

CURRICULUM VITAE

S. (Ratti) Ratneshwar

Bailey K. Howard World Book Chair of Marketing
and Chair, Department of Marketing
Trulaske College of Business
University of Missouri

PERSONAL INFORMATION

Family: Married, two adult daughters

Home Address: 5504, Carrick Ct., Columbia, MO 65203

Tel: Office - (573) 882-3748. Home - (573) 875-5228

FAX: Office - (573) 884-0368 e-mail: ratneshwar@missouri.edu

EDUCATION

Ph. D. (Management–Marketing), 1987, Vanderbilt University
Doctoral Dissertation Advisor: Allan D. Shocker

M.A. (Psychology), 1986, Vanderbilt University
Master's Thesis Advisor: Shelly Chaiken

Diploma in Business Management, 1973,
Indian Institute of Management (Ahmedabad)

Bachelor of Technology, 1971,
Indian Institute of Technology (Madras)

HONORS AND AWARDS

Best Paper Award, Consumer Behavior Track, AMA Winter Educators' Conference, 2006
Faculty Mentor, MU Chancellor's Award for Excellence in Undergraduate Research and
Creative Achievements, Behavioral and Social Sciences Category, 2005
MBA Teacher of the Year, UConn School of Business, 2003
Graduate Teaching Award, UConn School of Business, 2000
Best Paper Award, Buyer Behavior Track, AMA Summer Educators' Conference, 1996
Finalist, O'Dell Award, *Journal of Marketing Research*, 1996
AMA Doctoral Consortium Faculty, 1990, 1993, 2005, 2008, 2009
AMA Doctoral Consortium Fellow, 1985
University Graduate Fellowship, Vanderbilt University, 1983 to 1987

August 21, 2009

PREVIOUS APPOINTMENTS

University of Connecticut
 Professor of Marketing and Ackerman Scholar 2001-2003
 Associate Professor of Marketing, 1995-2001

University of Florida
 Assistant Professor of Marketing, 1992-95
 Visiting Assistant Professor of Marketing, 1987-92

Vanderbilt University
 Lecturer, Marketing Management, 1986 (Summer)

Bharat Bijlee Limited (associate of Siemens AG)
 Regional Sales Manager, 1981-83
 Product Manager, 1978-80
 Marketing Executive, 1976-78

Larsen and Toubro Limited.
 Marketing Services Engineer, 1974-76
 Sales Engineer, 1973-74

PROFESSIONAL ASSOCIATION MEMBERSHIPS

American Marketing Association, Association for Consumer Research, Society for Consumer Psychology, Academy of Marketing Science

TEACHING INTERESTS

Marketing Management, Marketing Strategy, Brand Management, Relationship & Interactive Marketing, Consumer Behavior

COURSES TAUGHT

University of Missouri, from 2003
 Undergraduate Required Course: Marketing Management
 Undergraduate Elective Course: Research in Consumer Behavior
 MBA Elective Courses: Brand Management, Relationship Marketing
 Ph. D. Seminar in Consumer Behavior

University of Mannheim, summers, from 2005, as a guest professor
 Master's Degree Module: Brand and Brand Relationship Management

University of Connecticut, 1995 to 2003
 Undergraduate Required Course: Marketing Planning & Strategy
 MBA Core Course in Marketing Management (full-time program, evening MBA program, and executive MBA program)

MBA Elective Courses (full-time program, evening MBA program): Marketing Strategy, Strategic Interactive Marketing
 Ph. D. Seminar in Theory and Practice in Marketing

University of Florida, 1987 to 1995
 Undergraduate Capstone Course: Marketing Management
 MBA Core Course in Marketing Management
 Ph. D. Seminar in Consumer Behavior

CURRENT RESEARCH AREAS

Consumer Goals and Motivation
 Consumer Memory, Judgment, and Decision Making
 Brand Management and Persuasion
 Timestyle and Time Consumption
 Marketing Strategy
 Relationship and Interactive Marketing

PUBLISHED RESEARCH AND FORTHCOMING PUBLICATIONS

- Houston, M. B., S. Ratneshwar, L. Ricci, and A. J. Malter (2010), "Dynamic Strategic Goal-Setting: Theory and Initial Evidence," *Review of Marketing Research*, 7, forthcoming.
- Chowdhury, T. G., S. Ratneshwar, and K. K. Desai (2009), "The Role of Exploratory Buying Behavior Tendencies in Choices Made for Others," *Journal of Consumer Psychology*, 19 (3), 517-525.
- Chowdhury, T. G., S. Ratneshwar, and P. Mohanty (2009), "The Time-Harried Shopper: Exploring the Differences between Maximizers and Satisficers," *Marketing Letters*, 20 (2), 155-167.
- Cotte, J. , T. G. Chowdhury, S. Ratneshwar, and L. Ricci (2006) "Pleasure or Utility? Time Planning Style and Web Usage Behaviors," *Journal of Interactive Marketing*, 20 (1), 45-57.
- Ratneshwar, S. and D. G. Mick (2005), Book Editors, *Inside Consumption: Consumer Motives, Goals, and Desires*, London and New York: Routledge.
- Ratneshwar, S. and D. G. Mick (2005), "Inside Consumption: New Insights on What We Buy and Consume," in *Inside Consumption: Consumer Motives, Goals, and Desires*, eds. S. Ratneshwar and D. G. Mick, London and New York: Routledge, 1-7.
- Jiang, Y., R. Coulter, and S. Ratneshwar (2005), "Consumption Decisions Involving Goal Tradeoffs: The Impact of One Choice on Another," *Advances in Consumer Research*, Vol. 32, 206-211. (Paper presented at a competitive session of the Association for Consumer Research Annual Conference, Portland, OR, October 2004.)

- Warlop, L., S. Ratneshwar, and S. van Osselaer (2005), "Distinctive Brand Cues and Memory for Product Consumption Experiences," *International Journal of Research in Marketing*, 22 (March), 27-44.
- Cotte, J., S. Ratneshwar, and D. G. Mick (2004), "The Times of Their Lives: Phenomenological and Metaphorical Characteristics of Consumer Timestyles," *Journal of Consumer Research*, 31 (September), 333-345.
- Cotte, J. and S. Ratneshwar (2003), "Choosing Leisure Services: The Effects of Consumer Timestyle," *Journal of Services Marketing*, 17 (6), 558-572. (Lead Article.)
- Ziamou, P. and S. Ratneshwar (2003), "Innovations in Product Functionality: When and Why are Explicit Comparisons Effective?" *Journal of Marketing*, 67 (April), 49-61.
- Morrin, M. and S. Ratneshwar (2003), "Does it Make Sense to Use Scents to Enhance Brand Memory?" *Journal of Marketing Research*, 40 (February), 10-25.
- Desai, K. K. and S. Ratneshwar (2003), "Consumer Perceptions of Product Variants Positioned on Atypical Attributes," *Journal of the Academy of Marketing Science*, 31 (1), 22-35.
- Ziamou, P. and S. Ratneshwar (2002), "Promoting Consumer Adoption of High Technology Products: Is More Information Always Better?" *Journal of Consumer Psychology*, 12 (4), 341-352.
- Cotte, J. and S. Ratneshwar (2001), "Timestyle and Leisure Decisions," *Journal of Leisure Research*, 33 (4), 396-409.
- S. Ratneshwar, L.W. Barsalou, C. Pechmann, and M. Moore (2001), "Goal-Derived Categories: The Role of Personal and Situational Goals in Category Representations," *Journal of Consumer Psychology*, 10 (3), 147-157.
- Ratneshwar, S., D.G. Mick, and C. Huffman (2000), Book Editors, *The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals, and Desires*, London and New York: Routledge.
- Ratneshwar, S., D.G. Mick, and C. Huffman (2000), "Introduction: The Why of Consumption," in *The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals, and Desires*, eds. S. Ratneshwar, D. G. Mick, and C. Huffman, London and New York: Routledge, 1-8.
- Huffman, C., S. Ratneshwar, and D.G. Mick (2000), "Consumer Goal Structures and Goal Determination Processes: An Integrative Framework," in *The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals, and Desires*, eds. S. Ratneshwar, D. G. Mick, and C. Huffman, London and New York: Routledge, 9-35.
- Cotte, J. and S. Ratneshwar (2000), "Timestyle and Consuming Time: Why We Do What We Do With Our Time," in *The Why of Consumption: Contemporary Perspectives on Consumer*

Motives, Goals, and Desires, eds. S. Ratneshwar, D. G. Mick, and C. Huffman, London and New York: Routledge, 216-236.

Morrin, M. and S. Ratneshwar (2000), "The Impact of Ambient Scent on Evaluation, Attention, and Memory for Familiar and Unfamiliar Brands," *Journal of Business Research*, 49 (August), 157-165.

Ratneshwar, S., A.D. Shocker, J. Cotte, and R.K. Srivastava (1999), "Product, Person, and Purpose: Putting the Consumer Back into Theories of Dynamic Market Behavior," *Journal of Strategic Marketing*, 7 (September), 191-208.

Russell, G.J., S. Ratneshwar, A.D. Shocker, D. Bell, A. Bodapati, A. Degeratu, L. Hildebrandt, N. Kim, S. Ramaswami, and V. Shankar (1999), "Multiple-Category Decision-Making: Review and Synthesis," *Marketing Letters*, 10 (3), 319-332.

Cotte, J. and S. Ratneshwar (1999), "Juggling and Hopping: What Does it Mean to Work Polychronically?" *Journal of Managerial Psychology*, 14 (3/4), 184-204.

Cotte, J. and S. Ratneshwar (1998), "Consumer Decisions on Leisure Time: A Sociocognitive Perspective," *Advances in Consumer Research*, Vol. 25, 268-275. (Paper presented at a competitive session of the Association for Consumer Research Annual Conference, Denver, October 1997.)

Ratneshwar, S., L. Warlop, D.G. Mick, and G. Seeger (1997), "Benefit Salience and Consumers' Selective Attention to Product Features," *International Journal of Research in Marketing*, 14 (July), 245-260..

Pechmann, C. and S. Ratneshwar (1997), Editors, *Society for Consumer Psychology 1997 Annual Conference Proceedings*.

Ratneshwar, S., C. Pechmann, and A.D. Shocker (1996), "Goal-Derived Categories and the Antecedents of Across-Category Consideration," *Journal of Consumer Research*, 23 (December), 240-250.

Pechmann, C. and S. Ratneshwar (1994), "The Effects of Anti-Smoking and Cigarette Advertising on Young Adolescents' Perceptions of Peers Who Smoke," *Journal of Consumer Research*, 21 (September), 236-251.

Warlop, L. and S. Ratneshwar (1993), "The Role of Usage Context in Consumer Choice: A Problem Solving Perspective," *Advances in Consumer Research*, Vol.20, 377-382. (Paper presented at a special session of the Association for Consumer Research Annual Conference, Vancouver, October 1992.)

Pechmann, C. and S. Ratneshwar (1992), "Consumer Covariation Judgments: Theory or Data Driven?" *Journal of Consumer Research*, 19 (December), 373-386.

- Dawar, N., S. Ratneshwar, and A.G. Sawyer (1992), "The Use of Multiple Methods to Explore Three-Way Person, Brand, and Usage Context Interactions," *Advances in Consumer Research*, Vol. 19, 116-122. (Paper presented at a competitive session of the Association for Consumer Research Annual Conference, Chicago, October 1991.)
- Pechmann, C. and S. Ratneshwar (1991), "The Use of Comparative Advertising for Brand Positioning: Association Versus Differentiation," *Journal of Consumer Research*, 18 (September), 145-160.
- Ratneshwar, S. and A.D. Shocker (1991), "Substitution In Use and the Role of Usage Context in Product Category Structures," *Journal of Marketing Research*, 28 (August), 281-295.
- Ratneshwar, S. and S. Chaiken (1991), "Comprehension's Role in Persuasion: The Case of Its Moderating Effect on the Persuasive Impact of Source Cues," *Journal of Consumer Research*, 18 (June), 52-62.
- Ratneshwar, S., D. G. Mick, and G. Reitingner (1990), "Selective Attention in Consumer Information Processing: The Role of Chronically Accessible Attributes," *Advances in Consumer Research*, Vol. 17, 547-553. (Paper presented at a competitive session of the Association for Consumer Research Annual Conference, New Orleans, October 1989.)
- Ratneshwar, S. and D.W. Stewart (1989), "Non-Response in Mail Surveys: An Integrative Review," *Applied Marketing Research*, 29 (3), 37-46.
- Ratneshwar, S. and A.D. Shocker (1988), "The Application of Prototypes and Categorization Theory in Marketing: Some Problems and Alternative Perspectives," *Advances in Consumer Research*, Vol. 15, 280-285. (Paper presented at a special session of the Association for Consumer Research Annual Conference, Boston, October 1987.)
- Ratneshwar, S., A.D. Shocker, and D.W. Stewart (1987), "Toward Understanding the Attraction Effect: The Implications of Product Stimulus Meaningfulness and Familiarity," *Journal of Consumer Research*, 13 (March), 520-533.
- Stewart, D.W., C. Pechmann, S. Ratneshwar, J. Stroud, and B. Bryant (1985), "Methodological and Theoretical Foundations of Advertising Copy Testing: A Review," *Current Issues and Research in Advertising*, Vol. 2, 1-75.
- Stewart, D. W., G. B. Hickson, S. Ratneshwar, C. Pechmann, and W. Altmeier (1985), "Information Search and Decision Strategies Among Health Care Consumers," *Advances in Consumer Research*, Vol. 12, 252-257. (Paper presented at a special session of the Association for Consumer Research Annual Conference, Washington D.C., October 1984.)

EDITORIAL REVIEW BOARDS

Journal of Marketing, 2008-present
Journal of Consumer Psychology, 2006-present

Journal of Consumer Research, 1999-2009
Journal of the Academy of Marketing Science, 2000-2009
Journal of Interactive Marketing, 1997-2009

INVITED RESEARCH PRESENTATIONS

- "On the Importance of Studying Individual Differences" and "Journal Publication Process," University of Mannheim, June 2009.
- "Hypotheses Development" and "Journal Publication Process," University of Mannheim, March 2008.
- "Research on Consumer Decision-Making," University of Mannheim, June 2007.
- "Journal Publication Process," University of Mannheim, July 2006.
- "Research on Consumer Goals," University of Mannheim, June 2005.
- "Distinctive Brand Cues and Memory for Product Consumption Experiences," University of Mannheim, June 2005.
- "The Role of the Variety-Seeking Trait in Purchases Made for Others," Washington University (St. Louis), April 2005.
- "Varieties of Consumer Goals," 5th ACR Doctoral Symposium, Portland, OR, October 2004.
- "Timestyles, Time Metaphors, and the Consumption of Leisure Time," University of Kansas, April 2004.
- "Distinctive Brand Cues and Memory for Product Consumption Experiences," Baruch College, New York, March 2004.
- "Timestyles, Time Metaphors, and the Consumption of Leisure Time," University of Massachusetts (Amherst), October 2003.
- "Advertising Strategies for High-Tech Innovations," University of Texas (San Antonio), February 2003.
- "Does it Make Sense to Use Scents to Enhance Brand Memory?" Hong Kong University of Science and Technology, March 2002.
- "The Role of Trivial Differentiation in Learning Product Quality from Experience," Rutgers University (Camden), March 1999.
- "On the Role of Trivial Differentiation in Learning Product Quality from Experience," Florida International University, Miami, April 1998.

"The Role of Trivial Differentiation in Learning Product Quality from Experience," University of North Carolina-Charlotte, December 1997.

"An Integrative Framework of Consumer Goals," Catholic University, Leuven, Belgium, July 1997.

"Consumerology and the Cognition-Motivation Interface," University of Wisconsin, Madison, April 1997.

"Consideration Set Formation and Product-Level Decision Making," Columbia University, March 1996.

"On the Relevance of a Framework for Understanding the Dynamics of Market Behavior," Indian Institute of Management, Bangalore, India, July 1995.

"Goal-Derived Product Categories: Perceptions, Preferences, and the Formation of Consideration Sets," University of Minnesota, May 1994.

CONFERENCE RESEARCH PRESENTATIONS WHERE THE FULL PAPER WAS NOT PUBLISHED IN THE PROCEEDINGS

"Exploring the Antecedents and Consequences of Consumer-Brand Identification," (with N. Stokburger-Sauer), Society for Consumer Psychology Winter Conference, Las Vegas, February 2007.

"Searching for the Perfect Gift: The Role of the Maximizing Trait in Decision Making," (with T. G. Chowdhury), American Marketing Association Winter Educators' Conference, St. Petersburg, FL, February 2006.

"Does it Pay to Beat Around the Bush? Salesperson Motives and the Effects of Obfuscation versus Honesty in Communications," (with B. Bickart and M. Morrin), Association for Consumer Research Annual Conference, San Antonio, October 2005.

"Does it Pay to Beat Around the Bush? Persuasion Knowledge and Obfuscation vs. Honesty in Salesperson Communications," (with B. Bickart and M. Morrin), Society for Consumer Psychology Winter Conference, St. Petersburg, FL, February 2005.

"The Role of the Variety-Seeking Trait in Gift Purchases," (with T. G. Chowdhury and K. K. Desai), Society for Consumer Psychology Winter Conference, St. Petersburg, FL, February 2005.

"Similarity, Predictive Accuracy, and Assumed Similarity: Substantive and Methodological Issues," (with J. Cotte, T. G. Chowdhury, and D. A. Kenny), Association for Consumer Research Annual Conference, Portland, OR, October 2004.

"Projecting One's Own Variety-Seeking Trait on to Decisions Made for Others," (with T. G. Chowdhury and K. Desai), Society for Consumer Psychology Winter Conference, San Francisco, February 2004.

- "Do Unto Others as You Would Do Unto Yourself: Variety-Seeking Motives in Gift Giving," (with T. G. Chowdhury and K. Desai), Association for Consumer Research Annual Conference, Toronto, October 2003.
- "Siblings' Preferences in Leisure Goals and Activities: Similarity vs. Predictive Accuracy," (with June Cotte), Society for Consumer Psychology Winter Conference, New Orleans, February 2003.
- "Promoting Consumer Adoption of High Technology Products: Is More Information Always Better? " (with P. Ziamou), Fourth International Research Seminar on Marketing Communications and Consumer Behavior," La Londe, France, June 2001.
- "The Role of Timestyle in Individual Differences in Web Usage Goals, Behaviors, and Experiences," (with J. Cotte and L. Ricci), Society for Consumer Psychology Winter Conference, Scottsdale, February 2001.
- "Does it Make Sense to Use Scent to Enhance Brand Memory?" (with M. Morrin), Association for Consumer Research Annual Conference, Salt Lake City, October 2000.
- "Consumer Psychological Attachment," (with M. Moore), Association for Consumer Research Annual Conference, Salt Lake City, October 2000.
- "The Goal Directed Firm: An Integrative View and Implications for Strategic Market Management," (with L. Ricci), AMA Summer Educators' Conference, Chicago, August 2000.
- "Exploring the Timestyle Construct: Operationalization and Measurement Issues," (with J. Cotte), AMA Winter Marketing Educators' Conference, San Antonio, February 2000.
- "The Use of Comparative Advertising for New Products: Assimilation and Contrast Effects," (with P. Ziamou), Association for Consumer Research Annual Conference, Columbus, Ohio, October 1999.
- "Consumer Motivation and Relationship Marketing: A Multi-Dimensional View of Psychological Attachment," (with M. Moore), Association for Consumer Research Annual Conference, Columbus, Ohio, October 1999.
- "Customer Psychological Attachment to Service Firms: The Impact of Firm-Level and Situational Variables," (with M. Moore), Academy of Marketing Science Annual Conference, Miami, May 1999.
- "The Impact of Firm-Level and Situational Variables on Consumer Psychological Attachment: An Experimental Approach," (with M. Moore), Society for Consumer Psychology Winter Conference, St. Petersburg, February 1999.
- "Categorization of Brand Variants: The Interactive Effects of Shelf Display Context, Brand Familiarity, and Goal Orientation," (with K. K. Desai), Association for Consumer Research

- Annual Conference, Montreal, October 1998.
- "Positioning and Communication Strategies: Explorations into New Product Categories," (with P. Ziamou), Marketing Science Conference, Paris, July 1998.
- "Olfaction and Consumer Memory for Brand Information," (with M. Morrin), Society for Consumer Psychology Winter Conference, Austin, February 1998.
- "On the Role of Trivial Differentiation in Learning Product Quality from Experience," (with L. Warlop and S.V. Osselaer), Society for Consumer Psychology Winter Conference, Austin, February 1998.
- "Person-Situation Benefit Segmentation and Selective Attention," (with D.G. Mick, L. Warlop, and G. Seeger), American Marketing Association Summer Educators' Conference, San Diego, August 1996.
- "The Memorability of Product Experiences: The Role of Brand Names and Visual Cues," (with L. Warlop and S. van Osselaer), Society for Consumer Psychology Summer Conference, New York, August 1995.
- "Toward a Hierarchical Model of Consumer Goals," (with C. Huffman and D.G. Mick), Association for Consumer Research Annual Conference, Boston, October 1994.
- "Consumer Consideration Sets and Choice Across Nominal Product Categories: The Role of Individual and Situational Goals," (with C. Pechmann and A.D. Shocker), Association for Consumer Research Annual Conference, Nashville, TN, October 1993.
- "Smoking-Related Advertising and its Effects on Preteens: A Social Cognitive Perspective," (with C. Pechmann), Association for Consumer Research Annual Conference, Vancouver, October 1992.
- "Consumer Covariation Judgments: Diagnosticity and the Effects of Prior beliefs," (with C. Pechmann), Association for Consumer Research Annual Conference, Vancouver, October 1992.
- "Goal-Derived Product Categories: Situational and Individual Determinants," (with C. Pechmann and A.D. Shocker), Association for Consumer Research Annual Conference, Chicago, October 1991.
- "On the Managerial Relevance of a Theory of Market Behavior," (with A.D. Shocker and R.K. Srivastava), Association for Consumer Research Annual Conference, Chicago, October 1991.
- "The Use of Comparative Advertising for Brand Positioning: The Moderating Role of Attribute Typicality," (with C. Pechmann), Society for Consumer Psychology Summer Conference, Boston, August 1990.

"The Role of Comprehension in Moderating the Persuasive Impact of Source Expertise," (with S. Chaiken), Association for Consumer Research Annual Conference, Hawaii, October 1988.

"When is the Expert Source More Persuasive? A Heuristic Processing Analysis," (with S. Chaiken), American Marketing Association Summer Educators' Conference, Chicago, August, 1986.

NATIONAL CONFERENCE ORGANIZATION AND COMMITTEE ACTIVITIES

Co-Chair, 43rd AMA Sheth Foundation Doctoral Consortium, 2008

Co-chair, 1st ACR Doctoral Symposium, 2000

Co-chair, Society for Consumer Psychology Annual Conference, 1997

Co-chair, Buyer Behavior Track, AMA Summer Marketing Educators' Conference, 1994

Program Committee, Association for Consumer Research Annual Conferences, 1994, 1997, 2000, 2003, 2004, 2007, 2009

OTHER CONFERENCE ACTIVITIES

Session Organizer and Chair, "The Psychology of Bonding with Brands: Who, What, and Why," Society for Consumer Psychology Winter Conference, Las Vegas, February 2007.

Discussant, Special Session on "New Thoughts and New Possibilities: Frontiers in Consumers' Interpretations of New Products," Association for Consumer Research Annual Conference, Orlando, September 2006.

Discussant, Special Session on "The Influence of Choice Sets and Screening Processes on Decision Quality," Association for Consumer Research Annual Conference, Portland, OR, October 2004.

Session Organizer and Co-Chair, "Product Assortment and Variety in Consumer Decision-Making: Individual and Situational Factors," Society for Consumer Psychology Winter Conference, San Francisco, February 2004.

Session Organizer, "Preferences and Behaviors of Others: Close Encounters of the Predicting Kind," Society for Consumer Psychology Winter Conference, New Orleans, February 2003.

Session Organizer and Chair, "Individual Differences in Web Usage Goals and Behaviors," Society for Consumer Psychology Winter Conference, Scottsdale, February 2001.

Session Organizer and Chair, Special Session on "Influencing Categorization and Category Boundaries: The Role of Marketing Variables," Association for Consumer Research Annual Conference, Montreal, October 1998.

Session Chair, Competitive Session on "Issues in Categorization," Society for Consumer Psychology Annual Conference, St. Petersburg, February 1997.

Discussant, Competitive Session on "The Relationships Among and Effects of Knowledge, Involvement, and Perceived Risk," Association for Consumer Research Annual Conference, Tucson, October 1996.

Discussant, Special Session on "Recent Developments in Mental Accounting," Association for Consumer Research Annual Conference, Minneapolis, October 1995.

Session Organizer and Chair, Special Session on "New Directions in Exploring the Interface of Consumer Cognition and Motivation," Association for Consumer Research Annual Conference, Boston, October 1994.

Discussant, Special Session on "Memory, Product Familiarity, and Categorization Influences on the Composition of Consideration Sets," Association for Consumer Research Annual Conference, Nashville, TN, October 1993.

Session Organizer, Special Session on "The Effects of Ambiguity on Consumer Information Processing," Association for Consumer Research Annual Conference, Vancouver, October 1992.

Discussant, Competitive Session on "Brand Categorization," Association for Consumer Research Annual Conference, New York, October 1990.

Discussant, Special Session on "Context Effects in Consumer Judgment and Choice," Association for Consumer Research Annual Conference, Hawaii, October 1988.

Session Organizer, Special Session on "Heuristic Versus Systematic Processing in Models of Persuasion: Theory and Research," Association for Consumer Research Annual Conference, Hawaii, October 1988.

UNIVERSITY SERVICE

At University of Missouri

Member, College Executive Committee, 2003-present
Member, College Strategic Planning Committee, 2005-2006

Co-Chair, Doctoral Dissertation Committee:
David Hunt (2006), placed at University of Wyoming

Member, Doctoral Dissertation Committee:
Amanda Helm, Scott Radford

At University of Connecticut:

Chair, Doctoral Dissertation Committee:

Tilottama G. Chowdhury (2005), placed at Quinnipiac University.

Melissa Moore (1999), now a tenured associate professor at Mississippi State University. Her dissertation proposal was a winner in national competitions sponsored by Procter & Gamble and the Center for Retailing at Indiana University; it also won an Honorable Mention in the competition sponsored by the Society for Marketing Advances.

June Cotte (1998), now a tenured associate professor at University of Western Ontario. Her dissertation won an Honorable Mention in the American Marketing Association Best Dissertation Competition.

Member, Doctoral Dissertation Committee:

Tom Clausen, Piotr Chelminski, Mark Ligas, Robert McDonald, Eunjou Min, Robert Moore, B.J. Moon, Kiranjit Sikand, Peter Tarasewich

Member, University Graduate Faculty Council, 1998-2001.

Director, School of Business Ph.D. Program, 1998-2001

Member, School of Business Promotion and Tenure Review Task Force, 2001-2003

Member, School of Business Ph.D. Program Committee, 1998-2001

Member, School of Business Faculty Development Committee (Teaching), 2000-2001

Chair, School of Business Faculty Development Committee (Research), 1997-1998

Member, School Promotion and Tenure Review Council, 1997-1999

Member, School MBA Program Task Force, 1997-1998

Member, School Long-Range Planning Committee, 1996-1998

Member, School Faculty Development Committee (Research), 1995-97

Coordinator, Department Research Workshops and Colloquia, 1995-1999

Member, Department MBA Program Task Force, 1998-2000

Member, Department Ph. D. Program Task Force, 1995-96

At University of Florida:

Member, Doctoral Dissertation Committee:

Charles Areni, Stephen Holden, Michelle DeMoss, Luk Warlop

Member, College Information Resources Committee, 1992-94

Faculty Advisor, MBA Marketing Case Competition Team, 1993-94

Member, College MBA Committee, 1988-91

Faculty Advisor, MBA Marketing Club, 1990-1991

Faculty Participant, Minority Mentor Program, 1988-89