

Lawrence L. Garber, Jr.

Associate Professor of Marketing, Elon University
Visiting Professor, IMT Ghaziabad, India

c/o Elon University
2075 Campus Box
Elon, NC 27244

336 278 5931 (office)

336 278 5952 (fax)

919 479 0790 (home)

lgarber@elon.edu (e-mail)

<http://facstaff.elon.edu/lgarber/> (website)

Education

University of North Carolina at Chapel Hill, The Kenan-Flagler Business School. Ph.D. in Business, concentration in Marketing, 1995.

Yale School of Management, New Haven, CT.

Master's Degree in Business Administration (MBA), 1985.

Brown University, Providence, RI. AB, 1971. Art.

Parsons School of Design, NYC. 1978-1979. Illustration.

The Cleveland Institute of Art, OH. 1971-1972. Painting.

Honors and Awards

ASU WCOB Dean's Club Research Grant. \$1,370 awarded for scholarship based on selective review process. With Mike Dotson, ASU.

Course Release, FR&D, Elon University, 2014-15, 2013-14, 2012-13, 2011-12, 2010-11. Awarded for scholarship on basis of selective review process.

Departmental Course Release, Love School of Business, Elon University, 2015-16 2014-15, 2013-14, 2012-13, 2011-12, 2010-11, 2009-10, 2008-09, 2007-08. Awarded for scholarship on basis of selective review process

Reviewer of the Year, *Marketing Education Review*, 2013.

Faculty Member, Indian Doctoral Consortium, Bangalore, India, July, 2012. Invited.

Summer Research Grant, Love School of Business, Elon University, 2010 (\$8,000), 2009 (\$5,000), 2008, 2007, 2006 . Awarded for scholarship on basis of selective review process.

Honors and Awards
purposes.
(*cont.*)

Technology Grant, 2008-2009. For development of a marketing video library accessible by all faculty in the classroom, for pedagogical

Awarded on basis of selective review process.

Paid Scholarly Leave, Appalachian State University, Fall, 2004.

Awarded on basis of faculty and administrative review of research proposal.

Paid Scholarly Leave, Appalachian State University, Spring, 2002.

Awarded on basis of faculty and administrative review of research proposal.

John A. Walker College of Business "Partners in Excellence" Chair Nomination, 2004.

2003 Excellence in Research Award, John A. Walker College of Business, Appalachian State University. Nominated, 2002.

Summer Research Grant, John A. Walker College of Business, Appalachian State University, 1997. Awarded on basis of selective review process.

Marketing Science Institute General Grant to support travel and data collection for dissertation research. Awarded May, 1994.

Nomination, the State Farm Companies Foundation Doctoral Dissertation Award in Business, one of three representatives from Kenan Flagler School by selective process, 1994.

Doctoral Consortium Fellow, American Marketing Association, University of Illinois at Urbana-Champaign, 1993.

Ph.D. Program Performance Bonus, The Kenan-Flagler Business School, 1994, 1993. Awarded annually to UNC business doctoral candidates who "consistently excel in their Ph.D. studies." Received maximum bonus amount each of the two years that was eligible.

Research

Interests. Visual information processing and persuasion, marketing Communication and branding, nonprofit and arts marketing, marketing education, the visual presentation of statistical data.

**Academic
Publications**

Garber, Lawrence L, Jr., Eva M. Hyatt, and Lubna Nafees (2015), “The Effects of Analogous Color on Perceived Flavor: An Empirical Investigation,” *Journal of Food Products Marketing*. Forthcoming.

Garber, Lawrence L, Earl Honeycutt, and Michael J. Dotson (2015), “The Effects of Personal Appearance on Prospective Client Evaluation of Realtors: An Empirical Investigation.” *International Journal of Management Practice*, 8(1), 1-20.

Lead article.

Garber, Lawrence L., Jr., Eva M. Hyatt and Lubna Nafees (2015), “The Effects of Food Color on Perceived Flavor: A Factorial Investigation in India.” *Journal of Food Products Marketing*, 21(5), 1-20.

Lead article.

Garber, Lawrence L., Jr., Eva M. Hyatt, and Ünal Ö. Boya (2014), “The Effects of Package shape and Presentation Context on Volume Appearance: An Empirical Investigation.” *International Journal of Management Practice*, 7(2), 144-159.

Garber, Lawrence L., Michael J. Dotson, and Earl Honeycutt (2013), “The Perceived Visual Similarity of Realtors: An Exploratory Study.” *International Journal of Management Practice*, 6(4), 320-337.

Garber, Lawrence L, Jr., Eva M. Hyatt, Ünal Ö. Boya and Babs Ausherman (2012), “The Association between Learning and Learning Style in Instructional Marketing Games: An Exploratory Study,” *Marketing Education Review*, 22(2), 167-184

Ganapathy, Shobha, Bibek Banerjee, and Lawrence L. Garber, Jr., (2011), "Determinants of Consumer Attitudes toward Brand Extensions: An Experimental Study," *International Journal of Management*, 28(3/2), 809-23.

Garber, Lawrence L., Jr., Eva M. Hyatt, and Ünal Ö. Boya (2009), “The Effect of Package Shape on Apparent Volume: The Design of Size Appearance,” *Journal of Marketing Theory and Practice*. 17 (3), 216-234.

Garber, Lawrence L., Jr., Eva M. Hyatt, and Ünal Ö. Boya (2009), “The Collaborative Roles of the Designer, the Marketer, and the Consumer in Determining What is Good Design ,” *Advertising and Society Review*, 10 (1), 1-16.

**Academic
Publications**
(cont.)

Garber, Lawrence L. Jr., Eva M. Hyatt and Ünal Ö. Boya (2008), "Too Many Paired Comparisons: A Method to Facilitate Subject Comparison of Many Pairs: A Method to Facilitate Subject Comparison of Large Numbers of Stimulus Pairs," *International Journal of Business Insights and Transformation*, 1 (01), 5-9.

Lead article in inaugural issue of IJBIT.

Garber, Lawrence L. Jr., and Eva M. Hyatt and Ünal Ö. Boya (2008), "Does Visual Clutter Obscure the Communicability of Food Package Shape?" *Journal of Food Products Marketing*, 14 (4), 21-32.

Garber, Lawrence L. Jr., Eva M. Hyatt and Ünal Ö. Boya (2007), "The Mediating Effects of Product and Package Appearance on Consumer Behavior," in H.N.J. Schifferstein and P. Heckart (eds.), *Product Experience: Perspectives on the Human-Product Interaction*, Amsterdam: Elsevier. *Invited.*

Garber, Lawrence L., Jr., and Ünal Ö. Boya (2005), "Comment on Consumer Research in the Early Stages of New Product Development: A Critical Review of Methods and Techniques," Ellen Van Kleef, Hans C.M. Trijp, Pieter Luning, *Food Quality and Preference*, 16, 207-208.

Garber, Lawrence L. Jr., and Eva M. Hyatt (2003), "Color as a Tool for Visual Persuasion," in Linda Scott and Rajeev Batra (eds.), *Persuasive Imagery: A Consumer Perspective*, Hillsdale, NJ: Lawrence Erlbaum and Associates, 313-336.

Garber, Lawrence L. Jr., Eva M. Hyatt and Richard G. Starr, Jr. (2003), "Measuring Consumer Response to Food Products," *Food Quality and Preference*. 14, 3-15.

Lead Article. Published with Six Invited Commentaries. Most downloaded article for 2003 in Food Quality and Preference, along with commentaries. FQAP had 60,000 downloads that year.

Garber, Lawrence L. Jr., Eva M. Hyatt and Richard G. Starr, Jr. (2003), "Reply to Invited Commentaries on: Garber, Lawrence L. Jr., Eva M. Hyatt and Richard G. Starr, Jr. (2003), 'Measuring Consumer Response to Food Products,'" *Food Quality and Preference*. 14, 41-42.

Garber, Lawrence L. Jr., and Michael J. Dotson (2002), "A Method for the Selection of Appropriate B2B Integrated Marketing Communications Mixes," *Journal of Marketing Communications*, 8 (March), 42-56.

Lead Article. Additionally, figure from article with explanation is included in "Marketing Communications: a European Perspective," 4th edition, (2010), Pearson Education, ISBN 978-0-2737-2138-3.

**Academic
Publications**
(cont.)

Garber, Lawrence L. Jr., Eva M. Hyatt and Richard G. Starr, Jr. (2001), "Placing Food Color Experimentation into a Valid Consumer Context," *Journal of Food Products Marketing*, 7 (3), 3-24.

Lead Article.

Garber, Lawrence L., Jr., Raymond R. Burke and J. Morgan Jones (2000), "The Role of Package Appearance in Consumer Purchase Consideration and Choice," *Marketing Science Institute Working Paper Series, Report No. 00 - 104*, Boston: MSI.

Garber, Lawrence L. Jr., Eva M. Hyatt and Richard G. Starr, Jr. (2000), "The Effects of Food Color on Perceived Flavor," *The Journal of Marketing Theory and Practice*, 8 (Fall), 59-72.

Garber, Lawrence L. Jr., Jan G. Muscarella, Paul N. Bloom and Jennifer L. Spiker (2000), "Consumer Based Strategic Planning in the Nonprofit *Nonprofit and Public Sector Marketing*, 8 (1), 55-86.

Garber, Lawrence L. Jr., Dinesh S. Davé and Michael R. Evans (2000), "Consumer Based Strategic Planning in the Nonprofit Sector: The Empirical Assessment of an Arts Festival Audience," *Services Marketing* (1), 115-133.

Mary D. MacLeod, Lawrence L. Garber, Jr., Michael J. Dotson and Terry M. Chambers (1999), "The Use of Promotional Tools in the Motor Carrier Industry: An Exploratory Study," *Transportation Journal*, 38 (Spring), 42-56.

**Academic
Research --
In Process**

Garber, Lawrence L, Jr., Eva M. Hyatt, and Ünal Ö. Boya, "Gender Differences in Attitude Toward Participation in Instructional Marketing Games," at the writing stage. Intended for submission to *Marketing Education Review*, 2015.

**Academic
Research --
In Process**
(cont.)

Garber, Lawrence L, Jr., Eva M. Hyatt, Ünal Ö. Boya and Jyoti Kainth, “The Association between Learning and Learning Style in Instructional Marketing Games in India: An Exploratory Study.” At the data collection stage. Intended for submission to *Marketing Education Review*, 2015.

Garber, Lawrence L., Jr., and Michael J. Dotson, “A Method for the Selection of Appropriate B2B Integrated Marketing Communications Mixes.” In receipt of an ASU WCOB Dean’s Club Research Grant of \$1,370, IRB application is approved.

**Academic
Research --
In the Queue**

Garber, Lawrence L., Jr., Michael J. Dotson, Bikramjit Rishi “The Use of Promotional Tools in the Motor Carrier Industry: A Comparison of US and Indian Markets.”

Garber, Lawrence L, Jr., and Harvinder Singh, “The Effect of Geographic Indications on Brand Evaluation and Preference: A Comparison of US and Indian Markets.”

Banerjee, Bibek, Sujoy Chakravarty, and Lawrence L. Garber, Jr., "Context Effects, Multiple New Brand Entry, and Consideration Sets."

Garber, Lawrence L. Jr., Eva M. Hyatt, and Ünal Ö. Boya, “Cognitive Antecedents to Color as a Visual Persuader: The Role of Automaticity in an Experiential Marketing Context.”

Garber, Lawrence L. Jr., and Eva M. Hyatt, “Are Packages That Look Bigger Than They Are More Noticeable in the Store? Visual Deception and the Attentional Screen.”

Garber, Lawrence L. Jr., Eva M. Hyatt, Ünal Ö. Boya, and Robert E. McMahon, “A Longitudinal Content Analysis of the Novel Color Strategies of Food Packagers.”

Garber, Lawrence L. Jr., and Robert E. McMahon, “The Eye is Larger than the Serving Size: The Effect of the Visual Portrayal of Foods on Food Packages”

Garber, Lawrence L. Jr., and Michael J. Dotson, “On Correspondence Analysis: A Comparison with Discriminant Analysis for the Creation of Joint Graphical Displays from Perceptual Data.” (From the first author's *Summer Research Paper*, University of North Carolina at Chapel Hill (see above in Working Papers section).)

**Academic
Research --
In
In the Queue
(cont.)**

Garber, Lawrence L. Jr., and John G. Hastings, "Consumer Based Strategic Planning in the Home Inspection Industry: The Home Buyers'

Perception of and Preference for Home Inspection Services."

Dotson, Michael J., Lawrence L. Garber, Jr., and Mary MacLeod, "The Effect of the Instructor's Physical Appearance on Undergraduate Teaching Evaluations."

Ünal Ö. Boya and Lawrence L. Garber, Jr., "The Role of Benchmarking in Consumer Response to a Price Promotion."

Garber, Lawrence L. Jr., Dinesh S. Davé and Michael R. Evans, "Travel and Vacation or Retirement Home Preferences among North Carolina Leisure Travelers."

Proceedings

Garber, Lawrence L., Jr., and Richard G. Starr, Jr. (1996), "The Effects of Colour on Product Perception: Experimental Work in Progress," in Andrea G. Martin and Richard G. Starr, Jr. (eds.), *Proceedings of the 1996 Australia New Zealand Marketing Educators Conference*.

Garber, Lawrence L., Jr. (1995), "The Role of Visual Perception and Appearance in Consumer Evaluation," in Frank Kardes and Mita Sujjan (eds.), *Advances in consumer Research, XXII*, Provo, UT: Association for Consumer Research.

**Trade
Publication**

Garber, Lawrence L., Jr. (1999), "How to Create an Effective Newspaper Ad," *American Christmas Tree Journal*, 43 (October), 38-42. Invited.

**Campus
Publications**

Garber, Lawrence L. Jr. (2006), "Professor Larry Garber Shares a Few Moments From His Experiences Last Summer Teaching In India," *Sewickley Speaking: The Magazine of Sewickley Academy*, Winter, 23. Invited.

Garber, Lawrence L. Jr., and Stephen W. Clopton (2001-2002), "The Effects of Gender on Attitude toward Learning by Participation in Campus Games," *Appalachian Teaching and Learning*, 6, 35-39. Invited.

Garber, Lawrence L. Jr. (2001), "Visual Marketing Research," *Research News, Cratis D. Williams Graduate School*, XVIII (Spring), 7. Invited.

Working Paper Garber, Lawrence L. Jr., (1990), "Correspondence analysis: A Comparison with Discriminant Analysis," *Summer Research Paper*, University of North Carolina at Chapel Hill. Adviser: Charlotte Mason; First Reader: Joel Huber (Duke University).

Editorial **Advisory Board**, *Paradigm, the Research Journal of IMT Ghaziabad*, 2014 to present.

Editorial Review Board, *International Journal of Business Insights and Transformation*, 2008 to present.

Editorial Review Board, *International Journal of Intercultural Information Management*, 2012 to present.

Editorial Review Board, *Journal of Food & Agribusiness Marketing*, 2012 to present.

Editorial Review Board, *Journal of Food Products Marketing*, 2012 to present.

Editorial Review Board, *Journal of Marketing Theory and Practice*, 2010 to present.

Editorial Review Board, *Marketing Education Review*, 2012 to present.

Associate Editor, *Design Principles and Practices: An International Journal*, 2007-2011.

Dissertation Committee Membership **Thomas, T.C.** (2014), *The Big Five Personality Traits and Behavioural Aspects of Individual Investors in the Indian Capital Market*. Chennai, India: Anna University.

Dash, Manoranjan (2014), *An Empirical Study of Customer's Attitude Towards Using Internet Banking in Orissa*. Odisha, India: Siksha O. Anusandhan University (SOA).

Sharma, Ankush (2010), *The Impact of Peripheral Cues on Consumer Purchase Decision Making in the Indian Organized Retail Market: An Empirical investigation*. Mumbai, India: Dharmish Desai University.

Conference Presentations **2015 Academy of Marketing Science Annual Conference**, Denver, May. Presentation: "A Method for the Selection of Appropriate B2B Integrated Marketing Communications Mixes," with Mike Dotson.

Conference Presentations
(*cont.*)

2015 Emerging Markets Conference, Dubai. Co-chair, “Branding in Emerging Markets” track. Presentation: “The Cultural and Cognitive Determinants of Experimental Participant Behaviors: A Comparison of Indian and US Taste Testers,” with Eva M. Hyatt and Lubna Nafees.

2014 Society for Marketing Advances Conference, New Orleans, LA, October. Presentation: “The Effects of Adjacent Food Color on Perceived Flavor: A Factorial Investigation,” with Eva M. Hyatt and Lubna Nafees. Also in attendance at annual meetings of editorial review boards of *Journal of Marketing Theory and Practice*, *Marketing Education Review*.

International Conference on Social Media Marketing in Emerging Markets, Bangalore, India, July, 2014. Plenary Session Speaker. Research Session Chair and Commentator: “Leveraging Social Media tools for building a successful company and exit strategy.”

2014 INFORMS Marketing Science Conference, Atlanta, July. Presentation: “The Effect of Personal Appearance on Sales

Representative

Perception and Selection: An Experimental Study,” with Michael Dotson and Earl Honeycutt.

2013 INFORMS Marketing Science Conference, Istanbul, July. Presentation: “Measuring Learning from Functional Marketing Games: An Empirical Test Using Pre- and Post- Data,” with Bibek Banerjee, and Ünal Ö. Boya.

Inaugural Sheth Foundation Indian Doctoral Consortium, Bangalore, IN, June, 2012. Invited member of consortium faculty. Sat on two panels, one concerning branding, the other, the final plenary session, on teaching effectiveness.

2012 INFORMS Marketing Science Conference, Boston, June. Presentation: “The Perceived Visual Similarity of Realtors: An Exploratory Study,” with Michael J. Dotson and Earl Honeycutt.

2011 INFORMS Marketing Science Conference, Houston, June. Presentation: “The Effects of Shape Complexity and Presentation Context on Perceived Package Volume,” with Eva Hyatt and Ünal Ö. Boya.

Invited Fellow of the Inaugural Innovative Explorers Forum, 2009. Sponsored by Elsevier, it is an online community for scientific researchers to interact and share best practices. Ongoing.

Conference Participation
(*cont.*)

2009 AMA Winter Educator's Conference, Tampa, FL. February. Invited participation in Special Session on Pedagogy: "Participation in Marketing Games: An Examination of the Student Experience, in Total, by Gender, by Learning Style, and by Performance," with Babs Ausherman, and Ünal Ö. Boya.

ASBBS 11th International Conference, Honolulu, September, 2008. Presentation: "Profile of College Students who Carry Credit Card Debt: A Discriminant Analysis," Eva Hyatt and Ünal Ö. Boya.

2008 INFORMS Marketing Science Conference, Vancouver, June. 2 Presentations: "Emotional vs. Rational Theme-Based Incongruence Posed Across Verbal and Visual Modes in Print Ads: An Exploration of their Respective Effects on the Consumer," with Allison Tencza. Session moderator. "The Effects of Package Shape and Store Shelf Context on Volume Perception: An Exploratory Study with Implications for Package Design," with Eva Hyatt and Ünal Ö. Boya.

2007 International Principles and Practices of Design Conference, London, January. Presentation: "The Consumer as Arbiter of What Constitutes Good Design," with Eva M. Hyatt and Ünal Ö. Boya.

2006 INFORMS Marketing Science Conference, Pittsburgh, June. 3 Presentations: "Context Effects, Multiple New Brand Entry, and Consideration Sets," with Banerjee, Bibek and Sujoy Chakravarty; "The Effect of Shape Complexity on Perceived Package Volume," with Eva M. Hyatt and Ünal Ö. Boya; and "Too Many Pairs: A Method to Aid Experimental Participants with the Evaluation of Large Numbers of Paired Stimuli," with Eva M. Hyatt and Ünal Ö. Boya.

Conference 2005 Hawaii International Conference on Business, (cont.) be Extensive At All: An Empirical Test Among Consumers in India," with

2005 Card Forum and Expo, Orlando, FL, May. Invited speaker on theory of persuasive color and graphics, First Data Innovations. Session Presentation: "Color as a Tool for Visual Persuasion."

2005 Operations Research Society of India Conference, Ahmedabad, January. 2 Presentations: "The Effect of Package Shape Type on Perceived Volume: An Empirical Study," with Eva M. Hyatt and Ünal Ö. Boya; "Evaluation of Brand Extensions May Not be Extensive At All: An Empirical Test Among Consumers in India," with Bibek Banerjee and

**Conference
Participation**
(*cont.*)

2004 AMA Summer Educator's Conference, Boston, MA, August.
Session Chair.

2004 INFORMS Marketing Science Conference, Rotterdam, Netherlands, June. Presentation: "Evaluation of Brand Extensions May Not be Extensive At All: An Empirical Test Among Consumers in India," with Bibek Banerjee and Shobha Ganapathy. Session Chair.

2000 Advertising and Consumer Psychology Conference, Ann Arbor, Michigan, May. Presentation: "Color as a Tool for Visual Persuasion," with Eva M. Hyatt.

2000 American Christmas Tree Association Annual Conference, St. Pete Beach, FL, January. Presentation: "Effective Local Advertising."

1999 North Carolina Christmas Tree Association Annual Conference, Boone, NC, February. Presentation: "How to Write an Effective Newspaper Ad."

1998 INFORMS Marketing Science Conference, Fontainebleau, France, July. 2 Presentations: "The Effect of Package Shape on Perceived Size: an Empirical Investigation," with Brian T. Buff and Richard G.

Starr,

Jr.; "On Correspondence Analysis: A Comparison with Discriminant Analysis for the Creation of Joint Graphical Displays from Perceptual Data," with Michael J. Dotson.

1997 INFORMS Marketing Science Conference, Berkeley, CA, March. Presentation: "Objective Attributes With Mutable Meanings: The Role of Color in Product Marketing," with Richard G. Starr, Jr. Session Chair.

1997 Southeastern Chapter of INFORMS Annual Meeting, Myrtle Beach, S.C. "Consumer Research Study of a Cultural Festival," with Dinesh S. Davé and Michael R. Evans.

1996 Association for Consumer Research Annual Conference, Tucson, AZ, October. Invited participant, special session, "Affecting Consumers through Identity and Design." Presentation: "The Effect of Very Similar Package Appearance on Purchase Consideration and Choice," with Raymond R. Burke.

1995 AMA Summer Educator's Conference, San Francisco, CA, August. Reviewer, Buyer Behavior Track.

Conference Participation
(*cont.*)

1994 Association for Consumer Research Annual Conference, Boston, MA, October. Invited participant in special session on aesthetics. Presentation: "The Role of Visual Perception and Appearance in Consumer Evaluation."

1994 Marketing Science Conference, Tucson, AZ, March. Presentation: "How Consideration Sets are Formed: The Role of Package Appearance." Invited. With Raymond R. Burke.

1992 Marketing Science Conference, London, England, July. Presentation: "On Correspondence Analysis: A Comparison with Discriminant Analysis."

1992 Marketing and Public Policy Conference, Washington, DC, May. Session Chair, "Unorthodox Channels of Distribution".

1989 Marketing Science Conference, Durham, NC, March. Presentation: "MAP-AID: A Nonevoked Perceptual Mapping Kit," with Dodla N. Rao.

Seminars/ Presentations

Elon Fellows Seminar, Research Presentation to Fellows Candidates, March, 2015, 2014, 2013, 2012, 2011. Invited.

LSB Board of Advisors. With Sharon Hodge and students, presented service learning projects. IMC client: Sylvan Hts. Waterfowl Center, Scotland Neck, NC. March, 2011.

Elon University Visual Culture Interest Group, "Perceptual Maps," September, 2008.

Elon University Visual Culture Interest Group, "A Proposal for Visual Pedagogical Research," April, 2008

Elon University, Love School of Business Family Day Lecture, 2007.

ASU Holland Fellows Seminar, Research Presentation to Fudan University, Shanghai, Visitors, March, 2001-2007. Invited.

ASU Marketing Seminar, "The New India," Spring, 2006.

ASU Marketing Seminar, "Strategic Orientation and the Role of Introspection in Innovative Markets," with Larry Shi, Spring, 2006.

**Seminars/
Presentations**
(*cont.*)

ASU Marketing Seminar, "The Effect of Package Shape on Apparent Size, March, 2002. With Eva M. Hyatt, Brian T. Buff.

ASU Marketing Seminar, "The Effect of Instructor Appearance on Student Course Evaluations, November, 2001. With Michael J. Dotson.

McGill University Marketing Seminar, "The Effect of Package Color on Consumer Choice," November, 1994.

University of Mississippi Marketing Seminar, "The Effect of Package Color on Consumer Choice," November, 1994.

Appalachian State University Marketing Seminar, "The Effect of Package Color on Consumer Choice," October, 1994.

University of Dayton Marketing Seminar, "The Effect of Package Color on Consumer Choice," September, 1994.

Bucknell University Marketing Seminar, "The Effect of Package Color on Consumer Choice," September, 1994,

University of Missouri, Columbia Marketing Seminar, "The Effect of Package Color on Consumer Choice," September, 1994.

University of Washington Marketing Seminar, "The Effect of Package Color on Consumer Choice," October, 1993.

UNC Marketing Seminar, "The role of Package Appearance in Consumer Choice," Chapel Hill, NC, March, 1993.

UNC Marketing Seminar, "On Correspondence Analysis: A Comparison with Discriminant Analysis," Chapel Hill, NC, March, 1992.

UNC Marketing Seminar, "The Influence of Brand Attribute Ratings on Preference: An Example from the Pharmaceutical Industry," Chapel Hill, NC, February, 1991. With Lisa Taylor.

Media Interviews

2014

National Public Radio. Topic: The Effects of Package shape on Volume Estimation.

The Atlantic. Topic: Burger King's Introduction of a black cheeseburger in Japan.

Media Interviews
(*cont.*)

New York Magazine. Topic: Burger King's Introduction of a black cheeseburger in Japan.

Conference Attendance

Yale Customer Insights Conference, New Haven, CT, May, 2015.

Business Analytics Conference , Durham, NC, 2015

AnalyticsForward Conference, Durham, NC, March, 2015

Yale Customer Insights Conference, New Haven, CT, May, 2014.
Topic: “Social Media, Big Data.”

2013 Society for Marketing Advances Conference, Hilton Head, SC, October. Attended annual meeting of editorial review boards of Journal of Marketing Theory and Practice, Marketing Education Review.

Yale Customer Insights Conference, New Haven, CT, January, 2013.
Topic: “Engaging Consumers in a Complex World.”

2012 Academy of Indian Marketing (AIM) Annual Conference, Bangalore, India, July, 2012.

Yale Customer Insights Conference, New Haven, CT, May, 2012.
Topic: “Social Media.”

Brands & Branding in Law, Accounting and Marketing, Chapel Hill, NC, April, 2012.

Yale China India Customer Insights Conference, New Delhi, India, July, 2011.

2011 Elon Teaching and Learning Conference, August, 2011.

2010 Annual Meeting of the Review Board of the Journal of Marketing Theory and Practice, November, Atlanta, GA.

2010 Elon Teaching and Learning Conference, August, 2010.
Triad Design Leadershop, Speaker David Rose, MIT, “Tactility and Environmental Awareness in Digital Devices,” September, 2009.

Yale Customer Insights Conference, New Haven, CT, November, 2009.
Topic: “Marketing Trends – Finding the Upside.”

**Conference
Attendance**
(cont.)

AMA Webcast, August 9, 2009.
Presentation: "Using Facebook for Business."

Piedmont Triad Partnership Conference on Design and Marketing Professional Development, May 6, 2009.

Marketing Engineering Workshop, Webinar, August 13, 2008.
Presentation: "How to Introduce Analytics into Marketing."

Edward Tufte Visual Presentation Workshop, Raleigh, 2008.
One of ten selected to represent Elon.

SAS Institute Data Mining Workshop, Cary, NC, February, 2005.
SMA Annual Conference, St. Pete Beach, FL, November, 2004.

AMA Summer Educator's Conference, Chicago, August, 2003.

AMA Summer Educator's Conference, San Diego, August, 2002.

Conference on Marketing, Corporate Social Initiatives and the Bottom Line, Chapel Hill, NC, August, 2001.

AMA Packaging Conference, Denver, CO, 1997.

Direct Marketing Association Conference, Chicago, IL, 1996.

**Manuscript
Reviews**

2014 (17)

Food Quality and Preference (2 reviews)

Journal of International Food & Agribusiness Marketing

International Journal of Intercultural Information Management (IJIIM) (4 reviews)

Journal of Marketing Theory and Practice (4 reviews)

Marketing Education Review (4 reviews)

Sage Online (Article Editor)

2014 Society for Marketing Advancement (SMA) Conference, New Orleans

2013 (13)

Journal of Marketing Theory and Practice (5 reviews)

International Journal of Intercultural Information Management (4 reviews)

International Journal of Marketing Practice

Marketing Education Review

Packaging Technology and Science (2 reviews)

**Manuscript
Reviews**

2012 (22)

AMA Winter Educators Conference (5 reviews)

(cont.)

AMS Annual Conference (2 reviews)
 5th IIMA Conference on Marketing in Emerging Economies (6 reviews)
International Journal of Intercultural Information Management
International Journal of Wine Business Research (2 reviews)
Journal of Marketing Theory and Practice (3 reviews)
Marketing Education Review (2 reviews)
Packaging Technology and Science

2011 (14)

AMA Winter Educator's Conference (9 reviews)
International Journal of Business Insight and Transformation
International Journal of Fashion Design, Technology and Education
Journal of Marketing Theory and Practice (2 reviews)
 The Netherlands Organization for Scientific Research (NWO)

2010 (24)

AMA Winter Educator's Conference (7 reviews)
 AMA Summer Educator's Conference (11 reviews)
Color Research and Application Journal
International Journal of Fashion Design, Technology and Education
International Journal of Wine Business Research
Journal of Marketing Theory and Practice (2 reviews)
Working paper, Indian Institute of Management Ahmedabad

2009 (5)

McGraw-Hill textbook review
Chemosensory Perception
Journal of Marketing Theory and Practice (2 reviews)
International Journal of Business Insight and Transformation

2008 (7)

Chemosensory Perception
Journal of Marketing Theory and Practice
International Journal of Business Insight and Transformation
 (2 reviews)
Color Research and Application (2 reviews)
 Leven, Michael (2010), *Introduction to Marketing*, Scotch Plains, NJ:
 Prentice Hall

2007 (3)

Design Principles and Practices: An International Journal (3 reviews)

**Manuscript
Reviews**
(cont.)

2006

Academy of Marketing Science/Korean Academy of Marketing Science Joint Conference, Consumer Behavior Track, Seoul.
International Journal of Electronic Marketing and Retailing

2005 (8)

Bibek Banerjee, IIM Ahmedabad. Served as outsider reviewer attesting to Professor Banerjee's contributions to the discipline, as part of his petition for promotion to full professor.

Food Quality and Preference Journal

Journal of Marketing Theory and Practice, Special Issue on Not-for Profit 12th Biennial Marketing Conference, Germany, 2005 (two reviews)

2005 AMA Winter Educator's Conference. Branding and Marketing Communications Track, San Antonio (two reviews)

2004 (4)

European Association of Consumer Research (4 reviews)

2002 (1)

Food Quality and Preference Journal

2001(2)

Southeast Informs Conference (2 reviews)

1994 (1)

AMA Summer Educator's Conference

Dissertation

"How Consideration Sets Are Formed: The Role of Package Appearance in Consumer Choice."

Though we all know and accept the notion that the visual and graphical aspects of the product or service have an impact on choice at the point of purchase, little is known about how it has its effect. This paper is about how consideration sets are formed, and how the appearance of brands in their packages plays a role in consideration set formation at the point of purchase. Specifically, a model of choice is developed that explicitly considers the mediating role visual perception plays in formation of the consideration set. A feature of this model is the formation of a prior set, conceived as nature, in which the consideration set is nested, and from

that
key
visual in
which all

members of the consideration set are drawn. **Defended:** June, 1995.

Committee: Morgan Jones (Chair), Jim Bettman (Duke), Raymond R. Burke (then Harvard, currently Indiana), Joel Huber (Duke), Charlotte Mason, Bill Perreault.

**Dissertation
Cites**

Creusen, Marielle E.H. And Jan P. Schoormans (2005), "The Different Roles of Product Appearance in Consumer Choice, Product Innovation Management, 22 (January), 63-81.

Hoyer, Wayne D. And Deborah J. MacInnis (2004), *Consumer Behavior*, Gatarski, Richard (2000), "Packaging Products for Electronic Retailing: The Need for Electronic Packages," *Working Paper*, Stockholm University.

Creusen, Marielle E.H. (1998), *Product Appearance and Consumer Choice*, unpublished dissertation, Delft University of Technology.

Creusen, Marielle E.H. And Jan P. Schoormans (1998), "The Influence of Observation Time on the Role of Product Design in Consumer Preference," in Joseph W. Alba and J. Wesley Hutchinson (eds.), *Consumer Research*.

Schoormans, Jan P.L. And Henry S.J. Robben (1997), "The Effect of New Package Design on Product Attention, Categorization and Evaluation," *Journal of Economic Psychology*, p. 273.

Wansink, Brian (1996), "Can Package Size Accelerate Usage Volume?" *Journal of Marketing*, 60 (July), 14.

Teaching

Interests. Consumer behavior, consumer research, persuasive communications, branding, new product development, competitive strategy, not-for-profit and arts marketing.

**Teaching
History**

Elon University, NC. Associate Professor with tenure, 2006- present. *Undergraduate Level Courses:* Consumer Behavior, Integrated Marketing Communications, Principles of Marketing. *Graduate level Course:* Marketing Management.

Institute for Management Technology (IMT), Ghaziabad, India. Visiting Associate Professor, 2011 to Present. Graduate level courses: Integrated Marketing Communications, Strategic Marketing. Competitive Strategy.

Appalachian State University, Boone, N.C. Associate Professor with tenure, 2001 to 2006. Assistant Professor, 1995 to 2001. Undergraduate Level Courses: Honors Marketing, Consumer Behavior, Marketing Research, Principles of Marketing. Member, Graduate Faculty.

Teaching History <i>(cont.)</i>	<p>Indian Institute of Management, Ahmedabad (IIMA), India. Visiting Professor, 2005. Graduate level course: Consumer Behavior.</p> <p>Insurance Executive Program, Richard S. Brantley Risk and Insurance Center, Appalachian State University, Greensboro, NC, September, 1996.</p> <p>University of North Carolina, Chapel Hill. Lecturer, 1993-1995. Undergraduate Courses: Principles of Marketing, Sales and Sales Management.</p>
Thesis Advising	<p>Elon Honors Fellows Thesis Advisor: Jan Sander (2015), Allison Tencza (2008). Reader: Cara Disisto (2008), Kathryn Olinger (2007), Anna Leer (2007).</p> <p>Appalachian WCOB Honors Thesis Advisor: Joel Edwards (2005), "Internet vs. Brick-and-Mortar Retailing for Considered Purchases: The Case of the Magic Market;" Lauren Cole (2003), "DeBeers: The Competitive Strategies of a Monopolist;" Erin Wade (2002), "The Effect of Color in a Persuasive Context;" Steven Tomlinson (2001), "The Effects of New Electronic Media on Couponing." Reader: Sarah Humphries (2005), Bradley Burge (2005), David Holland (2001), Pete Sanders (2001), Jackie Lueke (2001).</p>
Independent Studies Advising	<p>Katie Nolan, Consumer Behavior (2012), Lindsay Lillich, IMC (2012), Michael Bland, Consumer Behavior (2001), James Farrell, Sales Management (1998). Graduate Level: Ali-Imran Bawangaonwala, Marketing Management (2011).</p>
Business Case	<p>"Sizzler Steak House" (1993), with Joel Huber, Duke University. Used in graduate level Brand Management courses at Duke University, and undergraduate Principles of Marketing Courses at UNC-CH.</p>
Service <i>Elon University</i> <i>(2006-Present)</i>	<p>Committees</p> <p>University: Distinguished Scholar Award (DSA) Committee, 2012; Task Force on the Role of the Department Chair, 2010-12; subcommittee performing a comparative analysis. Arts Administration Program Formation Task Force, 2008-11. University Curriculum Committee, 2008- 10. Faculty Research and Development Committee (FR&D), 2007-09. CATL Proposal Review Committee, 2006-07. Visual Culture Interest Group, 2008-present.</p> <p>College: LSB Curriculum Committee, 2013-2015. PRME</p>

(cont.)

Sustainability Committee, 2009-present. MBA Review Task Force, 2012-13. Mid-Term Review Committee, Mike Rodriguez, 2012. Distinguished Scholar Award Selection Committee, 2012. LSB Summer Research Awards Committee, 2011. PRME Sustainability Committee, 2009-present. AACSB AoL Committee, 2006-2014. Core Curriculum Review Task Force, 2008-10; Subcommittee on Engaged Learning, 2008-10; Subcommittee on economics prerequisites, 2009-10. AACSB Learning Outcomes Assessment Committee, 2006-13.

Other Service

University: Conducted SACS departmental AoL: developed and tested instrument, administered to upper level classes, analyzed results, wrote report, 2011-Present. Invited lecturer, Fellows Weekend, 2014, 2013, 2012, 2011, 2010. Invited lecturer, SURF day, 2009.

Presentation: "The Role of Package Shape and Presentation Context on Perceptions of Volume." Invited LSB Lecturer, Elon Family Day, 2007. Presentation: "The Visual Effect of Packaging in the Store."

College: Wrote proposal for LSB response to SACS QEP, 2012. Measured cultural differences learning goal in MKT 311 for AACSB AoL, 2011. Consulted with Bill Burpitt concerning effects on the student of online versus face-to-face teaching, 2012. With Coleman Rich, wrote cultural differences rubric for AACSB AoL, 2011. Marketing representative, Fall Open House, 2010. Evaluated LSB marketing internship presentations, 2010. Assisted with administration and assessment of ETS for learning outcomes assessment purposes, 2010. Attended Sales Career Forum, 2010. Wrote initial draft of LSB undergraduate learning goals, 2010. Performed comparative study of AACSB and SACS LoA practices at other institutions, 2010. Learning outcomes assessment practices. Facilitator, LSB Faculty Retreat, 2009, 2008. Presenter, LSB Awards Ceremony, 2012 to 2008. Fellows Weekend Interviewer, 2009 to 2007. Hosted admissions visitors in class, 2009 to 2007. Advise and counsel students on professional and personal matters formally and informally on an ongoing basis, as called upon and needed. Regularly represent university, college or department at graduations, family days, and various other gatherings.

as
numerous

Professional: Served as qualified scientist on ISEF (Int'l Science & Engineering Fair, an Intel competition) project of Rachel Canute, Forest Hills High School, Queens, NY, 2010. Preparing Future Faculty Program (PFF) of Duke University Graduate School, mentee Fredrika Spencer, doctoral candidate in marketing, 2008-09. Business Plan Judge, Yale Global Social Venture Competition, 2008, 2007.

***IMT Ghaziabad
(2011-Present)***

Made and had accepted a proposal to establish an Indian Center for Engaged Learning, 2013. Advisor to AACSB Development Committee as IMT prepares to petition for membership, 2012, 2011. Judge for first year class product development competition, 2011. Honorary Chairman, Inauguration Ceremony, “League of Titans” Intramural Sports competition, 2012, 2011. Reviewed case competition entry for Bharat Maddali and Ankar Goel, 2011. Interviewed by IMT public relations, resulting article appearing on IMT website, 2012, 2011.

Appalachian State* Committees**(1996-2006)***

University: Faculty and Academic Development Advisory Committee, 2001-2004 (Chairman, 2003-04). AACSB Learning Outcomes Assessment Committee, 2003-06. Honors Advisory Committee, 2001-06. Research Awards Committee, 2001, 2004-06. Composition and Development Committee, 2001-02. Partners in Excellence Committee, 2000-01. Website Development Committee, 1998.

Department: Personnel Development Committee, 1996-2004, 2005-2006.

Other Service

University: New Faculty Mentoring Program: Jody Servon (Art); 2005-2006; Lei (Larry) Shi (Marketing), 2003-2004.

University: Graduation Reader, spring, 2004. Invited speaker to Fudan Visitors, 2001-2006. Introduced WCOB Research Award winner, Awards dinner, spring, 2004.

Department: Initiator of ongoing campaign to fund Prestigious Advisor, 2000-2006. Editor, Marketing View Book, 2000. Served as peer evaluator for colleagues 15 times. Lecturer in place of absent colleagues ten times. Written roughly a hundred twenty student references. Special advising, 1995-present. Counsel students on personal and professional matters informally on an on-going basis. Represented department at numerous graduations, family days, etc.

Professional: Evaluator, National Business Plan Competition for Nonprofit Organizations, sponsored by the Yale SOM - Goldman Sachs Foundation Partners on Nonprofit Ventures, 2004, 2003. Consumer research study for NC Symphony Orchestra, Raleigh, 1999. Wrote note concerning 2005 Indian Experience (see Teaching above) at request of former high school in Pittsburgh, Sewickley Academy, 2005.

Experience

Glaxo, Inc. (Now GlaxoSmithKline), Research Triangle Park, NC. Senior Analyst, Marketing Sciences, 1987-90. Performed positioning studies for anti-ulcer, antibiotic and dermatological therapeutic categories, and recommended competitive strategies for each. Contributed to pricing

Experience

(cont.)

study for Imitrex, then a revolutionary new anti-migraine drug. Provided sales force research support of various kinds.

BBDO Advertising, NYC. Senior Analyst, Marketing Sciences (final position), 1985-87. Consulted to BBDO clients Pepsi-Cola, Lever Brothers, Delta Airlines, Dodge Trucks. Performed positioning studies recommending competitive and advertising strategies. Developed spreadsheet that performed "what-if" analysis, used primarily to calculate reallocation of fixed costs (there were six levels of fixed costs) to clients due to the gain and loss of clients.

Freelance Illustrator, NYC, 1978-82. Selected clients: Fortune Magazine, Barron's Weekly Financial Magazine; Viking Penguin, Condé Nast and Ziff Davis Publishers.

The Cleveland Institute of Art, OH. Director of Admissions (final position), 1973-78. Contributed to increase in FTE from 340 to 550 students. Founding Director of Placement (1973-1975) and EEOC Coordinator. Oversaw budget, staffing, supervision staff of 5. Conducted vigorous national student recruitment program, including production and distribution of an array of publications (60,000 circulation), high school visits (350 per year), and on-campus visits (1,000 per year). Also supervised an admission committee comprised of myself, an assistant, 3 faculty and a student representative. Hosted an annual on-campus portfolio day (30 professional colleges represented, 700 students attended, some from as far away as Detroit.)

Kaufmann's Department Store, Pittsburgh, Pa. Ass't Buyer, 1972-73. Assistant to the buyer of handbags, located on the main floor, just off the busiest street corner in the city of Pittsburgh. Assisted the buyer in all matters, supervised the sales floor in her frequent absence. Scheduled staffing, monitored inventory, open-to-buy (i.e., the available budget).

Consulting

Robert Turcotte, Entrepreneur, Roanoke, VA, 2013-present

Logitech Audio, Portland, OR, 2012

The Cottage Native Crafts Retailer, New Delhi, India, 2011

Marhefka Designs, LLC, Philadelphia, 2011.

FutureBrand, NYC, Jennifer Wang, 2009.

Unilever R&D, Vlaardingen, the Netherlands, 2006.

Charleston Forge, Boone, NC, 2005.

First Data Corporation, Omaha, 2005.

Ketchum Communications, NYC, 2005.

Jean-Jacques Imaux, electronics manufacturer, NYC, 2003.

Housemaster Home Inspections Service, Sugar Grove, NC, 2000.

Katy and Jennis Heal, Independent Restaurateurs, NC, 2000.

Keystone Manufacturing Company, Rochester, PA, 1998.

Consulting*(cont.)*

General Electric Company Lighting Division, Cleveland, OH, 1996.

Grateful Pet, Inc., Richmond, VA, 1995-96.

The Universities of the Arts, Philadelphia, PA. 1992.

San Francisco Art Institute, CA, 1991.

The North Carolina Museum of Art, Raleigh, NC, 1989-1991.

The Corcoran School of Art, Washington, DC, 1985-1990.

Affiliations

The American Marketing Association (AMA)

American Association of University Professors (AAUP)

The Association for Consumer Research (ACR)

The Institute for Operations Research and Management Sciences

International Association of Empirical Aesthetics

Pi Sigma Epsilon (PSE), faculty member

Philadelphia Watercolor Society (formerly)