

CURRICULUM VITAE

S. (Ratti) Ratneshwar
Professor Emeritus of Marketing
Trulaske College of Business
University of Missouri

CONTACT

e-mail: ratneshwars@missouri.edu

EDUCATION

Ph. D. (Management–Marketing), 1987, Vanderbilt University

M.A. (Psychology), 1986, Vanderbilt University

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

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

ACADEMIC EXPERIENCE

University of Missouri

Professor Emeritus of Marketing, 2016-

Adjunct Professor of Marketing, 2015-2016

Bailey K. Howard World Book Chair of Marketing, 2003-2015

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

BUSINESS/PROFESSIONAL EXPERIENCE

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

January 25, 2017

CURRENT RESEARCH AREAS

Brand Management, Advertising, and Persuasion
Consumer Behavior
Marketing Strategy

PUBLICATIONS – PEER-REVIEWED JOURNAL ARTICLES

- Kim, E., S. Ratneshwar, and E. Thorson (2017), "Why Narrative Ads Work: An Integrated Process Explanation," *Journal of Advertising*, forthcoming.
- Mohanty, P., and S. Ratneshwar (2016), "Visual Metaphors in Ads: The Inverted-U Effects of Incongruity on Processing Pleasure and Ad Effectiveness," *Journal of Promotion Management*, 22 (3), 443-460.
- Kim, E., S. Ratneshwar, E. Roesler, and T. G. Chowdhury (2016), "Attention to Social Comparison Information and Brand Avoidance Behaviors," *Marketing Letters*, 27 (2), 259-271.
- Mohanty, P., M. Naveh-Benjamin, and S. Ratneshwar (2016), "Beneficial Effects of Semantic Memory Support on Older Adults' Episodic Memory: Differential Patterns of Support of Item and Associative Information," *Psychology and Aging*, 31 (1), 25-36.
- Kwon, E., S. Ratneshwar, and E. Kim (2016), "Brand Image Congruence Through Sponsorship of Sporting Events: A Reinquiry of Gwinner and Eaton (1999)," *Journal of Advertising*, 45 (1), 130-138.
- Bickart, B., M. Morrin, and S. Ratneshwar (2015), "Does it Pay to Beat Around the Bush? The Case of the Obfuscating Salesperson," *Journal of Consumer Psychology*, 25 (4), 596-608.
- Chowdhury, T.G., C. Micu, S. Ratneshwar, and E. Kim (2015), "What to Get and What to Give Up: How Different Decision Tasks and Product Types Affect the Persuasiveness of Promotion- versus Prevention-Focused Messages," *Psychology & Marketing*, 32 (9), 922-933.
- Mohanty, P., and S. Ratneshwar (2015), "Did You Get It? Factors Influencing Subjective Comprehension of Visual Metaphors in Advertising," *Journal of Advertising*, 44 (3), 232-242.
- Chowdhury, T. G., S. Madhavaram, S. Ratneshwar, and R. Standifer (2014), "The Appropriateness of Different Modes of Strategy from a Product-Market Perspective," *Journal of Strategic Marketing*, 22 (5), 442-468.

- Stokburger-Sauer, N., S. Ratneshwar, and S. Sen (2012), "Drivers of Consumer-Brand Identification," *International Journal of Research in Marketing*, 29 (4), 406-418.
- Moore, M. L., S. Ratneshwar, and R. S. Moore (2012), "Understanding Loyalty Bonds and Their Impact on Relationship Strength: A Service Firm Perspective," *Journal of Services Marketing*, 26 (4), 253-264.
- 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, 19-62.
- 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.
- 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.
- 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.
- 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.
- 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.
- Pechmann, C. and S. Ratneshwar (1992), "Consumer Covariation Judgments: Theory or Data Driven?" *Journal of Consumer Research*, 19 (December), 373-386.
- 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*
January 25, 2017

Research, 18 (June), 52-62.

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 Copytesting: A Review," *Current Issues and Research in Advertising*, 8 (2), 1-74.

PUBLICATIONS – PAPERS IN PEER-REVIEWED CONFERENCE PROCEEDINGS

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.

Cotte, J. and S. Ratneshwar (1998), "Consumer Decisions on Leisure Time: A Sociocognitive Perspective," *Advances in Consumer Research*, Vol. 25, 268-275.

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.

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.

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.

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.

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.

PUBLICATIONS – ARTICLES IN PRACTITIONER JOURNALS

Ratneshwar, S. and D.W. Stewart (1989), "Non-Response in Mail Surveys: An Integrative Review," *Applied Marketing Research*, 29 (3), 37-46.

PUBLICATIONS – BOOKS

Ratneshwar, S. and D.G. Mick (2005), Book Editors, *Inside Consumption: Consumer Motives*,
January 25, 2017

Goals, and Desires, London and New York: Routledge.

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.

PUBLICATIONS – BOOK CHAPTERS

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.

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.

OTHER RESEARCH PUBLICATIONS

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

CONFERENCE PRESENTATIONS OF PEER-REVIEWED RESEARCH PAPERS

"Attention to Social Comparison Information and Brand Consumption Behaviors," (with E. Kim, E. Roesler, and T.G. Chowdhury), American Marketing Association Winter Educators' Conference, Orlando, February 2014.

"Does it Pay to Beat Around the Bush? The Case of the Obfuscating Salesperson," (with B. Bickart and M. Morrin), 7th Great Lakes NASMEI Marketing Conference, Chennai, December 2013.

"Effects of Different Types of Schematic Support on Item and Associative Memory for Brands in Older Consumers," (with P. Mohanty and M. Naveh-Benjamin), Association for Consumer Research Annual Conference, Chicago, October 2013.

- "What to Get and What to Give Up: Effectiveness of Promotion vs. Prevention Messages in Acquisition vs. Forfeiture Decision Tasks," (with T. G. Chowdhury, C. Micu, and E. Kim), Association for Consumer Research Annual Conference, Chicago, October 2013.
- "Attention to Social Comparison Information: It's All about Keeping Up with—but Not Standing Out from—the Joneses!" (with E. Kim and E. Roesler), Society for Consumer Psychology Winter Conference, San Antonio, March 2013.
- "Making Brand Associations and Brand Elements Memorable in Elderly Consumers," (with P. Mohanty and M. Naveh-Benjamin), American Marketing Association Summer Educators' Conference, Chicago, August 2012.
- "I Did Not Get It: Role of Incongruity, Type of Processing, and Need for Cognition in Comprehensibility of Visual Metaphors," (with P. Mohanty), Society for Consumer Psychology Winter Conference, Atlanta, February 2011.
- "United We Stand: The Effects of Visual Composition on Perceptions of Complementary Products," (with P. Ziamou), Society for Consumer Psychology Winter Conference, Atlanta, February 2011.
- "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.
- "Consumption Decisions Involving Goal Tradeoffs: The Impact of One Choice on Another," (with Y. Jiang and R. Coulter), Association for Consumer Research Annual Conference,
January 25, 2017

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 J. 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), 4th 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.

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- "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.
- "Consumer Decisions on Leisure Time: A Sociocognitive Perspective," (with J. Cotte), Association for Consumer Research Annual Conference, Denver, October 1997.
- "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.
- "The Role of Usage Context in Consumer Choice: A Problem Solving Perspective," (with L. Warlop), Association for Consumer Research Annual Conference, Vancouver, October 1992.
- "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.
- "The Use of Multiple Methods to Explore Three-Way Person, Brand, and Usage Context Interactions," (with N. Dawar and A. G. Sawyer), 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.
- "Selective Attention in Consumer Information Processing: The Role of Chronically Accessible Attributes," (with D.G. Mick and G. Reitingner), Association for Consumer Research Annual Conference, New Orleans, October 1989.
- "The Role of Comprehension in Moderating the Persuasive Impact of Source Expertise," (with S. Chaiken), Association for Consumer Research Annual Conference, Hawaii, October 1988.
- "The Application of Prototypes and Categorization Theory in Marketing: Some Problems and Alternative Perspectives," (with A.D. Shocker), Association for Consumer Research Annual Conference, Boston, October 1987.
- "When is the Expert Source More Persuasive? A Heuristic Processing Analysis," (with S. Chaiken), American Marketing Association Summer Educators' Conference, Chicago, August, 1986.
- "Information Search and Decision Strategies Among Health Care Consumers," (with D.W. Stewart, G. B. Hickson, C. Pechmann, and W. Altmeier), Association for Consumer Research Annual Conference, Washington D.C., October 1984.

INVITED RESEARCH PRESENTATIONS

- "Why We Bond with Brands," Southern Methodist University, April 2016.
- "On the Importance of Studying Individual Differences" and "Journal Publication Process," University of Innsbruck and University of Mannheim, June 2010.
- "On the Importance of Studying Individual Differences" and "Journal Publication Process,"
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- 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,
January 25, 2017

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.

PROFESSIONAL ACTIVITIES – JOURNAL EDITORIAL REVIEW BOARD MEMBERSHIPS

Journal of Marketing, 2008-2015

Journal of Consumer Psychology, 2006-2015

Journal of Consumer Research, 1999-2009

Journal of the Academy of Marketing Science, 2000-2009

Journal of Interactive Marketing, 1997-2009

PROFESSIONAL ACTIVITIES – CONFERENCE ORGANIZATION

Co-chair, SCP-JCP Branding and Design Committee, 2011-12

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

Member, Special Session Review Committee, Association for Consumer Research Annual Conference, 2012

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

PROFESSIONAL ACTIVITIES – CONFERENCE SESSION ORGANIZER/DISCUSSANT

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.

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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.

TEACHING INTERESTS

Marketing Management, Brand Management, Consumer Behavior

TEACHING EXPERIENCE

University of Missouri, from 2003

Undergraduate Required Course: Marketing Management

Undergraduate Elective Course: Research in Consumer Behavior

MBA Core Course: Advanced Marketing Management

MBA Elective Course: Brand Management (full-time program, execMBA program)

Ph. D. Seminar in Consumer Behavior

University of Mannheim, summers, 2005-2009, as a visiting 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: 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: Marketing Management

Ph. D. Seminar in Consumer Behavior

PhD STUDENT ADVISING

At University of Missouri

Co-Chair, Doctoral Dissertation Committee:

Eunjin Kim (2015), placed at Southern Methodist University

Praggyan Mohanty (2011), placed at Governors State University

David Hunt (2006), placed at University of Wyoming

Member, Doctoral Dissertation Committee:

Xiaodan Dong, Alex Gunz, Amanda Helm, Vamsi Kanuri, Eunseon Kwon,

Scott Radford, Sunil Singh, Fengxia Zhu

At University of Connecticut:

Chair, Doctoral Dissertation Committee:

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Tilottama G. Chowdhury (2005), now a tenured associate professor at Quinnipiac University.

Melissa Moore (1999), now a tenured full professor at Mississippi State University.

June Cotte (1998), now a tenured full professor at University of Western Ontario.

Member, Doctoral Dissertation Committee:

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

At University of Florida:

Member, Doctoral Dissertation Committee:

Charles Areni, Stephen Holden, Michelle DeMoss, Luk Warlop

UNIVERSITY ACTIVITIES

At University of Missouri

Chair, Department of Marketing, 2003-2013

Member, College Executive Committee, 2003-2013

Member, College Strategic Planning Committee, 2005-2006

Member, College Undergraduate Program Committee, 2013-2015

College Representative, University Chairs Council, 2009-2010

Chair, Department Undergraduate Program Committee, 2013-2015

At University of Connecticut:

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

January 25, 2017

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

At University of Florida:

Member, College Information Resources Committee, 1992-1994
Member, College MBA Committee, 1988-1991

HONORS AND AWARDS

Best Conference Paper Award, American Academy of Advertising Annual Conference, 2014
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, 2013
AMA Doctoral Consortium Fellow, 1985
University Graduate Fellowship, Vanderbilt University, 1983-1987