

Resume
Marc G. Weinberger

April 2022

Professor Emeritus
Isenberg School of Management
University of Massachusetts/Amherst

& Distinguished Research Scholar
Grady College, Department of Advertising and Public Relations
University of Georgia/Athens

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Massachusetts 01062
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EDUCATION

- Ph.D. Arizona State University
 Major Field: Marketing
 Minor Field: Social Psychology and Management

- M.B.A. University of Massachusetts
 Concentration in Marketing

- B.B.A. University of Massachusetts
 Major: Quantitative Methods/Management Science

ACADEMIC EXPERIENCE

Professor Emeritus, Isenberg School of Management, University of Massachusetts, 2012-present.

Distinguished Visiting Research Scholar, Grady College of Communication, Department of Advertising and Public Relations, University of Georgia, Spring 2012, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2023

Visiting Research Scholar, Temerlin Advertising Institute, Southern Methodist University (SMU), Spring 2013.

Associate Dean, Faculty Affairs and Research, University of Massachusetts, 1995-2003; 2009-2011. (total 10 years)

University of Massachusetts, School of Management, Full Professor 1991 - 2012, Associate Professor, September 1982 – 1991, Assistant Professor, September 1976-August 1982.

Visiting Scholar, Duke University, John Hartman Center for Marketing Advertising and Selling, January-May 2008. (Sabbatical)

Lecturer and visiting researcher, Cardiff University, January – March 2003. (Sabbatical)

Honorary Senior Research Fellow, Birmingham University, U.K., 1993-1996.
(Sabbatical)

University of Massachusetts, Director of Management Research Center, September 1, 1985 - 1994.

Visiting Senior Lecturer, Cranfield School of Management, U.K., 1984 -1985.
(Sabbatical)

Instructor, Department of Marketing, Arizona State University, College of Business, September 1975 - May 1976.

Graduate Instructor, Department of Marketing, Arizona State University, College of Business, September 1972-1973, 1974 - May 1975

Research Associate, Center for Health Service Administration, Arizona State University, College of Business, September 1973 - May 1974,.

RESEARCH ACTIVITIES

A. RESEARCH IN PROGRESS

Recent Significant Activity:

“The Role of Paid Media, Earned Media, and Sales Promotion in Driving MARCOM Sales Performance in Consumer Services,” *Journal of Business Research*, Volume 152, November 2022, 387-397.

Humor in Advertising: Classic Perspectives and New Insights, with Charles Gulas and Charles Ray Taylor, Routledge, 2021.

Editor, *Proceedings of the 2021 Conference of the American Academy of Advertising*, ISBN 978-1-931030-55-0

Special Issue Associate Editor: *Humor in Advertising*, *International Journal of Advertising*, Volume 38 (7). With Charles Gulas. Publication December 2019

“The Emergence of a Half-Century of Research on Humor in Advertising: What Have We Learned? What Do We Still Need to Learn?”, with Charles S. Gulas, Accepted March 2019, *International Journal of Advertising*, 38 (7) 911-956. (May 2019 on-line; in print Fall 2019).

“You Must Be Joking: An Introduction to the Special Issue on the Use of Humour in Advertising” with Charles S. Gulas, 38 (7) 909-910. (May 2019 on-line; print Fall 2019).

“Audience Reaction to Comedic Advertising Violence after Exposure to Violent Media,” with Charles Gulas and Kunal Swani. 2019, *Journal of Current Interest & Research in Advertising*, 40(1) 3-19.

“Assessing the Effects of Advertising Execution Quality, Media Spending, and Sales Promotional Activity on Sales Revenue in a Consumer Services Category,” with Harlan Spotts and Michelle Weinberger, *Journal of Advertising Research*, accepted. On-line May 2019 and in print March 2020.

New Projects

“How Consumer Brand Reputation Matters for Marketing Communication Effectiveness”, with Harlan Spotts and Michelle Weinberger, Under review October 2022, *European Journal of Marketing*.

“SoV and SoM in a Restaurant Context,” with Harlan Spotts and Michelle Weinberger, analysis underway.

“The Role of Advertising Quality Indicators on Sales Performance”, Spring 2023 Analysis planned.

“I Laugh at Your Pain: Effects of Violation of Social norms and Affect on Evaluation of Ads that are both Humorous and Violent,” Small role with several authors, Accepted for 2023 AAA conference.

B. PUBLICATIONS

1. Books

Humor in Advertising: Classic Perspectives and New Insights, with Charles Gulas and Charles R. Taylor, Routledge, Summer 2021

Humor in Advertising: A Comprehensive Analysis with Charles Gulas, M.E. Sharpe Publishers, 2006.

Effective Radio Advertising with Leland Campbell and Beth Brody, Lexington Publishers- Division of Macmillan (now Jossey-Bass), 1994.

2. Book Chapters & Other

Editor, 2021 Proceedings of the American Academy of Advertising Conference, ISBN 978-1-931030-55-0.

“Violence and Humor”, with Charles Gulas and Kunal Swani, Volume 3, Chapter 35, in *The Wiley Handbook of Violence and Aggression*, Peter Sturmey (Editor) John Wiley & Sons Publisher. (Published September 2017).

Co-edited Special Virtual Issue of *Journal of Advertising*, “Advertising Humor: A Look at Recent Advances” A Curation of Advertising Humor in the Journal 2000-Present, February 2016, with Charles S. Gulas.

<http://explore.tandfonline.com/content/bes/ujoa-si-humor>

"Fifty Shades of Sex and Violence: Scenes of Advertising to Come?," with Tom Reichert, in *Advertising and Violence: Concepts and Perspectives*, by Nora Rifon, Marla Stafford and Les Carlson, ME Sharpe: Armonk, N.Y. (2014), 77-93.

"It's Just a Joke: The Denigration of Males in Humorous Advertising" with Charles Gulas and Kim McKeage, in *Advertising and Violence: Concepts and Perspectives*, EDS. Nora Rifon, Marla Stafford and Les Carlson, ME Sharpe: Armonk, N.Y. (2014), 45-59. (reprint of *Journal of Advertising* article 2010).

"The Role of Culture in Advertising Humor", with Charles Gulas and Michelle Weinberger, Ed. Gordon Foxall and Victoria James, in *Handbook of New Developments in Consumer Behaviour*, Chapter 4, Edward Elgar, UK, (2012): 83-117.

"That's Not Funny Here: Humorous Advertising Across Boundaries", with Charles Gulas, in *Translation, Humour and the Media* (Ed.) Delia Carmala Chiaro, Continuum Books, (2010), Chapter 1, 17-33.

"Humor in Advertising", with Charles Gulas, in *The Advertising Age Encyclopedia of Advertising*, Volume 2, Fitzroy Dearborn, (2003), 824-828.

"Consumer Risk Perceptions: Managerial Tool for the Service Encounter," with W. George and P. Kelley, in Czepiel, Solomon and Surprenant, *The Service Encounter*, D. C. Heath and Company, (1985), 83-100.

3. Journal Articles

"Assessing the Effects of Advertising Execution Quality, Media Spending, and Sales Promotional Activity on Sales Revenue in a Consumer Services Category," with Harlan Spotts and Michelle Weinberger, *Journal of Advertising Research*, accepted. On-line May 2019, print March 2020.

"The Emergence of a Half-Century of Research on Humor in Advertising: What Have We Learned? What Do We Still Need to Learn?", with Charles S. Gulas, Accepted March 2019, *International Journal of Advertising*, 38 (7) 911-956. (May 2019 on-line; in print Fall 2019).

"You Must Be Joking: An Introduction to the Special Issue on the Use of Humour in Advertising" with Charles S. Gulas, 38 (7) 909-910. (May 2019 on-line; print Fall 2019).

"Audience Reaction to Comedic Advertising Violence after Exposure to Violent Media," with Charles Gulas and Swani. *Journal of Current Interest & Research in Advertising*, 2019, 40(1) 3-19.

"Understanding Responses to Comedic Advertising Aggression: The Role of Vividness and Gender Identity," with Kunal Swani, Hye Jing Yoon, and Charles Gulas, *International Journal of Advertising*, 36,4 2017 p 562-587.

“The Direct and Indirect Effects of Advertising and Publicity on Marketing and Firm Performance”, with Harlan Spotts and Michelle Weinberger, Journal of Advertising Research, December 2015, 55,4, 416-432.

“Integrate PR and Advertising to Boost Sales”, with Harlan Spotts and Michelle Weinberger, Admap, 2015, 50,3,14-16.

“Looking in Through Outdoor: A Socio-cultural and Historical Perspective on the Evolution of Outdoor Humor”, with Charles Gulas and Michelle Weinberger, International Journal of Advertising, 2015, 34, 3, 447-472.

“Publicity and Advertising: What Matters Most for Sales,” with Harlan Spotts and Michelle Weinberger, European Journal of Marketing, 2014, 48,11/12, p. 1986-2008. (Voted Outstanding Paper in 2015 for prior year).

“The Impact of Violent Humor on Advertising Success: A Gender Perspective,” with Kunal Swani and Charles Gulas, 2013, Journal of Advertising, 42(4), 308-319.

“It’s Just a Joke: The Denigration of Males in Humorous Advertising” with Charles Gulas and Kim McKeague, Journal of Advertising , 2010, 39(4), pages 109-120. (Reprinted in 2014).

“Joe Camel: Postmortem of a Celebrity Spokesperson” with Harlan Spotts and Ereni Markos.” International Journal of Advertising, 2010, 29(3), 401-430.

“Marketplace Footprints: Connecting Marketing Communication and Corporate Brands,” with Harlan Spotts, European Journal of Marketing, 2010, Vol. 44 (5), 591-609.

“Consumer Derived Utilitarian Value and Channel Utilization in a Multi-Channel Retail Context,” with Stephanie M. Noble, and David Griffith, Journal of Business Research, 2005, 58(12), 1643-1651.

“The Impact of of Perceived Humor on Ad Performance,” with Karen Pappas and Charles Gulas, Journal of Current Issues and Research in Advertising, Volume 26, 1, Spring 2004, 25-36.

“A Test of Ad Appeal Effectiveness in Poland and the U.S.: The Interplay of Appeal, Product and Culture, with Elzbieta Lepowska-White and Thomas Brashear, Journal of Advertising, 2003, 32, 3, 57-68.

“The Influence of Negative Information on Purchase Behaviour,” with Elzbieta Lepowska-White, Journal of Marketing Management, Summer 2000, 16, 465-482.

“Assessing the Use and Impact of Humor on Advertising Effectiveness: A Contingency Approach,” with Harlan Spotts and Amy Parsons, Journal of Advertising, Fall 1997, 26,3, 17-32. (Received Citation of Excellence from ANBAR.)

"The Use of Humor in Different Advertising Media," with Harlan Spotts, Leland Campbell and Amy Parsons, Journal of Advertising Research, June-July 35,3, 1995, 44-56.

"L'Utilisation et L'effet de L'humour en Publicite", with Harlan Spotts, Leland Campbell and Amy Parsons, Decisions Marketing, Avril, 4, 1995, 27-33.

"The Impact of Humor in Advertising: A Review," with Charles Gulas, Journal of Advertising, 21 (4) 1992, 35-59.

"The Use and Impact of Humor in Radio Advertising," with Leland Campbell, Journal of Advertising Research, December-January 1991, 44-52.

"Negative Product Safety News: Coverage, Responses, and Effects," with J. Romeo and A. Piracha, Business Horizons, May-June 1991, 23-31.

"A Situational View of Information Content in TV Advertising in the U.S. and U.K.," with H. Spotts, Journal of Marketing, 53(1), January 1989, 89-84.

"The Impact of Negative Product News," Business Horizons, 32(1) January-February 1989, 44-50.

"Humor in Television Advertising in the U.S. and U.K." with H. Spotts, Journal of Advertising, 19(2) 1989,39-44.

"Products as Targets of Negative Information: Some Recent Findings," European Journal of Marketing, 20(314), 1986, 110-128.

"The Impact of Negative Network News: An Experimental Analysis," with C. Allen and W. Dillon, Journalism Quarterly, Summer 1984, 287-294.

"Humor in Advertising: A Practitioner Perspective," with T. Madden, Journal of Advertising Research, 24(4) August/September, 1984, 23-29.

"The Effects of Humor on Attention in Magazine Advertising," with T. Madden, Journal of Advertising, 11(3), 1982.

"The Impact of Negative Marketing Communication: The Chrysler/Consumers Union Controversy," with C. Allen and W. Dillon, Journal of Advertising, 10(4), 1981, 20-28.

"Services Versus Goods: A Difference in Informational Influences," The Journal of the Academy of Marketing Science, with Stephen W. Brown, Fall 1978, 384-402.

"An Information Integration Analysis of Retail Store Image," Journal of Applied Psychology with John Reich and Jeffrey Ferguson, October 1977, 62, 5, 609-614.

4. Published Conference Proceeding

"Comedic Violence in Advertising: A Test of Gender Commonality," with Charles Gulas and Kunal Swani, AAA 2015 Proceedings of the American Academy of Advertising Conference. ABSTRACT and Presentation forthcoming.

"Existing Corporate Reputation And Marketing Communication Effects," with Harlan Spotts and Michelle Weinberger, AAA 2013 Proceedings of the American Academy of Advertising Conference. ABSTRACT

"More Complex Than Meets the Eye: A Look at Print Ad Performance," with Harlan Spotts, in ed. M.Morrison 2012 Proceedings of the American Academy of Advertising Conference, 2012: 34. ABSTRACT

"The Impact of Violent Humor on Advertising Success: A Gender Perspective", Kunal Swani and Marc Weinberger. In ed. Todd Arnold and Lisa Sheer, Proceedings of the 2012 American Marketing Association Conference, Vol 23. 115. ABSTRACT

"Marketing Communication and Company Brand Attitude," with Dale Tzeng, Paul Bottomley and Harlan Spotts, Proceedings of the 2005 AMA Winter Educator's Conference, San Antonio, Texas.

"Magazine Advertising Performance: A Closer Look," with Harlan Spotts, Proceedings of the American Academy of Advertising, 2002, 24 with Harlan Spotts.

"A Test of Ad Appeal Effectiveness in Poland and the U.S.: The Interplay of Appeal, Product and Culture," (ABSTRACT), with Elzbieta Lepkowska-White, and Thomas Brashear, in 2001 Proceedings of the American Academy of Advertising, Charles Taylor, ed., 27-28.

"A Multi-level Analysis of Salesforce Compensation: Adopting a Contingency Theory Perspective," with Karen Flaherty, 2000 AMA Winter Marketing Educator Conference.

"Not Just Smoke and Mirrors: The Perception and Reality of Joe Camel's Impact as a Brand Spokes-Character", with Harlan Spotts in 1998 Proceedings of the American Academy of Advertising, Darrel Muehling, ed., pp.90-95.

"Creative Strategy and Execution in International Magazine Advertising: A U.S./U.K. Comparison," with Harlan Spotts and Amy Parsons, Proceedings of the American Academy of Advertising, Spring 1995.

"An Investigation of Communication Cues that Affect Consumers' Responses to Negative Product Safety News," with David Antes and Jean Romeo, Association for Consumer Research, Proceedings, 1996.

"Variations in the Use and Impact of Radio Advertising", with Leland Campbell, Proceedings of the American Academy of Advertising, Spring 1995.

"Reactions to Negativity and Risk: An Integrated Model", Social and Behavioral Economics Conference, Proceedings, 1994.

"Price Cues and Perceptions of Quality Value and Willingness to Buy", with W. George, P. Kelly and C. Kaufman, Proceedings of Symposium on Patronage Behavior and Retail Strategy on the Cutting Edge", volume 3, 1993.

"Differences in Magazine and TV Advertising Styles in the U.S. and U.K.: Myth or Reality?" with Harlan Spotts, Proceeding of A.C.R Summer Meeting, Amsterdam, 1992.

"British and American Television Advertising: A Contrast in Styles," with Harlan Spotts, Proceeding of the American Academy of Advertising, Rebecca Holman ed, 1991, 63-69.

"Negative Product Communication: A Series of Experimental Studies," in Proceedings of 12th International Research Seminar in Marketing, Aix-en-Provence, France, 1985, 313-338.

"Risk Perceptions: A Reexamination of Services versus Goods," with George Tsou and Kelly, Southern Marketing Proceedings, 1984.

"An Approach to Measuring Thought Patterns and Gauging Causal Schema," with W. Dillon, C. Allen and T. Madden, Proceedings of The Association for Consumer Research, 1982.

"Causal Modeling in Marketing: A Latent Structure Analysis Approach," with T. J. Madden and W. R. Dillon, Marketing Theory: Philosophy of Science Perspectives, Ronald Bush and Shelby Hunt eds., Chicago: American Marketing Association, 1982, 289-294.

"Negative Information: Perspectives and Research Directions," with Allen and Dillon, Kent B. Monroe, ed., Advances in Consumer Research, Vol. VIII, 1981, 398-404.

"Cigarette Advertising: Tactical Changes in the Pre and Post Broadcast Era," with L. Campbell and F. D. Dugrenier, in Proceedings of the American Academy of Advertising, H. Keith Hunt ed., 1981, 136-141.

"A Comparison of User Satisfaction with State Health Insurance Plans," General Court of Massachusetts, Post Audit and Oversight Bureau, Committee on Post Audit and Oversight, PAB, February, 1981.

"Consumer Issues in Marketing," Chapter 22 in C. Schewe and R. Smith, Marketing: Concepts and Applications, McGraw-Hill, 1980.

"Some Validity and Reliability Issues in the Measurement of Attribute Utilities," with P. Cattin, in Jerry Olson, ed., Advances in Consumer Research, Vol. VII, 1980, 780-783.

"The Effects of Unfavorable Product Information," with W. Dillon, in Jerry C. Olson, ed., Advances in Consumer Research, Vol. VII, 1980, 528-532.

"The Impact of Components of Female Role Portrayals in Advertising, with E. Slate, in Bagozzi et. al., eds., Marketing in The 1980's: Changes and Challengers, Chicago, IL: American Marketing Association, Series 46, 1980, 269-272.

"Twenty Years of Women in Magazine Advertising: An Update," with Susan Petroschius and Stuart Westin, in Beckwith, et. al., eds., 1979 Educators Conference Proceedings, Chicago, IL: American Marketing Association, Series 44, 373-377.

"Causal Attributions with Goods Compared to Services," in Franz et. al., eds., Proceedings of The Southern Marketing Association 1978 Conference, 1978 with Mizerski, 146-149.

"Negative Product Information: Preliminary Public Policy Implications," in Franz et. al., eds., Proceedings of The Southern Marketing Association 1978 Conference, 1978, 235-238.

"Positivism and Normativism: A Crossroad in Marketing Education," in Greenberg and Bellenger, eds., Contemporary Marketing Thought, Chicago, IL: American Marketing Association, 1977, 50-54.

"An Investigation Into the Differential in Attributions of Housewives When Processing Information About Goods Versus Services," with Mizerski, in Greenberg and Bellenger, eds., Contemporary Marketing Thought, Chicago, IL: American Marketing Association, 1977, 514.

"An Application of Conjoint Measurement to the Investigation of Retail Store Image," Proceedings National AIDS, 1977, with Philippe Cattin, 579.

"Modeling Multiattribute Decisions: Some Methodological Considerations," Proceedings National AIDS, 1977, with Philippe Cattin, 448-450.

"The Impact of Negative Product Information," Proceedings of the 1977 Southern Marketing Association Conference, 1977, 131-134.

"Marketing Applications of the LDF to Qualitative Data: An Analysis and Limitations," Proceedings National AIDS, 1977 with William F. Dillon, 180-182.

"The Application of Functional Measurement and Integration Theory to the Study of Retail Store Image," Proceedings National AIDS, 1976, with Jeffrey Ferguson and John Reich, 484-490.

C. SELECTED PRESENTATIONS

"Existing Corporate Reputation And Marketing Communication Effects," with Harlan Spotts and Michelle Weinberger, presented at AAA 2013 Conference.

"The Shifting Face of Advertising Humor: A Socio-cultural and Historical Perspective", with Charles Gulas and Michelle Weinberger, Presented at 2013 NET Humor Research Conference, SMU, Dallas, Texas.

"More Complex Than Meets the Eye: A Look at Print Ad Performance," with Harlan Spotts, Presented at 2012 AAA Conference.

"Gender and the Response to Violence in Humorous Advertising", with Kunal Swani. Accepted for summer 2012 AMA Educators Conference.

"Marketing Communication and Company Brand Attitude," with Dale Tzeng, Paul Bottomley and Harlan Spotts, Proceedings of the 2005 AMA Winter Educator's Conference, San Antonio, Texas.

"A Test of Ad Appeal Effectiveness in Poland and the U.S.: The Interplay of Appeal, Product and Culture," (Abstract), with Elzbieta Lepkowska-White, and Thomas Brashear, in 2001 Proceedings of the American Academy of Advertising, Charles Taylor, ed., 27-28.

"Not Just Smoke and Mirrors: The Perception and Reality of Joe Camel's Impact as a Brand Spokes-Character", with Harlan Spotts in 1998 Proceedings of the American Academy of Advertising, Darrel Muehling, ed., pp.90-95.

"The Effects of Pleasant Ambient Scent on Product Evaluation Behavior," with Charles Gulas, in Proceedings of Winter American Marketing Association Educator's Conference, 1998.

Proposed and Chaired Special Session: "Radio Advertising", for American Academy of Advertising Conference, Spring 1995.

Proposed and Chaired Special Session: "The Negative Side of Consumer Information," Association for Consumer Research, 1980.

Proposed and Chaired Special Session: "The Negative Side of Information: An Interdisciplinary View," Association for Consumer Research, 1983.

PROFESSIONAL SERVICE

A. External Academic Activities

Vice President, American Academy of Advertising 2020-2021
Editor, The Proceedings of the 2021 Conference of the American Academy of Advertising.

Co-Editor, Forthcoming Special Issue, Humor in Advertising, International Journal of Advertising, with Charles S. Gulas, (call for papers closes May 2018).

Co-Editor, Special Virtual Issue, Journal of Advertising, A Curation of Advertising Humor in the Journal 2000-Present, with Charles S. Gulas. (in 2016).

<http://explore.tandfonline.com/content/bes/ujoa-si-humor>

Editorial Review Board, Journal of Advertising, 1986 - present.

Editorial Review Board, Journal of Marketing Education 1995-present.

Editorial Review Board, Journal of Business Research, 1989 - 2009.

Editorial Review Board, Marketing Intelligence and Planning, 1985-2008.

Regular Reviewer: International Journal of Advertising ; American Academy of Advertising

Research Committee, American Academy of Advertising, 2013-2016.

Publications Committee, American Academy of Advertising, 2009-2011.

B. School-wide and University Activities

- Associate Dean for Faculty Affairs and Research 1995-2002, 2009-2012
- Head of Isenberg AACSB re-accreditation 1995-2000 and 2010
- School Personnel Committee 2007-2009
- Dean Search Committee, 2006-7
- University Athletic Council, 1992 - 2005
 - member of subcommittee on athletic development.
 - chair of sub-committee on academics
- Isenberg Building Committee, Chair 1999-2002-Alfond Building
- Isenberg Merger Committee 1996-1999 (plan to merge HTM and Sport).

- Chancellor's Committee to Study 1-A football, chair of subcommittee on alumni, development and admission impact of 1-A football.
- University Relations Committee, 1991 - 1995
- Director, Management Research Center 1985 - 1994
- Administrative Committee, 1985-2003, 1983-1984

C. Departmental Activities

- AD/PR Research Spring Research Series 2016,2017,2018, Grady College, University of Georgia
- Department Head Evaluation
- Doctoral Core Examining Committee
- Faculty Advisor, Marketing Club 1977-1983.
- Doctoral Committee in Marketing
- Departmental Head Search Committee, 1978, 1980-1982 (Chairman), 1983
- Faculty Recruiting at National Meetings, 1976-1991, 1997, 2004

Doctoral dissertation committees:

Chaired S. Noble, K. Flaherty, E. Lepkowska-White, A. Parsons, C. Gulas, L. Campbell, J. Romeo , H. Spotts , S. Alawat, R. Garg, D. Moore

Member E. Markos, H. Greene, J. Sirgy, R. Baukus, W. Lesch, T. Madden, K. Smallman, D. Antes, J. Twible, G. Boeher

D. Community Service

- Board of Directors, Temple Israel of Greenfield, 1987-2010
- Past President (1998-2000) and Treasurer (1989-1991), Temple Israel of Greenfield
- Currently House Committee Co-chair, Finance Committee, Investment Committee, Temple Israel of Greenfield

PROFESSIONAL AFFILIATIONS

AWARDS

American Academy of Advertising
Beta Gamma Sigma - Business Honor Society
Sigma Iota Epsilon - Management Honor Society
Arizona State University, Summer
Fellowship for Teaching Excellence, 1973
Marketing Professor of the Year, 1986-1987, 1990-1991, 2007-2008
European Journal of Marketing, Outstanding Paper for 2015.
ANBAR Citation of Excellence for 1997 paper.