

## CURRICULUM VITAE

Michael A. Kamins  
Visiting Professor of Marketing  
Director of Internet Programs  
Peter F. Drucker Graduate School  
of Management Claremont University

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Los Angeles, California 90048  
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### EDUCATION:

Graduate: Ph.D., New York University; February 1984  
Major: Marketing  
Minor: Quantitative Methods

Dissertation: “The Impact of Involvement, Advertising Type, and  
Expectation Level on Product Evaluation”  
Chairman: Henry Assael

M.B.A., Bernard M. Baruch College; June 1977  
Major: Statistics

Thesis: “Multiple Comparison Procedures”  
Chairman: Mark Berenson

Undergraduate: B.B.A., Bernard M. Baruch College; January 1974  
Major: Statistics

### TEACHING EXPERIENCE

**David Nazarian School of Management at California State University at Northridge. Adjunct Professor of Marketing. Teaching Marketing Research And Consumer Behavior (Fall of 2021 to Present- Teaching Graduate Marketing Management and Undergraduate Marketing Research in the Spring of 2023).**

**Keck Graduate Institute of the Claremont Colleges. Adjunct Professor of Marketing. Teaching Marketing Management for Pharmaceutical Graduates (Spring of 2022).**

Peter F. Drucker Graduate School of Management at Claremont University

Director of Online Programs, Visiting Professor of Marketing. January 2018- June 2020. Courses taught: Marketing Management, Marketing Strategy & Marketing Research to the MBA and EMBA program.

Stony Brook University (SUNY): Director of Research. September 2010-2018.

Stony Brook University (SUNY): Full Professor of Marketing and Area Head: December 2007-2018. Courses Taught: Graduate Level Marketing Management, Marketing Strategy and Marketing Research. Undergraduate Level: Honors program on Leadership in the area of Data Analysis.

University of Southern California: Associate Professor of Marketing 9/90-12/07. Assistant Professor of Marketing 1/84- 9/90. Acting Chairperson of Marketing – Spring 1994. Courses taught at Undergraduate Level: Marketing Management, Marketing Research; at Graduate Level: Marketing Management (IBEAR and CORE); Marketing Research, Ph.D. Seminar in Research Design; CORE Research Methods and Design; IBEAR Consulting Projects; Executive MBA Program (Theme 3 – Marketing). Global Executive MBA (GEMBA). Shanghai, China, 2005-6.

Visiting Professor of Marketing, Stony Brook University, Stony Brook New York, Fall 2006.

Visiting Professor of Marketing, Griffiths University-Brisbane Australia Fall 2003

New York University: Instructor in Marketing 9/80 – 1/84. Courses taught include Marketing Management, Marketing Research (Graduate and Undergraduate).

Bernard M. Baruch College: Adjunct Lecturer in Statistics 6/77 – 7/80. Courses taught, Statistics for both Accounting and non-Accounting majors.

## **PUBLICATIONS IN JOURNALS:**

“Influence of Benefit of the Doubt Effect in Online Auctions,” *Marketing Letters* (2019), forthcoming with Yael Steinhart and David Mazursky.

“Effectively Using Death in Health Messages: Social Loss Versus Physical Mortality Salience,” *Journal of Consumer Behavior*, (2018), forthcoming with Ingrid Martin.

“Effects of Product Type and Contextual Cues on Eliciting Naïve Theories of Popularity and Exclusivity,” *Journal of Consumer Psychology*, (2015), Vol. 24(4), pp. 472-83, with Yael Steinhart, David Mazursky and Avi Noy.

“The Process by Which Product Availability Triggers Purchase,” *Marketing Letters* (2013) Vol. 24(3), pp. 217-228, with Yael Steinhart and David Mazursky.

#### **PUBLICATIONS IN JOURNALS: (continued)**

“The Temporal Processing Fit Effect: The Interplay between Regulatory State, Temporal Distance and Construal Levels,” *Social Cognition* (2013), Vol. 31. (June), pp. 315-335. **Lead Article.**

“Thinking or Feeling the Risk in Online Auctions: The Effects of Priming Auction Outcomes and the Dual System on Risk Perception and Amount Bid,” *Journal of Interactive Marketing*, (2013) Vol. 27 (February), pp. 47-61 with Yael Steinhart, David Mazursky and Avi Noy.

“On the Road to Addiction: The Facilitative and Preventive Roles of Marketing Cues,” *Journal of Business Research*, (2012), Forthcoming with Ingrid Martin, Dante Pirouz, Aditi Grover, Scott Davis, Kelly Haws, Ann Mirabito, Sayantani Mukherjee and Justine Rapp.

“From Use to Abuse: When Everyday Consumption Behaviors Morph Into Addictive Behaviors,” *Journal of Research For Consumers*, (2011) Vol. 19, pp. 1-8, with Aditi Grover, Ingrid Martin, Scott Davis, Kelly Haws, Ann Mirabito, Sayantaneek Mukherjee, Dante Pirouz and Justine Rapp. **Lead Article.**

“The Effect of Social Cues on Sniping Behavior in Internet Auctions: Field Evidence and a Simulation.” (2011) *Journal of Interactive Marketing*, 25 (August), pp. 241-250. With David Mazursky, Avi Noy and Yael Steinhart.

“Reputation Gaps and the Performance of Service Organizations,” 2010 *Strategic Management Journal*, Vol. 31(5), pp. 530-546, with Gary Davies and Rosa Chun.

“An Application of Terror-management Theory in the Design of Social and Health-Related Anti-Smoking Appeals,” 2010. *Journal of Consumer Behavior*, V. 9(3), 172-190 with Ingrid Martin.

“Promotional Bundles and Consumers’ Price Judgments: When the Best Things in Life Aren’t Free,” 2009. *Journal of Consumer Research*, Vol. 36

(December), with Valerie S. Folkes and Alexander Fedorikhin, pp.660-670.

"Rumor Has It: The Moderating Effect of Identification on Rumor Impact and the Effectiveness of Rumor-Refutation" 2008, Journal of Applied Social Psychology," with Sabine Einwiller. Vol. 38(September), pp. 2248-72.

"How Do Customers Know Which Brand is the Market Leader or Market Pioneer?: Customers Inferential Processes, Confidence and Accuracy," 2007 Journal of Marketing Management, Vol 23 (September), pp. 590-611. with Frank H. Alpert and Lars Perner (**Lead article**).

**PUBLICATIONS IN JOURNALS: (continued)**

"Enough is Enough! When Identification no Longer Prevents Negative Corporate Associations" 2006, Journal of the Academy of Marketing Science, Vol. 34(2), with Sabine Einwiller, Alexander Fedorikhin and Allison Johnson, pp. 185-194.

"Corporate Claims as Innovator or Market Leader: Impact on Overall Attitude and Quality Perceptions, and Transfer to Company Brands," 2004 Corporate Reputation Review 7(2), with Frank H. Alpert, pp. 147-159.

"Doctoral Coursework for Australasia" 2004 with Frank H. Alpert. Invited Commentary for the Australasian Journal of Marketing, Vol. 12 (1), pp. 66-72.

"Effects of Seller-Supplied Prices on Buyers' Product Evaluations: Reference Prices in an Internet Auction Context," 2004, with Valerie Folkes and Xavier Dreze. Forthcoming, Journal of Consumer Research, 30(March) pp. 622-628.

"Consumers' Perception and Misperception of Market Leadership and Market Pioneership," 2003, with Frank H. Alpert and Lars Perner. Journal of Marketing Management, Vol. 19 (August), pp. 807-834.

"Retail Buyer Beliefs, Attitude and Behavior Toward Pioneer and Me-too Follower Brands: A Comparative Study of Japan and the United States 2001 International Marketing Review 18(2) with Frank H. Alpert Tomoaki Sakano and Naoto Onzo, pp. 160-187.

"Impact of Trial, Product Information and Pioneership Awareness on the Evaluation of the Pioneer Brand," 2000 Journal of Consumer Psychology, Vol. 9 (4) with Frank H. Alpert and Michael Elliott, pp. 223-230.

“Effect of Information About Firms’ Ethical and Unethical Actions on Consumers’ Attitudes,” 1999 Journal of Consumer Psychology, Vol. 8 (3) with Valerie S. Folkes, pp. 243-259.

“Consumer Responses To Rumors: Good News, Bad News,” 1997 Journal of Consumer Psychology, Vol. 6 (2) with Valerie S. Folkes and Lars Perner, pp. 165-187.

“A Multimethod Examination of Buyer-Seller Interactions Among Japanese and American Business-people,” 1997, Journal of International Marketing, with John L. Graham and Wes Johnston.

### **PUBLICATIONS IN JOURNALS: (continued)**

“Retail Buyer Decision Making in Japan: What U.S. Sellers Need to Know,” 1997, International Business Review, Vol. 6 (2) with John L. Graham, Naoto Onzo and Tomoaki Sakano, pp. 91-112.

“U.S. Suppliers in Japan: Overcoming Obstacles to Trade,” 1996, Harvard Business Review, (Editors Brief), with Frank Alpert, John L. Graham, Naoto Onzo and Tomoaki Sakano, pp. 14-15.

“Pioneer Brand Advantage in Japan and the United States,” 1996, Marketing Science Institute Working Paper. Report No. 96-101, (March) with Frank Alpert, John Graham, Tomoaki Sakano, and Naoto Onzo.

“Retail Buyer Decision Making in Japan: What U.S. Sellers Need to Know,” 1995 Marketing Science Institute Working Paper. Report No. 95-108, August with Frank Alpert, Tomoaki Sakano, Naoto Onzo and John Graham.

“An Empirical Investigation of Consumer Memory, Attitude, and Perceptions Toward Pioneer and Follower Brands, 1995, Journal of Marketing, Vol. 59 (October), pp. 35 – 46, with Frank Alpert.

“The Challenge of Obtaining Distribution for Me-Too Follower Brands,” 1995, International Review of Retail, Distribution and Consumer Research, Vol. 5 (April), pp. 203-217, with Frank Alpert.

“Perceptions of Products Made in Japan Versus Made in the U.S. Among Japanese and U.S. Executives: A Longitudinal Perspective,” 1995, Asia Pacific Journal of Management, Vol. 12 (1), pp. 49-68 with Akira Nagashima.

“Congruence Between Spokesperson Image and Product Type: A ‘Match-Up’ Hypothesis Perspective,” 1994, Psychology and Marketing, Vol. 11 (6), pp. 569 – 588 with Kamal Gupta.

“Consumer Behavior and Pioneer Brand Advantage: Conceptual Framework and Propositional Inventory,” with Frank Alpert, 1994, Journal of the Academy of Marketing Science, Vol. 22 (Summer), pp. 244-253.

“Content Analysis of German and Japanese Advertising in Print Media for Indonesia, Spain and the United States,” with John L. Graham and Djoko Oetomo, 1993, Journal of Advertising, Vol. 22 (2), pp. 5-15 (**lead article**).

“An Examination of Reseller Buyer Attitudes Toward Order of Brand Entry,” 1992, Journal of Marketing, Vol. 56 (July), pp. 25-37, with Frank H. Alpert and John L. Graham.

**PUBLICATIONS IN JOURNALS: (continued)**

“Television Commercial Evaluation in the Context of Program Induced Mood: Congruency Versus Consistency Effects,” 1991, Journal of Advertising, Vol. 20 (2), pp. 1-14, with Lawrence J. Marks and Deborah Skinner (**lead article**).

“The Perception of Kosher as a Third Party Certification Claim in Advertising for Familiar and Unfamiliar Brands,” 1991, Journal of the Academy of Marketing Science, Vol. 19 (3), pp. 177-85 with Lawrence J. Marks.

“An Investigation into the ‘Match-up’ Hypothesis in Celebrity Advertising: When Beauty May Be Only Skin Deep,” 1990, Journal of Advertising, Vol. 19 (1), pp. 4-13 (**lead article**).

“A Cognitive Response Involvement Model of the Process of Product Evaluation Through Advertising Exposure and Trial,” 1990, Journal of Business Research, Vol. 20 (May), pp. 191-215, with Henry Assael and John Graham (**lead article**).

“Effects of Appeal Type and Involvement on Product Disconfirmation: A Cognitive Response Approach Through Product Trial,” 1989, Journal of the Academy of Marketing Science, Vol. 17 (Summer), pp. 197-207, with Henry Assael (**lead article**).

“The Enhancement of Response Rates to a Mail Survey Through a Labeled Probe Foot in the Door Approach,” 1989, Journal of the Marketing Research Society, Vol. 31 (April), pp. 273-84.

“Two-Sided Versus One-Sided Celebrity Advertising: The Impact on Advertising Effectiveness and Credibility,” 1989, Journal of Advertising, Vol. 18 (2), pp. 4-10, with Meribeth J. Brand, Stuart A. Hoeke, and John C. Moe (**lead article**).

“Celebrity and Non-Celebrity Advertising in a Two-Sided Context,” 1989, Journal of Advertising Research, Vol. 29 (June/July), pp. 34-42.

“An Investigation into the Use of Product Sampling and Advertising: The Effect of Sequence of Exposure and Degree of Advertising Claim Exaggeration on Consumers’ Belief Strength, Belief Confidence and Attitudes,” 1988, Journal of Marketing Research, Vol. 25 (August), with Lawrence J. Marks, pp. 266-81.

“An Examination into the Effectiveness of Two-sided Comparative Price Appeals,” 1988, Journal of the Academy of Marketing Science, Vol. 16 (Summer), with Larry J. Marks, pp. 74-81.

“Two-sided versus One-sided Appeals: A Cognitive Perspective on the Effect of Trial upon Belief Change,” 1987, Journal of Marketing Research, Vol. 24 (February), with Henry Assael, pp. 29-39.

**PUBLICATIONS IN JOURNALS: (continued)**

“Moderating Disconfirmation of Expectations Through the Use of Two-sided Appeals: A Longitudinal Approach,” 1987, Journal of Economic Psychology, Vol. 8 (June), with Henry Assael, pp. 237-53.

“Cognitive and Affective Dimensions of Educational Objectives: Scale Development and Measurement,” 1987, Journal of Marketing Education, Vol. 9 (Fall), with Dennis Sandler, pp. 52-7.

“Advertising Puffery: The Impact of Using Two-sided Claims on Product Attitude and Purchase,” 1987, Journal of Advertising, Vol. 16 (December), with Lawrence J. Marks, pp. 6-15 (**lead article**).

**Publications in Refereed Conference Proceedings**

“When Consumer Behavior Crosses the Maladaptive Line: The Role of Public Policy,” (2021). Ellen, Pam, Meryl Gardner, Shailendra Jain, Ingrid Martin, Janis Pappalardo, Debra Ringold, Caroline Roux, Wendy Attaya Boland, Mariam Beruchashvili, Paul M. Connell, Benet DeBerry-Spence, Aida Faber, PeggyLiu, Marlys Mason, Risto Moisio, Martin Reimann, Ainslee Schultz, Steven Shepherd, Anika Stuppy, Jerome Williams (2021), “When Consumer Behavior Crosses the Maladaptive Line: The Role of Public Policy,”

Marketing and Public Policy, Washington, District of Columbia.

“When Consumer Behavior Crosses the Maladaptive Line: The Role of Public Policy,” (2020) Gardner, Meryl, Shailendra Jain, Caroline Roux, Paul M. Connell, Brennan Davis, Benet DeBerry-Spence, Pam Ellen, Paula Fitzgerald, Marcia Flicker, Michael Kamins, Marlys Mason, Vita Matzkin, Hieu Nguyen, Carly Pacanowksi, Jan Pappalardo, Martin Reimann, Ainslee Schulz, Christine Skubisz, Jaci Siino, and Jerome Williams. Association for Consumer Research, Paris, France.

“Whether you Win or Whether You Lose: The Differential Risk of Priming the Cognitive and Affective Systems in On-line Auctions,” (2010) with Yael Steinhart, David Mazursky and Avi Noy. Association for Consumer Research, Jacksonville, Florida.

“Fantasies Come true and Soon: Mental Construal as a Function of Regulatory State and Time Horizon,” (2009) Association for Consumer Research Proceedings, with Yael Steinhart and David Mazursky. Pittsburgh, Pennsylvania.

“Promotional Bundles and Consumers’ Price Judgments: When the Best Things In Life Aren’t Free,” (2009) Association for Consumer Research Proceedings, with Alexander Fedorikhin and Valerie Folkes. Pittsburgh, Pennsylvania.

“The Interpersonal determinants of Sniping in internet Auctions,” (2008). Association for Consumer Research Proceedings, with David Mazursky, Avi Noy and Yael Steinhart. San Francisco, California.

“When the Loss of Free-Will Can Be Costly: A Novel Approach to an Anti-Smoking Campaign,” (2007). Association for Consumer Research Proceedings, with Aditi Grover. Memphis, Tennessee.

“Relationships Can Disappear in a Puff of Smoke: A Test of Terror Management Theory and Risk perceptions on Smoking Behavior,” (2006). Association for Consumer Research Proceedings, with Ingrid Martin. Orlando, Florida.

“Pioneer Brand Advantage with retail Buyers in Japan, A Comparison with U.S. Data.” (2000), 29<sup>th</sup> European Marketing Academy Conference Proceedings (Amsterdam, Erasmus university) with John L. Graham, Frank H. Alpert, Tomoaki Sakano and Naoto Onzo.

“Content Analysis of German and Japanese Advertising (1993) Proceedings of the Fourth Symposium on Cross Cultural Research, 171-175. Kahuku, Hawaii: Gerald Aldaum, Editor.



“Message and Non-message Elements in Advertising: Does Involvement Matter?” (1988), Academy of Marketing Science Proceedings with Dennis Sandler and Henry Assael.

“Investigating the Experiential Dimensions of Product Evaluations” (1987), Advances in Consumer Research, Vol. 14. Association for Consumer Research with Larry J. Marks and Susan Higgins, pp. 114-121.

“The Effect of Framing and Advertising Sequencing on Attitude Consistency and Behavioral Intentions” (1986), Advances in Consumer Research, Association for Consumer Research with Larry J. Marks, pp. 168-72.

“The Effects of Level of Expertise on the Processing of Framed and Unframed Pictorial Print Advertisements” (1986) AMA Educators’ Proceedings, Terence A. Shimp, Subhash Sharma, et al. (eds.) with Larry J. Marks and Donna Murphy, pp. 57-61.

“The Effect of Cognitions Upon Post-trial Evaluation and Purchase Intention Measures and the Advertiser’s Choice of Appeal Type” (1986), with Henry Assael, Researches on Communication Promotion, Aix-en-Provence, France, pp. 275-301.

“The Effect of Commitment and Product Performance Disconfirmation on Consumer Evaluations” (1985) with John W. Keon, AMA Educators Proceedings, pp. 86-92.

“The Effect of Two-sided Appeals upon Post-trial Performance Evaluation, Advertiser Credibility, and the Disconfirmation Level” (1985), Researches on Communication/Promotion, Aix-en-Provence, France, pp. 86-108.

“What Are the Causes and How Can One Control for Television Advertising Wearout?” (1981), ORSA/TIMS Market Measurement Conference, pp. 67-77.

### **Books and Chapters**

The “Pinstripe” Effect (2023): How Ordinary Becomes Exceptional under review.

Marketing Manipulation: A Consumer's Survival Guide (2019), Now Publishing.

Handbook of Persuasion and Social Marketing (2015) (Three Volume set Praeger). Published Chapter 7 of the first volume on “Rumors, Word-of-Mouth, and Social Media,” Editor: David W. Stewart.

“Price Bundling” (2010) A Chapter in the Wiley International Encyclopedia of

Marketing, Jagdish N. Sheth; Naresh K. Malhotra (Editors in Chief).

“Marketing Communications” (2002) A Chapter in the Handbook of Marketing, Barton Weitz, Editor, with David W. Stewart (Lead author).

Sales & Marketing: 25 Keys to Selling Your Products. (1999) The New York Times Pocket MBA Series, Volume (8). Lebharr-Friedman Books, New York, New York. Secondary Research: Information Sources and Methods (second edition) with David W. Stewart (lead author), Sage Publications: New York 1993.

## **BOOK REVIEWS**

“A Brand New Language,” Journal of Marketing, 1994, 58 (April), pp. 129-130 with Nancy Frost.

## **CONFERENCES ORGANIZED AND HOSTED**

**Co-Chair American Marketing Association Summer Educator’s Conference- Chicago Illinois, August 2009.**

Eighth Annual International Conference of the Corporate Identity/Associations Research Group CI/ARG. Harriman School of Business, Stony Brook University. 2009

Third Annual International Conference of the Corporate Identity/Associations Research Group CI/ARG. University of Southern California. 2004

AMA Conference on Marketing and Public Policy and Risk Workshop, Long Beach California and the University of Southern California. 2006.

## **MANUSCRIPTS IN REVIEW:**

“The Construct of Reverse Confusion in trademark Law: Conceptualization and Methodological Consideration,” Under first review: The Trademark Reporter.

“Smoking Can’t Hurt Me!!” and Other Death-Related Thoughts: A Test of Terror Management, Self-Affirmation and Risk Perceptions’ with Ingrid Martin (Lead author) and Aditi Grover. Under Review: Journal of Marketing.

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## WORKS IN PROGRESS:

“The Dual Effect of Signaling on Regret in On-Line Auctions: When the Loser is the Winner and the Winner is the Loser,” with Avi Noy, David Mazursky and Yael Steinhart. Target: Journal of Consumer Research.

“What Counts: Getting There or How We Got There: Mental Construal as a Function of Regulatory State and Time Horizon,” with David Mazursky, Yael Steinhart and Avi Noy. Target: Journal of Consumer Research.

“Complimentary Relationships between Brand and Human Personality,”  
With Susan Whelan and Gary Davies: Target: Journal of Consumer Psychology.

“When The Consumer Sees Red, Sales Can Be Blue: The Match-Up Between Product Image and Color In Advertising,” with Lars Perner. In preparation for submission (write-up stage): Target: Journal of Consumer Research.

“The Impact of the Bundling of Bundles on Final Sale Price in On-line Auctions: When Bundling Makes Sense,” with Alexander Fedorikhin and Valerie S. Folkes  
In preparation for submission (write-up stage) Target: Journal of Marketing.

“Understanding and Regulating Contrast and Assimilation Effects in the Relationship Between Corporate Associations and Consumer Product Responses,” in pretest stage. With Peter Dacin and Tom Brown. Target: Journal of Marketing.

"Avoiding Ego-defensive Responses to Health Risk Communications: Social Mortality Salience versus Physical Mortality Salience" with Paul Connell and Ingrid Martin. Target: Journal of Consumer Research.

“A Separate Piece?: Constructing Optimal Structural Alignments’ in The Decision to Offer A Supplemental Product as an Add-On Or As A Bundle with Valerie Folkes and Sasha Fedorikhin. Target: Journal of Consumer Research.

“The Impact of Social Pressure on Cause Donation,” with Amrapali Agrawal and Peter Caperiello. Target: Journal of Economic Literature.

“The Consumption Continuum: Towards a Theoretical Framework to Understand Maladaptive Behaviors with Ingrid Martin and Dante Pirouz.” Target: Journal of Business Research as an Invited Paper.

## **SELECTED PRESENTATIONS:**

“Researching Consumption Addiction: Developing A Theoretical Framework of Understanding,” A Round Table (2012), Marketing and Public Policy Conference, Atlanta, Georgia. With Ingrid Martin.

“Whether You Win or Whether You Lose: The Differential Effect of Priming the Deliberative and Affective Systems in On-Line Auctions,” (2010), Society for Consumer Psychology Annual Conference, St. Petersburg, Florida with Avi Noy, David Mazursky and Yael Steinhart.

“The Dual Effect of “Signaling” on Regret in Online Auctions,” (2010) Society for Consumer Psychology Annual Conference, St. Petersburg, Florida with Avi Noy, David Mazursky and Yael Steinhart.

“Self-Affirmation and Smoking Self-esteem in Social Death Anti-Smoking Advertisements,” (2010) AMA Winter Educators’ Conference, New Orleans, Louisiana with Adidi Grover and Ingrid Martin.

“Enough is Enough! When Identification no Longer Mitigates the Detrimental Effects of Negative Information” (2005) invited presentation at the Academy of Marketing Science Conference, Tampa Florida.

“When the Internet Gavel Falls: A Field Study Replication of the Effects of Uncertainty on Auction Bids,” (2002) at Griffith University, Brisbane Australia.

“Teaching about Teaching,” (2002) at the Academy of Marketing Science Annual Conference, Fort Myers, Florida.

“Product Evaluation As A Function of The Company As An Innovator And/Or Market Leader,” (2002) at the first annual conference on Corporate Associations, Oklahoma State University, Stillwater, Oklahoma.

“Content Analysis of German and Japanese Advertising” (1993) at the Fourth Symposium of Cross-Cultural Research, Kahuku, Hawaii.

“Context-Induced Mood Effects in Advertising,” Association for Consumer Research, Twenty-first Annual Conference, (1990) New York, New York (with Tina Kiesler and Henni Sanft).

“Investigating the Experiential Dimensions of Product Evaluations,” Association for Consumer Research, Eighteenth Annual Conference, October 8<sup>th</sup> – 11<sup>th</sup>, 1987, Boston, Massachusetts (with Larry J. Marks and Susan Higgins).

“Sidedness in a Pricing Context: The Effectiveness of Two-Sided Price Appeals,” Marketing Science Conference, Paris, France, June 25, 1987.

“An Investigation Into the Use of Product Sampling and Advertising: The Effect of Sequence of Exposure and Degree of Advertising Claim Exaggeration on Consumers’ Attitudes,” Joint USC-UCLA Seminar, May 29, 1987.

“The Effect of Framing and Advertising Sequencing on Attitude Consistency and Behavioral Intentions,” Association for Consumer Research, Seventeenth Annual Conference, October 16-18<sup>th</sup>, 1986, Toronto, Ontario, Canada (with Larry J. Marks).

“The Effects of Level of Expertise on the Processing of Framed and Unframed Pictorial Print Advertisements,” American Marketing Association Summer Educators Conference, August 3-6<sup>th</sup>, 1986, Chicago, Illinois (with Larry J. Marks).

“The Attainment of Cognitive and Affective Educational Objectives,” at the American Marketing Association’s Global Marketing in the Next Decade” Conference, Singapore, June 16-18<sup>th</sup>, 1986 (with Dennis Sandler).

“The Effect of Commitment and Product Performance Disconfirmation on Consumer Evaluations,” American Marketing Association Summer Educators Conference, August 11-14, 1985, Washington, D.C. (with John W. Keon).

“The Effect of Two-Sided Appeals upon Post-Trial Performance Evaluation, Advertiser Credibility and the Disconfirmation Level,” at Conference Sur La Communication/Promotion, Aix-En-Provence, France, May 29-31, 1985.

“What Are the Causes and How Can One Control for Television Advertising Wearout?” ORSA/TIMS Market Measurement Conference, March 13-15, 1981, New York University.

“One-Way Design Multiple Comparison Techniques with Confidence Interval Applications,” Presented at the American Society of Quality Control Annual Meeting, August 10, 1977, Middlesex, New Jersey.

## **INVOLVEMENT IN PROFESSIONAL PROGRAMS AND SERVICE ACTIVITIES:**

Co-Chair of the 2009 **AMA Summer Educators Conference**-Chicago.

Program Organizer and co-chair of the 7<sup>th</sup> Annual **Conference on Corporate Reputation** held at Stony Brook University in May of 2009.

Program Organizer and co-chair of the 3<sup>rd</sup> Annual **Conference on Corporate Reputation** held at the University of Southern California in April of 2004.

Co-Chair of the Public Policy & Marketing Conference 2005. Long Beach California.

Session Chairperson for the 2001 Winter AMA Conference.

Consumer Behavior Track Co-chair for the 1998 AMA Summer Educators' Conference.

Department of Marketing Acting Chairperson, Spring 1994.

Editorial Review Board Member – Journal of Advertising, 1993 – present.

Reviewer, Journal of Advertising, Journal of the Academy of Marketing Science (1991).

Co-chair and discussant for 1990 Association for Consumer Research conference special session titled “Segmentation in Consumer and Market Research: Applications, Current Issues and Trends.”

Member of the 1990 Association for Consumer Research Program Committee-Conference Site: New York City.

Editorial Review Board Member. Appointed 1989 to the Consumer Behavior Track, Journal of Business Research.

Session Chairperson, ORSA/TIMS Marketing Science Conference, Durham,

North Carolina, March 17, 1989.

Session Chairperson, ORSA/TIMS Marketing Science Conference, Seattle, Washington, March 23, 1988.

Reviewer, Journal of Marketing Research, on an Ad Hoc Basis (1987 – present).

Session Chairperson, American Marketing Association's "Global Marketing in the Next Decade" Conference, Singapore, June 16-18, 1986.

Session Chairperson, ORSA/TIMS Marketing Science Conference, Dallas, Texas, March 16, 1986.

Reviewer, American Marketing Association Annual Conference, 1988 – present.

Reviewer, Association for Consumer Research Annual Conference, 1985, 1989.

#### **SELECTED CONSULTING ASSIGNMENTS:**

Trump University	(2016)
Zillow	(2016)
Trump University	(2015)
Jay-Z	(2014)
Taylor Swift	(2013)
Samsung	(2012)
Facebook	(2011)
MetroPCS	(2009)
Emac	(2007)
Pinkberry	(2006)
American Express	(2005)
Lexus	(2005)
Michael Medavoy	(2004)
New York Attorney General	(2004)
Cingular Wireless	(2003)
Banc One	(2002)
Bill Medley	(2001)
Dole Pineapple	(2001)
Muhammad Ali	(2000)
Banc One	(2000)
Sharp Electronics	(2000)
Billy Blanks & Tae-Bo	(1999)
Weider Nutrition	(1999)

Tri-Star	(1997)
MGM	(1997)
Canon U.S.A.	(1996)
AT&T Capital Leasing	(1995)
Breath Assure	(1995)
Thompson's Minwax Co.	(1995)
Barpassers	(1994)
Kareem-Abdul Jabbar	(1993)

#### **PROFESSIONAL ORGANIZATIONS:**

Academy of Marketing Science  
American Marketing Association  
Association for Consumer Research

#### **HONORS AND AWARDS:**

**Awarded the "Best Professor in the Business School" by Graduate students June 2008- Harriman School of Business, Stony Brook University SUNY.**

Awarded the Academy of Marketing Science "Outstanding Marketing Teacher Award" (2002).

Awarded Summer Faculty Research Fund Grant 1990-2005.

Awarded CIBEAR Grant 1996.

Awarded the 1989 Dean's Scholarship, School of Business, University of Southern California.

Awarded the 1988 May Company Scholarship.

Winner of the 1987-1988 Golden Apple Award for Excellence in Teaching. Graduate School of Business Administration, University of Southern California.

Nominated to: Who's Who in California; Who's Who in the West; Who's Who in Advertising; and Who's Who Among Emerging Leaders in America.

Summer Research Grant Support Awarded for the Summer of 1986, 1987 and



1988. The University of Southern California.

Voted by the New York University student body as one of the five outstanding professors at the School of Business and Public Administration. 1982,1983.

Nominated for membership in the American Marketing Association's National Honor Society (Alpha Mu Alpha), April 1982.

Represented New York University at the American Marketing Association Doctoral Consortium in Madison, Wisconsin, August 1979.

Graduated Magna Cum Laude – Bernard M. Baruch College, 1974.

Elected as a member of the Business Honor Society –Beta Gamma Sigma, 1974.

Awarded the Morton Wollman Medal for Excellence in the Study of Statistics at Baruch College, 1974.

Awarded the Jack Schlosser Memorial Scholarship at Baruch, 1974.

Awarded an Assistantship for the United States Department of Agriculture, Fall 1974, Iowa State University.

#### **MAJOR UNIVERSITY AND COLLEGE COMMITTEES:**

Member, University Wide Health Committee  
Deans' Advisory Board Member  
Design Team (re-design of the MBA Second Year)  
Teaching/Design Team (re-design of the MBA Core)  
Faculty Senator, University Wide  
Member, Athletic Tickets Committee, University Wide, USC  
Member, CORE Redesign Committee, School of Business Administration  
Member, Master's Curriculum Committee, Marketing Department  
Organizer, Research Fair 1987/1988 for Marketing Department

#### **DISSERTATION COMMITTEE MEMBERSHIP**

Aditi Grover (Chair)	
Mathew Lancellotti	Matt Thomson
Joseph Johnson	Frank Alpert
Yun-Oh Whang	Nick Anderson
David Ackerman	Kamal Gupta
Lars Perner (Chair of Committee)	Ingrid Martin