

Vita

ERIC R. SPANGENBERG

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EDUCATION

Ph.D. University of Washington, 1990
Major: Marketing
Minor: Social Psychology

MBA Portland State University, 1986

BA Washington State University, 1982
Major: Business Administration
Minor: Economics

ACADEMIC POSITIONS

2014 – Dean, Paul Merage School of Business, University of California Irvine
2014 – Professor of Marketing (joint appointment in Psychology and Social Behavior),
University of California Irvine
2005 – 2014 Dean, Carson College of Business, Washington State University
2003 – 2014 Maughmer Freedom Philosophy Chair and Professor of Marketing, Washington
State University
2010 – Permanent Visiting Professor, Center for Customer Insight, University of St.
Gallen, St. Gallen, Switzerland
2005 Senior Associate Dean, College of Business & Economics, Washington State
University.
2002 – 2005 Associate Dean for Faculty Affairs and Research, College of Business &
Economics, Washington State University
1997 – 2002 Associate Professor, Department of Marketing, Washington State University
1990 – 1997 Assistant Professor, Department of Marketing, Washington State University

NON-ACADEMIC POSITIONS

A non-exhaustive list of non-academic positions includes: restaurant manager, dairy herdsman,
packaged food products production line supervisor, milk bottler, direct sales, pre-
commercial tree thinning, appliance delivery, and retail sales.

Board Positions

- Association for the Advancement of Collegiate Schools of Business (AACSB) Board of
Directors, 2017-20, Tampa, FL

- College of Business Advisory Board, Korean Advanced Institute of Science and Technology, Seoul, Korea, 2014-present
- Tangowire Board of Directors, Seattle, WA, 2009-2013
- Emerge Education Board of Directors, Harrisburg, PA, 2013-present
- Swiss Education Group Advisory Board, Montreux, Switzerland, 2010-2014
- Cesar Ritz Colleges, Chair, Governing Board, Brig Switzerland, 2009-2014
- School of Business Administration Advisory Board, Southwest University of Finance and Economics, Chengdu, China, 2010-2014

University Governance – WSU

2002 Vice-Chair/Chair Elect – WSU Faculty Senate
1999 – 2002 Chair – Faculty Affairs Committee
1997 – 2002 Faculty Senator
1998 – 2002 Faculty Affairs Committee
1999 – 2001 Legislative Affairs Subcommittee

ADMINISTRATIVE PHILOSOPHY AND SELECTED ACCOMPLISHMENTS

My strongest assets as a leader are the development and maintenance of relationships, the ability to surround myself with good people, and enabling those people to succeed. I believe that most people working at successful institutions in higher education have the desire and skillsets required to succeed. What they need most from leadership is strategic vision, freedom to pursue excellence at things they care about, and removal of obstacles. This general philosophy underlies my leadership style as a university administrator, just as it has comprised the way I have worked with co-authors as a scholar and industry partners as a consultant for over 30 years. I've listed accomplishments at the UCI Paul Merage School of Business as well as those achieved by the WSU Carson College of Business during my administrative tenure which I believe are most noteworthy.

FULBRIGHT INTERNATIONAL EDUCATION ADMINISTRATOR – FALL 2014 (FRANCE & GERMANY)

- Represented US higher education system and University of California (Fulbright program is sponsored by The Bureau of Educational and Cultural Affairs of the United States Department of State)
- Developed more in-depth understanding of French and German educational systems
- Built relationships with institutions and individuals from several countries, strengthening personal and institutional international networks
- Initiated new exchange opportunities for UC students and faculty in Europe (and reciprocal relationships in California for Europeans)

UCI MERAGE SCHOOL DEAN – MAJOR INITIATIVES – 2014 - Present

- Established leadership team and structure upon arrival
- Initiated and successfully completed MBA curriculum revision
- Initiated one-year specialized masters programs in finance, data-analytics, and entrepreneurship (in progress)
- Initiated series of certificate programs as precursors to specialized masters programs

- Developed completely online minor in undergraduate business to help meet increasing demand for business education (e.g., 12,000+ applicants for ~250 seats)
- Developed School strategic planning process in order to articulate a clear vision, establish strategic objectives and associated reward structure
- Developed Cuba MBA residential and executive education programs
- Developed first-ever international residential for Merage undergraduates
- Developed executive education partnerships with Swiss, Korean, and Chinese universities
- Initiated program-based budgeting for Merage School programs
- Successfully navigated decennial UC Senate school review
- Established AACSB (accrediting body) plan and process resulting in successful 2017-18 review
- Successfully hired several new faculty across several disciplines (further faculty growth initiated for 2018-19 hiring cycle)
- Completion and grand opening of 80,000sf state-of-the-art primary campus building
- Engaged external business community

WSU CARSON COLLEGE DEAN – MAJOR INITIATIVES – 2005-2014

Administrative

- Revised (2005 and 2010) and executed College strategic plan
- Created and articulated clear research vision, expectations, and reward structure
- Led successful AACSB reaccreditation in 2009 and 2014
- Revised and updated undergraduate curriculum to efficiently meet increased student demand
- Led growth in PhD and MBA enrollments to historic highs while strategically revising curricula
- Increased diversity of faculty, staff and college leadership
- Revised organizational structure to increase efficiencies resultant to unprecedented reduction in state resources in 2008
- Reconfigured College committee structure to better reflect our research and curricular values and incorporate more diverse faculty and student voice
- Developed a centralized, more predictable College budgeting process
- Initiated system-wide entrepreneurship initiative providing business education to students in diverse disciplines across the university
- Introduced public-private partnerships to WSU in the context of College programs
- AACSB mentor to USTC in Hefei, China; one of remaining “big 9” universities in China pursuing accreditation (successfully accredited in 2015)

Revenue Generation

- Initiated and/or expanded programs that now generate multi-million dollar revenue streams. Programs include:
 - Growth (>50%) of online undergraduate degree program
 - Negotiated WSU's first third party partnership for online delivery
 - Development and launch of WSU's first Executive MBA (2008)
 - Development and launch of online EMBA program (2011)*
 - Development and launch of online MBA (2010)*

- Development and launch of on-site European undergraduate program in hospitality (2012)

***Ranked number 1 for online graduate business programs by *US News & World Report* in 2013; also ranked number 1 for veterans and active military.**

Development/External Relations

- Restructured and led development/external relations team that leads WSU colleges in terms of funds raised, events, processes, and engagement
- Nearly 100% increase in College of Business endowment value
- Secured largest gift in College history (\$10M, third largest gift in WSU history)
- Raised \$75M+: campaign was \$75M goal and set multiple Carson College development records
- Restructured College's International Board of Advisors
 - Established policies and procedures to ensure effectiveness and continuity in external leadership, membership, and involvement
 - Developed leadership structure of individual boards (e.g., departmental or programmatic) better integrating them into overall board structure and leadership
 - Engaged new talent, removed inactive members
 - Led board to be more strategically focused and accountable with regard to the College's mission and vision and used their talents and connections in development-related activities
- Notable and recurring development and engagement events
 - Introduced signature event—annual Dean's Leadership Celebration auction and dinner; \$>600K raised in 2013
 - Regional corporate and residential firesides including Seattle, Portland, Spokane, Bay Area, Los Angeles, Phoenix, and Palm Desert
 - Power Breakfasts in Seattle and Spokane (CEO speaker series)
 - Golf tournaments
 - Socials at both home and away athletic events
- Notable Development outcomes:
 - Center for Behavioral Business Research--\$1M+ state of the art laboratory for faculty and student behavioral research
 - Carson Center for Student Success--\$2M+ one stop shop for all business student services including advising, scholarships, student clubs, international experience, and professional development. The Carson Center also serves as a hub for interaction between students and business communities.
 - J. Willard and Alice S. Marriott Foundation Hospitality Teaching Center--\$1.5M+ renovation of space in Todd Hall Addition dedicated to our School of Hospitality Business Management needs
 - International Scholars program--\$3.5M+ (and growing) endowment supporting student international experiences
 - Carson College named for major benefactors Scott and Linda Carson

International Initiatives

- Established Global Learning Requirement for all College of Business undergraduates
- Ten-fold increase in study abroad participation
- Established and nurtured several relationships with international institutions including the Nelson Mandela Institute of Science and Technology in Arusha, Tanzania

- Established international business plan competitions (with domestic and global components in Europe, Africa and China)
- Established European and China Carson College Centers with partner institutions
- The College was consistently ranked in the top 25 by *US News & World Report* for International Business Programs since the year after I became Dean

SENIOR ASSOCIATE DEAN and ASSOCIATE DEAN FOR FACULTY AFFAIRS AND RESEARCH – MAJOR INITIATIVES – 2002-2005

- Primary responsibility for coordinating AACSB reaccreditation activities. Substantial improvement and policy reform required to meet jeopardized status of 2000 review
- Produced and implemented action plan for structural and operational changes to the College
- Initiated, completed and operationalized College-wide Program Evaluation Process resulting in strategic program consolidation and/or cancellation
- Responsible for promotion and tenure case preparation
- Responsible for hiring new faculty, annual review of faculty

RESEARCH

Journal articles

Liu, Richie L, David E. Sprott, Eric R. Spangenberg, Sandor Czellar, Kevin E. Voss, (2018), "Consumer Preference for National vs. Private Brands: The Influence of Brand Engagement and Self-Concept Threat," *Journal of Retailing and Consumer Services*, 41(March), 90-100.

Spangenberg, Eric R., David E. Sprott, Ioannis, Kareklas & Berna Devezer, (2016), "A Meta-Analytic Synthesis of the Question-Behavior Effect," *Journal of Consumer Psychology*, 26(3), 441-458.

Devezer, Berna, David E. Sprott, Eric R. Spangenberg & Sandor Czellar, (2014), "Consumer Well-Being: Effects of Subgoal Failures and Goal Importance," *Journal of Marketing*, 78(2), 118-134.

Herrmann, Andreas, Christian Hildebrand, David E. Sprott & Eric R. Spangenberg (2013), "Option Framing and Product Feature Recommendations: Product Configuration and Choice," *Psychology and Marketing*, 30(12), 1053-1061.

Herrmann, Andreas, Manja Zidansek, David E. Sprott & Eric R. Spangenberg (2013), "The Power of Simplicity: Processing Fluency and the Effects of Olfactory Cues on Retail Sales," *Journal of Retailing*, 89(1), 30-43.

Smith, Ronn J., David C. Knuff, David E. Sprott & Eric R. Spangenberg (2013), "The Influence of Negative Marketplace Information on Consumer Attitudes toward a Service Establishment," *Journal of Retailing and Consumer Services*, 20(3), 358-364.

- Smith, Ronn J., Chandon, Pierre, Vicki G. Morwitz, Eric R. Spangenberg & David E. Sprott (2012), The Impact of Self-Prediction and Norms on Behavior, *Yale Economic Review*, 8(1), 15-18.
- Spangenberg, Eric R., David E. Sprott, David C. Knuff, Ronn J. Smith, Carl Obermiller & Anthony G. Greenwald (2012), "Process Evidence for the Question-Behavior Effect: Influencing Socially Normative Behaviors," *Social Influence*, 7(3), 211-228.
- Knöferle, Klemens, Eric R. Spangenberg, Jan Landwehr & Andreas Herrmann (2012), "It's All in the Mix: The Interactive Effect of Music Tempo and Mode on In-Store Sales," *Marketing Letters*, 23(1), 325-337.
- Chandon, Pierre, Ronn J. Smith Vicki Morwitz, Eric R. Spangenberg & David E. Sprott (2011), "When Does the Past Repeat Itself? The Interplay of Behavior Prediction and Personal Norms," *Journal of Consumer Research*, 38 (October), 420-430.
- Sprott, David E., Sandor Czellar & Eric R. Spangenberg (2009), "The Importance of a General Measure of Brand Engagement on Market Behavior: Development and Validation of a Scale," *Journal of Marketing Research*, 46 (February), 92-104.
- Spangenberg, Eric R., Anthony G. Greenwald, & David E. Sprott (2008), "Will You Read this Abstract? Theories of the Question-Behavior Effect," *Journal of Consumer Psychology*, 18(2), 102-107.
- Joireman, J., Balliet, D., Sprott, D., Spangenberg, E., & Schultz, J. (2008). Consideration of Future Consequences, Ego-Depletion, and Self-Control: Support for Distinguishing Between CFC-Immediate and CFC-Future Sub-Scales. *Personality and Individual Differences*, 48, 15-21.
- Grohmann, Bianca, Eric R. Spangenberg & David E. Sprott, (2007), "Effects of Tactile Input on Consumer Product Evaluation: Empirical Evidence and Theoretical Exploration, *Journal of Retailing*, 83 (April), 237-245.
- Spangenberg, Eric R., David E. Sprott, Bianca Grohmann & Dan Tracy (2006), "Effects of Gender Congruent Olfactory Cues on Approach and Avoidance Behaviors in a Retail Store," *Journal of Business Research*, 56, 1281-1287.
- Sprott, David E., Eric R. Spangenberg; Lauren Block, Gavan Fitzsimons, Vicki Morwitz & Patti Williams (2006), "The Question-Behavior Effect: What We Know and Where Go From Here, *Social Influence*, 1(2), 128-137.
- Sprott, David E., Eric R. Spangenberg, David C. Knuff & Berna Devezer (2006), "Self-Prophecy and Patient Health: Influencing Health-Related Behaviors through Self-Prediction, *Medical Science Monitor*, 12 (5), RA85-RA91.
- Spangenberg, Eric R. & David E. Sprott (2006), "Self-Prophecy and Misattribution," *Journal of Consumer Research*, 32(March), 550-556.
- Spangenberg, Eric R., Bianca Grohmann & David E. Sprott (2005), "It's Beginning to Smell (and Sound) a Lot Like Christmas: The Interactive Effects of Ambient Scent and Music in a Retail Setting," *Journal of Business Research*, 58 (November), 1583-1589.

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- Spangenberg, Eric R (2005), "Comment on McCall, Trombetta, and Gipe's 2004 Proposed Impression Management Explanation for the Credit Card Effect," *Psychological Reports*, 97, 158-160.
- Obermiller, Carl, Eric R. Spangenberg & Douglas MacLachlan (2005), "Ad Skepticism: The Consequences of Disbelief," *Journal of Advertising*, 34(3), 7-18.
- Joireman, Jeff, David E. Sprott & Eric R. Spangenberg (2005) "Fiscal Responsibility and the Consideration of Future Consequences," *Personality and Individual Differences*, 39(October), 1159-1168.
- Sprott, David E., Ronn J. Smith, Eric R. Spangenberg & Timothy S. Freson, (2004), "Specificity of Prediction Requests: Evidence for the Differential Effects of Self-Prophecy on Commitment to a Health Assessment," *Journal of Applied Social Psychology*, 34 (6), 1176-1190.
- Spangenberg, Eric R., David E. Sprott, Bianca Grohmann & Ronn L. Smith (2003), "Mass-Communicated Prediction Requests: Efficiently Influencing Socially Normative Behaviors through Self-Prophecy," *Journal of Marketing*, 67 (July), 47-62.
- Voss, Kevin E., Eric R. Spangenberg & Bianca Grohmann (2003), "Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude," *Journal of Marketing Research*, 40 (August), 310-320.
- David E. Sprott, Eric R. Spangenberg & Robert J. Fisher (2003), "The Importance of Normative Beliefs to the Self-Prophecy Effect," *Journal of Applied Psychology*, 88 (June), 423-431.
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- Obermiller, Carl & Eric R. Spangenberg (2000), "Improving Telephone Fundraising by Use of Self-Prophecy," *International Journal of Non-Profit and Voluntary Sector Marketing*. 5(4), 365-372.
- Obermiller, Carl & Eric R. Spangenberg (2000), "On the Origin and Distinctness of Skepticism toward Advertising," *Marketing Letters*, 11(4), 311-322.
- Yalch, Richard & Eric R. Spangenberg, (2000) "The Effects of Music in a Retail Setting on Real and Perceived Shopping Times," *Journal of Business Research*, 49(2), 139-148.
- Rutherford, Denney G., Andrew W. Perkins & Eric R. Spangenberg, (2000) "Seeing May Well Be Believing: Trade Dress, Consumer Confusion and the Perception of Product Similarity," *Journal of Hospitality and Tourism Research*, 24(2), 163-179.
- Spangenberg, Eric R. & Anthony G. Greenwald, (1999), "Social Influence by Requesting Self-Prophecy," *Journal of Consumer Psychology*, 8(1), 61-89.

- Obermiller, Carl, Eric R. Spangenberg & Andrew W. Perkins (1999), "Predicting the Effects of Country of Origin as an Information Cue," *Asian Journal of Marketing*, 7(1), 66-76.
*Selected as Outstanding International Research Publication in the College of Business and Economics, Washington State University for 1999 by the International Business Institute.
- Tansuhaj, Patriya, Eric Spangenberg, Jim McCullough & Jonghee Park (1999), "Effects of Emotion on Family Decision Making: Subcultural Variations between Anglo and Korean Couples," *Asian Journal of Marketing*, 7(1), 29-45.
- Obermiller, Carl & Eric R. Spangenberg, (1998), "Development of a Scale to Measure Consumer Skepticism toward Advertising," *Journal of Consumer Psychology*, 7(2), 159-186.
- Spangenberg, Eric R. & Carl Obermiller (1997), "To Cheat or Not to Cheat? Reducing Cheating by Requesting Self-Prophecy," *Marketing Education Review*, 6(3), 95-103.
- Spangenberg, Eric R., (1997), "Increasing Health Club Attendance through Self-Prophecy," *Marketing Letters*, 8(1), 23-32.
- Spangenberg, Eric R. & Joan L. Giese, (1997), "An Exploratory Study of Word-of-Mouth Communication in a Hierarchy of Effects Context," *Communication Research Reports*, 14(1), 88-96.
- Spangenberg, Eric R., Ayn E. Crowley & Pamela W. Henderson (1996), "Improving the Store Environment: Do Olfactory Cues Affect Evaluations and Behaviors?" *Journal of Marketing*, 60(2), 67-80.
- Giese, Joan, Eric R. Spangenberg & Ayn E. Crowley (1996), "Effects of Product-Specific Word-of-Mouth Communication on Product Category Involvement," *Marketing Letters*, 7(2), 187-199.
- Spangenberg, Eric R., Carl Obermiller & Anthony G. Greenwald (1992), "A Field Test of Subliminal Self-Help Audiotapes: The Power of Expectancies," *Journal of Public Policy & Marketing*, 11(1), 26-36.
- Crowley, Ayn E., Eric R. Spangenberg & Kevin Hughes (1992), "Measuring the Hedonic and Utilitarian Dimensions of Attitudes toward Product Categories," *Marketing Letters*, 3(3), 239-249.
- Greenwald, Anthony G., Eric R. Spangenberg, Anthony R. Pratkanis & Jay Eskanazi (1991), "Double-Blind Tests of Subliminal Self-Help Audiotapes," *Psychological Science* 2(2), 119-122.
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- Yalch, Richard & Eric R. Spangenberg (1990), "Effects of Store Music on Shopping Behavior," *Journal of Consumer Marketing*, 7(2), 55-63.
- Yalch, Richard & Eric R. Spangenberg (1990), "Effects of Store Music on Shopping Behavior," *Journal of Services Marketing*, 4(1), 31-39 (reprint of above paper).

Published proceedings

- Knuff, David C., David E. Sprott & Eric R. Spangenberg (2012), "Ask and You Shall Receive: Understanding the Question-Behavior Effect," in *Proceedings of the International European Institute of Retailing and Service Studies*, ed, Harry Timmermans, Vienna, Austria.
- Haberland, Friederike, Jan Landwehr, David E. Sprott, Eric R. Spangenberg & Andreas Herrmann (2009), "The Simple (and Complex) Effects of Scent on Retail Shoppers: Processing Fluency and Ambient Olfactory Stimuli," 2009 *Advances in Consumer Research*.
- Perkins, Andrew, Ronn J. Smith, David E. Sprott, Eric R. Spangenberg and David C. Knuff (2008), "Understanding the Self-Prophecy Phenomenon," in *2007 European Association for Consumer Research Conference*, Vol. 8, Stefania Borghini, Mary Ann McGrath, and Cele Otnes, Duluth, MN : Association for Consumer Research.
- Chandon, Pierre, Vicki Morwitz, Ronn Smith, Eric R. Spangenberg, and David E. Sprott (2008), "When Does the Past Repeat Itself? The Role of Behavior Prediction and Personal Norms," *Association for Consumer Research Conference*, San Francisco, CA.
- Sprott, David E., Eric R. Spangenberg, and Kellie C. Qualls (2004), "The Case of the Nasty Restaurant Review: Consumer Response to Counterattitudinal Service Provider Information," *2004 Recent Advances in Retailing and Consumer Services Science*.
- Spangenberg, Eric R., Therese A. Louie & David E. Sprott (2000), "Recent Advances in Research on Behavior Self-Prediction," Special Session Summary in *Advances in Consumer Research*, Vol. 27, Steven J. Hoch and Robert J. Meyer, eds., Provo, UT: Association for Consumer Research, 255.
- Citrin, Alka V., Donald E. Stem, Jr., Eric R. Spangenberg & Michael J. Clark, (2000), "Product Purchase on the Internet: The Role of Consumer Need for Tactile Input in Product Evaluations," abstract in *Proceedings of the 2000 American Marketing Association Annual Conference*, Summer.
- Spangenberg, Eric R., David E. Sprott & Andrew W. Perkins (1999) "Two More Self-Prophecy Experiments," in *Advances in Consumer Research*, Vol. 26, Eric Arnould and Linda Scott Price, eds., Provo, UT: Association for Consumer Research, 621-626.
- Spangenberg, Eric R., Jerman Rose & Carl Obermiller (1997), "Cross-Cultural Differences in Skepticism toward Advertising: The Case of Russians vs. Americans," in *Proceedings of the Sixth Symposium on Cross-Cultural Consumer and Business Studies*, Scott M. Smith, ed., 377-381.
- Spangenberg, Eric R., Kevin E. Voss & Ayn E. Crowley (1997), "Measuring Hedonic and Utilitarian Dimensions of Attitude: A Generally Applicable Scale," in *Advances in Consumer Research*, Vol. 24, Merrie Brucks and Deborah J. MacInnis, eds., Provo, UT: Association for Consumer Research, 235-241.
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- Obermiller, Carl & Eric R. Spangenberg (1995), "Development of a Scale to Measure Skepticism toward Advertising," abstract in *Marketing Today and for the 21st Century*, proceedings of the 24th EMAC Conference, Michelle Bergadaa, ed., Paris, France: Inprimerie Basuyau, 1905-1913.
- Park, Jonghee, Patriya Tansuhaj, Eric R. Spangenberg & Jim McCullough (1995), "An Emotion-Based Perspective of Family Purchase Decisions," in *Advances in Consumer Research*, Vol. 22, Frank R. Kardes and Mita Sujan, eds., Provo, UT: Association for Consumer Research, 723-728.
- Sojka, Jane & Eric R. Spangenberg (1994), "Ethical Concerns in Consumer Research," in *Advances in Consumer Research*, Vol. 21, Chris T. Allen and Deborah Roedder John, eds., Provo, UT: Association for Consumer Research, 392-396.
- Yalch, Richard F. & Eric R. Spangenberg (1993), "Using Store Music for Retail Zoning: A Field Experiment," in *Advances in Consumer Research*, Vol. 20, Leigh McAlister and Michael L. Rothschild, eds., Provo, UT: Association for Consumer Research, 632-636.
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- Yalch, Richard & Eric R. Spangenberg (1988), "An Environmental Psychological Study of Foreground and Background Music as Retail Atmospheric Factors," in *Efficiency and Effectiveness in Marketing* (Summer American Marketing Association Proceedings), Gary Frazier, et al., eds., 54, 106-110.
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Book chapters

Liu, Richie L., David Sprott, Eric Spangenberg, and Sandor Czellar (2017), "Engaging with Brands: The Influence of Dispositional and Situational Brand Engagement on Customer Advocacy," in *Customer Engagement Marketing*, eds. Robert Palmatier, V. Kumar, and Colleen Harmeling, Switzerland: Springer International.

Grohmann, Bianca & Eric R. Spangenberg (2007), "Consumer Decision Rules and Implications for Hotel Choice," in *Hotel Management and Operations, 4th edition*, Denney G. Rutherford and Michael O'Fallon, eds., New York: John Wiley and Sons, Inc.

Spangenberg, Eric R. & Anthony G. Greenwald (2001), "Self-Prophecy as a Behavior Modification Technique in the United States," in *The Practice of Social Influence in Multiple Cultures*, W. Wosinska, R. B. Cialdini, D. W. Barret, & J. Reyskowski, eds., Mahwah, New Jersey: Lawrence Erlbaum, 51-62.

Spangenberg, Eric R. & Bianca Grohmann (2001), "Decision Rules Guiding Hotel Choice," in *Hotel Management and Operations, 3rd edition*, Denney G. Rutherford, ed. New York: John Wiley and Sons, Inc.

Other publications

Spangenberg, Eric R. (1998), review of *The Psychology Research Handbook*, Frederick T. L. Leong and James T. Austin, eds., in *Journal of Marketing Research*, 35(1) February, 129-130.

Spangenberg, Eric R. (1996), review of *Persuasion: Psychological Insights and Perspectives*, Sharon Shavitt and Timothy C. Brock, eds., in *Journal of Marketing Research*, 33(2) May, 259-260.

Spangenberg, Eric R. & Judy E. Spangenberg (1998), Test bank to accompany text: *Customer Behavior: Consumer Behavior and Beyond*, by Jag Sheth, Banwari Mittal, & Bruce Newman. Fort Worth, Texas: Harcourt Brace.

Revised Test bank to this text published with David Sprott (2002).

Unpublished conference activity/abstracts/invited paper presentations

Spangenberg, Eric R., "The Question-Behavior Effect" Research Roundtable. Association for Consumer Research, Annual Conference, Berlin, Germany, TN (2016).

Czellar, Sandor, David E. Sprott, Richard R. Spangenberg, and Richie Liu, "Effects of Brand Engagement in Self-Concept on Brand Relationship Norms," European Marketing Academy Conference, Lisbon, Portugal (2012).

Sprott, David E, Eric R. Spangenberg, Richie Liu & Sandor Czellar (2012), "Effects of Brand Engagement in Self-Concept on National and Private Label Brands," European Institute of Retailing and Service Studies Conference, Vienna, Austria (2012).

Chandon, Pierre, Vicki G. Morwitz, Ronn J. Smith, Eric R. Spangenberg, and David E. Sprott, "The Interplay of Behavior Prediction and Personal Norms, 16th European Association for Social Psychology, Stockholm, Sweden (2011).

- Devezer, Berna, David E. Sprott, and Eric R. Spangenberg, "Self-Schema as Goal Standard: Understanding Self-Regulation via Sequential Behaviors," Society for Consumer Psychology Conference, St. Pete Beach, FL (2010).
- Raska, David, David E. Sprott, Jeff Joireman, and Eric R. Spangenberg, "Consumer Attitudes and Intentions Regarding Environmental Behaviors: Effects of Firm-Stated Motives," World Marketing Congress, Oslo, Norway (2009).
- Haberland, Friederike, Jan R. Landwehr, Andreas Herrmann, David E. Sprott, and Eric R. Spangenberg, "The Simple (and Complex) Effects of Scent on Retail Shoppers: Processing Fluency and Ambient Olfactory Stimuli," *European Marketing Academy*, France (2009).
- Raska, David, David E. Sprott, Jeff Joireman, and Eric R. Spangenberg, "When Brands Go Green, Pessimists Don't Follow: Perceived Sincerity and the Impact of Energy Saving CSR Initiatives on Customer's Intention to Save Energy," 17th Annual Robert Mittelstadt Doctoral Symposium (presentation), Lincoln, NE (March 2008).
- Sprott, David E., Sandor Czellar, Eric R. Spangenberg and David Raska, "Individual Differences in Responses to Brand Stimuli: The Case of Self-Monitoring and Brand Engagement in Self-Concept," 2008 European Marketing Academy (presentation), University of Brighton, United Kingdom (2008).
- Sprott, David E., Sandor Czellar, Eric R. Spangenberg and David Raska, "Individual Differences in Responses to Brand Stimuli: The Case of Self-Monitoring and Brand-Extended Self-Concept," 2008 Society for Consumer Psychology (poster session), New Orleans, LA (2008).
- Raska, David, David E. Sprott, Jeff Joireman & Eric R. Spangenberg, "Shades of Green: Are a Brand's Environmental Actions Good for Society?," poster presented at the Society for Consumer Psychology Conference, New Orleans, LA (2008).
- Devezer, Berna, David E. Sprott, and Eric R. Spangenberg, "Is Failure a Blessing or a Curse? Behavioral Goal Violation, Cognitive Dissonance and Consumer Welfare," ACR North America, Memphis, TN (2007).
- Raska, D., Sprott, D. E., Spangenberg, E. R., & Joireman, J. "Brand influence on environmental actions," poster presented at the Center for Environmental Research, Education and Outreach conference, Washington State University (2007).
- Raska, David, David E. Sprott, Jeff Joireman, and Eric R. Spangenberg, "Brand Influence on Socially Normative Behaviors," WSU Showcase (poster session), Pullman, WA (2007).
- Sprott, David E., Sandor Czellar, Eric R. Spangenberg and David Raska, "Who Wants to Buy Tattooed Brands? Investigating Individual Differences Affecting Consumer Responses to Brand Tattoos," 2007 WSU Showcase (poster session), Pullman, WA (2007).
- Balliet, D., Joireman, J. Spangenberg, E., & Sprott, D. "Ego depletion, consideration of future consequences, and decision-making preferences: Implications for the self-regulation of behavior," poster presented at the Society of Personality and Social Psychology Conference (2006).

- Perkins, Andrew W., David E. Sprott, Eric R. Spangenberg, David Knuff, and Ronn J. Smith. "Examining the Question-Behavior Effect Using the Implicit Association Test," Association for Consumer Research Conference, Orlando, FL (2006).
- Grohmann, Bianca, David E. Sprott and Eric R. Spangenberg, "Development and Validation of a Scale to Measure Consumers' Love of the Christmas Holiday," EMAC Conference, Athens, Greece (2006).
- Balliet, D., Joireman, J., Spangenberg, E., & Sprott, D. "Ego Depletion, Future Orientation, and Preference for Certain vs. Probabilistic Outcomes," poster presented at the Western Psychological Association's 84th Annual Conference, Portland, OR (2005).
- Joireman, J., Sprott, D., Spangenberg, E., & Balliet, D. "Ego Depletion, Consideration of Future Consequences, and Discounting of Delayed Rewards," poster presented at the Association for Research in Personality Conference, New Orleans, LA (2005).
- Giese, Joan L., Eric R. Spangenberg & David Knuff, "The Role of WOM Communication in Product Choice," abstract in *Advances in Consumer Research*, presented at Association for Consumer Research annual conference, Portland, OR (2004).
- Spangenberg, Eric R., David E. Sprott, Bianca Grohmann & Dan Tracy. "Effects of Gender Congruent Olfactory Cues on Approach and Avoidance Behaviors in a Retail Store," presented at Society for Marketing Advances Annual Conference, St. Pete Beach, FL (2004).
- Sprott, David E., Eric R. Spangenberg, Robert Fisher and Berna Devezer, "Does Direction of Prediction Impact the Self-Prophecy Effect?," Association for Consumer Research Conference, Portland, OR (2004).
- Sprott, David E., Eric R. Spangenberg & Kellie C. Qualls (2004), "Consumer Response to Counterattitudinal Marketplace Information: The Case of the Nasty Restaurant Review," abstract in *2004 AMA Winter Educators' Conference Proceedings*, presented at Winter AMA annual conference, Scottsdale, Arizona (February).
- Sprott, David E., Eric R. Spangenberg & Kellie C. Qualls, "The Influence of Negative Marketplace Information on Consumer Attitudes towards a Service Establishment," presented at the European Institute for Retailing and Services Studies Annual Conference, Prague, Czech Republic (2004).
- Round table, "Olfactory Stimulation and Affect Intensity" 2003 Association for Consumer Research Annual Conference, Toronto, Canada (2003).
- Spangenberg, Eric R., Bianca Grohmann & David E. Sprott, "It's Beginning to Smell (and Sound) a Lot Like Christmas: The Interactive Effects of Ambient Scent and Music in a Retail Setting," presented at Society for Marketing Advances Annual Conference, New Orleans, LA (2003).
- Obermiller, Carl & Spangenberg, E., "Ad Skepticism: The Consequences of Disbelief," presented at the 30th International Research Seminar in Marketing, IAE Aix-en-Provence, La Londe les Maures, France (2003).

- Eckles, Edward, Jeff Joireman, David Sprott, & Eric Spangenberg, "Individual Differences in the Consideration of Future Consequences Predict Fiscal Responsibility," presented at the 15th Annual Convention of the American Psychological Society. Atlanta, GA (2003).
- Sprott, David E., Ronn J. Smith, Eric R. Spangenberg & Timothy S. Freson, "Changing Health-Related Behaviors with Self-Prophecy: Review and New Evidence for the Effect of Self-Prediction on Normative Behavior," presented at Association for Consumer Research Annual Conference, Atlanta, GA (2002).
- Smith, Ronn J., David E. Sprott, Eric R. Spangenberg, and Bianca Grohmann, "Self-Prophecy and Social Marketing: The Effect of Advertised Self-Predictions on Normative behavior," Presented at 2002 Marketing and Public Policy Annual Conference, Washington, D.C. (2002).
- Grohmann, Bianca, David E. Sprott & Eric R. Spangenberg, "Expanding the Boundaries of Self-Prophecy: Advertising with Prediction Request," presented at 2000 Association for Consumer Research Annual Conference, Salt Lake City, Utah (2000).
- Eric R. Spangenberg & Therese A. Louie, "Recent Advances in Research on Behavioral Self-Prediction." Chairman of Special Session at Association for Consumer Research Annual Conference, Columbus, Ohio (1999).
- Obermiller, Carl & Eric R. Spangenberg, "Do Skeptics Believe Anything?" Paper presented at Special Session: "How Consumer Skeptics Manage Doubt, Disbelief, and Distrust in the Market," at Association for Consumer Research Annual Conference, Columbus, Ohio (1999).
- Eric R. Spangenberg, Robert J. Fisher & David E. Sprott, "Are Social Norms a Pre-Condition for the Self-Prophecy Effect?" Paper presented at Special Session: "Recent Advances in Research on Behavioral Self-Prediction," at Association for Consumer Research Annual Conference, Columbus, Ohio (1999).
- Greenwald, Anthony G., & Eric R. Spangenberg, "Self-Prophecy and Induced Hypocrisy as Methods for Increasing Political Participation." Invited presentation at Conference on the Practice of Social Influence in Established and Emerging Democracies, Krakow, Poland (1997).
- "Advertising and Skepticism toward Advertising in an Emerging Economy," implications of my published research and relevant implications for the Russian economy to students and faculty at Krasnoyarsk State University, Krasnoyarsk, Russia (1997).
- "Measuring Ad Skepticism," Visiting Scholar/Invited Presentation. Graduate School of Business Administration, University of Washington (1994).
- Greenwald, Anthony G., Eric R. Spangenberg & Mark R. Klinger, "What Subliminal Effects Should We Worry About?" Presented in Symposium on "Subliminal Perception: Does it Have Practical Applications?" at 1990 American Psychological Association National Conference, Boston, MA (1990).

Work in progress

Under first review

Braxton, Dominique and Eric R. Spangenberg, "The Impact of Store Employee Brand Embodiment on Consumer Happiness," (submitted to *Psychology and Marketing*).

Revision requests

Sprott, David E., Sandor Czellar, Eric R. Spangenberg & Richie L. Liu, "Effects of Brand Engagement in Self-Concept on Brand Relationship Norms," (under second review at *European Journal of Marketing*).

Berger, Christian, Andreas Herrmann, Ernst Mohr & Eric R. Spangenberg, "Consumer Orientation across Societies: The Hegemony of Openness," (under second review at *Review of Managerial Science*).

Sprott, David E., Sandor Czellar, Eric R. Spangenberg, and Elizabeth Crowley, "Consumer Responses to Self-Expressive Brand Display," (revision requested at *Journal of Advertising*).

Working papers and papers under preparation

Bauer, Christoph, Eric R. Spangenberg, & Andreas Herrmann, "Collect Them All! The (In)Completeness Effect in Product Category Promotion," working paper.

Czellar, Sandor, David E. Sprott & Eric R. Spangenberg, "What's Missing in the Self-Brand Connections?: The Self, Brands and Others," working paper.

Zidansek, Manja, Dominique Braxton, Eric R. Spangenberg & David E. Sprott, "Smelly Products: The Value of Incongruence between Product Positioning and Added Novel Features, working paper.

Devezer, Berna, David E. Sprott & Eric R. Spangenberg, "Context-Dependent Carryover Effects of Temporal Construal," Two studies completed.

Sprott, David E., Eric R. Spangenberg, Robert Fisher, Berna Devezer & Manja Zidansek, "Influencing Implicit Gender Stereotypes with Self-Prophecy: The Interaction of Gender and Direction of Prediction," working paper.

Sprott, David E., Eric R. Spangenberg, Bianca Grohmann & Manja Zidansek, "Development and Validation of a Scale to Measure Consumers' Love of the Christmas Holiday," working paper.

David E. Sprott, Jeff Joireman, & Eric R. Spangenberg, "You've Been Good, Have a Cookie: How Fluency of Past Virtues Licenses Consumer Indulgence," working paper.

Streams of continuing research

Question-Behavior effects

Psychometrics

(In)Completeness Effects

Environmental Psychology

Brand Extended Self-Construal: The extent to which brands make up one's self-concept

Grant activity

1988-90. Research grant MH41328 from the National Institute of Mental Health, "Persuasive Communication: Subliminal Influence." Amount: \$43,734. Period: 2/1/88 through 1/31/90. PI: Anthony Greenwald. Two journal articles were supported by this grant.

1993-94. Washington State University Faculty Grant-in-Aid Program Award, "Consumer Skepticism: Scale Development and Response to Brand Image Appeals." Amount: \$7,428. Period: 7/1/93 through 6/30/94. PI: Eric Spangenberg. Two journal publications resulted from this support.

1996. Washington State Convention and Trade Center, "Image and Collateral Materials Focus Group Research." Amount: \$10,000. Period: 4/96 through 8/96. PI: Eric Spangenberg. This work provided a service for the Center and educational training for WSU students.

1996-97. American Marketing Association Faculty Research Grant Program, "On the Origin and Distinctness of Skepticism toward Advertising." Amount: \$1,000. Period: Academic year 1996-97. PI: Eric Spangenberg. Paper published resultant to this support.

1999. Virtual WSU, "Consumer Behavior On-Line." Funding for development of consumer behavior course offered asynchronously on-line by WSU. Amount: \$19,489. Period: Academic year 1997-98. PI: Eric Spangenberg. Long-running, successful online course resulted from this funding.

2000. Jones Foundation Faculty Development Grant, University of Washington foundation in support of studying entrepreneurship. Amount: \$15,000. Period: Summer 2000. Co-PIs: Eric Spangenberg and Richard Yalch.

2001. British Broadcasting Corporation funding for research regarding consumer use of tactile cues in product evaluation. Amount: \$500. Period: Feb/Mar. 2001. Co-PIs: Eric Spangenberg and David Sprott. This money provided supplies to begin research eventually filmed and aired by the BBC. This work also launched a Ph.D. dissertation project for then doctoral student Bianca Grohmann from which journal articles were ultimately published.

2001-2003. WSU Cooperative Extension Nutrition Education, "Self-Prophecy and Nutrition Education: Decreasing Attrition Rates In Nutrition Education Programs through Prediction Request." Amount funded: \$3,500. Period: 10/01-9/02. Co-PIs: Eric Spangenberg and David Sprott. Washington Department of Health collateral materials revised based on research funded by the grant.

TEACHING

Courses Taught

Global Leadership – Executive MBA (UCI)

Consumer Behavior – Ugrad^{1,2,3}, MBA¹, Ph.D. Seminar (WSU)

Consumer Behavior – Executive MBA (Al Yamamah University, Saudi Arabia)

Leadership – Executive MBA (Al Yamamah University, Saudi Arabia)

Marketing Theory/Theory Testing – Ph.D. Seminar (WSU)

Qualitative Methods/Meta-Analysis – Ph.D. Seminar (University of St. Gallen, Switzerland)

Marketing & Public Policy – Ugrad (WSU)

Marketing Principles – Ugrad¹ (WSU)

Promotions & Sales Management – Ugrad³ (WSU)

Introductory Statistics for Business Students – Ugrad³ (WSU)

Human Resource Management – Ugrad³ (WSU)

International Marketing – Ugrad^{3,4} (WSU)

International Business Plan Competition – Ugrad^{3,4} (WSU)

Independent Study Supervision – Ugrad (60+); Grad (30+).

¹Taught in conventional classroom in addition to televised, real-time distance learning format—
Washington Higher Education Transmission System (WHETS).

²Entirely asynchronous version developed and offered online.

³Taught at University Center Cèsar Ritz in Brig, Switzerland in partnership with WSU CB.

⁴ Team taught.

Teaching evaluations (0 – 4 point scale): Overall averages >3.3 ugrad, >3.2 MBA, >3.6 Ph.D.

Instructional Committees

Ph.D. UCI: 1 – Chair. WSU: 11.5 – Chair; 25 – Member, Marketing, Psychology, and
Interdisciplinary.

MBA (35). Masters, Psychology and Interdisciplinary (6).

Liberal Arts Undergraduate Honors Theses (2).

SERVICE

University of California, Irvine

2017 Chair, UCI Career Services Committee

2017-18 UCI CFO Search Committee

2016-17 UCI School of Medicine Dean Search Committee

2015-present Applied Innovation Advisory Board

2015-2018 UCI Foundation Trustee

2015-present UCI Chancellor's Advisory Council

2014-present Chao Family Comprehensive Cancer Center Internal Advisory Board

2014-present UCI Academic Council

2014-present UCI School Deans' Working Group

2014-present Beall Center for Entrepreneurship Advisory Board

Washington State University

- 2010 (November) Time Management Seminar for junior faculty at WSU.
- 2009-2010 Chair, Dean search committee, College of Education
- 2006-2014 WSU Foundation Board of Trustees
- 2006 Chair, Search Committee, WSU Foundation Senior Vice President
- 2006-2008 Alumni Association Executive Advisory Board
- 2005-2014 Council of Deans
- 2005-2014 Provost's Cabinet
- 2004 Chair, Search Committee, Director of Marketing for Alumni Relations
- 2003-2004 Good Sports Committee, WSU Department of Athletics.
- 2002 Vice-Chair, WSU Faculty Senate (term shortened due to administrative appointment).
- 2000-2002 Chair, University Faculty Affairs Committee.
- 2001-2003 Chair, NCAA Governance & Commitment to Rules, WSU Self-Study for Athletic Accreditation.
- 1998-2003 University Faculty Affairs Committee.
- 1997-2002 Faculty Senate.
- 1999-2001 WSU Legislative Affairs Subcommittee.
- 2001 Co-Developer and subsequently Co-Director of e-Commerce Major program in CBE.
- 2000-2001 Chair, CBE ad hoc committee proposing four-day per week teaching schedule for CBE (successfully changed, effective 2001-02 academic year).
- 1998-2000 Compton Union Building committee on student facility needs.
- 1997-1998 Alumni Study Group; Internal Resource Team, special initiative committee for the Office of the Vice President for University Advancement to examine the role of alumni in developing a strategic plan for WSU fundraising activities.
- Committee Chair for Ph.D. comprehensive exams for Joan Giese and Jane Sojka (Spring 1993), Greg Black (Spring 1994), Erika Schlomer and Mihael Stoika (Spring 1995), Kevin Voss (Fall 1996), Bianca Grohmann (Fall 2000), David Knuff (Fall 2004).
- 1991-1992 Committee on Enrollment Management for the College of Business and Economics. Parent/student presentations to high school seniors accepted for admission at WSU and their parents regarding majoring in Marketing (various times over several years).
- 1997-1998 College of Business & Economics Research Committee.
- 1996-1997 Committee for CBE Department of Marketing outside chair search.
- 1996-2000 CBE Technology Advisory Committee.
- 1993-1995 CBE Senate Elections Committee.
- 1993-1995 CBE Faculty Awards Committee.
- 1993-1995 CBE Student Scholarship Awards Committee.
- 1990-1994 WSU Baseball recruiting—talking with recruits and parents regarding attending WSU and majoring in the College of Business and Economics.
- 1995-2014 WSU Football recruiting—attending recruiting functions, talking with recruits and parents regarding WSU and majoring in the College of Business and Economics.
- 2002-2014 WSU Basketball recruiting—attending recruiting functions, talking with recruits and parents regarding WSU and majoring in the College of Business and Economics.
- 1991-1997, 2000 High capability student Phonathon. Called high school seniors (and parents), promoting Washington State University and their choice of the College of Business and Economics upon entrance to WSU.
- 1991 University-wide ad hoc committee to promote Washington State University.
- 1991 Greek Awards Selection Committee for Pan Hellenic and Intra-Fraternity Council.
- 1990-1993 Climbing Wall Development Committee for WSU Outdoor Recreation Center. Design, materials acquisition, and management planning. Completed January 1993.
- 1996-1997 Climbing Wall re-design and relocation committee. Completed October 1997.

1995-1998 WSU-CBE fundraising golf tournament in Seattle.
1996-2002 Faculty Advisor to Chi Alpha (Campus Christian Student Fellowship).
1995-2000 Faculty Advisor to WSU Student Sport Climbing Club.
1996-1997 Faculty Advisor to WSU American Marketing Association Student Chapter.

Professional

2017-present AACSB Board of Directors
2014 Fulbright Program, International Educational Administrator, France and Germany)
2015-present Korea Advanced Institute of Science and Technology Advisory Board, Seoul, Korea
2014-2017 AACSB Continuous Improvement Review Committee (international)
2005-present AACSB Continuous Improvement Review Volunteer (including international assignments); ongoing AACSB reaccreditation Peer Review Teams (average 1.5 per year)
2012-2015 Accreditation Mentor to the University of Science and Technology, Hefei, China
2009-2014 Chair, Governance Board, University Center Cesar Ritz, Brig Switzerland
2010-2014 Advisory Board, Swiss Education Group, Montreux, Switzerland
2010-2014 Advisory Board, Southwest University of Finance and Economics, Chengdu, China
2009-present Permanent Visiting Scholar, University of St. Gallen, St. Gallen Switzerland

Editorial Review Boards

2005-2015 *Journal of Consumer Psychology*
2002-2006 *Journal of Consumer Research* (Outstanding Reviewer Award 2003 & 2004)
1992-2000 *Academy of Marketing Science Review* (formerly *Journal of Consumer and Marketing Research*)

Ad hoc reviewer for:

Journal of Advertising
Journal of Business Research
Journal of Consumer Research
Journal of Marketing
Journal of Marketing Research
Journal of Public Policy & Marketing
Journal of Retailing
Journal of Retailing and Consumer Services
Journal of the Academy of Marketing Science
Marketing Letters
Marketing Theory
Political Psychology
Psychological Reports
Psychology & Marketing
Social Influence

Reviewer for:

1999 *Society for Consumer Psychology conference proceedings*
1999 *Third International Research Seminar on Marketing Communications and Consumer Behavior*
1998 *Association for Consumer Research conference proceedings*
1998 *Society for Consumer Psychology conference proceedings*
1997 *AMA Seminar on Retail Atmospherics proceedings*
1997 *Sixth Symposium on Cross-Cultural Consumer and Business Studies proceedings*

1996 Association for Consumer Research-Pacific Rim conference proceedings
1994 Association for Consumer Research-Pacific Rim conference proceedings
1994 American Marketing Association Winter conference proceedings
1993 American Marketing Association Summer conference proceedings
1991 American Marketing Association conference proceedings

1993-94 Association for Consumer Research Committee on Ethics in Consumer Research.
Prepared *Initial Report to ACR Board of Directors*.
2001 Faculty Panel Member, Association for Consumer Research Doctoral Consortium.
2001 Scientific Committee, *International Conference on Service Management*, Angers, France.
1996-1997 Consumer Behavior Instruction to Certificate of International Business students -
Doosan Group (Korea).
1997 Small Business Advertising and Direct Marketing Strategies in emerging capitalist
economies. RUSA Center, Krasnoyarsk, Russia - USAID project.
1997 Advertising and Skepticism toward Advertising in an Emerging Economy – colloquia
discussing published research findings and relevant implications for the Russian economy
to students and faculty at Krasnoyarsk State University, Krasnoyarsk, Russia.
1996 Consumer Behavior to WSU-Vancouver Small Business Development Center International
Programs - Russian and Romanian faculty exchange groups.

Selected community

Ongoing speaking, MC'ing and hosting of business-related events in Orange County
2014-present, Merage Institute, interaction with groups of Israeli entrepreneurs visiting Orange
County quarterly as Merage Fellows in an immersion experience of our innovation
ecosystem
2016 Moderator, Orange County CFO Invitational
2010 (October) – Greater Seattle Chamber of Commerce Regional Leadership Conference.
Panel member: Investing in Education and the Workforce.
2001-2002 Committee Member – Citizens for Pullman Schools. Successfully planned and
implemented campaign to support Bond to reconstruct Lincoln Middle School (Pullman,
WA) and Management and Operations Levy. My responsibilities included coordinating
slogans, signs, advertising copy and pre-ballot calling of voters. Bond and Levy both
successfully passed February 2002.
1992-2010 Innovation Assessment for WSU Small Business Development Center, 25+ projects.
Consultant to Environmental Program Grant from the Bullit Foundation. Project title:
"Geographical Information System Support Center for Environmental Groups: An
Investigative Study."

HONORS AND AWARDS

2006- AcademicKeys Who's Who in Business Education
2003-2004 Outstanding Reviewer Award, *Journal of Consumer Research*.
2004 (July), Maughmer Freedom Philosophy Chair, College of Business and Economics,
Washington State University.
2003 (May), Gardner O. Hart Distinguished Professorship, College of Business and Economics,
Washington State University.
2002-2003, 2003-2004, Dean's Excellence Fellow, College of Business and Economics.
2002 College of Business and Economics Outstanding Researcher Award.
2000 Who's Who Among America's Teachers.

2000 Jones Foundation Faculty Development Grant, University of Washington foundation in support of studying entrepreneurship.
1999 Outstanding International Research Publication in the College of Business and Economics, Washington State University awarded by the International Business Institute.
1997 Washington State University College of Business and Economics Summer Research Grant.
1995, 1997 Washington State University College of Business and Economics Excellence Award for Outstanding Advising.
1993 Washington State University Faculty Grant-in-Aid Program Award.
1991-1992, 1992-1993, 2000- 2001, 2001-2002 Washington State University Marketing Faculty of the Year Award.
1991-92 Shell Undergraduate Teaching Award - Washington State University College of Business and Economics.
1989 Edna Benson Fellowship - University of Washington.
1989 AMA Doctoral Consortium Fellow from University of Washington.

SELECTED CONSULTANCIES

Millward Brown Vermeer, New York. Expert panel consultant to major international consumer goods firm working with Madison Avenue-based marketing strategy firm.

Audi AG, Ingolstadt, Germany. Project made possible by visiting appointment at University of St. Gallen, Switzerland and Audi AG CEO, Rupert Stadler. Results were helpful in designing use of online consumer car configurator. Publication (listed in relevant earlier section) also resulted.

MRTinsights, Seattle. Proprietary psychometric (measurement) consultancy to major multinational software firm.

Lennox International, Inc. Worldwide Heating and Cooling. Field study design analysis and recommendations. I was sought for my research expertise in consumer behavior and environmental psychology—specifically regarding olfactory stimuli and experimental design.

College of Engineering and Architecture, Washington State University, 1998-2005.
Development, facilitation, analysis, and report of annual focus groups and survey research regarding accreditation requirements for up to 16 academic programs within the college.

WSU Summer Session, Washington State University, Fall 1999 to Fall 2000. Development, facilitation, analysis, and presentation of focus groups, survey research, and marketing recommendations regarding enrollment challenges faced by summer school.

Washington State Convention & Trade Center, Seattle. Spring/Summer 1996. Development, facilitation, analysis, and presentation of focus group research regarding image and collateral materials of the Center.

WSU Foundation, 1993-1998. Advisory capacity in survey and focus group development, administration, and analysis for goal of major donor identification in \$250 million *Campaign WSU*. Also advised WSU Development Cabinet on other fund-raising related issues.

University of Idaho, College of Business, Spring 1995, 1996. Focus group script preparation and group moderation regarding implementation of integrated business curriculum.

Environmental Program Grant from the Bullitt Foundation, Spring 1993. "Geographical Information System Support Center for Environmental Groups: An Investigative Study." General methodological and presentation advice.

Seattle Arts Commission, March-August, 1987. Market segment identification and strategic recommendations.

Washington State Small Business Development Center, 1990-2000. Retained as product feasibility consultant (25+ projects).

Five book reviews of new and/or revised Consumer Behavior texts. (Spring 1992; Fall 1993; Fall 1996; Spring 1998; Spring 2001).

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (1986 to present)

American Psychological Association (1988 to present)

Society for Consumer Psychology (1997 to present)

Association for the Advancement of Collegiate Schools of Business (2005-present)