

## VITA

Deborah Roedder John  
Carlson School of Management 3-175  
University of Minnesota  
321 19th Ave. South  
Minneapolis, Minnesota 55455  
(612) 624-9563  
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### ACADEMIC BACKGROUND

Education: Ph.D., Northwestern University, 1980  
Major: Marketing

MBA, Kent State University, 1975

BSBA, St. Louis University, 1974  
Major: Marketing  
Summa Cum Laude

Academic Positions: Curtis L. Carlson Chair in Marketing, University of Minnesota, Carlson School of Management, 1995 to present.

Professor of Marketing, University of Minnesota, Carlson School of Management, 1993 to present.

Associate Professor of Marketing (tenured), University of Minnesota, Carlson School of Management, 1987 to 1993.

Associate Professor of Marketing (tenured), University of Wisconsin-Madison, Graduate School of Business, 1987.

Assistant Professor of Marketing, University of Wisconsin-Madison, Graduate School of Business, 1982-1987.

Assistant Professor of Marketing, UCLA, Graduate School of Management, 1980-1982.

Instructor, Department of Marketing, Northwestern University, J.L. Kellogg Graduate School of Management, 1979-1980.

Instructor, Department of Marketing, Kent State University, College of Business Administration, 1975-1976.

Administrative  
Positions: Chair, Department of Marketing and Logistics Management, 2002-2003

#### AWARDS AND HONORS

Research Awards: American Psychological Association, Division 23, Outstanding Doctoral Dissertation in Consumer Psychology, 1981

American Marketing Association, Doctoral Dissertation Grant, 1978

Marketing Science Institute, Research Award for Competition on Brand Equity Research, 1989

JCR Best Article Award 2002, Honorable Mention, for "Consumer Socialization: A Reflection on Twenty-Five Years of Research."

Academic Honors: Beta Gamma Sigma  
Alpha Sigma Nu

#### I. REFEREED PUBLICATIONS

##### A. CHILDREN'S CONSUMER BEHAVIOR

- Chaplin, Lan Nguyen and Deborah Roedder John, "Growing Up in a Material World: Age Differences in Materialism in Children and Adolescents," Journal of Consumer Research, 34 (December 2007), 480-493.
- Chaplin, Lan Nguyen and Deborah Roedder John, "The Emergence of Self-Brand Connections in Children and Adolescents," Journal of Consumer Research, 32 (June 2005), 119-125.
- Achenreiner, Gwen Bachmann and Deborah Roedder John, "The Meaning of Brand Names to Children: A Developmental Investigation," Journal of Consumer Psychology, 13 (3), 2003, 205-219.
- John, Deborah Roedder, "Consumer Socialization of Children: A Retrospective Look at Twenty-Five Years of Research," Journal of Consumer Research, 26 (December 1999), 183-213 (Lead Article).
- Reprinted in Recherche et Applications en Marketing (Journal of the French Marketing Association), February 2001.

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Reprinted in Children – Consumption, Advertising, and Media, Flemming Hansen, Jeanette Rasmussen, Anne Martensen, and Birgitte Tufte (eds.), Samfundslitteratur Press, 2002, 25-89.

Reprinted in Consumer Behavior: Research and Influences, Volume 3: Consumer Socialization, Margaret K. Hogg (ed.), Sage Publications Ltd., 2005.

Gregan-Paxton, Jennifer and Deborah Roedder John, "The Emergence of Adaptive Decision Making in Children," Journal of Consumer Research, 24 (June 1997), 43-56.

Reprinted in Consumer Behavior: Research and Influences, Volume 3: Consumer Socialization, Margaret K. Hogg (ed.), Sage Publications Ltd., 2005.

Gregan-Paxton, Jennifer and Deborah Roedder John, "Are Young Children Adaptive Decision Makers? An Investigation of Age Differences in Information Search Behavior," Journal of Consumer Research, 21 (March 1995), 567-580 (Lead Article).

Bachmann, Gwen Rae, Deborah Roedder John, and Akshay R. Rao, "Children's Susceptibility to Peer Group Purchase Influence: An Exploratory Investigation," in L. McAlister and M.L. Rothschild (Eds.), Advances in Consumer Research, Volume XX, Provo, UT: Association for Consumer Research, 1993, 463-468.

John, Deborah Roedder and Ramesh Lakshmi-Ratan, "Age Differences in Children's Choice Behavior: The Impact of Available Alternatives," Journal of Marketing Research, 29 (May 1992), 216-226.

Reprinted in Consumer Behavior: Research and Influences, Volume 3: Consumer Socialization, Margaret K. Hogg (ed.), Sage Publications Ltd., 2005.

John, Deborah Roedder and Mita Sujan, "Children's Use of Perceptual Cues in Product Categorization," Psychology and Marketing, special issue on "Psychology and Marketing to Children," 7 (Winter 1990), 277-294.

John, Deborah Roedder and Mita Sujan, "Age Differences in Product Categorization," Journal of Consumer Research, 16 (March 1990), 452-460.

Reprinted in Consumer Behavior: Research and Influences, Volume 3: Consumer Socialization, Margaret K. Hogg (ed.), Sage Publications Ltd., 2005.

John, Deborah Roedder and Cathy A. Cole, "Age Differences in Information Processing: Understanding Deficits in Young and Elderly Consumers," Journal of Consumer Research, 13 (December 1986), 297-315 (Lead Article).

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John Deborah Roedder and John C. Whitney, Jr., "The Development of Consumer Knowledge in Children: A Cognitive Structure Approach," Journal of Consumer Research, 12 (March 1986), 406-417.

John, Deborah Roedder, "The Development of Knowledge Structures in Children," in E. Hirschman and M. Holbrook (Eds.), Advances in Consumer Research, Volume XII, Provo, UT: Association for Consumer Research, 1985.

Roedder, Deborah L., Brian Sternthal, and Bobby J. Calder, "Attitude-Behavior Consistency in Children's Responses to Television Advertising," Journal of Marketing Research, 20 (November 1983), 337-349 (Lead Article).

Roedder, Deborah L., "Understanding and Overcoming Children's Processing Deficits," in A. Mitchell (Ed.), Advances in Consumer Research, Volume IX, Ann Arbor, MI: Association for Consumer Research, 1982.

Roedder, Deborah L., "Age Differences in Children's Responses to Television Advertising: An Information Processing Approach," Journal of Consumer Research, 8 (September 1981), 144-153.

Roedder, Deborah L., Nicholas M. Didow, and Bobby J. Calder, "A Review of Formal Theories of Consumer Socialization," in H.K. Hunt (Ed.), Advances in Consumer Research, Volume V, Ann Arbor, MI: Association for Consumer Research, 1978.

## B. BRAND MANAGEMENT

Kim, Hakkyun and Deborah Roedder John, "Consumer Response to Brand Extensions: Construal Level as a Moderator of the Importance of Perceived Fit," Journal of Consumer Psychology, forthcoming 2008.

Monga, Sonia Basu and Deborah Roedder John, "Cultural Differences in Brand Extension Evaluation: The Influence of Analytic vs. Holistic Thinking," Journal of Consumer Research, 33(March 2007), 529-536.

John, Deborah Roedder, Barbara Loken, Kyeong-Heui Kim, and Sonia Basu Monga, "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," Journal of Marketing Research, Special Issue on Practitioner-Academic Collaborative Research, 43 (November 2006), 549-563.

Monga, Sonia Basu and Deborah Roedder John, "Consumer Response to Brand Extensions: Does Culture Matter?" in Barbara Kahn and Mary Frances Luce (Eds.), Advances in Consumer Research, Volume XXXI, Provo, UT: Association for Consumer Research, 2004.

John, Deborah Roedder, Barbara Loken, and Christopher Joiner, "The Negative Impact of Extensions: Can Flagship Products Be Diluted?" Journal of Marketing, 62 (January 1998), 19-32.

Loken, Barbara and Deborah Roedder John, "Diluting Brand Beliefs: When Do Brand Extensions Have a Negative Impact?" Journal of Marketing, 57 (July 1993), 71-84.

### C. CONSUMER JUDGMENT AND LEARNING

Gregan-Paxton, Jennifer and Deborah Roedder John, "Consumer Learning by Analogy: A Model of Internal Knowledge Transfer," Journal of Consumer Research, 24 (December 1997), 266-284.

Leong, Siew Meng, Paul S. Busch, and Deborah Roedder John, "Knowledge Bases and Salesperson Effectiveness: A Script-Theoretic Analysis," Journal of Marketing Research, 26 (May 1989), 164-178.

Bettman, James R., Elizabeth H. Creyer, Deborah Roedder John, Carol A. Scott, "Covariation Assessment in Rank Order Data," Journal of Behavioral Decision-Making, 1 (1988), 239-254.

Bettman, James R., Deborah Roedder John, and Carol A. Scott, "Covariation Assessment by Consumers," Journal of Consumer Research, 13 (December 1986), 316-326.

John, Deborah Roedder, Carol A. Scott, and James R. Bettman, "Sampling Data for Covariation Assessment: The Effect of Prior Beliefs on Search Patterns," Journal of Consumer Research, 13 (June 1986), 38-47.

John, Deborah Roedder and Siew Meng Leong, "Systematic and Heuristic Approaches to Consumer Choice: A Contingent Processing Framework," in C.T. Tan and J.N. Sheth (Eds.), Historical Perspective in Consumer Research: National and International Perspectives, Singapore: Association for Consumer Research, 1985.

Bettman, James R., Deborah Roedder John, and Carol A. Scott, "Consumers' Assessment of Covariation," in T.C. Kinnear (Ed.), Advances in Consumer Research, Volume XI, Provo, UT: Association for Consumer Research, 1984.

Kisielius, Jolita and Deborah L. Roedder, "The Role of Imagery in Attitude-Behavior Consistency," in R. Bagozzi and A.M. Tybout (Eds.), Advances in Consumer Research, Volume X, Ann Arbor, MI: Association for Consumer Research, 1983.

#### D. METHODS AND MEASUREMENT

John, Deborah Roedder, Commentaries on Aspects of Experimental Research, Journal of Consumer Psychology, Special Issue on "Methodological and Statistical Concerns for the Experimental Behavioral Researcher," 10 (1/2), 2001.

John, George and Deborah L. Roedder, "Reliability Assessment: Coefficients Alpha and Beta," in K.L. Bernhardt (Ed.), AMA Educator's Conference Proceedings, Chicago, Illinois: American Marketing Association, 1981.

#### II. INVITED PUBLICATIONS

##### A. CHILDREN'S CONSUMER BEHAVIOR

John, Deborah Roedder, "Stages of Consumer Socialization: The Development of Consumer Knowledge, Skills, and Values from Childhood to Adolescence," in Curt Haugvedt, Paul Herr, and Frank Kardes (Editors), The Handbook of Consumer Psychology, LEA, forthcoming 2008.

John, Deborah Roedder, "Through the Eyes of a Child: Children's Knowledge and Understanding of Advertising," in M. Carole Macklin and Les Carlson (Eds.), Advertising To Children, Sage Publications, 1999.

John, Deborah Roedder, "Children's Consumer Behavior," in Peter E. Earl and Simon Kemp (Eds.), Elgar Companion to Consumer Research and Economic Psychology, UK: Edward Elgar, 1999, 69-72.

John, Deborah Roedder, Presidential Address, "Out of the Mouths of Babes: What Children Can Tell Us," in M. Brucks and D. MacInnis (Eds.), Advances in Consumer Research, Volume XXIV, Provo, UT: Association for Consumer Research, 1997.

Karsten, Yvonne Cariveau and Deborah Roedder John, "Measuring Young Children's Preferences: The Use of Behaviorally-Anchored Rating Scales," Technical Working Paper, Marketing Science Institute, November 1994.

John, Deborah Roedder, "What Children Can Tell Us", Book Review Section, Journal of Marketing Research, 28 (November 1991), 499-500.

##### B. BRAND MANAGEMENT

John, Deborah Roedder, Barbara Loken, Kyeong-Heui Kim, and Sonia Basu Monga, "Brand Concept Maps: A Methodology for Identifying Brand Association Networks," Technical Working Paper, Marketing Science Institute, October 2005.

John, Deborah Roedder and Barbara Loken, "Diluting Brand Beliefs: When Brand Extensions Have a Negative Impact," Technical Working Paper, Marketing Science Institute, October 1992.

### C. CONSUMER JUDGMENT AND LEARNING

Allen, Chris T. and Deborah Roedder John (Eds.), Advances in Consumer Research, Volume XXI, Provo, UT: Association for Consumer Research, 1994.

### III. PRESENTATIONS

#### A. CHILDREN'S CONSUMER BEHAVIOR

"Growing Up in a Material World," paper presented at the University of Notre Dame, Notre Dame, Indiana, March 2007.

"Children's Consumer Socialization: Growing Up in a Material World," Carlson School Research Lecture Series, University of Minnesota, November 2004.

"New Methods for Research with Children," discussant comments presented at the Association for Consumer Research Conference, Austin, Texas, October 2001.

"Consumer Socialization," paper presented at the Seminar on Children's Socialization and Their Perceptions of Advertising, sponsored by The Forum for Advertising Research, Copenhagen Business School, Copenhagen, Denmark, June 2001.

"Abercrombie & Fitch--That's Me! Brand Names in Children's Self-Concepts," paper presented with Lan Nguyen at the Association for Consumer Research Conference, Salt Lake City, October 2000.

"Understanding the Adolescent's Consumption World: Shopping, Influencing, and Deceiving," discussant comments presented at the Association for Consumer Research Conference, Salt Lake City, October 2000.

"The ABC's of Doing Research With Children," paper presented at the Asia-Pacific Association for Consumer Research Conference, Hong Kong, June 1998.

"Age Differences in Children's Decision Making: Deciding How to Decide," paper presented with Jennifer Gregan-Paxton at the Association for Consumer Research Conference, Tucson, October 1996.

"Researching Special Populations," paper presented at the American Marketing Association Doctoral Consortium, University of Colorado, Boulder, Colorado, August 1996.

"You Are What You Wear: Age Differences in Children's Use of Brand Names," paper presented at the Association for Consumer Research Conference, Minneapolis, October 1995.

"How Capable are Children as Decision Makers?" paper presented with Jennifer Gregan-Paxton at the Association for Consumer Research Conference, Vancouver, British Columbia, October 1992.

"Measuring Young Children's Preferences: When Actions Speak Louder Than Words," paper presented at the American Marketing Association Attitude Research Conference, Miami Beach, January 1991.

"Measuring Young Children's Preferences: The Use of Behaviorally Anchored Rating Scales," paper presented with Yvonne Karsten at the Association for Consumer Research Conference, New York City, October 1990.

"Measuring Young Children's Preferences," paper presented at the Marketing Seminar Series, University of Minnesota, May 1990.

"Consumer Socialization and the Role of Children in the Marketplace," discussant comments presented at the Association for Consumer Research Conference, New Orleans, October 1989.

"Age Differences in Children's Choice Behavior: The Impact of Available Alternatives," paper presented with Ramesh Lakshmi-Ratan at the Marketing Science Conference, Durham, North Carolina, March 1989.

"Age Differences in Product Categorization," paper presented at the University of British Columbia, Vancouver, British Columbia, March 1989.

"Age Differences in Categorization," paper presented to the Center for Learning, Perception, and Cognition, University of Minnesota, December 1988.

"Children's Responses to Television Advertising," paper presented at the American Council on Consumer Interests Conference, Chicago, Illinois, April 1988.

"Age Differences in Product Categorization," paper presented at the Association for Consumer Research Conference, Boston, Massachusetts, October 1987.

"Researching the Elderly Consumer: Insights from Children's Research," paper presented at the American Marketing Association Educator's Conference, Chicago, Illinois, August 1986.

"Understanding Young Consumers: Cognitive Abilities and Task Conditions," paper presented at the American Council on Consumer Interests Conference, St. Louis, Missouri, April 1986.

"Understanding Young Consumers: Cognitive Abilities and Task Conditions," paper presented at the Association for Consumer Research Conference, Las Vegas, Nevada, October 1985.

"The Development of Consumer Knowledge Structures," paper presented as a Visiting Distinguished Lecturer at the Ohio State University, Columbus, Ohio, June 1984.

"The Role of Inference in Children's Consumer Information Processing," paper presented at the American Psychological Association Conference, Los Angeles, California, August 1981.

"Source Effects in Television Advertising to Children," paper presented at the Midwest Business Administration Association Meetings, Chicago, Illinois, March 1980.

#### B. BRAND MANAGEMENT

"The Case for Branding" and "The Case for Extending Brands," presented at "The Legal Implications of Branding," a Trademark Law CLE seminar, Minneapolis, April 2007.

"Strategic Brand Management on the Cutting Edge: Building, Leveraging, Identifying, and Protecting Brands," Carlson on Branding Conference, University of Minnesota, May 2006.

"Brand Concept Maps: Measuring what Your Brand Means to Consumers," Carlson on Branding Conference, University of Minnesota, May 2006.

"Conceptualizing Individual Differences in Brand Extension Evaluation," discussant comments presented at the Association for Consumer Research Conference, San Antonio, Texas, October 2005.

"Consumer Response to Brand Extensions: Does Culture Matter?" paper presented at the Association for Consumer Research Conference, Toronto, Canada, October 2003.

"Directions for Brand Research: Managing Brand Portfolios," presented at the American Marketing Association Doctoral Consortium, Minneapolis, June 2003.

"Identifying Brand Structures: A Concept Mapping Approach," paper presented at Wharton School of Business, February 2003.

"Brand Concept Maps: Identifying Brand Association Networks," paper presented at Northwestern University, Marketing Camp, September 2002.

"Identifying Brand Structures: A Concept Mapping Approach," paper presented at the Association for Consumer Research Conference, Austin, Texas, October 2001.

"Leveraging Brand Positions," paper presented with Barbara Loken at "Marketing Methods for New Product Innovation: What Really Works?" Center for Research in Marketing, Minneapolis, April 1997.

"The Negative Impact of Extensions: Can You Dilute Flagship Products?" paper presented at the University of Southern California, March 1997.

"Spillover Effects of Brand Extensions: Can They Spread to a Firm's Established Products?" paper presented at the Association for Consumer Research Conference, Boston, October 1994. Paper also presented at the University of Florida (April 1995) and Columbia University (June 1995).

"Spillover Effects of Brand Extensions," paper presented at the University of Alabama (April 1994) and at New York University (May 1994).

"The Negative Impact of Extensions on Individual Product Beliefs," paper presented with Barbara Loken at the Association for Consumer Research Conference, Chicago, October 1991.

"Diluting Brand Equity: The Negative Impact of Brand Extensions," paper presented with Barbara Loken at the Association for Consumer Research Conference, New York City, October 1990.

"Diluting Brand Equity: The Negative Impact of Brand Extensions," paper presented with Barbara Loken at the Marketing Seminar Series, University of Minnesota, June 1990.

"Diluting Brand Equity: The Negative Impact of Brand Extensions," paper presented with Barbara Loken at the Marketing Science Institute Workshop on Brand Equity, Cambridge, Massachusetts, February 1990.

### C. CONSUMER JUDGMENT AND LEARNING

"Culture and Attitudes: Analytic vs. Holistic Thinking," paper presented at the ACR Doctoral Consortium, Memphis, Tennessee, October 2007.

"Psycholinguistic Perspectives on Consumer Learning," discussant comments presented at the Association for Consumer Research Conference, Atlanta, Georgia, October 2002.

"What's Really New About Really New Product Learning?" discussant comments presented at the Association for Consumer Research Conference, Montreal, October 1998.

"The Analogy and Metaphor Literature: What's in it for Consumer Researchers?" discussant comments presented at the Association for Consumer Research Conference, Denver, October 1997.

"A Way to Look at Customer and Salesperson Expectations," paper presented at the Association for Consumer Research Conference, Boston, Massachusetts, October 1987.

"New Perspectives in Attitude Polarization: Is Mere Thought Enough?" discussant comments presented at the Association for Consumer Research Conference, Boston, Massachusetts, October 1987.

"Central and Peripheral Modes of Persuasion: Summary and Recommendations," paper presented at the American Marketing Association Educator's Conference, Chicago, Illinois, August 1986.

"Script-Based Consumer Research: Imperfections, Priorities, and Trade-Offs," paper presented at the Association for Consumer Research Conference, Las Vegas, Nevada, October 1985.

"Consumer Learning," paper presented with Stephen Hoch at the American Marketing Association Doctoral Consortium, Duke University, Durham, North Carolina, August 1985.

"Biases and Deficits in Consumer Judgments," paper presented at the University of Minnesota, Minneapolis, Minnesota, June 1984.

#### WORK IN PROGRESS

"When Does Negative Brand Publicity Hurt? The Moderating Influence of Analytic Versus Holistic Thinking," with Sonia Basu Monga, Journal of Consumer Psychology, revision requested and resubmission in October 2007.

"Materialism Among Children and Adolescents: Does It Inhibit Prosocial Behavior?" with Lan Nguyen Chaplin and Aric Rindfleisch, Journal of Consumer Research, submitted for review in June 2007, resubmission of a new manuscript invited.

"Cultural Differences in Brand Extension Evaluations: The Moderating Role of Parent Brand Concepts and Brand Naming Strategies," working paper completed, to be submitted to Journal of Marketing Research.

"More Than Meets the Eye: The Influence of Implicit Versus Explicit Self-Esteem on Materialism," paper completed, to be submitted to Journal of Consumer Research.

"Understanding Cultural Differences in Brand Extension Evaluation: The Influence of Analytic versus Holistic Thinking," with Sonia Basu Monga, chapter to be submitted for review

to Joe Priester, C.W. Park, and Deborah MacInnis (Eds.), Handbook of Brand Relationships.

“When Do Bad Things Happen to Good Brands? Understanding Internal and External Sources of Brand Dilution,” with Barbara Loken, chapter to be submitted for review to Rohini Ahluwalia, Mike Houston, and Barbara Loken (Eds.), Carlson on Branding.

“Growing Up in a Material World: The Role of Parents and Peers in the Development of Materialism Among Children and Adolescents,” with Lan Nguyen Chaplin, working paper completed.

“Marketing Inconsistent Brand Extensions: Communication Strategies That Work,” with Rohini Ahluwalia and Sonia Basu Monga, two studies completed, data analysis in progress.

“The Malleable Self: Can Brands Really Change Our Self-Concepts?” with Ji Kyung Park, one study completed.

“Strategic Brand Management,” chapter for Essential Marketing Knowledge and Wisdom, Rajiv Grover (Editor). First draft completed and revised. This chapter will be included in a multi-authored textbook for an MBA audience. Other authors/chapters include: Advertising/Gerry Tellis, USC; Sales Promotion/Pradeep Chintagunta, U. of Chicago; New Product Development/John Hauser, MIT; Don Lehman, Columbia University.

## RESEARCH GRANTS

Principal Investigator, CSOM McKnight Grant, University of Minnesota, to investigate decision making skills in children, 1993-1994.

Co-Investigator, Marketing Science Institute, to investigate the predictive validity of behaviorally anchored rating scales designed for young children, 1992-1993.

Principal Investigator, CSOM McKnight Grant, University of Minnesota, to investigate the validity of behaviorally anchored rating scales designed for children, 1991-1992.

Co-Investigator, Marketing Science Institute, to investigate brand equity issues in marketing, 1990-1991.

Co-Investigator, CSOM McKnight Grant, University of Minnesota, to investigate brand equity issues in marketing, 1990-1991.

Principal Investigator, CSOM McKnight Grant, University of Minnesota, to investigate the link between categorization and product evaluation in children, 1989-1990.

Principal Investigator, Dean's Innovation Fund, University of Minnesota, to investigate parent-child purchase interaction, 1987-1988.

Principal Investigator, General Mills, to investigate parent-child purchase interaction, 1987-1988.

Principal Investigator, Graduate School Research Committee, University of Minnesota, to investigate age differences in children's product categorization, 1988-1989.

Co-Investigator, Wisconsin Milk Marketing Board, to investigate context effects in children's choice behavior, 1986-1987.

Principal Investigator, Graduate School Research Committee, University of Wisconsin-Madison, to investigate the effects of processing ability on persuasion, 1984-1985.

Principal Investigator, Graduate School Research Committee, University of Wisconsin-Madison, to investigate biases in consumers' judgments regarding price-quality relationships, 1983-1984.

Co-Investigator, Spencer Research Foundation, to investigate the development of children's knowledge structures for consumer activities, 1982-1984.

Principal Investigator, Graduate Committee on Research, UCLA, to investigate consumers' knowledge about price-quality relationships in the marketplace, 1981-1982.

## TEACHING

Executive: Strategic Brand Management

Graduate: Ph.D. Seminar in Consumer Behavior  
Strategic Brand Management  
Marketing Research  
Marketing Management

## SERVICE

### PROFESSIONAL SERVICE

Monographs of the Journal of Consumer Research:  
Editor, 1997-2002  
Editorial Advisory Board, 2002 to present

Journal of Consumer Research:

Associate Editor, 1993-1996  
Member, Editorial Board, 1983 to present  
Reviewer, 1982-1983

Journal of Consumer Psychology:

Member, Editorial Board, 1991 to present

Journal of Marketing Research:

Member, Editorial Board, 1994 - 2003  
Reviewer, 1982-1994, 2003 to present

Journal of Marketing:

Member, Editorial Board, 1990-2000  
Reviewer, 1986-1990, 2002 to present

Journal of Public Policy & Marketing:

Member, Editorial Board, 1998-2000, 2002-present  
Reviewer, 1987-1998

Handbook of Consumer Psychology:

Member, Advisory Board, 2004 to present

Behavioral Marketing Abstracts:

Member, Advisory Board, 2002 to present

Reviewer, Journal of Advertising, Psychological Reports, Marketing Science, Sloan Management Review, Journal of Business Research, California Management Review, Research in Consumer Behavior, Journal of Economics and Business, Journal of Economic Psychology, Journal of Retailing & Consumer Services, Review of Consumer Behavior; International Journal of Research in Marketing, Psychology and Marketing.

Reviewer, National Science Foundation, Social Science and Humanities Research Council of Canada.

Reviewer, Association for Consumer Research Conference Proceedings, American Marketing Association Summer Educators' Conference Proceedings, American Marketing Association Winter Educators' Conference Proceedings, Society for Consumer Research Conference Proceedings, Marketing and Public Policy Conference, Academy of Marketing Science Conference Proceedings.

Member, Editorial Advisory Board, Review of Marketing, 1988-1989; Reviewer, Review of Marketing, 1986-1987; Reviewer, Handbook of Marketing, 2000; Reviewer, Handbook of Advertising, 2005.

Reviewer, American Marketing Association Dissertation Award Competition, 1983, 1985, 1990, 1991, 1992, 1997

Reviewer, Alden Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute, 1992, 1993, 1994, 1999

### PROFESSIONAL MEMBERSHIPS

#### Association for Consumer Research

Past-President, 1997

President, 1996

President-Elect, 1995

Conference Co-Chair, 1993

Treasurer, 1992

Conference Program Committee, 1987, 1989, 2003

Fellows Committee, 1997, 2006 (Chair)

Officer Nominating Committee, 2001, 2002, 2003, 2004, 2005

Constitution Task Force, 2007

#### American Marketing Association

Marketing and Society Special Interest Group

#### Society for Consumer Psychology

Scientific Affairs Committee, 1993

Conference Program Committee, 1994

### COMMITTEE WORK (University of Minnesota)

#### University

##### Committees:

Member, Dean Search Committee, Carlson School of Management, 2001, 2005

Member, All University Non-Health Promotion & Tenure Committee, 2004-2005, 2005-2006, 2006-2007

Member, Search Committee, Mithun Land Grant Chair in Advertising, School of Journalism and Mass Communications, 1991-1992

Member, Graduate School Social Sciences Policy Review Council, 1992 - 1993

Member, Graduate School Social Sciences Policy and Review Council, Subcommittee on Graduate Faculty Appointments and 8000-Level Course Proposals, 1992-1993  
Member, Search Committee, Vice-Provost for Professional Studies, 1995-1996

#### CSOM

##### Committees:

Chair, Faculty Consultative Committee, 2007-2008  
Member, Faculty Consultative Committee, 2006-2007  
Member, Carlson Chair in SMO Selection Committee, 2007  
Member, Carlson Chair Review Committee (J. Dickhaut), 2007  
Member, 7.12 Promotion & Tenure Committee, 2006-2007  
Chair, McKnight Research Committee, 2006  
Member, McKnight Research Committee, 1994, 2001, 2005  
Chair, Carlson Chair in HRIR Selection Committee, 2006  
Member, Term Professorship Committee, 2001, 2004  
Member, ADC Committee, 2002-2003  
Member, Carlson Brand Team, 2002  
Member, FAPC Reading Committee, Shawn Curley, 2000  
Co-Chair, MBA Excellence Committee, 1998-99  
Member, Management Initiatives Oversight Team, 1998-99  
Member, Dean's Advisory Committee, 1995-1998  
Chair, RATS Evaluation Committee, 1997  
Member, RATS Task Force, 1995-1996  
Member, FAPC, 1994-95  
Member, FAPC Reading Committee, Ed Joyce, 1993  
Member, Ph.D. Program Committee, 1992-1993, 2000-2001  
Chair, Curriculum Committee, 1992-1993  
Member, Curriculum Committee, 1990-1992  
Chair, FAPC Reading Committee, Akshay Rao, 1992  
Member, FAPC Review Committee, 1990 to 1992  
Member, Recruiting Committee, OMS, 1989-1990

#### Marketing Department Committees:

Member, Ph.D. Committee, 1989-1991, 1993-1994, 1996-1997, 2001-2002, 2004-2005, 2005-2006, 2006-2007  
Chair, Ph.D. Committee, 1992-1993, 2000-2001  
Chairman, Ph.D. Review Subcommittee, 1989  
Ph.D. Review Committees: Ji Kyung Park, 2007; Jungkeun Kim, 2006, 2007; Jae Eun Kim, 2005, 2006; Lan Nguyen, 2000; Juliet Zhu, 2000; Gwen Bachmann, 1992; Susan Rosen, 1992; Jennifer Gregan-Paxton 1992; Teri Bottom, 1990; Yvonne Karsten, 1989; Tom Belich, 1988  
Chair, Elite Eight Challenge Committee, 2002, 2004  
Chair, Recruiting Committee, 1996, 1997, 1998, 1999-2000

Member, Recruiting Committee, 1988-1989, 1995, 1998, 1999, 2007  
Member, Search Committee, CEE Coordinator, 1994, 1995  
Chair, Curriculum Committee, 1993-1997  
Coordinator, Marketing Seminar Series, 1996-1997  
Member, Summer Grant Committee, Center for Research in  
Marketing, 1996  
Chair, Reading Committee, Joan Meyers-Levy, 1998  
Annual Review Committees: Selin Malkoc, 2007; Rohini  
Ahluwalia, 2005, 2006; Robert Hanson 2004, 2000; Bob  
Ruekert, 1996; Akshay Rao, 1989, 1990

Dissertation  
Committees:

Chair: Ji Kyung Park, Lan Nguyen, Sonia Basu Monga, Jennifer  
Gregan-Paxton, Gwen Rae Bachmann, Yvonne Cariveau  
Karsten

Member: Andrew Kaikati, William Hedgcock, Christine Bennett,  
Lufang Meng (Maggie), Kyeong-Heui Kim, Ashwani Monga,  
Juliet Zhu, Allen Chen, Amy Cox, Sooyeon Yoo (Journalism),  
Seounmi Han Youn (Journalism), Joann Peck, Beth Holden  
(Food Science), Christopher Joiner, Jeffrey Jass, Katryna  
(Malafarina) Johnson, Vania Lindsay, David Forlani, John  
Mullins, Madhu Viswanathan, Shantanu Dutta, Cynthia  
Huffman

Masters  
Committees:

Member: Jianchong Zhu (Journalism), Eric Chen (Journalism),  
Ingrid Kuang (Journalism), Ku-Fan Tsao (Journalism), Cheryl  
Hampton (IR), Gary Schwarz (IR)

OTHER SERVICE

Public Service:

Consultant, Federal Trade Commission, Division of Advertising  
Practices, Washington, D.C., 1989-1990  
Member, Marketing Task Force, Greater Minneapolis Girl Scout  
Council, 1990

Guest Speaker:

Carlson Family Foundation Meeting, May 1998  
Carlson Companies, December 1995  
CSOM Board of Overseers, Oct. 1995, Jan. 1999, Oct. 2004  
CSOM Preferred Admissions Recruiting Program, February 1994  
CSOM Honors Association, Faculty Research Panel, October 1990  
Board of Directors, Children's Theatre, Spring 1988  
Mu Kappa Tau, Marketing Honor Society, Spring 1983

Media Interviews:

Pioneer Press, with Maja Beckstrom, November 2007.  
Globe and Mail, with Patrick White, November 2007.  
U. of Minnesota Moment, with Drew Swain, November 2007.  
Reuters, with Kristina Cooke, November 2007.  
Pioneer Press, with Kay Harvey, February 2005.  
Star Tribune, with Ann Merrill, October 2001.  
Pioneer Press, with Allison Kaplan, June 2001.  
New York Times, with Constance Hays, December 1999.  
Minnesota Public Radio, with Lynette Nyman, December 1999.  
License! With Laura Liebeck, September 1999.  
New York Times, The Economist, Advertising Age, Financial Times, USA Today, CSOM Media Tour, July 1999.  
Minneapolis Star Tribune, with Janet Moore, July 1999.  
Minnesota Public Radio, with Bob Potter, December 1998.  
WCCO-AM, with Kathy Wurzer, December 1997.  
Business Week, with David Leonhardt, June 1997.  
Business Week Online, with Jack Dierdorff, June 1997.  
CNN Impact and Roanoake Times.  
WCCO-TV, with Paula Engle, March 1996.  
Minnesota Public Radio, October 1995.  
WCCO-TV, with Paula Engle, October 1995.  
Minneapolis Star Tribune, with Dan Wascoe, October 1995.  
Minneapolis Star Tribune, with Ann Merrill, May 1995.  
Minnesota Public Radio, with Kathy Wurzer, Dec. 1992, Dec. 1993  
KMSP - Minneapolis, with Jeff Baillon, July 1992  
Newsweek, with Karen Springen, June 1990  
Minneapolis Star Tribune, with Dan Wascoe, April 1990  
Minneapolis Star Tribune, with Dave Maheney, March 1990  
Minnesota Public Radio, with Beth Friend, April 1989  
Minneapolis Star Tribune, with Dick Youngblood, Summer 1988  
Deseret News, Salt Lake City, with Carma Wadley, Summer 1988  
Minnesota Management Review, with Peggy Mann Rinehart, 1988  
KUOM, University of Minnesota, with David Olson, 1988  
WINZ, Miami, with Ira Everett, Winter 1987  
Marketing News, with Kevin Higgins, Summer 1985

Other:

Faculty Representative, Albert Haring Symposium, 1991  
Coordinator, Ph.D. Orientation Program, 1989, 1990, 1991  
Coordinator, Research Workshop Series, 1988-1989  
Community Campaign Solicitor, 1988