

RESUME

ROBERT A. PETERSON

**John T. Stuart III Centennial Chair in
Business Administration**

The University of Texas at Austin

September 2016

I. BACKGROUND

Address

Home	3210 Park Hills Drive Austin, Texas 78746 (512) 327-2187
University	Department of Marketing CBA 7.242 The University of Texas at Austin Austin, Texas 78712 (512) 471-9438 rap@mail.utexas.edu

Personal Data

Education	BS, University of Minnesota, 1966 MS, University of Minnesota, 1968 PhD, University of Minnesota, 1970
Date of Birth	March 25, 1944
Place of Birth	New York City
Marital Status	Married, 3 children
Academic Honors	BS awarded with high distinction Vaile Fellowship Kaiser Fellowship Beta Gamma Sigma

Employment History

Research Assistant Center for Interest Measurement Research, University of Minnesota, 1964-67

Research Assistant
Center for Experimental Studies in Business,
University of Minnesota, 1968

Instructor
Marketing Department
University of Minnesota, 1969-1970

Assistant Professor of Marketing
The University of Texas at Austin, 1970-73

Associate Professor of Marketing
The University of Texas at Austin, 1973-77

Professor of Marketing
The University of Texas at Austin, 1977-

Senior Research Fellow
IC² Institute, The University of Texas
at Austin, 1978-1983

Sam Barshop Professor of Marketing
The University of Texas at Austin, 1981-1985

Chairman, Department of Marketing
1983-1985

Charles E. Hurwitz Centennial Fellow
IC² Institute, The University of Texas
at Austin, 1983-2016

John T. Stuart III Centennial Chair in
Business Administration, 1985-

Associate Dean for Research, 2002-04

Director, Bureau of Business Research, 2002-
2016

Deputy Director and Director of
Research, IC² Institute, The University of
Texas at Austin, 2004-2013

Associate Vice President for Research, 2006-
2016

Interim Director, Office of Technology
Commercialization, February 2009-August 2010

Director, IC² Institute, 2013-2016

II. ACADEMIC

Areas of Expertise

Consumer Behavior
Marketing Research
Promotion
Quantitative Methods
Sales Forecasting
Marketing Strategy

Courses Taught

Marketing Research
Marketing Information Analysis
Research Design and Measurement
Promotion
Group Dynamics
Multivariate Statistics
Introductory Marketing
Consumer Behavior
Marketing for Service Organizations
Supervised Teaching for Teaching Assistants
Marketing Strategy
Marketing Theory

Professional Societies

Academy of Marketing Science
American Marketing Association
American Psychological Association
American Sociological Association
American Statistical Association
Association for Consumer Research
Decision Sciences Institute
Society for Marketing Advances
Southwestern Marketing Association

III. HONORS, AWARDS, AND ACTIVITIES

Editorial

Advisory Editor (Marketing) - *Social Science Quarterly*, 1974-1984
Senior Advisory Board - *Journal of Personal Selling and Sales Management*,
2002-04
Book Review Editor - *Journal of Marketing Research*, 1975-1982

Book Review Editor - *Journal of Marketing*, 1976-1979
 Editor - *Southwestern Marketing Association Newsletter*, 1976-1977
 Editorial Review Board - *Journal of Marketing*, 1976-1979, 1981-
 Editorial Review Board - *Journal of Marketing Research*, 1975-1991
 Editorial Review Board - *International Marketing Review*, 1979-
 Editorial Review Board - *Journal of the Academy of Marketing Science*, 1980-
 2015
 Editorial Review Board - *Business Review*, 1984-2001
 Editorial Review Board - *Marketing Letters*, 1989-2000
 Editorial Review Board - *Journal of Retailing*, 1992-2015
 Editorial Review Board - *Journal of International Marketing*, 1992-1999
 Editorial Review Board - *Journal of Personal Selling & Sales Management*,
 1995-
 Editorial Review Board - *International Journal of Internet Marketing and
 Advertising*, 2002-
 Editorial Review Board - *AMS Review*, 1999-2008
 Editorial Advisory Board - *Journal of Health Care Marketing*, 1985-1989
 Editor - *Journal of Marketing Research*, 1985-88
 Editor - *Journal of the Academy of Marketing Science*, 1991-1994
 Editor - *Technology Knowledge Activities*, 1993-1995
 Associate Editor - *Journal of Consumer and Market Research*, 1996-1999
 Co-editor—*AMS Review*, 2008-2013

Professional and Association Honors

Chairman, National Committee on Teaching Effectiveness, Decision Sciences
 Institute, 1972-1974
 National Council Member, Decision Sciences Institute, 1974-1975
 Chairman, Doctoral Research Grants Committee, American Marketing Association,
 1975-1976
 Program Chairman, Southwestern Marketing Association Conference, 1976-1977
 Invited Faculty Member, American Marketing Association Doctoral Consortium,
 1976, 1982, 1985-1988, 1998, 2001 (invited, could not attend), 2002, 2005, 2006
 (could not attend), 2007, 2008-09 (could not attend), 2010, 2011 (could not attend)
 President, Southwestern Marketing Association, 1977-1978
 President and Co-founder, Austin Chapter of the American Marketing Association,
 1977-1979
 Member, International Advisory Council, American Marketing Association, 1979-
 1982
 Member, Board of Directors, American Marketing Association, 1979-1981
 Member, Dissertation Competition Committee, American Marketing Association,
 1980-1982, 1991-1992, 1997
 Member, Committee to Select Best Conference Paper, Southwestern Marketing
 Association, 1981-1984
 Member, Alpha Mu Alpha Advisory Council, American Marketing Association, 1980-
 1981

Vice President, American Marketing Association, 1980-1981
 Fellow, Southwestern Marketing Association, 1982
 Member, Board of Governors, Academy of Marketing Science, 1982-1986, 1994-1998
 (Chairman, 1994-1998), 2008-2010
 Member, Dissertation Competition Committee, American Psychological Association
 (Division 23), 1982-1983
 Co-chairman, American Marketing Association Educators' Conference, 1984
 Invited Faculty Member, Southwestern Marketing Association Doctoral Consortium,
 1984, 1986-1988, 1991-1994
 Member, American Marketing Association Committee to Select Distinguished
 Marketing Educator, 1984-1991; Chairman, 1989-91
 Member, Decision Sciences Institute Membership Committee, 1986-1989
 Member, American Marketing Association Committee to Select Best Educator
 Conference Paper, 1987, 1988
 Invited Speaker, Direct Selling Association Marketing Conference, 1987
 Invited Faculty Member, University of Houston Doctoral Consortium, 1987
 Outstanding Marketing Educator Award, Academy of Marketing Science, 1988
 Invited Participant, Direct Marketing Association Research Consortium, 1988
 Invited Speaker, Direct Selling Education Foundation Academic Seminar, 1988
 Chairman, Academy of Marketing Science International Conference, 1990
 Member, Board of Directors, Direct Selling Education Foundation, 1989-1993
 Invited Speaker, Direct Selling Association Annual Meeting, 1989, 1991
 Invited Speaker, J. D. Power Customer Satisfaction Symposium, 1991
 Circle of Honor Award, Direct Selling Education Foundation, 1991
 Invited Speaker at the AMA Symposium on Patronage Behavior and Retail Strategic
 Planning, 1991
 Invited Speaker, Texas Marketing Faculty Colloquium, 1991, 1993, 1994
 Invited Speaker, Academy of Marketing Science International Conference, 1983,
 1985, 1987, 1988-1994, 1996
 Invited Speaker, Computer Market Analysis Group, 1992
 1993 Jagdish N. Sheth Award for Outstanding Article in Volume 20 of the *Journal of
 the Academy of Marketing Science*
 Invited Speaker, International Mass Retail Association Conference, 1993
 Principal speaker, 3M Marketing Exchange, 1993
 Invited Speaker, Direct Selling Education Foundation/Federation of European Direct
 Selling Associations International Academic Symposium, 1993 (Berlin), 1995
 (Prague)
 Member, Relationship Marketing Conference Advisory Committee, 1994-
 Distinguished Fellow, Academy of Marketing Science, 1994
 Co-chairman, International Research Seminar on Marketing Communications and
 Consumer Behavior (France), 1995
 Featured speaker, Intelliquest New Product Research Conference, 1995
 Featured panelist, Museum Store Association Conference, 1995
 Keynote speaker, Retail Patronage Conference, 1995
 1995 John D.C. Little Award for Outstanding Marketing Article published in
Marketing Science or Management Science in 1994

Featured Speaker, Agewave Seminar on the Future of Retailing, 1995
 Invited Speaker, American Marketing Association Educators Conference, 1996
 Invited Speaker, Relationship Marketing Conference, 1996
 Invited Speaker, Direct Selling Education Foundation Executive Seminar, 1996
 Invited Speaker, Marketing Science Institute Workshop, 1997
 Invited Speaker, American Marketing Association Austin Chapter, 1997
 Featured Speaker, Direct Marketing Education Foundation Conference, 1997
 President, Academy of Marketing Science, 2000-2002, Past President, 2002-2004
 Member, Census Bureau Advisory Committee of Professional Associations, 1998-2004
 Distinguished Scholar Award, Society for Marketing Advances, 1998
 Member, Board of Trustees, St. Michael's Academy, 1999
 Plenary speaker, International Research Seminar on Marketing Communications and Consumer Behavior, 1999, 2005
 McCombs School of Business Career Award for Outstanding Research Contributions, 2001
 Member, Board of Directors, Sheth Foundation, 2001-2009 (President, 2005-09)
 Featured speaker, 43rd Annual Intellectual Property Law Conference, November 2005
 American Marketing Association/McGraw-Hill Irwin 2006 Distinguished Marketing Educator Award
 Harold Berkman Service Award, Academy of Marketing Science, 2006
Journal of Retailing Outstanding Reviewer Award, 2006
 Invited Speaker, Society for Marketing Advances Doctoral Consortium, 2007
 Chair, Economics and Management Research Panel, Foundation for Science and Technology (FCT), Portugal, 2009-2011
 Invited Speaker, Venture Monterrey (Mexico), 2009
 Featured Speaker, FICCI Higher Education Summit (Delhi, India), 2009
 Keynote Speaker, Brand Management Conference (Hong Kong), 2010
 Featured Speaker, Brand Management Seminar (Hong Kong), 2010
 Member, AMA Mahajan Award for Lifetime Contributions to Marketing Strategy Selection Committee, 2011
 Plenary Speaker, Society for Decision and Process Science, Jeju Island, Korea, 2011
 Evaluator, Colombia National Strategic Plan for Innovation and Competitiveness, Bogota, Colombia, Fall, 2011
 Panel Member, International Conference on Technology Policy and Innovation, Bogota, Colombia, September, 2011
 Featured Speaker, UTEN Annual Conference, Porto, Portugal, November 2011
 Invited Speaker, Skolkovo Conference ("Developing Innovative Technological Entrepreneurship at Universities"), Moscow, Russia, March 2012
 Keynote Speaker, Academy of Innovation and Entrepreneurship Conference ("Entrepreneurship, Open Innovation and the Research University"), Macau, China, June 2012
 Featured speaker, Academy of Marketing Science Conference, May 2013
 Invited Speaker, Direct Selling Association Conference, June 2013
 Board Member, Regional Center for Innovation and Commercialization (State of Texas) 2013-2015

2015

Fellow, American Marketing Association (2015)
Council Member, Poland-United States Innovation Program (PLUS-IP), 2015-
Advisory Board Member, INNCOM, 2014-
Council Member, DSEF Academic Advisory Council, 2015-
Presenter of George Kozmetsky Memorial Lecture, Society for Design and Process
Science (SDPS) Conference, 2015

Guest Lecturer

University of Libya, 1973
University of Grenoble (France), 1974, 1978
Universite d'Aix-Marseille (France), 1974, 2001
State University of New York (Buffalo), 1977
University of Missouri (Columbia), 1978
Instituto Tecnologico y de Estudios Superiores de Monterrey (Mexico), 1978, 2005
University of Illinois (Urbana), 1979
University of Oregon, 1980, 1986
Washington State University, 1985
City University of New York, 1985
University of South Carolina, 1985
University of Houston, 1988
University of Georgia, 1990
Universidade de Sao Paulo, 1994
University of New Mexico, 2002
University of Notre Dame, 2005
Ulsan National Institute of Science and Technology, 2015

Ad Hoc Reviewer

Journal of Management Studies, 1980, 1989
Journal of Business Research, 1995 – 1999, 2008-2009
Journal of Consumer Research, 1984, 1995-2006
Journal of Economics and Business, 1987
Journal of Interactive Marketing, 2006
Journal of International Business Studies, 1987-2009
Advances in International Marketing, 1987
International Journal of Research in Marketing, 1988
Journal of Marketing Research, 1994, 1999, 2000, 2002-2004
Psychology & Marketing, 1994, 2007
Decision Sciences, 1995, 1997, 1999-2000, 2002
Journal of Retailing and Consumer Services, 1995, 2002, 2004, 2005, 2006, 2009-11
Journal of Business and Economic Statistics, 1995
European Journal of Operational Research, 1997
The International Executive, 1997
Thunderbird International Business Review, 1998

Journal of Public Policy and Marketing, 1998, 1999
IEEE Transactions on Engineering Management, 2000
Management Science, 2002
Marketing Letters, 2001, 2002, 2004, 2005
Environment and Planning A, 2001
Journal of International Marketing, 2002
International Journal of Media Management, 2002
Journal of Advertising, 2004
Marketing Science, 2005
Journal of Product Innovation Management, 2005, 2006
Field Methods, 2007
International Journal of Research in Marketing, 2007
Organizational Research Methods, 2007
Journal of Computer-Mediated Communication, 2007
Psychological Reports, 2008
Journal of Management Studies, 2010
Research Synthesis Methods, 2011
Journal of Business Ethics, 2013
African Journal of Business Management, 2013

Manuscript Reviewer for Annual Meetings

Academy of Marketing Science, 1984, 1987, 1988, 1991, 2002 (WMC), 2004 (WMC), 2010
Association for Consumer Research, 1975-1976, 1978-1982, 1989, 1997, 1999
American Marketing Association, 1976-1977, 1981-1983, 1985-1990, 1992, 1993, 1996-2007
Decision Sciences Institute, 1976, 1978, 1982, 1985, 1988, 1991, 1994, 1995, 1996
Southwestern Marketing Association, 1976, 1977
Southern Marketing Association, 1978, 1987, 1994
Society for Consumer Psychology, 1998-2001, 2004
European Marketing Academy, 2004

Grants Received

University of Texas Research Institute, 1971, 1983, 1984, 1988
College of Business Administration, 1973
George Kozmetsky Fellowship, 1977
Center for Middle Eastern Studies, 1978
Arab Development Institute, 1978-1979
National Endowment for the Arts/City of Austin, 1978-1979
GTE, 1979
State Bar of Texas, 1979
Texas Monthly, 1980
Russell Reynolds, 1980
University of Pittsburgh, 1981

Newcomb Government Securities, 1981
Safeguard Business Systems, Inc., 1982-1988
Accounts Management Corporation, 1984
AmeriSuites, 1985
St. David's Episcopal Church, 1986
Direct Selling Education Foundation, 1986, 1991
Ford Motor Company, 1986-1987, 1989
Southwestern Bell Educational Foundation, 1986
Dell Computer Corporation, 1988
Motorola, 1988
Texas Instruments, 1989
J. D. Power & Associates, 1991
Update Research, 1992
Jacob-Louis Group, 1996
Morris Dickson, 1998, 1999
Portugal, 2007-2017
SK Telecom, 2009-2012
Direct Selling Education Foundation, 2016-2017

Session Chairman in Annual Meeting

Decision Sciences Institute, 1974, 1975, 1978, 1980
American Marketing Association, 1976, 1980, 1981, 1985, 1989, 1991
Southwestern Marketing Association, 1976, 1978, 1982
Southern Marketing Association, 1978
American Marketing Association Theory Conference, 1979
American Psychological Association (Division 23), 1979
Academy of Marketing Science, 1983, 1991

Other

Faculty Advisor, Alpha Kappa Psi, 1981-1983
Listed in *American Men and Women of Science*, 1983
Member, Alpha Iota Delta
Member, Southwestern Marketing Association Nominating Committee, 1974, 1978-1981
Discussant, Decision Sciences Institute Annual Meeting, 1975
Listed in *Who's Who in the South and Southwest*, 1975
Faculty Advisor, UT American Marketing Association Club, 1975-1976
Listed in *Who's Who in North America*, 1976
Member, Phi Kappa Phi
Member, Board of Directors, Southwestern Federation of Administrative Disciplines, 1976-1978
Member, Executive Committee, Institute for Constructive Capitalism, 1977-1978
Invited Participant, Arab Development Institute Symposium, 1978
Invited Participant, ACUCAA/Center for Arts Administration Symposium, 1978
Invited Speaker/Paper, Southwestern DSI, 1979

Track Chairman, Senanque Abbey Seminar (France), 1979

Panel Member, American Marketing Association Educator Conference, 1980

Track Chairman, Southwestern Marketing Association Annual Conference, 1980-1981

Discussant, Association for Consumer Research Annual Meeting, 1980

Research Product/Proposal Evaluator, National Science Foundation, 1980-

Panel Member, Southern Marketing Association Annual Conference, 1981

Chairman, Southwestern Marketing Association Fellows Committee, 1981-1982
(Member, 1987-1988)

Principal Speaker, "Nuevas Tecnicas de Investigacion de Mercados Seminario,"
Universidad Nacional Autonoma de Mexico, 1981

Distinguished Epsilon Alpha Lecturer, University of Arkansas, 1981

Keynote Speaker, Western Marketing Association Educators' Conference, 1982

Panel Member, Academy of Marketing Science International Conference, 1983, 1985,
1987

Listed in *Who's Who in America*, 1984-

Invited Speaker, Conference on Small Business and Technology Innovation,
Albuquerque, New Mexico, 1984

Invited Speaker/Paper, Western DSI, 1984

Member, Advisory Committee, The Scientific Press, 1985-1990

Invited Speaker, Annual Conference, Decision Sciences Institute, 1985, 1987

Member, Advisory Board, South-Western Publishing Company, 1987-1990

Member, Research Grants Committee, Direct Selling Education Foundation, 1988

Distinguished Speaker, AMA Faculty Consortium, 1989

Member, Academic Advisory Board, Vector Marketing Corporation, 1990-

Panel Member, AMA Winter Educators' Conference, 1992

Author of the month, UT Co-Op, March 1992

Discussant, P.D. Converse Symposium, 1992

Nominee for University-wide undergraduate and graduate teaching awards, 1993

Principal speaker, ATI Seminar Series "Creating Your Business Plan," 1993, 1994

Discussant, Direct Marketing Association Educators Conference, 1994

Member, Patronage and Theory Conference Board of Advisors, 1995-97

Member, Scientific Committee of International Research Seminar on Marketing
Communications and Consumer Behavior (France), 1995-

Member, MSI Doctoral Dissertation Proposal Competition Committee, 1998

Reviewer, Society for Marketing Advances Dissertation Competition, 1999-2000

Track chair, AMS Multicultural Conference, 2000

Reviewer, George Day Doctoral Dissertation Award, 2000

Panel member, Academy of Marketing Science Annual Conference, 2000

Panel member, American Marketing Association Educators Conference, 2000

Invited Speaker, Academy of Marketing Science Multicultural Conference, 2000

Listed as 9th most productive researcher in marketing for period 1992-98 (*Journal of
Marketing Education*, August 2000 issue)

Reviewer, Society for Consumer Psychology-Sheth Foundation Dissertation Proposal
Competition, 2001

Reviewer for United States Department of Agriculture National Research Initiative
Competitive Grants Program, 2001

Co-chair, Marketing Track, Decision Sciences Institute 2002 Annual Conference, 2001-2002
 Member, Sheth Foundation/*Journal of Marketing* Award Selection Committee, 2002
 Member, AMA Nominating Committee, 2002
 Reviewer, 2002 MSI/*JM* Competition on Marketing Metrics
 Member, AMS Committee to Select Outstanding Conference Paper, 2005
 Reviewer, John Howard (AMA) Doctoral Dissertation Award, 2005, 2007, 2008
 Reviewer, ISBM Doctoral Support Award Competition, 2009
 Reviewer, MSI Clayton Dissertation Proposal Competition, 2009, 2010
 Faculty Member, SMA Doctoral Consortium, 2015

IV. PUBLICATIONS

Books, Monographs, and Book Chapters

- "A Set of Basic Interest Scales for the Strong Vocational Interest Blank for Men," *Journal of Applied Psychology Monograph*, December, 1968 (with D.P. Campbell and others).
Reference Guide to Marketing Literature, Braintree, MA: D.H. Mark Publishing Co., 1970 (with A.L. Pennington).
Trends in Consumer Behavior Research, American Marketing Association Monograph Series, No. 6, 1977.
Proceedings, Southwestern Marketing Association, 1977 Conference (ed., with J.E. Swan and G.E. Kiser).
 "Multi-Product Growth Models," in *Research in Marketing* (J. Sheth, ed.), Greenwich, CT: JAI Press, 1978 (with V. Mahajan), pp. 201-231.
Strategic Marketing: Cases and Comments, Upper Saddle River, NJ: Prentice Hall (with R.A. Kerin), thirteenth edition, 2013. (Translated into Chinese and Portuguese)
Perspectives on Strategic Marketing Management, Boston, MA: Allyn and Bacon, Inc., 1980 (ed., with R.A. Kerin) second edition, 1983.
 "Marketing Analysis, Segmentation and Targeting in the Performing Arts," in *Marketing the Arts* (M.P. Mokwa, W.M. Dawson, and E.A. Prieve, eds.), New York: Praeger Press, 1980, pp. 182-200.
 "Socioeconomic Development Plans and Individual Satisfaction in Libya," in *Directions of Change: Modernization Theory, Research and Realities* (M.O. Attir, B. Holzner and Z. Suda, eds.) Boulder, CO: Westview Press, 1981, pp. 197-214 (with M.O. Attir).
 "The Quality of Self-Report Data: Review and Synthesis," in *Review of Marketing 1981* (B. Enis and K. Roering, eds.) Chicago: American Marketing Association, 1981, pp. 5-20 (with R.A. Kerin).
Marketing Research, Dallas, TX: BPI, 1982, second edition, 1988.
 "Store Image Measurement in Patronage Research: Fact and Artifact," in *Patronage Theory and Retail Management* (W. Darden and R. Lusch, eds.), New York: Elsevier North Holland, 1982, pp. 293-306 (with R.A. Kerin).

- "Perceived Risk and Price-Reliance Schema as Price-Perceived-Quality Mediators," in *Perceived Quality: How Consumers View Stores and Merchandise* (J. Jacoby and J. Olson, eds.), Boston: Lexington Books, 1985, pp. 247-267 (with W.R. Wilson).
- "Sources of Capital for Very Small Businesses," in *Corporate Creativity* (R. Smilor and R. Kuhn, eds.), New York: Praeger, 1984, pp. 23-50 (with G. Albaum).
- Proceedings*, the American Marketing Association, Chicago, IL, 1984 (ed. with R. Belk and others).
- Models for Innovation Diffusion*, Beverly Hills, CA: Sage Publications, 1985 (with V. Mahajan).
- The Role of Affect in Consumer Behavior*, Lexington, MA: Lexington Books, 1986 (co-editor with W.D. Hoyer and W.R. Wilson).
- "Reflections on the Role of Affect in Consumer Behavior," in *The Role of Affect in Consumer Behavior* (ed., with W.D. Hoyer and W.R. Wilson), Lexington, MA: Lexington Books, 1986, pp. 141-159 (with W.D. Hoyer and W.R. Wilson).
- Modern American Capitalism: Understanding Public Attitudes and Perceptions*, Westport, CT: Quorum Books, 1990 (with G. Albaum and G. Kozmetsky).
- "A Context for Retailing Predictions," in *The Future of U.S. Retailing* (R.A. Peterson, ed.), New York: Quorum Books, 1992, pp. 1-26.
- "A Retailing Agenda for the Year 2000," in *The Future of U.S. Retailing* (R.A. Peterson, ed.), New York: Quorum Books, 1992, pp. 243-292 (with Richard Bartlett).
- The Future of U.S. Retailing*, New York: Quorum Books, 1992 (editor).
- Proceedings of the First International Research Seminar on Marketing Communications and Consumer Behavior*, Universite d'Aix-Marseille, France, 1995 (co-editor with A. Jolibert and A. Strazzieri).
- "Special Issue: Selections from the International Research Seminar on Marketing Communications and Consumer Behavior," *Journal of Business Research*, 37 (N. 2, 1996) (co-editor with A. J. P. Jolibert and A. Strazzieri).
- Electronic Marketing and the Consumer*, Thousand Oaks, CA: Sage Publications, 1997 (editor).
- "Electronic Marketing: Visions, Definitions, and Implications," in *Electronic Marketing and the Consumer* (R. A. Peterson, editor), Thousand Oaks, CA: Sage Publications, 1997, pp. 1-16.
- Constructing Effective Questionnaires*, Thousand Oaks, CA: Sage Publications, 2000.
- "Marketing is...a Body of Knowledge," in *Essays by Distinguished Marketing Scholars of the Society for Marketing Advances* (A. G. Woodside and E. M. Moore, eds.), Boston, MA: JAI Press, 2002, pp. 139-169.
- "Special Issue: Retailing in the 21st Century," *Journal of Retailing* (co-editor with S. Balasubramanian), 2002.
- "Benchmarking Student Attitudes Regarding Ethical Issues," in *Business*

- Ethics: New Challenges for Business Schools and Corporate Leaders* (with Gerald Albaum) (R.A. Peterson and O.C. Ferrell, eds.), New York: M.E. Sharpe, 2005, pp. 115-137.
- “Reflections,” in *Business Ethics: New Challenges for Business Schools and Corporate Leaders* (R.A. Peterson and O.C. Ferrell, eds.), New York: M.E. Sharpe, 2005, pp. 241-246.
- Business Ethics: New Challenges for Business Schools and Corporate Leaders* (R.A. Peterson and O.C. Ferrell, eds.), New York: M.E. Sharpe, 2005.
- “Language, Thought, and Consumer Behavior,” in *Review of Marketing Research* (N. Malhotra, ed.), Vol. 2, New York: M.E. Sharpe, 2007, pp. 152-192 (with D. Merunka).
- “Special Issue: Technology and Business-to-Consumer Selling,” *Journal of Personal Selling and Sales Management* (co-editor with V. Crittenden and G. Albaum), spring 2010.
- Strategic Marketing*, Volume 1 in the Wiley International Encyclopedia of Marketing, United Kingdom: John Wiley & Sons (R. A. Peterson and R. Kerin, eds.), 2011.

Publications in Refereed Journals and Proceedings Papers

SVIB Scores and Product Preferences, *Journal of Applied Psychology* (with A. L. Pennington), 53 (August 1969), pp. 304-308

Interest Patterns and Product Preferences: An Exploratory Analysis, *Journal of Marketing Research* (with A. L. Pennington), 6 (August 1969), pp. 284-290

The Price-Perceived Quality Relationship: Experimental Evidence, *Journal of Marketing Research*, 7 (November 1970), pp. 525-528

Vocational Interest Comparisons between Marketing Executives and Marketing Professors, *Proceedings* (with J. G. Rhode), Decision Sciences Institute, 1970

A Comparison of Two Approaches to the Analysis of Personality Differences, *Journal of Psychology* (with L. K. Sharpe), 79 (October 1971), pp. 257-262

Personality and Performance-Satisfaction of Industrial Salesmen, *Journal of Marketing Research* (with H. O. Pruden), 8 (November 1971), pp. 501-504
 [Reprinted in *Research Perspectives on the Performance of Sales People: Selected Readings*, N.M. Ford, O.C. Walker, Jr., and G. A. Churchill, Jr., Cambridge, MA: Marketing Science Institute, 1983]

Risky Shift in Marketing Decision-Making: A Non-Confirmation, *Psychological Reports* (with D. G. Fulcher), 29 (December 1971), pp. 1135-1138

Group Decision-Making in Marketing: The Risky Shift, *Proceedings* (with D. G. Fulcher), Southern Marketing Association, 1971

Concept Testing: Some Experimental Evidence, *Mississippi Valley Journal of Business and Economics* (with H. Liszt), 7 (Spring 1972), pp. 84-88

Ratings of Salespersons by Male Customers: 1971, *Journal of Applied Psychology*, 56 (October 1972), p. 433

The Vocational Interests of Marketing Professionals, *Journal of Vocational Behavior* (with J. G. Rhode), 2 (January 1972), pp. 13-23

Vocational Interest Patterns of Male and Female Medical Students Over a Four Year Period, *Journal of Counseling Psychology*, 19 (February 1972), pp. 21-25
Read into Congressional Record

On the Interpretation of Canonical Analysis, *Journal of Marketing Research* (with M. I. Alpert), 9 (May 1972), pp. 187-192 [**Reprinted in** *Multivariate Data Analysis*, J.F. Hair, Jr., R. E. Anderson, R. L. Tatham, and B. J. Grabrowsky, Tulsa, OK: Petroleum Publishing Company, 1979]

Effects of Ordinal Position: Tripartite Analysis, *Psychological Reports* (with L. K. Sharpe), 30 (June 1972), p. 890

Psychographics and Media Exposure, *Journal of Advertising Research*, 12 (June 1972), pp. 17-20

A Multivariate Analysis of Psychographic Variables, *Journal of Personality Assessment* (with L. K. Sharpe), 36 (August 1972), pp. 374-379

Spread of Marketing Innovations in a Service Industry, *Journal of Business* (with C. W. Rudelius and G. L. Wood), 45 (October 1972), pp. 485-496

How to Name New Brands, *Journal of Advertising Research* (with I. Ross), 12 (December 1972), pp. 29-34

Consumer Choice Patterns and Psychographics: A Test of Predictability, *Proceedings* (with M. I. Alpert), Decision Sciences Institute, 1972, pp. 174-180

Market Segmentation by Reciprocal Averages Clustering, *Proceedings*, Decision Sciences Institute, 1972, pp. 19-23

The Effect of Shelf-Space upon Sales of Branded Products: A Reappraisal, *Journal of Marketing Research* (with J. W. Cagley), 10 (February 1973), pp. 103-104

Market Segmentation: Product Usage Patterns and Psychographic Configurations, *Journal of Business Research* (with L. K. Sharpe), 1 (Summer 1973), pp. 11-30

A Note on Optimal Adopter Category Determination, *Journal of Marketing Research*, 10 (August 1973), pp. 325-329

ICORE: An Interactive, Computer-Oriented Research Exercise, *Proceedings*, American Marketing Association, 1973, pp. 20-23

The Relationship between Selected Demographics and Shopping Behavior, *Proceedings* (with L. K. Sharpe and F. Johnson), Southern Marketing Association, 1973, pp. 53-56

Cue Utilization and Stereotypic Perception: The Attribution of Psychographic Characteristics, *Proceedings*, Decision Sciences Institute, 1973, pp. 4-6

Information Seeking on Competitors and Perception of Competition by Food Store Managers, *Journal of the Academy of Marketing Science* (with J. E. Swan), 2 (Winter 1973), pp. 299-307 [**Reprinted in** *Marketing Update: Dynamic Marketing Readings*, Harold Berkman, et al., eds., Dubuque, IA: Kendall/Hunt Publishing Company, 1977]

A Study of Recruitment and Socialization into Two Deviant Female Occupations, *Sociological Symposium* (with S. H. Carey and L. K. Sharpe), 11 (Spring 1974), pp. 11-24

Diffusion and Adoption of a Consumer Durable, *Marquette Business Review*, 18 (Spring 1974), pp. 1-8

Market Structuring by Sequential Cluster Analysis, *Journal of Business Research*, 2 (July 1974), pp. 249-264

Trade Area Analysis Using Trend Surface Mapping, *Journal of Marketing Research*, 11 (August 1974), pp. 339-342

A Note on the Effect of Special Offers, *Journal of Business Administration* (with L. K. Sharpe and L. J. Buntin), 6 (Fall 1974), pp. 56-63

Moderating the Personality-Product Usage Relationship, *Proceedings*, American Marketing Association, 1974, pp. 109-112

Factors Influencing Student Ratings of Teaching Effectiveness, *Proceedings* (with W. S. Martin and A. Casey), Decision Sciences Institute, 1974, pp. 129-131

Selected Insights into the Dynamics of Ecologically Responsible Behavior, *Proceedings* (with R. A. Kerin), Decision Sciences Institute, 1974, pp. 33

On Marketing and the Quality of Life, *Proceedings, Voices Nouvelles de la Recherche en Marketing* (Senanque Abbey Seminar, France), 1974, pp. 262-289

Second-Order Factor Analysis of Multiattribute Data, *Proceedings* (with G. D. Bruce), American Statistical Association, 1974, pp. 323-326

An Experimental Investigation of Mail Survey Responses, *Journal of Business Research*, 3 (July 1975), pp. 199-210

Diffusion of Large-Scale Food Retailing in France: Supermarche et Hypermarche, *Journal of Retailing* (with E. Langeard), 51 (Fall 1975), pp. 43-63

Testing the Significance of Canonical Correlations, *Proceedings* (with M. I. Alpert and W. S. Martin), American Marketing Association, 1975, pp. 117-119

Teaching Effectiveness: How Do We Rate? *Proceedings* (with R. A. Kerin and W. S. Martin), American Marketing Association, 1975, pp. 694-698

Situational Factors as Determinants of Teaching Effectiveness Evaluations, *Proceedings*, American Statistical Association, 1975, pp. 477-480

Automobile Purchasing Behavior during the Energy Crisis, *Proceedings* (with M. I. Alpert), Decision Sciences Institute, 1975, p. 120

Information Type and Source as Determinants of Expected Product Satisfaction, *Proceedings* (with L. L. Golden), Decision Sciences Institute, 1975, p. 316

Instructor-Related Determinants of Teaching Effectiveness Evaluations, *Proceedings*, Decision Sciences Institute, 1975, pp. 140-142

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- "Concerns and Opinions of Texas Business Owners and Executives," Large Scale Programs Institute, The University of Texas, Austin, Texas, 1987.
- "Government-Related Opinions and Bookkeeping Practices of Small Businesses," IC² Institute, The University of Texas, Austin, Texas, 1989.
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- "Scientific Progress in Marketing," *AMS Review*, 3 (2013), pp. 1-2 (with V. L. Crittenden).

V. UNIVERSITY COMMITTEE SERVICE

(Standing Committees Only)

College of Business Administration Graduate Committee: 1971-1972

University Parking and Traffic Appeals Panel: 1971-1973 (Chairman, 1972-1973)

Graduate School of Business Ph.D. Admissions Committee: 1972-1984
 (Chairman, 1973-1974)
 Graduate School of Business Ph.D. Evaluation Committee: 1974-1975
 University Library Committee: 1974-1976
 University Research Institute Committee (B): 1975-1978
 Graduate School of Business MBA Admissions and Continuance Committee:
 1975-1983 (Chairman, 1976-1983)
 Department of Marketing Administration Ph.D. Admissions Committee: 1976-
 1977, 1979-1983
 College of Business Administration Computer Committee: 1976-1977
 Department of Marketing Budget Council: 1977-
 Graduate School of Business Long-Range Planning Committee: 1978-1983
 Middle Eastern Studies Center Media and Library Committee: 1979-1980
 Graduate School of Business Committee: 1988-1989
 College of Business Administration Undergraduate Academic Programs
 Committee (Chair 1998-1999): 1995-1999
 Graduate Advisor, Department of Marketing Administration: 1995-2002
 Chair, Department of Marketing Graduate Studies Committee: 1998-2004
 College of Business Hall of Fame Committee: 1996-2002 (Chair 2000-2002)
 MS in Science and Technology Graduate Studies Committee: 2003-2009
 McCombs School of Business Executive and Operating Committees: 2002-2004
 University International Oversight Committee: 2012-2016

VI. GRADUATE STUDENT SUPERVISION

Ph.D.

Chairman

Alain J. P. Jolibert (1975)
 Rebecca Holman (1976)
 Rubens de Costa Santos (1977)
 Subhash Sharma (1978)
 Marsha Richins (1979)
 Richard F. Beltramini (1980)
 Mohammad Sabertehrani (Matthew Sauber) (1982)
 Nancy Ridgway (1983)
 Odekhiren Amaize (1986)
 Pamela W. Henderson (1989)
 Steven P. Brown (1990)
 John Williams (1990)
 Karen H. Smith (1993)
 Carol Megehee (1996)
 James Lemieux (2005)
 Yeolib Kim (co-chair, 2015)

Member

Vijay Mahajan
Susan Whisnant
Richard R. Batsell
Nancy Hazelwood
Yorgo Pasadeos
Harry Watkins (University of Oregon)
Pascal Bourgeat (Universite d'Aix-Marseille 3)
Richard Villarreal (2004)
Jaeseok Jeong (2004)
Silvia Gonzales (2004, Monterrey Tech)
Harsha Gangadharbatla (2006)
Joonhyung Jee (2008)

MBA

Chairman	18 Committees
Member	7 Committees