

DAVID W. STEWART, Ph.D.

Presidential Chair of Marketing and Business Law

Department of Marketing and Business Law

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EDUCATION

- **Ph.D. in Psychology**, Baylor University, Waco, TX, 1974
- **MA in Psychology**, Baylor University, Waco, TX, 1973
- **BA in Psychology**, Northeast Louisiana University, Monroe, LA, 1972

AREAS OF EXPERTISE

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|-------------------------------|---------------------------------------|
| • Marketing and Public Policy | • Marketing Strategy and Planning |
| • Marketing Communication | • Consumer Behavior |
| • Product Management | • Innovation and Economic Development |
| • Research Methods | • Educational Administration |

ACADEMIC/TEACHING EXPERIENCE

- **President's Professor of Marketing and Business Law**, Loyola Marymount University, College of Business Administration, 2012 – present.
- **Visiting Professor**, Leeds University Business School, Sept. 2018 – Dec. 2018.
- **Professor of Management and Marketing**, University of California at Riverside, School of Business Administration and the A. Gary Anderson Graduate School. Of Management, 2007-2012. (**Emeritus Professor, 2012 – present**)
- **Dean**, University of California at Riverside, School of Business Administration and the A. Gary Anderson Graduate School of Management, 2007-2011.
- **Deputy Dean**, University of Southern California, Marshall School of Business, 1999-2004.
- **Chairperson**, University of Southern California, Department of Marketing, Marshall School of Business, 1994-1999, 2006-2007.
- **Robert E. Brooker Professor of Marketing**, University of Southern California, Marshall School of Business, 1992-2007.
- **Professor of Marketing**, University of Southern California, Marshall School of Business, 1988-2007 (tenured 1988).

- **Associate Professor**, University of Southern California, Marshall School of Business, 1986 -1988.
- **Senior Associate Dean for Academic Affairs**, Vanderbilt University, Owen Graduate School of Management, 1984-1986.
- **Assistant/Associate Professor**, Vanderbilt University, Owen Graduate School of Management, and **Associate Professor of Psychology and Human Development**, 1980-1986 (tenured 1983).
- **Associate Professor of Psychology and Business**, Jacksonville State University, 1978-1980.
- **Adjunct Professor of Psychology**, Northwestern State University, LA, 1975.
- **Adjunct Professor of Psychology**, Louisiana College, 1975.

UNIVERSITY AND COLLEGE CONTRIBUTIONS

Representative University/School Service:

Loyola Marymount University

- Member, College of Business Administration Dean Search Committee
- Co-chair, Graduate Management Program Design Committee
- Member, MSchool Planning Committee

University of California, Riverside

- Served as Campus Representative to Board of Directors of the Inland Empire Economic Partnership, the City of Riverside Council of Economic and Workforce Development Advisors, the Riverside Higher Education/Business Council, the Riverside Technology CEO Forum, the Board of the Coachella Valley Economic Partnership, the Southwest County Economic Development Corporation, and the California Inland Empire District Export Council. Member of the 2009 class of Leadership Riverside.
- Member, Community Engagement Committee, University of California at Riverside, Strategic Planning Exercise, 2009-2010.
- Chair, Search Committee for Vice Chancellor for Advancement, University of California at Riverside, 2008-2009.
- Member, University of California at Riverside Campus Budget Planning Committee, 2009.
- Chair, Palm Desert Graduate Center Planning Committee, University of California at Riverside, 2009.

University of Southern California

- Member, Health Advisory Board, School of Planning, Policy and Development, University of Southern California 2005-2007.
- Member, University Committee on Academic Review, University of Southern California, 2006-2007.

- Member, Dean Search Committee, School of Planning, Policy and Development, University of Southern California, 2004-2005.
- Member, Board of Directors, University Faculty Center (1995 - 2000).
 - Chair, Membership Committee (1995 - 1996)
 - Treasurer and Member of Executive Committee (1996 - 1997)
 - President (1998 - 1999)
- Member, University Appointments, Tenure and Promotion Committee, University of Southern California (1990 - 1994).
 - Chair, Panel on Social Sciences and Professional Schools (1993 - 94).
- Member, University Graduate Studies Advisory Council (1994 - 1998).
- Member, School of Business Administration Dean Search Committee (1993).
- Member, University Employee Benefits Committee (1987 - 1992).
- Member, University Research Committee (1990 - 1991).
- Member, Personnel Committee, School of Business Administration (1990 - 1992).
- Member, Marketing Ph.D. Committee (1986 - 1990).
- Coordinator, Doctoral Program in Marketing (1987 - 1989).
- Coordinator, 1988 and 1990 Advertising Education Foundation Ambassador Program.
- Member and Chairman, Various Tenure, Promotion, and Review Committees (1988 - 2007).
- Member, Dean's Advisory Council, School of Business Administration (1987 - 1988, 1994).
- Member, Building Advisory Committee, School of Business Administration (1987 - 1988).
- Founding Director, Master of Science in Management for Information Executives Program, University of Southern California (1987 - 1989).
- Member, School of Business Administration Executive Development and Training Oversight Committee (1988).
- Member, Marketing Chair's Advisory Committee (1988 - 1989).
- Research Seminar Coordinator, Department of Marketing, University of Southern California (1986 - 1987).
- Working Paper Series Coordinator, Department of Marketing, University of Southern California (1986 - 1987).

- Member, Research Committee, School of Business Administration, University of Southern California (1986 - 1988).
- Member, Marketing Department Strategic Planning Committee, University of Southern California (1986 - 1987).
- Member, Operations Committee, School of Business Administration, University of Southern California (1987).
- Member, Undergraduate Curriculum Committee, School of Business Administration, University of Southern California (1987).

Vanderbilt University

- Member, Vanderbilt University Re-Accreditation Steering Committee (1985 - 1986).
- Member, University Human Subjects Research Review Committee (1983 - 1986).
- Member, Committee on Instruction, Owen School (1981 - 1986).
- Faculty Advisor, Owen School Chapter of the American Marketing Association (1981 - 1984).
- Coordinator of Faculty Research, Owen School (1982 - 1984).
- Member, Tenure Review Committee, Owen School (1983 - 1984).
- Member, Committee on Faculty Research, Owen School (1981 - 1982).
- Chairman, Strategy Faculty Search Committee, Owen School (1983 - 1984).
- Member, Marketing Faculty Search Committee, Owen School (1980 - 1985).
- Member, Statistics Faculty Search Committee Owen School (1983 - 1984).
- Member, Honor Council Appeals Board, Vanderbilt University (1982 - 1984).
- Member, Organizational Behavior Faculty Search Committee, Owen School (1981 - 1982).
- Member, Admissions Committee, Executive MBA Program, Owen School (1981 - 1983).
- Consultant, Vanderbilt University Development Office (1982).
- Member, Admissions Committee, MBA Program, Owen School (1980 - 1981).
- Member, Ph.D. Program Development Committee, Owen School (1980 - 1981).
- Member, Ad Hoc Committee on Computer Resources, Owen School (1980-1981) (1983-1984).
- Faculty Secretary, Owen School (1982-1983).

HONORS & AWARDS

- Best Reviewer Award, *Journal of Advertising Research*, 2016 (Awarded in 2017).
- Best Reviewer Award, *International Journal of Advertising*, 2015 (Awarded in 2016).
- “Marketing and Society Lifetime Achievement Award” from the Marketing and Society Special Interest Group (MASSIG) of the American Marketing Association, August, 2015.
- Distinguished Lecturer, School of Management and International Business, Victoria University of Wellington, New Zealand, August, 2014.
- Chairman’s Award, Riverside Chambers of Commerce, 2009 (for contributions to the economic development of the City of Riverside).
- Elsevier Distinguished Marketing Scholar, Society for Marketing Advances, November, 2007.
- Cutco/Vector Distinguished Marketing Educator Award, Academy of Marketing Science, May, 2006.
- Omicron Delta Kappa Men of Merit Award, Baylor University, 2005.
- Ivan Preston Outstanding Contribution to Research Award, American Academy of Advertising, 1998.
- Best Distance Learning Program - Continuing Education, Presented by the U. S. Distance Learning Association, 1996.
- Outstanding Reviewer Award, *Journal of Marketing*, 2006.
- Best Paper, *Journal of Public Policy Marketing*, 1992-1994, American Marketing Association, 1996.
- Best Review, Advanced Research Techniques Conference, American Marketing Association, 1990, 1992.
- Best Paper, *Journal of Advertising*, 1989, Awarded by American Academy of Advertising in 1990.
- Dean's Research Fellowship, University of Southern California, 1987-1990.
- Marketing Science Institute Visiting Scholar, General Motors Corporation, 1988-89.
- Senior Research Fellowship, American Academy of Advertising, 1988.
- Listed among top ten contributors to marketing journal, *Journal of Marketing Education*, 1985.
- Outstanding Young Men of America, 1985.
- OGSM Dean's Fund for Faculty Research Grant, 1981, 1982, 1983.
- Who's Who in the World.
- Who's Who in America.
- Charter Fellow, Association for Psychological Science.
- Fellow of the American Psychological Association, Division 23.
- Listed among top ten contributors to Advertising literature in a study published in the Spring, *Journal of Advertising*.
- Honorable Mention, 1983 Alpha Iota Delta/American Institute for Decision Sciences Instructional Award.

- Alpha Iota Delta, Decision Sciences Honorary.
- Beta Gamma Sigma Business Honor Society.
- Phi Kappa Phi National Honor Society.
- Who's Who in the West.
- Who's Who of Emerging Leaders in America, Third Edition.
- Who's Who in Finance and Industry.
- Who's Who in American Education.
- Five Thousand Personalities of the World.
- New York Academy of Sciences.
- Who's Who in California.
- Who's Who in Advertising.
- Who's Who in Sales and Marketing.
- International Platform Association.
- Who's Who in the South and Southwest.
- Personalities of the South.
- Personalities of America.
- State Board of Education Scholar, Northeast Louisiana University.

REPRESENTATIVE PROFESSIONAL EXPERIENCE

- Vice President, Publications, American Marketing Association, 2017 – present.
- Chair, Technical Advisory Group (TAG) on Brand Valuation, American National Standards Institute (ANSI) and U.S. representative to the International Standards Organization's (ISO) Technical Committee 289 on brand evaluation, 2016 – present.
- Editor, *Journal of Public Policy and Marketing*, American Marketing Association, 2012 - 2017.
- Editor-in-Chief, *Oxford Online Bibliography in Marketing*, 2012 - 2015.
- Faculty Member, 6th AIM-AMA Sheth Foundation Doctoral Consortium, Bangalore, Jan., 2018
- Faculty Member, 5th AIM-AMA Sheth Foundation Doctoral Consortium, Mumbai, Jan., 2017
- Faculty Member, 3rd AIM-AMA Sheth Foundation Doctoral Consortium, Dubai, Jan., 2015.
- Faculty Member, Academy of Marketing Science Doctoral Consortium, Orlando, May, 2016, San Diego, 2017.

- Faculty Member, Society of Marketing Advances Doctoral Consortium, New Orleans, Nov., 2014, San Antonio, Nov., 2015.
- Evaluation Panel, National Science Foundation Graduate Research Fellowships, 2013 – 2014, 2014 – 2015, 2015 – 2016.
- Faculty Member, Association for Consumer Research's Doctoral Symposium, Berlin, Oct., 2016.
- Faculty Member, 2nd Annual Sheth/AMA Indian Doctoral Consortium, Ahmedabad, India, Jan., 2014.
- Faculty Member, Chinese Marketing International Doctoral Consortium, Beijing, China, July, 2017.
- Faculty Member, Chinese Marketing International Doctoral Consortium, Qingdao, China, July, 2016.
- Faculty Member, Chinese Marketing International Doctoral Consortium, Xian, China, July, 2015.
- Faculty Member, Chinese Marketing International Doctoral Consortium, Wuhan, China, July, 2014.
- Faculty Member, Marketing and Public Policy Doctoral Seminar and Workshop (2016, 2014, 2012, 2010, 2008, 2006, 2004) (Co-Chair, 2006)
- Graduate, Leadership Los Angeles, Class of 2013.
- Judge, *Technweek* Launch, Santa Monica, December, 2013.
- Judge, Advertising Research Foundation's Annual Ogilvy Awards, 2013, 2014.
- Chair, City of Riverside Strategic Vision Task Force, Riverside, CA, 2009-2012.
- Member, California Inland Empire District Export Council, 2010 – 2012 (appointed by Secretary of Commerce).
- Member, Board of Directors, Coachella Valley Economic Partnership 2009 – 2011.
- Member, Board of Directors, Inland Empire Economic Partnership, 2007 – 2011.
- Graduate, Leadership Riverside, Class of 2009.
- Founding Chair, Marketing Accountability Standards Board, 2004 – present.
- Editor, *Journal of the Academy of Marketing Science*, Academy of Marketing Science, 2006-2009.
- Editor, *Journal of Marketing*, American Marketing Association, 1999-2002.
- Member, Academic Advisory Committee, CMO Council, 2007-present.
- Member, Editorial Board, *Academy of Marketing Science Review*, 2014 – present.

- Member, Editorial Board, *Journal of the Academy of Marketing Science*, 1990 – 2006, 2009 – present.
- Member, Editorial Board, *Open Journal of Business and Management*, 2013-present.
- Member, Editorial Board, *Journal of Advertising Research*, 2005-present.
- Member, Editorial Board, *International Journal of Advertising*, 2000-present.
- Member, Editorial Board, *Journal of Cultural Marketing Strategy*, 2015-present.
- Member, Editorial Board, *Journal of Public Policy and Marketing*, 1993-present.
- Member, Senior Advisory Board, Editorial Board, *Journal of Advertising*, 1991-present.
- Member, Editorial Board, *Journal of Promotion Management*, 1991-present.
- Member, Editorial Board, *Journal of Research in Business, Economics and Management*, 2014-present.
- Member, Editorial Board, *Journal of Management Issues*, 1991 - 2010.
- Member, Editorial Board, *Journal of Marketing*, 1990-present.
- Member, Editorial Board, *Journal of Product and Brand Management*, 1991-2010.
- Member, Editorial Board, *International Journal of Marketing Research*, 2000-2010.
- Member, Editorial Board, *Review of Marketing Research*, 2004-2010.
- Member, Editorial Board, *Current Issues and Research in Advertising*, 1987-2010.
- Member, Editorial Board, *Journal of International Consumer Marketing*, 1987-present.
- Member, Editorial Board, *Journal of Interactive Marketing*, 2001 - 2010.
- Member, Editorial Board, *Media Psychology*, 2001-2006.
- Member, Editorial Board, *Journal of Consumer Marketing*, 1985-1996.
- Member, Editorial Board, *Journal of Marketing Research*, 1983-1994, 1999-2003.
- Occasional Reviewer, *Journal of Consumer Research*, 1983 - present.
- Member, City of Riverside Mayor's Committee on Economic and Workforce Development, 2007-2012.
- Member/Partner, Riverside Technology CEO Forum, 2007 - 2012.
- Conference Program Referee, AMA Summer Educators' Conference, 1982 - 2018.

- Referee, Winter AMA Educators' Conference, 1983, 1984, 1986 - 2018.
- Member, Board of Governors, Academy of Marketing Science, 2004-2010.
- Referee, Society for Consumer Psychology Annual Program, 1982-2017.
- Faculty Member, American Marketing Association Doctoral Consortium, 1990, 1991, 1998 - 2009, 2011, 2015, 2016, 2017, 2018.
- Member, Academic Assessment Panel, 2010 Decennial Census, United States Census Bureau, 2009.
- Referee, Society for Marketing Advances Conference, 1984-2016.
- Referee, Annual Conference of the American Academy of Advertising, 1985 - 2017.
- Judge for Dissertation Competition of the American Marketing Association, 1988-1998, 2008 - 2016.
- Referee, Association for Consumer Research Conference, 1983-2015.
- Co-Chair, Academy of Marketing Science Annual Conference, Coral Gables, 2007.
- Co-Chair, Second Risk Perception Workshop, American Marketing Association and Marketing and Society Special Interest Group, Los Angeles, 2006.
- Co-Chair, Marketing and Public Policy Conference of the American Marketing Association, Long Beach, 2006.
- Member, Product Development and Management Association International Conference Program Planning Committee, Anaheim, 2015.
- Member, Product Development and Management Association International Conference Program Planning Committee, San Diego, 2005.
- Chairperson, Marketing and Society Special Interest Group, American Marketing Association, 2000-2001.
- Co-Chair, American Marketing Association International Conference, Buenos Aires, Argentina, 2000.
- Occasional Reviewer, *Decision Sciences*, 1989-2000.
- Member, Nominating Committee, American Marketing Association, 1999.
- Vice President, Finance/Secretary, American Marketing Association, 1998-1999.
- Member of the Board of Directors, American Marketing Association, 1996-1999.
- Member of the Board of Directors, American Marketing Association Foundation, 1998-1999.

- Member, CEO Search Committee, American Marketing Association, 1998-1999.
- Editor, Sage Series in Marketing, 1992-1999.
- Advisory Editor, *Psychology and Marketing*, 1990-1999.
- Occasional Reviewer, *Journal of the Academy of Marketing Science*, 1985-1999.
- Occasional Reviewer, *Psychological Bulletin*, 1984-1999.
- Occasional Reviewer, *Journal of Applied Psychology*, 1983-1999.
- Proposal Reviewer, Applied Research Division, NIMH, 1976, 1993, 1998.
- President of the Academic Council, American Marketing Association, 1997-1998.
- Member, Census Bureau Advisory Committee of Professional Associations, 1992-1998.
- Judge, American Marketing Association Edison Awards for Best New Products, 1997, 1998.
- Representative to Council, American Psychological Association, Elected by Society for Consumer Psychology, 1989-1992, 1997-1998.
- Occasional Reviewer, *Applied Demographics*, 1996, 1998.
- Occasional Reviewer, *International Journal of Marketing Research*, 1988, 1997.
- Chair, Section on Statistics in Marketing, American Statistical Association, 1997.
- Referee, Decision Sciences Institute Conferences, 1988-1997.
- Member, General Advisory Board, International Business Press, 1991-1996.
- Occasional Reviewer, *Personality and Social Psychology Bulletin*, 1976, 1990, 1993, 1997.
- Proposal Reviewer, Management and Decision Sciences Directorate, National Science Foundation, 1990, 1994, 1997.
- Occasional Reviewer, *Psychometrika*, 1988, 1990, 1991, 1996.
- Member, Chair, Census Bureau Advisory Committee of Professional Associations, 1995.
- Co-Chair, Winter Educators' Conference, American Marketing Association, 1995.
- Program Chair, Section on Statistics in Marketing, American Statistical Association, 1994.
- Proposal Reviewer, Social and Developmental Psychology Division, National Science Foundation, 1979, 1993.

- Judge, Design Competition of the Los Angeles Design Club, 1992.
- Co-Chair, American Marketing Association Doctoral Consortium, 1991.
- Chairman, Research Committee, American Academy of Advertising, 1989-1991.
- Member, Executive Committee, Society for Consumer Psychology, American Psychological Association 1981-1991.
- Chairman, Research Methodology Track, AMA Summer Educators' Conference, 1990.
- Textbook Reviewer, PWS/Kent, 1990.
- Associate Editor, *Psychology and Marketing*, 1983-1990.
- Occasional Reviewer, *Journal of Advertising*, 1983-1990.
- Occasional Reviewer, *Journal of Personality and Social Psychology*, 1978, 1990.
- Coordinator, Advertising Education Foundation Ambassador Program, 1988, 1990.
- Member, Publications Committee, Society for Consumer Psychology, 1988-1989.
- Member, Research Committee, American Academy of Advertising, 1988-1989.
- Member, Policy Board, *Journal of Consumer Research*, 1986-1988.
- President, Policy Board, 1988, Vice President, 1987.
- Occasional Reviewer, *Journal of Mathematical Social Sciences*, 1987.
- Co-chair, Fifth Annual Advertising and Consumer Psychology Conference, 1986.
- President, Society for Consumer Psychology, Division 23, American Psychological Association, 1985-1986.
- Textbook Reviewer, Prentice-Hall Publishing Company, 1979-1986.
- Occasional Reviewer, *Journal of the Academy of Management*, 1983-1985.
- Occasional Reviewer, *Annals of Travel and Leisure*, 1983-1985.
- Research Methodology Track Chairman for 1985 AMA Marketing Theory Conference, 1985.
- Program Chair, Society for Consumer Psychology, 1984.
- Editor, The Communicator, Newsletter of the Society for Consumer Psychology, 1981-1983.
- Chairman, Consumer Psychology Dissertation Award Committee, 1983.

- Textbook Reviewer, McGraw-Hill Book Co., 1983.
- Editor, Louisiana Psychologist, 1976.

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Academy of Marketing Science
- Association for Consumer Research
- American Academy of Advertising
- Insights Association
- Institute for Operations Research and the Management Sciences
- American Association for Public Opinion Research
- Decision Sciences Institute
- Academy of Management
- American Psychological Association (Fellow)
 - Society for Consumer Psychology (Division 23 of APA)
 - Society for Personality and Social Psychology (Division 8 of APA)
- American Psychological Society (Charter Fellow)
- Psychometric Society
- American Statistical Association
- American Association for the Advancement of Science
- Classification Society of North America
- Product Development and Management Association
- Sales and Marketing Executives International

SCHOLARSHIP

According to Google Scholar my published research has been cited more than 23,000 times, has an h index of 52 and has a g index of 149.

Working Papers

- A Dual Process Model of the Construction of Product Portfolios: The Case of Dietary Supplements. (with Ingrid Martin).
- Learning and Unlearning About Competitors: Managerial Judgment in Repeated Competitive Interaction. (with J. Prabhu and Velitcha Kaltcheva).

- Short- and Long-Term Effects of Advertising on Brand Equity: Analysis of the Superbowl as a Major Brand Building Event, Under revision for the *Journal of Marketing Research* (with Ray Taylor and Sascha Raithel).
- Perspectives on Advertising Capitalization and Taxation, Under revision for the *Journal of Public Policy and Marketing* (with Michael Moore).
- An Empirical Investigation of Consumer Choice Efficiency and Search in the Automobile Industry, Under review at the *Journal of Marketing Research* (with Aiden Namin and Brian T. Ratchford).

Work in Process

- *Financial Dimensions of Marketing*, (New York: Palgrave). Scheduled for publication in late 2019.
- *How to Get Published in the Best Marketing Journals*, (Northampton, MA: Edward Elgar). Scheduled for publication in late 2019. (with Daniel Ladik).

Publications

2019

- Marketing Performance, in Bodo B. Schegelmilch and Russell Winer (Eds.), *Marketing Strategy*, (New York: Routledge), forthcoming in 2019. (with Neil Morgan).
- Risk Communication and Consumer Behavior, in *Foundations and Trends in Marketing*, forthcoming. (with Ingrid Martin).
- The Historical Roots of Marketing's Badge of Infamy, in Rajendra Sisodia and Atul Parvatiyar (Eds.), *Marketing Advances in an Era of Disruptions – Essays in Honor of Professor Jagdish Sheth*, forthcoming. (With Robert Winsor).
- Television's Brand Building Power: From GRP's to PRP'S, *Journal of Advertising Research*, forthcoming. (with Frank Findley, Kelly Johnson, and Douglas Crang).
- Linking Marketing, Analytics, and the Performance of the Firm, *Proceedings of the 2nd International Conference on Business Economics and Finance*, forthcoming.

2018

- *A Primer on Consumer Behavior: A Guide for Managers*, (New York: Business Expert Press).
- Focus Groups, in Bruce Frey (Ed.), *Sage Encyclopedia of Educational Research, Measurement and Evaluation*, (Thousand Oaks, CA: Sage, 2018), pp. 687 - 692.
- Applying the MASB Brand Investment & Valuation Model, MASB White Paper, May, 2018, (New York: Marketing Accountability Standard Board). (with Jim Meier and Frank Findley).

- An Investigation of Consumer Search and Choice Efficiency in the Automobile Industry, Proceedings of the Western Decision Sciences Institute, Kauai, Hawaii, April, 2018. (with Aiden Namin and Brian Ratchford).
- Uncovering a Local Trend in Consumer Eye-tracking Data – Application of Singular Value Decomposition in Analyzing Gaze Sequence Data, *Proceedings of the 2018 Global Marketing Conference of the Global Alliance of Marketing & Management Associations*, Tokyo (with Nobuyuki Fukawa).

2017

- Mysteries, Markets, and Myths: Publishing Relevant Policy Research, Editorial Statement, *Journal of Public Policy and Marketing*, 36 (Fall), 193 – 195.
- Introduction to Policy Watch: Note on Consumer Financial Protection Bureau, *Journal of Public Policy and Marketing*, 36 (Spring), 169.
- Comment on Privacy, *Journal of the Academy of Marketing Science*, 45 (2), 156 - 159.
- Online Focus Groups, *Journal of Advertising*, Special Issue on Methodological Issues in Advertising Research, 46 (1), 48 – 60. (with Prem Shamdasani).

2016

- *Accountable Marketing: Linking Marketing Actions to Financial Performance*. (New York: Routledge/Taylor & Francis). (with Craig T. Gugel).
- Delivering to the Marketing Accountability Mandate, Chapter 1 in David W. Stewart and Craig Gugel (Eds.), *Making Marketing Accountable: Financial Dimensions of Marketing*. (New York: Routledge/Taylor & Francis), pp. 3 - 17. (with Margaret Henderson Blair, Mitch Barns, and Kate Sirkin).
- Lessons from the Quality Movement, Chapter 2 in David W. Stewart and Craig Gugel (Eds.), *Making Marketing Accountable: Financial Dimensions of Marketing*. (New York: Routledge/Taylor & Francis), pp. 18 – 41.
- The Marketing Metric Audit Protocol (MMAAP), Chapter 17 in David W. Stewart and Craig Gugel (Eds.), *Making Marketing Accountable: Financial Dimensions of Marketing*. (New York: Routledge/Taylor & Francis), pp. 226 – 232. (with Allen Kuse and Meg Blair).
- Marketing Organization and Accountability, Chapter 19 in David W. Stewart and Craig Gugel (Eds.), *Making Marketing Accountable: Financial Dimensions of Marketing*. (New York: Routledge/Taylor & Francis), pp. 243 – 274. (with Robert Winsor).
- Epilogue, Chapter 20 in David W. Stewart and Craig Gugel (Eds.), *Making Marketing Accountable: Financial Dimensions of Marketing*. (New York: Routledge/Taylor & Francis), pp. 261 – 274. (with Craig Gugel).
- Where is Marketing Research Headed in the 21st Century, *Journal of Cultural Marketing Strategy*, 1 (2), 189 – 192.

- Elections, Ideation and Scholarship, Editorial Statement, *Journal of Public Policy and Marketing*, 35 (1), 1 - 2.
- Introduction to Special Issue on Consumer Response to Regulation, *Journal of the Association for Consumer Research*, 1 (3), 337 - 340. (Guest Editor with Debra Scammon)
- Special Issue on Consumer Response to Regulation, *Journal of the Association for Consumer Research*, 1 (3). (Guest Editor with Debra Scammon).
- Speculations on the Future of Advertising Redux, *Journal of Advertising*, 45 (3), 348 - 350. DOI: 10.1080/00913367.2016.1185984.
- Perspective on Ad Capitalization and Taxation, Marketing Accountability Standards Board White Paper, November, 2016 (Islamorada, FL: Marketing Accountability Standard Board). (with Michael Moore).
- Where/How Does Marketing Fit? What Is Marketing's Place in the Firm and Within the Family Of Business Disciplines?, in M.W. Obal, et al. (eds.), Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era, *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, (Ruston, LA: Academy of Marketing Science, pp. 199 – 202. (with Terry Clark, O.C. Ferrell, Michael Hartline, and Jagdish Sheth).

2015

- Faculty Expectations and Expectation of Faculty in the Evolving World of Business Education, *Journal of Marketing Development and Competitiveness*, 9 (Dec.), 11 - 26. (with Jack Gregg).
- Why Marketers Should Study Policy, Editorial Statement, *Journal of Public Policy and Marketing*, 34 (1), 1 - 3.
- *Handbook of Persuasion and Social Marketing*. (Ed.), Three Volumes, (New York: Praeger Publishers, 2015).
- Introduction to Volume 1, Chapter 1, in David W. Stewart (Ed.), *Handbook of Persuasion and Social Marketing*. (New York: Praeger Publishers, 2015), pp. 1 - 11.
- Introduction to Volume 2, Chapter 1, in David W. Stewart (Ed.), *Handbook of Persuasion and Social Marketing*. (New York: Praeger Publishers, 2015), pp. 1 - 9.
- Introduction to Volume 3, Chapter 1, in David W. Stewart (Ed.), *Handbook of Persuasion and Social Marketing*. (New York: Praeger Publishers, 2015), pp. 1 – 7.
- Social Marketing in the Service of Economic Development: A Case Study at the Epicenter of the Housing Crisis, in David W. Stewart (Ed.), *Handbook of Persuasion and Social, Volume 3, Marketing*. (New York: Praeger Publishers, 2015). (with Regina M. Airey, Tricia Braun, Amy Sausser), 313 – 347.
- *Focus Groups: Theory and Practice*. Sage Series in Applied Research in Social Psychology, (Thousand Oaks, CA: Sage Publications, 1990, Second edition 2007, Arabic translation 2013, Third edition, 2015). (with P. Shamdasani).

2014

- What is Policy? And Why It Matters, Editorial Statement, *Journal of Public Policy and Marketing*, 33 (1), 1 – 3.
- Marketing Accountability: Defining Expectations and Measuring Outcomes, *Open Journal of Business and Management*, 2, 163 – 165.
- Beating Your Competition: It's About Positioning, Every Product and Service Must Have a Strong Value Proposition to be Successful, *The Beginner*, January 15, 2014, <http://www.thebeginner.eu/marketing-and-advertising/93-beating-your-competition-it-s-about-positioning>
- Heard of Big Data? It's Here But Has Yet to Demonstrate Its Promise, *The Beginner*, January 15, 2014, <http://www.thebeginner.eu/business/90-heard-of-big-data-it-s-here-but-it-has-yet-to-demonstrate-its-promise>
- Do You Know How Your Customers Make Their Decisions? Knowing Customers Decision Rules Can Tell You Where Your Are Vulnerable, *The Beginner*, January 15, 2014, <http://www.thebeginner.eu/marketing-and-advertising/92-do-you-know-how-your-customers-make-their-decisions>
- Why Do People Shop? Tailor Your Retail Environment, People Shop for Many Reasons, *The Beginner*, January 15, 2014, <http://www.thebeginner.eu/marketing-and-advertising/94-why-do-people-shop-tailor-your-retail-environment-for-your-shoppers>

2013

- Speculations on the Future of Graduate Management Education, *Journal of Higher Education Theory and Practice*, 2013 13 (2), 1 - 24. (with J. Gregg).
- Stewart, W. David, "Seizing our Destiny: Leading Economic Redevelopment at the Epicenter of the Housing Crisis." In *Lessons In Leading Change: Learning From Real World Cases*, (Oxford, U.K: Rossi Smith Publishing, 2012), pp. 13 – 24. Reprinted in Jens Mueller, Rhonda Franklin, and D. D. Warwick (Eds.), *Non-Profit Excellence*, (Oxford, U.K: Rossi Smith Publishing, 2013), 221 – 232.
- "Redefining Marketing and Public Policy for the 21st Century," Editorial Statement, *Journal of Public Policy and Marketing*, 2013, 31 (1), 1 – 5.
- Defining a Market or Market Defiance? Customers May Not Agree with What a Business Thinks Is Its Target Market, *The Beginner*, January 20, 2013, <http://www.thebeginner.eu/business/1037-defining-a-market-or-market-defiance>
- Radically New or Not? Does Technology Drive Markets ? If so, It is a Long, Slow Ride, *The Beginner*, January 11, 2013, <http://www.thebeginner.eu/technology/all-in-innovation/1028-radically-new-or-not>
- How Risky Is Your Business?, *The Beginner*, February 8, 2013, <http://www.thebeginner.eu/business/1052-how-risky-is-your-business>

- How Creative Is Your Organisation?, *The Beginner*, February 15, 2013, <http://www.thebeginner.eu/business/all-in-global-business/1057-how-creative-is-your-organisation-are-you-failing-often-enough>
- Managing Your Value Chain, Finding the Right Partners is Critical to Your Success,” *The Beginner*, March 27, 2013, <http://www.thebeginner.eu/business/1070-managing-your-value-chain>
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- Advertising And Market Position Over Time: How to Tell Whether Advertising Ever Works," Wellesley, MA, June 1988.
- Different Measures \neq Different Effects: Sorting Effects of Advertising by Measures Obtained, presented to Marketing Science Institute Conference on "Evaluating the Effects of Consumer
- Conditional Non-Parametric Resampling Segmentation of Sequential Discrete Choice Data, presented to 1988 Marketing Science Conference, University of Washington, Seattle (with S. Koslow).
- Advertising Repetition: What Do We Really Know?, 1987 AMA Educators' Conference, Toronto, Canada (with C. Pechmann).
- A Meta-Analysis of Comparative Advertising, presented to the Advertising and Consumer Psychology Conference, Chicago, 1987 (with C. Pechmann).
- Physiological Measures of Advertising Response: An Unfulfilled Promise, Southern Marketing Association, New Orleans, November 1984.
- A Generalized Investment Portfolio Model: An Application to Product Line Investment, 2nd Marketing Science Conference, Chicago, IL, March 1984 (with T. Devinney).
- Panel Member/Discussant, 5th Annual Nashville Business Conference, Nashville, TN, April 1982.
- "Innovative Approaches to Teaching Marketing Research," symposium panel member, Mid-South Conference of Marketing Educators, Long Beach, MS, March/April 1982.
- Discussant, "Consumer Decision Making," 1982 Special Conference on Marketing Theory, San Antonio, Texas, February 1982.

- Individual Search Strategies in New Automobile Purchases, presented to the Association for Consumer Research, October 1981 (with D. Furse and G. Punj).
- Marketing and Community Psychology, presented to the Southeastern Psychological Association, April 1981 (with Lona Spencer).
- Media Decision Models: A Review and Evaluation, presented to the joint meeting of the Operations Research Society of America and the Institute of Management Sciences, May 1980 (with Joan Blackwell).
- On the Use of Undergraduate Practica for Industrial/Organizational Psychology Students, presented to the Southeastern Psychological Association, March 1980.
- On Some Psychometric Properties of Fielder's Leadership Scales, presented to the Southeastern Psychological Association, March 1980 (with Dorene McGaughy and Phyllis Waugh).
- Psychology and Accounting: Interface or Red Face, presented to the Louisiana Psychological Association, October 24, 1975.
- On the Application of Psychophysiological Methods in the Clinical Setting, presented to the Louisiana Psychological Association, November 1, 1974.

Representative Invited Research Presentations:

- Department of Marketing, University of Southeast Norway, Oslo, Norway (September, 2018)
- Department of Marketing, Deakin University, Melbourne, Australia (November, 2017)
- Department of Marketing, Leeds University, Leeds, United Kingdom (July, 2017)
- Department of Marketing, University of San Diego (May, 2017)
- College of Business and Information Systems, Missouri University of Science and Technology, Rolla, Missouri (April, 2015)
- Department of Marketing, Victoria University, Wellington, NZ (August, 2014)
- Department of Marketing, Aalto University, Helsinki, Finland (April, 2013)
- William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas (May, 2012)
- Edinburgh University Business School (March, 2012)
- College of Business Administration, Loyola Marymount University (March, 2012)
- College of Business Administration, University of Illinois, Chicago (April, 2012)
- Department of Marketing, University of Alabama (April, 2009)

- Department of Marketing, Louisiana State University (November, 2007)
- Department of Marketing, University of Rhode Island (April, 2007)
- Anderson Graduate School of Management, University of California, Riverside (March, 2007)
- Department of Marketing, Iowa State University (March, 2007)
- Department of Marketing, Villanova University (November, 2006).
- Department of Marketing, University of Georgia (November, 2005).
- Georgetown University (May, 2002).
- Southwestern Doctoral Symposium, University of Houston (April, 2001).
- Albert Haring Symposium, University of Indiana (March, 2001).
- Department of Marketing, University of Notre Dame (April, 2001).
- Department of Marketing, Boston University (April, 2000).
- Department of Marketing, Marquette University (February, 2000).
- Department of Marketing, University of Kansas (February, 2000).
- Graduate School of Management, University of California, Irvine (January, 2000).
- Department of Marketing, University of Massachusetts (October, 1999).
- Department of Marketing, University of Miami (May, 1999).
- Department of Marketing, University of Georgia (April, 1999).
- Department of Marketing, Washington State University (March, 1999).
- Social Sciences Computing Consortium, University of California, Irvine (June, 1997).
- Senior Staff, United States Census Bureau (April, 1997).
- Department of Marketing, University of Calgary (March 1994).
- Graduate School of Management, University of California, Berkeley (February 1994).
- Graduate School of Management, University of California, Riverside (March 1990).
- Department of Marketing, University of Colorado (March 1990).
- A. B. Freeman School, Tulane University (October 1982, March 1990).

- Presbyterian College (South Carolina) (February 1989).
- Corporate Marketing and Advertising Research Planning Group, General Motors Corp. (August 1988, January 1989, July 1989).
- School of Social Sciences, University of California, Irvine (February 1989).
- Department of Marketing, University of Georgia (March 1988).
- Joint USC/UCLA/UCI Research Symposium (May 1987)
- Department of Marketing, University of Washington, Seattle (November 1986).
- Graduate School of Business, University of Chicago (May 1985).
- Department of Marketing, University of Arizona (February 1985).
- Department of Marketing, University of North Carolina (November 1984).
- Advertising Research Department, Procter and Gamble (November 1984).
- Department of Marketing, Baylor University (February 1984).
- Department of Marketing, Florida State University (October 1982).
- Colgate-Darden Graduate School of Business, University of Virginia (June 1982).
- Department of Marketing, University of Mississippi (October, 1979).

Research Grants:

- Department of Education, Center for International Business, Education and Research (July 1, 2002 – June 30, 2006, \$ 1.4 million).
- Marketing Science Institute, Cambridge, MA: An Analysis of the Impact of Type of Commercial on Recall, Key Selling Point Communication, and Persuasion (1983-84, \$25,000.00). (with D. Furse).
- Marketing Science Institute, Cambridge, MA: Research Conference on Nonverbal Communication in Advertising (1986, \$2,000.00). (with S. Hecker).
- American Academy of Advertising: A Replication and Extension of Stewart's and Furse's Analysis of the Impact of Type of Commercial on Recall, Key Selling Point Communication, and Persuasion (1988, \$1,500.00).
- General Motors Corporation, Detroit, MI and the Marketing Science Institute, Cambridge, MA: Analysis of the Impact of Advertising Over Time (1988, \$16,000.00).
- Marketing Science Institute, Cambridge, MA: A Research Agenda for Business-to-Business Advertising (1989, \$5,000.00). (with R. Spekman and K. Reardon).

- General Motors Corporation, Detroit, MI: Processing Music in Advertising (1989, \$20,000.00).
- Faculty Research Innovation Fund, University of Southern California (1990, \$12,000).
- General Motors Corporation, Detroit, MI: Arousal Properties of Music in Advertising (1990, \$21,738).
- IBM, The Economic Consequences of Close Customer/Supplier Relationships (1993, \$ 25,000).
- Travel grants, data, and in kind support provided by Burke Marketing Research, Cincinnati, OH; Research Systems Corporation, Evansville, IN; General Motors Corporation, Detroit, MI; Marketing Science Institute, Cambridge, MA.

TEACHING EXPERIENCE

Representative Courses Taught

<u>Undergraduate</u>	<u>Graduate (MBA and Ph.D.)</u>
Principles of Marketing	Marketing Management
Consumer Behavior	Marketing Research
Marketing Research	Product Management
Advertising	Sales Management
Measurement	Advertising and Promotion Management
Business-to-Business Marketing	Marketing Strategy and Planning
Social Psychology	Consumer Behavior
Statistics	Human Judgment & Decision Making
Human Resource Management	Organizational Behavior

Doctoral Committees Chaired

- Gustavo DeMello, Department of Marketing, University of Southern California, In Need of a Favorable Conclusion: The Role of Goal-Biased Reasoning in Consumer Judgments and Evaluations (2005; co-chair: Debbie MacInnis) (Honorable Mention, Ferber Award for Best Paper Published in the Journal of Consumer Research Based on a Dissertation, 2007). (Effective Fall of 2005, Assistant Professor of Marketing, Amos Tuck School of Business, Dartmouth College; deceased).
- Jaideep Prabhu, Department of Marketing, University of Southern California, Competitive Signaling: The Role of Receiver Inference in Determining Optimal Signaling Strategies, (1995) (The Jawaharlal Nehru Chair in Marketing, Judge School of Business, Cambridge University United Kingdom).
- Ingrid Martin, Department of Marketing, University of Southern California, Purposive, Goal-Oriented Knowledge and Attitudes: The Case of Brand Extensions (1993) (Professor of marketing, California State University at Long Beach).
- Scott Koslow, Department of Marketing, University of Southern California, A Theory of Deterministic Consumer Choice Behavior: Applying Generalizability Theory of Measurement to Consumer Panel Data (1990) (Professor of Marketing, Macquarie University, Australia).

- Kamal Gupta, Department of Marketing, University of Southern California, Product Performance Evaluation Using Brand and Category Expectations (1990) (research associate with A. C. Nielsen, New York).
- Connie Pechmann, Owen Graduate School of Management, Vanderbilt University, The Development and Testing of a Contingency Model for Comparative Advertising (1988) (winner of 1987 Marketing Science Institute Dissertation Proposal Award) (Professor of marketing at the University of California at Irvine).

Doctoral Committee Memberships

- Johanna Frosen, Aalto University Business School, Finland
- Srinivasan Ratneshwar, Owen Graduate School of Management, Vanderbilt University.
- Andrew Hicks, Department of Psychology, Vanderbilt University.
- Debra Rog, Department of Psychology, Vanderbilt University.
- John Stroud, Department of Psychology, Vanderbilt University.
- Susan Choati, Department of Psychology, University of Southern California.
- Robert Simon, Department of Psychology, The Claremont Graduate School.
- Ray Rody, Department of Marketing, University of Southern California.
- Key-suk Kim, Department of Marketing, University of Southern California.
- Kirti Sawhney, Department of Marketing, University of Southern California.
- Walfried Lassar, Department of Marketing, University of Southern California.
- Peter Golder, Department of Marketing, University of Southern California.
- Alex Rader, Department of Psychology, University of Southern California.
- Robyn Johnson, Department of Psychology, University of Southern California.
- Amy Feldstein, Department of Sociology, University of Southern California.
- Susan Barazani, Department of Education, University of Southern California.
- Lilian Chang, Department of Marketing, University of Southern California.
- Paulos Pavlou, Information and Operations Management, University of Southern California.
- Allison Johnson, Department of Marketing, University of Southern California.
- Shashi Matta, Department of Marketing, University of Southern California.
- Aditi Grover, Department of Marketing, University of Southern California.
- Heather Wan, Department of Marketing, University of Southern California.

Representative Executive Workshops and Executive Programs:

- Business Models and Branding, K.A.I.S.T. Executive MBA, Los Angeles, CA, July, 2004, July, 2005 and July 2006.
- Marketing Management, One-day Executive Program, Northrup Grumman Space Technology, Redondo Beach, CA, June, 2005.
- Conducting Customer Visits. Hewlett Packard Corporation, (1990-2001) (offered in Singapore, Japan, Taipei and Europe as well as various sites in the United States).
- Marketing Strategy, Twenty Hour Videotape/Distance Learning Course Created for Business BreakThrough (Japan) and the University of Southern California, Summer, 2000.
- Developing a Customer Focus, UCLA Executive Program, Los Angeles, CA, February, 1999, 2000.
- Using Market Information for Decision Making, Hewlett Packard Corporation, various locations in U.S. and worldwide (1996-2000).
- A Managerial Approach to Choice Modeling, Hewlett Packard Corporation, various locations in U.S. and worldwide (1991-1993, 2000).
- Managing Survey Research. Hewlett Packard Corporation, (1988-2000) (offered in Japan, Singapore, and Europe as well as various sites in the United States).
- Managing Marketing Research. Hewlett Packard Corporation, (1988-2000) (offered in Japan, Singapore, and Europe as well as various sites in the United States).
- Developing Hi-tech Consumer Products, Hewlett Packard Corporation, various locations in U.S. and worldwide (1995-1999).
- Listening to Customers: Managing Customer Visits, Xerox Corp., El Segundo, CA 1997, 1998.
- Hughes Marketing Management Institute, Los Angeles, CA, March, 1994, September, 1994, March, 1995, September, 1995, March, 1996, January 1997, February, 1997.
- Creating Value and Organizing for Value Creation, Nevada Power Company, March, 1996, March 1997.
- Cheil Communications Managers Program, Korea, November, 1996, 1997.
- Samsung Business-to-Business Program, University of Southern California, Los Angeles, October-November, 1996, 1997.
- Customer Focus and Organizational Change, United States Census Bureau 1997.
- Understanding Customer Decision-Making, Texas Instruments (1994-96) (seven deliveries).

- Cheil Advertising Managers Program, University of Southern California, Los Angeles, June, 1995, August, 1996 (faculty coordinator).
- Samsung Directors Program, Korea, August, 1996.
- Changing Consumer Demographics and Lifestyles: Drivers of Market Demand in the 1990's and Beyond (offered to and for various organizations including Pacific Bell and FISERV).
- Creating Value and Organizing for Value Creation, Advanced Management Program, University of Southern California, September/November, 1995, January/March, 1996.
- Creating Value and Organizing for Value Creation, Executive Education Network, January, 1996, October, 1996).
- Creating Customer Value, United States Census Bureau, 1995.
- Listening to Customers, Baxter Health Care Group, August, 1992; Hughes, February, September, 1994, February, 1995; Cadence Design Systems, February, 1995.
- Listening to Customers: Managing Customer Visits, Cadence Design Systems, San Jose, CA, February, 1995.
- Evaluating Marketing Actions With Experiments, Hewlett Packard Corporation, , various locations in U.S. and worldwide (1991-1995).
- Honeywell Branch Leadership Program, University of Southern California, 1992-1994, faculty coordinator (fourteen deliveries).
- Korean Marketing Management Program, four week program offered to Haitai Company by Marketing Department of the University of Southern California, July, 1994 (faculty coordinator).
- The Executive Program, University of Southern California, June, 1992, 1993.
- Listening to Customers: Managing Customer Visits, NCR Corp., December 1992, June, August 1993.
- Strategic Marketing, Middle Management Program for Telecommunications, University of Southern California, October, 1988, May 1989, May, October, 1993.
- American Association of Advertising Agencies, Western Region, 1987, 1988, 1989, 1990, 1992, 1993.
- Creating a Market Focus, Magnetec Institute of Management, University of Southern California, Los Angeles, July, 1992.
- Marketing and Advertising Research, Institute for Advanced Studies in Advertising,
- Market Segmentation and Positioning. Schnucks Markets, St. Louis, MO, September 1990.
- Marketing Management, International Teleproduction Society, Sept. 1989.

- Creating a Market Focused Organization, Weyerhaeuser Company, presented seven times from May 1988 to February 1989.
- Integrating Verbal and Non-Verbal Communication, Broadcast Promotion and Marketing Executives Association, Annual Meeting, Los Angeles, 1988.
- Product Management, Bell Communications Research, 1988.
- Product Management, Hewlett Packard Corporation, Palo Alto, CA, September, December 1987, March 1988.
- Executive Decision Making, Executive Workshop for the Southeastern Chapter of the Young Presidents' Organization, April 1986.
- New Product Development, Executive Workshop, Vanderbilt University's Owen Graduate School of Management, Nashville, TN, August 1981, August 1982, August 1983, and November 1985.
- Advertising Strategy and Evaluation, Executive Workshop, Vanderbilt University's Owen Graduate School of Management, Nashville, TN, October 1981, October 1982, and September 1983.
- An Introduction to Model Building in Advertising and Marketing, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, April 1978.
- A Short Course in Multivariate Statistics, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, March 1977 and March 1978.
- An Introduction to Practical Statistics, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, February 1978.
- An Introduction to Data Processing for the Market Researcher, Internal Presentation, Needham, Harper, and Steers, Inc., Chicago, IL, February 1977.

REPRESENTATIVE NON-ACADEMIC EXPERIENCE

- Principal, Stewart Associates, Consultants to Management, (1980-present).
- Manager, Special Projects and Mathematical Models, Needham, Harper, and Steers Advertising, Inc., Chicago, IL, (1976-1978).
- Director of Training and EEO Coordinator, East Louisiana State Hospital, Jackson, LA, (1976-1976).
- Consultant, Central Louisiana State Hospital, Pineville, LA, (1976).
- Research Psychologist, Central Louisiana State Hospital, Pineville, LA, (1974-1976).

Representative Consulting Activities:

- Consulting Expert, Compass Lexecon (2017 – present)
- Consulting Expert, Cornerstone Research (1999 - present)

- Federal Trade Commission, Advertising Practices Division, Washington, D.C. (1987 - 1989, 1995-98, 2004-2011, 2013-2015)
- Hewlett Packard, Palo Alto, CA (1987 - 2001)
- Agilent Technologies (2000-2001)
- Visa Services International (1996-2001)
- Xerox, Los Angeles (1996-1999)
- Century 21 Real Estate, Irvine, CA (1994-96, 1999)
- Hughes Corp., Los Angeles (1993-1998)
- Coca-Cola Company, Atlanta (1991, 1994, 1997)
- Texas Instruments, Dallas (1994-96)
- Pacific Bell Telephone, Los Angeles (1994-1996)
- Honeywell Home and Building Control, Minneapolis (1992-1995)
- Cadence Design Systems, San Jose, CA (1994-1995)
- FISERV, West Covina, CA (1994, 1995)
- NCR, Dayton, San Diego (1992, 1993)
- Los Angeles Chapter of American Association of Advertising Agencies Institute of Advanced Advertising Studies (1987 - 1993)
- Baxter Health Care Group, Irvine, CA (1992)
- Covington and Burling, Washington, D. C. (1989 - 1992)
- Schnucks' Supermarkets, St. Louis (1988, 1990)
- Bell Communications Research (1988 - 1989)
- Weyerhaeuser Company (1988 - 1989)
- International Teleproduction Society (1989)
- Lintas Worldwide Advertising, New York (1987 - 1988)
- Yankelovich, Clancy, and Schulman, New York (1988)
- Nihhon Health Industry Co. (Japanese Pharmaceutical Trade Association) (1987)
- American Cable Systems, Los Angeles, CA (1987)
- Ford Motor Company, Detroit, MI (1986)
- Mead Johnson, Evansville, IN (1986)
- Dede Wallace Mental Health Center, Nashville, TN (1986)
- Northern Telecom, Inc., Nashville, TN (1983 - 1986)
- Hickory Specialties Company, Brentwood, TN (1981 - 1986)
- Eric Ericson and Associates Advertising, Nashville, TN (1983 - 1984)
- Tennessee State Attorney General's Office of Consumer Affairs, Nashville, TN (1983)
- Vanderbilt University Hospital, Nashville, TN (1983)
- Research Systems Corporation, Evansville, IN (1983)
- Milam's Optical, Inc., Nashville, TN (1983)
- Viacom Cablevision, Nashville, TN (1982)
- Hydrowave Hot Water Heaters, Nashville, TN (1981 - 1982)
- National Geothermal Company, Lawrenceburg, TN (1981 - 1982)
- U.S. Aeromedical Research Laboratory, Fort Rucker, AL (1979 - 1980)
- Calhoun County Chamber of Commerce, Anniston, AL (1978 - 1980)
- Office of Planning and Education, Jacksonville State University, Jacksonville, AL (1980)
- The Anniston Star/WHMA Radio TV, Anniston, AL (1979)
- First Federal Savings and Loan, Huntsville, AL (1979)
- CED Mental Health Center, Gadsden, AL (1979)

- Southeastern Manufacturing Company, Anniston, AL (1979)
- Goodyear Tire and Rubber Company, Gadsden, AL (1979)
- Rapides Area Planning Commission, Pineville, LA, (1974-1976).

Representative Media Citations:

Interviews or Published Works have been cited in *Advertising Age*, *Wall Street Journal*, *New York Times*, *New York Daily News*, *Washington Post*, *U.S. News and World Report*, *Newsweek*, *Time*, *Fortune*, *Adweek*, *Chicago Tribune*, *Christian Science Monitor*, *Crain's New York Business*, *Los Angeles Times*, *Los Angeles Herald Examiner*, *Atlanta Constitution*, *Broadcasting*, *Smithsonian*, *Columbia Missourian*, *Birmingham Herald*, *Nashville Banner*, *Nashville Tennessean*, *Self Magazine*, *Ladies Home Journal*, *BusinessWeek*, *TV Guide*, *Information Week*, *Success Magazine*, *Los Angeles Times Magazine*, *Automotive Market Report*, *Sales Motivation Magazine*, *Columbia Journalism Review*, *Newsday*, *U.S.A. Today*, *Boardroom Reports*, *New York Magazine*, *Orange County Register*, *Baton Rouge Morning Advocate*, *Health Magazine*, *Parenting Magazine*, *L. A. Today*, *Health Magazine*, *Detroit Free Press*, *Greenville News*, *Birmingham News*, *Pittsburgh Press*, *Times Herald (Vellejo, CA)*, *St. Petersburg Times*, *New Orleans Times Picayune/States Item*, *Convenience Store News*, *Working Mother*, *Working Woman*, *Philadelphia Inquirer*, *Washington Post*, *Medical Economics*, *Investor's Daily*, *Privileged Information*, *Times Herald International*, *Nikkei Marketing Journal (Nikkei Ryutsu Shimbun)*, *Veckan Affärer (Swedish Business Magazine)*, *San Jose Mercury News*, *The Marketer*, *Sacramento Bee*, *Miami Herald*, *Baltimore Sun*, *The Daily Breeze*, *The Observer*, *The Daily News (Los Angeles)*, *St. Louis Dispatch*, *Marketplace*, *Orange County Metropolitan*, *Los Angeles Daily News*, *AutoAge*, *Dayton Daily News*, *Palm Springs Desert Sun*, *National Inquirer*, *Orlando Sentinel*, *Riverside Press Enterprise*, *Phoenix Sun*, *Entrepreneur*, *Business and Incentive Strategy*, *Nihon Keizai Shimbun*, *American Demographics*, *San Bernardino Sun*, *Alberta Report*, *Profiles Magazine*, *Cosmopolitan*, *Congressional Quarterly*, *Sports Trade*, *Sporting Goods*. Authored a monthly column on consumer trends in the United States for the *Nikkei Marketing Journal* (circulation 330,000+) from January 1988 to December 1989.

Have appeared on numerous television and radio programs, including the *NBC Evening News*, *CBS Evening News*, *ABC Evening News*, *CBS News' America Tonight*, *CNN News*, *ABC's Nightline*, *History Channel*, *Financial News Network*, *Money Radio*, *Financial Broadcasting Network*, *The Parenting Network*, *Senior Report*, *National Public Radio*, *the Copley Radio Network*, and local radio and television stations in Nashville, Birmingham, Cleveland, Detroit, Los Angeles, St. Louis, San Diego, Calgary, and San Francisco, and various Public Broadcasting Stations, interview on NYNEX tape-of-the-month, "Needs Analysis and RFP's."