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## MICHAEL J. BARONE

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College of Business, University of Louisville  
Louisville, KY 40292

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### EDUCATION

Ph.D., Marketing, University of South Carolina, 1994  
M.B.A., George Washington University, 1990  
B.A., Economics, University of Michigan, 1984

### ACADEMIC EXPERIENCE

Professor of Marketing and University Scholar (07/10 - present), University of Louisville  
Associate Professor of Marketing and University Scholar (07/07- present), University of Louisville  
Associate Professor of Marketing (4/00–06/07) & Dean’s Faculty Fellow (6/05-06/07), Iowa State Univ.  
Assistant Professor of Marketing, Iowa State University (6/97 – 4/00)  
Assistant Professor of Marketing, Florida International University (FIU), 9/95 - 5/97  
Assistant Professor of Marketing, Clark University, 9/94 – 6/95

### HONORS AND AWARDS

#### *Research-Related*

Top Productive Researchers in the Premier AMA Journals, 2009-2013 (AMA DocSIG, 2014)  
Top Productive Researchers in the Premier AMA Journals, 2010-2014 (AMA DocSIG, 2015)  
Recipient, Research Award, UofL COB – 2010, 2013, 2015, 2016.  
Top 25 Productive Advertising Researchers, 1997-2006 (*Journal of Advertising*, 2008).  
Top Productive Researchers in Marketing, 2000-2007 (AMA DocSIG, 2008)  
“High Honors” distinction, Honor Roll of Consumer Researchers (Blackwell, Miniard, & Engel 2006).  
Recipient, Dean's Advisory Council Research Award, ISU COB - 1999, 2005.  
Nominee, Dean's Advisory Council Research Award, ISU COB - 1998, 1999, 2000, 2001, 2005, 2006.  
Nominee, Early Achievement in Research Award, ISU - 1999.  
Nominee, Don Lehmann Award (best dissertation-based article in *JMR/JM*) - 1999.

#### *Teaching-Related*

Recipient, Graduate Teaching Award, UofL COB, 2010-2011.  
Recipient, IMBA Professor the Year, UofL COB, 2009-2010.  
Nominee, Faculty Favorite, UofL Delphi Center, 2007 – 2010, 2012.  
Recipient, Delta Sigma Pi Marketing Professor of the Year - 2003.  
Recipient, Business Council Outstanding Teacher Award, ISU College of Business - 2000.  
Recipient, Business Council Teacher of the Month, ISU College of Business - September 2001.  
Nominee, Veishea Faculty of the Year, ISU - 2000, 2001, 2004, 2006, 2007.  
Nominee, Dean's Advisory Council UG Teaching Award, ISU Business College – 1999-2002, 2004, 2006.  
ISU Interfraternity Council/Panhellenic Council Outstanding Faculty Member - 1999, 2000, 2001, 2003, 2005.

### **Other**

Recipient, Faculty Excellence Award, UofL COB –2010, 2013.  
Top Ten Reviewer, *Journal of Consumer Psychology*, 2008-2009, 2009-2010.  
Recipient, Dean’s Advisory Council Business Impact Award, ISU College of Business (2006).  
Outstanding Reviewer, *Journal of Advertising*, 2004, 2011  
Outstanding Reviewer (Honorable Mention), *Journal of Advertising*, 2008  
Who’s Who in Business Higher Education, 2003 - Present  
Who’s Who in Among Executives and Professionals (Honor’s Edition), 2007 - Present.  
American Marketing Association Doctoral Consortium Fellow, 1993  
Beta Gamma Sigma, George Washington University and University of South Carolina  
Merit Scholarship Award, University of Michigan, 1981.

### **JOURNAL ARTICLES**

- Barone, Michael J.**, TJ Bae, Shanshan Qian, and Jason D’Mello (2017), “Power and the Appeal of the Deal: How Consumers Value the Control Provided by Pay What You Want Pricing,” *Marketing Letters*, 28 (3), 437-447.
- Barone, Michael J.**, Sasha Fedorikhin, and David E. Hansen (2017), “The Influence of Positive Affect on Consideration Set Formation in Memory-Based Choice,” *Marketing Letters*, 28 (1), 59-69.
- Barone, Michael J.** and Karen Page Winterich (2016), “When Does Green Make You Greedy or Go Green? The Influence of Green Color Primes on Consumers’ Promotion Preferences,” *Customer Needs and Solutions*, 3 (1), 3-10, **lead article**.
- DeCarlo, Thomas, Tirthankar Roy, and **Michael J. Barone** (2015), “How Sales Manager Experience and Historical Data Trends Affect Decision Making,” *European Journal of Marketing*, 49 (9/10), 1484-1504.
- Winterich, Karen Page, Robert E. Carter, **Michael J. Barone**, Ram Janakiraman, and Ram Bezawada (2015), “Tis Better To Give Than Receive? How Gender, Age, and Residence Segments Vary in Their Choice of Discount- Versus Donation-Based Promotions,” *Journal of Consumer Psychology*, 25 (4), 622-634.
- Barone, Michael J.**, Keith B. Lyle, and Karen Page Winterich (2015), “When Deal Depth Doesn’t Matter: How Handedness Consistency Influences Consumer Response to Horizontal versus Vertical Price Comparisons,” *Marketing Letters*, 26 (2), 213-223.
- Logsdon, M. Cynthia , Gary Bennett, Rik Crutzen, LuAnn Martin, Diane Eckert, Ashley Robertson, John Myers, Roselyn Tomasulo, Jennifer Gregg, **Michael Barone**, Tania Lynch, Laura Flamini (2014), “Preferred Health Resources and Use of Social Media to Obtain Health and Depression Information by Adolescent Mothers,” *Journal of Child and Adolescent Psychiatric Nursing*, DOI: 10.1111/jcap.12083
- Barone, Michael J.** and Robert D. Jewell (2013), “The Interactive Effects of Advertising Content and Context on Persuasion: How Brand Innovativeness Creates Advertising Flexibility,” *Journal of the Academy of Marketing Science*, 42 (3), 309-321.

- Logsdon, M. Cynthia, **Michael Barone**, Tania Lynch, Ashley Robertson, John Myers, David Morrison, Sara York, and Jennifer Gregg (2013), "Testing of a Prototype Web Based Intervention for Adolescent Mothers on Postpartum Depression," *Applied Nursing Research*, 26, 143-145.
- Miniard, Paul W., Shazad Mohammed, **Michael J. Barone**, and Cecilia Alvarez (2013), "Retailers' Use of Partially Comparative Pricing: From Across-Category to Within-Category Effects," *Journal of Marketing*, (77) July, 33-48.
- Barone, Michael J.** and Robert D. Jewell (2013), "The Innovator's License: The Latitude to Deviate from Category Norms," *Journal of Marketing*, 70 (January), 120-134.
- Barone, Michael J.** and Robert D. Jewell (2013), "How Category Advertising Norms and Consumer Counter-Conformity Influence Comparative Advertising Effectiveness," *Journal of Consumer Psychology*, 22 (October), 496-506.
- Barone, Michael J.** and Thomas E. DeCarlo (2012), "Managers' Reliance on Performance Trends in Evaluating Employees: The Moderating Roles of Evaluation Task and Firm Strategic Orientation," *Journal of Personal Selling & Sales Management*, 32 (2), 207-224.
- DeCarlo, Thomas E. and **Michael J. Barone** (2012), "The Interactive Effects of Sales Presentation, Consumer Suspicion, and Positive Mood on Salesperson Evaluations and Product Purchase Intentions," *Journal of Personal Selling and Sales Management*, 33 (1), 53-66.
- Winterich, Karen Page and **Michael J. Barone** (2011), "Warm Glow or Cold, Hard Cash? Social Identity Effects on Consumer Choice for Donation versus Discount Promotions," *Journal of Marketing Research*, 48 (October), 855-868.
- Barone, Michael J.** and Tirthankar Roy (2010a), "Does Exclusivity Always Pay Off? Exclusive Price Promotions and Consumer Response," *Journal of Marketing*, 74 (March), 121-132.
- Barone, Michael J.** and Tirthankar Roy (2010b), "The Effect of Deal Exclusivity on Consumer Response to Targeted Price Promotions: A Social Identification Perspective," *Journal of Consumer Psychology*, 20 (1), 78-89.
- DeCarlo, Thomas E. and **Michael J. Barone** (2009), "With Suspicious (But Happy) Minds: Mood's Ability to Neutralize the Effects of Suspicion on Persuasion," *Journal of Consumer Psychology*, 19(3), 326-333.
- Laczniak, Russell N., R. Kenneth Teas and **Michael J. Barone** (2008), "It All Depends on How You Define Persuasion: A Rejoinder to Lawrence Gibson's Commentary," *Marketing Research*, 20 (Spring), 43-44.
- Barone, Michael J.**, Andrew T. Norman, and Anthony D. Miyazaki (2007), "Consumer Response to Cause Related Marketing Strategies for Retail Goods: Is More or Less Fit Better?" *Journal of Retailing*, 83 (4), 437-445.

- Jewell, Robert D. and **Michael J. Barone** (2007), "Norm Violations and the Role of Marketplace Comparisons in Positioning Brands," *Journal of the Academy of Marketing Science*, 35, 550-559.
- Laczniak, Russell N., **Michael J. Barone** and R. Kenneth Teas (2007), "On Determining Persuasion in a Copy Test Setting," *Marketing Research*, 19 (Winter), 30-36.
- Miniard, Paul W., **Michael J. Barone**, Randall L. Rose, and Kenneth C. Manning (2006), "A Further Assessment of Indirect Comparative Advertising Claims of Superiority over All Competitors," *Journal of Advertising*, 35 (4), 53-64.
- Barone, Michael J.** (2005), "The Interactive Effects of Mood and Involvement on Brand Extension Evaluations," *Journal of Consumer Psychology*, 15 (3), 263-270.
- Barone, Michael J.**, Valerie E. Taylor, and Joel E. Urbany (2005), "Advertising Signaling Effects for New Brands: The Moderating Role of Perceived Brand Differences," *Journal of Marketing Theory & Practice*, 13 (1), 1-13, **lead article**.
- Barone, Michael J.**, Kenneth C. Manning, and Paul W. Miniard (2004), "Consumer Response to Retailers' Use of Partially Comparative Pricing," *Journal of Marketing*, 68 (July), 37-47.
- Barone, Michael J.**, Kay M. Palan, and Paul W. Miniard (2004), "Brand Usage and Gender as Moderators of the Deception Associated with Comparative Advertising," *Journal of Advertising*, 33 (Spring), 19-28.
- Barone, Michael J.** and Paul W. Miniard (2002), "Mood and Brand Extension Judgments: Asymmetric Effects for Desirable versus Undesirable Brands," *Journal of Consumer Psychology*, 12 (4), 283-290, **lead article**.
- Manning, Kenneth C., Paul W. Miniard, **Michael J. Barone**, and Randall L. Rose (2001), "Understanding the Mental Representations Created by Comparative Advertising," *Journal of Advertising*, 30 (Summer), 27-39.
- Barone, Michael J.**, Paul W. Miniard, and Jean B. Romeo (2000), "The Influence of Positive Mood on Brand Extension Evaluations," *Journal of Consumer Research*, 26 (March), 387-402.
- Barone, Michael J.**, Anthony D. Miyazaki, and Kimberly A. Taylor (2000), "Does One Good Turn Deserve Another? Examining the Influence of Cause-Related Marketing Efforts on Consumer Choice," *Journal of the Academy of Marketing Science*, 28 (2), 250-264.
- Li, Fuan, Paul W. Miniard, and **Michael J. Barone** (2000), "The Facilitating Influence of Consumer Knowledge on the Effectiveness of Daily Value Information," *Journal of the Academy of Marketing Science*, 28 (3), 425-436.
- Barone, Michael J.** and Paul W. Miniard (1999), "How and When Factual Ad Claims Can Mislead Consumers: Examining the Deceptive Consequences of *Copy x Copy* Interactions For Partial Comparative Ads," *Journal of Marketing Research*, 36 (February), 58-74.

- Barone, Michael J.**, Randall L. Rose, Paul W. Miniard, and Ken C. Manning (1999), "Enhancing the Detection of Misleading Comparative Advertising," *Journal of Advertising Research*, 39 (September/October), 43-50.
- Barone, Michael J.**, Terence A. Shimp, and David E. Sprott (1999), "Product Ownership as a Moderator of Self-Congruity Effects in Consumer Behavior," *Marketing Letters*, 10 (February), 75-86.
- Miniard, Paul W., Randall L. Rose, Kenneth C. Manning, and **Michael J. Barone** (1998), "Tracking the Effects of Comparative and Noncomparative Advertising Using Relative and Nonrelative Measures: A Test of the Framing Correspondence Hypothesis," *Journal of Business Research*, 41 (February), 137-144.
- Barone, Michael J.**, Terence A. Shimp, and David E. Sprott (1997a), "Mere Ownership Revisited: A Robust Effect?" *Journal of Consumer Psychology*, 6 (3), 257-284.
- Barone, Michael J.**, Terence A. Shimp, and David E. Sprott (1997b), "A Commentary on the Mere Ownership Effect: 'More There Than Meets Their Eyes' or 'Less There Than They Would Have Us Believe?'" *Journal of Consumer Psychology*, 6 (3), 299-311.
- Miniard, Paul W. and **Michael J. Barone** (1997), "The Case for Noncognitive Determinants of Attitude: A Critique of Fishbein and Middlestadt," *Journal of Consumer Psychology*, 6 (1), 77-92.
- Barone, Michael J.**, Randall L. Rose, Kenneth C. Manning, and Paul W. Miniard (1996), "Another Look at the Impact of Reference Information on Consumer Impressions of Nutrition Information," *Journal of Public Policy and Marketing*, 15 (Spring), 55-62.
- Miniard, Paul W., Randall L. Rose, **Michael J. Barone**, and Kenneth C. Manning (1993), "On the Need for Relative Measurements in Assessing Comparative Advertising Effects," *Journal of Advertising*, 22 (September), 41-57.
- Rose, Randall L., Paul W. Miniard, **Michael J. Barone**, Kenneth C. Manning, and Brian D. Till (1993), "When Persuasion Goes Undetected: The Case of Comparative Advertising," *Journal of Marketing Research*, 30 (August), 315-330.

## MANUSCRIPTS UNDER REVIEW

- Barone, Michael J.**, Keith Coulter, and Xingbo Li (2017), "The Upside of Down: How a Price's Vertical Location Influences its Evaluation," *Status*: under fourth review at the *Journal of Marketing*.
- Barone, Michael J.**, Robert D. Jewell, Marie Yeh, and Derek Rucker (2017), "Comparative versus Noncomparative Advertising: A Power Regulation Perspective," *Status*: preparing manuscript for submission to the *Journal of Marketing Research*.
- Sprott, David E., Terence A. Shimp, and **Michael J. Barone** (2017), "Gender as a Moderator of Ownership Effects," *Status*: revising for resubmission to the *Journal of Consumer Research*.

## MANUSCRIPTS IN PREPARATION

**Barone, Michael J.**, Keith B. Lyle, and Karen Page Winterich (2017), “Consumers’ Views about Social Hierarchies Influence their Processing of Horizontal versus Vertical Price Comparisons,” *Status*: preparing manuscript for submission to the *Journal of Marketing Research*.

Kulow, Katina, Mina Kwon, and **Michael J. Barone** (2017), “Does Seeing Bad Make You Do Good? The Effect of Identity-Based and Product Factors on Consumer Response to Cause Related Marketing Offers,” *Status*: manuscript in preparation for submission to the *Journal of Consumer Research*.

Li, Xingbo, **Michael J. Barone**, and Shailendra P. Jain (2017), “The Challenge of Being a Challenger: Social Dominance Orientation Can Reduce the Impact of “Challenger vs. Leader” Comparisons,” *Status*: manuscript in preparation for submission to the *Journal of Consumer Psychology*.

Maria A. Rodas, **Michael J. Barone**, and Carlos J. Torelli (2017), “All in the Family: Familial Identification Impacts Consumer Evaluations of Family Branding Strategies,” *Status*: manuscript in preparation for submission to the *Journal of Consumer Psychology*.

## RESEARCH IN PROGRESS

Are Even Prices ‘Right’? Consumers Prefer Even Prices Presented on the Right and Odd Prices on the Left) with L Cian), *Target: Journal of Consumer Research*, *Status*: data collection stage.

Accuracy Bonuses in Consumer Perceptions of Satisfaction (with R. Carter), *Target: Journal of Marketing*, *Status*: data collection stage.

## SELECTED PRESENTATIONS

“The ‘Power’ of Advertising: The Instrumental Value of Comparative Advertising for Power Regulation,” invited presentation, Indiana University, Kelley School of Business, March 2016.

“The Upside of Down: Price Location Effects in Consumer Decision Making,” invited presentation, University of Louisville COB, 2015.

“The Upside of Down: Price Location Effects in Consumer Decision Making,” invited presentation, Kent State University COB, 2015.

“Using Amazon’s Mechanical Turk (mTurk) for Behavioral Research in Business,” invited presentation, University of Louisville COB, 2014.

“The Upside of Down: Price Location Effects in Consumer Decision Making,” invited presentation, University of Alabama-Birmingham COB, 2015.

“The Upside of Down: Price Location Effects in Consumer Decision Making,” invited presentation, University of Kentucky COB, 2015.

“Power and the Appeal of the Deal: How Exchange Processes Promote Power Regulation” presentation at the 2013 UL-UK Marketing Colloquium, University of Louisville (with TJ Bae, Shanshan Qian, and Jason D’Mello).

“Why Do People Donate? The Role of Identities in Consumer Giving” presentation at the 2012 Marketing Academic Research Colloquium (MARC), University of Pittsburgh (with Karen Page Winterich)

“Social Marketing Intervention and Depression Treatment in Adolescent Mothers” poster presentation at the 2012 Society for Adolescent Health and Medicine Conference (with M. Cynthia Logsdon et al.).

“Power Distance Belief and Comparative Advertising” poster presentation at the 2011 Society of Judgment and Decision Making Conference, Seattle, WA (with Shailendra Jain and Xingbo Li)

“Warm Glow or Cold, Hard Cash? Social Identity Effects on Consumer Choice for Donation versus Discount Promotions,” presentation at 2011 Seminar Series, College of Business, University of Louisville.

“Warm Glow or Cold, Hard Cash? Social Identity Effects on Consumer Choice for Donation versus Discount Promotions,” presentation at 2011 Seminar Series, Dept. of Marketing, University of Kentucky.

“Warm Glow or Cold, Hard Cash? Social Identity Effects on Consumer Choice for Donation versus Discount Promotions,” presentation at 2010 Seminar Series, Dept. of Psychology, University of Louisville.

“Generating Ideas in Consumer Psychology: A Research Prospectus for Marketing Placebo Effects,” presentation at 2010 Seminar Series, Department of Marketing, University of Cincinnati.

“The Effects of Salesperson Argument Strength, Consumers Suspicion and Positive Mood on Salesperson Evaluation and Purchase Intention” presentation at the 2007 Academy of Marketing Science Conference (with Thomas E. DeCarlo)

“The Influence of Comparative Prices on Consumer Processing of Noncomparative Price Information,” Society for Consumer Psychology Conference, February 2002.

“Ad Claim Strength and the Ad Budget Signal,” Association for Consumer Research Conference, October 1999.

“The Influence of Comparative and Noncomparative Advertising on Competitive and Noncompetitive Product Positioning,” Association for Consumer Research Conference, October 1999.

“The Relative Frame Bias and the Role of Comparison Brand Usage,” University of Iowa, October 1995.

“The Influence of Relative Frames on Consumer Responses to Noncomparative Ad Information,” Florida International University, February 1995.

“Does Exclusivity Always Pay Off? Exclusive Price Promotions and Consumer Response,” presentation at 2007 Seminar Series, College of Business, University of Louisville.

## TEACHING MATERIALS

Miniard, Paul W. and **Michael J. Barone** (1995), *Instructor's Manual* for Engel, Blackwell, and Miniard's *Consumer Behavior*, 8th Ed., Fort Worth, TX: The Dryden Press.

Miniard, Paul W. and **Michael J. Barone** (1995), *Instructor's Manual: Test Bank* for Engel, Blackwell, and Miniard's *Consumer Behavior*, 8th Ed., Fort Worth, TX: The Dryden Press.

Miniard, Paul W. and **Michael J. Barone** (1994), *Instructor's Manual: Test Bank* for Dickson's *Marketing Management*, 1st Ed., Fort Worth, TX: Harcourt Brace & Company.

Miniard, Paul W. and **Michael J. Barone** (1993), *Instructor's Manual: Test Bank* for Engel, Blackwell, and Miniard's *Consumer Behavior*, 7th Ed., Fort Worth, TX: The Dryden Press.

## SERVICE

### *Service to the Discipline*

### **Editorial Review Boards**

*Journal of Consumer Research* (Member), 2015 – Present

*Journal of Consumer Psychology* (Member), 2004 – Present

*Journal of the Academy of Marketing Science* (Member), 2008 – Present

*Marketing Letters* (Member), 2013 – Present

*Journal of Advertising* (Member), 2003 – 2010 (Resigned)

*Journal of Business Research* (Member), 2006 – 2009 (Resigned)

*Journal of Current Issues and Research in Advertising* (Member), 2009 – 2010 (Resigned)

*Academy of Marketing Science Review* (Member), 1999 – 2009.

*Journal of Consumer and Market Research* (Member), 1998 – 1999.

### **Reviewer - Journals**

*Journal of Consumer Research* (2002-2014)

*Journal of Marketing Research* (1998-Present)

*International Journal of Research in Marketing* (2013-Present)

*Journal of Marketing* (2003-Present)

*Journal of Consumer Psychology* (2002-2004)

*Journal of the Academy of Marketing Science* (2006-2008)

*Marketing Letters* (2005-2013)

*Journal of Advertising* (2003-Present)

*Journal of Business Research* (2010-Present)

*Journal of Retailing* (1997-Present)

*Journal of Public Policy and Marketing* (1998-Present)

*Journal of Information Technology* (1999-Present)

*European Journal of Social Psychology* (2003 – Present)

*Journal of Managerial Psychology* (2005-Present).



### **Reviewer - Conference Proceedings**

Association for Consumer Research Conference (1995 – 2006, 2008-2011, 2017)  
American Marketing Association Conference (1996, 1998 – 2005, 2009-2010)  
Advances in Marketing Science Conference (2010-2011)  
European Marketing Academy Conference (2009-2011)  
Marketing and Public Policy Conference (1999, 2002)  
Society for Consumer Psychology Conference (2000-2004, 206-2009)  
American Association of Advertising Conference (2002, 2004).

### **Reviewer - Text Books**

*Principles of Marketing (1e)*, Peter Dickson et al. (Reviewed Pricing Chapter written by J. Urbany).

### **Conference Associate Editor/Track Chair**

Association for Consumer Research, Associate Editor (2008).  
American Marketing Association Summer Educators' Conference, Retailing and Pricing Track (2007)  
American Marketing Association Summer Educators' Conference, Marketing Communications Track (2003).

### **Competitive/Special Session Chair**

Association for Consumer Research conference – Competitive Session Chair (1995, 2000-2001, 2004)  
American Marketing Association Summer Educators' Conference – Competitive Session Chair (1996).  
Association for Consumer Research conference – Special Session Chair (1996, 1998, 2000).

### **Discussant**

American Marketing Association Winter Educators' Conference (1999).

### **Faculty Invitee/ Panel Participant**

Association for Consumer Research, Mid-Career Mentorship Program (2014)  
Nebraska Doctoral Symposium (1998, 1999, 2000).

### ***Service to the University***

Council of Research Deans and Faculty Research Advisory Council (UL) - COB Representative, 2014-Present  
Faculty Senate Curriculum Committee (ISU) – COB Representative, 2003.  
University Academic Standards Committee (ISU) - COB Representative, 2000–2001.  
University Honors Committee (ISU) - COB, 1998 – 1999.

### ***Service to the College***

Dean Search Committee (UofL COB) – Co-Chair, 2012-2013; Member, 2015-2016.  
Ph.D. Program Committee (UofL COB) – Member, 2007-2012, 2016-Present.  
PMBA Program Committee (UofL COB) – Member, 2009-Present.  
IMBA Program Committee (UofL COB) – Member, 2008-Present.  
MBA Grievance Committee (COB) – Member, 2013-Present  
Executive MBA Program Committee (UofL COB) – Member, 2013 – Present.  
Executive MBA Policy Committee (UofL COB) – Member, 2014 – Present.

Research Committee (UofL COB) – Member, 2011-2014; Chair, 2014 – 2016.  
College Summer Research Grant Committee (UofL COB) – Member, 2008-2014; Chair, 2014 - 2016.  
Ph.D. Program Review Task Force (UofL COB) – Member, 2009, 2011.  
Ph.D. Qualifying Examination Grader (UofL COB) – 2008-2009.  
Faculty Development Committee (ISU COB) - Member, 2004–2007.  
Curriculum Committee (ISU COB) - Chair, 2003 – 2004; Member, 2001– 2003.  
Focus Area Task Force (ISU COB) - Member, 2001  
Academic Standards Committee (ISU COB) - Member, 1998–2000; Chair, 2000–2001.  
College of Business Promotion and Tenure Document Revision Committee (ISU) – Member, 1999-2000.  
Ph.D. Program Committee (FIU) - Member, 1995- 1997.  
Graduate Curriculum Committee (FIU) - Member, 1996- 1997.

### ***Service to the Department***

Marketing Department Faculty Search (UofL COB) – Chair, 2014.  
Marketing Department Subject Pool Committee (UofL Department of Marketing) – 2008-Present.  
Junior Faculty Mentoring Committee (UofL Department of Marketing) – 2010-Present.  
Honors Project Advisor (UofL) – W. Stidham.  
Undergraduate Scholarship Committee (ISU Department of Marketing) - 2005  
Marketing Faculty Search Committee (ISU Department of Marketing) – 2003, 2005, 2006.  
Non-tenure Track Instructor Selection Committee (ISU Department of Marketing) – 2003  
Non-Tenure Track Document Committee (ISU Department of Marketing) – 2003  
Distinguished Speaker Series Coordinator (ISU Department of Marketing) – Co-chair, 2004  
Department of Marketing P&T Document Revision Committee (ISU) – Member, 1999-2000.  
Department of Marketing P&T Committee (ISU) – Member (2001), Chair (2002).  
Coordinator - ISU Marketing Department Brown Bag Seminar Series, Fall 1999-Present.  
Coordinator – ISU – University of Iowa Judgment and Decision Making Seminar, August 2000.  
Master’s Thesis Committee (ISU) – J. Hicks, T. Dayal, C. Jones III, E. Slevitch, M. Hamaker, B. Tierney.  
Faculty Advisor - ISU Marketing Club, September 1997-Spring 1999.  
Independent Study Advisor (ISU) – Zachary Crane, Kevin Fix, Jeff Buchheit (MBA), Dylan DeBruin, Kate Malone, Paul Bloyer, Tuhina Duyal (MBA), Deborah Howe, W. Reid Morris  
Honors Project Advisor (ISU) – Cole Kopacek, Kelley Stevens, Sean Wilkinson, Haryanto Kurniawan.  
McNair Scholars Program (ISU) - Faculty Advisor to Olatomi Fadeyi, Tim Quick.  
Dissertation Committee - Member for Shanshan Qian (UofL), Shaunn Mattingly (UofL), Qian Ye (UofL), Rodney D’Souza (UofL), Harriet McLeod (ISU), Sandipa Dublsh (FIU), Marisa Guillaume (FIU), Les Vermillion (FIU).  
Executive Training - Graduate Diploma in International Marketing (FIU), September 1995-May 1997.  
Student Project Mentor - Supervised student projects with Worcester (MA) Commons Fashion Mall (Clark University), Story County Community Life Program (ISU).

### **PROFESSIONAL AFFILIATIONS**

American Marketing Association  
Association for Consumer Research  
Society for Consumer Psychology  
American Academy of Advertising

## RESEARCH GRANTS

University of Louisville Improved Health Outcomes Program, “Developing and Testing A Social Marketing Program to improve Health Care Utilization of Teen Mothers with Symptoms of Depression and Anxiety” (with MC Logsdon, J. Gregg, and J. Meyers) funded 2009-2010 (\$49,344).

Leopold Center for Sustainable Agriculture, “Reputational and Environmental Positioning as Sources of Competitive Advantage: Retailer-Level Effects” (with T. DeCarlo) funded Summer 2005 (\$24,500).

MATRIC grant, "Trademark Issues For Geographical-Indication Branding Strategies" (with S. Agarwal) funded Summer 2004 (\$27,390).

Leopold Center for Sustainable Agriculture grant, “Company Environmental and Societal Positions as Sources of Competitive Advantage for Agriculture Producers” (with T. DeCarlo) funded Summer 2004 (\$25,280).

ISU Faculty Development Grant, Summer 2003 (\$10,000), Summer 2004 (\$11,000).

ISU College of Business Mini-Scholarship Grant Award (Spring 2003, \$600; Fall 2004, \$750; Spring 2005, \$625).

MATRIC grant, "Emerging Strategies for Creating Global Competitive Advantages: Implications for Agricultural Producers" (with T. DeCarlo as co-principal investigator) funded Summer 2002 (\$21,000).

ISU Faculty Development Grant, Summer 2000 (\$6,000).

Spring Research Initiation Grant at Iowa State University funded Spring 1998 (\$5,000).

## INDUSTRY AND CONSULTING EXPERIENCE

### *Expert Witness*

Retained by Morgan, Lewis, and Bockius, LLP for expert consulting services re: *Ocusoft, Inc. v. Walgreen Co. & Walgreens.com, Inc.*

Retained by Jaburg Wilk LLP for expert consulting services re: *Cox Communications, Inc., v. Gigablast, Inc.*

Retained by BoyarMiller LLP for expert consulting services re: *Farouk Systems, Inc. v. AG Global Products LLC, d/b/a FHI Heat, LLC and Shauky Gulamani.*

Retained by Morgan, Lewis, and Bockius, LLP for expert consulting services re: *Certain Footwear Products (U.S.I.T.C. Complaint).*

Retained by Kelly IP, LLP for expert consulting services re: *S.C. Johnson and Sons, Inc. v. Stoner, Inc.*

Retained by Brennan, Manna, & Diamond, LLC for expert consulting services re: *David Mowder v. Permanent General Assurance Corporation of Ohio et al.*

Retained by Kelly IP, LLP for expert consulting services re: *Koninklijke Philips Electronics N.V. v. Hunt Control Systems, Inc.*

Retained by ORCInternational for expert consulting services re: *Verisign, Inc. v. Dot Agency Limited.*

Retained by Parker, Hudson, Rainer, and Dobbs LLP for expert consulting services re: *Swift v. Bancorp, Inc.*

Retained by Tomlinson, Rust, McKinstry, and Grable for expert consulting services re: *The Charles Machine Works, Inc. v. Vermeer Manufacturing Company.*

Retained by Jacobson Holman PLLC for expert consulting services re: *Perfetti Van Melle USA v. Cadbury Adams USA LLC.*

Retained by Tomlinson and O'Connell PC for expert consulting services re: *H-D Michigan, Inc. and Harley-Davidson Motor Company Group, Inc. d/b/a Harley-Davidson Motor Company v. Ridley Motorcycle Company.*

Retained by Freeborn & Peters for expert consulting services re: *Columbik & Associates, Inc. et al. v. John Burgess et al.*

Retained by Darby and Darby PC for expert consulting services re: *The Procter & Gamble Company v. Colgate-Palmolive Company.*

Retained by McKee, Voorhees, and Sease, PLC for expert consulting services re: *Wells' Dairy, Inc. v. Nestle S.A., Societe-Des Products Nestle, S.A., Nestle U.S.A., Inc., Nestle U.S.A. Prepared Foods Division, Inc, and Nestle Ice Cream, LLC.*

Retained by Darby and Darby PC and Goodwin Proctor LLP for expert consulting services re: *Morgan Chase Group, Inc and Morgan Chase Trust Company v. The Chase Manhattan Corporation and J.P. Morgan Chase & Co., Incorporated.*

Retained by Schachter & Associates for expert consulting services re: *Jason Bacher v. Wing Eyecare et al.*

Retained by LaMarca & Landry, P.C., for expert consulting services re: *National Concrete Services, Inc. v. Menard, Inc.*

### ***Consultations***

AimsBio, Inc.  
Atlas Technologies  
Chegg, Inc.  
Colgate-Palmolive, Inc.  
Doe-Anderson, LLC  
Firearms Policy Group  
Iowa State University Foundation  
Lotus Development Corporation  
State of Iowa, Board of Regents  
Wellmark/Blue Cross – Blue Shield

ARDL, LLC.  
Boys and Girls Club of America  
Coalescence, Inc.  
Color FX, Inc.  
Federal Trade Commission  
IMEP, Inc.  
Lansing Housing Products, Inc.  
Monoclonal Partnerships International, Inc.  
Stoner, Inc.

### ***Financial Analyst***

IBM Corporation, December 1984 to July 1991. Provided sales and costs analyses to marketing group. Involved in pricing decisions for computer hardware products.

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