

ROBIN HIGIE COULTER

Professor of Marketing and Ackerman Scholar
Department of Marketing, School of Business
The University of Connecticut
2100 Hillside Road
Storrs, CT 06269-1041
robin.coulter@business.uconn.edu
860.486.2889

PROFESSIONAL EXPERIENCE

1987-Present **University of Connecticut**

2006 **Professor of Marketing**
1993 **Associate Professor of Marketing**
1987 **Assistant Professor of Marketing**

Courses Taught:

Ph.D.: Consumer Behavior, Research Methods

M.B.A.: Marketing Management, Consumer Behavior

Executive M.B.A.: Management Project, Marketing Management (team taught),
Global Business Issues

Undergraduate: Consumer Behavior, Advertising, Promotional Strategy, Integrated
Marketing Communications

1983-1987 **Joseph M. Katz Graduate School of Business**
University of Pittsburgh

Pittsburgh Research Institute for Studies in Marketing (1986-1987)
Associate Research Director

Responsibilities: Plan, develop, execute and manage projects, including: new product
concept evaluation studies, a new target market study, a behavioral lab-based
simulated shopping study, and a site location feasibility study.

Graduate Assistant (1983-1986)

Responsibilities: Technical planning, design and execution of research projects,
including: market characterization and segmentation studies, new product concept
evaluation studies and interpersonal influence study.

1981-1982 **Group One Research, Inc. Pittsburgh, PA**
Research Consultant

Responsibilities: Develop and execute projects, including: consumer service consumption portfolio studies, and management/personnel studies for financial institutions, and user/non-user discrimination studies for a health maintenance organization.

1979-1981 **Bankers Marketing Services, Cambridge, MA**
Research Coordinator

Responsibilities: Develop and implement research projects for New York City savings banks. Projects included: bank marketing audits, quality control studies, and new service development studies. Trained and supervised field personnel.

1978-1979 **Group One Research, Inc. Pittsburgh, PA**
Market Analyst

Responsibilities: Coordinate and prepare branch location feasibility studies, site analyses and formal branch applications for savings and loan clients. Questionnaire design and analysis for user/non-user studies for credit union clients.

EDUCATION

University of Pittsburgh, Joseph M. Katz Graduate School of Business

1987 Ph.D. in Business Administration

1983 M.B.A. (concentration in marketing)

Pennsylvania State University

1978 B.S. in Business Administration

RESEARCH INTERESTS

Advertising Effects and Effectiveness, Branding, Cross-Cultural Consumer Behavior, Customer-Service Provider Relationships, Interpersonal Influence, Product Involvement and Information Search, Sensory Imaging, and Zaltman Metaphor Elicitation Technique.

REFERRED JOURNAL PUBLICATIONS

Chelminski, Piotr and Robin A. Coulter (forthcoming), "The Effect of Cultural Individualism and Self-Confidence on Propensity to Voice: From Theory to Measurement to Practice," *Journal of International Marketing*.

Coulter, Keith S. and Robin A. Coulter (2007), "Distortion of Price Discounts: The Right Digit Effect," *Journal of Consumer Research*, 34 (August), 162-173.

Chelminski, Piotr and Robin A. Coulter (2007), "On Market Mavens and Consumer Self-Confidence: A Cross-Cultural Study," *Psychology & Marketing*, 24 (January), 69-91.

Coulter, Robin A., Linda L. Price, Lawrence F. Feick, and Camelia Micu (2005), "The Evolution of Consumer Knowledge and Sources of Information: Hungary in Transition," *Journal of the Academy of Marketing Science*, 33 (Fall), 604-620.

Coulter, Keith S. and Robin A. Coulter (2005), "Size Does Matter: The Effects of Magnitude Representation Congruency on Price Perceptions and Purchase Likelihood," *Journal of Consumer Psychology*, 15 (1), 64-76.

Moore, Robert, Claire Allison Stammerjohan and Robin A. Coulter (2005), "Banner Ad-Web Site Congruity Context and Color Effects on Attention and Attitudes," *Journal of Advertising*, 34 (Summer), 77-90.

Cotte, June, Robin Coulter, and Melissa Moore (2005), "Enhancing or Disrupting Guilt: The Role of Ad Credibility and Manipulative Intent," *Journal of Business Research*, 58 (3), 361-368.

*Best Paper Award at 1999 26th International Research Seminar in Marketing, 3rd International Research Seminar on Marketing Communications and Consumer Behavior Proceedings, 90-103.

Coulter, Robin A. and Mark Ligas (2004), "A Typology of Customer-Service Provider Relationships: The Role of Relational Factors in Classifying Customers," *Journal of Services Marketing*, 18 (6), 482-493.

Coulter, Robin A., Linda L. Price, and Lawrence F. Feick (2003), "Rethinking the Origins of Product Involvement and Brand Commitment: Insights from Postsocialist Central Europe," *Journal of Consumer Research*, 30 (September), 151-169.

*Lead article

Coulter, Keith S. and Robin A. Coulter (2003), "The Effects of Industry Knowledge on Trust in Service Relationships," *International Journal of Research in Marketing*, 20 (March), 31-43.

Coulter, Robin, Lawrence Feick, and Linda L. Price (2002), "Changing Faces: Cosmetics Opinion Leadership Among Women in the New Hungary," *European Journal of Marketing*, 36 (11/12), 1287-1308.

Chelminski, Piotr and Robin A. Coulter (2002), "Examining Polish Market Mavens and Their Attitudes Toward Advertising," *Journal of East-West Business*, 8 (1), 77-89.

Coulter, Keith S. and Robin A. Coulter (2002), "Determinants of Trust in a Service Provider: The Moderating Role of Length of Relationship," *Journal of Services Marketing*, 16 (1), 35-48.

*Best Overall Conference Paper Award and *Best Services SIG Paper Award at *American Marketing Association Summer Educators' Conference 2000*, Chicago, IL: American Marketing Association, abstract, 1-2.

Coulter, Robin A., Gerald Zaltman, and Keith S. Coulter (2001) "Interpreting Consumer Perceptions of Advertising: An Application of the Zaltman Metaphor Elicitation Technique," *Journal of Advertising*, 30 (Winter), 1-22.

*Lead article

Coulter, Robin and Mark Ligas (2000), "The Long-Goodbye: The Dissolution of Customer-Service Provider Relationships," *Psychology & Marketing*, 17 (8), 669-695.

Tyson, Ben and Robin Coulter (1999), "Marketing Enlightened Self-Interest: A Model of Individual and Community-Oriented Motivations" *Social Marketing Quarterly*, V (Winter), 34-49.

Herrmann, Andreas, Frank Huber and Robin Higie Coulter (1997), "Product and Service Bundling Decisions and Their Effects on Purchase Intention," *Pricing Strategy & Practice: An International Journal*, 5 (3), 99-107.

*1998 Outstanding Paper, Award for Excellence

**also appears in *Optimal Bundling: Marketing Strategies for Improving Economic Performance*, Ralph Fuerdere, Andreas Herrmann, and Georg Wuebker, eds., Berlin: Springer-Verlag, 253-268.

Coulter, Robin Higie and Mary Beth Pinto (1995), "Guilt Appeals in Advertising: What Are Their Effects?" *Journal of Applied Psychology*, 80 (6), 697-705.

Feick, Lawrence F., Robin Higie Coulter, and Linda L. Price (1995), "Consumers in Transition to a Market Economy: Hungary 1989-1992," *International Marketing Review*, 12 (5), 18-34.

Zaltman, Gerald and Robin Higie Coulter (1995), "Seeing the Voice of the Customer: Metaphor-Based Advertising Research," *Journal of Advertising Research*, 35 (July/ August), 35-51.

Feick, Lawrence and Robin A. Higie (1992), "The Effects of Preference Heterogeneity and Source Characteristics on Ad Processing and Judgements about Endorsers," *Journal of Advertising*, 21 (June), 9-25.

Higie, Robin A. and Murphy A. Sewall (1991), "Using Recall and Brand Preference to Evaluate Advertising Effectiveness," *Journal of Advertising Research*, 31 (April/May), 56-63.

Price, Linda L., Lawrence F. Feick, and Robin A. Higie (1989), "Preference Heterogeneity and Coorientation as Determinants of Perceived Informational Influence," *Journal of Business Research*, 19 (November), 227-242.

Price, Linda L., Lawrence F. Feick, and Robin A. Higie (1987), "Information Sensitive Consumers and Market Information," *Journal of Consumer Affairs*, 21 (Winter), 328-341.

Higie, Robin A., Lawrence F. Feick, and Linda L. Price (1987), "Types and Amount of Word-of-Mouth Communications about Retailers," *Journal of Retailing*, 63 (Fall), 260-278.

INVITED PAPERS AND BOOK CHAPTERS

Coulter, Robin A. (2006), "Consumption Experiences as Escape: An Application of the Zaltman Metaphor Elicitation Technique," in *Handbook of Qualitative Research Methods in Marketing*, ed. Russell W. Belk, Northampton: Edward Elgar.

Coulter, Robin A. and Gerald Zaltman (2000), "The Power of Metaphor," in *The Why of Consumption: Emerging Perspectives on Consumer Motives, Goals and Desires*, S. Ratneswhar, David Glen Mick, and Cynthia Huffman, eds., New York and London: Routledge, 259-281.

Huber, Frank and Robin Coulter (2000), "Das Metaphor Elicitation-Konzept," in *Kundenorientierte Produktgestaltung*, Andreas Herrmann, Günter Hertel, Wilfried Virt, Frank Huber, eds., Munich, Germany: Verlag Franz Vahlen, 103-120.

Zaltman, Gerald and Robin A. Higie (1993), "Seeing the Voice of the Customer: The Metaphor Elicitation Technique," Working Paper 93-114, Marketing Science Institute, Cambridge, MA.

Feick, Lawrence F., Robin A. Higie and Linda L. Price (1993), "Consumer Search and Decision Problems in a Transitional Economy: Hungary 1989-1992," Working Paper 93-113, Marketing Science Institute, Cambridge, MA.

PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

Strizhakova Yuliya, Robin A. Coulter, and Linda L. Price (2007), "Buying into the Global Myth: A Cross-National Investigation of Building Identity Through Brands," in the Symposium Session Commercial Mythology and the Global Organization of Consumption, Session Chair, Eric J. Arnould, *Association for Consumer Research Conference*.

Bardhi, Fleura, Robin A. Coulter, Meera Venkatraman (2007), "Domesticating Technology to Build Army Family Identity," in the Symposium Session Doing Family: The Temporal and Spatial Structuring of Family Consumption, Session Chair, Linda L. Price, *Association for Consumer Research Conference*.

Haws, Kelly L., Rebecca Walker Naylor, William O. Bearden, Robin A. Coulter (2007), "To Have and To Hold? Implications of Disposition Tendencies for Consumer Research," *Association for Consumer Research Conference*.

Micu, Camelia and Robin Coulter (2007), "Transforming Product Experience: The Impact of Pre-Trial Attribute Type Information and Claim Objectivity on Post-Trial Product Evaluations," competitive paper at *2007 European Association for Consumer Research Conference*.

Venkatraman, Meera, Robin Coulter, Fleura Bardhi (2007) "Harnessing the Power of Technology in the Home: The Case of Military Households in the US," in special session "An Examination of the Role of the Concept of Home in Consumer Behavior," *2007 European Association for Consumer Research Conference*.

Strizhakova, Yuliya, Robin A. Coulter, and Linda L. Price (2007), "Cross-Cultural Scale Development and Meanings Assessment," *American Marketing Association 2007 Winter Educators' Conference Proceedings*, Chicago: American Marketing Association.

Micu, Camelia C. and Robin A. Coulter (2007), "Advertising and Product Trial: The Impact of Product Type and Attribute Information on Consumer Evaluations," *American Marketing Association 2007 Winter Educators' Conference Proceedings*, Chicago: American Marketing Association.

Coulter, Robin A., Linda L. Price, and Yuliya Strizhakova (2006), "The Meaning of Brands, A Cross-Cultural Assessment," in *13th Recent Advances in Retailing and Services Science Conference*, Technische Universiteit Eindhoven: EIRASS, 42.

Tilottama G. Chowdhury and Robin A. Coulter (2006), "Getting a 'Sense' of Financial Security for Generation Y," in *American Marketing Association 2006 Winter Educators' Conference Proceedings*, Chicago: American Marketing Association.

Coulter, Robin A. and Tilottama Ghosh (2006), "Sensory Metaphor and Meanings: Development of a Cross-Sensory Heterogeneity Index," in *Advances in Consumer Research*, Vol. 33, Cornelius Pechmann and Linda L. Price, eds., Provo, UT: Association for Consumer Research.

Chelminski Piotr and Robin Coulter (2006), "On Market Mavens and Consumer Self-Confidence: A Cross-Cultural Study," in *Advances in Consumer Research*, Vol. 33, Cornelius Pechmann and Linda L. Price, eds., Provo, UT: Association for Consumer Research.

Chelminski Piotr and Robin Coulter (2005), "The Effects of Cultural Individualism on Consumer Self-Confidence for Marketplace Interfaces," in *Proceedings from 2005 Academy for International Business Conference*.

Jiang, Ying, Robin A. Coulter, and S. Ratneshwar (2005), "Consumption Decisions Involving Goal Tradeoffs: The Impact of One Choice on Another," in *Advances in Consumer Research*, Vol. 32, Geeta Memom and Akshay Rao, eds., Provo, UT: Association for Consumer Research, 206-211.

Coulter, Keith S. and Robin A. Coulter (2004), "The Effects of "Small" vs. "Large" Digit Comparisons on Consumers' Perceptions of Price Discounts," abstract in *Winter 2004 Marketing Educators' Conference Proceedings*.

Micu, Camelia, Robin A. Coulter, and Linda L. Price (2004), "Renegotiating Who I Am: The Effects of Changing Cultural Ideologies and Interpersonal Influence on the Self," abstract in *Proceedings of the Society for Consumer Psychology 2004 Winter Conference*, Amar Cheema, Scott Hawkins, and Joydeep Srivastava, eds., Society for Consumer Research , 157-158.

Chelminski, Piotr and Robin Coulter (2004), "Cultural Individualism and Consumer Self-Confidence: Implications for Retailers and Service Providers," abstract in *11th Recent Advances in Retailing and Service Science Proceedings*, Technische Universtiteit Eindhoven: EIRASS, 29.

Coulter, Robin A. and Mark S. Ligas (2003), "To Retain or To Relinquish: Exploring the Disposition Practices of Packrats and Purgers," in *Advances in Consumer Research*, Vol. 30, Punam Anand Keller and Dennis W. Rook, eds., Provo, UT: Association for Consumer Research, 38-43.

Ligas, Mark and Robin A. Coulter (2001), "Changing Faces in Services Relationships: Customers' Roles During Dissatisfactory Service Encounters," in *Advances in Consumer Research*, Vol. 28, Mary Gilly and Joan Meyers-Levy, eds., Provo, UT: Association for Consumer Research, 71-76.

Coulter, Robin A. and Mark Ligas (2000), "A Typology of Customers' Relationships with Their Service Providers," in *Marketing Advances in the New Millennium*, Dawn R. Deeter-Schmelz and Timothy P. Hartman, eds., Athens, OH: Society for Marketing Advances, 272-276.

Ligas, Mark S. and Robin Coulter (2000), "Understanding Signals of Customer Dissatisfaction: Customer Goals, Emotions and Behaviors in Negative Service Encounters," in *American Marketing Association Winter Educators' Conference 2000*, Vol. 11, John P. Workman, Jr. and William D. Perrault, Jr., eds., Chicago, IL: American Marketing Association, 256-262.

Coulter, Robin Higie, June Cotte, and Melissa Moore (1999), "Believe It or Not: Persuasion, Manipulation, and Credibility of Guilt Appeals," in *Advances in Consumer Research*, Vol. 26, Eric J. Arnold and Linda M. Scott, eds., Provo, UT: Association for Consumer Research, 288-294.

Coulter, Robin Higie, June Cotte, and Melissa Moore (1997), "Guilt Appeals in Advertising: Are You Feeling Guilty?" in *1997 American Marketing Association Winter Educators' Conference*

Proceedings, Debbie Thorne LeClair and Michael Hartline, eds., Chicago: American Marketing Association, 109-115.

* Best Paper Award

Coulter, Keith S. and Robin Higie Coulter (1997), "Beyond Nielsen Number: The Influence of Program Content on Ad Reactions" in *1997 American Marketing Association Winter Educators' Conference Proceedings*, Debbie Thorne LeClair and Michael Hartline, eds., Chicago: American Marketing Association, 291-296.

Coulter, Robin Higie and Gerald Zaltman (1994), "Using the Zaltman Metaphor Elicitation Technique to Understand Brand Images," in *Advances in Consumer Research*, Vol. 21, Chris T. Allen and Deborah Roedder John, eds., Association for Consumer Research, Provo: UT, 501-507.

Coulter, Robin Higie and Murphy A. Sewall (1994), "A Test of Prescriptive Advice from the Rossiter-Percy Advertising Planning Grid Using Radio Commercials," in *Advances in Consumer Research*, Vol. 21, Chris T. Allen and Deborah Roedder John, eds., Association for Consumer Research, Provo: UT, 276-281.

Higie, Robin A., Linda L. Price, and Julie Fitzmaurice (1993), "Leaving It All Behind: Service Loyalties in Transition," in *Advances in Consumer Research*, Vol. 20, Leigh McAlister and Michael L. Rothschild, eds., Provo, UT: Association for Consumer Research, 656-661.

Higie, Robin A., Lawrence F. Feick, and Linda L. Price (1991) "The Importance of Peripheral Cues in Attitude Formation for Enduring and Task Involved Individuals," in *Advances in Consumer Research*, Vol. 18, Rebecca Holman and Michael Solomon, eds., Ann Arbor, MI: Association for Consumer Research, 187-193.

Higie, Robin A. and Lawrence F. Feick (1989), "Enduring Involvement: Conceptual and Measurement Issues," in *Advances in Consumer Research*, Vol. 16, Thomas S. Srull, ed., Ann Arbor, MI: Association for Consumer Research, 690-696.

Higie, Robin A. and Susan Spiggle (1989), "Protocol Responses to Advertisements: A Coding Scheme," in *1989 Winter Marketing Educators' Conference, American Marketing Association Proceedings*, Chicago, IL: American Marketing Association,

Feick, Lawrence F., Linda L. Price, and Robin A. Higie (1986), "People Who Use People: The Other Side of Opinion Leadership," in *Advances in Consumer Research*, Vol.13, Richard J. Lutz, ed., Ann Arbor, MI: Association for Consumer Research, 301-305.

WORK UNDER REVIEW

Strizhakova Yuliya, Robin A. Coulter, and Linda L. Price, “The Meanings of Branded Products: A Cross-National Scale Development and Meaning Assessment,” under second review at *International Journal of Research in Marketing*.

Haws, Kelly L., Rebecca Walker Naylor, William O. Bearden, Robin A. Coulter, “To Have and To Hold? Implications of Disposition Tendencies for Consumer Research,” revise and resubmit from *Journal of Consumer Research*.

Coulter, Robin A., Linda L. Price, and Camelia C. Micu. “Oh Pretty Woman: The Effects of Idealized Images and Product Trial on Ad and Product Evaluations and Self-Judgments,” revise and resubmit from *Journal of Advertising*.

CURRENT WORKING PAPERS AND WORKS IN PROGRESS

Chowdhury, Tilottama G. and Robin A. Coulter, “Getting a Broader Sense of Brand Associations,” in preparation for submission to *Journal of the Academy of Marketing Science*, expected submission Fall 2007.

“Global Myth: Building Identity through Branded Products,” with Linda L. Price and Yuliya Strizhakova, in preparation for submission to *Journal of Consumer Research*, expected Fall 2007.

“Married to the Military: Army Wives and their Identity Projects,” with Fleura Bardhi and Meera Venkatraman, in preparation for submission to *Journal of Consumer Research*, expected Spring 2008.

PRESENTATIONS

“Shopping with Consumers in Subsistence Marketplaces” with Benet DeBerry-Spence, and Cele C. Otnes, *Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literary and Resource Barriers*, University of Illinois - Chicago, August 4, 2006.

“Meaning of a Connected Home” with Meera Venkatraman, *Boston University Institute for Leading in a Dynamic Economy Conference*, April 6, 2006

“Brand Meanings: A Cross-Cultural Assessment,” *University of Connecticut School of Business Research Seminar*, December 2, 2005.

“Understanding and Managing Customer Experiences,” presentation to *University of Connecticut Marketing RoundTable*, July 27, 2005.

“Applying the Zaltman Metaphor Elicitation Technique to Marketing Problems,” presentation at *Roger Williams University*, April 11, 2005.

“On Market Mavens and Consumer Self-Confidence: A Cross-Cultural Study” with Piotr Chelminski, *Academy of International Business 2005 Conference in Quebec City, Canada*. July 9-12, 2005.

“A Multi-Method Examination of Young Romanian Women’s Reactions to Beautiful Models in Ads: Exploring the Joint Effects of Advertising and Product Trial” in Special Session, “Marketing Communications and Young Consumers: Perspectives on Consumer Socialization and Social Comparison,” with Camelia Micu and Linda L. Price, *Winter 2004 Marketing Educators’ Conference*, February 6-9, 2004.

“Saving for Whom?, for What?, and How?: Exploring the Mindset of Packrats,” in Special Session, “‘Good To The Last Drop’: Perspectives on Thrift and Frugality” (with Mark S. Ligas, *2003 European Association for Consumer Research Conference*, Dublin, Ireland June 6, 2003.

“Central European Women’s Ideologies of Appearance, Cosmetics Involvement, and Consumption Intentions,” in special session Globalizing Hope and Dispair: Cosmetics Consumptionscapes, with Linda L. Price, *Association for Consumer Research Conference*, Atlanta, October 18, 2002.

“Product Knowledge and Choice Confidence: Hungarian Women in the 1990s,” with Linda L. Price, Lawrence Feick, and Camelia Micu, *MSI/IJRM Global Marketing Conference*, Noordwijk, The Netherlands, June 2003.

“Making Up Time in Hungary: A Decade of Research on Women and Cosmetics,” *School of Business Seminar, University of Connecticut*, March 2001.

“Rethinking Marketing Research,” *University of Nebraska Seminar*, April 2000.

“The Influence of Market Mavenism on Attitudes Toward Advertising in Poland,” with Piotr Chelminski, *The Transformation of Communication Culture in the Post-Socialist States in Europe Conference 2000*, Budapest, Hungary, March 2000.

“Rethinking Marketing Research,” *University of Pittsburgh Research Seminar*, Pittsburgh, PA, November 1999.

“Changes in Hungarian Women’s Information Seeking and Cosmetics Product Choices: 1992-1998,” with Lawrence Feick and Linda Price, *European Marketing Academy Conference*, Berlin, Germany, May 1999.

“Three Faces of Advertising: The Good, The Bad and The Ugly,” with Gerald Zaltman, June Cotte, and Melissa Lunt Moore, *American Marketing Association’s 1998 Summer Educators’ Conference – Advertising Special Interest Group*, Boston, MA, August 1998.

“Understanding the Antecedents of Trust and Integrity Across Services,” with Karen File and Keith S. Coulter, *American Marketing Association’s Summer Educators’ Conference*, August 1997.

“Feeling Guilty??” *The University of Connecticut, Department of Marketing and Department of Communication Sciences Seminar Series*, April 1996.

“Driving Forces Affecting the Future of Consumer Decision Making,” *University of Mannheim Seminar*, Mannheim, Germany, August 1995.

“Seeing the Value of Marketing,” with Gerald Zaltman, *Harvard Business School Seminar*, Boston, MA, May 1995.

“Seeing the Value of Marketing,” with Gerald Zaltman, *University of Connecticut Seminar*, Storrs, CT, April 1995.

“Seeing the Value of Marketing,” with Gerald Zaltman, *Value of Marketing Conference*, Stanford University, Palo Alto, CA, August 1994.

“Seeing the Voice of the Customer: The Zaltman Metaphor Elicitation Technique,” with Gerald Zaltman, *New Methods and Applications in Consumer Research, 1993 Marketing Science Institute Conference*, Cambridge, MA, September 1993.

“Seeing the Voice of the Customer,” with Gerald Zaltman, *New Tools and New Roles for Marketing Research, 1992 Marketing Science Institute Conference*, Cambridge, MA, June 1992.

“Consumer Information and Product Acquisition Problems and Solutions in Hungary: A Propositional Inventory,” with Lawrence F. Feick and Linda L. Price, *Association for Consumer Research Summer Conference*, Amsterdam, The Netherlands, May 1992.

“Dialogues With Myself: A Theory of Self-Gifts,” with Linda L. Price, *American Marketing Association Winter Educators’ Conference*, February 1991.

“Advertising Content and Viewer Responses: A Semiotic Approach,” with Susan Spiggle, *American Marketing Association Winter Educators’ Conference*, February 1988.

RESEARCH GRANTS AND AWARDS

University of Connecticut CIBER Grants (1998, 2001, 2003, 2005)

University of Connecticut Research Foundation Grants

“Idealized Images of Advertising and Romanian Women’s Search for Identity and Self-Worth After Socialism” (2002)

“Interpersonal Influence in Central Europe” (2001)

“A Typology of Service Relationships” (2000)

“Opinion Leadership and Personal Influence in Central Europe” (1999).

“The Dissolution of Service Provider-Customer Relationships” (1997).

“Individual Action Orientation: Measurement and Predictors” (1993).

“Advertiser Induced Guilt: Is It Worth It?” (1992).

“Consumer Information and Product Acquisition Problems and Solutions in Hungary” (1991).

“The Before and After of Moving -- A Service Utilization Perspective” (1990).

“Expertise, Coorientation and Preference Heterogeneity Effects on Personal Influence in the Choice of a Service Provider” (1988).

“A Content Analytic Scheme for Measuring Advertising Response: Cognitive, Evaluative, Emotional and Other Responses” with Susan Spiggle (1988).

University of Connecticut School of Business Administration Research Grants

Marketing Department Summer Research Grant (1995-2002)

American Brands Award and Center for International Business Studies Grant (1995) for research at University of Mannheim, Germany (1995)

“Consumer Information and Product Acquisition Problems and Solutions in Hungary” (1992).

“The Influence of Source Experience and Similarity in Service Provider Choices” (1991).

University of Connecticut School of Business Administration Research Grants

“Expertise, Coorientation and Preference Heterogeneity Effects on Personal Influence in the Choice of a Service Provider” (1989).

“The Effectiveness of Print Advertisements in Communicating Their Intended Message to Consumers With Differing Levels of Enduring Product Involvement” (1988).

Marketing Science Institute Research Grants

“Picturing the Voice of the Consumer: The Image Elicitation, Orientation and Construction Technique,” with Gerald Zaltman (1991).

“Consumer Information and Product Acquisition Problems and Solutions in Hungary” with Lawrence F. Feick and Linda L. Price (1991).

Boston University Institute for Leading in a Dynamic Economy

“Understanding the Transformation of a House to a Connected Home” with Meera Venkatraman (2005) - \$36,100

Suffolk University Sawyer School of Management

“The Impact of Infotainment Technologies on the Meaning of the Home for Families in Transition” with Meera Venkatraman (2005) - -\$5,000

HONORS

Ackerman Scholar, School of Business (2004-2006; 2006-2008)

University of Connecticut Faculty of the Year (1995)

Awarded by the Greek Council

Advertising Education Foundation Visiting Professor Program

McCann-Erickson (June 1993)

University of Pittsburgh

1986 American Marketing Association Doctoral Consortium Fellow

PROFESSIONAL ACTIVITIES

Editorial Review Board: *The Journal of Academy of Marketing Science*

Reviewer for: *Journal of Advertising*
Journal of Applied Psychology
Journal of Business Research
Journal of Consumer Affairs
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Economic Psychology
Journal of Leisure Research
Journal of Marketing
Journal of Public Policy and Marketing
Journal of Retailing
American Marketing Association Proceedings
Advances in Consumer Research
Academy of Marketing Science Conference Proceedings

Conference Activities

Association for Consumer Research Conference

Session Discussant/Chair – 1989, 1997, 2001, 2002.
Program Committee – 2005

American Marketing Association Educators' Conference

Session Discussant/Chair – August 1991, August 1994.

UNIVERSITY SERVICE

Dissertation Committees

Marketing Department, Committee Chair

- 2006 Camelia C. Micu, “Advertising and Product Trial: The Impact of Product Type and Attribute Information on Consumer Evaluations”
- 2003 Piotr Chelminski , “The Effects of Culture on Consumer Complaining Behavior”
- 2001 Mark S. Ligas, “ Customer Relationship Orientation in Response to Dissatisfactory Service Encounters”

Marketing Department, Committee Member

2006 Ying Jiang
1999 Melissa Lunt Moore
1998 June Cotte
1997 Byeong Joon Moon
1995 Julie Fitzmaurice
1994 Junyeon Moon

Finance Department, Committee Member

2000 Robert Dobil

Communication Sciences, Committee Member

2006 Steven Sohn
2005 Yuliya Strizhakova
2001 Ipshita Ray
1999 Christine de la Paz
Erica Weigel
1997 Mats Georgson
1996 Nancy Menelly
Ben Tyson
1992 Kwangsu Kim

University of Connecticut Administrative Committees

New England Association of Schools and Colleges School of Business Learning Assessment Liaison (2006)

School of Business Administrative Committees

Assessment Committee (2006, Chair)
Interim Dean Search Committee (2006)
Dean's Council (2002-2005)
Promotion, Tenure and Review Committee (1988-1989; 1993-1995; 1999-2000; 2004-2005)
Marketing Department Ph.D. Program Coordinator (1995-2001)
Executive MBA Program Committee (1997-2000, Chair 1997-1999)
Executive MBA Admissions Committee (1995-1997)
Duker Award Committee (1988-2001, Chair)
New Building Committee (1996-1997)
CIBER Grant Project Manager (1995-1996)
Undergraduate Programs Committee (1989-1995)

Dean's Dialogue Committee (1994-1995)
Research Advisory Council (1991-1993)
Connecticut Honors Program Seminar (1988-1993)
School of Business' Faculty Advisor for Apple Computer, Inc.'s Advanced Academic Marketing Program (1991-1993)
Social Committee (1989-1991; Chair, 1991)
Student Misconduct Committee (1987-1990)
University of Connecticut's Faculty Advisor for IBM PS/2 Collegiate Representative Program (1989-1991)

Department of Marketing Committees

Search Committee (Chair, 1994, 2004, 2006; Member 1998, 2000)
Marketing Department Ph.D. Task Force (2002-Present)
Auran Fox Search Committee (Co-Chair, 2003)
Marketing Department Ph.D. Coordinator (1995-2001)
Marketing Department Ph.D. Task Force (1995-1996)
Task Force for Undergraduate Advising and Counseling, Chair (1994-1995)
Marketing Advisory Council Coordinator (1993)
AMA Collegiate Chapter Faculty Advisor (1992)
Marketing Department Curriculum Committee (1988-1991)
Marketing Seminar Series Co-Coordinator (1988-1990)
Marketing Department Task Force (1987-1988)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
American Academy of Advertising
American Marketing Association
Society for Consumer Psychology
Beta Gamma Sigma
Golden Key National Honor Society
Delta Sigma Pi

CONSULTING ACTIVITIES

Provision of professional consultation includes projects designed to understand consumers' images of brands, products and companies, brand equity, product concepts and designs, product usages and purchase experiences, life experiences, and attitudes toward business. Clients include: New York Life Insurance, Johnson & Johnson, Proctor and Gamble, McNeil Consumer Products, AT&T Bell Laboratories, Coca Cola, General Motors, Reebok, Polaroid, Lifetime Television, Pacific Gas & Electric, and DuPont.