

## JULIE A. RUTH

School of Business, 227 Penn Street  
Rutgers University, Camden, NJ 08102  
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(856) 225-6231 (fax)  
jaruth@camden.rutgers.edu

### ACADEMIC EMPLOYMENT

**Rutgers University**, School of Business – Camden, Associate Professor, 2004 – present;  
Assistant Professor, 1999 - 2004.  
**University of Washington**, School of Business, Assistant Professor, 1991-99.  
**Washington University**, John M. Olin School of Business, Visiting Assistant Professor, 1996-97.  
**University of Michigan**, School of Business Administration, Instructor, Fall 1989.  
**University of Texas at Austin**, College of Communications, Teaching Assistant, 1985-87.

### EDUCATION

Ph.D. in Business Administration (Marketing), **University of Michigan**, 1991.  
M.A. in Communications (Advertising), **University of Texas at Austin**, 1987.  
B.S. in Business Administration (Marketing), **Georgetown University**, 1982.

### JOURNAL PUBLICATIONS

- Ruth, Julie A. and Bernard L. Simonin (2006), "The Power of Numbers: Investigating the Impact of Event Roster Size in Consumer Response to Sponsorship," Journal of Advertising, 35(4), 7-20.
- *Lead article.*
- Lowrey, Tina M., Cele C. Otnes, and Julie A. Ruth (2004), "Social Influences on Dyadic Giving Over Time: A Taxonomy from the Giver's Perspective," Journal of Consumer Research, 30(4), 547-558.
- Ruth, Julie A., Frédéric F. Brunel, and Cele C. Otnes (2004), "An Investigation of the Power of Emotions in Relationship Realignment: The Gift Recipient's Perspective," Psychology & Marketing, 21 (1), 29-52.
- Ruth, Julie A. and Anne York (2004), "Framing Information to Enhance Corporate Reputation: The Impact of Message Source, Information Type, and Reference Point," Journal of Business Research, 57 (1), 14-20.

## **JOURNAL PUBLICATIONS (continued)**

Ruth, Julie A. and Bernard L. Simonin (2003), "Brought to You By Brand A and Brand B': How Partner Brands Affect Consumers' Perceptions of Joint Sponsorships," Journal of Advertising, 32 (3), 19-30.

- Recipient of Journal of Advertising Best Paper Award, 2003.
- Recipient of "Bright Idea Award in Marketing Sponsorship," awarded by Stillman School of Business at Seton Hall and NJPRO, 2004.

Ruth, Julie A., Frédéric F. Brunel, and Cele C. Otnes (2002), "Linking Thoughts to Feelings: Investigating Cognitive Appraisals and Consumption Emotions in a Mixed Emotions Context," Journal of the Academy of Marketing Science, 30 (1), 44-58.

Ruth, Julie A. (2001), "Promoting a Brand's Emotional Benefits: The Influence of Emotion Categorization Processes on Consumer Evaluations," Journal of Consumer Psychology, 11 (2), 99-113.

Ruth, Julie A., Cele C. Otnes, and Frédéric F. Brunel (1999), "Gift Receipt and the Reformulation of Interpersonal Relationships," Journal of Consumer Research, 25 (4), 385-402.

Simonin, Bernard L. and Julie A. Ruth (1998), "Is a Company Known by the Company It Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes," Journal of Marketing Research, 35 (February), 30-42.

Simonin, Bernard L. and Julie A. Ruth (1996), "Restructuring Japanese Business through *Kyosei*: Capitalizing on International Strategic Alliances at the Consumer Level," International Executive Special Issue on Japan in the Post-Bubble Era, 38 (1), 53-77.

Simonin, Bernard L. and Julie A. Ruth (1995), "Bundling as a Strategy for New Product Introductions: Effects on Consumers' Reservation Prices for the Bundle, the New Product and the Tie-in," Journal of Business Research, 33 (3), 219-230.

## **BOOK CHAPTERS AND OTHER PUBLICATIONS**

Rosa, José Antonio, Madhubalan Viswanathan and Julie A. Ruth (2008), "Emerging Lessons: For Multinational Companies, Understanding the Needs of Poorer Consumers Can Be Profitable and Socially Responsible," Wall Street Journal, October 20, B12.

Ruth, Julie A. and Rachel Oakley Hsiung (2007), "A Family Systems Interpretation of How Subsistence Consumers Manage: The Case of South Africa" in Product and Market Development for Subsistence Marketplaces, José Antonio Rosa and Madhubalan Viswanathan, Volume Editors. In the Advances in International Management Series, Joseph Cheng and Michael Hitt, Series Editors, Oxford: Elsevier, 59-87.

## BOOK CHAPTERS AND OTHER PUBLICATIONS (continued)

- Ruth, Julie A. (2008), "Third-Party Effects in Servicescape Environments: Insight from Urban Consumers in Apartheid and Post-Apartheid South Africa," in Advertising and Consumer Psychology: Brick & Mortar Shopping in the 21<sup>st</sup> Century, Tina M. Lowrey, Ed. New York: Erlbaum Associates, 197-218.
- Otnes, Cele C., Julie A. Ruth, Tina M. Lowrey, and Suraj Commuri (2006), "Capturing Time in Qualitative Research," in Handbook of Qualitative Research Methods in Marketing, Russell W. Belk, Ed. New York: Edward Elgar, 387-399.
- Ruth, Julie A. and Cele C. Otnes (2006), "The Etiquette of Qualitative Research," in Handbook of Qualitative Research Methods in Marketing, Russell W. Belk, Ed. New York: Edward Elgar, 560-572.
- Ruth, Julie A. (2003), "Gift Exchange Rituals in the Workplace: A Social Roles Interpretation," in Contemporary Consumption Rituals: A Research Anthology, Cele C. Otnes and Tina M. Lowrey, Eds. New York: Lawrence Erlbaum Associates, 181-211.
- Simonin, Bernard L. and Julie A. Ruth (1999), "Restructuring Japanese Business through *Kyosei*: Capitalizing on International Strategic Alliances at the Consumer Level," in Restructuring Japanese Business for Growth, Raj Aggarwal, Ed. New York: Kluwer, 275-294. (Reprint of International Executive article)
- Ruth, Julie A. (1996), "It's the Feeling That Counts: Toward a Framework for Understanding Emotion and Its Influence on Gift-Exchange Processes," in Gift-Giving: An Interdisciplinary Anthology, Richard Beltramini and Cele Otnes, Eds. Bowling Green, OH: Bowling Green University Press, 195-214.

## CONFERENCE PUBLICATIONS

- Ruth, Julie A., Linda Tuncay, Atul A. Kulkarni, and Cele C. Otnes (2009 forthcoming), "The Influence of Change-focused Advertising Appeals and Self-Referencing on Persuasion," Proceedings of the American Marketing Association Educators' Conference, Joe Nunes and Kristen Diehl, Eds. Chicago, IL: American Marketing Association.
- *American Marketing Association 2009 Conference Best Paper Award*
  - *Best Paper, Consumer Psychology Track, 2009 American Marketing Association Conference*
- Ruth, Julie A., Cele C. Otnes, Linda Tuncay, and Atul A. Kulkarni (2007), "The Influence of Self-Referencing and Change-Focused Advertising Appeals," Proceedings of the Society for Consumer Psychology, Dawn Lerman and David Luna, Eds. Las Vegas, NV: Society for Consumer Psychology, 2.

**CONFERENCE PUBLICATIONS** (continued)

Otnes, Cele, Julie Ruth, and Linda Tuncay (2006), "Transformational Products and Everyday Consumption Contexts," Advances in Consumer Research, Volume 33, Connie Pechmann and Linda Price, Eds. San Antonio, TX : Association for Consumer Research.

Ruth, Julie A. and Bernard L. Simonin (2005), "The Psychology of Roster Size Effects in Consumer Response to Sponsorship," Proceedings of the Society for Consumer Psychology, Anne Brumbaugh and Geraldine Henderson, Eds. St. Petersburg, FL: Society for Consumer Psychology, 17-18.

Lowrey, Tina M., Cele C. Otnes, and Julie A. Ruth (2004), "An Exploration of Social Influence on Dyadic Giving," Advances in Consumer Research, Volume 31, Barbara E. Kahn and Mary Frances Luce, Eds. Valdosta, GA: Association for Consumer Research, 112.

Ruth, Julie A. and Anne S. York (2004), "Consumer Response to Performance-based Persuasion Attempts to Rebuild Weak Brands" Proceedings of the Society for Consumer Psychology, Amar Cheema, Scott Hawkins, and Joydeep Srivastava, Eds. San Francisco, CA: Society for Consumer Psychology, 23.

Ruth, Julie A. (2003), "Special Session Summary: Compelling Relationships between Products and Consumers," in Advances in Consumer Research, Volume 30, Punam Anand Keller and Dennis W. Rook, Eds. Valdosta, GA : Association for Consumer Research, 216.

Otnes, Cele C. and Julie A. Ruth (2003), "The Roles of 'Everyday' Transformational Products and Services in Consumers' Lives," Advances in Consumer Research, Volume 30, Punam Anand Keller and Dennis W. Rook, Eds. Valdosta, GA : Association for Consumer Research, 217.

Ruth, Julie A., Frédéric F. Brunel, and Cele C. Otnes (2003), Linking Gift Exchange Emotional Experiences and Interpersonal Relationships, in European Advances in Consumer Research, Volume 6, Darach Turley and Stephen Brown, Eds. Provo, UT: Association for Consumer Research, 21.

Ruth, Julie A., Frédéric F. Brunel, and Cele Otnes (2002), "'I Love You ... I Love You Not': Linking Cognitive Appraisals, Consumptions Emotions, and Relationship Quality," in Proceedings of the Society for Consumer Psychology, Ronald C. Goodstein and Julie Edell, Eds. Washington, DC: Society for Consumer Psychology, 95-96.

Ruth, Julie A. and Bernard L. Simonin (2001), "Brought to You By Brand A and Brand B": How Partner Brands Affect Consumers' Perceptions of Joint Sponsorships," in The Proceedings of the 2001 Conference of the American Academy of Advertising, Charles R. Taylor, Ed. Villanova, PA: Villanova University, 134.

**CONFERENCE PUBLICATIONS** (continued)

- Ruth, Julie A., Frédéric F. Brunel, and Cele Otnes (2001), "The Impact of Mixed Emotions on Relationship Quality," in Advances in Consumer Research, Volume 28, Mary C. Gilly and Joan Meyers-Levy, Eds. Valdosta, GA : Association for Consumer Research, 370.
- Brunel, Frédéric F., Julie A. Ruth, and Michelle R. Nelson (2000), "Altruistic Males, Selfish Females? Linking Message Order Effects and Gender Differences in Ad Persuasion," in Gender, Marketing, and Consumer Behavior Proceedings of the Fifth Conference, Schroeder, Jonathan and Cele Otnes, Eds. Urbana, IL: The University of Illinois, 101-105.
- Ruth, Julie A. and Cele C. Otnes (1999), "Attention to Self, Attention to Others: How Consumer Self-Consciousness Influences Gift Giving," Proceedings of the Society for Consumer Psychology, Madhu Viswanathan, Larry Compeau and Manoj Hastak, Eds. Urbana, IL: Society for Consumer Psychology, 62-70.
- Ruth, Julie A. and Suraj Commuri (1998), "Shifting Roles in Family Decision Making," Advances in Consumer Research, Joe Alba and J. Wesley Hutchinson, Eds. Provo, UT: Association for Consumer Research, 400-406.
- Otnes, Cele and Julie A. Ruth (1996), "New Insights into the Role of Gender during Christmas Shopping," Proceedings of the Third Conference on Gender and Consumer Behavior, Janeen Costa, Ed. Provo, UT: Association for Consumer Research, 111.
- Ruth, Julie A. (1995), "Sad, Glad, and Mad: The Revealing Role of Emotions in Consumer Rituals," Advances in Consumer Research, Frank R. Kardes and Mita Sujan, Eds. Provo, UT: Association of Consumer Research, 692.
- Simonin, Bernard L. and Julie A. Ruth (1995), "Co-Marketing with Asia: The Impact of International Strategic Alliances on Brand Equity," Marketing Theory and Practice: Toward the 21st Century, Jong Won Lim and S. Tamer Cavusgil, Eds. Chicago, IL: American Marketing Association, 183-84.
- Simonin, Bernard L. and Julie A. Ruth (1994), "Towards a Better Understanding of Strategic Alliances in Marketing through Observation of Symbiotic Relationships in Nature," Relationship Marketing: Theory, Methods and Applications. Jagdish Sheth and Atul Parvatiyar, Eds. Atlanta, GA: Emory University, III. 4-1.
- Ruth, Julie A. and Bernard L. Simonin (1994), "A Company is Known by the Company It Keeps: Effects of Strategic Alliances on Consumer Brand Attitudes," Proceedings of the American Marketing Association Summer Educator's Conference, Ravi Achrol and Andrew Mitchell, Eds. Chicago, IL: American Marketing Association, 387.

## **CONFERENCE PUBLICATIONS (continued)**

Otnes, Cele, Julie A. Ruth, and Constance C. Milbourne (1994), "The Pleasure and Pain of Being Close: Men's Mixed Feelings about Participation in Valentine's Day Gift Exchange Activities," Advances in Consumer Research, Chris Allen and Deborah Roedder John, Eds. Provo, UT: Association of Consumer Research, 159-164.

Otnes, Cele, Julie A. Ruth, and Constance C. Milbourne (1993), "I Like You, I Like Me: Gender, Romantic Involvement, Self-Acceptance and Valentine's Day Exchange," Proceedings of the American Marketing Association Winter Educator's Conference, Rajan Varadarajan and Bernard Jaworski, Eds. Chicago, IL: American Marketing Association, 54.

Ruth, Julie A. and Ronald Faber (1988), "Guilt: An Overlooked Advertising Appeal," in Proceedings of the 1988 Conference of the American Academy of Advertising, John R. Leckenby, Ed. Austin, TX: American Academy of Advertising: 83-89.

## **MANUSCRIPTS AND RESEARCH IN PROGRESS**

"Affect", invited chapter in Consumer Behavior, edited by Richard P. Bagozzi and Ayalla Ruvio, in Wiley International Encyclopedia of Marketing, John Wiley & Sons, forthcoming 2010.

"Relationships and Commitment as Cornerstones in Marketing Systems: Subsistence Consumer-Merchants in Chennai, India "(with Madhu Viswanathan and José Antonio Rosa), working paper.

"Investigating the Social Foundations of Emotions in a Family Decision-Making Context," (with Rachel Oakley Hsiung and Richard P. Bagozzi), working paper.

"A Model of Transformation Readiness" (with Suraj Commuri), working paper.

"Transformative Benefits of Products" (with Cele C. Otnes), working paper.

"Assurance Signals in Advertising and Their Effects on Persuasion" (with Barbara Bickart)

Context Effects and the Effectiveness of Certification (with Barbara Bickart)

Creative Imagination and Consumer Product Design (with José Antonio Rosa and William Qualls)

The "Changeover" and the Changed: The Meaning of Product Consumption in Post-Apartheid South Africa

The Intersection of Consumption and Work (with Suraj Commuri and Rachel Oakley Hsiung)

**MANUSCRIPTS AND RESEARCH IN PROGRESS (continued)**

A Multi-Country Study of Brand Alliance Effects (with Bernard L. Simonin).

Moderating Effects of Country-of-Origin on Brand Alliance Evaluations (with Bernard L. Simonin), working paper.

Reconceptualizing Integrated Marketing Communications: The Importance of Vertical Integration, Corporate Externalities and Constituencies (with Bernard L. Simonin), working paper.

Promoting Brands through Dual Signatures: A Test of the Differential Effects of Collaborative versus Comparative Advertising (with Bernard L. Simonin), data analysis completed.

**PRESENTATIONS**

“The Influence of Change-focused Advertising Appeals and Self-Referencing on Persuasion” (with Linda Tuncay, Atul A. Kulkarni, and Cele C. Otnes), American Marketing Association Educators’ Conference, Chicago, August 2009.

“Subsistence Consumers and Transformation Readiness” (with Suraj Commuri), Second Subsistence Marketplaces Conference: Sustainable Consumption and Commerce for a Better World, University of Illinois, Chicago, June 2008.

“The Role of Congruence Theory in Consumer Response to Business-to-Business Consumer Gift Giving” (with Atul Kulkarni, Cele Otnes, and Tiffany Barnett-White), Association for Consumer Research, poster session, October 2007.

“The Influence of Self-Referencing and Change-Focused Advertising Appeals” (with Cele C. Otnes, Linda Tuncay, and Atul A. Kulkarni), Society for Consumer Psychology Conference, Las Vegas, NV, February 2007.

“Family Dynamics and Consumption at the Bottom of the Pyramid in South Africa” (with Rachel Oakley Hsiung), Conference on Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship Beyond Literacy and Resource Barriers, University of Illinois-Chicago, August 2006.

“The Shopping Environment as Crossroads of Society: Insights from Retail Experiences in Apartheid and Post-Apartheid South Africa,” 25<sup>th</sup> Annual Advertising and Consumer Psychology Conference: Brick & Mortar Shopping in the 21<sup>st</sup> Century, Houston, TX, May 2006.

**PRESENTATIONS** (continued)

- “Transformational Products and Everyday Consumption Contexts” (with Cele C. Otnes and Linda Tuncay), Association for Consumer Research Conference, San Antonio, TX, September 2005.
- “The Psychology of the Number of Brand Alliance Partners in Sponsorship,” Brand Alliance Research Conference, William S. Spears School of Business, Oklahoma State University, April 2005.
- “The Psychology of Roster Size Effects in Consumer Response to Sponsorship” (with Bernard L. Simonin), Society for Consumer Psychology Conference, St. Petersburg, FL, February 2005.
- “Consumer Response to Performance-based Persuasion Attempts to Rebuild Weak Brands” (with Anne York), Society for Consumer Psychology Conference, San Francisco, CA, February 2004.
- “The Roles of ‘Everyday’ Transformational Products and Services in Consumers’ Lives,” (with Cele C. Otnes), Association for Consumer Research Conference, Atlanta, GA, October 2002.
- “‘I Love You ... I Love You Not’: Linking Cognitive Appraisals, Consumptions Emotions, and Relationship Quality” (with Frédéric F. Brunel), Society for Consumer Psychology Conference, Austin, TX, February 2002.
- “Brought to You By Brand A and Brand B’: How Partner Brands Affect Consumers’ Perceptions of Joint Sponsorships,” American Academy of Advertising Conference, Salt Lake City, UT, April 2001.
- “The Impact of Mixed Consumption Emotions on Relationship Quality” (with Frédéric F. Brunel), Association for Consumer Research Conference, Salt Lake City, UT, October 2000.
- “Tell Me About the Occasion, I’ll Tell You How You Felt: The Relationship Between Situation Appraisals and Emotional Experience” (with Frédéric F. Brunel), Conference of the Association for Consumer Research, Columbus, OH, September 1999.
- “Attention to Self, Attention to Others: How Consumer Self-Consciousness Influences Gift Giving” (with Cele Otnes), Society for Consumer Psychology Conference, St. Petersburg, FL, February 1999.
- “Shifting Roles in Family Decision Making” (with Suraj Commuri), Conference of the Association for Consumer Research, Denver, CO, October 1997.

**PRESENTATIONS** (continued)

- “Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes,” The University of Illinois, Urbana-Champaign, IL, February 1997.
- “New Insights into the Role of Gender During Christmas Shopping” (with Cele Otnes), Third Conference on Gender, Marketing and Consumer Behavior, Salt Lake City, Utah, June 1996.
- “The Experience and Expression of Emotion in Gift Receipt” (with Frédéric F. Brunel), University of Washington, Dept. of Marketing and International Business Colloquium, September 1995.
- “Co-Marketing with Asia: The Impact of International Strategic Alliances on Brand Equity” (with Bernard L. Simonin), Korean Marketing Association/American Marketing Association Conference on Marketing in the Asia-Pacific Region, Seoul, Korea, May 1995.
- “Reconceptualizing Integrated Marketing Communications: The Importance of Vertical Integration, Corporate Externalities and Constituencies,” American Academy of Advertising Conference, Norfolk, VA, March 1995.
- “When Receiving a Gift is Associated with Negative Emotions: Violations of Scripts, Audience, and Artifacts” (with Frédéric F. Brunel), Conference of the Association of Consumer Research, Boston, MA, October 1994.
- “A Company is Known by the Company It Keeps: Effects of Strategic Alliances on Consumer Brand Attitudes,” Conference of the American Marketing Association, San Francisco, August 1994.
- “Bundling as a Strategy for New Product Introductions: Effects on Consumers’ Reservation Prices for the Bundle, the New Product and the Tie-In” (with Bernard L. Simonin), UCR/AMA Conference on Pricing and the Marketing Mix, University of California, May 1994.
- “The Pleasure and Pain of Being Close: Men’s Mixed Feelings about Participation in Valentine’s Day Gift Exchange Activities” (with Cele Otnes), Association of Consumer Research, Nashville, TN, October 1993.
- “Consumer Perceptions of Marketing Alliances and Their Effect on Brand Evaluation” (with Bernard Simonin), University of Washington-University of British Columbia Conference, Spring 1993.
- “I Like You, I Like Me: Gender, Romantic Involvement, Self-Acceptance and Valentine’s Day Exchange” (with Cele Otnes), Conference of the American Marketing Association, February 1993.

## RESEARCH & ACADEMIC AWARDS AND HONORS

Best Paper Award (overall conference) and Consumer Psychology Track Best Paper Award, American Marketing Association Educators' Conference, Summer 2009

Bright Idea Award in Marketing Sponsorship, Stillman School of Business at Seton Hall University and NJPRO Foundation, 2004.

Best Paper Award, Journal of Advertising, 2003.

Visiting Research Associate, Fletcher School of Law and Diplomacy, Tufts University, Fall 2001.

Recipient (with Bernard L. Simonin) American Academy of Advertising Research Grant on "Multiple Sponsors' Influence on Sponsorship Advertising Effectiveness," 2001-2004.

Recipient, Rutgers University Research Council Grant, 2000-2001.

Recipient (with Bernard L. Simonin) of Center for International Business Education and Research (CIBER) Grants, University of Washington, 1992, 1993, 1995.

Recipient of Graduate School Fund Grant, University of Washington, 1992.

Beta Gamma Sigma, University of Michigan, 1992.

Gerald and Lillian Dykstra Fellowship, University of Michigan, 1990-91.

American Marketing Association Doctoral Consortium Fellow, 1990.

Josephine and Milton Kendrick Award in Marketing, University of Michigan, 1990.

## TEACHING

### ***Rutgers University***

- South Africa International Study Program, graduate and undergraduate levels.
- Marketing Management at the graduate level.
- Advertising and Promotion Management at the graduate and undergraduate levels.
- Principles of Marketing at the undergraduate level.

### ***The University of Washington (UW)***

- Doctoral seminar in Consumer Behavior.
- Consumer Marketing Strategy and Advertising Management at the graduate level.
- Advertising Management, Consumer Behavior, and Consumer Marketing Strategy (associated with the General Motors Marketing Internship Program) at the undergraduate level.

### ***Washington University, Visiting Assistant Professor***

- Consumer Behavior at the graduate and undergraduate levels.
- Principles of Marketing at the undergraduate level.

### ***University of Michigan***, Instructor, Fall 1989

- Marketing Management at the undergraduate level.

## **TEACHING & SERVICE HONORS AND AWARDS**

Lindback Foundation Award for Distinguished Teaching, 2009.  
Dean's Award for Outstanding Teaching, SBC, Rutgers University, 2001, 2003, 2006.  
Outstanding Service Award, School of Business – Camden (SBC), Rutgers University, 2005.  
Who's Who of Business Higher Education, 2003 - present.  
Provost's Teaching Excellence Award, Rutgers University–Camden, 2002.  
Outstanding Contribution to Undergraduate Education, University of Washington (UW), 1999.  
Dean's Faculty Award for Undergraduate Teaching, UW School of Business, 1998.  
MBA Professor of the Quarter, UW School of Business, Winter 1996, Spring 1996.  
Finalist, UW University-wide Teaching Excellence Award, 1995.  
General Motors Marketing Internship Scholastic Achievement Award, 1995, 1996.  
First Interstate Faculty Teaching Award, UW School of Business, 1993.  
Undergraduate Marketing Professor of the Year, UW School of Business, 1992, 1993.

## **ACADEMIC SERVICE**

### ***Dissertation and Thesis Committee Membership***

Christine Kowalczyk (University of Memphis, Ph.D. expected 2011), Dissertation Committee Member  
Joshua Saldana (Rutgers, 2009), Second Reader, Undergraduate Honors Thesis  
Chelsea Aiken (Rutgers, 2002), Second Reader, Undergraduate Honors Thesis  
Ricardo Moore (Rutgers, 2001), Second Reader, Undergraduate Honors Thesis  
Brian Tietje (UW Ph.D., 1999), Assistant Professor of Marketing, California Polytechnic University  
Frédéric Brunel (UW Ph.D., 1998), Assistant Professor of Marketing, Boston University

### ***Reviewing and Scholarship***

Adjunct Graduate Faculty Member, Fogelman College of Business & Economics, University of Memphis (serving on Ph.D. dissertation committee)  
Associate Editor, Journal of Advertising, 2009 to present.  
Editorial Review Board, Journal of Advertising, 1999 – 2009.  
Editorial Review Board, International Journal of Advertising, February 2009 – present.  
Outstanding Reviewer Award, Journal of the Academy of Marketing Science, 2008.  
Editorial Review Board, Journal of the Academy of Marketing Science, 2006 to present.  
Program Committee, Association for Consumer Research Conference, October 2008.  
Program Committee, European Association for Consumer Research Conference, Summer 2007.  
Co-Chair, Consumer Behavior Track, American Marketing Association conference, 2005.  
Outstanding Reviewer Award, Journal of Advertising, 1999.  
Ad-hoc Reviewer, Journal of Marketing Research, Journal of Consumer Research, Journal of Marketing, Marketing Letters, Journal of Retailing, Journal of Public Policy and Marketing, Sloan Management Review, Psychology & Marketing, Marketing Theory, International Review of Modern Sociology, Journal of Business Research, Psychological Science, and Journal of Sports Management.

**Reviewing and Scholarship** (continued)

Reviewer for conferences of the Association for Consumer Research (national and European), American Marketing Association (Summer and Winter), American Academy of Advertising (national and international), Society for Consumer Psychology. Reviewer for Sheth Dissertation Competition Awards (2003) and Faculty Funding Proposal, California Polytechnic State University (2000).  
Session Chair, Society for Consumer Psychology Conference, February 2005.  
Special Session Organizer and Chair, Association for Consumer Research Conference, 2002.  
Discussant, Association for Consumer Research Conference, 2002; American Academy of Advertising Conference, 2001.

**University Service and Campus Service**

School of Business Dean's Search Committee, Rutgers University (RU), Fall 2009 – present.  
Communications Advisory Committee, Rutgers University (RU), Fall 2004 – 2007.  
Message and Strategy Advisory Committee, RU, Spring 2006 – 2007.  
Visual Identity Advisory Committee, Spring 2006 – 2007.  
Communications Vendor Selection Task Force, RU, 2005.  
Annual Student Awards Committee, RUC, 2005 – present.  
University Service Recognition Review Committee, RUC, 2004 - present.

**School and Departmental Service**

SBC AACSB Reaccreditation Committee, Summer 2009 – present.  
SBC Retention Task Force, Fall 2008 – Spring 2009.  
Interview Committee, Rutgers Institute for Management Education and Development (RIMED), Fall 2008.  
SBC Undergraduate Task Force, Fall 2008 – present.  
Marketing Group Recruiting Committee, 2008 – present.  
SBC Health Care Faculty Recruiting Committee, 2007 – Fall 2008.  
SBC Faculty Representative, MBA and Undergraduate Information Sessions and Open Houses, 2006 – present.  
MBA Program/Scholastic Standing Committee, 2004 – present.  
Chair, SBC Good Works Committee, 2004 – 2007.  
Faculty Advisor, *Minding Your Business* SBC newspaper, 2004 – 2007.  
Coordinator, Marketing Group, RU School of Business – Camden (SBC), 2004 – 2005.  
Peer Evaluation Committee, SBC, 2004, 2006, 2007, 2008.  
Promotion of the SBC Committee, 2003 – 2005.  
Provost's Teaching Award Review Committee, RUC, Spring 2003.  
Faculty Advisor, COSAY (Creating Opportunity for South African Youth), 2002 – 2004.  
SBC Faculty Promoter/Speaker, South Africa International Study Program, 2001 – present.  
South Africa Study Program Faculty (off-load), SBC, 2001, 2002, 2006.  
Faculty Advisor, *Mu Kappa Tau* marketing honor society, 2001 – present.  
Co-Coordinator, RU SBC Marketing & Management Research Seminar Series, 2000-2001.  
Teaching Committee, SBC, 2000-2001, Spring 2002, Spring 2003 – Spring 2004, Spring 2008.  
Scholarship Advisory Group, SBC, 2000, 2003, 2004, 2006, 2008.

**School and Departmental Service** (continued)

Curriculum Committee, SBC, Spring 2000.  
Scholastic Standing Committee, SBC, 1999-2000, Spring 2001.  
Appointments Committee, SBC, 1999-2000.  
Faculty Recruiting Committee, UW Department of Marketing, 1993-94.  
Undergraduate Program Committee, UW School of Business, 1992-94.  
Faculty Advisor, American Marketing Association, UW School of Business, 1992-95.  
Ph.D. Admissions Committee, UW Department of Marketing, 1992-93.

**Invited Addresses**

“The History and Culture of South Africa,” SBC South Africa Study Program, January 2007, 2008, 2009; School of Law and Arts & Sciences, Spring 2007; RUC Mentor Program, February 2007.  
“Crafting International Study Programs in South Africa,” Rutgers University-Camden School of Law, October 2006.  
“Cooking for Chefs, Singing for Divas’: A Presentation on Presentations,” University of Illinois Midwest Marketing Camp, Urbana-Champaign, IL, June 2002.  
“Teaching Philosophy,” New Student Orientation, Rutgers University, Spring 2000.  
“International Brand Marketing Strategies,” Research Institute for Business, Kyungpook Sanup University, Taegu, South Korea, May 1995.  
Keynote Speaker, UW New Student and Parent Orientation, 1994, 1995.  
University of Washington Faculty Lecture Series, November 1993.  
Ph.D. Teaching Effectiveness Seminar, UW School of Business, 1992-1995, 1998.

**RESEARCH INTERESTS**

Emotions and Relationships in Consumer Behavior  
Partnerships and Brand Alliances  
Consumers and the Marketplace in South Africa  
Sponsorships & Advertising

**TEACHING INTERESTS**

Marketing Management  
Consumer Marketing  
Advertising & Promotions Management  
Brand Management

**ACADEMIC PROFESSIONAL ASSOCIATIONS**

Association for Consumer Research, Society for Consumer Psychology, American Marketing Association, American Academy of Advertising, Academy of Marketing Science

## BUSINESS EMPLOYMENT

**Assistant Product Manager**, Retail Deposit Products, **Mellon Bank**, Pittsburgh, PA, January 1984 to June 1985.

**Management Trainee**, Community and Retail Banking, **Mellon Bank**, Pittsburgh, PA, July 1982 to December 1983.

## OTHER

**Founder and Head Cheerleader**, Rutgers Friends of Kalksteenfontein Primary School, Cape Town, South Africa, 2003 – present.

**Founding Board Member and Vice President**, Good Hope Educational Initiative in South Africa, 2008 – present.

**Member**, Family Services Committee, Habitat for Humanity Philadelphia, 2001 – 2007.