

Barry J. Babin, Ph.D LSU - 1991

Max P. Watson, Jr. Professor and Department Head, Louisiana Tech University, Summary

Research Publications:

- Over 70 Scholarly and Professional Publications
- Articles published in many journals including:
 - The Journal of Marketing*
 - The Journal of Retailing*
 - The Journal of Consumer Research*
 - The Journal of the Academy of Marketing Science*
 - The Journal of Business Research*
 - The Journal of Retailing and Consumer Services*
 - The Journal of Travel & Tourism Marketing*
 - The Journal of Consumer Affairs*
 - Research in Marketing*
 - International Journal of Bank Marketing*
 - The Journal of International Consumer Marketing*
 - Psychology and Marketing*
 - Psychological Reports*
 - The Journal of Services Marketing*
 - The Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*
 - The Journal of Marketing Theory and Practice*
 - The Journal of Consumer Behaviour*
- Current Research and Text Books
 - Multivariate Data Analysis, 6th Edition*, Prentice Hall
 - Exploring Marketing Research, 9th Edition*, Cengage
 - The Essentials of Business Research*, Wiley
 - Sales Management: Building Customer Relationships and Partnerships*, Houghton-Mifflin

Administrative Highlights

- Associate Editor of Marketing for *The Journal of Business Research* (1999-current)
- President, The Academy of Marketing Science (2005-2008)
- Vice-President for Programs and VP, The Academy of Marketing Science (2000-2005)
- Chair, Department of Management, Marketing and Fashion Merchandising – USM (2005-2007)
- Chair, Department of Marketing and Analysis – Louisiana Tech (2007 – present)
- President of The Society for Marketing Advances (2000-2001)
- Program Chair, The Society for Marketing Advances (1999)
- Program Chair, The Academy of Marketing Science Annual Conference (2003)
- Chair - College Graduate Programs Committee (2001 – 2005)
- Chair - College of Business Strategic Planning Committee (2004 – 2006)
- Chair - College Research Committee / Serve on University Research Council (2002-2005)
- President, Sacred Heart School Board (2000-2005)
- Member and Vice-President, Diocese of Biloxi School Board (2001-2007)

Award Highlights

- Academy of Marketing Science Distinguished Fellow
- Society for Marketing Advances Distinguished Fellow

- Michel Laroche Distinguished Service Award as Marketing Editor of the **JBR**
- Three times awarded the USM Louis K. Brandt Award for Outstanding Faculty Research
- Omerre DeSerres Award for Outstanding Research in Retailing
- *Journal of Business Research* Outstanding Reviewer Award
- *The Journal of Retailing* Outstanding Reviewer Award
- Golden Key Faculty Excellence Award
- Named Business Advisory Council Professor
- Steven J. Shaw Award for the SMA Outstanding Conference Paper

CURRICULUM VITAE
Barry J. Babin, Ph.D

Personal Information

Married, Date of Birth: 7/3/59, Excellent Health, 2 Children.

Position and Address

Department Head
Marketing & Analysis Department
Louisiana Tech University
Ruston, LA 71272
(318) 257-4012 (v)
(318) 257-4253 (f)
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Education

Doctor of Philosophy (Business Administration)
Major: Marketing
Minor: Econometrics
Degree Awarded August 1, 1991
Dissertation Chair: Professor William R. Darden
Dissertation Topic: A C-E-V Model of Hedonic Shopping Activities
Louisiana State University
Baton Rouge, Louisiana

Masters in Business Administration
Major Emphasis: Marketing
Degree Awarded July 1987
University of Central Florida
Orlando, Florida

Bachelor of Science
Major: Industrial Engineering
Minor Areas: Accounting/History
Degree Awarded December 1982
Louisiana State University
Baton Rouge, Louisiana

Refereed Journal Publications

Articles on Retail Patronage/Value of Activities

- “Does Santa have a Great Job? Gift Shopping Value and Satisfaction,” *Psychology & Marketing*, 24 (October 2007), 895-917. With Christine Gonzalez and Christina Watts.
- “Perceived Appropriateness and its Effect on Quality, Affect and Behavior,” *Journal of Retailing and Consumer Services*, 11 (September 2004): 287-298. With J. C. Chebat and R. Michon. * Rated number 6 out of the top 25 papers published in the *Journal*.
- “A Cross-Cultural Investigation of the Materialism Construct: Assessing the Richins & Dawson Materialism Scale in Denmark, France, and Russia,” *Journal of Business Research*, 57 (August 2004), 893-900. With Mitch Griffin and Finn Christensen.
- “Modeling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea,” *Journal of Services Marketing*, 19 (Issue 3 2005): 133-139. With Mitch Griffin, Eun-Ju Kim and Yong-Ki Lee.
- "Christmas Gift Search Behaviors: A Three-Country Comparison," *The Journal of International Consumer Marketing*, 15 (4 2003), 7-42, with Michel Laroche, Mark Cleveland and Phillipa Ward.
- “Seeking Something Different? A Model of Schema Deviation’s Impact on Consumer Affect, Purchase Intentions and Perceived Shopping Value,” *Journal of Business Research*, 54 (November 2001), 89-96. With Laurie Babin.
- “Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer,” *Journal of Business Research*, 49 (August 2000), 91-99. With Jill Attaway.
- “Shopping Values of Russian Consumers: The Impact of Habituation in a Developing Economy,” *Journal of Retailing*, 76 (Spring 2000), 33-52. With Mitch Griffin and Doan Modianos.
- “International Students’ Travel Behavior: A Model of the Travel-Related Consumer Satisfaction/Dissatisfaction Process,” *Journal of Travel & Tourism Marketing*, 10.1 (2001), 93-106. With Kuemlim Kim.
- "Consumer Self-Regulation in a Retail Environment," *Journal of Retailing*, 71 (Spring 1995), 47-70. With Bill Darden.

"Good and Bad Shopping Vibes: Spending and Patronage Satisfaction," *Journal of Business Research*, 35 (March 1996), 201-206. With Bill Darden.

"Work and/or Fun? Measuring Hedonic and Utilitarian Shopping Value," *Journal of Consumer Research*, 19 (March, 1994), 644-656. With Bill Darden and Mitch Griffin.
Frequently Cited.

"The Development of Spatial Theory in Retailing and Its Contribution to Marketing Thought and Marketing Science," *Research in Marketing*, 6 (1994), 103-116. With James S. Boles and Laurie A. Babin.

Articles on Marketing Ethics or Public Policy Issues

"Representing the Perceived Ethical Work Climate Among Marketing Employees," *Journal of the Academy of Marketing Science*, 28 (Summer 2000), 345-359. W/ Jim Boles and Don Robin.

"The Nature, Measurement and Stability of Ethical Judgments in the Workplace," *Psychological Reports*, 80 (1997), 563-580. With Donald Robin and Eric Reidenbach.

"Anticipation of Injurious Consumption Outcomes and Its Impact on Consumer Attributions of Blame," *Journal of the Academy of Marketing Science*, 24 (Fall, 1996), 314-327.
With Mitch Griffin and Jill Attaway.

"Effects of Moral Cognitions and Consumer Emotions on Shoplifting Intentions," *Psychology & Marketing*, 13 (December 1996), 785-803. With Laurie A. Babin.

"An Investigation of Product Liability Attitudes and Opinions: A Consumer's Perspective," *The Journal of Consumer Affairs*, 28 (Summer, 1994), 54-80. With Bill Darden and Mitch Griffin.

"The Role of Consumer Sympathy in Product Liability Suits: An Experimental Investigation of Loose Coupling Characteristics and Perceptions," *The Journal of Business Research*, 22 (January, 1991), 65-89. With Bill Darden, James DeConinck, and Mitch Griffin.

"Buyer Reactions to Ethical Beliefs in the Retail Environment," *The Journal of Business Research*, 57 (October 2004), 1155-1163. With Mitch Griffin and James S. Boles.

Articles on Managing the Service Work Environment

“Employee Behavior in a Service Environment: A Model and Test of Potential Differences Between Men and Women,” *Journal of Marketing*, 62 (April 1998), 77-91. With James S. Boles.

"On the Front Lines: Stress, Conflict and the Customer Service Provider," *Journal of Business Research*, 37 (September, 1996), 41-50. With James S. Boles.

"The Effects of Perceived Co-Worker Involvement and Supervisor Support on Service Provider Role Stress, Performance and Job Satisfaction," *Journal of Retailing*, 72 (Spring, 1996), 57-75. With James S. Boles. Frequently Cited.

"What Makes Contact Employees Perform? Reactions to Employee Perceptions of Managerial Practices," *International Journal of Bank Marketing*, 20 (7) 2003, 325-332. With Jean-Charles Chebat and Paul Kollias.

Articles on the Nature of Affect

“Festivalscapes and Patrons’ Emotions, Satisfaction, and Loyalty,” *Journal of Business Research*, 61 (January 2008), 56-64. With Yong-Ki Lee, Chong-Ki Lee, and Seung-Kon Lee.

“U.S. Consumers’ Adoption-Nonadoption of Mobile SMS Advertising,” *Journal of Mobile Marketing*, 1 (June 2006), 21-29. With Alexander Muk.

“Marketing to Asian Americans: The Impact of Acculturation and Interpersonal Influence on Ethnocentric Consumer Preferences,” *Journal of the Korean Academy of Marketing Science*, 15 (November 2005 – appearing in 2006), 187-210. With Ray Taylor and Kyung Hoon Kim.

“Color and Shopping Intentions: The Intervening Effect of Price Fairness and Perceived Affect,” *Journal of Business Research*, 56 (July 2003), 541-551. With David M. Hardesty and Tracy A. Suter.

"Negative Emotions in Marketing Research: Affect or Artifact," *Journal of Business Research*, 42 (July 1998), 271 - 285. With Laurie Babin and Bill Darden.

“The Nature of Satisfaction: An Updated Examination and Analysis” *Journal of Business Research*, 41 (February 1998), 127-136. With Mitch Griffin.

"Exploring the Affective Quality of Retail Environments: Expanding the Scope of Retail Personality," *Journal of Business Research*, 24 (February 1994), 101-109. With Bill Darden. Frequently Cited.

"An Empirical Comparison of Alternative Conceptualizations of Postconsumption Reactions," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 7 (1994), With Mitch Griffin and Bill Darden, 172-183.

Articles on Sales/Selling

"An Examination of the Relationship Between Retail Work Environments, Salesperson Selling Orientation and Job Performance," *Journal of Marketing Theory and Practice*, 9 (Summer 2001). With James S. Boles and Tom Brashear.

"Salesperson and Retail Attitudes and their Impact on Consumer Purchase Intentions," *Journal of Retail and Consumer Services*, 6 (Spring 1999), 91-97. With James S. Boles and Laurie Babin.

"Salesperson Stereotypes, Consumer Emotions, and Their Impact on Information Processing," *Journal of the Academy of Marketing Science*, 23 (Spring, 1995), 94-105. With James S. Boles and Bill Darden.

"Role Stress Revisited: One or Two Constructs?" *The Journal of Marketing Theory and Practice*, 2 (Summer, 1994), 57-69. With James S. Boles.

"Information Search Patterns for Gift Purchases: A Cross-National Examination of Gender Differences," *Journal of Consumer Behaviour*, 3 (September, 2003), 20-47. With M. Cleveland, M. Laroche, P. Ward and J. Bergeron.

Articles on Theory and Publication

"Scholarly Marketing Publication – The American Advantage," *European Business Review*, in press.

Other Refereed Publications

"Une autre incursion du côté obscur: comment les femmes et les hommes travaillent à leurs achats de cadeaux," *Proceedings* of the 2004 Association for French Marketing Conference.

- "Perceived Legality and Wine Buying Intentions," *Proceedings* of the 2003 World Marketing Congress, V. Crittenden, M. Euwing and R. Ramaseshan, eds., AMS, 265-269. With Mitch Griffin and Donald P. Robin.
- "Christmas Gift Search Behaviors: A Three-Country Comparison," *Proceedings* of the 8th Cross-Cultural Research Seminar, Kahuku, Hawaii (December 14, 2001), with Mark Cleveland, Michel Laroche, and Philippa Ward.
- "The Moderating Role of Service Environment on the Customer Share - Customer Commitment Relationship," *Developments in Marketing Science*, 24 (2001), 266-271. With James S. Boles and Mitch Griffin.
- "Toward an Assessment of Service Providers' Ethical Stress and its Consequences," in *Marketing Theory and Applications*, Debbie Thorne LeClaire and Michael Hartline, eds., 1997; Chicago: American Marketing Association, 336-341. With James S. Boles.
- "A Closer Look at the Influence of Age on Consumer Ethics," *Advances in Consumer Research*, 22 (1995), Frank Kardes and Mita Sujun, eds., Provo, UT: Association for Consumer Research, 668-673. With Mitch Griffin.
- "The Effect of Motivation to Process on Consumers' Satisfaction Reactions," in *Advances in Consumer Research*, 21 (1994), Chris Allen and Deborah Roedder-John, eds. With Mitch Griffin and Laurie Babin. 406-411.
- "The Identification and Control of Halo Error: A Monte Carlo Study," in *Enhancing Knowledge Development in Marketing*, Vol. 4 (1993), David Cravens and Peter Dickson, eds., With Michael Dorsch and Bill Darden. 320-329.
- "To Steal or not to Steal: Ethical Judgments and Consumer Shoplifting Intentions," in *Marketing Theory and Applications*, Vol. 5 (1994), C.W. Park and Daniel C. Smith, eds., Chicago, IL: American Marketing Association. With Don Robin and Kristi Pike. 200-205.
- "Hey You, Can Ya' Spare Some Change? The Case of Empathy and Personal Distress As Reactions to Charitable Appeals," in *Advances in Consumer Research*, Vol. 20 (1993). With M. Griffin, J. Attaway, and B. Darden. 508-514.
- "Adaptive Selling Prototypes: Detection and Impact on Selling Performance," *Retail Patronage and Strategy: The Cutting Edge IV*, Vol. 4 (1996), William R. Darden ed., Baton Rouge, LA: American Marketing Association. With W.R. Darden and D. Sherrell. 379-386.
- "The Dual Role of Emotions on Patronage Behavior," *Retail Patronage and Strategy: The Cutting Edge IV*, Vol. 4 (1996), William R. Darden ed., Baton Rouge, LA: American Marketing Association. With W.R. Darden. 479-484.

- "Ethnicity as a Promotional Tool: Retailing to Emerging Consumer Markets," *Developments in Marketing Science*, Vol. 7 (1994), Elizabeth Wilson and William Black, eds., Coral Gables, FL: Academy of Marketing Science. With William R. Darden, 338-342.
- "Mapping the Affective Quality of Retail Stores: Some Practical Insights," *Retail Patronage and Strategy: The Cutting Edge*, Vol. 3 (1994), Bill Darden and Bob Lusch, eds., Baton Rouge, LA: Louisiana State University Press. With Bill Darden. 215-224.
- "The Work Environment: An Organizational Antecedent to Work/Family Conflict and Work-related Attitudes and Behaviors," *Retail Patronage and Strategy: The Cutting Edge*, Vol. 3 (1994), Bill Darden and Bob Lusch, eds., Baton Rouge, LA: Louisiana State University Press. With James S. Boles and Larry Ross. 77-88.
- "Societal Influences on Schematic Processing in the Service Encounter: Directions for Study," in *Minority Marketing: Research Perspectives for the 1990s*, Vol. 6 (1993), R. L. King, ed., Miami, FL: Academy of Marketing Science. 95-99.
- "Focus on Adaptive Selling: A Note on Second Order Factors," in the *Proceedings* of the 1993 Annual Meeting of the Southern Marketing Association, 344-346.
- "A Note on Demand Artifacts in Marketing Research," in the *Proceedings* of the 1992 Annual Meeting of the Southern Marketing Association. With Bill Darden and Mitch Griffin. 227-230.
- "Some Comments on the Role of Emotions in Consumer Behavior," in the *Proceedings* of the 1992 American Marketing Association Summer Educator's Conference. With Bill Darden and Mitch Griffin. 130-139.
- "Consumer Assessments of Responsibility for Product Related Injuries: The Impact of Regulations, Warnings, and Promotional Policies," in *Advances in Consumer Research*, Vol. 19 (1992). Provo, UT: Association for Consumer Research. With Mitch Griffin and William R. Darden. 870-878.
- "The Effect of Ad Evoked Feelings and Judgments in a Simple Model of Retail Patronage Intentions," in *Retail Management and Patronage Behavior: The Cutting Edge*, Vol. 2 (1991). With Scot Burton and Richard Netemeyer. 359-364.
- "An Empirical Investigation of the Impact of Negative Publicity on Consumer Attitudes and Intentions," in *Advances in Consumer Research*, Vol. 18 (1991). Provo, UT: Association for Consumer Research. With Mitch Griffin and Jill Attaway. 334-341.
- "Exploring the Characteristics of a Salesperson Social Schema," in *Developments in Marketing Science*, Vol. 15 (1992). Miami, FL: AMS. With James S. Boles. 16-20.

- "An Exploratory Study of Second Order Shopping Orientations: Theoretical Structure and Relevance," in the *Proceedings* of the 1991 Annual Meeting of the Southern Marketing Association. With William R. Darden and Mitch Griffin. 54-57.
- "Conjoint Analysis in Academic Research: A Survey of Marketing Literature," in the *Proceedings* of the 1991 American Marketing Association Summer Educator's Conference. With Mitch Griffin and Jill Attaway. 683-692.
- "An Examination of Two Approaches for Modeling Retail Image Formations," in the *Proceedings* of the 1990 Southern Marketing Association Annual Conference. 440-443. With Laurie Babin and Mitch Griffin.*
- "Personal Interaction in Sales and Ancillary Service Usage," in *Developments in Marketing Science*, vol. 13, B. J. Dunlap, editor. Cullowhee, NC: Academy of Marketing Science (1990). 411-419. With William R. Darden.
- "A Conceptual Approach to Testing Among and Between Indicators," *Proceedings* of the 1989 Decision Science Institute Annual Conference. A.K. Soni and V. A. Mabert, editors. 753-755. With William R. Darden and Mitch Griffin.
- "The Impact of Personal Values on Sympathy Toward Product Liability Plaintiffs," in *Advances in Marketing*, Peter J. Gordon and Bert J. Kellerman eds., Springfield MO: Southwestern Marketing Association (1989). With William R. Darden, James DeConinck and Mitch Griffin.

*Selected Best Competitive Paper

Other Publications/Books/Editorials

- Multivariate Data Analysis, 6th Edition*. Prentice Hall. 2006. With J Hair, R. Anderson, R. Tatham, W. Black. Frequently Cited.
- Exploring Marketing Research, 9th Edition*. Thomson/Southwest Publications. 2007. With the late Bill Zikmund.
- Essentials of Marketing Research, 3rd Edition*. Thomson/Southwest Publications. 2007. With the late Bill Zikmund.
- The Essentials of Business Research*. Wiley Publications. 2003. With J Hair, A. Money and P. Samouel.

Sales Management: Building Customer Relationships and Partnerships. Houghton-Mifflin Publications. 2009. With Joe Hair, Rolf Anderson and Rajiv Mehta.

CB: A Value Centered Approach. Cengage (4LTR Press). 2009.

Developments in Purchasing and Materials Management. Proceedings of the 1993 National Association of Purchasing Management's Annual Academic Conference, Hattiesburg, MS: NAPM. With Alvin J. Williams.

“Introduction to the Special Section on Retailing Research: Things Change, Things Stay the Same,” ***Journal of Business Research***, in press.

“Introduction to the Special Section on Retailing Research,” ***Journal of Business Research***, 58 (August 2005), 1110-1111. With Jean-Charles Chebat.

“Comments on the Special Section Resulting from the 2002 SMA Retail Symposium,” ***Journal of Business Research***, 58 (May 2005), 653-654. With Jean-Charles Chebat and Bob Robicheaux.

"Technology and the New Economy: Implications for Higher Education and the Marketing Discipline," in ***Essays by Distinguished Marketing Scholars of the Society for Marketing Advances***, Edited by Arch G. Woodside, Vol. 11 (2002), Elsevier Science, U.K., 57-68. With Joe Hair.

"The Role of Emotions in Expanding the Concept of Retail Personality," ***Stores***, 71 (April), RR7-RR8.

Book Review of *The Low-Income Consumer: Adjusting the Balance of Exchange* by Alwitt and Donley in ***Journal of the Academy of Marketing Sciences***, 26 (Summer 1998), 254-255.

Books in Progress

Sales Management for Business Success, Houghton Mifflin, with Rolf Anderson and Joe Hair.

Marketivity, M.E. Sharpe Publications, with Jim Boles.

Presentations (Research Related) and Abstracts Not Appearing as a Proceedings Publication Above

“The Meaning of Life: Value Maximization,” Presidential session presented at the **2007 Academy of Marketing Science World Marketing Congress**, Verona, Italy, July 11.

- “Marketing, Wine and The Meaning of Life!” plenary session presented at the **2007 Academy of Marketing Science Annual Conference**, Coral Gables, FL, May 24. With Mitch Griffin.
- “Overall Restaurant Image and Its Influence on Customers’ Overall Satisfaction and Perceived Restaurant Loyalty: An American Experience,” presented at the **2007 European Institute for Retail and Services Studies**, San Francisco, CA, July 1.
- “Retail Aesthetics: Salesperson Homogeneity and the Retail Environment,” presented August 6th at the **2006 American Marketing Association Summer Educators’ Conference**, Chicago, IL. Research conducted with Kathryn Ponders.
- “Perceived On-line Transaction Trust and Online Retail/Service Trust: A Comparison of American and Japanese Online Consumer Behavior,” presented July 14 at the **2006 Academy of Marketing Science Cultural Perspectives in Marketing Conference**, Seoul, Korea. With Christina Chung.
- “Another Look at Wine and Popular Culture: Some Grounded Theory,” presented May 26, 2006 at the **2006 Academy of Marketing Science Annual Conference**, San Antonio, TX.
- “Everything You Always Wanted to Know about Publishing in the *JR* and in the Retailing Area,” presented July 2, 2005 at the ***RMS/AMS International Retail Conference*** held at Reims Management School, Reims, France – with Michael Levy.
- “The Impact of Situational Motives on Consumers’ Gift Shopping Experiences: Are Women or Men Better Gift Shoppers? presented July 1, 2005 at the ***RMS/AMS International Retail Conference*** held at Reims Management School, Reims, France – with Christine Gonzalez.
- “50 Things We Have Learned about Wine Consumers, but Whose Counting? An Interpretive Perspective of Wine as Depicted in Movies,” presented at the **2005 Academy of Marketing Science Annual Conference**, Tampa, FL, May 25, 2005. Also delivered at the World Marketing Congress, Muenster, Germany on July 6, 2005.
- “Burning for Fun or Burning for Money? Illicit Consumption Behavior in a Contemporary Context,” presented at the **2005 Academy of Marketing Science Annual Conference**, Tampa, FL, May 27, 2005. Research conducted with Aubrey Fowler and Amy K. Este.
- “Cultural Aspects in Marketing Ethics Research and Pedagogy,” presented at the **2005 Academy of Marketing Science Annual Conference**, Tampa, FL, May 26, 2005. Presentation with O.C. Ferrell and Christina Chung.

- “Product Category and Promotion Theme Congruency: Its Effect on Preference and Retail Store Image,” presented at the 2005 **Academy of Marketing Science** Annual Conference, Tampa, FL, May 28, 2005. Research conducted with Adilson Borges.
- “Culture, Socialization, Ethical Climate and Organizational Outcomes – A Sneak Peak,” presented at the **2004 AMS Cultural Perspectives in Marketing Conference**, Puebla, Mexico, September 24.
- “The Retail/Service Atmosphere: Life in the Salt-Mine,” presented at the **2004 Academy of Marketing Science** Annual Conference, Vancouver, Canada, May 27.
- “Further Commentaries on Wine Marketing: The Power of the Brand,” presented at the **2004 Academy of Marketing Science** Annual Conference, Vancouver, Canada, May 26.
- “The Value of Shopping Activities,” presented at the **2004 Association of French Marketing**, Saint Malo, France, May 7.
- “The History of the Wine Business in the UK and More,” invited presentation, Henley Management College, Henley, UK, May 11, 2004.
- “Atmosphere, Human Habituation and the Total Value of Activities: An Activity Theory Perspective,” invited presentation to the Business Faculty at HEC (University of Montreal), September 25, 2003. With Mitch Griffin.
- “Modeling Consumer Satisfaction and Word of Mouth: Restaurant Patronage in Korea,” presented at the **2003 Royal Bank Seminar on Services Marketing**, September 26, JMSB Concordia University, Montreal, QC.
- “The Good, The Bad, The Ugly: Wine Marketing in the 00s – Insights with Observer Participation,” presented at the **2003 Academy of Marketing Science Annual Conference**, May 28, Washington D.C. Research conducted with Mitch Griffin and Donald P. Robin.
- “Australia, Europe, the US: Three Lands, Three Time Zones, One Great Wine Country,” presented at the **2003 World Marketing Congress**, June 11, Perth Australia.
- “Dueling Shopping Orientations and Gift-Shopping Outcomes,” presented at the 2002 **Society for Marketing Advances Retail Strategy and Patronage Behavior Symposium**, St. Petersburg, FL, November 13. Research conducted with Christine Gonzalez.
- “A Multiethnic - Multisex Investigation of Family Work and Nonwork Conflict” presented at the **2002 Society for Marketing Advances International Conference**, Heidelberg, Germany, June 22, 2002. Research conducted with Mitch Griffin.

- “Embodying the Spirit, Mind and Soul: Wine Taste, Price, Value and Civilization” **2002 Academy of Marketing Science Annual Conference**, Plenary Session held at Sanibel, Florida, May 30, 2002. With Mitch Griffin.
- “Christmas Gift Search Behaviors: A Three-Country Comparison,” **8th Cross-Cultural Research Conference**, Kakuhu, Oahu, Hawaii, December 12-14, 2001. With ark Cleveland, Michel Laroche and Philippa Ward.
- “Marketing and Wine: Does Marketing Add Value or Are We Victims of Ourseleves?” presented at the **2001 Academy of Marketing Science Annual Conference**, May 30, San Diego, CA. With Mitch Griffin.
- “The Role of Work-Family and Family-Work Conflict in the Lives of Marketing Employees,” presented at the **2000 American Marketing Association Educators’ Conference**, August 6, 2000; Chicago, IL.
- “Very Wary Buyers: Behavioral and Emotional Consequences of Ethical Cognitions in a Retail Patronage Environment,” Presented at *The Third SMA International Retail Strategy and Consumer Decision Research Seminar*, Orlando, FL, November 7, 2000. With James S. Boles and Mitch Griffin.
- “Color and Shopping Intentions: The Intervening Effect of Price Fairness and Perceived Affect,” presented at *1999 Society for Marketing Advances International Symposium on Retail Strategy*, October 27, 1999; Atlanta, GA.
- “An Examination of the Relationships Between Retail Work Environments: Salesperson Selling Orientation-Customer Orientation and Job Performance,” presented at *1999 Society for Marketing Advances International Symposium on Retail Strategy*, October 27, 1999; Atlanta, GA.
- “Further Comments on Hedonic Consumption and Added Value: Confessions of a Second-Rate Wineaux,” presented at the *1999 Academy of Marketing Science Annual Conference*, May 27, 1999; Coral Gables, FL. With Don Robin.
- “Categorical Processing of a Service Environment: Implications for New Product Assortments,” Presented at the *American Marketing Association Winter Educators’ Conference*, February 21, 1999, St. Petersburg, FL.
- “Atmospheres for Frolickers and Proletarians: A Further Investigation,” Presented at the *American Marketing Association Summer Educators’ Conference*, August 18, 1998, Boston, MA.

- “Buyer-Seller Interactions: The Role of Ethical Perceptions on Customer Attitudes and Intentions,” Presented at the *American Marketing Association Summer Educators’ Conference*, August 16, 1998, Boston, MA. Appearing in *Marketing Theory and Applications*, Vol. 10 as an abstract, pp 270-271. With Mitch Griffin and James S. Boles.
- “Representing the Perceived Ethical Work Climate Among Boundary Spanning Employees,” Presented at the 1998 *Academy of Marketing Science* annual conference, Norfolk, VI, May 29, 1998.
- “Additional Commentary on the Dimensionality of Consumption Affect: Mr. and Mrs. Consumer,” Presented at the 1998 *Academy of Marketing Science* annual conference, Norfolk, VI, May 28, 1998.
- “Keeping Your Customers: An Exploratory Investigation of Patronage Loyalty,” Presented at *The American Marketing Association’s Summer Educators’ Conference*, Chicago, IL, August 11, 1997. Appearing in *Enhancing Knowledge Development in Marketing* as an extended abstract, Vol. 8. With Mitch Griffin and James S. Boles.
- “An Observer-Participation Phenomenology of Hedonic Consumption: A Multi-Ethnic Case of Gamay, Pinot Noir, Cabernet Sauvignon, and other Viticultural Products (The History of Wine Marketing),” Presented at *The 1997 Annual Meeting of the Academy of Marketing Science*, Miami, FL, June 1, 1997.
- "Retail Service Provider Reactions to Stress Components: A Multi-Sample Study of Potential Gender Differences," Presented at *The American Marketing Association's Summer Educators' Conference*, San Diego, CA, August 6, 1996. Appearing in *Enhancing Knowledge Development in Marketing* as an extended abstract, Vol. 7, pp. 466-467. With Mitch Griffin and James Boles.
- "Workplace Conflict Among Boundary-Spanning Employees [Exploring the Effect on Overall Employee Well-Being]," Presented at *The Academy of Marketing Sciences Annual Conference*, Phoenix, AZ, May 31, 1996.
- "An Investigation of the Disconfirmation-Satisfaction Response Function," Presented at *The American Marketing Association's Summer Educators' Conference*, Washington D.C., August 14, 1995. Appearing in *Enhancing Knowledge Development in Marketing*, Vol. 6, Barbara Stern and George Zinkham, Eds., as an extended abstract, pp. 312-313. With Mitch Griffin and Jill Attaway.
- "A Fourier Typal Analysis Approach to Market Segmentation," Presented at *The American Marketing Association's Summer Educators' Conference*, Washington D.C., August 14, 1995. Appearing in *Enhancing Knowledge Development in Marketing*, Vol. 6, Barbara Stern and George Zinkham, Eds., as an extended abstract, pp. 198-199. With Michael J. Dorsch and Bill Darden.

"Unanticipated Consumption Outcomes and Consumer Attributions of Blame." Presented at *The American Marketing Association's Summer Educators' Conference*, San Francisco, CA, August 7, 1994. Appearing in *Enhancing Knowledge Development in Marketing*, Vol. 5, Peter Gordon and Bert Kellerman, Eds., as an extended abstract, pp. 219-220. With Mitch Griffin.*

"The Mediating Influence of Conflict Between Work and Family Domains on the Role Stress--Job Satisfaction Relationship," Presented at *The American Marketing Association's Summer Educators' Conference*, San Francisco, CA, August 7, 1994. Appearing in *Enhancing Knowledge Development in Marketing*, Vol. 5, Peter Gordon and Bert Kellerman, Eds., as an extended abstract, pp. 335-336. With James S. Boles.

"The Effect of Two Retail Environments on Attitudes Toward Internal Theft in Retail Establishments." Presented at *The Association of Marketing Theory and Practice Annual Meeting (Expanding Marketing Horizons Into the 21st Century)*, Hilton Head, SC, March 25, 1993. With Don Robin.

"Retailing's Contribution to the Development of a Theory of Spatial Consumer Behavior," in *Retrospectives in Marketing*, Volume 5 (1991). With James S. Boles and Laurie Babin. 165-178. (Rereviewed and published in *Research in Marketing* in a similar form).

"The Nature of Satisfaction: An Updated Examination," presented at the **1996 Southern Marketing Association Meeting**, New Orleans, November 7, 1996. Shaw Award.

Research in Progress

"Industrial Buyer-Seller Exchanges: How Cultures Changes the Diagnosticity of Core and Relational Attributes," to be submitted to *The Journal of the Academy of Marketing Science*.

"Sex Differences within A C-E-V Model of Retail Shopping Behavior: Theoretical and Practical Implications," to be submitted to *The Journal of Retailing*.

"Defining Trust in Multicomplex Marketing Organizations: Antecedents and Outcomes," in conceptual stages.

Previous Academic Experience

University of Southern Mississippi:
Assistant Professor - August 1991 - 1996
Associate Professor - 1996
Professor - 2001 – 2002

Revised March, 2008

BAC Professor – 2002 – 2005
Chair, Management and Marketing – 2005 - 2007

Fachhochschule Darmstadt - Darmstadt, Germany
Visiting Professor - June 2000 - Lecturer in International Marketing Strategy

L'École des Hautes Études Commerciales - Montréal, Québec
Visiting Professor - May 1999 – Lecturer/Seminar Leader: “Strategic Retailing in the U.S.A.”

Associate Editor-Marketing - *The Journal of Business Research* - 1999-present

Louisiana State University:
Research Assistant for Professor William R. Darden - 1988-1991.
Instructor: Consumer Analysis and Behavior - Spring 1990.
Assistant to the Editor: *Journal of the Academy of Marketing Science* - 1988 - 1991.

Previous Employment History

Defense Contract Audit Agency - Orlando, Florida.	1987
Weapon Systems and Specifications Auditor	
Armel Inc., d.b.a. Athlete's Foot - Orlando, Florida	1985 – 1987
Retail Management and Buying	
Ruello and Associates - Metairie, Louisiana	1983 – 1985
Sales Representative for Major Manufacturers	
Kean's, d.b.a. Red Stick - Baton Rouge, Louisiana	1983
Job Description: Operations Manager	
A & P - Baton Rouge, Louisiana	1974 - 1982

Instructional Workshops

Halmstad University (Multivariate)	March 2006
London City University – Cass Business School (Multivariate)	July 2005
Oslo School of Management (Publications)	March 2006
Chongbuk University – South Korea	Spring 2005
Hang Yang University – Seoul, South Korea	Spring 2005
Structural Equations Modeling Seminar – Society for Marketing Advances Conference	November 2006, 2007

Structural Equations Modeling Seminars:

Monterey Tech University (held at Guadalajara campus)	May 2007
Manchester Business School	July 2007
Halmstad University	September 2007
Bradley University	May 2000.

Consumer Behavior Research and Teaching Seminar

Monterey Tech University (Guadalajara campus)	November 2007
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Awards

2008 *Academy of Marketing Science* Distinguished Fellow

2007, 2008 Member of EDAMBA Faculty (European Doctoral Consortium) - July

2004 *Journal of Retailing* Outstanding Reviewer Award

2005 Michele Laroche Outstanding Service Award, *The Journal of Business Research*

2002 Named **Society for Marketing Advances Distinguished Fellow**

2001 **William R. Darden Award** for Outstanding Research Methodology Presented at the 2001 Academy of Marketing Science Annual Meeting, May 30, San Diego, CA.

2000 **Omerre De Serres Best Paper Award** Presented at the Third SMA International Retail Strategy and Consumer Decision Research Seminar, November, Orlando, FL.

Omerre De Serres Award for Outstanding Research Presented at the International Symposium for Retail Atmospheric Research held in Montreal, CA, 10/25/97.

1995, 1998 and 2005 **Louis K. Brandt Faculty Publication Award** (The University of Southern Mississippi College of Business).

Award Winning Papers for 1996 Southern Marketing Association Meeting: Marketing Management: "The Nature of Satisfaction: An Updated Examination." Winner **Steven Shaw Award** for Outstanding Paper Presented at Conference. Channels, Retailing, Services. "Assessing the Hedonic and Utilitarian Value of Shopping for Russian Consumers."

The Outstanding Reviewer Award from the *Journal of Business Research*, awarded November 1996.

1994 Best Track Paper Award (Marketing Management Track); American Marketing Association Annual Educators' Conference, San Francisco, CA, August 6-8.

1990 American Marketing Association Doctoral Consortium Fellow.

USM Summer Research Grants awarded 2001, 1999, 1996, 1993.

1990 Best Track Paper Award; Southern Marketing Association's Annual Meeting, New Orleans, LA, November 3.

Professional Services and Administration

Associate Editor, Marketing *Journal of Business Research* - 1999-2008

Society for Marketing Advances:

President - 1998-1999.

President-Elect and SMA (formerly Southern Marketing Association) Program Chair - 1997-1998. Directed program for the 1998 SMA Annual Meeting held in New Orleans, November 4-7.

Vice-President of Research - 1996-1997.

Secretary - 1995-1996.

Editor - SMA Newsletter - 1995-1996.

Track Chair - Research Methods: 1994 SMA Annual Conference.

SMA Doctoral Consortium Program Chair - 2000, 2001

1994, 1995, 2002 SMA Doctoral Consortium Faculty.

1995 Proceedings Task Force - Bill Moncrief, Chair

Paper Discussant: 1995 SMA Annual Conference, Nov. 10

Session Chair: 1992 SMA Annual Conference

Paper Reviewer for the SMA *Proceedings*: 1991, 1992, 1993, 1995, 1996, 1997, 1998, 2001, 2002, 2003, 2004.

Conference Co-Chair: SMA Annual Retail Patronage and Strategy Conference: 2001, 2002, 2003, 2004, 2005, 2006, 2007.

Special Issue Co-Editor: *Journal of Marketing Theory and Practice* – SEM (2006)

Academy of Marketing Science

President – Academy of Marketing Science – 2006 - 2008

President-Elect of the Academy of Marketing Science – 2004-2005.

Vice President of Programs for the Academy of Marketing Science - 2000-2002, 2002-2004 (elected twice)

Chair of *JAMS* Editor Search Committee – 2004-2005

Member of *JAMS* Editor Search Committee – 2007-2008

RAMS First Editor Search Committee – 2007 - 2008

Cochair of the 2003 Academy of Marketing Science Annual Conference

Track Chair - Consumer Research: 1999 AMS Annual Conference.

Session Chair: 2002 Multicultural/Minority Marketing Conference - Valencia Spain.

Paper reviewer for the AMS *Proceedings* - 1992, 1994, 1995, 1996, 1997, 1998, 1999.

Paper Discussant: 1992 Annual Conference

Session Chair: 1996 AMS Annual Conference
 1994 AMS Annual Conference
 1992 AMS Annual Conference

Paper reviewer for the 1993, 1998, 2002 AMS World Marketing Congress

Program Chair, The International Retail Conference, Reims Management School,
Reims, France, July 1 and July 2, 2005.

American Marketing Association

2000 AMA Blue Ribbon Committee on the 21 “Big Marketing Issues.”

Paper reviewer for the *Proceedings* of the AMA Summer Educators' Conference - 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006.

Paper reviewer for the *Proceedings* of the AMA Winter Educators' Conference - 1998, 1999, 2000, 2001, 2002, 2004, 2005, 2006, 2007, 2008.

Paper reviewer for the AMA Public Policy Conference - 1995-2003.

John Howard Dissertation Competition Referee – 2000.

Discussant: 1999 AMA Summer Educators' Conference. August, 9.

Panel Discussant: 1996 AMA Summer Educators' Conference, "Integrating Consumer Research and Public Policy Concerns," August 5.

Reviewing Activity and Related Issues

Member of Senior Advisory Board for the *Journal of Marketing Theory and Practice* – 2006 to present.

Member of Editorial Review Board for the *Journal of Retailing* – 2003 to present.

Member of Editorial Review Board for *Psychology and Marketing* – 2005 to present.

Member of Editorial Review Board for the *Academy of Marketing Science Review* – 2005 - 2008.

Member of Editorial Review Board for the *European Business Review* – 2005 to present.

Member of Editorial Review Board for the *Journal of Business Research* - 1992-1999.

Occasional review for the *Journal of the Academy of Marketing Science*.

Occasional review for the *Journal of Marketing*

Occasional review for the *Journal of Marketing Research*

Occasional review for *Marketing Letters*

Occasional review for *Services Industry Journal*.

Member of the Editorial Review Board for the *Canadian Journal of Administrative Sciences* – 1999 - 2002

Occasional review for the *Journal of Retail and Consumer Services*

Occasional review for the *Journal of Consumer Research*.

Review board member for the *Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior*.

Reviewer for *Electronic Markets*.

Paper reviewer for the Atlantic Marketing Association's 1995 Annual Meeting.

Paper reviewer for the Association of Collegiate Retailing's Annual Conference - 1996.

1995 Program Chair; Annual Midsouth Marketing Educators' Conference, Long Beach, MS, March 22-25, 1995.

Speaker at the 1994 Annual Midsouth Marketing Educators' Conference, Long Beach, MS, April 8, 1994.

Paper reviewer for the *Proceedings* of the annual conference of the Southwestern Marketing Association - 1990, 1993.

Paper reviewer for the *Proceedings* of the annual conference of the Academy of Management Association - 1990.

Coordinator of the Symposium on Patronage Behavior and Retail Strategy: *On the Cutting Edge I and II*. 1989, 1991

Paper discussant - 1989 University of Houston Doctoral Colloquium.

Services

Chair, CoB Strategic Planning Committee

Chair of MBA Curriculum Development Team (1998-2003)

Chair of CBED Research Committee (2003 – present)

Member - University Research Council (2003 – present)

Member of CBA Scholarly Activity Enhancement Team (1994-2003)

Member of CBA's ASCB Case Analysis Team (1994)

Member of CBA Probation Committee (1998-2001)

Member of the University Honor's Council (1997-2002)

Member of the Sacred Heart School Board (1999-2005).

President SHS Board (2001 - 2005).

Board of Directors: Schellhase Consulting GmbH

Member of Educational Long-Range Planning Team - Diocese of Biloxi.

Developed Long-Term Strategic Planning for The USM Golf Course - 1996.

Directed numerous independent studies.

Directed Kristi Pike's Thesis involving an Empirical Study of Age Differences Among Consumers' Deviant Behavior. 1993. Directed Christina Watts' Thesis: Gift Giving and Social Class. 2000. Directed Lyle Campbell's Thesis: Hemispheric Lateralization and Web Communication.

Current Dissertation Committee Activity:

Dissertation Committee Member: Raul Ruiz (Henley Management College), Sherrie Broussard, Ram Maudapauli (Georgia State University), Marie Kalamas (Concordia University – Montreal)

Dissertation Chairman: Chulho Kim (AMS Mary Kay Dissertation Competition Finalist - 2005). Completed 2005. Christina Chung – Completed 2006.

Dissertation Committee Member: Chang-Tao Liu. Completed Summer 1998, Ping-Pang Thoomlin. Completed 2004. Alex Muk. Completed Fall 2004. Richard Michon. Completed 2002 (HEC Jury Board). H. Leland Smith – in progress.

Speaker at The Sales and Marketing Executive Meetings

Directed Creativity Seminar for Wilmut Gas, Lance Computer Systems and others

USM Foundation in developing the Senior Pledge campaign

Participating Faculty Member – Henley Management College DBA Research Techniques Seminar – May, 2004 /May, 2006

Professional Memberships

American Marketing Association
Academy of Marketing Science
Society for Marketing Advances

Teaching Areas of Primary Interest (In no particular order of preference)

Marketing Research	Business Research/Multivariate
Buyer Behavior	SEM/Marketing Theory
Creative/Strategic Problem Solving	International Marketing

Research Areas of Primary Interest

The Impact of Emotion on Consumer Decision Processes (CS/D; SERVQUAL)
Retail Patronage Strategy and Shopping Value
Advanced Methodological Considerations of Marketing Research
The Effect of Schematic Processing on Consumer Decision Making