

Lawrence L. Garber, Jr.

Associate Professor of Marketing, Elon University
 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, 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

2019 Summer Research Grant, Love School of Business, Elon University. Awarded for scholarship on basis of selective review process.

2018 Emerald Literati Award, Outstanding Reviewer, International Journal of Wine Business Research.

Appalachian State University Walker College of Business Dean's Club Research Grant, 2018. \$1,000 awarded for scholarship based on selective review process. With Neel Das, Eva Hyatt, Lubna Nafees, ASU.

Appalachian State University Walker College of Business Dean's Club Research Grant, 2017. \$1,370 awarded for scholarship based on selective review process. With Mike Dotson, ASU.

Course Release, FR&D, Elon University, 2017-18, 2016-17, 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, 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.

Honors and Awards *(cont.)*

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.

Technology Grant, 2008-2009. For development of a marketing video library accessible by all faculty in the classroom, for pedagogical purposes. 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., Ünal Ö. Boya, and Eva M. Hyatt (2018), "Hypotheses of Equivalence and Their Testing," *Journal of Marketing Theory and Practice*, 26(3), 280-288.

Garber, Lawrence L, Jr., Eva M. Hyatt, and Ünal Ö. Boya (2018), "Constituting, Testing and Validating the Gender Learner Profiles of Serious Game Participants," *International Journal of Management Education*, 16(2), 205-223. <https://doi.org/10.1016/j.ijme.2018.02.005>

Academic Publications (cont.)

Garber, Lawrence L., Jr. Eva M. Hyatt, and Ünal Ö. Boya (2018), "Packaging in Context," in Herb Meiselman (ed.), *Context: The Effects of Environment on Product Design and Evaluation*, Amsterdam: Elsevier. Invited. Forthcoming.

Garber, Lawrence L., Jr., Eva M. Hyatt, and Ünal Ö. Boya, (2017), "Gender Differences in Learning Preferences among Participants of Serious Business Games," *International Journal of Management Education*, 15(2, Part A), 11-29.

Garber, Lawrence L, Jr., Eva M. Hyatt, and Lubna Nafees (2016), "The Effects of Analogous Color on Perceived Flavor: An Empirical Investigation," *Journal of Food Products Marketing*, 22(4), 486-500. <http://dx.doi.org/10.1080/10454446.2015.1072866>.

Garber, Lawrence L., Jr., 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.

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.

Academic Publications (*cont.*)

Garber, Lawrence L. Jr., Eva M. Hyatt and Ünal Ö. Boya (2008), "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 down-loaded 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, 5th & 4th Editions, (2016, 2010), Patrick De Pelsmacker Maggie Geuens Joeri Van Den Bergh Pearson Education, ISBN 978-0-2737-2138-3.*

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 Sector: The Empirical Assessment of a Symphony Audience," *Journal of 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 Quarterly* (formerly *The Journal of Professional Services Marketing*), 20 (1), 115-133.

Academic Publications (cont.)

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 under Review

Garber, Lawrence L., Jr., Kacy Kim and Michael J. Dotson, "A Method for the Selection of Appropriate B2B Integrated Marketing Communications Mixes," in review, *Journal of Business to Business Marketing*.

This research supported by an ASU WCOB Dean's Club Research Grant of \$1,370.

Das, Neel, Lawrence L. Garber, Jr., Eva M. Hyatt, Lubna Nafees, "A Cross-Cultural Exploration of Organic Product Perceptions of Indian and American Consumers," in review, *International Journal of Management Practice*.

Academic Research in Process

Das, Neel, Lawrence L. Garber, Jr., Eva M. Hyatt, Lubna Nafees, "Organic Product Perceptions of Indian and American Consumers: A Factorial Investigation," Intended for *Food Quality and Preference*.

Kim, Kacy, Lawrence L. Garber, Jr., Eva M. Hyatt, and Ünal Ö. Boya, and Lubna Nafees, "Explaining Consumer Affinity for Primary Color as a Novel Brand Identifier." In the data collection phase. Intended for *Journal of Marketing Theory and Practice*.

Presented to 12th Pangborn Sensory Science Symposium, Providence, August, 2017.

Nafees, Lubna, Lawrence L. Garber, Jr., "Simulation as a Pedagogical Tool: The Effect of the Instructor on Learning by Simulated Games," In the writing phase. Intended for *International Journal of Management Education*.

Presented to the Appalachian State University marketing faculty as part of its ongoing Brown Bag Lecture Series, Fall, 2016

Academic Research in the Queue

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., and Robert E. McMahon, "The Eye is Larger than the Serving Size: The Effect of the Visual Portrayal of Foods on Food Packages"

Academic Research 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."

Lawrence L. Garber, Jr., "The Effect of the Instructor's Physical Appearance on Undergraduate Teaching Evaluations."

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 Sujun (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 Appointments

American Journal of Psychology, Registered Reviewer, 2017 to present.

International Conference on Emerging Challenges and Opportunities in the Energy Sector, Conference Advisory Board, Jais, Uttar Pradesh, India, February 9-10, 2018.

International Journal of Business Insights and Transformation, 2008 to present.

International Journal of Intercultural Information Management, 2012 to present.

Journal of Global Scholars of Marketing Science, 2017 to present.

Journal of Marketing Theory and Practice, 2010 to present.

Marketing Education Review, 2012 to present.

Dissertation Committee Membership

Singh, Rohan (2018), *The Impact of Human Resource Practices on Perceived Employee and Organizational Performances: A Study on Service and Manufacturing Organizations in India*. Odisha India: Siksha O. Anusandhan University (SOA).

Samal, Snigdha (2018): *Investigating Customer Adoption of Mobile Banking Services: An Empirical Study*. Odisha India: Siksha O. Anusandhan University (SOA).

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

2019 Academy of Marketing Science Annual Conference, Vancouver, May. Presentation: "Qualitative Insights into Organic Food: Perceptions of Indian and U.S. Consumers," with Neel Das, Eva Hyatt and Lubna Nafees.

2018 Food Technologists Annual Meeting, Chicago, July. Presentation: The Effects of Food Color on Perceived Flavor, with Eva Hyatt, Lubna Nafees. Invited to participate in symposium entitled "What You See and What You Taste: Color Flavor Interaction in Product Development."

2018 Informs Marketing Science Conference, Philadelphia, June. Presentation: "Explaining Consumer Affinity for Primary Color as a Novel Brand Identifier," with Kacy Kim, Lubna Nafees, Eva Hyatt and Ünal Boya.

2018 Global Marketing Conference, Tokyo, July 26-28, 2018. Presentation: What Media do B2B Use? With Kacy Kim, Bryant University

12th Pangborn Sensory Science Symposium, Providence RI. August, 2017. Presentation: "Explaining Consumer Affinity for Primary Color," with Eva Hyatt and Ünal Boya.

Conference Presentations (cont.)

2017 *INFORMS Marketing Science Conference*, Los Angeles CA, June. Presentation: “Constituting, Testing and Validating Gender Based Learner Profiles,” with Eva Hyatt and Ünal Boya.

2016 *Society for Marketing Advances Conference*, Atlanta, October. Presentation: “The Effects of Personalized Packaging on Attitude and choice: An Empirical Study,” *From the undergraduate thesis of Miriam Eltus, joint degree candidate. ESB, Germany.*

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.

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, India, 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.

Conference Presentations (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," with 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, Honolulu, May. Presentation: "Evaluation of Brand Extensions May Not Be Extensive at All: An Empirical Test Among Consumers in India," with Bibek Banerjee and Shobha Ganapathy.

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 Shobha Ganapathy.

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."

Conference Presentations (cont.)

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.

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 Non-evoked Perceptual Mapping Kit," with Dodla N. Rao.

Seminars/Presentations

Appalachian State University Marketing Department Brown Bag, November, 2017. "The Effects of Food Color on Perceived Flavor: A Factorial Investigation in India," with Eva Hyatt and Lubna Nafees.

Appalachian State University Marketing Department Brown Bag, April, 2017. "Attitude toward Organic Foods in the India and the US," with Neel Das, Eva Hyatt and Lubna Nafees.

Elon Fellows Seminar, Research Presentation to Fellows Candidates, March, 2018, 2017, 2016, 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.

Seminars/Presentations (*cont.*)

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.

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

2016

Globe and Mail, a nationally distributed Canadian newspaper. Topic: Consumer Response to Food Color.

[*The Folio*](#) by Tealeaves. Interview for Pantone x folio collaboration. Topic: Color and Food Color.

Gizmodo, a "... New York-based tech blog with an audience of 35 million "uniques" per month. Brian Menegus, staff reporter. Topic: Rainbow Colored Foods.

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.

New York Magazine. Topic: Burger King's Introduction of a Black Cheeseburger in Japan.

Conference Attendance

How Blockchain Technology will Impact Business, NC. November, 2018.

Elon Business Analytics Conference, Durham, NC, April, 2018, 2017, 2016, 2015.

American Trucking Association (ATA) Trucking Managers Conference and Exhibition, Las Vegas, October, 2016. For data collection purposes.

Yale Customer Insights Conference, New Haven, CT, May, 2015, 2014, 2013, 2012, 2011, 2009.

AnalyticsForward Conference, Durham, NC, March, 2015.

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*.

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

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 Leadership, Speaker David Rose, MIT, "Tactility and Environmental Awareness in Digital Devices," September, 2009.

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

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

Conference Attendance (cont.)

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

2018 (21)

AMA Summer Educator’s Conference (2)

AMA Winter Educator’s Conference (5)

Color Research and Application (2)

Computer Applications in Engineering Education (2)

Food Quality and Preference (4)

International Journal of Electronic Marketing and Retailing (IJEMR)

International Journal of Wine Business Research (2)

Journal of International & Interdisciplinary Business Research

Marketing Education Review (2)

2017 (20)

American Journal of Psychology

Elon Summer Research Grant (12)

Food Quality and Preference (3)

International Journal of Wine Business Research (2)

Marketing Education Review (2)

2016 (12)

Food Quality and Preference

Institute of Indian Management, Ahmedabad (5)

Journal of Marketing Theory and Practice (2)

Marketing Education Review (3)

Visual Communications Quarterly

Manuscript Reviews (cont.)

2015 (12)

*Association of Marketing Science**Journal of Entrepreneurship and Innovation in Emerging Economies* (2 reviews)*Food Quality and Preference* (5)*Journal of Marketing Theory and Practice* (2)*Marketing Education Review* (2)

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)

2012 (22)

AMA Winter Educators Conference (5 reviews)

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*

Manuscript Reviews (cont.)

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)

2006 (7)

*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 Marketing (3 reviews)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

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."**

Abstract. 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.

Dissertation (*cont.*)

Specifically, a model of choice is developed that explicitly considers the mediating role that visual perception plays in formation of the consideration set. A key feature of this model is the formation of a prior set, conceived as visual innature, in which the consideration set is nested, and from 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.

Teaching

Interests

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

History

Elon University, NC. Associate Professor with tenure, 2006- present. *Undergraduate Level Courses:* Consumer Behavior, Integrated Marketing Communications, Principles of Marketing, Contemporary Topics in Contemporary B2C. *Graduate level Courses:* Marketing Management, Marketing Strategy for Competitive Advantage.

Institute for Management Technology (IMT), Ghaziabad, India. Visiting Associate Professor, 2011 to 2015. Graduate level courses: Integrated Marketing Communications, Marketing Strategy for Competitive Advantage.

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.

Indian Institute of Management, Ahmedabad (IIMA), India. Visiting Professor, 2005. Graduate level course: Consumer Behavior.

Insurance Executive Program, Richard S. Brantley Risk and Insurance Center, Appalachian State University, Greensboro, NC, September, 1996. With Ünal Ö. Boya. Executive Level course: Marketing Principles.

University of North Carolina, Chapel Hill. Lecturer, 1993-1995. Undergraduate Courses: Principles of Marketing, Sales and Sales Management.

Thesis Advising

Elon. Alice Perseval (2019), Sophie Scharrer (2018-19), Jonas Fries (2017), Chloe Chambon (2017), Flore Ravaud (2016), Miriam Eltus (2016), Jan Sander (2015), Allison Tencza (2008). *Reader:* Gabrielle Corner (2016), Ana Preciado (2015), Cara Disisto, (2008), Kathryn Olinger (2007), Anna Leer (2007). Graduate Level: Ali-Imran Bawangaonwala, Marketing Management (2011).

Thesis Advising (*cont.*)

Appalachian. Joel Edwards (2005), Lauren Cole (2003), Erin Wade (2002), Steven Tomlinson (2001). *Reader:* Sarah Humphries (2005), Bradley Burge (2005), David Holland (2001), Pete Sanders (2001), Jackie Lueke (2001).

Independent Studies. Alex Dawson, Internship, Williams Robotics (2015), Katie Nolan. Consumer Behavior (2012), Lindsay Lillich, IMC (2012), Michael Bland, Consumer Behavior (2001), James Farrell, Sales Management (1998).

Business Case

"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.

Service

Elon University

(2006-Present)

Committees

University Level. Arts Administration Advisory Committee, 2018-present; Arts Administration Search Committee, 2018-19; Scholarship Review Committee, 2017; 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.

College Level. LSB Summer Research Awards Committee, 2018 - 2015, 2011. LSB Curriculum Committee, 2013-2015. PRME Sustainability Committee, 2009-2016. MBA Review Task Force, 2012-13. Mid-Term Review Committee, Mike Rodriguez, 2012. 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 Level. Conducted SACS departmental AoL: developed and tested instrument, administered to upper level classes, analyzed results, wrote report, 2011-Present. Met with external reviewer, Mr. Tom L. Thompson, gathering information regarding our disabilities program and how areas work together, October, 2018. Conducted departmental assessment for SACS QEP, Elon WEI, 2018. Invited lecturer, Fellows Weekend, 2010-Present. Invited lecturer, SURF day, 2009. Invited LSB Lecturer, Elon Family Day, 2007.

College Level. Fellows Weekend Lecturer and Evaluator, 2010-present. Wrote proposal for LSB response to SACS QEP, 2012. Consulted with Bill Burpitt concerning effects on the student of online versus face-to-face teaching, 2012. 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, 2009-2007. Hosted admissions visitors in class, 2009-2007. Advised and counsel students on professional and personal matters formally and informally on an ongoing basis, as called upon and as needed. Regularly represent university, college or department at numerous graduations, family days, and various other gatherings.

Departmental Level. Addressed AMA Student Chapter, “What is Marketing,” February, 2018. Conducted AACSB departmental AoL assessment, 2010-present. Conducted departmental SACS QEP assessment, 2016-present. Spearheaded curricular change proposal to delete BUS 304, 2016. *Measured* cultural differences learning goal in MKT 311 for AACSB AoL, 2011. With Coleman Rich, wrote cultural differences rubric for AACSB AoL, 2011. Marketing representative, Fall Open House, 2010.

Professional Level. 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.

Institute of Management Technology, Ghaziabad, India (2011-2016)

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. Worked with fellow faculty Lubna Nafees, Jyoti Kainth and Bikramjit Rishi on research projects.

Appalachian State University (1996-2006)

Committees

University Level. 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.

Departmental Level. Ran Brown lecture Series, 1998-2006. Personnel Development Committee, 1996-2004, 2005-2006.

Other Service

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

College Level. Graduation Reader, Spring, 2004. Invited research presenter to visiting Fudan University students and faculty as part of Holland Fellow Exchange Program, 2001-2006. Introduced WCOB Research Award winner, Awards Dinner, spring, 2004.

Departmental Level. Initiator of ongoing campaign to fund Prestigious Marketing Scholars Visiting Lecture Series, 2005. Coordinator, Visiting Lecturer Series, 2000-2006. Coordinator, Brown Bag Seminar Series, 2000-2006. AMA Faculty Advisor, 2000-2006. Editor, Marketing View Book, 2000. Served as peer evaluator for colleagues 15 times. Lecturer in place of absent colleagues ten times. Wrote roughly a hundred twenty student references. Special advising, 1995-2006. Counseled students on personal and professional matters informally on an on-going basis. Represented department at numerous graduations, family days, other events.

Professional Level: 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 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 (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. 978-82. 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 (60,00 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.)

Experience (*cont.*)

Kaufmann's Department Store, Pittsburgh, Pa. Assistant Buyer, 1972-73. Assistant to the buyer of handbags, located on the main floor, just off the busiest street corner, Fourth and Wood, 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

CarsandCameras John Inzerillo, NC, 2018-present.
Robert Turcotte, Entrepreneur, Roanoke, VA, 2013-2015
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.
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)