

David W. Schumann
The William J. Taylor Professor of Business

Academic Address

College of Business Administration
312 Stokely Management Center
University of Tennessee
Knoxville, TN 37996-0530
Telephone: (865) 974-1642
FAX: (865) 974-1932
email: dschuman@utk.edu

Home Address

2112 Riversound Drive
Knoxville, TN 37922
Telephone: (865) 966-9625
Fax: (865) 671-0627

Education

Ph.D., University of Missouri, 1986 - Major: Social Psychology. Related area: Marketing. Dissertation Title: Exploring the Program/Commercial Relationship: How Does Attitude toward the Program Affect Attitude toward the Advertised Products?

M.A., University of Missouri, 1984 - Major: Social Psychology. Thesis Title: Explaining Advertising Repetition Effects on Attitudes: The Influence of Consumer Involvement and Advertising Variation

M.C. (Master of Counseling Degree), Arizona State University, 1975 - Major: Counseling Education

B.A., University of Arizona, 1971 - Major: Education

Courses/Modules Taught

Undergraduate: Introduction to Marketing, Consumer Behavior, Advertising Management, Integrated Marketing Communication, Marketing Research, Customer Value Analysis, General Psychology, Social Psychology, Self-Directed Behavior Change, Seminar in Leadership Communication

MBA: Consumer Behavior, Integrated Marketing Communication, Multiple Sessions on Leadership (i.e., Goal Setting, Stress Management, Creative Problem Solving)

Ph.D.: Seminars in Behavioral Research Methods, Quantitative Methods, Consumer Behavior, Consumer Information Processing, Attitude and Persuasion, Teaching Preparation for Ph.D. Students in Business

Executive: Institute in Preparing Executives to Teach

Research Interests

Marketing communications with specific emphasis on belief structures, attitude formation and persuasion, and public policy issues. Most recent work focuses on how marketing communication reinforces prejudicial response. Direct forms include audience response to message and image stereotypes. Indirect forms relate to how we restrict (e.g., cognitively filter) our exposure to diversity (defined broadly), which results in the reinforcement of stereotypes.

Academic Experience

2006 - Present	Co-Director, CBA Global Leadership Scholars Programs (CBA undergraduate honors program)
2002 – Present	William J. Taylor Professor of Business, University of Tennessee
2002 – 2005	Director, Marketing Ph.D. Program, University of Tennessee
1998 - 2002	Associate Dean, College of Business Administration, University of Tennessee
1997 - Present	Professor of Marketing, Department of Marketing, Logistics and Transportation, University of Tennessee
1992 - 1998	Department Chair, Department of Marketing, Logistics and Transportation, University of Tennessee
1991 - 1997	Associate Professor of Marketing, Department of Marketing, Logistics and Transportation, University of Tennessee
1985 - 1991	Assistant Professor of Marketing, Department of Marketing, Logistics and Transportation, University of Tennessee
1984 - 1985	Visiting Instructor, Department of Marketing, University of Missouri
1983 - 1984	Adjunct Faculty Member, Business Department, Columbia College (Columbia, Missouri)
1981 - 1984	Instructor, Department of Psychology, University of Missouri
1975 – 1984	Adjunct Faculty Member, Counseling Departments, Mesa Community College; Scottsdale Community College (Maricopa County, Arizona)
1975 – 1978	Counselor: Phoenix Union School District, Arizona

Academic Honors

2007	Recipient of the University of Tennessee's Alexander Prize for teaching and scholarship (donated by Senator and Mrs. Lamar Alexander)
2004	Recipient of the Bank of America Faculty Leadership Award
2004	Recipient of the College of Business Administration Outstanding Scholar Award
2004	Recipient of the Knoxville Professional Chapter of the American Marketing Association "Outstanding Marketing Professional" Award

- 2000, 1995, 1993 Nominated for the John B. Ross College of Business Teaching Award
- 2000 Granted Fellow status by the American Psychological Association (Division 46 – Media Psychology)
- 1998 Recipient of the Golden Apple Award for Excellence in Teaching, University of Tennessee Student Chapter of the American Marketing Association
- 1996 Granted Fellow status by the American Psychological Association (Division 23 - Consumer Psychology)
- 1994 Nominated for the College of Business Administration Faculty Advising Award
- 1992 Finalist, best article published in the *Journal of Advertising* during the calendar year 1991.
- 1991-1993 CBA Alma and Hal Reagan Scholar
- 1990 Recipient, Allen G. Keally Teaching Award, University of Tennessee College of Business Administration (Three time finalist).
- 1990 Nominated for the University of Tennessee Alumni Outstanding Teaching Award.

Research Grants

- 2003 "Understanding selective exposure in the search process," Scholarly Research Grant Program, College of Business Administration, University of Tennessee, David W. Schumann, Principle Investigator (\$10,000)
- 1996 "Examining the Future of Retailing," Plasti-Line Corporation, David W. Schumann, Dayle Thorpe, and Karl Manrodt, Principle Investigators (\$20,000).
- 1994 -1995 "Determining Customer Value for the Small Business Banking Customer," First American National Bank, David W. Schumann and Richard C. Reizenstein, Principle Investigators (\$30,000).
- 1994 -1997 "Creating Customer Value at UTK: Customer Value Determination, Delivery, and Communication," University of Tennessee - Knoxville, Principle Investigator with five department colleagues (\$115,000).
- 1993 -1994 "Measuring Customer Value" Funded by the Gatorade Division of Quaker Corporation, David W. Schumann and Robert B. Woodruff, Principle Investigators (\$82,000).

- 1990 -1992 "A Proposal For A Research Program On Consumer Value and Satisfaction," Funded by the Center for the Advancement of Economic Organizations, University of Tennessee College of Business Administration, Robert B. Woodruff, Sarah F. Gardial and David W. Schumann, Principle Investigators (\$324,000).
- 1989 -1990 "Predicting the Effectiveness of Advertising Variation Strategies As A Means of Combatting Tedium Effects," Faculty Research Fellowship (FRF) Program, D.W. Schumann, Principal Investigator (\$6,900).
- 1988 -1989 "The Selection-Processing Model: Tests of The Theory," Faculty Research Fellowship (FRF) Program, D.W. Schumann, Principal Investigator (\$6,300).
- 1987 -1988 "Testing The Predictability of the Intensity-Affect Response Model," Faculty Research Fellowship (FRF) Program, D.W. Schumann, Principal Investigator (\$6,300).
- 1986 -1987 "An Empirical Investigation of Factors Which Are Believed To Influence The Effectiveness of Persuasive Advertising On Attitude Formation and Change," Faculty Research Fellowship (FRF) Program, D.W. Schumann, Principal Investigator (\$5,829).

Business, Consulting, and Outreach Experience

- 1985 – Present Consulted with the following organizations on research initiatives: Martin Marietta Inc., St.Mary's Hospital - Knoxville, Quaker Oats - Gatorade, Knoxville Chamber of Commerce, AICPA, East Tennessee Business Journal, WSJK - TV (Public Television), Tennessee Nurses Association, Knoxville Ballet, Cobia Boats, Pellissippi State Technical Community College, Good Will Industries, Plastiline
- 1978 - 1981 Partner and Co-Founder, Paradise Valley Counseling and Psychological Consulting Specialists, Paradise Valley, Arizona

International Experience

- 2003-04 Mentor – Eastern Europe Visiting Young Scholars Program (Mentored Uzbekistan faculty member in research and teaching activities)
- 1998 USIA Grant - Evaluator/Facilitator, Universitia Polytechnique Technical - Timiswora, Romania
- 1996 USIA Grant - Instructor - Executive Education Course on Marketing Strategy (Universitia Polytechnique Technical - Timiswora, Romania)

1995 USIA Grant - Co-Directed a project establishing Consumer Reports type testing with Graduate Engineering Students (Universita Polytechnique Technical - Timiswora, Romania)

Professional Service

Editorial Review Board: *Journal of Consumer Psychology* (2000-present)
Journal of Advertising (2007-2011)
Journal of Interactive Advertising (www.jiad.org: 2000-present)
Journal of Consumer Satisfaction/Dissatisfaction and Complaining Behavior (2001–present)

Editorial Policy Board: *Journal of Consumer Research* (1998–2000)
Journal of Consumer Psychology (1998-2000)
Journal of Advertising (2003-2006)

Editorial Advisory Board: *Handbook of Consumer Psychology* (forthcoming)

Ad hoc reviewer: *Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Personality and Social Psychology, Personality and Social Psychology Bulletin, Journal of Experimental Social Psychology, Journal of Advertising, Journal of the Academy of Marketing Science, Journal of Psychology and Marketing, Journal of Marketing Theory and Practice, International Journal of Internet Marketing and Advertising, Marketing Theory, National Science Foundation (NSF)*

Conference reviewer: Association of Consumer Research, American Psychological Association, Society for Consumer Psychology, American Marketing Association, American Academy of Advertising, Academy of Marketing Science, Marketing and Public Policy

Conference discussant: Association of Consumer Research, American Psychological Association, Society for Consumer Psychology, American Marketing Association, American Academy of Advertising

Ad hoc text reviewer: Robert D. Irwin, Inc. - Peter & Olson's *Consumer Behavior and Marketing Strategy* (1st edition).

Ad hoc monographs reviewer: Lawrence Erlbaum Associates (now Taylor and Francis)

Dissertation award reviewer: Society for Consumer Psychology, Academy of Marketing Science.

Accreditation reviewer: Southern Association of Colleges (SACS)
Texas Board of Higher Education

External program reviewer: Miami University of Ohio Department of Marketing

Participation in the American Academy of Advertising (AAA)

2006 - 2007 Chair, Executive Task Force on Affiliations
2003 - 2006 Member, Publications Committee

Participation in the Consumer Satisfaction/Dissatisfaction and Complaining Behavior Interest Group:

1993 Conference Program Co-Chair

Participation in the Knoxville Chapter of the American Marketing Association:

1995 Co-presenter - Annual Conference
1992 - 1994 Columnist, *Marketing Memo*: Chapter Newsletter
1989 - 1990 Community Education Committee

Participation in the Society for Consumer Psychology (APA Division 23):

2008 Task force to update web presence
2007 *Journal of Consumer Psychology* Editor Selection Committee
2007 Special committee to review *Journal of Consumer Psychology* and *Advertising & Consumer Psychology* book series publisher status
2006 Special committee on strategic planning
2001 - 2005 Chair, Fellows Committee
2000 - 2001 Chair, Planning and Structure Committee
1999 Past President; Chair, Publications Committee
1998 President
1997 - 1998 President Elect; Chair, Conference Committee
1996 Conference Co-Chair, Advertising and Consumer Psychology
1994 - 1995 Chair, Planning and Structure Committee
1992 - 1994 Secretary/Treasurer
1992 - 1994 Publications Committee
1988 - 1991 Chair, Membership Committee
1989, 1991 Editor/Publisher, *Proceedings of the Society for Consumer Psychology*
1988 APA Division 23 Conference Program Chairperson

Professional Association Memberships

Academy of Marketing Sciences
American Academy of Advertising
American Marketing Association
American Psychological Association
American Psychological Society
Association for Consumer Research
Division of Media Psychology (APA – Division 46)
Society for Consumer Psychology (APA - Division 23)
Society for Personality and Social Psychology (APA - Division 8)

Institutional Service

University Service: University Graduate Hooding Ceremony Speaker – Spring 2008); Advisory Committee for the Office of External Scholarships; Alexander Prize Award Selection Committee; Internal Program Reviewer – Department of Advertising and Public Relations 2008; Internal Program Reviewer – Psychology Department - 2007; Consultant and Focus Group Facilitator – School of Information Science Project; Life of the Mind Freshman Book Discussion Leader, 2003,05, 06; Committee on assessment procedures for execution of the UT Quality Enhancement Plan, the International and Intercultural Initiative; Baker Center initiative consultant; Task Force on Interdisciplinary Ph.D. Program in Higher Education; Search Committee, Dean of the College of Communications and Information Sciences; University Institutional Review Board (IRB); Positive Recognition Committee; Task Force on Establishing Criteria for Electronic Classes; Search Committee, Vice Chancellor for Information Infrastructure, University Technology Round Table; Teaching, Learning, and Technology Roundtable; Internal Review committee member- College of Communications (2); University Faculty Senate; Faculty Senate Athletic Committee.

College of Business Administration Service: Co-Director, Global Leadership Scholars Program; Task Force, Leadership Center Design; Chair, Tenure and Promotion Committee; Bank of America Leadership Awards Selection Committee; Teaching and Learning Committee; Executive Committee; Chair, Building Renovation Committee; Co-chair, Task Force on Global Positioning; Strategic Planning Committee; Chair, Task Force on the Administration of Graduate Programs; Undergraduate Policies Committee; Task Force for Faculty Development; Bi-Centennial Campaign Committee; Industrial/ Organizational Psychology Graduate Program Planning Committee; MBA Program Committee; Co-Coordinator: Glocker Behavioral Laboratory; Chair - Search Committee - Department Head of Statistics; Chair, Task Force on Leadership Training Curriculum

Retreat Facilitator: UT Department of Nutrition Strategic Planning; CBA Dept. of Statistics Visioning; MBA Faculty Program Enhancement; I/O Psychology Faculty Visioning; CBA Executive Education Staff and Program Directors Strategic Planning

Leadership Initiatives and Responsibilities as Associate Dean: Building renovation, leadership development curriculum, international positioning of the college, faculty evaluation process, financial support for faculty research, technology planning, oversight of college Ph.D. programs, public relations coordination, major events coordination, CBA diversity officer.

Department Service: Director: Marketing Ph.D. Program; Forum Board of Directors; Strategic Planning Committee; Communications Committee (Chair); Development Committee, Department Strategic Planning (co-facilitator); New Faculty Search Committee (Chair); Department Institutional Review Board (IRB - Chair).

Doctoral Dissertation Committees

<u>Candidate</u>	<u>Role</u>	<u>Major</u>	<u>Status</u>	<u>Initial Placement</u>
Leslie M. Fine	Chair	Marketing	Completed	Ohio State University
Ed Petkus	Chair	Marketing	Completed	Boise State University
Amy Cathey	Chair	Marketing	Completed	University of Tennessee

<u>Candidate</u>	<u>Role</u>	<u>Major</u>	<u>Status</u>	<u>Initial Placement</u>
Sabrina Neeley	Chair	Marketing	Completed	Texas Tech University
Nan Kwon	Co-Chair	Retailing	Completed	Michigan State University
Eun-Ju Lee	Chair	Marketing	Completed	Cal State University - LA
Heesun Seo	Co-Chair	Retailing	Completed	University of South Carolina
Melinda Jones	Co-Chair	Marketing	Completed	Univ. of Notre Dame (visiting)
Simon Walls	Chair	Marketing	Completed	Fort Lewis College
Ismet Anitsal	Co-Chair	Marketing	Completed	Tennessee Tech.
Allen Broyles	Chair	Marketing	Completed	Wichita State University
Geoff Stewart	Chair	Marketing	Completed	LSU - Lafayette
Edith Davidson	Chair	Marketing	Completed	Auburn University
Karen Hood	Chair	Marketing	In progress	
Steven Everett	Member	Advertising	Completed	University of Colorado
Jane Morgan	Member	Journalism	Completed	East Tenn. State University
Deborah Treise	Member	Advertising	Completed	University of Florida
Julie Andsager	Member	Journalism	Completed	Middle Tenn. State University
Mary Jane Burns	Member	Marketing	Completed	Florida International University
Theresa Williams	Member	Retailing	Completed	Indiana University
D.Scott Clemons	Member	Marketing	Completed	Indiana University SE
Joyce Wolburg	Member	Advertising	Completed	Marquette University
Linda Berns Wright	Member	Marketing	Completed	Mississippi State University
Bonnie Richert	Member	Journalism	Completed	University of Tennessee
Dale Brill	Member	Advertising	Completed	General Motors
Susan Gupta	Member	Marketing	Completed	University of Wisconsin - Mil.
Ken Matsuno	Member	Marketing	Completed	Babson University
Priscilla Samuel	Member	Nutrition	Completed	Kellogg Corporation
Stephanie Meyers	Member	I/O Psych.	Completed	Tenn. Valley Authority
Dan Flint	Member	Marketing	Completed	Florida State University
Eun-Ju Lee	Member	Retailing	Completed	Cal State University LA
Chad Rodder	Member	I/O Psych.	Completed	Jeanneret & Associates
Soonhong Min	Member	Marketing	Completed	Georgia Southern University
Jennifer Burgess	Member	I/O Psych.	Completed	Bradley University
Jang-Sun Hwang	Member	Advertising	Completed	Chung-Ang Univ.- Seoul
Tim Christy	Member	Advertising	Completed	University of St. Thomas (Minn.)
Nissa Dahlin-Brown	Member	Education	Completed	University of Tennessee
Michelle Bush	Member	I/O Psych	Completed	
Stephen Gaby	Member	I/O Psych.	Completed	TVA
Andrea Kelton	Member	Accounting	Completed	Univ. of South Florida
Juran Kim	Member	Advertising	Completed	
Greg Rumsey	Member	Advertising	Completed	Southern Adventist University
Chris Blocker	Member	Marketing	Completed	Baylor University
Patty Silverman	Member	Public Rel.	Completed	Lee University
Cynthia Manley	Member	Info Sciences	In progress	
Jon Iuzzini	Member	Psychology	In progress	
Yoon-Joo Lee	Member	Advertising	In progress	
Sora Kim	Member	Advertising	In progress	
Rod Thomas	Member	Logistics	In progress	
Scott Rader	Member	Marketing	In progress	
Tennent, Otto	Member	High. Ed. Adm.	In progress	
Glenn Hubbard	Member	Broadcasting	In progress	

Awards for Ph.D. Students

Edith Davidson Runner-up/honorable mention - 2005 Society for Consumer Psychology/Sheth Foundation Dissertation Proposal Competition

Research and Publications

University Research Interest Group:

Director, *Interest Group for the Study of Marketing Communication in a Diverse Society*, Membership includes 30 plus faculty, Ph.D. students, and practitioners, representing 10 social science disciplines (2005-2007).

Books:

Schumann, David W. and Esther Thorson (editors) *Internet Advertising: Theory and Research*, Lawrence Erlbaum Associates (2007)

Schumann, David W. and Esther Thorson (editors) *Advertising and the World Wide Web*, Lawrence Erlbaum Associates (1999)

Schumann, David W. and Deborah Rosen (editors) *Proceedings of the Society for Consumer Psychology*. Knoxville, TN: Department of Marketing, Logistics and Transportation, University of Tennessee and the American Psychological Association. 1989

Book Chapters/Contributions:

Schumann, David W. and Edith Davidson (forthcoming) "Ethnicity and Brand Connections," in J. Priester, D. MacInnis, C.W. Park (eds.) *Handbook of Brand Relationships*, M.E. Sharpe Publishers

Schumann, David W., Curt Haugtvedt, and Edith Davidson (forthcoming) "A Historical Perspective on Consumer Psychology," in C. Haugtvedt, F. Kardes, P. Herr (eds.) *Handbook of Consumer Psychology*, Lawrence Erlbaum and Associates.

Schumann, David W. and Esther Thorson (2007) Where Are Our Trends Leading Us: Questions about the Future, In Schumann, D. W. and Thorson, E. (eds.) *Internet Advertising: Theory and Practice*, Lawrence Erlbaum Associates.

Schumann, David W. and Karen Hood (2007) The Process and Consequences of Cognitive Filtering of Internet Content: Handling the Glut of Internet Advertising, In Schumann, D. W. and Thorson, E. (eds.) *Internet Advertising: Theory and Practice*, Lawrence Erlbaum Associates.

Thorson, Esther, Duffy, Margaret and David W. Schumann (2007) *The Internet Waits for No One*, In Schumann, D. W. and Thorson, E. (eds.) *Internet Advertising: Theory and Practice*, Lawrence Erlbaum Associates.

Schumann, David W. and Edith Davidson (2007) "The Early Beginnings of Consumer Psychology", in L. Koppes (ed.) *The History of Industrial-Organizational Psychology*, Mahwah, NJ: Lawrence Erlbaum and Associates

Schumann, David W. (2004) Three contributions: "Integrated Marketing Communication," "Public Relations," "Press Releases." In M. Stahl (ed.) *Encyclopedia of Health Care Management* (2 volumes), Thousand Oaks, CA: Sage Publications.

Jones, Melinda J. and David W. Schumann (2004) "The Strategic Use of Celebrity Athlete Endorsers In Print Media: An Historical Perspective," In L. Kahle (Ed.) *Sports Marketing*, Hillsdale, NJ: Lawrence Erlbaum and Associates

Schumann, David W. (2004) "The Transmission of Prejudice: What Do Our Marketing Strategies Really Reinforce?" In Jerome Williams, Wea-Na Lee and Curt Haugtvedt (eds.) *Diversity in Advertising*, Hillsdale, NJ: Lawrence Erlbaum and Associates.

Schumann, David W., Jinkook Lee, and Kittichai Watchravestingkan (2004) "The Importance of Sub Groups Differences within Asian Cultures," In Jerome Williams, Wea-Na Lee, and Curt Haugtvedt (eds.) *Diversity in Advertising*, Hillsdale, NJ: Lawrence Erlbaum and Associates.

Schumann, David W. (2003) "Media Factors That Contribute to a Restriction of Exposure to Diversity," In L.J. Shrum (ed.) *The Psychology of Entertainment Media*, Mahwah, NJ: Lawrence Erlbaum and Associates.

Schumann, David W. and Esther Thorson (1999) Thoughts Regarding the Present and Future of Web Advertising, In Schumann, David W. and Esther Thorson (editors) *Advertising and the World Wide Web*, 1st edition. Lawrence Erlbaum Associates.

Schumann, David W., Barbara Dyer, and Ed Petkus Jr (1996) "The Vulnerability of Integrated Advertising: Anticipating 'Boomerang Effects'," In E. Thorson and J. Moore (Eds.) *Integrated Marketing Communication*, Hillsdale, NJ: Lawrence Erlbaum Associates.

Petty, Richard E., John T. Cacioppo, and David W. Schumann (1984) "Attitude Change and Personal Selling: Central and Peripheral Routes to Persuasion," *Personal Selling: Theory, Research, and Practice*, J. Jacoby and C.S.Craig (eds.) Lexington, MA: Lexington Books.

Referred Journal Articles:

Anitsal, Ismet and David W. Schumann (2007) "Towards A Conceptualization of Customer Productivity: Transformation of Customer Labor Into Customer Outcomes in

Technology-Based Self Service," *Journal of Marketing Theory and Practice*, 15, 349-364.

Mentzer, J. Thomas and David W. Schumann (2007) "The Importance of the Interaction of the Practitioner and Marketing Scholarship," *Journal of Marketing Theory and Practice*.

Kwon, Nan, Lee, Eun-Ju, and David W. Schumann (2005) "Predictors of Adoption of Technology-based Services," *International Journal of Bank Marketing*, 23 (5), 414-437.

Neeley, Sabrina, and David W. Schumann (2004) "Using Animated Spokes-Characters in Advertising to Young Children: Does Increasing Attention to Advertising Necessarily Lead to Product Preference?" *Journal of Advertising*, 33 (3), 7-24.

Lee, Eun-Ju, and David W. Schumann (2004) "Processing Incongruity in Advertising: Combining Theoretical Approaches," *Marketing Theory*.

Lee, Eun-Ju, Jinkook Lee and David W. Schumann (2002) "The Influence of Communication Source and Mode on Consumer Adoption of Technological Innovations," *Journal of Consumer Affairs*, 36(1), 1-27.

Schumann, David W., Andrew Artis and Rachel Rivera (2001) "The Future of Interactive Advertising," *Journal of Interactive Advertising*, 1 (2), (jiad.org).

Neeley, Sabrina and David W. Schumann (2000) "Perceptive Social Approval as a Comparison Standard," *Journal of Consumer Satisfaction, Dissatisfaction, and Complaining Behavior*, 13, p. 37-51.

Jones, Melinda J. and David W. Schumann (2000) "The Strategic Use of Celebrity Athlete Endorsers in Sports Illustrated: A Historical Analysis," *Sports Marketing Quarterly*, 9(2), 65-76.

Treise, Deborah B. and David W. Schumann (1995) "Cross Discipline Teaching: Combining Marketing and Advertising Department Courses to Create Advertising Plans and Teach Cross-Functionalism," *Journalism Educator*.

Haugtvedt, Curtis P., David W. Schumann, Wendy Schneier and Wendy Warren (1994) "Demonstrating Attitude Persistence and Resistance to Advertised Messages: A Repetition/Variation Context," *Journal of Consumer Research*, 21(1), 176-189.

Gardial, Sarah F., D. Scott Clemons, Robert B. Woodruff, David W. Schumann, and Mary Jane Burns (1994) "Comparing Consumers' Recall of Prepurchase and Postpurchase Product Evaluations," *Journal of Consumer Research*, 20(4), 548-560.

Woodruff, Robert B., David W. Schumann, and Sarah F. Gardial (1993) "Understanding Value and Satisfaction From The Customer's Point of View," *Survey of Business*, Winter.

- Gardial, Sarah F., Robert B. Woodruff, David W. Schumann, and Mary Jane Burns (1993) "The Use of Standards of Comparison in Consumer Postpurchase Evaluation Processes," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 6, 63-73.
- Dyer, Barbara and David W. Schumann (1993) "Partnering Knowledge and Experience: The Classroom as Laboratory," *Marketing Education Review*, 3 (2), 32-39.
- Gardial, Sarah F., David W. Schumann, Russell Smith and Ed Petkus (1993) "Relevance, Accessibility, and Information Use In Consumer Mixed-Choice Decisions," *Marketing Letters*, 4 (3) 241-252.
- Gardial, Sarah F., David W. Schumann, Ed Petkus Jr. and Russell Smith (1993) "Processing and Retrieval of Inferences and Descriptive Advertising Information: The Effects of Message Elaboration," *Journal of Advertising*, 22 (1), 25-34, 1993.
- Petty, Richard E., David W. Schumann, Steven A. Richman and Alan J. Strathman (1993) "Positive Mood and Persuasion: Different Roles for Affect Under High and Low Elaboration Conditions," *Journal of Personality and Social Psychology*, 64 (1), 5-22.
- Fine, Leslie M. and David W. Schumann (1992) "The Nature and Role of Salesperson Perceptions: The Interactive Effects of Salesperson/Customer Personalities," *Journal of Consumer Psychology*, 1 (3), 285-296.
- Woodruff, Robert B., D. Scott Clemons, David W. Schumann, Sarah F. Gardial, and Mary Jane Burns (1992) "The Standards Issue In CS/D Research: A Historical Perspective," *Journal of Consumer Satisfaction/Dissatisfaction & Complaint Behavior*, Vol 5., 1992.
- Schumann, David W., Jan Hathcote, and Susan West (1991) "Corporate Advertising In America: A Look At Effectiveness Studies," *Journal of Advertising*, 20 (3), 35-56 (Finalist for best paper, 1991).
- Schumann, David W., Jennifer Grayson, Joanna Ault, Kerri Hargrove, Lois Hollingsworth, Russ Ruelle and Sharon Seguin (1991) "Shopping Cart Signage: Is It An Effective Advertising Medium?" *Journal of Advertising Research*, 31(1), 17-22, 1991.
- Schumann, David W., Richard E. Petty, and D. Scott Clemons (1990) "Predicting the Effectiveness of Different Strategies of Advertising Variation: A Test of the Repetition - Variation Strategies Hypotheses," *Journal of Consumer Research*, 17(2), 192-202.
- Schumann, David W. and Esther Thorson (1990) "The Influence of Viewing Context on Commercial Effectiveness: A Selection - Processing Model," *Current Issues and Research in Advertising*, 12 (1 & 2), 1-24.
- Arkin, Robert M. and David W. Schumann (1984) "Effects of Corrective Testing: An Extension," *Journal of Educational Psychology*, 76(5), 835-843.

Arkin, Robert M. and David W. Schumann (1984) "Exploration of Impression Management Explanations for the Group Polarization Phenomenon," *Contemporary Social Psychology*, 10(5), 54.

Petty, Richard E., John T. Cacioppo, and David W. Schumann (1983) "Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement," *Journal of Consumer Research*, 10 (September), 135-146.

This article was listed as the second most cited article in the decade of the 80's in the *Journal of Consumer Research* (Reference: "Assessing the Influence of *Journal of Consumer Research: A Citation Analysis*," J. Cote, S. Leong and J. Cote, *Journal of Consumer Research*, 18 (December), 1991).

Reprinted in:

Peplau, L., D. Sears, and J. Freedman (Eds.). (1986) *Readings in Social Psychology*. Englewood Cliffs, NJ: Prentice-Hall.

Halberstadt, A.G. and S.L. Ellyson (Eds.). (1990). *Social Psychology Readings: A Century of Research*. New York: McGraw-Hill.

Kassarjian, Harold H. and Thomas S. Robertson (Eds.) (1991). *Perspectives in Consumer Behavior*. Englewood Cliffs, NJ: Prentice Hall

Krupat, E. (Ed.) (1994). *Psychology Is Social* (3rd ed.). New York: Harper Collins Publishers.

Krupat, E. (Ed.) (1998). *Psychology Is Social* (4th ed.). New York: Addison Wesley Longman.

Smith, Allen (2002) *Principles of Advertising*, Dubuque, IA: Kendall/Hunt Publishing Company

Hogg, Michael (Ed.) (2005). *Consumer Behaviour* (The Sage library in business and management series) London: Sage Publications

Proceedings Articles/Invited Articles:

Schumann, David W. (2008) "Recommendations for Successful IRB Submissions: Really, This is Not Rocket Science," Proceedings of the Society for Consumer Psychology Conference, New Orleans, February 2008.

Anitsal, Ismet and David W. Schumann (2007) "Whose Productivity is More Important in Technology-Based Self-Service Environments: Retailers' or Customers'," Proceedings of the 2007 Annual Conference of the Atlantic Marketing Association.

Broyles, Allen and David W. Schumann (2007) "Cross-culturally Testing A Brand Equity Antecedent/Consequence Model, Proceedings of the Academy of Marketing Science Annual Conference, Coral Gables, FL

Huang, Jang-Sun, Lee, Eun-Ju, and David W. Schumann (2007) "Cross-Cultural Comparisons of Advertising Messages Portrayed in Korean and American Corporate Websites," Proceedings of the Asian-Pacific Conference of the American Academy of Advertising, Seoul, Korea, June, 2007

Schumann, David W. and Karen Hood (2007) "Restricting Exposure and Attention in Internet Searches," Proceedings of the Society for Consumer Psychology Conference, Las Vegas, February 2007.

Walls, Simon, Flint, Dan, and David W. Schumann (2006) "The Consumer-Firm Bond: An Existential-Phenomenological Description of the Nature of the Consumer-Firm Bonding Experience," Proceedings of the Society for Consumer Psychology Conference, Miami, February 2006.

Davidson, Edith and David W. Schumann (2005) "The Need to Transition from Identifying Stereotypes in Advertising to Understanding the Impact." Proceedings of the Academy of Advertising Annual Conference, Houston, TX, March 30-April 2.

Broyles, Allen, and David W. Schumann (2004) "The Comparative Influence of Brand Equity's Experiential and Functional Antecedents and its Consequences on U.S. and Mainland Chinese Consumers," Presented at the Academy of International Business SE U.S.A. Annual Conference, Knoxville, TN, November 10-12.

Kwon, Nan, David W. Schumann and Ann Fairhurst (2004) "Expectation for a Future Deal: Discount Depth, Timing, and Product Availability," Proceedings of the Association for Consumer Research Conference, Portland, Oregon

Davidson, Edith and David W. Schumann (2004) "Shopping While Black: An Examination of Perceived Discrimination in Retail Settings," Proceedings of the AMS Cultural Perspectives on Marketing Conference, Pueblo, Mexico.

Broyles, Allen, David W. Schumann, and Robert B. Woodruff (2004) "The Significance of Consumers' Mode of Thought in International Marketing ", Proceedings of the International Marketing Track of the 2004 Annual Conference of the Academy of Marketing Science, Vancouver, B.C.

Davidson, Edith and David W. Schumann (2004) "The Antecedents and Consequences of Stereotype Activation Response in Advertising," *Proceedings of the Winter Conference of the Society for Consumer Psychology*, San Francisco

Lee, Eun-Ju and David W. Schumann (2004) "Trust Perceptions and Consumer Gender: Is Gender Biology or Psychology?" To appear in the *Summer Proceedings of the 2004 American Marketing Association Summer Educators' Conference*.

Schumann, David W. (2003) "Twenty Years Ago: Publication of Petty, Cacioppo and Schumann Seminal Article on the Application of the Elaboration Likelihood Model to Consumer Behavior," In Susan Kleine (ed.) *ACR Newsletter*.

Schumann, David W. (2003) "Antecedents and Consequences of Restricting Exposure to Multicultural Media," Abstract appearing in the *Proceedings of the Society for Consumer Psychology Conference*, New Orleans, LA.

Walls, Simon and David W. Schumann (2003) "Positing Key Consumer Personality Traits as Moderating Influences within the Consumer-Firm Relationship," Abstract to appear in the *Proceedings of the AMA 2002 Relationship Marketing Conference*, Atlanta, GA.

Bradford, Marianne and David W. Schumann (2002) "Modeling Attitudes Toward Internet Purchasing: What do Consumers Believe?" *Proceedings of the Conference of the American Society of Business and Behavioral Sciences*, Las Vegas, Nevada (presented with a "best paper" award).

Gardner, Meryl, and David W. Schumann (2002) "Niche Marketing and the Transmission of Prejudice," *Proceedings of the 26th Annual Macromarketing Conference*, William and Mary College in Williamsburg VA, 2001.

Walls, Simon and David W. Schumann (2002) "The Consumer/Firm Dyadic Relationship: Using the Bond as a Measure of the Perceived Strength of the Relationship – A Conceptual Framework," *Proceedings of the American Marketing Association Winter Educators' Conference*, 2002

Kwon, Nan and David W. Schumann (2001) "The Influence of Consumers' Price Expectations on Value Perception and Purchase Intention," *Advances of Consumer Research*, Association for Consumer Research Conference, 2000.

Gardner, Meryl, David W. Schumann, and Simon Walls (2001) "Managing Our Affective States Through Consumption Activity," *Proceedings of the Society for Consumer Psychology*.

Neeley, Sabrina M. and David W. Schumann (2000) "Questioning the Role and Effectiveness of Spokes-Characters in Advertising to Children," *Proceedings of the Annual Conference of the American Academy of Advertising*.

Neeley, Sabrina and David W. Schumann (1997) "Does This Make Me Look Fat? Perceptive Social Approval As A Comparison Standard," *Proceedings of the Annual Conference of the Society for Consumer Psychology*, St. Petersburg, Florida

Cathey, Amy and David Schumann (1996) "A Process Model of Integrated Marketing Communication," *Proceedings of the American Academy of Advertising Annual Conference*, Vancouver.

Cathey, Amy, David W. Schumann, Dan Flint and Mike Garver (1995) "Seven Strategies for Trend Analysis of Higher Education," *Proceedings of the AMA Conference on Marketing Higher Education*, 1995.

Cathey, Amy and David W. Schumann (1995) Applying a Value Perspective to the Marketing of Higher Education," *Proceedings of the AMA Conference on Marketing Higher Education*, 1995.

Wright, Linda Burns, David W. Schumann, Robert Graves, Sarah F. Gardial, and Robert B. Woodruff (1994) "Extending the Role of Advertising to Post Purchase Activity: Going Beyond the Sale," *Proceedings of the American Marketing Association Winter Educators' Conference*.

Wohlberg, Joyce, Dale Brill, and David W. Schumann (1994) "A Review of Advertising Effectiveness Measures from an Academic Perspective," Invited paper, *Proceedings of the American Marketing Association Attitudes Conference*.

Schumann, David W. and Deborah B. Treise (1992) "Sensation Seeking As A Moderator of Fear Appeal Influence: The Danger in Living Dangerously," In T.J. Page and S.E. Middlestadt (Eds.) *Proceedings of the Society for Consumer Psychology*, CtC Press: Clemson, SC, 1992, 34-39.

Schumann, David W., Linda Burns Wright, and Esther Thorson (1992) "The Multidimensionality of Affect Towards Television Viewing," Abstract appearing in T.J. Page and S.E. Middlestadt (Eds.) *Proceedings of the Society for Consumer Psychology*, CtC Press: Clemson, SC, 76-77.

Fine, Leslie M. and David W. Schumann (1991) "The Role of Self-Monitoring in the Buyer/Seller Dyad," Abstract appearing in C. P. Haugtvedt and D. Rosen (Eds.) *Proceedings of the Society for Consumer Psychology*, Knoxville, Tennessee: Department of Marketing, Logistics and Transportation and the Society for Consumer Psychology, 1991.

Schumann, David W., Deborah Rosen, and Jennifer Grayson (1991) "Motivation to Attend To Television Programs and Commercials: A Viewer Response Approach," Abstract appearing in C. P. Haugtvedt and A. Rosen (Ed.) *Proceedings of the Society for Consumer Psychology*, Knoxville, Tennessee: Department Marketing, Logistics and Transportation and the Society for Consumer Psychology.

Fine, Leslie M. and David W. Schumann (1990) "A Model of the Buyer/Seller Dyad: Twenty-Five Years' of Research and Suggestions for the Future," *Proceedings of the 1990 American Marketing Association Winter Educators Conference*.

Woodruff, Robert B., David W. Schumann and D. Scott Clemons (1990) "Consumers' Reactions to Product Use Experiences: A Study of Meaning of Satisfaction and Dissatisfaction," In Meryl P. Gardner (Ed.) *Proceedings of the Society for Consumer Psychology*. Newark, Delaware: Department of Marketing and the Society for Consumer Psychology, 1990.

Gardial, Sarah F. and David W. Schumann (1990) "A Discussion of Inference Making: Situational Determination," *Advances in Consumer Research*, Vol. XVI. M. Goldberg, J. Gorn, and R. Pollay (eds.), Provo, UT: Association for Consumer Research.

Schumann, David W., Esther Thorson, and Deborah Rosen (1989) "Testing the Selection – Processing Model: The Influence of Program Related Needs on Mood Induced Context Effects," *Advances In Consumer Research*, Vol. XV. Tom Srull (ed.), Provo, UT: Association for Consumer Research.

Schumann, David W. and D. Scott Clemons (1989) "The Variation Strategies Hypotheses: Combating The Wear Out Effect," *Advances In Consumer Research*, Vol. XV. Tom Srull (ed.), Provo, UT: Association for Consumer Research.

Schumann, David W., Sarah F. Gardial, and Douglas J. Ayers (1988) "Individual Versus Group Casework Experiences: A Case Study of Case Studies," In *Marketing: Forward Motion, Proceedings of The Atlantic Marketing Association*, David L. Moore (ed.). Williamsburg VA: Atlantic Marketing Association.

Speck, Paul S., David W. Schumann, and Craig Thompson (1987) "Endorsements - Scripts, Schema and Roles: Theoretical Framework and Preliminary Tests," *Advances In Consumer Research*, Vol. XIV. M.J. Houston (ed.), Provo, UT: Association for Consumer Research.

Schumann, David W. (1986) "Failure to Account for the Effects of 'Filler Ads': An Unexplored Concern of Advertising Researchers," In *Proceedings of the 1987 Conference of The American Academy of Advertising*, Florence G. Feasley (ed.). Columbia, SC: American Academy of Advertising.

Schumann, David W. (1986) "The Impact of Television Programs on Processing of Commercials." In *Proceedings of the Division of Consumer Psychology*, 1986, J. Saegert (ed.). Washington D.C.: American Psychological Association.

Schumann, David W. (1986) "When Does Television Programming Affect Consumer Attitudes Towards an Advertised Product?: Explaining Context Effects Using the Elaboration Likelihood Model." Abstract appearing in the *Advances In Consumer Research*, Vol. XIII. R.J. Lutz (ed.), Provo, UT: Association for Consumer Research.

Schumann, David W., Richard E. Petty and John T. Cacioppo (1985) "Forestalling Tedium in Viewing Repeated Advertising," In *1984 Proceedings of the Division of Consumer Psychology*, D.S. Stewart (ed.) The American Psychological Association.

Presentations:

"Stereotype Activation and Application from Advertising Stimuli," Colloquium presented to the University of Tennessee, Psychology Department, 2006

“The Effects of Peripheral Conditioning on Subsequent Learning,” Presented to the Social Behavioral Research Group, Psychology Department, University of Tennessee, 2006

“Antecedents and Consequences of Restricting Exposure,” Presented to the Customer Value/Marketing Strategy Forum, University of Tennessee, Knoxville, TN. 2004

Schumann, David W. and Eun-Ju Lee (2004) “Trusting Internet Agents: A Conceptual Framework.” With Eun-Ju Lee. Pre-conference program at the American Academy of Advertising Conference, 2004.

“How equity sensitivity affects attitudes and behaviors.” With Roedder, W.C., Rush, M.C., Ladd, R.T., & Woehr, D.J. Presented at the annual meeting of the Society for Industrial and Organizational Psychology, Toronto, Canada. 2002

“The Antecedents and Consequences of Agent-Driven Restriction of Information: A Special Application of the Restricting Exposure to Diversity Model (RED).” Invited panel for the C. Warren Neel Conference on Statistical Data Mining & Knowledge Discovery, University of Tennessee, June, 2002

“The Integration of Business Principles and the Electronic Environment,” Invited Presentation to French MBA Students on exchange to The University of Tennessee, 2001.

“Processing Pitfalls in the Use of Internet Based Legal Information.” Invited panelist for a conference on the topic of Cyberspace and Legal Practice and Education, Dayton, OH, 2001.

“The Transmission of Prejudice: What Do Our Marketing Strategies Really Reinforce?” invited talk to the Ph.D. students at the University of Cincinnati, 2000.

“The Integration of Business Principles and E-Commerce,” Presented to a contingent of visiting graduate students from France, Knoxville, TN, 2000.

“The Integration of Business Principles and the Electronic Environment,” Invited Presentation to the Professional Chapter of Alpha Kappa Psi, University of Tennessee Business Honors Organization.

“The Integration of Business Principles and the Electronic Environment,” Invited Presentation to the MBA Special Interest Group on E-commerce.

“The Integration of Business Principles and E-Commerce,” Continuing Education presentation to professionals in Information Technology, Knoxville, TN., 1999.

“The Changing Environment of Business Education,” invited colloquium to the faculty at Miami University, 1999.

“The Transmission of Prejudice: What Do Our Marketing Strategies Really Reinforce?” invited colloquium to the faculty at Miami University, 1999.

"The Life Transitions of a University Faculty Member," invited presentation at the Annual Convention of the American Psychological Association, Boston, August 1999.

"The Transmission of Prejudice: What Do Our Marketing Strategies Really Reinforce?" invited presentation at the Annual Convention of the American Psychological Association, Boston, August 1999.

"The Transmission of Prejudice: What Do Our Marketing Strategies Really Reinforce?" invited presentation at the Diversity in Advertising Conference, San Antonio, May, 1999.

"The Role of, and Opportunities for, Psychologists in the Business School Environment," invited presentation at the Annual Convention of the American Psychological Association. San Francisco, August, 1998.

"Changes in the Teaching of Consumer Behavior: A Consumer Value Perspective," panel presentation at the Consumer Behavior Special Interest Group of the American Marketing Association, Annual Winter Educator's Conference, Austin, TX 1998.

"Advertising and the Internet: A Discussion of Future Research Issues," invited panel presentation at the Conference of the Society for Consumer Psychology, Austin, TX 1998

"Faculty Burnout: Solutions from a Department Head Therapist," panel presentation at the Annual Conference of the American Psychological Association, Chicago, 1997.

"Changes in Business Education and Its Impact on Hiring Ph.D. Students," presentation to the Ph.D. Consortium of the Council of Logistics Management, Orlando Florida, 1996.

"Employing Program/Commercial Ratios to Predict Television Context Effects," with Esther Thorson, Charles Wood, Linda Wright, and Barbara Dyer, paper presented at the 1996 Society for Consumer Psychology Conference, Hilton Head, NC., 1996.

"The Use of Services in Managing Affective States," with Meryl Gardner, paper presented at the 1996 Winter AMA Educators Conference, Hilton Head, NC., 1996.

"Marketing Clinical Practices in an Age of Health Reform," with Martin E. Keller, invited panel discussion for the Society of Consumer Psychology (Division 23) at the Annual Conference of the American Psychological Association, New York, 1995.

"Advertising Repetition, Variation, and Attitude Strength," with Curtis Haugtvedt, paper presented the Annual Conference of the Association for Consumer Research, Boston, 1994.

"Marketing Clinical Practices in an Age of Health Reform," with Martin E. Keller, invited panel discussion for the Society of Consumer Psychology (Division 23) at the Annual Conference of the American Psychological Association, Los Angeles, 1994.

"Building Customer Value in the 1990's," Keynote speaker at the annual conference of Marshall Marketing and Communications, 1994.

"The Influence of Advertising on Standards of Comparison: The Interactive Role of Mood," with Meryl Gardner, paper presented at the Association for Consumer Research, 1993.

"Tests of the Ratio Concept in the Selection - Processing Model." with Esther Thorson and Linda Wright, paper presented at the Society for Consumer Psychology Program, American Psychological Association Annual Convention, 1993.

"Persistence and Resistance to Exposure Strategies: An ELM Perspective," with Curtis P. Haugtvedt, Wendy Warren, and Wendy Schneier, paper presented at the American Academy of Advertising Annual Conference, 1993.

"Advertising Repetition and Variation: Implications for Producing Enduring Attitude Change," with Curtis P. Haugtvedt and Wendy Schneier, paper presented to the Division 23 (Society for Consumer Psychology) at the American Psychological Association Annual Convention, 1992.

"Evidence of a Reciprocal Contribution of Knowledge Between Consumer Psychology and Its Parent Discipline," with Richard E. Petty, papers presented to Division 23 (Society for Consumer Psychology) at the American Psychological Association Annual Convention, 1989, and to the first Annual Conference of the American Psychological Society, 1989.

"Non-verbal Indications of Repetition Wearout Effects." with D. Scott Clemons, paper presented at the annual meeting of the American Academy of Advertising, March, 1989.

"The Role of Affect in Information Processing and Persuasion," with Alan J. Strathman and Richard E. Petty, paper presented at the annual meeting of the Midwestern Psychological Association, April, 1988.

"The Influence of Television Programs on Commercial Effectiveness," with Esther Thorson, paper presented to Division 23 (Consumer Psychology) at the American Psychological Association Annual Conference, August, 1987.

"The Influence of Viewing Context on Commercial Effectiveness." with Esther Thorson, paper presented at the Annual Conference of the International Communication Association, Montreal, Canada, May, 1987.

"The Effects of Advertising Repetition on Attitude Change," paper presented at the annual meeting of the Midwestern Psychological Association (Div. 8), Chicago, IL, May, 1984.

"Shyness and Impression Management: A Self-presentation Styles Approach." with Robert M. Arkin, paper presented at the annual meeting of the American Psychological Association (Div.8), Anaheim, CA., August, 1983.

"Message Factors, Cognitive Responses and Advertising." with Richard E. Petty and John T. Cacioppo, paper presented at the annual meeting of the American Psychological Association (Div.23), Washington, D.C., August, 1982.

Manuscripts in Progress:

"Exploring Gender-Based Determinants of Consumer Trust Toward Electronic Shopping Agents: Comparing Biological Sex and Psychological Gender Identity," with Eun-Ju Lee (under 2nd review at the *Journal of Consumer Psychology*)

"Shopping While Black: An Examination of Perceived Discrimination in Retail Settings," with Edith Davidson (revise and resubmit request at the *Journal of Consumer Research*)

"An Antecedent/Consequence Approach to Examining Brand Equity Relationships," with Allen Broyles and Thaweephan Leingpibul (revise and resubmit request for the *Journal of Marketing Theory and Practice*)

"The Effect of Perceived Social Approval on Consumer Post-Purchase Judgments of Satisfaction and Evaluation," with Sabrina Neeley (manuscript under review at the *Journal of Customer Satisfaction/Dissatisfaction and Complaining Behavior*)

"The Antecedents and Consequences of Stereotype Activation Response in Advertising," with Edith Davidson (manuscript being prepared for submission to the *Journal of Current Issues and Research in Advertising*)

"Linking Social Motivation to Specific Media Selection" with Bridget Satinover (manuscript being prepared for submission to journal).

"Dual routes to Corporate Advertising Influence on the Consumer," with Sora Kim and Eric Haley (manuscript being prepared for journal submission)

"The Role of Future Expected Price in the Purchase Decision Process," with Nan Kwon and Ann Fairhurst (manuscript being revised for journal submission)

"Examining the Nature of Responsibility for Consumer Socialization of Children: A Proposed Model for Enhanced Partial Collective Responsibility." with Karen Hood and Sabrina Neeley (manuscript being revised for journal submission)

"A Grounded Theory Study of Cognitive Filtering in Internet Searches," with Karen Hood (manuscript being prepared for submission)

"Preparing Ph.D. Students to Teach in Business Schools," A Workbook for Teaching Preparation Courses

Research in Progress:

“When Do Minority Endorsers Activate Stereotype Response? With Edith Davidson and Bridget Satinover (two of three studies complete)

“Will Learning Take Place after Repeated Low Involvement Exposure?” with Curt Haugtvedt, Javlonbek Kidirov, and Benton Smith (two of four studies complete)

“The Impact of Market and Media Segmentation Strategies on the Understanding and Acceptance of Diverse Groups (conceptual development stage)

“Listener Response to Questionable Radio Advertising,” with Karen Hood (data analysis stage)

“Considering Social Motivation in Media Selection,” with Bridget Satinover (data analysis stage)

“Felt Consumer Autonomy Resulting from DTC Advertising,” with Karen Hood (dissertation)