

Curriculum Vitae

RONALD EARL GOLDSMITH
Richard M. Baker Professor of Marketing

August 28, 2012

GENERAL INFORMATION

University Address: Marketing Department
College of Business
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Florida State University
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Web Site: <http://www.cob.fsu.edu/Academic-Programs/Departments/Marketing/Faculty/Faculty-Profiles/Ronald-Goldsmith>

Professional Preparation

September, 1978 PhD, University of Alabama, Tuscaloosa, AL. Major: Marketing,
December, 1983 Quantitative Methods. Consumer Behavior. Dissertation supervisor: Barry
Mason.

1983. *Dimensions of Consumer Innovativeness*. Unpublished doctoral
dissertation. The University of Alabama.

March, 1973 PhD, Michigan State University, East Lansing, MI. Major: Modern
June, 1979 European Intellectual History, Medieval Europe. Dissertation supervisor:
Robert Dugan.

1979, *Life and Work of Theodore Flournoy, 1854-1920*. Unpublished
doctoral dissertation. Michigan State University.

September, 1971 MA, Michigan State University, East Lansing, MI. Medieval Europe.
March, 1973

September, 1967 BA, Florida State University, Tallahassee, FL. European History, Classics.
August, 1971 Graduated Magna cum laude.

Professional Experience

August, 1991 January, 2011	Professor – Marketing, College of Business, Florida State University. Responsible for teaching in the undergraduate and doctoral programs.
July, 1991 August, 1994	Associate Professor – Marketing, College of Business, Florida State University. Responsible for teaching in the undergraduate and doctoral programs. July 1, 1991 to August 1994, Chairman, Marketing Department. Responsibility for supervising 2 staff members, 15 full time faculty, 14 doctoral students, and approximately 350 undergraduate majors; fund raising, scheduling, and budgeting.
August, 1986 July, 1991	Assistant Professor, Marketing Department, College of Business, Florida State University. Responsible for teaching in the undergraduate and doctoral programs.

Honors, Awards, and Prizes

Nominated for a Distinguished Graduate Teaching Award, (Fall, 2010).
Nominated for a Distinguished Undergraduate Teaching Award, (Fall, 2009).
Nominated for a Graduate Faculty Mentor Award, (Spring, 2009).
Nominated for a Graduate Faculty Mentor Award, (Spring, 2007).
Nominated for a University Excellence in Teaching Award, (Spring, 2007).
Nominated for a Graduate Faculty Mentor Award, (Spring, 2005).
Nominated for a University Excellence in Teaching Award, (Spring, 2005).
Named the Richard M. Baker Professor of Marketing, (June 2002).
Awarded University Undergraduate Teaching Award, (2000-2001).
Nominated for the FSU Distinguished Research Professor Award, (2001).
Awarded a one semester sabbatical for the Spring 2002 semester, (Fall 2000).
Awarded a Professorial Excellence Program (PEP) award, (1999).
Nominated for the FSU Distinguished Research Professor Award, (1999).
Nominated for a University Teaching Award, (1999).
Nominated for the FSU Distinguished Research Professor Award, (1998).
Nominated for a University Teaching Award, (1998).
Nominated for the FSU Distinguished Research Professor Award, (1997).
Nominated for a University Teaching Award, (1997).
Nominated for a University Teaching Award, (1996).
Awarded a Teaching Incentive Program (TIP) award, (1995).
Outstanding Reviewer Award, *Journal of Marketing Theory & Practice*, (2002-2005).
Outstanding Reviewer Award, *Journal of Marketing Theory & Practice*, (1999).
Outstanding Reviewer Award, *Journal of Marketing Theory & Practice*, (1997).

1981 American Marketing Association Doctoral Consortium Fellow

Phi Beta Kappa
Sigma Xi
Phi Kappa Phi

Phi Alpha Theta
Beta Gamma Sigma
Alpha Mu Alpha

Current Membership in Professional Organizations

American Marketing Association
Association for Marketing Theory and Practice
Society for Marketing Advances

TEACHING

Courses Taught

<i>Undergraduate Teaching</i>	ISS 2937 Honors course entitled "Consumption in America" MAR 1992 President's Seminar series, "Being a Consumer" MAR 3023 Principles of Marketing MAR 3323 Promotion Management MAR 3503 Applications of the Behavioral Sciences to Marketing MAR 4403 Sales Management MAR 4613 Marketing Research MAR 4840 Services Marketing
<i>MBA Teaching</i>	MAR 5505 Graduate Consumer Behavior MAR 5816 Marketing Strategy
<i>Corporate MBA Teaching</i>	MAR 5816 Marketing Strategy
<i>Ph.D. Teaching</i>	MAR 6575 Doctoral Seminar in Consumer Behavior MAR 6979 Doctoral Seminar in Research Methods MAR 6505 Seminar in Consumer Behavior Methods

New Course Development

MAR 6506, Seminar in Consumer Behavior Research Methods Spring, 2009

Chair of Doctoral Dissertation Supervisory Committees

Gary Futrell, Marketing, PhD Marketing (2012)

Dissertation Title: "Relationship Building in Services Marketing"

Melinda Andrews, PhD Marketing (2008)

Dissertation Title: "The Effects of Mergers and Acquisitions on Consumer Behavior"

Ronald Clark, PhD Marketing (2006)

Dissertation Title: "Conceptualization and Measurement of Consumer Psychological Independence from Social Influence: Advancing Social Response Theory in a Consumer Context."

Kishore Gopalakrishna Pillai, PhD Marketing (2005)

Dissertation Title: Accuracy, Confidence, and Calibration of Consumer Knowledge: Roles of General Self-Efficacy, Involvement and Product Type."

Derrick Deslandes, PhD Marketing (2001)

- Dissertation Title: "Assessing Consumer Perceptions of Destinations: A Necessary First Step in the Destination Branding Process."
- Barbara A. Lafferty, PhD Marketing (1999)
 Dissertation Title: "Assessing Cause-Brand Alliance Evaluations on Subsequent Attitudes Toward the Cause and the Brand."
- Palmer McDonald, PhD Marketing (1998)
 Dissertation Title: "Price Sensitivity for Groceries: Scale Evaluation and Model Development."
- Kim Ray, PhD Marketing (1997)
 Dissertation Title: "The Effects of Enduring Involvement as a Mediating Variable Between Consumers' Motivations and their Leisure Behavior."
- Scott Takacs, PhD Marketing (1997)
 Dissertation Title: "The Frequent Information Consumer."
- Joo-Gim Heaney, PhD Marketing (1995)
 Dissertation Title: "External Information Search for Banking Services"
- Steve Newell, PhD Marketing (1993)
 Dissertation Title: "Developing a Measurement Scale and a Theoretical Model Defining Corporate Credibility and Determining its Role as an Antecedent of Consumers' Attitude Toward the Advertisement"
- Jackie Kilsheimer, PhD Marketing (1993)
 Dissertation Title: "Status Consumption: The Development and Implications of a Scale Measuring the Motivation to Consumer for Status."
- Janelle Emmert, PhD Marketing (1993)
 Dissertation Title: "An Assessment of Convergent/Discriminant Validity of Three Measures of Attitude Toward the Ad."

University Representative for Doctoral Dissertation Supervisory Committees

- David Sikora, Management (2011 - 2012)
- Ji-Hyun Kim, PhD Information Science (2009-2012)
- Melinda Whetstone, PhD Information Science (2008-2012)
- Outside examiner [External Committee] for Somnath Chakrabarti, Ph.D., Indian Institute of Technology, Dehli (Fall 2008)
- Outside examiner [External Committee] for Jason Stella, Ph.D.,
 Research Services Division, Deakin University, Australia (Fall 2007)
- Outside examiner [External Committee] for Amalia E. Maulana, Ph.D.,
 Graduate Research School, The University of New South Wales (Spring 2006)
- Chan-pyo Hong, Ph.D., Communications (2005-2006)
- Nada Cenanovic, Ph.D., Education (1996-1998)
- Andrea Pent, Ph.D., Education (1999)
- E. Kevin Ayers, Ph.D., Education (1997)
- Rodoula Tsiotsou, Ph.D., Education (1996)
- Pierre Beaudoin, Ph.D., Clothing and Textiles (1994)
- Tammy Hunt, Ph.D., Management (1988)

Member of Doctoral Dissertation Supervisory Committees

Sacha Joseph, Ph.D., Marketing (2005-2006)
Jim Zboja, Ph.D., Marketing (2005-2006)
Tom DeWitt, Ph.D., Marketing (2003-2004)
Julie Toner Schrader, Ph.D., Marketing (1995)
Stacy Vollmers, Ph.D., Marketing (1995)
Ken Henderson, Ph.D., Marketing (1995)
Richard Heiens, Ph.D., Marketing (1993)
Kathy Lacher, Ph.D., Marketing (1991)
Edna Johnson, Ph.D., Marketing (1991)
Dale Fodness, Ph.D., Marketing (1991)
Elise Truly, Ph.D., Marketing (1990)
Steve Brokaw, Ph.D., Marketing (1990)
Thomas Baker, Ph.D., Marketing (1990)
Rene Desborde, Ph.D., Marketing (1990)

Chair of Master's Thesis Supervisory Committees

Zlatka Cular, MBA, (1989)

Member of Master's Thesis Supervisory Committees

Donald J. Rothrock, Architecture, Florida A&M University, 1996
Coleen Sullivan, Human Sciences (1989)
Younghee Shim, Human Sciences (1989)
Martha Williams, Communications (1988)
Nancy Byrd, Communications (1985)
Barrie Blankenship, Home Economics (1985)
Shela Johnson, Communications (1985)
Evelyn M. Healey, Communications (1985)

Senior Honors Thesis Committees

Member Completed: Angel Michels, College of Communications, Jay Rayburn, director (1998)

Postdoctoral Students

Miss Xiaojing (Selena) Lu, PhD Student at Antai College of Economics and Management, Shanghai Jiao Tong University, Shanghai, China, September 2011 – September 2012

Dr. Yimin Zhu, Department of Marketing, School of Business, Sun Yat-Sen University
November 1, 2009 – November 30, 2010

Laurent Bertrandis, University of Toulouse, April, 2004.

RESEARCH AND ORIGINAL CREATIVE WORK

Program of Research and/or Focus of Original Creative Work

My research is organized into several related programs, chiefly distinguished by the co-authors with whom I work. The major research program involves studying consumer innovativeness and its related topics of social influence across a variety of product categories. A secondary and related research program focuses on other individual differences, such as materialism, status consumption, and consumer independence. The third program I pursue deals with brand alliances of many types, including cause-brand alliances and brand-endorser alliances.

Publications

Invited Refereed Journal Articles

147. Ronald E. Goldsmith. (2010). The goals of customer relationship management. *Journal of Customer Relationship Marketing and Management*. Vol. 1 No. 1, 16-27. Describes an integrated model of the elements of a CRM program in an original way.

Refereed Journal Articles *A summary of co-author identities appears at the end*

161. Swilley, Esther and Ronald E. Goldsmith. (2013). Black Friday and Cyber Monday: Understanding Consumer Intentions on Two Major Shopping Days. *Journal of Retailing and Consumer Service*, **Forthcoming** (Accepted August 2012). Shows that consumers tend to shop on Black Friday for the hedonic pleasure it brings, but on Cyber Monday for its convenience.
160. Goldsmith, Ronald E., Leisa Reinecke Flynn, and Ronald A. Clark (2012). Motivators of market mavenism in the retail environment. *Journal of Retailing and Consumer Services*, 19, 390-397. Demonstrates that market mavenism is positively associated with brand engagement in self-concept, status consumption, materialism, involvement with mobile phones, and with clothing as a purchase category.
159. Clark, Ronald A., James J. Zboja, and Ronald E. Goldsmith. (2012). Antecedents of coupon proneness: a key mediator of coupon redemption. *Journal of Promotion Management*, **Forthcoming** (Accepted Dec 2011). The results showed that price consciousness, pride and satisfaction in using coupons, and value consciousness increase coupon use and that the feeling that they are not worth the time decreased their use.
158. Goldsmith, Ronald E., Leisa Reinecke Flynn, and Ronald A. Clark. (2012). Materialistic, brand engaged and status consuming consumers and clothing behaviors. *Journal of Fashion and Marketing Management*, 16 (1), 102-119. Shows how materialism, brand engagement in self-concept, and status consumption influence clothing involvement and brand loyalty.

157. Bacille, Todd and Ronald E. Goldsmith. (2011). A services perspective for text message coupon customization. *Journal of Research in Interactive Marketing*, 5 (4), 244-257. Reports experimental evidence showing that allowing customers to customize mobile coupons improve coupon redemption rate.
156. Pillai, Kishore G., Ronald E. Goldsmith, and Michael Giebelhausen. (2011). Negative moderating effect of general self-efficacy on the relationship between need for cognition and cognitive effort. *Psychological Reports*, 109 (1), 1-10. Shows that general self-efficacy negatively moderates the relationship between need for cognition and cognitive effort, illustrating the plasticity phenomenon.
155. Flynn, Leisa, Ronald E. Goldsmith, and Felipe Korzenny. (2011). Brand engagement in self-concept: a psychometric and demographic analysis. *Journal of Multidisciplinary Research*, 3 (2), 5-18. Uses to data from a national survey to evaluate the psychometric characteristics of the brand engagement in self-concept scale.
154. Goldsmith, Ronald E., Leisa Flynn, and Ronald A. Clark. (2011). Materialism and brand engagement as shopping motivations. *Journal of Retailing and Consumer Services*, 18 (4), 278-284. Shows that both materialism and brand engagement are positively related to attitudes toward shopping.
153. Goldsmith, Ronald E. and Ronald A. Clark. (2012). Materialism, status consumption, and consumer independence. *Journal of Social Psychology*, 152 (1), 43-60. Presents a model showing how status consumption mediates the relationship between materialism and consumer independence.
152. Goldsmith, Elizabeth B. and Ronald E. Goldsmith. (2011). Social influence and sustainability in households. *International Journal of Consumer Studies*, 35 (2), 117-121. [An initial version manuscript was presented at the International Federation of Home Economics council meeting in Sligo, Ireland, July 2010.] This article describes ways in which social influence can be harnessed to promote sustainable consumption.]
151. Pagani, Margherita, Charles Hofacker, and Ronald E. Goldsmith. (2011). The influence of personality on active and passive use of social networking sites. *Psychology & Marketing*, 28 (5), 441-456. This study shows that the personality construct, extraversion, positively influences amount of both active and passive use of social networking sites.
150. Goldsmith, Ronald E., Leisa Flynn, Daekwan Kim, and Wan-Min Kim. (2010). Consumer innovativeness for fashion as a second order construct: a cross-cultural study. *Journal of Global Fashion Marketing*, 1 (1), 51-60. [An initial version manuscript was presented at the Academy of International Business Conference in June 2006.] This paper shows that consumer innovativeness might be accurately represented as a second order factor construct as well as a unidimensional first order factor construct.
149. Goldsmith, Ronald E., Daekwan Kim, and Leisa Flynn. (2010). Status consumption and price sensitivity. *Journal of Marketing Theory and Practice*, 18 (4), 323-338. [An initial

- version manuscript was presented at the 2007 American Marketing Association Summer Educators' Conference.] Presents a complex structural model of the relationship between status consumption and price sensitivity.
148. Goldsmith, Ronald E., Leisa Flynn, Elizabeth B. Goldsmith, and E. Craig Stacey. (2010). "Consumer attitudes and loyalty toward private brands. *International Journal of Consumer Studies*, 34 (3), 339-348. [An initial version manuscript was presented at the 2010 American Marketing Association Winter Educators' Conference.] The study shows that consumers can form powerful attachments to private brands, rivaling those they form toward national brands.
 146. Whetstone, Melinda and Ronald E. Goldsmith. (2009). Factors influencing intention to use personal health records. *International Journal of Pharmaceutical and Healthcare Marketing*, 3 (1), 8-25. [An initial version manuscript was presented at the 2008 Society for Marketing Advances annual conference.] The study was one of the first to explore consumer attitudes that promote use of personal health records.
 145. Ramirez, Edward and Ronald E. Goldsmith. (2009). Some antecedents of price sensitivity. *Journal of Marketing Theory and Practice*, 2009, 17 (3), 199-213. The study tested a structural model of several antecedents of price sensitivity.
 144. Pillai, Kishore G. and Ronald E. Goldsmith. (2009). How brand attribute typically and consumer commitment moderate the influence of comparative advertising. *Journal of Business Research*, 61 (9), pp. 933-941. Comparative advertising is an important strategy that is little understood, so this study addressed two possible influences that help explain its effectiveness.
 143. Clark, Ronald A. and Ronald E. Goldsmith. (2009). Market mavenism and consumer self confidence. *Journal of Consumer Behaviour*, 7 (3), 239-248. This study contributes to a program of research delineating the antecedents and consequences of market mavenism.
 142. Goldsmith, Ronald E. and Ronald A. Clark. (2008). An analysis of factors affecting fashion opinion leadership and fashion opinion seeking. *Journal of Fashion Marketing and Management*, 12 (3), 308-322. This study contributes to a program of research on the characteristics of fashion opinion leaders and opinion seekers.
 141. Litvin, Stephen W., Ronald E. Goldsmith, and B. Pan. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29, 458-468. [An initial version manuscript was presented at the 2007 Association of Marketing Theory & Practice annual conference.] This describes online interpersonal influence as a potentially cost-effective means for marketing hospitality and tourism and discusses some of the nascent technological and ethical issues facing marketers as they seek to harness emerging electronic technologies.
 140. Cowart, Kelly O. and Ronald E. Goldsmith. (2007). The influence of consumer decision making styles on online apparel consumption by college students. *International Journal*

- of Consumer Studies*, 31 (6), 639-647. Shows that online consumption of apparel can be understood as the partial influence of well-known consumer decision making styles.
139. Swilley, Esther and Ronald E. Goldsmith. (2007). The role of involvement and experience with electronic commerce in shaping attitudes and intentions toward mobile commerce. *International Journal of Electronic Marketing and Retailing*, 1 (4), 370-384. Describes a study of how involvement and experience shape attitudes toward the new technology of mobile commerce.
 138. Goldsmith, Ronald E., Charles Hofacker, Eileen Bridges, and Esther Swilley. (2007). E-Services: A synthesis and research agenda. *Journal of Value Chain Management*, Vol. 1 No. 1, 13-44, named the **BEST ARTICLE** in the issue. Drew together ideas from a variety of academic fields to present an agenda of research topics for improving the management of e-services as an element in the value chain.
 137. Swilley, Esther and Ronald E. Goldsmith. (2007). Assessing the impact of corporate credibility and technology acceptance on online shopping. *International Journal of Electronic Marketing and Retailing*. 1 (3), 199-216. [An initial version manuscript was presented at the 2005 Academy of Marketing Science annual conference.] Showed how positive assessments of corporate credibility combined with acceptance of technology to promote consumer use of online shopping.
 136. Goldsmith, Ronald E., Ronald A. Clark, and Jim Zboja. (2007). Status consumption and role-relaxed consumption: A tale of two retail consumers. *Journal of Retailing and Consumer Services*, 14, 45-59. Compared and contrasted status seeking consumers with role-relaxed consumers across personal, social influence, and market influence factors.
 135. Goldsmith, Ronald E. and Ronald A. Clark. (2006). Global innovativeness and consumer susceptibility to interpersonal influence. *Journal of Marketing Theory and Practice*, 14 (4), 275-285. Showed that global innovativeness as a personality dimension was positively related to information influence but negatively related to normative influence.
 134. Goldsmith, Elizabeth B. and Ronald E. Goldsmith. (2006). The effects of investment education on gender differences in financial knowledge. *Journal of Personal Finance*, 5 (2), 55-69. Reported the results of an experiment showing that investment education increased financial knowledge of college students and closed the traditional gap between men and women.
 133. Horowitz, David and Ronald E. Goldsmith. (2006). Measuring motivations for online opinion seeking. *Journal of Interactive Advertising*, 6 (2), [<http://jiad.org/>]. Consumer seek opinions from other online to a large extent, but this study presented a way to measure their motives for doing so, thus enabling further study of this important consumer behavior.
 132. Goldsmith, Ronald E., Ronald A. Clark, and Barbara A. Lafferty. (2006). Intention to oppose animal research: the role of individual differences in nonconformity. *Social*

- Behavior and Personality*, 34 (8), 955-964. Showed that opposition to cosmetic testing on animals was partially related to higher levels of nonconformity among college students.
131. Goldsmith, Ronald E. and Kishore G. Pillai. (2006). Calibrating managerial knowledge of customer feedback measures: a conceptual model. *Marketing Theory*, 6 (2), 223-243. Presented a model describing the role knowledge calibration plays in managerial use of customer feedback.
 130. Deslandes, Derrick D., Ronald E. Goldsmith, Mark Bonn, and Sacha Joseph. (2006). Measuring destination image: Do the existing scales Work? *Tourism Review International*, 10 (3), 141-153. Revealed for the first time that only a few of the many measures of destination image in the literature had any value and that a standardized measure was sorely needed.
 129. Goldsmith, Ronald E., Ronald A. Clark, and Elizabeth B. Goldsmith. (2006). Extending the psychological profile of market mavenism. *Journal of Consumer Behaviour*, 5, 411-419. This study contributes to a program of research delineating the antecedents and consequences of market mavenism.
 128. Clark, Ronald A. and Ronald E. Goldsmith. (2006). Interpersonal influence and consumer innovativeness. *International Journal of Consumer Studies*, 30 (1), 34-43. Part of a research program delineating the interrelationships among the many dimensions of social influence and consumer innovativeness.
 127. Bertrandias, Laurent and Ronald E. Goldsmith. (2006). Some psychological motivations for fashion leadership and fashion opinion seeking. *Journal of Fashion Marketing and Management*, 10 (1), 25-40, **Emerald Literati Highly Commended Award**. Part of a research program delineating the interrelationships among the many dimensions of social influence and consumer innovativeness.
 126. Lafferty, Barbara A., Ronald E. Goldsmith, and Leisa Flynn. (2005). Are innovators influenced by endorser expertise in an advertisement when evaluating a high technology product?" *Journal of Marketing Theory and Practice*, 13 (3), 32-48. Part of a research program delineating the interrelationships among the many dimensions of social influence and consumer innovativeness.
 125. Goldsmith, Ronald E., Daekwan Kim, Leisa Flynn, and Wan-Min Kim. (2005). Price sensitivity and innovativeness for fashion among Korean consumers. *Journal of Social Psychology*, 145 (5), 501-508. Showed that the negative relationship between innovativeness and price sensitivity observed among U.S. consumers was similar for Korean consumers.
 124. Goldsmith, Ronald E., Joo-Gim Heaney, and W. J. W. Jusoh. (2005). Status consumption among Malaysian consumers: Exploring its relationships with materialism and attention-to-social-comparison-information. *Journal of International Consumer Marketing*, 17 (4), 81-96. Part of a research program describing status consumption that showed the positive

relationship between materialism and status consumption observed in U.S. consumers was similar for Malaysian consumers.

123. Goldsmith, Ronald E., Ronald A. Clark, and Barbara A. Lafferty. (2005). Tendency to conform: A new measure and its relationship to psychological reactance. *Psychological Reports*, 96, 591-594. Because an extensive literature review showed that no such measure has been published, it presented a short, self-report measure of tendency to conform.
122. Clark, Ronald A. and Ronald E. Goldsmith. (2005). Market mavens: Psychological influences. *Psychology & Marketing*, 22 (4), 289-312. This study contributes to a program of research delineating the antecedents and consequences of market mavenism.
121. Goldsmith, Ronald E. and Leisa Flynn. (2005). Bricks, Clicks, and Pix: Apparel buyers' use of stores, internet, and catalogs compared. *International Journal of Retail and Distribution Management*, 33 (4), 271-283. The first study to compare how consumers purchase apparel across three distribution modes.
120. Lafferty, Barbara A. and Ronald E. Goldsmith. (2005). Cause-brand alliances: Does the cause help the brand or does the brand help the cause? *Journal of Business Research*, 58 (4), 423-429. Part of a research program to better understand how brand alliances work from the point of view of consumers.
119. Goldsmith, Ronald E. (2004). Current and future trends in marketing and their implications for the discipline. *Journal of Marketing Theory and Practice*, 12 (4), 10-17. Presented a systematic perspective on the environmental influences on marketing practice, especially marketing research.
118. Goldsmith, Ronald E. and Leisa Flynn. (2004). Psychological and behavioral drivers of online clothing purchase. *Journal of Fashion Marketing and Management*, 8 (1), 84-95, **named the Outstanding Paper in the journal for 2004**. Part of a research program to understand online consumer behavior.
117. Goldsmith, Ronald E. and Jon B. Freiden. (2004) Have it your way: Consumer attitudes toward personalised marketing. *Marketing Intelligence and Planning*, 22 (2), 228-239. The first study to determine how consumer attitudes toward personalization influences consumer acceptance of individualized marketing strategies.
116. Lafferty, Barbara A. and Ronald E. Goldsmith. (2004). How influential are corporate credibility and endorser attractiveness when innovators react to advertisements for a new high-technology product? *Corporate Reputation Review*, 7 (1), 24-36. Part of a research program to better understand how brand alliances work from the point of view of consumers.
115. Lafferty, Barbara A., Ronald E. Goldsmith, and Tomas Hult. (2004). The impact of the alliance on the partners: A look at cause-brand alliances. *Psychology & Marketing*, 21

- (7), 509-531. Part of a research program to better understand how brand alliances work from the point of view of consumers.
114. "Innovative Consumers and Market Mavens," *Journal of Marketing Theory and Practice*, 2003, Vol. 11 (4), 54-65 (with L. Flynn and E. Goldsmith).
 113. "The Dual Credibility Model: The Influence of Corporate and Endorser Credibility on Attitudes and Purchase Intentions," *Journal of Marketing Theory and Practice*, 2003, Vol. 10 No. 3, 1-12 (with B. Lafferty and S. Newell).
 112. "The Predictive Validity of an Opinion Leadership Scale," *Journal of Marketing Theory and Practice*, 2003, Vol. 11 No. 1, 28-35 (with T. DeWitt).
 111. "Consumer Response to Websites and their Influence on Advertising Effectiveness," *Internet Research: Electronic Networking Applications and Policy*, 2002, Vol. 12, No. 4, 318-328 (with B. Lafferty).
 110. "Some Psychological Characteristics of Frequent Clothing Buyers," *Journal of Fashion Marketing and Management*, 2002, Vol. 6 No. 3, 303-316. **Selected by Emerald for a HIGHLY COMMENDED award, chosen by the Editors.**
 109. "Explaining and Predicting Consumer Intention to Purchase Over the Internet: An Exploratory Study," *Journal of Marketing Theory and Practice*, 2002, Vol. 10 No. 2, 22-28.
 108. "Buying Apparel Over the Internet," *Journal of Product and Brand Management*, 2002, Vol. 11 No. 2, 89-102 (with E. Goldsmith).
 107. "Self-Ratings of Materialism and Status Consumption in a Malaysian Sample: Effects of Answering During an Assumed Recession versus Economic Growth," *Psychological Reports*, 2001, Vol. 88, 1142-1144 (with W. J. W. Jusoh and Joo-Gim Heaney).
 106. "Characterizing Online Buyers: Who Goes With the Flow?" *Quarterly Journal of Electronic Commerce*, 2001, Vol. 2 No. 3, 189-197 (with E. Bridges and J. Freiden).
 105. "Age and Gender Differences in Self-image: A Cross-Cultural Study" *Journal of Social Behavior and Personality*, 2001, Vol. 16 No. 1, 35-52 (with L. Flynn and Wan-Min Kim).
 104. "Travel Innovativeness and Self-Image Congruity," *Journal of Travel and Tourism Marketing*, 2001, Vol. 10 No. 4, 33-45 (with S. Litvin and Goh Hwai Kar).
 103. "The Development of a Scale to Measure Perceived Corporate Credibility," *Journal of Business Research*, 2001, Vol. 52 No. 3, 235-247, (with S. Newell).

102. "Using The Domain Specific Innovativeness Scale To Identify Innovative Internet Consumers," Internet Research: Electronic Networking Applications and Policy, 2001, Vol. 11 No. 2, 149-158.
101. "Characteristics of the Heavy User of Fashionable Clothing," Journal of Marketing Theory and Practice, 2000, Vol. 8 No. 4, 21-28.
100. "The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands," The Journal of Advertising, 2000, Vol. 29 No. 3, 43-54, (with S. Newell and B. Lafferty).
99. "The Influence of Corporate Credibility on Consumer Attitudes and Purchase Intent," Corporate Reputation Review, 2000, Vol. 3 No. 4, 304-318, (with S. Newell and B. Lafferty).
98. "How Innovativeness Distinguishes Online Buyers," Quarterly Journal of Electronic Commerce, 2000, Vol. 1 No. 4, 323-333.
97. "Identifying Wine Innovators: A Test of the Domain Specific Innovativeness Scale Using Known Groups," International Journal of Wine Marketing, 2000, Vol. 12 No. 2, 37-46.
96. "E-Tailing versus Retailing: Using Attitudes to Predict Online Buying Behavior," Quarterly Journal of Electronic Commerce, 2000, Vol. 1 No. 3, 245-253, (with E. Bridges.)
95. "Gender Differences in Self-Image Described by Malhotra's Self-Concept Scale," Psychological Reports, 2000, Vol. 86, 1213-1217, (with L. Flynn).
94. "A Cross-Cultural Validation of Three New Marketing Scales for Fashion Research: Involvement, Opinion Seeking, and Knowledge," The Journal of Fashion Marketing and Management, 2000, Vol. 4 No. 2, 110-120, (with L. Flynn and W. Kim).
93. "Fashion Leaders' and Followers' Attitudes Toward Buying Domestic and Imported Apparel," 2000, Clothing and Textiles Research Journal, Vol. 18 No. 1, 56-64 (with M. Moore and P. Beaudoin).
92. "External Information Search for Bank Services," International Journal of Bank Marketing, 1999, Vol. 17. No. 7, 305-323, (with Joo-Gim Heaney). **Selected for a HIGHLY COMMENDED award, chosen by the Editor and the Editorial Advisory Board of MCB Press.**
91. "The Personalized Marketplace: Beyond the 4Ps," Marketing Intelligence and Planning, 1999, Vol. 17 No. 4, 178-185.

90. "Social Values and Fashion Innovativeness: Women and Men Compared," Utrecht Business Review, 1999, Vol. 1 No. 1, 2-13, (with E. Goldsmith).
89. "Heavy Users of Travel Agents: A Segmentation Analysis of Vacation Travelers," Journal of Travel Research, 1999, Vol. 38 No. 2, 127-133, (with S. Litvin).
88. "Status Consumption in Consumer Behavior: Scale Development and Validation," Journal of Marketing Theory and Practice," 1999, Vol. 7 No. 3, 41-51, (with J. Eastman and L. Flynn).
87. "Fashion Innovativeness and Self-Concept: A Replication," Journal of Product and Brand Management, 1999, Vol. 8 No. 1, 7-16, (with M. Moore and P. Beaudoin).
86. "The Heavy User of Clothing: Theoretical and Empirical Perspectives," The Journal of Fashion Marketing and Management, 1999, Vol. 3 Edition 4, 337-345, (with M. Moore and P. Beaudoin).
85. "Corporate Credibility's Role in Consumers' Attitudes and Purchase Intentions When a High Versus a Low Credibility Endorser is Used in the Ad," Journal of Business Research, 1999, Vol. 44 No. 2, 109-116, (with B. Lafferty).
84. "A Short, Reliable Measure of Subjective Knowledge," Journal of Business Research, 1999, Vol. 46 No. 1, 57-66 (with L. Flynn).
83. "Some Characteristics of Wine Innovators," International Journal of Wine Marketing, 1998, Vol. 10, No. 1, 5-12.
82. "Young Fashion Leaders' and Followers' Attitudes toward American and Imported Apparel," Journal of Product and Brand Management, 1998, Vol. 7 No. 3, 193-207, (with M. Moore and P. Beaudoin).
81. "Heavy Wine Consumption: Empirical and Theoretical Perspectives," British Food Journal, 1998, Vol. 100 (4), 184-190, (with F. d'Hauteville).
80. "Identifying the Vacation Travel Innovator," Journal of Vacation Marketing," 1998, Vol. 4 (4), 327-336., (with S. Litvin).
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58. "A Multitrait-Multimethod Study of Three Measures of Attitude toward the Ad," in 2000 Marketing Advances in the New Millennium, Dawn R. Deeter-Schmelz and Timothy P. Hartman, Eds. Society for Marketing Advances, Athens, OH, pp. 14-17 (with B. Lafferty).
57. "A Psychometric Assessment of a Subjective Knowledge Scale," in Association of Marketing Theory and Practice 2000 Proceedings, Vol. 9, 263-268.
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55. "A Psychometric Evaluation of a Scale to Measure Perceived Corporate Credibility," Society for Marketing Advances 1999 Proceedings, 7-11, (with S. Newell and B. Lafferty).
54. "The Price Sensitivity of Fashion Innovators," Society for Marketing Advances 1999 Proceedings, 59-63.
53. "Characteristics of the Heavy User of Fashionable Clothing," in 1999 Association of Marketing Theory and Practice Proceedings, Vol. 8, 359-366.

52. "Marketing to Consumers in Asia during the Economic 'Downturn': Strategies for International Companies," in 1999 Association of Marketing Theory and Practice Proceedings, Vol. 8, 261-267, (with Joo-Gim Heaney and Kenneth A. Saban).
51. "Measuring Corporate Credibility: A Validity Study," in Association of Marketing Theory and Practice Proceedings, Vol. 8 (1999), 390-396, (with Stephen Newell).
50. "Characteristics of the Heavy Users of Fashionable Clothing," in Association of Marketing Theory and Practice Proceedings, Vol. 8 (1999), 359-366. **BEST PAPER** in Marketing Research/Demographics/Consumer Behavior Track.
49. "Self-Concept and Heavy Wine Use: A Transnational Study," in Association of Marketing Theory and Practice Proceedings, (1998), 325-330.
48. "Toward A Theory of Heavy Usage: The Case of the New Fashion Buyer," in Association of Marketing Theory and Practice Proceedings, (1998), 272-277.
47. "Corporate Credibility's Role in Consumers' Attitudes and Purchase Intentions When A High Versus A Low Credibility Endorser is Used in the Ad," summary in Proceedings, Southern Marketing Association, (1997), 270-271, **BEST PAPER** in Sales Promotions Track and Steven J. Shaw award for **BEST PAPER** at conference; published in Journal of Business Research, (with B. Lafferty).
46. "Gender Differences in Status Consumption and Materialism: A Study of International Consumer Behavior," in Proceedings, Southern Marketing Association, (1997), 128-132, (with J. Eastman, D. Campbell, S. Calvert, and B. Fredenberger).
45. "The Factor Structure and Gender Differences for the List of Values: A Cross-Cultural Study," abstract in Society for Consumer Psychology Proceedings, (1997), 1-4, (with J. Eastman, D. Campbell, and S. Calvert).
44. "The Factor Structure of the Richins and Dawson Materialism Scale," in Association of Marketing Theory and Practice Proceedings, (1997), 370-377, (with J. Eastman, D. Campbell, and S. Calvert).
43. "Social Values and Restaurant Innovativeness: An Exploratory Study," in Association of Marketing Theory and Practice Proceedings, (1997), 317-322, (with J. Tankersley).
42. "Understanding Status Consumption: A Revised Conceptual Model, in Proceedings, Southern Marketing Association, (1996), 44-48, (with L. Flynn and J. Eastman).
41. "Status Consumption and Fashion Behavior: An Exploratory Study," in Association of Marketing Theory and Practice Proceedings, (1996), 309-316, (with J. Eastman and L. Flynn).

40. "The Frequent Information Consumer: Characteristics of a Propensity to Acquire Information," in Association of Marketing Theory and Practice Proceedings, (1996), 348-352, (with S. Takacs).
39. "Service Innovativeness and Price Sensitivity: An Exploratory Study," in Association of Marketing Theory and Practice Proceedings, (1996), 85-91.
38. "Status Consumption and Self-image: A Replication with Mexican Consumers," in Association of Marketing Theory and Practice Proceedings, (1996), 317-323, (with J. Eastman, S. Calvert, and L. Flynn).
37. "Status Consumption and Self-Image: An Exploratory Study," in Proceedings, Southern Marketing Association, (1996), 393-396, (with L. Flynn and J. Eastman).
36. "Enduring Product Involvement and Reaction to Advertising," in Proceedings, Southern Marketing Association, (1995), 88-91, (with S. Newell).
35. "A Study of Black/White Consumption Differences," in Proceedings, Academy of Marketing Science, (1995), Vol. 18, 70-74.
34. "What is an Innovation? A New Proposal," in Association of Marketing Theory and Practice Proceedings, (1995), 171-176, (with M. B. Hitchins and S. Takacs).
33. "The Domain Specific Innovativeness Scale: Theoretical and Practical Dimensions," in Association of Marketing Theory and Practice Proceedings, (1995), 177-182, (with L. Flynn).
32. "Shopping for Status: The Retail Managerial Implications," in Association of Marketing Theory and Practice Proceedings, (1994), 125-130, (with J. Eastman and L. Flynn).
31. "A Causal Model of External Information Search for Professional Services," in Association of Marketing Theory and Practice Proceedings, (1994), 332-336, (with Joo-Gim Heaney).
30. "Hispanic-American Consumers and Ethnic Marketing," in Proceedings, Atlantic Marketing Association, (1993), 46-50, (with S. Vollmers).
29. "A Reexamination of Some Black/White Consumption Differences," in Proceedings, Academy of Marketing Science, (1993), 20-23, (with S. Newell and R. Heiens).
28. "The Asian-American Market Segment: Opportunities and Challenges," in Association of Marketing Theory and Practice Proceedings, (1993), 260-265, (with Joo-Gim Heaney).
27. "Models of Enduring Product Involvement and Opinion Leadership," in Association of Marketing Theory and Practice Proceedings, (1993), 378-386, (with L. Flynn).

26. "Status Consumption: A Conceptual Model of the Construct," in Proceedings, Southern Marketing Association, (1992), 20-23, (with J. Kilsheimer and L. Flynn).
25. "Status Consumption: The Concept and its Measure," American Marketing Association Proceedings, (1992), 341-342, (with J. Kilsheimer and L. Flynn).
24. "The Dimensionality of the King and Summers's Opinion Leadership Scale," in Proceedings, Southern Marketing Association, (1991), 206-209, (with L. Flynn and J. Kilsheimer).
23. "Evaluation of the Dimensionality of a Consumer Assertiveness Scale," in Proceedings, Southern Marketing Association, (1991), 28-31, (with G. Oliphant and J. Freiden).
22. "A Causal Model of Consumer Involvement: Replication and Extension," in Proceedings, 1991 Winter Marketing Educators' Conference, 330-338, (with C. Hofacker and J. Emmert).
21. "Measuring Product Category Involvement: A Multitrait-Multimethod Study," in Proceedings, Southern Marketing Association, (1990), 46-49, (with J. Emmert). **BEST PAPER**, Buyer Behavior Track and Steven J. Shaw winner for **BEST PAPER** at conference. Published in the Journal of Business Research.
20. "Psychological Age and Fashion Innovativeness," in Proceedings, Academy of Marketing Science, (1990), 432-436, (with M. T. Stith).
19. "An Empirical Study of the Relationship between Personal Values and Innovative Purchasing Behavior," in Proceedings, Academy of Marketing Science, (1989), 84-88, (with M. T. Stith and J. D. White).
18. "Reducing Spurious and Uninformed Response by Means of Respondent Warnings: An Experimental Study," in Proceedings, Academy of Marketing Science, (1989), 617-621, (with H. Walters). **BEST PAPER** Marketing Research Track.
17. "Evaluating Social Desirability Response Bias in Marketing Research," in Proceedings, 1989 Winter Marketing Educators' Conference, 19-25.
16. "Subject Reaction to a Sex-In-Advertising Experiment," in Proceedings, Southern Marketing Association, (1988), 79-82, (with J. B. Freiden).
15. "The Relationship between Innovativeness and Optimal Stimulation Level: A Causal Modeling Analysis," in Proceedings, Southern Marketing Association, (1988), 170-173.
14. "Social Values and Innovative Purchasing: An Exploratory Study," in Proceedings, Southern Marketing Association, (1988), 194-197.

13. "Further Validation of an Opinion Leadership Scale," in Proceedings, Southern Marketing Association, (1987), 151-155, (with Rene Desborde), **BEST PAPER** Marketing Research Track and published in the Journal of Business Research.
12. "Explanations for Spurious Response in Survey Research," in Proceedings, Southern Marketing Association, (1987), 184-187, (with J. D. White).
11. "Spurious Response Error in a New Product Survey," in Proceedings, Southern Marketing Association, (1987), 172-175.
10. "Yeasaying and the Rokeach Value Survey: Interactions with Age and Race," (Abstract), 1987 Combined Proceedings, (Chicago, IL: American Marketing Association), (1987), 238 (with J. D. White and M. T. Stith).
9. "Social Character and New Product Trial," in Proceedings, Atlantic Marketing Association, (1985).
8. "Dimensionality of the Open Processing Scale," in Proceedings, Southern Marketing Association, (1985), 54-57.
7. "The Legal/Regulatory Environment in a Semi-Socialist State: The Yugoslav Advertising Example," in Proceedings, Southern Marketing Association, (1984), 157-160, (with M. Vojnic).
6. "Single Case Experimental Designs in Marketing Research: Techniques and Applications," in Proceedings, Mid-Atlantic Marketing Association, (1984), 239-245, (with T. A. Matherly).
5. "Personality and New Product Purchase: An Empirical Test," in Proceedings, Mid-Atlantic Marketing Association, (1984), 131-138.
4. "Yugoslav Subcultures; A Marketing Perspective," in Proceedings, Mid-Atlantic Marketing Association, (1983), (with M. Vojnic).
3. "Energy Information and Channel Effectiveness," in Proceedings, Southern Marketing Association, (1981), 192-195.
2. "Characteristics of Consumer Willingness to Pay for Pollution Control and For Further Energy Research," in Proceedings, Southern Marketing Association, (1981), 345-349, (with T. Albertyn), **BEST PAPER** Student Track.
1. "Confidence: Moderator or Predictor Variable in Attitude Research," in Proceedings, Southern Marketing Association, (1980), 502-504.

Refereed Reviews

Goldsmith, Ronald E. (2009). Review of *Conversational Capital* by Bertrand Cesvet, Tony Babinski, and Eric Alper. In Journal of Consumer Marketing, Vol. 26 No. 5, pp. 371-372.

Goldsmith, Ronald E. (2007). Review of *Coolhunting: Chasing Down the Next Big Thing* by Peter A. Gloor and Scott M. Cooper. In Journal of Consumer Marketing, Vol. 24 No. 7, pp. 444-445.

Goldsmith, Ronald E. (2007). Review of *Market-Driven Thinking: Achieving Contextual Intelligence* by Arch G. Woodside. In Journal of Consumer Marketing, Vol. 24 No. 7, pp. 443-444.

Goldsmith, Ronald E. (2006). Review of *Emotion and Reason in Consumer Behavior* by Aujun Chaudhuri, 2006. In Journal of Consumer Marketing, Vol. 23 No. 5, pp. 304-305.

Goldsmith, Ronald E. (2006). Review of *Making Sense of Statistics, Understanding Research Methods, and Evaluating Research in Academic Journals*, by Fred Pycszak, 2006. In International Journal of Consumer Studies, Vol. 30, pp. 524-525.

Goldsmith, Ronald E. (2005). Review of *Regression Analysis for Categorical Moderators*, by Herman Aguinis, 2004. In International Journal of Consumer Studies, Vol. 29 No. 1, pp. 93-94.

Goldsmith, Ronald E. (2004). Review of *The Influentials*, by Ed Keller and Jon Berry, 2003. In Journal of Product and Brand Management, Vol. 13 No. 5, pp. 371-372.

Goldsmith, Ronald E. (2004). Review of *Blockbusters: The Five Keys to Developing New Products*, by Gary S. Lynn and Richard R. Reilly, 2004. In Journal of Consumer Marketing, Vol. 21 No. 3, pp. 231-232.

Presentations and Workshops

Goldsmith, Ronald E., Leisa R. Flynn, and Ronald A. Clark (2012). "The Unique Frugal Consumer." Paper presented at the 2012 Orlando International Business & Economics Conference, Orlando, Florida, January 2 – 4, 2012. **BEST PAPER IN TRACK**. International.

Ye, Christine, J. J. Cronin, and Ronald E. Goldsmith (2011). "How Consumer Attitudes toward Caloric Disclosures on Menus Affect Perceived Service Quality, Satisfaction, and Behavioral Intentions." Poster Session given at the 2011 AMA Marketing and Public Policy Conference, Washington, D.C., June 3, 2011. International.

Goldsmith, Ronald E., Barbara A. Lafferty, Yvette Holmes, and Yimin Zhu. (March, 2011), "A Brand Alliance Model." Poster Session given at the Consumer Brand Relationship Colloquium, Orlando, Florida, March 17-19, 2011. International.

Goldsmith, Ronald E. and Rodoula Tsiotsou. (March, 2011), “Brand Engagement in Self Concept and Engagement with a Specific Brand.” Poster Session given at the Consumer Brand Relationship Colloquium, Orlando, Florida, March 17-19, 2011. International.

Pagani, Margherita, Ronald E. Goldsmith and Charles F. Hofacker. (June, 2010), “From Social to Super Brands: The Influence of Personality and Involvement with Active and Passive Consumer Behavior in User Generated Content Web Sites,” Paper presented at the INFORMS Marketing Science Conference, Cologne, Germany. International.

Margherita Pagani, Charles Hofacker, and Ronald E. Goldsmith. (May, 2009). Poster session given at the European Academy of Marketing Conference, Nantes, France, 26-29 May 2009. Title of the poster: EFFECTS OF CONSUMER VICARIOUS INNOVATIVENESS AND EXTROVERSION ON USAGE OF SOCIAL NETWORK. International.

Goldsmith, Elizabeth B., and Ronald E. Goldsmith. (January 7, 2008), “Creating Active Learning Communities in Marketing Education,” Paper presented at The College Teaching & Learning (TLC) Conference and Applied Business Research (ABR) Conference, Walt Disney World Resort at Lake Buena Vista, Florida, sponsored by The Clute Institute. National.

Goldsmith, Elizabeth B., and Ronald E. Goldsmith. (July, 2006) “A Theory of Personal Finance: Research and Education,” Paper presented at International Federation of Home Economics Council Meeting, Capetown, S. Africa. International.

Goldsmith, Ronald E., Daekwan Kim, Leisa Flynn, and Wan-Min Kim. (June 25, 2006). “Innovativeness and Price Sensitivity of Korean Consumers: A Second Order Perspective” Paper presented at the Academy of International Business Conference, Beijing, China. International.

Identities of co-authors

<u>Co-author</u>	<u>Status</u>	<u>Present Institution</u>
Bacille, Todd	Graduate Student	Florida State University
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Clark, Ronald A.	Former graduate student	Missouri State University
Goldsmith, Elizabeth	Colleague	Florida State University
Pagani, Margherita	Colleague	University of Bocconi
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Kim, Daekwan	Colleague	Florida State University
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Litvin, Stephen	Colleague	College of Charleston
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Stacey, E. Craig	Colleague	New York University
Whetstone, Melinda	Graduate Student	Florida State University
Ramirez, Edward	Former graduate student	U. Texas, El Paso
Pillai, Kishore	Former graduate student	University of Leeds
Cowart, Kelly	Former graduate student	Grand Valley State U., MI

Swilley, Esther	Former graduate student	Kansas State University
Zboja, Jim	Former graduate student	University of Tulsa
Horowitz, David	Former graduate student	Sonoma State U, CA
Lafferty, Barbara	Former graduate student	U. of South Florida
Deslandes, Derrick	Former graduate student	U. of the West Indies, Mona
Bertandias, Laurent	post doc student	University of Toulouse
Heaney, Joo-Gim	Former graduate student	U. of Notre Dame, Australia
Jusoh, W. J. W	Colleague	International Islamic U., Malaysia
Freiden, Jon	Former colleague (retired)	Florida State University
Hult, Tomas	Former colleague	Michigan State University
Foxall, Gordon	Colleague	Cardiff University, Wales
Tsiotsou, Rodoula	Former graduate student	University of Macedonia
Bridges, Eileen	Colleague	Kent State University
Ye, Christine	Graduate student	Florida State University
Zhu, Yimin	Post doc	Sun Yat-Sen University, China
Melinda Andrews	Former graduate student	University of Southern Mississippi
Korzenny, Felipe	Colleague	Florida State University
Giebelhausen, M.	Former graduate student	Cornell University

Invited Book Chapters

Ronald E. Goldsmith. (2011). 'Naresh K Malhotra: A Legendary scholar and a Gentleman.' In Jagdish Sheth (Ed.), *Legends in Marketing: Naresh Malhotra*. New Delhi, India: Sage Publications India.

SERVICE

Florida State University

University

Committee Member, Professional Relations and Welfare Committee, (2005-2008).
Liberal Studies Advisor, (1994-1996).
Liberal Studies Advisor, (1983-1991).
Proposal reviewer for COFERS applications, (1991).
Committee Member, Ad Hoc Teaching Evaluation Committee of the Faculty Senate, (1996 – 2000).
Committee Member, Kingsbury Award Selection Committee, (1995-1997).
Committee Member, University Promotion and Tenure Committee, (1994-1996).
Committee Member, University Promotion and Tenure Committee, (1989-1990).
Committee Chairperson, Senate Elections Committee, (1990-1991).
Committee Member, Ad Hoc Faculty Committee on the University Press, (1990).
Faculty Senator, (1987-1991).
Faculty Senate Alternate, (1985-1987).
Committee Chairperson, Financial Aid and Undergraduate Scholarship, (1988-1989).
Committee Member, Financial Aid and Undergraduate Scholarship, (1985-1989).
Committee Member, Financial Aid Appeal Board, (1987-1989).
Committee Member, Search Committee to screen applicants for Director of Financial Aid, (1989).

College of Business

Committee Member, Awards Committee, (2009 – 2010).
Committee Member, Distinguished Doctoral Alumnus Award Committee, (2009 – 2011).
Committee Member, Strategic Planning Committee, (2009-2010).
Committee Member, Diversity Committee, (2008-2009).
Committee Member, Faculty Senate Nomination Committee, Fall, Spring, (2006-2007).
Committee Member, College of Business Faculty Ethics Roundtable, (2006).
Committee Member, Promotion and Tenure Committee, (2005-2006).
Committee Member, Doctoral Programs Policy Committee, (1999-2004).
Committee Member, Undergraduate Admissions Appeals Committee, (1997-1999).
Committee Member, Committee to Evaluate College of Business Summer Research Grant Proposals, (1997).
Committee Member, Promotion and Tenure Committee, (1994-1997).
Committee Member, Graduate Admissions Appeals Committee, (1994-1996).
Committee Member, Promotion and Tenure Committee, (1988-1990).
Committee Member, Library Committee, (1989-1991).
Committee Member, Undergraduate Policy and Curriculum, (1989-1991).
Committee Member, Undergraduate Policy and Curriculum, (1986-1988).

Department of Marketing

Faculty Advisor to the Collegiate Chapter of the American Marketing Association, (2011-2012).
Committee Chairperson, Marketing Department Promotion & Tenure Committee, (2010-2011).
Committee Chairperson, Marketing Department Faculty Evaluation Committee, (2007 – 2011).
Committee Member, Marketing Department Curriculum Committee, (2006 – 2008).
Committee Member, Marketing Department Doctoral Examination Committee, (2005-2011).
Committee Member, Marketing Department Doctoral Policy Committee, (1988 – 2011).
Coordinator of the Doctoral Program in Marketing, (1999 to 2004).
Committee Chairperson, Promotion and Tenure Committee, (1994-1997).
Committee Member, Undergraduate Curriculum Committee, (1985-1988).
Committee Member, Masters Policy Committee, (1987-1988, 1990 to 1996).

The Profession

Editor for Refereed Journals

Ronald E. Goldsmith. (1991-2010) North American Editor for the *Service Industries Journal*.
Ronald E. Goldsmith. (1996 – 2012). Associate Editor for *Psychological Reports*.

Editorial Board Memberships

Editorial Board Member (2012). *Journal of Marketing Communications*.
Editorial Board Member (2011- present). *Service Industries Journal*.
Editorial Board Member (2010 - present). *Journal of Consumer Behaviour*.
Editorial Board Member (2009 - present). *International Journal of Pharmaceutical and Healthcare Marketing*.
Editorial Board Member (2007 - present). *Internet Research*.
Editorial Board Member (2005 - present). *Psychology & Marketing*.
Editorial Board Member (2005 - present). *International Journal of Consumer Studies*.
Editorial Board Member (2002 - present). *Health Marketing Quarterly*.
Editorial Board Member (2000 - present). *Marketing Theory*.
Editorial Board Member (1997 - present). *European Journal of Innovation Management*.
Editorial Board Member (1993 - 2005). *Journal of Marketing Theory and Practice*.
Editorial Board Member (1988 - 1992). *Southern Business and Economic Journal*.

Member of the Senior Advisory Board for the *Journal of Marketing Theory and Practice*, 2006 - present

Book Review Editor for *Journal of the Academy of Marketing Science*, 1990-1991.

Area Book Review Editor for the Consumer Theory and Research Methods area for the *Journal of the Academy of Marketing Science*, 1989-1990.

Guest Reviewer for Refereed Journals

Business and Economic Review
Journal of the Academy of Marketing Science
Journal of Social Behavior and Personality
Journal of Applied Business Research
Journal of Marketing Theory and Practice
Journal of Applied Social Psychology
Journal of Consumer Research
Southern Business and Economic Journal
Journal of Retailing and Consumer Services
International Journal of Consumer Studies
Journal of Consumer Behaviour
Scandinavian Journal of Psychology
Journal of Fashion Marketing and Management
Marketing Intelligence and Planning

Management Science
Journal of Retailing
Decision Sciences
Journal of Business Research
Research In Marketing
Psychology & Marketing
Psychological Reports
Journal of Advertising
Perceptual and Motor Skills
Tourism Review International
Journal of Services Research
Journal of Interactive Advertising
Asia Pacific Management Review
International Journal of Information Management

Manuscript Reviewer for Conference Proceedings:

Second International Colloquium on Consumer-Brand Relationships, 2011
Communications of the ACM, Association for Computing
Society for Marketing Advances
Academy of Business Administration
Academy of Marketing Science
Southern Marketing Association
Atlantic Marketing Association
American Marketing Association
Southwestern Marketing Association
Midwest Marketing Association
International Academy of Business Disciplines
Association for Marketing Theory and Practice
Bi-Annual World Marketing Congress

Doctoral Dissertation Competition, 1988 Southern Marketing Association
Doctoral Dissertation Competition, 1989 Academy of Marketing Science

Manuscript and book reviews for publishers:

John Wiley & Sons	The Dryden Press
Macmillan Publishing Company	Holt Rinehart & Winston
Allyn & Bacon	Prentice Hall
Harper/Collins	South-Western Publishing Co.
Richard D. Irwin	Harcourt Brace & Company
Routledge	NTC Business Books
Irwin/McGraw-Hill	SAGE

Service to Professional Associations

Session Chair, 2010 American Marketing Association Winter Educators' Conference, February, 2010.

Track Chairman for Advertising and Marketing Communications Track, Society for Marketing Advances, November, 2003.

Session Chair, the 2002 Association for Marketing Theory and Practice Conference, March, 2002.

Track Chairman for Consumer Behavior Track, Society for Marketing Advances, 2000 conference.

Panel Moderator; Meet the Editors panel discussion, Association of Marketing Theory and Practice, March, 1998

Discussant, Southern Marketing Association Conference, November 7, 1997.

Session Chair, the 1997 Association for Marketing Theory and Practice Conference, March, 1997.

Discussant, Society for Consumer Psychology, 1997 Winter Conference, February 1997.

Session Chair, the 1995 Southern Marketing Association Conference, November 1995.

Track Chairman for Services Marketing, The Association for Marketing Theory and Practice, 1995 conference.

Track Chairman for Services Marketing, The Association for Marketing Theory and Practice, 1994 conference.

Session Chair and Discussant, Atlantic Marketing Association Conference, October 1993.

Discussant, Academy of Marketing Science Conference, May 29, 1993.

Session Chair and Discussant, the 1991 Southern Marketing Association Conference.

Discussant, Southern Marketing Association Conference, November 4, 1988.

Track Chairman of Consumer Behavior Track, Academy of Marketing Science, 1988 conference.

Track Chairman for Consumer Behavior Track, Southern Marketing Association, 1987 conference.

Consultation

Focus Group Discussion for DeSoto Confectionery & Nut Co.

July 31, 2001

Contact Person: Mr. Heath Varnedoe IV

Consultant for Starcom MediaVest, New York

Jan 1, 2001 to Dec 31, 2001

Contact Person: Dr. Hank Bernstein

EVP, Director of Consumer Insights

Starcom MediaVest Group

Focus Group Discussion for the Blackberry Patch, Inc. of Thomasville, GA

February 29, 2000

Contact Person: Mr. Harry Jones

Consultant for Starcom MediaVest, New York
Dec 5, 1999 to Dec 5, 2000
Contact Person: Dr. Hank Bernstein

Series of four focus groups for the Florida Department of Revenue
September 30 & October 4, 1999
Contact Person: Mr. Hugh Stephens

Focus Group project for Terran Wood Products of Destin, Florida.
August & September, 1999

Focus Group Discussion for New Ideas, Inc., Thomasville, GA
May 5, 1998
Contact Person: Mr. Heyward Ragen

Consumer survey for the Florida RV Association
August, 1997

Focus Group Discussion for W. J. Powell, Thomasville, GA
September 12, 1995 and Presentation to W. J. Powell Trade Show, Dothan, AL
October 11, 1995
Contact Person: Mr. Harry T. Jones

Market Potential Study for Tropic Tint of Stuart, Florida
November, 1993