailliot, and Michael K. Brady "A Model Examining Relationships among Team Identification, Sport Spectators' Motives, Perceived Service Quality, and Satisfaction," forthcoming in *Sport Marketing Across the Spectrum: Selected Research from Emerging, Developing, and Established Scholars*, Jeffrey James (ed.), International Center for Performance Excellence: Morgantown, WV.

## **NON-REFEREED JOURNAL ARTICLES**

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Brady, Michael (1999), "Improving Your Measurement of Customer Satisfaction: A Guide to Creating, Conducting, Analyzing, and Reporting Customer Satisfaction Measurement Programs," Book Review, *Journal of the Academy of Marketing Science*, 315.

Charles H. Noble, Deborah Utter, and Michael Brady (1999), "Investing in the Future: Transforming Current Students Into Generous Alumni," *Fund Raising Management*, November, 31-36.

## **REFEREED PROCEEDINGS ARTICLES**

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Arch G. Woodside, Eva M. Thelen, and Michael Brady (2001), "Customer Automatic Thinking and Store Choice," *2001 Proceedings of the Academy of Marketing Science*, San Diego, CA.

Christopher J. Robertson, William F. Crittenden, Michael K. Brady, and James J. Hoffman (2000), "A Multicultural Test of Personal Versus Firm Ethics," published in *The International Marketing Educators Conference Proceedings*, Buenos Aires, Argentina.

Michael K. Brady, Victoria L. Crittenden, William F. Crittenden, and Ken Grant (1998), "Direct Selling as a Market Entry Strategy," published in the *1998 ANZMAC Proceedings*, Dunedin, New Zealand.

J. Joseph Cronin, Jr., Michael K. Brady, and William R. Bullard (1998), "Customer Orientation: Effects on Perceptions of Strategic Execution and Organizational Performance," published in the *1998 Marketing Exchange Colloquium Proceedings*, Vienna, Austria.

G. Tomas Hult, J. Joseph Cronin, Jr. and Michael K. Brady (1997), "Leadership and Relationship Commitment in Purchasing Units: Moderating Effects of International/Domestic Settings and Frequent/Infrequent SBU Users," published in the *1997 AMA Relationship Marketing Special Conference Proceedings*, Dublin, Ireland.

## **REFEREED ABSTRACTS**

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Shashi Matta, Michael Brady, Clay Voorhees, Izumi Miyazaka, and Catherine Smithers, "Is It Smart to be Nice? Customer Perceptions of the Competence and Warmth of Service Providers Across Three Service Industries," published in the *2009 Frontiers in Service Conference Proceedings*, American Marketing Association, Honolulu, HI.

Ray L. Benedicktus, Michael K Brady, Peter R. Darke, and Michael Hartline, "Intersection of Distance and Trust Theories at Retail Locations," published in the *2009 American Marketing Association Winter Educators' Conference Proceedings*, Tampa, Florida.

Andrew Wilson, Michael Giebelhausen, and Michael Brady, "Airing Dirty Laundry in the Public Square," published in the *2007 Association for Consumer Research* working paper abstracts.

Michael K. Brady, Michael J. Brusco, David M. Horowitz, and Clay M. Voorhees, "An Empirical Investigation of Employee Motivations and Customer Consequences of Service Sweethearting," published in the *2005 Frontiers in Service Conference Proceedings*, American Marketing Association, Phoenix, AZ.

Clay M. Voorhees, Michael K. Brady, and David M. Horowitz, "The Rest of The Iceberg: An Examination of Noncomplaining Service Customers," published in the *2005 American Marketing Association Winter Educators' Conference Proceedings*, San Antonio, TX.

Brian L. Bourdeau, Michael K. Brady, and J. Joseph Cronin, Jr., and Clay M. Voorhees "Attributions of Credit? A Reexamination of the Role of Customer Attributions Across Both Successful and Unsuccessful Service Encounters," published in the *2004 Academy of Marketing Science Annual Conference*, Vancouver, British Columbia.

Brian L. Bourdeau, Michael K. Brady, and J. Joseph Cronin, Jr. "A New Battlefield in the War Against Smoking: An Investigation of the Drivers of Smoking Behavior Among Low-Income Minorities," published in the *2004 American Marketing Association Winter Educators' Conference Proceedings*, Phoenix, Arizona.

Clay M. Voorhees, Brian L. Bourdeau, Michael K. Brady, and J. Joseph Cronin, Jr. "A Reexamination of Consumer Equity in the Service Encounter," published in the *2004 American Marketing Association Winter Educators' Conference Proceedings*, Phoenix, Arizona.

Michael K. Brady and Julia Heskell (2003), "Purchase Decisions and Brand Equity in the Investment Services Industry," published in the *2003 Frontiers in Services Conference Proceedings*, American Marketing Association, College Park, MD.

Michael K. Brady, Michelle L. Roehm, and J. Joseph Cronin, Jr. (2001) "The Role of Brand Equity and Tangibility in Addressing Transgressions," *Association for Consumer Research Proceedings*, Vol. 29, Susan Broniarczyk, Editor, Austin, TX.

J. Joseph Cronin, Jr., Michael K. Brady and Tom De Witt (2001) "The Impact of Waiting Time on Consumers' Perceptions of the Performance of Service Partners," published in the *2001 Frontiers in Services Conference Proceedings*, American Marketing Association, College Park, MD.

Victoria L. Crittenden, William F. Crittenden, Ken Grant, and Michael K. Brady (2001), "The Importance of the Service Encounter in Direct Selling: Examples from the Australian Marketplace" published in the *Proceedings of the Academy of Marketing Science World Marketing Congress*, Cardiff, Wales.

Michael K. Brady, Charles H. Noble, Gerald E. Smith, and Deborah J. Utter (2001), "Soliciting Charity as Supplemental Revenue: An Integrated Model of Service Delivery and Philanthropic Factors," published in the *Proceedings of the 2001 Academy of Marketing Science Annual Conference*, San Diego, CA. This paper was selected as the **best conference paper**.

Roscoe Hightower, Jr., Michael K. Brady, and Thomas L. Baker (1999), "The Servicescape's Role in the Hedonic Services Sector," published in the *1999 Society for Marketing Advances Conference Proceedings*, Atlanta, Georgia. This paper was selected as the **best conference paper**.

Michael K. Brady, Victoria L. Crittenden, William F. Crittenden, and Ken Grant (1999), "The Importance of the Service Encounter in International Marketing Strategy," published in the *Proceedings of the 1999 Academy of Marketing Science Annual Conference*, Coral Gables, Florida.

Michael K. Brady and Christopher J. Robertson (1998), "Modeling the Antecedents of Behavioral Intentions Across National Borders," published in the *1998 Society for Marketing Advances Conference Proceedings*, New Orleans, Louisiana.

Michael K. Brady and Christopher J. Robertson (1998), "Searching for a Consensus on the Determinants of Behavioral Intentions: An Exploratory Cross-National Study," published in the *1998 Marketing Exchange Colloquium Proceedings*, Vienna, Austria. This paper was selected as the **best paper in track**.

J. Joseph Cronin, Jr., Michael K. Brady, and Martha Cooper (1996), "Vigilante Consumers: Identifying and Managing the Difficult Service Customer," published in the *1996 Frontiers in Services Conference Proceedings*, American Marketing Association, Nashville, Tennessee.

J. Joseph Cronin Jr., Michael K. Brady, Roscoe Hightower, Jr., and Richard R. Brand (1995), "A Re Conceptualization of the Relationship Between Customer Satisfaction and Service Quality," published in the *1995 Frontiers in Services Conference Proceedings*, American Marketing Association, Nashville, Tennessee.

## **REFEREED PRESENTATIONS**

---

Ryan White, Clay M. Voorhees, Michael K. Brady, and Andrew E. Wilson, "An Examination of Research Productivity in Marketing: A Doctoral Program Perspective," presented at the *2008 AMA Summer Educators Conference*, San Diego, California.

Clay Voorhees, Michael K. Brady, Douglas Johansen, and Daekwan Kim, "Complaining Across Cultures: The Drivers of Negative Customer Feedback," presented at the *2008 AMA Winter Educators Conference*, Austin, Texas.

Shashi M. Matta, Michael K. Brady, and Clay M. Voorhees, "Consumers' Evaluations of Competence and Warmth of Service Providers," presented at the *2008 AMA Winter Educators Conference*, Austin, Texas.

Michael K. Brady and Michelle Roehm, "On the Use of Humor in Service Encounters," presented at the *2008 AMA Winter Educators Conference*, Austin, Texas.

Andrew E. Wilson, Michael Giebelhausen, and Michael K. Brady, "Airing Dirty Laundry in the Public Square: An Examination of Disparaging Websites and the Brand Buffer," presented at the *2007 Association for Consumer Research* conference, Memphis, TN.

David M. Horowitz and Michael K. Brady, "Undercover Marketing as a Classroom Exercise: Implications for Teaching Marketing Research and Ethics," presented at the *2007 Academy of Marketing Science Conference*, Coral Gables, Florida.

Ray Benedictus, Michael K. Brady, Peter Darke, and Clay M. Voorhees, "Enhancing Consumer Trust in a Service Provider Under Conditions of Suspicion" presented at the *2007 AMA Winter Educators Conference*, San Diego, California.

Michael K. Brady and Michelle Roehm (2007), "Brand Equity and Service Failures: Inoculation or Amplification?" presented at the *2007 AMA Winter Educators Conference*, San Diego, California.

Horowitz, David M., Michael K. Brady, and Clarence Gravlee (2006), "The Cultural Domain of Disney World among Florida Undergraduates," presented at the *2006 Consumer Culture Theory Conference*, South Bend, Indiana.

Michelle L. Roehm, Michael K. Brady, and J. Joseph Cronin, Jr. (2004), "A Look at the Interplay Between Brand Equity, Cognitive Capacity, and Performance Failure," presented at the *2004 American Marketing Association Winter Educators' Conference*, Phoenix, Arizona.

Michael K. Brady (2001), "Clients in the Classroom," presented at the *2001 Academy of Marketing Science Conference*, San Diego, California.

Michael K. Brady (2000), "Brand Equity: Effects on Performance Perceptions and Service Recovery," presented at the *2000 Society for Consumer Psychology* Conference, San Antonio, Texas.

Michael K. Brady and Thomas L. Baker (1999), "Customer Orientation: The Role of the Customer in Sports and Entertainment Purchases," presented at the *1999 SERVSIG Services Research Conference*, New Orleans, Louisiana.

Michael K. Brady (1999), "Investigating Service Brand Equity: A CIT Study," presented at the *1999 American Marketing Association Winter Educators' Conference*, St. Petersburg, Florida.

Michael K. Brady (1998), "Conceptualizing Interaction Quality in Service Settings: An Exploratory Analysis," presented at the *1998 Academy of Marketing Science Conference*, Norfolk, Virginia.

Michael K. Brady (1997), "Customer Perceptions of Service Employees' Customer Orientation," presented at the *1997 Academy of Marketing Science Conference*, Coral Gables, Florida.

Cronin, J. Joseph, Jr. and Michael K. Brady (1996), "Perceived Customer Service, Value Added Services and Satisfaction: The Consumer Perspective," presented at the *1996 AMA Winter Educators' Conference Special Session*, Hilton Head, South Carolina.

## **INVITED RESEARCH PRESENTATIONS**

---

"Managing Psychological Distance Perceptions: Implications for Virtual and Distant Retailers," presented at *The Vrije Universiteit featured speaker series*, Amsterdam, The Netherlands, 2010.

"Testing Some Popular Service Research Myths: Implications for Emerging Researchers," presented at the *2009 Frontiers in Service Doctoral Consortium*, Honolulu, Hawaii.

"Managing Psychological Distance Perceptions: Implications for Virtual and Distant Retailers," presented as part of a distinguished scholar series, Brigham Young University, 2009.

"Service Research and Behavioral Methods: A Match Made in Heaven?" presented at the *2008 Frontiers in Service Doctoral Consortium*, College Park, Maryland.

"Publishing in Better Journals," presented at the *2008 Society for Marketing Advances Doctoral Consortium*, St. Petersburg, Florida.

"An Investigation of Service Sweethearting," presented at the *2008 Southeastern Marketing Doctoral Symposium*, Mississippi State University, Starkville, Mississippi.

"Consumer Responses to Performance Failures by High-Equity Brands," presented as part of a distinguished scholar series, The Ohio State University, 2007.

"Services Are Different and What This Means to You," presented as the keynote speaker at the *2007 National Conference for Agribusiness*, titled *Re-thinking Service Strategies: Innovations that Drive Profit*, Purdue University, West Lafayette, Indiana.

"A Behavioral Approach to the Study of Service Phenomena," presented at the *2007 Frontiers in Service Doctoral Consortium*, San Francisco, CA.

"The Effect of Brand Equity on Service Failure and Recovery," presented at *The Vrije Universiteit featured speaker series*, Amsterdam, The Netherlands, 2006.

"An Exploratory Investigation of the Drivers and Consequences of Service Sweethearting," presented as an invited scholar at the *2005 University of Maastricht Research Day*, Maastricht, The Netherlands.

"Benefit or Burden: The Effect of Brand Equity on Reactions to Performance Failure," presented as part of a featured speaker series, The University of Alabama-Tuscaloosa, 2004.

"New Directions in Customer Recovery Management: Effects of Brand Equity and Tangibility," presented at the *First Annual Boston Area Research Colloquium*, March 2002.



## INVITED TEACHING / MENTORING PRESENTATIONS

---

“Getting Started in Academia,” presented to the College of Business doctoral students, *The Vrije Universiteit*, Amsterdam, The Netherlands, 2010.

“Establishing a Legacy in Academia and Beyond: A Story of the Prince, the Pauper, and an Irish Toast,” presented as the keynote address, *2009 Marketing Doctoral Students’ Association (MDSA) Conference*, Ph.D. Project, Chicago, Illinois.

“Five Keys to Delivering Effective Lectures,” presented at the *2008 Marketing Doctoral Students’ Association (MDSA) Conference*, Ph.D. Project, San Diego, California.

“Thoughts and Reflections From an Ordinary Joe,” presented at the *2007 Society for Marketing Advances Conference*, San Antonio, Texas.

“Four Keys to Delivering Effective Lectures,” presented at the *2007 Academy of Marketing Science Conference*, Coral Gables, Florida.

“Managing Your Dissertation From Beginning to End,” presented at the *2006 DOCSIG Preconference Symposium*, Chicago, IL, August 2006.

“On the Use of Structural Equation Modeling in Services Marketing Research,” Special Seminar on Research Methods in Services Marketing, *The European Institute for Advanced Studies in Management*, Maastricht, The Netherlands, 2005.

“Navigating the Hiring Process,” presented as a distinguished panelist at the *2003 AMA Winter Educators’ Conference*, Orlando Florida.

“What I Now Know, Should Have Known, and Wish I Could Forget,” presented as part of the *Getting Started in Academia* session at the *2001 SERVSIG Doctoral Consortium*, Bethesda, MD, October 2001.

“Clients in the Classroom,” presented at the *2001 Academy of Marketing Science Conference*, Coral Gables, Florida, May 2001.

## OTHER PRESENTATIONS

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David Sampson, Richard Metters, and Michael Brady (2004), “The Business of Baseball,” Plenary Panel Discussion at the *2004 Frontiers in Service Conference*, Coral Gables, FL.

## CONTRACTS & GRANTS

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Dean's Research Grant, College of Business, Florida State University. Total award \$12,000.

“Customer Rage Spectrum Emotions in Service Failure Encounters: Linking Experience, Expression, Behavior and Organisational Responses,” Funded by Australian Research Council. Total award \$240,000.

First year assistant professor grant, Florida State University. Total award \$10,000.

## TEACHING

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Graduate Marketing Research: 1997, 1998, 1999, 2000, 2001, 2002, 2008

Undergraduate Marketing Research: 1998, 1999, 2000, 2003, 2004, 2005, 2006, 2008, 2009

Graduate Services Marketing: 2001- 2003

Undergraduate Advanced Marketing Research: 2003

Undergraduate Services Marketing: 2000, 2001, 2006, 2007, 2009

Undergraduate Consumer Behavior: 2005, 2007, 2009

Undergraduate Promotions Management: 2006-2007

Doctoral Seminar in Marketing Models: 2004

Doctoral Seminar in Structural Equation Modeling: 2005, 2006, 2007, 2008, 2009, 2010

## CONFERENCE SERVICE

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### Program Chair

Co-Chair, 2010 *AMA Winter Educators' Conference*, New Orleans, Louisiana.

2007 *Southeast Marketing Symposium*, Tallahassee, Florida.

Co-Chair, 1999 Faculty Consortium, *Academy of Marketing Science*, Coral Gables, Florida.

### Track Chair

Co-Track Chair, Services Marketing Track, 2009 *World Marketing Congress*, Oslo, Norway.

Services Marketing Track Chair, 2008 *Society for Marketing Advances Conference*, St. Petersburg, FL.

Co-Track Chair, Services Marketing Track, 2003 *World Marketing Congress*, Perth, Australia.

### Session Chair

2008 *American Marketing Association Winter Educators Conference*, Austin, Texas.

2007 *Academy of Marketing Science Conference*, Coral Gables, Florida.

2006 *American Marketing Association Summer Educators Conference*, Chicago, Illinois.

1998 *Marketing Exchange Colloquium*, International Services Track, Vienna, Austria.

1998 *Society for Marketing Advances Conference*, Issues and Strategies for International Marketing Special Session, New Orleans, Louisiana.

### Discussant

2002 *American Marketing Association's Faculty Consortium on Sports Marketing*.

2000 *American Marketing Association Summer Educators' Conference*, Services Special Interest Group Session.

1998 *American Marketing Association Winter Educators' Conference*, Education Track.

1998 *Marketing Exchange Colloquium*, Vienna, Austria, Strategy Track.

1998 *Marketing Exchange Colloquium*, Vienna, Austria, International Services Marketing Track.

## Panelist

2009 American Marketing Association Winter Educators' Conference, "Emerging Perspectives in Services Research," Tampa, FL.

2008 American Marketing Association Summer Educators' Preconference Doctoral Symposium Roundtable

2008 American Marketing Association Winter Educators' Conference, "Emerging Perspectives in Services Research," Austin, TX.

## **JOURNAL SERVICE**

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### Editorial Review Boards

*Journal of Service Research*, 2003-present

*Journal of Retailing*, 2003-present

*Journal of the Academy of Marketing Science*, 2003-2007; 2009-present

### Ad Hoc Reviewing

*Journal of Consumer Research*

*Journal of Marketing*

*Journal of Marketing Research*

*Journal of Business Research*

*Journal of International Business Studies*

*Journal of International Marketing*

*International Journal of Service Industry Management*

*European Journal of Marketing*

*Journal of Retailing and Consumer Services*

*Service Industries Journal*

*Journal of Applied Management Studies*.

*Journal of Services Marketing*

*Journal of Product & Brand Management*

### Conference-Related Reviewing

2009 American Marketing Association Summer Educators' Conference Proceedings, Services Track.

2008 Academy of Marketing Science Proceedings, Retailing Track.

2005 American Marketing Association Winter Educators' Conference Proceedings, Services Track.

2004 American Marketing Association Winter Educators' Conference Proceedings, Services Track.

2003 American Marketing Association Summer Educators' Conference Proceedings, Services Track.

2003 Academy of Marketing Science Proceedings, Services Track.

2001 American Marketing Association Summer Educators' Conference Proceedings, Services Track.

2001 Academy of Marketing Science Proceedings.

2001 American Marketing Association International Marketing Conference, Strategy Track.

2000 Academy of Marketing Science Proceedings.

2000 Decision Sciences Conference, International Business Track.

1999 Academy of Marketing Science Proceedings.

1998 American Marketing Association Summer Educators' Conference Proceedings, Education Track.

1997 Southern Marketing Association Conference Proceedings, Global Marketing Track.

## **SPECIAL INTEREST GROUP (SIG) SERVICE**

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### SIG Officer

SERVSIG President, 2006-2007

SERVSIG Electronic Media Officer, 2002-2003.

### SIG Committees

SERVSIG Best Article Award Committee, 2001, 2004

SERVSIG Career Contributions Committee, 2009

## **OTHER EXTERNAL SERVICE**

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Academic Council, American Marketing Association, 2010-present

American Marketing Association Foundation's Valuing Diversity Scholarship Committee, 2010

### External Reviewer for Promotion and Tenure Candidates

The University of Memphis, 2010

Washington State University, 2009

Cornell University, 2008

The University of Wisconsin-Whitewater, 2006

## **UNIVERSITY SERVICE: FLORIDA STATE UNIVERSITY**

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### Administrative Appointments:

Director, Doctoral Program in Marketing, 2004-present

### University Committees

Chair, Academic Committee, University Athletics Board, 2008-present

University Athletics Board, 2006-present

University Teaching and Advising Awards Committee, 2007-present

### College Committees

Promotion and Tenure Committee, 2009

Chair, College Strategic Planning Committee, 2007-2008

Member, College Strategic Planning Committee, 2006-2007

Distinguished Doctoral Alumnus Award Committee, 2008

College of Business Dean Search Committee, 2005

College Doctoral Policy committee, 2003-present

### Department Committees

Chair, Marketing Department Doctoral Committee, 2003-present

Chair, Marketing Department doctoral recruiting and admissions subcommittee, 2003-present

Chair, faculty search committee, 2007

Founder and chair, Wachovia Distinguished Scholar Series, 2004-present

Department Strategic Planning Committee, 2006-present

Faculty search committee 2004, 2005, 2006, 2007, 2008

Comprehensive exam subcommittee, 2004, 2009

### Dissertation Chair

David Horowitz, completed May 2007  
Ray Benedictus, completed June 2008  
Kelly Cowart, completed May 2010  
Stacey Robinson, expected completion, May 2010

### Dissertation Committees

Tom DeWitt, completed July 2004  
Brian Bourdeau, completed July 2005  
Clay Voorhees, completed May 2006  
Robert Zinko (Department of Management), completed May, 2007  
Colby Wright (Department of Finance), completed June, 2007  
Melinda Andrews, completed June, 2008  
John Martin (Department of Management), completed August, 2008  
James Summers (Department of Management), completed March, 2009  
Frank Butler (Department of Management), completed August, 2009  
Tim Munyon (Department of Management), completed October, 2009  
Sam Goh (Management Information Systems), completed May, 2010  
Kevin Basik (Department of Management), completed June, 2010  
Stephanie Lawson, expected completion spring, 2011  
Paul Nagy (Department of Management), expected completion summer, 2011

### International Outside Examiner

Tracey Dagger, University of Western Australia, Spring 2004  
Ali Mohemmed Mebadesh, University of Western Australia, Fall 2008

### Directed Independent Studies

David Horowitz, "A Look at the Rest of the Iceberg: A Comparative Analysis of Noncomplainers," 2004.  
Ray Benedictus, "On the Development of Consumer Trust in Multi-Channel Retailers: Reactions to Brand, Consensus, Physical Presence, and Suspicion," 2006.  
Melinda Andrews, "Service Bundles: The Effects of Incentives on Perceived Value and Consumer Behaviors," 2006.  
Andrew Wilson, "Airing Dirty Laundry in the Public Square: An Examination of Disparaging Websites and the Brand Buffer," 2007.  
Mike Giebelhausen, "Other-serving Attributions: A Reversal of Self-serving Bias Under Conditions of Low Task Self-efficacy During Co-production," 2007.

### Honors Thesis Committees

Matthew Kozak, "An Exploratory Investigation of Optimal Retail Selling Strategies, Motivation, and Intercultural Communications Competence," Department of Economics, 2008.

### Service-Related Speaking Engagements

Invited Speaker: Freshmen Interest Group: October 2005

### Other Service

Marketing Department Distinguished Scholar Series Coordinator, 2004-2008

## **UNIVERSITY SERVICE: BOSTON COLLEGE**

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### Advising

Undergraduate Faculty Advisor, 1998-2003.

Directed Independent Study, Julia Heskell, "Purchase Decisions and Brand Equity in the Investment Services Industry," 2003.

Directed Independent Study, Kyle Novellano, "Vision Sports and Entertainment Partners," 2003.

Honors Thesis Director, Steven Boyd, "The Redesign and Redevelopment of LakesRegion-NH.com," 2003.

Honors Thesis Director, Dwight Branch, "SoundFiles: A Market Research Study," 2003.

Honors Thesis Director, Kristin Barry, "Financial Modernization: The Effects of Branding and Customer Relationships," 2002.

Directed Independent Study, Michael Teevan, "The Relationship Between Athletic Success and Academic Reputation," 2001.

Honors Thesis Director, Ross Tompkins, "The Place of Cause Marketing in Today's Society: A Personal Reflection," 2000.

Directed Independent Study, Sheila O'Brien, "Marketing Strategies for the WNBA," 1999.

Diane Weiss MBA Competition Faculty Advisor, 1999, 2000, 2001, 2002.

Diane Weiss MBA Competition Judge 1998, 1999, 2000, 2001, 2002.

### Service-Related Speaking Engagements

Invited Speaker: Irish institute program, Spring 2002.

Invited Speaker: The Carroll School of Management Business Day, Spring 2002.

Invited Speaker: Honors Graduation Ceremony, Spring 1999.

Invited Speaker: Boston College International Programs Department, Winter 1999.

### Other Service

Faculty Marshall: 1999, 2000, 2001, 2003.

Marketing Faculty Search Committee, Fall 1998, Fall 2000, Fall 2002. Fall 2004.

Research Project: "Boston College Student Attitude Towards Giving," completed Fall, 1998.