

## **RONALD PAUL HILL**

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### **EDUCATION**

Ph.D. in Business Administration, University of Maryland

Primary area: Marketing/Secondary areas: Organizational Behavior/Government and Politics

Master of Business Administration, University of Maryland

Bachelor of Science, *Cum Laude*, University of Maryland

### **UNIVERSITY APPOINTMENTS**

**George Washington University**, School of Business, Washington, DC

Visiting Lindner-Gambal Professorship in Business Ethics, 2017-Present

**Dartmouth University**, Tuck School of Business, Hanover, NH

Visiting Professor of Marketing, Spring 2017

**Villanova University**, Villanova School of Business, Villanova, PA

Richard J. and Barbara Naclerio Endowed Chair in Business, 2006-2017

Co-Director, Center for Church Management and Business Ethics, 2013-2017

Visiting Senior Faculty Member, Center for Peace & Justice Education, 2012-2014

Chairperson of Marketing, 1991-1996; Senior Associate Dean, 2006-2010

Associate Professor of Marketing, 1989-1993; Professor of Marketing, 1993-1996

**University of Maryland**, College of Business Administration, College Park, MD

Visiting Professor of Marketing, 2014

**University of South Florida**, College of Business, St. Petersburg, FL

Bank of America Professor of Corporate Social Responsibility, 2003-2006

Founding Dean and Professor of Marketing, 2003-2006

**University of Portland**, Pamplin School of Business Administration, Portland, OR

John B. Delaunay, C.S.C. Professor of Social Responsibility, 2001-2003

Founding Dean and Professor of Business Administration, 1996-2001

**Cornell University**, Johnson Graduate School of Management, Ithaca, NY

Visiting Assistant Professor of Marketing, 1988-1989

**The American University**, Kogod College of Business Administration, Washington, DC

Assistant Professor of Marketing, 1984-1988

**JOURNAL PUBLICATIONS** (Articles are organized in overlapping topical categories, with each listed one time.)

*Human Development, Consumption, and the Environment*

- (2016), "Poverty as We Never Knew It: THE Source of Vulnerability for Most of Humankind," *Journal of Marketing Management*, 32 (March), 365-370.
- (2015), "Book Review: Materializing Poverty: How the Poor Transform Their Lives," *Consumption, Markets & Culture*, 18 (5), 474-478.
- With Kelly Martin (2015), "Saving and Well-Being at the Base-of-the-Pyramid: Implications for Transformative Financial Services Delivery," *Journal of Service Research*, 18 (3), 405-421.
- With Michael Capella (2014), "Impoverished Consumers, Catholic Social Teaching, and Distributive Justice," *Journal of Business Research*, 67 (2), 32-41.
- With Kelly Martin and Lan Chaplin (2012), "A Tale of Two Marketplaces: Consumption Restriction, Social Comparison, and Life Satisfaction," *Marketing Letters*, 23 (3), 731-744.
- With Kelly Martin (2012), "Life Satisfaction, Self-Determination, and Consumption Adequacy at the Bottom of the Pyramid," *Journal of Consumer Research*, 38 (April), 1155-1168. Included in the JCR "Financial Insecurity and Deprivation" curation by Eileen Fisher.
- With Kelly Martin (2012), "Absolute and Relative Restriction and Consumer Behavior: Implications for Understanding Global Consumption," *Journal of Consumer Affairs*, 46 (Spring), 37-61.
- (2010), "A Naturological Approach to Marketing Exchange: Implications for the Bottom of the Pyramid," *Journal of Business Research*, 63 (June), 62-67.
- With Justine Rapp (2009), "Globalization and Poverty: Oxymoron or New Policies," *Journal of Business Ethics*, 85 (1), 39-47.
- With Bill Felice and Tom Ainscough (2007), "International Human Rights and Consumer Quality of Life: An Ethical Perspective," *Journal of Macromarketing*, 27 (Fall), 370-379. Winner of the ISQOLS Award for Best Quality of Life paper.
- With Kathy Dhanda (2007), "Consumption and Environmental Degradation: A Long-Term View," *Advances in International Management*, 20, 297-318.
- With Jeannie Gaines (2007), "The Consumer Culture of Poverty: Behavioral Research Findings and Their Implications in an Ethnographic Context," *Journal of American Culture*, 30 (March), 81-95.
- (2005), "Do the Poor Deserve Less than Surfers? An Essay for the Special Issue on Vulnerable Consumers," *Journal of Macromarketing*, 25 (December), 215-218.
- With Kathy Dhanda (2005), "The Role of Information Technology and Systems in Reverse Logistics: A Case Study,"

*International Journal of Technology Management*, 31 (1/2), 140-151.

- With Kathy Dhanda (2004), "Globalization and Technological Achievement: Implications for Macromarketing and the Digital Divide," *Journal of Macromarketing*, 24 (December), 147-155.

- With Kathy Dhanda and Bahram Adrangi (2004), "A Model of Consumption and Environmental Degradation: Making the Case for Sustainable Consumer Behavior," *Journal of Human Development*, 5 (November), 417-432.

- With Kathy Dhanda (2004), "Confronting the Environmental Consequences of the High Technology Revolution: Beyond the Guise of Recycling," *Organization & Environment*, 17 (June), 254-259.

- With Kathy Dhanda (2003), "Technological Achievement and Human Development: A View from the United Nations Development Programme," *Human Rights Quarterly*, 25 (November), 1020-1034.

- With Kathy Dhanda (2002), "Advertising, Technology, and the Digital Divide: A Global Perspective," *Advances in International Marketing: New Directions in International Advertising Research*, 12, 175-193.

- (2002), "Compassionate Love, Agape, and Altruism: A New Framework for Understanding and Supporting Impoverished Consumers," *Journal of Macromarketing*, 22 (June), 19-31.

- (2001), "Surviving in a Material World: Evidence from Ethnographic Consumer Research on People in Poverty," *Journal of Contemporary Ethnography: Special Issue on Ethnography, Consumer Behavior, and Marketing*, 30 (4), 364-391.

- With Rob Peterson and Kathy Dhanda (2001), "Global Poverty and Distributive Justice: A Rawlsian Perspective," *Human Rights Quarterly*, 23, (February), 171-187.

- With Beth Hirschman (2000), "On Human Commoditization and Resistance: A Model Based Upon Buchenwald Concentration Camp," *Psychology & Marketing*, 17 (6), 469-491.

- With Kathy Dhanda (1999), "Gender Inequity and Quality of Life: A Macromarketing Perspective," *Journal of Macromarketing*, 19 (December), 140-152.

- With Bahram Adrangi (1999), "Global Poverty and the United Nations," *Journal of Public Policy & Marketing*, 18 (Fall), 135-146.

- Book Review: *Ethnic Cleansing*, Andrew Bell-Fialkoff, *Human Rights Quarterly*, 19 (August), 1997, 694-695.

- With Beth Hirschman (1996), "Human Rights Abuses by the Third Reich: New Evidence from the Nazi Concentration Camp Buchenwald," *Human Rights Quarterly*, 18 (November), 848-873.

- (1995), "Blackfellas and Whitefellas: Aboriginal Land Rights, the Mabo Decision, and the Meaning of Land," *Human Rights Quarterly*, 17 (2), 303-322.

### *Marketing and Business Ethics*

- (2017), "Failure of Ethical Leadership: Implications for Stakeholder Theory and 'Anti-Stakeholders,'" *Business and Society Review*, 122 (Summer), forthcoming.

- (2017), "Essay on Moral Marketer Behavior: Beyond Corporate Social Responsibility," *Global Business Review*, 18 (3S/June), 70-74.

- With Aronte Bennett and Kara Daddario (2015), "Shopping While Nonwhite: Racial Discrimination among Minority Consumers," *Journal of Consumer Affairs*, 49 (Summer), 328-355. Winner of the Best Article Award in 2016.
- (2015), "Professional Ethics Education: Great Idea or Greatest Idea?" *Journal of Management Systems*, 25 (2), 59-64.
- With Scott Newbert (2014), "Setting the Stage for Paradigm Development: A 'Small Tent' Approach to Social Entrepreneurship," *Journal of Social Entrepreneurship*, 5 (3), 243-269.
- With Justine Rapp (2014), "Codes of Ethical Conduct: A Bottom-up Approach," *Journal of Business Ethics*, 123 (September), 621-630.
- With Colin Gabler and Katy Nagy (2014), "Causes and Consequences of Abusive Supervision in Sales Management: A Tale of Two Perspectives," *Psychology & Marketing*, 31 (4), 278-293.
- With Todd Shank and John Stang (2013), "Do Investors Benefit from Good Corporate Governance?" *Corporate Governance*, 13 (4), 384-396.
- With Alison Watkins (2011), "Morality in Marketing: Oxymoron or Good Business Practice?" *Journal of Business Research*, 64 (August), 922-927.
- With Ray Taylor, Karen Becker-Olsen, and Goksel Yalcinkaya (2011), "A Cross Cultural Look at Corporate Social Responsibility Marketing Communications in Mexico and the United States: Strategies for Global Brands," *Journal of International Marketing*, 19 (2), 30-44.
- With Michael Capella, Jeremy Kees, and Justine Rapp (2010), "The Impact of Violence against Women in Advertisements," *Journal of Advertising*, 39 (Winter), 37-52. Reprinted in *Advertising and Violence*, 2014, Nora J. Rifon, Marla B. Royne, and Les Carlson (eds.), Sharpe: New York, 78-94.
- With Justine Rapp, Jeannie Gaines, and Mark Wilson (2009), "Advertising and Consumer Privacy: Old Practices and New Challenges," *Journal of Advertising*, 38 (Winter), 51-61.
- With Alison Watkins (2009), "The Profit Implications of Altruistic Versus Egoistic Orientations for Business-to-Business Exchanges," *International Journal of Research in Marketing*, 26 (March), 52-59.
- With Mark Wilson and Jeannie Gaines (2008), "Neuromarketing and Consumer Free Will," *Journal of Consumer Affairs*, 42 (Fall), 389-410.
- With Jill Klein (2008), "Rethinking Macro-Level Theories of Consumption: Research Findings from Nazi Concentration Camps," *Journal of Macromarketing*, 28 (September), 228-242.
- (2008), "Disadvantaged Consumers: An Ethical Approach to Consumption of the Poor," *Journal of Business Ethics*, 80 (1), 77-83.
- With Francisco Guzman and Karen Becker-Olsen (2008), "Desarrollar un Programa de RSC a la Manera," *Harvard Business Review*, Latin American Edition, (April), 42-50.
- With Alison Watkins (2007), "A Simulation of Moral Behavior within Marketing Exchange Relationships," *Journal of the Academy of Marketing Science*, 35 (September), 417-429.

- With Deby Cassill (2007), "A Naturological Approach to Corporate Governance: An Extension of the Frederick Model of Corporate-Community Relationships," *Business & Society*, 46 (September), 286-303.
- With Tom Ainscough and Todd Shank (2007), "Corporate Social Responsibility and Socially Responsible Investing: A Global Perspective," *Journal of Business Ethics*, 70 (January), 165-174.
- (2006), "Distributive Justice and Catholic Faith-in-Action: Lessons from Consumer Ethnographies," *Urban Anthropology*, 35 (2/3), 183-201.
- With Karen L. Becker-Olsen and B. Andrew Cudmore (2006), "The Impact of Perceived Corporate Social Responsibility on Consumer Behavior," *Journal of Business Research*, 59 (January), 46-53.
- With Alison Watkins (2005), "The Impact of Personal and Organizational Moral Philosophies on Marketing Exchange Relationships: A Simulation Using the Prisoner's Dilemma Game," *Journal of Business Ethics*, 62 (December), 253-265.
- With Todd Shank and Daryl Manullang (2005), "Is It Better to Be Naughty or Nice? Socially-Responsible Investing and Vice-Based Investing versus the Market," *Journal of Investing*, 14 (Fall), 82-87.
- With Todd Shank and Daryl Manullang (2005), "Doing Well While Doing Good' Revisited: A Study of Socially Responsible Firm's Short-term versus Long-term Performance," *Managerial Finance*, 31 (8), 33-46.
- (2004), "The Socially Responsible University: Talking the Talk While Walking the Walk in the College of Business," *Journal of Academic Ethics*, 2 (1), 89-100.
- With Deby Cassill (2004), "The Naturological View of the Corporation and its Social Responsibility: An Extension of the Frederick Model of Corporate-Community Relationships," *Business and Society Review*, 109 (September), 281-296.
- With Jamie Snider and Diane Martin (2003), "Corporate Social Responsibility in the 21<sup>st</sup> Century: A View from the World's Most Successful Firms," *Journal of Business Ethics*, 48 (December), 175-187.
- With Debra Stephens (2003), "The Compassionate Organization in the 21<sup>st</sup> Century," *Organizational Dynamics*, 33 (November), 331-341.
- With Debra Stephens and Iain Smith (2003), "Corporate Social Responsibility: An Examination of Individual Firm Behavior," *Business and Society Review*, 108 (September), 339-362.
- (2002), "Stalking the Poverty Consumer: A Retrospective Examination of Modern Ethical Dilemmas," *Journal of Business Ethics*, 37 (May), 209-219.
- With Jane Keffer (1997), "An Ethical Approach to Lobbying Activities of Businesses in the United States," *Journal of Business Ethics*, 16 (12/13), 1371-1379.
- (1995), "Social Advocacy: Marketing and Consumer Behavior Research in the Public Interest," *American Behavioral Scientist*, 38 (4), 513-515. Reprinted in *Marketing and Consumer Research in the Public Interest*, Sage, Ronald Paul Hill, ed., 1996, Sage, vii-x.
- With Debra Stephens and Cynthia Hanson (1994), "The Beauty Myth and Female Consumers: The Controversial Role of Advertising," *Journal of Consumer Affairs*, 28 (Summer), 137-153.
- (1990), "AIDS and Consumer Anxiety: A Refocusing of the Debate," *Journal of Health Care Marketing*, 10 (3), 64-66.

- With Debra Stephens (1990), "Using Condoms in the Age of AIDS: A Phenomenological Study with Marketing Implications," *Journal of Health Care Marketing*, 10 (1), 26-35.
- (1989), "An Exploration of Voter Responses to Political Advertisements," *Journal of Advertising*, 18 (4), 14-22.
- (1989), "The Growing Threat of AIDS: How Marketers Must Respond," *Journal of Health Care Marketing*, 9 (2), 5-12.
- (1988), "An Exploration of the Relationship between AIDS-Related Anxiety and the Evaluation of Condom Advertisements," *Journal of Advertising*, 17 (4), 35-42.

### *Marketing and Public Policy*

- With Justine Rapp and Michael Capella (2015), "Consumption Restrictions in a Total Control Institution: Participatory Action Research in a Maximum-Security Prison," *Journal of Public Policy & Marketing*, 34 (Fall), 156-172.
- With Michael Capella and Yoon-Na Cho (2015), "Incivility in Political Advertisements: A Look at the 2012 U.S. Presidential Election," *International Journal of Advertising*, 34 (5), 812-829.
- With Lan Chaplin and Debbie John (2014), "Poverty and Materialism: A Look at Impoverished Versus Affluent Children," *Journal of Public Policy & Marketing*, 33 (Spring), 78-92.
- With Kelly Martin (2014), "Broadening the Paradigm of Marketing as Exchange: A Public Policy and Marketing Perspective," *Journal of Public Policy & Marketing*, 33 (Spring), 17-33. Winner of the 2016 AMA Kinnear Award for best article in a three-year period.
- With Aronte Bennett (2013), "The Impact of Disparate Levels of Marketplace Inclusion on Consumer-Brand Relationships," *Journal of Public Policy & Marketing*, 32 (Spring), 16-31.
- (2012), "Editor Essay: Building an Inclusive Academic Community: A Possible Path for Public Policy and Marketing," *Journal of Public Policy & Marketing*, 31 (Spring), 1-3.
- (2011), "Editor Essay: Wither *Marketing* and Public Policy Research? Or Has Public Policy *and* Marketing Come of Age?" *Journal of Public Policy & Marketing*, 30 (Spring), 86-88.
- (2010), "Editor Essay: Broadening the Concept of Public Policy and Marketing: How Far Is Far Enough?" *Journal of Public Policy & Marketing*, 29 (Fall), 151-152.
- (2008), "Editor Essay: Journal of Public Policy and Marketing: A Top-Tier Journal in an Age of Enlightenment," *Journal of Public Policy & Marketing*, 27 (Spring), 1-3.
- (2007), "Editor Essay: Journal of Public Policy & Marketing Scholarship: Improving the World One Article at a Time," *Journal of Public Policy & Marketing*, 26 (Spring), 1-3.
- With John Kozup (2007), "Consumer Experiences of Predatory Lending Practices," *Journal of Consumer Affairs*, 41 (Summer), 29-46.
- With Debra Stephens and Jim Gentry (2005), "A Consumer-Behavior Perspective on Intimate Partner Violence,"

*Journal of Contemporary Ethnography*, 34 (February), 36-67.

- (2003), "Homelessness in the United States: An Ethnographic Look at Consumption Strategies," *Journal of Community and Applied Social Psychology*, 13 (September/October), 128-137.

- (2002), "Consumer Culture and the Culture of Poverty: Implications for Marketing Theory and Practice," *Marketing Theory*, 2 (September), 273-294.

- With Stacey Baker and Debra Stephens (2002), "How Can Retailers Enhance Accessibility? Giving Consumers with Visual Impairments a Voice in the Marketplace," *Journal of Retailing and Consumer Services*, 9 (4), 227-239.

- (2002), "Service Provision through Public-Private Partnerships: An Ethnography of Service Delivery to Homeless Teenagers," *Journal of Service Research*, 4 (May), 278-289.

- With Stacey Baker and Debra Stephens (2001), "Marketplace Experiences of Individuals with Visual Impairments: Beyond the Americans with Disabilities Act," *Journal of Public Policy & Marketing*, 20 (Fall), 215-224.

- With Renee Gravois Lee and Julie Ozanne (1999), "Improving Service Encounters Through Resource Sensitivity: The Case of Health Care Delivery in Appalachia," *Journal of Public Policy & Marketing*, 18 (Fall), 230-248.

- With Julie Ozanne and Newell Wright (1998), "Juvenile Delinquents' Use of Consumption as Cultural Resistance: Implications for Juvenile Reform Programs and Public Policy," *Journal of Public Policy & Marketing*, 17 (Fall), 185-196.

- With Renya Reed (1998), "The Process of Becoming Homeless: An Investigation of Families in Poverty," *Journal of Consumer Affairs*, 32 (2), 320-332.

- With Cathy Goodwin (1998), "Commitment to Physical Fitness: Commercial Influences on long-term Healthy Consumer Behaviors," *Social Marketing Quarterly*, 4 (Spring), 68-83.

- With David L. Ramp and Linda Silver (1998), "The Rent-To-Own Industry and Pricing Disclosure Tactics," *Journal of Public Policy & Marketing*, 17 (Spring), 3-10. Employed by the Federal Trade Commission in the development of their position paper titled *Survey of Rent-To-Own Customers*, 2000. Finalist for the 2002 *Kinnear* award for best article published during the years 1998-2000.

- Book Review: *It Takes a Nation: A New Agenda for Fighting Poverty*, Rebecca M. Blank, *Journal of Public Policy & Marketing*, 17 (Spring), 1998, 145-146.

- With Debra Stephens (1997), "Impoverished Consumers and Consumer Behavior: The Case of AFDC Mothers," *Journal of Macromarketing*, 17 (Fall), 32-48.

- With Beth Hirschman and Jack Bauman (1997), "Consumer Survival during the Great Depression: A View from the Field," *Journal of Macromarketing*, (17) Spring, 107-127.

- With Beth Hirschman and Jack Bauman (1996), "The Birth of Modern Entitlement Programs: Reports from the Field and Implications for Welfare Policy," *Journal of Public Policy & Marketing*, 15 (Fall), 263-277.

- With Sandi Macan (1996), "Consumer Survival on Welfare with an Emphasis on Medicaid and the Food Stamp Program," *Journal of Public Policy & Marketing*, 15 (Spring), 118-127.

- With Sandi Macan (1996), "Welfare Reform in the United States: Resulting Consumption Behaviors, Health and Nutrition Outcomes, and Public Policy Solutions," *Human Rights Quarterly*, 18 (February), 142-159.

- With Maggie Jones Patterson and Kate Maloy (1995), "Abortion in America: A Consumer-Behavior Perspective," *Journal of Consumer Research*, 21 (March), 677-694.
- With John P. Fraedrich and Maryon F. King (1995), "Marketing a Controversial Product Such as Fetal Tissue Research Requires Sensitivity and Finesse," *Journal of Health Care Marketing*, 15 (Summer), 16-23.
- With Jim Gentry, Pat Kennedy, and Katherine Paul (1995), "The Vulnerability of Those Grieving the Death of a Loved One: Implications for Public Policy," *Journal of Public Policy & Marketing*, 14 (Spring), 128-142.
- (1995), "Researching Sensitive Topics in Marketing: The Special Case of Vulnerable Populations," *Journal of Public Policy & Marketing*, 14 (Spring), 143-148.
- Book Reviews: *Down on Their Luck*, David A. Snow and Leon Anderson; *The Women Outside: Meanings and Myths of Homelessness*, Stephanie Golden; *The Visible Poor: Homelessness in the United States*, Joel Blau; *Journal of Public Policy & Marketing*, 14 (Spring), 1995, 169-174.
- With Jane Keffer (1995), "Strategic Uses of Lobbying Activities: The Case of the Sugar Industry," *Handbook of Business Strategy*, 235-243.
- (1994), "Bill Collectors and Consumers: A Troublesome Exchange Relationship," *Journal of Public Policy & Marketing*, 13 (Spring), 20-35.
- (1994), "The Public Policy Issue of Homelessness: A Review and Synthesis of Existing Research," *Journal of Business Research*, 30 (May), 5-12.
- (1994), "A Consumer Perspective of Handgun Control in the U.S.," *Advancing the Consumer Interest*, 6 (1), 10-14.
- (1992), "Homeless Children: Coping with Material Losses," *Journal of Consumer Affairs*, 26 (Winter), 274-287.
- (1992), "Criminal Receiving: The Fence as Marketer," *Journal of Public Policy & Marketing*, 11 (Fall), 126-134.
- (1991), "Health Care and the Homeless: A Marketing-Oriented Approach," *Journal of Health Care Marketing*, 11 (June), 14-23.
- (1991), "Guest Editorial: A Broadened View of Ethics and Health Care Marketing," *Journal of Health Care Marketing*, 11 (March), 2-4.
- With Mark Stamey (1990), "The Homeless in America: An Examination of Possessions and Consumption Behaviors," *Journal of Consumer Research*, 17 (December), 303-321. Finalist for the 1991 JCR award for best article for the years 1988-1990.

### *Consumer Behavior, Marketing, and Management*

- With Brennan Davis and Julie Ozanne (2016), "The Transformative Consumer Research Movement," *Journal of Public Policy & Marketing*, 35 (Fall), 159-169.
- With Daniel Cunningham (2016), "Dehumanization and Restriction inside a Maximum-Security Prison: Novel Insights about Consumer Acquisition and Ownership," *Journal of the Association for Consumer Research*, 1 (April), 295-313.

- With Justine Rapp and Michael Capella (2016), "Antiservice as a Guiding Maxim: Tough Lessons from a Maximum-Security Prison," *Journal of Service Research*, 19 (1), 57-71.
- With Paul Armstrong Hill (2015), "Antiservice within the Medical Service Encounter: Lessons for Radiologists beyond Service Recovery," *Journal of the American College of Radiology*, 12 (12), 1280-1285.
- With Colin Gabler (2015), "Abusive Supervision, Distributive Justice, and Work-Life Balance: Perspectives from Salespeople and Sales Managers," *Journal of Personal Selling and Sales Management*, 35 (3), 257-261.
- With Stacey Baker, Courtney Baker, and John Mittelstaedt (2015), "Improvisational Provisioning in Disaster: The Mechanisms and Meanings of Ad Hoc Exchange Systems in Community," *Journal of Macromarketing*, 35 (3), 334-352. Winner of the 2016 Slater Award for the Best Article.
- With Justine Rapp (2015), "'Lordy, Lordy Look Who's Forty!' The *Journal of Consumer Research* Reaches a Milestone," *Journal of Consumer Research*, 42 (1), 19-29.
- With Stephen Mahar, Daniel Wright, and Kurt Bretthauer (2014), "Optimizing Marketer Costs and Consumer Benefits Across 'Clicks' and 'Bricks,'" *Journal of the Academy of Marketing Science*, 42 (6), 619-641.
- With Stacey Baker (2013), "A Community Psychology of Object Meanings: Identity Negotiation during Disaster Recovery," *Journal of Consumer Psychology*, 23 (July), 275-287.
- With Aronte Bennett (2012), "The Universality of Warmth and Competence: A Response to Brands as Intentional Agents," *Journal of Consumer Psychology*, 22 (April), 199-204.
- With Nora Moran (2011), "Social Marketing and Interactive Media," *International Journal of Advertising*, 30 (November), 815-838.
- With Peggy Chaudhry, Steve Stumpf, and Goksel Yalcinkaya (2011), "Consumer Complicity in Emerging Markets," *Advances in International Marketing*, 22, 223-239.
- With Alison Watkins (2009), "A Simulation of Business-to-Business Decision Making in a Relationship Marketing Context," *Industrial Marketing Management*, 38, 994-1005.
- With Simona Botti, Susan Broniarczyk, Gerald Haubl, Yanliu Huang, Barbara Kahn, Praveen Kopalle, Donald Lehmann, Joe Urbany, and Brian Wansink (2008), "Choice Under Restrictions," *Marketing Letters*, 19, 183-199.
- With Jeannie Gaines and Mark Wilson (2008), "Consumer Behavior, Extended-Self, and Sacred Consumption: An Alternative Perspective from Our Animal Companions," *Journal of Business Research*, 61 (May), 553-562.
- With Karen L. Becker-Olsen (2006), "The Impact of Sponsor Fit on Brand Equity: The Case of Nonprofit Service Providers," *Journal of Service Research*, 9 (August), 73-83.
- With Debra Stephens (2005), "The Multiplicity of Selves and Selves Management: A Leadership Challenge for the 21<sup>st</sup> Century," *Leadership*, 1 (February), 127-140.
- (2002) "Managing Across Generations in the 21<sup>st</sup> Century: Important Lessons from the Ivory Trenches," *Journal of Management Inquiry*, 11 (March), 61-67.
- With Cathy Goodwin and Michael Mayo (1997), "Salesperson Loss of a Major Account: A Qualitative Analysis," *Journal of Business Research*, 40 (October), 167-180.

- With Debra Stephens and Karen Bergman (1996), "Interactive Media and the Future of Advertising: Lessons from the QVC Home Shopping Channel," *Journal of Business Research*, 37 (November), 193-200.
- Book Review: *The Total Package: The Evolution and Secret Meanings of Boxes, Bottles, Cans, and Tubes*, Thomas Hine, *Journal of Consumer Affairs*, 30 (Winter), 1996, 480-482.
- With Debra Stephens (1996), "The Dispossession of Animal Companions: A 'Humanistic' and Consumer Behavior Perspective," *Society and Animals*, 4 (2), 189-210.
- With Jim Gentry, Pat Kennedy, and Katherine Paul (1995), "Family Transitions during Grief: Discontinuities in Household Consumption Patterns," *Journal of Business Research*, 34 (September), 67-79.
- With Lisa Szykman (1993), "A Consumer-Behavior Investigation of a Prison Economy," *Research in Consumer Behavior*, 6, 233-262.
- Book Review: *Highways and Buyways: Naturalistic Research from the Consumer Behavior Odyssey*, Russell W. Belk, ed., *Journal of Marketing*, 56 (July), 1992, 121-123.
- With Robert L. Nydick (1992), "Using the Analytic Hierarchy Process to Structure the Vendor Selection Procedure," *Journal of Purchasing and Materials Management*, 31-36.
- (1991), "Homeless Women, Special Possessions, and the Meaning of 'Home': An Ethnographic Case Study," *Journal of Consumer Research*, 18 (December), 298-310.
- With James C. Ward (1991), "Designing Effective Promotional Games: Opportunities and Problems," *Journal of Advertising*, 20 (September), 69-81.
- With Harold Robinson (1991), "Fanatic Consumer Behavior: An Exploration of Athletics as a Consumption Experience," *Psychology & Marketing*, 8 (2), 79-99.
- With Andrea L. Beaver (1991), "Advocacy Groups and the Television Media: A Qualitative Study with Marketing Implications," *Journal of Advertising*, 20 (1), 18-27.
- With Meryl Gardner (1990), "Consumers' Mood States and the Decision-Making Process," *Marketing Letters*, 1 (3), 229-238.
- With James C. Ward (1989), "Mood Manipulation in Marketing Research: An Examination of Potential Confounding Effects," *Journal of Marketing Research*, 26 (February), 97-104.
- With Meryl P. Gardner (1988), "Consumers' Mood States: Antecedents and Consequences of Experiential Vs. Informational Strategies for Brand Choice," *Psychology & Marketing*, 5 (2), p. 169-182.
- (1987), "The Impact of Interpersonal Anxiety on Consumer Information Processing," *Psychology & Marketing*, 4 (2), 93-105.
- With Robert Spekman (1980), "Strategy for Effective Procurement in the 1980's," *Journal of Purchasing and Materials Management*, (Winter), pp. 2-7.

## **PROCEEDINGS PUBLICATIONS, BOOK CHAPTERS, AND PROFESSIONAL MEDIA**

- (2017), "Impoverished Consumers: What We Know, What We Don't Know, and What We Should Do," in *The Routledge Companion to Consumer Behavior*, Michael Solomon and Tiny Lowrey, eds. New York: Taylor & Francis, 459-470.
- (2016), "Poverty and Deprivation: What's a Marketer to Do?" American Marketing Association, Marketing and Society, [www.ama.org/academics/Pages/poverty-and-deprivation-whats-a-marketer-to-do.aspx](http://www.ama.org/academics/Pages/poverty-and-deprivation-whats-a-marketer-to-do.aspx).
- (2015), "Poverty as You Never Knew It," Tedx Talk <https://youtu.be/mEMhbRAQ9uo>
- (2015), "Consumption Restrictions in a Maximum-Security Prison: Perspectives of Incarcerated Men," *Prison Legal News*, August 4, [prisonlegalnews.org](http://prisonlegalnews.org).
- With Nora Moran and Scott Newbert (2015), "The Role of Social Entrepreneurship in Successful Social Marketing," in *The Handbook of Persuasion and Social Marketing*, David W. Stewart, ed. Santa Barbara, CA: Praeger, 297-312.
- With Justine Rapp and Donald Lehmann (2015), "Modelling Non-Consumer Behavior: Consumption-as-Restriction and Corporate Social Responsibility," in *Handbook of Research on Marketing and Social Responsibility*, Ronald Paul Hill and Ryan Langan, eds. Surrey, UK: Edward Elgar, 198-215.
- With Kelly Martin (2015), "A Global Perspective for Responsibly Serving Customers," in *Handbook of Research on Marketing and Social Responsibility*, Ronald Paul Hill and Ryan Langan, eds. Surrey, UK: Edward Elgar, 333-354.
- (2014), "Waiting to Exhale," in *AMA Transitions Guide: Navigating the Transition from Doctoral Student to Assistant Professor*, AMA: Chicago, IL, 57-58.
- (2013), "Public Policy and Marketing Research and Practice," in Solomon, Michael R. (ed.), *Why We Buy: Understanding Consumer Behavior, The Marketing & Management Collection*, Henry Stewart Talks Ltd, London (online at <http://hstalks.com/?t=MM1643500-Hill>).
- (2013), "When Disaster Relief in No Relief," Huffington Post, [http://www.huffingtonpost.com/ronald-p-hill-phd/hurricane-sandy-relief\\_b\\_2974046.html?utm\\_hp\\_ref=new-york](http://www.huffingtonpost.com/ronald-p-hill-phd/hurricane-sandy-relief_b_2974046.html?utm_hp_ref=new-york).
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- (2015), *Legends in Consumer Behavior, Morris Holbrook: Volume 13—Macromarketing Applications*, Sage Publications: New York.
- With Ryan Langan (2014), *Handbook of Research on Marketing and Corporate Social Responsibility*, Edward Elgar Publishing Ltd, Surrey: UK.
- With Michael Raysor (2012), *Congratulations on Your Graduation ... Now Get Ready for College! Simple Lessons for a Successful Experience*, CreateSpace: Amazon.com.
- With John Kozup and Ray Taylor (2008), *Marketing and Public Policy Conference Proceedings: Volume 18*, American Marketing Association.
- With Mark Peterson (2005), *Macromarketing at 30: Discourse, Diversity, and Distinction*, Proceedings of the 30<sup>th</sup>

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- With Ray Taylor (2001), *Proceedings of the 2001 Marketing and Public Policy Conference*, American Marketing Association.

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- (1996), *Marketing and Consumer Research in the Public Interest*, Sage.

- With Ray Taylor (1996), *Proceedings of the 1996 Marketing and Public Policy Conference*, American Marketing Association.

## **PRESENTATIONS OF ACADEMIC PAPERS**

“Impoverished Youths in a Material World,” presented at the Kellogg—UIC Conference on Children’s Well-Being and Happiness, July 2017 in Chicago, IL.

“One Toke Over the Line Sweet Jesus: Public Policy and Marketing Implications of Medical and Recreational Marijuana,” presented at the 2017 Marketing & Public Policy, June 2017 in Washington, DC.

“Lessons from *JPPM* Editors,” presented at the 2017 Marketing & Public Policy Preconference, June 2017 in Washington, DC.

“Marketplace Morality and Impoverished Consumers,” presented at University of Illinois Chicago and St. Joseph’s University, November 2016.

“Public Policy and Marketing Research in Difficult Environs: An Examination across Three Contexts,” presented at the 2016 Marketing & Public Policy, June 2016 in San Luis Obispo, CA.

“Dangerous Consumption and Consumption under Dangerous Conditions,” presented at the 2016 Marketing & Public Policy Preconference, June 2016 in San Luis Obispo, CA.

“The Fascinating Field of Marketing II: Undertaking Research with Impact,” presented at the AMA-Sheth Foundation Doctoral Student Consortium, June 2016 at University of Notre Dame.

“Long-Term Effects of Economic Deprivation and Consumption Restriction,” presented at 2016 Invitational Choice Symposium, May 2016 in Lake Louise, Alberta, CA.

“Dehumanization and Restriction inside a Maximum-Security Prison: Novel Insights about Consumer Acquisition and Ownership,” presented at Drexel University and Fordam University, October 2015.

“Antiservice and Healthcare Consumers: A Tale of Two Environments,” presented at Association for Consumer Research Conference, October 2015 in New Orleans, LA.

“Roundtable: Centers and Collaboration: Increasing Public Policy and Marketing Research and Impact,” discussant at the 2015 Marketing & Public Policy, June 2015 in Washington, DC.

“Transformative Consumer Research Informs Marketing and Public Policy,” chair at the 2015 Marketing & Public Policy Conference, June 2015 in Washington, DC.

“Social Marketing in a Changing World,” panelist at the Fisher Colloquium, McDonough School of Business, Georgetown University, June 2015.

“Institutional Research and Policies on Human Wellbeing,” presented at the 2015 Marketing & Public Policy Doctoral Consortium, June 2015 in Washington, DC.

“Customer Networks, Communities, and Brands,” presented at 2015 Academy of Marketing Science Doctoral Consortium, May 2015 in Denver, CO.

“Making Research Relevant for Stakeholders,” presented at 2015 Academy of Marketing Science Doctoral Consortium, May 2015 in Denver, CO.

“Setting Research Priorities,” presented at 2015 Academy of Marketing Science Doctoral Consortium, May 2015 in Denver, CO.

“Consumption and Restriction in a Total Control Institution,” presented at Franklin and Marshall College, February 2015.

“Antiservice as a Guiding Maxim: Tough Lessons from a Maximum-Security Prison,” presented at University of Maryland, November 2014; at Georgetown University, December 2014.

“Understanding and Measuring Your Ethical Competency,” presented to Oklahoma Ethics Consortium, November 2014 in Oklahoma City and Tulsa, OK.

“Consumption Under Restriction: Vulnerability and Resilience in a Maximum-Security Prison,” presented at Association for Consumer Research Conference, October 2014 in Baltimore, MD.

“Broadening the Paradigm of Marketing as Exchange: Reflections from the Field and Insights Moving Forward,” special session co-chair, Public Policy & Marketing Conference, June 2014 in Boston, MA.

“Poverty and Materialism: Are Impoverished Children More Materialistic than Affluent Children?” presented at Public Policy & Marketing Conference, June 2014 in Boston, MA.

“Material Ill-Being in a Maximum-Security Prison,” presented at Public Policy & Marketing Conference, June 2014 in Boston, MA.

“Public Policy and Marketing Research: Tough Lessons from the Ivory Trenches,” presented at the 2014 Marketing & Public Policy Research Workshop and Doctoral Consortium, University of Massachusetts, June 2014 in Amherst, MA.

“Causes and Consequences of Consumption Under Restriction: The Impact on Wellbeing of Consumers, Citizenry, and Society,” Sustainable Business Practices Research Event: Sustainable Consumption and Material Wellbeing, University of Wyoming, April 2014 in Laramie, WY.

Workshop Participant, 2104 Business Ethics Conference for Deans of Catholic Business Schools, University of St. Thomas, April 2014 in Houston, TX.

“What I Wish I knew Then,” presented at the Second Annual Mid-Atlantic Marketing Doctoral Symposium, Temple University, March 2014 in Philadelphia, PA.

“Consumer Behavior Under Severe Restriction: A Look at Differences between Affluent and Impoverished People,” created for the Association for Consumer Research Annual Conference, October 2013 in Chicago, IL.

“Broadening the Concept of Well-Being,” presented at Queen’s School of Business Conference on Consumer Well-Being, September 2013 in Kingston, ON.

“Transformative Consumer Research,” presented at the 2013 Ph.D. Project Marketing Division Annual Meeting, August 2013 in Boston, MA.

“Managing *Whose* Career? Tough Lessons from the Ivory Trenches,” presented at the AMA-Sheth Foundation Doctoral Student Consortium, June 2013 in Ann Arbor, MI.

“Teaching Effectiveness: Instrumental versus Inclusive Approaches,” presented at the AMA-Sheth Foundation Doctoral Student Consortium, June 2013 in Ann Arbor, MI

“Your Research Stream: Laser Focus or Potpourri?” presented at the 2013 Winter AMA Doctoral Symposium, February 2013 in Las Vegas, NV.

“Innovative Retail Strategies for Serving the World’s Impoverished Consumers,” presented at the American Marketing Association Winter Educators’ Conference, February 2013 in Las Vegas, NV.

“Vulnerable Consumer Segments: Emerging Issues and Future Directions,” presented at the American Marketing Association Winter Educators’ Conference, February 2013 in Las Vegas, NV.

“Manifesto on Marketing as Exchange,” presented at Florida State University, Wachovia Distinguished Scholar Series, January 2013, and Boston College, March 2013.

“Recognizing the Dignity of the Complete Person as Consumer,” presented at the American Marketing Association Summer Educators’ Conference, August 2012 in Chicago, IL.

“Our Larger Obligations to People of Color as Accomplished Scholars,” presented at the 2012 Ph.D. Project Marketing Division Annual Meeting, August 2012 in Chicago, IL.

“Marketplace Inclusion and Exclusion: A Look across Contexts and People,” session organizer and chair, Public Policy & Marketing Conference, June 2012 in Atlanta, GA.

With Stacy Baker, “A Marketing and Public Policy Perspective on Cultural Trauma,” presented at Public Policy & Marketing Conference, June 2012 in Atlanta, GA.

With Lan Chaplin, “The Development of Materialism in Impoverished Children,” presented at Public Policy & Marketing Conference, June 2012 in Atlanta, GA.

“Impoverished Consumers and Social Marketing,” presented at Public Policy & Marketing Conference, June 2012 in Atlanta, GA.

“Life Satisfaction and Self-determination at the Bottom-of-the-Pyramid,” presented at the American Marketing Association Winter Educators’ Conference, February 2012 in St. Petersburg, FL.

“Consumption at the Bottom of the Economic Pyramid,” presented at Rutgers University, College of Business, October 2011 in Newark, NJ, and George Washington University, April 2012.

“The Road Ahead for Corporate Identity/Associations,” presented at the International Conference on Corporate Identity Association Research Group, September 2011 in Philadelphia, PA.

“The Trials and Tribulations of Qualitative Methods in Marketing Research,” presented at the AMA-Sheth Foundation Doctoral Consortium, June 2011 in Stillwater, OK.

“Personal and Professional Work-Life Balance as a Male Marketing Academic,” presented at the AMA-Sheth Foundation Doctoral Consortium, June 2011 in Stillwater, OK.

With Stacy Baker, “Intended and Unintended Consequences of Corporations as Change Agents in Disaster Recovery,” presented at Public Policy & Marketing Conference, June 2011 in Washington, DC.

“Transformative Consumer Research Comes of Age,” presented at the Doctoral Student consortium, Society for Consumer Psychology Annual Conference, February 2011 in Atlanta, GA.

“Who Really Is Your Daddy: When the Consumer Is Not the Customer,” presented at the American Marketing Association Winter Educators’ Conference, February 2011 in Austin, TX.

“Sustainability Research in the *Journal of Public Policy and Marketing*,” presented at the Business & Sustainability Conference, November 2010, Portland State University, OR.

“Restricted Consumption: A Look across People and Contexts,” presented at the University of Houston, Bauer College of Business, October 2010 in Houston, TX.

“CSR and Marketing: Oxymoron or Strategic Advantage?” presented at 2010 Inaugural Academic Conference on Social Responsibility: Connecting across the Disciplines, July 2010 in Tacoma, WA.

“Whose Change Are We Talking About? When Multiple Parties and Multiple Agendas Collide,” presented at the 2010 Marketing and Public Policy Conference, May 2010 in Denver, CO.

“Challenging Our View of Consumption: Do We All Live in a Material World?” Pollay Prize Lecture, University of British Columbia, April 2010 in Vancouver, BC. Also presented at the 2010 Marketing and Public Policy Preconference, May 2010 in Denver CO.

“The Business Ethics Audit: A Bottom-up Approach,” keynote address at the 17<sup>th</sup> Annual International Vincentian Business Ethics Conference, October 2009 in Niagara, NY.

“Understanding Consumers’ Experiences with Mortgage Lenders and Counselors: The Case of Predatory Lending,” presented at the American Marketing Association Winter Educators’ Conference, February 2008 in Austin, TX.

“Rawlsian Ethics, the Human Development Index, and the Poor,” keynote plenary session speaker, International Society for Quality of Life Studies Conference, December 2007 in San Diego, CA.

“CSR and Marketing,” symposium participant, Aspen Institute, September 2007 in Aspen, CO.

“Family—Globally,” session participant, 32<sup>nd</sup> Annual Macromarketing Conference, June 2007 in Washington, DC.

“Ethical Issues and Distributive Justice in Macromarketing,” plenary session participant, 32<sup>nd</sup> Annual Macromarketing Conference, June 2007 in Washington, DC.

“Subsistence Markets,” session chair, 32<sup>nd</sup> Annual Macromarketing Conference, June 2007 in Washington, DC.

“What is the Nature of the Market?” plenary session participant, 32<sup>nd</sup> Annual Macromarketing Conference, June 2007 in Washington, DC.

“Twin Sons of Different Mothers: A Session Based on Special Issues of the Journals,” session co-chair, Marketing and Public Policy Conference, June 2007 in Washington, DC.

“A Simulation of Moral Behavior within Marketing Exchange Relationships,” presented to the marketing faculty at University of Notre Dame, October 2006.

“Consumer Experiences in Subsistence Marketplaces,” session chair, Product and Market Development Conference, August 2006, in Chicago, IL.

“Implications of Restriction Research for Disadvantaged Consumers,” presented at the Product and Market Development Conference, August 2006 in Chicago, IL.

“Health Literacy and Nutritional Education for Low Literate Consumers,” session discussant, Marketing and Public Policy Conference, June 2006 in Long Beach, CA.

“Aftermath of Disasters: Consumer Reactions and Implications,” session discussant, Marketing and Public Policy Conference, June 2006 in Long Beach, CA.

“Perspectives on the Current Status of Ethics Research,” presented at the American Marketing Association Winter Educators' Conference, February 2006 in St. Petersburg, FL.

“The Lurking Marketer: Ethical, Policy, and Theoretical Issues Surrounding Covert Marketing Activities,” presented at the American Marketing Association Winter Educators' Conference, February 2006 in St. Petersburg, FL.

“Consumer Vulnerability as a Socially-Constructed Phenomenon,” presented at the American Marketing Association Winter Educators' Conference, February 2006 in St. Petersburg, FL.

“Morality in Marketing: Oxymoron or Good Business Practice?” presented at the Distinguish Speaker Series, Center for Public Policy and Marketing, Villanova University, December 2005; York University, January 2006; University of Notre Dame, October 2006.

“To Be(ing) or Not to Be(ing)? Exploring Consumer Unwellness,” presented at the Doctoral Student Consortium of the Association for Consumer Research, September 2005 in San Antonio, TX; also presented at the Marketing and Public Policy Conference, June 2006 in Long Beach, CA.

“For Consumers: Steps Toward Transformative Consumer Research,” special presidential session participant, Association for Consumer Research, September 2005 in San Antonio, TX.

“Intimate Partner Violence and the Damaged Self: How Can Service Providers Facilitate Reconstruction?” presented at the Association for Consumer Research, September 2005 in San Antonio, TX.

“Consumer Racial Profiling: Perspectives from Industry, Academia, Government, ACLU, and NAACP,” session participant at the Marketing and Public Policy Conference, May 2005 in Washington, DC.

“The Impact of Perceived Corporate Social Responsibility on Consumer Behavior,” presented at the Marketing and Public Policy Conference, May 2005 in Washington, DC.

“If Surfers Can Be Fed, Why Not the Poor? The Moral Case for Consumption Adequacy,” invited keynote speaker at the ESRC Queens Consumer Disadvantage Seminar, March 2005 in Belfast, NI. Also presented at the 30<sup>th</sup> Annual Macromarketing Conference, May 2005 in St. Petersburg, FL.

“Marketing and Society in the 21<sup>st</sup> Century,” presented at the 29<sup>th</sup> Annual Macromarketing Seminar, May 2004 in

Vancouver, BC.

“Good Business,” Session Chair, 29<sup>th</sup> Annual Macromarketing Conference, May 2004 in Vancouver, BC.

“Corporate Social Responsibility: A Tale of Two Studies,” presented at the 29<sup>th</sup> Annual Macromarketing Conference, May 2004, in Vancouver, BC.; also presented to the business and economics faculty at Northern Arizona University, March 2003.

“Corporate Social Responsibility: Walking the Walk in the College of Business,” presented at the First Annual Social Responsibility and Corporate Reporting Conference, May 2004 in St. Petersburg Beach, FL.

“Social Justice and Catholic Faith-in-Action: Lessons from Consumer Ethnographies,” presented at the 64<sup>th</sup> Annual Meeting of the Society for Applied Anthropology, March 2004 in Dallas, TX.

“E-Services, Economic Development, and Quality of Life,” presented at the Twelfth Annual Frontiers in Services Conference, October 2003 in College Park, MD.

“A Model of Consumption and Environmental Degradation: Making the Case for Sustainable Consumer Behavior,” presented at the Marketing and Public Policy Conference, May 2003 in Washington, DC.; also presented at the Macromarketing Conference, August 2003 in Mashantucket, CT.

“Society and Marketing: A Walk on the Dark Side,” presented at the Doctoral Consortium of the Public Policy and Marketing Conference, May 2003 in Washington, DC.

“The Unintended Consequences of Welfare Reform on Impoverished Consumers,” presented at the Marketing and Public Policy Conference, May 2003 in Washington, DC.

“Vulnerable Consumers,” Session Discussant, Public Policy and Marketing Conference, May 2003 in Washington, DC.

“Social Service Delivery Through Public-Private Partnerships: Implications for Faith-Based Organizations,” presented at the Independent Sector’s 2003 Spring Research Forum, March 2003 in Washington, DC.

“Consumption and Poverty,” presented at the Annual Catholic Social Ministry Gathering on *Scholarship, Service and Faith: Pursuing Peace, Overcoming Poverty, Advocating Human Rights*, February 2003 in Washington, DC.

“Problematic Economic Systems and Exchange,” Session Chair and Discussant, Summer Marketing Educators’ Conference, August 2002 in San Diego, CA.

“Surviving in a Material World: The Case of Low-Income Consumers,” presented to the MBA students at the College of William & Mary, February 2002; and the faculty at Wayne State University, January 2003.

“Surviving in a Material World: Evidence from Ethnographic Research on Impoverished Consumers and Public-Private Partnerships,” presented to the Mandel Center for Nonprofit Management, Case Western Reserve University, September 2001; and the College of William & Mary, February 2002.

“Helping the Poor in Financial Markets,” Session Discussant, Marketing and Public Policy Conference, June 2001 in Washington, DC.

“Surviving in a Material World Part I: A One-Act, One-Person Play,” presented to the HCR Group within the Association for Consumer Research, October 2000 in Salt Lake City, UT.

“Subculture Markets,” Session Discussant, Marketing and Public Policy Conference, June 2000 in Washington, DC.

"Poverty as a Public Health Issue: The Case of Health Care Delivery in an Appalachian Community," presented to the Policy Analysis and Management Department, Cornell University, March 2000.

"Surviving in a Material World: Evidence from Ethnographic Consumer Research on People in Poverty," Research Workshop Series at The University of Alabama at Tuscaloosa, March 2000.

"To Have, To Lose, and To Find Again: Poverty and Possessions in a Material World," presented at the American Marketing Association Winter Educators' Conference, February 2000 in San Antonio, TX.

"Ethics, Poverty, and Crime," Session Chair, American Marketing Association Winter Educators' Conference, February 2000 in San Antonio, TX.

"Ethical and Societal Issues in Marketing," Session Chair, American Marketing Association Summer Educators' Conference, August 1999 in San Francisco, CA.

"Global Poverty and the United Nations," presented at the Marketing and Public Policy Conference, May 1999 in South Bend, IN.

"Why Doesn't She Just Leave? A Consumer-Behavior Perspective on Domestic Violence against Women," presented at the American Marketing Association Winter Educators' Conference, February 1999 in Saint Petersburg Beach, FL.

"Commitment to Physical Fitness: Commercial Influences on Long-Term Healthy Consumer Behaviors," presented to the Association for Consumer Research, October 1998 in Montreal, Canada.

"On Human Commoditization: A Model Based upon African American Slavery," presented to the Association for Consumer Research, October 1998 in Montreal, Canada.

"Critical Ethnography: Consumer Research that Gives a Damn," presented at the AMA-Sheth Foundation Doctoral Consortium, August 1998 in Athens, Georgia.

"The Future of Business Education," presented at the AMA-Sheth Foundation Doctoral Consortium, August 1998 in Athens, Georgia.

"An Examination of Poverty from a Global Perspective: A View from the United Nations," presented at the Model UN Program, The University of Oregon, March 1998 in Eugene, OR.

"Uniting Business Ethics and Community Service: A Scholarly Life," presented to the Price College of Business at The University of Oklahoma, March 1998 in Norman, OK.

"The Rent-To-Own Industry and Retail Pricing Tactics: Empirical Evidence, Legal Analysis, and Consumer Protection," presented at the 1997 American Marketing Association Summer Educators' Conference, August 1997 in Chicago, IL.

"Coming of Age in a Material World: Juvenile Delinquents' Use of Consumption as Cultural Resistance," presented at the Marketing and Public Policy Conference, May 1997 in Boston, MA.

"Making a Difference in the Freshman Year: Innovative Programs Enhancing Students' Success," presented at the 38th Annual Western Academy of Management Conference, April 1997 in Squaw Valley, CA.

"Consumer Survival: The Case of AFDC Mothers," presented at The University of Memphis in the *Does America Have Class?* Interdisciplinary Series, February 1997 in Memphis, TN.

“Passion in the Research Process,” presented to the marketing doctoral students at The University of Memphis, February 1997 in Memphis, TN, and The University of Alabama, March 2000.

“Life-Event Transitions and Consumer Vulnerability,” Session Synthesizer, presented to the Association for Consumer Research, October 1996 in Tucson, AZ.

“Welfare Reform and Health Care for the Poor: Implications for Social Marketing,” presented to the Association for Consumer Research, October 1996 in Tucson, AZ.

“When Is the Consumer Not the Consumer: The Case of Community Action Agencies,” presented at the American Marketing Association Winter Educators' Conference, February 1996, Hilton Head, SC.

“An Ethical Approach to Lobbying Activities,” presented at the Second Annual International Conference Promoting Business Ethics, November 1995 in New York, NY.

“Immigrant Consumers and Community Bonds: Fantasies, Realities, and Transitional Identities,” presented to the Association for Consumer Research, October 1995 in Minneapolis, MN.

“Critical Ethnography: A Postpositivist Method for Social/Public Policy Research in Marketing,” presented at the American Marketing Association Educators' Conference, August 1995 in Washington, DC.

“Advocacy Research: A Place in the Sun within Marketing and Public Policy?” Session Chair, Marketing and Public Policy Conference, May 1995 in Atlanta, GA.

“Advocacy Research that Empowers Informants: A Radical Agenda Based on Critical Theory,” presented at the Marketing and Public Policy Conference, May 1995 in Atlanta, GA.

“Gun Control Legislation from the Constitution to the Brady Bill,” presented at the Marketing and Public Policy Conference, May 1995 in Atlanta, GA.

“Consumer Survival during the Great Depression,” Session Chair, American Marketing Association Winter Educator's Conference, February 1995 in San Diego, CA.

“Consumer Survival during the Great Depression,” presented at the American Marketing Association Winter Educators' Conference, February 1995 in San Diego, CA. Also presented to the faculties at Baruch College, University of Arkansas, and Temple University.

“Australian Aborigines and the Dreaming: The Meaning of Land and Aboriginal Culture,” presented to the Association for Consumer Research, October 1994 in Boston, MA.

“A Consumer-Behavior Approach to Handgun Legislation and Regulation,” presented to the Association for Consumer Research, October 1994 in Boston, MA.

“The Process of Becoming Homeless: An Investigation of Families in Poverty,” presented to the Association for Consumer Research, October 1994 in Boston, MA.

“The Public Policy Issue of Homelessness: A Review and Synthesis of Existing Research,” presented at the Kellstadt Center for Marketing Analysis and Planning of DePaul University, special conference on *Marketing and the Poor*, June 1994.

“Abortion in America: A Consumer-Behavior Perspective,” presented at the Marketing and Public Policy Conference, May 1994 in Washington, DC. Also presented to the faculties at Penn State University, University of Connecticut, and

Rutgers University.

“Social Systems and Social Issues,” Session Discussant, American Marketing Association Winter Educator's Conference, February 1994 in St. Petersburg, FL.

“Coming of Age in a Material World: Juvenile Delinquency and Adolescent Angst,” presented to the Association for Consumer Research, October 1993 in Nashville, TN.

“Women and Abortion: A Phenomenological Analysis,” presented to the Association for Consumer Research, October 1993 in Nashville, TN.

“Ethnography and Marketing Research: A Postmodern Perspective,” presented at the American Marketing Association Educators' Conference, August 1993 in Boston, MA.

“Bill Collectors and Consumers: A Phenomenological Investigation,” presented at the Marketing and Public Policy Conference, May 1993 in East Lansing, MI.

“Access Denied: Consumer Behavior and the Poor,” presented at the American Marketing Association Winter Educators' Conference, February 1993 in Newport Beach, CA.

“Cross-Cultural Consumer Research: Measurement Issues,” Session Discussant, American Marketing Association Winter Educator's Conference, February 1993 in Newport Beach, CA.

“The Role of 'Product' Characteristics in Usage Experience,” Session Discussant, American Marketing Association Winter Educator's Conference, February 1993 in Newport Beach, CA.

“A Primer for Ethnographic Research with a Focus on Social Policy Issues Involving Consumer Behavior,” presented to the Association for Consumer Research, October 1992 in Vancouver, BC.

“Managed Care and the Physician: An Exploratory Study,” presented at the American Marketing Association Educators' Conference, August 1992 in Chicago, IL.

“Criminal Receiving: The Fence as Marketer,” presented at the Marketing and Public Policy Conference, May 1992 in Washington, DC.

“Sneaky Thrills and Auto Theft,” presented at the American Marketing Association Winter Educators' Conference, February 1992 in San Antonio, TX.

“Homeless Children: Coping with Material Losses,” presented at the American Marketing Association Winter Educators' Conference, February 1992 in San Antonio, TX.

“The Homeless in America: An Examination of Possessions and Consumption Behaviors” and “Adolescent Challenges and Consumer Behavior: A View from Two Contrasting Worlds,” presented to the university communities and the marketing faculties at the University of Nebraska, January 1992 in Lincoln, NE, the University of Queensland, June 1993 in Brisbane, Queensland, and at Edith Cowan University, July 1993, in Perth, Western Australia.

“Applying Consumer Research to Social Issues,” Co-chair of Special Session presented to the Association for Consumer Research, October 1991 in Chicago, IL.

“Helping the Homeless: A Radical Consumer Behavior-Oriented Solution,” presented to the Association for Consumer Research, October 1991 in Chicago, IL.

“Transition in Turmoil: When Becoming an Adult Involves Criminal Behavior,” presented to the Association for Consumer Research, October 1991 in Chicago, IL.

“Reliving the ‘Lived’ Experience: Photographs as an Aid to Understanding Consumer Behavior Phenomena,” presented to the Association for Consumer Research, October 1991 in Chicago, IL.

“Homeless Women, Special Possessions, and the Meaning of ‘Home’: An Ethnographic Case Study,” presented at the First Conference on Family/Household Behavior - Consumption and Production Perspectives, March 1991 in Irvine, CA.

“Political Advertising in the 1990s: Expected Strategies, Voter Responses, and Public Policy Implications,” presented to the Association for Consumer Research, October 1990 in New York, NY.

“Globalization and the Competitive Marketplace,” Session Chair, American Marketing Association, August 1990 in Washington, DC.

“The Impact of AIDS on Society: Future Directions and Potential Consumer Reactions,” Co-chair of Special Session presented to the Association for Consumer Research, October 1989 in New Orleans, LA.

“AIDS and the Arts,” presented by video to the Association for Consumer Research, October 1989 in New Orleans, LA.  
“Ethics, Selling, and Store Image,” Session Discussant, American Marketing Association, August 1989 in Chicago, IL.

“Designing Effective Promotional Games: An Information Processing Perspective,” presented at the American Marketing Association Educators' Conference, August 1988 in San Francisco, CA.

“The Relationship between Advertising and Consumers' Moods: An Interactive Viewpoint,” presented at the Seventh Annual Advertising and Consumer Psychology Conference, May 1988 in New York, NY.

“The Effects of Consumer Behavior on Buyer and Seller Feeling States,” Co-chair of Special Session presented to the Association for Consumer Research, October 1987 in Cambridge, Massachusetts.

“The Effects of Advertisements on Consumers' Mood States: An Interactive Perspective,” presented to the Association for Consumer Research, October 1987 in Cambridge, Massachusetts.

“The Buying Process: Effects Of and On Consumer Mood States,” presented to the Association for Consumer Research, October 1986 in Toronto, Canada.

“Measuring Emotional Responses to Advertising,” presented to the Association for Consumer Research, October 1985 in Las Vegas, Nevada.

## **REVIEWER EXPERIENCE**

### Editorships:

*Journal of Public Policy & Marketing*, Editor, 2006-2012  
Special Editor, TCR Edition, 2016  
Conference Chair and Special Editor, 1996, 2001  
Section Editor, *Policy Watch*, 1995-2006  
Special Editor, vulnerable populations, Spring 1995

*Journal of Consumer Psychology*, Special Associate Editor, Marketplace Morality, 2017  
*Journal of Macromarketing*, Special Editor, Vulnerable Consumers, Fall 2005  
*American Behavioral Scientist*, Special Editor, Research in the Public Interest, 1995

Member of the Editorial Review Board:

*Journal of Public Policy & Marketing*, 1993-Present  
*Journal of the Academy of Marketing Science*, 2015-Present  
*Journal of Macromarketing*, 2003-Present  
*Journal of Consumer Affairs*, 2005-Present  
*Psychology & Marketing*, 2015-Present  
*Applied Research in Quality of Life*, 2010-2012  
*Journal of Health Care Marketing*, 1989-1996

Manuscript reviewer for the following journals: *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Contemporary Ethnography*, *Academy of Management Review*, *Journal of Retailing*, *Journal of Business Ethics*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Advertising*, *Journal of Business Research*, *Psychology & Marketing*, *Journal of Business and Psychology*, *Decision & Theory*, *Research in Consumer Behavior*, *Journal of Economic Psychology*, *Human Rights Quarterly*, *Journal of Applied Social Psychology*, *Symbolic Interaction*, *Business and Society Review*, *Business & Society*, and *Journal of World Business*, 1989-Present

Manuscript reviewer for the following annual conferences: *Association for Consumer Research*, *American Marketing Association*, *Public Policy & Marketing*, *American Academy of Advertising*, *Academy of Marketing Science* and *Society for Consumer Psychology*, 1987-Present

Proposal reviewer for *National Science Foundation*, 2001

## CONSULTING ACTIVITIES

Provision of professional consultation to associations, government agencies, nonprofit organizations and major corporations. These activities include: market determination and needs assessment via focus groups and survey research, qualitative investigations, evaluations of market potential, audits of promotional methods, and strategy analyses. Current and former clients include: **AT&T Technology Systems**, **Sallie Mae (Student Loan Marketing Association)**, **National Association of Home Builders**, **Federal Trade Commission**, **Oregon Attorney General's Office**, **Wisconsin Department of Justice**, **Westat, Inc.**, **Physician's Pharmaceutical Services**, **Honeywell**, **Smart House**, **Saatchi & Saatchi** (*Tylenol/Kaiser Permanente* accounts), **DMB&B** (*DeVille/Cadillac* account).

## SPEECHES

Presented strategic management/leadership/marketing theory and application to corporate and association audiences. Groups include: **Proctor and Gamble**, **National Education Association**, **Mortgage Bankers Association**, **American Society of Association Executives**, **Student Loan Marketing Association**, **PRC Inc.**, **Institute of Real Estate Management**, **Specialty Advertising Counselors of Delaware Valley**, **Premier Fabric, Trim, and Fiber**, **Pacific Northwest Metals Summit**, **2001 Utility Executive Leadership Institute**, **International Council of Shopping Centers**, **United Nations Association**, and **Promotional Products Association International**.

## MEDIA INTERVIEWS

Provided expert commentary to local and national media on a variety of business/marketing strategy and policy issues. Interviewers include: **World Net** (broadcast internationally through USIA), **WTTG**, **WWDC**, **WRQX**, **WJLA**, and the **Washington Post** in Washington, DC, **WMCA** and **WNBC** in New York, NY, **KTAR** in Phoenix, **WMWS** in Miami, FL, **WTKN** in Pittsburgh, PA, **WHYY** in Philadelphia, PA, **Lincoln Star-Journal** in Lincoln, NE, **Chicago Tribune** in Chicago, IL, **KATU**, **KPTV**, **KGW**, **KXL**, **KEWS**, **KOIN**, **KBOO**, **KPDX**, **KEX**, **KINK**, **NW Cable News**, **Eugene Register-Guard**, **Oregon Business**, **Columbian**, and the **Oregonian** in Portland, OR/Vancouver, WA, **Fox-13** and **St. Petersburg Times** in St. Petersburg, FL, **CBC** in Vancouver, BC, **Mutual Broadcasting Network**, **National Public**

**Radio, Post/Newsweek TV, Public Radio International, Cable News Network, Advertising Age, Associated Press, Christian Science Monitor, Popular Science, Wall Street Journal, and American Journal.**

## **COMMUNITY AND VOLUNTEER SERVICE**

Reconstruction, Inc.

Board Member, 2015-2017

United Nations Speakers Bureau

Human Rights Speaker, 1998-2006

Big Brothers Big Sisters of Tampa Bay

Board of Directors, 2005-2006

Downtown St. Petersburg Chamber of Commerce

Member 2003-2005

Board of Directors, 2004-2005

Co-chair of Minority Business Division, 2004-2005

Boys & Girls Club of Pinellas County

Board of Directors, 2004-2005

New Avenues for Youth Homeless Shelter

Board of Directors, 1999-2003

Housing & Community Development Commission

Multnomah County, Portland, Oregon

Advisory Committee Member, 2000-2002

Ad Hoc Committee on Downtown Portland Homeless Youth Services

Committee Member, 1998

Implementation Committee Member, 1999-2002

Morrison Center for Abused and Neglected Children

Board of Directors, 1996-1999

Volunteer, 1996-1997

Oregon DMV Privatization Study Advisory Committee

Committee Member, 1997-1998

Community Action Agency of Delaware County

Strategic Planning Consultant, 1994-1996

Saint Gabriel's School for Juvenile Felons

Life Skills Consultant, 1991

Missionaries of Charity Shelter for Homeless Women and Children

Volunteer, 1989-1990

## **HONORS AND AWARDS**

2017 Marketing Management Association Master Scholar Award

2016 AMA Kinnear Award for best article in a three-year period at *Journal of Public Policy & Marketing*

2016 Award for the Best Article at *Journal of Consumer Affairs*

2016 Slater Award for the Best Article at *Journal of Macromarketing*

2016 Top Five Reviewer, Journal of Academy of Marketing Science

2014 McDonough Family Faculty Award for Research Excellence, Villanova School of Business

2013 American Marketing Association Marketing and Society Special Interest Group Lifetime Achievement Award

2013 Alan N. Nash Distinguished Doctoral Graduate Award, Smith School of Business, University of Maryland at College Park

2012 Williams—Qualls—Spratlen Multicultural Mentoring Award of Excellence sponsored by the American Marketing Association

Ph.D. Project and Marketing Doctoral Student Association Award for Outstanding Service, Leadership, and Commitment to the Marketing Profession, 2012

Recipient, 2012 Villanova University Outstanding Faculty Research Award

Finalist, Last Lecture Program for Senior Class, 2010 & 2012

Winner of the 2012 Hormel Meritorious Teaching Award

2010 Pollay Prize Recipient for Excellence in the Study of Marketing in the Public Interest

Center for Global Leadership 2007-2008, 2008-2009, 2010-2011, 2011-2012, and 2015-2016 Research Excellence Award

International Society for Quality of Life Studies Award for Best Quality of Life paper published in the *Journal of Macromarketing*, 2007

Inaugural Robert J. and Barbara Naclerio Chairholder in Business, Villanova University, 2006

Honored for Outstanding Contributions to the Betterment of Our Community, St. Petersburg Area Chamber of Commerce, October 2005

Who's Who in Tampa Bay Business, *Tampa Bay Business Journal*, 2004

Received Certificate of Appreciation for "commitment to protecting and helping homeless youth through service to Multnomah County's Homeless Youth Oversight Committee," June 2002

Awarded the Pamplin School of Business Administration Outstanding Graduate Professor, University of Portland, April 2002

Named the most prolific author in the *Journal of Public Policy and Marketing* for the period 1991-2001

Inaugural John B. Delaunay, C.S.C. Professor of Social Responsibility, University of Portland, 2001

Finalist for the Lindback Award for Excellence in Teaching, Villanova University, 1991, 1992, 1995 (Honorable Mention 1990, 1994, 1996, 2010)

Winner, Research Award for Best Published Article, College of Commerce and Finance, Villanova University, 1991

Finalist for the 1991 *Journal of Consumer Research* award for best article in the years 1988-1990

Received the American University Award for Outstanding Teaching (full-time faculty) by the Kogod College of Business Administration, May 1986

Fellow, 1982 Doctoral Student Consortium, University of Minnesota  
Faculty Participant, University of Pennsylvania 1995, University of Georgia 1998, University of Maryland 2006, Arizona State University 2007, University of Missouri 2008, Georgia State University 2009, Texas Christian University 2010, Oklahoma State University 2011, University of Michigan 2013, University of Notre Dame 2016

Member, BETA GAMMA SIGMA, University of Maryland Chapter  
(Business Honor Society)

Member, PHI KAPPA PHI, University of Maryland Chapter  
(Senior Honor Society)

Member, PHI ETA SIGMA, University of Maryland Chapter  
(Freshman Honor Society)

Winner, 1975 American Marketing Association Scholarship for Outstanding Undergraduate Student in the DC Area

## **PROFESSIONAL SOCIETIES**

### American Marketing Association

Foundation Board and Diversity Taskforce, 2016-present  
Public Policy & Marketing Doctoral Student Consortium Chair, 2008, 2013  
Journals Task Force, 2010-2011; Thought Leadership Task Force, 2010-2011  
Public Policy and Marketing Conference Co-Chair, 1996, 2001, 2008  
Public Policy and Marketing Conference Program Committee, 1996-2017  
Track Chair, Special Interest Groups, Summer Educators' Conference, 1998  
Track Chair, Marketing & Society SIG, Winter Educators' Conference, 2000  
Track Chair, Social and Public Policy, Summer Educators' Conference, 2010  
Reviewer, Doctoral Dissertation Competition, 1996  
Chair, Special Interest Group: Marketing and Society, 1994-1995  
At-Large Board Member, Special Interest Group: Marketing and Society, 1998-2000  
Chair, Marketing & Society SIG, Committee to Select Rising Star, 2012-2017

### Association for Consumer Research

Program Committee, 1992, 1994, 1996, 2001  
Publications Committee, 1992-1994  
Chair, 1992-1994  
TCR Conference Chair, 2009, 2015

### American Council on Consumer Interests

*Journal of Consumer Affairs*, Editor Selection Committee Chair, 2011

Society for Consumer Psychology  
Fellows Selection Committee, 1993