

Peter H. Bloch

Address

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Education

Ph.D. – 1981. University of Texas at Austin. Major in Marketing.

M.B.A. – 1976. University of Texas at Austin. Concentrations in Marketing and Information Systems

B.B.A. with Highest Honors – 1974. University of Texas at Austin. Major in Marketing.
Also attended University of Pennsylvania, 1970-72

Work Experience

Academic Experience

Professor of Marketing, University of Missouri-Columbia, 1996 to present.

Interim Department Chair, Department of Marketing, University of Missouri-Columbia, 1997- 1999. Overall leadership and supervision of all departmental activities.

Associate Professor of Marketing, University of Missouri-Columbia, 1992 to 1996,
University of Massachusetts-Amherst, 1987 to 1992.

Assistant Professor of Marketing, Louisiana State University, 1982 to 1987. Portland State University, Oregon, 1980 to 1982.

Industry Experience

Management Consultant, Andersen Consulting. San Francisco, California and Houston, Texas, 1976-1977.

Advertising Sales Representative, The Houston Chronicle. Houston, Texas., 1975.

Teaching

Undergraduate Courses Taught :

- Consumer Behavior
- Marketing Megatrends (entrepreneurial)
- Marketing Management
- Marketing Principles
- Marketing Research
- Sports Marketing

Graduate Courses Taught :

- Consumer Behavior (MBA; Ph.D.)
- Markets in Transition (MBA; entrepreneurial)
- Marketing Research (MBA)
- Marketing Classics Seminar (Ph.D.)

Program chair or member of 18 Ph.D. student committees.

Journal Publications

Bloch, Peter H, Frederic F. Brunel, and Todd J. Arnold, "Individual Differences in the Centrality of Visual Product Aesthetics," *Journal of Consumer Research*, 29 (March 2003), *Trice Award Winning Article, College of Business, 2003*.

Bloch, Peter H. and Subhabrata Banerjee, "An Involvement Based Framework for the Study of Environmentally Concerned Consumers," *Journal of the Australian and New Zealand Academy of Management*, 7:2 (2001), 1-12.

Bloch, Peter H., "Seeking the Ideal Form: Product Design and Consumer Response," *Journal of Marketing*, 59 (July 1995), 16-29.

Gulas Charles and Peter H. Bloch, "Right Under our Noses: Ambient Scent and Product Evaluation," *Journal of Business and Psychology*, 10:3, (1995), 87-98.

Bloch, Peter H., Nancy M. Ridgway, and Scott Dawson, "The Shopping Mall as Consumer Habitat," *Journal of Retailing*, 70:1 (1994), 132-145.

Bloch, Peter H., Ronald F. Bush, and Leland Campbell, "Consumer 'Accomplices' in Product Counterfeiting: A Demand-Side Investigation," *Journal of Consumer Marketing*, 10:4, (1993), 27-36

Bloch, Peter H. and Marsha L. Richins, "Attractiveness, Adornments, and Exchange," *Psychology & Marketing*, 11 (December 1993), 467-469.

Bloch, Peter H., "Involvement with Adornments as Leisure Behavior," *Journal of Leisure Research*, 25, (1993), 245-262.

Bloch, Peter H. and Marsha L. Richins, "You Look 'Mahvelous': The Pursuit of Beauty and the Marketing Concept," *Psychology & Marketing*, 9 (January 1992), 3-15.

- Richins, Marsha L., Peter H. Bloch, and Edward McQuarrie, "How Enduring and Situational Involvement Combine to Create Involvement Responses," *Journal of Consumer Psychology*, 1:2 (1992), 143-154.
- Richins, Marsha L. and Peter H. Bloch, "Post-Purchase Product Satisfaction: Incorporating the Effects of Involvement and Time," *Journal of Business Research*, 23 (September 1991), 145-158.
- Bloch, Peter H., William C. Black and Donald Lichtenstein, "Involvement with the Equipment Component of Sport: Links to Recreational Commitment." *Leisure Sciences*, 11:3 (1990), 187-200.
- Dawson, Scott, Peter H. Bloch, and Nancy M. Ridgway "Shopping Motives, Emotional States, and Retail Outcomes," *Journal of Retailing*, 66 (Winter 1990), 408-427.
- Ridgway, Nancy M., Scott Dawson and Peter H. Bloch, "Pleasure and Arousal in the Marketplace: Interpersonal Differences in Approach-Avoidance Responses," *Marketing Letters*, 1 (1990), 139-148.
- Bloch, Peter H., Nancy M. Ridgway and Daniel L. Sherrell, "Extending the Concept of Shopping: An Investigation of Browsing Behavior," *Journal of Academy of Marketing Science*, 17 (Winter 1989), 13-21.
- Bush, Ronald F., Peter H. Bloch, and Scott Dawson, "Remedies for Product Counterfeiting," *Business Horizons*, 32 (January-February, 1989), 59-65.
- Lichtenstein, Donald, Peter H. Bloch, and William C. Black, "Correlates of Price Acceptability," *Journal of Consumer Research*, 15 (September 1988), 243-252.
- Richins, Marsha L. and Peter H. Bloch, "The Role of Situational and Enduring Involvement in Post-Purchase Product Evaluation," *Journal of Consumer Satisfaction*, 1 (1988), 10-15.
- Richins, Marsha L. and Peter H. Bloch, "After the New Wears Off: The Temporal Context of Product Involvement," *Journal of Consumer Research*, 13 (September 1986), 280-285.
- Bloch, Peter H., Daniel L. Sherrell, and Nancy M. Ridgway, "Consumer Search: An Extended Framework," *Journal of Consumer Research*, 13 (June 1986), 119-126..
- Bloch, Peter H., "The Product Enthusiast: Implications for Marketing Strategy," *Journal of Consumer Marketing*, 3 (Summer 1986) 51-62.
- Bloch, Peter H., "The Wellness Movement: Imperatives for Health Care Marketers," *Journal of Health Care Marketing*, 4 (Winter 1984), 9-16.
- Bloch, Peter H. and Grady D. Bruce, "The Leisure Experience and Consumer Products: An Investigation of Underlying Satisfactions," *Journal of Leisure Research*, 16 (Spring 1984), 74-88.

Bloch, Peter H. and Marsha L. Richins, "A Theoretical Model for the Study of Product Importance Perceptions," *Journal of Marketing*, 47 (Summer 1983), 69-81.

Conference Proceedings Publications

Jin, Yan, Peter H. Bloch and Glen T. Cameron, "A Comparative Study: Does the Word-of-mouth Communications and Opinion Leadership Model Fit Epinions on the Internet?," *Proceedings of the Hawaii International Conference on Social Sciences* 2002.

Bloch, Peter H., Nancy Ridgway and James Nelson, "Leisure and the Shopping Mall," *Advances in Consumer Research*, Vol. 18, R. Holman and M. Solomon, eds., Provo, UT:, Association for Consumer Research, 1991, 445-452.

Bloch, Peter H. and Anne Balazs, "Shopping Malls as Leisure Centers," *Proceedings of the NRPA Leisure Research Symposium*, 1988.

Burns, Alvin C., Peter H. Bloch and Ronald Bush, "The Political Marketing Consultant: Maturation of the Profession and Reactions of the Electorate," in *AMA Educators' Proceedings*, Chicago: American Marketing Association, 1986, 134-137.

Bloch, Peter H., "Product Enthusiasm: Many Questions, a Few Answers," in *Advances in Consumer Research*, Vol. 13, R. Lutz, ed., Provo, UT:, Association for Consumer Research, 1986, 539-543.

Bush, Ronald F., Peter H. Bloch, and Claude F. Reynaud, "The Brand Trademark: A Valuable and Vulnerable Resource," in *AMA Educators' Proceedings*, R. Belk, ed., Chicago: American Marketing Association, 1984, 276-279.

Bloch, Peter H., "Groups, Roles, Products and Enthusiasm: An Investigation of Product Involvement and Social Imagery," in *Proceedings of Southwest Marketing Association Conference*, J. Lumpkin and J. Crawford, eds., 1984, 138-140.

Bloch, Peter H. and Grady D. Bruce, "Product Involvement as Leisure Behavior," in *Advances in Consumer Research*, Vol. 11, T. Kinnear, ed., Provo, UT:, Association for Consumer Research, 1984, 197-202.

Bloch, Peter H. and Marsha L. Richins, "Shopping Without Purchase: An Investigation of Consumer Browsing Behavior," in *Advances in Consumer Research*, Vol. 10, R. P. Bagozzi and A. M. Tybout, eds., Ann Arbor, MI: Association for Consumer Research, 1983, 389-393.

Richins, Marsha L. and Peter H. Bloch, "An Investigation of Cognitive Structure in a Shopping Context," in *Advances in Consumer Research*, Vol. 10, R. P. Bagozzi and A. M. Tybout, eds., Ann Arbor, MI: Association for Consumer Research, 1983, 555-558.

Bloch, Peter H., "Involvement Beyond the Purchase Process: Conceptual Issues and Empirical Investigation," in *Advances in Consumer Research*, Vol. 9, A. Mitchell, ed., Ann Arbor, MI: Association for Consumer Research, 1982, 413-417.

Bloch, Peter H., "An Exploration into the Scaling of Consumers' Involvement with a Product Class," in *Advances in Consumer Research*, Vol. 8, K. Monroe, ed., Ann Arbor, MI: Association for Consumer Research, 1981, 61-65.

Bloch, Peter H. and Marsha L. Richins, "What is Product Importance?: A Theoretical Analysis and Synthesis," in *Theoretical Developments in Marketing*, C. Lamb and P. Dunne, eds., Chicago: American Marketing Association, 1980, 190-193.

Presentations

"Development and Validation of the Centrality of Visual Product Aesthetics and its Underlying Dimensions " (with Frederic F. Brunel and Todd J. Arnold) presented at 2003 Society for Consumer Psychology Conference, New Orleans, LA.

"Environmentally Concerned Consumers: An Involvement Theory Perspective," (with Subhabrata Banerjee and David Hunt), Marketing and Public Policy Conference, Washington, DC, May 2001.

"Experiential Diversity in Product Enthusiasm : A Lifecycle Analysis" Association for Consumer Research Conference, 1995 (with John Stockmyer)

"The Role of Product Involvement in Leisure Research," keynote address at the National Recreation and Parks Association Leisure Research Symposium, 1990.

"Leisure and the Shopping Mall," Association for Consumer Research Conference, 1990. (with Nancy Ridgway and James Nelson).

"The Role of Situational and Enduring Involvement in Post-Purchase Product Evaluation," Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference, 1988, (with Marsha L. Richins).

"Shopping Malls as Leisure Centers," National Recreation and Parks Association Leisure Research Symposium, 1988, (with Anne Balazs).

"Consumer Use of In-Store Information" American Marketing Association Educators' Conference, 1988, (with Scott Dawson)

"The Political Marketing Consultant: Maturation of the Profession and Reactions of the Electorate," American Marketing Association Educators' Conference, 1986, (with Alvin Burns and Ronald Bush).

"Product Enthusiasm: Many Questions, a Few Answers," Association for Consumer Research Conference, 1985.

"The Brand Trademark: A Valuable and Vulnerable Resource," American Marketing Association Educators' Conference, 1984, (with Ronald Bush and Claude F. Reynaud).

"Groups, Roles, Products and Enthusiasm: An Investigation of Product Involvement and Social Imagery," Southwest Marketing Association Conference, 1984.

"Product Involvement as Leisure Behavior," Association for Consumer Research Conference, 1983 (with Grady D. Bruce).

"Shopping Without Purchase: An Investigation of Consumer Browsing Behavior," Association for Consumer Research Conference, 1982, (with Marsha Richins).

Peter H, Bloch, "An Investigation of Cognitive Structure in a Shopping Context," Association for Consumer Research Conference, 1982, (with Marsha Richins).

"Involvement Beyond the Purchase Process: Conceptual Issues and Empirical Investigation," Association for Consumer Research Conference, 1981.

"An Exploration into the Scaling of Consumers' Involvement with a Product Class," Association for Consumer Research Conference, 1980.

"What is Product Importance?: A Theoretical Analysis and Synthesis," American Marketing Association Theory Conference, 1980, (with Marsha Richins).

Professional Service

Editing of Publications

Co-Chair, John Howard Dissertation Proposal Competition, 2002-3

Editor, *Association for Consumer Research Newsletter*, 1986 to 1997.

Associate Editor, *Journal of Leisure Research*, 1992-1995.

Special Issue-Editor, *Psychology & Marketing*, Vol. 11: 6 on topic of "Marketing and the Pursuit of Beauty" (1993, with Marsha L. Richins).

Selected Conference Leadership Activities

Program Committee, 2001 Association for Consumer Research Conference

Keynote speaker, National Recreation and Parks Association Leisure Research Symposium, 1990.

Session Chair, Association for Consumer Research Conference, 1989.

Buyer Behavior Track Chair, Southwestern Marketing Association Conference, 1985.

Discussant, 1983 AMA Winter Educators' Conference

Review Activities

Editorial review board, *Journal of Academy of Marketing Science*, 1990-1997.

Ad hoc reviewer for:

Journal of Marketing Research
Journal of Consumer Research
Journal of Marketing
Journal of Advertising
Journal of Public Policy and Marketing
Psychology & Marketing
Journal of Business Research
Journal of Academy of Marketing Science
Journal of Business and Psychology
Journal of Retailing
Journal of Consumer Psychology

Conference Reviewing:

Marketing and Public Policy Conference 2002-3
Association for Consumer Research conference 1984-present.
AMA Educators' Conference, 1983-present.
Academy of Marketing Science conference, 1990, 1991, 1993, 1994.