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**RESEARCH INTERESTS**

Diffusion of Innovations, Consumer Motivation and Involvement,  
Construct and Measurement Validation, Services Marketing

**TEACHING INTERESTS**

Consumer Behavior, Marketing Research, Services Marketing

**EDUCATIONAL BACKGROUND**

The University of Alabama (September, 1978 - December, 1983)

Degree: Ph.D. in Marketing, College of Commerce

Major Area: Marketing

Minor Area: Quantitative Methods

Dissertation: "Dimension of Consumer Innovativeness: An Empirical Study of Open Processing"

Michigan State University (March, 1973 - June, 1979)

Degree: Ph.D. in History, College of Arts and Letters

Major Area: Modern European Intellectual History

Minor Areas: Medieval Europe, Nineteenth Century England, American Business and Economic

Awarded a half-time assistantship (9/74-6/75)

Dissertation: "Life and Work of Theodore Flournoy, 1854-1920"

Michigan State University (September, 1971 - March, 1973)

Degree: Master of Arts in History, College of Arts and Letters

Major Area: Medieval Europe

Awarded an NDEA fellowship for graduate study at Michigan State University for three years (9/71-8/74)

Florida State University (September, 1967 - August, 1971)

Degree: Bachelor of Arts, College of Arts and Sciences

Major Area: History

Minor Area: Classics

Awarded an undergraduate fellowship at Florida State University for two years (9/69-6/71)

## **COURSES TAUGHT**

<i>Undergraduate Teaching</i>	ISS 2937 Honors course entitled "Consumption in America" MAR 1992 President's Seminar series, "Being a Consumer" MAR 3023 Principles of Marketing MAR 3323 Promotion Management MAR 3503 Applications of the Behavioral Sciences to Marketing MAR 4403 Sales Management MAR 4613 Marketing Research MAR 4840 Services Marketing
<i>MBA Teaching</i>	MAR 5505 Graduate Consumer Behavior MAR 5816 Marketing Strategy
<i>Corporate MBA Teaching</i>	MAR 5816 Marketing Strategy
<i>Ph.D. Teaching</i>	MAR 6575 Doctoral Seminar in Consumer Behavior MAR 6979 Doctoral Seminar in Research Methods MAR 6506 Seminar in Consumer Behavior Methods

## **EMPLOYMENT HISTORY**

August, 1991 - present Florida State University  
Professor, Marketing Department, College of Business

July 1, 1991 - August, 1994 Florida State University  
Chairman, Marketing Department, College of Business  
Responsibility for supervising 2 staff members, 15 full time faculty, 14 doctoral students, and approximately 350 undergraduate majors; fund raising, scheduling, and budgeting.

August, 1986 - July 1991 Florida State University  
Associate Professor, Marketing Department, College of Business

August, 1981 - July, 1986 Florida State University  
Assistant Professor, Marketing Department, College of Business

January, 1981 - May, 1981 University of Alabama  
Graduate Teaching Assistant, Department of Management and Marketing  
Courses Taught: MKT 473 Marketing Research

August, 1979 - August, 1980 University of Alabama  
Research Assistant, Department of Management and Marketing,  
Assisted in a research project on energy information use.  
Supervisor: Dr. Richard M. Durand

August, 1978 - May, 1979 University of Alabama  
Assistant, College of Commerce and Business Administration  
Assisted in researching and developing speech materials.  
Supervisor: Dr. John S. Fielding

March, 1979 - June, 1979  
Part-time Instructor at Shelton State Community College,  
Tuscaloosa, Alabama. Taught Western Civilization survey course.

January, 1977 - May, 1977  
Part-time Instructor of the Office of Continuing Education, New  
Mexico State University, Las Cruces, NM. Taught the Western  
Civilization survey course.

**PUBLICATIONS: BOOKS AND BOOK CHAPTERS, ARTICLES, CONFERENCE PAPERS, BOOK REVIEWS, PRESENTATIONS, AND WORKSHOPS**

**BOOKS**

Co-author with Gordon Foxall of a consumer behavior book entitled *Consumer Psychology for Marketing*, published by Routledge in March, 1994.

Second edition of *Consumer Psychology for Marketing* published with Gordon Foxall and Stephen Brown by International Thomson Business Press, 1998.

Polish edition, *Psychologia konsumenta dla menedzera marketingu*, by International Thomson Publishing, November, 2001.

Korean Edition published 1996. Russian edition published 2001. Chinese Edition published 2002. Simplified Chinese Edition published 2005.

**BOOK CHAPTERS**

11. “Brand Engagement and Brand Loyalty,” in Avinash Kapoor & Chinmaya Kulshrestha, eds., *Branding and Sustainable Competitive Advantage: Building Virtual Presence*, forthcoming.
10. “Opinion Leadership and Market Mavens,” in Jagdish Sheth and Naresh K. Malhotra, eds., *The Wiley International Encyclopedia of Marketing*, forthcoming.
9. “Businesses and Consumers as Online Customers,” in Mehdi Khosrow-Pour, ed., *Encyclopedia of E-Commerce, E-government and Mobile Commerce*, Hershey, PA: Idea Group Publishing, 2006, pp. 83-88, (with E. Bridges and C. F. Hofacker).
8. “Electronic Word-of-Mouth,” in Mehdi Khosrow-Pour (Ed.), *Encyclopedia of E-Commerce, E-Government and Mobile Commerce*, Hershey, PA: Idea Group Publishing, 2006, pp. 408-412.
7. “Online Consumer Behavior,” in Subhasish Dasgupta (Ed.), *The Encyclopedia of Virtual Communities and Technologies*, Hershey, PA: Idea Group Publishing, 2005, pp. 338-342.
6. “Knowledge Calibration and Knowledge Management,” in David Schwartz (Ed.), *The Encyclopedia of Knowledge Management*, Hershey, PA: Idea Group Publishing, 2005, pp. 311-316 (with K. G. Pillai). Republished by Information Science Reference in 2007 in *Knowledge Management: Concepts, Methodologies, Tools and Applications* edited by Dr. Murray E. Jennex.

5. "Attracting and Retaining Online Buyers: Comparing B2C and B2B Customers," in Irving -Clarke III and Theresa B. Flaherty (Eds.), *Advances in Electronic Marketing*, Hershey, PA: Idea Group Publishing, 2005, pp. 1-27 (with E. Bridges and C. Hofacker).
4. "How Innovativeness Influences Internet Shopping," in Sandeep Krishnamurthy, (Ed.), *Contemporary Research in E-Marketing, Volume I*, Hershey, PA: Idea Group Publishing, 2005, pp. 323-336 (with Barbara Lafferty).
3. "The Measurement of Innovativeness," in Larisa V. Shavinina, (ed), *The International Handbook of Innovation*, Elsevier Science Ltd., 2003, pp. 321-328 (with Gordon Foxall).
2. "Measuring Cross Cultural Acceptance of an Innovation: The Case of Low-Alcohol Wine," in Ingo Balderjahn, Claudia Mennicken, and Eric Vernet (eds.), *New Developments and Approaches in Consumer Behaviour Research*, Schaffer-Poeschel Verlag Stuttgart, 1998, pp. 289-305 (with F. d'Hauteville).
1. "Creative Style and Personality Theory," in M. J. Kirton, editor, *Adaptors and Innovators: Styles of Creativity and Problem-Solving*, London: Routledge, 1989, pp. 37-55.

**PUBLISHED ARTICLES:** All references are to refereed journals unless otherwise noted.

151. "The Influence of Personality on Active and Passive Use of Social Networking Sites," Psychology & Marketing, forthcoming, (with M. Pagani and C. Hofacker).
150. "Consumer Innovativeness for Fashion as a Second Order Construct: A Cross-Cultural Study" Journal of Global Fashion Marketing, 2010, Vol. 1 No. 1, 51-60, (with L. Flynn, D. Kim, & W-M. Kim).
149. "Status Consumption and Price Sensitivity," Journal of Marketing Theory and Practice, Fall 2010, Vol. 18 No. 4, 323-338 (with D. Kim and L. Flynn).
148. "Consumer Attitudes and Loyalty toward Private Brands," International Journal of Consumer Studies, Vol. 34, 339-348 (with L. Flynn, E. Goldsmith, and E. C. Stacey).
147. "The Goals of Customer Relationship Management," Journal of Customer Relationship Marketing and Management," 2010, Vol. 1 No. 1, 16-27. Invited Article.
146. "Factors Influencing Intention to use Personal Health Records," International Journal of Pharmaceutical and Healthcare Marketing," 2009, Vol. 3 No. 1, 8-25, (with Melinda Whetstone).
145. "Some Antecedents of Price Sensitivity," Journal of Marketing Theory and Practice, 2009, Vol. 17 No. 3, 199-213 (with Edward Ramirez).

144. “How Brand Attribute Typically and Consumer Commitment Moderate the Influence of Comparative Advertising,” Journal of Business Research, 2009, Vol. 61 No. 9, pp. 933-941 (with K. Pillai).
143. “Market Mavenism and Consumer Self Confidence,” Journal of Consumer Behaviour, 2008, Vol. 7 No. 3, 239-248 (with R. Clark and E. Goldsmith).
142. “An Analysis of Factors Affecting Fashion Opinion Leadership and Fashion Opinion Seeking,” Journal of Fashion Marketing and Management, 2008, Vol. 12 No. 3, 308-322 (with R. Clark).
141. “Electronic Word-of-Mouth in Hospitality and Tourism Management,” Tourism Management, 2008, Vol. 29, 458-468 (with S. Litvin and B. Pan).
140. “The Influence of Consumer Decision Making Styles on Online Apparel Consumption by College Students,” International Journal of Consumer Studies, 2007, Vol. 31 Issue 6, 639-647, (with K. O. Cowart).
139. “The Role of Involvement and Experience with Electronic Commerce in Shaping Attitudes and Intentions toward Mobile Commerce,” International Journal of Electronic Marketing and Retailing, 2007, Vol. 1 No. 4, 370-384, (with E. Swilley).
138. “E-Services: A Synthesis and Research Agenda,” Journal of Value Chain Management, 2007, Vol. 1 No. 1, 13-44, named the **BEST ARTICLE** in the issue (with C. Hofacker, E. Bridges, and E. Swilley).
137. “Assessing the Impact of Corporate Credibility and Technology Acceptance on Online Shopping,” International Journal of Electronic Marketing and Retailing, 2007, Vol. 1 No. 3, 199-216, (with E. Swilley).
136. “Status Consumption and Role-Relaxed Consumption: A Tale of Two Retail Consumers,” Journal of Retailing and Consumer Services, 2007, Vol. 14, 45-59 (with R. Clark and J. Zboja).
135. “Global Innovativeness and Consumer Susceptibility to Interpersonal Influence,” Journal of Marketing Theory and Practice, 2006, Vol. 14 No. 4, 275-285, (with R. Clark).
134. “The Effects of Investment Education on Gender Differences in Financial Knowledge,” Journal of Personal Finance, 2006, Vol. 5 No. 2, 55-69 (with E. Goldsmith).
133. “Measuring Motivations for Online Opinion Seeking,” Journal of Interactive Advertising, 2006, Vol. 6 No. 2, (with D. Horowitz). [<http://jiad.org/>]
132. “Intention to Oppose Animal Research: The Role of Individual Differences in Nonconformity,” Social Behavior and Personality, 2006, Vol. 34 (8), 955-964, (with R. Clark and B. Lafferty).

131. "Calibrating Managerial Knowledge of Customer Feedback Measures: A Conceptual Model," Marketing Theory, 2006, Vol. 6 No. 2, 223-243 (with K. G. Pillai).
130. "Measuring Destination Image: Do the Existing Scales Work?" Tourism Review International, 2006, Vol. 10 No. 3, 141-153 (with D. Deslandes, M. Bonn, and S. Joseph).
129. "Extending the Psychological Profile of Market Mavenism," Journal of Consumer Behaviour, 2006, Vol. 5, 411-419, (with R. Clark and E. Goldsmith).
128. "Interpersonal Influence and Consumer Innovativeness," International Journal of Consumer Studies, 2006, Vol. 30 No. 1, 34-43 (with R. Clark).
127. "Some Psychological Motivations for Fashion Leadership and Fashion Opinion Seeking," 2006, Journal of Fashion Marketing and Management, Vol. 10 No. 1, 25-40, (with L. Bertrandias), **Emerald Literati Highly Commended Award**.
126. "Are Innovators Influenced by Endorser Expertise in an Advertisement When Evaluating a High Technology Product?" Journal of Marketing Theory and Practice, 2005, Vol. 13 No. 3, 32-48 (with B. Lafferty and L. Flynn).
125. "Price Sensitivity and Innovativeness for Fashion among Korean Consumers," Journal of Social Psychology, 2005, Vol. 145 No. 5, 501-508, (with D. Kim, L. Flynn, and W-M. Kim).
124. "Status Consumption among Malaysian Consumers: Exploring its Relationships with Materialism and Attention-to-Social-Comparison-Information," Journal of International Consumer Marketing, 2005, Vol. 17 No. 4, 81-96 (with J-G. Heaney and W. J. W. Jusoh).
123. "Tendency to Conform: A New Measure and its Relationship to Psychological Reactance," Psychological Reports, 2005, Vol. 96, 591-594 (with R. Clark and B. Lafferty).
122. "Market Mavens: Psychological Influences," Psychology & Marketing, 2005, Vol. 22 No. 4, 289-312 (with R. Clark).
121. "Bricks, Clicks, and Pix: Apparel Buyers' Use of Stores, Internet, and Catalogs Compared" International Journal of Retail and Distribution Management, 2005, Vol. 33 No. 4, 271-283 (with L. Flynn).
120. "Cause-Brand Alliances: Does the Cause Help the Brand or Does the Brand Help the Cause?" Journal of Business Research, 2005, Vol. 58 No. 4, 423-429, (with B. Lafferty).
119. "Current and Future Trends in Marketing and Their Implications for the Discipline," Journal of Marketing Theory and Practice, 2004, Vol. 12 No. 4, 10-17.

118. "Psychological and Behavioral Drivers of Online Clothing Purchase," Journal of Fashion Marketing and Management, 2004, Vol. 8 No. 1, 84-95 (with L. Flynn) **named the Outstanding Paper in the journal for 2004.**
117. "Have It Your Way: Consumer Attitudes toward Personalised Marketing," Marketing Intelligence and Planning, 2004, Vol. 22 No. 2, 228-239 (with J. Freiden).
116. "How Influential Are Corporate Credibility and Endorser Attractiveness When Innovators React to Advertisements for a New High-Technology Product?" Corporate Reputation Review, 2004, Vol. 7 No. 1, 24-36 (with B. Lafferty).
115. "The Impact of the Alliance on the Partners: A Look at Cause-Brand Alliances," Psychology and Marketing, 2004, Vol. 21 No. 7, 509-531, (with B. Lafferty and T. Hult).
114. "Innovative Consumers and Market Mavens," Journal of Marketing Theory and Practice, 2003, Vol. 11 (4), 54-65 (with L. Flynn and E. Goldsmith).
113. "The Dual Credibility Model: The Influence of Corporate and Endorser Credibility on Attitudes and Purchase Intentions," Journal of Marketing Theory and Practice, 2003, Vol. 10 No. 3, 1-12 (with B. Lafferty and S. Newell).
112. "The Predictive Validity of an Opinion Leadership Scale," Journal of Marketing Theory and Practice, 2003, Vol. 11 No. 1, 28-35 (with T. DeWitt).
111. "Consumer Response to Websites and their Influence on Advertising Effectiveness," Internet Research: Electronic Networking Applications and Policy, 2002, Vol. 12, No. 4, 318-328 (with B. Lafferty).
110. "Some Psychological Characteristics of Frequent Clothing Buyers," Journal of Fashion Marketing and Management, 2002, Vol. 6 No. 3, 303-316. **Selected by Emerald for a HIGHLY COMMENDED award, chosen by the Editors.**
109. "Explaining and Predicting Consumer Intention to Purchase Over the Internet: An Exploratory Study," Journal of Marketing Theory and Practice, 2002, Vol. 10 No. 2, 22-28.
108. "Buying Apparel Over the Internet," Journal of Product and Brand Management, 2002, Vol. 11 No. 2, 89-102 (with E. Goldsmith).
107. "Self-Ratings of Materialism and Status Consumption in a Malaysian Sample: Effects of Answering During an Assumed Recession versus Economic Growth," Psychological Reports, 2001, Vol. 88, 1142-1144 (with W. J. W. Jusoh and Joo-Gim Heaney).
106. "Characterizing Online Buyers: Who Goes With the Flow?" Quarterly Journal of Electronic Commerce, 2001, Vol. 2 No. 3, 189-197 (with E. Bridges and J. Freiden).



105. "Age and Gender Differences in Self-image: A Cross-Cultural Study" Journal of Social Behavior and Personality, 2001, Vol. 16 No. 1, 35-52 (with L. Flynn and Wan-Min Kim).
104. "Travel Innovativeness and Self-Image Congruity," Journal of Travel and Tourism Marketing, 2001, Vol. 10 No. 4, 33-45 (with S. Litvin and Goh Hwai Kar).
103. "The Development of a Scale to Measure Perceived Corporate Credibility," Journal of Business Research, 2001, Vol. 52 No. 3, 235-247, (with S. Newell).
102. "Using The Domain Specific Innovativeness Scale To Identify Innovative Internet Consumers," Internet Research: Electronic Networking Applications and Policy, 2001, Vol. 11 No. 2, 149-158.
101. "Characteristics of the Heavy User of Fashionable Clothing," Journal of Marketing Theory and Practice, 2000, Vol. 8 No. 4, 21-28.
100. "The Relative Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands," The Journal of Advertising, 2000, Vol. 29 No. 3, 43-54, (with S. Newell and B. Lafferty).
99. "The Influence of Corporate Credibility on Consumer Attitudes and Purchase Intent," Corporate Reputation Review, 2000, Vol. 3 No. 4, 304-318, (with S. Newell and B. Lafferty).
98. "How Innovativeness Distinguishes Online Buyers," Quarterly Journal of Electronic Commerce, 2000, Vol. 1 No. 4, 323-333.
97. "Identifying Wine Innovators: A Test of the Domain Specific Innovativeness Scale Using Known Groups," International Journal of Wine Marketing, 2000, Vol. 12 No. 2, 37-46.
96. "E-Tailing versus Retailing: Using Attitudes to Predict Online Buying Behavior," Quarterly Journal of Electronic Commerce, 2000, Vol. 1 No. 3, 245-253, (with E. Bridges.)
95. "Gender Differences in Self-Image Described by Malhotra's Self-Concept Scale," Psychological Reports, 2000, Vol. 86, 1213-1217, (with L. Flynn).
94. "A Cross-Cultural Validation of Three New Marketing Scales for Fashion Research: Involvement, Opinion Seeking, and Knowledge," The Journal of Fashion Marketing and Management, 2000, Vol. 4 No. 2, 110-120, (with L. Flynn and W. Kim).
93. "Fashion Leaders' and Followers' Attitudes Toward Buying Domestic and Imported Apparel," 2000, Clothing and Textiles Research Journal, Vol. 18 No. 1, 56-64 (with M. Moore and P. Beaudoin).

92. "External Information Search for Bank Services," International Journal of Bank Marketing, 1999, Vol. 17. No. 7, 305-323, (with Joo-Gim Heaney). **Selected for a HIGHLY COMMENDED award, chosen by the Editor and the Editorial Advisory Board of MCB Press.**
91. "The Personalized Marketplace: Beyond the 4Ps," Marketing Intelligence and Planning, 1999, Vol. 17 No. 4, 178-185.
90. "Social Values and Fashion Innovativeness: Women and Men Compared," Utrecht Business Review, 1999, Vol. 1 No. 1, 2-13, (with E. Goldsmith).
89. "Heavy Users of Travel Agents: A Segmentation Analysis of Vacation Travelers," Journal of Travel Research, 1999, Vol. 38 No. 2, 127-133, (with S. Litvin).
88. "Status Consumption in Consumer Behavior: Scale Development and Validation," Journal of Marketing Theory and Practice, 1999, Vol. 7 No. 3, 41-51, (with J. Eastman and L. Flynn).
87. "Fashion Innovativeness and Self-Concept: A Replication," Journal of Product and Brand Management, 1999, Vol. 8 No. 1, 7-16, (with M. Moore and P. Beaudoin).
86. "The Heavy User of Clothing: Theoretical and Empirical Perspectives," The Journal of Fashion Marketing and Management, 1999, Vol. 3 Edition 4, 337-345, (with M. Moore and P. Beaudoin).
85. "Corporate Credibility's Role in Consumers' Attitudes and Purchase Intentions When a High Versus a Low Credibility Endorser is Used in the Ad," Journal of Business Research, 1999, Vol. 44 No. 2, 109-116, (with B. Lafferty).
84. "A Short, Reliable Measure of Subjective Knowledge," Journal of Business Research, 1999, Vol. 46 No. 1, 57-66 (with L. Flynn).
83. "Some Characteristics of Wine Innovators," International Journal of Wine Marketing, 1998, Vol. 10, No. 1, 5-12.
82. "Young Fashion Leaders' and Followers' Attitudes toward American and Imported Apparel," Journal of Product and Brand Management, 1998, Vol. 7 No. 3, 193-207, (with M. Moore and P. Beaudoin).
81. "Heavy Wine Consumption: Empirical and Theoretical Perspectives," British Food Journal, 1998, Vol. 100 (4), 184-190, (with F. d'Hauteville).
80. "Identifying the Vacation Travel Innovator," Journal of Vacation Marketing, 1998, Vol. 4 (4), 327-336., (with S. Litvin).

79. "Information as a Product: Not Goods, Not Services," Marketing Intelligence and Planning, 1998, Spring/Summer, Vol. 16 No. 3, 210-220, (with J. Freiden, C. Hofacker, and S. Takacs). **Selected for a HIGHLY COMMENDED award, chosen by the Editor and the Editorial Advisory Board of MCB Press.**
78. "The Effect of Misleading Environmental Claims on Consumer Perceptions of Advertisements," Journal of Marketing Theory and Practice, 1998, Vol. 6 No. 2, 48-60, (with S. Newell and E. Banzhaf).
77. "Consumer Ethnocentrism and Fashion Leadership," Psychological Reports, 1998, Vol. 83 No. 3, 1239-1247, (with M. Moore and P. Beaudoin).
76. "Theory and Measurement of Consumer Innovativeness: A Transnational Evaluation," European Journal of Marketing, 1998, Vol. 32, Issue 3/4, 340-353 (with F. d'Hauteville and L. Flynn).
75. "The Impact of Social Values on Food-Related Attitudes," British Food Journal, 1997, Vol. 99 No. 9, 352-357, (with J. Freiden and K. Henderson). Reprint of No. 66.
74. "Sex Differences in Financial Knowledge: A Replication and Extension," Psychological Reports, 1997, Vol. 81, 1169-1170, (with E. Goldsmith and Joo-Gim Heaney).
73. "Innovativeness and Price Sensitivity: Managerial, Theoretical, and Methodological Issues," Journal of Product and Brand Management, 1997, Vol. 6 No. 3, 163-174, (with S. Newell).
72. "Gender Differences in Perceived and Real Knowledge of Financial Investments," Psychological Reports, 1997, Vol. 80, 236-238, (with E. B. Goldsmith).
71. "An Empirical Study of Overlap of Innovativeness," Psychological Reports, 1996, Vol. 79, 1113-1114, (with E. B. Goldsmith).
70. "Opinion Leaders and Opinion Seekers: Two New Measurement Scales," Journal of the Academy of Marketing Science, 1996, Vol. 24 No. 2 (Spring), 137-147, (with L. Flynn and J. Eastman), identified as having **the Highest Quality Rating by the Editorial Advisory Board of ANBAR Electronic Intelligence, 1997.**
69. "The Self-Concept of Fashion Leaders," Clothing and Textiles Research Journal, 1996, Vol. 14 No. 4, 242-248, (with L. Flynn and M. Moore).
68. "The Generality/Specificity Issue in Consumer Innovativeness Research," Technovation, 1996, Vol. 15(10), 601-612, (with J. Eastman and J. Freiden).
67. "Full-Time Employees as Caregivers to the Elderly," Journal of Social Behavior and Personality, 1995, Vol. 10 (3), 719-730, (with E. Goldsmith).

66. "The Impact of Social Values on Food-Related Attitudes," Journal of Product & Brand Management, 1995, Vol. 4 (4), 6-14, (with J. Freiden and K. Henderson).
65. "Demographic Characteristics of Subjective Age," The Journal of Social Psychology, 1995, Vol. 135 (4), 447-457, (with K. Henderson and L. Flynn).
64. "Opinion Leadership for Vacation Travel Services," Advances in Business Studies, 1993-1994, Vol. 4 No. 7-8, 17-29, (with L. Flynn).
63. "The King and Summers Opinion Leadership Scale: Revision and Refinement," Journal of Business Research, 1994, Vol. 31 (1), 55-64, (with L. Flynn and J. Eastman).
62. "An Empirical Study of Heavy Users of Travel Agencies," Journal of Travel Research, 1994, Vol. 33 (1), 38-43, (with L. Flynn and M. Bonn).
61. "A Validation of the Goldsmith and Hofacker Innovativeness Scale," Educational and Psychological Measurement, 1993, Vol. 53 (4), 1005-1116, (with L. Flynn).
60. "Social Values and Female Fashion Leadership: A Cross-Cultural Study," Psychology & Marketing, 1993, Vol. 10 (5), 399-412, (with J. Kilsheimer and J. Freiden).
59. "A Causal Model of Consumer Involvement: Replication and Critique," Journal of Social Behavior and Personality, 1993, Vol. 8 No. 6, 129-142 (with L. Flynn).
58. "Application of the Personal Involvement Inventory in Marketing," Psychology & Marketing, 1993 (July\August), Vol. 10 (4), 357-366, (with L. Flynn).
57. "Identifying Innovators in Consumer Service Markets," Service Industries Journal, 1993 (July), Vol. 13 No. 3, 97-109 (with L. Flynn).
56. "The Social Values of Fashion Innovators," Journal of Applied Business Research, 1992-1993 (Winter), Vol. 9 No. 1, 10-16, (with M. T. Stith).
55. "Identifying Innovators in Consumer Product Markets," European Journal of Marketing, 1992, Vol. 26 No. 12, 42-55, (with L. Flynn), abstracted in the Journal of Product Innovation Management, Vol. 10 No. 5, p. 438.
54. "Subjective Age: A Test of Five Hypotheses," The Gerontologist, 1992 (June), Vol. 32 No. 3, 312-317, (with R. Heiens).
53. "The Moderating Effect of Sales Manager's Approach to Problem Solving on the Salesperson Satisfaction/Intention to Leave Relationship," Journal of Social Behavior and Personality, 1992, Vol. 7 No. 1, January, 139-150, (with K. M. McNeilly).
52. "Social Values and Fashion Leadership," Clothing and Textiles Research Journal, 1991, Vol. 10 No. 1, 37-45, (with J. Heitmeyer and J. Freiden).

51. "Measuring Product Category Involvement: A Multitrait-Multimethod Study," Journal of Business Research, 1991, Vol. 23(4), December, 363-371, (with J. Emmert).
50. "Entrepreneurship and Adaption-Innovation Theory," Technovation, 1991, Vol. 11 No. 6, 373-382, (with J. Kerr).
49. "Measuring Consumer Innovativeness," Journal of the Academy of Marketing Science, 1991, Vol. 19(3), Summer, 209-221, (with C. F. Hofacker).
48. "The Validity of a Scale to Measure Global Innovativeness," Journal of Applied Business Research, Vol. 7(2), Spring 1990-1991, 89-97.
47. "Nonstore Shopping Among Senior Citizens," Akron Business and Economic Review, 1991, Vol. 22(2) Summer, 203-213, (with J. Kilsheimer).
46. "The Moderating Effects of Gender and Performance on Job Satisfaction and Intentions to Leave the Workforce," Journal of Business Research, 1991, Vol. 22(3) (May), 219-232, (with K. McNeilly).
45. "A Validity Study of a Measure of Opinion Leadership," Journal of Business Research, 1991, 22(1) (January), 11-19, (with R. Desborde).
44. "Social Values and Being Well Dressed: An Exploratory Study," Perceptual and Motor Skills, 1990, 70, 1010, (with J. R. Heitmeyer, and E. B. Goldsmith).
43. "Sales Force Performance and Satisfaction: A Canonical Correlation Analysis," Business and Economic Review, 1989, 3 (1) Fall, 125-138, (with K. McNeilly).
42. "Race, Sex, and Fashion Innovativeness: A Replication," Psychology & Marketing, 1989, 6 (4), 249-262, (with M. T. Stith).
41. "Reducing Spurious Response in a Field Survey," Journal of Social Psychology, 1989, 129 (2), 201-212.
40. "Similarity of Sales Representatives' and Supervisors Problem Solving Styles and The Satisfaction-Performance Relationship," Psychological Reports, 1989, 64, 827-832, (with K. McNeilly and F. Russ).
39. "Prepurchase Information-Seeking For Professional Services," Journal of Services Marketing, 3 (Winter), 1989, 45-55, (with J. Freiden).
38. "A Validity Study of the Affect Intensity Measure," Journal of Social Behavior and Personality, 1989, Vol. 4 No. 1, 133-140, (with H. Walters).

37. "Home Economics Deans' and Department Chairpersons' Perceptions of Journals and the Importance of Faculty Publishing," Home Economics Research Journal, Vol. 17 (2), (1988), 184-192, (with E. B. Goldsmith and R. J. Thoresen).
36. "Buddy Will You Share a Ride?: Floridians' Attitudes toward Ridesharing," Florida Public Opinion, Vol. 3 (2), (1988), 20-24, (with M. T. Stith) (invited article).
35. "Explanations for Spurious Response in Survey Research: Two Exploratory Studies," Business and Economic Review, Vol. 2 (1), (1988), 93-104, (with J. D. White and H. Walters).
34. "Correlates of Consumer Information Search for Professional Services," Journal of Professional Services Marketing, Vol. 4 (1), (1988), 15-29, (with J. Freiden).
33. "Spurious Response Error in a New Product Survey," Journal of Business Research, Vol. 17 (3), (1988), 271-281.
32. "Personality and Consumer Research: Another Look," Journal of the Market Research Society, Vol. 30 (2), (1988), 111-125, (with G. R. Foxall). Republished in Lambkin M, Foxall G. R., van Raaij W. F. and Heilbrunn B. (eds) EUROPEAN PERSPECTIVES ON CONSUMER BEHAVIOUR London: Prentice Hall 1997 pp. 130-139.
31. "Creativity and Self-Esteem: A Multiple Operationalization Validity Study," Journal of Psychology, Vol. 122 (1), (1988), 47-56, (with T. A. Matherly).
30. "Race and Sex Differences in Self Identified Fashion Innovativeness and Opinion Leadership," Journal of Retailing, (1987), Vol. 63 (4), 411-425, (with M. T. Stith and J. D. White).
29. "Creative Level and Creative Style," British Journal of Social Psychology, Vol. 26, (1987), 317-323.
28. "The Rokeach Value Survey and Social Desirability," Journal of Social Psychology, Vol. 127 (5), (1987), 553-554 (with M. T. Stith and J. D. White).
27. "Yeasaying and the Rokeach Value Survey: Interactions with Age and Race," Journal of Social Behavior and Personality, Vol. 2 (2), (1987), 251-258, (with J. D. White and M. T. Stith).
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6. Review of *Handbook of Marketing Scales*, by William O. Bearden, Richard G. Netemeyer, and Mary F. Mobley, Newbury Park, CA: Sage Publications, 1993 and *Marketing Scales Handbook: A Complication of Multi-Item Measures*, by Gordon C. Bruner II and Paul J. Hensel, Chicago, IL: American Marketing Association, 1992. In Journal of the Academy of Marketing Science, Vol. 22 No. 1, (1994), 85-86.
5. Review of *Scale Development: Theory and Applications*, by Robert F. DeVellis, Newbury Park, CA: Sage Publications, 1992. In Journal of the Academy of Marketing Science, Vol. 20 No. 3, (Summer, 1992), 279-280.
4. Review of *Consumption Values and Market Choices*, by Jagdish Sheth, Bruce Newman, and Barbara Gross, Cincinnati: South-Western. In Journal of the Academy of Marketing Science, Vol. 19 No. 4, (Fall, 1991), 392.

3. Review of *Competitive Marketing: A Strategic Approach*, by John O'Shaughnessy, Boston: Allen & Unwin, 1984. In Journal of the Academy of Marketing Science, Vol. 18 No. 2, (Spring, 1990), 179-180.
2. Review of *Research Based Decisions*, by Charles H. Fay and Marc J. Wallace, Jr., New York: Random House, Inc., 1987. In Journal of Marketing Research, Vol. 25, (February, 1988), 118-119, (with C. F. Hofacker and P. E. Rockwood).
1. Review of *Marketing Research: Measurement and Method*, 3rd ed., by D. S. Tull and D. I. Hawkins. New York: Macmillan. In Journal of the Academy of Marketing Science, Vol. 13 No. 3, (Summer, 1985), 321-322.

## **PRESENTATIONS AND WORKSHOPS**

18. Pagani, Margherita, Ronald E. Goldsmith and Charles F. Hofacker (2010), "From Social to Super Brands: The Influence of Personality and Involvement with Active and Passive Consumer Behavior in User Generated Content Web Sites", Paper presented at the INFORMS Marketing Science Conference, Cologne, Germany, June 2010.
17. Margherita Pagani, Charles Hofacker, & Ronald E. Goldsmith (2009), Poster session given at the European Academy of Marketing Conference, Nantes, France, 26-29 May 2009. Title of the poster: EFFECTS OF CONSUMER VICARIOUS INNOVATIVENESS AND EXTROVERSION ON USAGE OF SOCIAL NETWORK.
16. Goldsmith, E. B., & Goldsmith, R. E. (2008), "Creating Active Learning Communities in Marketing Education," Paper presented at The College Teaching & Learning (TLC) Conference and Applied Business Research (ABR) Conference, Walt Disney World Resort at Lake Buena Vista, Florida, January 2-5, 2008, sponsored by The Clute Institute.
15. Goldsmith, E.B., & Goldsmith, R. E. (2006), "A Theory of Personal Finance: Research and Education," Paper presented at International Federation of Home Economics Council Meeting, Capetown, S. Africa.
14. "E-Tailing Versus Retailing: Using Attitudes to Predict Online Buying Behavior," presentation to the Ninth Annual Frontiers in Services Conference, September 23, 2000, Owen Graduate School of Management, Vanderbilt University, Nashville, Tennessee (with Eileen Bridges).
13. "A Culture of Customer Service," presentation to the FSU Foundation retreat, September 8, 1999, Monticello, Florida.
12. "Consumers in Asia: Basis for Successful Retail Expansion Using the KFC Model," presentation at the 27th Annual MAR/AAS Conference, Oct. 23-25 1998, University of Delaware, Newark DE, (Mid-Atlantic Region: Association for Asian Studies, Inc.), (with Joo-Gim Heaney).

11. "Gender Differences in Perceived and Real Knowledge of Financial Investments," talk to the Women's Resource Network, Tallahassee, FL, March 18, 1997.
10. "Air Particulate Study of a Seven Story Building," poster session, the 15th Annual Conference of the American Association for Aerosol Research, October 17, 1996, Orlando, FL, (with J. W. Nelson, E. B. Goldsmith, and P. Thonnard).
9. "Cross Cultural Acceptance of An Innovation / The Case of Low Alcohol Wine," presentation to the French-German workshop on Consumer Behavior, September 25-26<sup>th</sup>, 1996, in Potsdam, Germany, (with Francois d'Hauteville). Published in Ingo Balderjahn, Claudia Mennicken, and Eric Vernette (eds.), *New Developments and Approaches in Consumer Behaviour Research*, Schaffer-Poeschel Verlag Stuttgart, 1998, pp. 289-305 (with F. d'Hauteville).
8. "Fashion Leaders' Ethnocentrism and Attitude toward Buying Domestic and Imported Apparel," presentation in an oral research session held August 1996 at the International Textiles and Apparel Association meeting in Banff, Canada, (with P. Beaudoin and M. A. Moore).
7. "Social Values, Food Attitudes, and Food Consumption," paper presented at the Society for Consumer Psychology Annual Conference, February 18, 1994, St. Petersburg, Florida, (with J. Freiden and K. Henderson).
6. "Marketing for Associations," and "Information Gathering and Surveys," presentations to the Florida Society of Association Executives, Center for Professional Development, Florida State University, May 10 and May 12, 1993.
5. "Marketing and Promotion in Credit Unions," presentation to the Florida Credit Union Managers Institute, Center for Professional Development, September 23, 1992; September 22, 1993; September 22, 1994; September 20, 1995; September 18, 1996; September 17, 1997; September 16, 1998.
4. "Subcultural Perspectives on Consumer Alienation," paper presented at AMA workshop on "Applied Consumer Psychology: From Personal Values to Brand Choice, at DePaul University, December 12-13, 1988, (with M. T. Stith, C. Evans, E. Johnson).
3. "Consumption as a Means of Social Mobility: Cultural and Subcultural Relationships," paper presented at AMA workshop on Culture and Subculture at DePaul University, December 7-8, 1987, (with J. D. White and M. T. Stith).
2. "Values of Middle Class Blacks and Whites: A Replication and Extension," paper presented at AMA workshop on Culture and Subculture at DePaul University, December 4-5, 1986, (with J. D. White and M. T. Stith).
1. "Measurement of Student Attitudes toward the Home Computer," presentation to the Alabama Home Economics Association, 1980, (with E. Goldsmith and M. Boschung).

**INVITED TALKS**

Invited to participate as a faculty presenter in the Society for Marketing Advances Doctoral Consortium, 2003, in New Orleans, November 5 & 6, 2003.

Invited to participate as a faculty presenter in the Society for Marketing Advances Doctoral Consortium, 2002, in Orlando, November 13 & 16, 2002.

Invited to participate as a faculty presenter in the Society for Marketing Advances Doctoral Consortium 2000, in Orlando, November 8 & 9, 2000.

Invited to present a talk on "The Marketing of Information," to the marketing department of Kent State University, April 25, 1997.

Invited to conduct a faculty workshop on "Research Methods" for the Division of Management Studies of the University of the West Indies, Mona, Jamaica, December 1 to December 12, 1996.

"Creative Style and Personality Theory," invited paper presented at KAI Conference 1987, at the Hatfield Polytechnic, Hertsfordshire, England, June 30 - July 2, 1987.

### **ACADEMIC GRANTS RECEIVED**

2009 Travel Grant (Spring) to attend a national conference from the Faculty Travel Grant Fund.  
 2009 Summer Research Grant from the College of Business  
 2008 awarded a Responsible Conduct of Research and Creativity (RCRC) & Professional Standards grant to write a set of cases for ethical conduct in business research.  
 2008 Travel Grant (Spring) to attend a national conference from the Faculty Travel Grant Fund.  
 2007 Travel Grant (Spring) to attend a national conference from the Faculty Travel Grant Fund.  
 2003 Travel Grant (Fall) to attend a national conference from the Faculty Travel Grant Fund.  
 2002 Travel Grant (Spring) to attend a national conference from the President's Travel Fund.  
 2002 Summer COFERS grant from the Committee on Faculty Research Support, Florida State University.  
 2001 Grant to participate in a Faculty Development Workshop for the Summer 2001.  
 2000 Travel Grant (Fall) to attend a national conference from the President's Travel Fund.  
 2000 Grant to participate in a Faculty Development Workshop for the Summer 2000.  
 1999 Travel Grant (Fall) to attend a national conference from the President's Travel Fund.  
 1999 Travel Grant (Spring) to attend a national conference from the President's Travel Fund.  
 1998 Travel Grant to attend a national conference from the President's Travel Fund.  
 1997 Travel Grant to attend a national conference from the President's Travel Fund.  
 1996 Summer research grant from College of Business, Florida State University  
 1995 Travel Grant to attend a national conference from the President's Travel Fund.  
 1990 Summer COFERS grant from the Committee on Faculty Research Support, Florida State University.  
 1988 Research grant from Foundation Grants Advisory Committee, Florida State University (with M. T. Stith).  
 1988 Summer research grant from College of Business, Florida State University.  
 1986 Summer research grant from College of Business, Florida State University.

### **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
 Association for Marketing Theory and Practice  
 Society for Marketing Advances



## **ACADEMIC HONORS**

Nominated for a Distinguished Undergraduate Teaching Award, Fall, 2009  
 Nominated for a Graduate Faculty Mentor Award, Spring, 2009  
 Nominated for a Graduate Faculty Mentor Award, Spring, 2007  
 Nominated for a University Excellence in Teaching Award, Spring, 2007  
 Nominated for a Graduate Faculty Mentor Award, Spring, 2005  
 Nominated for a University Excellence in Teaching Award, Spring, 2005  
 Named the Richard M. Baker Professor of Marketing, June 2002.  
 Awarded a 2000-2001 University Undergraduate Teaching Award  
 Nominated for the FSU Distinguished Research Professor Award, 2001  
 Awarded a one semester sabbatical for the Spring 2002 semester, Fall 2000  
 Awarded a Professorial Excellence Program (PEP) award, 1999  
 Nominated for the FSU Distinguished Research Professor Award, 1999  
 Nominated for a University Teaching Award, 1999  
 Nominated for the FSU Distinguished Research Professor Award, 1998  
 Nominated for a University Teaching Award, 1998  
 Nominated for the FSU Distinguished Research Professor Award, 1997  
 Nominated for a University Teaching Award, 1997  
 Nominated for a University Teaching Award, 1996  
 Awarded a Teaching Incentive Program (TIP) award, 1995  
 1981 American Marketing Association Doctoral Consortium Fellow  
 Graduated Magna Cum Laude

## **HONOR SOCIETIES**

Phi Beta Kappa  
 Phi Alpha Theta  
 Sigma Xi  
 Beta Gamma Sigma  
 Phi Kappa Phi  
 Alpha Mu Alpha

## **DEPARTMENTAL ACTIVITIES**

Chair, Marketing Department Promotion & Tenure Committee, 2010-2011  
 Member of the Ph.D. Policy Committee, 2004 – present  
 Coordinator of the Ph.D. program in Marketing, 1999-2004  
 Advisor to Marketing Majors, 1993 to present  
 Marketing Department Representative to the Honors in the Major Program, 1995 - present  
 Faculty advisor to the AMA Student Marketing Association, Florida State University, 1983-1985  
 Student Advisor, 1983-1989

## UNIVERSITY ACTIVITIES

Liberal Studies Advisor, 1994-1996  
 Liberal Studies Advisor, 1983-1991  
 Proposal reviewer for COFERS applications, 1991.

## COMMITTEE ASSIGNMENTS

### Marketing Department:

Member of the Marketing Department Doctoral Examination Committee ,2005-2011  
 Member (Chairman) of the Department Faculty Evaluation Committee, 2007 - 2011  
 Member of the Department Curriculum Committee, 2006 - 2008  
 Member of the Doctoral Policy Committee, 2004 - present  
 Coordinator of the Doctoral Program in Marketing, 1999 to 2004  
 Chairman, Promotion and Tenure Committee, 1994-1995; 1995-1996, 1996-1997  
 Undergraduate Curriculum 1985-1988  
 Working Paper Series 1988 to present  
 Masters Committee 1987-1988, 1990 to 1996  
 Doctoral Policy 1988 to present

### College of Business:

Member of the Awards Committee, 2009 – 2010  
 Member of the Distinguished Doctoral Alumnus Award Committee, 2009 - 2011  
 Member of the Strategic Planning Committee, 2009-2010  
 Member of the Diversity Committee, 2008-2009  
 Member of the Faculty Senate Nomination Committee, Fall, Spring, 2006-2007  
 Member of the College of Business Faculty Ethics Roundtable, 2006  
 Promotion and Tenure Committee, 2005-2006  
 Member of the Doctoral Programs Policy Committee, 1999-2004  
 Undergraduate Admissions Appeals Committee, 1997-1999  
 Committee to Evaluate College of Business Summer Research Grant Proposals, 1997  
 Promotion and Tenure Committee, 1996-1997  
 Promotion and Tenure Committee (Chairman), 1995-1996  
 Promotion and Tenure Committee, 1994-1995  
 Graduate Admissions Appeals Committee, 1994-1996  
 Promotion and Tenure Committee, 1989-1990  
 Promotion and Tenure Committee, 1988-1989  
 Library Committee, 1989-1991  
 Undergraduate Policy and Curriculum, 1989-1991  
 Undergraduate Policy and Curriculum, 1986-1988

## University:

Professional Relations and Welfare Committee, 2005-2008  
 Ad Hoc Teaching Evaluation Committee of the Faculty Senate, 1996 - 2000  
 College of Business Representative to the Kingsbury Award Selection Committee, 1997  
 College of Business Representative to the Kingsbury Award Selection Committee, 1996  
 College of Business Representative to the Kingsbury Award Selection Committee, 1995  
 University Promotion and Tenure Committee, 1995-1996  
 University Promotion and Tenure Committee, 1994-1995  
 University Promotion and Tenure Committee, 1989-1990  
 Senate Elections Committee, Chairman, 1990-1991  
 Ad Hoc Faculty Committee on the University Press, 1990  
 Faculty Senator, 1987-1991  
 Faculty Senate Alternate, 1985-1987  
 Financial Aid and Undergraduate Scholarship, 1985-1989. (Chairman 1988-1989)  
 Financial Aid Appeal Board, 1987-1989  
 Member of Search Committee to screen applicants for Director of Financial Aid, 1989

**EXTERNAL ACTIVITIES: EDITORSHIPS AND REVIEW BOARDS**

North American Editor for the Service Industries Journal, 1991 – present  
 Associate Editor for Psychological Reports, 1996 - present

## Member of the Editorial Review Board:

Journal of Consumer Behaviour, 2010 - present.  
International Journal of Pharmaceutical and Healthcare Marketing, 2009 - present  
Internet Research, 2007 - present  
International Journal of Consumer Studies, 2005 - present  
Health Marketing Quarterly, 2002 to present  
European Journal of Innovation Management, 1997 - present  
Marketing Theory, 2000 - present.  
Journal of Marketing Theory and Practice, 1993 - 2005  
Southern Business and Economic Journal, 1988 to 1992

Member of the Senior Advisory Board for the Journal of Marketing Theory and Practice, 2006 - present

Consulting Reviewer: Journal of Social Behavior and Personality, - present.

Book Review Editor for Journal of the Academy of Marketing Science, 1990-1991.

Area Book Review Editor for the Consumer Theory and Research Methods area for the Journal of the Academy of Marketing Science, 1989-1990.

**EXTERNAL ACTIVITIES: REVIEWER**

Outstanding Reviewer Award for 2002-2005, Journal of Marketing Theory & Practice.  
 Selected as a 1999 Outstanding Reviewer for the Journal of Marketing Theory & Practice.  
 Selected as a 1997 Outstanding Reviewer for the Journal of Marketing Theory & Practice.

Manuscript Reviewer for Journals and Series:

<u>Business and Economic Review</u>	<u>Management Science</u>
<u>Journal of the Academy of Marketing Science</u>	<u>Journal of Retailing</u>
<u>Journal of Social Behavior and Personality</u>	<u>Decision Sciences</u>
<u>Journal of Applied Business Research</u>	<u>Journal of Business Research</u>
<u>Journal of Marketing Theory and Practice</u>	<u>Research In Marketing</u>
<u>Journal of Applied Social Psychology</u>	<u>Psychology &amp; Marketing</u>
<u>Journal of Consumer Research</u>	<u>Psychological Reports</u>
<u>Southern Business and Economic Journal</u>	<u>Journal of Advertising</u>
<u>Journal of Retailing and Consumer Services</u>	<u>Perceptual and Motor Skills</u>
<u>International Journal of Consumer Studies</u>	<u>Tourism Review International</u>
<u>Journal of Consumer Behaviour</u>	<u>Journal of Services Research</u>
<u>Scandinavian Journal of Psychology</u>	<u>Journal of Interactive Advertising</u>
<u>Journal of Fashion Marketing and Management</u>	<u>Asia Pacific Management Review</u>
<u>Marketing Intelligence and Planning</u>	<u>International Journal of Information Management</u>

The Electronic Peer Review (Peer-Net)  
 of MCB University Press

Idea Group Publishing.

Manuscript Reviewer for Conference Proceedings:

Communications of the ACM, Association for Computing  
 Society for Marketing Advances  
 Academy of Business Administration  
 Academy of Marketing Science  
 Southern Marketing Association  
 Atlantic Marketing Association  
 American Marketing Association  
 Southwestern Marketing Association  
 Midwest Marketing Association  
 International Academy of Business Disciplines  
 Association for Marketing Theory and Practice  
 Bi-Annual World Marketing Congress

Doctoral Dissertation Competition, 1988 Southern Marketing Association  
 Doctoral Dissertation Competition, 1989 Academy of Marketing Science

## Manuscript and book reviews for publishers:

John Wiley & Sons	The Dryden Press	Irwin/McGraw-Hill
Macmillan Publishing Company	Holt Rinehart & Winston	NTC Business Books
Allyn & Bacon	Prentice Hall	
Harper/Collins	South-Western Publishing Co.	
Richard D. Irwin	Harcourt Brace & Company	

### **EXTERNAL ACTIVITIES: PARTICIPATION AT PROFESSIONAL MEETINGS**

Session Chair, 2010 American Marketing Association Winter Educators' Conference, February, 2010.

Track Chairman for Advertising and Marketing Communications Track, Society for Marketing Advances, November, 2003.

Session Chair, the 2002 Association for Marketing Theory and Practice Conference, March, 2002.

Track Chairman for Consumer Behavior Track, Society for Marketing Advances, 2000 conference.

Panel Moderator; Meet the Editors panel discussion, Association of Marketing Theory and Practice, March, 1998

Discussant, Southern Marketing Association Conference, November 7, 1997.

Session Chair, the 1997 Association for Marketing Theory and Practice Conference, March, 1997.

Discussant, Society for Consumer Psychology, 1997 Winter Conference, February 1997.

Session Chair, the 1995 Southern Marketing Association Conference, November 1995.

Track Chairman for Services Marketing, The Association for Marketing Theory and Practice, 1995 conference.

Track Chairman for Services Marketing, The Association for Marketing Theory and Practice, 1994 conference.

Session Chair and Discussant, Atlantic Marketing Association Conference, October 1993.

Discussant, Academy of Marketing Science Conference, May 29, 1993.

Session Chair and Discussant, the 1991 Southern Marketing Association Conference.

Discussant, Southern Marketing Association Conference, November 4, 1988.

Track Chairman of Consumer Behavior Track, Academy of Marketing Science, 1988 conference.

Track Chairman for Consumer Behavior Track, Southern Marketing Association, 1987 conference.

### **EXTERNAL ACTIVITIES: OFFICES**

Discussion leader for the June 12-15, 1994 Department Chairpersons Workshop for the Institute for Academic Leadership, Florida State University.

Committee Coordinator on Marketing of the Statewide Course Numbering System Florida Department of Education, 1991 - 1994

Vice President, Membership, Southern Marketing Association, 1989-1990

Secretary, Southern Marketing Association, 1988-1989

## **EXTERNAL ACTIVITIES: OTHER ORGANIZATIONS**

Affiliated University Faculty with The Center for Urban Transportation Research, College of Engineering, University of South Florida, 1995-2001.

Member of the Malaysian research program called the Malaysia/USA Business Data Exchange Program: Universiti Kebangsaan Malaysia/Universiti Islam Antarabangsa Malaysia/Florida State University." (Translated: The Malaysia/USA Business Data Exchange Program: The Malaysian National University/The International Islamic University/The Florida State University, 1996 to 2000.

Member of the Academic Advisory Board to the Pepper Institute on Aging and Public Policy, Florida State University, January 1994 to present.

From 1992 to 1997, member of the Academic Advisory Group of the Consumer Research Unit, The Birmingham Business School, Department of Commerce, Edgbaston, Birmingham, B15 2TT, UK The purpose of this organization was to pursue theoretical and applied research in consumer behavior. Director: Dr. Gordon Foxall

## **MEMBERSHIP ON GRADUATE COMMITTEES**

### Doctoral Committees:

Doctoral Dissertation Director Current:  
Gary Futrell, Marketing (2009)

Doctoral Dissertation Director Completed:  
Melinda Andrews, Marketing (2008)  
Ronald Clark, Marketing (2006)  
Kishore Gopalakrishna Pillai, Marketing (2005)  
Derrick Deslandes, Marketing (2001)  
Barbara Lafferty, Marketing (1999)  
Palmer McDonald, Marketing (1998)  
Kim Ray, Marketing (1997)  
Scott Takacs, Marketing (1997)  
Joo-Gim Heaney, Marketing (1995)  
Steve Newell, Marketing (1993)  
Jackie Kilsheimer, Marketing (1993)  
Janelle Emmert, Marketing (1993)

Dissertation Committee Member:

Ji-Hyun Kim, Information Science (2009-2010)  
 Melinda Whetstone, Information Science (2008-2010)  
 Outside examiner [External Committee] for Somnath Chakrabarti, Ph.D., Indian Institute  
 of Technology, Dehli (Fall 2008)  
 Outside examiner [External Committee] for Jason Stella, Ph.D.,  
 Research Services Division, Deakin University, Australia (Fall 2007)  
 Outside examiner [External Committee] for Amalia E. Maulana, Ph.D.,  
 Graduate Research School, The University of New South Wales (Spring 2006)  
 Chan-pyo Hong, Ph.D., Communications (2005-2006)  
 Sacha Joseph, Ph.D., Marketing (2005-2006)  
 Jim Zboja, Ph.D., Marketing (2005-2006)  
 Tom DeWitt, Ph.D., Marketing (2003-2004)  
 Nada Cenanovic, Ph.D., Education (1996-1998)  
 Andrea Pent, Ph.D., Education (1999)  
 E. Kevin Ayers, Ph.D., Education (1997)  
 Rodoula Tsiotsou, Ph.D., Education (1996)  
 Julie Toner Schrader, Ph.D., Marketing (1995)  
 Stacy Vollmers, Ph.D., Marketing (1995)  
 Ken Henderson, Ph.D., Marketing (1995)  
 Pierre Beaudoin, Ph.D., Clothing and Textiles (1994)  
 Richard Heiens, Ph.D., Marketing (1993)  
 Kathy Lacher, Ph.D., Marketing (1991)  
 Edna Johnson, Ph.D., Marketing (1991)  
 Dale Fodness, Ph.D., Marketing (1991)  
 Elise Truly, Ph.D., Marketing (1990)  
 Steve Brokaw, Ph.D., Marketing (1990)  
 Thomas Baker, Ph.D., Marketing (1990)  
 Rene Desborde, Ph.D., Marketing (1990)  
 Tammy Hunt, Ph.D., Management (1988)

#### Masters Committees:

##### Masters Theses Director Completed:

Zlatka Cular, MBA, (1989)

##### Member Completed:

Donald J. Rothrock, Architecture, Florida A&M University, 1996  
 Coleen Sullivan, Human Sciences (1989)  
 Younghee Shim, Human Sciences (1989)  
 Martha Williams, Communications (1988)  
 Nancy Byrd, Communications (1985)  
 Barrie Blankenship, Home Economics (1985)  
 Shela Johnson, Communications (1985)  
 Evelyn M. Healey, Communications (1985)

#### Senior Honors Thesis Committees





Report entitled: "Florida Commuter Attitudes: Survey Results"

Contact Person: Mr. William Mustard

Series of customer focus groups for Wetterau Incorporated

December 1992

Contact Person: Mr. Hugh Dorsett

Shopping Center Survey for Hillsborough County, FL

March 1992 - August 1992

Contact Person: Ms. Jan Scott, Attorney at Law

Focus group for telephone book for Central Telephone Company

June 1992 - July 1992

Contact Person: Ms. Deborah Byrd of Centel

Readership Survey for the Thomasville Georgia *Times-Enterprise*

January 1992 - April 1992

Contact Person: Mr. Den Dickerson, Publisher/General Manger

Series of three employee focus groups for Central Telephone Company

September 1991 - December 1991

Contact Person: Mr. Jerry Kidd, Partner in Kidd & Driscoll Advertising

Ridesharing Survey for Florida Department of Transportation

September 1988 - March 1989

Report entitled: "Marketing/Ridership Study: A Survey of Floridians"

Contact Person: Mr. William Mustard, FDOT

## **EXTERNAL GRANTS ADMINISTERED**

In the academic year 1991-1992 I founded and became the director of the Florida Institute for Marketing Alternative Transportation (FIMAT), a Type IV State University System institute. The purpose of FIMAT is to facilitate work with the Florida Department of Transportation and with the Capital City Transportation Management Association to relieve traffic congestion in the city of Tallahassee as well as to support research in transportation demand management. Thus far six grants have been or are currently being administered.

State of Florida, Department of Transportation  
\$25,000 for graduate assistantships for FIMAT  
August 1992 - July 1994

State of Florida, Department of Transportation  
\$100,000 to support the Bicycle/Pedestrian Commuter Assistance Center  
August 1992 - July 1993

State of Florida, Department of Transportation  
\$150,000 to promote ridesharing in state of Florida  
August 1992 - July 1993

State of Florida, Department of Transportation  
\$35,000 technical support and capital acquisition for ridematching services  
November 1991 - December 1992

State of Florida, Department of Transportation  
\$80,000 Bicycle Commuter Center Study  
June 1991 - May 1992

State of Florida, Department of Transportation  
\$100,000 to promote ridesharing in state of Florida  
August 1991 - July 1992