

MARY C. GILLY

July 2017

The Paul Merage School of Business
University of California
Irvine, California 92697
(949) 824-6154
(949) 725-2829 (FAX)
mcgilly@uci.edu

EDUCATION

- Ph.D. University of Houston (December 1979)
Major: Marketing. Minor: Research Methodology
- M.B.A. Southern Methodist University (August 1975)
Major: Marketing
- B.A. Trinity University, San Antonio, Texas (May 1974)
Major: Economics

ACADEMIC EXPERIENCE

Senior Associate Dean, Paul Merage School of Business, September 2015 to present.

Professor of Management, University of California, Irvine, July 1998 to present.

Associate Professor of Management, University of CA, Irvine, July 1990 to 1998.

Assistant Professor of Management, University of CA, Irvine, July 1982 to 1990.

Courses
taught:

Strategic Brand Management
Marketing for Management
Management Practicum
Consumer Behavior
Services Marketing
Ph.D. Seminar in Consumer Behavior
Doctoral ProSeminar
Freshman Seminar: Commercialization of Teenagers

Chair/Co-Chair of Ph.D.
Dissertations:

Russel P. Nelson, "Competitive Dynamics in New Markets:
Measuring Innovation, Successful Strategies, and the Role
of Social Media," 2015
Jennifer Cordero, "International Market Segmentation as
Practice," 2012

Burçak Ertimur, "The Impact of Consumer-Generated Advertising on Corporate and Brand Image: The Issue of Source Effects," 2009

Samantha Cross, "Conflict, Compromise and Consensus: A Deeper Look at Consumer Roles, Patterns and Preferences in Culturally Diverse Families," 2009

Merlyn Angela Griffiths, "Consumer Territorial Behaviors In Service Environments," 2007

Hope Jensen Schau, "Consumer Imagination: Identity and Self-Expression in Computer Mediated Environments," 2000

Stephanie Dellande, "Gaining Customer Compliance with Services," 1999

Mary Wolfinbarger, "The Gift of the Magi: Situational and Individual Effects on Gift Symbolism," 1990

Lisa Peñaloza, "Border Crossings: An Empirical Exploration of the Consumer Acculturation of Mexican Immigrants," 1990 Honorable Mention, Ferber Award, 1995

Laura Yale, "Individual Differences in Personal Source Selection," 1989

Visiting Scholar, Cox School of Business, Southern Methodist University, September 2006 to July 2007.

Director, Ph.D. Program, The Paul Merage School of Business, University of CA, Irvine, July 2004 to June 2006.

Vice Dean, Academic Affairs, Graduate School of Management, University of California, Irvine, July 2002 to June 2004.

Associate Dean, Graduate Studies, University of California, Irvine, January 1994 to July 1998.

Visiting Scholar, Georgetown University, September 1996-June 1997.

Associate Dean, Graduate School of Management, University of California, Irvine, September 1992 to January 1994.

Visiting Associate Professor of Marketing, Madrid Business School, Madrid, Spain, September 1991 to August 1992.

Assistant Professor of Marketing, Southern Methodist University, January 1981 to May 1982.

Assistant Professor of Marketing, Texas A & M University, June 1979 to December 1980.

JOURNAL AND OTHER REFEREED PUBLICATIONS

- Celsi, Mary Wolfenbarger, Stephanie Dellande, Russel P. Nelson, and Mary C. Gilly (forthcoming), "Temptation's Itch: Mindlessness, Acceptance, and Mindfulness in a Debt Management Program," *Journal of Business Research*.
- Cross, Samantha N.N., Robert Harrison and Mary C. Gilly (forthcoming), "The Role of Marketing in Ritual Evolution," *Journal of Macromarketing*.
- Cross, Samantha N.N. and Mary C. Gilly (2017), "The Impact of Diversity on Institutional Longevity," *International Journal of Research in Marketing*, 34, 231-251.
- Dellande, Stephanie, John L. Graham and Mary C. Gilly (2016), "Managing Consumer Debt: Culture, Compliance, and Completion," *Journal of Business Research*, 69, 2594-2602.
- Cross, Samantha N.N. and Mary C. Gilly (2014), "Cultural Competence and Cultural Compensatory Mechanisms in Bi-National Households," *Journal of Marketing*, 78 (May), 121-139.
- Cross, Samantha N.N. and Mary C. Gilly (2014), "Consumption Compromises: Negotiation and Unification within Contemporary Families," *Journal of Business Research*, 67 (April), 449-456.
- Cross, Samantha N.N. and Mary C. Gilly (2013), "Bridging Cultural Divides: The Role and Impact of Bi-National Families," *Journal of Public Policy & Marketing*, 32 (special issue), 106-111.
- Griffiths, Merlyn and Mary C. Gilly (2012), "Sharing Space: Extending Belk's (2010) 'Sharing,'" *Journal of Research for Consumers*, 22.
- Ertimur, Burçak and Mary C. Gilly (2012), "So Whaddya Think? Consumers Create Ads and Other Consumers Critique Them," *Journal of Interactive Marketing*, 26 (August), 115-130.
- Griffiths, Merlyn A. and Mary C. Gilly (2012), "Dibs! Consumer Territorial Behaviors," *Journal of Service Research*, 15 (May), 131-149 (lead article).
- Gilly, Mary C., Mary Wolfenbarger Celsi and Hope Jensen Schau (2012), "It Don't Come Easy: Overcoming Obstacles to Technology Use Within a Resistant Consumer Group," *Journal of Consumer Affairs*, 46 (1), 62-89.
- Griffiths, Merlyn A., Tracy R. Harmon and Mary C. Gilly (2011), "Hubble Bubble Trouble: The Need for Education About and Regulation of Hookah Smoking," *Journal of Public Policy & Marketing*, 30 (1), 119-132.
- Celsi, Mary and Mary C. Gilly (2009), "Employees as Internal Audience: How Advertising Affects Employees' Customer Focus," *Journal of the Academy of Marketing Science*, 38 (4), 520-529.

- Schau, Hope Jensen, Mary C. Gilly and Mary Wolfinbarger (2009), "Consumer Identity Renaissance: The Resurgence of Identity Inspired Consumption in Retirement," *Journal of Consumer Research*, 36 (August), 255-276.
- Cron, William L., Mary C. Gilly, John L. Graham and John W. Slocum, Jr. (2009), "Gender Differences in the Pricing of Professional Services: Implications for Income and Customer Relationships," *Organizational Behavior and Human Decision Processes*, 109 (May), 93-105.
- Schau, Hope Jensen, Stephanie Dellande and Mary C. Gilly (2007), "The Impact of Code Switching on Service Encounters," *Journal of Retailing*, 83 (1), 65-78.
- Dellande, Stephanie, Mary C. Gilly and John Graham (2004), "Gaining Compliance and Losing Weight: The Role of the Service Provider in Health Care Services," *Journal of Marketing*, 68 (July), 78-91.
- Schau, Hope Jensen and Mary C. Gilly (2003), "We Are What We Post?: Self-Presentation in Personal Webspace," *Journal of Consumer Research*, 30 (December), 385-404.
- Wolfinbarger, Mary and Mary C. Gilly (2003), "eTailQ: Dimensionalizing, Measuring and Predicting eTail Quality," *Journal of Retailing*, 79, 183-198.
- Wolfinbarger, Mary and Mary Gilly (2003), "Why Consumers Shop Online, Who They Are, and What they Want," in *The Internet Encyclopedia*, ed. Hossein Bigdoli, John Wiley (December).
- Wolfinbarger, Mary and Mary C. Gilly (2001), "Shopping Online for Freedom, Control, and Fun," *California Management Review*, 43, (Winter), 34-55.
- Gilly, Mary C. and Mary Wolfinbarger (2001), "A Comparison of Consumer Experiences with Online and Offline Shopping," *Consumption, Markets & Culture*, Vol. 4, No. 2, 187-205.
- Peñaloza, Lisa and Mary C. Gilly (1999), "Marketer Acculturation: The Changer and the Changed," *Journal of Marketing*, 63 (July), 84-104.
- Money, R. Bruce, Mary C. Gilly and John L. Graham (1998), "Explorations of National Culture and Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the United States and Japan," *Journal of Marketing*, 62 (October), 76-87.
- Gilly, Mary C., John L. Graham, Mary Wolfinbarger and Laura J. Yale (1998), "A Dyadic Study of Interpersonal Information Search," *Journal of the Academy of Marketing Science*, Vol. 26, No. 2, 83-100.
- Gilly, Mary C. and Mary Wolfinbarger (1998), "Advertising's Internal Audience," *Journal of Marketing*, 62 (January), 69-88.
- Dellande, Stephanie and Mary C. Gilly (1998), "Gaining Customer Compliance in Services," *Advances in Services Marketing and Management*, Vol. 7, 265-292.

- Gilly, Mary C., Mary Finley Wolfinbarger and Laura J. Yale (1997), "Topical and Methodological Diversity in Consumer Behavior Research," *Research in Consumer Behavior*, Vol. 8, 93-134.
- Yale, Laura J. and Mary C. Gilly (1995), "Dyadic Perceptions in Personal Source Information Search," *Journal of Business Research*, Vol. 32, No. 3, 225-237.
- Stevenson, William B. and Mary C. Gilly (1993), "Problem Solving Networks in Organizations: Intentional Design and Emergent Structure," *Social Science Research*, 22, 92-113.
- Gilly, Mary C. and Mary Finley Wolfinbarger (1992), "Does Advertising Affect Your Nurses?" *Journal of Health Care Marketing*, Vol. 12, (September), 24-31.
- Stevenson, William B. and Mary C. Gilly (1991), "Information Processing and Problem Solving: The Migration of Problems Through Formal Positions and Networks of Ties," *Academy of Management Journal*, Vol. 34 (December), 918-928.
- Gilly, Mary C., William B. Stevenson and Laura J. Yale (1991), "The Dynamics of Complaint Management in the Service Organization," *Journal of Consumer Affairs*, Vol. 25 (Winter), 295-322.
- Penaloza, Lisa N. and Mary C. Gilly (1991), "Responding to Diversity: Marketing Graduate Business Education to Hispanics," *Journal of Marketing Education*, Vol. 13 (Spring), 3-13.
- Gronhaug, Kjell and Mary C. Gilly (1991), "A Transaction Cost Approach to Consumer Dissatisfaction and Complaint Action," *Journal of Economic Psychology*, Vol. 12, 165-183.
- Wolfinbarger, Mary Finley and Mary C. Gilly (1991), "A Conceptual Model of the Impact of Advertising on Service Employees: Influences on Organizational Commitment and Service Quality," *Psychology and Marketing*, Vol. 8 (Fall), 215-237.
- Neu, Joyce, John L. Graham and Mary C. Gilly (1989), "The Influence of Gender on Behaviors and Outcomes in a Retail Buyer-Seller Negotiation Simulation," *Journal of Retailing*, Vol. 64, No. 4, 427-451.
- Gronhaug, Kjell, Mary C. Gilly and Ben M. Enis (1988), "Exploring Income Nonresponse: A Logit Model Analysis," *Journal of the Market Research Society*, Vol. 30, No. 3, 371-378.
- Gilly, Mary C. and William B. Stevenson (1988), "Complaint Management in the Health Care Organization," *Journal of Consumer Satisfaction/ Dissatisfaction and Complaint Behavior*, Vol. 1, 93-96.
- Gilly, Mary C. (1988), "Sex Roles in Advertising: A Comparison of Television Advertisements in Australia, Mexico and the United States," *Journal of Marketing*, Vol. 52, April, 75-85.
- Reprinted in *Southwest Journal of Business and Economics*, Vol. 7, No. 1, Spring, 1990.
- Yale, Laura and Mary C. Gilly (1988), "A Content Analysis of Advertising Research in Selected Advertising, Marketing and Interdisciplinary Journals," *Journal of Advertising*, Vol. 17, No. 1, 12-22.

- Gilly, Mary C. and John L. Graham (1988), "A Macroeconomic Study of the Effects of Promotion on the Consumption of Infant Formula in Developing Countries," *Journal of Macromarketing*, Spring, 21-31.
- Graham, John L. and Mary C. Gilly (1989), "Rejoinder to Boddewyn's and Meade's Comments Regarding 'A Macroeconomic Study of the Effects of Promotion on the Consumption of Infant Formula in Developing Countries,'" *Journal of Macromarketing*, Spring, 42-44.
- Gilly, Mary C. (1987), "Post-Complaint Processes: From Organizational Response to Repurchase Behavior," *Journal of Consumer Affairs*, Vol. 21, No. 2, 293-313.
- Zeithaml, Valarie A. and Mary C. Gilly (1987), "Characteristics Affecting the Acceptance of Retailing Technologies: A Comparison of the Elderly with the Non-Elderly," *Journal of Retailing* (Spring), 49-68.
- Alaniz, Lisa Penalzoza and Mary C. Gilly (1986), "The Hispanic Family--Consumer Research Issues," *Psychology and Marketing*, Vol. III, No. 4, 291-304.
- Gilly, Mary C. and Thomas E. Barry (1986), "Segmenting the Women's Market: A Comparison of Work-Related Segmentation Schemes," *Current Issues and Research in Advertising*, Vol. 9, No. 1, 149-170.
- Gilly, Mary C. and Valarie A. Zeithaml (1985), "The Elderly Consumer and Adoption of Technologies," *Journal of Consumer Research*, Vol. 12 (December), 353-357.
- Gilly, Mary C. and Richard W. Hansen (1985), "Complaint Handling as a Strategic Marketing Tool," *Journal of Consumer Marketing*, Vol. 2 (Fall), 5-16.
- Barry, Thomas E., Mary C. Gilly and Lindley E. Doran (1985), "Advertising to Women with Different Career Orientations," *Journal of Advertising Research*, Vol. 25 (April/May), 26-35.
- Gilly, Mary C. and Betsy D. Gelb (1982), "Post-Purchase Consumer Processes and the Complaining Consumer," *Journal of Consumer Research*, Vol. 9 (December), 323-328.
- Gelb, Betsy D. and Mary C. Gilly (1979), "The Effect of Promotional Techniques on Purchase of Preventive Dental Care," *Journal of Consumer Research*, Vol. 6 (December), 305-308.
- Gilly, Mary C. and Betsy D. Gelb (1978), "Marketing Energy Conservation," with Betsy D. Gelb, *Journal of Home Economics*, Vol. 70 (Winter), 31-33.

BOOK CHAPTERS

- Cross, Samantha N. N. and Mary C. Gilly (2013), "Navigating the Diversity Within," in Russell W. Belk, Linda Price and Lisa Peñaloza, eds., *Consumer Culture Theory, Research in Consumer Behavior*, Vol. 15, Emerald Books, UK, 57-72.
- Schau, Hope Jensen and Mary C. Gilly (2013), "From Freeform to Templates: The Evolution of Self-Presentation in Cyberia," in Russell Belk and Rosa Llamas, eds., *The Digital Consumer*, New York, NY: Routledge, 72-80.

Cross, Samantha N. N. and Mary C. Gilly (2012), “Research Methods for Innovative Cultural Marketing Management (CMM): Strategy And Practices,” in Lisa Peñaloza, Nil Toulouse, and Luca Massimiliano Visconti, eds., *Marketing Management: A Cultural Perspective*, 261-278.

TEXTBOOKS

Cateora, Philip R., Mary C. Gilly, John L. Graham and R. Bruce Money (2016), *International Marketing*, 17th edition, New York: McGraw-Hill/Irwin.

Cateora, Philip R., Mary C. Gilly and John L. Graham (2013), *International Marketing*, 16th edition, New York: McGraw-Hill/Irwin.

Cateora, Philip R., Mary C. Gilly and John L. Graham (2011), *International Marketing*, 15th edition, New York: McGraw-Hill/Irwin.

Cateora, Philip R., Mary C. Gilly and John L. Graham (2009), *International Marketing*, 14th edition, New York: McGraw-Hill/Irwin.

Gilly, Mary C. and John L. Graham (1996), “International Services,” invited chapter for *Services Marketing 1e*, by V. A. Zeithaml and M. J. Bitner.

Gilly, Mary C., William Pride and O.C. Ferrell (1989), *Marketing Cases, 4th edition*, Houghton-Mifflin.

WORK IN PROCESS

“Want vs. Need: The Battle for a Limited Budget,” with Mary Wolfinbarger Celsi, Stephanie Dellande and Russel P. Nelson.

“Financially Constrained: When You Feel Stuck With Your Debt, Just Budge It, with Russel P. Nelson, Mary Wolfinbarger Celsi and Stephanie Dellande.

“Household Decision Making at a Distance: Enhancing Relationships Via Technology,” with Hope Schau and Mary Wolfinbarger Celsi.

“Understanding Consumer Response to Consumer-Generated Ads,” with Burçak Ertimur and Yoshiko DeMotta.

PUBLISHED CONFERENCE PROCEEDINGS

Gilly, Mary, Hope Schau and Mary Wolfinbarger (2003), “Seniors and the Internet: Consuming Technology to Enhance Life and Family Involvement,” *Proceedings from the Home Oriented Informatics and Telematics (HOIT) Conference*, Irvine, CA, April 6-8, 2003, pp. 1-15.

Wolfinbarger, Mary F. and Mary C. Gilly (2000), “Consumer Motivations for Online Shopping,” abstracted in *Proceedings of the 2000 Americas Conference on Information Systems*.

- Wolfinbarger, Mary F. and Mary C. Gilly (1999), "Advertising Decision Makers' Beliefs About How Service Employees Respond to Organizational Advertising," abstracted in *Proceedings of the Eighth Annual AMA Frontiers in Services Conference*.
- Dellande, Stephanie and Mary C. Gilly (1997), "Compliance Dependent Services," abstracted in *Proceedings of the Sixth Annual AMA Frontiers in Services Conference*.
- Gilly, Mary C., Lisa N. Penalzoza and Kenneth M. Kambara (1997), "The Role of American Identity in Expatriates' Consumer Adjustment," abstracted in *Advances in Consumer Research*.
- Gilly, Mary C. and Hope J. Schau (1997), "A Cross-Cultural Perspective on the Servicescape," in *Proceedings of the 1997 AMA Services Marketing Conference*, Dublin, Ireland, 84-99.
- Schau, Hope J. and Mary C. Gilly (1997), "Drive-thru Service Encounters: An Examination of Social Conventions," in *European Advances in Consumer Research*, Vol. III.
- Schau, Hope J. and Mary C. Gilly (1996), "Social Conventions of a Fast Food Restaurant: An Ethnomethodological Analysis," in *Advances in Consumer Research*, Merrie Brucks and Deborah J. MacInnis, eds., Vol. 24 (Provo, UT: Association for Consumer Research), 315-321.
- Wolfinbarger, Mary Finley and Mary C. Gilly (1995), "An Experimental Investigation of Self-Symbolism in Gifts," in *Advances in Consumer Research*, Kim P. Korfman and John G. Lynch, Jr., eds, Vol. 23 (Provo, UT: Association for Consumer Research), 458-462.
- Gilly, Mary C. (1994), "The Expatriate Consumer Experience," in *Advances in Consumer Research*, Frank R. Kardes and Mita Sujun, eds., Vol. 23 (Provo, UT: Association for Consumer Research), 506-510.
- Gilly, Mary C. (1994), "Session Overview: Consumer Acculturation: Immigrants, Migrants and Expatriates," in *Advances in Consumer Research*, Frank R. Kardes and Mita Sujun, eds., Vol. 23 (Provo, UT: Association for Consumer Research), 505.
- Gronhaug, Kjell, Mary C. Gilly and Lisa Penalzoza (1992), "Barriers and Incentives in Consumer Acculturation," in *Advances in Consumer Research -- International Conference*.
- Wolfinbarger, Mary Finley and Mary C. Gilly (1991), "The Influence of Gender on Gift Giving Attitudes," in *Proceedings of the Gender and Consumer Behavior Conference*, Janeen Arnold Costa, ed. (Provo, UT: Association for Consumer Research), 223-321.
- Gilly, Mary C. (1991), "The Conflict of Child-rearing and Academic Careers," in *Proceedings of the Gender and Consumer Behavior Conference*, Janeen Arnold Costa, ed., (Provo, UT: Association for Consumer Research), 315-316.
- Gilly, Mary C. and Ricky W. Griffin (1986), "Correlates of Success in Franchised Restaurants," *Proceedings*, Decision Sciences Institute Meeting.
- Lesh, A. Dawn and Mary C. Gilly (1985), "Using Consumers to Guide the Way to Design New Services," in *Creativity in Services Marketing*, M. Venkatesan, Diane M. Schmalensee and Claudia Marshall, eds. (Chicago, IL: American Marketing Association), 118-119.
- Gilly, Mary C. and Debra L. Dean (1984), "A Market-Oriented Taxonomy of Public Services: Implications for Marketing Management," in *Services Marketing in a Changing*

- Environment*, Thomas M. Bloch, Gregory D. Upah and Valarie A. Zeithaml, eds. (Chicago, IL: American Marketing Association), 94-97.
- Gilly, Mary C. (1983), "Information Acquisition and Transmission," *Advances in Consumer Research*, Vol. 10, Richard P. Bagozzi and Alice M. Tybout, eds. (Ann Arbor, Michigan: Association for Consumer Research), 630-632.
- Gilly, Mary C., William L. Cron and Thomas E. Barry (1983), "The Expectations - Performance Comparison Process: An Investigation of Expectation Types," *International Fare in Consumer Satisfaction and Complaining Behavior*, Ralph L. Day and H. Keith Hunt, eds. (Bloomington, Indiana: Division of Research, School of Business, Indiana University), 10-16.
- Barry, Thomas E., Mary C. Gilly and William R. Schucany (1982), "Students as Consumers: Predicting Satisfaction," *An Assessment of Marketing Thought and Practice*, Series No. 48, (Chicago, IL: American Marketing Association), 109-112.
- Gilly, Mary C. and Ben M. Enis (1982), "Recycling the Family Life Cycle: A Proposal for Redefinition and Reinterpretation," in *Advances in Consumer Research*, Vol. 9, Andrew Mitchell, ed. (Ann Arbor, Michigan: Association for Consumer Research), 271-276.
- Gilly, Mary C. (1981), "A Study of Post-Purchase Attitudes and Behavior of Consumers with Different Complaining Tendencies," in *The Changing Marketing Environment: New Theories and Applications*, Series No. 47 (Chicago, IL: American Marketing Association), 166-169.
- Krone, Flavia, Mary C. Gilly, Valarie A. Zeithaml and Charles W. Lamb, Jr. (1981), "Factors Influencing the Graduate Business School Decision," in *The Changing Market Environment: New Theories and Applications*, Series No. 47 (Chicago, IL: American Marketing Association), 453-456.
- Gilly, Mary C. and Ricky W. Griffin (1981), "Sexual Harassment in the Workplace: A Review of the Evidence and Framework for Further Research," *Proceedings of the Southwest Academy of Management Meetings*, Robert McGlashan, ed., 173-177.
- Gilly, Mary C. (1980), "Complaining Consumers and the Concept of Expectations," *Refining Concepts of Consumer Satisfaction and Complaining Behavior*, H. Keith Hunt and Ralph L. Day, eds. (Bloomington, Indiana: Division of Research, School of Business, Indiana University), 44-49.
- Gilly, Mary C. (1979), "Complaining Consumers: Their Satisfaction With Organizational Response," *New Dimensions of Consumer Satisfaction and Complaining Behavior*, Ralph L. Day and H. Keith Hunt, eds. (Bloomington, Indiana: Division of Research, School of Business, Indiana University), 99-102.

OTHER PUBLICATIONS

- Gilly, Mary C. (2008), "The Price of Peace in the Household: A Commentary on 'The Price of Unconditional Love: Consumer Decisions Concerning High-Dollar Veterinary Care,'" *Journal of Business Research*, 61 (May), 406-407.

- Wolfenbarger, Mary and Mary C. Gilly (2005), "How Firm Advertising Affects Employees' Trust, Organizational Identification, and Customer Focus," *Working Paper* (Boston, MA: Marketing Science Institute), 05-106.
- Wolfenbarger, Mary and Mary C. Gilly (2002), ".comQ: Dimensionalizing, Measuring and Predicting e-Tail Quality," *Working Paper, Report No. 02-100*, (Boston, MA: Marketing Science Institute).
- Gilly, Mary C. and Joan Meyers-Levy (2000), (eds.), *Advances in Consumer Research*, Vol. 28 (Provo, UT: Association for Consumer Research).
- Gilly, Mary C. (1999), "Unintended Effects of Advertising," invited Companion Piece for "A Longitudinal Analysis of the Portrayal of Female Models in Television Commercials by Degree of Slenderness," by Peterson and Byus, *Journal of Family and Consumer Sciences*, Vol. 91, No. 3, p. 92.
- Gilly, Mary C. and Mary Wolfenbarger (1996), "Advertising's Second Audience: Employee Reactions to Organizational Communications," *Working Paper, Report No. 96-116*, (Boston, MA: Marketing Science Institute).
- Gilly, Mary C. (1992), "Review of *Consumption Values and Market Choices: Theory and Applications*," *Journal of Marketing Research*, 29 (November), 487-489.
- Gilly, Mary C. (1989), "Review of *Research in Health Care Settings*," in *Journal of Marketing Research*, 26 (November).
- Gilly, Mary C. (1985), "Review of *Consumer Behavior and Energy*," in *Journal of Marketing Research*, 22 (February).
- Gilly, Mary C., Valarie A. Zeithaml and Alladi Venkatesh (1983), "Solve Idioplgiarism Problem by Changing Marketing-Conference Proceedings Policies," *Marketing News*, Vol. 17, No. 16, (August 5).
- Gilly, Mary C. (1981), "Homebuilder Emphasizes Customer's Satisfaction," *Tierra Grande*, published by the Texas Real Estate Research Center, first quarter.

PRESENTATIONS, ROUNDTABLES and POSTER SESSIONS

- "The Job Market," invited panel speaker, PhD Project/MDSA Conference, August 2017.
- "Crafting Your Career," invited panel speaker, ACR Doctoral Symposium, Berlin, October, 2016.
- "What Matters to Me and Why," invited speaker to informal lunchtime series sponsored by the UCI Advisory Council on Campus Climate, Culture and Inclusion, January 2016.
- "Advancing Connections between Consumption and the Elderly: Consumer Research Issues, Opportunities and Challenges," Roundtable participant, Association for Consumer Research North America Conference, 2015.

- “The Role Of Advertising In The Evolution Of Thanksgiving,” with Samantha N. N. Cross and Robert L. Harrison, American Association of Advertising Conference, 2015.
- “Less is Core: Consumer Debt Repayment and the Budget Constraint Paradox,” with Russel Nelson, Mary Celsi and Stephanie Dellande, Association for Consumer Research North America Conference, 2014.
- “Is it Still Worth it? Exploring Contemporary Marketplace Diversity Research,” Roundtable Participant, Associate for Consumer Research North America Conference, 2014.
- “More Money, More Problems: The Role of Budget Flexibility in Debt Repayment Default,” with Russel Nelson, Mary Celsi and Stephanie Dellande, Academy of Marketing Science Conference, Monterey Bay, CA, 2013.
- “More Money, More Problems: The Role of Budget Flexibility in Debt Repayment Default,” with Russel Nelson, Mary Celsi and Stephanie Dellande, Summer AMA Educators Conference, Chicago, IL, 2013.
- “Developing a Brand Relationship with a Low Involvement Product in the Digital Era,” with Burçak Ertimur, Consumer Brand Relationships Conference, Boston, MA, 2012.
- “The Role of Advertising in the Evolution of Thanksgiving,” with Samantha N. N. Cross and Robert Harrison, Consumer Culture Theory Conference, Evanston, IL, 2011.
- “What I Learned from my Doctoral Advisor, What I Learned from my Doctoral Students, and What I Hope my Students Have Learned from Me,” invited Academic Keynote Speech, MDSA/Ph.D. Project Conference, San Diego, CA, August 8, 2008.
- “The Impact of Code Switching on Service Encounters,” with Stephanie Dellande and Hope Schau, invited presentation, Center for Services Leadership Workshop, Arizona State University, November 7, 2007.
- “Co-Creation of Service Scripts,” invited presentation, Lisle & Roslyn Payne Thinking Forward Research Symposium, University of Arizona, Eller College of Management, November 9, 2007.
- “Organizational Connections Between Customers and Employees,” invited presentation, AMA/Sheth Foundation Doctoral Consortium, Arizona State University, May 18, 2007.
- “The Impact of Code Switching on Service Encounters,” invited presentation, Cox School of Business, Southern Methodist University, May 4, 2007.
- “Insights Into the Review Process,” Ph.D. Project Conference, invited presentation, Chicago, IL, August 3, 2006

- “A Behavioral Study of Pricing Decisions: A Focus on Gender,” with John L. Graham, William L. Cron and John W. Slocum, Jr., presented at the Academy of Management Meeting, Atlanta, GA, August 16, 2006.
- “A Model and Test of the Effects of Advertising on Internal Audiences,” with Mary Wolfinbarger, invited presentation, Anderson School of Management, UC Riverside, October, 2005.
- “Seniors and the Internet: Consuming Technology to Enhance Life and Family Involvement,” with Hope Schau and Mary Wolfinbarger, The Home Oriented Informatics and Telematics (HOIT) Conference, Irvine, CA, April 6-8, 2003.
- “We Are What We Post: The Presentation of Self in Personal Webspace,” with Hope Schau, UCI/UCLA/USC Marketing Colloquium, April 2003.
- “Exploring the Influence of a Firm’s Marketing Efforts on an Internal Audience: A Multidiscipline Approach to Understanding Research Issues in the Area of Corporate Brand Equity,” invited panel presentation, American Marketing Association Summer Educators’ Conference, August 2002.
- “Cross-Cultural Service Encounters,” invited panel presentation, American Marketing Association Summer Educators’ Conference, August 2000.
- “Advertising’s Internal Audience: A Program of Research,” invited presentation, Indiana University, April 1999.
- “Women in Academia: Challenges and Rewards,” panel member, American Marketing Association Winter Educators’ Conference, 1999.
- “Compliance Dependent Services,” with Stephanie Dellande, Sixth Annual AMA Frontiers in Services Conference, October 1997.
- “Advertising’s Second Audience: Employee Reactions to Organizational Communications,” invited presentation, Norwegian School of Economics and Business Administration, Bergen, Norway, June, 1997.
- “A Cross-Cultural Perspective on the Servicescape,” with Hope Schau, New and Evolving Paradigms: The Emerging Future of Marketing, Three American Marketing Association Special Conferences, Dublin, Ireland, June, 1997.
- “Doing Service Very Right the Second Time,” invited classroom presentation, University of Maryland, April 1997.
- “Advertising’s Second Audience: Employee Reactions to Organizational Communications,” invited presentation, University of Maryland, February 1997.
- “Consumer Perceptions, Brand Equity, and Firm Performance: A Theory of the Brand,” with Kenneth Kambara, AMA Winter Educators’ Conference, February, 1997.
- “Advertising’s Second Audience: Employee Reactions to Organizational Communications,” invited presentation, Georgetown University, October 1996.
- “The Effects of Advertising on Employees,” with Mary Wolfinbarger, UCI/UCLA/USC Marketing Colloquium, June, 1995.

“Managing Complaints for Customer Retention,” GSM Corporate Partners Breakfast Series, January, 1995.

“Consumer Behavior Research: A Content Analysis of Topical and Methodological Diversity,” invited colloquium speaker, Washington State University, April, 1993.

“Studies of Women and Minorities in Marketing Research,” American Marketing Association Winter Educators’ Conference, 1993.

“The Conflict of Child-Rearing and Academic Careers,” Gender and Consumer Behavior Conference, 1991.

“Changing Consumer Demographics: Implications for the Future,” CEO Roundtable Retreat, 1989.

“Managers, Boundary Spanners, and Networks of Ties as Conduits of Information in Organizations,” with William B. Stevenson, American Sociological Association Meetings, 1989.

“The Dynamics of Complaint Management in the Service Organization,” Georgetown University, November, 1988.

“The Use of Formal and Informal Relationships in Patient Complaint Management in a Hospital,” with William B. Stevenson, Social Network Conference, 1988.

“Publish or Teach: Is Conflict Inevitable?” panel member, Winter Marketing Educators’ Conference, 1988.

“Complaint Management in the Health Care Organization,” with William B. Stevenson, Consumer Satisfaction/Dissatisfaction and Complaint Behavior Conference, 1987.

“Teaching Services Marketing,” panel member, Services Marketing Workshop, 1987.

“The Elderly Consumer in Response to Influence Attempts,” with Valarie A. Zeithaml, special session, American Marketing Association Summer Educators’ Conference, 1986.

“Consumer Resistance to Technology: How Can Business Respond?” Chair, panel discussion, Southern Marketing Association Meetings, Atlanta, Georgia, November 1981.

“The Relative Effectiveness of Management and Location Variables in the Prediction of Small Business Success,” with Ricky W. Griffin, paper presented at the National Meetings of the Academy of Management, Atlanta, Georgia, 1979.

“Market Segments for the Conservation Viewpoint,” paper presented at the Energy: Communicating Conservation Concerns Conference, Houston, Texas, 1978.

RESEARCH GRANTS RECEIVED

2012 Marketing Science Institute (\$4,200) for “Understanding Consumer Responses to Consumer-Generated Ads” with Burçak Ertimur and Loraine Lau-Gesk.

- 2011 Faculty Desktop Computing Award
- 2008 Marketing Science Institute (\$12,940) for “The Impact of Consumer Generated Advertising on Corporate Reputation And Brand Image: The Issue of Source Effects,” with Burçak Ertimur.
- 2008 Faculty Desktop Computing Award (\$1,075).
- 2003 NSF Center/CRITO (\$15,000), for “Seniors and the Internet: Consuming Technology to Enhance Life and Family Involvement,” with Hope Schau and Mary Wolfinbarger.
- 2003 NSF Center/CRITO (\$15,000), for “Household Decision Making at a Distance: Enhancing Relationships Via Technology,” with Hope Schau and Mary Wolfinbarger.
- 2003 Faculty Desktop Computing Award (\$1500).
- 2001 NSF Center/CRITO (\$10,000), for “Increasing Seniors’ Independence and Connectedness Via the Internet: Opportunities for Business,” with Hope Schau and Mary Wolfinbarger.
- 2000 NSF Center/CRITO (\$25,000), for continuation of “E-QUAL: A Proposal for the Development of a Measure of Customers’ Perceived Quality of E-Commerce Experiences,” with Mary Wolfinbarger.
- 1999 NSF Center/CRITO (\$25,000), for “E-QUAL: A Proposal for the Development of a Measure of Customers’ Perceived Quality of E-Commerce Experiences,” with Mary Wolfinbarger.
- 1999 Marketing Science Institute (\$11,400), for “The Effects of Advertising on Employees: A Follow-Up Study,” with Mary Wolfinbarger.
- 1999 Faculty Desktop Computing award (\$2,400).
- 1996 Cultural Diversity Award (\$2,500), to investigate cross-cultural service encounters.
- 1993 Marketing Science Institute (\$7,000), with Mary Wolfinbarger for “The Effects of Advertising on Employees.”
- 1989 Shearson Lehmann Grant (\$10,000) to investigate the availability of current materials to update the Services Marketing course.
- 1988 FHP Foundation Grant (\$1,300) to conduct an exploratory study of the effects of advertising on the employees of health care organizations.
- 1986 Irvine Faculty Fellowship (\$15,000) and a Faculty Career Development Award (\$6,000) to conduct a literature review and synthesis of the ways in which consumer behavior researchers measure the behavior of consumers.
- Cultural Diversity Studies Grant (\$3,000) to study characteristics of the Hispanic family that distinguish it from the Anglo family and how these differences affect consumer research of families.

- 1985 Faculty Career Development Award (\$4,313) to conduct a cross-cultural analysis of sex roles in television advertisements.
- GSM Faculty Fellowship (\$5,300) to write a research proposal on service organizations and their use of consumer information.
- 1984 GSM Faculty Fellowship (\$2,000) to study the theoretical foundations of the family life cycle and its implications for family decision-making.
- 1983 GSM Faculty Fellowship (\$1,320) with Debra Dean to study the issue of citizen satisfaction with public services.
- 1982 GSM Faculty Fellowship (\$850) to study the elderly consumer and adoption of new technologies.

PROFESSIONAL SERVICE

Journal-Related Service

- Editorial Review Board, *Journal of Service Research*, 2017-present.
- Editorial Review Board, *Journal of Retailing*, 2003-2013; Guest Associate Editor, 2009-10.
- Editorial Review Board, *Journal of Consumer Psychology*, 2010-2013.
- Editorial Review Board, *Journal of Advertising*, 1997-2013.
- Editorial Review Board, *International Journal of Internet Marketing and Advertising*, 2002-2013.
- Editorial Review Board, *Journal of Current Issues & Research in Advertising*, 2001-2013.
- Editorial Review Board, *Journal of Marketing*, 1990-1996; 2003-2005.
- Editorial Review Board, *Journal of the Academy of Marketing Science*, 1987-1990.
- Ad Hoc Reviewer, *Journal of Consumer Research*, 1984-present.
- Ad Hoc Reviewer, *Journal of Marketing Research*, 1988-present.
- Ad Hoc Reviewer, *Journal of Service Research*, 2010-present.
- Ad Hoc Reviewers, *Journal of the Academy of Marketing Science*, 1998-present.
- Ad Hoc Reviewer, *Journal of Business Research*, 1993-present.
- Ad Hoc Reviewer, *Journal of Interactive Marketing*, 2003-present.
- Ad Hoc Reviewer, *Journal of Marketing*, 1987-1990, 1996-present.
- Ad Hoc Reviewer, *International Journal of Research in Marketing*, 2011-present.
- Ad Hoc Reviewer, *California Management Review*, 2001-present.
- Ad Hoc Reviewer, *Journal of Consumer Affairs*, 1988-present.
- Ad Hoc Reviewer, *Journal of Public Policy & Marketing*, 1995-present.
- Ad Hoc Reviewer, *Consumption, Markets & Culture*, 2001.
- Ad Hoc Reviewer, *Journal of Advertising*, 1992-1997.
- Ad Hoc Reviewer, *Journal of Retailing*, 1987, 1993-2002.
- Ad Hoc Reviewer, *Journal of Consumer Psychology*, 1999-2000.
- Reviewer, *Review of Marketing*, 1988.
- Reviewer, *Research in Consumer Behavior*, 1995.
- Reviewer, *Advances in Nonprofit Marketing*, 1985.

Conference-Related Service

- Mentor, Qualitative Data Analysis Workshop, July 2017.

Program Committee, Association for Consumer Research North American Conference, 2012
 Track Co-Chair, Innovative Marketing Technology track, AMA Summer Educators Conference, 2011
 Program Committee, Consumer Culture Theory Conference, 2011
 Session Chair, AMA Winter Educators' Conference, 2011
 Program Committee, Association for Consumer Research North American Conference, 2010.
 Session Chair, Association for Consumer Research Conference, 2007.
 Program Committee, Association for Consumer Research European Conference, 2006.
 Moderator, Qualitative Research Methods Roundtable, Ph.D. Project Conference, 2006.
 Program Co-Chair, Association for Consumer Research Conference, 2000.
 Program Co-Chair, American Marketing Association Summer Educators' Conference, 1991.
 Track Chair, Marketing Education, Academy of Marketing Science Conference, 1991.
 Reviewer, American Marketing Association Summer Educators' Conference, 1982-present.
 Reviewer, Association for Consumer Research Conference, 1987-present.
 Reviewer, American Marketing Association's Winter Conference, 1983-present.
 Reviewer, EMAC Conference, 2002.
 Reviewer, Association for Consumer Research European Conference, 2003.
 Special Session Chair, Association for Consumer Research Conference, 1994.
 Session Chair, American Marketing Association Winter Educators' Conference, 2006.
 Session Chair, American Marketing Association Winter Educators' Conference, 1999.
 Session Chair, Association for Consumer Research Conference, 1983, 1985, 1987.
 Session Chair, American Marketing Association Summer Educators' Conference, 1986, 1987, 1989, 1996.
 Session Chair, American Marketing Association's Services Marketing Conference, 1985.
 Discussant, American Marketing Association Educators' Conference, 1985, 1988, 1990.
 Discussant, Association for Consumer Research Conference, 1982, 2003.
 Discussant, Southwestern Marketing Association Meetings, 1982, 1983.
 Panel Member, American Marketing Association Summer Educators' Conference, 2000.

Other Professional Service

Association for Consumer Research 2016 Task Force, 2011-2012.
 Expert review panel for MSI's "Ideas Challenge," 2011.
 Academic Director, Association for Consumer Research, 2007-2010.
 Immediate Past President, Academic Council, American Marketing Association, 2003-04.
 President, Academic Council, and Vice-President, Academic Division, American Marketing Association, 2002-2003.
 Vice-President, Finance and President-Elect, American Marketing Association Academic Council, 2001-2002.
 AMA-Irwin Distinguished Marketing Educator Award Selection Committee member, 1995-1998, 2003, chair, 1997-1998.
 Reviewer, MSI Clayton Dissertation Proposal Competition, 2001-present.
 Reviewer, Howard Dissertation Competition, 2003.
 Marketing Education Council of the American Marketing Association, 1988-1991.
 Consulting Co-editor, *Marketing News*, Special Marketing Education Issue, 1983.

UNIVERSITY SERVICE

Chair, Academic Council (UC Systemwide Senate), 2014-2015.
 Vice Chair, Academic Council (UC Systemwide Senate), 2013-2014.
 Chair, Irvine Division, Academic Senate, 2012-2013.
 Chair-Elect, Secretary, Irvine Division, Academic Senate, 2011-2012.
 Council on Academic Personnel, 2007-2010, Vice Chair, 2008-2009, Chair, 2009-2010.
 Special Senate Committee on Diversity, 2007-2008.
 Council on Privilege and Tenure, 2004-2006.
 School of Business Dean Search Committee, 2003-2004.
 Administrator Review Committee, 2004-2005.
 Advisory Committee for the UCI Center for Statistical Consulting, 2003-2005.
 Graduate Council, 1999-02, Sub-committee on Courses 1999-00, Chair, Spring 2000, 2000-01.
 Chancellor's Advisory Council on Communications, 2001-2002.
 Responsive Ph.D. Roundtable participant, 2001-2002.
 Marketing Advisory Group for UCI, 1999-00.
 Task Group on Undergraduate Student Recruitment, 1999.
 Chair, Search Committee, Chair of the Department of Education, 1995-96.
 Chancellor's Campus Community Council, 1995-96, 1997-98.
 Search Committee, Vice-Chancellor, University Extension, 1994-95.
 Search Committee, Director, Instruction Development Services, 1995.
 University Affirmative Action Committee, 1990-91, 1992-93, chair 1990-91.
 University Executive Committee, 1990-91.
 Chancellor's Council on Affirmative Action and Diversity, 1990-91, 92-93.
 GSM Representative to the Academic Senate, 1989-91, 1998-00.
 Faculty/Student Board of Review, chair 1989.
 Regents Professor and Lecturer Committee, 1988-90, chair 1989.

PAUL MERAGE SCHOOL OF BUSINESS SERVICE

Strategic Planning Task Force, 2015-2016.
 Task Force on Personnel Procedures, fall 2012.
 FEMBA Steering Committee, 2010-2011, chair, spring 2011.
 Summer Support Task Force, Chair, 2002-3003.
 Gender Equity Advisor, ADVANCE Program, 2001-2002.
 Building and Development Committee, Chair, 2001-2002.
 Voting Rules Task Force, Chair, 2000-01.
 Task Force on Undergraduate Education, Chair, 1999.
 Faculty Chair, 1998-00.
 Personnel Committee, Chair, 1998-00.
 Faculty Advisory Committee, 1998-00.
 Executive Committee, 1994-95.
 Ph.D. Committee, 1983-84, 1988-91.
 Affirmative Action Committee, 1990-91, chair 1990-91.
 Masters Program Committee, 1984-88, 1992-94, chair 1985-86.
 Research and Travel Committee, 1983-84, 1985-86, chair 1987-88.
 Faculty Recruiting Committee, 1982-83, 1985-88.
 Dean Search Committee, 1983-84, 03-04.
 Faculty Advisor, Student Chapter, American Marketing Association, 1982-86.
 United Way representative, 1986-88.

HONORS AND AWARDS

Journal of Service Research Best Article Award, for Griffiths, Merlyn A. and Mary C. Gilly (2012), "Dibs! Consumer Territorial Behaviors," *Journal of Service Research*, 15 (May), 131-149.

Williams-Qualls-Spratlen (WQS) Multicultural Mentoring Award of Excellence, 2011.
Best Poster Award, Consumer Culture Theory Conference, 2011.

Outstanding Reviewer Award, *Journal of Retailing*, 2007.

Honorable Mention, Best Paper Competition for Schau, Hope Jensen, Stephanie Dellande and Mary C. Gilly (2007), "The Impact of Code Switching on Service Encounters," *Journal of Retailing*, 83 (1), 65-78.

Faculty Service Excellence Award, 2000, 2003, 2010.

AMA/Sheth Foundation Doctoral Consortium Faculty, 2002, 2003, 2007.

Founding member, CEO Roundtable, 1986-1989.

Women in Management Outstanding Teaching Award, 1985.

AMA Doctoral Consortium Fellow, 1978.

Beta Gamma Sigma, business administration honor society.

Wall Street Journal Award for Economics, 1974.

PROFESSIONAL MEMBERSHIPS

American Marketing Association
Association for Consumer Research
Consumer Culture Theory
American Academy of Advertising