

RONALD EARL GOLDSMITH**Richard M. Baker Professor of Marketing****OFFICE ADDRESS**

Florida State University
Marketing Department
College of Business
821 ACADEMIC WAY
PO Box 3061110
TALLAHASSEE, FL 32306-1110

Phone: 850-644-4401
FAX: 850-644-4098
rgoldsmith@cob.fsu.edu

RESEARCH INTERESTS

Diffusion of Innovations, Consumer Motivation and Involvement,
Construct and Measurement Validation, Services Marketing

TEACHING INTERESTS

Consumer Behavior, Marketing Research, Services Marketing

EDUCATIONAL BACKGROUND

The University of Alabama (September, 1978 - December, 1983)

Degree: Ph.D. in Marketing, College of Commerce

Major Area: Marketing

Minor Area: Quantitative Methods

Dissertation: "Dimension of Consumer Innovativeness: An Empirical Study of Open Processing"

Michigan State University (March, 1973 - June, 1979)

Degree: Ph.D. in History, College of Arts and Letters

Major Area: Modern European Intellectual History

Minor Areas: Medieval Europe, Nineteenth Century England, American Business and Economic

Awarded a half-time assistantship (9/74-6/75)

Dissertation: "Life and Work of Theodore Flournoy, 1854-1920"

Michigan State University (September, 1971 - March, 1973)

Degree: Master of Arts in History, College of Arts and Letters

Major Area: Medieval Europe

Awarded an NDEA fellowship for graduate study at Michigan State University for three years (9/71-8/74)

Florida State University (September, 1967 - August, 1971)

Degree: Bachelor of Arts, College of Arts and Sciences

Major Area: History

Minor Area: Classics

Awarded an undergraduate fellowship at Florida State University for two years (9/69-6/71)

COURSES TAUGHT

<i>Undergraduate Teaching</i>	ISS 2937 Honors course entitled "Consumption in America" MAR 1992 President's Seminar series, "Being a Consumer" MAR 3023 Principles of Marketing MAR 3323 Promotion Management MAR 3503 Applications of the Behavioral Sciences to Marketing MAR 4403 Sales Management MAR 4613 Marketing Research MAR 4840 Services Marketing
<i>MBA Teaching</i>	MAR 5505 Graduate Consumer Behavior MAR 5816 Marketing Strategy
<i>Corporate MBA Teaching</i>	MAR 5816 Marketing Strategy
<i>Ph.D. Teaching</i>	MAR 6575 Doctoral Seminar in Consumer Behavior MAR 6979 Doctoral Seminar in Research Methods

EMPLOYMENT HISTORY

August, 1991 - present Florida State University
Professor, Marketing Department, College of Business

July 1, 1991 - August, 1994 Florida State University
Chairman, Marketing Department, College of Business
Responsibility for supervising 2 staff members, 15 full time faculty, 14 doctoral students, and approximately 350 undergraduate majors; fund raising, scheduling, and budgeting.

August, 1986 - July 1991 Florida State University
Associate Professor, Marketing Department, College of Business

August, 1981 - July, 1986 Florida State University
Assistant Professor, Marketing Department, College of Business

January, 1981 - May, 1981 University of Alabama
Graduate Teaching Assistant, Department of Management and Marketing
Courses Taught: MKT 473 Marketing Research

August, 1979 - August, 1980 University of Alabama
Research Assistant, Department of Management and Marketing,
Assisted in a research project on energy information use.
Supervisor: Dr. Richard M. Durand

August, 1978 - May, 1979 University of Alabama
Assistant, College of Commerce and Business Administration
Assisted in researching and developing speech materials.
Supervisor: Dr. John S. Fielding

March, 1979 - June, 1979
Part-time Instructor at Shelton State Community College,
Tuscaloosa, Alabama. Taught Western Civilization survey course.

January, 1977 - May, 1977
Part-time Instructor of the Office of Continuing Education, New
Mexico State University, Las Cruces, NM. Taught the Western
Civilization survey course.

PUBLICATIONS: BOOKS AND BOOK CHAPTERS, ARTICLES, CONFERENCE PAPERS, BOOK REVIEWS, PRESENTATIONS, AND WORKSHOPS

BOOKS

Co-author with Gordon Foxall of a consumer behavior book entitled *Consumer Psychology for Marketing*, published by Routledge in March, 1994.

Second edition of *Consumer Psychology for Marketing* published with Gordon Foxall and Stephen Brown by International Thomson Business Press, 1998.

Polish edition, *Psychologia konsumenta dla menedzera marketingu*, by International Thomson Publishing, November, 2001.

Korean Edition published 1996. Russian edition published 2001. Chinese Edition published 2002. Simplified Chinese Edition published 2005.

BOOK CHAPTERS

9. "Businesses and Consumers as Online Customers," in Mehdi Khosrow-Pour, ed., *Encyclopedia of E-Commerce, E-government and Mobile Commerce*, Hershey, PA: Idea Group Publishing, 2006, pp. 83-88, (with E. Bridges and C. F. Hofacker).
8. "Electronic Word-of-Mouth," in Mehdi Khosrow-Pour (Ed.), *Encyclopedia of E-Commerce, E-Government and Mobile Commerce*, Hershey, PA: Idea Group Publishing, 2006, pp. 408-412.
7. "Online Consumer Behavior," in Subhasish Dasgupta (Ed.), *The Encyclopedia of Virtual Communities and Technologies*, Hershey, PA: Idea Group Publishing, 2005, pp. 338-342.
6. "Knowledge Calibration and Knowledge Management," in David Schwartz (Ed.), *The Encyclopedia of Knowledge Management*, Hershey, PA: Idea Group Publishing, 2005, pp. 311-316 (with K. G. Pillai). Republished by Information Science Reference in 2007 in *Knowledge Management: Concepts, Methodologies, Tools and Applications* edited by Dr. Murray E. Jennex.
5. "Attracting and Retaining Online Buyers: Comparing B2C and B2B Customers," in Irving -Clarke III and Theresa B. Flaherty (Eds.), *Advances in Electronic Marketing*, Hershey, PA: Idea Group Publishing, 2005, pp. 1-27 (with E. Bridges and C. Hofacker).
4. "How Innovativeness Influences Internet Shopping," in Sandeep Krishnamurthy, (Ed.), *Contemporary Research in E-Marketing, Volume I*, Hershey, PA: Idea Group Publishing, 2005, pp. 323-336 (with Barbara Lafferty).

3. "The Measurement of Innovativeness," in Larisa V. Shavinina, (ed), *The International Handbook of Innovation*, Elsevier Science Ltd., 2003, pp. 321-328 (with Gordon Foxall).
2. "Measuring Cross Cultural Acceptance of an Innovation: The Case of Low-Alcohol Wine," in Ingo Balderjahn, Claudia Mennicken, and Eric Vermette (eds.), *New Developments and Approaches in Consumer Behaviour Research*, Schaffer-Poeschel Verlag Stuttgart, 1998, pp. 289-305 (with F. d'Hauteville).
1. "Creative Style and Personality Theory," in M. J. Kirton, editor, *Adaptors and Innovators: Styles of Creativity and Problem-Solving*, London: Routledge, 1989, pp. 37-55.

PUBLISHED ARTICLES: All references are to refereed journals unless otherwise noted.

144. "Market Mavenism and Consumer Self Confidence," Journal of Consumer Behaviour, 2008, Vol. 7 No. 3, 239-248 (with R. Clark and E. Goldsmith).
143. "The Moderating Effects of Brand Attribute Typicality and Consumer Commitment on Comparative Advertising Influence," Journal of Business Research, 2008, forthcoming, (with K. Pillai).
140. "An Analysis of Factors Affecting Fashion Opinion Leadership and Fashion Opinion Seeking," in Journal of Fashion Marketing & Management, 2008, Vol. 12 No. 3, forthcoming (with R. Clark).
139. "Electronic Word-of-Mouth in Hospitality and Tourism Management," in Tourism Management, 2008, Vol. 29, 458-468 (with S. Litvin and B. Pan).
142. "The Influence of Consumer Decision Making Styles on Online Apparel Consumption by College Students," International Journal of Consumer Studies, 2007, Vol. 31 Issue 6, 639-647, (with K. O. Cowart).
141. "The Role of Involvement and Experience with Electronic Commerce in Shaping Attitudes and Intentions toward Mobile Commerce," International Journal of Electronic Marketing and Retailing, 2007, Vol. 1 No. 4, 370-384, (with E. Swilley).
138. "E-Services: A Synthesis and Research Agenda," Journal of Value Chain Management, 2007, Vol. 1 No. 1, 13-44, named the **BEST ARTICLE** in the issue (with C. Hofacker, E. Bridges, and E. Swilley).
137. "Assessing the Impact of Corporate Credibility and Technology Acceptance on Online Shopping," International Journal of Electronic Marketing and Retailing, 2007, Vol. 1 No. 3, 199-216, (with E. Swilley).

136. "Status Consumption and Role-Relaxed Consumption: A Tale of Two Retail Consumers," Journal of Retailing and Consumer Services, 2007, Vol. 14, 45-59 (with R. Clark and J. Zboja).
135. "Global Innovativeness and Consumer Susceptibility to Interpersonal Influence," Journal of Marketing Theory and Practice, 2006, Vol. 14 No. 4, 275-285, (with R. Clark).
134. "The Effects of Investment Education on Gender Differences in Financial Knowledge," Journal of Personal Finance, 2006, Vol. 5 No. 2, 55-69 (with E. Goldsmith).
133. "Measuring Motivations for Online Opinion Seeking," Journal of Interactive Advertising, 2006, Vol. 6 No. 2, (with D. Horowitz). [<http://jiad.org/>]
132. "Intention to Oppose Animal Research: The Role of Individual Differences in Nonconformity," Social Behavior and Personality, 2006, Vol. 34 (8), 955-964, (with R. Clark and B. Lafferty).
131. "Calibrating Managerial Knowledge of Customer Feedback Measures: A Conceptual Model," Marketing Theory, 2006, Vol. 6 No. 2, 223-243 (with K. G. Pillai).
130. "Measuring Destination Image: Do the Existing Scales Work?" Tourism Review International, 2006, Vol. 10 No. 3, 141-153 (with D. Deslandes, M. Bonn, and S. Joseph).
129. "Extending the Psychological Profile of Market Mavenism," Journal of Consumer Behaviour, 2006, Vol. 5, 411-419, (with R. Clark and E. Goldsmith).
128. "Interpersonal Influence and Consumer Innovativeness," International Journal of Consumer Studies, 2006, Vol. 30 No. 1, 34-43 (with R. Clark).
127. "Some Psychological Motivations for Fashion Leadership and Fashion Opinion Seeking," 2006, Journal of Fashion Marketing & Management, Vol. 10 No. 1, 25-40, (with L. Bertrandias), **Emerald Literati Highly Commended Award**.
126. "Are Innovators Influenced by Endorser Expertise in an Advertisement When Evaluating a High Technology Product?" Journal of Marketing Theory and Practice, 2005, Vol. 13 No. 3, 32-48 (with B. Lafferty and L. Flynn).
125. "Price Sensitivity and Innovativeness for Fashion among Korean Consumers," Journal of Social Psychology, 2005, Vol. 145 No. 5, 501-508, (with D. Kim, L. Flynn, and W-M. Kim).
124. "Status Consumption among Malaysian Consumers: Exploring its Relationships with Materialism and Attention-to-Social-Comparison-Information," Journal of International Consumer Marketing, 2005, Vol. 17 No. 4, 81-96 (with J-G. Heaney and W. J. W. Jusoh).

123. "Tendency to Conform: A New Measure and its Relationship to Psychological Reactance," Psychological Reports, 2005, Vol. 96, 591-594 (with R. Clark and B. Lafferty).
122. "Market Mavens: Psychological Influences," Psychology & Marketing, 2005, Vol. 22 No. 4, 289-312 (with R. Clark).
121. "Bricks, Clicks, and Pix: Apparel Buyers' Use of Stores, Internet, and Catalogs Compared" International Journal of Retail and Distribution Management, 2005, Vol. 33 No. 4, 271-283 (with L. Flynn).
120. "Cause-Brand Alliances: Does the Cause Help the Brand or Does the Brand Help the Cause?" Journal of Business Research, 2005, Vol. 58 No. 4, 423-429, (with B. Lafferty).
119. "Current and Future Trends in Marketing and Their Implications for the Discipline," Journal of Marketing Theory and Practice, 2004, Vol. 12 No. 4, 10-17.
118. "Psychological and Behavioral Drivers of Online Clothing Purchase," Journal of Fashion Marketing and Management, 2004, Vol. 8 No. 1, 84-95 (with L. Flynn) **named the Outstanding Paper in the journal for 2004.**
117. "Have It Your Way: Consumer Attitudes toward Personalised Marketing," Marketing Intelligence and Planning, 2004, Vol. 22 No. 2, 228-239 (with J. Freiden).
116. "How Influential Are Corporate Credibility and Endorser Attractiveness When Innovators React to Advertisements for a New High-Technology Product?" Corporate Reputation Review, 2004, Vol. 7 No. 1, 24-36 (with B. Lafferty).
115. "The Impact of the Alliance on the Partners: A Look at Cause-Brand Alliances," Psychology and Marketing, 2004, Vol. 21 No. 7, 509-531, (with B. Lafferty and T. Hult).
114. "Innovative Consumers and Market Mavens," Journal of Marketing Theory and Practice, 2003, Vol. 11 (4), 54-65 (with L. Flynn and E. Goldsmith).
113. "The Dual Credibility Model: The Influence of Corporate and Endorser Credibility on Attitudes and Purchase Intentions," Journal of Marketing Theory and Practice, 2003, Vol. 10 No. 3, 1-12 (with B. Lafferty and S. Newell).
112. "The Predictive Validity of an Opinion Leadership Scale," Journal of Marketing Theory and Practice, 2003, Vol. 11 No. 1, 28-35 (with T. DeWitt).
111. "Consumer Response to Websites and their Influence on Advertising Effectiveness," Internet Research: Electronic Networking Applications and Policy, 2002, Vol. 12, No. 4, 318-328 (with B. Lafferty).

110. "Some Psychological Characteristics of Frequent Clothing Buyers," Journal of Fashion Marketing and Management, 2002, Vol. 6 No. 3, 303-316. **Selected by Emerald for a HIGHLY COMMENDED award, chosen by the Editors.**
109. "Explaining and Predicting Consumer Intention to Purchase Over the Internet: An Exploratory Study," Journal of Marketing Theory and Practice, 2002, Vol. 10 No. 2, 22-28.
108. "Buying Apparel Over the Internet," Journal of Product and Brand Management, 2002, Vol. 11 No. 2, 89-102 (with E. Goldsmith).
107. "Self-Ratings of Materialism and Status Consumption in a Malaysian Sample: Effects of Answering During an Assumed Recession versus Economic Growth," Psychological Reports, 2001, Vol. 88, 1142-1144 (with W. J. W. Jusoh and Joo-Gim Heaney).
106. "Characterizing Online Buyers: Who Goes With the Flow?" Quarterly Journal of Electronic Commerce, 2001, Vol. 2 No. 3, 189-197 (with E. Bridges and J. Freiden).
105. "Age and Gender Differences in Self-image: A Cross-Cultural Study" Journal of Social Behavior and Personality, 2001, Vol. 16 No. 1, 35-52 (with L. Flynn and Wan-Min Kim).
104. "Travel Innovativeness and Self-Image Congruity," Journal of Travel and Tourism Marketing, 2001, Vol. 10 No. 4, 33-45 (with S. Litvin and Goh Hwai Kar).
103. "The Development of a Scale to Measure Perceived Corporate Credibility," Journal of Business Research, 2001, Vol. 52 No. 3, 235-247, (with S. Newell).
102. "Using The Domain Specific Innovativeness Scale To Identify Innovative Internet Consumers," Internet Research: Electronic Networking Applications and Policy, 2001, Vol. 11 No. 2, 149-158.
101. "Characteristics of the Heavy User of Fashionable Clothing," Journal of Marketing Theory and Practice, 2000, Vol. 8 No. 4, 21-28.
100. "The Relative Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands," The Journal of Advertising, 2000, Vol. 29 No. 3, 43-54, (with S. Newell and B. Lafferty).
99. "The Influence of Corporate Credibility on Consumer Attitudes and Purchase Intent," Corporate Reputation Review, 2000, Vol. 3 No. 4, 304-318, (with S. Newell and B. Lafferty).
98. "How Innovativeness Distinguishes Online Buyers," Quarterly Journal of Electronic Commerce, 2000, Vol. 1 No. 4, 323-333.

97. "Identifying Wine Innovators: A Test of the Domain Specific Innovativeness Scale Using Known Groups," International Journal of Wine Marketing, 2000, Vol. 12 No. 2, 37-46.
96. "E-Tailing versus Retailing: Using Attitudes to Predict Online Buying Behavior," Quarterly Journal of Electronic Commerce, 2000, Vol. 1 No. 3, 245-253, (with E. Bridges.)
95. "Gender Differences in Self-Image Described by Malhotra's Self-Concept Scale," Psychological Reports, 2000, Vol. 86, 1213-1217, (with L. Flynn).
94. "A Cross-Cultural Validation of Three New Marketing Scales for Fashion Research: Involvement, Opinion Seeking, and Knowledge," The Journal of Fashion Marketing and Management, 2000, Vol. 4 No. 2, 110-120, (with L. Flynn and W. Kim).
93. "Fashion Leaders' and Followers' Attitudes Toward Buying Domestic and Imported Apparel," 2000, Clothing and Textiles Research Journal, Vol. 18 No. 1, 56-64 (with M. Moore and P. Beaudoin).
92. "External Information Search for Bank Services," International Journal of Bank Marketing, 1999, Vol. 17. No. 7, 305-323, (with Joo-Gim Heaney). **Selected for a HIGHLY COMMENDED award, chosen by the Editor and the Editorial Advisory Board of MCB Press.**
91. "The Personalized Marketplace: Beyond the 4Ps," Marketing Intelligence and Planning, 1999, Vol. 17 No. 4, 178-185.
90. "Social Values and Fashion Innovativeness: Women and Men Compared," Utrecht Business Review, 1999, Vol. 1 No. 1, 2-13, (with E. Goldsmith).
89. "Heavy Users of Travel Agents: A Segmentation Analysis of Vacation Travelers," Journal of Travel Research, 1999, Vol. 38 No. 2, 127-133, (with S. Litvin).
88. "Status Consumption in Consumer Behavior: Scale Development and Validation," Journal of Marketing Theory and Practice, 1999, Vol. 7 No. 3, 41-51, (with J. Eastman and L. Flynn).
87. "Fashion Innovativeness and Self-Concept: A Replication," Journal of Product and Brand Management, 1999, Vol. 8 No. 1, 7-16, (with M. Moore and P. Beaudoin).
86. "The Heavy User of Clothing: Theoretical and Empirical Perspectives," The Journal of Fashion Marketing & Management, 1999, Vol. 3 Edition 4, 337-345, (with M. Moore and P. Beaudoin).

85. "Corporate Credibility's Role in Consumers' Attitudes and Purchase Intentions When a High Versus a Low Credibility Endorser is Used in the Ad," Journal of Business Research, 1999, Vol. 44 No. 2, 109-116, (with B. Lafferty).
84. "A Short, Reliable Measure of Subjective Knowledge," Journal of Business Research, 1999, Vol. 46 No. 1, 57-66 (with L. Flynn).
83. "Some Characteristics of Wine Innovators," International Journal of Wine Marketing, 1998, Vol. 10, No. 1, 5-12.
82. "Young Fashion Leaders' and Followers' Attitudes toward American and Imported Apparel," Journal of Product and Brand Management, 1998, Vol. 7 No. 3, 193-207, (with M. Moore and P. Beaudoin).
81. "Heavy Wine Consumption: Empirical and Theoretical Perspectives," British Food Journal, 1998, Vol. 100 (4), 184-190, (with F. d'Hauteville).
80. "Identifying the Vacation Travel Innovator," Journal of Vacation Marketing, 1998, Vol. 4 (4), 327-336., (with S. Litvin).
79. "Information as a Product: Not Goods, Not Services," Marketing Intelligence and Planning, 1998, Spring/Summer, Vol. 16 No. 3, 210-220, (with J. Freiden, C. Hofacker, and S. Takacs). **Selected for a HIGHLY COMMENDED award, chosen by the Editor and the Editorial Advisory Board of MCB Press.**
78. "The Effect of Misleading Environmental Claims on Consumer Perceptions of Advertisements," Journal of Marketing Theory and Practice, 1998, Vol. 6 No. 2, 48-60, (with S. Newell and E. Banzhaf).
77. "Consumer Ethnocentrism and Fashion Leadership," Psychological Reports, 1998, Vol. 83 No. 3, 1239-1247, (with M. Moore and P. Beaudoin).
76. "Theory and Measurement of Consumer Innovativeness: A Transnational Evaluation," European Journal of Marketing, 1998, Vol. 32, Issue 3/4, 340-353 (with F. d'Hauteville and L. Flynn).
75. "The Impact of Social Values on Food-Related Attitudes," British Food Journal, 1997, Vol. 99 No. 9, 352-357, (with J. Freiden and K. Henderson). Reprint of No. 66.
74. "Sex Differences in Financial Knowledge: A Replication and Extension," Psychological Reports, 1997, Vol. 81, 1169-1170, (with E. Goldsmith and Joo-Gim Heaney).
73. "Innovativeness and Price Sensitivity: Managerial, Theoretical, and Methodological Issues," Journal of Product and Brand Management, 1997, Vol. 6 No. 3, 163-174, (with S. Newell).

72. "Gender Differences in Perceived and Real Knowledge of Financial Investments," Psychological Reports, 1997, Vol. 80, 236-238, (with E. B. Goldsmith).
71. "An Empirical Study of Overlap of Innovativeness," Psychological Reports, 1996, Vol. 79, 1113-1114, (with E. B. Goldsmith).
70. "Opinion Leaders and Opinion Seekers: Two New Measurement Scales," Journal of the Academy of Marketing Science, 1996, Vol. 24 No. 2 (Spring), 137-147, (with L. Flynn and J. Eastman), identified as having **the Highest Quality Rating by the Editorial Advisory Board of ANBAR Electronic Intelligence, 1997.**
69. "The Self-Concept of Fashion Leaders," Clothing and Textiles Research Journal, 1996, Vol. 14 No. 4, 242-248, (with L. Flynn and M. Moore).
68. "The Generality/Specificity Issue in Consumer Innovativeness Research," Technovation, 1996, Vol. 15(10), 601-612, (with J. Eastman and J. Freiden).
67. "Full-Time Employees as Caregivers to the Elderly," Journal of Social Behavior and Personality, 1995, Vol. 10 (3), 719-730, (with E. Goldsmith).
66. "The Impact of Social Values on Food-Related Attitudes," Journal of Product & Brand Management, 1995, Vol. 4 (4), 6-14, (with J. Freiden and K. Henderson).
65. "Demographic Characteristics of Subjective Age," The Journal of Social Psychology, 1995, Vol. 135 (4), 447-457, (with K. Henderson and L. Flynn).
64. "Opinion Leadership for Vacation Travel Services," Advances in Business Studies, 1993-1994, Vol. 4 No. 7-8, 17-29, (with L. Flynn).
63. "The King and Summers Opinion Leadership Scale: Revision and Refinement," Journal of Business Research, 1994, Vol. 31 (1), 55-64, (with L. Flynn and J. Eastman).
62. "An Empirical Study of Heavy Users of Travel Agencies," Journal of Travel Research, 1994, Vol. 33 (1), 38-43, (with L. Flynn and M. Bonn).
61. "A Validation of the Goldsmith and Hofacker Innovativeness Scale," Educational and Psychological Measurement, 1993, Vol. 53 (4), 1005-1116, (with L. Flynn).
60. "Social Values and Female Fashion Leadership: A Cross-Cultural Study," Psychology & Marketing, 1993, Vol. 10 (5), 399-412, (with J. Kilsheimer and J. Freiden).
59. "A Causal Model of Consumer Involvement: Replication and Critique," Journal of Social Behavior and Personality, 1993, Vol. 8 No. 6, 129-142 (with L. Flynn).
58. "Application of the Personal Involvement Inventory in Marketing," Psychology & Marketing, 1993 (July\August), Vol. 10 (4), 357-366, (with L. Flynn).

57. "Identifying Innovators in Consumer Service Markets," Service Industries Journal, 1993 (July), Vol. 13 No. 3, 97-109 (with L. Flynn).
56. "The Social Values of Fashion Innovators," Journal of Applied Business Research, 1992-1993 (Winter), Vol. 9 No. 1, 10-16, (with M. T. Stith).
55. "Identifying Innovators in Consumer Product Markets," European Journal of Marketing, 1992, Vol. 26 No. 12, 42-55, (with L. Flynn), abstracted in the Journal of Product Innovation Management, Vol. 10 No. 5, p. 438.
54. "Subjective Age: A Test of Five Hypotheses," The Gerontologist, 1992 (June), Vol. 32 No. 3, 312-317, (with R. Heiens).
53. "The Moderating Effect of Sales Manager's Approach to Problem Solving on the Salesperson Satisfaction/Intention to Leave Relationship," Journal of Social Behavior and Personality, 1992, Vol. 7 No. 1, January, 139-150, (with K. M. McNeilly).
52. "Social Values and Fashion Leadership," Clothing and Textiles Research Journal, 1991, Vol. 10 No. 1, 37-45, (with J. Heitmeyer and J. Freiden).
51. "Measuring Product Category Involvement: A Multitrait-Multimethod Study," Journal of Business Research, 1991, Vol. 23(4), December, 363-371, (with J. Emmert).
50. "Entrepreneurship and Adaption-Innovation Theory," Technovation, 1991, Vol. 11 No. 6, 373-382, (with J. Kerr).
49. "Measuring Consumer Innovativeness," Journal of the Academy of Marketing Science, 1991, Vol. 19(3), Summer, 209-221, (with C. F. Hofacker).
48. "The Validity of a Scale to Measure Global Innovativeness," Journal of Applied Business Research, Vol. 7(2), Spring 1990-1991, 89-97.
47. "Nonstore Shopping Among Senior Citizens," Akron Business and Economic Review, 1991, Vol. 22(2) Summer, 203-213, (with J. Kilsheimer).
46. "The Moderating Effects of Gender and Performance on Job Satisfaction and Intentions to Leave the Workforce," Journal of Business Research, 1991, Vol. 22(3) (May), 219-232, (with K. McNeilly).
45. "A Validity Study of a Measure of Opinion Leadership," Journal of Business Research, 1991, 22(1) (January), 11-19, (with R. Desborde).
44. "Social Values and Being Well Dressed: An Exploratory Study," Perceptual and Motor Skills, 1990, 70, 1010, (with J. R. Heitmeyer, and E. B. Goldsmith).

43. "Sales Force Performance and Satisfaction: A Canonical Correlation Analysis," Business and Economic Review, 1989, 3 (1) Fall, 125-138, (with K. McNeilly).
42. "Race, Sex, and Fashion Innovativeness: A Replication," Psychology & Marketing, 1989, 6 (4), 249-262, (with M. T. Stith).
41. "Reducing Spurious Response in a Field Survey," Journal of Social Psychology, 1989, 129 (2), 201-212.
40. "Similarity of Sales Representatives' and Supervisors Problem Solving Styles and The Satisfaction-Performance Relationship," Psychological Reports, 1989, 64, 827-832, (with K. McNeilly and F. Russ).
39. "Prepurchase Information-Seeking For Professional Services," Journal of Services Marketing, 3 (Winter), 1989, 45-55, (with J. Freiden).
38. "A Validity Study of the Affect Intensity Measure," Journal of Social Behavior and Personality, 1989, Vol. 4 No. 1, 133-140, (with H. Walters).
37. "Home Economics Deans' and Department Chairpersons' Perceptions of Journals and the Importance of Faculty Publishing," Home Economics Research Journal, Vol. 17 (2), (1988), 184-192, (with E. B. Goldsmith and R. J. Thoresen).
36. "Buddy Will You Share a Ride?: Floridians' Attitudes toward Ridesharing," Florida Public Opinion, Vol. 3 (2), (1988), 20-24, (with M. T. Stith) (invited article).
35. "Explanations for Spurious Response in Survey Research: Two Exploratory Studies," Business and Economic Review, Vol. 2 (1), (1988), 93-104, (with J. D. White and H. Walters).
34. "Correlates of Consumer Information Search for Professional Services," Journal of Professional Services Marketing, Vol. 4 (1), (1988), 15-29, (with J. Freiden).
33. "Spurious Response Error in a New Product Survey," Journal of Business Research, Vol. 17 (3), (1988), 271-281.
32. "Personality and Consumer Research: Another Look," Journal of the Market Research Society, Vol. 30 (2), (1988), 111-125, (with G. R. Foxall). Republished in Lambkin M, Foxall G. R., van Raaij W. F. and Heilbrunn B. (eds) EUROPEAN PERSPECTIVES ON CONSUMER BEHAVIOUR London: Prentice Hall 1997 pp. 130-139.
31. "Creativity and Self-Esteem: A Multiple Operationalization Validity Study," Journal of Psychology, Vol. 122 (1), (1988), 47-56, (with T. A. Matherly).

30. "Race and Sex Differences in Self Identified Fashion Innovativeness and Opinion Leadership," Journal of Retailing, (1987), Vol. 63 (4), 411-425, (with M. T. Stith and J. D. White).
29. "Creative Level and Creative Style," British Journal of Social Psychology, Vol. 26, (1987), 317-323.
28. "The Rokeach Value Survey and Social Desirability," Journal of Social Psychology, Vol. 127 (5), (1987), 553-554 (with M. T. Stith and J. D. White).
27. "Yeasaying and the Rokeach Value Survey: Interactions with Age and Race," Journal of Social Behavior and Personality, Vol. 2 (2), (1987), 251-258, (with J. D. White and M. T. Stith).
26. "Adaption-Innovation and Self-Esteem," Journal of Social Psychology, Vol. 127 (3), (1987), 351-352, (with T. A. Matherly).
25. "Self-Monitoring and Innovativeness," Psychological Reports, Vol. 60, (1987), 1017-1018.
24. "Two Studies of Yeasaying," Psychological Reports, Vol. 60, (1987), 239-244.
23. "Values of Middle-Class Blacks and Whites: A Replication and Extension," Psychology & Marketing, Vol. 4, (1987), 135-144, (with J. D. White and M. T. Stith).
22. "Adaption-Innovation and Creativity: A Replication and Extension," British Journal of Social Psychology, Vol. 26 (1), (1987), 79-82, (with T. A. Matherly).
21. "Yeasaying and the Kirton Adaption-Innovation Inventory," Educational and Psychological Measurement, 46 (2), (1986), 433-436 (with T. A. Matherly and W. J. Wheatley, Jr.).
20. "Dimensionality of the Rosenberg Self-Esteem Scale," Journal of Social Behavior and Personality, Vol. 1 (2), (1986), 253-264.
19. "Seeking Simpler Solutions: Assimilators and Explorers, Adaptors and Innovators," Journal of Psychology, Vol. 120 (2), (1986), 149-155 (with T. A. Matherly).
18. "Personality and Uninformed Response Error," Journal of Social Psychology, Vol. 126 (1), (1986), 37-45.
17. "The Kirton Adaption Innovation Inventory, Faking, and Social Desirability: A Replication and Extension," Psychological Reports, Vol. 58, (1986), 269-270 (with T. A. Matherly).

16. "Adaption-Innovation and Cognitive Complexity," Journal of Psychology, Vol. 119 (5), (1985), 461-467.
15. "Personality and Adaptive-Innovative Problem Solving," Journal of Social Behavior and Personality, Vol. 1 (1), (1986), 95-106.
14. "Convergent Validity of Four Innovativeness Scales," Educational and Psychological Measurement, Vol. 46 (1), (1986), 81-87.
13. "Is the I-O Social Preference Scale Internally Consistent?" Psychological Reports, Vol. 57 (3), (1985), 1005-1006.
12. "The Two Faces of Creativity," Business Horizons, 28 (5), (1985), 8-11, (with T. A. Matherly). Reprinted in A. Dale Timpe, ed., CREATIVITY: THE ART AND SCIENCE OF BUSINESS MANAGEMENT, Facts On File Publications: New York, 1987, pp. 83-89.
11. "Sensation Seeking and the Sensing-Intuition Scale of the Myers-Briggs Type Indicator," Psychological Reports, Vol. 56 (2), (1985), 581-582.
10. "The Factorial Composition of the Kirton Adaption-Innovation Inventory," Educational and Psychological Measurement, Vol. 45 (2), (1985), 245-250.
9. "Innovativeness and Cognitive Complexity: A Second Look," Psychological Reports, Vol. 55 (2), (1984), 431-438 (with N. Nugent).
8. "Futuristic Food Shopping: Implications for Home Economists," The Journal of Home Economics, Vol. 76 (2), (1984), 58-61, (with E. Goldsmith).
7. "Personality Characteristics Associated with Adaption-Innovation," The Journal of Psychology, Vol. 117 (1984), 159-165.
6. "Some Personality Correlates of Open Processing," The Journal of Psychology, Vol. 116, (1984), 59-66.
5. "Psychographics and New Product Adoption: An Exploratory Study," Perceptual and Motor Skills, Vol. 57, (1983), 1071-1076.
4. "Dogmatism and Self-Esteem: Further Evidence," Psychological Reports, Vol. 51 (1), (1983), 289-290, (with E. Goldsmith).
3. "Telebuying," Forum, (January) (1982), 24-25, (with E. Goldsmith). (invited article)
2. "Dogmatism and Confidence as Related Factors in Evaluation of New Products," Psychological Reports, Vol. 47 (3), (1980), 1068-1070, (with E. Goldsmith).

1. "The Humanities and the Public," Phi Kappa Phi Journal, Vol. 57, (1977), 30-33.

PUBLISHED CONFERENCE PAPERS: All references are to refereed papers unless otherwise noted.

100. “General Self Efficacy, Involvement, And Consumer Knowledge Calibration,” forthcoming, Proceedings of the Society for Marketing Advances (Summary Brief with K. G. Pillai and M. Giebelhausen).
99. “Factors Influencing the Intention to Create a Personal Health Record,” forthcoming, Proceedings of the Society for Marketing Advances (Summary Brief with M. Whetstone).
98. “Dogmatism and Innovativeness: A Psychometric Evaluation of a New Measure of Dogmatism for Marketing,” in 2008 Academy of Marketing Science annual conference Proceedings, forthcoming, (with R. Clark and K. Cowart).
97. “A Psychometric Evaluation of the Consumer Need for Uniqueness Scale,” in 2008 Association of Marketing Theory and Practice Conference Proceedings, Vol. 17, (with R. Clark).
96. “Involvement, Innovativeness, Brand Parity, and Brand Loyalty,” in 2008 Association of Marketing Theory and Practice Conference Proceedings, Vol. 17, pp. 185-192 (with L. Flynn).
95. “When Branding Seems not to Count,” in 2008 Association of Marketing Theory and Practice Conference Proceedings, Vol. 17, (with S. Litvin).
94. “Some Antecedents of Price Sensitivity,” 2007, in AMA Summer Educators' Conference Proceedings, 266-267, (with D. Kim, and L. Flynn).
93. “The Desire for Unique Consumer Products and Innovativeness,” in 2007 Academy of Marketing Science annual conference Proceedings, 206-210 (with R. Clark and E. Goldsmith).
92. “Information Marketing,” in 2007 Association of Marketing Theory and Practice Conference Proceedings, Vol. 16, (with C. Hofacker).
91. “E-Services for the Hospitality and Tourism Industries,” in 2007 Association of Marketing Theory and Practice Conference Proceedings, **BEST PAPER** in the E-Commerce/Direct Marketing/Sports Marketing Track, Vol. 16, (with S. Litvin).
90. “Market Mavenism and Giving Advice Online,” in 2006 Society for Marketing Advances Conference Proceedings, recognized as the Michael Solomon **BEST PAPER** in the consumer behavior track (with R. Clark).

89. "Innovativeness and Price Sensitivity of Korean Consumers: A Second Order Perspective" in 2006 Academy of International Business Conference Proceedings, (with D. Kim, L. Flynn, and W. Kim).
88. "National Brands versus Store Brands: Consumer Attitudes and Competitive Strategies," in 2006 Association of Marketing Theory and Practice Proceedings, Vol. 15, 205-212, (with L. Flynn).
87. "Giving and Seeking Opinions Online," in 2006 Association of Marketing Theory and Practice Proceedings, recognized as the **BEST PAPER** in the E-Commerce/Direct Marketing/Sports Marketing Track, Vol. 15, 18-24.
86. "A Psychometric Evaluation of the Role-Relaxed Consumer Scale," in 2005, Society for Marketing Advances Conference Proceedings, pp. 208-211 (with L. Flynn).
85. "Assessing the Impact of Corporate Credibility and Technology Acceptance on Online Shopping," in 2005 Academy of Marketing Science Proceedings, (E. Swilley).
84. "Miscalibration as a Substitute for Strategy in High Velocity Environments," in 2005 Academy of Marketing Science Proceedings, (with K. Pillai).
83. "Some Psychological Motivations for Fashion Innovativeness," in 2005 Association of Marketing Theory and Practice Proceedings, Vol. 14, 51-57 (with L. Bertrandias).
82. "Managing Online Interpersonal Influence for Hospitality and Tourism Management," in 2005 Association of Marketing Theory and Practice Proceedings, Vol. 14, 402-408 (with S. Litvin).
81. "Some Psychological Characteristics of Market Mavens," in 2004 Society for Marketing Advances conference Proceedings, 141-142, recognized as the Michael Solomon **BEST PAPER** in the consumer behavior track (with E. Goldsmith and R. Clark).
80. "Status Consumption and Consumer Self-Confidence: An Empirical Investigation of the Relationship between Two Consumer Psychology Constructs," in the 2004 Society for Marketing Advances conference Proceedings, 125-128, (with D. Horowitz).
79. "Effects of Comparative Advertising: Moderating Role of Attribute Typicality and Commitment," in 2004 Academy of Marketing Science Conference Proceedings, Vol. 27, 186 (with K. G. Pillai).
78. "Global and Domain Specific Innovativeness: Levels of Generality and Specificity Revisited," in 2004 Association of Marketing Theory and Practice Proceedings, Vol. 13 (with E. Goldsmith).

77. "Endorser Expertise and Consumer Innovativeness: Differential Advertising Influences Explored," in 2004 Association of Marketing Theory and Practice Proceedings, Vol. 13 (with S. Joseph).
76. "The Impact of Innovativeness on Internet Shopping," in Society for Marketing Advances, in 2003 Society for Marketing Advances conference proceedings, 93-94 (with B. Lafferty).
75. "The Impact of Interpersonal Influence and Social Comparison on Consumer Innovativeness: An Empirical Study," in 2003 Society for Marketing Advances conference proceedings, 59-60 (with Ronald Clark).
74. "The Relative Influence Of Demographics, Personal Characteristics, And Attitudes On Buying Online," in 2003 Association of Marketing Theory and Practice Proceedings.
73. "The Use of Shopping Bots by Online Buyers," in 2003 Association of Marketing Theory and Practice Proceedings, 20-25, (with E. Goldsmith), **BEST PAPER** in the E-Commerce/Direct Marketing Track.
72. "The Self-Concept and Social Values of Fashion Innovators: A Korean Replication," American Marketing Association, 2003 American Marketing Association Winter Educators' Conference, 248-253, (with B. Lafferty, L. Flynn, and Wan-Min Kim).
71. "Psychological and Behavioral Drivers of Online Clothing Purchase," in 2002 Society for Marketing Advances conference proceedings, 33-34, (with L. Flynn).
70. "How Influential are Endorser Attractiveness and Corporate Credibility when Innovators React to Advertisements for a new High-Technology Product?" in 2002 Society for Marketing Advances, 85-86, (with B. Lafferty), **BEST PAPER** in the Advertising and Marketing Communications Track.
69. "Technology Turbulence and Customer Orientation: A New Perspective," in 2002 Academy of Marketing Science annual conference Proceedings, 95-101, (with K. G. Pillai).
68. "Destination Branding: A New Concept for Tourism Marketing," in 2002 Academy of Marketing Science annual conference Proceedings, 130-137, (with D. Deslandes).
67. "A Model of the Diffusion Process," in 2002 Association of Marketing Theory and Practice Proceedings.
66. "The Innovative Consumer and the Market Maven," in 2002 Association of Marketing Theory and Practice Proceedings, (with E. Goldsmith and L. Flynn), **BEST PAPER** in the Sales, Advertising, Retailing Track.

65. "The Impact of Internet Knowledge on Online Buying Attitudes, Behavior, And Future Intentions: A Structural Modeling Approach," in Society for Marketing Advances 2001 conference Proceedings, 193-196, (with L. Flynn).
64. "Innovative Online Buyers" in Society for Marketing Advances 2001 conference Proceedings, 275-278, (with B. Lafferty), **BEST PAPER** in the Technology and Electronic Commerce Track.
63. "Explaining And Predicting Consumer Intention To Purchase Over The Internet: An Exploratory Study," in Association of Marketing Theory and Practice 2001 Proceedings, 349-355, **BEST PAPER** in the E-Commerce/Direct Marketing Track.
62. "The Predictive Validity of an Opinion Leadership Scale," in Association of Marketing Theory and Practice 2001 Proceedings, 142-149 (with T. DeWitt), **BEST PAPER** in Marketing Research/Demographics/Consumer Behavior Track.
61. "E-Tailing Versus Retailing: Using Attitudes to Predict Online Buying Behavior," abstract published in the 2001 American Marketing Association's Winter Marketing Educators' Conference Proceedings, Marketing Theory and Applications, Vol. 12, Ram Krishnan and Madhu Viswanathan, eds., p. 58 (with Eileen Bridges).
60. "The Dual Credibility Model: Corporate and Endorser Credibility's Influence on Attitudes and Purchase Intentions," abstract published in the 2001 American Marketing Association's Winter Marketing Educators' Conference Proceedings, Marketing Theory and Applications, Vol. 12, Ram Krishnan and Madhu Viswanathan, eds., pp. 128-129 (with S. Newell and B. Lafferty).
59. "Effects of Direction-Of-Item Wording on Scale Psychometrics," in 2000 Marketing Advances in the New Millennium, Dawn R. Deeter-Schmelz and Timothy P. Hartman, Eds. Society for Marketing Advances, Athens, OH, pp. 134-139.
58. "A Multitrait-Multimethod Study of Three Measures of Attitude toward the Ad," in 2000 Marketing Advances in the New Millennium, Dawn R. Deeter-Schmelz and Timothy P. Hartman, Eds. Society for Marketing Advances, Athens, OH, pp. 14-17 (with B. Lafferty).
57. "A Psychometric Assessment of a Subjective Knowledge Scale," in Association of Marketing Theory and Practice 2000 Proceedings, Vol. 9, 263-268.
56. "Innovators vs. Non-Innovators: Differences in Perceived Risk Across Three Modes of Apparel Shopping," the 1999 AMA Services Marketing Special Interest Group Services Research Conference Proceedings: Jazzing Into the New Millennium, R. Fisk and L. Glynn (Eds.), Chicago: American Marketing Association, (pp. 1-2), (with D. Percy and L. R. Flynn).

55. "A Psychometric Evaluation of a Scale to Measure Perceived Corporate Credibility," Society for Marketing Advances 1999 Proceedings, 7-11, (with S. Newell and B. Lafferty).
54. "The Price Sensitivity of Fashion Innovators," Society for Marketing Advances 1999 Proceedings, 59-63.
53. "Characteristics of the Heavy User of Fashionable Clothing," in 1999 Association of Marketing Theory and Practice Proceedings, Vol. 8, 359-366.
52. "Marketing to Consumers in Asia during the Economic 'Downturn': Strategies for International Companies," in 1999 Association of Marketing Theory and Practice Proceedings, Vol. 8, 261-267, (with Joo-Gim Heaney and Kenneth A. Saban).
51. "Measuring Corporate Credibility: A Validity Study," in Association of Marketing Theory and Practice Proceedings, Vol. 8 (1999), 390-396, (with Stephen Newell).
50. "Characteristics of the Heavy Users of Fashionable Clothing," in Association of Marketing Theory and Practice Proceedings, Vol. 8 (1999), 359-366. **BEST PAPER** in Marketing Research/Demographics/Consumer Behavior Track.
49. "Self-Concept and Heavy Wine Use: A Transnational Study," in Association of Marketing Theory and Practice Proceedings, (1998), 325-330.
48. "Toward A Theory of Heavy Usage: The Case of the New Fashion Buyer," in Association of Marketing Theory and Practice Proceedings, (1998), 272-277.
47. "Corporate Credibility's Role in Consumers' Attitudes and Purchase Intentions When A High Versus A Low Credibility Endorser is Used in the Ad," summary in Proceedings, Southern Marketing Association, (1997), 270-271, **BEST PAPER** in Sales Promotions Track and Steven J. Shaw award for **BEST PAPER** at conference; published in Journal of Business Research, (with B. Lafferty).
46. "Gender Differences in Status Consumption and Materialism: A Study of International Consumer Behavior," in Proceedings, Southern Marketing Association, (1997), 128-132, (with J. Eastman, D. Campbell, S. Calvert, and B. Fredenberger).
45. "The Factor Structure and Gender Differences for the List of Values: A Cross-Cultural Study," abstract in Society for Consumer Psychology Proceedings, (1997), 1-4, (with J. Eastman, D. Campbell, and S. Calvert).
44. "The Factor Structure of the Richins and Dawson Materialism Scale," in Association of Marketing Theory and Practice Proceedings, (1997), 370-377, (with J. Eastman, D. Campbell, and S. Calvert).

43. "Social Values and Restaurant Innovativeness: An Exploratory Study," in Association of Marketing Theory and Practice Proceedings, (1997), 317-322, (with J. Tankersley).
42. "Understanding Status Consumption: A Revised Conceptual Model, in Proceedings, Southern Marketing Association, (1996), 44-48, (with L. Flynn and J. Eastman).
41. "Status Consumption and Fashion Behavior: An Exploratory Study," in Association of Marketing Theory and Practice Proceedings, (1996), 309-316, (with J. Eastman and L. Flynn).
40. "The Frequent Information Consumer: Characteristics of a Propensity to Acquire Information," in Association of Marketing Theory and Practice Proceedings, (1996), 348-352, (with S. Takacs).
39. "Service Innovativeness and Price Sensitivity: An Exploratory Study," in Association of Marketing Theory and Practice Proceedings, (1996), 85-91.
38. "Status Consumption and Self-image: A Replication with Mexican Consumers," in Association of Marketing Theory and Practice Proceedings, (1996), 317-323, (with J. Eastman, S. Calvert, and L. Flynn).
37. "Status Consumption and Self-Image: An Exploratory Study," in Proceedings, Southern Marketing Association, (1996), 393-396, (with L. Flynn and J. Eastman).
36. "Enduring Product Involvement and Reaction to Advertising," in Proceedings, Southern Marketing Association, (1995), 88-91, (with S. Newell).
35. "A Study of Black/White Consumption Differences," in Proceedings, Academy of Marketing Science, (1995), Vol. 18, 70-74.
34. "What is an Innovation? A New Proposal," in Association of Marketing Theory and Practice Proceedings, (1995), 171-176, (with M. B. Hitchins and S. Takacs).
33. "The Domain Specific Innovativeness Scale: Theoretical and Practical Dimensions," in Association of Marketing Theory and Practice Proceedings, (1995), 177-182, (with L. Flynn).
32. "Shopping for Status: The Retail Managerial Implications," in Association of Marketing Theory and Practice Proceedings, (1994), 125-130, (with J. Eastman and L. Flynn).
31. "A Causal Model of External Information Search for Professional Services," in Association of Marketing Theory and Practice Proceedings, (1994), 332-336, (with Joo-Gim Heaney).
30. "Hispanic-American Consumers and Ethnic Marketing," in Proceedings, Atlantic Marketing Association, (1993), 46-50, (with S. Vollmers).

29. "A Reexamination of Some Black/White Consumption Differences," in Proceedings, Academy of Marketing Science, (1993), 20-23, (with S. Newell and R. Heiens).
28. "The Asian-American Market Segment: Opportunities and Challenges," in Association of Marketing Theory and Practice Proceedings, (1993), 260-265, (with Joo-Gim Heaney).
27. "Models of Enduring Product Involvement and Opinion Leadership," in Association of Marketing Theory and Practice Proceedings, (1993), 378-386, (with L. Flynn).
26. "Status Consumption: A Conceptual Model of the Construct," in Proceedings, Southern Marketing Association, (1992), 20-23, (with J. Kilsheimer and L. Flynn).
25. "Status Consumption: The Concept and its Measure," American Marketing Association Proceedings, (1992), 341-342, (with J. Kilsheimer and L. Flynn).
24. "The Dimensionality of the King and Summers's Opinion Leadership Scale," in Proceedings, Southern Marketing Association, (1991), 206-209, (with L. Flynn and J. Kilsheimer).
23. "Evaluation of the Dimensionality of a Consumer Assertiveness Scale," in Proceedings, Southern Marketing Association, (1991), 28-31, (with G. Oliphant and J. Freiden).
22. "A Causal Model of Consumer Involvement: Replication and Extension," in Proceedings, 1991 Winter Marketing Educators' Conference, 330-338, (with C. Hofacker and J. Emmert).
21. "Measuring Product Category Involvement: A Multitrait-Multimethod Study," in Proceedings, Southern Marketing Association, (1990), 46-49, (with J. Emmert). **BEST PAPER**, Buyer Behavior Track and Steven J. Shaw winner for **BEST PAPER** at conference. Published in the Journal of Business Research.
20. "Psychological Age and Fashion Innovativeness," in Proceedings, Academy of Marketing Science, (1990), 432-436, (with M. T. Stith).
19. "An Empirical Study of the Relationship between Personal Values and Innovative Purchasing Behavior," in Proceedings, Academy of Marketing Science, (1989), 84-88, (with M. T. Stith and J. D. White).
18. "Reducing Spurious and Uninformed Response by Means of Respondent Warnings: An Experimental Study," in Proceedings, Academy of Marketing Science, (1989), 617-621, (with H. Walters). **BEST PAPER** Marketing Research Track.
17. "Evaluating Social Desirability Response Bias in Marketing Research," in Proceedings, 1989 Winter Marketing Educators' Conference, 19-25.

16. "Subject Reaction to a Sex-In-Advertising Experiment," in Proceedings, Southern Marketing Association, (1988), 79-82, (with J. B. Freiden).
15. "The Relationship between Innovativeness and Optimal Stimulation Level: A Causal Modeling Analysis," in Proceedings, Southern Marketing Association, (1988), 170-173.
14. "Social Values and Innovative Purchasing: An Exploratory Study," in Proceedings, Southern Marketing Association, (1988), 194-197.
13. "Further Validation of an Opinion Leadership Scale," in Proceedings, Southern Marketing Association, (1987), 151-155, (with Rene Desborde), **BEST PAPER** Marketing Research Track and published in the Journal of Business Research.
12. "Explanations for Spurious Response in Survey Research," in Proceedings, Southern Marketing Association, (1987), 184-187, (with J. D. White).
11. "Spurious Response Error in a New Product Survey," in Proceedings, Southern Marketing Association, (1987), 172-175.
10. "Yeasaying and the Rokeach Value Survey: Interactions with Age and Race," (Abstract), 1987 Combined Proceedings, (Chicago, IL: American Marketing Association), (1987), 238 (with J. D. White and M. T. Stith).
9. "Social Character and New Product Trial," in Proceedings, Atlantic Marketing Association, (1985).
8. "Dimensionality of the Open Processing Scale," in Proceedings, Southern Marketing Association, (1985), 54-57.
7. "The Legal/Regulatory Environment in a Semi-Socialist State: The Yugoslav Advertising Example," in Proceedings, Southern Marketing Association, (1984), 157-160, (with M. Vojnic).
6. "Single Case Experimental Designs in Marketing Research: Techniques and Applications," in Proceedings, Mid-Atlantic Marketing Association, (1984), 239-245, (with T. A. Matherly).
5. "Personality and New Product Purchase: An Empirical Test," in Proceedings, Mid-Atlantic Marketing Association, (1984), 131-138.
4. "Yugoslav Subcultures; A Marketing Perspective," in Proceedings, Mid-Atlantic Marketing Association, (1983), (with M. Vojnic).
3. "Energy Information and Channel Effectiveness," in Proceedings, Southern Marketing Association, (1981), 192-195.

2. "Characteristics of Consumer Willingness to Pay for Pollution Control and For Further Energy Research," in Proceedings, Southern Marketing Association, (1981), 345-349, (with T. Albertyn), **BEST PAPER** Student Track.
1. "Confidence: Moderator or Predictor Variable in Attitude Research," in Proceedings, Southern Marketing Association, (1980), 502-504.

PUBLISHED BOOK REVIEWS

40. Review of *Coolhunting: Chasing Down the Next Bing Thing* by Peter A. Gloor and Scott M. Cooper. In Journal of Consumer Marketing, Vol. 24 No. 7, (2007), 444-445.
39. Review of *Market-Driven Thinking: Achieving Contextual Intelligence* by Arch G. Woodside. In Journal of Consumer Marketing, Vol. 24 No. 7, (2007), 443-444.
38. Review of *Emotion and Reason in Consumer Behavior* by Aujun Chaudhuri, 2006. In Journal of Consumer Marketing, Vol. 23 No. 5, (2006), 304-305.
37. Review of *Making Sense of Statistics, Understanding Research Methods, and Evaluating Research in Academic Journals*, by Fred Pyszczak, 2006. In International Journal of Consumer Studies, Vol. 30, (2006), 524-525.
36. Review of *Regression Analysis for Categorical Moderators*, by Herman Aguinis, 2004. In International Journal of Consumer Studies, Vol. 29 No. 1, (2005), 93-94.
35. Review of *The Influentials*, by Ed Keller and Jon Berry, 2003. In Journal of Product and Brand Management, Vol. 13 No. 5, (2004), 371-372.
34. Review of *Blockbusters: The Five Keys to Developing New Products*, by Gary S. Lynn and Richard R. Reilly, 2004. In Journal of Consumer Marketing, Vol. 21 No. 3, (2004), 231-232.
33. Review of *Brand Aid: An Easy Reference Guide to Solving your Toughest Branding Problems and Strengthening your Market Position*, by Brad VanAuken, 2003. In Journal of Product and Brand Management, Vol. 13 No. 1, (2004), 64.
32. Review of *Conquering Consumerspace: Marketing Strategies for a Branded World*, by Michael R. Solomon, 2003. In Journal of Product and Brand Management, Vol. 12 No. 7, (2003), 493-494.
31. Review of *The Tipping Point*, by Malcolm Gladwell, 2000. In the Journal of Consumer Marketing, Vol. 20 No. 1, (2003), 71-73.
30. Review of *The Anatomy of Buzz*, by Emanuel Rosen, 2001. In Journal of Product and Brand Management, Vol. 12 No. 7, (2003), 491-492.
29. Review of *Web Rules: How the Internet Is Changing the Way Consumers Make Choices*, by Tom Murphy, 2000. In the Service Industries Journal, Vol. 23 No. 1, (January, 2003), 228-230.
28. Review of *Impact Analysis: How Research Can Enter Application & Make a Difference*, by Laurie Larwood and Urs E. Gattiker, editors, 1999. In ACR Newsletter, (Fall, 2002).
27. Review of *Product Development for the Service Sector*, by Robert G. Cooper and Scott J. Edgett, 1999. In Service Industries Journal, Vol. 22 No. 4, (October, 2002), 209-210.

26. Review of *Brand New*, by Nancy Koehn, 2002. In Journal of Product and Brand Management, Vol. 11 No. 1, (2002), 52-54 (with E. Goldsmith).
25. Review of *The Brand Marketing Book*, by Joe Marconi, 2000, and *The Brand Mindset*, by Duane Knapp, 2000. In Journal of Product and Brand Management, Vol. 10 No. 5, (2001), 318-321.
24. Review of *eBrands: Building an Internet Business at Breakneck Speed*, by Phil Carpenter, 2000. In Journal of Product and Brand Management, Vol. 10 No. 1, (2001), 65-66.
23. Review of *FutureConsumer.com*, by Frank Feather, 2000. In Journal of Consumer Marketing, Vol. 18 No. 4, (2001), 374-376.
22. Review of *The Soul of the New Consumer*, by David Lewis and Darren Bridger, 2001. In the Journal of Consumer Marketing, Vol. 18 No. 2, (2001), 180-182.
21. Review of *The Focus Group Research Handbook*, by Holly Edmunds, 1999. In the Service Industries Journal, Vol. 20 No. 3, (2000), 214-215.
20. Review of *The Elgar Companion to Consumer Research and Economic Psychology*, by Peter E. Earl and Simon Kemp, editors. In Journal of the Academy of Marketing Science, Vol. 28 No. 4, (Fall, 2000), 540-541.
19. Review of *A Theory of Shopping*, by Daniel Miller, Ithaca, NY: Cornell University Press, 1998. In Journal of the Academy of Marketing Science, Vol. 28 No. 4 (Fall, 2000), 541-543.
18. Review of *Why We Buy*, by Paco Underhill, New York, Simon & Schuster, 1999. In the Service Industries Journal, Vol. 20 No. 2, (2000), 161-163.
17. Review of *Discovering the Soul of Service*, by Leonard L. Berry, New York: The Free Press, 2000. In the Service Industries Journal, Vol. 20 No. 1, (2000), 181-182.
16. Review of *The Profit Zone*, by Adrian J. Slywotzky and David J. Morrison, New York: Random House, 1997. In Journal of Product and Brand Management, Vol. 8 No. 1, (1999), 83-84.
15. Review of *Innovation Management: Strategies, Implementation, and Profits*, by Allan Afuah, New York: Oxford University Press, 1998. In European Journal of Innovation Management, Vol. 2 No. 1, (1999), 49-50.
14. Review of *State of the Art Marketing Research*, by A. B. Blankenship and George E. Green, Chicago, IL: American Marketing Association, 1998. In Service Industries Journal, Vol. 18 No. 4, (October, 1998), 176-177.

13. Review of *Grocery Revolution: The New Focus on the Consumer*, by Barbara E. Kahn and Leigh McAlister, Reading, MA: Addison-Wesley Longman, 1997. In Journal of Product and Brand Management, Vol. 6 No. 6, (1997), 441-442.
12. Review of *Customer Relationship Management: Making Hard Decisions with Soft Numbers*, by Jon Anton, Upper Saddle River, NJ: Prentice-Hall, (1996). In Journal of Leisure Research, Vol. 29 No. 3, (1997), 355-358.
11. Review of *Strategic Segmentation and Target Marketing: How Consumers Pick a Hotel*, by Dennis J. Cahill, New York: The Haworth Press, 1997. In Service Industries Journal, Vol. 17 No. 4, (October, 1997), 706.
10. Review of *Reputation: Realizing Value from the Corporate Image*, by Charles J. Fombrun, Boston, MA: Harvard Business School Press, 1996. In Service Industries Journal, Vol. 17 No. 2, (April, 1997), 354-355.
9. Review of *Squeezing a New Service into a Crowded Market*, New York: The Haworth Press, 1995, and *Internal Marketing: Your Company's Next Stage of Growth*, New York: The Haworth Press, 1995, both by Dennis J. Cahill. In Service Industries Journal, Vol. 16 No. 3, (July, 1996), 416-417.
8. Review of *Consumer Involvement: Concepts and Research*, by Pirjo Laaksonen, Routledge, London, 1994. In Journal of the Academy of Marketing Science, Vol. 24 No. 3, (Summer, 1996), 281-283.
7. Review of *Market-Driven Management: Using the New Marketing Concept of Create a Customer-Oriented Company*, by Frederick E. Webster, Jr. New York: John Wiley & Sons, Inc., 1994. In Service Industries Journal, Vol. 16 No. 2, (April, 1996), 261-263.
6. Review of *Handbook of Marketing Scales*, by William O. Bearden, Richard G. Netemeyer, and Mary F. Mobley, Newbury Park, CA: Sage Publications, 1993 and *Marketing Scales Handbook: A Complication of Multi-Item Measures*, by Gordon C. Bruner II and Paul J. Hensel, Chicago, IL: American Marketing Association, 1992. In Journal of the Academy of Marketing Science, Vol. 22 No. 1, (1994), 85-86.
5. Review of *Scale Development: Theory and Applications*, by Robert F. DeVellis, Newbury Park, CA: Sage Publications, 1992. In Journal of the Academy of Marketing Science, Vol. 20 No. 3, (Summer, 1992), 279-280.
4. Review of *Consumption Values and Market Choices*, by Jagdish Sheth, Bruce Newman, and Barbara Gross, Cincinnati: South-Western. In Journal of the Academy of Marketing Science, Vol. 19 No. 4, (Fall, 1991), 392.
3. Review of *Competitive Marketing: A Strategic Approach*, by John O'Shaughnessy, Boston: Allen & Unwin, 1984. In Journal of the Academy of Marketing Science, Vol. 18 No. 2, (Spring, 1990), 179-180.

2. Review of *Research Based Decisions*, by Charles H. Fay and Marc J. Wallace, Jr., New York: Random House, Inc., 1987. In Journal of Marketing Research, Vol. 25, (February, 1988), 118-119, (with C. F. Hofacker and P. E. Rockwood).

1. Review of *Marketing Research: Measurement and Method*, 3rd ed., by D. S. Tull and D. I. Hawkins. New York: Macmillan. In Journal of the Academy of Marketing Science, Vol. 13 No. 3, (Summer, 1985), 321-322.

INVITED TALKS

Invited to participate as a faculty presenter in the Society for Marketing Advances Doctoral Consortium, 2003, in New Orleans, November 5 & 6, 2003.

Invited to participate as a faculty presenter in the Society for Marketing Advances Doctoral Consortium, 2002, in Orlando, November 13 & 16, 2002.

Invited to participate as a faculty presenter in the Society for Marketing Advances Doctoral Consortium 2000, in Orlando, November 8 & 9, 2000.

Invited to present a talk on "The Marketing of Information," to the marketing department of Kent State University, April 25, 1997.

Invited to conduct a faculty workshop on "Research Methods" for the Division of Management Studies of the University of the West Indies, Mona, Jamaica, December 1 to December 12, 1996.

"Creative Style and Personality Theory," invited paper presented at KAI Conference 1987, at the Hatfield Polytechnic, Hertsfordshire, England, June 30 - July 2, 1987.

PRESENTATIONS AND WORKSHOPS

Goldsmith, E.B., & Goldsmith, R. E. (2008), "Creating Active Learning Communities in Marketing Education," Paper presented at The College Teaching & Learning (TLC) Conference and Applied Business Research (ABR) Conference, Walt Disney World Resort at Lake Buena Vista, Florida, January 2-5, 2008, sponsored by The Clute Institute.

Goldsmith, E.B., & Goldsmith, R. E. (2006), "A Theory of Personal Finance: Research and Education," Paper presented at International Federation of Home Economics Council Meeting, Capetown, S. Africa.

"E-Tailing Versus Retailing: Using Attitudes to Predict Online Buying Behavior," presentation to the Ninth Annual Frontiers in Services Conference, September 23, 2000, Owen Graduate School of Management, Vanderbilt University, Nashville, Tennessee (with Eileen Bridges).

"A Culture of Customer Service," presentation to the FSU Foundation retreat, September 8, 1999, Monticello, Florida.

“Consumers in Asia: Basis for Successful Retail Expansion Using the KFC Model,” presentation at the 27th Annual MAR/AAS Conference, Oct. 23-25 1998, University of Delaware, Newark DE, (Mid-Atlantic Region: Association for Asian Studies, Inc.), (with Joo-Gim Heaney).

“Gender Differences in Perceived and Real Knowledge of Financial Investments,” talk to the Women’s Resource Network, Tallahassee, FL, March 18, 1997.

“Air Particulate Study of a Seven Story Building,” poster session, the 15th Annual Conference of the American Association for Aerosol Research, October 17, 1996, Orlando, FL, (with J. W. Nelson, E. B. Goldsmith, and P. Thonnard).

“Cross Cultural Acceptance of An Innovation / The Case of Low Alcohol Wine,” presentation to the French-German workshop on Consumer Behavior, September 25-26th, 1996, in Potsdam, Germany, (with Francois d’Hauteville). Published in Ingo Balderjahn, Claudia Mennicken, and Eric Vernet (eds.), *New Developments and Approaches in Consumer Behaviour Research*, Schaffer-Poeschel Verlag Stuttgart, 1998, pp. 289-305 (with F. d’Hauteville).

“Fashion Leaders’ Ethnocentrism and Attitude toward Buying Domestic and Imported Apparel,” presentation in an oral research session held August 1996 at the International Textiles and Apparel Association meeting in Banff, Canada, (with P. Beaudoin and M. A. Moore).

"Social Values, Food Attitudes, and Food Consumption," paper presented at the Society for Consumer Psychology Annual Conference, February 18, 1994, St. Petersburg, Florida, (with J. Freiden and K. Henderson).

"Marketing for Associations," and "Information Gathering and Surveys," presentations to the Florida Society of Association Executives, Center for Professional Development, Florida State University, May 10 and May 12, 1993.

"Marketing and Promotion in Credit Unions," presentation to the Florida Credit Union Managers Institute, Center for Professional Development, September 23, 1992; September 22, 1993; September 22, 1994; September 20, 1995; September 18, 1996; September 17, 1997; September 16, 1998.

"Subcultural Perspectives on Consumer Alienation," paper presented at AMA workshop on "Applied Consumer Psychology: From Personal Values to Brand Choice, at DePaul University, December 12-13, 1988, (with M. T. Stith, C. Evans, E. Johnson).

"Consumption as a Means of Social Mobility: Cultural and Subcultural Relationships," paper presented at AMA workshop on Culture and Subculture at DePaul University, December 7-8, 1987, (with J. D. White and M. T. Stith).

"Values of Middle Class Blacks and Whites: A Replication and Extension," paper presented at AMA workshop on Culture and Subculture at DePaul University, December 4-5, 1986, (with J. D. White and M. T. Stith).

"Measurement of Student Attitudes toward the Home Computer," presentation to the Alabama Home Economics Association, 1980, (with E. Goldsmith and M. Boschung).

ACADEMIC GRANTS RECEIVED

2008 awarded a Responsible Conduct of Research and Creativity (RCRC) & Professional Standards grant to write a set of cases for ethical conduct in business research.

2008 Travel Grant (Spring) to attend a national conference from the Faculty Travel Grant Fund.

2007 Travel Grant (Spring) to attend a national conference from the Faculty Travel Grant Fund.

2003 Travel Grant (Fall) to attend a national conference from the Faculty Travel Grant Fund.

2002 Travel Grant (Spring) to attend a national conference from the President's Travel Fund.

2002 Summer COFERS grant from the Committee on Faculty Research Support, Florida State University.

2001 Grant to participate in a Faculty Development Workshop for the Summer 2001.

2000 Travel Grant (Fall) to attend a national conference from the President's Travel Fund.

2000 Grant to participate in a Faculty Development Workshop for the Summer 2000.

1999 Travel Grant (Fall) to attend a national conference from the President's Travel Fund.

1999 Travel Grant (Spring) to attend a national conference from the President's Travel Fund.

1998 Travel Grant to attend a national conference from the President's Travel Fund.

1997 Travel Grant to attend a national conference from the President's Travel Fund.

1996 Summer research grant from College of Business, Florida State University

1995 Travel Grant to attend a national conference from the President's Travel Fund.

1990 Summer COFERS grant from the Committee on Faculty Research Support, Florida State University.

1988 Research grant from Foundation Grants Advisory Committee, Florida State University (with M. T. Stith).

1988 Summer research grant from College of Business, Florida State University.

1986 Summer research grant from College of Business, Florida State University.

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science	Society for Consumer Psychology
Association for Marketing Theory and Practice	Society for Marketing Advances

ACADEMIC HONORS

Nominated for a Graduate Faculty Mentor Award, Spring, 2007
 Nominated for a University Excellence in Teaching Award, Spring, 2007
 Nominated for a Graduate Faculty Mentor Award, Spring, 2005
 Nominated for a University Excellence in Teaching Award, Spring, 2005
 Named the Richard M. Baker Professor of Marketing, June 2002.
 Awarded a 2000-2001 University Undergraduate Teaching Award
 Nominated for the FSU Distinguished Research Professor Award, 2001
 Awarded a one semester sabbatical for the Spring 2002 semester, Fall 2000
 Awarded a Professorial Excellence Program (PEP) award, 1999
 Nominated for the FSU Distinguished Research Professor Award, 1999
 Nominated for a University Teaching Award, 1999
 Nominated for the FSU Distinguished Research Professor Award, 1998
 Nominated for a University Teaching Award, 1998
 Nominated for the FSU Distinguished Research Professor Award, 1997
 Nominated for a University Teaching Award, 1997
 Nominated for a University Teaching Award, 1996
 Awarded a Teaching Incentive Program (TIP) award, 1995
 1981 American Marketing Association Doctoral Consortium Fellow
 Graduated Magna Cum Laude

HONOR SOCIETIES

Phi Beta Kappa
 Phi Alpha Theta
 Sigma Xi
 Beta Gamma Sigma
 Phi Kappa Phi
 Alpha Mu Alpha

DEPARTMENTAL ACTIVITIES

Coordinator of the Ph.D. program in Marketing, 1999-2004
 Advisor to Marketing Majors, 1993 to present
 Marketing Department Representative to the Honors in the Major Program, 1995 - present
 Faculty advisor to the AMA Student Marketing Association, Florida State University, 1983-1985
 Student Advisor, 1983-1989

UNIVERSITY ACTIVITIES

Liberal Studies Advisor, 1994-1996
 Liberal Studies Advisor, 1983-1991
 Proposal reviewer for COFERS applications, 1991.

COMMITTEE ASSIGNMENTS

Marketing Department:

Member of the Marketing Department Doctoral Examination Committee 2005-2008
 Member (Chairman) of the Department Faculty Evaluation Committee - 2007
 Member of the Department Curriculum Committee, 2006 - present
 Member of the Doctoral Policy Committee, 2004 - present
 Coordinator of the Doctoral Program in Marketing, 1999 to 2004
 Chairman, Promotion and Tenure Committee, 1994-1995; 1995-1996, 1996-1997
 Undergraduate Curriculum 1985-1988
 Working Paper Series 1988 to present
 Masters Committee 1987-1988, 1990 to 1996
 Doctoral Policy 1988 to present

College of Business:

Member of the Faculty Senate Nomination Committee, Fall, Spring, 2006-2007
 Member of the College of Business Faculty Ethics Roundtable, 2006
 Promotion and Tenure Committee, 2005-2006
 Member of the Doctoral Programs Policy Committee, 1999-2004
 Undergraduate Admissions Appeals Committee, 1997-1999
 Committee to Evaluate College of Business Summer Research Grant Proposals, 1997
 Promotion and Tenure Committee, 1996-1997
 Promotion and Tenure Committee (Chairman), 1995-1996
 Promotion and Tenure Committee, 1994-1995
 Graduate Admissions Appeals Committee, 1994-1996
 Promotion and Tenure Committee, 1989-1990
 Promotion and Tenure Committee, 1988-1989
 Library Committee, 1989-1991
 Undergraduate Policy and Curriculum, 1989-1991
 Undergraduate Policy and Curriculum, 1986-1988

University:

Professional Relations and Welfare Committee, 2005-2008
 Ad Hoc Teaching Evaluation Committee of the Faculty Senate, 1996 - 2000
 College of Business Representative to the Kingsbury Award Selection Committee, 1997
 College of Business Representative to the Kingsbury Award Selection Committee, 1996
 College of Business Representative to the Kingsbury Award Selection Committee, 1995
 University Promotion and Tenure Committee, 1995-1996
 University Promotion and Tenure Committee, 1994-1995
 University Promotion and Tenure Committee, 1989-1990
 Senate Elections Committee, Chairman, 1990-1991
 Ad Hoc Faculty Committee on the University Press, 1990
 Faculty Senator, 1987-1991
 Faculty Senate Alternate, 1985-1987
 Financial Aid and Undergraduate Scholarship, 1985-1989. (Chairman 1988-1989)
 Financial Aid Appeal Board, 1987-1989
 Member of Search Committee to screen applicants for Director of Financial Aid, 1989

EXTERNAL ACTIVITIES: EDITORSHIPS AND REVIEW BOARDS

North American Editor for the Service Industries Journal, 1991 – present
 Associate Editor for Psychological Reports, 1996 - present

Member of the Editorial Review Board:

Internet Research, 2007 - present
International Journal of Consumer Studies, 2005 - present
Health Marketing Quarterly, 2002 to present
European Journal of Innovation Management, 1997 - present
Marketing Theory, 2000 - present.
Journal of Marketing Theory and Practice, 1993 - 2005
Southern Business and Economic Journal, 1988 to 1992

Member of the Senior Advisory Board for the Journal of Marketing Theory and Practice, 2006 - present

Consulting Reviewer: Journal of Social Behavior and Personality, - present.

Book Review Editor for Journal of the Academy of Marketing Science, 1990-1991.

Area Book Review Editor for the Consumer Theory and Research Methods area for the Journal of the Academy of Marketing Science, 1989-1990.

EXTERNAL ACTIVITIES: REVIEWER

Outstanding Reviewer Award for 2002-2005, Journal of Marketing Theory & Practice.
 Selected as a 1999 Outstanding Reviewer for the Journal of Marketing Theory & Practice.
 Selected as a 1997 Outstanding Reviewer for the Journal of Marketing Theory & Practice.

Manuscript Reviewer for Journals and Series:

<u>Business and Economic Review</u>	<u>Management Science</u>
<u>Journal of the Academy of Marketing Science</u>	<u>Journal of Retailing</u>
<u>Journal of Social Behavior and Personality</u>	<u>Decision Sciences</u>
<u>Journal of Applied Business Research</u>	<u>Journal of Business Research</u>
<u>Journal of Marketing Theory and Practice</u>	<u>Research In Marketing</u>
<u>Journal of Applied Social Psychology</u>	<u>Psychology & Marketing</u>
<u>Journal of Consumer Research</u>	<u>Psychological Reports</u>
<u>Southern Business and Economic Journal</u>	<u>Journal of Advertising</u>
<u>Journal of Retailing and Consumer Services</u>	<u>Perceptual and Motor Skills</u>
<u>International Journal of Consumer Studies</u>	<u>Tourism Review International</u>
<u>Journal of Consumer Behaviour</u>	<u>Journal of Services Research</u>
<u>Scandinavian Journal of Psychology</u>	

The Electronic Peer Review (Peer-Net)
 of MCB University Press

Idea Group Publishing.

Manuscript Reviewer for Conference Proceedings:

Communications of the ACM, Association for Computing
 Proceedings of the Society for Marketing Advances
 Proceedings of the Academy of Business Administration
 Proceedings of the Academy of Marketing Science
 Proceedings of the Academy of Marketing Science, Bi-Annual World Marketing

Congress

Proceedings of the Southern Marketing Association
Proceedings of the Atlantic Marketing Association
Proceedings of the American Marketing Association
Proceedings of the Southwestern Marketing Association
Proceedings of the Midwest Marketing Association
Proceedings of the International Academy of Business Disciplines
Proceedings of the Association for Marketing Theory and Practice
Proceedings of the Bi-Annual World Marketing Congress
 Doctoral Dissertation Competition, 1988 Southern Marketing Association
 Doctoral Dissertation Competition, 1989 Academy of Marketing Science

Manuscript and book reviews for publishers:

John Wiley & Sons
Macmillan Publishing Company
Allyn & Bacon
Harper/Collins
Richard D. Irwin

The Dryden Press
Holt Rinehart & Winston
Prentice Hall
South-Western Publishing Co.
Harcourt Brace & Company

Irwin/McGraw-Hill
NTC Business Books

EXTERNAL ACTIVITIES: PARTICIPATION AT PROFESSIONAL MEETINGS

Track Chairman for Advertising and Marketing Communications Track, Society for Marketing Advances, November, 2003.

Session Chair, the 2002 Association for Marketing Theory and Practice Conference, March, 2002.

Track Chairman for Consumer Behavior Track, Society for Marketing Advances, 2000 conference.

Panel Moderator; Meet the Editors panel discussion, Association of Marketing Theory and Practice, March, 1998

Discussant, Southern Marketing Association Conference, November 7, 1997.

Session Chair, the 1997 Association for Marketing Theory and Practice Conference, March, 1997.

Discussant, Society for Consumer Psychology, 1997 Winter Conference, February 1997.

Session Chair, the 1995 Southern Marketing Association Conference, November 1995.

Track Chairman for Services Marketing, The Association for Marketing Theory and Practice, 1995 conference.

Track Chairman for Services Marketing, The Association for Marketing Theory and Practice, 1994 conference.

Session Chair and Discussant, Atlantic Marketing Association Conference, October 1993.

Discussant, Academy of Marketing Science Conference, May 29, 1993.

Session Chair and Discussant, the 1991 Southern Marketing Association Conference.

Discussant, Southern Marketing Association Conference, November 4, 1988.

Track Chairman of Consumer Behavior Track, Academy of Marketing Science, 1988 conference.

Track Chairman for Consumer Behavior Track, Southern Marketing Association, 1987 conference.

EXTERNAL ACTIVITIES: OFFICES

Discussion leader for the June 12-15, 1994 Department Chairpersons Workshop for the Institute for Academic Leadership, Florida State University.

Committee Coordinator on Marketing of the Statewide Course Numbering System Florida Department of Education, 1991 - 1994

Vice President, Membership, Southern Marketing Association, 1989-1990

Secretary, Southern Marketing Association, 1988-1989

EXTERNAL ACTIVITIES: OTHER ORGANIZATIONS

Affiliated University Faculty with The Center for Urban Transportation Research, College of Engineering, University of South Florida, 1995-2001.

Member of the Malaysian research program called the Malaysia/USA Business Data Exchange Program: Universiti Kebangsaan Malaysia/Universiti Islam Antarabangsa Malaysia/Florida State University." (Translated: The Malaysia/USA Business Data Exchange Program: The Malaysian National University/The International Islamic University/The Florida State University, 1996 to 2000.

Member of the Academic Advisory Board to the Pepper Institute on Aging and Public Policy, Florida State University, January 1994 to present.

From 1992 to 1997, member of the Academic Advisory Group of the Consumer Research Unit, The Birmingham Business School, Department of Commerce, Edgbaston, Birmingham, B15 2TT, UK The purpose of this organization was to pursue theoretical and applied research in consumer behavior. Director: Dr. Gordon Foxall

MEMBERSHIP ON GRADUATE COMMITTEES

Doctoral Committees:

Doctoral Dissertation Director Current:

Doctoral Dissertation Director Completed:

- Melinda Andrews (2008)
- Ronald Clark, Marketing (2006)
- Kishore Gopalakrishna Pillai, Marketing (2005)
- Derrick Deslandes, Marketing (2001)
- Barbara Lafferty, Marketing (1999)
- Palmer McDonald, Marketing (1998)
- Kim Ray, Marketing (1997)
- Scott Takacs, Marketing (1997)
- Joo-Gim Heaney, Marketing (1995)
- Steve Newell, Marketing (1993)
- Jackie Kilsheimer, Marketing (1993)
- Janelle Emmert, Marketing (1993)

Dissertation Committee Member:

Outside examiner [External Committee] for Jason Stella, Ph.D.,
 Research Services Division, Deakin University, Australia (Fall 2007)

Outside examiner [External Committee] for Amalia E. Maulana, Ph.D.,
 Graduate Research School, The University of New South Wales (Spring 2006)

Chan-pyo Hong, Ph.D., Communications (2005-2006)

Sacha Joseph, Ph.D., Marketing (2005-2006)

Jim Zboja, Ph.D., Marketing (2005-2006)

Tom DeWitt, Ph.D., Marketing (2003-2004)

Nada Cenanovic, Ph.D., Education (1996-1998)

Andrea Pent, Ph.D., Education (1999)

E. Kevin Ayers, Ph.D., Education (1997)

Rodoula Tsiotsou, Ph.D., Education (1996)

Julie Toner Schrader, Ph.D., Marketing (1995)

Stacy Vollmers, Ph.D., Marketing (1995)

Ken Henderson, Ph.D., Marketing (1995)

Pierre Beaudoin, Ph.D., Clothing and Textiles (1994)

Richard Heiens, Ph.D., Marketing (1993)

Kathy Lacher, Ph.D., Marketing (1991)

Edna Johnson, Ph.D., Marketing (1991)

Dale Fodness, Ph.D., Marketing (1991)

Elise Truly, Ph.D., Marketing (1990)

Steve Brokaw, Ph.D., Marketing (1990)

Thomas Baker, Ph.D., Marketing (1990)

Rene Desborde, Ph.D., Marketing (1990)

Tammy Hunt, Ph.D., Management (1988)

Masters Committees:

Masters Theses Director Completed:

Zlatka Cular, MBA, (1989)

Member Completed:

Donald J. Rothrock, Architecture, Florida A&M University, 1996

Coleen Sullivan, Human Sciences (1989)

Younghee Shim, Human Sciences (1989)

Martha Williams, Communications (1988)

Nancy Byrd, Communications (1985)

Barrie Blankenship, Home Economics (1985)

Shela Johnson, Communications (1985)

Evelyn M. Healey, Communications (1985)

Senior Honors Thesis Committees

Member Completed:

Angel Michels, College of Communications, Jay Rayburn, director (1998)

Shopping Center Survey for Hillsborough County, FL

March 1992 - August 1992

Contact Person: Ms. Jan Scott, Attorney at Law

Focus group for telephone book for Central Telephone Company

June 1992 - July 1992

Contact Person: Ms. Deborah Byrd of Centel

Readership Survey for the Thomasville Georgia *Times-Enterprise*

January 1992 - April 1992

Contact Person: Mr. Den Dickerson, Publisher/General Manger

Series of three employee focus groups for Central Telephone Company

September 1991 - December 1991

Contact Person: Mr. Jerry Kidd, Partner in Kidd & Driscoll Advertising

Ridesharing Survey for Florida Department of Transportation

September 1988 - March 1989

Report entitled: "Marketing/Ridership Study: A Survey of Floridians"

Contact Person: Mr. William Mustard, FDOT

EXTERNAL GRANTS ADMINISTERED

In the academic year 1991-1992 I founded and became the director of the Florida Institute for Marketing Alternative Transportation (FIMAT), a Type IV State University System institute. The purpose of FIMAT is to facilitate work with the Florida Department of Transportation and with the Capital City Transportation Management Association to relieve traffic congestion in the city of Tallahassee as well as to support research in transportation demand management. Thus far six grants have been or are currently being administered.

State of Florida, Department of Transportation
\$25,000 for graduate assistantships for FIMAT
August 1992 - July 1994

State of Florida, Department of Transportation
\$100,000 to support the Bicycle/Pedestrian Commuter Assistance Center
August 1992 - July 1993

State of Florida, Department of Transportation
\$150,000 to promote ridesharing in state of Florida
August 1992 - July 1993

State of Florida, Department of Transportation
\$35,000 technical support and capital acquisition for ridematching services
November 1991 - December 1992

State of Florida, Department of Transportation
\$80,000 Bicycle Commuter Center Study
June 1991 - May 1992

State of Florida, Department of Transportation
\$100,000 to promote ridesharing in state of Florida
August 1991 - July 1992