

VITA

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CURRENT UNIVERSITY OF TEXAS POSITIONS AND AFFILIATIONS

Professor of Marketing

Marlene and Morton Meyerson Centennial Professor in Business

IC² Senior Research Fellow, September 1992-present

Faculty Fellow, University of Texas Humanities Institute (beginning Fall, 2009)

EDUCATION

- 2002 Juris Doctorate
 The University of Texas at Austin
 Clinics: Criminal Defense, Mediation (40 hours training)
- 1975 Doctor of Philosophy in Business Administration
 University of Florida
 Major Field: Marketing
 Minor Fields: Sociology and Economics
- 1972 Master of Arts in Business Administration
 University of Florida
 Major Field: Marketing
 Minor Field: Sociology
- 1971 Bachelor of Science in Business Administration
 University of Florida
 Major Field: Marketing

AWARDS AND HONORS

Teaching Recognition

Marketing Department Nominee, Hank and Mary Harkins Award for Effective Teaching in Large Undergraduate Classes, Spring 1980

Recipient, Hank and Mary Harkins Award for Effective Teaching in Large Undergraduate Class, Spring 1991

Recipient, CBA Foundation Advisory Council Award for Teaching Innovation, Spring 1993

Marketing Department Nominee, CBA Foundation Award for Innovation in Teaching, Spring 1979, 1989, 1990, 1991, 1994

Marketing Department Nominee, CBA Foundation Award for Excellence in Education, Spring 1992, 1995, 1996

Marketing Department Nominee, University of Texas Cooperative Society Outstanding Lifetime Research Award, Spring 1999

Recipient, CBA Foundation Lifetime Excellence in Education, Spring 1999

Marketing Department Nominee, Fawn and Vijay Mahajan Outstanding Executive Education Teaching Award, Spring 2003, Spring 2004

Research Awards

2003 American Risk and Insurance Association (ARIA) Award for Outstanding Research Contribution to Casualty Actuarial Science—Given by the Casualty Actuarial Society for the North American ARIA journal article published in 2002 of greatest value to the casualty actuarial profession, received for: Patrick L. Brockett, Richard A., Derrig, Linda L. Golden, Arnold Levine and Mark I. Alpert, “Fraud Classification Using Principal Component Analysis of RIDITs,” Journal of Risk and Insurance, Volume 69, Number 3, 2002, 341-372.

2003 “Best Paper Award” for Linda L. Golden and Cameron C. McMillan, “Sex Role Self-Concept and Product Perceptions in Today’s Marketing: A Pilot Study to Explain Sex and Sex Role Influence on Product Perceptions,” Proceedings of the Enterprise 2003 Hawaii International Faculty-Student Conference, June, 2003.

2003 Robert I. Mehr Award from the American Risk and Insurance Association for the best journal article with a ten year lasting contribution to risk management: Patrick L. Brockett, William W. Cooper, Linda L. Golden, and Utai Pitaktong, "A Neural Network Method for Obtaining an Early Warning of Insurer Insolvency," Journal of Risk and Insurance, September 1994, 402-424.

2008 American Risk and Insurance Association (ARIA) Award for Outstanding Research Contribution to Casualty Actuarial Science in 2007 as the journal article of greatest value to the profession: Patrick L. Brockett and Linda L. Golden, "Biological and Psychobehavioral Correlates of Risk Taking, Credit Scores, and Automobile Insurance Losses: Toward an Explication of Why Credit Scoring Works," *Journal of Risk and Insurance*, Volume 74, Number 1, March 2007, 23-63.

2009 Allied Academies Distinguished Research Award for Colin Gilligan and Linda Golden, "Re-Branding Social Good: Social Profit as a New Conceptual Framework," Allied Academies Conference, Marketing Section, April 9, 2009.

2012 *ARIA Actuarial Journal Award* given by the American Risk and Insurance Association in August, 2012, for the most outstanding contribution to risk management published in any actuarial journal in North America. Award received for the journal article: "The Effectiveness of using a basis hedging strategy to mitigate the financial consequences of weather-related risks," by Linda L. Golden, Charles C. Yang, and Hong Zou in the *North American Actuarial Journal* 2010, 14(2), 157-17.

Honorary Memberships and Distinguished Citations

Phi Kappa Phi, Scholastic Honorary Society
The World Who's Who of Women, 1982
Outstanding Young Women of America, 1982
Who's Who in the Southwest, 1984
Notable Women of Texas, 1984-85
Personalities of the South, 1985
The International Directory of Distinguished Leadership, 1985-86
Marquis' Who's Who of American Women, 1984-85, 1986, 1988

PROFESSIONAL MEMBERSHIPS

Fellow, Royal Statistical Society
 American Marketing Association
 Society for Consumer Psychology
 Association for Consumer Research
 American Statistical Association
 American Risk and Insurance Association
 Academy of Marketing Science
 National Association of Boards of Directors

PUBLICATIONS

Journal and Proceedings Articles

- Golden, Linda L. (1972), "Reference Group Influence in the College Market," Business and Economic Dimensions, Volume 8, Number 5, September-October, Gainesville: University of Florida Bureau of Economic and Business Research, 24-31.
- Golden, Linda L. (1972), "Mobile Homes - A Way of Life in Florida," Business and Economic Dimensions, Volume 8, Number 6, November-December, Gainesville: University of Florida Bureau of Economic and Business Research, 1-7.
- Faricy, John H. and Linda L. Golden (1972), "Patronage Motives, Evaluative Criteria in Grocery Shopping and Unit Pricing," Abstract in The Southern Journal of Business, Volume 7, Number 4, November, 131.
- Golden, Linda L. and Robert B. Settle (1973), "The Dynamics of Reference Group Influence," Abstracts of Papers Presented at the 1973 Western Regional American Institute for Decision Sciences Meeting, March, 52-53.
- Hair, Joseph F. and Linda L. Golden (1973), "Reference Group Influence Among Blacks," Proceedings of the Fifth National American Institute of Decision Sciences Conference, American Institute for Decision Sciences, November, 44-47.
- Golden, Linda L. and Robert B. Settle (1973), "When Products Fail," Proceedings of the Southern Marketing Association, November.
- Faricy, John H. and Linda L. Golden (1973), "Reported Attitudes on Ecology and Self-Imposed Buying Restrictions," Proceedings of the Southwestern Marketing Association, November.
- Settle, Robert B. and Linda L. Golden (1974), "Consumer Perceptions: Overchoice in the Marketplace," Advances in Consumer Research, Volume 1, Scott Ward and Peter Wright (eds.), Ann Arbor: Association for Consumer Research, 29-37.
- Hair, Joseph F., Ronald F. Bush, and Linda L. Golden (1974), "Reference Group Theory and the Black Consumer," Proceedings of the Southwestern Regional American Institute of Decision Sciences Fifth Annual Meeting, William Cornett (ed.), March, 120-122.
- Settle, Robert B. and Linda L. Golden (1974), "Attribution Theory and Advertiser Credibility," Journal of Marketing Research, Volume 11, Number 2, May, 181-185. Abstracted in Psychology Today, Volume 8, Number 5, October 1974, 35-36.
- Golden, Linda L. and Robert A. Peterson (1975), "Information Type and Source as Determinants of Expected Product Satisfaction," Abstract in Proceedings of the Seventh National American Institute of Decision Sciences Conference, American Institute for Decision Sciences, November, 31.
- Golden, Linda L. (1976), "Consumer Reactions to Comparative Advertising," Advances in Consumer Research, Volume 3, Beverlee B. Anderson (ed.), Ann Arbor: Association for Consumer Research, 63-67.

- Peterson, Robert A. and Linda L. Golden (1976), "Post-Purchase, Pretrial Satisfaction Expectations as a Function of Message Content and Source," Marketing: 1776-1976 and Beyond, Kenneth L. Bernhardt (ed.), Chicago: American Marketing Association, 143-146.
- Anderson, W. Thomas, Jr., Louis K. Sharpe IV, and Linda L. Golden (1976), "Promotional Implications of Heterophily and Reference Influence," Marketing: 1776-1976 and Beyond, Kenneth L. Bernhardt (ed.), Chicago: American Marketing Association, 572-575.
- Anderson, W. Thomas, Jr., Linda L. Golden, and Joel Saegert (1977), "Referent Selection and Perceived Interpersonal Distance in Product Decisions," Abstract in Proceedings of the Southwestern Marketing Association, John E. Swan, Robert A. Peterson and G. Edward Kiser (eds.), Southwestern Marketing Association, 15.
- Alpert, Mark I. and Linda L. Golden (1977), "Marketing Segmentation for Public Transportation: An Empirical Approach," Abstract in Proceedings of the Southwestern Marketing Association, John E. Swan, Robert A. Peterson, and G. Edward Kiser (eds.), Southwestern Marketing Association, 41.
- Anderson, W. Thomas, Jr., Mark I. Alpert, and Linda L. Golden (1977), "Marketing Education: Teaching Effectiveness and Interpersonal Distance," Abstract in Proceedings of the Southwestern Marketing Association, John E. Swan, Robert A. Peterson, and G. Edward Kiser (eds.), Southwestern Marketing Association, 32.
- Golden, Linda L. (1977), "Attribution Theory Implications for Advertisement Claim Credibility," Journal of Marketing Research, Volume 14, Number 1, February, 115-117.
- Anderson, W. Thomas, Jr., Mark I. Alpert, and Linda L. Golden (1977), "Relational Analysis of Teaching Effectiveness," Abstract in Catalogue of Selected Documents in Psychology, Volume 7, August, 81-82.
- Anderson, W. Thomas, Jr., Mark I. Alpert, and Linda L. Golden (1977), "A Comparative Analysis of Student-Teacher Interpersonal Similarity/Dissimilarity and Teaching Effectiveness," Journal of Educational Research, Volume 71, Number 1, September/October, 16-44.
- Alpert, Mark I. and Linda L. Golden (1978), "Transportation Attitudes Over Time: A Longitudinal Approach," Advances in Consumer Research, Volume 5, H. Keith Hunt (ed.), Ann Arbor: Association for Consumer Research, 194-200.
- Alpert, Mark I. and Linda L. Golden (1978), "The Relative Effectiveness of One-sided and Two-sided Communication for Mass Transit Advertising," Advances in Consumer Research, Volume 5, H. Keith Hunt (ed.), Ann Arbor: Association for Consumer Research, 12-18.
- Alpert, Mark I. and Linda L. Golden (1978), "The Marketing of Mass Transportation to Diverse Groups within a Community," Journal of Urban Analysis, Volume 5, August, 285-302.

- Anderson, W. Thomas, Jr., Joel Saegert, and Linda L. Golden (1978), "Relational Analysis of Referent Selection in Product Decisions," Research Frontiers in Marketing: Dialogues and Directions, Subhash C. Jain (ed.), Chicago: American Marketing Association, 134-138.
- Golden, Linda L. , John F. Betak, and Mark I. Alpert (1979), "Attracting Potential Switchers to Mass Transit: Mode Choice as a Multi-Attribute Decision Model," Advances in Consumer Research, Volume 6, William L. Wilkie (ed.), Ann Arbor: Association for Consumer Research, 519-525.
- Golden, Linda L., Neil Allison, and Mona Clee (1979), "The Role of Sex Role Self-Concept in Masculine and Feminine Product Perceptions," Advances in Consumer Research, Volume 6, William L. Wilkie (ed), Ann Arbor: Association for Consumer Research, 599-605.
- Golden, Linda L. (1979), "Effects of Consumer Participation Level, Guarantee and Message Source," Proceedings of the Sixth International Research Seminar in Marketing, Jean-Paul Leonardi and Robert A. Peterson (eds.), Marseille: French Foundation for Management Education, B1-15.
- Anderson, W. Thomas, Jr. and Linda L. Golden (1979), "Life Trajectory: Population Migration and Lifestyle Over Time," American Marketing Association Educators' Conference Proceedings, Neil Beckwith, et al. (eds.), Chicago: American Marketing Association, 291-296.
- Betak, John F., James Story, Mark I. Alpert, and Linda L. Golden (1979), "Mode Choice as a Multiple Criteria Decision Task," Journal of Urban Analysis, Volume 6, August, 59-88.
- Mizerski, Richard W., Linda L. Golden, and Jerome B. Kernan (1979), "The Attribution Process in Consumer Decision Making," Journal of Consumer Research, Volume 6, Number 2, September, 123-140. Reprinted in Perspectives in Consumer Behavior, Harold H. Kassarian and Thomas S. Robertson (eds.), Glenview: Scott, Foresman and Company, 1981, 274-296.
- Golden, Linda L. (1979), "Consumer Reactions to Explicit Brand Comparisons in Advertisements," Journal of Marketing Research, Volume 16, Number 4, November, 517-532.
- Golden, Linda L. (1979), "Research on Female Consumers: We're Not There Yet," Proceedings of the Southern Marketing Association, Robert S. Franz, Robert M. Hopkins and Alfred G. Toma (eds.), Southern Marketing Association, 321-322.
- Golden, Linda L. and Mustaffa O. Attir (1979), "Entropy as a Measure of the Quality of Self-Report Data," Proceedings of the Division of Consumer Psychology, Ivan Ross (ed.), New York: American Psychological Association, September, 27-29.
- Golden, Linda L., W. Thomas Anderson, Jr., and Nancy M. Ridgway (1980), "Consumer Mobility: A Life History Approach," Advances in Consumer Research, Volume 7, Jerry C. Olson (ed.), Ann Arbor: Association for Consumer Research, 460-465.

- Anderson, W. Thomas, Jr., and Linda L. Golden (1980), "Life Trajectory and Consumer Self-Sufficiency," Advances in Consumer Research, Volume 7, Jerry C. Olson (ed.), Ann Arbor: Association for Consumer Research, 35-40.
- Allison, Neil K., Linda L. Golden, Gary M. Mullet, and Donna Coogan (1980), "Sex Typed Product Images: The Effects of Sex, Sex Role Self-Concept and Measurement Implications," Advances in Consumer Research, Volume 7, Jerry C. Olson (ed.), Ann Arbor: Association for Consumer Research, 604-608.
- Golden, Linda L. and W. Thomas Anderson, Jr. (1980), "Profiles in Market Dependence," Marketing in the 80s: Changes and Challenges, Richard P. Bagozzi, et al. (eds.), Chicago: American Marketing Association, 131-134.
- Golden, Linda L., Mark I. Alpert, and John F. Betak (1980), "A Programmatic Research Approach to Transit Marketing," Traffic Quarterly, Volume 34, Number 4, October, 624-627.
- Golden, Linda L., W. Thomas Anderson, and Louis K. Sharpe IV (1981), "The Effects of Salutation, Monetary Incentive and Degree of Urbanization on Mail Questionnaire Response Rate, Speed and Quality," Advances in Consumer Research, Volume 8, Kent B. Monroe (ed.), Ann Arbor: Association for Consumer Research, 292-298.
- Golden, Linda L. and Mustaffa O. Attir (1981), "Notes on the Development of a Technique to Establish the Quality of Social Survey Data," Libyan Economic and Business Review, Volume 17, Number 1, 5-21.
- Alpert, Mark I. and Linda L. Golden (1982), "The Impact of Education on the Relative Effectiveness of One-sided and Two-sided Communications," An Assessment of Marketing Thought and Practice, Bruce J. Walker, William O. Bearden, William R. Darden, Patrick E. Murphy, John R. Nevin, Jerry C. Olson, and Barton A. Weitz (eds.), Chicago: American Marketing Association, 30-33.
- Kerin, Roger A. and Linda L. Golden (1982), "Methodological Issues in Store Image and Patronage Research," Proceedings of the Fourteenth National American Institute for Decision Sciences Conference, Volume 1, Gregory P. White (ed.), American Institute for Decision Sciences, 225-227.
- Alpert, Mark I., Linda L. Golden, and Wayne D. Hoyer (1983), "Impact of Repetition on Advertisement Miscomprehension and Effectiveness," Advances in Consumer Research, Volume 10, Richard P. Bagozzi and Alice M. Tybout (eds.), Ann Arbor: Association for Consumer Research, 130-135.
- Golden, Linda L. and Keren A. Johnson (1983), "Impact of Sensory Preference and Thinking versus Feeling Appeals on Advertising Effectiveness," Advances in Consumer Research,

Volume 10, Richard P. Bagozzi and Alice M. Tybout (eds.), Ann Arbor: Association for Consumer Research, 203-208.

- Anderson, W. Thomas, Jr., and Linda L. Golden (1984), "Lifestyle and Psychographics: A Critical Review," Advances in Consumer Research, Volume 11, Thomas C. Kinnear (ed.), Provo: Association for Consumer Research, 405-411.
- Golden, Linda L. (1984), "Current Perspectives in Attribution Theory Research," Marketing Comes of Age, David M. Klein and Allen E. Smith (eds.), Boca Raton: Southern Marketing Association, 256-268.
- Golden, Linda L., V. Kumar, and Wayne D. Hoyer (1984), "The Effects of One- and Two-sided Messages, Benefit Appeal and Related Memberships on Propensity to Join a Professional Organization," Proceedings of the Division of Consumer Psychology, James C. Anderson (ed.), American Psychological Association, 136-39.
- Golden, Linda L. and Gerald Albaum (1984), "An Analysis of Alternative Semantic Differential Formats for Measuring Retail Store Image," American Institute for Decision Sciences Western Region Proceedings, Bert Steece and James Ford (eds.), American Institute for Decision Sciences, 222-224.
- Anderson, W. Thomas, Jr., and Linda L. Golden (1984), "Bank Promotion Strategy," Journal of Advertising Research, Volume 24, Number 2, April/May, 53-65.
- Golden, Linda L. and Mary R. Zimmer (1986), "Relationships Between Affect, Patronage Frequency and Amount of Money Spent with a Comment on Affect Scaling and Measurement," Advances in Consumer Research, Volume 13, Richard J. Lutz (ed.), Provo: Association for Consumer Research, 53-57.
- Zatarain, Juan M., Linda L. Golden, Gerald Albaum, Patrick L. Brockett, and Roger Kerin (1986), "The Numerical Comparative Scale in Country Image Studies," Proceedings of the National Institute of Decision Sciences Conference, Volume 1, Sang M. Lee, Lester Digman, and Marc J. Schniederjans (eds.), American Institute for Decision Sciences, 515-517.
- Golden, Linda L. and Patrick L. Brockett (1987), "The Effect of Alternative Scoring Methods on the Analysis of Rank Order Categorical Data," Journal of Mathematical Sociology, Volume 12, Number 4, 383-414.
- Alpert, Mark I. and Linda L. Golden (1987), "Comparative Analysis of the Relative Effectiveness of One- and Two-sided Communication for Contrasting Products," Journal of Advertising, Volume 16, Number 1, 18-25.
- Johnson, Keren A., Mary R. Zimmer, and Linda L. Golden (1987), "Object Relations Theory: Male and Female Difference in Visual Information Processing," Advances in Consumer

Research, Volume 14, Melanie Wallendorf and Paul Anderson (eds.), Provo: Association for Consumer Research, 83-87.

- Brockett, Patrick L. and Linda L. Golden (1987), "A Class of Utility Functions Containing All the Common Utility Functions," Management Science, Volume 33, Number 8, 955-964.
- Golden, Linda L., Gerald Albaum, and Mary R. Zimmer (1987), "The Numerical Comparative Scale: An Economical Format for Retail Image Measurement," Journal of Retailing, Volume 63, Number 4, 393-410.
- Umesh, U. N., William A. Weeks, and Linda L. Golden (1988), "Individual and Dyadic Consumption of Time: Propositions on the Perception of Complementary and Substitutability of Activities," Advances in Consumer Research, Volume 15, Michael J. Houston (ed.), Provo: Association for Consumer Research, 426-429.
- Albaum, Gerald, Linda L. Golden, Brian Murphy, and Jasper Strandskov (1988), "Likert Scale and Semantic Differential: Issues Relevant to Cross-Cultural Research," Proceedings of the Second Symposium on Cross-Cultural Consumer and Business Studies, Charles F. Keown and Arch G. Woodside (eds.), December, 108-112.
- Golden, Linda L., U. N. Umesh, and W. Thomas Anderson, Jr. (1988), "Timestyles: Comparison of Spouses' Complementarity and Substitutability of Activities," Proceedings of the 1988 American Marketing Association Winter Theory Conference.
- Zimmer, Mary R. and Linda L. Golden (1988), "Impressions of Retail Stores: A Content Analysis of Consumer Images," Journal of Retailing, Volume 64, Number 3, 265-293.
- Anderson, W. Thomas, Jr., Linda L. Golden, U. N. Umesh, and William A. Weeks (1989), "The Five Faces of Eve: Women's Timestyle Typologies," Advances in Consumer Research, Volume 16, Thomas K. Srull (ed.), Provo: Association for Consumer Research, 346-353.
- Golden, Linda L., Mark I. Alpert, and John F. Betak (1989), "Psychological Meaning: Empirical Directions for Identification and Strategy Development," Psychology and Marketing, Volume 6, Number 1, Spring, 33-50.
- Golden, Linda L., Patrick L. Brockett, and Mary R. Zimmer (1989), "A New Method for Identifying Asymmetric Relationships Among Variables: Information Theory Applied to Affect, Location Convenience and Patronage Frequency," Proceedings of the 1989 American Marketing Association Winter Theory Conference.
- Golden, Linda L., Patrick L. Brockett, and Mary R. Zimmer (1990), "An Information Theoretic Approach for Identifying Shared Information and Asymmetric Relationships Among Variables," Multivariate Behavioral Research, Volume 25, Number 4, October, 479-502.
- Brockett, Patrick L., Linda L. Golden, and Paul Aird (1990), "How Public Policy Can Define the Marketplace: The Case of Pollution Liability Insurance in the 1980's," Journal of Public Policy and Marketing, Volume 9, 211-226.

- Golden, Linda L. (1990), "The Golden Numerical Comparative Scale: Economies with Preservation of Data Quality," American Statistical Association: 1990 Proceedings of the Section on Survey Research Methods, Alexandria: American Statistical Association, 677-682.
- Golden, Linda L. and Keren A. Johnson (1991), "Information Acquisition and Behavioral Change: A Social Marketing Application," Health Marketing Quarterly, Volume 8, Number 3/4, 23-60.
- Albaum, Gerald and Linda L. Golden (1991), "Alternative Measurement Formats for Multiple Comparisons Across Multiple Image Objects," Journal of Global Marketing, Volume 4, Number 3, 89-121.
- Anderson, Wilton Thomas, Linda L. Golden, U. N. Umesh, and William A. Weeks (1992), "Timestyles: Role Factor Influences on the Convergence and Divergence of Couples' Complementary and Substitute Activity Patterns," Psychology and Marketing, Volume 9, Number 2, 101-122.
- Golden, Linda L. and Wilton Thomas Anderson (1992), "Aids Prevention: Myths, Misinformation and Health Policy Perceptions," Journal of Health and Social Policy, Volume 3, Number 2, 37-50.
- Golden, Linda L. and Mayur Sirdesai (1992), "Chernoff Faces: A Useful Technique for Comparative Image Analysis and Representation," Diversity in Consumer Behavior, Advances in Consumer Research, Volume 19, John F. Sherry, Jr., and Brian Sternthal (eds.), 123-128.
- Golden, Linda L., Patrick L. Brockett, Gerald Albaum, and Juan Zatarain (1992), "The Golden Numerical Comparative Scale Format for Economical Multiobject/Multiattribute Comparison Questionnaires," Journal of Official Statistics, Volume 8, Number 1, 77-86.
- Brockett, Patrick L. and Linda L. Golden (1992), "A Comment on 'Using Rank Values as an Interval Scale' by Dowling and Medgley," Psychology and Marketing, Volume 9, Number 3, 255-261.
- Albaum, Gerald, Ruiming Liu, and Linda Golden (1993), "Exploring Country-of-Origin Perceptions by Multidimensional Scaling," European Advances in Consumer Research, Volume 1, Provo: Association for Consumer Research.
- Golden, Linda L. and Mark I. Alpert (1993), "A Neural Network Investigation of the Relationship between Likelihood of Purchasing and Country-Product Image," Proceedings of the Fourth Symposium on Cross-Cultural Consumer and Business Studies, Gerald S. Albaum, et al. (eds.), 237-240.

- Golden, Linda L. and Andrea K. Suder (1994), "Disease Demarketing: The College AIDS Challenge," Health Marketing Quarterly, Volume 11, Number 3/4, 105-123.
- Brockett, Patrick L., William W. Cooper, Linda L. Golden, and Utai Pitaktong (1994), "A Neural Network Method for Obtaining an Early Warning of Insurer Insolvency," Journal of Risk and Insurance, September, 402-424. **AWARD**: 2004 Robert I. Mehr Award from the American Risk and Insurance Association for the journal article with a ten year lasting contribution to risk management.
- Brockett, Patrick L., Linda L. Golden, and Harry L. Panjer (1996), "Flexible Purchase Frequency Modeling," Journal of Marketing Research, February, 94-107.
- Golden, Linda L., Vern C. Vincent, Gilberto de los Santos, and Judy K. Frels (1996), "Ecological Information Receptivity of Hispanic and Anglo Americans," Advances in Consumer Research, Kim P. Corfman and John G. Lynch, Jr. (eds.), Provo: Association for Consumer Research, 189-195.
- Brockett, Patrick L., Linda L. Golden, and Shan Li (1996), "An Application of Rank Statistics to DEA and OECD Country Productivity," Proceedings of the 1996 Annual Meeting of the Northeast Decision Sciences Institute, Shaw Chen (ed.), Madison: Omnipress, 575-577.
- Brockett, Patrick L., W.W. Cooper, Linda L. Golden, and X. Xia (1997), "A Case Study in Applying Neural Networks to Predicting Insolvency for Property and Casualty Insurers," Journal of the Operational Research Society, Volume 48, 1153-1162.
- Brockett, Patrick L., Linda L. Golden, and Kwang H. Paick (1997), "Constructing a Unimodal Bayesian Prior Distribution from Incompletely Assessed Information," Advances in Econometrics: Applying Maximum Entropy to Econometric Problems, Volume 12, Thomas Fomby (ed.), JAI Press, 201-216.
- West, Patricia M., Patrick L. Brockett, and Linda L. Golden (1997), "A Comparative Analysis of Neural Networks and Statistical Methods for Predicting Consumer Choice," Marketing Science, Volume 16, Number 4, 370-391.
- Brockett, P. L., W. W. Cooper, L. L. Golden, J. J. Rousseau, and Y. Yang (1998), "DEA Evaluations of the Efficiency of Organizational Forms and Distribution Systems in the U.S. Property and Liability Insurance Industry," International Journal of Systems Science, Volume 29, Number 11, 1235-1247.
- Golden, Linda L. and Andrea Stanaland (2000), "Consumer Receptivity to Social Marketing Information: The Role of Self-Rated Knowledge and Knowledge Accuracy," Proceedings of the ANZMAC 2000 Conference, Gold Coast, Queensland, Australia.
- Brockett, Patrick L., Linda L. Golden, Shikhar Sarin and James Gerberman (2001), "The Identification of Target Firms and Functional Areas for Strategic Benchmarking," The Engineering Economist, Volume 46, Number 4, 274-299.

- Brockett, Patrick L., Richard A., Derrig, Linda L. Golden, Arnold Levine and Mark I. Alpert (2002), "Fraud Classification Using Principal Component Analysis of RIDITs," Journal of Risk and Insurance, Volume 69, Number 3, 341-372. **AWARD**: "The 2003 ARIA Research Prize" for most valuable contribution to the casualty actuarial science literature in North America.
- Brockett, Patrick L., William W. Cooper, Honghui Deng, Linda L. Golden, Major Michael J. Kwinn and David Thomas (2002), "An Analysis of the Efficiency of Joint Service Advertising versus Service Specific Advertising for Recruiting Success," Military Operations Research Journal, Volume 7, Number 4, 57-76.
- Golden, Linda L. and Cameron C. McMillan (2003), Sex Role Self-Concept and Product Perceptions in Today's Marketing: A Pilot Study to Explain Sex and Sex Role Influence on Product Perceptions," Proceedings of the Enterprise 2003 Hawaii International Faculty-Student Conference, June. **AWARD**: Conference "Best Paper".
- Brockett, Patrick L., William W. Cooper, Linda L. Golden, John J. Rousseau and Yuying Wang (2004), "Evaluating Solvency and Efficiency Performances and Different Forms of Organization and Marketing in U.S. Property - Liability Insurance Companies," European Journal of Operational Research, Volume 154, 492-514.
- Brockett, Patrick L., William W. Cooper, Honghui Deng, Linda L. Golden and T.W. Ruefli (2004), "Using DEA to Identify and Manage Congestion," Journal of Productivity Analysis Volume 22, Number 3, 207-226.
- Brockett, Patrick L., William W. Cooper, Linda L. Golden, John J. Rousseau and Yuying Wang (2005), "Financial Intermediary versus Production Approach to Efficiency of Marketing Distribution Systems and Organizational Structure of Insurance Companies," Journal of Risk and Insurance, Volume 72, Number 3, 393-412.
- Golden, Linda L., Patrick L. Brockett and Sandra H. Dunn (2005), "Biological and Psychological Influences on Risk Taking," Proceedings of the World Risk and Insurance Economics Conference, Salt Lake City, August.
- Brockett, Patrick L., Linda L. Golden, Jaeho Jang and Chuanhou Yang (2006), "A Comparison of Neural Network, Statistical Methods, and Variable Choice for Life Insurers' Financial Distress Prediction," Journal of Risk and Insurance Volume 73, Number 3, 397-419.
- Brockett, Patrick L. and Linda L. Golden (2007), "Biological and Psychobehavioral Correlates of Risk Taking, Credit Scores, and Automobile Insurance Losses: Toward and Explication of Why Credit Scoring Works," Journal of Risk and Insurance, Volume 74, Number 1, 23-63. **AWARD**: 2008 American Risk and Insurance Association (ARIA) Award for Most Outstanding Research Contribution to Casualty Actuarial Science in 2007.

- Golden, Linda L., Mulong Wang and Chuanhou Yang (2007), "Handling Weather Related Risks through the Financial Markets: Considerations of Credit Risk, Basis Risk and Hedging," Journal of Risk and Insurance, Volume 74, Number 2, 319-346.
- Brockett, Patrick L., Linda L. Golden, Montserrat Guillen, Jens Perch Nielsen, Jan Parner, and Ana Maria Perez-Marin (2008), "Survival Analysis of A Household Portfolio of Insurance Policies: How Much Time Do You Have to Stop Total Customer Defection?" Journal of Risk and Insurance, Volume 75, Number 3, 713-737.
- Brockett, Patrick L., William W. Cooper, Linda L. Golden, Subal C. Kumbhakar, Michael J. Kwinn, Jr., Brian Layton, and Barnett R. Parker (2008), "Estimating Elasticities with Frontier and Other Regressions in Evaluating Two Advertising Strategies for U.S. Army Recruiting," Socio-Economic Planning Sciences. Volume 42, 1-17.
- Ai, Jing, Patrick L. Brockett, William W. Cooper, and Linda L. Golden (2009), "An Optimization Approach to Enterprise Risk Management," Proceedings of the Asia-Pacific Risk and Insurance Association (APRIA) Annual Meeting, July.
- Ai, Jing, Patrick L. Brockett, William W. Cooper, and Linda L. Golden (2009), "On the Development of A Fraud Estimation Method," Proceedings of the Asia-Pacific Risk and Insurance Association (APRIA) Annual Meeting, July.
- Stanaland, Andrea and Linda L. Golden (2009), "Consumer Receptivity to Social Marketing Information: The Role of Self-Rated Knowledge and Knowledge Accuracy," Academy of Marketing Studies Journal, Volume 13, Number 2, 25-34.
- Ai, Jing, Patrick L. Brockett, and Linda L. Golden (2009), "Assessing Consumer Fraud Risk in Insurance Claims: An Unsupervised Learning Technique Using Discrete and Continuous Predictor Variables," North American Actuarial Journal, Volume 13, Number 4, 438-458.
- Gilligan, Colin and Linda L. Golden (2009), "Rebranding Social Good: A Social Profit Approach," Academy of Marketing Studies Journal, Volume 13, Number 2, 97-117. (Abstract published in the Proceedings of the Allied Academies National Conference, Marketing Section, April, 2009.)
- Brockett, Patrick L., Linda L. Golden, Ming Wen and Chuanhou Yang (2009), "Pricing Weather Derivatives Using the Indifference Approach," North American Actuarial Journal, Volume 13, Number 3, 303-315.
- Ai, Jing, Patrick Brockett, Linda L. Golden, and William W. Cooper 2010, "Enterprise Risk Management Through Strategic Allocation of Capital" Published in the *Proceedings of the World Risk and Insurance Economics Congress (WRIEC) 2010 Singapore Meeting*, July 27 2010.
- Ai, Jing, Patrick Brockett, Linda L. Golden, Utai Pitaktong and Charles Yang 2010, "An Efficiency-based Methodology for Setting Promulgated Insurance Rates" Published in the

Proceedings of the World Risk and Insurance Economics Congress (WRIEC) 2010 Singapore Meeting, July 27 2010.

- Golden, Linda L., Charles Yang and Hong Zou (2010), "The Effectiveness of Using a Basis Risk Derivative Hedging Strategy to Mitigate the Financial Consequences of Weather-related Risk," *North American Actuarial Journal*, Volume 14 (2), 57-175. (Note: This article received the **ARIA Actuarial Journal Award** given by the American Risk and Insurance Association in August, 2012, for the most outstanding contribution to risk management published in any actuarial journal in North America in 2010.)
- Ai, Jing, Patrick L. Brockett and Linda L. Golden (2010), "A Strategic Allocation of Capital Approach to Enterprise Risk Management," *Proceedings of the 6th Conference in Actuarial Science and Finance*, University of the Aegean, Samos, Greece, June.
- Brockett, Patrick L., William W. Cooper, Linda L. Golden, and Barnett R. Parker, 2011, "Efficiency in Fundraising and in Distributions to Cause-Related Social Profit Enterprises" *Socio-Economic Planning Sciences*, Volume 45 (1), March 2011, 1-9.
- Manika, Danae and Linda L. Golden 2011, "Self-Efficacy, Threat, Knowledge and Information Receptivity: Exploring Pandemic Prevention Behaviors to Enhance Societal Welfare," *Academy of Health Care Management Journal*, Volume 7, Number 1, 31-44.
- Ai, Jing, Patrick Brockett, William Cooper and Linda Golden 2012 "Enterprise Risk Management Through Strategic Allocation of Capital" *The Journal of Risk and Insurance* Volume 79, Number 1, 29-55.
- Brockett, Patrick L., Linda L. Golden and Anji Song (2012) "Managing Risks in Mobile Commerce" *International Journal of Electronic Business* Volume 10, No.2, pp.167 - 184
- Golden, Linda L., Patrick L. Brockett, John F. Betak, Karen H. Smith, and William W. Cooper, 2012. "Efficiency metrics for nonprofit marketing/fundraising and service provision – a DEA analysis" *Journal of Management and Marketing Research*, Volume 10(May), 1-25.
- Golden, Linda L., William W. Cooper and Patrick L. Brockett, 2012 "Application Driven Theory: Rigorously Combining Applied and Basic Research Relevant To Accounting and Marketing." *Journal of Accounting and Marketing*, Vol 1(1), 1-2, 1:e103. doi: 10.4172/jamk.1000e103.
- Ai, Jing, Patrick Brockett, Linda Golden and Montserrat Guillen (2013) "A Robust Unsupervised Method for Fraud Rate Estimation," *The Journal of Risk and Insurance* Volume 80, Number 1, 121-1431.
- Golden, Linda L. and Patrick L. Brockett, 2013 "Detecting Fraud in Accounting and Marketing" *Journal of Accounting and Marketing*, Vol 2(3), 1-2, doi: 10.4172/2168-9601.1000e122

Published Book Chapters

- Brockett, Patrick L., Linda L. Golden, and Xiaohua Xia (1997), "Using Computer Intensive Technologies to Aid Insurance Regulators: Early Detection of Insolvency and Fraud" in IMPACT: How IC² Research Affects Public Policy and Business Markets, Edited by W. W. Cooper, D. Gibson, F. Y. Phillips, S. Thore and A. Whinston (A Volume in Honor of George Kozmetsky), Westport: Quorum Books, 111-130.

Brockett, Patrick L., Linda L. Golden, Jaeho Jang, and Chuanhou Yang (2004), “Using Neural Networks to Predict Market Failure” in Intelligent Techniques in the Insurance Industry, Edited by Arnold Shapiro and Lakhmi Jain, New Jersey: World Scientific Press, 337-364.

Brockett, Patrick L., Linda L. Golden and Whitley Wolman (2012). “Enterprise Cyber Risk Management,” Chapter 14 in Risk Management for the Future - Theory and Cases, Jan Emblemsvag (Ed.), p. 319-340, ISBN: 978-953-51-0571-8, InTech, Available from: <http://www.intechopen.com/books/risk-management-for-the-future-theory-and-cases/enterprise-cyber-risk-management>.

Brockett, Patrick L., Linda L. Golden Danae Manika, and Anji Song (2012) “Developments in Mobile Commerce: Economic Opportunities, Risk Analysis and Risk Management” Accepted to appear as a chapter in a book from the 6th Annual International Symposium on Economic Theory, Policy and Applications.

Brockett, Patrick L., and Linda L. Golden 2011, “Predicting Preferences,” in Encyclopedia of Mathematics and Society, Salem Press, October 2011.

Published Book Reviews

Golden, Linda L. (1977), The Female Consumer, by Rosemary Scott, Journal of Marketing Research, Volume 14, Number 1, February, 126.

Golden, Linda L. (1988), Location Strategies for Retail and Service Firms, by Avijit Ghosh and Sara L. McLafferty, Journal of Marketing Research, Volume 25, Number 4, November, 414.

Brockett, Patrick L. and Linda L. Golden (1991), Multivariate Analysis of Variance and Repeated Measures, by D. J. Hand and C. C. Taylor, Journal of Marketing Research, Volume 28, Number 1, 114-115.

Golden, Linda L. and Patrick L. Brockett (1991), Psychological Foundations of Economic Behavior, by Paul Albanese, Journal of Marketing Research, Volume 28, Number 1, 115-116.

Brockett, Patrick L. and Linda L. Golden (2001), Law of the Internet, by George B. Delta and Jeffrey H. Matsuura, Journal of Risk and Insurance, Volume 68, Number 2, 372-374.

Published Research Grant Reports

Alpert, Mark I., Linda L. Golden, John Betak, James Story, and C. Shane Davies (1977), An Evaluation of Promotional Tactics and Utility Measurement Methods for Public Transportation Systems, Research Report 39, Department of Transportation, Office of University Research, Washington, D.C. and the Council for Advanced Transportation Studies, The University of Texas at Austin, March.

Anderson, W. Thomas, Jr., and Linda L. Golden (1979), Consumer Migration, Life Trajectory and Market Segmentation, Institute for Constructive Capitalism Survey Series, Number One, Business School Foundation of The University of Texas at Austin.

Golden, Linda L. and W. Thomas Anderson, Jr. (1979), Consumer Mobility and Market Segmentation, Institute for Constructive Capitalism Survey Series, Number Two, Business School Foundation of The University of Texas at Austin.

Anderson, W. Thomas, Jr., and Linda L. Golden (1979), The Self-Sufficient Consumer, Institute for Constructive Capitalism Survey Series, Number Three, Business School Foundation of The University of Texas at Austin.

Golden, Linda L. and W. Thomas Anderson, Jr. (1979), Counterstream Migration and Consumer Self-sufficiency, Institute for Constructive Capitalism Survey Series, Number Four, Business School Foundation of The University of Texas at Austin.

Other Publications

Golden, Linda L. (1976), "Consumer Reactions to Direct Brand Comparisons in Advertising," Abstract in Marketing Doctoral Dissertation Abstracts 1974-75, Donald Sawyer (ed.), Chicago: American Marketing Association.

Golden, Linda L., James P. Engel, Martin R. Warshaw, and Thomas C. Kinnear (1979), Instructor's Manual for Promotional Strategy, Managing the Marketing Communications Process, Fourth Edition, Homewood: Richard D. Irwin, Incorporated.

Golden, Linda L., James P. Engel, Martin R. Warshaw, Thomas C. Kinnear, and Susan G. Frost (1983), Instructor's Manual to Accompany Promotional Strategy: Managing the Marketing Communication Process, Fifth Edition, Homewood: Richard D. Irwin, Incorporated.

Golden, Linda L., Stanley C. Hollander, Ronald Savitt, and Lora J. Grgich (1983), Instructor's Manual to Accompany Modern Retailing Management: Basic Concepts and Practices, Tenth Edition, Homewood: Richard D. Irwin, Incorporated.

UNPUBLISHED ACADEMIC CONFERENCE PRESENTATIONS

Faricy, John H. and Linda L. Golden (1972), "Heteromethodological Analysis of Attitudinal, Behavioral and Demographic Survey Data," presented at the Southern Marketing Association Conference, November, refereed.

Settle, Robert B. and Linda L. Golden (1973), "Overchoice in the Marketplace," presented at the Southwest Social Science Association Conference, March, refereed.

- Settle, Robert B. and Linda L. Golden (1974), "Attribution and Action When a Product Fails," presented at the Association for Consumer Research Conference, invited.
- Alpert, Mark I. and Linda L. Golden (1976), "Comparison of Perspectives in Transportation Systems Designs: Civic Leaders vs. Average Respondents," presented at the Eighth National American Institute for Decision Sciences Conference, November, invited.
- Golden, Linda L. (1984), "Recent Developments in Attribution Theory Research," presented at the Southern Marketing Association Conference, November, invited.
- Golden, Linda L. (1985), "Measuring the Stimulus: Issues and Methods," presented at the American Marketing Association Winter Educators' Conference, February, invited.
- Golden, Linda L. and Mary R. Zimmer (1985), "Comparative Analysis of Retail Store Patronage as a Function of Store Image Components," presented at the Southwest Marketing Association Conference, March, invited.
- Golden, Linda L. (1990), "Public Policy Issues Regarding AIDS Costs: Public Opinion Can Influence Insurers' Outcomes," presented at the American Risk and Insurance Association National Conference, August, refereed.
- Brockett, Patrick L., Linda L. Golden, and Harry H. Panjer (1991), "Event Frequency Modeling: The Unification of the Compound and Mixed Poisson Distributions with a Specific Application to Purchase Event Frequency," presented at the TIMS XXX-SOBRAPO XXIII Joint International Meeting, July, invited.
- Golden, Linda L., Patrick L. Brockett, and Paul Aird (1991), "The Evolution of and Current Issues in the Pollution Liability Insurance Market," presented at the American Risk and Insurance Association National Conference, August, refereed.
- Golden, Linda L., Patrick L. Brockett, Utai Pitaktong, and William C. Cooper (1993), "A Neural Network Method for Obtaining an Early Warning of Insurer Insolvency," presented at the American Risk and Insurance Association National Conference, August, refereed.
- Brockett, Patrick L., L. L. Golden, J. J. Rousseau, and Yuying Wang (1997) "An Evaluation of the Efficiency of Different Marketing Distribution Systems in the Insurance Industry", presented at Western Risk and Insurance Association Annual Meeting, January, refereed.
- Brockett, Patrick L., W. W. Cooper, L. L. Golden, J. J. Rousseau, and Yuying Wang (1999), "DEA Evaluation of Efficiency of Organizational Forms, Marketing Distribution Systems and the Impacts of Solvency Requirement in the U.S. Property-Liability Insurance Industry," presented at the Fifth International Conference of the Decision Sciences Institute, July, invited.

- Brockett, Patrick L., Richard Derek, Linda L. Golden, Arnold Levine and Mark I. Alpert (2000), "Fraud Classification Using Principal Component Analysis of RIDITs," presented at the American Risk and Insurance Association Annual Meeting, August, refereed.
- Brockett, Patrick L., Richard Derek, Linda L. Golden, Arnold Levine and Mark I. Alpert (2001), "A Model for Fraud Detection," presented to the Western Risk and Insurance Association Annual Meeting, January, refereed.
- Brockett, Patrick L., Linda L. Golden, Yuying Wang, William C. Cooper, John Rousseau (2001), "Evaluating the U.S. Property-Liability Insurance Companies from a Financial Intermediary and Marketing Distribution System Perspective," presented to the Western Risk and Insurance Association Annual Meeting, January, refereed.
- Golden, Linda L. and Patrick L. Brockett (2002), "Mediation as a Cost Containment Mechanism in Insurance: Public Perceptions and Insurer Benefits," presented to the Western Risk and Insurance Association Annual Meeting, January, refereed.
- Golden, Linda L. and Kimberlee Kovach (2002), "Public Perceptions of Mediation: Truth or Consequences?" American Bar Association Annual Conference, Dispute Resolution Section, April, Seattle, Washington.
- Brockett, Patrick L. Richard Derrig, Linda L. Golden, Arnold Levine (2002), "Assessing Fraud with Unsupervised Learning," presented to the Conference on "Insurance Claim Fraud: Developing the Models and Mining the Data," sponsored by the Insurance Fraud Bureau of Massachusetts and the Coalition Against Insurance Fraud and the Insurance Research Council, Newport, Rhode Island, November, invited.
- Golden, Linda L. (2003), "Innovations in Customer Relationship Management Education," presented at the American Marketing Association Winter Educators' Conference, Orlando, Florida, March, invited.
- Anderson, Ronald, Patrick L. Brockett, Linda L. Golden (2003), "Risky Business: Targeting the Chronically Uninformed in Risk Communication Campaigns," Western Decision Sciences Institute Annual Conference, April, refereed (abstract published).
- Brockett, Patrick L., Richard Derrig, Linda L. Golden, Arnold Levine, Mark I. Alpert (2004), "Fraud Classification Using Principal Component Analysis of RIDITS," Casualty Actuarial Society Annual Conference, May, invited.
- Ai, Jing, Patrick L. Brockett and Linda L. Golden (2007), "Active Fraud Detection," presented at the INFORMS Annual Meeting, Seattle, WA, November, refereed.
- Brockett, Patrick L. and Linda L. Golden (2008), "Addressing Credit and Basis Risk Arising from Hedging Weather-related Risk with Weather Derivatives," ASTIN 2008 Symposium of the International Actuarial Institute, Manchester, England, July, invited.

- Brockett, Patrick L. and Linda L. Golden (2008), "Weather Derivatives for Mitigating Weather Related Risks," presented at the 5th Conference in Actuarial Science and Finance, University of the Aegean, Samos, Greece, September, invited.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden, and Montserrat Guillen (2008), "On the Development of a Fraud Rate Estimation Model," presented at the INFORMS (Institute for Operations Research and Management Science) Annual Meeting, Washington, D.C., October, refereed.
- Brockett, Patrick L. and Linda L. Golden (2009), "Biological and Psychobehavioral Correlates of Risk-taking," *Casualty Actuarial Society (CAS) Best Journal Article ARIA Prize Winner* Presentation at the CAS Annual Meeting, New Orleans, Louisiana, February, invited.
- Gilligan, Colin and Linda L. Golden (2009), "Rebranding Social Good: A Social Profit Approach," presented at the Allied Academies Annual Conference, Marketing Section, New Orleans, March, refereed (abstract published), *AWARD: Distinguished Research Award*.
- Golden, Linda L. and Patrick L. Brockett (2009), "Trials, Tribulations and Trust: Addressing Issues in Internet Surveys," presented at the Academy of Marketing Science World Congress, Oslo, Norway, July, invited to refereed special topics session.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Montserrat Guillen (2009), "Consumer Fraud Estimation," presented at the American Risk and Insurance (ARIA) Annual Conference, Providence, Rhode Island, August, refereed.
- Ai, Jing, Patrick L. Brockett, William W. Cooper, and Linda L. Golden (2009), "An Optimization Approach to Risk Management," presented at the Financial Management Association (FMA) Annual Conference, Reno, Nevada, October, refereed.
- Golden, Linda L., and Jill Griffin (2009) "Current Topics in Marketing," Presentation to the Property Casualty Insurers Association of America Joint Marketing and Underwriting Seminar, Austin, Texas, April 6, 2009.
- Branoff, Etti and Linda L. Golden (2010), "Re-branding ERM: Enterprise, Risk and Opportunity Management (EROM), presented at the Western Risk and Insurance Association (WRIA) Annual Meeting, Napa Valley, California, January, refereed.
- Manika, Danae, Linda L. Golden and Patrick L. Brockett (2010), "Health Belief Model Implications for Motivating H1N1 Prevention Behaviors," presented at Health Literacy: Communicating with Underserved Populations Research Conference, sponsored by Center for Health Promotion Research, University of Texas, Austin, Texas, March.
- Golden, Linda L., Patrick L. Brockett and Danae Manika, (2010) "H1N1 Prevention Behavior: An Internet Survey of Knowledge and Prevention across Seven Countries," presented at the Innovations in Health Care Delivery Systems Symposium, McCombs School, University of Texas at Austin, April.

- Ai, Jing, Patrick L. Brockett and Linda L. Golden (2010), "A Strategic Allocation of Capital Approach to Enterprise Risk Management," presented at the Sixth Annual Conference in Actuarial Science and Finance, University of the Aegean, Samos, Greece, June.
- Jing Ai, Patrick L. Brockett, William W. Cooper and Linda L. Golden (2010), "Enterprise Risk Management through Strategic Allocation of Capital," presented at the World Risk and Insurance Economics Congress (WRIEC) 2010 Singapore Meeting, July.
- Jing Ai, Patrick L. Brockett, Linda L. Golden, Utai Pitaktong and Charles Yang (2010), "An Efficiency-based Methodology for Setting Promulgated Insurance Rates," presented at the World Risk and Insurance Economics Congress (WRIEC) 2010 Singapore Meeting, July.
- Jing Ai, Patrick L. Brockett, Linda L. Golden, Utai Pitaktong and Charles Yang (2010), "Using DEA to Assist the Regulator in Setting Promulgated Insurance Rates," INFORMS Annual Meeting, Austin, November.
- Manika, Danae, Linda L. Golden and G. Perry, (2010), "Health Belief Model Implications For Motivating H1N1 Preventions Behaviors" presented at the *Center for Women's and Gender Studies Health Research Cluster Student Conference, Austin, TX.*
- Manika, Danae, Linda L. Golden and Patrick L. Brockett (2011), Implications from the Health Belief Model for Disease Prevention Behaviors in Australia," presented at The 15th Biennial World Marketing Conference, Academy of Marketing Science, Reims, July.
- Golden, Linda L., Jeff Larson, Scott Smith (2011), "Data Quality and Sample Integrity in Internet Research," presented at The 15th Biennial World Marketing Conference, Academy of Marketing Science, Reims, July.
- Brockett, Patrick L., Linda L. Golden, Danae Manika and Anji Song (2011), "Developments in Mobile Commerce: Economic Opportunities, Risk Analysis and Risk Management," presented at the Sixth Annual International Symposium on Economic Theory, Policy and Applications, Athens, July.
- Manika, Danae, Linda L. Golden and Patrick L. Brockett (2011), "The Cross-cultural Impact of Prior Knowledge and Information Receptivity: It Is Not How Much You Know but How Much You Think You Know!" presented at the Sixth Annual International Symposium on Economic Theory, Policy and Applications, Athens, July.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Bruce Kellison (2011), "Usage of Credit Scores in Insurance Classification and Pricing," presented at the American Risk and Insurance Association Annual Meeting, San Diego, August 2011.
- Ai, Jing, Patrick L. Brockett, Linda L. Golden and Bruce Kellison (2011), "Behavioral Aspects of Credit Scoring," INFORMS Annual Meeting, Charlotte, North Carolina, November, 2011

Ai, Jing, Patrick L. Brockett, Linda L. Golden and Bruce Kellison (2012), "Use of Credit Scores in Insurance Classification and Pricing," Western Risk and Insurance Association (WRIA) annual meeting, Kona, Hawaii, January 2012

Brockett, Patrick L., Linda L Golden, and Anji Song (2012). "Developments in Mobile Commerce: Economic Opportunities, Risk Analysis and Risk Management, University of Granada, Granada, Spain, March, 2012

Golden, Linda L., Patrick Brockett, Ilya Dayter, and Danae Manika (2012), "Health care developments in m-commerce and associated issues for risk management," presented at the McCombs School of Business Health Care Research Symposium at The University of Texas at Austin, Austin, TX, April, 2012.

Ai, Jing, Patrick L. Brockett, Linda L. Golden and Utai Pitaktong "How to Set Rates if You Must: An Efficiency-based Methodology for Setting Promulgated Insurance Rates" 7th Conference in Actuarial Science and Finance, University of the Aegean, Samos, Greece May 28-June 3, 2012

Ai, Jing, Patrick L. Brockett, Linda L. Golden and Bruce Kellison (2012), "Predicting Individuals' Insured Losses: Psychology, Responsibility, and Quantitative Correlates," Asia Pacific Risk and Insurance Association annual meeting, Seoul, Korea, July 2012.

Golden, Linda L., and Danae Manika (2012) "Advances In Prior Knowledge Conceptualizations: Investigating The Impact On Health Behavior", presented at the Academy of Marketing Science World Congress, Atlanta, USA August, 2012.

Golden, Linda L., (2012) "The Shape of the Insurance Marketplace in 2020" Invited Keynote Address, 47th Actuarial Research Conference (Society of Actuaries), held at the University of Manitoba, Winnipeg, Manitoba, Canada August 3, 2012.

Smith, Scott, Linda L Golden and Jeff Larson, (2013), "Are Respondents Paying Attention? Modeling and Benchmarking Online Respondent Data Quality" *European Marketing Academy Conference*, in Istanbul, Turkey, in June 2013.

Manika, Danae., Patricia A. Stout, Linda L Golden, and M. Mackert, (2013), "Knowledge types and risk perceptions: Driving information-seeking and risk prevention behaviors" presented to the *International Communications Association Conference* in London, UK, in June 2013.

SELECTED INVITED LECTURES FROM SCHOLARLY RESEARCH

"Perception and Persuasion: Implications for the Legal Environment," Guest lecture to The University of Texas School of Law Criminal Defense Clinic, Spring, 2001.

"Texans' Attitudes and Perceptions toward Mediation: Empirical Results," Guest lecture to mediation class at The University of Texas School of Law, Fall, 2001 and 2002.

- “Evaluating Public Perceptions of Mediation: A Marketing Perspective,” Lecture delivered to the Texas Association of Mediators, March 20, 2002.
- “Mediation: Facts and Fiction,” Lecture delivered to The University of Texas-Austin Hispanic Faculty Staff Association, May 6, 2002, Austin, Texas.
- “Survey Implications: Increasing the Demand for Mediation,” Lecture delivered to the Texas Association of Attorney Mediators Annual Conference, May 11, 2002, San Antonio, Texas.
- “Marketing and Motivating For-Social-Profit Behavior from a Worldwide Perspective,” Lecture delivered to the Colleges and Economics and Business at the University of Barcelona, March, 2005.
- “Building Customer Loyalty and Associated Research Questions,” Lecture delivered in the MBA Program at Peking University, May 23, 2005, Beijing, People’s Republic of China.
- “Going Beyond Customer Loyalty,” Distinguished Speaker Lecture delivered to the Marketing Department at Tsinghua University, May 23, 2005, Beijing, People’s Republic of China.
- “Marketing Mediation and Related Issues,” Lecture delivered to the Texas Mediator Credentialing Association Annual Conference, November 19, 2005, Texas Bar Association, Austin, Texas.
- “Sociopsychological and Biological Influences on Risk Taking: A Consumer Finance Perspective” invited seminar presentation at the University of New Mexico School of Business, Albuquerque, New Mexico, November 7, 2008.
- “Current Research Issues in Consumer Behavior,” lecture series delivered to Escuela de Empresas Masters Students, University of Granada, Granada, Spain, March, 2009.
- “Internet Survey Research: Triumphs, Trials and Tribulations: Applications to Swine Flu,” McCombs School of Business Faculty Research Presentation, November 10, 2009.

ACADEMIC RESEARCH AND DEVELOPMENT GRANTS

- “Product Image Transitions and Sex Role Identification,” CBA Dean’s Selected Basic Research Support Grant, with Neil Allison, Ph.D. candidate, 1974-75.
- Co-principle Investigator, United States Department of Transportation Grant, DOT OS 30093, with Mark I. Alpert, 1975-77.
- University of Texas College of Business Administration Academic Development Grant, with Robert T. Green, Summer 1976.

University of Texas Research Institute Grant, with W. Thomas Anderson, Jr., 1975-76, 1976-77.

Texas Board of Legal Specialization Grant, with Robert A. Peterson, 1979.

Foley's-Sanger Harris Centennial Fellowship Retail Curriculum Development Support Grant, Summer 1981.

Institute for Constructive Capitalism Research Grant, The University of Texas Graduate School of Business, with W. Thomas Anderson, Jr., 1978-79, 1979-80, 1981-82.

Institute for Constructive Capitalism Research Grant, The University of Texas, Summer 1982.

"Retail Patronage: Overall Image, Store Image Attributes and Affect," New York University Retail Management Institute Grant, with Mary R. Zimmer, 1983.

"Retail Service Image Measurement and Methodology," academic research funded by an Austin restaurant, Fall 1983.

Department of Marketing Administration URI Matching Grant, 1984-85.

"Interdisciplinary Computer Assisted Application of Information Theoretic Structure Analysis," IBM PROJECT QUEST Grant, August 1986.

"Computer Assisted Instruction in Retail Strategy," IBM PROJECT QUEST Grant, 1986-87.

University of Texas College of Business Administration Academic Development Grant, Summer 1983, 1987.

LBJ School Policy Research Award, grant to assist in the study of policy issues regarding AIDS, Summer 1988.

RGK Foundation Grant, awarded to study marketing of AIDS prevention information, Summer 1989.

Center for International Business Studies (CIBER) Global Course Development Grant, Summer 1991.

University of Texas College and Graduate School of Business, Dean's Basic Faculty Research Support Grant, Summer 1985, 1986, 1988, 1992, 1993.

College of Business Administration URI Matching Grant, 1984-85, 1986-87, 1988-89, 1989-90, 1990-91, 1992-93, 1995-96.

University of Texas Research Institute Grant, 1979, 1982, 1984-85, 1986-87, 1988-89, 1989-90, 1990-91, 1992-93, 1995-96.

Wortham Development Grant: “Public Opinion of Mediation as an Alternative to Trial in Texas,” Summer 2001.

Catalan Government, Spain, for the Study of Consumer Decision-making, 2004-2005, 2007.
Actuarial Education and Research Foundation (AERF) Grant, with Patrick L. Brockett Co-PI, for the study of risk taking behavior, 2004-2007.

COURSE TEACHING BACKGROUND

Curriculum and New Course Innovations

1975-76	Developed mass section, multimedia format for Marketing 338, Promotional Strategy
1980-81	Developed Retail Merchandising course, Marketing 370K, to be offered on a continuing basis as an introductory course in the retail area
1981-82	Developed mass section, multimedia format for Marketing 370K, Retail Merchandising
1982-83	Expanded the retail curriculum by developing a second course in retailing, Advanced Retail Strategy (MKT 372), focusing on retail entrepreneurship, strategic retail planning, and retail business plan development
1986-87	Developed MKT 382, Marketing for Small Business, new course to the MBA curriculum
1991-92	Developed MKT 382, Buyer Behavior in Global Markets, new course to the MBA curriculum
1991-92	Developed Ph.D. Marketing Seminar, ITESM Program, cross-disciplinary course
1992-93	Developed Principles of Marketing course for Thammasat University English Language BBA (Bangkok, Thailand), joint program with UT-Austin
1992-93	Co-developed Ph.D. Consumer Research Seminar for ITESM Joint Program
1993-94	Developed MKT 382, Environmental Issues in Marketing Strategy, new course to the MBA curriculum
1993-94	Developed Ph.D. Seminar in Entrepreneurial Studies for ITESM Joint Program
1996-97	Developed BA353K, Undergraduate Internship Course in Marketing, new to curriculum

- 2001-02 Developed MKT 382, Customer Relationship Management: Loyalty and Winback, new MBA course to curriculum
- 2002-03 Developed MKT 372, Customer Relationship Management, new undergraduate course with emphasis on cross-disciplinary issues, especially professional services during legal advocacy
- 2003-04 Developed MKT 337, Principles of Marketing, for large section format
- 2004-05 Developed structured MKT 379 course taught as overload one semester a year on Customer Relationship Management in the Legal Environment which exposes McCombs' undergraduate students to legal issues and practices relevant to business and utilizes their marketing skills to teach Customer Relationship Management to students in the Law School Advocacy Clinic. Interdisciplinary course development with a law professor.
- 2006-07 Re-developed undergraduate Marketing Communications, MKT 372
- 2006-07 Developed section of MBA Integrated Marketing Communications (MKT 382)
- 2007-08 Developed MKT 372, Marketing for Social Profit, new undergraduate course
- 2007-08 Developed MKT 366P, Problems in Marketing, to connect undergraduate students with local non-profit needs through work with the Austin Area Urban League and their work with the High School Redesign interests of the Bill and Melinda Gates Foundation
- 2007-08 Re-developed undergraduate Marketing Principles, MKT 337
- 2008-09 Developed MBA level Marketing Management and Strategy course for IC2 Korean Electric Power Company (KEPCO) Visiting Scholars

Other Courses Developed and Taught

Graduate and Undergraduate Consumer Behavior
 MBA Marketing Practicum
 Graduate and Undergraduate Marketing Communications
 Marketing Research
 Sales Management
 Personal Selling
 Ph.D. Current Topics in Research Seminar
 Principles of Marketing (small section format)

SELECTED PROFESSIONAL SERVICE AND REVIEWING ACTIVITIES

Past or Current Reviewer or Editorial Advisory Boards

Journal of Marketing
Journal of Retailing
Journal of Interactive Advertising
Journal of International Business and Entrepreneurship
Health Marketing Quarterly
Journal of Hospital Marketing and Public Relations
Journal of Professional Services Marketing
Services Marketing Quarterly
Marketing Higher Education (Honorary)

Selected Present or Past Ad Hoc or Occasional Journal Reviewer

Journal of Advertising
Journal of Business Research
Journal of Consumer Research
Journal of Marketing Research
Journal of the Academy of Marketing Science
Journal of Risk and Insurance
Psychological Reports
Psychology and Marketing

Selected Other Recent Professional Service Activities and Offices

Chair, Competitively Reviewed Special Topics Session, “Modernizing the Marketing Curriculum: A Panel Session,” American Marketing Association Winter Educators’ Conference, February, 2002.

Austin American Marketing Association High Tech Series Panel Moderator, April and December, 2003.

Vice President and Executive Board Member, American Statistical Association, Austin Chapter, 2004.

President and Executive Board Member, American Statistical Association, Austin Chapter, 2005.

Past President and Executive Board Member, American Statistical Association, Austin Chapter, 2006.

Board of Directors, American Marketing Association Public Policy Special Interest Group, 2003, 2004, 2005, 2006.

NON-PROFIT BOARD OF DIRECTORS SERVICE

Board of Directors, Relief Nursery of Central Texas (RNCT), 2008 to present.

Member, RNCT Strategic Planning Committee, 2008-09.

Board of Directors, University of Texas Cooperative Society, 2008-11 appointment.

Chair, Board/Chair Evaluation Committee, University of Texas Cooperative Society, 2009-10.

Chair, Rebate Committee, University of Texas Cooperative Society, 2008-09.

Member, For-Profit Corporation Advisory Committee, University of Texas Cooperative Society, 2008-09, 2009-10.

Member, Rebate Committee, University of Texas Cooperative, 2009-10.

Member, Management Compensation/Evaluation Committee, 2009-10.

Member, Allocations Committee, University of Texas Cooperative Society, 2008-09.

Member, Special Requests Committee, University of Texas Cooperative Society, 2008-09.

Member, Board/Chair Evaluation Committee, University of Texas Cooperative Society, 2008-09.

SELECTED UNIVERSITY OF TEXAS SERVICE

Chair of University-Wide Committees and Organizations

Chair of *Ad Hoc* Committee to Advise the University President on the Office of the Students' Attorney, 1975-76.

Budget Review Chair, University Intercollegiate Athletics Council for Women, 1979-80.

University Grievance Hearing Panel Chair, Summer 1983.

Chair, Committee of Council for Academic Freedom and Responsibility (CCAFR), 2004-2005.

Chair, University of Texas-Austin Faculty Council, 2006-07.

Co-chair (with Paul Woodruff) Curriculum Sub-committee of the University Presidential Task Force on Enrollment, 2008-09, 2009-10.

Chair, Faculty Women's Organization (FWO) Steering Committee, 2008-09, 2009-10.

Chair, University Faculty Grievance Committee, 2009-10, Vice-Chair, 2008-09.

Chair, UT President's Task Force on Academic Integrity (Academic Honesty/Dishonesty), 2011-2012

Chair, University Cooperative Society Board Chair Evaluation Committee, 2010-12

Chair, Allocations Committee, University of Texas Cooperative Society, 2010-12

Chair, Faculty Women's Organization Steering Committee, 2010-12

Chair, University Cooperative Society Rebate Committee, 2011

UT System and State-wide University Related Committees

Research and Promotional Development Work Group Member for Governor's Task Force on Obesity, 2003-2004.

Texas Council of Faculty Senates, 2005-06, 2006-07.

Health Policies Committee, UT System Faculty Advisory Council, 2006-07.

Faculty Governance Committee, UT System Faculty Advisory Council, 2007-08.

UT System Faculty Advisory Council Member, 2006-07, 2007-08, 2008-10 (alternate).

University-Wide Committee Memberships and Service

University of Texas Intercollegiate Athletics Council for Women, 1977-78, 1978-79, 1979-80.

Hearing Panel for the University Intercollegiate Athletics Council for Women, Summer 1978.

Committee for the Selection of a Head Coach for The University of Texas Women's Swim Team, Spring 1978.

Board of Trustees, Southwest Texas Public Broadcasting Council, Spring 1980.

University of Texas Orientation Policies and Procedures Committee of the General Faculty, 1982-83, 1983-84.

Texas Union Board of Directors Goals Subcommittee, Fall 1984.

Texas Union Board of Directors, 1983-84, 1984-85, 1985-86.

University of Texas AIDS Task Force, 1988.

University of Texas Faculty Welfare Committee, 1991-92, 1992-93.

Ad hoc Committee to Advise the Vice President on University Honors Programs, 1992-93.

Ad hoc Committee to Advise the President on a Director for a University Center, Summer 1994.

Educational Policies Committee, 1995-96, 1996-97, 1997-98.

Texas Poll Advisory Council, 1994-99.

University Calendar Committee, 1998-1999.

IC² Faculty Mentor, September 1999-2002

Selection Committee for the McCombs School Dean, Elected by the McCombs School Faculty, 2001-2002.

Graduate School Continuing Fellowship Committee, 2002-02, 2003-04.

Committee of Counsel for Academic Freedom and Responsibility, 2003-05.

University Bridging Disciplines Program (BDP) Leadership and Ethics Strand Admissions Review Committee, 2003-04, 2006-07, 2008-09.

Outstanding Graduate Advisor Award Selection Committee, 2004-05.

University *ad hoc* Committee to Study Services Learning, 2004.

University *ad hoc* Committee to Health Sciences/Public Health Portfolio Program, 2004-05.

University Committee on Committees, 2003-04, 2005-06.

Chair-Elect of Faculty Council, 2005-06.

University Parking and Traffic Policy Committee, 2005-06.

UT Cares Committee, as Faculty Council representative, 2005-06.

Organizer, Joint Faculty Council-Faculty Senate meeting with A&M, 2005-06.

University Selection Committee, Outstanding Graduate Teaching Award, Fall 2006.

Graduate Assembly Agenda Executive Committee (representing Faculty Council), 2006-07.

Ad hoc University Committee to Establish Health Sciences/Public Health Portfolio Program, 2006-07.

Faculty Council Executive Committee, 2005-06, 2006-07, 2007-08.

University Leadership Council, 2006-07.

President's Policy and Advisory Council (PPAC), 2006-07.

Past Chair of the Faculty Council, 2007-08.

University Faculty Council Member (elected by College for two distinct terms), 1998-99, 1999-00, 2000-01, 2003-04, 2004-05, 2005-06 (as Chair-elect), 2006-07 (as Chair), 2007-09 (as Past Chair).

Participant in the University Career Explorations Center (CEC) Faculty Contacts Program, 2004-05, 2005-06, 2006-07, 2007-08, 2008-09.

University *ad hoc* Sustainability Committee, 2005-06, 2006-07, 2007-08, 2008-09.

Graduate Assembly Administrative Committee, 2003-04, 2004-05, 2005-06, 2007-08.

Graduate Assembly Academic Committee, 2008-09.

Bridging Disciplines Program (BDP), UT Connexus, Leadership and Ethics Strand, 2002-03; 2003-04, 2004-05, 2005-06, 2006-07, 2007-08, 2008-09, 2009-10.

Graduate Assembly (elected by McCombs School), 2003--06; re-elected for 2006-09.

University Grievance Committee, Fall 2004, 2008-09 (Vice-Chair).

Bridging Disciplines Program Connecting Experience Supervisor, 2007-08, 2008-09.

Faculty Mentor, Center for Women and Gender Studies, 2007-08, 2008-09.

Presidential Task Force on University Enrollment, 2008-09, 2009-10.

Steering Committee, The University of Texas Public Policy Center for Dispute Resolution, 2002-present.

At-large Faculty Council member, elected University-wide, 2009-10.

Board of Directors, University Cooperative Society, 2010-12

Bridging Disciplines Program (BDP), Leadership and Ethics Strand Faculty Panel, 2011-13

Steering Committee, The University of Texas Public Policy Center for Dispute Resolution, McCombs School Representative, 2011-13

Faculty Council (elected by McCombs School faculty and UT at-large), AY 2010-11

IC² Research Fellow, 2011-13

Center for European Studies Affiliate, 2011-13

Member, University Grievance Committee 2011-13

Member, Committee on Committees, 2011-13

Bridging Disciplines Program Leadership and Ethics Strand Admissions Committee, 2011-13
Center for Domestic Violence, affiliate, 2010-12

Faculty Mentor, Center for Women and Gender Studies, 2010-12

Member, University Cooperative Society Allocations Committee, 2010-12

Member, University Cooperative Society Special Requests Committee, 2010-12

Member, University Cooperative Society Rebate Committee, 2010-12

Member, University Cooperative Society Management Compensation/Evaluation Committee, 2010-12

Member, For-Profit Cooperative Society Advisory Committee, 2010-12

Member, University Ethics Board

SELECTED McCOMBS SCHOOL OF BUSINESS SERVICE

Committee Chair

Chair, College of Business Administration Academic Development Grant Committee, 1976-77.

Chair, Honors Subcommittee of the College of Business Administration Undergraduate Academic Programs Committee, 1978-79.

Chair, College of Business Administration Undergraduate Academic Programs Committee, 1979-80, 1982-83.

Chair, College of Business Administration Faculty Appreciation Night, 1983-84.

Chair, College of Business Administration Honors Program Committee, 1977-78, 1991-92.

Chair, Behavioral Laboratory Committee, 2003-04.

Committee Membership

College of Business Administration Bureau of Business Research Faculty Advisory Committee, 1979-80, 1981-82.

College of Business Administration Faculty Appreciation Night Committee, 1982-83, 1983-84.

Ronya Kozmetsky Centennial Lectureship Committee, 1983-84, 1984-85, 1985-86.

Steering Committee and various subcommittees member for "Women Entrepreneurs: A National Conference on Survival and Growth," Graduate School of Business and Austin Chamber of Commerce, May 1986.

Graduate School of Business MBA Policy Committee, 1992-93.

Graduate School of Business ad hoc Entrepreneurial Studies Committee, 1992-93.

Graduate School of Business ad hoc Teaching Portfolio Committee, 1992-93.

ITESM Ph.D. Program Steering Committee, 1992-93, 1993-94.

Graduate School of Business Capital Campaign Task Force, 1996-97.

Dean's Resource Committee, 1995-99.

Ad hoc MBA Grievance Committee, Spring 1999.

MBA Core Council, 2000-01.

Graduate School of Business Teaching Awards Selection Committee, 2000-01.

College of Business Administration Undergraduate Academic Programs Committee, 1978-79, 1981-82, 1983-84, 1984-85, 2001-02.

College of Business Administration Honors Program Committee, 1975-76 (Junior Class Advisor), 1976-77 (Senior Class Advisor), 1989-90, 1990-91, 2002-03.

MBA Programs Committee, 2003-04.

McCombs School Committee to Study Ethics in Undergraduate and MBA Programs, 2004-05.

McCombs School Hall of Fame Selection Committee, 2005-06, 2006-07, 2007-08, 2008-09, 2009-10., 2011-2012, 2012-2013

Other College Service Activities

Secretary-Treasurer, University of Texas Alpha Chapter of Beta Gamma Sigma, 1975-76.

President, University of Texas Alpha Chapter of Beta Gamma Sigma, 1976-77.

“Classroom Management,” lecture to BA 398T, January 1977.

“Deciphering the Impacts of Lifestyle Changes on American Resources and Institutions,” lecture delivered to the CBA Foundation Advisory Council meeting, with W. Thomas Anderson, Jr., May 4, 1979.

Faculty Lecturer, CBA Parents' Day, 1979, 1982, 1984.

“Marketing: Elements and Strategy,” lecture delivered to participants in the CBA LEAD Program, Summer 1985.

“Marketing: The Importance of Promotion,” lecture delivered to participants in the CBA LEAD Program, Summer 1985.

Faculty Reviewer, MBA Moot Corp Business Plan Proposals, Spring 1987, 1988.

“Small Business Marketing,” lecture delivered to the CBA Community Small Business Incubator for the Mind Workshop, Spring 1990.

Faculty Advisor, International Moot Corp Competition, Spring 1989 and 1990, Fall 1991 and 1993.

"Green Marketing," lecture delivered in MGT 385.40, "Natural Resources and Environmental Management," Fall 1992.

"Current Topics in Consumer Behavior Research," lecture delivered to IB 397, Ph.D. Seminar in International Business, Fall 1992.

Break-out Session Speaker on Institutional Uses of Teaching Portfolios, in "The Design and Evaluation of Effective Teaching, A Seminar for Faculty and Administrators," Co-sponsored by The James L. Bayless/Rauscher Pierce Refsness, Inc. Chair, The College of Business Administration, and The Center for Teaching Effectiveness, May 20, 1993.

Moderator, International Moot Corp Competition, Spring 1993.

“Developing Global Buyer Behavior,” lecture delivered to participants in the conference, “Internationalizing Business Education,” sponsored by The University of Texas Center of International Business Education and Research (CIBER) and Texas A&M University, September 24, 1993.

"International Marketing and Buyer Behavior," lecture to MBA IB class, Fall 1993.

Director, Institute for Environmental Management Strategies, October 1992-June 1993.

“Marketing Research Data collection Issues,” lecture delivered to marketing research at UT-Pan American University, Spring 1994.

Participant in the Peer Mentor Program, University of Texas-Austin and University of Texas-Pan American, 1994-95.

McCombs Plus Ethics Program Delivery Faculty, Spring 2003.

Developed survey on ethics coverage in the classroom administered to College in January, 2006.

“A Psychosocial and Biological Explication of Why Credit Scoring Works,” Faculty Research

Series Presentation to McCombs School undergraduate students, November 6, 2007.

“Neural Marketing, Biology and Consumer Choice,” invited presentation to IB 395 by Dr. Jaime Alonso Gomez, McCombs School of Business, June 18, 2008.

“Current Research on Consumers Misbehaving: Consumer Fraud Estimation,” Faculty Research Series Presentation to McCombs School undergraduate students, November 10, 2009.

MARKETING DEPARTMENT SERVICE

Departmental Area Administrative Activities

Retail Area Coordinator, 1981-82, 1982-83, 1983-84, 1984-85, 1985-86.

Administrator for Foley’s Barton Creek Executive Training Internship Program, 1983-86.

Graduate Advisor, June 1993-Summer 1995.

Acting McCombs School Marketing Department Chair, Summer and Fall 1994.

McCombs School Marketing Department Chair, June 1995-August 1999.

Committee Chair

Chair, Department of Marketing Ph.D. Admissions and Continuance Committee, 1979-80.

Chair, Department of Marketing Undergraduate Curriculum Committee, 1983-84, 1984-85.

Chair, Marketing Department Three Year Assistant Professor Review Committee, 1987, 1991, 2003-04..

Co-chair, Strategic Planning Committee, Spring 1998.

Chair, Department of Marketing Administration Faculty Recruiting Committee, 1985-86, 1998-99.

Chair, Departmental CCI Post-retreat Departmental Action Committee, Spring 2004.

Co-Chair, Post-Tenure Review Committee, Summer 2001, 2001-02, 2003-04, 2007-08.

Committee Memberships

Department of Marketing Administration Doctoral Candidate Grievance Procedures Committee, 1977.

Ad Hoc Committee to Select the Marketing Department Nominee for the Amoco Foundation Teaching Excellence Award, Spring 1978.

Department of Marketing Ph.D. Admissions and Continuance Committee, 1978-79, 1981-82.

Marketing Department Committee for College Chair Nominee Selection, 1982-83.

Department of Marketing Administration Faculty Recruiting Committee, 1982-83, 1983-84.

Marketing Department Selection Committee for UT Continuing Fellowships, Spring 1984.

Department of Marketing Committee for CBA Teaching and Research Award Nominations, Spring 1985.

Department of Marketing Administration Visiting Committee, 1984-85.

Department of Marketing Administration Ph.D. Comprehensive Exam Committee, 1986-87, 1987-88.

Department of Marketing Undergraduate Programs Review Committee, Spring and Summer 1991.

Department of Marketing Administration DAC (Ph.D. Admissions and Review Committee), 1992-93, 1993-94, 1994-95.

Curriculum Revision Committee, 2000-01.

Committee to Study Governance Form, Spring 2004.

Ad hoc Teaching and Research Awards Nomination Committee, Spring 2004.

Department of Marketing Administration Budget Council, 1976-77, 1977-78, 1978-79, Fall 1981, Fall 1983, Fall 1984, Fall 1986-May, 2004.

Executive Committee, Department of Marketing (elected), 2006-07, 2007-08.

Strategic Planning Community Sub-committee, 2008-09.

Post-tenure Review Committee, 2008-09 (for two faculty).

Department of Marketing Ph.D. Buyer Behavior Area Committee, 1987-present.

Executive Committee, Department of Marketing (elected), 2010-2013.

Promotion Review Committee

Full Professor 6 Year Review Committee

Departmental Committee to Evaluate the Chair

Other Departmental Service Activities

Faculty Co-sponsor of the National Third Place Winning Team in the General Motors Collegiate Marketing and Advertising Strategy Competition, with John Murphy, Department of Advertising, 1977-78.

Initiated and coordinated a summer executive training internship with Joske's of San Antonio, Summer 1982.

Developed the Foley's Barton Creek Executive Training Student Internship Program, Fall 1982.

Moderator and Co-coordinator, with Robert A. Peterson, "Marketing Tuesday," panel of chief executive officers on "The Future of Department Store Retailing," February 14, 1984.

Guest Lecturer on retailing in introductory Principles of Marketing Class (multimedia, 600 person enrollment), Spring and Summer 1986, Spring 1987, Fall 1987.

Guest Lecturer to MBA International Business Class on international marketing, Fall 1993, Summer 1994, Summer 1995.

Minority Liaison Officer, 1992-93, 1993-94, 1994-95.

SELECTED STUDENT ORGANIZATION SERVICE ACTIVITIES

Student Organizations Founded

University of Texas Delta Mu Chapter of Phi Chi Theta, National Fraternity for Women in Business, September 2, 1975.

UT Retail and Entrepreneurial Association, Fall 1981.

Student Organization Faculty Advisor

Phi Chi Theta, 1975-82, Spring 1984, Fall 1984.

UT Retail and Entrepreneurial Association (motivated founding), 1981-87

Advisory Council Member, University Entrepreneurial Association, 1984-86

Phi Beta Chi (motivated founding), 1975-1990

Minority Owned Business Consultants, 1993-94

Women in Business Association (Founded 2002), 2002-03, 2003-04, 2005-06, 2007-08, 2008-09

SELECTED ACADEMIC SUPERVISORY ACTIVITIES

Doctoral Dissertation Chair or Co-chair

Name	Discipline	Graduation Date
Jacobo Newman Praes	ITESM (Monterrey, Mexico)	Spring 1996
Maneesh Chandra (co-chair)	Marketing	May 1999
Anthony Joseph Caprado (campus chair)	Marketing	December 1999
Jing Ai (co-chair)	IROM	August 2008

Doctoral Dissertation Committee Member

Beverlyanne Shiely Robinson	Nursing	May 1977
Marsha Lee Richins	Marketing	May 1979
Peter Hastings Bloch	Marketing	May 1981
Cathy Cobb	Advertising	May 1983
Mary Zimmer	Marketing	August 1985
Pana Thongmearkon	Advertising	December 1985
Chong Sook Kim Lee	Advertising	Summer 1986
Chol Lee	International Business	June 1988
Karen Ami Johnson	Sociology	Summer 1989
Sang Hoon Kim	Advertising	May 1990
Elizabeth C. Hansen	Pharmacy	December 1990
John Howard Williams	Marketing	December 1990
Ken Zailinski	Advertising	December 1991
James Gerberman	Interdisciplinary	December 1991
Utai Pitaktong	Interdisciplinary	May 1993
Tracey Ellen Gerthoffer	Pharmacy	May 1993
Jorge Ramon Pedroza	Advertising	August 1993
James Glenn Hutton	Marketing	August 1993
Changning Zhang	Advertising	May 1994
Shan Li	Interdisciplinary	May 1995
Hyongoh Cho	Advertising	Summer 1995
John Bradford McBride	International Business	December 1995
Trina Ann Sego	Advertising	December 1996
Niranjan Raman	Advertising	May 1996
Yun Song	Interdisciplinary	May 1996
Xiaohua Xia	Interdisciplinary	May 1996
Carol Murphey Megehee	Marketing	May 1996
Wenling Chen	Advertising	May 1997
Scott Swan	Interdisciplinary	May 1997

Kishore Krshna	International Business	December 1997
Yuying Wang	Interdisciplinary	December 1997
Enrique Bores-Rangel	ITESM	May 1998
Kang Yu	MSIS	May 1998
Thomas Burnham	Marketing	December 1998
Patricia Pavon	ITESM	May 1998
Li Zhou	Interdisciplinary	May 1999
Anthony Capraro		May 1999
Maneesh Chandra		May 1999
Liza Stavchansky	Advertising	May 2000
Michael John Kwinn, Jr.	MSIS	December 2000
Fang Wu	Marketing	Summer 2001
Dan Laufer	International Business	May 2002
Honghui Deng	MSIS	Summer 2003
Se-Lin Lee	Advertising	May 2004
Kritika Kongsompong	Thammasat University, Thailand (Reader)	Summer 2004
Byung-Kwan Lee	Advertising	December 2004
Hyogyoo Kim	Advertising	May 2005
Chester Lewis Wilson	IROM	May 2006
Anna V. Andriasova	Advertising	December 2006
Kihan Kim	Advertising	December 2006
Tai Woong Yun	Advertising	Summer 2007
Karen Lee	Advertising	Summer 2007
Sarah Kamal	Advertising	Summer 2009
Hongmin Ahn	Advertising	Summer 2009
Yinglu Deng	IROM	Summer 2011
Danae Manika	Advertising	May 2011
Shuo-Li Chuang	IROM	May 2013
Seunghwan Lee		

Doctoral Program Committees

Name	Discipline	Years Serving
Nancy M. Ridgway	Marketing	1977-78 (Chair), 1978-80 (Member)
Peter Hastings Bloch	Marketing	1978-79
Carlos Martinez	Marketing	1979-80
Linda Price	Marketing	1980-81
Cathy Cobb	Advertising	1980-82
Pana Thongmeearkon	Advertising	1981-83
Mary Zimmer	Marketing	1982-84
Jorge Ramon Pedroza	Advertising	1983-84
Hae-Kap Lee	Advertising	1984-86
Sang Hoon Kim	Advertising	1987-89
Ken Zailinski	Advertising	1988-90
Young Seon Moon	Advertising	1989-91
Jonathon Cho	Advertising	1990-94

Niranjan, Raman	Advertising	1992-94
Suckee Lee	Advertising	1993-95
Wenling Chen	Advertising	1993-95
Se-Lin Lee	Advertising	2000-02

Hyojin Kim	Advertising	2000-03
Hyogyoo Kim	Advertising	2001-04
Byung-Kwan Lee	Advertising	2001-04
Anna V. Andriasova	Advertising	2001-04
Kihan Kim	Advertising	2003-05
Harsha Gangadharbatla	Advertising	2003-05
Karen Lee	Advertising	2003-05
Jing Ai	IROM	2004-2007
Chan-Yun Yoo	Advertising	Current
Richard Villarreal	Advertising	Current
Glynnis Johnson	Advertising	Current

MBA Professional Report Chair

Nick Yanez		May 1976
Sally Lee White		May 1977
Lisa Scott		August 1977
Norman K. Pegram		August 1977
Marshall Reed Adair		May 1978
Nancy Lee Saunders		May 1978
Anne Sorell Talbot		May 1978
Debra J. Richard		August 1978
Larry Wayne Smith		December 1978
Charlyn Anderson Cook		December 1983
Joe Pixley		December 1986
George Klopfer		December 1986
Lynn Payne		December 1986
Cheryl A. Roberts		May 1987
Suzanne Martha Asaff		May 1987
Michael J. Wolfe		August 1987
Arlene Berry		August 1987
Ronda Cohn		December 1987
Jim Vance		December 1990

MBA Professional Report Committee Member

Carol Leigh Bloomer		December 1975
Peter Hastings Bloch		May 1976
Jill Stephens McFarland		August 1976
Frederick John Woerner		August 1976
James Michael Lynch		August 1977

Master's Thesis Committee Member (Master of Arts, Advertising)

Kendra Mundy Swanson (MA Advertising)		Spring 1986
Aiko Yao (MA Advertising)		May 1988
Suman Sharma (MA Advertising)		May 1989
Vijay Jitendra (Engineering)		Summer 2004

SELECTED INDUSTRY AND COMMUNITY SERVICE

Selected ProBono Professional Activities

Supervision of attitudinal research project, Austin Association of Retarded Citizens, Summer and Fall 1978.

Supervision of promotional design project, Austin Planned Parenthood, Spring 1983.

Strategic marketing consultation, Austin Children's Museum, Summer 1983.

Social Committee Co-chair, with Cynthia Darwin, Austin Yacht Club, 1984.

Lower Colorado River Authority Customer Usage Survey design consultant, June 1984.

Advisor, Austin Jaycee's survey of community attitudes for city planning, 1984.

Membership survey author, Austin Yacht Club, 1984-85.

Supervisor of strategic planning project for Austin Children's Museum, Summer 1985.

Designed and executed Austin test market, Runfree, 1984-85.

Developed international industry data base acquisition plan for Industrial Equities, Austin, Texas, 1985.

Market segmentation and consumer behavior consultant, Networks Incorporated, Austin, Texas, 1983-86.

Start-up consultant, IDEA, Austin, Texas, June-July, 1992.

Judge, Eleventh Annual Babcock MBA Marketing Case Competition, February 2001.

Strategic Marketing Development for St. Stephen's Tennis Academy, Summer 2001.

Business Development Supervision for SafePlace (with UT Law School professor), Spring 2002.

Advisory Council, SSES Tennis Academy, 2001-02.

ATA Scholarship Foundation Advisory Board, 2003.

Texas Beef Council Domestic Marketing Advisory Committee, 1995-2006.

Taught overload course working with developing a strategic and marketing plan for the Austin Urban League, Spring 2008.

SELECTED EXECUTIVE SEMINARS, SYMPOSIA, AND COURSES DEVELOPMENT

- “Social Marketing in the Human Services: A Method of Survival for the ‘70s,” with Gerald Fisher, School of Social Work, conference developed in conjunction with The University of Texas Division of Continuing Education, July 7-8, 1976.
- “Survey Research Design and Interviewing,” three-seminar symposium presented to the Texas Department of Public Welfare Program Evaluation and Review Division, Summer 1977.
- “Strategic Positioning for the Retail Marketplace,” seminar delivered to the Texas Association of Automotive Wholesalers’ Annual Conference, Fall 1984.
- “Marketing in the USA #2,” seminar presented to the Caribbean Erasmus MBA Program (Curacao), University of Texas Management Development Programs, September 1991.
- "Marketing Strategy for New and Growing Businesses," Ph.D. seminar in entrepreneurial course for Monterrey Technological University (ITESM), Mexico City, Jan 31-February 1, 1992.
- “Consumer Behavior,” Ph.D. seminar in “International Marketing and Technology Diffusion,” course for Monterrey Technological University (ITESM), Mexico City, Sept1991, Feb 1993.
- “Marketing Strategy for Competitive Advantage,” seminar in The University of Texas and Sistema ITESM Satellite Broadcasting Program: Strategic Management for the Year 2000, Monterrey, November 12, 1993.
- “Modes of Servicing the Markets,” seminar in The University of Texas and Sistema ITESM Satellite Broadcasting Program: Strategic Management for the Year 2000, Monterrey, November 19, 1993.
- “Marketing Analysis and Management,” Seminar to the Dallas Women’s Chamber of Commerce, University of Texas at Austin and Frito Lay, May 1999.
- “Business Fundamentals: Enhancing Your Marketing and Financial Skills,” Custom Executive Education Seminar for the Women’s Business Council SW, February 22, 2003.
- Developed and delivered “Marketing Principles” and “Marketing Strategy” Modules of The University of Texas and McCombs College of Business Community Minority Business Advancement Program for Dallas (Fall 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003), Houston (Spring 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003), San Antonio (Summer 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002), and Austin (Summer 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003).
- “Marketing Analysis: Marketing, Law and Risk Management,” Custom Executive Education Seminar for Women’s Business Council Southwest, February, 2004.

“Marketing Management and Strategy,” IC2 Fall, 2008, MBA-level course for Korean Electric Power Company Executives (KEPCO Scholars Program).

“Current Topics in Marketing,” Presentation to the Property Casualty Insurers Association of America Joint Marketing and Underwriting Seminar, Austin, Texas, April 6, 2009, with Jill Griffin.

PARTIAL PROFESSIONAL HISTORY

Selected Prior Employment

March 1972 to June 1974

Teaching/Research Assistant
Department of Marketing
University of Florida

Spring 1972

Instructor
Santa Fe Community College

Fall 1974 to Present

Instructor, Assistant, Associate, Full Professor
Department of Marketing
The University of Texas-Austin
Austin, Texas

Summer 1980 to Fall 1981

Senior Study Director
Market Facts, Inc.
Public Sector Research
Washington, D.C.

Fellowships and Prior Professorships

Zale Corporation Centennial Professor in Business
September 1988-August 1997

Zale Corporation Centennial Teaching Fellowship
in Retail Merchandising, 1984-85, 1985-86

Foley's-Sanger Harris Centennial Fellowship
in Retail Merchandising, Summer 1983, 1983-84