

SCOTT B. MACKENZIE

OFFICE ADDRESS:

Marketing Department
Kelley School of Business
Bloomington, IN 47405
Phone: (812) 855-8878
e-mail: mackenz@indiana.edu

EDUCATION:

Ph.D.	University of California, Los Angeles, Marketing
M.B.A.	University of California, Los Angeles, Marketing
B.A.	University of California, Los Angeles, Psychology

ACADEMIC APPOINTMENTS:

2001-present	Indiana University, Professor and <i>Neal Gilliatt Chair</i>
2000-2001	Indiana University, Professor and <i>Indiana University Foundation Professorship</i>
1995-2000	Indiana University, Professor and <i>Edgar G. Williams Faculty Fellow</i>
1989-1994	Indiana University, Associate Professor
1983-1988	Indiana University, Assistant Professor

ACADEMIC HONORS:

- *#1 Most frequently Cited Marketing Scholar in the World in 2013* according to a study by the University of Minnesota Marketing Department (see <http://carlsonschool.umn.edu/file/62911/download?token=fDwYeL2Z>).
- *Harold H. Maynard Award*, for significant contributions to marketing theory and thought, American Marketing Association, 1996.
- *William A. Owens Scholarly Achievement Award*, for the journal article with the highest potential to significantly impact the field of I-O psychology, SIOP (APA Div14), 2005.
- *Robert Ferber Award – Honorable Mention*, for the best interdisciplinary dissertation article published in the latest volume of JCR, Association for Consumer Research, 1985.
- *William R. Davidson Award – Honorable Mention*, for the Journal of Retailing article making the best contribution to theory and practice in retail marketing, 2014.
- “*Highly Cited Researcher*” in Economics/Business.
This recognition is given by ISI to the 250 most-cited researchers in a discipline and only the upper one-half of one percent of the more than 5 million researchers in the ISI database qualify for it. (<http://highlycited.com/categories/Economics047Business.html>)
- *100 Most-Cited Scientists in Economics & Business* for papers published and cited from Jan 1, 1996 through June 30, 2006 (<http://www.in-cites.com/nobel/2006-eco-top100.html>).
- *Top 250 Most Influential Scholars in Economics/Business*, ISIHighlyCited.com, 2006-present.
- *Science Watch Interviews w/ Highly Cited Scientists* <http://sciencewatch.com/inter/pod/2010/>
- Identified as one of the *Most Influential Advertising Scholars* in a citation analysis of the advertising literature by Pasadeo, Phelps, and Kim (1998)
- *Research Excellence Award*, Kelley School of Business, 1997, 2006.
- *Outstanding Research Award*, Kelley School of Business Alumni Association, 1999.
- *Distinguished Teaching Award*, Kelley School of Business, 2003, 2011.
- *Teaching Excellence Recognition Award*, Kelley School of Business, 2000.
- *Outstanding Reviewer Award*, *Journal of Academy of Marketing Science*, 2003, 2006.
- *Outstanding Reviewer Award*, for the *Journal of Consumer Research*, 1989.
- *Faculty Fellow*, AMA/Sheth Doctoral Consortium, 1990, 2001, 2004, 2006, 2007, 2010, 2011.
- *Student Fellow*, AMA Doctoral Consortium, 1981.

- *Beta Gamma Sigma*, Scholastic Honor Society, 1980.
- *Magna Cum Laude*, University of California, Los Angeles, 1976.
- *Phi Beta Kappa*, Scholastic Honor Society, 1976.

TOTAL CITATIONS: 52,030 *Google Scholar* and 17,215 *Web of Science*

PUBLICATIONS:

Research Methodology

(in press), "Recommendations for Creating Better Concept Definitions in the Organizational, Behavioral, and Social Sciences," **Organizational Research Methods** (Philip M. Podsakoff and Nathan P. Podsakoff).

(2013), "Are We Really Measuring What We Say We're Measuring? Using Video Techniques to Supplement Traditional Construct Validation Procedures," **Journal of Applied Psychology**, 98(1), 99-113. (with Nathan P. Podsakoff, Philip M. Podsakoff and Ryan L. Klinger).

(2012), "Sources of Method Bias in Social Science Research and Recommendations on How to Control It," **Annual Review of Psychology**, 63, 539-569. (with Philip M. Podsakoff and Nathan P. Podsakoff)

Highly Cited Paper (Essential Science Indicators) with 322 *Web of Science* citations and 725 *Google Scholar* citations.

(2012), "Common Method Bias in Marketing: Causes, Mechanisms, and Procedural Remedies," **Journal of Retailing**, 88(4), 542-555 (with Philip M. Podsakoff).

This article received "William R. Davidson Award – Honorable Mention" for the best contribution to theory and practice in retail marketing.

(2012), "The Negative Consequences of Measurement Model Misspecification: A Response to Aguirre-Urreta and Marakas," **MIS Quarterly**, 36(1), 139-146 (with Cheryl B. Jarvis and Philip M. Podsakoff)

(2011), "Construct Measurement and Validation Procedures in MIS and Behavioral Research: Integrating New and Existing Techniques," **MIS Quarterly**, 35(2), 293-334 (with Philip M. Podsakoff and Nathan P. Podsakoff)

Highly Cited Paper (Essential Science Indicators) with 143 *Web of Science* citations and 522 *Google Scholar* citations.

(2005), "The Problem of Measurement Model Misspecification in Behavioral and Organizational Research and Some Recommended Solutions," **Journal of Applied Psychology**, 90(July), 710-730, (with Philip M. Podsakoff and Cheryl Jarvis)

Highly Cited Paper (Essential Science Indicators) with 383 *Web of Science* citations and 1002 *Google Scholar* citations.

(2003), "Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies," **Journal of Applied Psychology**, 88(Oct), 879-903, (w/ Philip Podsakoff, Jeong-Yeong Lee & Nathan Podsakoff).

#1 most cited article to ever appear in the **Journal of Applied Psychology** with 8739 *Web of Science* citations and 17689 *Google Scholar* citations.

This article received the “*William A. Owens Scholarly Achievement Award*” presented by the Society for Industrial and Organizational Psychology for the best I/O psychology article published in 2003.

Identified by *Science Watch* as a “*Current Classic*” for the field of Psychiatry/Psychology ([Apr 2009](#), [Aug 2009](#), [Feb 2010](#), [Apr 2010](#), [June 2010](#), [Aug 2010](#), [Oct 2010](#), [Dec 2010](#), [Feb 2011](#), [Apr 2011](#), [June 2011](#), [Aug 2011](#), [Oct 2011](#), [Dec 2011](#)).

(2003), “A Critical Review of Construct Indicators and Measurement Model Misspecification in Marketing and Consumer Research,” **Journal of Consumer Research**, 30(Sept), 199-218 (with Cheryl Jarvis and Philip M. Podsakoff).

#8 most cited article to ever appear in the **Journal of Consumer Research** with 1121 *Web of Science* citations and 3410 *Google Scholar* citations.

(2006) Translated and reprinted as “Un Examen Critique des Indicateurs de Construit et des Erreurs de Spécification des Modèles de Mesure dans la Recherche en Marketing et en Comportement du Consommateur,” in **Recherche et Applications en Marketing**, 19(1), 73-97.

(2013) reprinted in **Consumer Research Methods**, James Fitchett and Andrea Davies eds., Sage Publications (ISBN : 978-1-4462-0850-2).

(2015) reprinted in **Latent Variables and Factor Analysis**, Salvatore Babones, ed., Sage Publications (ISBN : 978-1-4462-9460-4).

(2003), “The Mismeasure of Man(agement) and its Implications for Leadership Research,” **The Leadership Quarterly**, 14(Dec), 615-656, (with Philip M. Podsakoff, Nathan P. Podsakoff, and Jeong Yeong Lee).

(2003), “The Dangers of Poor Construct Conceptualization,” **Journal of the Academy of Marketing Science**, 31(Summer), 323-326.

(2007) reprinted in **Fundamentals of Marketing Research, Vol. 3**, Naresh K. Malhotra, ed., Sage Publications (ISBN: 978-1-4129-2123-7).

(2015) reprinted in **Latent Variables and Factor Analysis**, Salvatore Babones, ed. Sage Publications (ISBN: 978-1-4462-9460-4).

(2001), “Opportunities for Improving Consumer Research Through Latent Variable Structural Equation Modeling,” **Journal of Consumer Research**, 28(June), 159-166.

Advertising Effectiveness Research

(2007), “Modeling the Determinants and Effects of Creativity in Advertising,”

Marketing Science, 26(6), 819-33, (with Robert E. Smith, Xiaojing Yang, Laura M. Buchholtz and William K. Darley)

(1998), "Context is the Key: The Effect of Program-Induced Mood on Thoughts About the Ad," **Journal of Advertising**, 27(Summer), 17-31, (with Andrew B. Aylesworth).

(1992), "How Does Motivation Moderate the Impact of Central and Peripheral Processing on Brand Attitudes and Intentions?" **Journal of Consumer Research**, 18(March), 519-529, (with Richard A. Spreng).

(1989), "An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context," **Journal of Marketing**, 53(April), 48-65, (with Richard J. Lutz).

#61 most cited article to appear in the Journal of Marketing with 477 *Web of Science* and 1824 *Google Scholar* cites.

(2006), Reprinted in **Consumer Behavior II: The Meaning of Consumption**, Volume 4 Advertising and Consumption" Margaret K. Hogg ed., London, UK: Sage Publications, pages 97-122.

Identified as one of the most influential articles in the field of advertising by F. K. Beard (2002), "Peer Evaluation and Readership of Influential Contributions to the Advertising Literature," **Journal of Advertising**, 31(4), 65-75.

(1986), "The Role of Attitude Toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations," **Journal of Marketing Research**, 23(May), 130-143, (with Richard J. Lutz and George E. Belch).

#25 most cited article to ever appear in the Journal of Marketing Research with 511 *Web of Science* citations and 1900 *Google Scholar* citations.

This article was a finalist for the "*William F. O'Dell Award*."

(1998), Reprinted in **Die Kausalanalyse**, Lutz Hildebrand and Christian Homburg (eds.), Stuttgart, Germany: Schaffer-Poeschel, 265-294.

Identified as one of the most influential articles in the field of advertising by F. K. Beard (2002), "Peer Evaluation and Readership of Influential Contributions to the Advertising Literature," **Journal of Advertising**, 31(4), 65-75.

(1986), "The Role of Attention in Mediating the Effect of Advertising on Attribute Importance," **Journal of Consumer Research**, 13(Sept), 174-195.

This article received "*Honorable Mention*" in the 1985 Association for Consumer Research "*Robert Ferber Award*" competition.

(1983), "Testing Competing Theories of Advertising Effectiveness Via Structural

Equation Models,” in **Research Methods and Causal Modeling in Marketing**, eds. William R. Darden, Kent B. Monroe and William R. Dillon, Chicago: American Marketing Association, 70-75, (with Richard J. Lutz).

- (1983), “Attitude Toward the Ad as a Mediator of Advertising Effectiveness: Determinants and Consequences,” in **Advances in Consumer Research**, Vol. X, ed. Richard P. Bagozzi and Alice M. Tybout, Ann Arbor: Association for Consumer Research, 532-539, (with Richard J. Lutz and George E. Belch).

#3 most cited article to ever appear in **Advances in Consumer Research** with 131 *Web of Science* citations and 579 *Google Scholar* citations.

- (1982), “Construction of a Diagnostic Cognitive Response model for Use in Commercial Pretesting,” in **Straight Talk About Attitude Research**, ed. Joseph Chasin, Chicago: American Marketing Association, 145-156, (with Richard J. Lutz).
- (1981), “An Analysis of Alcohol Advertising Using French and Raven's Theory of Social Influence,” in **Advances in Consumer Research**, Vol. VIII, ed. Kent B. Monroe, Ann Arbor: Association for Consumer Research, 708-712, (with Judy L. Zaichkowsky).

Organizational Citizenship Behavior and Sales Performance Research

- (2014), “Consequences of Unit-Level Organizational Citizenship Behaviors: A Review and Recommendations for Future Research,” **Journal of Organizational Behavior**, 35, S87–S119, (with Nathan P. Podsakoff, Philip M. Podsakoff, Timothy D. Maynes, and Trevor M. Spoelma).
- (2011), “Effects of Challenge-Oriented and Affiliation-Oriented OCBs on Organizational Effectiveness: Do Challenge-Oriented Behaviors Really Have an Impact on the Organization's Bottom-line?” **Personnel Psychology**, 64, 559–592 (with Philip M. Podsakoff and Nathan P. Podsakoff)
- (2010), “The Role of Consensus in Sales Team Performance,” **Journal of Marketing Research**, 47(June), 458-469, (with Michael Ahearne, Philip M. Podsakoff, John E. Mathieu, and Son Lam)
- (2001), “Transformational and Transactional Leadership and Salesperson Performance,” **Journal of the Academy of Marketing Science**, 29(Spring), 115-134, (with Philip M. Podsakoff, and Gregory A. Rich).
- (2000), “Organizational Citizenship Behaviors: A Critical Review of the Theoretical and Empirical Literature and Suggestions for Future Research,” **Journal of Management**, 26(3), 513-563, (with Philip M. Podsakoff, Julie Beth Paine, and Daniel G. Bachrach).

#4 most cited article to ever appear in **Journal of Management** with over 1059 *Web of Science* citations and 3811 *Google Scholar* cites.

- (1999), “Do Citizenship Behaviors Matter More for Managers than for Salespeople?”

Journal of the Academy of Marketing Science, 27 (Fall), 396-410, (with Philip M. Podsakoff, and Julie Paine).

- (1999), "Apples and Apples or Apples and Oranges? A Meta-Analysis of Objective and Subjective Measures of Salesperson Performance," **Journal of Personal Selling & Sales Management**, 19 (Fall), 41-52, (with Greg Rich, William Bommer, Philip Podsakoff, and Jonathan Johnson)
- (1998), "Some Possible Antecedents and Consequences of In-Role and Extra-Role Salesperson Performance," **Journal of Marketing**, 62(July), 87-98, (with Philip M. Podsakoff and Michael Ahearne).
- (1997), "Moderating Effects of Goal Acceptance on the Relationship Between Group Cohesiveness and Productivity," **Journal of Applied Psychology**, 82(6), 974-983, (with Philip M. Podsakoff and Michael Ahearne).
- (1997), "Organizational Citizenship Behavior and the Quantity and Quality of Work Group Performance," **Journal of Applied Psychology**, 82(2), 262-270, (with Philip M. Podsakoff and Michael Ahearne).

389 *Web of Science* citations and 1291 *Google Scholar* citations.

- (1997), "An Examination of the Effects of Organizational Citizenship Behaviors on Sales Team Performance," **Marketing Science 1997 Proceedings**, Berkeley, CA. (with Michael Ahearne and Philip M. Podsakoff). (Abstract only)
- (1997), "The Impact of Organizational Citizenship Behavior on Organizational Performance: A Review and Suggestions for Future Research," **Human Performance**, 10(2), 133-151, (with Philip M. Podsakoff).
- (1995), "On the Interchangeability of Objective and Subjective Measures of Employee Performance: A Meta-Analysis" **Personnel Psychology**, 48, 587-605, (with Gregory A. Rich, Philip M. Podsakoff, William H. Bommer and Jonathan L. Johnson).

(1994), "Organizational Citizenship Behavior and Sales Unit Effectiveness," **Journal of Marketing Research**, 31(August), 351-363, (with Philip M. Podsakoff).

With 285 *Web of Science* citations and 1124 *Google Scholar* citations.

(1993), "The Impact of Organizational Citizenship Behavior on Evaluations of Salesperson Performance," **Journal of Marketing**, 57(January), 70-80, (with Philip M. Podsakoff and Richard Fetter).

(1993), "Citizenship Behavior and Fairness in Organizations: Issues and Directions for Future Research," **Employee Responsibilities and Rights Journal**, 6(3), 257-269, (with Philip M. Podsakoff).

(1993), "Organizational Citizenship Behaviors as Determinants of Managerial Evaluations of Employee Performance: A Review and Suggestions for Future Research," **Research in Personnel and Human Resources Management**, Vol **11**, 1-42, (with Philip M. Podsakoff and Chun Hui).

(1991), "Organizational Citizenship Behavior and Objective Productivity as Determinants of Managerial Evaluations of Salespersons' Performance," **Organizational Behavior and Human Decision Processes**, 50(October), 1-28, (with Philip M. Podsakoff and Richard Fetter).

Leadership Research

(2006), "Relationships Between Leader Reward and Punishment Behavior and Subordinate Attitudes, Perceptions and Behaviors: A Meta-Analytic Review of Existing and New Research," **Organizational Behavior and Human Decision Processes**, 99(2), 113-142, (with Philip M. Podsakoff, William H. Bommer, & Nathan P. Podsakoff)

(2005), "New Directions for Sales Leadership Research," **Journal of Personal Selling & Sales Management**, 25(Spring), 137-154. (with Thomas N. Ingram, Raymond W. LaForge, William B. Locander, and Philip M. Podsakoff).

(1998), "Are There Effects of Substitutes for Leadership at Different Levels-of-Analysis?" in **Leadership: The Multiple Level Approaches**, F. Dansereau and F. Yammarino (eds.), Stamford, CT: JAI Press, 277-284, (with Philip Podsakoff).

(1998), "Understanding Organizational Commitment: An Application of Hierarchical Linear Modeling in a Sales Context," in **1998 AMA Winter Educators' Conference: Marketing Theory and Applications**, Vol. 9, eds. Dhruv Grewal and Connie Pechman, Chicago: American Marketing Association, p. 96, (with Maqbul Jamil, Byung H. Lee, and Philip M. Podsakoff). (abstract only)

(1997), "Kerr and Jermier's Substitutes for Leadership Model: Background, Empirical Assessment, and Suggestions for Future Research," **The Leadership Quarterly**, 8(2), 117-132, (with Philip M. Podsakoff).

(1996), "Meta-Analysis of the Relationships Between Kerr and Jermier's Substitutes for

Leadership and Employee Job Attitudes, Role Perceptions, and Performance,” **Journal of Applied Psychology**, 81(4), 380-399, (with Philip M. Podsakoff and William H. Bommer).

- (1996), “Transformational Leader Behaviors and Substitutes for Leadership as Determinants of Employee Satisfaction, Commitment, Trust, and Organizational Citizenship Behaviors,” **Journal of Management**, 22(2), 259-298, (with Philip M. Podsakoff and William H. Bommer).

With 400 *Web of Science* citations and 1448 *Google Scholar* citations.

- (1995), “Searching for a Needle in a Haystack: Trying to Identify the Illusive Moderators of Leadership Behaviors,” **Journal of Management**, 21(3), 423-470, (with Philip M. Podsakoff, William H. Bommer and Michael Ahearne).

- (1995), “An Empirical Examination of the Effects of Substitutes for Leadership and Leader Behaviors at the Individual-Level and Group-Level of Analysis,” **The Leadership Quarterly**, 6(3), 289-328, (with Philip M. Podsakoff).

(1998), Reprinted in **Leadership: The Multiple Level Approaches**, F. Dansereau and F. Yammarino (eds.), Stamford, CT: JAI Press, 215-260.

- (1994), “An Examination of the Psychometric Properties of Some Revised and Reduced 'Substitutes for Leadership' Scales,” **Journal of Applied Psychology**, 79(October), 702-719 (with Philip M. Podsakoff).

- (1993), “Substitutes for Leadership and the Management of Professionals,” **The Leadership Quarterly**, 4(1), 1-44, (with Philip M. Podsakoff and Richard Fetter).

- (1993), “Do Substitutes for Leadership Really Substitute for Leadership? An Empirical Examination of Kerr and Jermier's Situational Leadership Model,” **Organizational Behavior and Human Decision Processes**, 54(February), 1-44, (with Philip M. Podsakoff, Brian P. Niehoff and Margaret L. Williams).

- (1990), “Transformational Leader Behaviors and Their Effects on Followers' Trust in Leader, Satisfaction, and Organizational Citizenship Behaviors,” **The Leadership Quarterly**, 1(2), 107-142, (with Philip M. Podsakoff, Robert H. Moorman, and Richard Fetter).

#2 most cited article to ever appear in **The Leadership Quarterly** with 1113 *Web of Science* citations and 3764 *Google Scholar* citations.

- (1988), “An Empirical Examination of the Psychometric Properties of New 'Substitutes for Leadership' Scales,” in D. F. Ray (ed.), **Proceedings** of the Southern Management Association Meetings, (w/ Philip Podsakoff, Brian Niehoff, & Margaret Williams).

Retailing

- (2007), "Consumer Response to Characteristics of Price Matching Guarantees: The Moderating Role of Price Consciousness," **Journal of Retailing**, 83(2), 211-221, (with Monika Kukar-Kinney and Rockney G. Walters).
- (2005), "Customer-Oriented Prosocial Boundry-Spanning Behaviors: A Test of a Social Exchange Model of Antecedents," **Journal of Retailing**, 81(2), 141-157, (with Lance A. Bettencourt and Stephen W. Brown)
- (1988), "A Structural Equations Analysis of the Impact of Price Promotions on Store Performance," **Journal of Marketing Research**, 25(Feb), 51-63, (with Rockney G. Walters).

Customer Satisfaction

- (1996), "A Re-Examination of the Determinants of Consumer Satisfaction," **Journal of Marketing**, 60(July), 15-32 (with Richard A. Spreng, and Richard W. Olshavsky).

This article received the AMA "*Harold H. Maynard Award*" for significant contributions to marketing theory and thought.

#57 most cited article to ever appear in Journal of Marketing with nearly 509 *Web of Science* citations and 2133 *Google Scholar* citations.

- (1993), "Expectations Versus Desires: A Direct Test of Two Comparison Standards Assessing Consumer Satisfaction," **Advances in Consumer Research**, Vol. 20, eds. Leigh McAlister and Michael L. Rothschild, Provo, UT: Association for Consumer Research, p. 507, (with Richard A. Spreng, and Richard W. Olshavsky). (Abstract only)

Other Publications

- (2008), "Scholarly Influence in the Field of Management: A Bibliometric Analysis of the Determinants of University and Author Impact in the Management Literature in the Past Quarter Century," **Journal of Management**, 34(Aug), 641-720 (with Podsakoff, Philip M., Nathan P. Podsakoff, and Daniel G. Bachrach).
- (2005), "The Influence of Management Journals in the 1980s and 1990s," **Strategic Management Journal**, 26(May), 473-488, (with Philip M. Podsakoff, Nathan P. Podsakoff, and Daniel G. Bachrach)
- (1993), "Effects of Demographic, Experiential, and Attitudinal Factors on Occupational Sex-Stereotypes," **Employee Responsibilities and Rights Journal**, 6(2), 115-137, (with Philip M. Podsakoff and Deborah L. Freedman).

BOOKS

(2006), **Organizational Citizenship Behavior: Its Nature, Antecedents, and Consequences**, Thousand Oaks, CA: Sage Publications. (with Dennis W. Organ and Philip M. Podsakoff).

Over 1047 *Google Scholar* citations.

(2006) Translated into Japanese by Yutaka Ueda and published by Hakuto-Shobo Publications.

EDITED BOOKS

1998 AMA Educators' Proceedings: New Frontiers in Marketing Theory and Practice, Chicago: American Marketing Association. (Co-Edited with Ronald C. Goodstein).

1995 Society for Consumer Psychology Conference Proceedings, Bloomington, IN: American Psychological Association. (Co-Edited with Douglas Stayman).

1991 AMA Winter Educators Conference: Marketing Theory and Applications, Chicago: American Marketing Association. (Co-Edited with Terry L. Childers, Thomas Leigh, Steven Skinner, John G. Lynch, Susan E. Heckler, Hubert Gatignon, Ray P. Fisk, and John Graham).

PROFESSIONAL ACTIVITIES:

Reviewing

Editorial Board, **Journal of Marketing**, 1996-2002, 2008-present

Editorial Board, **Journal of Consumer Research**, 1985-present

Editorial Board, **Journal of the Academy of Marketing Science**, 2000-present

Editorial Board, **International Journal of Research in Marketing**, 2004-present

Editorial Board, **Journal of Retailing**, 2011-present

Editorial Board, **Journal of Marketing Research**, 1993-2003, 2008-2012

Editorial Board, **Business Horizons**, 2005-2007

Editorial Board, **Journal of Consumer Psychology**, 1991-2002

Ad Hoc Reviewer, **Journal of Marketing Research**, 2004-2007

Ad Hoc Reviewer, **Journal of Marketing**, 2003-2007

Ad Hoc Reviewer, **International Journal of Research in Marketing**, 2003

Ad Hoc Reviewer, **Marketing Science**, 1994

Ad Hoc Reviewer, **Decision, Risk, & Management Science Program of NSF**, 1990.

Ad Hoc Reviewer, ACR Fall Conference, 1984-1990, 1992-1996, 2007-10

Ad Hoc Reviewer, AMA Summer Educator's Conference, 1988-1989, 1992-1996, 2004-2007

Ad Hoc Reviewer, AMA Winter Educator's Conference, 1984-1987, 1990, 1992-1994

JCR, *Robert Ferber Award* Selection Committee, 2000

JMR, *William F. O'Dell Award* Selection Committee, 1998

Judge, AMA *John A. Howard Doctoral Dissertation Award*, 1992-1996, 2005-2007, 2010

Reviewer, MSI *Alden G. Clayton Doctoral Dissertation Competition*, 2003-2005.

JMR, *Editor Selection Committee*, 2008.

Reviewer, ACR/Sheth Foundation Dissertation Grants Competition, 2010, 2012, 2013.

Conference Coordination

Co-Chair of the **AMA Summer Educators' Conference**, 1998.

Co-Chair of the **Society for Consumer Psychology Conference**, 1995.

Co-Chair of the **AMA Winter Educators' Conference**, 1991.

Association for Consumer Research Conference Program Committee 1993, 1994, 1996, 2011.

Member, Advisory Council of the Association for Consumer Research, 1997-1999.

Conference and Symposium Presentations

"A Review of Multilevel OCB Research: Limitations and Recommendations," the 30th Annual SIOP Conference, Philadelphia, PA, April 2015.

"Procedural Remedies for Dealing with (Common) Method Bias," 28th Annual SIOP Conference, Houston, TX, April 2013.

"Procedural Remedies for Common Method Bias," Seminar Series, University of Alabama, March 2012.

"Survey Research Issues," chair of panel discussion AMA/Sheth Doctoral Consortium, Oklahoma State University, June 2011.

"Mediators and Moderators of the OCB-Performance Evaluation Relationship," Academy of Management Conference, San Antonio, August 2011.

"Assessing the Influence of OB Journals in the 21st Century," 26th Annual SIOP Conference, Chicago, IL, April 2011.

"Structural Equation Modeling and Scale Development" panel discussion at the *AMA/Sheth Doctoral Consortium*, Texas Christian University, June 2010.

"The Role of Consensus in Sales Team Performance," Marketing Department Seminar Series, Duke University, February 2009.

"Effects of Helping, Voice, and Sportsmanship OCB on Organizational Effectiveness," Society for Industrial and Organizational Psychology Conference, New Orleans, 2009.

"What Do the MLQ Contingent Reward and Management-By-Exception Scales Actually Measure? Additional Evidence of the Differential Validity of the MLQ and LRPQ Transactional Leadership Behavior Scales," Academy of Management Conference, Philadelphia, August 2007.

"Holistic Career Management," AMA/Sheth Doctoral Consortium, Arizona State University, May 2007.

"Reflections by the 1981 Consortium Fellows?" AMA/Sheth Doctoral Consortium, University of Maryland, July 2006.

“Formative and Reflective Measurement Models and the Effects of Measurement Model Misspecification,” Academy of Management Conference, Aug 2005.

“Practical Guidelines for Developing and Validating Constructs with Formative Indicators,” Society for Industrial and Organizational Psychology Conference, Los Angeles, April 2005.

Participant in Leadership task group at University of Houston Sales Summit (May 2004)

“Measurement Model Specification,” AMA-Sheth Doctoral Consortium, Texas A&M University, June 2004.

“A Meta-Analytic Review of the Reward and Punishment Behavior Literature,” Academy of Management Conference, New Orleans, Aug 2004.

“The Dangers of Poor Construct Conceptualization,” AMA Summer Educators’ Conference, 2003.

“Comments on Crafting Manuscripts and the Review Process,” Academy of Marketing Science Annual Conference, 2003.

“Enhancing The Extra-Role Aspects Of Salesperson Performance,” AMA-Sheth Doctoral Consortium, University of Miami, 2001.

“The Relative Effects of Transformational and Transactional Leadership on Salesperson Performance,” University of Illinois, February 2001.

“The Impact Of Organizational Citizenship Behavior On Organizational Performance: A Review Of The Empirical Literature,” Society for Industrial and Organizational Psychology Conference, 2000.

“Structured Interviews to Assess Organizational Citizenship Behaviors: Predicting Who Will be Most Likely to Demonstrate Citizenship in a Team Based Environment,” Society for Industrial and Organizational Psychology Conference, 2000.

“Personal Selling and Sales Management in the New Millenium,” AMA Summer Educators' Conference, 1999.

“Why Organizational Citizenship Behavior Influences the Productivity of Sales Organizations,” Georgia Tech University, 1999.

“An Examination of the Impact of Organizational Citizenship Behaviors in Pharmaceutical Sales Teams,” AMA Summer Educators' Conference, 1998.

“Effects of Transformational Leadership on the Organizational Citizenship Behavior of Salespeople,” AMA Summer Educators' Conference, 1998.

“Understanding Organizational Commitment: An Application of Hierarchical Linear Modeling in a Sales Context” AMA Winter Educators' Conference, 1998.

“An Examination of the Effects of Organizational Citizenship Behaviors on Sales Team Performance,” Marketing Science Conference, 1997.

“The Consequences of Organizational Citizenship Behavior in Sales Organizations,” University of Arizona, 1996.

“Program Context and Advertising Effectiveness: The Effect of Context Induced Mood on Advertising Processing,” Society for Consumer Psychology Conference, 1995.

“The Moderating Effects of Delay, Processing Goals, and Personal Relevance, on the Relationship Between Ad and Brand Attitudes” Society for Consumer Psychology Conference, 1995.

“Organizational Citizenship Behavior and Sales Unit Effectiveness,” Society for Consumer Psychology Conference, 1994.

“Organizational Citizenship Behavior and Performance in a Retail Sales Context,” University of Florida Center for Retailing Research, 1993.

“Organizational Citizenship Behavior and Sales Performance,” Marketing Research Seminar Series, Pennsylvania State University, 1993.

“Expectations Versus Desires: A Direct Test of Two Comparison Standards Assessing Consumer Satisfaction,” Association for Consumer Research Conference, 1992.

“An Empirical Examination of the Effects of Organizational Citizenship Behaviors (OCBs) on Organizational Success: Do OCBs Help or Hinder Organizational Performance?” National Academy of Management Meetings, 1992.

“Why Don't Substitutes for Leadership Really Substitute for Leadership?” National Academy of Management Meetings, 1992.

“The Impact of Organizational Citizenship Behavior on Evaluations of Performance and Sales Unit Effectiveness,” Marketing Seminar Series, University of Minnesota, 1992.

“Effects of Demographic, Experiential, and Attitudinal Factors on Occupational Sex-Stereotypes,” National Academy of Management Meetings, 1991.

“Substitutes for Managerial, Professional, and White Collar Leadership: What Role Does Job Type Really Play,” National Academy of Management Meetings, 1991.

“A Multi-Study Examination of the Relative Impact of Citizenship Behaviors and Sales Productivity on the Performance Evaluations of Sales Personnel Across Levels in Organizations,” AMA Winter Educators' Conference, 1991.

“The Effects of Organizational Citizenship Behavior and Objective Productivity on Managerial Evaluations of Performance,” National Academy of Management Meetings, 1990.

“Managerial Evaluations of Salespersons' Performance and Their Determinants,” AMA Winter Educators' Conference, 1990.

“The Influence of Punishment on Organizational Citizenship Behaviors,” Eastern Academy of Management Meetings, 1990.

“The Moderating Effects of Consumer Processing Goals on the Central and Peripheral Process-ing of Advertisements,” Marketing/Psychology Seminar Series, University of Georgia, 1989.

“Fostering Adaptive Selling,” AMA Winter Educators' Conference, 1989.

“An Empirical Examination of the Psychometric Properties of New `Substitutes for Leadership' Scales,” Southern Management Association Meetings, 1988.

“Estilos de Lideranca no TRC”, IX Congresso do Empresarios do Transporte Rodoviario de Cargas, Sao Paulo, Brazil, 1988.

“Empirical Research on the Role of Affective Reactions to Advertisements in the Communications Process”, Distinguished Speaker Series, Ohio State University, 1988.

“The Effects of Loss Leaders, In-Store Price Specials, and Double Coupon Promotions on Overall Store Sales, Profit and Traffic,” Marketing Science Institute Conference on “Measuring and Evaluating Sales Promotions”, 1988.

“The Moderating Effect of Product Knowledge and Style of Processing on the Attitude Polarization Process,” Association for Consumer Research Conference, 1987.

“Changes in Salespeoples' Knowledge Structures with Expertise: A Cross-Sectional and Longitudinal Study,” AMA Winter Educators' Conference, 1987.

“The Role of Attention in Mediating the Effect of Advertising on Attribute Importance,” Association for Consumer Research Conference, 1985.

“Attitude Toward the Ad: It's Antecedents, Consequences, and Role as a Mediator of Advertising Effectiveness,” GTE Emerging Scholar Lecture Series, University of Notre Dame, 1985.

“Marketing Workshop on Causal Modeling,” Midwest AIDS Conference, 1984.

“Attitude Toward the Ad as a Mediator of Advertising Effectiveness: Determinants and Consequences,” Association for Consumer Research Conference, 1983.

“An Analysis of Alcohol Advertising Using French and Raven's Theory of Social Influence,” Association for Consumer Research Conference, 1981.

Professional Memberships

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

Consulting

The Prudential Insurance Co.; State Farm Insurance Co.; The General Agents & Managers Association; Ashland Chemical Co. Inc.; Marathon Oil Co.; Eli Lilly & Co.; Sears, Roebuck & Co.; Dairy Mart; Allison Engine Co.; Alabama Department of Transportation; Kimball International; Steak & Shake.

TEACHING:

Courses Taught (level)

Advertising and Promotion Management (undergraduate, MBA)
Consumer Behavior (undergraduate, doctoral)
Advanced Topics in Advertising Research (doctoral)
Advanced Topics in Marketing Research (doctoral)
Survey of Marketing (doctoral)
Structural Equation Modeling (doctoral)
Research Methods in Marketing (doctoral)

Dissertation Committees (Chair)

Shuoyang Zhang (2010), “Two Essays on Tie Strength and Its Structural Effects in Consumer Egocentric Networks”

Monika Kukar-Kinney (2003), “Price-Matching Guarantees: The Effects of PMG Characteristics on Consumer Retail Perceptions and Behavior”

Michael J. Ahearne (2000), “An Examination of the Effects of Leadership Empowerment Behaviors and Organizational Citizenship Behaviors on Sales Team Performance”

Andrea L. Dixon (1999), “The Impact of Salesperson Behaviors on Performance: Just How Important are Relational Behaviors?”

Gregory A. Rich, (1995), “The Effects of Transformational Leadership Behaviors on the Attitudes, Role Perceptions, and Performance of Salespeople”

Andrew B. Aylesworth (1995), “An Empirical Examination of the Impact of Program-Induced Mood on the Processing of Television Commercials”

Richard E. Fetter, Jr. (1993), “A Field Study of the Factors Influencing Managerial Evaluations of Salesperson Performance”

Dissertation Committees (Member)

Heeryung Kim (in progress).

DaHee Han (2013), “Two Essays on Construal Level, Emotions, and Coping Processes”

Morgan Poor (2012), “Seeing is Believing: Exploring How Exposure to Food Images Influences Subsequent Taste Perceptions”

Tim Maynes (2012), “Speaking More Broadly: A Conceptual Explication of the Employee Voice Behavior Domain and a Scale Validation”

Katie Kelting (2011), “Can Imitation by Private-Label Brands Benefit Consumers and National Brands? A Processing Fluency Perspective”

Jiemiao Chen (2011), “The Boundaries for Ad Creativity – Effects of Type of Divergence, Type of Consumer Involvement and Affective State”

Valentina (Valya) Kuskova (2010), “An Empirical Examination of the Relationship Between Life Satisfaction and Employee Volunteerism: A Longitudinal analysis”

Kristin S. Hendrix (2008), “The Impact of Variations in Source Likeability upon Attitude-Related Responses”

Xiaojing Yang (2006), “The Impact of Advertising Creativity on Ad Processing and Response”

Steven W. Whiting (2006), “The Informational Distinctiveness of Organizational Citizenship Behaviors: Explaining the OCB – Performance Appraisal Relationship”

Srinivas Sridharan (2004), “The Strategic Role of the Sales Force in Internal Market Intelligence Dissemination: A Multilevel Conceptual Framework and Empirical Examination”

Daniel Bachrach (2002), “An Experimental Investigation of the Consequences of Organizational Citizenship Behavior”

Devon DelVecchio (2001), “When Does Price Promotion Decrease Future Choice Probability? Testing the Assumptions Underlying Reference Price Theory”

Cheryl Jarvis (1999), “Learning (or Failing to Learn) from Experience: The Dysfunctional Implications of Counterfactual Thinking in Reviewing Past Events to Improve Marketing Performance”

Kim Saxton (1997), “Organizational Responsiveness: The Role of Marketing and Other Determinants”

Thomas W. Gruen (1996), “Relationship Marketing and Membership Commitment Among Professional Association Members”

Anand Kumar (1996), “Customer Delight: Creating and Maintaining Competitive Advantage”

- William H. Bommer (1995), "Contextual Influences on the Effectiveness of Transformational Leader: Transformational Leader Behavior in a Substitutes for Leadership Framework"
- Chun Hui (1993), "The Effects of Empowerment on Employee Job Perceptions, Attitudes, and Performance"
- Richard A. Spreng (1992), "A Comprehensive Model of the Consumer Satisfaction Formation Process"
- Robert Moorman (1990), "The Role of Cognition and Disposition as Predictors of Organizational Citizenship Behaviors: A Study of Personality and Perceived Fairness"
- Maryon King (1989), "The Informational Content and Use of Interpersonal Communications in Consumer Choice"
- Larry Williams (1988), "Affective and Non-Affective Components of Job Satisfaction and Organizational Commitment as Determinants of Organizational Citizenship Behaviors"
- David Mick (1987), "Levels of Comprehension and Cognitive Meaning: Antecedents, Processes and Consequences." (Honorable mention Robert Ferber Award 1992)
- Suckbaum Pahng (1987), "A Model of Bargaining in Marketing Channels"
- William Darley (1987), "An Experimental Investigation of the Cognitive and Interaction Effects of Modality, Message Content and Product Type"
- Barbara Perdue (1986), "Industrial Buyers' Use of Negotiation Strategies"

Independent Study (Graduate and Undergraduate)

- D'Agostino, Anna Maria (1995), "The Use of Single Source Tracking Data in Advertising Research."
- Tiong, Siew Leng (1991), "The Role of Price in Product Evaluation and Selection."
- Tearle Dwiggin (1988), "The Effects of Television Marketing on Consumer Socialization."

Honors Thesis (Undergraduate Honors Program)

- Janice Rodriguez (2000), "A Review of the Impact of Product Placements on Advertising Effectiveness."
- John R. Demaree (1990), "Humor and Advertising: The Persuasion Process."
- Denise Anderson (1989), "The Diffusion of Innovations: A Discussion Within the Context of the Fashion Apparel Industry."
- Steven Godfrey (1986), "An Empirical Examination of the Factors Influencing Involvement with Campus Crusade for Christ."

SERVICE

Marketing Department

Chairman, Research and Doctoral Policy Committee, 1989-91, 1994-97, 2000-02, 2006-10
Chairman, Marketing Research Policy Committee, 2003-06
Chairman, Faculty Evaluation Task Force, 1993-94
Chairman, Departmental Computer Committee, 1987-88
Member, Faculty Review Committee, 1992-1996, 2002-09
Member, Faculty Recruiting Committee, 1984-87, 1988-93, 1995-99, 2001-03, 2009-10
Member, Doctoral Policy Committee, 1985-88, 1992-93, 1998-99, 2003-04, 2008-13
Member, E. W. Kelley Chair Search Committee, 1993-95
Member, PetSmart Chair Search Committee, 2006-08

School of Business

Chairman, Faculty Review Committee, 1998-99, 2006-07
Chairman, KSOB Research Policy Committee, 1989-90, 2000-05, 2008-12
Member, Faculty Review Committee, 1997-98, 2005-06
Member, Research Quality Task Force, 2001-02
Member, Research Grant Committee, 1985-88, 1999-00
Member, Doctoral Policy Committee, 1991-96, 2001-02, 2007-10
Member, Undergraduate Policy Committee, 1983-84, 2013

University

CSR Director Search Committee, 2010, 2011
Member, Human Subjects Committee 1991-94, 1997
Freshman Advisor for the Undergraduate Program, 1993-94