# Dena Cox

# Address

Office:

Kelley School of Business .

Indiana University

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# Education

Ph.D. In Marketing with a minor in Cognitive Psychology, The University of Houston, Houston, Texas. December 1984.

Dissertation: "An Investigation of the Affective Response: Applications to Advertising Communications." Principal Advisor: William B. Locander

M.B.A. With concentration in Marketing, The University of Houston, Houston, Texas, December 1979.

M.A. In Microbiology, The University of Missouri, Columbia, Missouri, August 1973.

B.A. In Microbiology, The University of Missouri, Columbia, Missouri, December 1971.

# Memberships

American Marketing Association (Advertising and Healthcare)

Association for Consumer Research

APA Health Psychology Division

American Academy of Advertising

Honors and Awards

Health Behavior Research Fellow – 2011-now

Eli Lilly Faculty Fellowship, 2004-2009

Outstanding Reviewer for 1997 - *Journal of Advertising*

MBA Teaching Excellence Award, 1997

Phi Chi Theta Faculty Inductee, For Teaching Excellence, 1985

AMA Doctoral Consortium Candidate, 1983

Southwest Doctoral Symposium Discussant, 1982

Graduate Student Council, University of Houston College of Business, 1981-1982

Graduate Assistantship, The University of Houston, Department of Marketing

Delta Sigma Pi Teaching Recognition Honoree, 1981

U.S. Department of Agriculture Research Grant, 1972-1973

# Professional Experience

November, 2011 Health Behavior Research Fellow

August, 2006- present Adjunct Professor of Pediatrics, IU School of Medicine

July 2004-2009 Eli Lilly Faculty Fellow

July 2003-present Professor of Marketing

June 1992-2003 Associate Professor of Marketing at   
 Indiana University

Fall 1988- Assistant Professor of Marketing at

June 1992 Indiana University

Courses Taught - Undergraduate: Buyer Behavior, Principles of Marketing, Marketing Research

Graduate: Advertising Management, Marketing Research, Buyer Behavior, Health Care Marketing

1984-1988 Assistant Professor of Marketing at Georgia State University

Courses Taught: Undergraduate and Graduate Buyer Behavior and Principles of Marketing

1980-1983 Teaching Assistant and Research Assistant in Marketing at the University of Houston

1976-1978 Research Assistant in the Surgical Research Lab at M.D. Anderson Hospital and Tumor Institute, Houston, Texas. Supervised several research projects in Immunology.

1973-1976 Research Assistant in Immunotherapy, Wadley Institutes of Molecular Medicine, Dallas, Texas. Supervised several research projects in Immunology.

# Research Interests

1. Promotion and Persuasive Communication in Consumer Health Messages

Effects of Message Framing on Persuasion in Consumer Health Messages

Communicating Risk in Consumer Health Messages

Repetition of Promotional Messages (Mere Exposure Phenomenon)

The Role of Mood and Emotion in Customer Persuasion

How Customers' Liking of a Promotional Message (e.g., an Advertisement or Sales Presentation) Affects Product Attitudes

2. Understanding the Dimensions of Product Aesthetic Design

Journal Publications

Cox, Anthony, Dena Cox, Rosalie Cyrier, Yolanda Graham-Dotson and Greg Zimet. (2012). “Can Self-

Prediction Overcome Barriers to Hepatitis B Vaccination?: A Randomized Controlled Trial,” Health

Psychology, Vol 31(1), 97-105.

Mays, Rose, Lynne Sturm, Julie Rasche, Greg Zimet, Dena Cox and Anthony Cox. (2011). “Use of Drawings

to explore US Women’s Perspectives on Why Persons Might Decline HIV Testing,” Health Care for

Women International, 32(4), 328-343.

Cox, Anthony, Dena Cox, and Sue Mantel. (2010). “Consumer Response to Drug Risk Information:

The Role of Positive Affect.” Journal of Marketing, 74(July), 31-44.

Cox, Dena, Anthony Cox, Lynne Sturm, and Greg Zimet. ( 2010). “Behavioral Interventions to Increase

HPV Vaccination Acceptability among Mothers of Young Girls.” Health Psychology, 29(January), 29-

39.

Cox, Anthony and Dena Cox. (2010). “A Defense of Direct-to-Consumer Drug Advertising.” Business

Horizons, 53(March-April), 221-228.

Tanner, AE, JM Katzenstein, GD Zimet, DS Cox, and AD Cox. (2008), “Vaginal Microbicide Preferences

Among Midwestern Urban Adolescent Women,” Journal of Adolescent Health, 43 (4), 349-356.

Burrage, Joseph, Gregory Zimet, Dena Cox, Anthony Cox, Rose Mays, Rose Fife and Kenneth Fife.

(2008), "The CDC Recommendations for HIV Testing: Reactions of Women Attending Community

Health Clinics," Journal of the Association of Nurses in AIDS Care, 19 (1), 66-74.

Cox, Anthony D., Dena Cox and Gregory D. Zimet (2006) "Understanding Consumer

Responses to Product Risk Information," Journal of Marketing, 70(January), 79-91

Magid, Julie Manning, Anthony D. Cox and Dena S. Cox (2006), "Quantifying Brand

Image: Empirical Evidence of Trademark Dilution," American Business Law Journal,

43(1), 1-42. (Lead article)

Cox, Anthony, Dena Cox and Ronald Anderson (2005), “Reassessing the Pleasures of Store Shopping.”

Journal of Business Research, 58 (March), 250-259.

Cox, Dena and Anthony Cox (2002), "Beyond First Impressions: The Effects of Repeated Exposure on Consumer Liking of Visually Complex and Simple Product Designs," Journal of the Academy of Marketing Science, 30(Spring), 119-130.

Cox, Dena and Anthony Cox (2001), "Communicating the Consequences of Early Detection: The Role of Evidence and Framing," Journal of Marketing, 65(July), 91-103.

Cox, Anthony and Dena Cox (1998), "Beyond Peer Pressure: A Theoretical Framework for Understanding the Varieties of Social Influences in Adolescent Risk Behavior," Social Marketing Quarterly, 4(Summer), 43-47.

Bobinski, George, Dena Cox, and Anthony Cox (1996), "Retail 'Sale' Advertising, Perceived Retailer Credibility and Price Rationale," Journal of Retailing, 72(3), 291-306.

Kellaris, James, Anthony Cox and Dena Cox (1993), "The Effect of Background Music on Advertisement Processing: A Contingency Explanation," Journal of Marketing, 57 (October), pp. 114-125.

Cox, Anthony D., Dena Cox, Ronald D. Anderson and George Moschis (1993), "Social Influences on Adolescent Shoplifting: Theory, Evidence, and Implications for the Retail Industry," Journal of Retailing, 69 (Summer), 234-246.

Cox, Anthony D. and Dena Cox (1990), "Competing on Price: The Role of Retail Price Advertisements in Shaping Store Price Image," Journal of Retailing, 66 (Winter), 428-445.

Cox, Dena, A. Cox, and G. Moschis (1990) "When Consumer Behavior Goes Bad: An Investigation of Adolescent Shoplifting," Journal of Consumer Research, 17 (2) (September), pp. 149-159.

Cox, Dena, and Anthony D. Cox (1988), "What Does Familiarity Breed? Complexity as a Moderator of Repetition Effects in Advertisement Evaluation," Journal of Consumer Research, 15 (June), 111-117.

Cox, Dena, and William B. Locander (1987), "Product Novelty: Does it Moderate the Relationship Between Ad Attitudes and Brand Attitudes?," Journal of Advertising, 16 (3), 39-44.

# Other Refereed Publications

Cox, Dena and Anthony Cox, (2010). Reasons for HPV Vaccine Non-Compliance in Women 18-26. Poster

at 2010 International HPV conference, Montreal, Canada.

Zimet, Greg, Dena Cox, Tony Cox, D. Craig, H. Anderson, J. Arno, E. Brizendine and B. Katz. (2008),

“Brief Interventions to Increase HBV Vaccine Acceptance Among STD Clinic Patients.” National

STD Prevention Conference Proceedings, March 13.

Cox, Dena and Anthony Cox (2007), Effect of FITD, LPC and Risk Presentation Interventions on Parental

HPV Vaccine Acceptance, abstract in National Conference on Health Communication, Marketing and Media, sponsored by Centers for Disease Control and Prevention, Aug. 29-30, 2007.

Cox, Dena, Anthony Cox, Rose Fife, Kenneth Fife, Rose Mays and Lynne Sturm (2007), The Effect of

Graphical Presentation of HPV Risk Information on Mother’s Attitudes and Intention Toward HPV Vaccination for Daughters: An Experiment,” ISSTDR 2007 conference abstract (July 29-August 1, 2007).

Katzenstein, Jennifer, Greg Zimet, Dena Cox, Anthony Cox, Matthew Aalsma and Dennis Fortenberry,

(2005), Adolescents’ Intentions To Try Vaginal Microbicides,” Society of Adolescent Medicine

Conference Abstract.

Zimet, Gregory D., Anthony D. Cox, Dena Cox and Dennis Fortenberry (2005), "Vaginal Microbicides for

STD Prevention: Characteristics Preferred by Adolescent Women," Journal of Adolescent Health,

36(February), 125. (Meeting abstract reprinted in journal)

Cox, Dena, Anthony Cox, Alan Andreasen, Ronald Hill and Debra Stephens (1997), "Consumer Behavior and Public Health," in Advances in Consumer Research, vol 24, Provo, Utah: Association for Consumer Research, M. Brucks and D. MacInnis, eds., pp. 303-304.

Cox, Dena and Anthony Cox (1994), "The Effect of Arousal Seeking on Consumer Preferences for Complex Product Designs," Advances in Consumer Research, C. Allen and D. R. John, eds., Provo, UT: Association for Consumer Research, pp. 554-559.

Cox, Anthony and Dena Cox (1992), "Marketplace Estrangement and Consumer Theft," in Advances in Consumer Research, 19, J. Sherry and B. Sternthal, eds., Provo UT: Association for Consumer Research, 554.

Moschis, George P. and Dena Cox (1989), "Deviant Consumer Behavior," Advances in Consumer

Research, 16, T. Srull, Editor, Association for Consumer Research, 732-737.

Cox, Dena, Anthony Cox and Rose Johnson (1988), "How do Advertised Price Specials Affect Perceptions of a Store's Overall Price Level?: An Experiment," in AMA Educator's Conference Proceedings, p. 242.

Cox, Dena, and James Kellaris (1987), "The Effects of Mood and Gender on Perceived Likelihood of Unplanned Purchases," American Psychological Association Proceedings, L. Alwitt, ed., p. 14.

Cox, Dena, George Moschis, and James Kellaris (1987), "Factors Influencing Adolescent Shoplifting Behavior," in J. Hawes and G. Gilsan, eds., Developments in Marketing Science, 10, Akron, Ohio, Academy of Marketing Science, p. 497.

Moschis, G. P., Dena Cox, and James Kellaris (1987), "An Exploratory Study of Adolescent Shoplifting Behavior," Advances in Consumer Research, 14, M. Wallendorf and R. Anderson, eds., Provo, Utah, Association for Consumer Research, pp. 526-520.

Saliagas (Cox), Dena, and James Kellaris (1986), "Influences of Mood on Willingness to Spend," in N. Maholtra and J. Hawes, eds., Developments in Marketing Science, 9, Atlanta, Academy of Marketing Science, pp. 61-64.

Cox, Anthony D., and Dena Saliagas (Cox) (1986), "Retail Advertising and the Formation of Store Price Impressions," in N. Maholtra and J. Hawes, eds., Developments in Marketing Science, 9, Atlanta, Academy of Marketing Science, p. 474.

# Book Chapter

Cox, Anthony and Dena Cox, (1998), “Shoplifting,” in Elgar Companion to Consumer Research and Economic Psychology, UK: Elgar Publishing. Edited by Peter E. Earl and Simon Kemp. Cheltenham, UK: Edward Elgar Publishing, pp. 538-541.

Papers under Review

Rose Fife, Dena Cox, Katie Lane, “Demographics of Intimate Partner Violence in a Web-based survey of Women.” Under review at *Journal of Family Violence*.

Working Papers

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Cox, Dena, Anthony Cox and Jennifer Olson. (2011). “The Effect of Graphical Presentation and High

Compliance Requests on HPV Vaccine Acceptance in Young Women.” To be submitted to *Journal of*

*Academy of Marketing Science.*

Cox, Dena, Anthony D. Cox, Sasha Fedorhkin. “The Effect of the Presentation of In and Out-group Risk

Information in a Public Health Message on Intention.” We have decided to add an additional study to

this paper before we submit it to the *Journal of Marketing* .

Cox, Dena, Anthony Cox and Greg Zimet. “Effect of Narrative and Non-Narrative Messages on

Acceptance of HBV Vaccination. We decided to include additional studies. Paper is being finalized and analyses are being re-checked. Paper will likely be submitted to *Health Psychology.*

Cox, Dena, Lynne Sturm and Anthony Cox. “The Effect of Anticipated Regret on Mother’s Attitudes and

Intentions to Vaccinate Their Daughters with the HPV Vaccine.” Data are all collected and analyzed and a rough working paper is completed. Final editing needs to occur. Paper will likely be submitted to *Health Psychology or Journal of Applied Psychology.*

Perry, Josh, Anthony Cox and Dena Cox. “Direct-to-Consumer Drug Advertisements and the Informed Patient: A Legal, Ethical, and Content Analysis” Paper will be submitted to *American Business Law Journal.*

Research Projects in Progress (data being collected or drafts being written)

"Effects of Message Framing on Subsequent Product Adoption Behavior (Results of a clinical trial)."

with Anthony Cox and Gregory Zimet. All data have been collected (5 year’s worth), data

have been partially analyzed and the paper is being written. We plan to submit it to *Health*

*Psychology.*

“The Effects of Narratives and Framing on Acceptance of the HPV Vaccine by Young Women.” With Anthony Cox. Data (830 respondents) have been collected for this study. We just completed this first phase of the study and have just begun to look at the data. The second Wave will be conducted in April, 2012.

I have three other works in progress:

1. With Peter Swartz (M.D., Ph.D.) in the medical School - Tony and I are working with him on the following study:  "Evaluating a Patient Decision Aid for ColoRectal Cancer Screening: An Experiment"

We have had numerous meetings and we have developed the basics of the actual decision-aid format - but we need to pre-test it and collect the data.

2.  With Udi Davidovitch (Ph.D. in Health Behavior) at the Amsterdam Health Service.  Udi is head of online information for STD's in the Netherlands.  He has developed very sophisticated online interactive tools for sexually transmitted diseases.  We are working on a project with him to increase STD testing on these online interfaces. He received a grant internally within the Netherlands, to fund the project.

3.  We have had a couple of meetings with Mark Mayer (Ph.D), a new marketing hire on a research project.  We have decided to conduct a study on consumers' perceptions of drug advertising messages in DTC advertising.  Tony and I already have a good background in the literature and Mark has great interest in this topic, since he worked at Wyeth pharmaceuticals; so it is a good mix with all of our interests.  We plan to spend time this semester defining objectives, deciding on the experimental design and collecting the data.

# External Federal Research Grants Funded

1. National Institutes of Health (NIH) Research Grant

Title: "Interventions to Increase HBV Vaccination in STD Clinics"

Investigators: Gregory Zimet (PI), Anthony D. Cox, Dena Cox (all of Indiana University)

Total Budget: $3 million (over five years)

Status: **Funded – September 2002**

2. National Institutes of Health (NIH) Research Grant

Title: "A Marketing Concept Test of Vaginal Microbicide Acceptability for STD-HIV

Prevention Among High-Risk Adolescents"

Investigators: Dennis Fortenberry (PI), Gregory Zimet, Dena Cox, Anthony D.Cox

(all of Indiana University)

Proposed Budget: $1 million (over four years)

Status: **Funded – March 2003**

3. National Institutes of Health (NIH) Research Grant Proposal

Title: "HIV Testing and Women's Attitudes on HIV Vaccine Trials"

Investigators: Gregory Zimet (PI), Dena Cox, Anthony D.Cox, Rose Fife, Kenneth Fife,

Rose Mays (all of Indiana University)

Status: **Funded – April 2006**

Proposed budget about $2.3 million over five years.

4. National Institutes of Health Research Grant

Title: Increasing Colorectal and Breast Cancer Screening in Women

Investigators: Victoria Champion (PI), Susan Rawl

Consultant: Dena Cox

Budget: $3.8 million over five years

**Status: Grant funded (2010-2015**)

# External Private Company Research Grants Funded

1. Merck, Sharp and Dohme Research Laboratories

Title: The Effect of Two Interventions on HPV Acceptance Among Minority Women

Investigators: Dena Cox, PI and Anthony Cox

Total Budget: $79,410

Status: **Funded – June, 2008 for two years**

1. Merck, Sharp and Dohme Research Laboratories

Title: Brief Interventions to Increase HPV Vaccine Acceptance in School-Based Health Centers

Investigators: Vaughn Rickert, PI, Dena Cox, Greg Zimet, Susan Rosenthal

Total Budget: $500,000 over three years

Status: **Funded – June, 2009 for three years.**

1. Merck, Sharp and Dohme Research Laboratories

Title:  An investigation of provider-parent-son decision-making about HPV vaccination and a

preliminary test of the effects of educational messaging on intent to vaccinate sons

Investigators: PI, Greg Zimet, Nate Stupiansky, Dena Cox and Anthony Cox

Total budget:  $99,913

Status: **Funded, July, 2010 for two years.**

1. Merck, Sharp and Dohme Research Laboratories

Title: The effects of narrative vs. non-narrative message structure and gain vs. loss framing on HPV-

vaccination beliefs, attitudes, intentions and behavior among women ages 18-26: An

experiment.

Investigators: Dena Cox, PI, Anthony Cox, Greg Zimet

Total Budget: $99,600

Status: **Funded, March, 2011 for two years**.

Received a competitive research grant from the American Marketing Association in 1994, to study consumer response to aesthetic product design.

Received competitive summer research grants within the IU Kelley School of Business (in 1992, 1994, 1995, 1998, 1999, 2002, 2003, 2004, 2006, 2007, 2008, 2009, 2010, 2011)

1. $9,500

1994 $9,500

1. $10,000

1998 $10,000

1999 $11,000

2002 $11,500

2003 $11,500

2004 $11,500

2006 $14,000

2007 $14,000

2008 $15,000

2009 $15,000

2010 $15,000

2011 $15,000

# Unpublished Reports Prepared for the Indiana State Department of Health 1995-1997

Health Promotion Planning Guide

Objectives, Strategies, Implementation and Evaluation in the Prevention of Vaccine-Preventable Disease

Objectives, Strategies, Implementation and Evaluation in the Promotion of Nutritional Health and Physical Activity

WIC Participant Satisfaction Survey

WIC Vendor Satisfaction Survey

# Teaching Accomplishments

Executive Education for the Kelley School of Business, 1996-1999

Have won three teaching excellence awards:

MBA Teaching Excellence Award, Indiana University, 1997

Phi Chi Theta Award at Georgia State, 1985

Delta Sigma Pi Award at University of Houston, 1981

Have worked closely with the Ph.D. students while at GSU and have four co-authored proceedings papers and one co-authored journal article.

Was a doctoral dissertation committee member for Ph.D. student James Kellaris. Subject: "Persuasive Impact of Music in Advertising."

Have been a Ph.D. committee member for two students at Indiana University who successfully defended their dissertations.

1. Chan Park - "Information Processing of Country of Origin Information"

1. Bob Wright - "Recycling Behavior of Consumers"

# Professional Activities

Editorial Review Board member of the Journal of Advertising.

Have been a frequent reviewer for Journal of Consumer Research and have reviewed articles for Journal of Marketing, Business, Advances in Consumer Research, Journal of the Academy of Marketing Science and the Proceedings of the American Marketing Association among others.

Have served as session chair and as a discussant at the national conferences of the Association for Consumer Research and the American Marketing Association.

Have been a presenter at numerous conferences and invited presentations. Among the most recent: presented research at the AMA’s Risk Conference, 2006, University of Southern California; Presentations of health risk research at Toulouse University, Toulouse, France, 2007 and Utrecht University, Utrecht, The Netherlands. Invited talks on Health interventions and Presentation of Risk Information at the Amsterdam Health Service, the Netherlands and University of Exeter, England, 2008, Max Planck Institute for Human Development, Berlin and Utrecht and Maastrich Universities in the Netherlands, 2011. Poster presentations of research at ISSTDR conference (July, 2007) and CDC National Conference on Marketing and Media, August, 2007.

Consulting and Executive Education

Was co-director of a custom program developed for marketing managers at Roche Diagnostics, in Indianapolis, IN. This program involved two seminars a month for five months concerning the topics of market research, pricing, marketing strategy, new product development and marketing communications.

Have developed and taught numerous executive seminars for Indiana University’s Kelley School of Business Executive Education. Have focused on strategic planning for healthcare-related businesses, such as hospitals, pharmaceutical companies, medical products manufacturers, and physician practices. All have been very well received.

Have served as a consultant to several healthcare organizations, including the Indiana State Department of Health.

# Institutional Service

Georgia State

CBA Research Program Committee 1984-1988

Undergraduate Committee 1986-1988

Indiana University

Member, KSBI Assessment Committee 2007-2011

Member, IUPUI Committee to Review Associate Dean, Roger Schmenner, 2006

Member, Faculty Review committee, Kelley School of Business 2004, 2005

Member, IUPUI Promotion and Tenure review committee, 2004, 2006

Chair, Kelley School of Business-Indianapolis faculty review committee, 2007-2008

Member, Strategy Committee, Kelley School of Business Indianapolis, 2003-2005

## Chair, Kelley School of Business Undergraduate Student Assessment of Business Skills

Have conducted survey of current students and faculty, presented the results to university administrators and recommended changes (curricular and others) to the Kelley School of Business Dean for continuous quality management 1998-2000

Chair, IUPUI Campus Climate for Diversity, 1999-2001

Representative to the IUPUI Assessment Task Force 1998-2000

Consultant to Vic Borden, Institutional Planning at IUPUI for questionnaire design 1999

Member, Sexual Harassment Committee at IUPUI 1998-2000

Member, Recruitment and Retention of Women Faculty at IUPUI Committee 1998-2000

Representative, Kelley School of Business Research Committee 1998-1999

Member, Women in Health Committee for a School of Public Health (School of Business representative) 1992-1998

IUPUI Identity Committee (co-chair) 1994

Member, Cancer Control Committee 1993-1995

School of Business Undergraduate Program Committee 1989-1997  
 Marketing Department Undergraduate Committee 1989-1991

Doctoral Committee 1991-1992

Honors Committee 1991-1992

Chairperson of Honors and Awards Committee 1992-1993

University Committee on Educational Policies 1993-1994

Member, IUPUI Committee to Review Vice Chancellor Eugene Tempel 1993-1994

# Publications in Immunology

Khan, A., D. Thometz (Cox), O. Garrison, and J.M. Hill. "E-Rosette Enhancement of Hodgkin's Disease Lymphocytes by Transfer Factor: A New Scoring Technique," American Association of Cancer Research Abstract, 260, 1975.

Khan, A., W. Sellers, P. Goble, and D. Thometz (Cox). "Transfer Factor, Thymosin, and E-Rosettes," New England Journal of Medicine, 292:868, 1975.

Khan, A., D. Thometz (Cox), and J.M. Hill. "Enhancement of E-Rosettes in Hodgkin's Disease Patients Following Transfer Factor Administration," Wadley Medical Bulletin, 5:297, 1975.

Khan, A., and D. Thometz (Cox). "Modification of Tumorigenicity of L1210 Leukemia by Ferric Chloride," Wadley Medical Bulletin, 5:161, 1975.

Khan, A., O. Garrison, D. Thometz (Cox), and J.M. Hill. "Fractionation of Transfer Factor with High Pressure Liquid Chromatography and E-Rosette Enhancing Activity of Various Fractions," Proceedings of the Second International Workshop on Basic Properties and Clinical Applications of Transfer Factor, M. Ascher (ed), Academic Press: New York, 1976.

Khan, A., W. Sellars, D. Thometz (Cox). "Immunologic and Clinical Improvement with Transfer Factor in   
T-cell Immunodeficiency and Asthma," Federation Proceedings Abstract, 740, 1976.

Khan, A., D. Thometz (Cox), O. Garrison, and J.M. Hill. "Increase in E-Rosettes After Transfer Factor (TF) Treatment: Fractionation of TF," Annals of Allergy, 36:330, 1976.

Khan, A., W. Sellars, J. Pflanzer, J.M. Hill, D. Thometz (Cox), and J. Haenke. "Asthma and T-cell Immunodeficiency: Improvement with Transfer Factor and Immunopeptide I," Annals of Allergy, 37:267, 1976.