

## VITA

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### Education

- B.A. Purdue University, with Distinction (Psychology)  
May, 1976
- M.S. Purdue University (Social-Consumer Psychology)  
May, 1979
- Ph.D. Purdue University (Major: Social-Consumer Psychology;  
Minor: Statistics) December, 1980

### Honors and Activities

#### Research Awards

The James L. Bayless/ William S. Farish Fund Chair for Free Enterprise, September 2001 to present.

Honorary Doctorate Degree, University of Bern, Switzerland, December 2009.

Humboldt Research Award, Alexander von Humboldt Foundation, Bonn, Germany 2018.

Awarded the title of Visiting International Professor (VIP), School of Business and Economics, University of Münster, Germany, 2019.

The Jack S. Josey Professorship in Energy Studies, September 2012- 2014.

Montezemolo Visiting Research Fellowship, University of Cambridge, UK, May 2008.

Visiting Fellow, Sidney Sussex College, University of Cambridge, UK, May 2008-present.

Award for Outstanding Research Contributions, McCombs School of Business, 2004- 5

Award for Research Excellence, McCombs School of Business, 2003- 4, 2018- 9.

Received the 2003 William F. O'Dell Award for the Outstanding Article appearing in the

*Journal of Marketing Research* in 1998; Awarded by the American Marketing Association.

### Teaching Awards

Teaching Excellence Award, McCombs School of Business Undergraduate Business Council, 2010.

MBA Elective Faculty Honor Roll, Mc Combs School of Business, Fall 2002

Dobes – Best Teacher Award, Otto Beisheim School of Management, Vallendar, Germany, 2008.

College of Business Administration Foundation Advisory Council Teaching Excellence Award for Assistant Professors, 1986.

The Hank and Mary Harkins Foundation Teaching Excellence Award for Effective and Innovative Teaching of Large Undergraduate Classes, College of Business Administration, 1988.

Texas Excellence Teaching Award for the College of Business Administration, Sponsored by the Ex-Students Association, 1990.

Outstanding Professor Award, Alpha Kappa Psi, Spring 1990.

Outstanding Marketing Professor, voted by the student chapter of the American Marketing Association, 1986, 1989, 1997.

Hugh G. Wales Faculty Advisor Award (Honorable Mention) by the National American Marketing Association, Collegiate Division, April 1989, 1990, 1998.

Finalist, Texas Excellence Teaching Award sponsored by the Ex-Students Association of The University of Texas, 1988, 1989.

Nominated, Outstanding MBA Elective Professor, 1987, 1988, 1991.

### Journal Reviewing Awards

Outstanding Senior Editor, *International Journal of Research in Marketing*, 2018

Outstanding Area Editor, *Journal of Marketing*, 2017

Editorial Review Board, Outstanding Reviewer Award, *Journal of Marketing*, 2009-2010.

Outstanding Reviewer, *Journal of Consumer Research*, 2003- 2004.

Editorial Review Board, Outstanding Reviewer Award, *Journal of Marketing*, 1996-1999.

Best New Reviewer of the Year, *Journal of Consumer Research*, Fall 1992

Outstanding Reviewer, Honorable Mention, *Journal of Consumer Research*, Fall 1993.

Outstanding Reviewer, *Journal of Advertising*, 1998.

Outstanding Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*, June 1994.

The Albert Steffey Best Reviewer Award, *Journal of Business Research*, June 1995.

#### Other Endowed Positions Held

The Jack S. Josey Professorship in Energy Studies, September 2012- 2014

The Tom E. Nelson, Jr. Regents Professor in Business, September 1998 to August 2001.

Jesse H. Jones Professorship in the Graduate School of Business, September 1992 to August 1998.

Zales Corporation Centennial Fellowship in Retail Merchandising, September 1985 to August 1992.

Foley's Centennial Fellowship in Retail Merchandising, September 1984 to May 1985.

#### Honor Societies

Phi Beta Kappa, National Honor Society

Phi Kappa Phi, National Honor Society

Psi Chi, National Honor Society in Psychology

#### Teaching Experience

Teaching Assistant, Consumer Psychology, Purdue University, for Professor Jacob Jacoby, 9/76 - 5/80.

Assistant Professor, Department of Marketing Administration, The University of Texas at Austin, 1/81 - 8/86.

Associate Professor, Department of Marketing Administration, The University of Texas at Austin, 9/86 - 8/91.

Professor, Department of Marketing Administration, The University of Texas at Austin, 9/91 - Present.

Visiting Professor, University of Mannheim, July 2006- June 2007.

Schwartz Professor of Retailing, University of Mannheim, Mannheim, Germany, Spring 1999, Winter 2000-1, Spring 2001, 2002, 2003, 2004, 2005, Academic year 2006-7, 2008- 2020.

Visiting Professor, Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany, Summer 2007- 2020.

Visiting Professor, University of Münster, Germany, Summer 2003, Winter 2003, Summer 2005, 2006, 2008, Fall 2008- 2017, Academic year 2018- 19.

Visiting Professor, University of Bern, Switzerland, Fall 2004- 2006 Summer 2010- 2017, Academic year 2018- 19.

Visiting Professor, Otto Bleisheim School of Corporate Management, Vallendar, Germany, Fall 1990; Spring 1999, 2000, 2001, 2002, 2003, Winter, Spring 2008, Winter 2009- 2012.

Visiting Professor, Judge Business School, University of Cambridge, UK, Spring 2009, 2010, 2011.

Visiting Professor, Thammasat University, Bangkok, Thailand, Spring 1994; Summer 1999, 2000, 2001.

Visiting Professor, Institut d' Administration des Entreprises d' Aix-en-Provence- Universite d' Aix-en-Provence, France, May 2001.

### **Refereed Journal Articles**

Fisher, C.D., Ilgen, D.R. and Hoyer, W.D. (1979), "Source Credibility, Information, and Job Offer Acceptance," *Academy of Management Journal*, 21(1), 94-103.

Fusilier, M.R. and Hoyer, W.D. (1980), "Variables Affecting the Perceptions of Privacy in a Personnel Selection Situation," *Journal of Applied Psychology*, 65(5), 623-626.

Jacoby, J., Nelson, M.C. and Hoyer, W.D. (1982), "Corrective Advertising and Affirmative Disclosure Statements: Their Potential for Confusing and Misleading the Consumer," *Journal of Marketing*, 46(2), 61-72. Reprinted in M. Wallendorf and G. Zaltman (Eds.), *Readings in Consumer Behavior*, New York: Wiley, 1984, 395-403.

Jacoby, J. and Hoyer, W.D. (1982), "Viewer Miscomprehension of Televised Communication: Selected Findings," *Journal of Marketing*, 46(4), 12-26. Reprinted in E. Wartella, D.C. Whitney, and S. Windhal (Eds.), *Mass Communication Review Yearbook*, Vol. 4, Beverly Hills: Sage, 1983, 129-144.

Jacoby, J. and Hoyer, W.D. (1982), "On Miscomprehension of Televised Communication: A Rejoinder," *Journal of Marketing*, 46(4), 35-43. Reprinted in E. Wartella, D.C. Whitney, and S. Windhal (Eds.), *Mass Communication Review Yearbook*, Vol. 4, Beverly Hills: Sage, 1983, 155-164.

- Hoyer, W.D., Srivastava, R. and Jacoby, J. (1984), "Sources of Miscomprehension in Television Advertising," *Journal of Advertising*, 13(2), 17-26.
- Hoyer, W.D., (1984), "An Examination of Decision Making for a Common Repeat-Purchase Product," *Journal of Consumer Research*, 11(3), 822-9.
- Hoyer, W.D. and Jacoby, J. (1985), "Miscomprehension of Public Affairs Programming," *Journal of Broadcasting and Electronic Media*, 29(4), 437-43.
- Cobb, C.J. and Hoyer, W.D. (1985), "The Influence of Advertising at Moment of Brand Choice," *Journal of Advertising*, 14(4), 5-27.
- Cobb, C.J. and Hoyer, W.D. (1985), "Direct Observation of Search Behavior in the Purchase of Two Nondurable Products," *Psychology and Marketing*, 3(2), 161-179.
- Deshpande, R., Hoyer, W.D. and Donthu, N. (1986), "The Intensity of Ethnic Affiliation: A Study of the Sociology of Hispanic Consumption," *Journal of Consumer Research*, 13, 214-20.
- Cobb, C.J. and Hoyer, W.D. (1986), "Planned Versus Impulse Purchase," *Journal of Retailing*, 62(4), 384-409.
- Hoyer, W.D. and Cobb-Walgren, C.J. (1988), "Consumer Decision Making Across Product Categories: The Influence of Task Environment," *Psychology and Marketing*, 5(1), 45-69.
- Jacoby, J. and Hoyer, W.D. (1989), "The Comprehension/ Miscomprehension of Print Communication: Selected Findings," *Journal of Consumer Research*, 434-43.
- Jacoby, J. and Hoyer, W.D. (1990), "The Comprehension/ Miscomprehension of Mass Media Advertising Claims: A Reanalysis of Benchmark Data," *Journal of Advertising Research*, 30(3), June/July, 9-16.
- Inman, J., McAlister, L. and Hoyer, W.D. (1990), "Promotion Signals: Proxy for a Price Cut?" *Journal of Consumer Research*, 17(1), 74-81.
- Hoyer, W.D. and Brown, S. (1990), "Effects of Brand Awareness on Choice for a Common Repeat Purchase Product," *Journal of Consumer Research*, 17(2), 141-48.
- Anderson, W.T. and Hoyer, W.D. (1991). "Marketing in the Age of Intelligence: The Case for Control," *European Journal of Marketing* 25 (8), 32-54.
- Alden, D.L., Hoyer, W.D. and Lee, C. (1993), "Identifying Global and Culture-Specific Dimensions of Humor in Advertising: A Multinational Analysis," *Journal of Marketing*, 57(April), 64-75.
- Alden, D.L. and Hoyer, W.D. (1993), "An Examination of Cognitive Factors Related to Humorousness in Television Advertising," *Journal of Advertising*, 22 (June), 29-37.

- Alden, D.L., Stayman, D.M. and Hoyer, W.D. (1994), "Evaluation Strategies of American and Thai Consumers," *Psychology and Marketing*, 11(2), (March/April): 145- 61.
- Crowley, A. and Hoyer, W.D. (1994), "An Integrative Framework for Understanding Two-Sided Persuasion," *Journal of Consumer Research*, 20 (March), 561-74.
- Alden, D.L., Hoyer, W.D., Lee, C., and Wechasara, G. (1994), "The Use of Humor in Asian and Western Television Advertising: A Four Country Comparison." *Journal of Asian-Pacific Business*, 1(2), 3-24.
- van Trijp, H. C. M., Hoyer, W. D., and Inman, J. J. (1996), "Why Switch?: Product Category Level Explanations for True Variety Seeking Behavior," *Journal of Marketing Research*, 33(3), 281-92.
- Broniarczyk, S.M., Hoyer W.D., and McAlister, L. (1998), "Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction," *Journal of Marketing Research*, 35 (2), 166- 77 (Judged as "Excellent" by Anbar Electronic Intelligence for contribution to business knowledge- Given the 2003 William F. O'Dell Award for the Outstanding Article appearing in the *Journal of Marketing Research* in 1998: Awarded by the American Marketing Association).
- Alden, D.L., Mukherjee, A., and Hoyer, W.D. (1999), "Extending a Contrast Resolution Model of Humor in Television Advertising: The Role of Surprise," *Humor, International Journal of Humor Research*, 12 (1), 15- 22.
- Alden, D, Mukherjee, A., and Hoyer, W.D., (2000) "Perceptions of Humor in Television Advertising: The Mediating Role of Surprise," *Journal of Advertising*, 29 (2), 1- 16.
- Desai, K.K., and Hoyer, W.D., (2000), "The Competitive Nature of Memory-Based Consideration Sets: Influence of Usage and Occasional Usage Location Familiarity," *Journal of Consumer Research*, 27 (3), 309- 323.
- Mukherjee, A. and Hoyer, W.D. (2001), "The Effect of Novel Attributes on Product Evaluation," *Journal of Consumer Research*, 28 (3), 462- 72.
- Hoyer, W.D., Hermann, A., and Huber, F. (2002), "When Buyers Also Sell: The Implications of Pricing Policies for Customer Satisfaction," *Psychology and Marketing*, 19 (4), 1- 27.
- Homburg, C., Hoyer, W.D., and Fassnacht, M. (2002), "Service Orientation of a Retailer's Business Strategy: Dimensions, Antecedents, and Performance Outcomes," *Journal of Marketing*, 66 (October), 86- 101.
- Stock, R.M. and Hoyer, W.D (2004), "Leadership Style as a Driver of Salespeople's Customer Orientation," *Journal of Market- Focused Management*, (5): 355- 76.
- Reinartz, W.J., Krafft, M., and Hoyer, W.D. (2004), "The Customer Relationship Management Process: Its Measurement and Impact on Performance," *Journal of Marketing Research*, 16 (August), 293- 305. (Nominated for the 2008 William F. O'Dell Award for the Outstanding Article appearing in the *Journal of Marketing Research*; Awarded by the American Marketing Association)

- Woltman Elpers, J.L.C.M., Mukherjee, A, and Hoyer, W.D. (2004), "Humor in Television Advertising: A Moment-to-Moment Model," *Journal of Consumer Research*, 31 (3), 592- 598.
- Homburg, C., Koschate, N., and Hoyer, W.D. (2005), "Do Satisfied Customers Really Pay More? A Study of the Relationship Between Customer Satisfaction and Willingness to Pay," *Journal of Marketing*, 69 (2), 84-96.
- Homburg, C., Hoyer W.D, and Koschate, N. (2005), "Customers' Reactions To Price Increases: Does Customer Satisfaction Matter?" *Journal of the Academy of Marketing Science*, 33, (1), 36- 49.
- Stock, R.M. and Hoyer, W.D., (2005), "An Attitude-Behavior Model of Salespeople's Customer Orientation," *Journal of the Academy of Marketing Science* 33 (4), 536-552.
- Hoyer, W.D., Evrard, Y., and Strazzeri, A., (2005), "Introduction to the Special Issue on Marketing Communications and Consumer Behavior," *Journal of Business Research* (58), 339-40.
- Rochlen, A. B., Whilde, M. R., and Hoyer, W. D. (2005), "Real Men. Real Depression: Overview, Theoretical Implications, and Research Considerations," *Psychology of Men and Masculinity*, 6 (3), 186- 94.
- Rochlen, A. B. & Hoyer, W. D. (2005), "Marketing Mental Health to Men: Theoretical and Practical Considerations," *Journal of Clinical Psychology*, 61 (6), 675- 84.
- Homburg, C, Koschate, N., and Hoyer, W.D. (2006), "The Role of Cognition and Affect in the Formation of Customer Satisfaction- A Dynamic Perspective," *Journal of Marketing* 70 (3), 21- 31.
- Raghunathan, R, Walker- Naylor, R., and Hoyer, W.D. (2006) "The 'Unhealthy = Tasty Intuition' and its Effects on Taste Inferences, Enjoyment, and Choice of Food Products," *Journal of Marketing* 70 (4), 170- 84.
- Jindal, R., Reinartz, W., Krafft, M., and Hoyer, W.D. (2007), "Determinants of the Variety of Routes to Market," *International Journal of Research in Marketing*, 24 (1), 17- 29.
- Homburg, C., Hoyer W.D, and Stock, R.M. (2007), "How to Get Customers Back: A Study of Antecedents of Relationship Revival," *Journal of the Academy of Marketing Science*, 35 (4), 461- 74.
- Roggeveen, A. L., Bharadwaj, N., and Hoyer, W.D. (2007), "How Call Center Location Impacts Expectations of Service from Reputable versus Lesser Known Firms" *Journal of Retailing*, 83(4), 403- 410.
- Homburg, C., Hoyer, W.D., and Fassnacht, M. (2007), "When Product-Focused Firms Become Service Providers: A Study of Implementing a Service-Oriented Business Strategy. *International Journal of Marketing Research*

- Homburg, C., Wieseke, J., and Hoyer, W.D., (2009), "Customer Company Identification and the Service Profit Chain," *Journal of Marketing*, 73(2), 38- 54.
- Stokburger- Sauer, N. and Hoyer, W.D. (2009), "Sophisticated Consumers: Who Are They and Why Are They Important?" *Journal of Consumer Behaviour*, 8(2/3), 100-115.
- Ernst, H., Hoyer, W.D., and Rbsaamen, C., (2010), "Sales Integration and New Product Development," *Journal of Marketing*, 74 (Sept), 80- 92.
- Hoyer, W.D., Chandy, R., Dorotic, M., Krafft, M., and Singh, S. (2010), "Consumer Co-creation in New Product Development," *Journal of Service Research*, 13 (August), 283- 296.
- Ernst, H., Hoyer, W.D., Krafft, M., and Krieger, K. (2011), "Customer Relationship Management and its Impact on New Product Performance: A Cross-Functional Perspective," *Journal of the Academy of Marketing Science*, 39(2), 290- 306.
- Malr, L., Krohmer, H., Hoyer W.D, and Nyffenegger, B. (2011), "The Fit Between Brand Personality and Consumers' Self: The Importance of Actual Versus Ideal Self," *Journal of Marketing*, 75 (July), 35- 52.
- Suwelack, T., Hogleve, J., and Hoyer, W.D. (2011), "Understanding Money-Back Guarantees: Cognitive, Affective, and Behavioral Outcomes," *Journal of Retailing*, 87 (4), 462- 78.
- Malr. L., Nyffenegger, B., Krohmer, H., and Hoyer, W.D. (2012), "Implementing an Intended Brand Personality: A Dyadic Perspective," *Journal of the Academy of Marketing Science*, 40 (Sept.), 728- 44.
- Hoyer, W. D. and Stokburger- Sauer, N. (2012), "The Role of Aesthetic Taste in Consumer Behavior," *Journal of the Academy of Marketing Science*, 40<sup>th</sup> Anniversary Issue, 40 (1), 167- 80.
- Koschate- Fisher, N., Stefan, I., and Hoyer, W.D. (2012), "Willingness to Pay for Cause-Related Marketing: The Impact of Donation Amount and Moderating Effects," *Journal of Marketing Research*, 49 (Dec). 910- 27.
- Eisenbeiss, M., Corelissen, M., Backhaus, K., and Hoyer, W.D. (2014), "Nonlinear and Asymmetric Returns on Customer Satisfaction: Do They Vary Across Situations and Consumers?" *Journal of the Academy of Marketing Science*, 42, (3), 242-263.
- Koschate- Fisher, N., Cramer, J., and Hoyer, W.D. (2014), "Moderating Effects on the Relationship between Private Label Share and Store Loyalty." *Journal of Marketing*, 78 (March), 69- 82.



- Burton, J. L., McAlister, L., and Hoyer, W.D. (2015), "How Do Consumers Respond to Storylines in Television Advertising: A Principal Components Analysis Tool Helps Decipher to Moment-to-Moment Affective Evaluations," *Journal of Advertising Research*, March, 51- 61.
- Nyffenegger, B., Krohmer, H., Hoyer W.D. and Malär, L., (2015), "Service Brand Relationship Quality: Hot or Cold?" *Journal of Services Research*, 18 (1), 90-106.
- Prigge, JK, Dietz, B., Homburg, C., Hoyer, W.D., and Burton, J.L. (2015), "The Antecedents and Consequences of Patient Empowerment: A Decision Making Framework Based on Intensity of Information Behavior, Extent of Knowledge, and Degree of Participation," *International Journal of Research in Marketing*, 55 (1), 51- 61.
- Suher, J., Raghunathan, R., and Hoyer, W.D. (2016), "Eating Healthy or Feeling Empty? How the 'Healthy = Less Filling' Intuition Influences Satiety," *Journal of the Association for Consumer Research*, 1 (1), 26- 40.
- Kähr, A., Nyffenegger, B., Krohmer, H., and Hoyer, W.D. (2016), "When Hostile Consumers Wreak Havoc on Your Brand: the Phenomenon of Consumer Brand Sabotage," *Journal of Marketing*, 80 (3), 25- 41.
- Koschate- Fisher, N., Huber, I., and Hoyer, W.D. (2016), "When Will Consumers Accept Price Increases when Companies Donate to Charity? The Role of Donation Amount and Moderating Effects," *Journal of the Academy of Marketing Science*, 44 (5), 608-626.
- Koschate- Fischer, N., Hoyer, W.D., Stokburger- Sauer, N. and Engling, J. (2018), "Do Life Events Always Lead to Change in Purchase? The Mediating Role of Change in Consumer Innovativeness, the Variety Seeking Tendency, and Price Consciousness," *Journal of the Academy of Marketing Science*, 46 (3), 516-536.
- Malär, L., Herzog, D., Krohmer, H., Hoyer, W.D., and Kähr, A. (2018), "Emotional Ambivalence in Aspirational Branding: Self-Enhancement versus Brand Envy," *Journal of the Association for Consumer Research*, 3 (2), 163- 174.
- Kähr, A., Nyffenegger, B., Krohmer, H, and Hoyer, W.D., (2018), "How Should Retailers Deal With Consumer Sabotage of a Manufacturer Brand?" *Journal of the Association for Consumer Research*, 3 (3). 379- 95.
- Koschate- Fischer, N., Hoyer, W.D., and Wolframm, C. (2019) "What if Something Unexpected Happens to My Brand: Spillover Effects from Positive and Negative Events in a Co-branding Partnership," *Psychology and Marketing*, 36 (8), 758-772.

- Suher, J. and Hoyer, W.D. (2020). "The Moderating of Buying Impulsivity on the Dynamics of Unplanned Purchasing Motivations," *Journal of Marketing Research*, 57 (3) 548- 564.
- Kübler, R.V., Langmaack, M., Albers, S., and Hoyer, W.D. (2020), "The Impact of Value-related Crises on Price- and Performance-related Elasticities," *Journal of the Academy of Marketing Science*, 48 (4), 776- 794.
- Hoyer, W.D., Kroschke, M., Schmitt, B., Kraume, K., and Shankar, V. (2020). "Transforming the Customer Experience through New Technologies" *Journal of Interactive Marketing*, 51 (August), 57- 71.
- Greenberg, D., Ehrensperger, E., Schulte-Mecklenbeck, M., Hoyer, W.D., Zhang, Z.J., and Krohmer, H. (2020). "The Role of Brand Prominence and Extravagance of Product Design in Luxury Brand Building: What Drives Consumers' Luxury Product Design Preferences?" *Journal of Brand Management*.

## **Books**

- Jacoby, J., Hoyer, W.D. and Sheluga, D.A. (1980), *Miscomprehension of Televised Communication*. New York: The Education Foundation of the American Association of Advertising Agencies.
- Peterson, R.A., Hoyer, W.D. and Wilson, W.R. (1986), *The Role of Affect in Consumer Behavior: Emerging Theories and Applications*. New York: Lexington.
- Jacoby, J. and Hoyer, W.D. (1987), *The Comprehension and Miscomprehension of Print Communications: An Investigation of Mass Media Magazines*. New York: Advertising Education Foundation.
- Hoyer, W.D. and MacInnis, D. (1997), *Consumer Behavior*, (Boston, MA: Houghton-Mifflin).
- Hoyer, W.D. and MacInnis, D. (2001), *Consumer Behavior, Second Edition*, (Boston, MA: Houghton-Mifflin).
- Hoyer, W.D. and MacInnis, D. (2004), *Consumer Behavior, Third Edition*, (Boston, MA: Houghton, Mifflin).
- Hoyer, W.D. and MacInnis, D. (2007), *Consumer Behavior, Fourth Edition*, (Boston, MA: Houghton, Mifflin).
- Hoyer, W.D. and MacInnis, D. (2010), *Consumer Behavior, Fifth Edition*, (Mason, OH: Cengage Learning).
- Hoyer, W.D., MacInnis, D., and Pieters, R. (2013), *Consumer Behavior, Sixth Edition*, (Mason, OH: Cengage Learning).

Hoyer, W.D., MacInnis, D., and Pieters, R. (2017), *Consumer Behavior, Seventh Edition*, (Mason, OH: Cengage Learning).

### **Book Chapters and Other**

- Jacoby, J., Hoyer, W.D., Raffee, H., Hefner, M. and Chestnut, R.W. (1981), "Intra- and Inter- Individual Consistency in Information Acquisition: A Cross-Cultural Examination," in H. Raffee and G. Silberer (Eds.), *Informations - Verhalten des Konsumenten: Ergebnisse Empirische Studien*, Wiesbaden; Gabler, 87-110.
- Jacoby, J. and Hoyer, W.D. (1981), Reply to Mizerski. *Marketing News*, July 24.
- Jacoby, J., Hoyer, W.D. and Zimmer, M.R. (1983), "To Read, View, or Listen? A Cross-Media Comparison of Comprehension," in J. Leigh and C.R. Martin (Eds.), *Current Issues and Research in Advertising*, Ann Arbor: University of Michigan, 201-218.
- Jacoby, J., Hoyer, W.D. (1983), "Viewer Miscomprehension of Televised Communication: Selected Findings, in E. Wartella and S. Windhal (Eds.), *Mass Communication Review Yearbook, Vol. 4*, Beverly Hills: Sage, 129-144.
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- Jacoby, J., Hoyer, W.D. and Brief, A. (1992), "Consumer Psychology," in M. Dunnette (Ed.) *Handbook of Industrial and Organizational Psychology, Vol. 2*, 377-442.
- Hoyer, W.D. and Johnson, M.D. (2000), "Monitoring Customer Satisfaction and Loyalty in the Convenience Store Industry: Developing a National Benchmarking System," In *Defying the Limits: Reaching New Heights in Customer Relationship Management*, San Francisco: Montgomery Research and Andersen Consulting, 187- 192.
- Götz, O., Hoyer, W.D., Krafft, M., and Reinartz, W. (2005), "Determinants of Successful CRM Implementation," in Haas, A. and Ivens, B.S. (Eds.): *Innovative Marketing: Decision Areas - Management - Tools*, Gabler, Wiesbaden, 213-231.
- Broniarczyk, S.M. and Hoyer, W.D. (2006), "Retail Assortment: More ≠ Better," In M. Krafft and N. Mantrala (Eds.), *Future of Retailing in the 21<sup>st</sup> Century*, Springer Publishing, 225- 38.
- Götz, O., Krafft, M., Hoyer, W.D., and Reinartz, W.J. (2006), "The Use of Customer Relationship Management for Control of Customer Satisfaction," in Homburg, C. (Ed.): *Customer satisfaction: Concepts, Methods, Experiences, 6th edition*, Gabler, Wiesbaden, 409-430 .

- Merz, M., Alden, D.L., Hoyer, W.D., and Desai, K. (2007), "Brand Extension Research: A Cross-Cultural Perspective," In N. Malhotra (Ed.), *Review of Marketing Research*, Armonk, NY: M.E. Sharpe, 92- 122.
- Götz, O ., Krafft, M., Hoyer, W.D., and Reinartz, W.J. (2008), "The Use of Customer Relationship Management for Control of Customer Satisfaction," in Homburg, C. (Ed.): *Customer satisfaction: Concepts, Methods, Experiences, 7th edition*, Gabler, Wiesbaden, 375-397.
- Hoyer, W.D. and Jacoby, J (2009), Consumer Psychology, In I. Weiner and E. Craighead (Eds.), *Corsini's Encyclopedia of Psychology*.
- Broniarczyk, S.M. and Hoyer, W.D. (2010), "Retail Assortment: More ≠ Better," In M. Krafft and N. Mantrala (Eds.), *Future of Retailing in the 21<sup>st</sup> Century, 2<sup>nd</sup> Edition*, Springer Publishing, 271- 84.
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- Götz, O., Hoyer, W.D., Kraft, M., and Reinartz, W.J. (2012), "Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit," In C. Homburg (Ed.), *Kundenzufriedenheit*, Wiesbaden, Germany: Gabler, 369- 94.
- Hoyer, W.D., Krohmer, H., and Lobschat, L., (2015), "Success Factors for the Implementation of an Intended Brand Personality: Conceptual Framework and Insights from the Swiss Luxury Industry," In S. Fournier, M. Breazeale, and J. Avery (Eds.), *Strong Brands, Strong Relationships*, Taylor & Francis/Routledge, 330- 42.
- Jacoby, J. (2015), *Legends in Consumer Psychology, Volume 4: The Fourth P: Advertising and Personal Selling*, Wayne D. Hoyer (ed.), Los Angeles: Sage Publications.
- Götz, O., Hoyer, W.D., Kraft, M., and Reinartz, W.J. (2016), "Der Einsatz von Customer Relationship Management zur Steuerung von Kundenzufriedenheit," In C. Homburg (Ed.), *Kundenzufriedenheit*, Wiesbaden, Germany: Gabler, 349- 76.
- Hoyer, W.D., and Krohmer, H. (2019), "The Retirement Planning Crisis: Finding a Way out from a Consumer Behavior Perspective," In *Annual Review of Marketing*, in press.

## **Papers in Process**

Merlo, O., Eisingerich, A., and Hoyer W.D. "Customer Immunity to Negative Information: How and When Does It Impact Customer-Business Relationships," Under second round revision for the *Journal of Marketing*.

Giuffredi-Kähr, A., Nyffenegger, B., Hoyer, W.D., Khamitov, M., and Krohmer, H. "When and Why Does Consumer Brand Sabotage Cause Damage Among Other Consumers?" Under revision to be submitted to the *Journal of Marketing Research*.

Ammann, C., Nyffenegger, B., Giuffredi-Kähr, A., Hoyer W.D., and Krohmer, H. A Typology of Consumer Brand Defenders: When Self-Promoters, Brand-Promoters and Justice Fighters Defend Your Brand," In preparation for the *Journal of Marketing*.

Garg, N., Govind, R., Singh, J.J., and Hoyer, W.D., "Does it Hurt or Protect? The Effect of Affective Commitment on Unethical Behavior toward Transgressing Brands," under revision to be submitted to the *Journal of Marketing*.

Koschate- Fisher, N., Schindler, D., Maiberger, T., and Hoyer, W.D. "The Therapy Effect – Verbalizing One's View about the Choice Alternatives to Others and Its Impact on Consumers' Satisfaction with Choice and Consumption. Under revision to be submitted to *Journal of Marketing Research*.

Ehrensperger, E., Erkhova, D., Krohmer, H., Nagel, F., Hoyer, W.D., and Zhang, Z.J. "Succeeding in Competitive Arenas with Arena-Relevant Marketing Capabilities: The Important Role of Arena-related Marketing Capabilities," Under second round review at *European Journal of Marketing*.

Steiner, M., Roggentin, A., Krafft, M., and Hoyer, W.D. "Private Label vs. National Brands: The Impact of Quality Tiers," Paper in preparation for the *Journal of Retailing*.

Kroschke, M., Roggentin, A.S., Stegemann, M., and Hoyer, W.D. "Does Pay-What-You-Want Work?" The Effect of Different Design Choices on Customer's Price Determination," Under revision.

Petrova, A., Malär, L., Hoyer, W.D., and Krohmer, H. "Consumer Creepiness: When and Why Does it Occur?" In preparation for the *Journal of Consumer Research*.

Suher, J. and Hoyer, W.D. "Message to Motivation Matching: A Framework of Consumers' Dynamic Responses to Point-of- Purchase Messages," Under revision to be submitted to the *Journal of Retailing*.

Fürst, A., Pecornik, N., and Hoyer, W.D. "In the Eye of the Beholder: On Consumers' Perceptions of Product Complexity and Its Influencing Factors," Under revision to be submitted to the *Journal of Marketing Research*.

Steiner, M., Erner, C., Kloes, A., and Hoyer, W.D. "How the Presentation Format Influences Choice and Makes People Prefer Inferior Alternatives," Under revision.

Srinivasan, R., Ordabayeva, N., and Hoyer, W.D., "Relationship Orientation and Consumers' Responses in P2P Exchanges," Submitted to the *Journal of Consumer Research*.

### **Industry Sponsored Research/Student Projects**

Category Management in Convenience Stores, (with Leigh McAlister) Spring 1996.  
Sponsors: Diamond Shamrock, Frito Lay, Pepsi, Hershey, Miller Brewing, and Philip Morris.

Selected Projects on Strategy in Convenience Stores (with Leigh McAlister) Fall 1996.  
Sponsors: Diamond Shamrock, Hershey, Pepsi, Miller Brewing, and Philip Morris.

Convenience Store Consumer Behavior: An Industry Study, Spring 1997, Sponsors:  
*Convenience Store News*, National Association of Convenience Stores, Pillsbury, Coca-Cola, Hershey, National Confectioners Association

An Analysis of the Effectiveness of Feature Advertising (with Leigh McAlister), Fall 1997. Sponsor: H-E-B.

Category Management and Solution Selling: Segmenting the Grocery Store Market, Spring 1998, Sponsors: Frito Lay, H-E-B.

Managing Product Assortments and the Merchandising: Insights from Customers.  
Sponsors: Frito Lay, Randall's, Spring 1999

### **Refereed Conference Proceedings**

Jacoby, J., Chestnut, R.W., Hoyer, W.D., Sheluga, D.A. and Donahue, M.J. (1978), "Psychometric Characteristics of Behavioral Process Data: Preliminary Findings on Validity and Reliability," in H. Keith Hunt (Ed.), *Advances in Consumer Research*, Vol. V, Chicago: Association for Consumer Research, 546-554.

Jacoby, J. and Hoyer, W.D. (1981), "What if Opinion Leaders Didn't Know More? A Question of Nomological Validity," in K.B. Monroe (Ed.), *Advances in Consumer Research*, Vol. VIII, Ann Arbor: Association for Consumer Research, 299-303.

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- Hoyer, W.D. and Jacoby, J. (1983), "Three-Dimensional Information Acquisition: An Application to Contraceptive Decision Making," in R.P. Bagozzi and A. Tybout (Eds.), *Advances in Consumer Research, Vol. X*, Ann Arbor, MI: Association for Consumer Research, 618-623.
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- Kähr, A., Nyffenegger, B., Krohmer, H., and Hoyer, W.D (2016). “Consumer Brand Sabotage: Phenomenon and Managerial Challenges,” In *BBR Conference Proceedings*.
- Kähr, A., Nyffenegger, B., Krohmer, H., and Hoyer, W.D., (2017). “Consumer Brand Sabotage : When and Why Does it Cause Damage among Consumers? In *Advances in Consumer Research*, Vol. 45.
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Petrova, A., Malär, L., Krohmer, H., Hoyer, W.D. and Khamitov, M. (2020) "Creepiness in Personalized Online Advertising: Concept, Measurement, and Consequences," *AMA Winter Educators' Conference Proceedings*, 31, 17- 18.

### **Edited Proceedings and Special Issues**

Hoyer, W.D. (1986), *Proceedings of the Division of Consumer Psychology*, American Psychological Association, 1985 Convention.

Hoyer, W.D. and Strazzieri, A. (1999), *Proceedings of 26th International Research Seminar in Marketing*, La Londe des Maures, France.

Hoyer, W.D., Evrard, Y., and Strazzieri, A. (2005), Special Issue on Marketing Communications and Consumer Behavior. *Journal of Business Research* (58).

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### **Technical Reports**

- Jacoby, J., Sheluga, D.A., Hoyer, W.D. and Chestnut, R.W. (1978), "Consumer Accessing and Use of Information in Making Life Insurance Purchase Decisions." A Technical Report submitted to the Life Insurance Task Force of the Federal Trade Commission, Federal Contract #L0226, Purdue University.
- Jacoby, J., Sheluga, D.A., Hoyer, W.D. and Nelson, M. (1978), "Effectiveness of the Proposed FTC, NAIC, and Belth Cost Disclosure Systems." A Technical Report submitted to the Life Insurance Task Force of the Federal Trade Commission, Federal Contract #L0226, Purdue University, August.
- Deshpande, R. and Hoyer, W.D. (1983), "Profiling the Mexican-American Consumer: An Empirical Study of Attitudes Toward Business and Government and Hispanic Consumption Patterns." A report submitted to the Institute for Constructive Capitalism, The University of Texas at Austin, January.

### **Working Papers**

- Hoyer, W.D., Crowley, A.E. and Jacoby, J., "The Comprehension/Miscomprehension of Advertising: A Comparison of Closed vs. Open Ended Question Formats."
- Hoyer, W.D. and Deshpande, R., "Toward a Theory of Low Involvement Decision Making."
- Hoyer, W.D., "The Influence of Cognitive Structure on Information Acquisition."
- Peterson, R.P., Hoyer, W.D. and Wilson, W.R., "The Impact of Affect on the Process of Psychological Framing."
- Hoyer, W.D., Jacoby, J. and Jaccard, J., "Information Acquisition in Contraceptive Decision Making."
- Ernst, H., Hoyer, W.D., Krafft, M., and Henrik-Soll, J., "Consumer Idea Generation on the Internet: Antecedents and Consequences"
- Albrecht, C.M., Hattula, S., Borneman, T., and Hoyer, W.D. "You are Forgiven: Cause Uncontrollability and Negative Emotional Contagion in Customer-Employee Interactions."

### **Research Experience**

- Research Assistant to Professor Jacob Jacoby, Department of Psychological Sciences, Purdue University, 9/76- 12/80.
- National Science Foundation Grant, "Amount, Type, and Order of Package Information Acquisition in Purchasing Decisions," 9/76 - 12/76.

Federal Trade Commission Contract, "Impact of Life Insurance Cost Disclosure Information on Consumers," 1/77 - 5/78.

Junior Market Research Analyst, American Greetings Corporation, Supervisor: Dr. Russell Bell, 5/78 - 8/78.

Research Associate on independent research contract for the American Association of Advertising Agencies with Professor Jacob Jacoby, "Miscomprehension of Televised Communications," substantial participation as a colleague in the conduct and analysis of the project, 8/78 - 12/80.

Research Associate on Institute for Constructive Capitalism, The University of Texas at Austin, Research Grant. "Profiling the Mexican-American Consumer: An Empirical Study of Attitudes Toward Business and Government and Hispanic Consumption Patterns," with Professor Rohit Deshpande, 5/81 - 8/81.

Principal researcher on University Research Institute and Committee for Academic Development grant, "The Role of Affect in Consumer Decision Making," 5/84 - 8/84.

Research Associate on independent research contract for the Advertising Education Foundation with Professor Jacob Jacoby, "Miscomprehension of Print Communications," substantial participation as a colleague in the design, conduct, and analysis of the project, 8/84 - 7/86.

Research Associate on Committee for Academic Development Grant, "Dynamic Decision Making in Consumer Behavior," with Professor Don Kleinmuntz, 5/85 - 8/85.

Principal Researcher on Faculty Academic Development and Research Committee Grant, "An Investigation Into the Causes Underlying Advertising Miscomprehension," 5/86 - 8/86.

Principal Researcher on Faculty Academic Development and Research Committee Grant, "Cognition and Affect in Consumer Decision Making: An Integrative Approach," 5/87 - 8/87.

Principal Researcher on Faculty Academic Development and Research Committee Grant, "The Role of Feedback in Consumer Decision Making," 5/88 - 8/88.

Principal Researcher on Faculty Academic Development and Research Committee Grant, "A Cross-Cultural Analysis of Humor in Advertising: Applying the Etic-Emic Perspective," 5/91 - 8/91.

Principal Researcher on Faculty Academic Development and Research Committee Grant, "Causal Factors Underlying Variety Seeking Behavior: A Cross Cultural Analysis," 5/92 - 8/92.

Principal Researcher on Faculty Research Committee Grant, Consumer Decision Making Styles: An Investigation of Analytical vs. Intuitive Thinking and Degree of Elaboration, 5/94-8/94.

- Principal Researcher on Faculty Research Committee Grant, Consumer Resistance to Information Intensive Technologies, 5/95-8/95.
- Research Associate on Marketing Science Institute Grant, "Consumers' Perceptions of Category Assortment: The Impact of Number of Items, Preference, Shelf Organization, and Shelf Size," with Susan Broniarczyk and Leigh McAlister, 6/96-12/96.
- Principal Researcher on Faculty Research Committee Grant, "Differential Affective Responses to Intrinsically and Extrinsically Motivated Choice," 5/96-8/96.
- Principal Researcher on Faculty Research Committee Grant, "The Impact of Category Size and the Something New Heuristic on Consumer Assortment Perceptions," 5/97- 8/97.
- Research Associate on Teradata Center Grant (Duke University), Antecedents and Consequences of Customer Relationship Management Activities 6/02- 12/03

#### **Professional Conferences: Refereed Papers and Addresses**

- Jacoby, J., Chestnut, R.W., Hoyer, W.D., Sheluga, D.A. and Donahue, M.J. Psychometric characteristics of behavioral process data: Preliminary findings on validity and reliability. Paper presented at the Annual Conference of the Association for Consumer Research, Chicago, IL, October 1977.
- Fusilier, M.R. and Hoyer, W.D. Perceptions of invasion of privacy in work-related situations. Paper presented at the Midwestern Academy of Management Conference, Cincinnati, Ohio, March 1980.
- Jacoby, J. and Hoyer, W.D. Do opinion leaders really know more? The issue of nomological validity. Paper presented at the Annual Conference of the Association for Consumer Research, Washington, D.C., October 1980.
- Jacoby, J., Hoyer, W.D. and Sheluga, D.A. Viewer miscomprehension of televised communication. Paper presented at the Annual Conference of the Association for Consumer Research, Washington, D.C., October 1980.
- Jacoby, J., Nelson, M.C. and Hoyer, W.D. Correcting corrective advertising. Paper presented at the Annual Conference of the Association for Consumer Research, Washington, D.C., October 1980.
- Deshpande, R., Hoyer, W.D. and Jeffries, S. Low involvement decision processes: The importance of choice tactics. Paper presented at the 1982 Marketing Theory Conference, San Antonio, TX, February 1982.
- Hoyer, W.D., Jacoby, J. and Nelson, M.R. A model for the development, evaluation, and implementation of remedial statements. Paper presented at the 1982 Southwestern Marketing Association Conference Dallas, TX, March 1982.

- Hoyer, W.D., Deshpande, R. and Jeffries, S. The use of choice tactics in low involvement decision making situations. Paper presented at the 1982 Southwestern Marketing Association Conference, Dallas, TX, March 1982.
- Hoyer, W.D., Jacoby, J. and Jaccard, J. Encoding and retention in an information acquisition and choice task. Paper presented at the 1982 American Psychological Association Convention, Division 23, Washington, D.C., August 1982.
- Hoyer, W.D., Deshpande, R. Cross-cultural influences on buyer behavior: The impact of ethnicity. Paper presented at the 1982 Educators' Conference, American Marketing Association, Chicago, IL, August 1982.
- Hoyer, W.D. and Jacoby, J. Three-dimensional information acquisition: An application to contraceptive decision making. Paper presented at the Annual Conference of the Association for Consumer Research, San Francisco, CA, October 1982.
- Alpert, M.I., Golden, L.L. and Hoyer, W.D. The impact of repetition on advertisement miscomprehension and effectiveness. Paper presented at the Annual Conference of the Association for Consumer Research, San Francisco, CA, October 1982.
- Hoyer, W.D. Consumer beliefs and intentions regarding water conservation: An examination of a Southwestern city. Paper presented at the 1983 Southwestern Marketing Association Conference, Houston, TX, March 1983.
- Hoyer, W.D. and Alpert, M.I. Additional theory and data contrasting measures of attribute importance. Paper presented at the 1983 Educators' Conference, American Marketing Association, Dearborn, MI, August 1983.
- Deshpande, R. and Hoyer, W.D. Consumer decision making: Strategies cognitive effort, and perceived risk. Paper presented at the 1983 Educators' Conference, American Marketing Association, Dearborn, MI, August 1983.
- Hoyer, W.D. A comparison of alternative measures of product familiarity and their effect on the decision process. Paper presented at the 1983 American Psychological Association Convention, Division 23, Anaheim, CA August 1983.
- Golden, L.L., Kumar, V. and Hoyer, W.D. The effects of one- and two-sided messages, benefit appeal and related memberships on propensity to join a professional organization. Paper presented at the 1983 American Psychological Association Convention, Division 23, Anaheim, CA, August 1983.
- Hoyer, W.D. and Ridgway, N. Variety seeking as an explanation for explanatory purchase behavior: A theoretical framework. Paper presented at the Annual Conference of the Association for Consumer Research, Chicago, IL, October 1983.
- Jacoby, J., Nelson, M.C., Hoyer, W.D. and Gueutal, H.G. Probing the locus of causation in the miscomprehension of remedial advertising statements. Paper presented at the Annual Conference of the Association for Consumer Research, Chicago, IL, October 1983.



- Hoyer, W.D. Contingent low-involvement decision making: Initial statements toward the development of a theory. Paper presented at the 1984 Winter Educators' Conference, Ft. Lauderdale, FL, February 1984.
- Jacoby, J., Zimmer, M.R. and Hoyer, W.D. A note on the reliability of content analysis. Paper presented at the 1984 Southwestern Marketing Conference, San Antonio, TX, March 1984.
- Hoyer, W.D., Leone, R.P., Cobb, C.J. and Clyde, M. The effect of color versus black-and-white formats on liking for advertisements and perceptions of products quality. Paper presented at 1985 Southwestern Marketing Conference, New Orleans, LA, March 1985.
- Gerbing, D.W., Hoyer, W.D. and Whittler, J.R. Personality and impulse purchase: Assessment and self-report. Paper presented at the 1985 American Psychological Association Convention, Division 23, Los Angeles, CA, August 1985.
- Hoyer, W.D. Variations in choice strategies across decision contexts: An examination of contingent factors. Paper presented at the Annual Conference of the Association for Consumer Research, Las Vegas, NV, October 1985.
- Gates, F.R. and Hoyer, W.D. Measuring miscomprehension: A comparison of alternative formats. Paper presented at the Annual Conference of the Association for Consumer Research, Las Vegas, NV, October 1985.
- Hoyer, W.D., Leone, R.P. and Cobb, C.J. The effects of color versus black-and-white advertising formats on affective ratings and perceptions of product quality. Paper presented at the Annual Conference of the Association for Consumer Research, Las Vegas, NV, October 1985.
- Stayman, D., Hoyer, W.D. and Leone, R.P. Attribute importance in discounting product features in advertising. Paper presented at the 1987 Marketing Educators' Conference, American Marketing Association, Toronto, Canada, August 1987.
- Crowley, A.E. and Hoyer, W.D. The relationship between need for cognition and other individual difference variables: A two-dimensional framework. Paper presented at the Annual Conference of the Association for Consumer Research, Honolulu, Hawaii, October 1988.
- Alden, D.L., Hoyer, W.D. and Wechasara, G. Choice strategies and involvement: A cross-cultural analysis. Paper presented at the Annual Conference of the Association for Consumer Research, Honolulu, Hawaii, October 1988.
- Inman, J., Hoyer, W.D., and McAlister, L. Need for cognition and choice behavior. Special session at the Annual Conference of the Association for Consumer Research, New Orleans, LA, October 1989.
- van Trijp, H.C.M. and Hoyer, W.D. A new model for variation in consumer behavior. Paper presented at the 20th European Marketing Academy Conference, Dublin, Ireland, May 1991.

- Hoyer, W.D. and Van Trijp, H.C.M. Variation in consumer choice: A cross-cultural examination of behavior types and motives. Paper presented at the 18th International Research Seminar in Marketing, Les Londe Les Maures, France, May 1991.
- Hoyer, W.D., and Brown, S.P., The development of choice heuristics over time: An examination of the learning process. Special session at the Annual Conference of the Association for Consumer Research, Chicago, IL, October, 1991.
- Hunt, W.D. and Hoyer, W.D., Action identification theory: An examination of consumers' behavioral representations. Paper presented at the Annual Conference of the Association of Consumer Research, Vancouver, B.C., Canada, October, 1992.
- Desai, K. and Hoyer, W.D., A categorization theory and framework of line extensions. Paper presented at the Annual Conference of the Association for Consumer Research, Vancouver, B.C., Canada, October, 1992.
- Desai, K. and Hoyer, W.D., Memory, product familiarity, and categorization influences on the composition of consideration sets, Paper presented at the Annual Conference of the Association for Consumer Research, Nashville, TN, October, 1993.
- van Trijp, H. C. M., Hoyer, W. D. and Inman, J. J., Why switch? A panel-based examination of consumer x product effects of brand switching behavior. Paper presented at the Annual Conference of the Association for Consumer Research, Boston, MA, October 1994.
- Desai, K. K., Hoyer, W. D. and Srivastava, R. K., Attribute inheritance in brand extension: It's role in extension expectations and evaluating. Paper presented at the Annual Conference of the Association for Consumer Research, Boston, MA, 1994.
- Raman, N. V., Chattopadhyay, P., and Hoyer, W. D., Do consumers seek emotional situations: The need for emotion scale. Paper presented at the Annual Conference of the Association for Consumer Research, Boston, MA, 1994.
- Mukherjee, A. and Hoyer W.D., The impact of unfamiliar attributes on new product evaluation: Moderating role of schema incongruity and schema knowledge," Paper presented at the Annual Conference of the Association for Consumer Research, Denver, CO, 1997.
- Mukherjee, A. and Hoyer, W.D. The effect of novel attributes on product evaluation: Moderating role of complexity. Paper presented at the Annual Conference of the Association for Consumer Research, Columbus, OH, October 1999.
- Homburg, C., Hoyer, W.D., and Fassnacht, M. "When do retailers offer services? An analysis of environmental, store, and customers' characteristics" Paper presented at the American Marketing Association Winter Educators' Conference, San Antonio, Texas, February 2000.
- Huber, F., Herrmann, A., and Hoyer, W.D. "Competition, satisfaction, and loyalty as determinants of the profitability in the car retailing industry: Results of an

empirical study," Paper presented at the Annual Conference of the Academy of Marketing Science, Montreal, Canada, May 2000.

Hoyer, W.D. How does humor work? A framework and identification of culture-specific dimensions. Talk given at the European Marketing Academy Conference, Rotterdam, the Netherlands, May 2000.

Fassnacht, M., Hoyer, W.D., and Homburg, C., "Do value-added services increase company performance? A cross-cultural study," Paper presented at the AMA Summer Marketing Educators' Conference, Chicago, August 2000.

Homburg, C., Koschate, N., and Hoyer W.D. "Customers' reactions to price increase: Does customer satisfaction matter? Paper to be presented at the AMA Winter Marketing Educators' Conference, Austin, TX, February 2002.

Stock, R. M. and Hoyer, W. D., "Leadership style as a driver of salespeople's customer orientation" Paper presented at the *AMA Summer Marketing Educators' Conference* Chicago, August 2003.

Krafft, M., Hoyer, W.D., and Reinartz, W. "Determinants of implementing customer relationship management (CRM) in business-to-customer relationships," Paper presented at the *AMA Winter Marketing Educators' Conference*, San Antonio, February 2005.

Homburg, C., Koschate, N., and Hoyer, W.D. "The interplay of cognition and affect in the formation of customer satisfaction: A dynamic perspective," Paper presented at the *AMA Winter Marketing Educators' Conference*, San Antonio, Texas, February 2005.

Desai, K.K., Keller, K., and Hoyer, W.D., "Evaluation of brand extension relative to the extension category competition," Paper presented at the Annual Conference of the Association for Consumer Research, Memphis, Tennessee, October 2007.

Homburg, C., Wieseke, J., and Hoyer, W.D., "Customer company identification and the service profit chain," Paper presented at the *AMA Winter Marketing Educators' Conference*, Austin, Texas, February 2007.

Krohmer, H., Malär. L., and Hoyer W.D. "The Janus-faced character of self-congruence and it's brand performance implications," Paper presented at the AMA Winter Educators' Conference, Tampa, Florida, February, 2009

Krohmer, H., Malär. L., and Hoyer W.D. "Key success factors in the implementation of an intended brand personality: A dyadic perspective," Paper presented at the AMA Winter Educators' Conference, Tampa, Florida, February, 2009.

Koschate, N., Stefan, I., and Hoyer, W.D. "Willingness to pay for cause-related marketing: An investigation of the nonlinear impact of donation amount and moderating effects," Paper presented at the Academy of Marketing Science Conference, Cologne, Germany, June, 2010.

- Steiner, M., Erner, C., Klos, A., and Hoyer, W.D., "How to improve decision making for long-term savings plans by presenting distributions," Paper presented at the 2011 European Marketing Academy Conference, Ljubljana, Slovenia.
- Arif, F., Hoyer, W.D., and Merlo, O. "The Impact of Parent-Child Buying Communication Strategies on Self-Brand Connections," Paper presented at the 2012 AMA Summer Marketing Educators' Conference, Chicago, IL, August 2012.
- Stokburger, N.E., Schnurr, B., and Hoyer, W.D. "A Typology of Consumers' Aesthetic Responses," Paper presented at the AMA Winter Marketing Educators' Conference, Las Vegas, NV, February 2013.
- Arif, F. and Hoyer, W.D. "Materialism and Self-Brand Connections: The Role of Parent-Child Interaction," Paper presented at the AMA Winter Marketing Educators' Conference, Las Vegas, NV, February 2013.
- Suher, J. and Hoyer, W.D. "Shop Different: Impulsivity, Impulsive Decision Making and Motivations for Unplanned Purchases," Paper presented at the Annual Conference of the Association for Consumer Research, New Orleans, LA, October 2015.
- Bues, M. and Hoyer, W.D. "Toward an Improved Understanding of the Privacy Paradox," Paper presented at the Annual Conference of the Association for Consumer Research, Berlin Germany, October 2016.
- Kähr, A., Nyffenegger, B., Krohmer, H., and Hoyer, W.D. "Consumer Brand Sabotage: Phenomenon and Managerial Challenges," Paper presented at the BBR Conference, Toronto, Canada, May 2016.
- Kähr, A., Nyffenegger, B., Krohmer, H., and Hoyer, W.D. "Consumer Brand Sabotage: When and Why Does it Cause Damage among Consumers? Paper presented at the Annual Conference of the Association for Consumer Research, San Diego, California. October 2017.
- Suher, J. and Hoyer, W.D. "Message-to-Motivation Matching: The Dynamics of Consumers' Shopping Motivations and Responses to In-Store Marketing," Paper presented at the AMA Winter Marketing Educators' Conference, New Orleans, LA, February 2018.
- Kähr, A., Nyffenegger, B., Krohmer, H., and Hoyer, W.D., "When Consumer Brand Sabotage Harms Other Consumers' Relationship with the Brand," Paper presented at the Annual Conference of the Association for Consumer Research. Dallas, Texas, October 2018.
- Hoyer, W.D., Kroschke, M., Schmitt, B., Kraume, K., and Shankar, V. Transforming the Customer Experience through New Technologies. Paper presented at the Conference on New Technologies and Marketing, Lisbon, Portugal, March 2019.

Ammann, C., Nyffenegger, B., Giuffredi-Kähr, A., Hoyer W.D., and Krohmer, H. "A Typology of Consumer Brand Defenders: When Self-Promoters, Brand-Promoters and Justice Fighters Defend Your Brand," Paper presented at the European Marketing Academy Conference, Hamburg, Germany, May 2019.

Petrova, A., Malär, L., Krohmer, H., Hoyer, W.D. and Khamitov, M. "Creepiness in Personalized Online Advertising: Concept, Measurement, and Consequences," Paper presented at the AMA Winter Educators' Conference, San Diego, CA, February 2020.

Kähr, A., Nyffenegger, B., Hoyer, W.D., Krohmer, H., and Khamitov, M. "When and How Does Consumer Brand Sabotage Damage Observing Consumers' Brand Relationships?" Paper presented at the AMA Winter Educators' Conference, San Diego, CA, February 2020.

### **Invited Talks**

Low Involvement Decision Making. Talk given at Louisiana State University, April 1985.

The Comprehension/Miscomprehension of Print Communication: An Individual Item Analysis. Talk given at the Stellner Symposium, The University of Illinois, May 1987.

The Comprehension/Miscomprehension of Print Communication. Talk given to Advertising Federation, Austin, Texas, October 1987.

Humor in Advertising. Lecture given at the Honors Colloquium, The University of Texas at Austin, July 1989, 1991.

Promotion Signals: Proxy for a Price Cut? Talk given at the University of Colorado, March 1990.

Student Fireside for the CBA Council at The University of Texas at Austin, March 1990.

Current Trends in American Advertising. Talk given at the Budapest University of Economics, Budapest, Hungary, October 1990.

Low Involvement Decision Making. Talk given at Blendax GmbH, Proctor & Gamble Group, Rheinalle, Germany, November 1990.

What is Marketing? Talk given for Parents' Day, College of Business, The University of Texas at Austin, Spring 1990, 1991, 1992.

The Marketing Major. Talk given for the Undergraduate Dean's Office, College of Business, The University of Texas at Austin, Fall 1991, Spring 1992, Fall 1993.

Consumers' Perceptions of Category Assortment in Response to Item Reductions. Talk given at the University of Michigan, February 1997.

- Academic Consumer Science: Past, Present, and Future. Talks given at the Research Laboratories of the Unilever Corporation, Vlaardingen, the Netherlands, and Colworth, UK, March 1997.
- Advertising: How and Why It Works. Talk given at the University of German Armed Forces, Munich, Germany, March 1997.
- Comments on Doctoral Research. Session given at the Catholic University at Leuven, Leuven, Belgium, April 1997.
- Future Trends in US Retailing. Talk given at the University of Mannheim, Mannheim, Germany to Roche Diagnostics, June 1999.
- How Does Humor Work? A Framework and Identification of Culture-Specific Dimensions. Talk given at Tilburg University, Tilburg, the Netherlands, May 2000.
- How Does Humor Work? A Framework and Identification of Culture-Specific Dimensions. Invited talk given at the European Marketing Academy Conference, Rotterdam, the Netherlands, May 2000.
- Advertising: How and Why It Works. Talk given at 27<sup>th</sup> Simposium Internacional de Mercadotecnia, "Marketing Life," ITESM, Monterrey, Mexico, October 2003.
- Communicating with the Generations, Talk given at the 3M Company, Austin, Texas, May 2004.
- Consumer Behavior. Seminar given at the Valsi Co. Sales Meeting, Guadalajara, Mexico, September 2004.
- The Unhealthy = Tasty Intuition and Its Effect on Taste Inferences, Enjoyment, and Choice of Food Products, Talk given at the University of Missouri, April 2006.
- Customer Relationship Management and Its Impact on New Product Performance, Talk given at the University of Cambridge, UK, March 2007.
- CRM and NPD/ The Unhealthy = Tasty Intuition, Talk given at the Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany, May 2007.
- Customer Strategy, Talk given to Austin Diagnostic Clinic, November 2007
- Careers in Academia, Talk given at the University of Cambridge, UK, May 2008.
- Reflections on the Academic Research Process, Talk given at the Habilitandentreffen 2010 (Habilitation Meeting 2010), Free University of Berlin, Berlin, Germany, November 2010.
- The Fit between Brand Personality and Consumers' Self: The Importance of Actual Versus Ideal Self, Talk given at the Sheth AMA Doctoral Consortium, University of Washington, 2011.

The University of Texas Energy Poll, Talk given to the McCombs Alumni Business Conference, February 2012.

The University of Texas Energy Poll, Talk sponsored by Deloitte Consulting, Houston, Texas, April 2012.

Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and Ideal Self, Talk given at the University of Mannheim, Germany, May 2012.

The University of Texas Energy Poll, Talk given to the Lakeway Men's Breakfast Club, July 2012.

Reflections on the Academic Research Process, Talk given at the University of Muenster, Germany, November 2012.

Reflections on the Academic Research Process, Talk given at the Fudan University, Shanghai, China, July 2013.

Eating Healthy and Feeling Empty: The "Healthy = Less Filling" Intuition and the Effect of Health Portrayals on Subjective Fillingness Judgments, Talk given at Tilburg University, Netherlands, May 2015.

Eating Healthy and Feeling Empty: The "Healthy = Less Filling" Intuition and the Effect of Health Portrayals on Subjective Fillingness Judgments, Talk given at University of Passau, Germany, June 2015.

Eating Healthy and Feeling Empty: The "Healthy = Less Filling" Intuition and the Effect of Health Portrayals on Subjective Fillingness Judgments, Talk given at The Hong Kong Polytechnic University, China, December 2015.

When and Why Does Consumer Brand Sabotage Cause Damage among Other Consumers? Talk given at the University of Illinois, Champaign, April 2017.

When and Why Does Consumer Brand Sabotage Cause Damage among Other Consumers? Talk given at the Vienna University of Economics and Business, Vienna, Austria, June 2017.

Consumer Behavior and the Customer Experience, Keynote address given at the Alumni Marketing Symposium, University of Münster, Münster, Germany, November 2017.

When and Why Does Consumer Brand Sabotage Cause Damage among Other Consumers? Talk given at the Ehrenberg-Bass Institute for Marketing Science, University of South Australia, March 2018.

When and Why Does Consumer Brand Sabotage Cause Damage among Other Consumers? Talk given at Lehigh University, Research Camp, April 2018.

When and Why Does Consumer Brand Sabotage Cause Damage among Other Consumers? Talk given at Goethe University Frankfurt, December 2018.

Consumer Brand Sabotage, Talk given at the Sheth AMA Doctoral Consortium, Leeds University, UK, 2018.

Transforming the Consumer Experience through New Technologies. Talk given at Special Conference on New Technologies and Marketing, Lisbon, Portugal, March 2019.

When and Why Does Consumer Brand Sabotage Cause Damage among Other Consumers? Talk given at University of Groningen, Netherlands, April 2019.

When and Why Does Consumer Brand Sabotage Cause Damage among Other Consumers? Talk given at University of Cologne, Germany, May 2019.

Transforming the Consumer Experience through New Technologies. Talk given at Special Session of the European Marketing Academy Conference, Hamburg, Germany, May 2019.

Consumer Brand Sabotage. Talk give at McCombs Research Colloquium, University of Texas at Austin, September 2019.

International Research Collaboration: Why I Love Germany. Keynote Address given at the 50th Annual Meeting of the Marketing Section within the VHB, University of Münster, Münster, Germany, January, 2020.

### **Press Conferences**

Launch of the University of Texas Energy Poll, Washington, DC, October 2011

The University of Texas Energy Poll, Austin, Texas, April 2012

The University of Texas Energy Poll, Washington, DC, October 2012

### **Membership in Professional Organizations**

American Marketing Association

Association for Consumer Research

American Psychological Association

Society for Consumer Psychology

### **Teaching Experience--Courses Taught**



MKT 338 - Promotion Strategy (Fall 1982 to Fall 1998)

MKT 372 - Consumer Behavior (Spring 1981 to Fall 1985)

MKT 372- Applied Marketing Communications (Fall 1998)

MKT 370K - Retail Merchandising (Spring 1986, 1987, 1988, Fall 1988)

MKT 372 – Integrated Marketing Communications (Spring 2008, 2009- 2013, 2020)

MKT 382 – Integrated Marketing Communications (Fall 1987 to Spring 2011, Spring 2020)

MKT 382- Customer Strategy (Fall 2003, 2004, 2005, 2007-2014, Spring 2015- 2018, Spring 2020)

MKT 372- International Marketing and Consumer Behavior II (Summer 2007- 2015, - Paris Study Abroad Program- Summer 2016- 2019- Barcelona Study Abroad Program)

MKT 382- Marketing Practicum- Consumer Behavior in the Convenience Store Industry (Spring 1997)

MKT 382- Marketing Practicum- Category Management and Solution Selling (Spring 1998)

MKT 383 - Consumer Behavior (Fall 1986)

MKT 397 - Human Information Processing (Spring 1982)

MKT 397 - Buyer Behavior (Spring 1991, 1993, 1995)

MKT 372 - Implementing Marketing Concepts (Spring 1995, Fall 1995)

BA 379 - Research on Water Conservation (Spring 1982) (10 students)

### **International Teaching**

Consumer Behavior and Retailing- taught at the University of Mannheim, Mannheim Germany, Spring 1999, Winter 2000- 1, Summer 2001- 2020.

Ph.D. Seminar on Consumer Behavior- taught at the University of Mannheim, Mannheim, Germany 2010- 2019.

Ph.D. Seminar on Consumer Behavior- taught at Friedrich- Alexander University, Erlangen- Nuremberg, Germany, 2010- 2016.

Ph.D. Seminar on Consumer Behavior- taught at University of Zürich, Zürich, Switzerland, Spring 2020.

Consumer Behavior - taught at the University of Münster, Münster Germany, Summer 2003, Fall 2003, Summer 2004, 2005, 2006, 2007, Fall 2008- 2019.

Consumer Behavior- taught at the University of Bern, Bern, Switzerland, Fall 2004, 2005, 2006, Summer 2009- 2019.

Consumer Behavior- taught at the Friedrich- Alexander University, Erlangen-Nuremberg, Germany, Summer 2009- 2020.

Communication and Advertising Management (MBA)- taught at the Otto Beisheim School of Management (Wissenschaftliche Hochschule für Unternehmensführung-Koblenz), Vallendar, Germany, Winter 2008- 2012.

International Seminar on Consumer Behavior - taught at the University of German Armed Forces, Munich, West Germany, May 1986, 1987, 1988, 1989.

International Marketing Communication - taught at the Wissenschaftliche Hochschule für Unternehmensführung-Koblenz, Vallendar, Germany, Fall 1990, Spring 2008.

MKT 397 - ITESM Ph.D. Seminar, Summer 1993.

International Consumer Behavior - taught at the Otto Beisheim School of Management (Wissenschaftliche Hochschule für Unternehmensführung-Koblenz), Vallendar, Germany, Spring 1999, Spring 2000, Spring 2001, Spring 2002, Spring 2003.

International Consumer Behavior - taught at Thammasat University, Bangkok, Thailand, Spring 1995.

Ph.D. Seminar on Consumer Behavior at Institut d' Administration des Entreprises d' Aix-en-Provence- Universite d' Aix-en-Provence, France, May 2001.

International Marketing Communication - taught at Thammasat University, Bangkok, Thailand, Summer, 1999- 2001.

Consumer Behavior- taught at IMADEC University, Vienna Austria, Executive MBA Program, Summer 2003, 2004, 2005.

Consumer Behavior for ITSEM (Mexico) to Marketing Faculty, Guadalajara, Mexico ay May 2004.

### **Executive Education Activities**

Taught seminar on Advertising to the Southland Corporation, September 1988, April 1989.

Taught seminars on Advertising and Sales Promotion to the Frito Lay Corporation, February, March, August 1989.

Taught seminar on Advertising to the Erasmus International Management Development Program, September 1991.

Taught seminar on Advertising to the Turku Management Development Program (Finland), February, 1993, June 1994, September 1995, January 1997, November 1998, January 1999, October 2000, October 2002.

Taught seminar on Marketing Communications to the American Institute of Certified Public Accountants, October 1994.

Taught seminar on Consumer Behavior to ITESM Executive Education Program, Monterrey, Mexico, November 1996.

Taught a Category Management Seminar to the Gatorade Convenience Store Management Seminar (sponsored by Bishop Consulting and the National Association of Convenience Stores), April 1998, February 1999.

Taught seminar on Marketing Communications in the ITESM Executive Education Program, San Pedro Sula, Honduras, September 1998.

Taught Seminar on Marketing Communications to the Institute for Managerial Leadership, The University of Texas at Austin, January 2000, 2001, 2002.

Taught Consumer Behavior Seminar at IMADEC University, Vienna Austria, Executive MBA Program, Summer 2003, 2004, 2005.

Taught Seminar on Marketing Communications to the LG Electronics Corporation (Korea), November- December 2002; February- March 2003.

Taught Seminar on Consumer Behavior for the Valsi, Co., Guadalajara, Mexico, September 2004.

Taught Customer Insights and Marketing Communication Seminar in the University of Mannheim, Germany, Executive MBA Program, Spring 2007, 2008.

## **Graduate Student Involvement**

### **Ph.D Students - Committee Chairperson**

Tammy Bettina Cornwell  
Fliece R. Gates  
Dana L. Alden (co-chair)  
Ayn E. Crowley  
Kalpesh Desai  
Ashesh Mukherjee  
Eileen Foreman (Advertising: co-chair)  
Sylvia Gonzales (ITESM- Monterrey)  
Jacob Suher

### **Ph.D. Students - Committee member**

J. Jeffrey Inman

Carlos Martinez  
James M. Lynch  
Cathy Cobb (Advertising)  
Mary R. Zimmer  
David Eppright (Advertising)  
James Hutton  
Terry Smith Moore (Pharmacy)  
Kent Wheeler  
Carol Megehee  
Christine Schumacher (Pharmacy)  
Pamela Henderson  
Pablo Rhi-Perez  
Nawarut Charupatanapong (Pharmacy)  
Patricia Carando (MSIS)  
Niranjan Raman (Advertising)  
Andrew Gershoff  
Anthony Capraro  
Liza Stavchansky (Advertising)  
Wendy Macias (Advertising)  
Richard Villareal (Advertising)  
Jorge Villegas (Advertising)  
Joungill Cho (Advertising)  
Jill Griffin  
Joe Goodman  
Leonardo Nicolao  
Mirja Bues (University of Münster, Germany)  
Agnes Roggentin (University of Münster, Germany)

**M.B.A. Students - P.R.'s Supervised**

Karen L. Sholtz  
Amy C. Hicks  
Rebecca Mills  
Michael Kleinman  
Cheryl Rosen  
Paul Shoemaker  
Sharon De Ponte  
Laura Radewald  
Sharon McClain  
Charlotte Beil  
Philip Rosenfeld  
Scott Maguire  
Adrienne Pulido

**Professional Organizations - Offices Held**

Vice President-Membership, Southwestern Marketing Association, 1985-86.

Program Chairperson, 1985 American Psychological Association, Division 23.

Chairman, Committee for Scientific Affairs, American Psychological Association, 1985-86.

Conference Co-Coordinator, Southwestern Marketing Association, 1985.

Track Chairperson (Buyer Behavior/Marketing Research), Southwestern Marketing Association, 1984.

Doctoral Consortium Coordinator, Southwestern Marketing Association, 1987-88.

Chair, Consumer Behavior- Special Interest Group, American Marketing Association, 2017- 9.

Conference Co- Chair, Consumer Behavior and Marketing Strategy, Conference held in Bern, Switzerland, Consumer Behavior- Special Interest Group, July 2019.

### **Professional Service**

Associate Editor- *Journal of Consumer Research* (1999- 2002, 2018- present)

Area Editor- *Journal of Marketing* (2011- present)

Senior Editor, *International Journal of Research in Marketing* (2015- 2018)

Area Editor, *International Journal of Research in Marketing* (2018- present)

Editorial Review Board- *Journal of Marketing Research* (2007- present)

Editorial Review Board- *Journal of Consumer Psychology* (2005- present)

Editorial Review Board- *Journal of the Academy of Marketing Science* (2004- present)

Editorial Review Board - *Journal of Consumer Research* (1990 – 1998, 2002- 2017)

Editorial Review Board - *Journal of Marketing* (1995- 2011)

Editorial Review Board - *Journal of Public Policy and Marketing* (1991 - present)

Editorial Review Board- *International Journal of Research in Marketing* (1997- 2015)

Editorial Review Board- *Psychology and Marketing-* (2005- 2014)

Editorial Review Board- *Journal of Consumer Behaviour* (January 2000- 2013)

Editorial Review Board - *Journal of Advertising* (1992 - 1999)

Conference Co- Chair, 28th International Research Seminar in Marketing, La Londe des Maures, France, Sponsored by Aix en Provence, (June 1999)

AMA Sheth Foundation Doctoral Consortium Faculty Participant (2010- Texas Christian University; 2012- University of Washington; 2018- University of Leeds)

Scientific Committee, International Research Seminar in Marketing, La Londe des Maures, France, Sponsored by Aix en Provence (2001, 2003, 2005)

Content Editor- *Journal of Consumer and Market Research* (1996- 2000)

Ad Hoc Reviewer - *Journal of Applied Psychology*

Ad Hoc Reviewer - *Organizational Behavior and Human Decision Processes*

Ad Hoc Reviewer - *Journal of Consumer Research* (1986-91)

Ad Hoc Reviewer- *Marketing Science*

Program Committee- Association for Consumer Research, 1996, 2008

Reviewer, Association for Consumer Research, 1983, 1984, 1988, 1989, 1990, 1992, 1993, 1994, 1995, 1997, 1998, 2002, 2003, 2009, 2010.

Reviewer, American Marketing Association Winter Educator's Conference, 1984, 1992, 1993, 1995, 1996, 1997, 1999.

Reviewer, American Marketing Association Summer Educators' Conference, 1985, 1987, 1988, 1991, 1992, 1993, 1995, 1996, 1997, 1998

Reviewer, Southwestern Marketing Association, 1982, 1983

Reviewer, Marketing and Public Policy Conference, 1992, 1993, 1999

Book Reviewer, *Journal of the Academy of Marketing Science*, 1986 - 1989.

### **Outside Reviewer for Promotions**

#### **Lecturer to Teaching Professor**

Ann Bastianelli, Indiana University (2020)

#### **Assistant to Associate**

Peter Bloch, University of Missouri (1993)

Mukesh Bhargava, University of Alberta (1993)

Cathy Cobb, Georgia State University (1993)

Michael Kamins, University of Southern California (1996)

Robert J. Fischer, University of Southern California (1997)

Madhubalan Viswanathan, University of Illinois (1997)  
Pamela Henderson, Washington State University (1997)  
Partha Krishnamurthy, University of Houston (2002)  
Werner Reinartz, INSEAD (2003)  
Rohini Ahluwalia, University of Minnesota (2004)  
Rebecca Hamilton, University of Maryland (2006)  
Joseph Priester, University of Southern California (2006)  
Kalpesh Desai, University of Binghamton (2007)  
Shailendra Jain, Indiana University (2007)  
Todd Mooradian, College of William & Mary (2008)  
Claudiu Dimofte, Georgetown University (2010)  
Amitav Chakravarti, University of California- Riverside (2013)  
William Hedgecock, University of Iowa (2014)  
Beibei Dong, Lehigh University (2015)  
Jing Lei, University of Melbourne (2015)  
Jeffrey Parker, Georgia State University (2017)  
Marina Puzacova, Lehigh University (2017)  
Ted Matherly, Oklahoma State University (2018)  
Caleb Warren, University of Arizona (2018)

Associate to Associate with Tenure

Werner Reinartz, INSEAD (2005)  
Jeffrey Parker, University of Illinois at Chicago (2019)

Xiaohua Zeng, Peking University HSBC Business School (2020)

Associate to Full

Peter Bloch, University of Missouri (1995)

Valerie Folkes, University of Southern California (1998)

Hans Baumgartner, Penn State University (2000)

S. Ratneshwar, University of Connecticut (2000)  
University of Missouri (2003)

Brian Wansink, University of Illinois (2001)

Madhubalan Viswanathan, University of Illinois (2002)

Michael Kamins, University of Southern California (2002)

H. Rao Unnava, Ohio State University (2003)

Rohini Ahluwalia, University of Minnesota (2008)

Susan Fournier, Boston University (2011)

James Burroughs, University of Virginia (2011)

Mark Foreman, University of Washington (2011)

Margaret Campbell, University of Colorado (2011)

Prashant Malaviya, Georgetown University (2014, 2019)

David Wooten, University of Michigan (2015)

Eric Yorkston, Texas Christian University (2020)

Full to Full

Thomas Novak, George Washington University (2013)



Endowed Chair

Xueming Luo, Temple University (2013)

University Service

**Committee Member** - University Parking and Traffic Committee, 1985-87

**Committee Member**- University Energy Conservation Committee, 2013- 14

College Service

**Executive Committee**- September 2003- May 2006, September 2010- 2018..

**Operations Committee**- September 2003- May 2006, September 2010- 2018.

**Special Endowments Committee**- Spring 2020.

**CBA Honors Committee**- September 2019- present.

**McCombs Teaching Awards Committee**- (Chair)- Spring 2020.

**McCombs Staff Awards Committee**- Spring 2020.

**Director**- Center for Customer Insight, The University of Texas at Austin, September 1999 to May 2006; Academic Director, September 1998 to September 1999.

**Department Chair**- Center for Customer Insights and Marketing Solutions, September 2010- 2018.

**Academic Director**- Center for Customer Insight, September 1998- August 1999.

**Dean's Search Committee**- McCombs School of Business, 2015

**Resources Committee**- September 1999- August 2003.

**MBA Programs Committee**- September 2007- August 2009

**Committee Member**- Mc Combs School of Business Strategic Planning Committee- September 2002- April 2003

**Track Chair**- Center for Customer Insight, October 1997- August 1998.

**Faculty Research Committee**, 1993, 1995- 1999.

**Undergraduate Student Affairs Committee**, September 1984 to August 1988.

**Undergraduate Academic Program Standing Committee**, 1988-1989, 1993-1994

**MBA/MPA Program Committee**, 1989-1990.

**Behavioral Lab Administration Committee**, September 1987 to Summer 1989.

**Chairman** - Behavioral Lab Administration Committee, 1990 - 1999

**Dean's Junior Faculty Budget Advisory Committee**, 1990 - 1991.

**Dean's Senior Faculty Budget Advisory Committee**, 1991.

**Business Foundations Program Committee**, 1991.

**Promotion and Tenure Committee**, 1993.

**Retreat Facilitator** - Fall 1996.

**Global Task Force Leader** - Spring 1997

### Department Service

**Department Chairman**, September 1999- May 2006, June 2010- May 2018.

**Executive Committee**- September 2007 - May 2108, September 2019- present.

**Acting Chairman**, Fall 1992

**Associate Chairman**, Spring 1991-Summer 1992: Fall 1993 - Summer 1995

**Recruiting Coordinator**, 1990 - 1995

**Faculty Advisor** - American Marketing Association, Student Chapter. Chapter was three times designated "Outstanding Business Student Organization" at The University of Texas and twice the "Outstanding Chapter in the Southern Region" American Marketing Association, 1983-present

**Budget Council Member**-(Assistant Representative) Spring 1984, Spring 1985, Spring 1986, (Associate Representative) Fall 1987, Fall 1988, Spring 1990, Spring 1991 (Full Professor 1991 – May 2006).

**Chair**, Buyer Behavior Area Committee, 1988- 2000

**Member**, Doctoral Advisory Committee, 1990- 1993, 1994- 1997

**Chair**, Departmental Committee on Use of Human Subjects, 1984- 1999

**Member**, Marketing Undergraduate Program Restructuring Committee, Fall 1995

**Minority Liaison Officer**, Department of Marketing, 1985-1991

**Coordinator** - Department Internship Program, 1984- 1995

**Doctoral Program Restructuring Committee**, 1986-1987

**Doctoral Comprehensive Examination Evaluation Committee**, 1985, 1987 - present.

**Member**, Faculty Recruiting Committee, 1981-present

Responsible for Marketing Department Display at the 1983 University of Texas Centennial Showcase.

Department Representative at Honor's Program Convocation, July 1984, 1985

**Other Service**

Coordinated the Doctoral Internationalization Consortium, sponsored by the Center for International Business Education and Research, The University of Texas at Austin, March 1995; June 1997.

**Public Service**

Water conservation survey for the Water and Wastewater Department, City of Austin, 9/81-8/82

Survey for Volunteer Center, Austin, Texas 10/88 - 3/89