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ACADEMIC POSITIONS

Fuqua School of Business, Duke University

Associate Professor with tenure, July, 1989 to present.

Associate Professor, July, 1987 to June, 1989.

Assistant Professor, September, 1981 to June, 1987.

Instructor, January, 1980 to August, 1981.

Complete teaching responsibilities for MBA courses in marketing management, consumer and buyer behavior, advertising management, marketing research, analysis for marketing decisions, marketing communications management, services marketing in a 1 to 1 world, the marketing practicum, statistics, Southern Africa Global Academic Travel Experience, and customer relationship management; Ph.D. courses in experimental design and data analysis and topics in data analysis; executive education for Ford Motor Company, the Customer Relationship Management Program, the Managing Customer Value Program, and the Strategic Marketing Management Program; and undergraduate courses in marketing management, marketing research, and the senior seminar in marketing. Supervision of twenty-five independent study projects and thirty-one doctoral dissertations.

Administrative and Management Science Department, Carnegie-Mellon University

Instructor, September, 1977 to May, 1978.

EDUCATION

Graduate School of Industrial Administration, Carnegie-Mellon University

Ph.D. in Industrial Administration - Majored in Marketing, May, 1982. Dissertation entitled, "The Information Processing of Pictures in Print Advertisements."

Masters of Science - Majored in Marketing, May, 1978.

University of Nebraska at Omaha

Bachelor of Arts (Magna cum laude) - Majored in Mathematics and Computer Science, May, 1975.

PUBLICATIONS

"Fishing for Feelings: A Hook Helps!" forthcoming, *Journal of Consumer Psychology*, Volume 14, No. 1 (with Jennifer Escalas and Marian Moore).

"Does Elaboration Increase or Decrease the Effectiveness of Negatively versus Positively Framed Messages?" *Journal of Consumer Research*, June 2004, (with Baba Shiv and John Payne).

"Thinking about Relationship Theory," in *Managing Customer Relationships: A Strategic Framework*, 2004, Don Peppers and Martha Rogers, NJ: Wiley, pp. 38-50 (with Joshua Rose).

"Relating Brand and Customer Perspectives on Marketing Management," in *Journal of Service Research*, August 2002 (with Tim Ambler, Chitrabhan Bhattacharya, Kevin Lane Keller, Katherine N. Lemon, and Vikas Mittal).

"Criteria for Assessing Empirical Research on the Effects of Marketing Communications," in *Handbook of Marketing and Society*, 2001, Paul N. Bloom and Gregory T. Gundlach, ed., : Sage Publications, pp. 51-79 (with Paul Bloom and Richard Staelin).

"Analyzing Media Interactions: The Effects of Coordinated TV-Print Advertising," *Marketing Science Institute Paper # 99-120* (with Kevin Lane Keller).

"Factors Affecting the Impact of Negatively and Positively Framed Ad Messages," *Journal of Consumer Research*, December 1997, (with Baba Shiv and John W. Payne).

"Cognitive Effort, Affect and Choice," *Journal of Consumer Research*, September 1997, (with Ellen Garbarino).

"Criteria for Assessing Empirical Research on the Effects of Marketing Communications," *Marketing Science Institute Paper # 94-120*, (with Paul Bloom and Richard Staelin).

"The Impact and Memorability of Ad-Induced Feelings: Implications for Brand Equity," in *Advertising and Building Stronger Brands*, 1993, David A. Aaker and Alexander L. Biel, eds., Hillsdale, NJ: Lawrence Erlbaum Associates (with Marian C. Moore).

"Advertising Interactions: to Understanding Brand Equity," in *Advertising Exposure, Memory and Choice*, 1993, Andrew A. Mitchell, ed., : Erlbaum Associates.

Emotion in Advertising: Theoretical and Practical Explorations, 1990, , CN: Quorum Books (with Stuart J. Agres and Tony M. Dubitsky).

"Emotions and Advertising: A Timely Union," in *Emotion in Advertising: Theoretical and Practical Explorations*, 1990, Stuart J. Agres, Julie A. Edell and Tony M. Dubitsky, eds., , CN: Quorum Books.

"When Are Feelings Generated? Assessing the Presence and Reliability of Feelings Generated in Pretests," in *Emotion in Advertising: Theoretical and Practical Explorations*, 1990, Stuart J. Agres, Julie A. Edell and Tony M. Dubitsky, eds., , CN: Quorum Books (with Marian Chapman Moore and Ronald C. Goodstein).

"Affect and Attitudes in Advertising: The Impact of Brand Name and Product Class Placement," in *Emotion in Advertising: Theoretical and Practical Explorations*, 1990, Stuart J. Agres, Julie A. Edell and

Tony M. Dubitsky, eds., , CN: Quorum Books (with Helen H. Anderson).

"The Information Processing of Coordinated Media Campaigns," *Journal of Marketing Research*, May 1989, 149-163 (with Kevin Lane Keller).

"Ad-Based Emotions, Affect and Cognition," *Journal of Marketing Research*, February 1989, 69-83 (with Marian Chapman Burke).

"The Power of Feelings in Understanding Advertising Effects." *Journal of Consumer Research*, December 1987, 421-433 (with Marian Chapman Burke).

"Nonverbal Effects in Ads: A Review and Synthesis," in *Nonverbal Communication in Advertising*, 1987, Sidney Hecker and David W. Stewart (eds.), , : Books, 11-27.

"Ad Reactions over Time: Capturing Changes in the Real World." *Journal of Consumer Research*, June 1986, 114-118 (with Marian C. Burke).

"The Relative Impact of Prior Brand Attitude and Attitude toward the Ad on Brand Attitude after Ad Exposure," in *Advertising and Consumer Psychology*, 1986, Jerry C. Olson and Keith Sentis, eds., , : Praeger Press, 93-107 (with Marian Burke).

"The Moderating Effect of Attitude toward the Ad on Ad Effectiveness under Different Processing Conditions," in *Advances in Consumer Research*, Vol. 11, 1984, Thomas C. Kinnear, ed., 644-649 (with Marian Burke).

"The Information Processing of Pictures in Print Advertisements." *Journal of Consumer Research*, June 1983, 45-61 (with Richard Staelin).

"Subliminal Implants in Advertising: An Experiment," in *Advances in Consumer Research*, Vol. 9, January 1982, Andrew A. Mitchell, ed., 418-423 (with John Caccavale and Thomas Wanty).

"An Information Processing Approach to Cognitive Response," in *Research Frontiers in Marketing: Dialogues and Directions*, August 1978, Subhash C. Jain, ed., 178-183 (with Andrew A. Mitchell).

"Attitude Change or Attitude Formation? An Unanswered Question." *Journal of Consumer Research*, 1978, 271-275 (with CMU Marketing Group).

RESEARCH PRESENTATIONS

- "Advertising and Product Placements" session chair at The La Londe Seminar: Marketing Communications and Consumer Behavior, June 2003.
- "Fishing for Feelings: Having a Hook Helps!" presentation at Association for Consumer Research Conference, October 2002 (with Marian Moore and Jennifer Escalas).
- "Organizing for CRM" discussion leader at Customer Relationship Management: Strategies and Company-wide Implementation Conference, MSI – INSEAD, July 2002.
- "Consumer Responses to Service Failures," invited presentation to Credit Agricole Seminar, May 2002.
- "Customer Relationship Management: Issues in Teaching and Curriculum Design," invited presentation at the Customer Relationship Management: Customer Behavior, Organizational Challenges, and Econometric Models Conference, MSI – Duke University, January 2002.
- "Understanding the Basis for Customer Relationships," invited presentation at the Customer Equity conference, , June 2001.
- "What Makes Music Magic: Affective Response to Television Advertisements," presentation at the Society for Consumer Psychology Conference, February 2001 (with Marian Chapman Moore and Ronald C. Goodstein).
- "Who's to Blame? Consumers' Emotional Responses to Service Failures," presentation at the Association for Consumer Research Conference, October 2000 (with Kiersten Elliott).
- "Discrete Emotions and Coping Strategies: Implications for Persuasion, Behavior, and Public Policy," invited discussant at the Association for Consumer Research Conference, October 2000.
- "Reconciling Attitudes and Choice of Negatively Framed Advertising," invited presentation Wake Forest University," October 1998.
- "Why Consumers Regret?" invited discussant at the Society for Consumer Psychology Conference, February 1998.
- "It Was A Dark and Stormy Commercial Break: Empirical Studies of Advertising Stories," invited discussant at the Association for Consumer Research Conference, October 1997.
- "The Magic of Music: Affective Response to Television Advertisements," presentation at the Association for Consumer Research Conference, October 1996 (with Wanda T. Wallace and Marian Chapman Moore).
- "Limits to the Effectiveness of Negative Advertising: An Accessibility-Diagnosticity Perspective," presentation at the Association for Consumer Research Conference, October 1996 (with Baba Shiv and John W. Payne).
- "Responding to an Advertising Attack: Is It Worth Getting into a Media Brawl?" presentation at the Association for Consumer Research Conference, October 1995 (with Baba Shiv).
- "The Effects of Message Framing on A_{ad} , B , and Brand Choice: When is What You Dislike What You Choose?" presentation at the Association for Consumer Research Conference, October 1995 (with Baba Shiv and John Payne).
- "Effects of Positively and Negatively Framed Messages of Preferences: A Test of Contradictory Predictions," presentation at the Association for Consumer Research Conference, October, 1994 (with Baba Shiv and John Payne).
- "Ad-Induced Affect and Corporate Equity," invited presentation at the American Marketing Association Doctoral Consortium, August 1994.
- "Guidelines for Public Policy Research on the Effects of Marketing Communications," invited presentation at the Marketing Science Institute Research Guidelines Workshop, May 1994 (with Paul Bloom and Richard Staelin).
- "Guidelines for Public Policy Research on the Effects of Marketing Communications," presentation at the Marketing and Public Policy Conference, May 1994 (with Paul Bloom and Richard Staelin).

"Comparative Advertising: A Consumer Perspective," session organizer and discussant at the Society for Consumer Psychology annual conference, February 1994.

"Comparative Advertising: The Case of Positive and Negatively Framed Information," presentation at the Society for Consumer Psychology annual conference, February 1994 (with Baba Shiv).

"Autobiographical Memory and Its Role in Understanding Consumer Behavior," invited discussant at the Association for Consumer Research Conference, October 1992.

"The Impact of TV Ad Processing on Print Ad Processing," invited presentation at the Association for Consumer Research Conference, October 1992 (with Kevin Lane Keller).

"Issues in Experimental Research Methods" invited presentation to the American Marketing Association Doctoral Consortium, August 1992.

"Ad-Induced Affect and Brand Equity," invited presentation to the Marketing Science Institute, Advertising Steering Committee, January 1992.

"Ad-Induced Affect and Brand Equity: An Exploratory Study," invited presentation at the Association for Consumer Research Conference, October 1991 (with Marian Chapman Moore).

"Can Ad-Induced Affect Influence Subsequent Communication," invited presentation at the Advertising and Consumer Psychology Conference, May 1991 (with Marian C. Moore).

"Advertising Interactions: to Understanding Brand Equity," invited presentation at UCLA's Anderson Graduate School of Management's Symposium on Advertising Research, April 1991.

"The Effect of Feelings on Attitude toward the Ad and Brand Beliefs," invited presentation to the Marketing Science Institute Conference on the Role of Emotions in Advertising, February 1991 (with Marian Chapman Moore).

"Choice Between Comparable Alternatives: The Role of Evaluation Effort," paper presented at the American Marketing Association Conference, January 1991 (with Ellen Garbarino).

"Emotional Intensity and Cue Type as Moderators of the Effect of Ad-Induced Emotions on Ad and Brand Evaluation," invited presentation at the Association for Consumer Research Conference, October 1990.

"Image Processing: Multiple Paths to Multiple Outcomes," invited presentation at the Association for Consumer Research Conference, October 1989.

"Moderating Influences on the $A_{Ad}-A_B$ Relationship," invited presentation at the Association for Consumer Research Conference, October 1989.

"The Intensity of Emotional Response as an Antecedent of Behavioral Intentions," invited discussant at the Association for Consumer Research Conference, October 1989.

"Dissertations of the 1980's: The Birth of Potentially Significant Research Streams for Creating Marketing Knowledge," invited presentation at the American Marketing Associations Educators' Conference, August 1989.

"Advertising Interactions: to Understanding Brand Equity," invited presentation at the Advertising and Consumer Psychology Conference, May 1989.

"Using Simulation to Test Derived Parameter Estimates," paper presented at the ORSA/TIMS Marketing Science Conference, March 1989.

"The Emotional vs. the Cognitive Role to Attitude Formation: In Search of the Missing Links," invited presentation at the American Marketing Association's Attitude Research Conference, January 1989 (with Marian Chapman Moore).

"The Relative Impact and Memorability of Feelings and Brand Claims Under Cued vs Repeated Conditions," invited presentation at the Association for Consumer Research Conference, October 1988.

"The Impact of Feelings on Advertisement-Based Attitudes and Beliefs," paper presented to the Advertising Steering Group of the Marketing Science Institute, February 1988 (with Marian Chapman Burke).

"How Did That Ad Make You Feel?' -- A Question We Ought to be Asking," invited presentation at the

Association for Consumer Research Conference, October 1987 (with Marian Chapman Burke).

"An Examination of the Role of Information Formats on Information Processing and Decision Making," invited presentation at the Association for Consumer Research Conference, October 1987.

"Feelings: The Driving Force in Advertising Effectiveness," invited presentation at Cornell University, September 1987.

"The Role of Affect in Understanding Advertising Effectiveness," invited presentation to DuPont Communications Research group, July 1987 (with Marian Burke).

"What Makes a Television Commercial Persuasive? The Consumers' Viewpoint," invited presentation at the Association for Consumer Research Conference, October 1986 (with James Bettman).

"Schemer Schema Revisited: A Look at the Marketplace Game," session organized and chaired at the Association for Consumer Research Conference, October 1986 (with Marian Burke and William Boulding).

"The Impact of Nonverbal Elements of Ads: What Are They and How Do We Measure Them?" invited presentation at the University of Nebraska, April 1986.

"Measuring the Noninformational Effects of Advertising: How and Why?" invited presentation to the Advertising Steering Group of the Marketing Science Institute, October 1985.

"Research on Memory and Categorization," discussant at the Association for Consumer Research Conference, October 1985.

"Advertising: Issues and Challenges in Doing Research," invited presentation at the American Marketing Association Doctoral Consortium, August 1985.

"Pictures and Words," invited discussant at the Association for Consumer Research Conference, October 1984.

"Changes in Affective Responses to Ads Following Repeated Exposure to the Ad in a Natural Environment," invited presentation at the American Psychological Association Conference, August 1984 (with Marian Burke).

"Time Dependent Issues in Advertising," session organized and chaired at the Association for Consumer Research Conference, October 1983 (with Marian Burke).

"Communication Issues," invited discussant at the American Marketing Association Educators' Conference, August 1983.

"Methodological Issues in Advertising," session chair at the Association for Consumer Research Conference, October 1982.

"Pictures and Words in Print Ads: How do they Differ?" invited presentation at the American Psychological Association Conference, August 1982.

"Is a Picture Worth a Thousand Words in Print Ads?" invited presentation at the American Marketing Association Educators' Conference, August 1982.

"Cross-Cultural and Ethnicity Influences on Consumer Behavior," invited discussant at the American Marketing Association Educators' Conference, August 1982.

"Using Structural Modeling to Examine Advertising Effects on Purchase Intentions," paper presented at ORSA/TIMS Marketing Measurement Conference, March 1982 (with Richard Staelin).

WORKING PAPERS AND RESEARCH IN PROGRESS

"Framing of Health Screening Messages," (with Yael Zemack and Lisa Cavanaugh).

"State Lotteries at the Turn of the Century: Report to the National Gambling Impact Study Commission," (with Charles T. Clotfelter, Philip J. Cook and Marian Moore).

"Analyzing Media Interactions: Print Reinforcement of Television Campaigns," (with Kevin Keller).

"Who's to Blame? Consumers' Responses to Service Failures," (with Kiersten Elliott and Katherine Lemon).

"The Magic of Music: Affective Responses to Music in Television Advertisements," (with Wanda Wallace and Marian Chapman Moore).

"Corporate Equity and Ad-Induced Affect," (with Marian Chapman).

"Brand Feelings," (with Kevin Keller and Marian Chapman Moore).

GRANTS AND EXTERNAL FUNDING RECEIVED

Glaxo Wellcome Foundation Health Sector Management Faculty Challenge Grant, 2000-2002.

Hallmark, 1997 (with Kevin Keller and Marian Moore).

Chevron Oil and Young & Rubican, 1993 (with Kevin Keller).

Marketing Science Institute Grant, 1991 (with Marian Chapman).

Marketing Science Institute Grant, 1991 (with Kevin Keller).

Duke University Research Council Grants, 1982, 1983, 1985, 1986, 1987.

Marketing Science Institute Grant, 1986 (with Marian Burke).

AWARDS AND HONORS

Recipient of the 1987-88 Kraft Award for Faculty Excellence in Management (with Marian Burke).

American Marketing Association Doctoral Consortium Faculty, 1985, 1992, 1994.

American Psychological Association (Division 23) - Dissertation Award, August, 1982.

American Marketing Association Dissertation Competition - Honorable Mention, August, 1982.

American Association of University Women Fellowship, 1978-1979.

American Marketing Association Dissertation Proposal Award, 1978.

American Marketing Association Doctoral Consortium Fellow, 1978.

William Larimer Mellon Fellow, 1976-1979.

The University of Nebraska at Omaha Provost's Award for Academic Excellence, 1974.

PROFESSIONAL ACTIVITIES

Society for Consumer Psychology – Executive Committee, 2001-2002; Annual Conference Co-Chair, 2002, Presidential Candidate, 2000.

Association for Consumer Research - Treasurer, 1990-91; Chair, Publications Committee, 1995-1997, Program Committee for annual conference 1987, 1992, 1994, 1996, 2000, 2002.

Editorial Board Member of Journal of Consumer Research, Journal of Consumer Psychology, Journal of Business Research, and Quarterly Journal of Business and Economics.

Marketing Science Institute - Full Member of the Advertising Steering Committee.

Judge for the ACR Ferber Award Competition, 1991, 1995, 1997.

Conference Chair for Advertising and Consumer Psychology Conference, 1988.

Program Committee for Marketing Science Conference, 1989.

Reviewer for Journal of Marketing Research, Journal of Marketing, Marketing Science, Journal of Advertising Research, Journal of Applied Psychology, Journal of Advertising, Psychology and Marketing, Journal of Applied Psychology, Alden G. Clayton Doctoral Dissertation Proposal Competition, Association for Consumer Research Conferences, American Marketing Association Doctoral Dissertation Competition, American Psychological Association Conferences, American Marketing Association Educators' Conferences.

Member of Association for Consumer Research, American Marketing Association, of Advertising, Society for Consumer Psychology, and ORSA/TIMS.

Consultant to Breit, Drescher & Breit, P.A.; Shapiro & Kurtin, P.A.; Marketing Science Institute; The Federal Trade Commission - Advertising Practices Division; U.S. Department of Justice - Civil Division.; Planter's Life Savers; Womble, Carlyle, Sandridge & Rice; Johnston, Zabor & Associates; Shapiro & Kurtin, P.A.; Duke Power; The Assistant United States Attorney Criminal Section, Eastern District of North Carolina; Ward and Smith, P.A; Siegel & Solomon, P.A, .

Founding Member of the Board of Directors of Colon Cancer Alliance, New York, NY, 1999-2002, Treasurer, 2000-2002; Board of Trustees of Duke School for Children, Durham, NC, 1987-1994, Treasurer, 1987-1990, President, 1991-1993; Board of Directors of The First Presbyterian Day School, Durham, NC, 1980-1987, President, 1982-1984.